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# **Tourism Task Force Agenda**

Thursday, January 25, 2024 6:00 p.m.

Harrigan Centennial Hall

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## **Commission Members:**

**Rich McClear, Barbara Bingham, Camille Ferguson, Cambria Holmes, Chris McGraw, James Michener,  
Jeremy Plank, Scott Wagner, Ryan Gluth, Rachel Roy (ex officio), Amy Ainslie (ex officio)  
JJ Carlson (Assembly Liaison)**

- I. CALL TO ORDER**
- II. ROLL CALL**
- III. PERSONS TO BE HEARD** (For items OFF the agenda - not to exceed 3 minutes)
- IV. NEW BUSINESS**
  - A. Nominations for Chair and Vice Chair
  - B. Debrief on the Townhall
  - C. Discussions on the survey results
- V. PERSONS TO BE HEARD** (For items ON or OFF the agenda – not to exceed 3 minutes)
- VI. ADJOURNMENT**

# LEVEL OF CRUISE TOURISM FOR SITKA SURVEY RESULTS

Open 12/21 – 1/15

Report by: CBS Planning & Community Development Department

## Responses

- Total: 1,136
- Online: 1,124
- Paper: 12

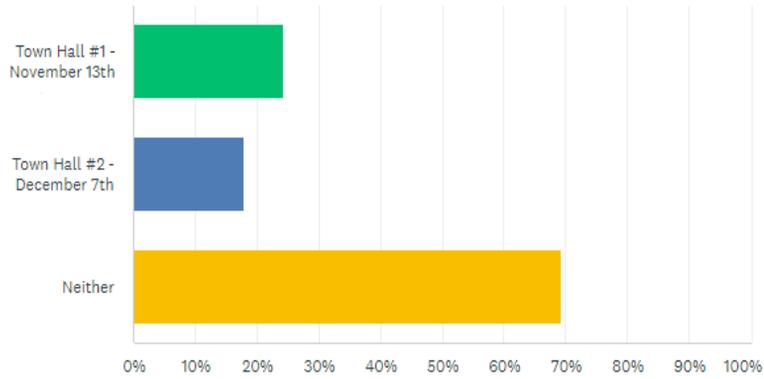
## Demographics & Representation

Age Range	2022 American Community Survey*	Survey Results	Under/Over Representation Percentage
15-17	4%	>1%	-4%
18-24	10%	4%	-6%
25-34	17%	14%	-3%
35-44	17%	21%	4%
45-54	14%	19%	5%
55-64	18%	18%	0%
65+	19%	24%	5%

\*The American Community Survey does not separately capture those who are age 14, but rather captures those who are 10-14. For the purpose of comparison, all survey respondents who marked age 14-17 are included as 15-17 here. The percentage of population is based on Sitka's population less those age 14 or younger.

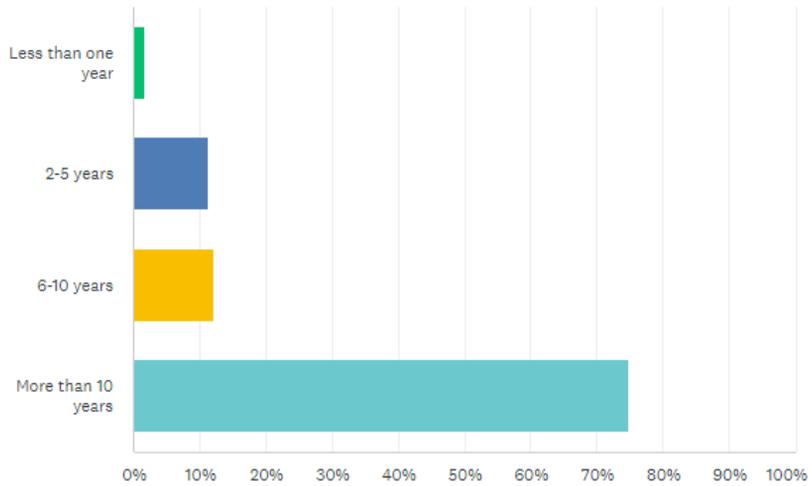
# Did you attend any of the Tourism Town Hall meetings? (Check all that apply)

Answered: 1,136 Skipped: 0



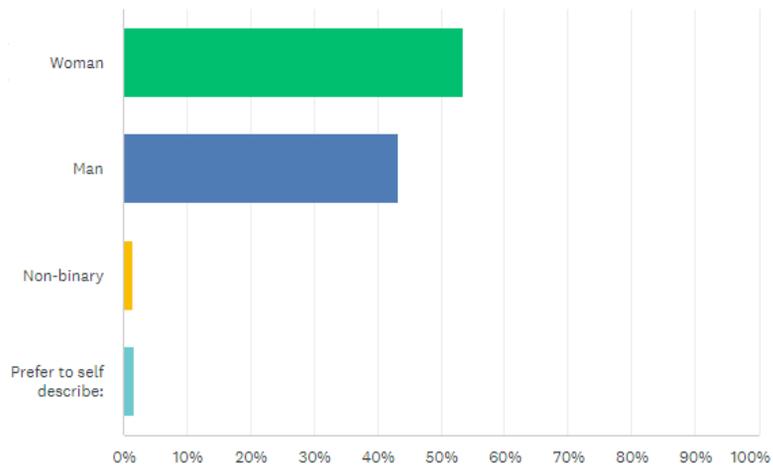
# How long have you lived in Sitka?

Answered: 1,133 Skipped: 3



# What is your gender?

Answered: 1,111 Skipped: 25



# Race

Responses: 1029

Race – Alone or in Combination	2022 American Community Survey	Survey Results	Under/Over Representation Percentage
White or Caucasian	66%	75%	9%
American Indian or Alaska Native	17%	17%	0%
Asian or Asian American	9%	2%	-6%
Hispanic or Latino	5%	3%	-2%
Native Hawaiian or Other Pacific Islander	2%	1%	-1%
Black or African American	1%	1%	0%
Middle Eastern or North African	Not Available	1%	1%

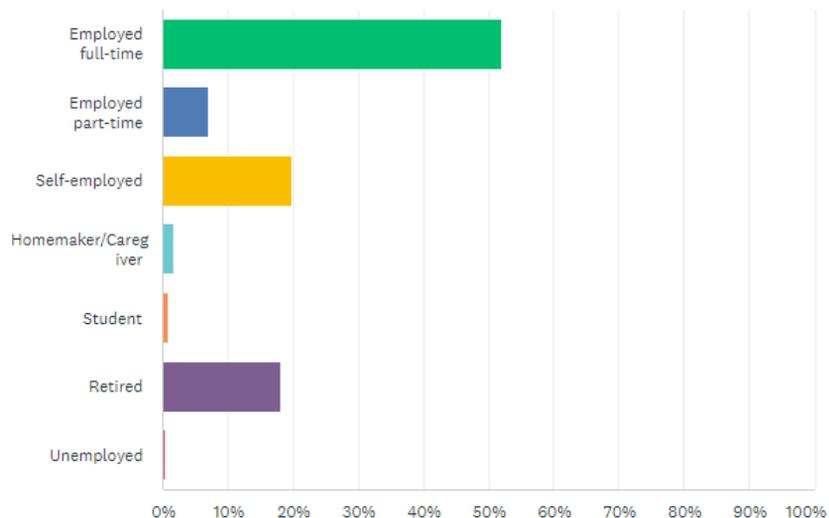
# Housing Status

Responses: 1123

Housing Status	2022 American Community Survey	Survey Response	Under/Over Representation %
Homeowner	67%	75%	8%
Renter	30%	23%	-7%
Not-Specified	3%	2%	-1%

## What is your primary occupational status?

Answered: 1,125 Skipped: 11



# RESPONSE DATA

**Do you believe CBS should take an active role in determining the number of cruise visitors that come to Sitka?**

	% of Overall Respondents	Yes	No	Undecided	Skipped
Overall	100%	60%	32%	8%	<1%
Did Not Attend Townhalls	69%	62%	29%	10%	
<b>Age</b>					
18-24	4%	43%	53%	5%	
25-34	14%	62%	30%	8%	
35-44	21%	61%	32%	8%	
45-54	19%	55%	36%	10%	
55-64	18%	55%	34%	12%	
65+	24%	68%	25%	8%	
<b>Employment</b>					
Full Time Employment	52%	54%	37%	8%	
Part Time Employment	7%	66%	29%	5%	
Self-Employed	20%	65%	27%	8%	
Retired	18%	66%	24%	10%	
<b>Length of Sitka Residency</b>					
Less than one year	2%	65%	30%	5%	
2-5 years	11%	66%	26%	8%	
6-10 years	12%	70%	25%	5%	
More than 10 years	75%	57%	34%	9%	
<b>Housing Status</b>					
Homeowner	75%	59%	33%	8%	
Renter	23%	64%	28%	8%	

**Going forward, cruise tourism levels should be:**

	% of Overall Respondents	Significantly less than 2023	Somewhat less than 2023	Same as 2023	Somewhat more than 2023	Significantly more than 2023	Skipped
Overall	100%	36%	19%	18%	13%	13%	2%
Did Not Attend Townhalls	69%	35%	22%	18%	13%	12%	
<b>Age</b>							
18-24	4%	20%	20%	15%	15%	30%	
25-34	14%	28%	28%	18%	13%	12%	
35-44	21%	34%	21%	18%	15%	12%	
45-54	19%	37%	13%	17%	15%	18%	
55-64	18%	35%	20%	18%	14%	12%	
65+	24%	44%	18%	19%	11%	9%	
<b>Employment</b>							
Employed Full Time	52%	31%	20%	18%	14%	16%	
Employed Part Time	7%	33%	30%	18%	9%	11%	
Self-Employed	20%	39%	16%	19%	14%	12%	
Retired	18%	45%	18%	17%	12%	8%	
<b>Length of Sitka Residency</b>							
Less than one year	2%	15%	25%	30%	20%	10%	
2-5 years	11%	31%	29%	16%	12%	13%	
6-10 years	12%	40%	23%	12%	12%	13%	
More than 10 years	75%	36%	17%	19%	14%	14%	
<b>Housing Status</b>							
Homeowner	75%	36%	18%	19%	13%	13%	
Renter	23%	36%	24%	15%	14%	12%	

**If you feel there should be a maximum number of cruise passengers that visit Sitka on any given day, what do you think that maximum should be?**

	% of Overall Respondents	Average	Average Less Outliers	Median	Mode	Minimum	Maximum	Skipped %
Overall	100%	5,902	5,484	5,000	5,000	0	50,000	19%
Did Not Attend Townhalls	69%	5,788	5,336	5,000	5,000	0	50,000	21%
<b>Age</b>								
18-24	4%	7,797	7,150	8,000	10,000	2,500	20,000	18%
25-34	14%	6,566	5,895	5,000	5,000	10	36,000	18%
35-44	21%	6,185	5,711	5,000	5,000	2	40,000	16%
45-54	19%	6,577	5,634	5,000	5,000	0	50,000	29%
55-64	18%	5,501	5,443	5,000	5,000	5	15,000	17%
65+	24%	4,853	4,787	4,500	5,000	0	20,000	16%
<b>Employment</b>								
Employed Full Time	52%	6,099	5,591	5,000	5,000	5	40,000	21%
Employed Part Time	7%	5,278	4,910	4,999	5,000	1,000	20,000	16%
Self-Employed	20%	5,456	5,204	5,000	5,000	0	15,000	18%
Retired	18%	5,028	4,903	5,000	5,000	2	20,000	15%
<b>Length of Sitka Residency</b>								
Less than one year	2%	7,500	7,500	7,500	10,000	4,000	10,000	22%
2-5 years	11%	5,412	5,412	5,000	5,000	0	10,000	18%
6-10 years	12%	5,179	5,179	5,000	5,000	1,500	10,000	12%
More than 10 years	75%	5,810	5,297	5,000	5,000	2	40,000	20%
<b>Housing Status</b>								
Homeowner	75%	5,710	5,341	5,000	5,000	0	36,000	19%
Renter	23%	5,832	5,358	5,000	5,000	5	40,000	19%

## Days per Week at Daily Max Indicated

Daily Max	% of Responses	1	2	3	4	5	6	7
0-1000	3%	12%	9%	12%	18%	6%	12%	27%
1001-2000	4%	0%	13%	21%	15%	21%	4%	23%
2001-3000	11%	6%	10%	23%	21%	28%	2%	9%
3001-4000	11%	6%	21%	26%	20%	19%	3%	6%
4001-5000	17%	6%	19%	26%	20%	16%	7%	7%
5001-6000	7%	5%	17%	15%	15%	28%	17%	3%
6001-7000	6%	3%	17%	11%	16%	23%	9%	20%
7001-8000	6%	3%	17%	12%	6%	20%	17%	26%
8001-9000	9%	4%	3%	7%	9%	17%	13%	46%
9001-10000	5%	2%	6%	4%	7%	33%	4%	44%
10001-11000	>1%	0%	0%	0%	33%	33%	0%	33%
11001-12000	1%	0%	0%	0%	0%	29%	14%	57%
12001-13000	>1%	0%	0%	0%	100%	0%	0%	0%
13001-14000	>1%	0%	0%	0%	0%	0%	0%	100%
>14,000 (Outliers)	2%	0%	4%	9%	0%	9%	4%	61%
Skipped	19%							

**If you had to narrow down your choice of maximum cruise passengers per day to one of these options, what would be your preference?**

	% of Overall Respondents	3,000	4,000	5,000	6,000	7,000	Skipped
Overall	100%	23%	16%	18%	9%	34%	6%
Did Not Attend Townhalls	69%	22%	16%	21%	9%	32%	
<b>Age</b>							
18-24	4%	10%	8%	21%	3%	59%	
25-34	14%	17%	11%	23%	10%	39%	
35-44	21%	21%	17%	19%	9%	34%	
45-54	19%	21%	14%	19%	7%	39%	
55-64	18%	23%	19%	13%	13%	32%	
65+	24%	31%	17%	18%	9%	25%	
<b>Employment</b>							
Employed Full Time	52%	18%	15%	19%	10%	38%	
Employed Part Time	7%	20%	16%	24%	11%	30%	
Self-Employed	20%	27%	17%	15%	5%	36%	
Retired	18%	31%	17%	16%	12%	23%	
<b>Length of Sitka Residency</b>							
Less than one year	2%	11%	17%	11%	17%	44%	
2-5 years	11%	20%	13%	25%	10%	31%	
6-10 years	12%	23%	15%	22%	8%	33%	
More than 10 years	75%	23%	16%	17%	9%	35%	
<b>Housing Status</b>							
Homeowner	75%	23%	16%	18%	9%	34%	
Renter	23%	23%	14%	19%	9%	35%	

## How many days per week should there be large ships (those with 4,000+ capacity) in town?

	% of Overall Respondents	0	1	2	3	4	5	6	7	Skipped
Overall	100%	14%	9%	12%	12%	9%	15%	6%	20%	2%
Did Not Attend Townhalls	69%	15%	9%	13%	13%	10%	15%	4%	21%	
<b>Age</b>										
18-24	4%	10%	3%	8%	18%	5%	10%	8%	40%	
25-34	14%	6%	10%	17%	15%	12%	15%	4%	22%	
35-44	21%	17%	12%	9%	14%	8%	15%	7%	19%	
45-54	19%	16%	7%	13%	13%	9%	15%	4%	23%	
55-64	18%	12%	11%	13%	13%	9%	19%	6%	18%	
65+	24%	20%	10%	13%	9%	9%	15%	6%	17%	
<b>Employment</b>										
Employed Full Time	52%	11%	8%	12%	13%	11%	16%	6%	22%	
Employed Part Time	7%	14%	16%	18%	11%	12%	12%	4%	13%	
Self-Employed	20%	19%	8%	11%	13%	6%	16%	4%	23%	
Retired	18%	18%	12%	12%	12%	6%	16%	7%	17%	
<b>Length of Sitka Residency</b>										
Less than one year	2%	0%	5%	21%	5%	16%	16%	0%	37%	
2-5 years	11%	13%	13%	16%	15%	8%	17%	6%	10%	
6-10 years	12%	16%	10%	14%	10%	11%	21%	7%	12%	
More than 10 years	75%	15%	9%	12%	13%	9%	14%	6%	23%	
<b>Housing Status</b>										
Homeowner	75%	16%	8%	12%	12%	9%	15%	6%	21%	
Renter	23%	11%	14%	12%	14%	9%	16%	5%	19%	

		Should CBS advocate for designated quiet days(s)?				Quiet Day(s) per Week			
		% of Overall Respondents	Yes	No	Unsure	Skipped	1	2	Skipped
Overall		100%	59%	31%	10%	<1%	29%	44%	27%
Did Not Attend Townhalls		69%	61%	29%	10%		29%	44%	27%
Age									
18-24	4%	43%	48%	10%		31%	20%	49%	
25-34	14%	65%	30%	4%		28%	47%	25%	
35-44	21%	56%	32%	12%		30%	42%	28%	
45-54	19%	53%	35%	11%		28%	41%	31%	
55-64	18%	60%	32%	8%		27%	46%	26%	
65+	24%	66%	24%	10%		30%	55%	15%	
Employment									
Employed Full Time	52%	56%	34%	10%		29%	41%	29%	
Employed Part Time	7%	68%	26%	6%		34%	47%	20%	
Self-Employed	20%	57%	34%	9%		24%	44%	32%	
Retired	18%	65%	24%	12%		30%	47%	23%	
Length of Sitka Residency									
Less than one year	2%	50%	30%	20%		18%	44%	38%	
2-5 years	11%	66%	26%	9%		34%	46%	20%	
6-10 years	12%	65%	25%	10%		32%	50%	18%	
More than 10 years	75%	58%	33%	10%		28%	42%	29%	
Housing Status									
Homeowner	75%	59%	32%	9%		28%	43%	29%	
Renter	23%	60%	28%	12%		30%	44%	26%	

**If you feel there should be maximum number of cruise passengers that visit Sitka within a season, what do you think that maximum should be?**

	% of Overall Respondents	Average	Average Less Outliers	Median	Mode	Minimum	Maximum	Skipped %
Overall	100%	414,261	376,715	350,000	300,000	0	1,000,000	34%
Did Not Attend Townhalls	69%	397,767	360,371	350,000	300,000	0	1,000,000	37%
<b>Age</b>								
18-24	4%	568,733	437,478	500,000	1,000,000	12,000	1,000,000	22%
25-34	14%	430,313	395,787	400,000	300,000	385	1,000,000	33%
35-44	21%	447,257	397,968	400,000	300,000	10	1,000,000	29%
45-54	19%	412,617	373,174	350,000	300,000	0	1,000,000	36%
55-64	18%	417,981	388,387	400,000	300,000	300	1,000,000	38%
65+	24%	345,704	334,020	300,000	300,000	0	1,000,000	37%
<b>Employment</b>								
Employed Full Time	52%	428,532	383,665	400,000	300,000	0	1,000,000	34%
Employed Part Time	7%	391,285	301,106	350,000	450,000	350	1,000,000	31%
Self-Employed	20%	364,344	336,403	300,000	250,000	0	1,000,000	33%
Retired	18%	336,222	336,222	300,000	300,000	650	750,000	36%
<b>Length of Sitka Residency</b>								
Less than one year	2%	538,500	487,222	500,000	400,000	175,000	1,000,000	31%
2-5 years	11%	395,836	385,237	400,000	400,000	3	1,000,000	30%
6-10 years	12%	352,319	322,426	337,500	400,000	0	1,000,000	23%
More than 10 years	75%	401,514	15,870	350,000	300,000	0	1,000,000	37%
<b>Housing Status</b>								
Homeowner	75%	404,523	364,593	350,000	300,000	0	1,000,000	35%
Renter	23%	378,875	350,119	350,000	300,000	0	1,000,000	31%

**If you had to narrow down your choice of maximum cruise passengers per season to one of these options, what would be your preference?**

	% of Overall Respondents	250,000	350,000	450,000	550,000	Skipped
Overall	100%	27%	22%	13%	38%	9%
Did Not Attend Townhalls	69%	27%	24%	14%	35%	
<b>Age</b>						
18-24	4%	14%	23%	9%	54%	
25-34	14%	22%	23%	18%	37%	
35-44	21%	25%	23%	13%	39%	
45-54	19%	31%	16%	9%	44%	
55-64	18%	24%	22%	15%	39%	
65+	24%	35%	24%	13%	29%	
<b>Employment</b>						
Employed Full Time	52%	23%	22%	12%	42%	
Employed Part Time	7%	27%	19%	23%	32%	
Self-Employed	20%	29%	18%	11%	42%	
Retired	18%	35%	26%	14%	25%	
<b>Length of Sitka Residency</b>						
Less than one year	2%	11%	39%	11%	39%	
2-5 years	11%	29%	19%	14%	38%	
6-10 years	12%	26%	26%	13%	34%	
More than 10 years	75%	28%	21%	13%	38%	
<b>Housing Status</b>						
Homeowner	75%	27%	21%	14%	38%	
Renter	23%	28%	25%	11%	36%	