## TOURISM STATISTICS

### BY THE NUMBERS 2023

\$375 m in direct spending

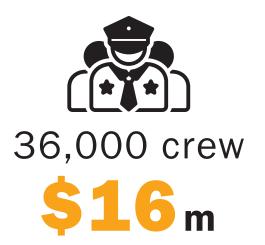




26%

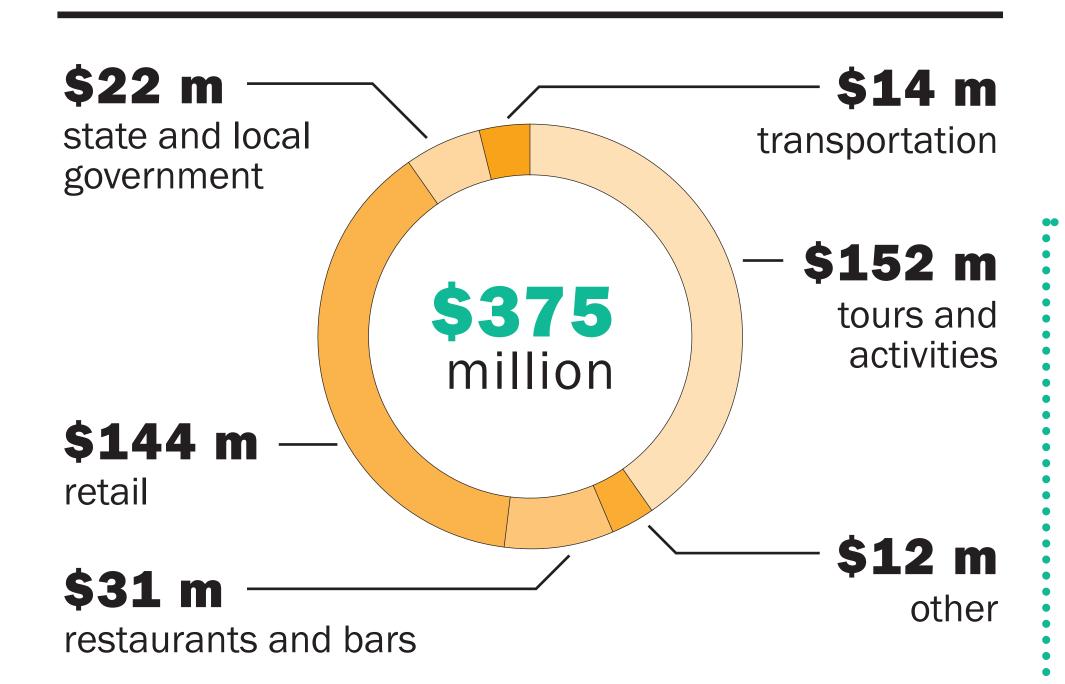
**CBJ** total

sales tax



51

#### INDUSTRY SPENDING



# LOCALS ON TOURISM

Juneau locals are mostly split on whether to **disperse tourists** or keep them **concentrated**.

2022

2023

Sales Tax

Revenue

keep visitors in areas developed for tourism

40%

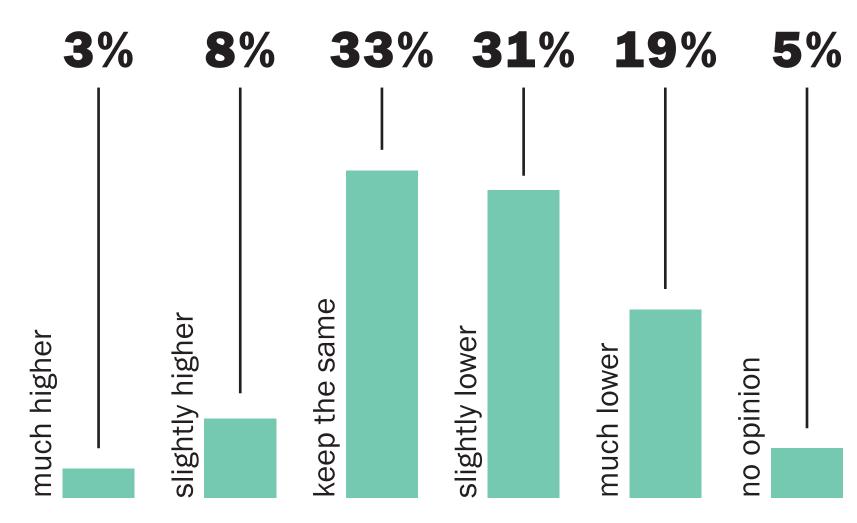
**42**%

spread visitors throughout the Borough

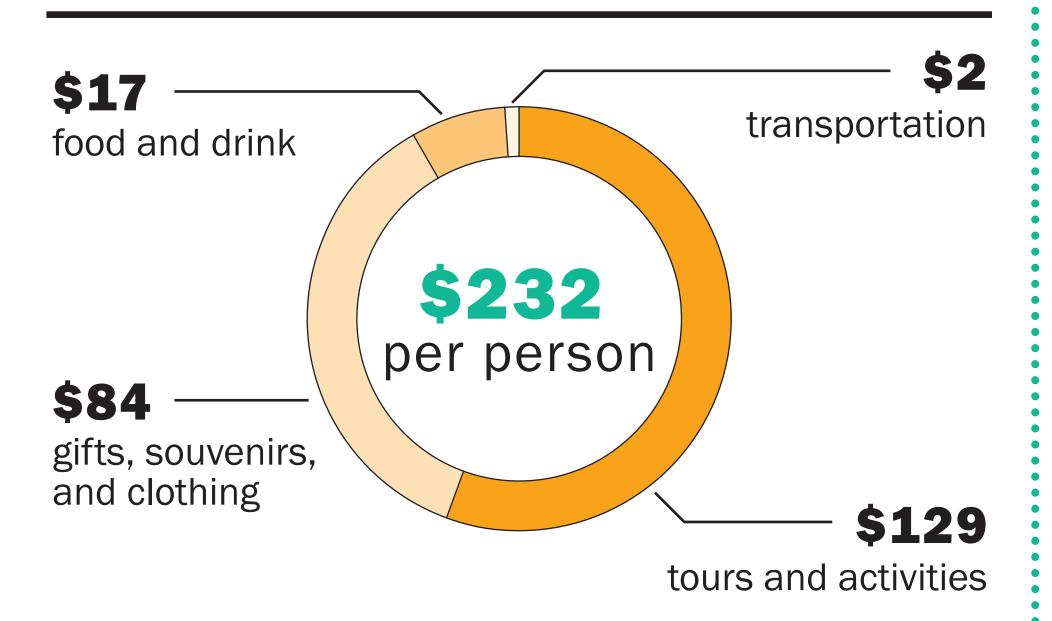
40%

34%

Almost **65% of locals** want to keep visitor volumes the **same** or **slightly lower** than 2023.



### PER PERSON SPENDING



### MARINE PASSENGER FESS over \$8.2 million in 2023

The CBJ received over **\$22 million** in revenues associated with cruise ships including just over **\$8.2 million** in marine passenger fees.

### how do they benefit Juneau?

The passenger fees were used to develop the **Rainforest Trail** in 2003 and **Overstreet Park** in 2019. Future plans for passenger fees include updates to Marine Park and Homstead Park and extending the Juneau seawalk.



