

*Economic Impacts of the
Visitor Industry in Juneau
2007-08*

Prepared for:
Juneau Convention & Visitors Bureau



Research-Based Consulting

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Exhibit KJ
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Cruise visitation numbers from CLAA are adjusted in two ways for the purpose of measuring economic impacts:

- A small number of passengers are subtracted from the total to account for small ship passengers who are on round trip cruises that begin and end in Juneau. They are counted twice in the cruise traffic database: once when they embark on their ship, and a second time when they disembark. Another adjustment is made to account for small ship passengers who exit Juneau via airplane, as their volume and spending are accounted for in the air market numbers.
- A small fraction of all passengers are subtracted from the total to account for those who stay on-board during their Juneau visit.

These adjustments lead to a total cruise passenger volume figure of 969,600 (see Table 1).

Cruise passengers accounted for \$140 million in Juneau expenditures in summer 2008. This figure is derived from data obtained in the 2006 *Alaska Visitor Statistics Program V*, which determined average per-passenger spending based on survey data.¹ The per-passenger figure of \$144 reflects a downward adjustment to account for commissions paid to cruise lines for shore excursions (these commissions accrue directly to the cruise lines, so are not considered an impact to Juneau). The per-passenger figure also reflects an adjustment to account for slight changes in spending habits between 2006 and 2008.

Table 1
Juneau Cruise Passenger Volume and Spending, Summer 2008

	Volume and Spending
Cruise ship passengers ¹	969,600
Average spending per passenger	\$144
Total cruise passenger spending	\$140 million

Source: McDowell Group estimates.

¹ After adjusting for double-counting, small ship passengers departing Juneau by air, and passengers who do not disembark.

Crew Members

Cruise lines carried approximately 24,400 crew members to Juneau in summer 2008 according to the JCVB cruise ship schedule. Although cruise ships typically make between 18 and 22 stops in Juneau, crew spending is calculated on a per-season basis to account for the fact that not all crew members disembark, and those that do may not disembark at every port call.

Crew members spent an average of \$300 per season in Juneau, for a total spending figure of \$7 million. Crew member spending is based on a 2005 survey of crew members conducted by McDowell Group. Data was weighted to account for crew position (for example, restaurant worker, purser, shore excursion personnel, etc.).

¹ *Alaska Visitor Statistics Program V*, conducted by McDowell Group, Inc. for the State of Alaska Department of Commerce, Community and Economic Development.