



May 22, 2020

Airport Board
c/o Ms. Patty Wahto
Manager, Juneau International Airport
1873 Shell Simmons Drive, Ste. 200
Juneau AK 99801

To the Juneau International Airport Board,

As the designated destination marketing organization (DMO) for Alaska's Capital City, Travel Juneau and the Juneau International Airport (JIA) have a mutual goal of encouraging travelers to fly into Juneau. While JIA focuses on the success of the airport and airlines, Travel Juneau focuses on the success of Juneau's hotels, meeting spaces, and convention center. The devastation this pandemic has had on our efforts to boost our economy through tourism, as well as tourism worldwide, leaves us wanting to do more than our limited budget allows to encourage travelers to Juneau once our city opens. We would like to propose a partnership between JIA and Travel Juneau, supported by the federal CARES Act funding. With this partnership Travel Juneau would deliver a marketing campaign benefiting JIA and Juneau as a community and destination.

Based on analytics gathered from visitors exploring the Travel Juneau website and results from our 2018 independent traveler survey, Travel Juneau envisions campaigns for the western US, especially the high-value San Francisco Bay Area and Los Angeles markets, that aim at private pilots, charter air companies, meetings, and free, independent travelers (FIT). The campaigns may extend to metro areas within a day's travel to Juneau and could include video(s) rolled out on cable, streaming services, and Travel Juneau's social media platforms. Travel Juneau has experience working with local videographers and could potentially have existing imagery to be utilized toward a combined campaign. Storyboard items might include messages such as "Wide open" or "The experience begins before you land", highlighting the scenic approaches to Juneau, on-the-ground community scenes, passenger and aircraft services, terminal upgrades, and customer service personnel (Alaska Airlines, with their cooperation); these would incorporate destination messaging. Because Juneau is a long-haul destination that requires travelers to plan well ahead and our need to stand out amongst the aggressive push of DMOs nationwide competing for travelers, Travel Juneau staff advises a robust set of campaigns at an estimated cost of \$250,000; one of the goals is to increase air travel to JIA via Alaska Airlines, Delta Airlines, and targeted charter air carriers.

This is a one-time opportunity that would significantly enhance Travel Juneau's overall destination marketing and provide JIA a significant increase in consumer and business exposure.



ATTACHMENT #4

I invite the Airport Board to consider partnering with Travel Juneau and take advantage of our expertise for targeted promotion to boost passenger and aircraft numbers while increasing revenues and visibility for JIA and our community. Thank you in advance for your consideration.

Regards,

A handwritten signature in blue ink that reads "Liz Perry".

Liz Perry
President & CEO
Travel Juneau