



September 8, 2020

Max Mertz
Linda Thomas
Co-Chairs
Economic Stabilization Task Force
City & Borough of Juneau
155 S. Seward Street
Juneau AK 99801

Dear Max and Linda,

More than 50% of US citizens are ready to plan their next travel adventure, and US Travel Association reports that Alaska is in the top 11 destinations travelers are considering: uncrowded, outdoor destinations that show they've handled the COVID-19 crisis. The other reality that more than 70% of travelers currently making plans will change plans due to the virus. Consequently, destinations that show their visitor-focused businesses have protocols and mitigation plans in place are best positioned for the return of independent travelers, especially as confidence in air travel continues to increase.

Travel Juneau is developing a local industry program and communications campaign that will align and engage Juneau businesses with COVID-19 health protocols and mitigation plans. The goals are to reassure Juneau residents that the visitor industry is opening responsibly, using best practices. The campaign will

- build awareness and alignment with the local visitor industry about the necessity for comprehensive, tailored protocol and mitigation plans for COVID-19, and have the industry commit to the creation and implementation of these plans.
- secure and manage TJ partner commitments to participate in 3rd-party accreditation through the Global Biorisk Advisory Council (GBAC) – GBAC STAR Facility Accreditation Program.
- in a second wave, build the same with the general business community.
- develop and provide access to tools and materials to assist businesses.
- explore wrapping the program into Tourism Best Management Practices (TBMP) for additional visitor industry buy-in as well as peer-to-peer and community enforcement.
- communicate Juneau's commitment to residents and prospective visitors through as many platforms and channels as possible; these include Travel Juneau's social media platforms, its website, and through paid and unpaid promotion throughout the community. The first wave will be locally/regionally focused with the second wave aimed at independent travelers in specific national markets.

In sum, the Juneau Cares campaign will demonstrate to Juneau residents and by extension, inbound travelers, that the visitor industry takes the health of our community seriously and that we need to welcome the industry back. For this comprehensive project, Travel Juneau requests a \$383,775 grant from available CARES funding through CBJ. The campaign outline and draft budget are attached.

We thank the ESTF for its consideration of our request.

Liz Perry President & CEO, Travel Juneau