

**From:** [Steve Morley](#)  
**To:** [City Clerk](#)  
**Subject:** Visitor Industry Comment  
**Date:** Sunday, January 26, 2020 10:46:01 AM

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**EXTERNAL E-MAIL: BE CAUTIOUS WHEN OPENING FILES OR FOLLOWING LINKS**

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To Whom it May Concern,

I am writing to you as a lifelong Juneau resident who is concerned about the increased numbers of visitors to Juneau. A question that keeps coming up is, "How much is too much?" I think Juneau is well past that point and needs to think about ways to cut back on the numbers and decrease the impact of tourism in Juneau. Cutting back will increase the quality of life for Juneau residents AND make visiting Juneau a more enjoyable, genuine experience for tourists.

I am a fan of responsible development, of increasing the standard of living and income for Alaskans, and for sharing our hometown with people who have taken the time (and expense) to visit Juneau. I want folks to come to Juneau in order to appreciate the mountains, rainforest, glaciers, and wildlife that make this place so special. I want them to leave thinking, "Wow, that was amazing." But we have allowed the industry to grow to a point where we are hurting the product we are selling.

My family visited Albania, Bosnia, and Croatia this summer. The most popular city to visit (by sea or by land) in that area of the world is Dubrovnik, a fortress-city that was used in Game of Thrones to film scenes in Kings Landing. It's a gem, really, an absolutely beautiful city. And the city managers in Dubrovnik have absolutely sold out to the tourist industry--you feel it every moment you are there. Not only is it stuffed, wall to wall, with tourists during the day, but every square inch of the city is lit up at night, stores sell trinkets and garbage, and everything you do, even walking the city wall, is expensive. The city has been commercialized and Disneyfied to the point that, as a visitor, I felt cookie-cutter bored and gross and embarrassed to be there.

Juneau is getting to be that way, if it is not there already. Let's reduce the number of cruise ship passengers to make sure that locals and tourists alike can continue to enjoy this beautiful place well into the future.

Thank you for your time,

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