

Ketchikan Gateway Borough Tourism Strategy

Community Advisory
Committee Meeting

March 22, 2022



International Institute
of Tourism Studies

THE GEORGE WASHINGTON UNIVERSITY



Ketchikan Gateway Borough Tourism Strategy

Community Advisory Committee

- 1. Opening & Welcome**
 - 2. Introductions**
 - 3. Overview of Project and Progress Report**
 - 4. Community Advisory Committee
Roles and Responsibilities**
 - 5. Open Discussion**
 - 6. Persons to be Heard/Public Testimony**
 - 7. Next Meeting, Action Items & Closing**
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- A background image showing a whale breaching the water, creating a large splash. Several white birds are flying in the sky above the whale. The scene is set against a backdrop of a forested hillside.



Julie Klein

Senior Assessor, Planner
and Stakeholder
Engagement Lead



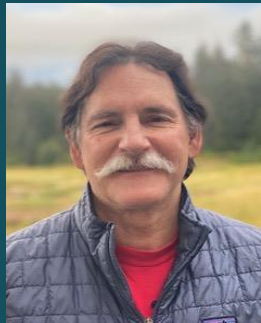
Seleni Matus

Principal Assessor and Chief
Sustainable Destination
Management Strategist



Bobby Chappell

Destination Assessment,
Monitoring & Carrying
Capacity Specialist



Jim Powell

Destination Engagement
and Governance Specialist



Sarah-Jane Johnson

Communications
and PR Specialist



Amanda Reiser

Project Manager

Confluence Sustainability & George Washington Consulting Team

Community Advisory Committee Member Introductions



Why an Integrated Tourism Strategy & Destination Stewardship Roadmap?

- Destination management takes a strategic approach to link-up these sometimes very separate elements for the better management of the destination.” (unwto, n.d.)
- It consists of the coordinated management of all the elements that make up a tourism destination - guided by the borough’s long-range vision that focus on ecosystem stewardship, growth management and quality of life.
- Focuses on the **place** that is shaped by the people that live there and that evolves over time. it recognizes that great destinations are **great places** to **live, work** and **visit**.
- Balances the needs and expectations of visitors with needs of local residents, businesses and the environment.
- Includes the planning, development, marketing and monitoring of a destination as well as how it is managed physically, operationally, financially etc.

A Collective Vision for the Future of Tourism in Ketchikan

- Articulates a shared vision, responsibility and statement of intent to manage a destination over a stated period of time
- Identifies priority initiatives and actions, the roles of different stakeholders in sharing responsibility for priority initiatives and actions, and the allocation of resources to priorities
- Recommends a tourism governance framework that will sustain coordination among stakeholder groups for shared destination management over time, including implementation and monitoring of the strategy
- Outlines key performance indicators and a monitoring system that are more holistic including economic equity, environmental, socio-cultural criteria and levels of community integration

Tourism Strategy Milestones & Timeline

PHASE 1

Inventory of Existing Conditions

Months 1-4/Jan-April 22

- Market Demand/Visitor Use, Perceptions and Economic Impact
- Destination Sustainability Diagnostic/Risk & Resilience Trendline Analysis
- Design Resident Sentiment Survey
- Communication and Marketing Rapid Assessment
- Stakeholder Engagement and Communications Plan
- Social Media Listening

PHASE 2

Validation & Participatory Planning

Months 5-7/May-July 22

- Draft Situation Analysis Report Submitted
- Meetings to Validate Situation Analysis Findings (In-Person)
- Deploy Resident Sentiment Survey
- Participatory Visioning & Planning Workshop Plan (onsite)

PHASE 3

Participatory Visioning & Planning

Months 8-9/July-Aug 22

- Visioning and Planning Workshops (In-Person)
- Workshop Outcomes Report & PPT

PHASE 4

Destination Stewardship Roadmap

Months 10-15/Oct 22-Mar.23

- Crafting the Destination Stewardship Roadmap
- Validate and Finalize the Destination Stewardship Roadmap
- Package the Research Toolkit
- Present final Destination Stewardship Roadmap

Progress Report: Phase 1

- Situation Analysis - to be completed by late-May per the work plan
 - Risk & Resilience Trendline Analysis and Destination Diagnostic
 - Supply Trend Analysis
 - Enabling Environment Analysis
 - Natural Environment Analysis
 - Market Demand Analysis
- Resident Sentiment Survey to be deployed in community in Mid-April
 - Provides the community perspective towards tourism
- Social Media Listening to be completed by late April per the work plan
 - Provides visitor perception of top sites and attractions in the destination through an evaluation on TripAdvisor reviews

Our Engagement Process

- Involve **community** and **destination *tourism stakeholders*** including representatives from the public sector, tourism and other businesses, NGOs, workforce, and residents
- Will capture and interpret the needs, experiences and priorities of **residents** (*year-round and seasonal*) and **visitors**



Community Advisory Committee Purpose



The Ketchikan Gateway Borough Tourism Strategy and Destination Stewardship Roadmap (DSR) Project Steering and Advisory Committees are established to

- Participate in the development of the tourism strategy and DSR and support its implementation
- Provide recommendations for the project, process, and outputs
- Represent key stakeholder groups in the overall process
- Provide transparency between the contractor, the public, governments, and the tourism industry

Community Advisory Committee Membership



- The Tourism Strategy/DSR Advisory Committee will represent *key community stakeholders* and provide advice and recommendations to the Ketchikan Gateway Borough Steering Committee on the project.
- The Advisory Committee will represent local governments, Ketchikan Chamber of Commerce, Ketchikan Visitors Bureau, Native organizations, commercial fishing, resident associations, federal land managers and residents involved in economic development and key tourism industry attractions and segments (e.g., cruise and tour operators). The Advisory Committee is comprised of approximately 10-15 members.

Community Advisory Committee Roles & Responsibilities

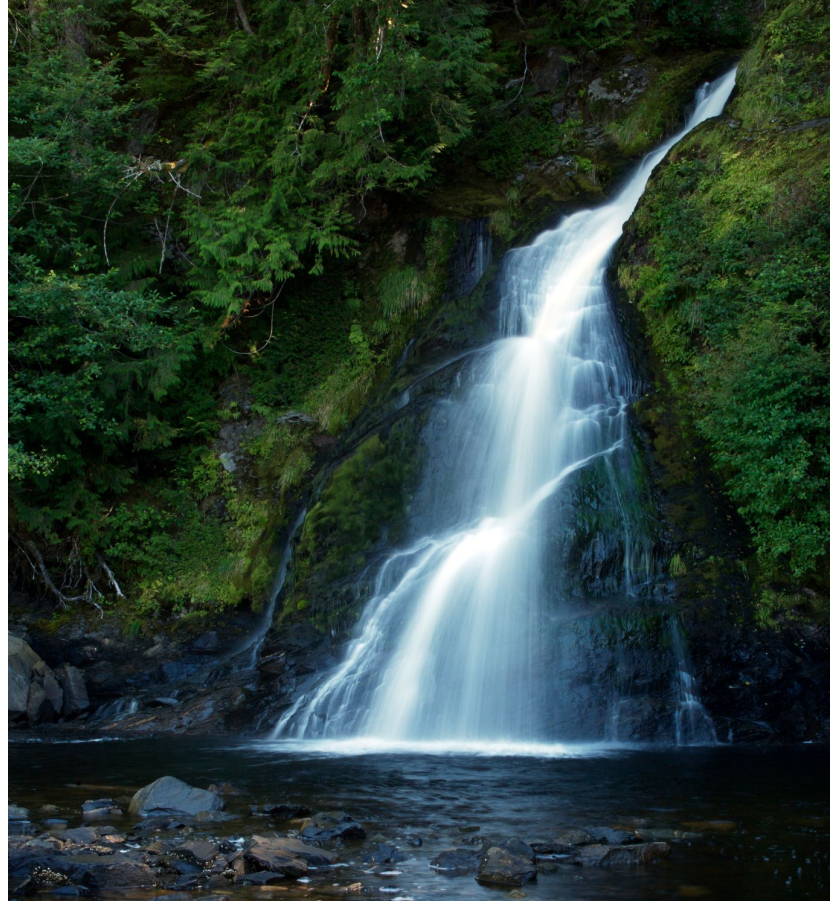
The roles and responsibilities of the Advisory Committee:

- Support the Steering Committee in the development and review of project goals and objectives, the project progress, and provide feedback and recommendations to ensure that the agreed deliverables are produced satisfactorily according to plans;
- Ensure adequate involvement, representation of and communication with key stakeholder groups throughout all phases of work; and,
- Provide input to support ongoing governance of the tourism strategy beyond the project plan.



Open Discussion

- What voices are you able to represent in the process?
- What can steering committee and community stakeholders expect from your contribution?
- What do you see as the greatest benefit/challenge to this process?
- Thoughts/concerns?



Persons to Be Heard/Public Testimony



Next Steps & Closing

- Recommend meet monthly through the duration of the project
 - Determine standing meeting day/time





Thank you!



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