

2017 Maritime Festival Economic Impact Survey Results



Executive Summary

The Juneau Maritime Festival began in 2010 with the aim of raising awareness amongst citizens of Juneau about our maritime-related economy by showcasing Juneau’s maritime industry businesses, organizations and seafood products for the local community. The stated purpose of the annual festival is “Celebrate Juneau’s Maritime Commerce, Culture and History”. To this end, the festival is traditionally scheduled for a Saturday in May (usually the first Saturday) when cruise ships are not in port.

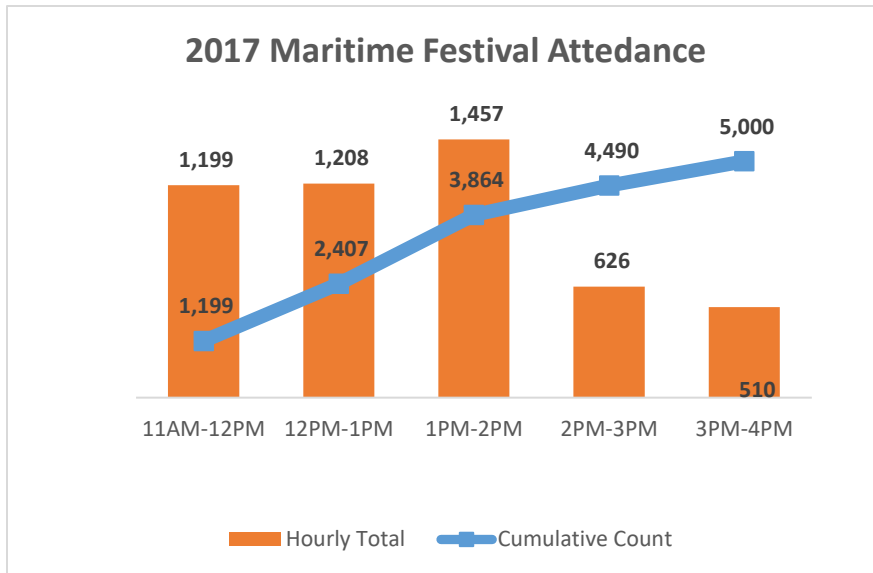
The Juneau Economic Development Council (JEDC) surveyed attendees to the 2017 Maritime Festival to evaluate attendance draw and repeat rate, satisfaction and highlights, and economic impact for vendors and the downtown core. Results show:

- 5,000 attended the festival
- 4,000, or 80 percent of attendees, came downtown specifically for the event
- Most survey respondents were attending for the first time or had been to only one previous festival
- Festival does not draw attendees from out of town for the event
- Festival scored 8.2 on a 1 to 10 scale, 10 being excellent
- Food and music were highlights
- Attendees would like more food, booths and activities and more maritime content
- Almost 80 percent of survey respondents spent money on food at the event, 40 percent on nonfood items
- Almost 30 percent of respondents indicated that they would also spend money in downtown restaurants and drinking establishments and 20 percent would spend money in downtown stores
- Downtown establishments are missing an economic opportunity to capitalized on the event

- There is an indirect beneficial impact to the community from money spent on goods and services for the organizing effort

Attendance

In 2017, the festival was held on the new Steamship Dock, with one entry/exit point. A visitor count was conducted at point of entry to determine hourly and cumulative arrivals to the festival. Based on a cumulative head count, approximately 5,000 people, or 15 percent of Juneau’s population, attended the festival. Counting started at 11AM and ended at 4PM. Almost half of all attendees arrived within the first two hours and 77 percent arrived within the first three hours.

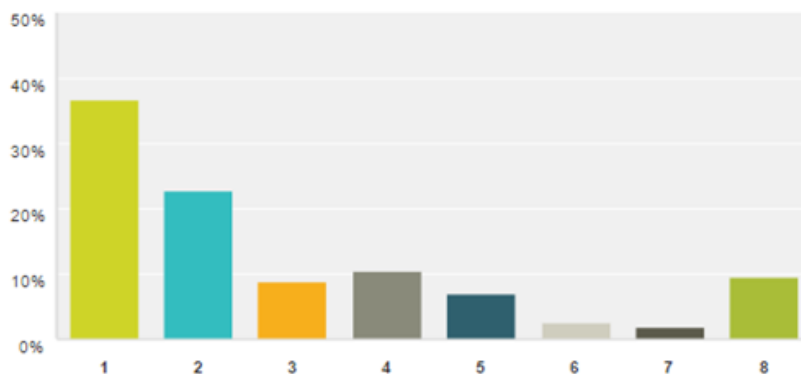


Between the hours of 12PM and 4PM, volunteer interviewers were dispersed throughout the venue to administer a short survey to attendees. The survey was administered through interviews with randomly selected attendees. Nine survey questions were asked of those who agreed to take the survey. 114 interviews were completed. One survey was administered per household group, and group size was recorded.

Based on number of responses by group size, responses are representative of a total of 300 attendees. This gives the survey results a margin of error of 5 percent, and while not statistically significant, the results give an indication of trends. In the following analysis, however, survey responses are presented based on the 114 interviews completed.

Including today, how many years have you attended?

Answered: 114 Skipped: 0

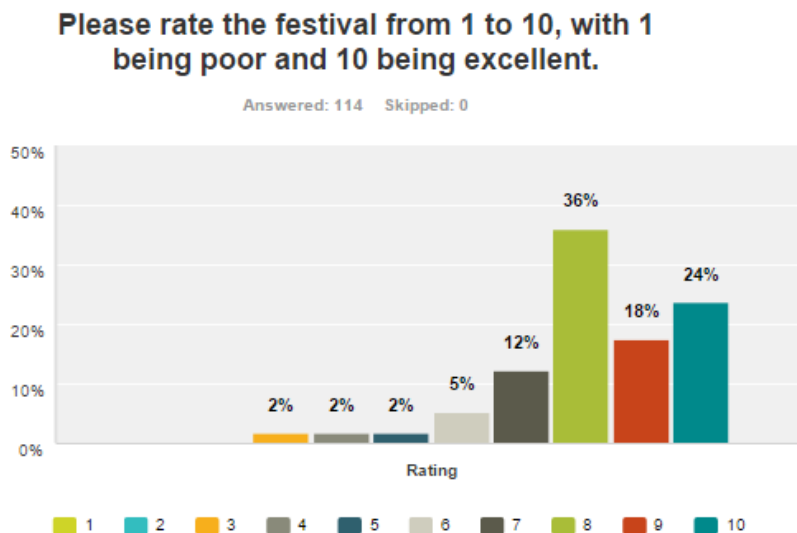


Almost 80 percent survey of respondents came downtown specifically to attend the maritime festival. This would indicate that approximately 4,000 Juneau residents were drawn to Juneau’s downtown core specifically for the festival. 53 percent came in from Lemon Creek and beyond, 22 percent came from Douglas, 26 percent were residents of downtown, and only three respondents were from out

of town. Thirty seven percent were attending for the first time and another 23 percent were attending the second time, for a total of 60 percent first time or second time attendees. As this was the eighth festival, the high percent of first or second time attendees could be an indication that the festival has not become an annual activity for most participants. One could speculate that bad weather keeps festival goers away, as there have been only three sunny festivals, or that the festival does not offer enough of interest for annual repeat attendance. This should be followed up if the survey is repeated next year.

Satisfaction and Highlights

More than three quarters of respondents rated the festival 8 or better on a scale of 1 to 10, with 10 being excellent. The overall weighted average score was 8.2 for all respondents. The food, music and activities, Coast Guard demo, seeing people, the sun/weather, and the children’s activities/boat making were the top six responses, in order, when respondents were asked to give a highlight for the festival. Many appreciated the free fish, especially the rockfish, and praised the overall ambiance and the location this year on the new dock.



Suggestions for next year included moving to a bigger space. During peak attendance, respondents felt that the venue was too crowded. Respondents also suggested more food and more booths and activities next year. Finally, a number said that more maritime content would improve the festival. A full list of comments is attached.

Economic Impact

Seventy-eight percent of survey respondents reported spending or planning to spend money on food at the festival and almost 40 percent bought or planned to buy nonfood items. Survey respondents were asked to estimate their total spending at the event. The average was \$20 on food and \$26 on non-food items by each respondent group. At an average group size of about 2.6, this translates to about \$8.00 per person on food and \$10 per person on other items.

In addition, 28 percent bought or were expecting to buy food and drink elsewhere downtown and 21 percent spent or planned to spend money at downtown shops. Applying these percentages to the entire festival population would indicate that if 21 to 28 percent of all festival goers spend additional money in downtown shops and restaurants, this would translate to about 1,000 to 1,500 additional customer volume to downtown.

In a limited telephone survey of downtown restaurants, the establishments had mixed comments about the impact of the festival on their business. Restaurants in the immediate vicinity reported increased volume; however, restaurants further from the event reported that customers were drawn away that day. This would indicate a missed opportunity for establishments in the downtown core to hold concurrent events and capitalized on the additional volume the festival brings to the downtown core.

Conclusions

On a sunny day, the Juneau Maritime Festival draws a large crowd to Juneau’s downtown core. Attendees are enthusiastic about the event and would like to see it expand to a bigger space with more booths and activities. However, the direct economic impact of the event is small. The event is aimed at the residents of Juneau and not at residents in the region outside Juneau, such as Petersburg’s Little Norway festival or the Haines Fair, so no new money is brought to the community. Instead, the festival serves to bring residents into the downtown core, where downtown businesses do not now have, but should consider, an organized effort to draw the 5,000 festival visitors up from the dock area and into their establishments. In addition, the festival provides a sales venue for Juneau’s limited service, mobile food vendors and crafts people. There is also an indirect economic impact to the community from money spent on goods and services for the organizing effort. The impact on increased awareness regarding the importance of the maritime economy to our community is hard to gauge, though the high numbers of attendees suggests that some level of success with this broad goal.

Comments

What would improve your experience?

More space/better flow	10am start
More space	Adult bounce house
Less compressed/more flow through	Parking
Too crowded, move it back to where it was	Bathrooms
More space	Garbage can
Too crowded	More freebies
Less crowded	Larger beer area
More space	Slide into the water
Wider space	Booth passport
Bigger space	Parking
Less people and less loud	More food
Bigger space	More food
Too crowded	More food
More activities	More fish themed food
More community info booths/ environmental booths	More cool boats and Boat rides
More stuff	Boat rides
More games	Small boat dock
More craft and produce booths/Saturday market	Sailboats to look at
More booths	More seating
More activities for kids	Seating for food/vendors
More food	Too crowded
More sweets	Sitting places
More food options	Coffee
More food stations	More activities