



2015

# LEGISLATIVE SESSION BUSINESS VISITOR SATISFACTION SURVEY RESULTS



Completed by the Juneau Economic Development Council in partnership with the Alaska Committee. JEDDC research efforts are supported by core funding from the CBJ.



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## EXECUTIVE SUMMARY

The Juneau Economic Development Council (JEDC) partnered with the Alaska Committee to conduct a survey of visitors to Juneau in order to measure visitor satisfaction, with a goal to determine how to better serve legislative and business visitors to Juneau. The 2015 survey followed up on similar surveys administered in 2013 and 2009.

The survey was developed using the online survey tool SurveyMonkey and was distributed in person by interviewers between February 17 and April 17, 2015. A total of 369 valid survey responses were collected. A copy of the survey is included at the end of this report.

Survey results showed that visitors have noticed significant improvement in the look, feel and walkability of downtown Juneau. Respondents mentioned this as their second favorite aspect of their visit to Juneau, the first being the beautiful scenery. Consequently, as Juneau continues to invest in downtown revitalization, the “quaint” look and feel of downtown needs to remain a priority.

The increased availability in choice of restaurants has been well received by business visitors to Juneau since the 2013 survey. However, dissatisfaction with accommodations has grown. There has been a significant reduction in length of stay for business visitors since the 2009 survey, resulting in an increase in the use of hotels over rented accommodations; however, the number of hotel rooms downtown has not increased as demand has shifted. Comments indicated that the quality of the hotel rooms downtown do not justify the prices asked.

Parking satisfaction continues to be low. However, 80 percent of legislative and session visitors do not rent a car, and 61 percent of all visitors do not rent a car. Concerns were mentioned frequently about the difficulty, inconvenience and cost of accessing downtown Juneau from the airport. It is recommended that Juneau focus on finding a solution to the access issue from the airport to downtown for those that do not rent a car. A reduction in the use of rental cars for visitors staying downtown would also serve to make more parking available.

Visitors were asked in 2015 to select options that would improve their access to Juneau. More flight options and cheaper airfares were the overwhelming choice for visitors. The arrival of summer service by Delta Air Lines to Juneau has had the effect of reducing air fares and increasing flight options between Juneau and Seattle, resulting in increased overall passenger travel to Juneau during the summer for both airlines. Juneau should take this experience and suggest to the airlines to consider adding flight options and/or lower prices during the period of the legislative session for the Juneau-Anchorage route.

The following report describes (a) the survey methodology JEDC used to measure the satisfaction of legislative and business visitors, (b) detailed results of the survey interviews, and (c) general conclusions considering these results. The appendix that follows provides demographic and trip data comparisons for the 2015, 2013 and 2009 surveys.

## Methodology

The 2015 Legislative Session Visitor Satisfaction survey is based on the template developed in 2013 using SurveyMonkey, an online survey development and analysis tool. As in previous surveys, JEDC used an interviewer-based methodology to survey visitors in person as they were departing Juneau. Between February 17 and April 17, 2015, interviewers were sent into the departure lounge of the Juneau International Airport by special arrangement with the airport management and the generous assistance of Alaska Airlines, who provided daily gate passes to the JEDC staff. The interviewers were equipped with electronic tablets linked to the internet in order to access the survey template and enter responses in real-time.<sup>1</sup> The first few questions of the survey determined whether the interviewee's trip purpose was legislative, Alaska state work, Federal work or other business, in order to eliminate survey respondents who called Juneau home, and visitors with other trip purposes (e.g. personal reasons, vacation, medical). These individuals were thanked for their time and excused from the remainder of the survey.

The interviewers surveyed visitors leaving on each of the scheduled Alaska Airline flights at least once but focused on direct flights departing for, first, Anchorage and, second, Seattle.

U.S. Department of Transportation, Bureau of Transportation statistics were used to determine the target number of interviews to conduct for statistically valid results. According to the government data 39,798 passengers enplaned at the Juneau International Airport during this same two month period in 2014. JEDC estimates that about 85% (33,800) of passengers were adults. Using survey statistics from 2013 when JEDC surveyed 684 adults of which 50.6% (346) were visitors to Juneau for business purposes, JEDC estimated that a total of 17,000 adult visitors would be enplaning in Juneau during the current 2015 time period whose trip purpose was legislative, other government work, or other business. Based on this number of adult visitors with the relevant trip purposes, JEDC estimated that it needed to survey 376 people from the target population to achieve a 95% confidence level (+/- 5% margin of error). The final valid survey response size was 369, giving us a 5.05% margin of error.

The survey consisted of 28 questions. Some were multiple choice, some were open response, and some were opinions based on a rating scale. Survey respondents were asked demographic questions to gain a better understanding of legislative and business visitor characteristics, including age, occupation, residency and gender. They were asked questions about their visit characteristics to learn about length of stay, accommodation preferences and transportation choices. They were asked to rate several aspects of their visit to Juneau, to respond to open-ended questions about what they liked most and least about their visit to Juneau and how Juneau might serve better as Alaska's Capital City.

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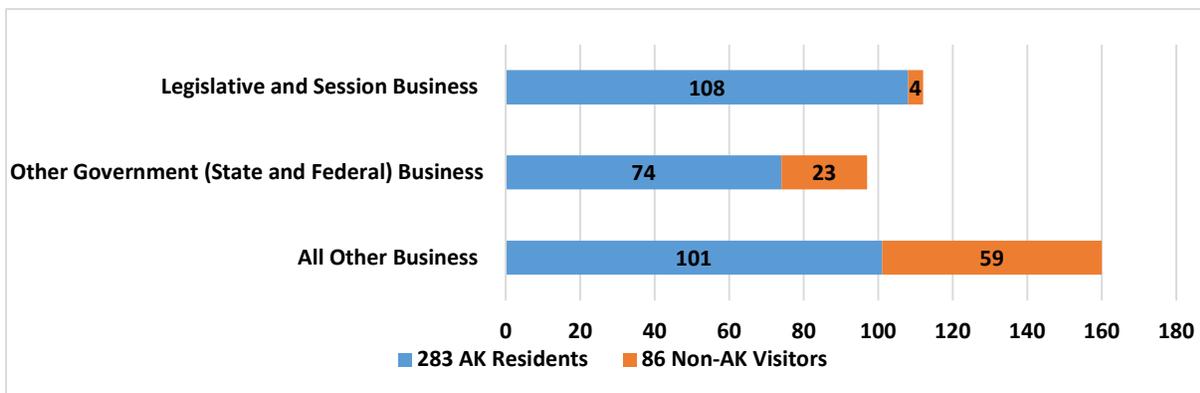
<sup>1</sup> In some cases the internet was not available and results were collected by paper survey and entered on-line later.

## Findings

### Visitor Characteristics

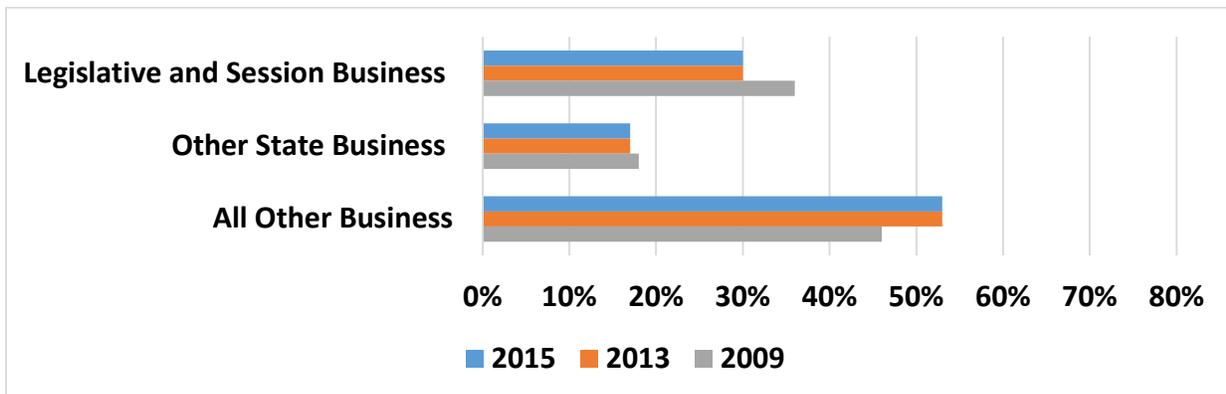
Of the 369 business visitors surveyed, about 30 percent visited Juneau to conduct legislative or session business, and another 26 percent visited for either state or federal government business. The remainder of visitors, about 43 percent, visited for other non-government business purposes. Of this group, one frequent visit purpose cited was sales calls, followed by construction business. While 77 percent of all respondents were Alaska residents, 96 percent of those who visited for legislative and session business were Alaska residents. The majority of non-Alaskans visited for non-government business purposes.

*Figure 1: What was your primary purpose for this visit to Juneau?*



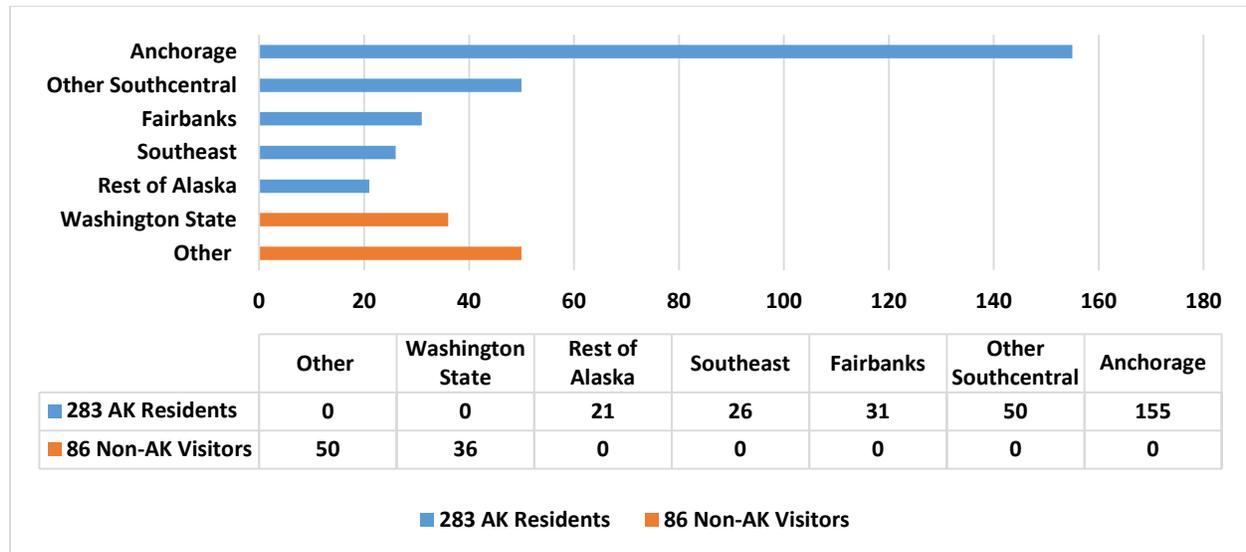
Between 2009 and 2013, there appears to have been a shift in trip purpose for visitors to Juneau during the legislative session. This shift is reconfirmed by the 2015 results. The number of visitors traveling here for legislative and session business has decreased while the number of visitors coming to Juneau for other business has increased. Federal business visitors are included in all other business in the chart below to be consistent with the 2013 and 2009 analysis.

*Figure 2: 2015 Business Purpose Compared to 2013 and 2009*



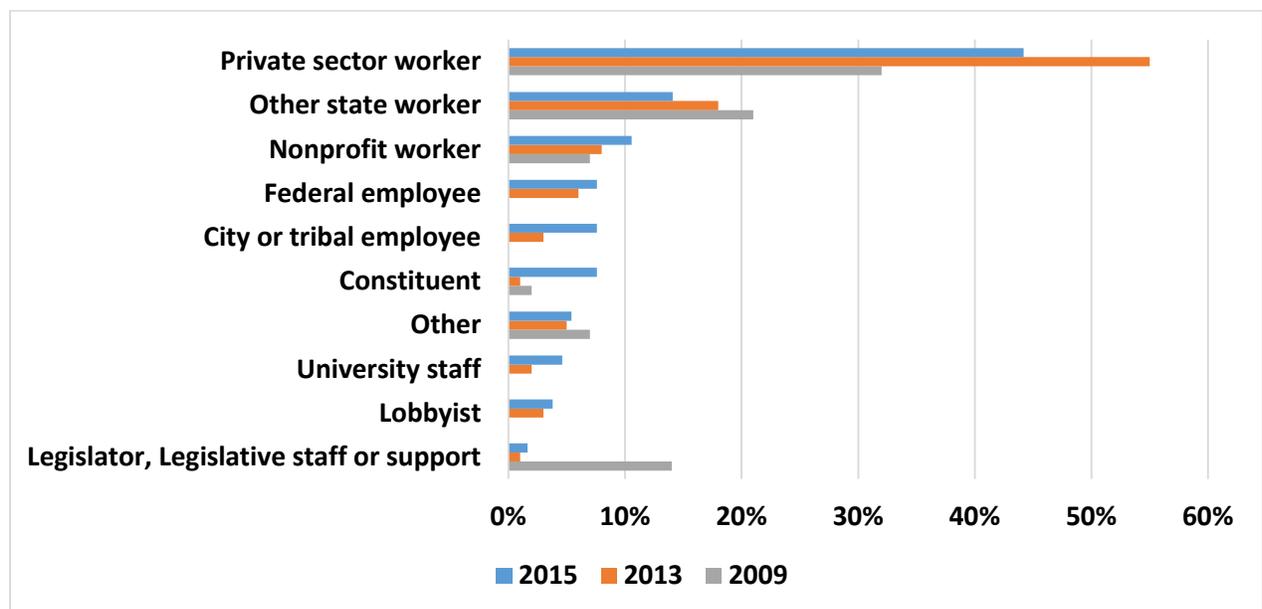
The greatest number of survey respondents were Alaska residents living in Anchorage (42 percent of respondents), the next largest group of Alaskans were from the Southcentral area (14 percent). About 23 percent of respondents were not Alaska residents.

*Figure 3: Where Do You Reside?*



In 2015, as before, private sector worker is the predominant occupation of visitors to Juneau. Since 2009, there appears to be a significant trend toward decreased legislator, legislative staff and support and other state worker travel and increased travel by most other types of workers. This finding is consistent with the shift in business purpose travel seen above.

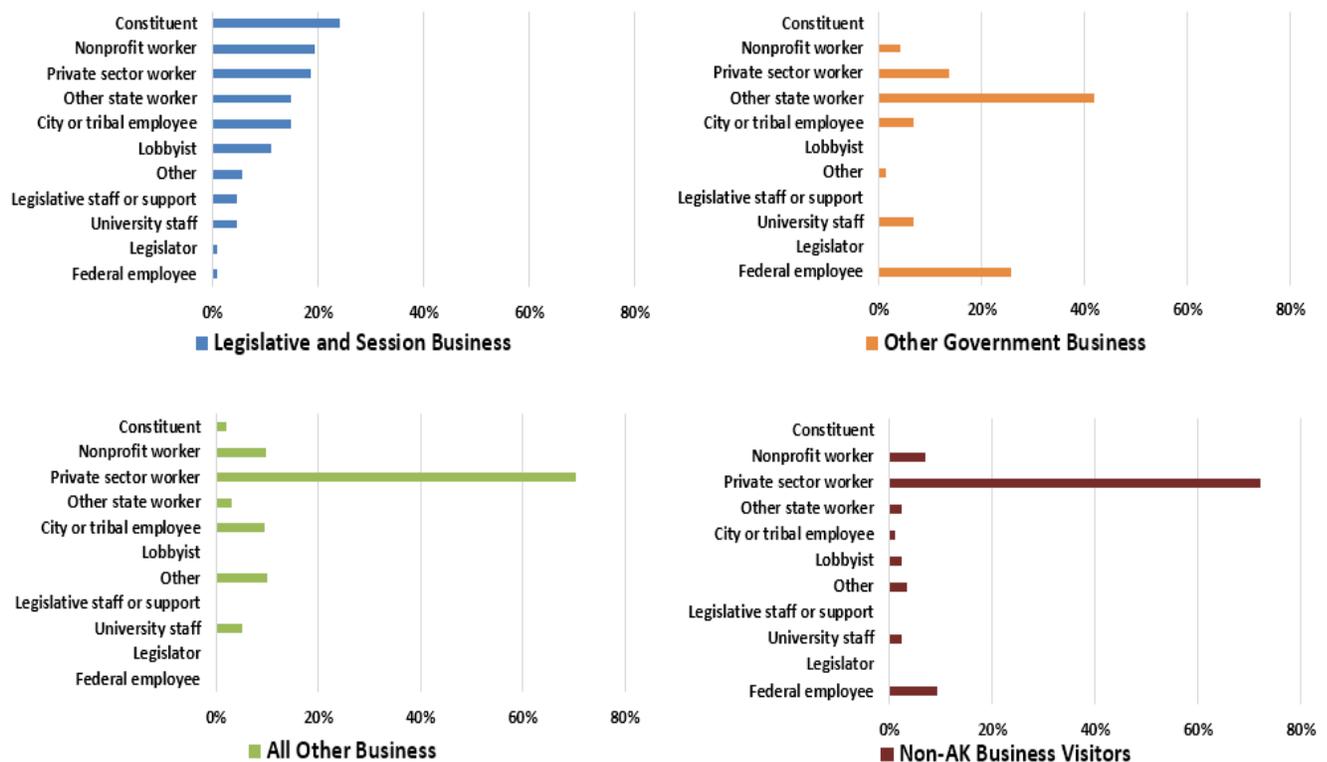
*Figure 4: Which Occupation Best Describes You?*



Note: In the figure above, missing data for 2009 represents categories not surveyed in 2009.

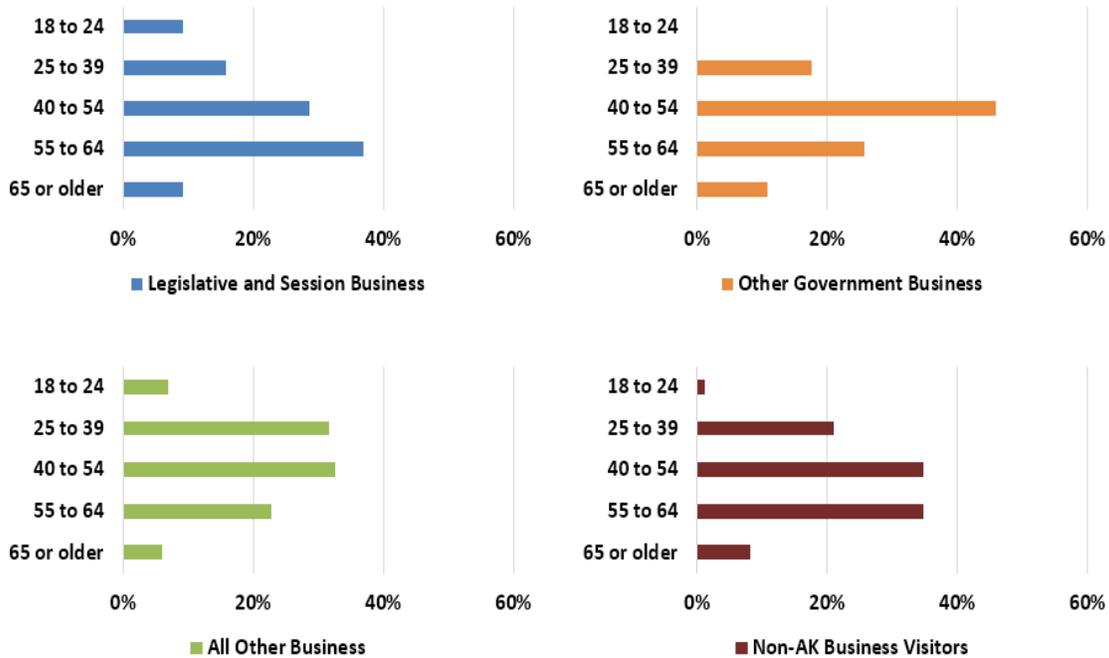
If occupation is cross-tabulated separately for four categories of visit purpose: Alaska residents visiting Juneau for legislative and session business (29 percent of all respondents), Alaska residents visiting for other government business (20 percent of respondents), Alaskans here for other non-government business (27 percent of respondents), and non-Alaskan visitors (23 percent of respondents), a number of differences in visitor profile can be seen. While less than half (44 percent) of all survey respondents identified themselves as private sector workers, 70 percent of Alaskans traveling for non-government business identified themselves as private sector workers, as did 72 percent of non-Alaskan visitors. In contrast, Alaskans visiting for legislative and session business identified themselves first as constituents (24 percent), followed by non-profit worker (19 percent). Only 18 percent of this group identified themselves as private sector workers.

*Figure 5: Which Occupation Best Describes You, by Purpose of Visit*



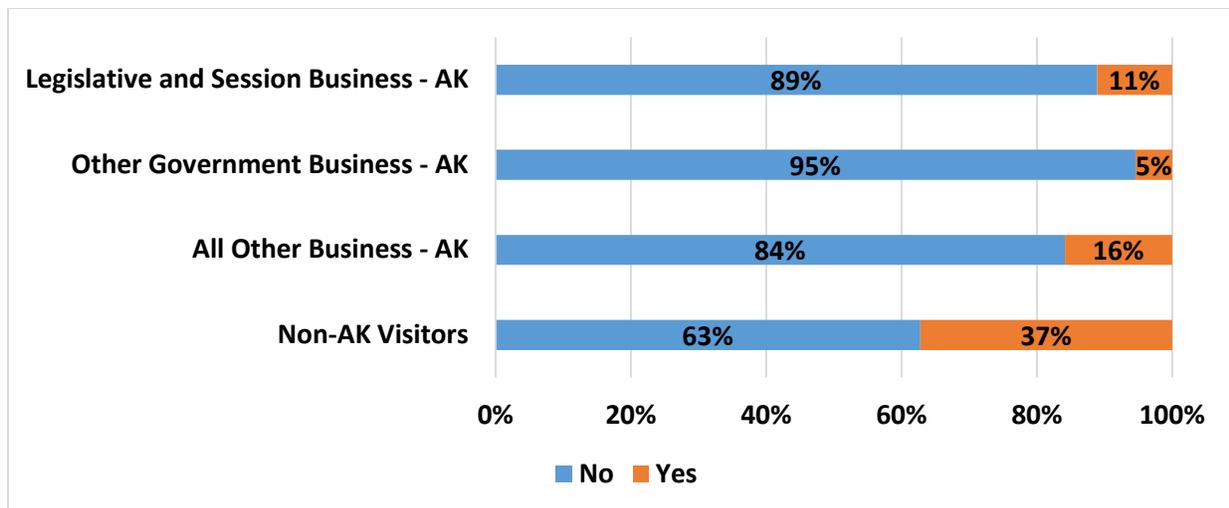
Alaskans visiting for legislative and session business also had an age profile that differed from the overall survey results. While overall those 55 to 64 comprised 30 percent of all respondents, and the largest group of respondents were in the 40 to 54 age range, 46 percent of those here for legislative and session business were aged 55 and older. Alaskans here on other government business were predominantly 40 to 54, while Alaskan’s here for all other business were younger, having the largest proportion of under 39 year olds. Non-Alaskans also had an older age profile.

Figure 6: Which Age Range Describes You?



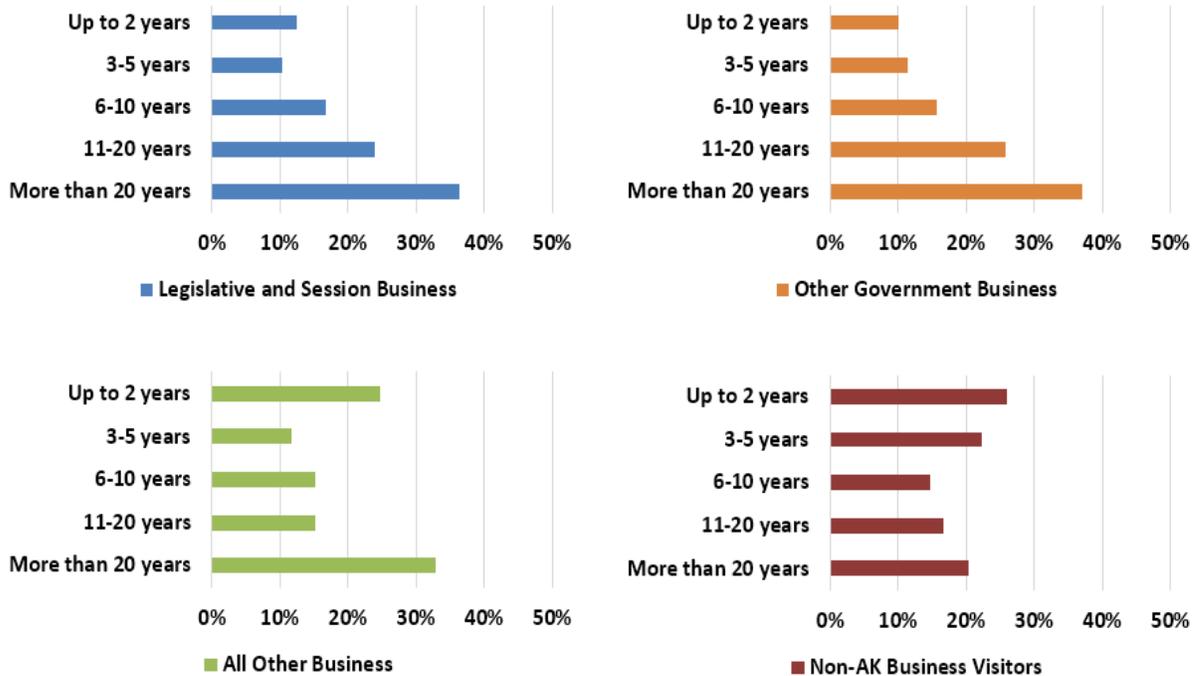
Overall, 89 percent of Alaskans report having visited Juneau before; however, those on other government business have almost all been here before (95 percent). Among non-Alaskans, only 63 percent were in Juneau on a return visit.

Figure 7: Is This Your First Trip to Juneau?



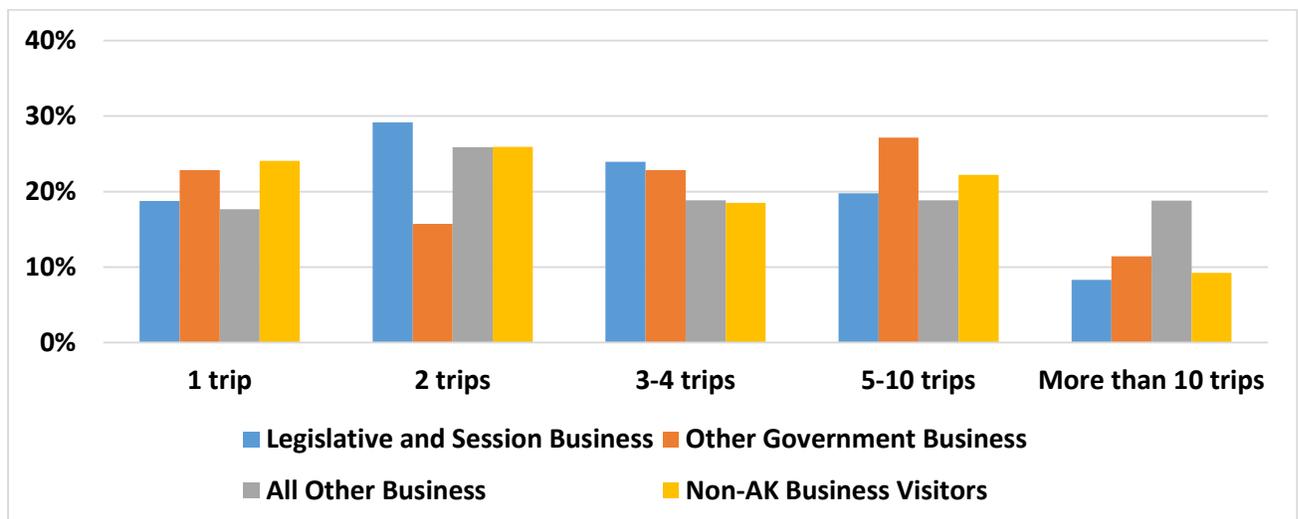
Among return visitors to Juneau who are Alaska residents, more than half (57 percent) first visited Juneau ten or more years ago and only 16 percent first visited within the last two years. This is in contrast to non-Alaskan visitors, among whom only 37 percent first visited ten or more years ago and 26 percent first visited within the past two years.

Figure 8: Approximately How Many Years Ago Did You First Visit Juneau?



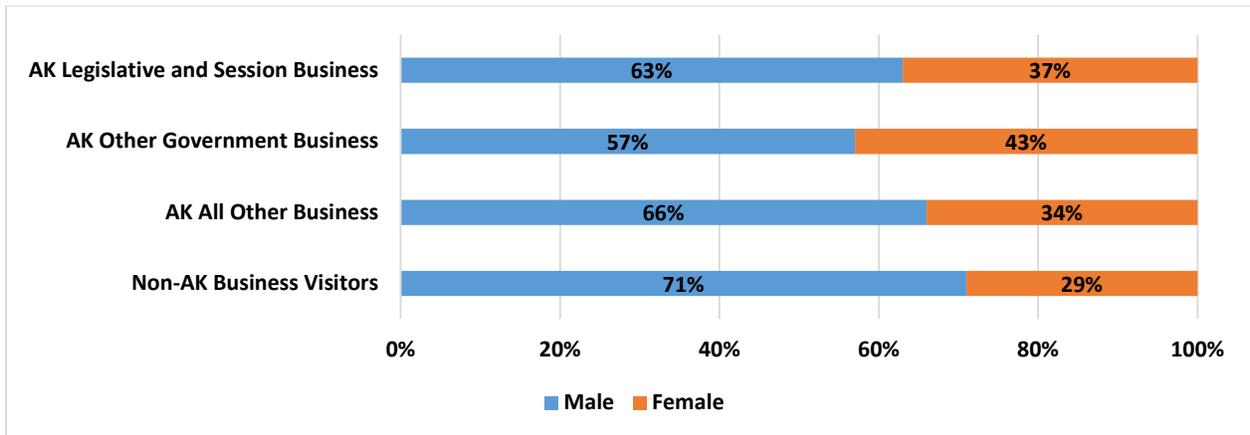
Visitors to Juneau tend to come more than once a year. Two visits to Juneau in the past 12 months was the most frequent response for legislative and session business and other non-government business visitors. Those here for other government business cited five to ten trips most frequently. Overall, since 2009, the number of repeat visits to Juneau appears to have dropped significantly. While 29 percent of respondents report visiting Juneau ten or more times in the past 12 months in 2009, only 12 percent have visited that frequently in 2015. In contrast, the number of people reporting two to ten visits is up significantly. The proportion of those making only one trip to Juneau has remained steady.

Figure 9: Approximately How Many Trips Did You Make to Juneau Within the Last 12 Months?



Finally, 65 percent of visitors to Juneau were men, but again differences emerged when the results are segmented by visit purpose. Women comprised 43 percent of Alaskan respondents here on other government business but only 29 percent of non-Alaskans here for other non-government business.

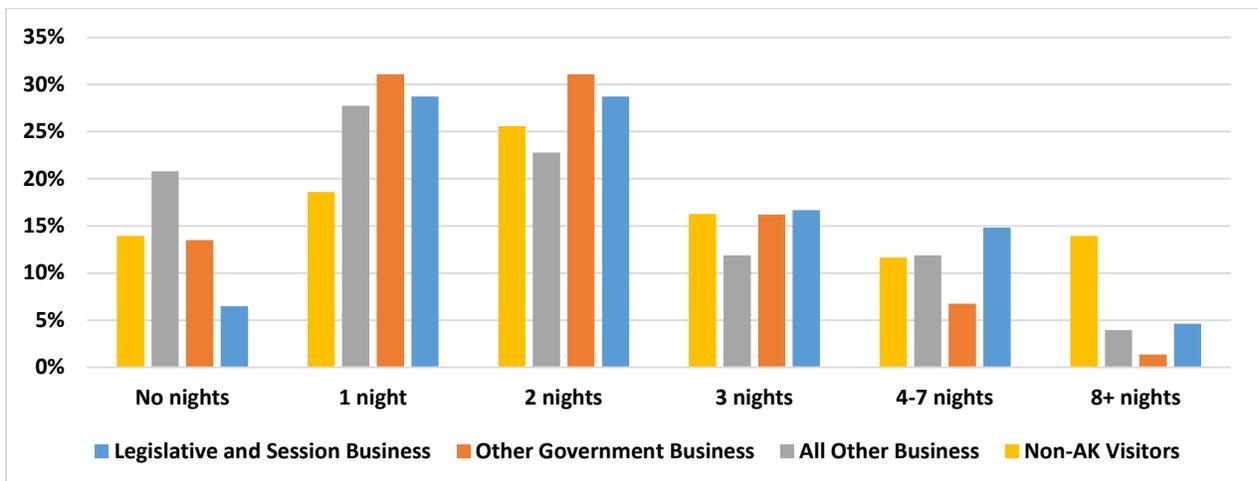
Figure 10: Gender



### Visit Characteristics

86 percent of all respondents stayed overnight in Juneau. Alaskans visiting on legislative and session business were most likely to spend the night (94 percent), while Alaskans traveling for non-government business were the least likely to spend the night (80 percent). More Alaskans stayed only one night on this specific trip while more non-Alaskans stayed two nights.

Figure 11: How Many Nights Did You Stay in Juneau?

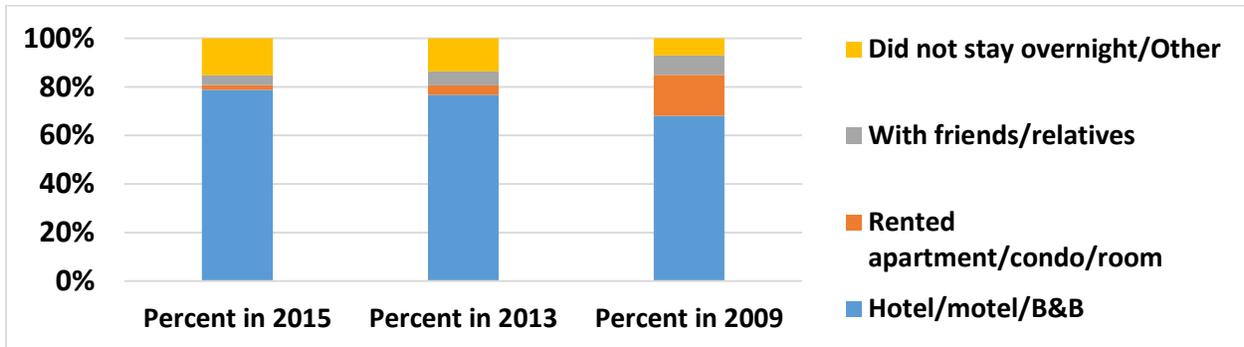


Trip duration has decreased significantly since 2009, when 17 percent of all respondents reported spending two or more weeks in Juneau in one visit, and 21 percent spent only one day

in Juneau. In 2015, in contrast, only 3 percent reported a visit lasting two weeks or more and 31 percent spent only one night in Juneau.

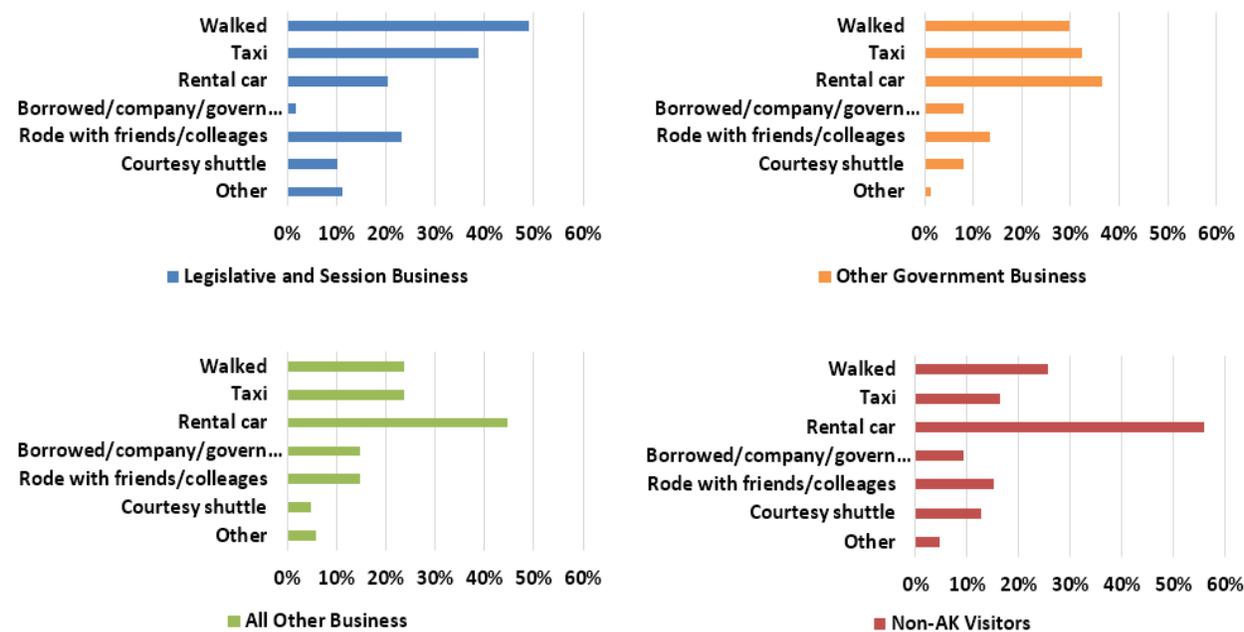
The majority of those that spend the night on this specific trip did so in a hotel. Of the small group that did not stay in a hotel, non-Alaskans were more likely to stay with friends or relatives than Alaskans. In 2009 about 17 percent of respondents stayed in an apartment, condo or rented room while in Juneau, compared to only two percent in 2015.

Figure 12: Where Did You Stay?



When asked about forms of transportation used during this specific visit (respondents could select more than one) differences again emerged when responses were segmented by visit purpose. The first choice of transportation for Alaskans here for legislative and session business was to walk, followed by taxi. The first choice of transportation for Alaskans and non-Alaskans here for non-government business was a rental car. Those on government business reported using all three about equally.

Figure 13: Which Forms of Transportation Did You Use During this Stay?



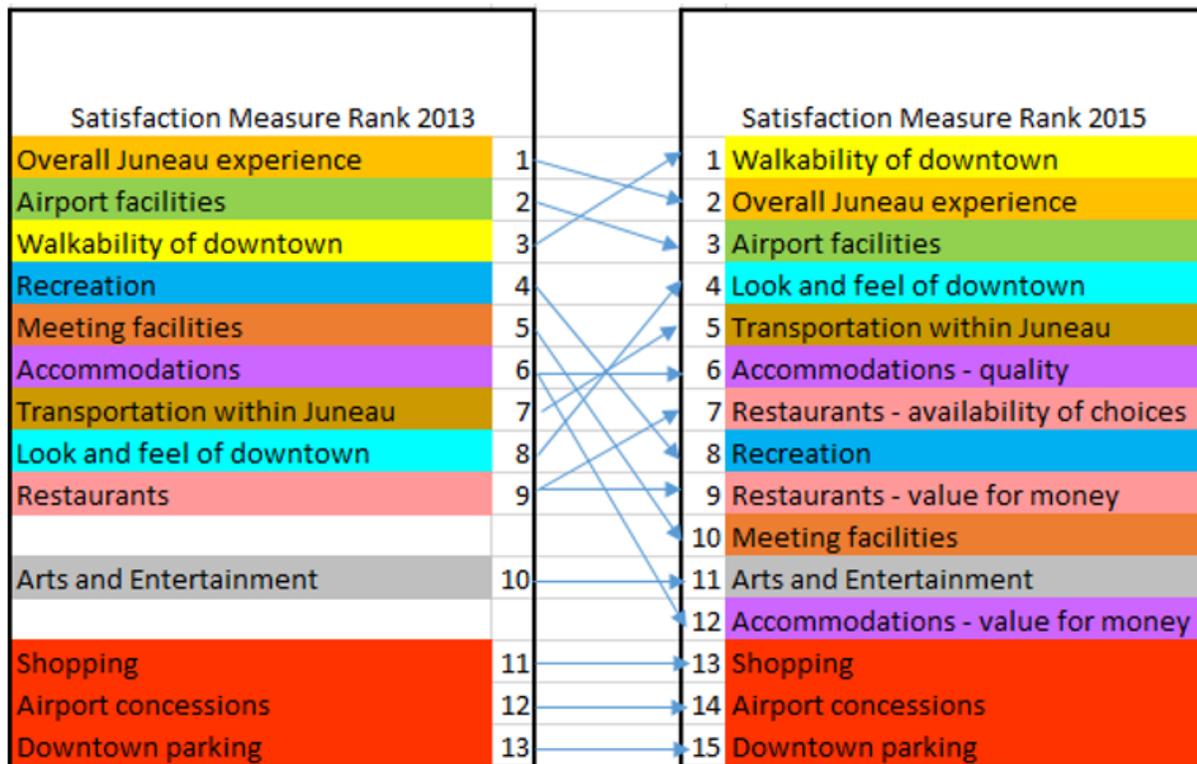
In the 2009 survey, 14 percent of respondents reported using their own car compared to 3 percent in 2015, consistent with the trend in decreased length of stay and shift away from rental units.

### Trip Aspect Evaluation

Survey respondents were asked to rate several aspects of their visit to Juneau. Using a 1-5 scale, respondents were asked if they were very satisfied, satisfied, neutral, dissatisfied, or very dissatisfied with several aspects of their visit (5=very satisfied, 1=very dissatisfied). Respondents could also indicate if they did not use specific aspects. Two measures are used to compare responses based on this rating scale:

- Satisfaction Measure: the combined percent of respondents who scored a trip aspect as satisfied or very satisfied gives the satisfaction measure.
- Average Evaluation Score: rating responses are averaged over the number of responses received for a question. The result is an average evaluation score for each trip aspect.

Figure 14: Satisfaction Measure Ranking for 2013 compared with 2015



In 2013, thirteen trip aspects were evaluated by survey respondents. In 2015, two of those aspects, covering accommodations and restaurants, were expanded to evaluate value for money separately from quality.

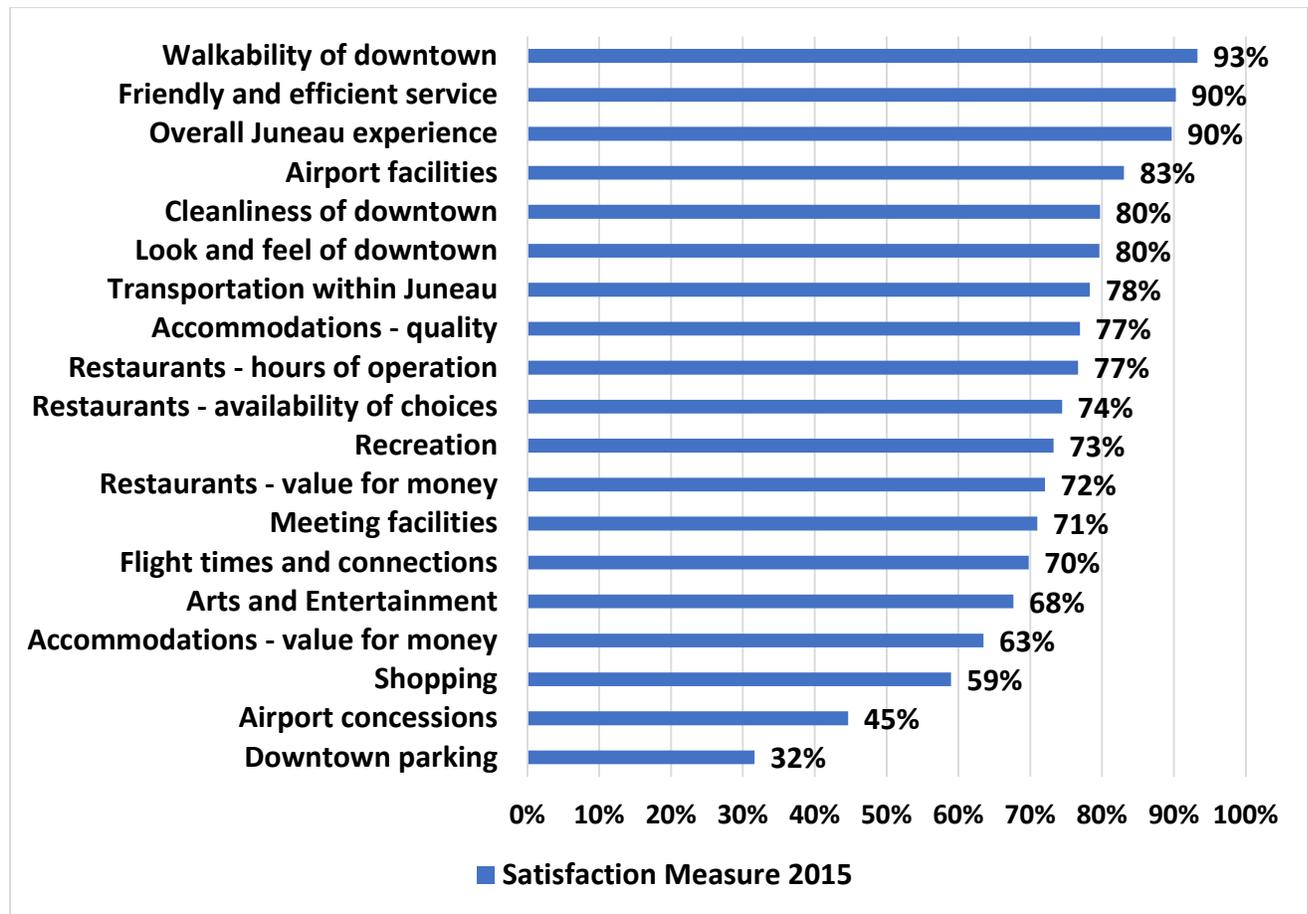
The ranking of trip aspect satisfaction measure scores, from highest to lowest, for 2013 and the corresponding ranking for 2015 are shown above. *Walkability of Downtown* had the highest satisfaction score, at 93 percent, in 2015. It moved from third place into first place, thus shifting

satisfaction ranking for both the *Overall Juneau Experience* and *Airport Facilities* down to second and third places, respectively. The *Look and Feel of Downtown* moved up to fourth place in 2015 from eighth place in 2013. This is the largest shift up of any aspect.

With accommodations split into quality and value for money, the score for accommodations in 2013 ranked equal to accommodation quality in 2015, sixth for both years. This is in contrast to the accommodation value for money aspect, which was rated much lower, in 12<sup>th</sup> place. Although the location of accommodations was not surveyed, comments from respondents indicated some dissatisfaction with accommodations in Juneau’s downtown core and overall satisfaction with accommodations in the Valley.

Satisfaction with restaurants in 2013 corresponded to satisfaction for restaurant value for money in 2015. Both are ranked in ninth place, while restaurant availability of choice ranked higher, in seventh place. Shopping, airport concessions and parking were at the bottom of the list in both years.

*Figure 15: 2015 Satisfaction Measure, Including New Aspects*



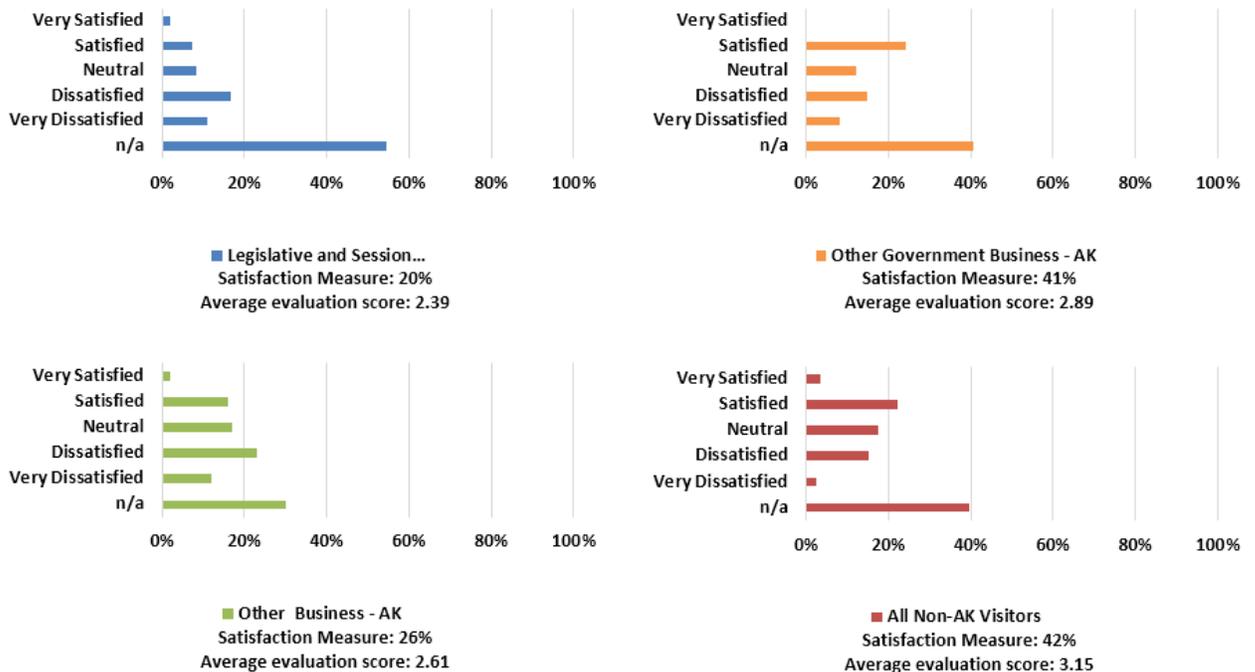
In 2015, 19 visit aspects were evaluated. The results, shown in Figure 15, are ranked from highest satisfaction measure to lowest. *Friendly and Efficient Service*, new for 2015, scored in

second place after the top scoring *Walkability of Downtown*. *Overall Juneau Experience* ranked third. These three scored at or above the 90<sup>th</sup> percentile in satisfaction measure. *Airport Facilities*, *Cleanliness of Downtown* and *Look and Feel of Downtown* scored at or above the 80<sup>th</sup> percentile. At the low end of the ratings were *Accommodations – value for money*, *Shopping*, *Airport Concessions* and *Downtown Parking*.

There were two activities that almost two thirds of survey respondents indicated that they did not use while in Juneau: *Arts and Entertainment* (63 percent indicated not applicable to their visit) and *Recreation* (61 percent indicated non applicable). The next least used is *Parking* (42 percent indicated not applicable) followed by *Shopping* (41 percent). It was noted that several people gave shopping a low evaluation score even if they did not shop, commenting on the large number of businesses closed downtown in winter.

While *Downtown Parking* was a trip aspect that was not used by 42 percent of respondents, of those that rated this aspect, people who rented a car gave downtown parking a 39 percent satisfaction rating, while those who primarily walked give parking only a 27 percent satisfaction rating. Satisfaction also differed by trip purpose. Legislative and session visitors who used parking gave parking the lowest average evaluation score compared to Non-Alaskans here on business, who were the least dissatisfied with parking.

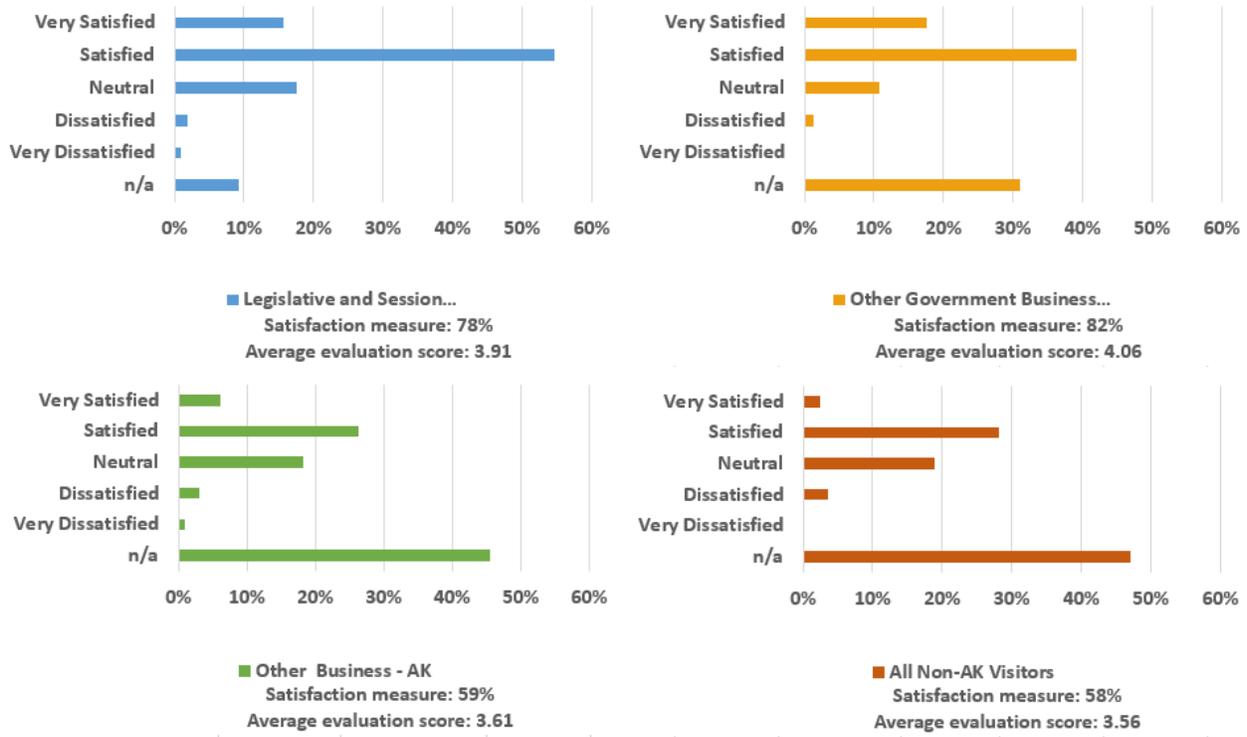
Figure 16: Downtown Parking Satisfaction Measure



One note of interest is that 91 percent of Alaskans visiting for legislative and session business indicated that they used meeting facilities, 69 percent of Alaskans visiting for other government business used meeting facilities, but only just over half (54 percent) of visitors here on non-government business used meeting facilities. Those on other government business were most

satisfied with their meeting facilities, while non-government business visitors were least satisfied. This probably reflects the difference in the meeting rooms used by these groups.

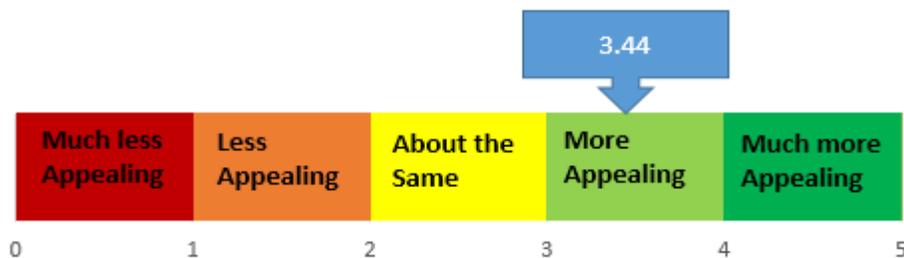
**Figure 17: Meeting Facilities**



**Appeal of Juneau over Time**

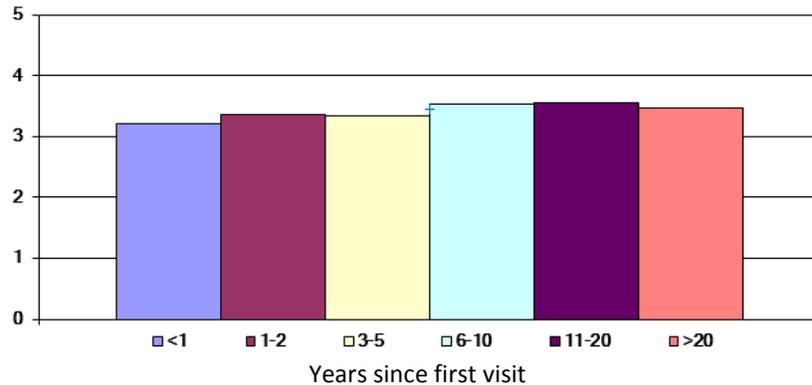
Survey respondents who indicated that that this was a repeat visit to Juneau were asked if they found Juneau more or less appealing on this visit as compared to when they first visited. The average evaluation score of 3.44 shows Juneau to be somewhat more appealing. In 2013, the average evaluation score was 3.36, slightly below the score in 2015.

**Figure 18: Overall, do you find Juneau more or less appealing as a place to visit and do business now compared to when you first visited?**



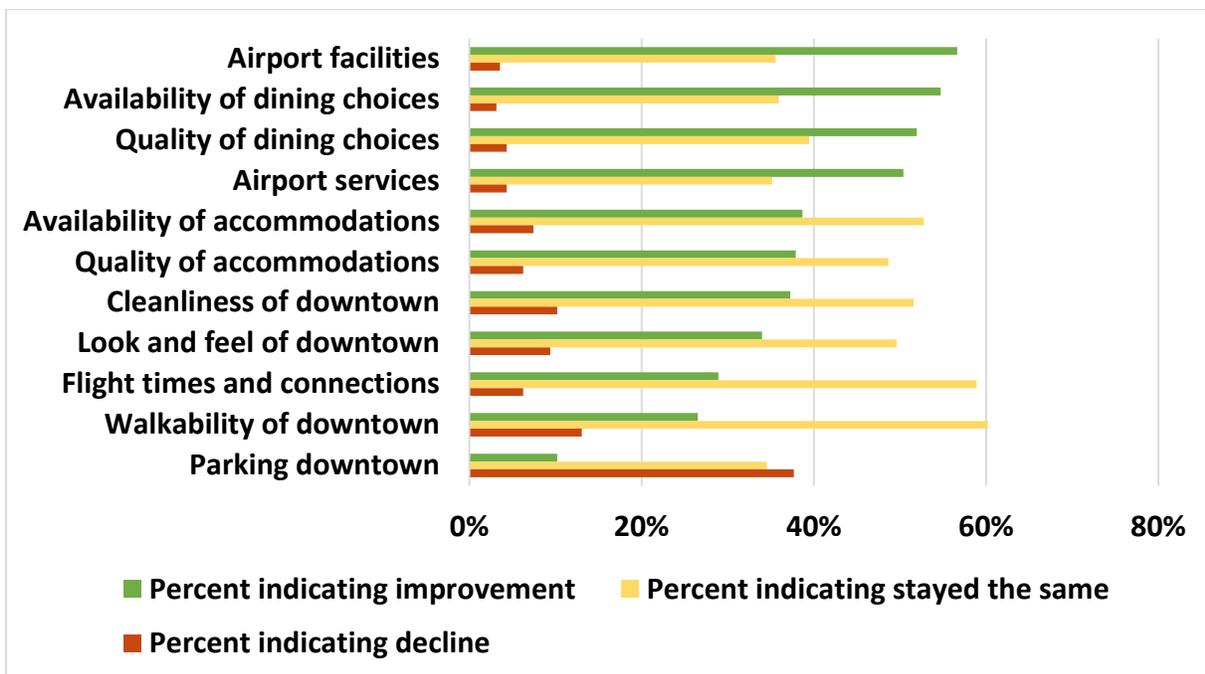
Scores can be segmented corresponding to length of time since first visit, and a more nuanced result is seen. Juneau is slightly more appealing now to those who remembered Juneau from a first visit more than five years ago.

**Figure 19: Overall, do you find Juneau more or less appealing as a place to visit and do business now compared to when you first visited, segmented by length of time since first visit**



Those respondents who indicated a change, either an improvement or decline, in their opinion of Juneau were next given a list of aspects and asked if improvement or decline in each aspect contributed to their change of opinion since their first visit. *Airport facilities, Availability of dining choices, Quality of dining choices, and Airport services* were the top four improved aspects contributing to a changed opinion.

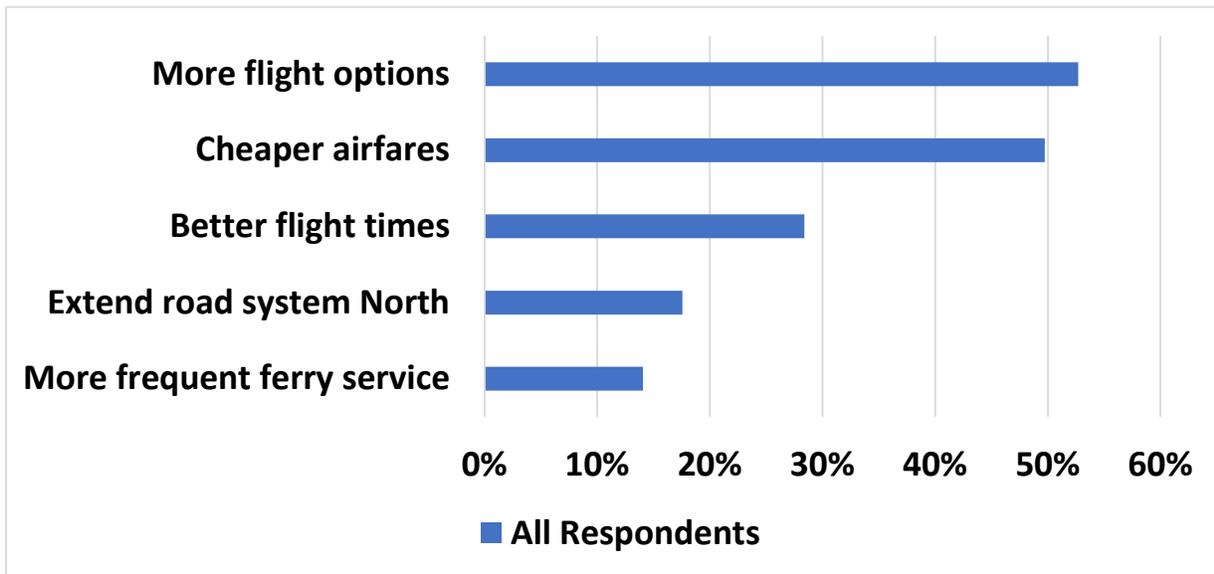
**Figure 20: If your opinion changed, did improvements or declines in the following aspects of your visit contribute to your changed opinion?**



### Access to Juneau

Survey respondents were given five choices and asked to select which one or ones would improve their access to Juneau. (They could select more than one.) The top choice was *More flight options*, selected by just over half of all respondents (53 percent), followed by *Cheaper airfares*, selected by 50 percent.

**Figure 21: In your opinion, which of the following would most improve your access to Juneau?**



On the topic of better access to Juneau, visitors frequently commented on the difficulty and frustration of accessing downtown Juneau from the airport. Several comments indicated that problems include poor taxi service and inadequate public transportation.

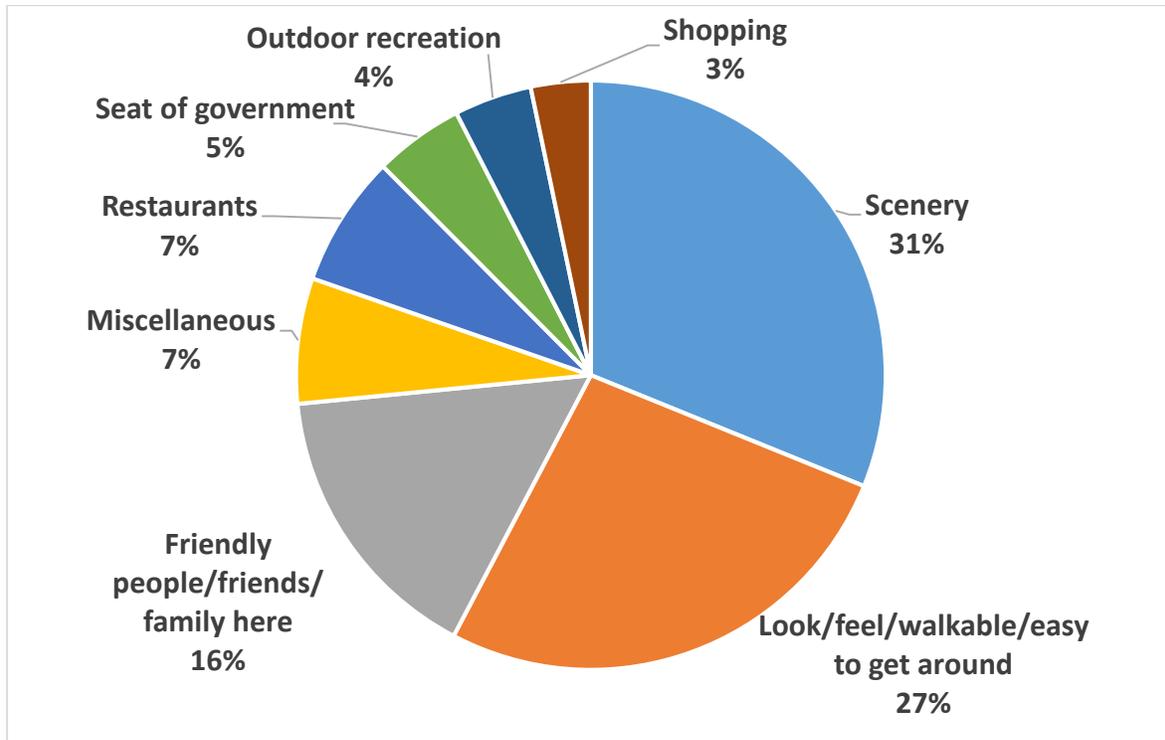
### What Visitors Like Most about Juneau

Juneau’s beautiful scenery was the most frequent response to the open ended question “What do you like most about visiting Juneau?” While the term “natural beauty” was mentioned most frequently, the Mendenhall Glacier was specifically referred to several times. The walkability of Juneau’s downtown was the next most frequent response, followed by comments praising the historic nature or the look and feel of downtown. In general, respondents felt that Juneau is easy to get around, and the word “quaint” was used often in referring to the look and feel of Juneau. Next, respondents praised the friendliness of Juneau or mentioned that they enjoy visiting family or friends living here. Among the miscellaneous responses, about a third commented on enjoying the weather here compared to other areas of the state.

In comparing results to the 2013 survey, the percentage of responses mentioning Juneau’s beautiful scenery (31 percent in 2015 versus 36 percent in 2013) and the friendliness of the community ( 16 percent in 2015 versus 15 percent in 2013) have not changed significantly. Of significant change is the percentage that commented on the look and feel and walkability of

downtown. While 27 percent of respondents mentioned this in 2015, only 8 percent of respondents mentioned it in 2013.

**Figure 22: What do you like most about visiting Juneau?**

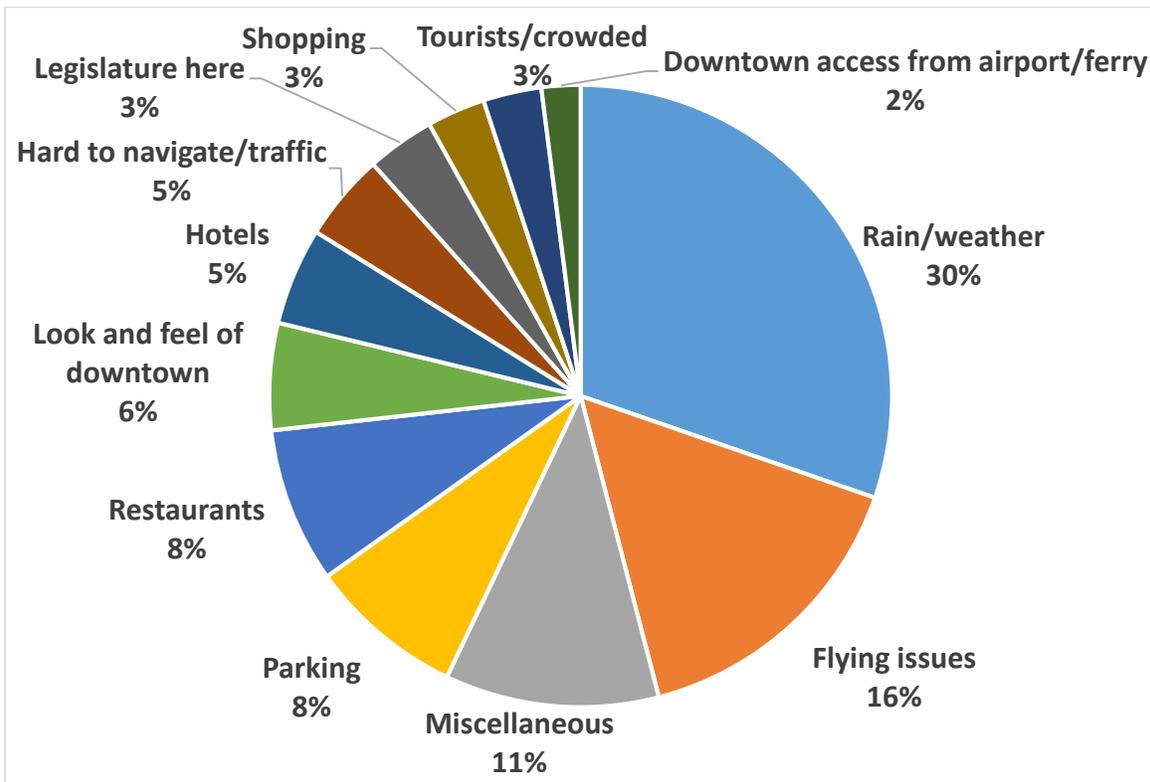


### What Visitors Like Least about Juneau

While the question “What do you like most about visiting Juneau?” received 305 responses, the question “What do you like least about visiting Juneau?” received only 198 responses. Responses to both questions were optional. Overall, there were fewer responses spread over a broader array of categories for the negative comments as compared to the positive comments. The most frequent complaint was about the weather (30 percent), especially the rain, followed by flying issues, such as the difficulties of getting in and out of Juneau, poor flight times and limited choices (16 percent). Together, these accounted for nearly half of all responses, similar to the results of the 2013 survey.

Other complaints included parking, poor quality or limited hours for restaurants, lack of food at the airport, trash and inebriates downtown, and lack of convenient transportation from the airport or ferry to downtown. Overall, the list of complaints was similar to the list generated by the 2013 survey, with only one significant difference in percent response. This was the number of mentions of parking, which increased from 3 percent of responses in 2013 to 8 percent of responses in 2015.

**Figure 23: What do you like least about visiting Juneau?**

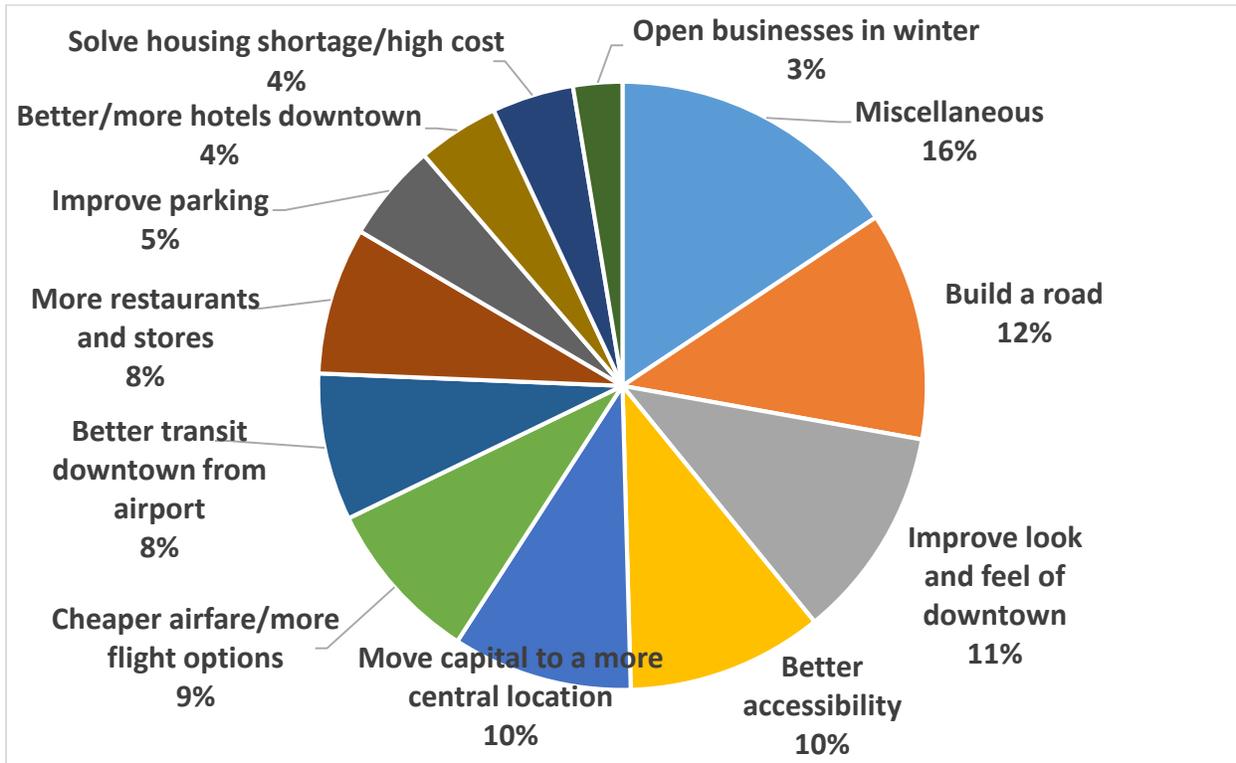


**Improvements to Make Juneau a Better Capital City**

In response to the optional question “What can the people and/or the local government of Juneau do to make Juneau a better capital for all of Alaska?” responses were tabulated only for Alaska residents. Constructive suggestions fell into a diverse range of responses, many repeating the concerns already expressed above. Some visitors would like to see a road built. Others would like to see cheaper airfares and more flight options. Visitors would like to see the trash cleaned up downtown and the inebriates dealt with. The lack of easy and convenient transportation from the airport to the downtown was mentioned several times. Suggestions here included improved public transportation, a free shuttle, or improvements in taxi or rental car options. Others suggested fixing up the downtown hotels, more and better restaurants (and to provide hot food at the airport) and more and better shopping.

The majority of comments, however, did not suggest any specific improvements. Respondents again mentioned the difficulty of accessing Juneau, either because of the travel problems due to the weather, and/or the lack of a road, and they suggested that Alaska’s capital should be moved to a more central location.

**Figure 24: What can the people and/or the local government of Juneau do to make Juneau a better capital for all of Alaska?**



**Physical or Structural Changes or Additions to State Capitol Complex**

In response to the optional question “Are there physical or structural changes or additions to the Capitol building, governor’s office, legislative chambers, legislative offices, the Terry Miller building, the Thomas Stewart building, or the surrounding area that you feel might improve your experience or make your interactions more productive?” The following is a complete list of all the suggestions received from Alaska residents.

Parking:

- Better or more parking options around/near those areas (3)
- Improved parking signage.

Interior:

- Offices are fairly small in the Capitol building
- Modernize the capital building, it's cramped
- Larger spaces
- More small meeting facilities (40 people)
- Run out of seating in meeting rooms

- More seating for observers in the chambers
- Capitol building needs to be refurbished
- Make the first floor of the capitol building floor one so you get off the elevator on the right floor

#### Exterior:

- Connect buildings with enclosed walkways to keep out of the weather
- Would like to see more overhangs on sidewalks to avoid rain
- Old architecture is nice
- More preservation of historic buildings
- The color is bland
- Maintain them, spruce up the sidewalks
- Improved deferred maintenance
- Clean the outside of the State Office Building
- Put in a dome (2)

#### Services:

- Somewhere to get food in the Capitol, Terry Miller, or Thomas Stewart buildings
- Maintain access to quick coffee and snacks
- Want a gym in Terry Miller
- Provide visitor tours of the capital

### Conclusions

Downtown revitalization efforts, that have included installation of rain canopies over sidewalks and reconstruction of Main Street, have been noticed and appreciated by business visitors to Juneau. Twenty seven percent of respondents commented on the look/feel/walkability/easy to get around nature of Juneau's downtown core when asked by open-ended question what they liked most about their visit to Juneau. This is up significantly from 2013, when this response came to mind for only 8 percent of respondents. In addition, the satisfaction score for *Walkability of downtown* rose to the top of 19 visit aspects specifically evaluated in the 2015 survey. In 2013 this visit aspect was ranked in third place. Also, the visit aspect *Look and feel of downtown* had the largest improvement in ranking compared to 2013, jumping from eighth to fourth place. Consequently, as Juneau continues to invest in downtown revitalization, the "quaint" look and feel of downtown needs to remain a priority.

The increased availability in choice of restaurants has also been noticed by business visitors to Juneau since the 2013 survey. Visitors indicated that both the availability and quality of dining choices has contributed to an improved opinion of Juneau. However, satisfaction with restaurant value for money is still only at 72 percent, ranking in 12<sup>th</sup> place out of 19 trip aspects, so there is still room for improvement.

Several trip aspects moved down in ranking from 2013 to 2015. Accommodations were split into two categories in 2015. *Accommodations – quality* matched the sixth place ranking of the *Accommodations* category of 2013. However, *Accommodations - value for money* now ranked in twelfth place. There has been a significant reduction in length of stay for business visitors since 2009 and, consequently, a shift away from the use of rented accommodations. The shift has been to an increase in the use of hotels; however, the number of hotel rooms downtown has not increased as demand has shifted, putting pressure on vacancy rates, and therefore possibly prices. Comments indicated that the quality of the hotel rooms downtown do not justify the prices asked.

Parking satisfaction continues to be low. Satisfaction is highest for those that rent a car for non-government business purposes. These visitors are more likely to stay near the airport and conduct business in other areas rather than downtown. On the other hand, 80 percent of legislative and session visitors do not rent a car and 61 percent of all visitors do not rent a car. Concerns were mentioned frequently about the difficulty, inconvenience and cost of accessing downtown Juneau from the airport. There is great dissatisfaction with Juneau taxis and public transportation options. It is recommended that Juneau focus on finding a solution to the access issue from the airport to downtown for those that do not rent a car. This would directly benefit 80 percent of legislative and session visitors and would reduce even further the necessity for a car rental while on business to downtown Juneau for all visitors. It can be speculated that those legislative and session visitors who rent a car do so to get to downtown because of the lack of other options, then park with difficulty for the duration of their visit, and walk to conduct business while there. A reduction in the use of rental cars for visitors staying downtown would also serve to make more parking available. One improvement to parking suggested was to provide signage to parking facilities for those that are not familiar with downtown Juneau.

Visitors were asked in 2015 to select options that would improve their access to Juneau. More flight options and cheaper airfares were the overwhelming choice for visitors. The arrival of summer service by Delta Air Lines to Juneau has had the effect of reducing air fares and increasing flight options between Juneau and Seattle, resulting in increased overall passenger travel to Juneau during the summer. Delta now plans to introduce year-round service from Juneau to Seattle. Juneau should take this experience and suggest to the airlines to consider adding flight options and/or lower prices during the period of the legislative session for the Juneau-Anchorage route, which could result in increased traffic.

Finally, the weather continues to be the greatest source of dissatisfaction for business visitors to Juneau. While nothing can be done to change the weather, keeping the sidewalks clear of snow should be a top priority as most visitors to downtown Juneau walk between buildings. Juneau could consider providing a free shuttle that loops continuously between the Capitol Complex buildings while the legislature is in session, or at the very least, insure a continuous supply of free umbrellas at the entrance to all public buildings.

## APPENDIX 1: DEMOGRAPHIC AND TRIP DATA COMPARISON 2015, 2013, 2009

Age Group	Percent in 2015	Percent in 2013	Percent in 2009
18 to 24	5	2	2
25 to 39	22	18	16
40 to 54	35	49	45
55 to 64	30	25	30
65 or older	8	6	7

Gender	Percent in 2015	Percent in 2013	Percent in 2009
Male	65	73	69
Female	35	27	31

Profession	Percent in 2015	Percent in 2013	Percent in 2009
Private sector worker	44	55	32
Other state worker	14	18	21
Nonprofit worker	11	8	7
Federal government worker	8	6	10
City or tribal employee	8	3	
Constituent	8	1	2
University staff	5	2	n/a
Lobbyist	4	3	n/a
Legislator, Legislative staff or support	2	3	14
Other	5	5	7

Primary Trip Purpose	Percent in 2015	Percent in 2013	Percent in 2009
Legislative or session business	30	29	36
Other state business	17	17	18
Federal business	9	55	46
Other business	44		

Length of Trip	Percent in 2015	Percent in 2013	Percent in 2009
1 day	31	30	21
2 days	31	23	27
3-7 days/3-5 days	31	30	27
8-14 days/6-13 days	4	9	8
15+ days/14+ days	3	8	17

Number of Visits in Last 12 Months	Percent in 2015	Percent in 2013	Percent in 2009
1	20	20	21
2-3	36	24	25
4-10	32	32	23
10+	12	25	29

Time Spent in Juneau During Last Legislative Session	Percent in 2015	Percent in 2013	Percent in 2009
Less than a week	74	61	49
More than a week, less than a month	18	22	23
More than a month, but not entire session	5	8	28
Most or all of session	3	10	

Place of Residency	Percent in 2015	Percent in 2013	Percent in 2009
Anchorage	42	37	48
Other Southcentral	14	17	17
Fairbanks	8	8	10
Southeast	7	9	6
Rest of Alaska	7	2	4
Outside Alaska	23	27	15

Accommodation	Percent in 2015	Percent in 2013	Percent in 2009
Hotel/motel/B&B	78	79	68
Rented apartment/condo/room	2	4	17
With friends/relatives	4	6	8
Did not stay overnight	14	9	7
Other	1	5	

Transportation	Percent in 2015	Percent in 2013	Percent in 2009
Rental car	39	37	44
Walked/on foot	33	10	n/a
Taxi	28	16	16
Rode with friends/colleagues	17	10	9
Courtesy shuttle	9	12	3
Borrowed/company/government car	8	7	7
Own car	3	5	14
Other	3	3	7