

ALASKA RAILROAD

BOARDING

MENDENHALL GLACIER



EXPEDITIONS

Visit nature's thousand year-old wonder!

In Beautiful
MENDENHALL LAKE
TOURS HOURLY FROM JUNEAU

4C

Visit
JUNEAU
CAPITAL OF ALASKA

- BY AUTO
- o o o o BY SHIP
- BY PLANE




WHITEHORSE ALASKA HIGHWAY JUNEAU



SCENIC and RECREATION CENTER OF ALASKA

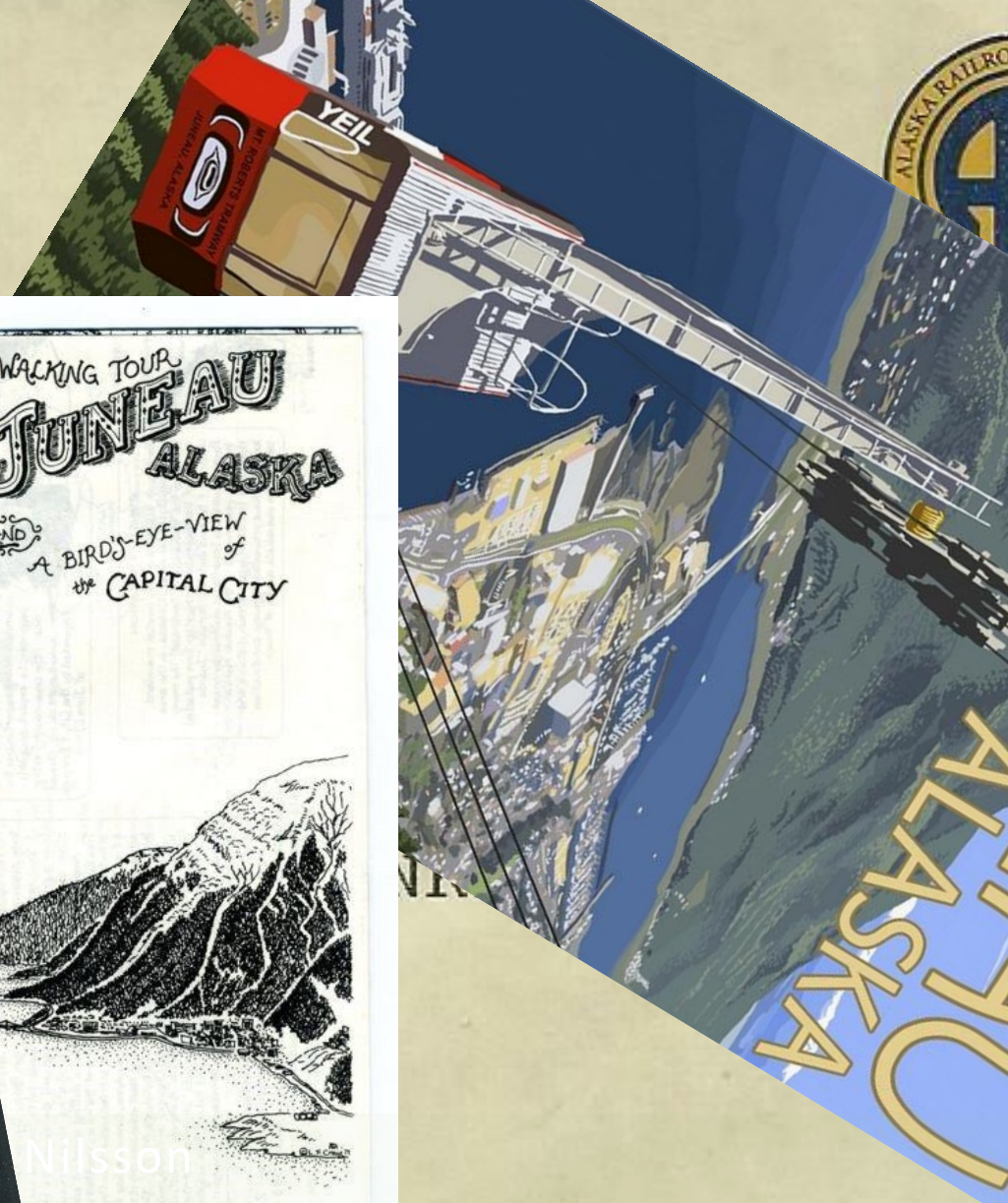
A WALKING TOUR
of **JUNEAU**
ALASKA

AND A BIRD'S-EYE-VIEW
of
the CAPITAL CITY



Nilsson

Support from the City & Borough of Juneau, the Alaska Division of the Southeast Alaska Empire for the Greater Juneau Chamber of Commerce, 10 N. Franklin St., Juneau, Ak., 99801 by Laurie Ferguson Craig '79



ALASKA

SOUTHEAST ALASKA GUIDE SERVICES

TOUR/CLIENT MANAGEMENT

EXPEDITIONS
Visit nature's thousand year-old wonder!
CAR: C
The beautiful
MENDENHALL GLACIER
TOURS HOURLY FROM JUNEAU
SEAT: 4C

Route: DENALI - FAIRBANKS
Fare: COACH
SCENIC and RECREATION CENTER OF ALASKA

Freema
ALASKA
APRIL 2023



AGENDA

- Regulatory Agencies
- Juneau Tour Operators
- Industry Employee Services
- Industry Passenger Services
- Visitor Profiles

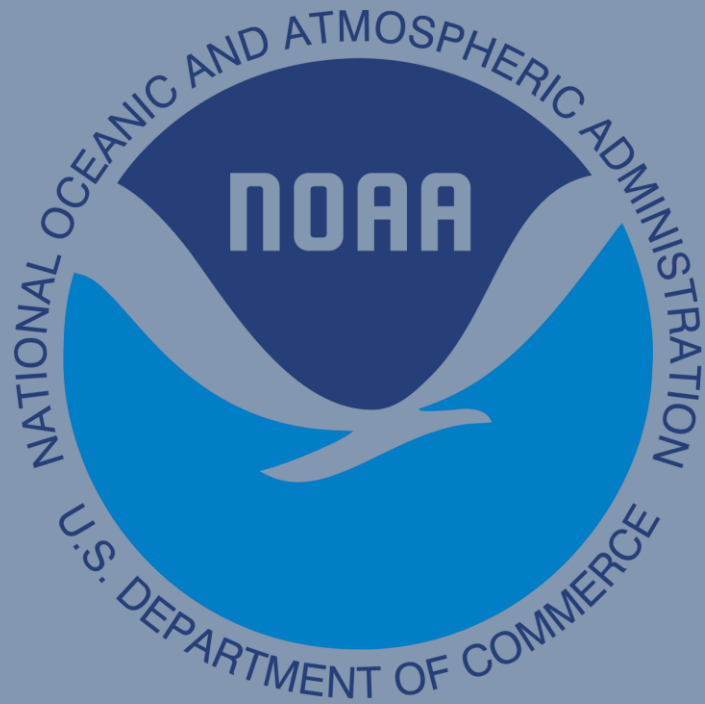
AUTHORITY/ REGULATORY AGENCIES



Non-Government Organizations

- CLIA-Cruise Line International Association
- ATIA-Alaska Travel Industry Association
- Travel Juneau/ TBMP- Tourism Better Management Practices
- Whale SENSE- NOAA
- SEA-Guides- Southeast Alaska Guide Services
- JDBA-Juneau Downtown Business Association
- Juneau Charter Boat Owners Association

AUTHORITY/ REGULATORY AGENCIES



Government Organizations

- NOAA- National Oceanographic and Atmospheric Administration
- ADFG- Alaska Department of Fish and Game
- CBJ-City & Borough of Juneau
 - Visitor Industry Task Force
 - City Manager/ Juneau Chamber of Commerce
- ARDC- Alaska Resource Development Council
- USCG- United States Coast Guard, Juneau
- CDC- Center for Disease Control

Marijuana in Alaska

- Marijuana and Cannabis-infused products are legal in the state of Alaska
- All retailers are licensed and their products tested
- Adults over the age of 21 can purchase up to one ounce
- Cannot be consumed in a public area
- Cannot be taken aboard a cruise ship, commercial vehicle, boat, or airplane





Firearms in Public

- Alaska's laws do not prohibit anyone 21 or older (who may legally possess a firearm) from carrying it concealed or open
- A firearms permit is not required to own or use
- There are general restrictions on where a firearm may be carried. See the outline at:
<https://dps.alaska.gov/Statewide/R-I/PermitsLicensing/InAlaska>
- Under 21 is NOT allowed to carry a concealed handgun in Alaska.

Juneau Tour Operators



Bus/ Transportation

- Capital Transit (CBJ Buses)
- Alaska Coach Tours
- First Student, LLC
- Goldbelt Transportation
- Juneau Tours
- M&M tours

Juneau Tour Operators



Shoreside Logistics

- HAP-Holland America/ Princess
- Petro Marine
- Lynden Transportation/ Alaska Marine Lines

Juneau Tour Operators



Maritime- Wildlife/Sight Seeing

- Allen Marine Tours
- Juneau Tours
- Gastineau Guiding
- Harv and Marv/ Alaska Galore
- ATA- Alaska Travel Adventures
- ABAK-Above and Beyond Alaska
- Dolphin Jetboat Tours



Juneau Tour Operators



Maritime- Wildlife/Sight Seeing

(6-Passenger)

- Alaska Sea to Shore
- Jayleen's Alaska
- Alaska Luxury Tours
- Adventure in Alaska
- Airboat Alaska
- Harv and Marv Outback Alaska

Juneau Tour Operators



Maritime- Charters

- Alaska Galore Tours
 - Salmon/ Halibut
- Moore Charters
 - Salmon/ Halibut
- Adventures in Alaska
 - Salmon/ Halibut/ Whales
- Jayleen's Alaska
 - Whales
- Rumrunner Charters
 - Salmon/ Halibut/ Whales
- The Local Guy Charters
 - Salmon/ Halibut

Passenger Services



Information Resources

- Travel Juneau Kiosks
- Downtown Visitor Center
470 S Franklin St
- Juneau Convention & Visitors Bureau
800 Glacier Ave #201
- Uniformed ATIA Liaisons

Passenger Services



Limited Mobility

- Southeast Alaska Independent Living (SAIL) at 1-800-478-SAIL.
- Accessible visitor information kiosks at the airport, ferry terminal and cruise ship docks.
- Capital Transit offers several buses equipped with wheelchair lifts
- Care-a-Van Transportation 907-463-6194.

Passenger Services



Medical Services

- SEARHC- Front Street Clinic
907-364-4565
- Bartlett Regional Medical Hospital
907-796-8900
- Juneau Drug Co. Pharmacy
- Foodland IGA Pharmacy
- Juneau Veterans Administration Medical Clinic
907-796-4340

Employee Services



Employee Services

- IBU-Inland Boatmen's Union
(907)-790-9644
- Alaska Department of Labor and Workforce Development
(907) 465-2700
- Alaska Job Center
(907) 465-4562
- Alaska Legal Services Corporation
<https://www.alsc-law.org>
- Confidential Employee's Association
<http://cea-alaska.org>



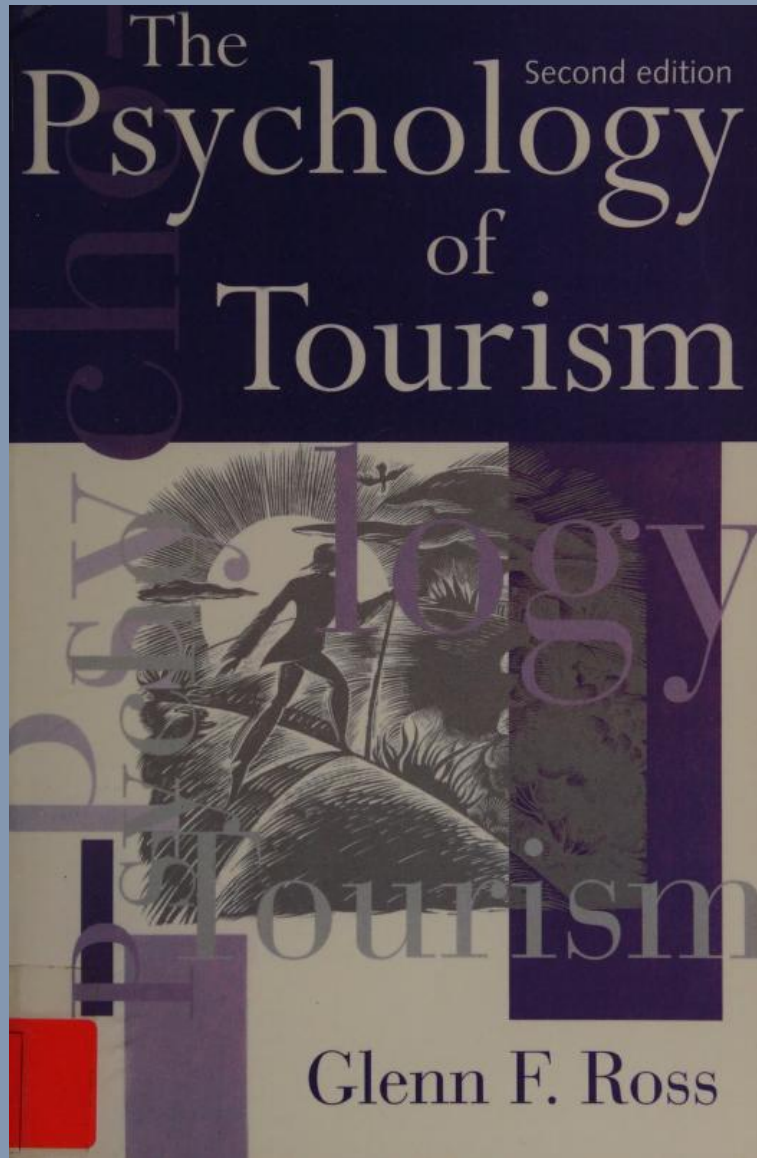
Employee Services



Labor Licensing

- Alaska Motor Vehicles Division
(907) 269-5551
- Alaska Department of Labor and Workforce Development
(907) 465-2700
- Alaska Job Center
(907) 465-4562
- University of Alaska, Southeast Vocational Center
(907) 796-6100





AGENDA

Alaska Cruise Passenger Demographics

Our Role in the Experience

Customer Complaint Escalation Policies

Psychology in Tourism

The 5 Faces of Frustration

Preparing for People

Traveler Profile



Our Role in the Experience



Traveler Profile



Our Role in the Workforce





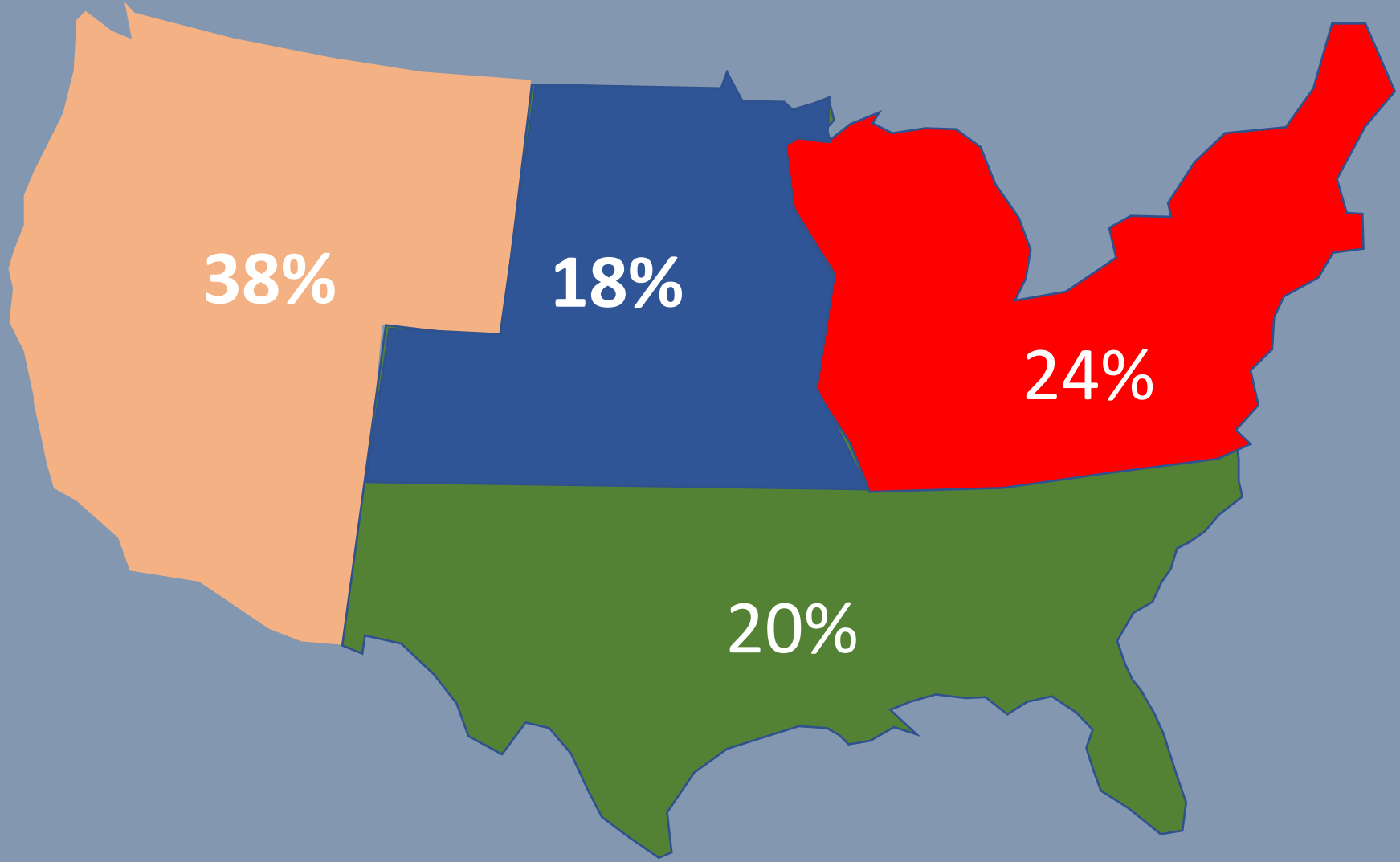
WHERE ARE PASSENGERS COMING FROM?

1. **North America** / 14,240,000
2. **Western Europe** / 6,731,000
3. **Asia** / 4,240,000
4. **Australasia/New Zealand/Pacific** / 1,460,000
5. **South America** / 883,000
6. **Scandinavia/Iceland** / 225,000
7. **Eastern Europe** / 213,000
8. **Africa** / 154,000
9. **Middle East/Arabia** / 111,000
10. **Caribbean** / 56,000
11. **Central America** / 47,000



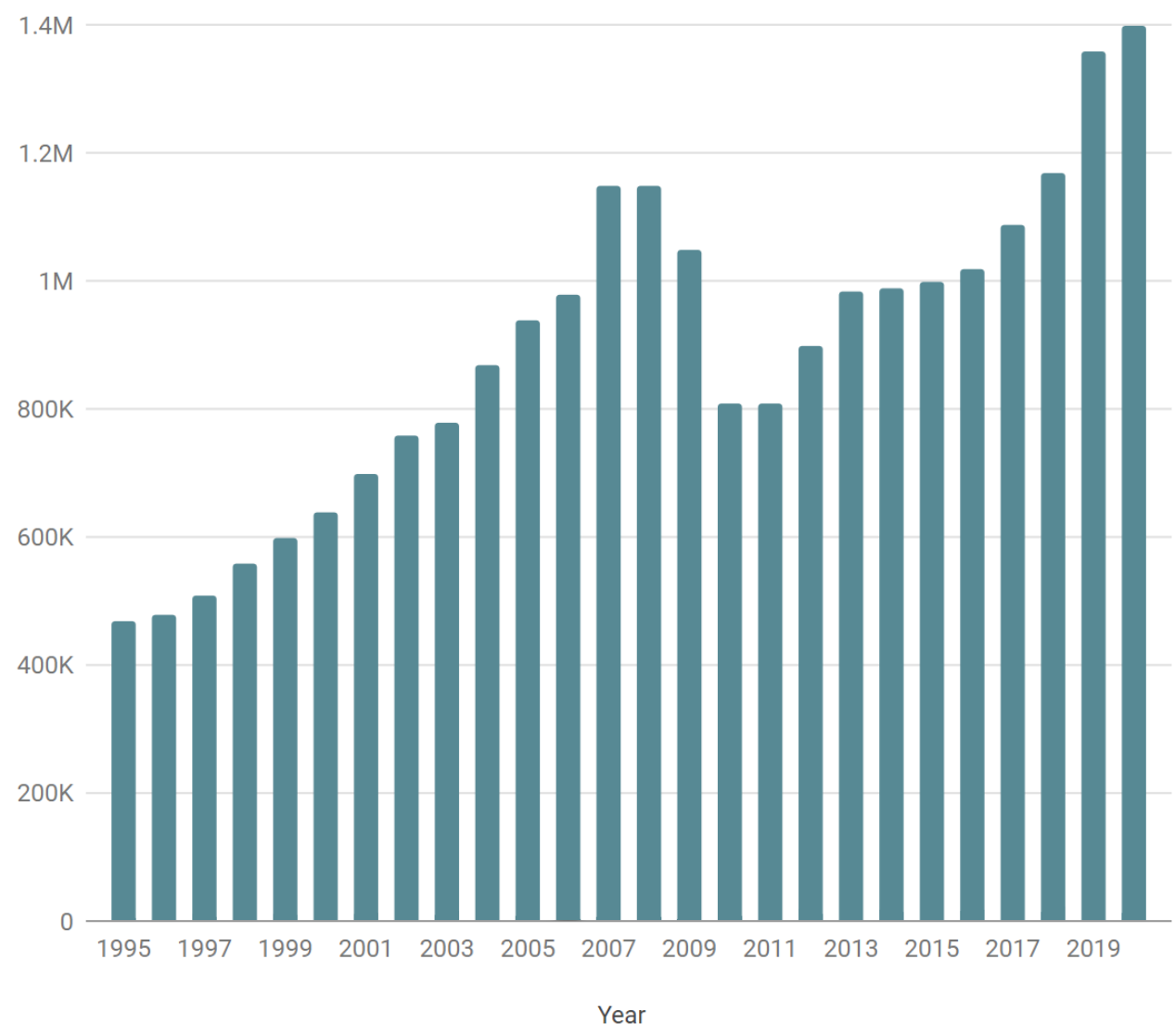
Passengers in Millions 2018
Source: CLIA ONE reSource

Average Age	47 years
Average Household Income	\$114,000
Employment Status	
Employed	72%
Retired	21%
Not Employed	7%
College/Post College Education	69%
Married	84%
Likely to book a cruise for next vacation	82%



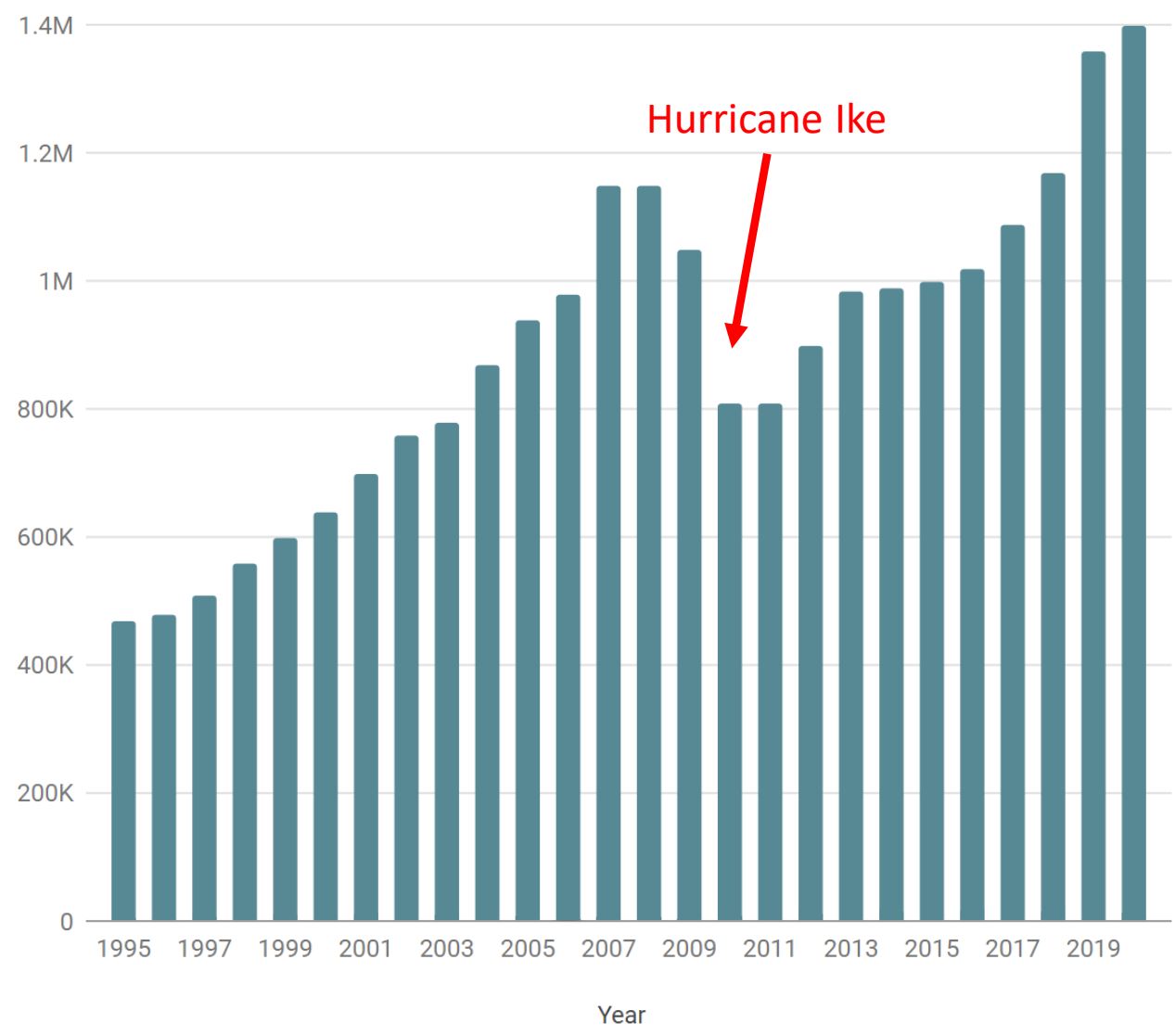


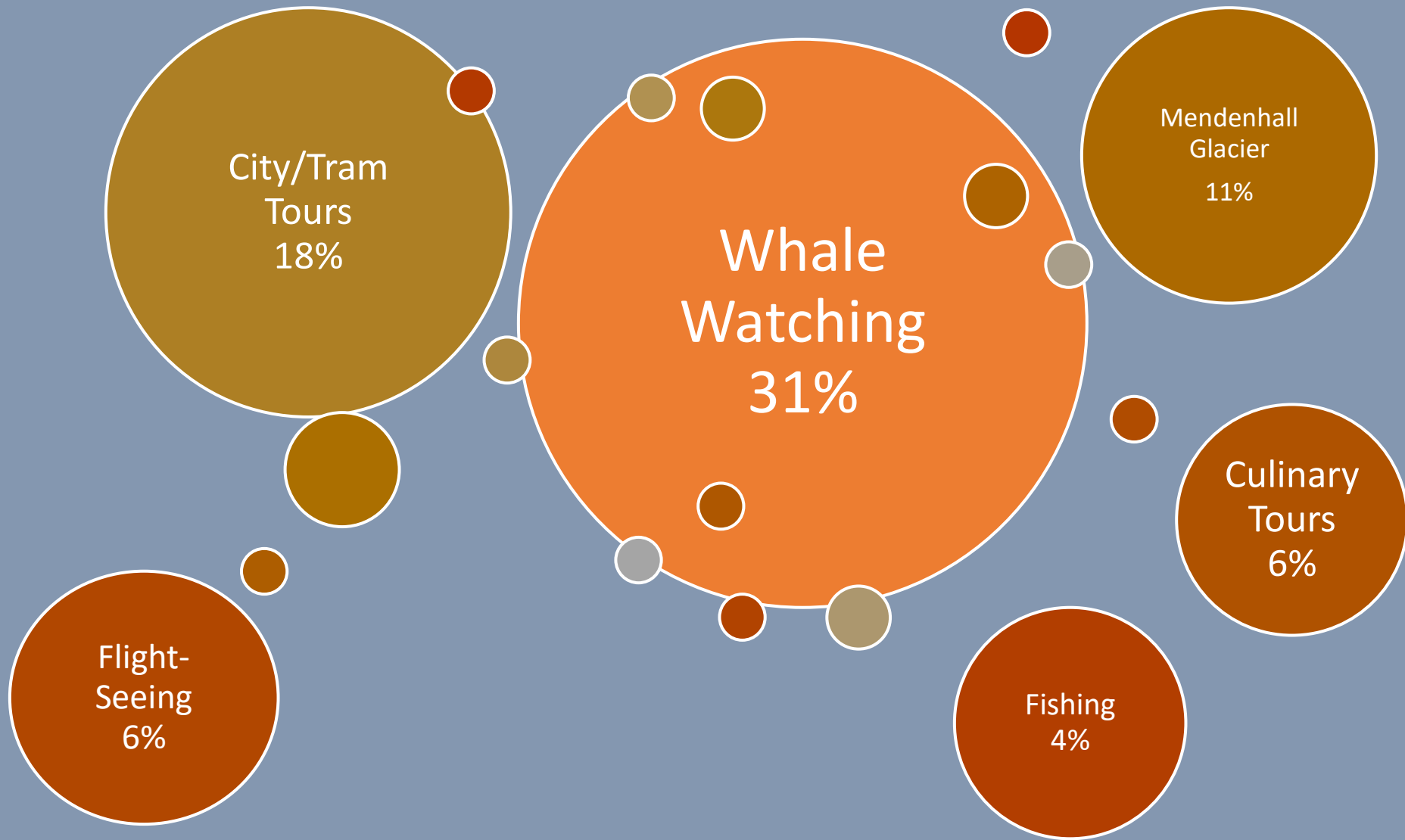
Alaska cruise ship passengers





Alaska cruise ship passengers





Customer Complaint Policies

CCEP- Customer Complaint Escalation Policies

- Provides protection to employees
- Helps deescalate the plaintiff's anger
- Ensures complaints are addressed at the lowest level possible

CCEP should avoid “chaining” more than 3 echelon's of management

- Consider lateral coworkers an echelon
- Minimize points of contact

Be prepared to contact the consumer later with your solution





Psychological Variables

Travel Lag and Travel Anxiety Disorder

- Clinical symptomology of: High heart rate and blood pressure, decreased cognition, nausea, body sweats, increased water consumption

Eccentric Excitement

- Most common in adolescent males
- Clinical Symptomology: Decreased tolerance for dialogue, fidgeting, increased blood pressure, inevitable onset of irritability
- Precursor for disappointment

Psychological Variables (cont)

ISS- Intermittent Sundowners Syndrome

- Temporary dementia and decreased cognition in elderly travelers
- Increased risk of cardiac arrest

Buyer's Onset Paranoia

- Arises during or after acts of mistrust
- Common in sale environments
- May last for days following exposure to events





Frustration

Non-served/ Under-served: Expected one result of service and received another

Perceived Mistreatment: Valid vs Invalid

Operational Faults: Visible voids in the operations plan which depict unprofessional processes

Physiological Frustration: Arises from hunger, sleeplessness, personal turmoil

Financial Incentive: “Gunning” for a refund



Solutions to Respond

Empathize: Regardless of the situation, let the customer know you care. Do not admit blame

Repeat Sentiment: Show understanding by repeating the problem back to the customer

Inform of Plan: Don't leave customer guessing. Let them know your plan

Keep Customer Comfortable: Offer shelter, food/drink

Introduce Involved Employees



Solutions to Respond

DO NOT:

Say "everything will be Okay" or "Don't worry"

Discuss previous history of the issue or employee's performance

Leave customer unattended for more than 5-minutes

Attend to other customers in front of complainant

Ask for complainant's help



Conclusion

Remain Empathetic

Remember Your Role in the Experience

Demonstrate Your Dedication to Finding a Solution

Identify Early Signs of a Problem

Use Your Chain of Management to Your Benefit



QUESTIONS/ COMMENTS