



## MEMORANDUM

TO: Alcoholic Beverage Control Board

DATE: Monday, June 03, 2024

FROM: Gabriel Gonzales, Local Gov. Specialist

RE: For board consideration: Haines Borough  
petition for additional Restaurant and Eating Place  
licenses under AS 04.11.405.

The Haines Borough has submitted a petition to the board in accordance with AS 04.11.405 requesting 10 additional Restaurant and Eating Place licenses (REPL). Haines Borough currently has three REPL's which is above the population limit allowing for two (one public convenience license was converted to REPL when SB9 repealed the public convenience license).

AS 04.11.405(b) states that following a public hearing, the board may issue one or more additional REPLs under AS 04.11.100, within the boundaries of the municipality, if the board finds that

(1) the Municipality

(A) serves as a center for commercial activity within and outside the boundaries of the municipality by providing goods and services to a population that is greater than the permanent resident population within the boundaries of the municipality; – *para. two (P2) of the resolution. Borough population is listed at 2,575*

(B) maintains a local law enforcement department; – *P4 of the resolution with five sworn peace officers*

(C) exercises planning or land use authority; – *P5 of the resolution* and;

(D) at the time of the petition, meets or exceeds the maximum limit under AS 04.11.400(a) for REPLs issued under AS 04.11.100 – *P6 of the resolution. Haines Borough has three REPLs issued (2,575 pop. / 1,500 ratio = 1.71, or two REPLs)*

(2) the number of additional licenses does not exceed the number of additional licenses requested by the municipality in the petition; and

(3) granting the additional licenses is in the public interest

The Haines Borough resolution includes the following required information:

(1) Information demonstrating that the petitioner meets the criteria of subsection (b) above;

- (2) The most recent estimate of the number of people who claim residency or work outside the boundaries of the municipality and who are served by the municipality, including the
  - (A) Population located outside the boundaries of the municipality that relies on the municipality for goods and services – *P6 of resolution*
  - (B) Visitor population; and – *P3 of resolution. Approximately 173,500 visitors in 2023*
  - (C) Nonresident worker population that resides in the municipality, but that is not counted in the latest federal or state census for the municipality; – *P6 of resolution*
  
- (3) The number of existing restaurant or eating place licenses
  - (A) Within the boundaries of the municipality – *P6 of resolution*
  - (B) In a geographic area that the municipality serves under (2) of subsection (b) – *P6 of resolution*
  
- (4) Information showing that the number of additional licenses requested does not exceed one license for each 1,500 population of the population identified under (2) of subsection (b) – *P7 of resolution (173,000/1,500 = 115.33)*

If the board grants the Haines Borough petition for additional restaurant or eating place licenses under AS 04.11.405, the board may not authorize additional restaurant or eating place licenses to the same municipality under this statute for the following year (04.11.405(d)).

Gabriel Gonzales  
Local Government Specialist  
Alcohol and Marijuana Control Office

Attachments include:

Haines Borough Resolution #24-05-1111  
Checklist for AS 04.11.405

RECEIVED

Adopted

MAY 30 2024

Dept. of Commerce  
AMCO

HAINES BOROUGH, ALASKA  
RESOLUTION No. 24-05-1111

**A Resolution of the Haines Borough Assembly Petitioning the State of Alaska  
Alcoholic Beverage Control Board Under Alaska Statute 04.11.405 to Issue  
up to Ten (10) Additional Restaurant or Eating Place Licenses.**

- P1 **WHEREAS**, the Haines Borough is incorporated as a home rule municipality and is eligible to seek additional Restaurant or Eating Place Licenses (REPL) from the Alaska Beverage Control Board through the process outlined in Alaska Statute 04.11.405; and
- P2 **WHEREAS**, though only an estimated 2,575 people live in Haines according to the Department of Environmental Conservation (DEC), Haines is a regional tourism destination with an estimated total of 173,500 visitors, almost 67 times the number of year round resident population, thereby providing as a center for commercial activity within and outside the boundaries the municipality by providing goods and services to a population far greater than the resident population within the boundaries of the municipality; and
- P3 **WHEREAS**, in 2023, there were approximately 173,500 visitors to Haines, including:  
68,000 cruise ship visitors  
42,000 visitors arriving on the Fast Ferry  
34,000 visiting the Haines Borough by land and arriving through the international border with Canada  
23,000 visitors arriving on the Alaska Marine Highway System ferries  
6,500 visitors arriving by air into the Haines Airport; and
- P4 **WHEREAS**, the Haines Borough Police Department maintains a law enforcement department with 5 sworn peace officers and numerous other staff members who provide local law enforcement services including police patrol and criminal investigation, meeting the conditions outlined in AS 04.11.405(b)(1)(B); and
- P5 **WHEREAS**, the Haines Borough exercises planning and land-use authority through its Planning Commission and Planning Department staff are tasked with wide-ranging planning and land use authority including but not limited to permitting, zoning regulation and oversight, management of Borough lands and updates to the Borough's Comprehensive Plan, meeting the conditions outlined in AS 04.11.405(b)(1)(C); and
- P6 **WHEREAS**, the Haines Borough currently exceeds the number of licenses allowed under AS 4.11.040(a) with three (3) active REPLs, meeting the conditions outlined in AS 04.11.405(b)(1)(D), and since the Haines Borough extends to the Canadian border, there are no REPLs outside the municipality (which is 2,726 square miles) that serves the public within the Haines Borough; and
- P7 **WHEREAS**, the Haines Borough serves up to 173,500 nonresidents annually (173,000/1,500 = 115.33), well above the additional population required for the ten (10) additional requested licenses, and
- P8 **WHEREAS**, the increased REPL would enhance our local economic development and create jobs in the region; and
- P9 **WHEREAS**, with significant increase in daily traffic, additional Restaurant or Eating Place licenses can stimulate economic growth. More licenses lead to more restaurants and eating places, which generates increased revenue from food and beverage sales, creating jobs and

Haines Borough  
Resolution No. 24-05-1111  
Page 2 of 2

boosting the local economy. In addition, the tourism experience is enhanced by providing visitors with more dining options, encouraging them to spend more time in Alaska; and

**P10** **WHEREAS**, allowing the sale of beer and wine at additional local restaurants is in the public interest since it would allow for an increase in consumer options for locals and visitors alike and foster entrepreneurial opportunities in the Haines Borough;

**P11** **WHEREAS**, the additional Restaurant and Eating Place licenses would align with population ratios, and allow for effective regulation and enforcement of alcohol-related policies, all of which benefit the Borough and its residents,

**P12** **NOW, THEREFORE, BE IT RESOLVED** that the Haines Borough Assembly petitions the Alaska State Alcoholic Beverage Control Board to issue up to 10 additional restaurant or eating place licenses within the Haines Borough under Alaska Statute 04.11.405.

Adopted by a duly-constituted quorum of the Haines Borough Assembly on this 28th day of May, 2024.

Attest:  
  
Alekka Fullerton, MMC, Borough Clerk

  
Thomas C. Morphet, Mayor





HAINES BOROUGH  
TOURISM DEPARTMENT

# Haines, Alaska Visitor Center 2023 Season Report

**Executive Summary:** The 2023 tourism season in Haines, Alaska, marked a significant milestone as the industry rebounded to pre-pandemic numbers, demonstrating a robust recovery in travel activity in the Haines area. Alaska, in general, is experiencing a resurgence in popularity, with heightened interest from travelers. However, it is crucial to recognize the intense competition among various communities, making it imperative for Haines to remain proactive and to keep investing in the promotion of Haines as a destination. This competitive landscape necessitates a strategic approach to ensure Haines remains a top choice for travelers.

**Marketing Strategies:** Recognizing the need for a multifaceted marketing approach, the Haines Visitor Center has invested in iconic hard-copy advertising spaces, reclaiming prominent positions in publications like the Milepost back page, Alaska Magazine, and Bells. These traditional avenues continue to be valuable in reaching a broad audience. However, adapting to the evolving landscape, the Visitor Center is also embracing modern marketing strategies. A notable shift involves leveraging influencers to promote Haines. By partnering with individuals who hold sway over specific target audiences, we aim to enhance our reach and engagement.

**Social Media Growth:** Acknowledging the digital age's impact on travel decisions, the Visitor Center is actively growing its social media audience. Platforms like Facebook, Instagram, and TikTok serve as powerful tools to showcase the beauty of Haines, connect with potential visitors, and create a community around the destination. In the long run, this effort is anticipated to be a cost-effective approach, maximizing the return on investment.


**Community Impact:** It is crucial to highlight that Haines is not an isolated entity in the tourism ecosystem. The decisions made by neighboring communities regarding cruise ship industry regulations can significantly impact our own community. Therefore, being proactive in advocating for Haines' unique offerings and coordinating efforts with neighboring ports is vital for sustained success.

**Conclusion:** The 2023 season has positioned Haines, Alaska, as a premier destination for travelers, showcasing a remarkable recovery from the challenges posed by the pandemic. By combining traditional advertising methods with modern influencer collaborations and social media growth, the Haines Visitor Center is taking a holistic approach to ensure long-term success in a competitive market. As we navigate the dynamic tourism landscape, the emphasis on being proactive remains paramount for securing Haines' place as a top choice among Alaska's stunning destinations.

The Haines Borough Tourism Department compiles this report, utilizing data from reputable sources including the Haines-Skagway Fast Ferry, Alaska Marine Highway System, Cruise Line Agencies of Alaska, US Customs and Border Protection, Statistics Canada, and more.

HAINES ALASKA VISITORS CENTER

122 SECOND AVENUE | HAINES AK 99827

 907-766-6418

 [visit@haines.ak.us](mailto:visit@haines.ak.us)

# CRUISE SHIPS



97 TOTAL CALLS



68,116 PASSENGERS



30,467 CREW

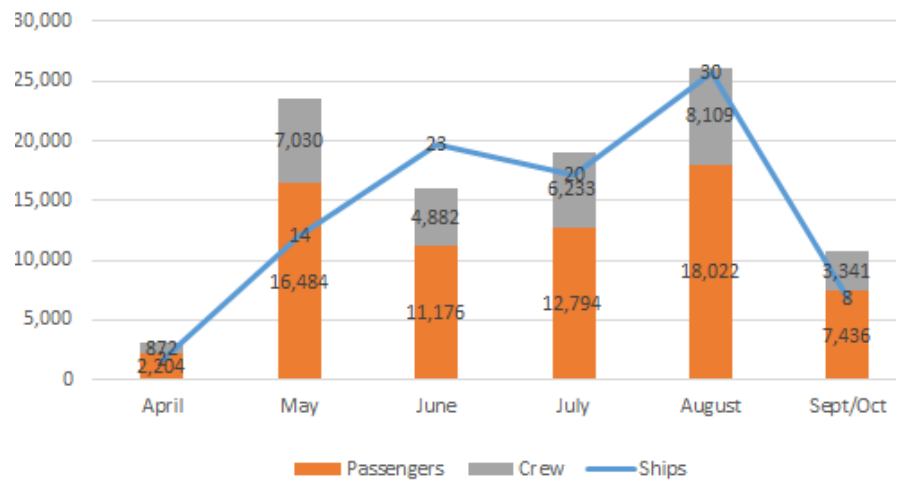
In 2023, cruise ship visits numbered a total of 97 calls, welcoming 68,116 passengers and hosting 30,467 crew members. Notably, pre-COVID 2019 saw 54,032 guests, while 2022 registered a higher count of 78,113 visitors.

It's important to acknowledge that the elevated figures in 2022 were partly due to ship docking constraints caused by slides in Skagway. These constraints diverted a total of 8 vessels to Haines, resulting in up to 8,000 additional visitors compared than what was originally scheduled for the 2022 season.

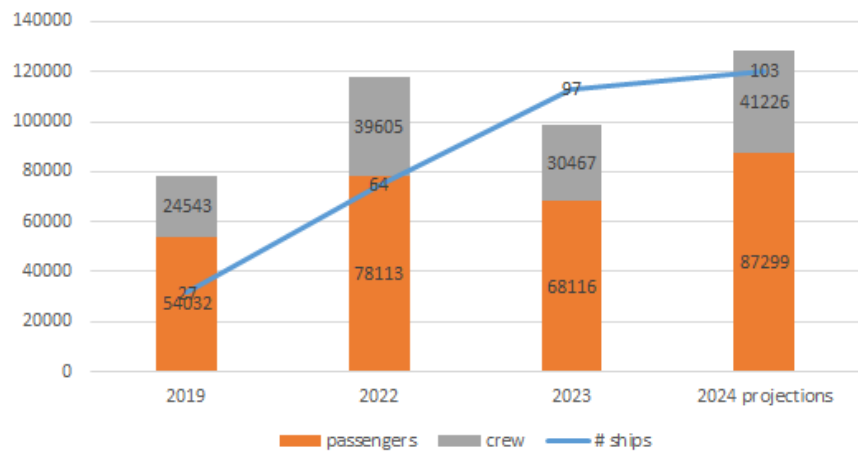
However, 2023 recorded a total of 68,116 passengers, indicating a stable visitation rate. Projections for 2024 anticipate 103 ship calls, hosting an estimated 87,299 passengers.



2023 Cruise Ships



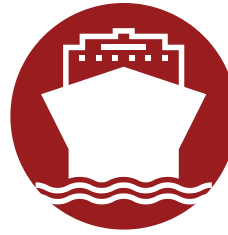
Total Cruise Ships Visitors



\*2022 numbers reflect calls rerouted due to slide in Skagway.

# CRUISE SHIPS

## EVENING CALLS



6 EVENING ARRIVALS



12,852 PASSENGERS



16% EVENING ONLY GUESTS

In 2023, Haines had a total of 8 scheduled evening cruise ship calls, primarily with six from the Brilliance of the Seas. Unfortunately, the two calls planned with the Radiance of the Seas were canceled due to adverse weather conditions and mechanical issues.

Evening visits present challenges for local tour operators and businesses as the ships typically spend less than four hours in port, limiting guests' opportunities to experience our community and surrounding areas fully.

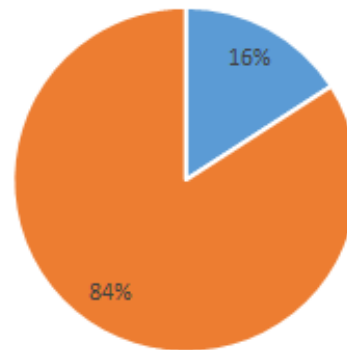
In 2023, evening calls constituted 16% of the total cruise ship passengers, accounting for 12,852 out of 68,116 guests for the season. Looking ahead to 2024, there are six scheduled evening calls for the Radiance of the Seas, albeit with slightly later docking times from 7 pm to 11 pm.

The total projected guests for these evening visits in 2024 amount to 12,834, representing 13% of the 87,299 total projected cruise ship guests. While there's a slight decrease in the percentage compared to 2023, the impact on local tours and businesses should still be noted, given the limited time window for these evening visits.

### 2023 Evening Calls

6 total evening calls (Brilliance of the Seas), 2 evening calls cancelled (Radiance of the Seas)

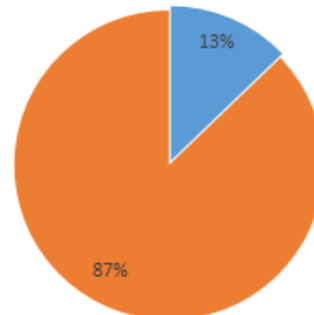
■ 12,852 Guests on evening ships (visits >4 hrs) ■ 68,116 Total 2023 Cruise Ship Guests



### 2024 Projected Evening Calls

(6 calls, Radiance of the Seas 7pm-11pm)

■ 12,834 Guests on evening calls (visits >4 hrs) ■ 87,299 Total 2024 Projected Guests



# ALASKA MARINE HIGHWAY SYSTEM



23,383  
Disembarking  
Passengers



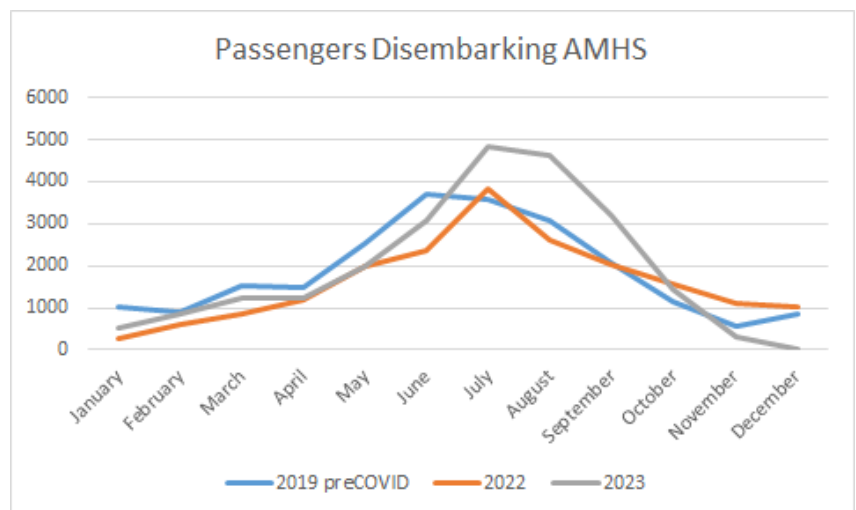
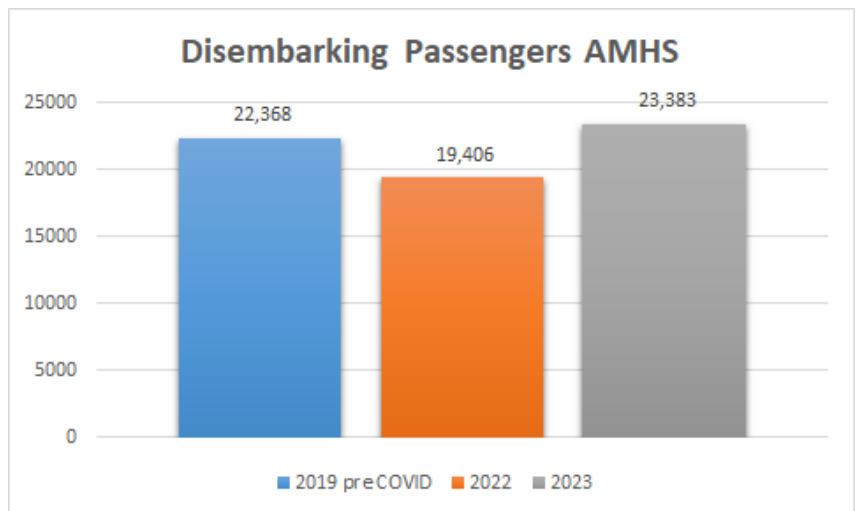
7,927  
Disembarking  
Vehicles

The Alaska Marine Highway System's 2023 data indicates a positive trend with 23,383 disembarking passengers and 7,927 vehicles at the Haines ferry terminal. This surpasses pre-COVID 2019 passenger totals of 22,368 and exceeds 2022 numbers at 19,406.

The peak ridership remains consistent between April and September, with the highest numbers occurring in late July and early August, aligning with the peak tourism season.

This uptick in passenger and vehicle disembarkation signifies a promising recovery for the Alaska Marine Highway System, showcasing an increase in travel activity and a return to pre-pandemic levels, if not surpassing them during certain periods.

The increased ridership in 2023 for the Alaska Marine Highway System might reflect the impact of enhanced ferry schedules. This alignment suggests that more convenient and efficient ferry timings could be contributing to the heightened passenger and vehicle numbers, fostering a more favorable and accessible travel experience for passengers.



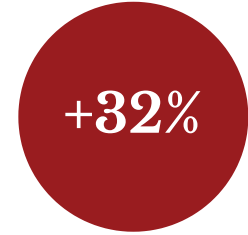


# BORDER TRAFFIC

## SOUTHBOUND DALTON CACHE



34,548  
Travelers

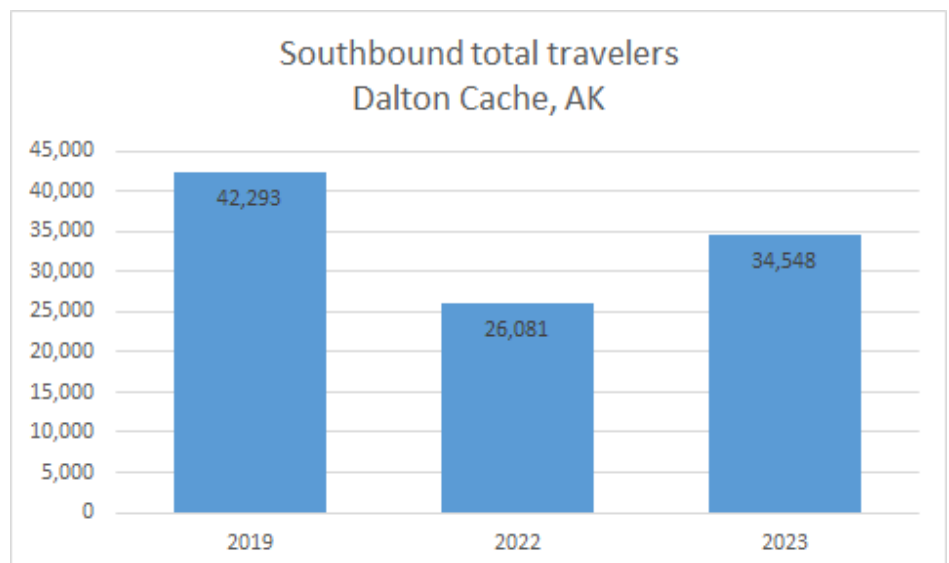
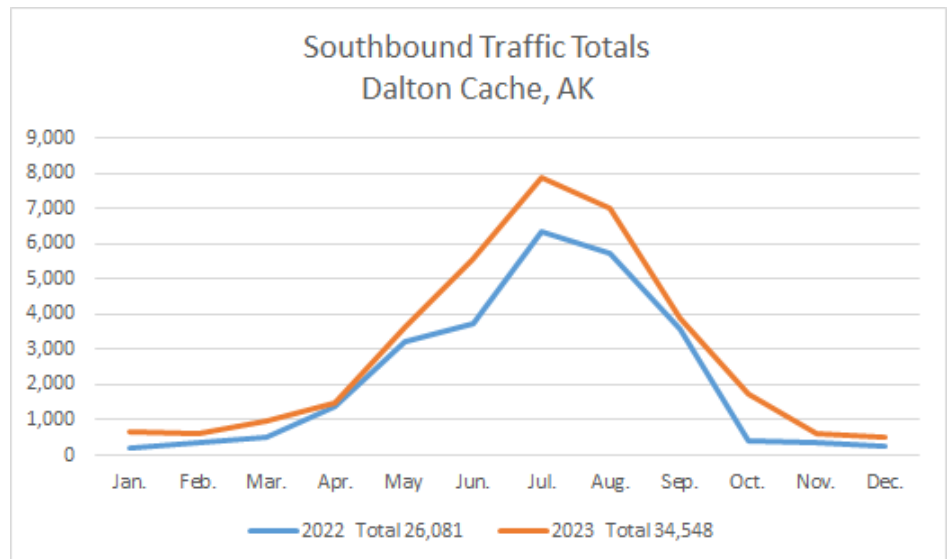


Travelers  
2022-2023

The influx of traveler traffic entering the US from Canada at the Dalton Cache border crossing showcased a distinct surge in passenger vehicles. In 2022, the recorded count stood at 26,081 vehicles, noticeably escalating to 34,548 in 2023.

This surge aligns with the overarching trend of heightened traffic and increased visitors observed in Haines during 2023, highlighting a significant upswing in cross-border travel through this specific entry point. Consequently, this data indicates a substantial 32.45% increase from the preceding year (2022) at the Dalton Cache border crossing for southbound traffic entering the US from Canada.

It's essential to note that despite the surge in border crossing passengers from 2022 to 2023, the total numbers remain lower compared to pre-pandemic counts. In 2019, travelers totaled 42,293, indicating that while there's a notable rebound, the figures have yet to reach the levels observed before the pandemic.



## AIR TRANSPORTATION



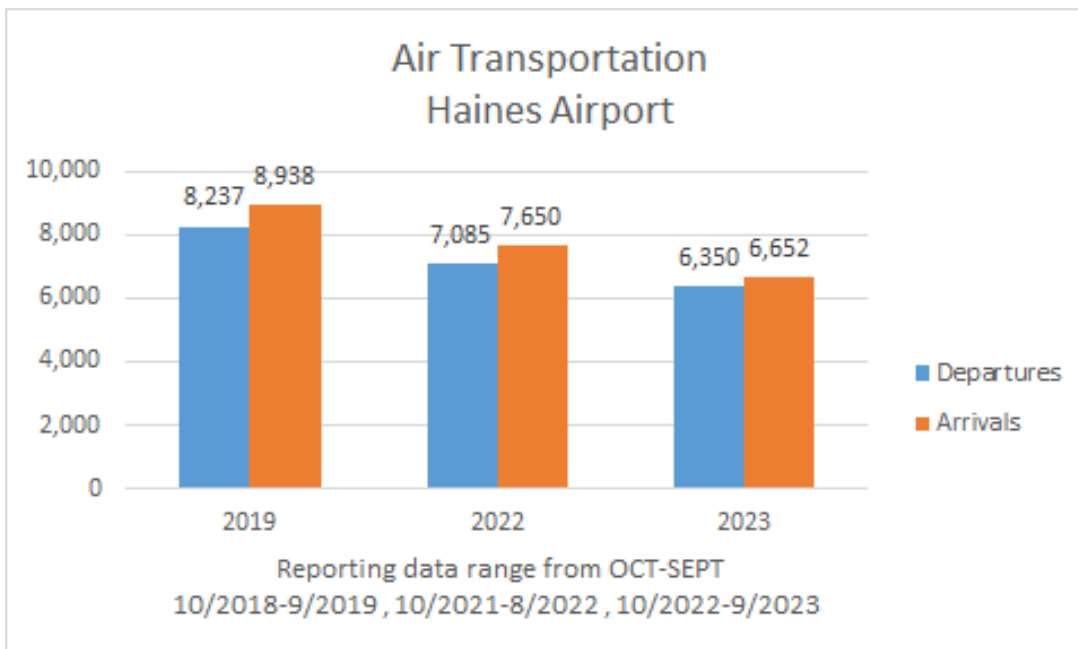
6,652  
Arrivals 2023



-11.6%  
Arrivals  
2022-2023

In 2023, Haines Airport documented 6,350 departing passengers and 6,652 arrivals, showing a decrease from the 7,085 departures and 7,650 arrivals recorded in 2022. Pre-pandemic numbers were notably higher, with 8,237 departures and 8,938 arrivals, indicating a substantial disparity.

The data, sourced from the US Department of Transportation for the periods 10/2018-9/2019, 10/2021-9/2022, and 10/2022-9/2023, illustrates a decrease of approximately 11.6% in arrivals from 2022 to 2023. This decline underscores a slower recovery in the air transportation sector compared to other modes, perhaps influenced by various contributing factors. Despite improvements from the previous year, the arrival numbers in 2023 continue to reflect a substantial gap from pre-COVID levels, indicating the ongoing challenges and the need for further recovery in air travel.



# VISITOR CENTER

## CONSUMER DATA



**963 TOTAL**  
Visitor Guide  
Requests



**3,647 TOTAL**  
Walk-In  
Visitors

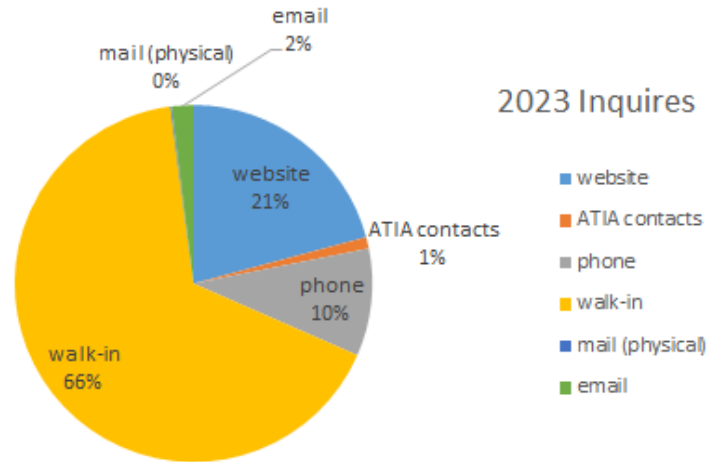
In 2023, the Visitor Center experienced a notable increase in visitor engagement. A total of 963 visitor guides were requested and mailed out, compared to 771 requests in 2022, signifying a significant uptick.

In terms of inquiries, 2023 saw a total of 5,498, with 1,144 stemming from the website and 3,647 from walk-ins. Comparatively, 2022 had 4,858 inquiries, comprising 895 from the website and 3,335 walk-ins. Notably, this showcases a rise not just in the overall numbers but also in website inquiries and walk-in interactions.

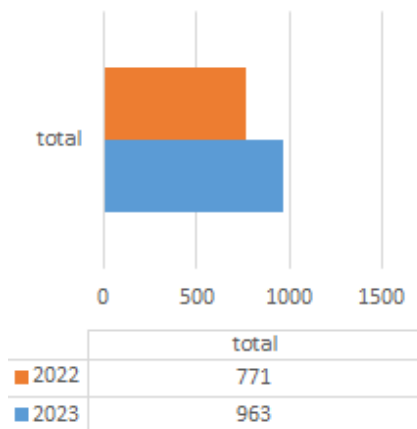
To quantify the increase:

- Visitor guide requests: 24.87% increase from 2022 to 2023 (963 in 2023 compared to 771 in 2022).
- Total inquiries: 13.20% increase from 2022 to 2023 (5,498 in 2023 compared to 4,858 in 2022).

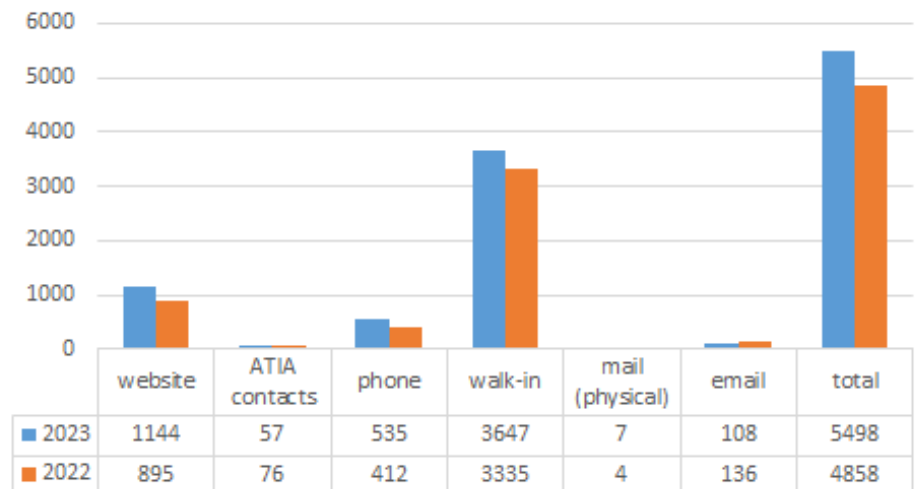
These percentages underscore a substantial rise in visitor engagement and interest in 2023 compared to the preceding year, reflecting a growing enthusiasm for the Visitor Center's services and resources.



Visitor Guide Requests



Visitor Center Inquiries



# VISITOR CENTER

## SOCIAL MEDIA INSIGHTS

### REACH



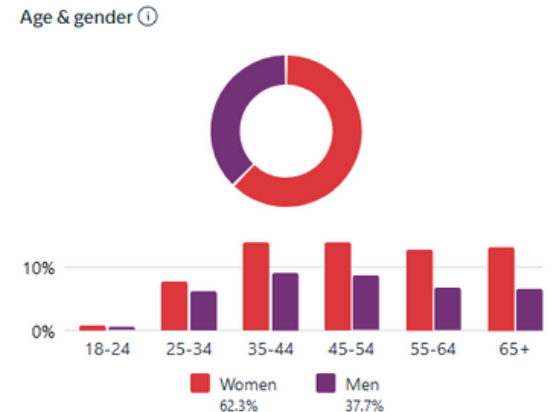
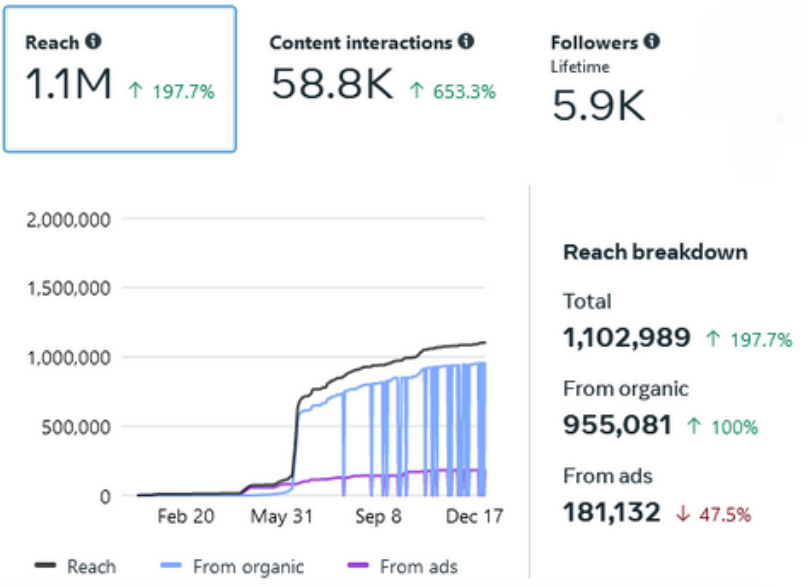
FACEBOOK 1.1M  
INSTAGRAM 307.9K

### CLICKS

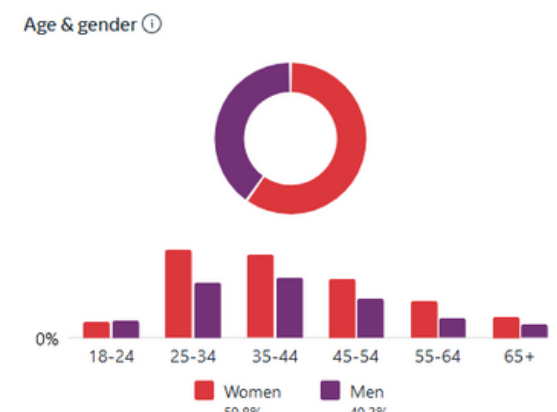
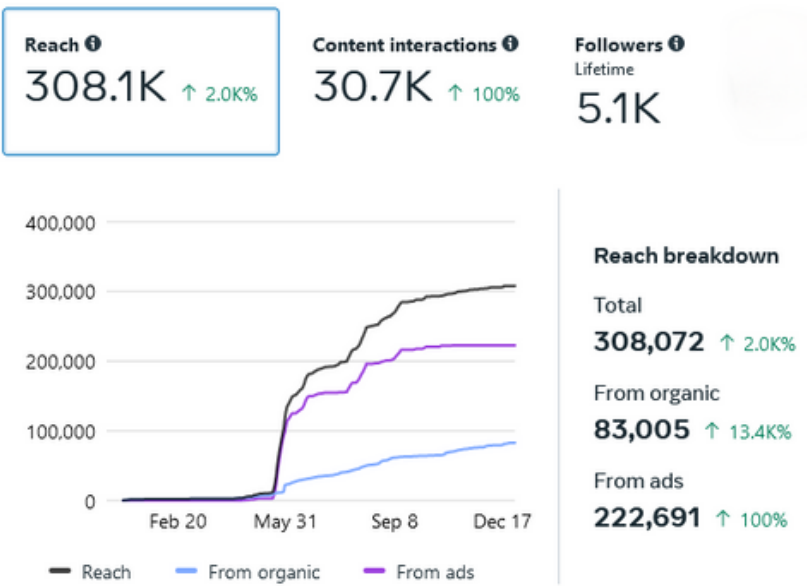


FACEBOOK 8.6K  
INSTAGRAM 1.2K

### FACEBOOK PERFORMANCE & AUDIENCE



### INSTAGRAM PERFORMANCE & AUDIENCE



# VISITOR CENTER

## SOCIAL MEDIA INSIGHTS

The social media landscape for Haines in 2023 showcases a robust and dynamic digital presence. With a Facebook reach of 1.1 million and an Instagram reach of 307.9 thousand, the platforms served as powerful vehicles for engagement. The engagement metrics reinforce this, with 8.6k clicks on Facebook and 1.2k clicks on Instagram, demonstrating an active audience interacting with the content.

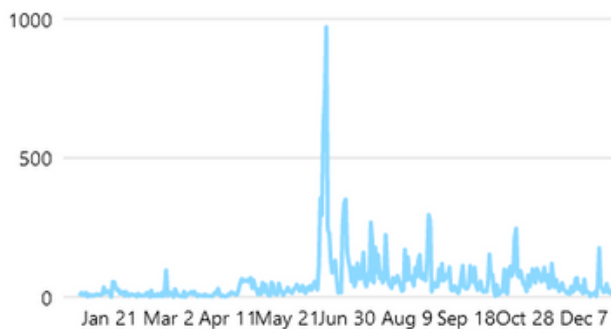
Facebook and Instagram boasted substantial follower counts, with 5.9k and 5.1k followers, respectively. Notably, Instagram exhibited the most pronounced growth, indicating a shifting preference among users. Furthermore, there's been a significant surge in page and profile visits. Facebook page visits skyrocketed by an impressive 350.7% from 2022, while Instagram profile visits surged by 271% in comparison.

The social media strategy emphasizing consistent, appealing content is evident in the staggering organic reach figures. Instagram's organic reach soared by an astounding 2,000% (13.4K% from organic reach), while Facebook witnessed a substantial 197.7% increase in reach compared to the previous year. These metrics echo the focused efforts beginning around May 2023, showcasing an evident correlation between content consistency and increased engagement, as illustrated by the graphs.

### 2023 PAGE AND PROFILE VISITS

Facebook visits ⓘ

19,841 ↑ 350.7% (2022 visits: 4,360)



Instagram profile visits ⓘ

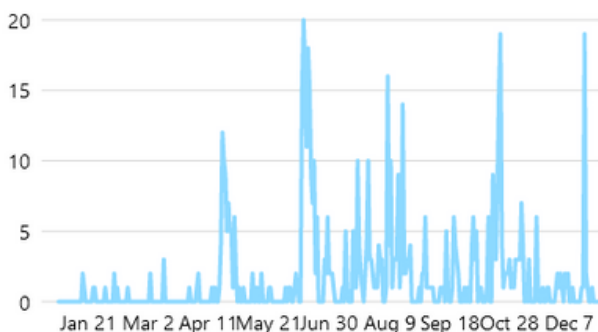
13,356 ↑ 271% (2022 visits: 3,591)



### 2023 NEW LIKES AND FOLLOWERS

Facebook Page new likes ⓘ

611 ↑ 198% (2022 new likes: 205)



New Instagram followers ⓘ

2,582 – (2022 data unavailable)

