

*Feb. 2024 Report from Haines Tourism Director Rebecca Hylton*

*Dear Members,*

*I am pleased to inform you that the 2024 Planner is close to being finalized and will soon be approved for the printing process. We anticipate having it ready for distribution by the time of our next TAB meeting. This year's planner incorporates several enhancements, including the integration of QR Codes for easy accessibility to our website, the inclusion of Tlingit language to honor local heritage, and a renewed focus on visual appeal to captivate our audience.*

*In recent events, I had the privilege of representing Haines at the PNW Cruise Symposium in Seattle from January 29th to February 1st. A comprehensive report detailing my insights and observations from the symposium has been included in the TAB packet for your review. The assembly received my document in the Manager's report on 2.13.24. During that meeting, the assembly also adopted Resolution 24-02-1092, approving an engineering contract for the Float Dock Concept Design.*

*Furthermore, I am excited to announce that the Kalani will be resuming full-time duties starting March 4th. His return will undoubtedly bolster our team and contribute to the seamless operation of our tourism initiatives.*

*Winter Fest, although a rebuilding year for this event, was a success with participation up for all events from the previous few years. We look forward to debriefing with the hosting organizers and give them some constructive feedback on how to make the events a bit more seamless.*

*Additionally, I would like to highlight Kiara's recent participation in The Toronto Outdoor Adventure Show. Presently, I am attending the same event in Vancouver, further solidifying our presence in key markets.*

*Looking ahead, Kiara will be traveling to Wisconsin in early April to undergo website training facilitated by our host, Simpleview. This training will equip her with valuable skills to enhance our online presence and engagement strategies.*

*Updates on TBMP and Community Participation: The TBMP (Tourism Best Management Practices) has undergone some updates, but what I need now from TAB Board members is participation. In other communities, it's the boards that put the entire document together, and it's a big ask to have just one person working on it. Your input and involvement would be invaluable in shaping the future direction of our tourism management strategies. I kindly ask the committee to take action on this item.*

*Additionally, "PC Dock Signage" is on the agenda for discussion, and we are seeking participation from the community for suggestions. We would appreciate **direction from the TAB Board** on how to proceed with this initiative.*

*Moreover, I would like to draw your attention to the recent changes on our Visithaines website. We have implemented noticeable updates and we are adding Blog section to provide visitors with informative and engaging content about our destination.*

*Lastly, I am delighted to report that the Heli Skiing season has just begun, and operators have indicated that bookings are promising. This positive outlook bodes well for our winter tourism sector and underscores the continued appeal of Haines as a destination for adventure enthusiasts. Furthermore, I*

*am pleased to announce that the Haines Borough, through the Tourism Department, has purchased INFO EX for the Haines Avalanche Center. This investment will significantly enhance safety measures for both locals and visitors exploring our beautiful terrain during the winter season.*

*In conclusion, I am confident that these developments will contribute to our ongoing efforts to promote Haines as a premier tourism destination. Thank you for your continued support and dedication to our collective success.*

*Warm regards,*

*Rebecca Hylton, Tourism Director, Haines*