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Referred: State Affairs and
Finance

1 IN THE HOUSE

BY GARDINER, ELIASON, MILLER
AND PARKER

2 HOUSE CONCURRENT RESOLUTION NO. 23 am

3 IN THE LEGISLATURE OF THE STATE OF ALASKA

4 NINTH LEGISLATURE - FIRST SESSION

5 Relating to winter traffic and the tariff
6 rates for winter travel on the Alaska
7 Marine Highway.

8 BE IT RESOLVED BY THE LEGISLATURE OF THE STATE OF ALASKA:

9 WHEREAS, during the period from October through April, the volume of
10 vehicular and passenger traffic on the vessels that comprise the Alaska
11 Marine Highway falls off significantly from that experienced during the months
12 of May through September and most significantly on the Southeast Alaska runs;
13 and

14 WHEREAS nevertheless, fixed costs for ferry operations remain high during
15 these winter months; and

16 WHEREAS, despite past attempts to attract "off-season" travel by re-
17 duction by 20 per cent in the tariffs charged for some categories of service
18 and traffic and an enticement, such as free passage for travelers 65 years of
19 age and older between Alaskan ports, the ferries other than the Seattle run
20 still operate with very low volumes of vehicular and passenger traffic; and

21 WHEREAS the British Columbia Ferries, operator of the M/V QUEEN OF
22 PRINCE RUPERT, a ferryliner whose service and character is comparable to that
23 of the Alaska Marine Highway, aggressively advertises winter travel aboard
24 that ship, including its use as a locale for winter conventions and reduces
25 the rates across the board by 25 per cent for winter travel in all categories
26 of service and traffic, including staterooms and commercial vehicles and
27 combines that reduction with a further 10 per cent discount for a round trip
28 ticket;

29 BE IT RESOLVED by the Alaska State Legislature that the Governor is

1 respectfully requested to direct the Division of Tourism and the Division of
2 Marine Transportation, Department of Public Works to: (1) conduct an aggres-
3 sive advertising campaign promoting off-season, winter travel on the Alaskan
4 portions of the Marine Highway System; and (2) inaugurate a program of tariff
5 reductions during the period between October 1 and April 30, that would
6 attract more vehicular and passenger traffic, considering such possibilities
7 as providing free passenger fare, special round trip fares for both passengers
8 and vehicles, special family and group rates, and other innovative promotional
9 fares.

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