

ATIA Tourism Policy Statements

Using the Alaska Travel Industry Association (ATIA)'s *Sustaining Alaska's Tourism Future* vision, member feedback and ATIA's Guidelines for Tourism Policy Issues, ATIA supports the following positions statements:

Healthy and Sustainable Alaska Tourism Industry

ATIA will lead private sector efforts to assure robust and broad based statewide tourism marketing. Continued investment in Alaska tourism marketing will lead to long-term economic and resource opportunities for Alaska. Tourism is an important sustainable opportunity for economic and resource development in Alaska.

Increased Funding for Alaska's Public Lands

ATIA recognizes the importance of adequately funding federal and state public lands in Alaska. National parks, national forests, state parks, wildlife refuges, waysides and BLM lands are an important tour component in many visitors' itineraries. The economic benefits are significant for the tourism businesses that operate in the public lands and gateway communities. Increased funding ensures public lands will become more accessible to visitors, and not less, by ensuring land managers have the tools necessary to provide visitor services such as interpretation, trail maintenance and permit processing.

Recognizing the Importance of Arts, Culture and Heritage

ATIA recognizes the promotion of the arts, culture and heritage of Alaska is a valuable tourism marketing tool and Alaska tourism will only benefit when Alaska Native cultures and unique Alaska qualities are supported. ATIA works with communities and businesses to actively identify and promote these resources to potential visitors and highlight the economic strength the arts, culture and heritage bring to Alaska's tourism industry.

Winter Tourism Development

ATIA is committed to the long-term development of winter product and infrastructure so the number of visitors and year-round business opportunities in Alaska continue to grow. ATIA supports increased marketing of winter to potential visitors and will continue to pursue expansion of winter tourism in collaboration with other organizations, stakeholders and private companies.

Science and Researched Based Policy Making

ATIA strongly encourages policy makers, regulators and state and federal land managers to only implement regulations and laws when said regulations are research-based and all available science is taken into consideration. ATIA supports this recommendation, recognizing potential impacts to Alaska tourism businesses, especially in regards to wildlife viewing, environmental regulations, sport-fishing and public lands access.

Development on public lands minimizes competition with private sector

ATIA supports enhanced recreational opportunities and facilities on public and private lands. However, ATIA encourages a balanced review of the development of new resources by the public sector when those resources, new infrastructure or upgraded facilities compete with existing private sector services and businesses.

Streamlined Permitting

ATIA supports creating and maintaining an efficient regulatory system that streamlines permitting processes across various government agencies. For tourism businesses to plan and grow while protecting public lands, the permitting process should be timely, transparent, predictable and uniform.

Arctic Tourism

ATIA will work with community leaders, Alaska Native corporations and industry experts to facilitate responsible tourism development in Alaska's Arctic. ATIA will be a contributing resource for elected officials locally, nationally and internationally as opportunities, questions and issues arise relating to Arctic tourism.

Tourism growth will integrate the culture and knowledge of Alaska Native and local people in the arctic with safe and environmentally responsible infrastructure development. Tourism will be recognized as a sustainable way to maximize economic benefits for communities in the arctic.