



THE HOTEL ALYESKA

ALYESKA RESORT + ALASKA

I am writing to ask for your continued support for funding for Alaska's Tourism Marketing programs. This funding is essential to insure the visitor industry remains a strong and growing sector of Alaska's economy.

Alyeska Resort is an integral part of the local economy. The Resort's year round operations employ 670 in the winter and 500 in the summer. Completed and future resort and hotel upgrades will create and sustain many local jobs in Girdwood, including construction projects, operating equipment and other infrastructure expenditures. When you add in community based retail, transportation and service jobs, anyone can see why the tourism industry is so important to Alaska's economy and to Girdwood as a whole.

With your help, we can establish an ongoing strategy to reinvest taxes derived from tourism to strengthen Alaska's marketing programs. Visitors will spend money in almost every town and village, but certainly every region; the statewide return on investment is meaningful and measurable. Directing funds into destination marketing programs will promote industry growth, which is woven into the Alaskan economy and supports many more people and businesses indirectly as well. With current levels of funding for visitor marketing, Alaska's visibility in our extremely competitive industry will continue to decline.

Considering what are sure to be challenging years ahead, now is the time to support an industry that is essential toward sustainable long-term growth, and we can work together to showcase Alaska in a way that promotes one of the bright spots in the state's economy.

Thank you for your consideration.

Mark Weakland
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