

ALASKA'S TRAVEL INDUSTRY REPRESENTS PROVEN RESOURCE DEVELOPMENT

Ensure Alaska's travel resource is developed for the maximum benefit of Alaskans by **REINVESTING** a small portion of travel industry generated revenues into funding Alaska's tourism marketing program.

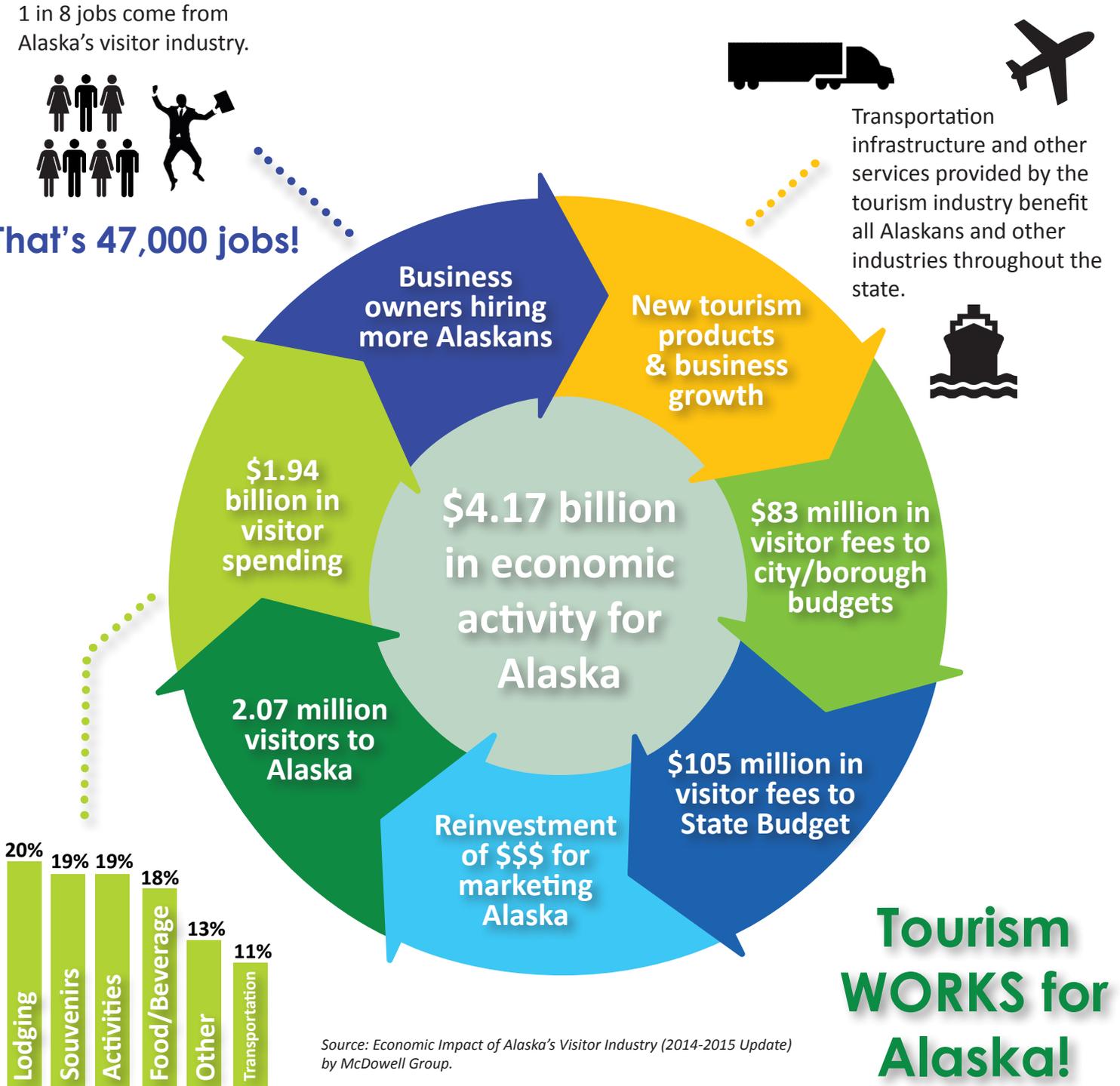
1 in 8 jobs come from Alaska's visitor industry.



That's 47,000 jobs!



Transportation infrastructure and other services provided by the tourism industry benefit all Alaskans and other industries throughout the state.

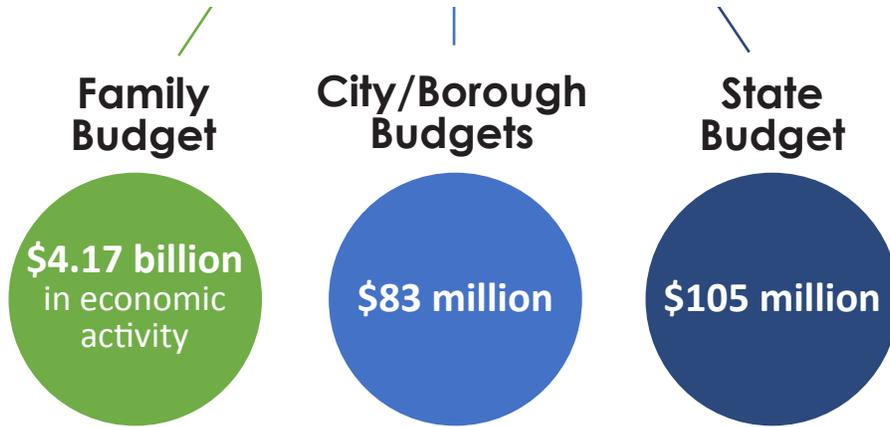


Tourism WORKS for Alaska!

Source: Economic Impact of Alaska's Visitor Industry (2014-2015 Update) by McDowell Group.

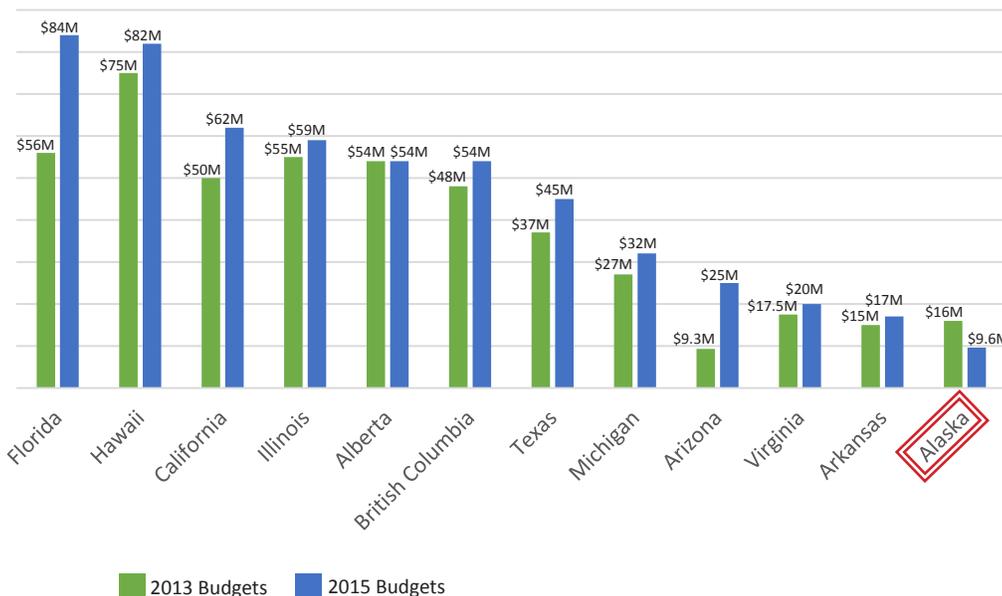
Alaska's Tourism Industry = Renewable Natural Resource

Now is not the time to cut back on an industry that contributes to Alaska's economy. The travel industry is already a major contributor to all three of Alaska's budgets:



Alaskans in the travel industry depend on a robust state marketing program to bring visitors to Alaska. Tourism is a natural resource that can only be developed through marketing.

Where Do We Stand?



Alaska needs a competitive budget in order to keep visitors choosing our destination.

We risk losing our market share when other destinations increase their budgets as ours decreases.

Sources: US Travel Association Survey of State Tourism Office Budgets 2014-2015, Destination BC and Travel Alberta

Who is ATIA?

The Alaska Travel Industry Association (ATIA) is the leading statewide, membership trade association for Alaska's tourism industry. With over 700 members, we advocate for a healthy tourism industry and promote Alaska as a premier travel destination. We are experts in the State of Alaska Tourism Marketing program and support our members with tourism education and global networking opportunities.

