The Alaska Travel Industry Association (ATIA) is the state’s leading industry organization for travel-related businesses and supporters. ATIA implements the State of Alaska’s marketing program, promoting Alaska as the premier tourism destination.

Tourism is Alaska’s second largest private sector employer (after the oil and gas industry).

In 2017, tourism provided:

- **$2.2 billion direct visitor spending**
- **$214 million in fees supporting state and local budgets**
- **$1.5 billion in labor income**
- **$4.5 billion total economic activity**

Every dollar spent on tourism marketing generates:

- **$21 income** for local residents
- **$2.84** in state and local taxes
- **$58** in visitor spending
- **$214 million** in fees supporting state and local budgets
Alaska’s Visitors:

2.2 million visitors (2017)

64% purchased a multi-day tour package

57% cruise passengers (summer only)

40% previous visitors

$1,057 average spent per visitor*

16% international

Regional visitation

Far North: 2%
Interior: 29%
Southcentral: 52%
Southeast: 67%

Top 10 Activities

- Wildlife viewing, 45%
- Shopping, 32%
- Cultural activities, 32%
- Day cruises, 32%
- Train, 32%
- City sightseeing tour, 31%
- Hiking/waterfall visit, 31%
- Fishing, 16%
- Hot air balloon, 14%
- Tramway, gondola, 13%

* Does not include transportation

Sources: Alaska Visitor Statistics Program VII, McDowell Group, 2016; Alaska Visitor Volume Report Fall/Winter 2015-2016, 2016-17, and 2017-18, McDowell Group, August 2018