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**Alaska Travel Industry Association
Board of Directors**

December, 2014

**A RESOLUTION IN SUPPORT of the ARTS, CULTURE & HERITAGE
CONNECTION to TOURISM and to the ECONOMY of ALASKA**

WHEREAS, the arts are fundamental to our humanity. They ennoble and inspire us and foster creativity, goodness and beauty. They help us express our values, build bridges between cultures and bring us together regardless of ethnicity, religion, age or political party, and

WHEREAS, tourism plays a central role in the economy. The U.S. Commerce Department's most recent data shows that spending by international visitors in 2013 totaled more than \$180.7 billion, up nearly \$1.3 billion per month from 2012. The travel and tourism industry now accounts for 26 percent of all American services exports, and nearly eight percent of overall exports, and

WHEREAS, the Alaska Department of Commerce, Community, and Economic Development reports that in 2013, 1.96 million total visitors traveled to Alaska, a seven percent increase from 2012 and an economic impact of \$3.9 billion, and

WHEREAS, travelers whose visits are primarily based on cultural and heritage activities spend about 9 percent more money in total on their trips than general leisure travelers, and

WHEREAS, the U.S. Bureau of Economic Analysis (BEA) and the National Endowment for the Arts' Arts and Cultural Production Satellite Account report estimates that 3.2 percent, or \$504 billion – of current-dollar Gross Domestic Product (GDP) in 2011 was attributable to arts and culture. In comparison, BEA's estimated value of the Alaska tourism industry was 2.8 percent of GDP, and

WHEREAS, attendees of the 2014 Cultural Heritage Tourism Exchange convened by Partners in Tourism, a group of federal, nonprofit and private sector leaders, identified three important actions – usable research, hospitality training, and expanded partnerships, specifically with planners and economic development agencies – to advance and sustain cultural heritage tourism, and

WHEREAS, the Alaska Travel Industry Association (ATIA) recommends boosting tourism by continuing to leverage and market the unique culture and heritage, events and food of regions and communities.

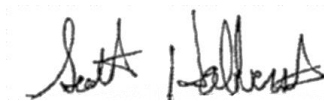
This includes encouraging communities and developers to create cultural districts, creative corridors, innovation hubs and other places that will attract a critical mass of creative talent and facilitate co-location, or geographic clustering, of complementary businesses, and

WHEREAS, the U.S. Travel and Tourism Advisory Board at the U.S. Department of Commerce is working with a wide array of travel and tourism industry representatives to increase tourism in America and recently issued several recommendations including encouraging partnerships with state, local, tribal, and territorial governments to join non-federal tourism authorities in place-based and activity-based promotional campaigns,

THEREFORE, BE IT RESOLVED BY THE ALASKA TRAVEL INDUSTRY ASSOCIATION

That ATIA recognizes the work members are currently doing to promote the arts, culture and heritage of Alaska as a valuable tourism marketing tool and looks to continue to recognize the importance of the value of the arts, culture and heritage to the economy and tourism, and to facilitate and promote the exchange of such information with state and federal leaders and industry stakeholders.

Signed this 2nd day of December, 2014:



Scott Habberstad, Chair
ATIA Board of Directors



Sarah Leonard
ATIA President & CEO