



## [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 and resources necessary to provide visitor services such as interpretation, trail maintenance and permit processing. Additionally, investing in our public lands is vital to maintaining roadways, facilities and other infrastructure that ensures safe and reliable public access our nation's parks, forests and wildlands. While fee increases can be coupled with adequate government funding and are sometimes necessary, ATIA supports those fees that are reasonable and not onerous to the public or businesses; and remain within the park where they are collected; and, recognize the lead time required for tour operators to include in pricing structures, usually two years in advance.

### [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.

#### Targeted Taxes

ATIA opposes the creation of targeted travel industry taxes unless initiated and/or supported by the travel industry. Because tourism is seen as an industry focused on non-resident visitors, we are often targeted as an easy source of tax revenue. This unfairly puts the cost burden on individual businesses rather than balancing revenue generation across all sectors. Alaska's tourism industry creates jobs, invests in our communities, and generates revenue from user fees and local sales taxes. Raising the cost of doing business through industry-specific taxes is a disincentive to economic investment and growth.

## Outdoor Recreation

ATIA believes outdoor recreational opportunities play a vital role in attracting visitors to Alaska, and outdoor recreational activities – including, year-round motorized and non-motorized activities – are a growing economic driver within Alaska’s in- and out-of-state visitor industry. ATIA supports public and private investment in trails and other outdoor recreation infrastructure designed to increase safe access and enjoyment of Alaska’s diverse regions and ecosystems.