



**December 13, 2021**

**Alaska Travel Industry Association vows to lift Alaska and tourism businesses  
with EDA grant**

**ANCHORAGE, Alaska** – Promoting travel to Alaska just got a big boost for 2022 and beyond as the nonprofit association responsible for managing Alaska’s image to the world was designated by Governor Dunleavy to be the designee of a \$10.48 million grant from the U.S. Department of Economic Development Administration (EDA).

When applying for the grant earlier this year, the State of Alaska designated the Alaska Travel Industry Association (ATIA) as the recipient for these funds. Today, at a press conference with Governor Mike Dunleavy and Alaska tourism businesses, ATIA laid out its plans for managing the grant going forward.

“We value and appreciate Governor Dunleavy’s leadership and his administration’s support for travel and tourism in Alaska,” said Sarah Leonard, ATIA President and CEO. “Our industry has been shaken by the last few years, but now we are on the path to recovery. This investment in statewide tourism marketing will allow us to build on the creativity and momentum on initiatives we’ve implemented over the past few years.”

ATIA works to promote the entirety of Alaska as a year-round destination. ATIA also champions the businesses that help drive tourism as one of the state’s top resources. Alaska’s tourism industry was shocked and stalled due to the COVID-19 pandemic resulting in major losses to the state and small businesses that rely on out-of-state visitors. At its peak, the tourism sector was responsible for one in 10 jobs in Alaska.

The grant funding will allow for the continuation of statewide tourism promotional efforts activated during the pandemic. That includes safe travel guidance in advertising, public relations and travel trade efforts. Those efforts reached both audiences in the lower 48 U.S. States and an in-state audience as Alaskans were encouraged to patronize local businesses and explore their own back yard through the [Show Up for Alaska](#) campaign.

ATIA will also be furthering its efforts to support cultural tourism and outdoor recreation opportunities in Alaska. Already in 2021, ATIA added a Cultural Enrichment Subcommittee to be more inclusive of Alaska Native and cultural stories in tourism marketing.

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*Alaska’s leading statewide nonprofit membership organization for the Alaska travel industry.*

610 E. 5<sup>th</sup> Ave., Ste. 200  
Anchorage, AK 99501  
O 907.929.2842  
F 907.561.5727  
[AlaskaTIA.org](http://AlaskaTIA.org)

To read more about how tourism works for Alaska visit [www.AlaskaTIA.org](http://www.AlaskaTIA.org).

For more information on the EDA grant, visit <https://eda.gov/arpa/travel-tourism>.

**About the Alaska Travel Industry Association**

The Alaska Travel Industry Association, Alaska’s leading statewide nonprofit membership association for the travel industry, promotes Alaska’s tourism industry as an economic contributor while providing statewide marketing resources, education opportunities and advocacy to members. ATIA has long managed Alaska’s destination marketing program: Travel Alaska. For more information, visit [www.alaskatia.org](http://www.alaskatia.org).

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**Media contacts:**

Sarah Leonard  
Alaska Travel Industry Association  
[sleonard@alaskatia.org](mailto:sleonard@alaskatia.org)  
(907) 646-3306

Jennifer Thompson  
Thompson & Co. PR  
[jennifer@thompsonpr.com](mailto:jennifer@thompsonpr.com)  
(907) 561-4488