



FOR IMMEDIATE RELEASE

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Alaska's Tourism Industry Gathers for First In-Person Convention since 2019

Sitka, AK – The Alaska Travel Industry Association (ATIA), Alaska's statewide professional trade association for businesses and individuals involved in the visitor industry, has opened the 2022 ATIA Annual Convention & Trade Show in Sitka. Kickoff comments were provided by Visit Sitka Executive Director and event emcee Rachel Roy; Sitka Tribe of Alaska Tribal Chair Woody Widmark; Governor Mike Dunleavy; ATIA Board Chair Scott Habberstad; Alaska Department of Commerce, Community and Economic Development Commissioner Julie Sande; and ATIA's President and CEO Sarah Leonard.

ATIA's President and CEO Sarah Leonard, and Director of Tourism Marketing Wendy Swenson, detailed highlights of the state's updated Travel Alaska marketing campaign, which has long been managed by ATIA. Over 400 audience members were provided with a glimpse of the new [Alaska Native Cultural Guide](#), which will be available for travelers in both an in-print and digital format.

Ms. Leonard expressed her excitement at reconvening after a 3-year hiatus due to the COVID-19 pandemic, "I am thrilled be back in-person to celebrate the state's tourism ongoing recovery from the last few challenging years. 2022 has demonstrated the resiliency and ongoing popularity of travel to Alaska by both domestic and international travelers. We have weathered the pandemic, and while many businesses still face obstacles around workforce and supply chain issues, visitors are eager to return to enjoy all that Alaska has to offer."

Ms. Leonard shared recently returned data from a 2022-23 Alaska Visitor Profile Study conducted by Destination Analysts (unweighted results) regarding the continued tourism recovery, including the top three attractions for Alaska of local cuisine, wildlife viewing, and shopping. Top rated Alaskan qualities for visitors are service and hospitality, and interactions with local Alaskans.

ATIA is Alaska's largest statewide membership trade association for the travel industry and represents more than 600 members and businesses supporting Alaska tourism. ATIA promotes Alaska's travel industry as one of the state's major economic forces and advocates for the growth of the industry while remaining attentive to Alaska's natural environment, diverse cultures, and unique quality of life.

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

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