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State of Alaska, *EX OFFICIO*



May 4, 2021

The Honorable Michael J. Dunleavy  
Governor of Alaska  
Alaska State Capitol  
Juneau, AK 99801

Dear Governor Dunleavy:

On behalf of the Alaska Travel Industry Association (ATIA) Board of Directors and over 600 members, we wish to thank you for your leadership and support of Alaska's tourism sector during these extremely challenging times.

Your signing of HB 76 and ending the disaster declaration last week will ease restrictions on business operations while continuing to allow access to federal funds in support of Covid relief for Alaskans. This represents a signal Alaska has well-managed this crisis and is ready to resume economic activities, re-emerging as one of the safest and most attractive travel destinations in the world.

Your ongoing support for Alaska's travel and tourism industry was also exemplified in allocating \$5 million from the Coronavirus Relief Fund this past year for emergency investment in destination marketing. ATIA immediately put dollars in the marketplace advertising travel safe messages.

We would also like to thank you for your messages around continued and emergency aid to Alaska's travel and tourism industry and businesses, whether through the American Rescue Plan (ARP) Act, which includes important provisions for aid to impacted industries such as tourism and hospitality or through your support of Alaska's cruise ship sector. As you have recognized, 1 in 10 Alaskans make their livelihood through tourism, a livelihood that has been very negatively affected by the global events of the past year.

As legislative discussions continue, ATIA remains focused on supporting your administration and continually advocating for economic relief for tourism businesses hit hard by the pandemic coupled with investments in statewide destination marketing.

We stand ready to partner with you to keep Alaska's tourism businesses and travel industry on the road toward recovery. Thank you.

Sincerely,

Sarah Leonard  
ATIA President & CEO

Bill Pedlar, Knightly Tours  
Chair, ATIA Board of Directors