

Alaska Tourism Economics Fact Sheet



The Alaska Travel Industry Association (ATIA) is the state's leading industry organization for travel-related businesses and supporters. ATIA implements the State of Alaska's marketing program, promoting Alaska as the premier tourism destination.

Tourism is Alaska's second largest private sector employer (after the oil and gas industry).

In 2017, tourism provided:

**\$214 million in fees
supporting state and local budgets**

**\$1.5 billion in labor in-
come**

\$2.2 billion direct visitor spending

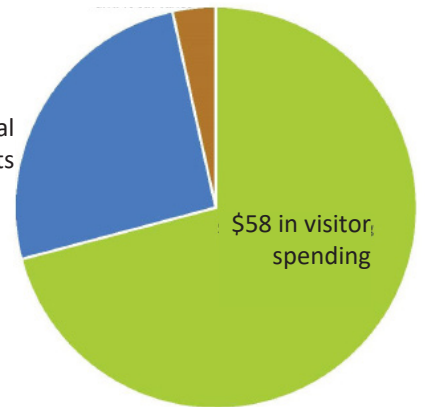
\$4.5 billion total economic activity

Every dollar spent on
tourism marketing generates:

\$2.84 in state and local taxes

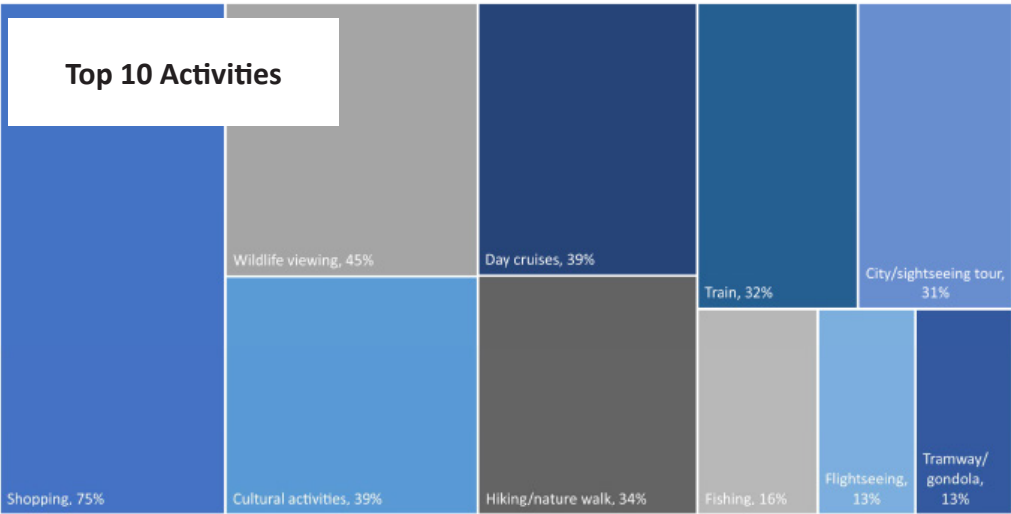
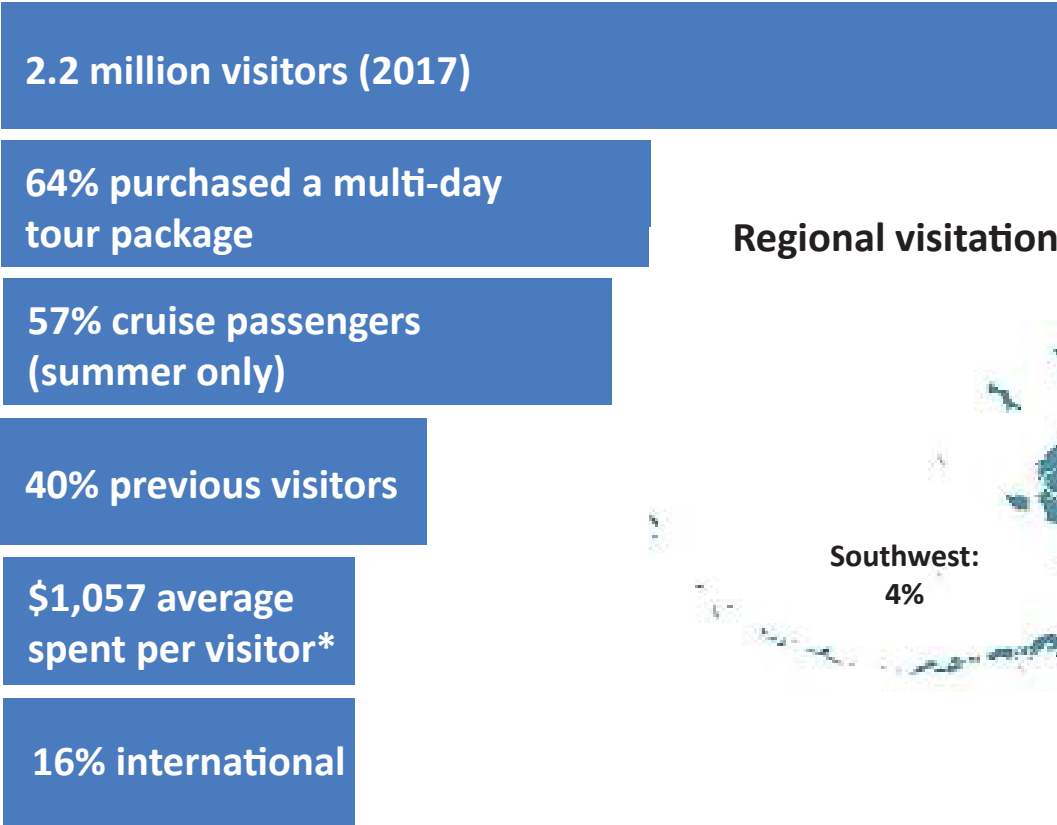
\$21 income for local
residents

\$58 in visitor
spending





Alaska's Visitors:



* Does not include transportation