



# RETURN ON INVESTMENT

## \$2.1 BILLION INFLUENCED VISITOR SPENDING

from Travel Alaska paid media in 2023. Average trip spend was \$3,420. Independent visitors accounted for 71% of influenced spending.



## 615,500 AD-INFLUENCED TRIPS

Travelers who saw paid media were **2x more likely to visit Alaska** than those who didn't.



## \$378 TO \$1 RETURN ON INVESTMENT

for funding allocated to Travel Alaska paid media in 2023.



## DESTINATION MARKETING

The Alaska Travel Industry Association promotes Alaska as a top visitor destination and works to increase the economic impact of tourism in Alaska. National and international marketing campaigns are conducted on behalf of the State of Alaska under the brand of Travel Alaska.



Source: Ad Effectiveness & ROI Study for 2023, SMARInsights



# TRAVEL ALASKA RETURN ON INVESTMENT

## REACH: 15 MILLION HOUSEHOLDS

With \$5.5 million invested in 2023, ATIA's paid media reached more than 15 million households, with a cost per aware household of \$0.37. For other state destination marketing organizations spending similarly to ATIA, the average is \$0.42, illustrating that the 2023 paid media campaign was more efficient than average.

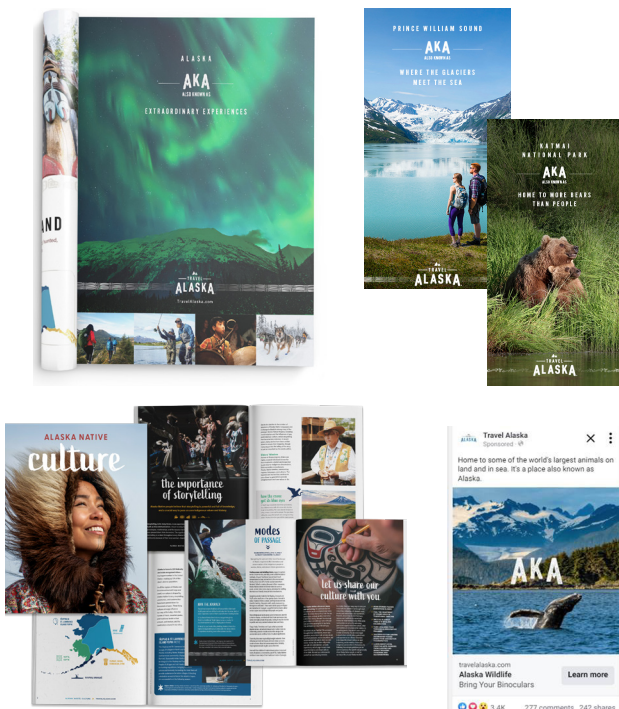
## TOP 10% OF DESTINATION MARKETING ORGANIZATIONS

The Travel Alaska paid media campaign garnered high ratings for both its ability to communicate desired messages and impact consumer behavior, ranking among the top 10% of all destination marketing organizations for creative ratings.

## PUBLIC & MEDIA RELATIONS BOOSTS THE MESSAGE

Public and media relations generated 3% more ad recall for paid media, resulting in additional interest and visitation.

Source: Ad Effectiveness & ROI Study for 2023, SMARInsights



### WHY ATIA?

Destination marketing is the economic development tool for tourism. While most states have tourism offices within state government, the Alaska Legislature leveraged the private-sector's expertise by outsourcing the destination marketing program to the Alaska Travel Industry Association. The state's destination marketing campaign, Travel Alaska, is managed by ATIA through annual investments by the State of Alaska. This appropriation is leveraged by tourism companies, most of which are small businesses, to generate an additional \$1 million.