



FOR IMMEDIATE RELEASE

November 25, 2024

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***Big win for Alaska tourism:
\$378 spent in Alaska for every dollar spent on marketing campaign***

Anchorage, Alaska – The Alaska Travel Industry Association (ATIA) today announced the significant economic impact of Alaska’s tourism marketing program, highlighting a \$378-to-\$1 return on investment (ROI) from the state’s paid advertising. The initiatives influenced \$2.1 billion in visitor spending in 2023, reinforcing its essential role in Alaska’s fiscal health and economic development.

"ATIA's efforts directly support Alaska’s economy by drawing travelers who contribute to local spending at a remarkable rate," said ATIA President and CEO Jillian Simpson. "By leveraging the State of Alaska’s annual funding, we are bolstering one of the state’s economic pillars."

In 2023, Alaska’s destination advertising program, managed by ATIA under the Travel Alaska brand, reached 15 million households at a highly competitive cost of \$0.37 per household—surpassing industry standards. The campaigns influenced 615,500 trips, with travelers exposed to Travel Alaska media twice as likely to visit Alaska compared with those who were not.

Tourism is one of Alaska’s strongest economic drivers, particularly benefiting small businesses that form the backbone of the state’s tourism sector. The State of Alaska’s annual investment is amplified by ATIA’s private-sector expertise, generating additional funding, and ensuring Alaska remains a top destination for national and international travelers.

Destination marketing has placed Alaska among the top 10% of all destination marketing organizations for creative ratings. This success ensures the tourism industry remains a sustainable source of revenue, employment, and cultural exchange for the state. In fact, tourism generated over [\\$157 million in revenue for the State of Alaska in 2023](#) just through permits, fees, tickets, and taxes.

"Tourism doesn’t just bring visitors to Alaska; it provides jobs, supports local businesses, and contributes significantly to both state and local economies," said Simpson. Visit the ATIA website to see ATIA’s tourism marketing efforts [return on investment snapshot report](#).

About Alaska Travel Industry Association

The Alaska Travel Industry Association is the state's leading industry organization for travel-related businesses and supporters. Made up of about 600 members representing businesses both large and small across the state, ATIA works to increase the economic impact of tourism in Alaska and is the respected voice of the industry, advocating on behalf of our members on issues impacting businesses and communities. ATIA has long managed Alaska's destination marketing program: Travel Alaska. For more information, visit www.alaskatia.org.

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