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New study: Alaska tourism marketing boosts state's image as a place to live, work, and invest

ATIA's Travel Alaska campaign delivers powerful "Halo Effect," turning visitors into future Alaskans

ANCHORAGE, AK- A new study by Longwoods International shows Alaska's tourism marketing is doing far more than attracting visitors: it's helping build Alaska's future. According to the 2024 *Brand Health Assessment* and *Halo Effect* analysis, residents of major U.S. travel markets who see Alaska's tourism advertising are significantly more likely to view the state as a good place to live, work, start a business, attend college, or retire.

"We now know that every time someone is inspired by an Alaska ad or experiences our state firsthand, they're not just visiting but are imagining a future here," said Jillian Simpson, president & CEO of the Alaska Travel Industry Association. "This research confirms what we in the industry have long believed. Tourism marketing is economic development."

[The Longwoods study](#) applied the "*Halo Effect*," a marketing concept where positive perceptions in one area extend to others, to Alaska's destination advertising. The findings are clear:

- Travelers aware of Alaska's tourism ads were 80% more likely to say Alaska is "*a good place to live*."
- They were nearly twice as likely to view Alaska as "*a good place to start a career or a business*."
- Among those who both saw the ads *and* visited within the past two years, more than half strongly agreed Alaska is a good place to live, compared to fewer than 20% among those unaware of the campaign.

"These numbers show Alaska's tourism brand is one of our best recruitment tools," Simpson said. "Tourism advertising builds the state's reputation not only as a bucket-list destination but as a desirable place to live and invest."

ATIA's 2024 marketing campaign delivered \$378 in visitor spending for every \$1 invested, generating \$2.1 billion in total travel-related spending. Tourism also supports 48,000 Alaska jobs and contributes \$182 million in annual state revenues.

- More -

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

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However, Alaska currently ranks 37 out of the 50 states in state tourism marketing budgets, well behind competitors like Hawaii (\$79 million) and Florida (\$80 million) as well as international destinations like British Columbia (\$36 million).

“Other destinations are investing heavily in their brands, and that translates into economic growth,” Simpson added. “If Alaska wants to grow its workforce, its communities, and its economy, we must continue investing in how we tell our story.”

About the Alaska Travel Industry Association

The Alaska Travel Industry Association is the state’s leading statewide membership organization for travel and tourism businesses and the proud manager of the Travel Alaska marketing program. ATIA works in partnership with the State of Alaska to strengthen the state’s tourism brand, grow visitation, and demonstrate tourism’s critical role in Alaska’s economy and communities. ATIA has long managed Alaska’s destination marketing program: Travel Alaska. For more information, visit www.alaskatia.org.

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