



ALASKA

TRAVEL INDUSTRY ASSOCIATION



2024-25 ANNUAL REPORT

2024 - 2025 ANNUAL REPORT

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ATIA MISSION & VISION

MISSION

The Alaska Travel Industry Association (ATIA) will be the leading industry organization promoting Alaska as a top visitor destination, communicating and promoting the Alaskan tourism industry as one of the state's major economic forces, and will be the respected voice of the industry for the growth of the industry, while remaining stewards of the state's natural resources, cultures, and Alaska's unique quality of life.

VISION

- Alaska is recognized as a world-class visitor destination where year-round tourism is treated as an important, sustainable opportunity for economic and resource development.
- Alaska is recognized as one of the top 10 world destinations.
- As a recognized and leading industry for Alaska, tourism is a year-round experience with opportunities to engage in natural and cultural connections in urban and rural Alaska and in large and small-scale options.
- ATIA is a recognizable and respected steward of the state's tourism marketing investment and highlights our positive role as an economic driver in Alaska for Alaskans.

GUIDING PRINCIPLES

ATIA will:

- Promote and facilitate travel to and throughout the State of Alaska.
- Provide a broad-based association of individuals and companies with an interest in the visitor industry in Alaska.
- Encourage the increase and improvement of quality visitor facilities, services, and attractions throughout Alaska.
- Lead private sector efforts to assure a robust and broad-based statewide tourism marketing plan.
- Increase awareness of the economic importance of the visitor industry.
- Develop and implement programs beneficial to travel suppliers and supporting industries.
- Initiate and cooperate with local, state, and federal entities in developing and implementing programs, policies, and legislation that are responsive to the needs of the industry and to intervene in those issues and initiatives that would directly affect the facilitation and promotion of travel to and within Alaska.
- Work cooperatively with the public sector on tourism development and long-range planning.



LETTER FROM OUR BOARD CHAIR & PRESIDENT

Dear Members,

Looking back on FY25, we want to share our appreciation for your commitment to Alaska's tourism industry. Your hard work and ingenuity continue to make Alaska an extraordinary place to visit, and your participation with ATIA continues to guide our efforts to support and promote Alaska's vibrant tourism industry.

We saw the power of your work reflected in the 2024-2025 visitor volume report, which showed that Alaska experienced its second consecutive year of surpassing 3 million visitors, driven by the continued strength of the cruise industry. At the same time, however, winter visitation declined for the first time in recent years, and independent travel is softer than predicted. We adapted our marketing efforts last year to reach more independent travelers.

ATIA's tourism marketing budget in FY25 was lower than previous years due to the expiration of federal COVID funds. However, ATIA leveraged industry expertise to develop a strategic and targeted marketing program that maximized return on investment, even with a constrained budget. New insights from a research project with Longwoods International affirmed the success of our efforts, demonstrating the remarkable "halo effect" that Alaska's state marketing generates. Those who saw Travel Alaska ads were nearly twice as likely to see it as a good place to start a business or career.

Thanks to our marketing efforts and member collaboration, the tourism industry continues to drive economic opportunity, investment appeal, and improved quality of life for Alaskans. As a result, Alaska's tourism industry is a key economic pillar for the state, generating \$5.6 billion in total economic output and creating 48,000 jobs annually.

We also celebrated important legislative progress this year. At the state level, continued investment in tourism marketing and support for workforce and public-safety initiatives strengthened the foundation visitors and communities rely on.

We also recognize the significant challenges many of you faced including reductions in international visitors and uncertainty about staffing in public lands. In response, ATIA communicated with our congressional delegation regarding land management agency infrastructure, air service improvements, and visa processing efficiency, contributing to a more competitive and accessible Alaska.

Ballot initiatives aimed at limiting tourism opportunities continue to pose a threat to the viability of our industry. However, through effective outreach by tourism businesses about the economic and quality-of-life benefits tourism provides to communities, voters have recognized its value and successfully defeated these initiatives.

Together, these achievements underscore the power of collaboration. Thank you to our members, policy makers, committee members, and the ATIA board of directors for the work you do every day to welcome visitors, steward our resources, and strengthen our economy.

Sincerely,

Josh Howes
ATIA Board Chair

Jillian Simpson
ATIA President & CEO



ATIA 2024-2025 BOARD OF DIRECTORS

EXECUTIVE COMMITTEE

Board Chair
Josh Howes
Premier Alaska Tours

Vice Chair
Julie Saupe
Visit Anchorage

Immediate Past Chair
Craig Jennison
TEMSCO Helicopters

Secretary/Membership Chair
Jacqui Taylor-Rose
White Pass & Yukon Route

Treasurer/Finance Chair
Dave McGlothlin
Holland America - Princess

Tourism Policy & Planning Chair
Elizabeth Hall
John Hall's Alaska Tours & Transportation

Government Relations Co-Chair
Lalanya (Lanie) Downs
Cruise Lines International Association - Alaska

Government Relations Co-Chair
Jordan Sanford
Doyon Tourism

Marketing Co-Chair
Dan Rough
Holland America Line

Marketing Co-Chair
Scott McCrea
Explore Fairbanks

Cultural Enrichment Chair
Stacey Simmons
Kodiak Brown Bear Center / Koniag, Inc.

ATIA President & CEO
Jillian Simpson

BOARD OF DIRECTORS

Matt Atkinson
Northern Alaska Tour Company

Wade Binkley
Riverboat Discovery

Alexa Donahe
Pursuit

Heather Dudick
Alaska Railroad

Mandy Garcia
Salmon Berry Travel & Tours

Scott Habberstad
Alaska Airlines

Juno Kim
Ovibos Consulting

Midgi Moore
Juneau Food Tours

Hugh Short
Pt Capital

Liz Perry
Travel Juneau

Colleen Stephens
Stan Stephens Glacier & Wildlife Cruises

Linda Springmann
Port of Seattle

Christina Kirkwood
Kennicott Glacier Lodge
ex-officio

Bill Pedlar
Knightly Tours
ex-officio

Alaska Lt. Governor Nancy Dahlstrom
ex-officio

MEMBERSHIP

621 ATIA MEMBERS

55% of ATIA members are small businesses with less than 20 employees. Membership includes a wide array of businesses and organizations representing these sectors:

- Tour Operators
- Fishing Lodges
- Wilderness Resorts
- Cultural Attractions
- Hotels
- Bed and Breakfasts
- Destination Marketing Organizations
- Alaska Native Corporations
- Transportation Providers
- Cruise Lines
- Media & Publications
- Travel Planners
- Restaurants & Bars
- Breweries and Distilleries
- Retail Stores

ATIA SUSTAINING PARTNERS

ATIA Sustaining Partners offer significant support to ATIA's programs, events, and advocacy efforts. We are grateful for their continued partnership.



SUSTAINING PARTNERS

DENALI LEVEL

Alaska Airlines
Holland America-Princess/Princess Cruises/Holland America Line

ALYESKA LEVEL

Alaska Railroad
Explore Fairbanks
Visit Anchorage

ARCTIC LEVEL

Alaska Riverways - Riverboat Discovery
JL Hospitality Mgt, LLC
Mat-Su Convention & Visitors Bureau
Premier Alaska Tours
Pursuit

GOLD LEVEL

Alaska Business
Alaska Coach Tours
Allen Marine Tours
Cruise Lines International Association - Alaska
Ketchikan Visitors Bureau
Knightly Tours
Major Marine Tours
Northern Alaska Tour Company
Salmon Berry Travel & Tours
Stan Stephens Glacier & Wildlife Cruises
Travel Juneau
White Pass & Yukon Route Railway

JADE LEVEL

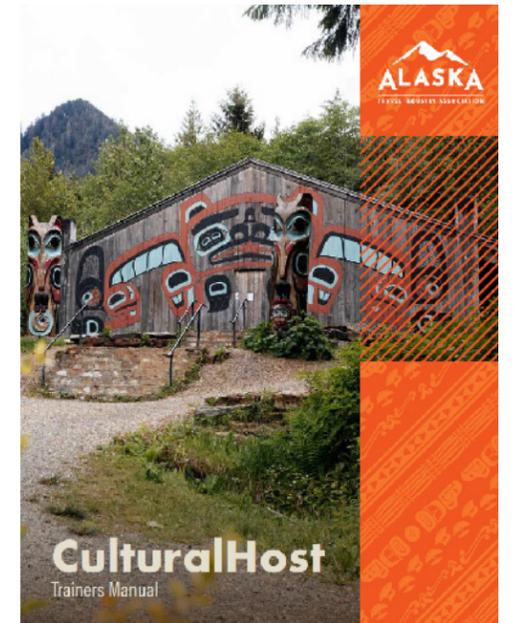
Seward Chamber & Visitor Center
Skagway Convention & Visitors Bureau

MEMBER BENEFITS

ATIA is Alaska's statewide organization representing travel-related businesses and industry partners. Members benefit from exclusive programs such as the ATIA Annual Convention & Trade Show, professional development, participation in regional chapters, access to health benefit options, business-to-business discounts, and year-round networking opportunities that strengthen Alaska's visitor industry.

In FY25, ATIA advanced its workforce development efforts through the AlaskaHost and Alaska CulturalHost training programs, delivered under a memorandum of agreement with the State of Alaska's Department of Commerce, Community & Economic Development. This year, ATIA conducted two virtual and two in-person AlaskaHost trainings, along with a train-the-trainer session. Indigenous-led CulturalHost trainings also continued in Southeast Alaska, including one train-the-trainer session.

ATIA also hosted 14 virtual coffee chats and webinars throughout the year, continuing to support members' top-requested benefit: business-to-business engagement and professional development. Webinar topics covered marketing and advocacy, networking strategies, cooperative sales opportunities, member benefits, wage and hour education, and J-1 Visa program guidance.



Five Chapters: Anchorage; Fairbanks; Juneau; Ketchikan; Arts, Culture, and Heritage

Number of Communities Represented by ATIA Membership: 54

MEMBER TESTIMONIAL:

The convention every year is great, but I think we benefit most from the work ATIA does behind the scenes and in the off-season to promote tourism in this state. So much of our success is driven by how many people get out and about during the summer and ATIA's marketing program drives that!

- Austin Robel, Wrangell Mountain Air



ATIA CONVENTION

Alaska’s capital city welcomed the 2024 ATIA Annual Convention & Trade Show to Centennial Hall in October bringing together 645 members. Sessions featured cultural tourism, small business roundtables, public lands management, and a new session titled “5 for 5,” where businesses had 5 minutes and 5 slides to present a new program or offering. ATIA Juneau Chapter and other partners rolled out the red carpet to welcome convention attendees for community night.

MEMBER TESTIMONIAL:

It was a great convention, as usual. I liked the variety in the breakout sessions. It was easy to find something in each slot that interested me or my business.

- Holly Meyer, Aspen Hotels- Sitka



ADVENTURE GREEN ALASKA



Adventure Green Alaska Members: 107

New members in FY24: 19

Adventure Green Alaska (AGA) is ATIA’s voluntary certification program for sustainable tourism businesses operating in Alaska. Since 2009, AGA has recognized and promoted Alaska tourism businesses who practice economic, environmental, social, and cultural sustainability. The Sustainability Subcommittee of the ATIA board of directors met to weigh in on updated AGA application questions, fees, and timing.

Thank you to lead sponsor, Alaska Airlines, and supporting sponsors Alaska Alpine Adventures, Alaska Railroad, Alaska Wildland Adventures, Allen Marine Tours, Explore Fairbanks, Holland America-Princess/Princess Cruises/Holland America Line, Major Marine Tours, Mat-Su CVB, Seward Chamber, Premier Alaska Tours, and Visit Anchorage for their support of Adventure Green Alaska.

MEMBER TESTIMONIAL:

Becoming a certified Adventure Green Alaska business has strengthened our reputation as a leader in sustainable adventure travel in Alaska. It reassures our guests that their experience is both environmentally responsible and socially conscious, aligning perfectly with their values. The program has also connected us with a network of like-minded businesses, providing opportunities for collaboration and growth. Ultimately, AGA certification... helps us inspire trust, attract like-minded travelers, and continue making a positive impact on Alaska’s wild places.

- Dan Oberlatz, Alaska Alpine Adventures



ADVOCACY

ATIA’s advocacy focuses on state and federal issues impacting Alaska’s travel and tourism industry. These efforts aim to influence policies that help maintain a strong and thriving tourism sector as a key component of Alaska’s economy and are funded through membership fees.

Highlights Included:

- Advocated for \$10 million to be invested in the Travel Alaska destination marketing campaign by the State of Alaska for FY26.
- Advocated against passage of Ballot Measure 1 in November of 2024, because it would place an onerous burden on small businesses regarding sick leave management.
- Co-sponsored “Alaska on the Hill” with sister statewide trade organizations, which highlighted the economic pillars of Alaska in Washington, DC.
- Participated in State DOT working groups that informed long-term plans for the McCarthy Road, the Seward Highway, and aviation resources in the Healy and Denali National Park area.
- Advocated for public land agency funding to enable sufficient seasonal employee hiring to fully support tourism-related facilities and programming.
- Communicated with Alaska’s federal delegation on the importance of funding the Federal Aviation Administration and Brand USA as key components of Alaska’s tourism industry.
- Hosted a Land Managers Forum in Anchorage in April, connecting public land agency representatives with tourism leaders to share updates, discuss challenges, and collaborate on solutions.
- Supported several bills in the Alaska State Legislature, including SB26 which would align Alaska with Pacific Standard Time year-round; SB15 which allowed 18–20-year-olds to serve alcohol in restaurants; and HB65 which permitted the Alaska Railroad to secure funding for a new cruise ship dock in Seward.
- Presented an Alaska tourism update to legislators and staff for a “Lunch & Learn” session in the capitol sponsored by Senator Kelly Merrick.
- Pressed the U.S. Forest Service to maintain a regional office in Alaska to adhere to Alaska’s unique management plans as legislated by ANILCA.



Alaska on the Hill

MEMBER TESTIMONIAL:

As proud members of ATIA, Anchorage Trolley Tours gains access to invaluable advocacy efforts, co-op marketing opportunities, and they help us connect with visitors from around the globe. ATIA’s networking and educational events also ensure we stay informed and inspired as we grow our business and share our stories.

- Cyrus Aldeman, Anchorage Trolley Tours



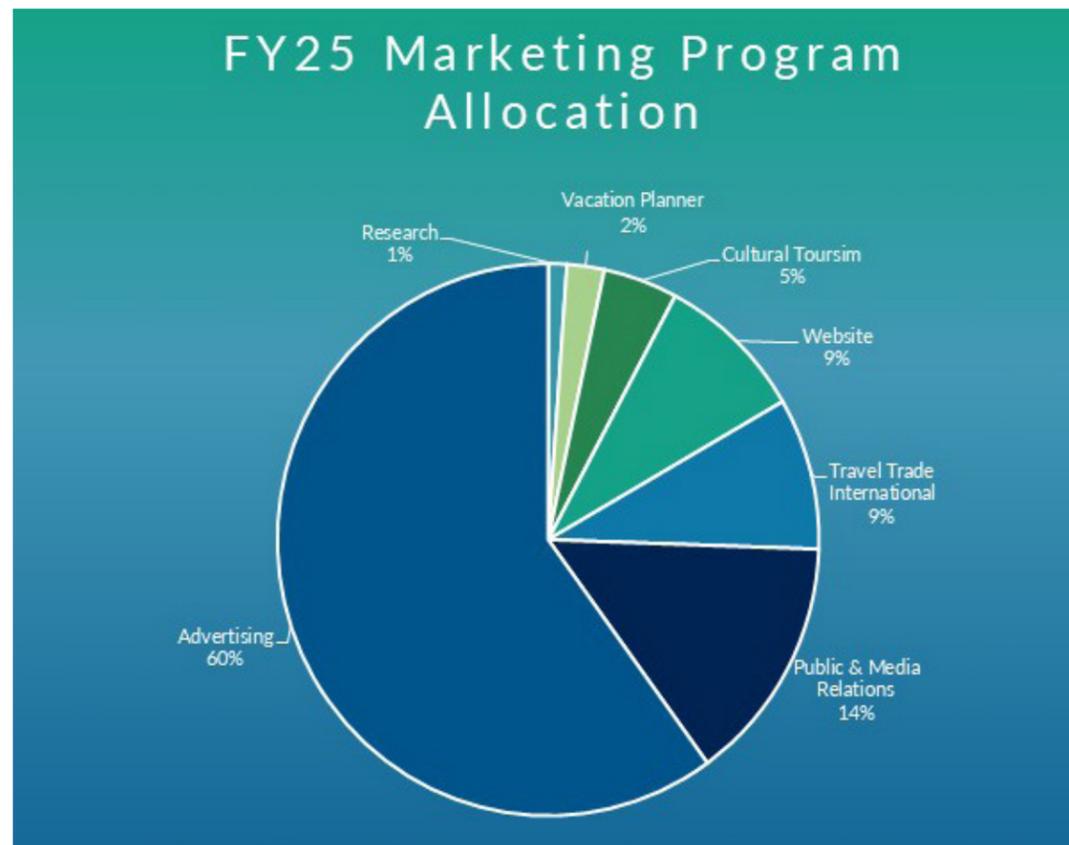
TOURISM MARKETING

ATIA manages Alaska’s statewide destination marketing campaign, Travel Alaska. Guided by a 30-person marketing committee comprised of Alaska tourism industry members, and ATIA’s board of directors, the program draws on industry expertise to position Alaska as a world-class, year-round travel destination.

The goal of Travel Alaska is to execute a comprehensive, multi-channel strategy that drives economic growth by boosting visitor numbers and spending across the state.

Strategic Priorities:

- 1) Grow Alaska’s position as a top-tier, year-round vacation destination.
- 2) Enhance and strengthen the destination brand domestically and globally.
- 3) Enhance cultural and sustainable messaging integration in all brand efforts



ATIA’s FY25 marketing campaign was funded through a **\$5 million grant** from the State of Alaska and **\$750,000 from industry contributions**. In addition, **\$700,000 of carry-forward funds** from industry contributions in FY24 were used to help boost the independent traveler market segment, as intent signals pointed to a softening.

RETURN ON INVESTMENT

Those who see Travel Alaska ads are **2X** as likely to visit Alaska as those who didn’t see them.



TARGET AUDIENCE

DOMESTIC PRIMARY TARGET MARKETS: California, Texas, Florida, Washington, and New York.

DOMESTIC SECONDARY TARGET MARKETS: Chicago, Phoenix, and Minneapolis metro areas.

INTERNATIONAL PRIMARY TARGET MARKET: German Speaking Europe

INTERNATIONAL SECONDARY TARGET MARKET: India

PRIMARY TARGET AUDIENCES: Boomer/Retiree, Independent, and Family Travelers.

BEHAVIORAL DEMOGRAPHICS:

- Audiences showing intent to travel.
- Audiences consuming travel content focused on Alaska.
- Audiences consuming content focused on activities found in Alaska—e.g., fishing, hiking, biking, wildlife viewing, dog sledding, skiing, snowboarding, Alaska Native culture, northern lights, cruising.

RESULTS & HIGHLIGHTS

- Over **33,000** Vacation Planners fulfilled
- **17,031** e-newsletter signups
- **286,434** partner referrals

Paid Media:

- 105,594,642 impressions
- 17.03% SEM Conversion Rate
- 86% Video Completion Rate

E-newsletter:

- 18,700 new e-newsletter signups

TACTICS

ADVERTISING

ATIA employed a robust paid media strategy to build brand awareness using high impact channels with messaging to encourage travel to Alaska. In FY25, the advertising mix included linear, connected, and streaming TV; digital display; search engine marketing; retargeting; paid social media; print ads; email campaigns; content partnerships; asset development; and the Official Alaska State Vacation Planner.

In FY25, Media Placements Included:

- AFAR
- Hulu & Disney+
- TripAdvisor

ATIA monitors media performance and travel trends using the Zartico operating system dashboard, along with insights from Adara Consortium and US Travel reports. Together, these tools form ATIA's data framework for evaluating advertising effectiveness and identifying opportunities.



WEBSITE

TravelAlaska.com is Alaska's official travel inspiration and planning website. TravelAlaska.com **reached over 4 million potential Alaska visitors in FY25**. This highly engaging, visually appealing, and interactive website features trip planning tips, itineraries, and articles, along with pages that focus on community, public lands, and activities.

The website is continually being refreshed with new written content and images to keep Alaska top-of-mind for visitors. New content is a mix of topics related to seasonality and travel trends, and to improve search engine optimization. This is a calculated strategy to ensure Alaska remains competitive with other domestic and international destinations in organic search. TravelAlaska.com also offers industry partner advertising opportunities including profile ads, banner ads, travel specials, integrated ads, and sponsored content. As ATIA's core marketing tool, all advertising campaigns drive traffic to pages on the website, and leads are generated from travel planner requests and newsletter subscriptions.



RESULTS & HIGHLIGHTS

- 3,449,000 page views
- 40 new landing pages, including travel articles and itineraries

CULTURAL TOURISM

The presence and content focusing on Alaska Native culture has been expanded throughout the entire Travel Alaska program in recent years. ATIA has worked closely with Alaska Native leaders and content creators to authentically share the living cultures of Alaska. The centerpiece of the effort is the Alaska Native Culture Guide that is inserted into all Travel Planners and made available digitally through TravelAlaska.com. Advertising, website and social media content focusing on Alaska Native Culture is seamlessly integrated throughout the Travel Alaska marketing plan.

RESULTS & HIGHLIGHTS

- 21,300,000 paid media & social impressions
- 12 articles placed
- Top 10 pages in website traffic



PUBLIC & MEDIA RELATIONS

ATIA utilizes public relations through media assistance, outreach, an annual media event and organic social media to place positive, travel-related news about Alaska into the editorial channels of national media. Earned media allows Travel Alaska to cost-effectively reach high-circulation audiences with stories about Alaska's unique travel experiences. ATIA provides media assistance to domestic and international media in the form of fact-checking, answering questions, and photo assistance. ATIA hosted the 21st annual media event, Alaska Media Road Show, bringing 22 ATIA partners together with 21 media representatives from outlets such as Frommer's, The Points Guy, Cruise Critic as well as 5 social media influencers. The three-day event generated 17 media clips, resulting in over 105 million impressions and more than \$973 thousand in advertising equivalency value from October 2024 - June 2025.

Top Media Hits:

- Travel & Leisure
- Fodor's Travel
- Recommend
- TravelAge West
- New York Times

Travel Alaska Newsletter

The Travel Alaska newsletter was received by an average of 477,191 subscribers each month. Themes included Alaska Native Culture, Port Towns, Train Trips, Local Flavors, and Northern Lights. The average newsletter open rate was 44% and average click rate was 1.4%.



Outside of Juneau, Alaska, a family hits the ice for a skating and hockey session on Mendenhall Lake, just below Mendenhall Glacier. Christopher Miller for The New York Times.

FRUGAL TRAVELER
Alaska in Winter: Reveling in a Playground of Ice and Snow
 Juneau, a popular cruise port in summer, becomes a deal-seeker's base for skiing, skating, hiking and glacier-gazing in winter.

RESULTS & HIGHLIGHTS

- 505 journalists assisted
- 354 articles published
- 80 average Barcelona Score
- \$57,333,267 ad equivalency
- Newsletter sent to 500 travel media with a 48.5% open rate.

TRAVEL TRADE & INTERNATIONAL

TRAVEL TRADE:

The travel trade – including tour operators, travel agents, and cruise advisors – plays a vital role as a distribution channel for visitors to Alaska. ATIA supports this sector by fostering the development and expansion of Alaska trip packages. This is achieved through destination education and outreach efforts such as trade show participation, partnerships with travel agent consortia, training webinars, familiarization tours (FAMs), and the Alaska Certified Expert (ACE) Program.

INTERNATIONAL:

ATIA focuses on travel trade and public relations in overseas markets and maintains a representation office in German-speaking Europe. In FY25, ATIA hosted travel trade from Australia, German-speaking Europe (GSE), and India on familiarization trips to continue to help sell more Alaska, become familiar with different areas of Alaska, and help product managers build new product.

Alaska’s top long-haul markets include: (*Tourism Economics*)

1. Australia / New Zealand
2. United Kingdom
3. German Speaking Europe
4. India
5. China
6. South Korea
7. Singapore
8. Taiwan
9. Japan
10. Italy

TRADE SHOWS & EVENTS:

ATIA organized or participated in the following:

- Amazing Alaska Experience
- American Bus Association (ABA Marketplace)
- Cruise 360
- IPW (U.S. Travel Association)
- Pacific Northwest Cruise Symposium
- Seatrade
- Travel Agent Forum
- Travel Leader’s Network - EDGE
- United States Tour Operators Association (USTOA)

RESULTS & HIGHLIGHTS

- 8 in-person / webinar trainings
- 641 travel advisors trained
- 78 travel advisors/tour operators on FAMs throughout Alaska
- 216 one-on-one meetings
- 838 Alaska Certified Expert graduates

Trade Show Highlight

This year marked the debut of the Amazing Alaska Experience, our new domestic trade showcase designed to bring the travel trade directly to Alaska partners. Thirty travel advisors participated in immersive activities, familiarization tours, product/destination training, industry education sessions, and one-on-one business development meetings—strengthening relationships, product knowledge, and future sales potential for Alaska travel.

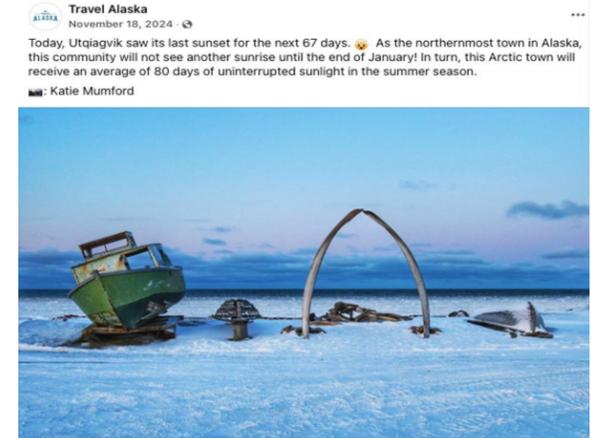
TRAVEL ADVISOR TESTIMONIAL:

I’ve had SO MUCH response from my Alaska posts that I’m already working on multiple FITs and a group trip for next winter! (Might be an annual group!) Thanks again for everything you did to coordinate what actually turned out to be THE BEST conference and FAM that I’ve ever attended!

- Andrea Arnold, Travel Advisor

SOCIAL MEDIA

Organic social media channels include Facebook, X (formerly Twitter), Instagram, Tik Tok, Pinterest, and YouTube. The content on these pages is aimed at increasing awareness and engagement about travel to Alaska. New in FY25 was the addition of a Threads account which grew to 31,800 new subscribers by the end of the year. In FY25, these channels have more than 771,000 followers combined and an average engagement rate of 4.6%, two times above the industry average.



RESEARCH

McKinley Research’s Visitor Volume Report for 2024-25 showed slight growth in total visitor numbers, from 3.046 million the previous year to 3.079 million. Cruise visitation drove the increase with 3.8% growth, though independent traveler numbers dipped slightly, down 2.5%. Winter tourism decreased by 5.5% while summer numbers rose by 2.1%.

Travelers who saw ATIA digital advertising were twice as likely to visit the state as those who were not exposed to marketing. In FY25, ATIA contracted a Brand Health study with Longwoods International which found ATIA marketing positively impacted traveler impressions of the state as a place to invest in or relocate to, in many cases generating twice as much enthusiasm for doing so compared to those who did not see ads.

COOPERATIVE MARKETING PROGRAM

ATIA provides marketing opportunities for industry partners to amplify their reach by leveraging ATIA’s campaign. Opportunities included digital and print placements, media events, travel trade shows, and website initiatives, ensuring Alaska businesses stayed top of mind for consumers and travel professionals. Partner contributions generated over \$750,000 in FY25, which was reinvested into the marketing program.

MEMBER TESTIMONIAL:

The co-op marketing opportunities ATIA provides help reduce the barrier to entry for smaller businesses and organizations and help us focus more energy on what we do best: exploring with people.

- Heather Eckert, Center for Alaska Coastal Studies



ATIA FOUNDATION

ATIA supports the growth and education of Alaska’s travel industry through the ATIA Foundation, a separate 501(c)3 non-profit organization. The Alaska Travel Industry Association (ATIA) Foundation’s mission is to assist Alaskans desiring to further their education in the travel industry. As a non-profit 501(c)3 charitable organization, the Foundation supports programs that educate and enhance the quality of Alaska’s visitor industry, educates the general public regarding tourism, and invests in Alaskans to ensure the quality of people employed in Alaska’s visitor industry through scholarships and support for community events. Funds are raised through annual events and donations from supporting individuals.

ATIA Foundation 2023-2024 Board of Directors:

- Board Chair: Kory Eberhart, *A Taste of Alaska Lodge*
- Vice Chair: Kelly Bender, *Lazy Otter Charters*
- Secretary/Treasurer: Lilly Kelly, *Visit Anchorage*
- Mandy Garcia, *Salmon Berry Tours*
- Josh Howes, *Premier Alaska Tours*
- Jillian Simpson, *ATIA*



Income: \$38,077

Scholarships Awarded:

In 2025, the ATIA Foundation awarded \$37,000 in scholarships to students enrolled or intending to enroll in a program of study related to a career in tourism. The individual scholarships ranged between \$1,000 and \$4,000. Our 16 awarded recipients represented 14 different Alaska communities, ranging from Fairbanks to Ketchikan and including remote locations like Unalakleet and Nightmute.

Special thanks to these businesses which have provided scholarship funding:

- A Taste of Alaska Lodge
- Alaska Airlines
- Alaska Coach Tours
- Alaska Helicopter Tours
- Alaska Railroad
- Chuck West Family
- Explore Fairbanks
- Holland America Line
- Ketchikan Visitors Bureau
- Lazy Otter Charters
- Premier Alaska Tours
- Pursuit
- Royal Caribbean
- Visit Anchorage

SCHOLARSHIP WINNER TESTIMONIAL:

Thank you so much for this scholarship, it is an honor to receive. I'm a first-generation college student leaving the village with unique hurdles. This scholarship will help me overcome these hurdles.

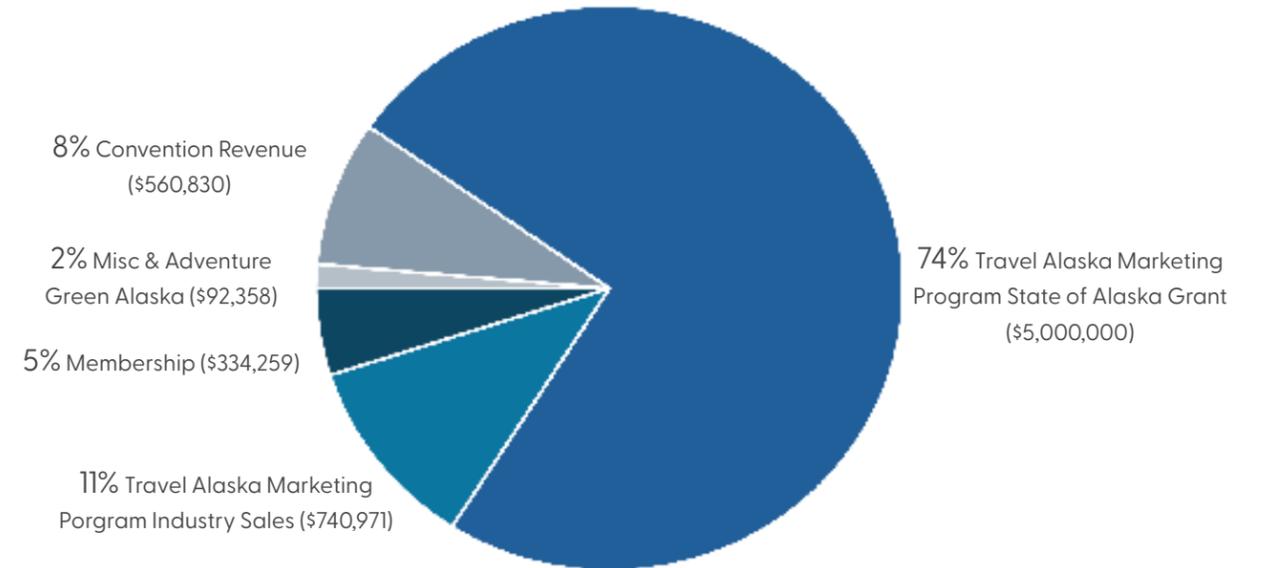
- William Post - Applied Management, UAF



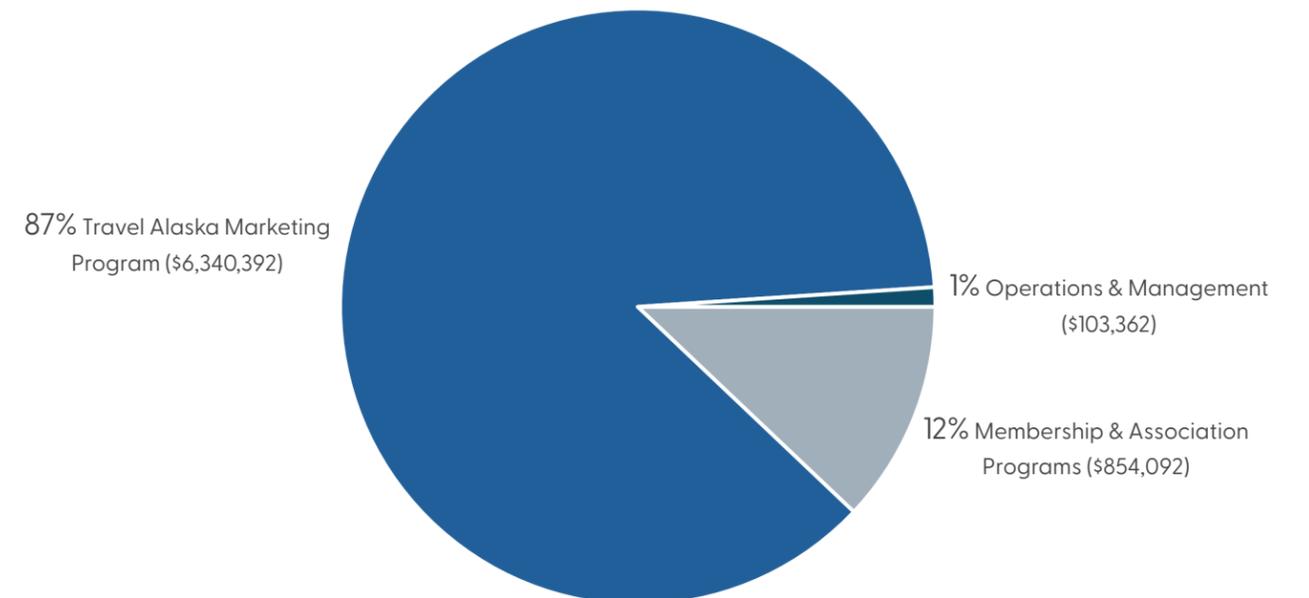
FINANCIAL INFORMATION

ATIA received income funding from sources including membership fees, convention sales, Adventure Green Alaska revenue, cooperative marketing program sales, and a State of Alaska tourism marketing grant. FY24 carry-forward from industry investments was utilized to maximize marketing impact.

INCOME: \$6,728,418



EXPENSES: \$7,297,846





ATIA STAFF

Jillian Simpson, President & CEO
Wendy Swenson, Director of Tourism Marketing
Tanya Carlson, Director of Travel Trade, International Markets, & Sustainability
Jeff Samuels, Director of Policy & Communications
Tay Clayton, Membership Director
Lindsey Middendorf, Content & Brand Manager
Lea Olson, Sales Manager
Sara Sickler, Bookkeeping & Administrative Manager
Emma Waters, Sustainable Tourism Fellow

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