ALASKA
TRAVEL INDUSTRY ASSOCIATION

ALASKA TOURISM

A $5.6 billion economic engine

3 MILLION+	**$5.6 BILLION**	**$181.7 MILLION**	**48,000 JOBS**
visitors welcomed annually	in total economic impact	contributed to State of Alaska revenue in 2024	supported by tourism in Alaska

ALASKA'S OFFICIAL TOURISM MARKETING PARTNER

Until 2000, Alaska maintained a state tourism office responsible for destination marketing, like most states. Through an innovative public-private partnership, the Alaska Travel Industry Association (ATIA) was designated by the State of Alaska to lead destination marketing on behalf of the state under the Travel Alaska brand. Through this public-private partnership:

- **The private sector executes marketing strategy.**
- **Over 600 Alaska businesses and communities participate.**
- **The State invests to amplify global reach.**
- **Visitors generate measurable return to state revenue.**

TOURISM MARKETING IS NOT A SUBSIDY. IT IS AN INVESTMENT THAT DRIVES:


State revenue ($181.7M in 2024)

Local tax collections


Small business growth

Independent research shows travelers exposed to ATIA's paid media are 2x more likely to visit Alaska.

It also shows that travelers who were both exposed to advertising and visited Alaska were **more than 2x times likely to invest in Alaska by:**

- Moving to Alaska
- Retiring here
- Starting a career or business here
- Purchasing a vacation home here

Waats'asdiyei Joe Yates (Haida)

THE COMPETITIVE REALITY

Alaska competes nationally and globally for visitors, yet **our tourism marketing budget is among the smallest in the U.S.** (Source: U.S. Travel Association). Meanwhile, other states are aggressively promoting their destinations in the same markets. **The average state spending on tourism marketing is $22.4 million per year.**

STATE CASE STUDIES

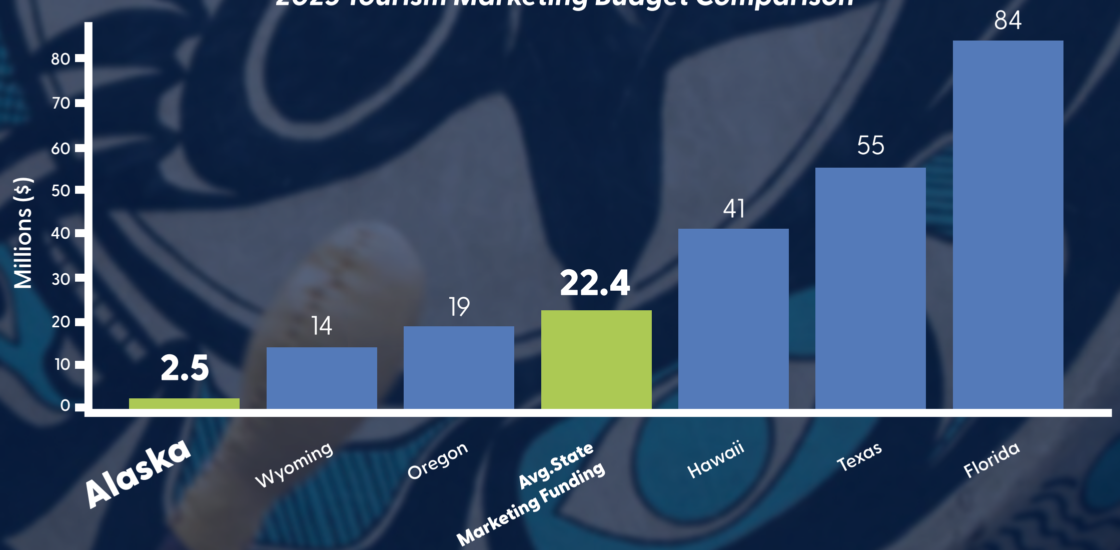
Michigan

Michigan shows the impact of tourism marketing investment. In 2005, when funding hit a low point, the state ranked 50th nationally in hotel occupancy, with marketing generating 990,000 trips and $164 million in visitor spending. After increased investment through Pure Michigan, out-of-state advertising grew that impact to 32 million visits and $9 billion in visitor spending from 2006 to 2016.

Colorado

For another example, we look to Colorado. In 1993, Colorado completely eliminated its tourism marketing budget. Within two years, the state lost 30% of its market share and $1.4 billion in visitor spending. Funding was reinstated in 2000, but it took until 2015 to regain the market share it had lost.

2025 Tourism Marketing Budget Comparison



THE LESSON

When states invest in tourism marketing, visitor economies grow. When funding declines, visibility and market share follow — and with it, lost revenue and missed economic opportunity. Alaska must invest strategically to remain competitive.

THE VEHICLE RENTAL TAX OPPORTUNITY

The vehicle rental tax is statutorily designated to support tourism marketing.

70%

of this tax is paid by visitors.

$10.9M

was paid directly by out- of-state visitors in 2024

The intent of the statute has not been followed in years.

Aligning appropriations with statute would:

- Strengthen Alaska's return on investment
- Allow visitor-paid dollars to reinvest in attracting more visitors
- Increase economic impact and state revenue

WHY BEING A TOURISM CHAMPION MATTERS

An economic lifeline for many Alaska families and communities

A revenue generator for the state

A proven return on investment

Helpful in attracting new Alaskans to the state

A renewable resource

If you have questions or want to learn more about the impact of our industry, reach out to us!

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