



Marketing: ATIA administers Alaska’s statewide tourism marketing program and manages a cooperative marketing program to leverage public funds, increase business outreach to qualified customers national and internationally. The \$9 million marketing program, supported by state and private funds, includes the Official State Vacation Planner, travelalaska.com, digital advertising, public relations, and travel trade. The cooperative marketing program is available to ATIA members and non-members alike. And, every dollar spent on tourism marketing generates \$58 in visitor spending, \$21 in income for Alaska residents, and \$2.84 in state and local taxes.

Tourism Works for Alaska

Tourism is Alaska’s second-largest industry with visitation growing year-over-year since 2010.

Tourism contributed more than \$126 million to the State’s general fund in 2017

2.25 million visitors (2017)

58% cruise passengers (summer visitors, 2018)

40% previous visitors

\$1,057 average spent per visitor*

52,000 tourism-related jobs

\$1.5 billion in labor income

\$2.2 billion direct visitor spending

\$4.5 billion total economic activity

* Does not include transportation

Sources: Alaska Visitor Statistics Program VII, McDowell Group, 2016; Alaska Visitor Volume Report Fall/Winter 2015-2016, 2016-17, and 2017-18, McDowell Group, August 2018; Alaska Visitor Volume Report, Summer 2018, McDowell Group, February 2019.