



ALASKA

TRAVEL INDUSTRY ASSOCIATION

Resource Development Council

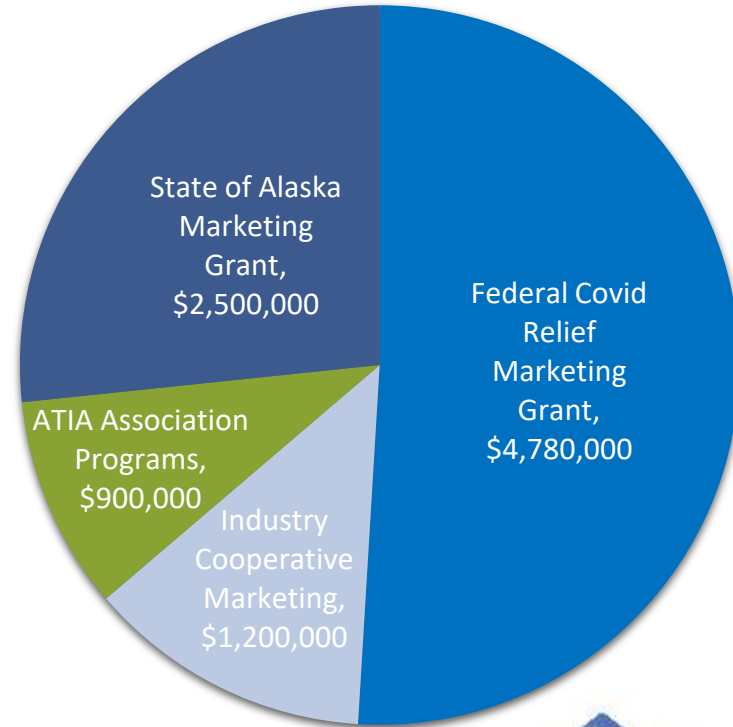
April 4, 2024

Jillian Simpson, President & CEO

Who is ATIA?

- Statewide Trade Association for Alaska Tourism
- 600 members
- 50% have less than 10 employees
- Governed by 24 member-elected board of directors
- Official Destination Marketing Organization for the State of Alaska

FY24 Revenues

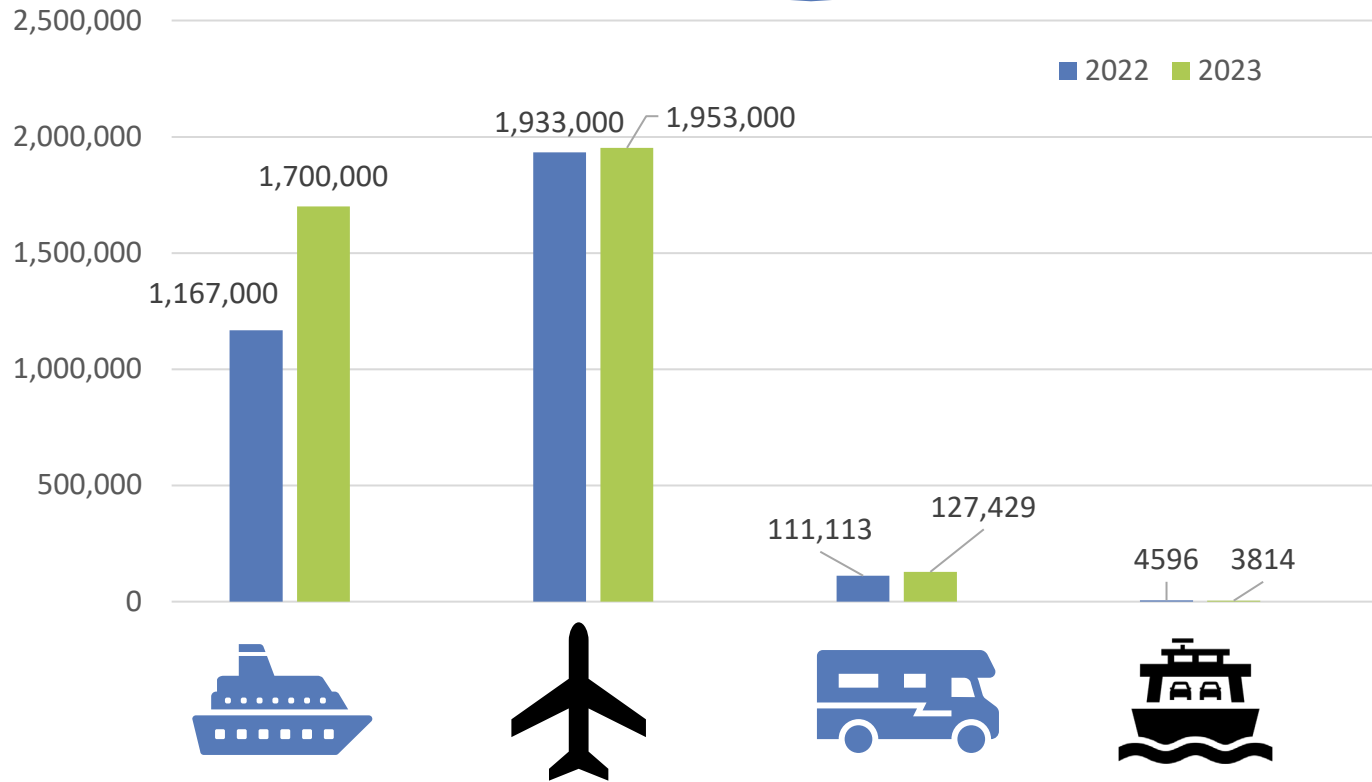


What does ATIA do?

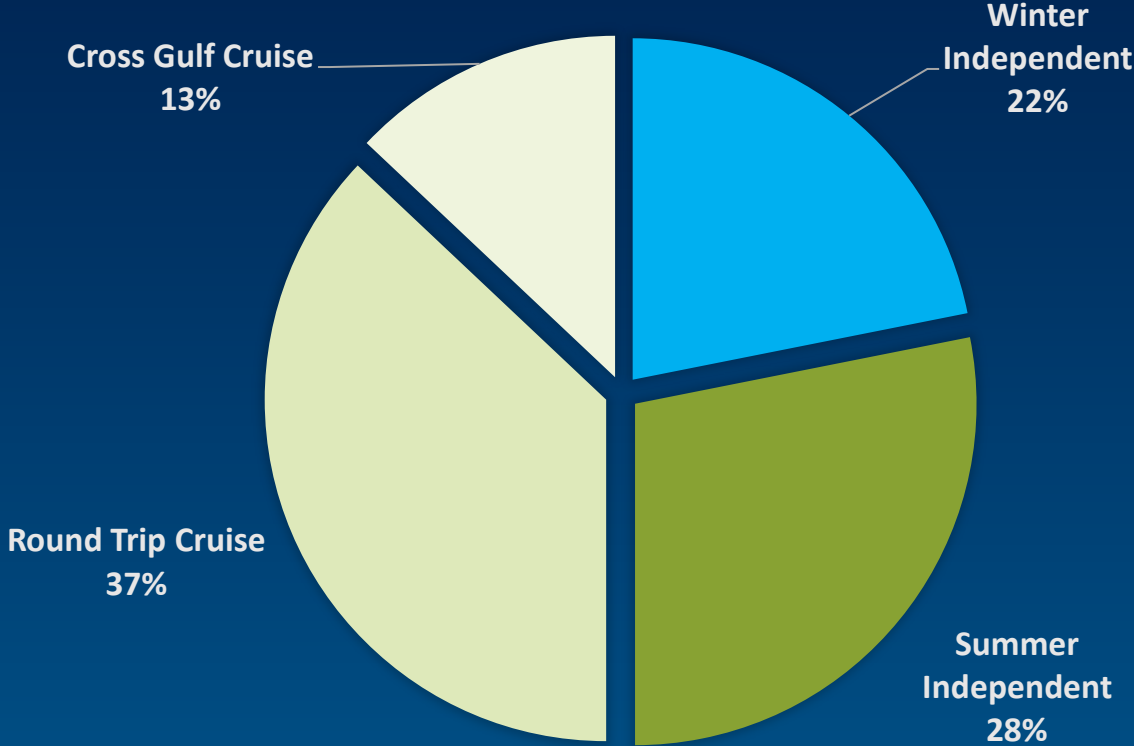
- Acts as the voice of Alaska's tourism industry
- Advocates for a healthy, competitive tourism industry in Alaska
- Markets the state to potential visitors
- Conducts market research
- Helps partners market their businesses
- Holds Annual Convention
- Provides education through AlaskaHost and CultureHost
- Sponsors Adventure Green Alaska program



2023 Summer Traffic Indicators

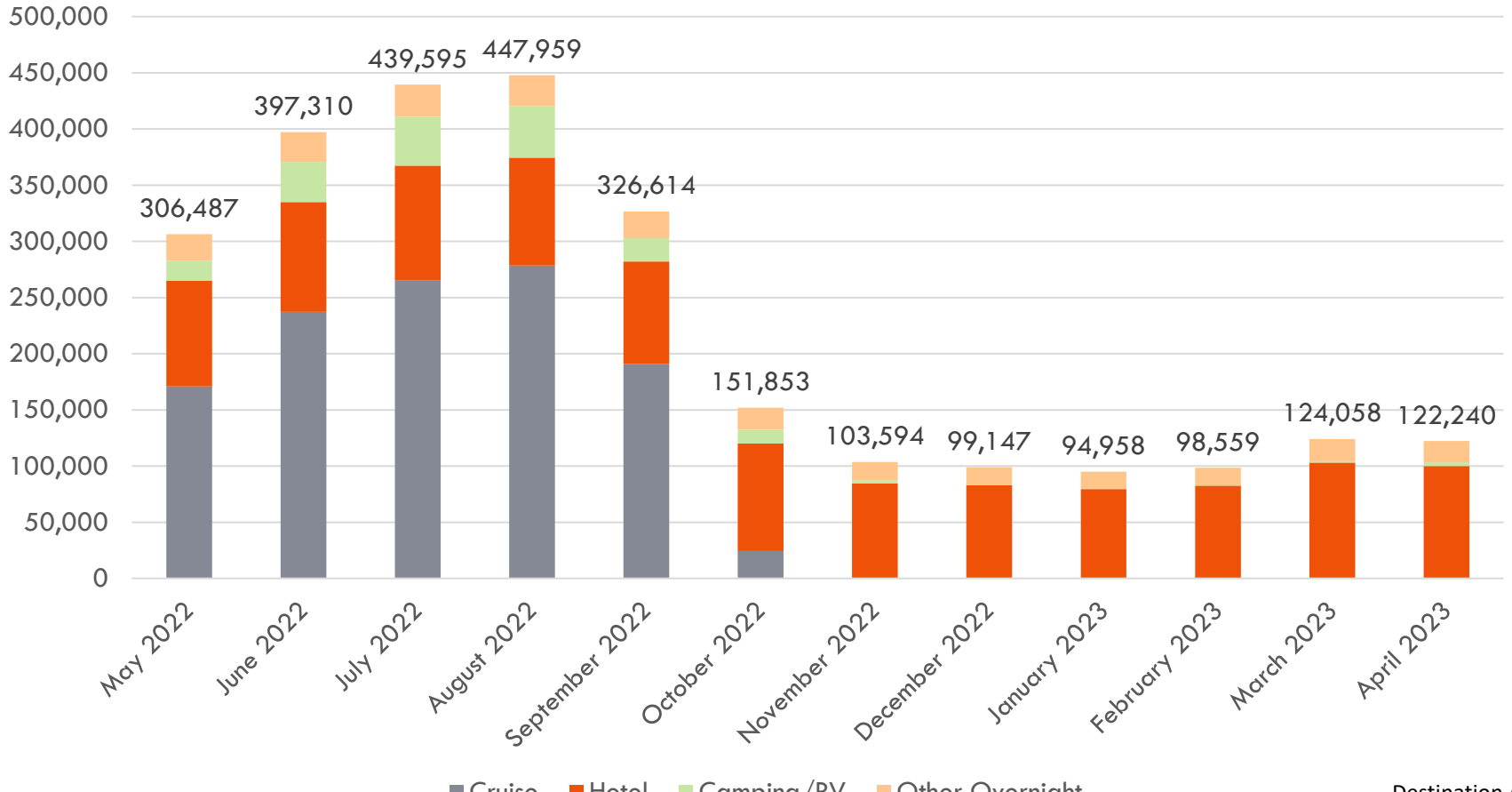


Estimated 2023 Visitation

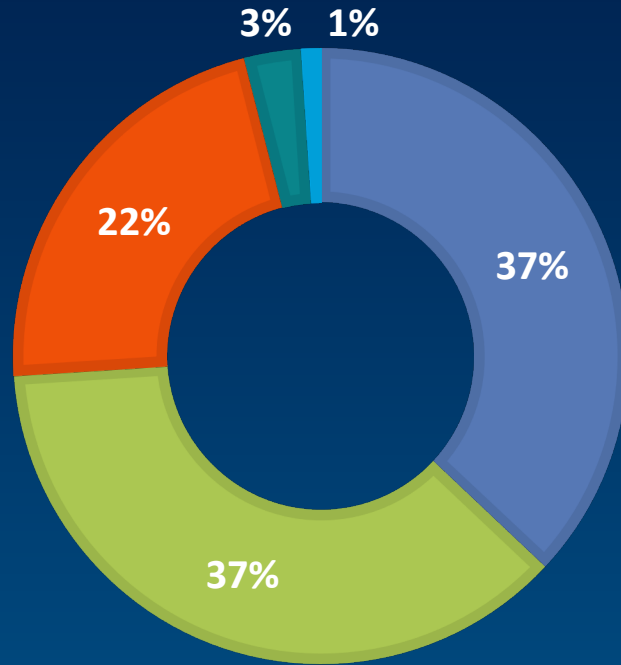




Total Visitor Volume by Traveler Type



Visitor Volume by Region



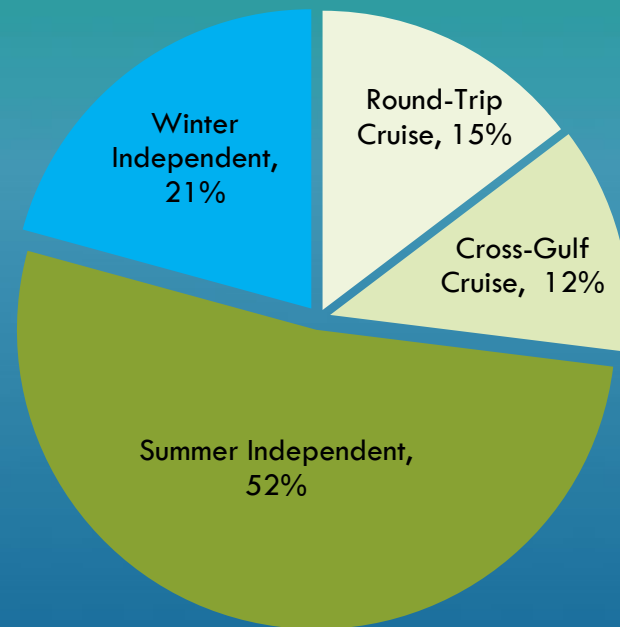
■ Southcentral ■ Inside Passage ■ Interior ■ Southwest ■ Arctic



Alaska's Travel Industry: A Pillar of Alaska's Economy

- **\$3.9 billion** in direct spend
- **\$5.6 billion** in economic impact
- **48,000** industry jobs
- **\$1.4 billion** in labor income
- **\$157 million** in State Revenues - 2023

2022 Visitor Spend



Sources: Destination Analysts & McKinley Research

Goals of Marketing

- Brand Awareness
 - Grow Alaska's position as a top global vacation destination
 - Promote year-round, statewide travel
 - Focus on cultural and sustainable integration in all efforts
- Increase length of stay and expenditure
- Dispel myths
- Global competition
 - \$19 M average state tourism marketing budget
- Workforce development benefit – “halo effect”





AURORA BOREALIS

— AKA —
ALSO KNOWN AS

NATURE'S LIGHT SHOW



© Travel Alaska/Chris McLennan

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PRINCE WILLIAM SOUND

— AKA —
ALSO KNOWN AS

WHERE THE GLACIERS MEET THE SEA



© State of Alaska/Michael DeYoung

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KATMAI NATIONAL PARK

— AKA —
ALSO KNOWN AS

HOME TO MORE BEARS THAN PEOPLE



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ALASKA NATIVE CULTURE

— AKA —
ALSO KNOWN AS

STORIES TOLD IN SONG AND DANCE

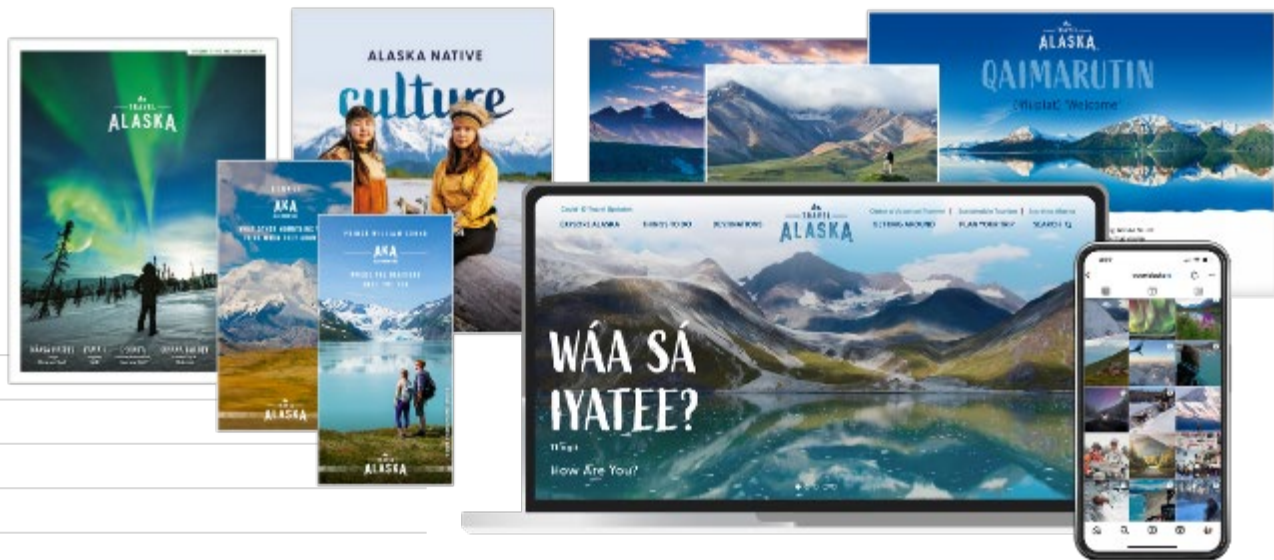
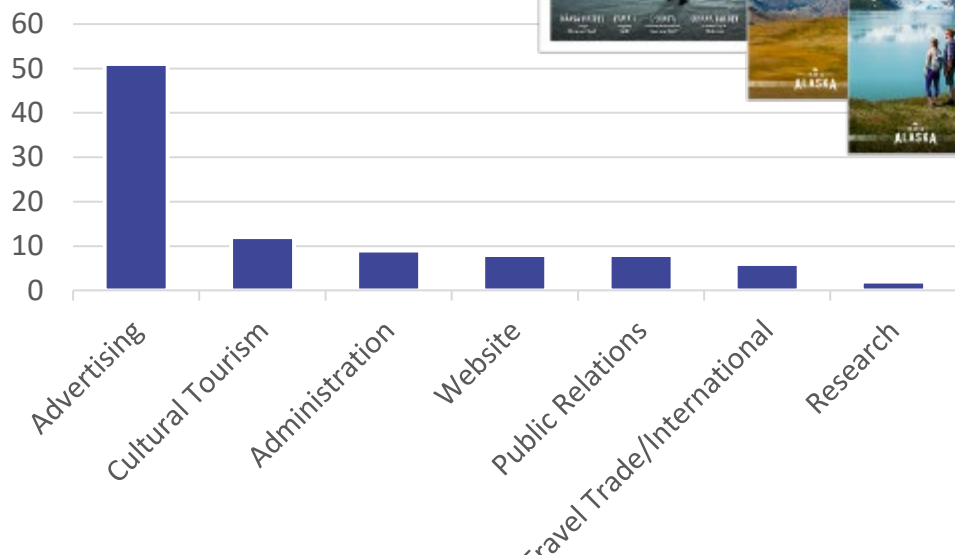


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How We Spend Our Marketing Budget





ALASKA NATIVE culture

ALASKA NATIVE CULTURE | TRAVELALASKA.COM

the importance of storytelling

Alaska Natives people believes that storytelling is powerful and full of knowledge, and a crucial way to pass on core Indigenous values and history.

ALASKA NATIVE

JOIN THE JOURNEY

There have been 1300 Indigenous people that have joined the journey to Alaska, and it's still growing. It's time to join the journey.

ALASKA NATIVE

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Elders' Wisdom

Alaska's Elders are highly respected individuals whose lives have been a testament to the resilience and strength of Alaska's Indigenous communities.

how the crane got its blue eyes

ALASKA NATIVE

modes OF PASSAGE

SAMANTHA PHILLIPS' FLIGHT

Navigating the road and other local landscapes of Alaska is a unique experience that offers a glimpse into the heart of the state.

ALASKA NATIVE

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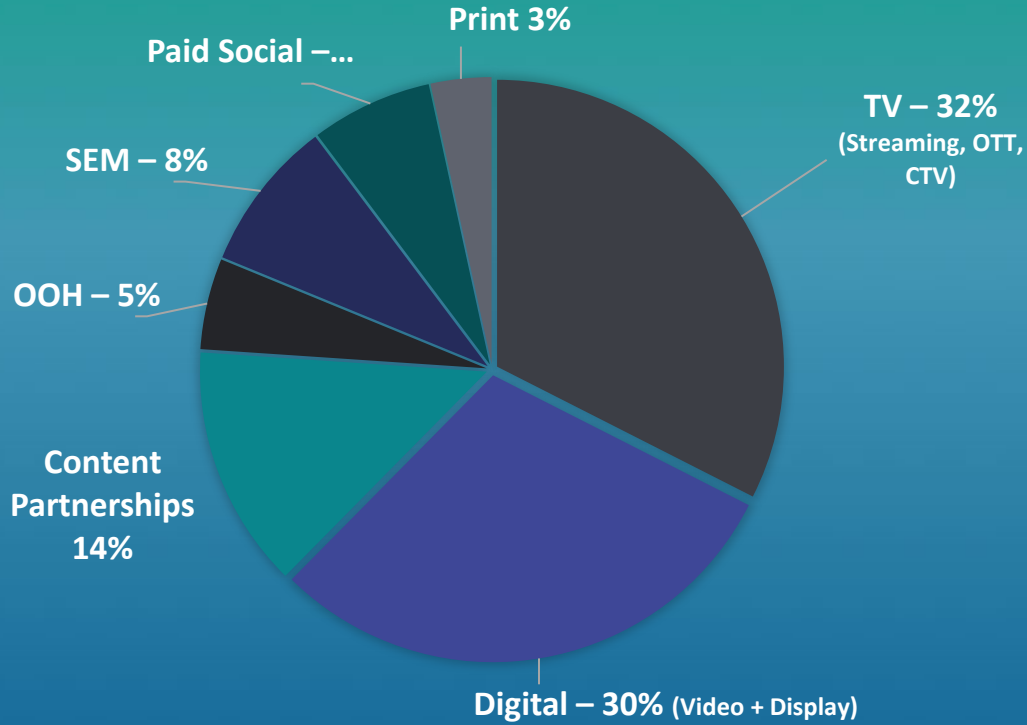
let us share our culture with you

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MEDIA MIX





TRAVEL ALASKA FY24

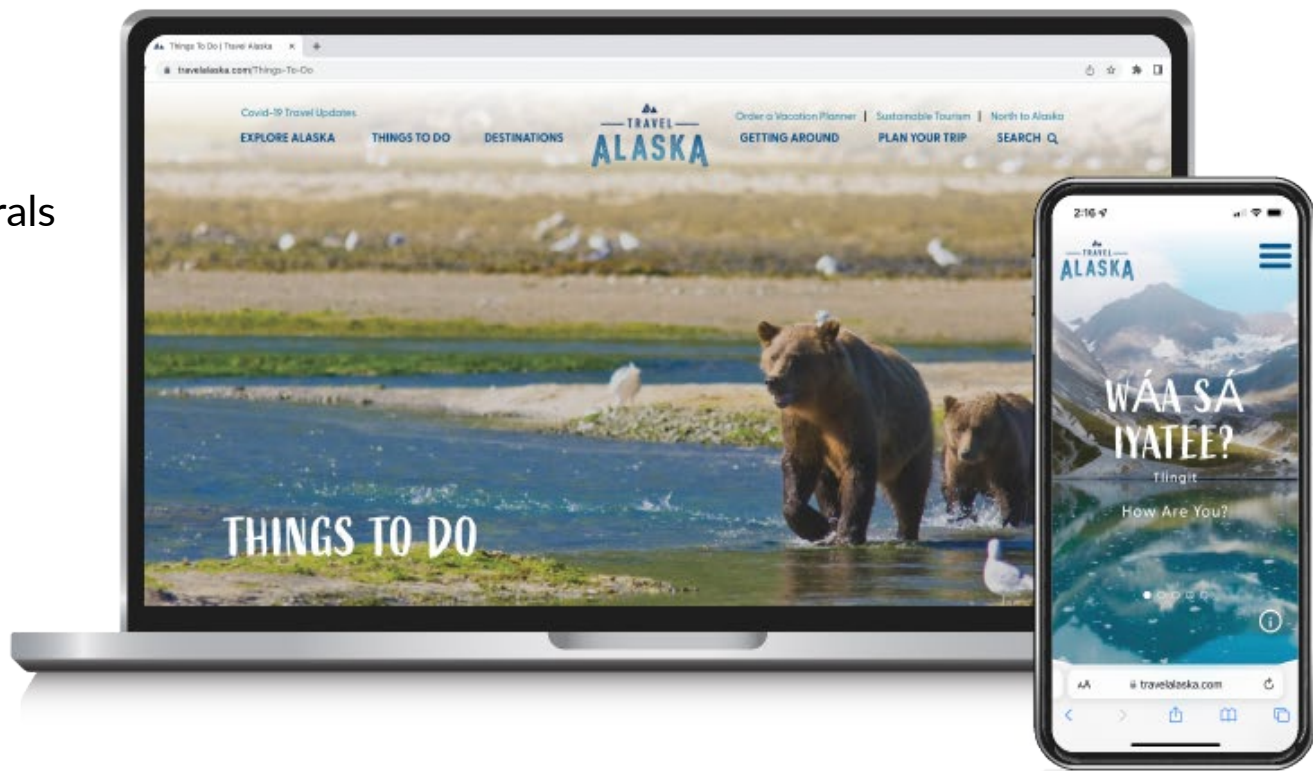
Big Placements





TravelAlaska.com

- 2.7 Million Sessions
- 4.8 Million Pageviews
- 382,460 Partner Referrals



Public Relations & Earned Media

- Assist 472 journalists
- Alaska Media Road Show
- Influencer campaigns
- Generated 463 articles last year






Social Media




- 745,000 followers
- 6% engagement rate

 **Travel Alaska**
★ Favorites · March 20 at 6:56 PM · 🌐

One of the most popular ways to travel to Alaska is by boat! Cruising to and within Alaska is a very accessible way to explore the Inside Passage, all in one memory-filled trip. 🚢

Next stop, an Alaska cruise! Learn more ➡ bit.ly/3x25BPo.



TRAVELALASKA.COM

Getting to & Around Alaska by Cruise
Information on Alaska cruises, including routes, destinations, and best time to vis...

 Sage Dudick and 1.5K others 92 comments · 140 shares

 Like  Comment  Share 

When you go to Chena Hot Springs in sub-zero temperatures



  155

 Wanderlustie I Van Life 12
This is amazing 🤩

 Travel Alaska 4
👍👍👍

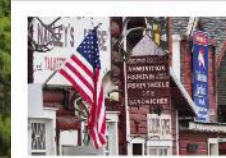
 Cindy Hathaway ...
Oh it's the best time ❤️❤️





Travel Trade & International

- Trade Shows
- Familiarization Tours
- Alaska Certified Expert
- Top Overseas Markets
 - UK
 - German-Speaking Europe
 - Australia/New Zealand
 - India



1. Als der Motor eines von Tellersteins Privatflugzeug in Alaska versagte, wurde es in den 1980er Jahren durch ein zweites ersetzt. Tellerstein hat es bis heute in seinem Hangar in Anchorage aufbewahrt. Er zeigt es gerne den Gästen an, die er in Alaska auf seinen Flügen mitnimmt.



Die neue Route führt durch Interior-Alaska, das Zentrum des Landes. Längs der Route sind viele Indianer zu sehen, von denen Alaska-Besucher so träumen. Wildlife, historische Gebäude, menschenleere Tundra und Gebirge durchqueren, Lachs fischen, über 1.000 Meilen paddeln und natürlich Gold suchen.

Das gefährlichste ist, dass die Touristen in Alaska so viele tolle Dinge zu sehen haben, dass sie nicht alle sehen können. Die Touristen müssen sich für die Orte entscheiden, die sie besuchen wollen. Die Touristen müssen sich für die Orte entscheiden, die sie besuchen wollen. Die Touristen müssen sich für die Orte entscheiden, die sie besuchen wollen.



2024 Projections

1. Strong Winter
2. Flat Cruise 1.7 Million
3. Good domestic economy with consumer confidence on the rise
4. Global air travel predicted to set record for volume of passengers
5. YTD bookings are variable





ALASKA

TRAVEL INDUSTRY ASSOCIATION

Thank you!

