



# ALASKA

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TRAVEL INDUSTRY ASSOCIATION

**Business of Adventure: Alaska Tourism Outlook**

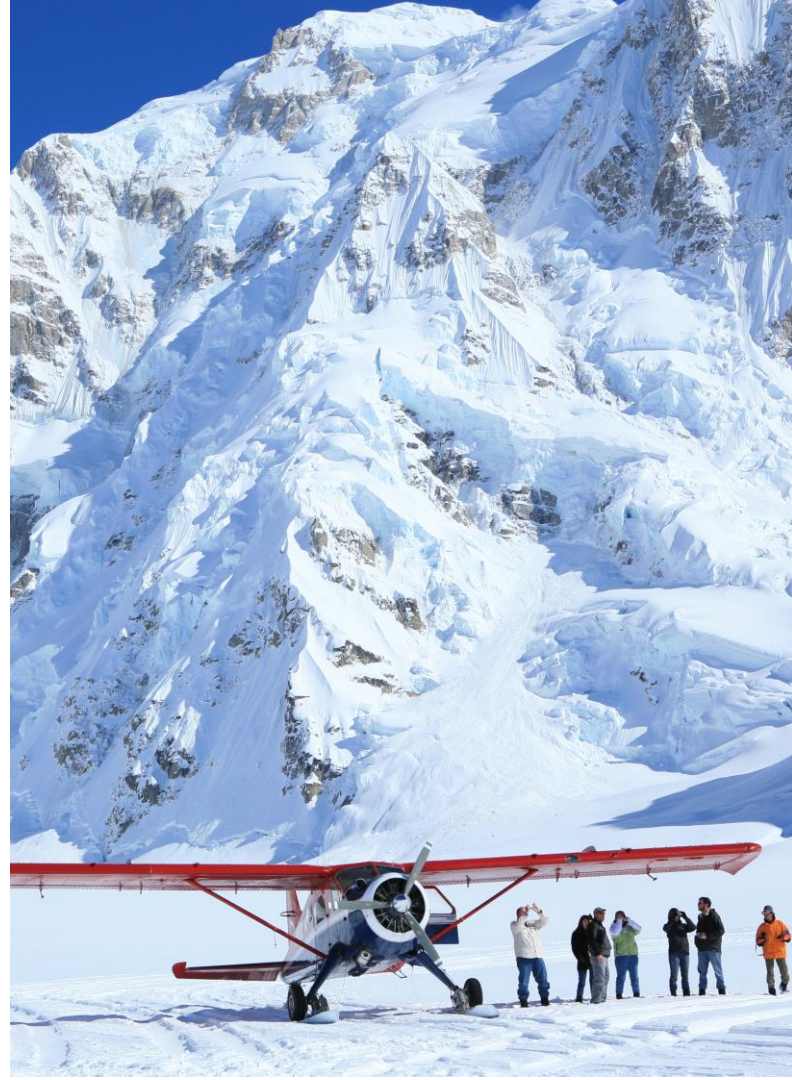
Resource Development Council

March 6, 2025

Jillian Simpson, President & CEO

# Who is ATIA?

- Statewide Trade Association for Alaska Tourism
- Official Destination Marketing Organization for the State of Alaska
- Governed by 24 member-elected Board of Directors
- Marketing Committee including Comm. Sande
- 625 members
- 60% have less than 20 employees



# What does ATIA do?

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



TOTAL VISITORS  
**3 MILLION**

DIRECT SPENDING  
**\$3.9**  
BILLION

REVENUE TO STATE  
**\$157**  
MILLION

ECONOMIC IMPACT  
**\$5.6**  
BILLION

**48,000**  
TOURISM JOBS

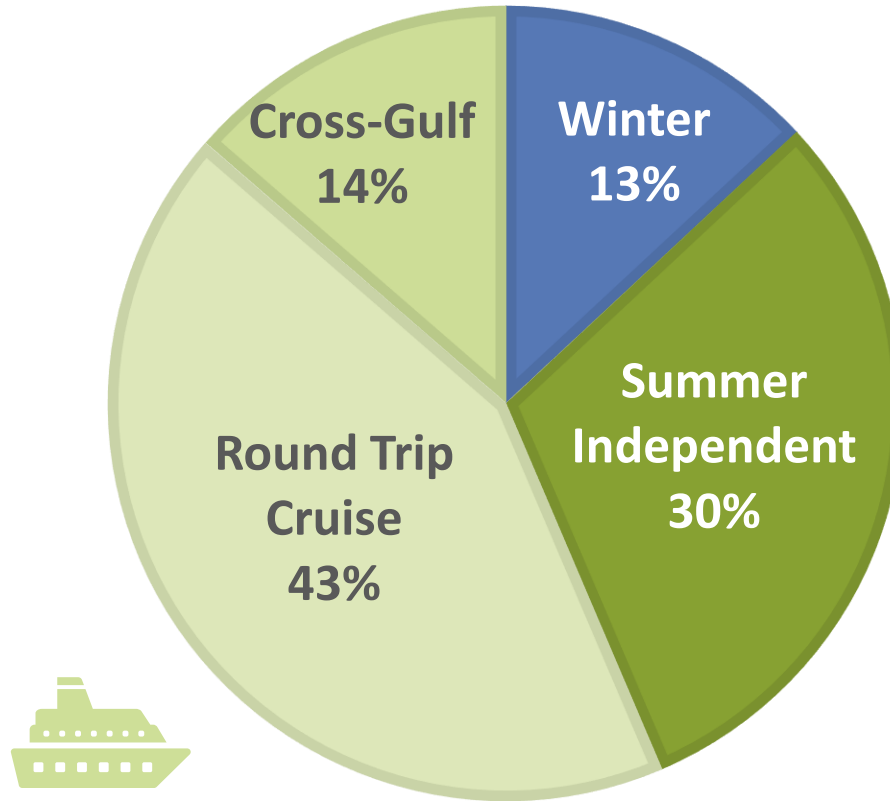


Destination Analysts & McKinley Research Group



**ALASKA**  
TRAVEL INDUSTRY ASSOCIATION

# Summer 2023-Winter 2024

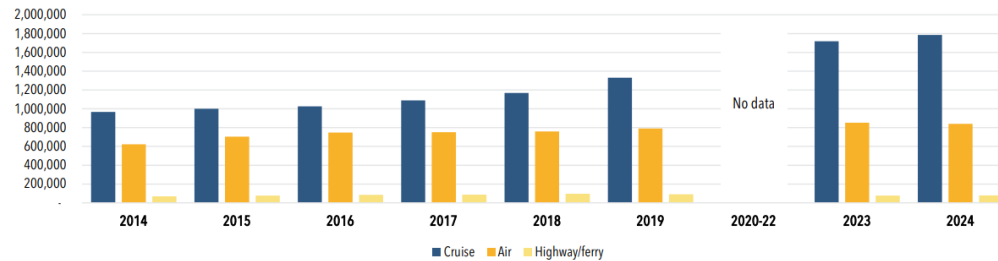




## Summer Visitation Trends

Type	2019	2024
Cruise	60%	66%
Independent	40%	34%

Figure 2. Visitor Volume to Alaska by Transportation Market, Summers 2014-2024



2.7 million visitors  
2% increase YOY

Source: McKinley Research

# Capacity Projections

## AIR

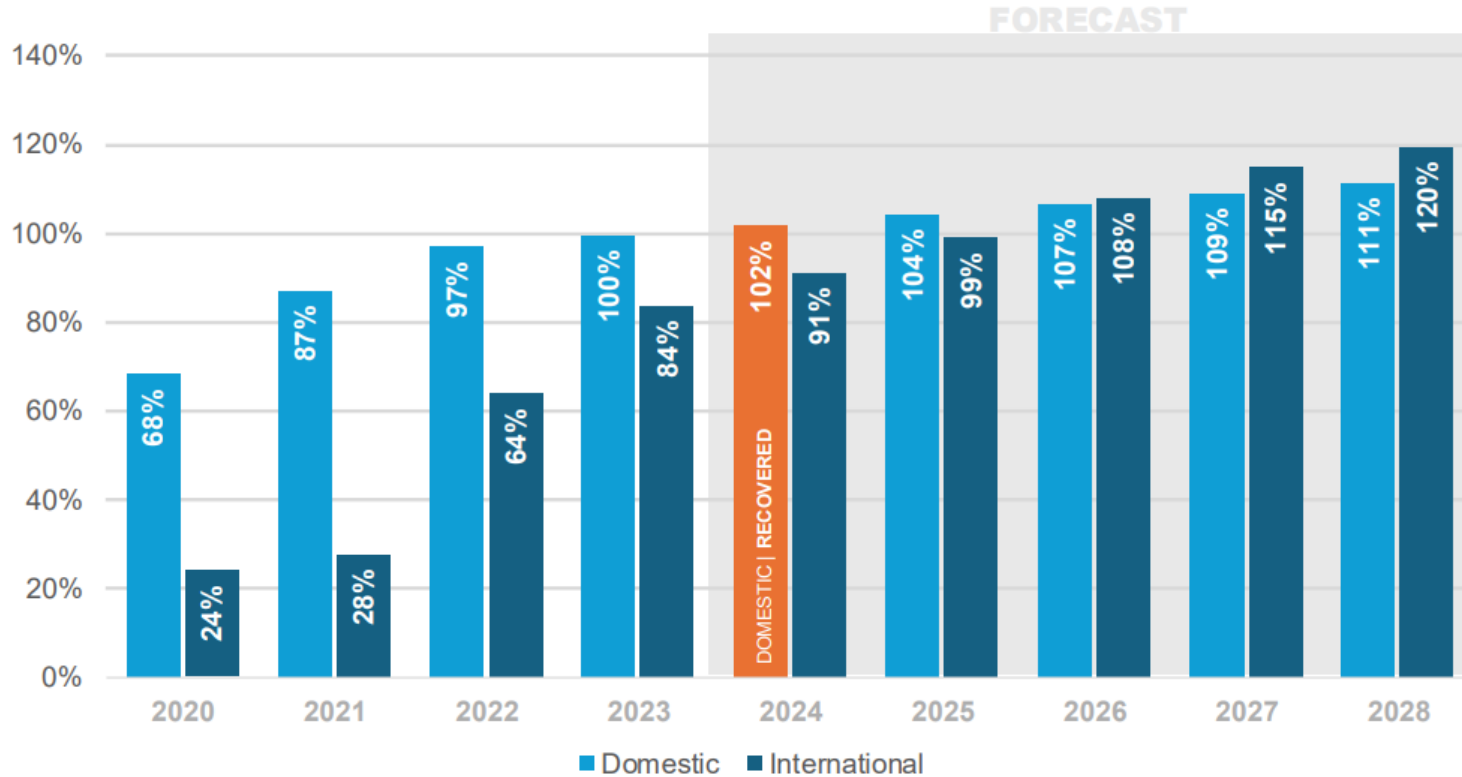
- 6% capacity increase YOY in ANC
- New Nonstop Routes
  - AS added Sacramento, Detroit, FAI-Portland
    - 17 Existing non-stops
  - Delta added FAI-SLC and ANC-Detroit
    - 5 non-stops
- Quality of life for Alaskans

## CRUISE

- Projected flat at 1.7 million
  - New lines coming in 2026: Virgin, MSC,
- Infrastructure
  - Whittier, Klawock, Seward, Juneau



# United States Travel Recovery – Domestic & International





# Headwinds

- Geopolitics
- Ballot Initiatives
- Economic Uncertainty
- Federal Workforce
- Marketing Funding



# Economic Uncertainty

- Consumer Confidence –  
Leisure Travel
- Inflation/Tariffs
- Stock Market
- Alaska travelers have high HHI



# Public Lands Workforce Reduction

- Visitor Centers
- Programming
- Permitting
- Clean Facilities
- Maintenance
- Forest Service – no seasonal hires
  - 30% reduction in AK- 1 person at Mendenhall
- Public Perception



# Marketing Drives Demand

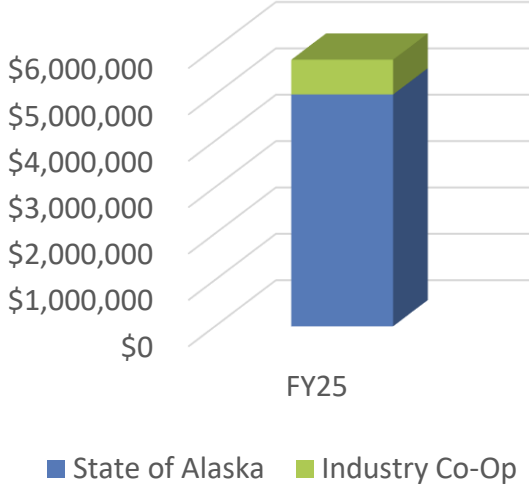
- Overcome travel barriers
- Brand Awareness - Promote year-round, statewide travel
- Increase length of stay and expenditure
- Dispel myths
- Global competition
- Workforce development benefit – “halo effect”



# TOTAL STATE TOURISM MARKETING BUDGETS

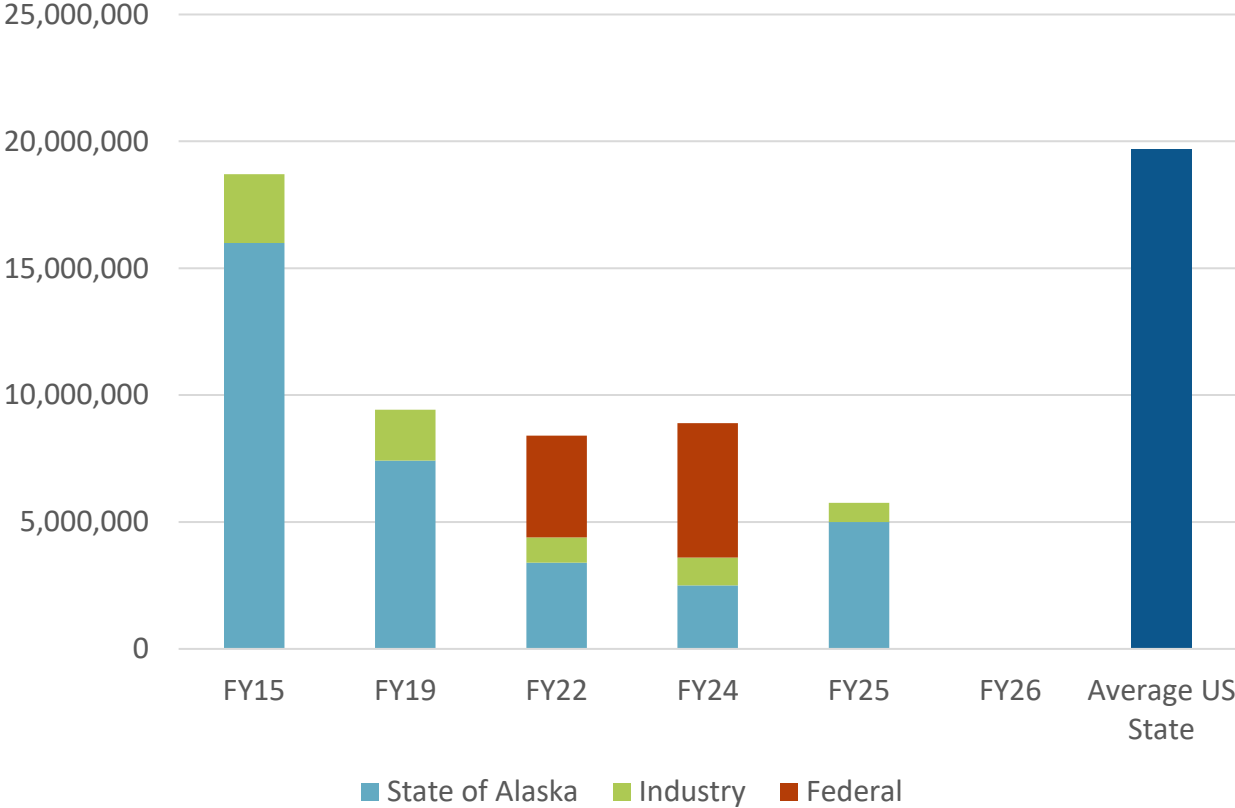


### FY 25 Alaska Tourism Marketing Budget



Average State Tourism Marketing Budget: **\$19.8 million**  
Alaska Tourism Marketing Budget: **\$5.75 million**

# Historical Marketing Budgets





# Case Study: Pennsylvania

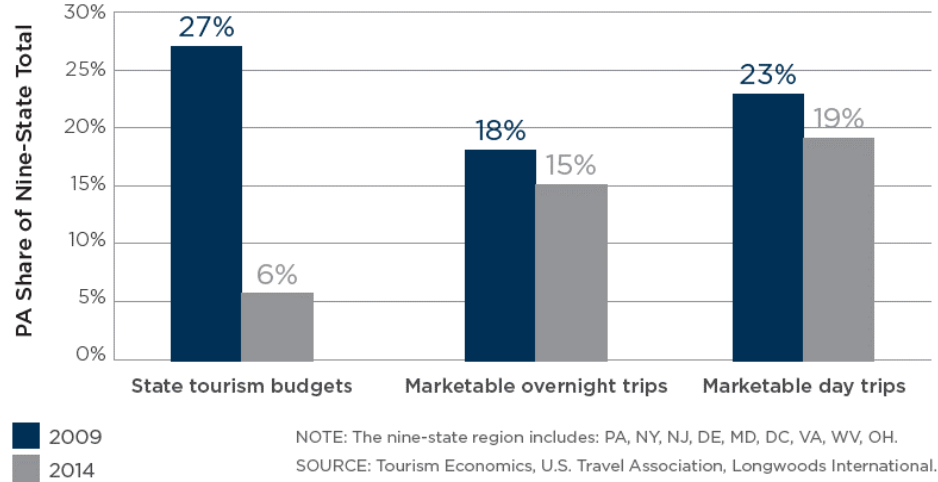
2009: \$30 million



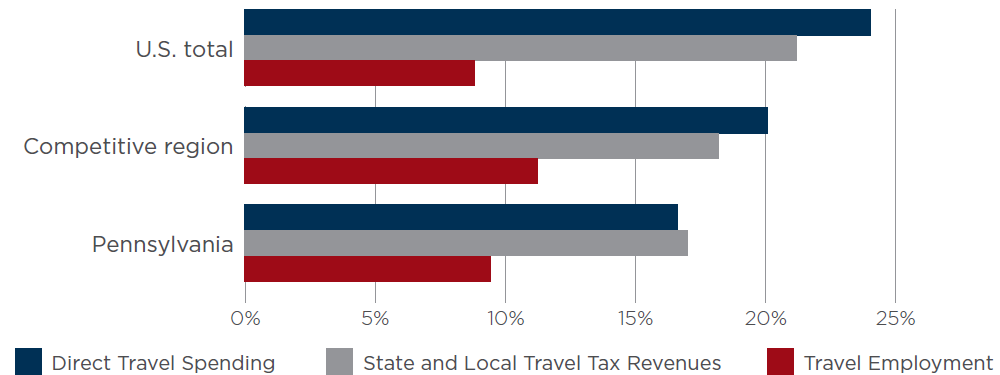
2014: \$7 million



## Pennsylvania's Share of Competitive State Total



## 2014/2010 Growth Rates





## Case Study: Colorado

1993:  
\$12 Million



\$0



What Colorado lost when it eliminated its tourism marketing program

30% loss market share in overnight leisure trips

\$1.4 billion lost traveler spending within one year of closing

\$2.4 billion lost traveler spending per year within four years of closing

↓ 17th From 1<sup>st</sup> to 17<sup>th</sup> in summer resort destination visitation



# \$378 TO \$1

## RETURN ON INVESTMENT

for funding allocated to  
Travel Alaska paid media in  
2023.

# 615,500

## AD-INFLUENCED TRIPS

Those who saw paid media  
were **2x more likely to visit  
Alaska** than those who didn't.

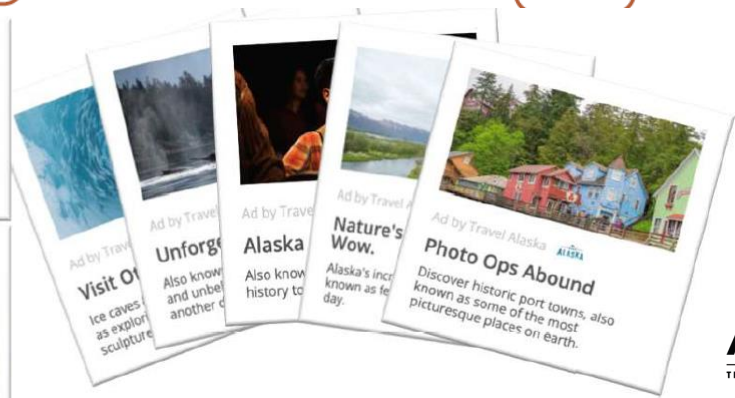
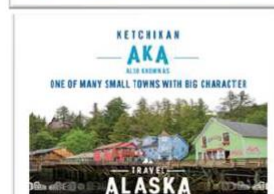
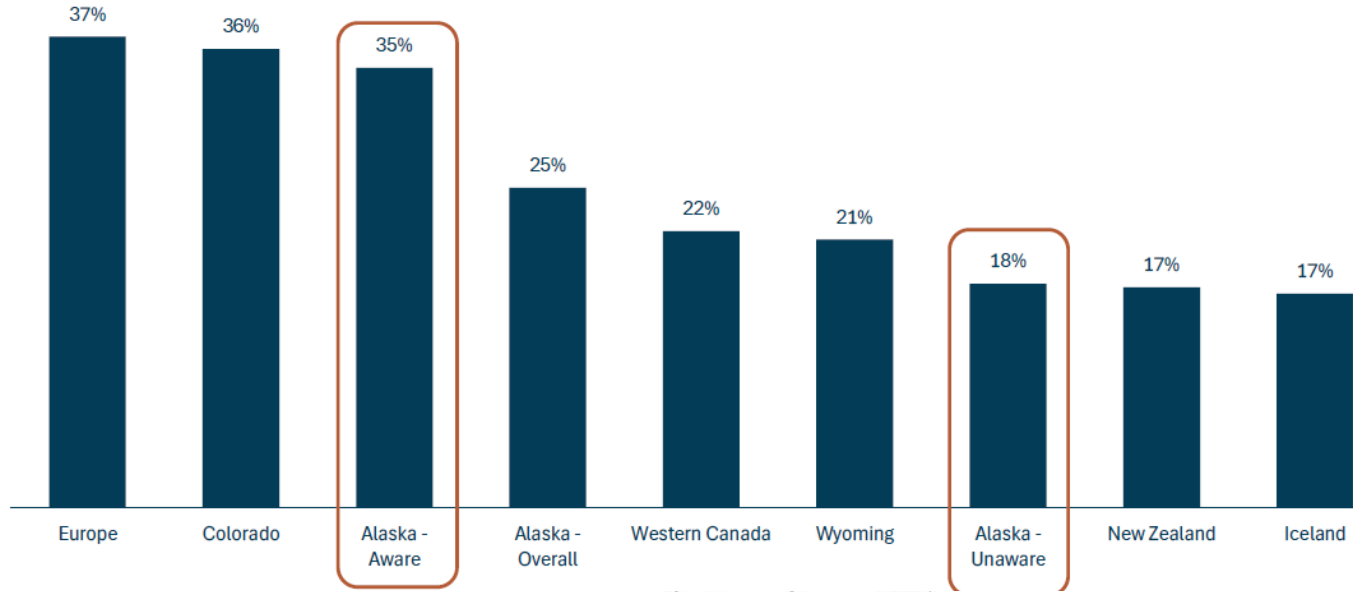
# 15 MILLION

## HOUSEHOLDS REACHED

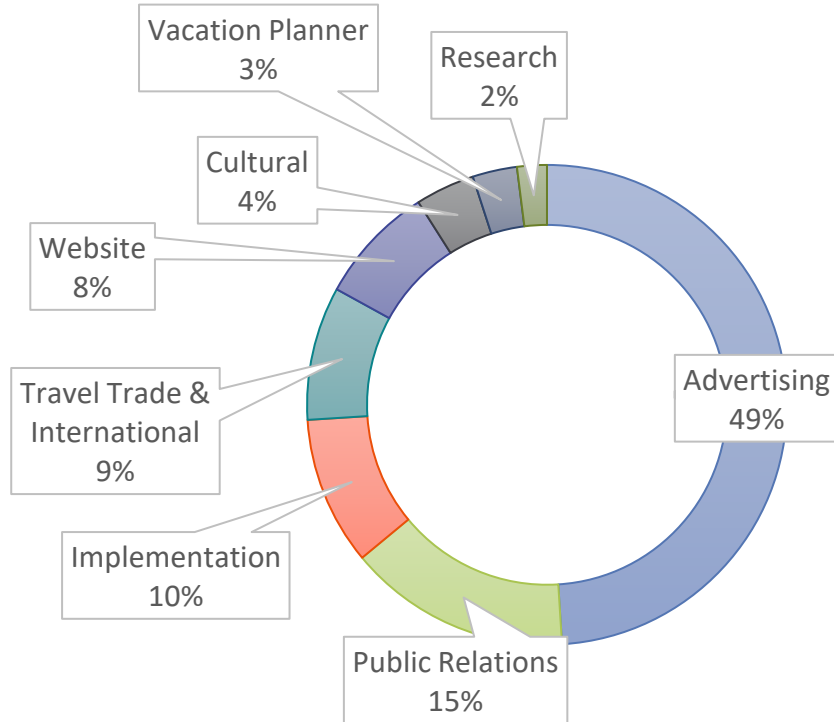
in the U.S. by the paid media  
campaign.

Source: SMARInsights

## Impact of the Media on Likelihood to Visit



# Budget Distribution



# TRAVEL ALASKA



# Target Audiences

## Behavioral

- Audiences consuming travel content
- Audiences focused on content related to northern lights, hiking, fishing, glaciers, wildlife viewing, Alaska Native culture, cruising

## Geographic

- New York
- Los Angeles
- Minneapolis
- Dallas/Ft. Worth
- Tampa/St. Petersburg
- German-Speaking Europe





ALASKA ADVENTURE.

**AKA**  
ALSO KNOWN AS

THIS COULD BE YOUR VIEW  
TOMORROW.

TRAVEL  
**ALASKA**

PRINCE WILLIAM SOUND

**AKA**  
ALSO KNOWN AS

WHERE THE GLACIERS  
MEET THE SEA

© State of Alaska/Michael DeVoung

TRAVEL  
**ALASKA**

KATMAI  
NATIONAL PARK

**AKA**  
ALSO KNOWN AS

HOME TO MORE BEARS  
THAN PEOPLE

TRAVEL  
**ALASKA**

ALASKA NATIVE CULTURE

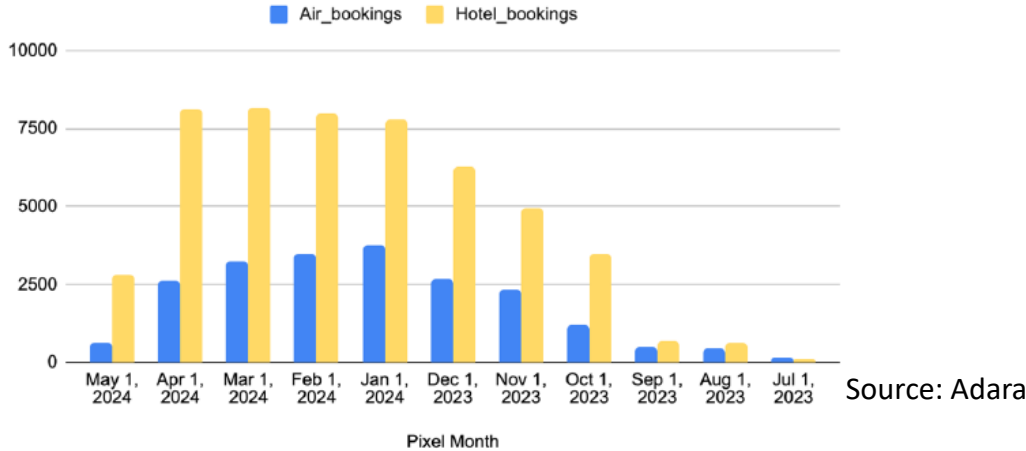
**AKA**  
ALSO KNOWN AS

STORIES TOLD IN SONG AND DANCE

TRAVEL  
**ALASKA**  
TravelAlaska.com

# Digital Ad Placement ROI

## Bookings



## FY24 Trip Advisor Partnership

- \$200,000 ad spend
- \$7.2 million economic impact
- 4,689 Room Nights Booked
- 5,300 Estimated Travelers
- 58 day booking window

% of all Restaurant Spend that came from Visitors

**51%**

% of all Attraction Spend that came from Visitors

**76%**

Restaurant Avg. Visitor Spend

**\$152**

Attraction Avg. Visitor Spend

**\$174**

Source: Zartico, May-Sept 2024



# Public Relations & Earned Media

- Assist 563 journalists
- Alaska Media Road Show
- Generated 333 articles last year
- \$40 million ad equivalency



# Content Creation

## TravelAlaska.com

- 4 Million Website Sessions
- 475,000 Partner Referrals



## Social Media

- 800,000 followers
- 4.6% engagement rate
- Cultural Ambassadors





# Travel Trade & International

- Trade Shows
- Familiarization Tours
- Alaska Certified Expert



## Top Overseas Markets

- UK
- German-Speaking Europe
- Australia/New Zealand
- India



1. Als die Welt noch von Teufeln und Dämonen besessen war, wurde Alaska als das Land der Unbekannten bezeichnet. Die ersten Entdecker waren die Russen, die im 18. Jahrhundert hierher kamen. Die ersten Siedler folgten im 19. Jahrhundert. Heute ist Alaska ein beliebtes Reiseziel für Touristen aus aller Welt.



David & Felicia Treadwell  
 Sie waren die ersten, die in den 1980er Jahren in den wilden Bergen Alaskas lebten. Ihre Abenteuer sind heute in Filmen und Büchern dokumentiert.

Das gefährlichste ist die Suche nach Gold in den Bergen Alaskas. Die Suche nach Gold hat eine lange Geschichte in Alaska. In den 1890er Jahren wurde Gold in Alaska entdeckt, was zu einer Goldrausch führte. Heute ist die Suche nach Gold in Alaska ein beliebtes Hobby für Touristen. Die Suche nach Gold in Alaska ist ein Abenteuer, das viele Touristen anlockert. Die Suche nach Gold in Alaska ist ein Abenteuer, das viele Touristen anlockert. Die Suche nach Gold in Alaska ist ein Abenteuer, das viele Touristen anlockert.



# Research

- Visitor Volume
- Market Potential
- Brand Health

## Brand Health Tracking



# Marketing KPIs – FY24

272 Million Paid Media Impressions

333 Articles Published

530,000 Opt-In E-news Subscribers

\$40 Million in Ad Equivalency

40% Open Rate for E-newsletter

766,000 Social Followers – 2.9% increase

49,324 Vacation Planner Requests from paid media

4.6% Average Social Engagement

4,009,857 Website Sessions

335 Meetings with Tour Operators/Travel Agents

5,650,611 Website Pageviews

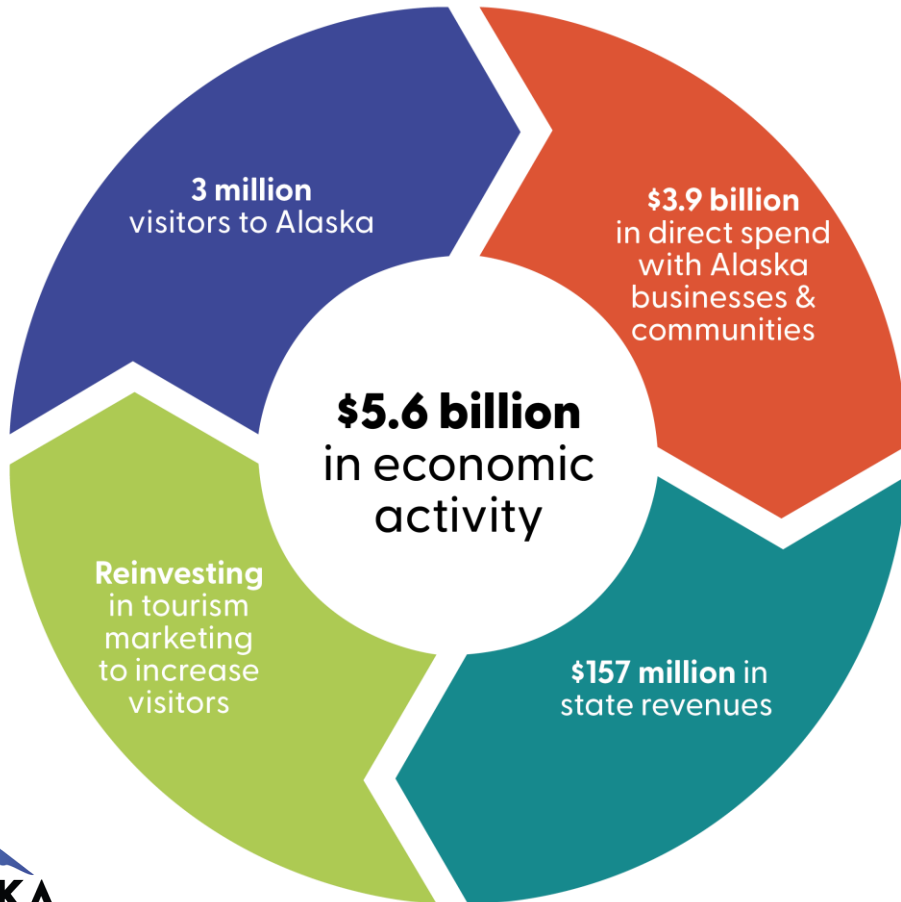
44 Travel Trade FAM Participants Hosted

474,915 Partner Referrals from Website

3,291 Travel Agents Trained

563 Journalists Assisted

1,447 ACE Program Completions



**\$157 Million**  
REVENUES TO THE STATE

**\$15 Million**  
Vehicle Rental Tax

**\$10 Million**  
Reinvestment  
70% from Visitors



# ALASKA

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**Thank you!**

