



ALASKA

TRAVEL INDUSTRY ASSOCIATION



What Powers Alaska's Tourism Economy?

Who is ATIA?

- Statewide Trade Association for Alaska Tourism
- Official Destination Marketing Organization for the State of Alaska through DCCED
- Governed by 24 member-elected Board of Directors
- 639 members
- 60% have less than 20 employees



What Does ATIA Do?



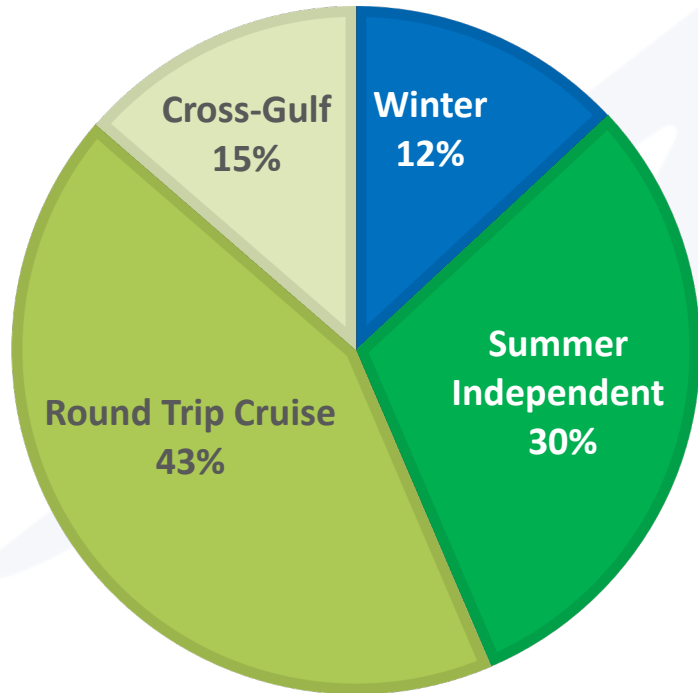
AlaskaHost
&
CultureHost



Year-Round Visitor Volume

Full Year Visitation

3.079 Million Visitors



Winter 2024/25 -5.5%



Summer 2025 +0.1%

Trips within the United States saw a 2% increase over same time.

5 Forces That Power Alaska Tourism

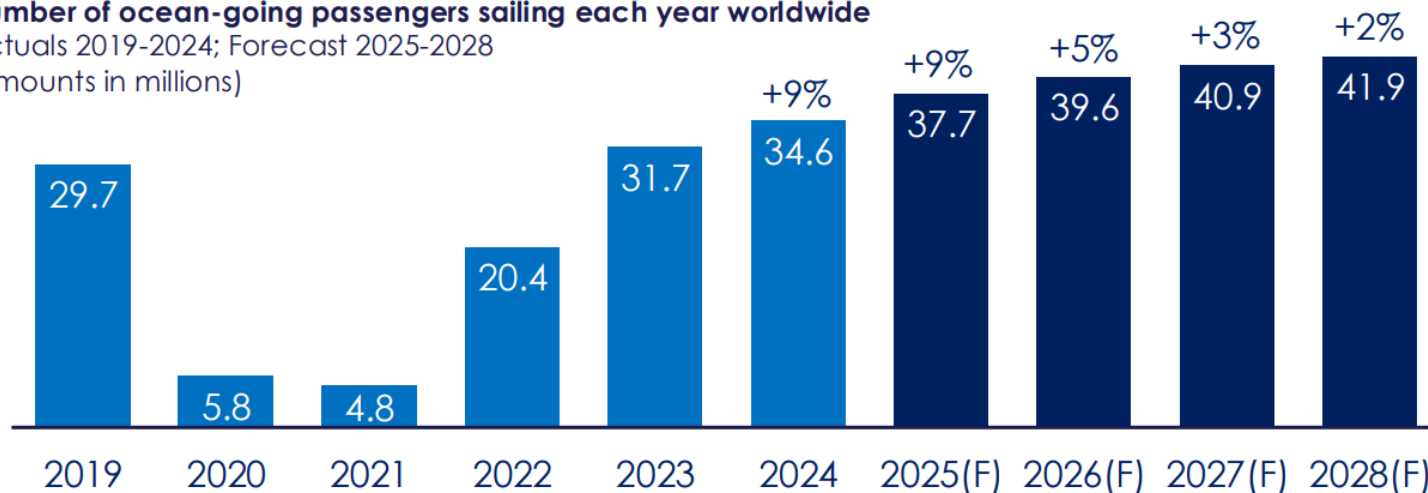
1. Cruise Tourism

- Represents 2.7% of global travelers
- Alaska has 5% of global market share

Number of ocean-going passengers sailing each year worldwide

Actuals 2019-2024; Forecast 2025-2028

(amounts in millions)



Alaska

Cruise Tourism

Statewide Capacity Increase in 2026

- 15% increase in cross-gulf cruises
- More air lift
- Three new lines
 - MSC Cruises
 - Virgin Voyages
 - Ritz-Carlton Yacht Collection

New Docks & Port Development

Juneau MOA



2. Cultural Tourism

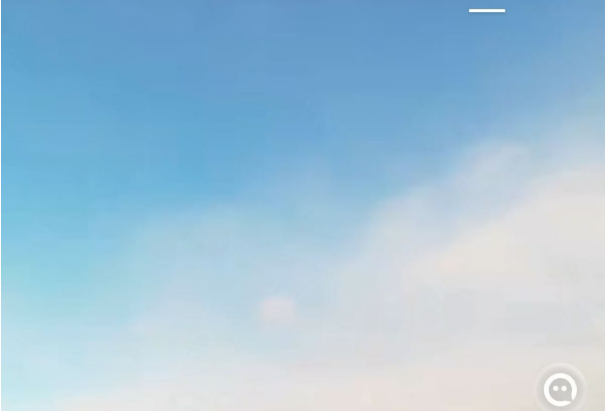
- Authentic, immersive experiences that connect travelers with local history, arts, traditions, and lifestyles.
- American Indigenous Tourism Association
 - Champions Indigenous Tourism as a powerful tool for cultural preservation, economic development, and community pride.
 - \$11.6 billion industry



Tourism Development

- Alaska Native Heritage Center
- Alaska Nuna Adventures
- Icy Strait Point
- Na-Dena`
- Doyon Tourism
- Goldbelt, Inc
- Koniag
- Sheet'ká Treetop Adventures
- Sitka Tribal Tours





welcome to Kodiak, Alaska



5,942



110



707



387

Travel Alaska reposted

Kodiak Island · Kodiak | 2

Jade Talon
one of my favorite places @Travel
Alaska #TravelAlaska #KodiakAla... more



An Insider's Guide to Visiting Utqiagvik

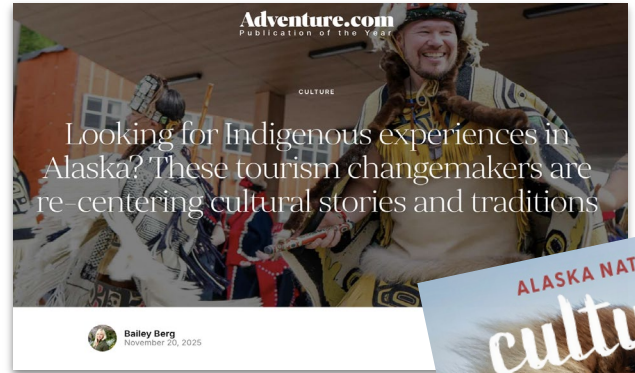


MEET THE AUTHOR

Patuk Glenn

Patuk Glenn is Inupiat, with family roots stretching across the North Slope. She was raised in Utqiagvik, and grew up moving with the seasons and the rhythms of her community.

[View all articles by Patuk Glenn](#)



3. Sustainable Tourism

- The World Tourism Organization defines sustainable tourism as “tourism that takes full account of its current and future economic, social, and environmental impacts, addressing the needs of visitors, the industry, the environment, and host communities”.





Above & Beyond Alaska, LLC

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Alaska Charters & Adventures

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4. Astrotourism

Travel centered around experiencing dark, starry skies and celestial events

- Forbes, “Is Astrotourism the Next Big Thing”
- Condé Nast, “The Biggest Travel Trend to Expect in 2024”



5. Tourism Marketing

ALASKA NATIVE CULTURE

AKA

ALSO KNOWN AS

TRADITIONS THAT LIVE ON.
STORIES SHARED TOGETHER.

TRAVEL

ALASKA

ALASKA ADVENTURES

AKA

ALSO KNOWN AS

WILDERNESS WITHIN REACH

TRAVEL

ALASKA

KATMAI
NATIONAL PARK

AKA

ALSO KNOWN AS

HOME TO MORE BEARS
THAN PEOPLE

TRAVEL

ALASKA

AURORA BOREALIS

AKA

ALSO KNOWN AS

THE ULTIMATE
ROOM WITH A VIEW

TRAVEL

ALASKA

Tourism Marketing

Cumulative Nationwide Tourism Marketing Expenditure

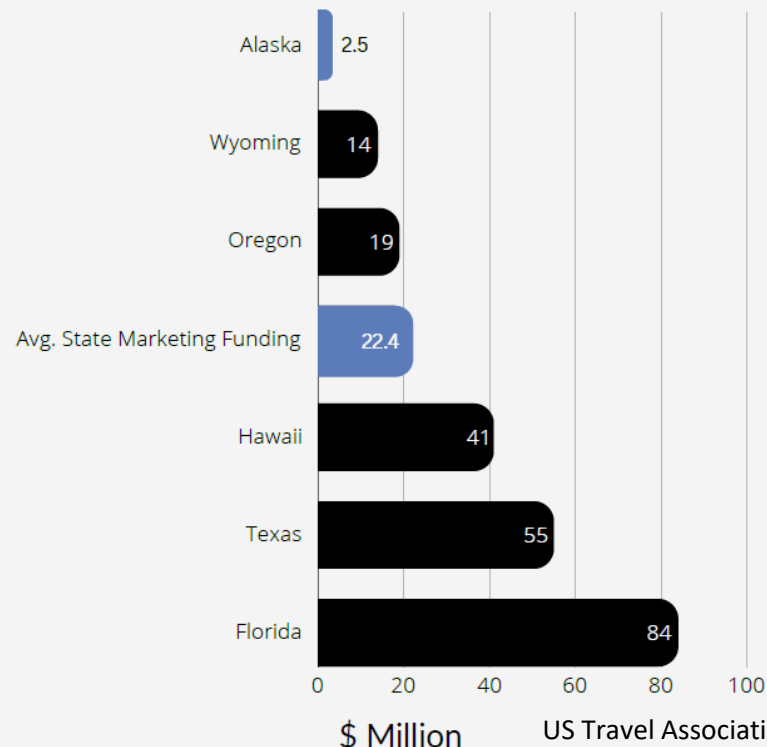
FY 2024 \$1.05 Billion

FY 2025 \$1.12 Billion

↑ 6%



Tourism Marketing Budget Comparison

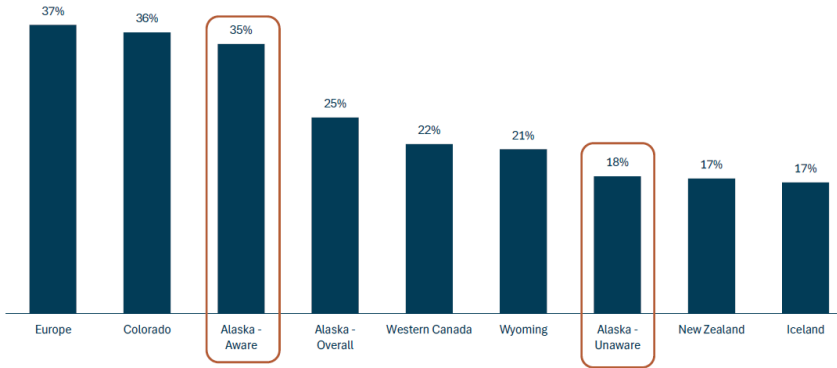


Paid Media Impact

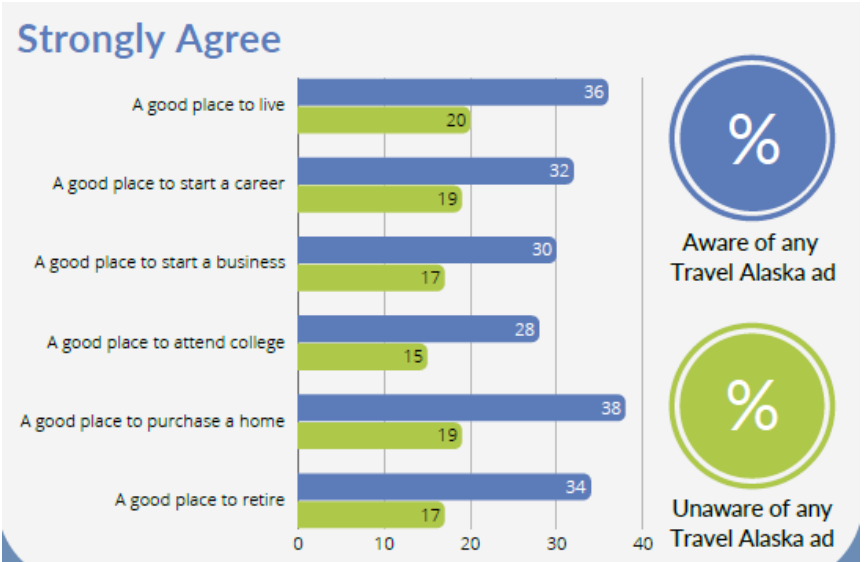
Those who saw Travel Alaska advertising were **2x** as likely to visit as those who didn't

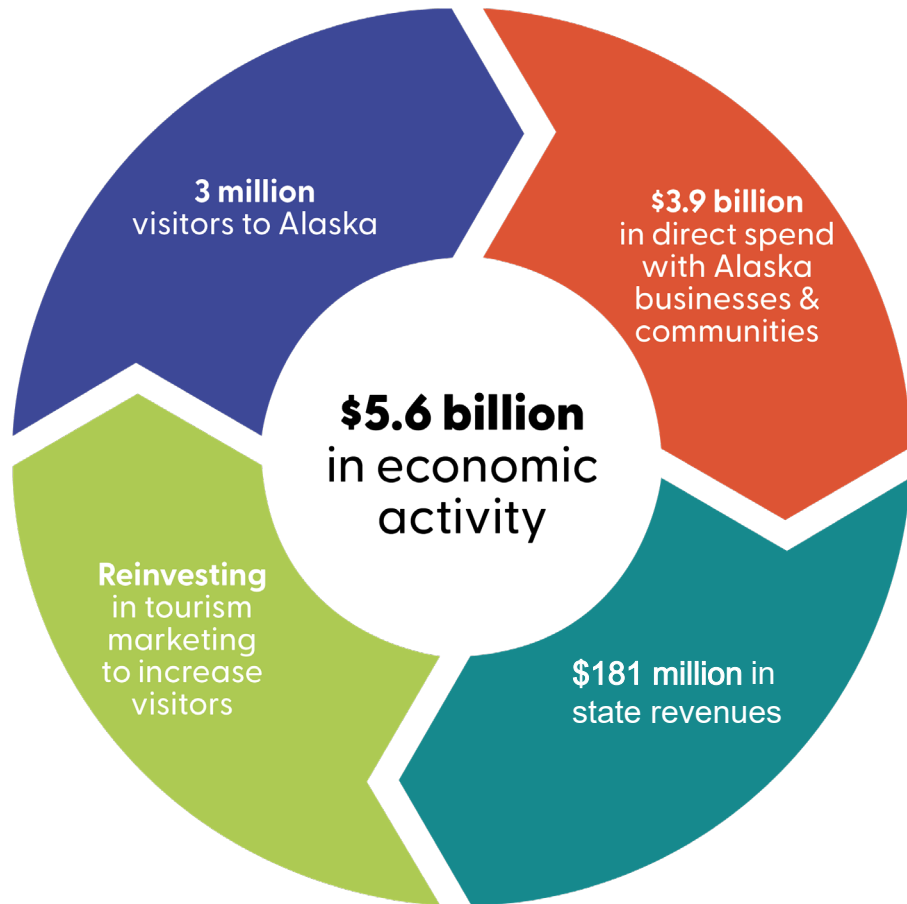
Those who saw Travel Alaska advertising were **80%** more likely to view Alaska as a good place to live, and nearly **2x** as likely to see it as a good place to start a business or career.

Impact of the Media on Likelihood to Visit



71% of ad influenced visitors were independent travelers





\$181 Million

REVENUES TO THE STATE

\$15 Million

Vehicle Rental Tax

\$10 Million

Reinvestment
70% from Visitors

Projections

- Headwinds
 - Economic uncertainty
 - Increased cost of fuel
 - International inbound down 5.4% to US
 - Canada down 22%
 - Proposed changes to Visa Waiver Program
 - Cuts to Brand USA
- Positive
 - Increased air and cruise capacity
 - Alaska is a safe, domestic destination
 - Tax refunds injecting \$5.1 billion into travel economy
 - Canadian arrivals to ANC went from 22% to 20% YOY
 - VISIT USA Act





ALASKA

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Thank you!