The Alaska Travel Industry Association (ATIA) promotes Alaska as a top visitor destination, communicating and promoting Alaska’s tourism industry as one of the state’s major economic forces. ATIA is the respected voice of the industry: promoting industry growth while caring for the environment, recognizing cultures, and supporting Alaska’s unique quality of life.
Destination management

No other organization in a destination has the funding or expertise to do it, and by assuming that role, a DMO can expand its value proposition to the community it serves.”

— Chris Fair, president, Resonance Consultancy and author of ‘America’s Best Cities’ report.
Over half (55%) of global travelers report being more determined to make sustainable travel choices than they were a year ago. Barriers include a lack of knowledge and available or appealing options when trying to put this into practice.

73 percent of global travelers intend to stay in at least one eco-friendly accommodation when looking at the year ahead.

70 percent say they are more likely to book an accommodation knowing it was eco-friendly.

- Booking.com 2019
Destination Marketing Moves the Needle

- 1 in 10 Alaskans employed (52,000 peak)
- New tourism products & business growth
- $2.2 billion in visitor spending
- $88.5 million in visitor fees to local budgets
- $4.5 billion in economic activity for Alaska
- 2.25 million visitors to Alaska
- VRT reinvested in promoting Alaska tourism
- $126 million in visitor fees to Alaska’s General Fund
• 1 in 10 jobs
• 52,000 people employed
• $4.5 billion in economic impact
U.S. Tourism is driving economic growth

1.1 trillion in traveler spending

- 2.5 trillion in economic output
- 15.7 million American jobs

U.S. Travel Association, 2018
Visitors spend $$$

$3.0 billion a day
$124.3 million an hour
$2.1 million a minute
$34,500 a second

U.S. Travel Association, 2018
International Traveler $$$

- 14.4 % spending from international travelers
- U.S. losing market share globally
Alaska cruise

Cruise passenger volume up 14%
Cross-Gulf traffic up 15.3%

2020 projects another 6% increase in capacity
The fine print

- Domestic air up 3.7 %
- International air down 11 %
Highway border crossings down 3.9%

Alaska marine highway down 23.7%
ATIA ANNUAL CONVENTION & TRADE SHOW
OCTOBER 6-8, 2020
ANCHORAGE