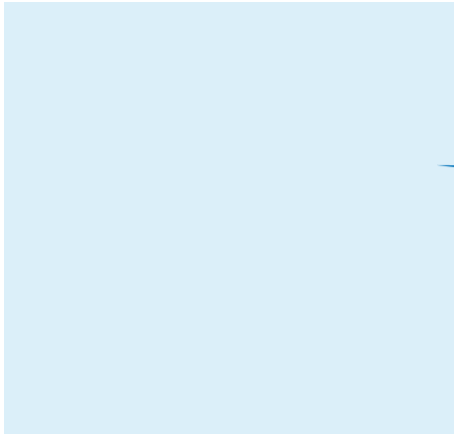
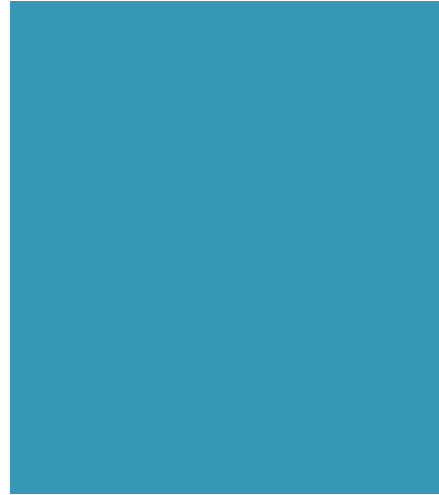
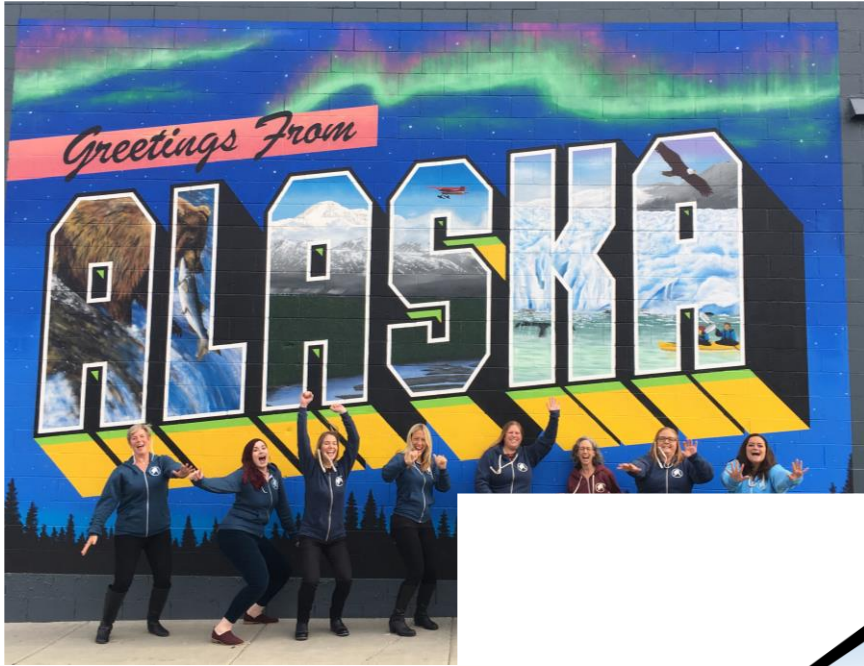




INDUSTRY OUTLOOK FORUM

Jillian Simpson, vice president

January 8, 2020

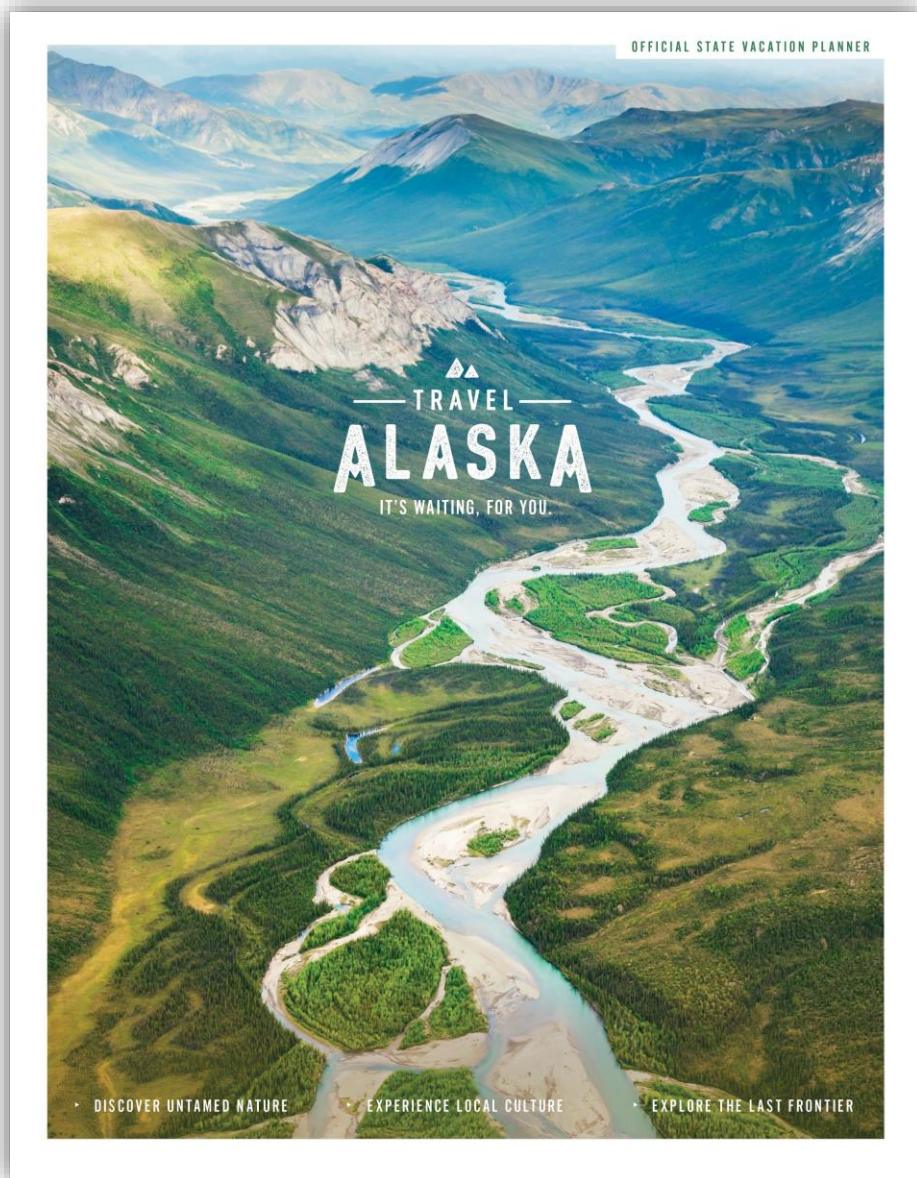


24 Board Members

670 Members

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





— TRAVEL — ALASKA

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





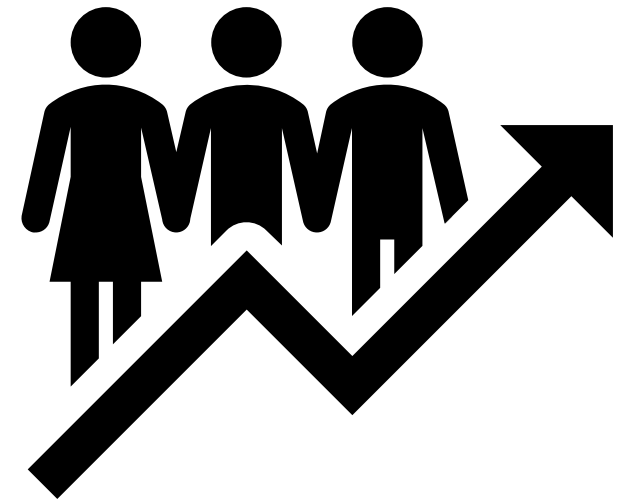
- 1 in 10 jobs
- 52,000 people employed
- \$4.5 billion in economic impact



1.1 trillion in traveler spending

- 2.5 trillion in economic output
- 15.7 million American jobs

U.S. Tourism is driving economic growth



\$3.0 billion a day

\$124.3 million an hour

\$2.1 million a minute

\$34,500 a second

**Visitors
spend \$\$\$**

International Traveler \$\$\$

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



PC: Tessa Adelman

2019 Alaska Visitor Stats

Alaska cruise

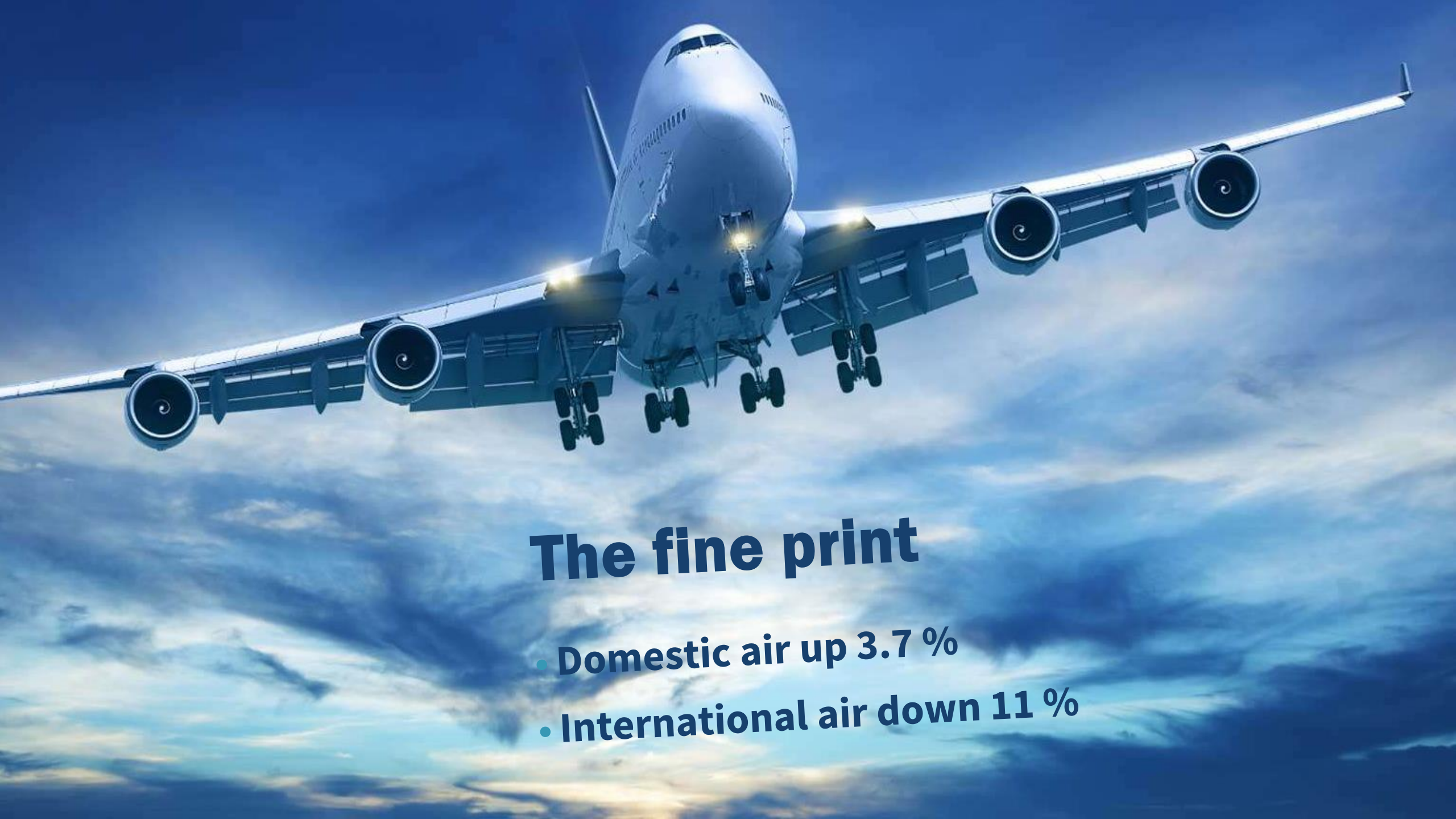
Cruise passenger volume up 14%

Cross-Gulf traffic up 15.3%

2020 projects another 6% increase in capacity



[@d33pz_kk](#)

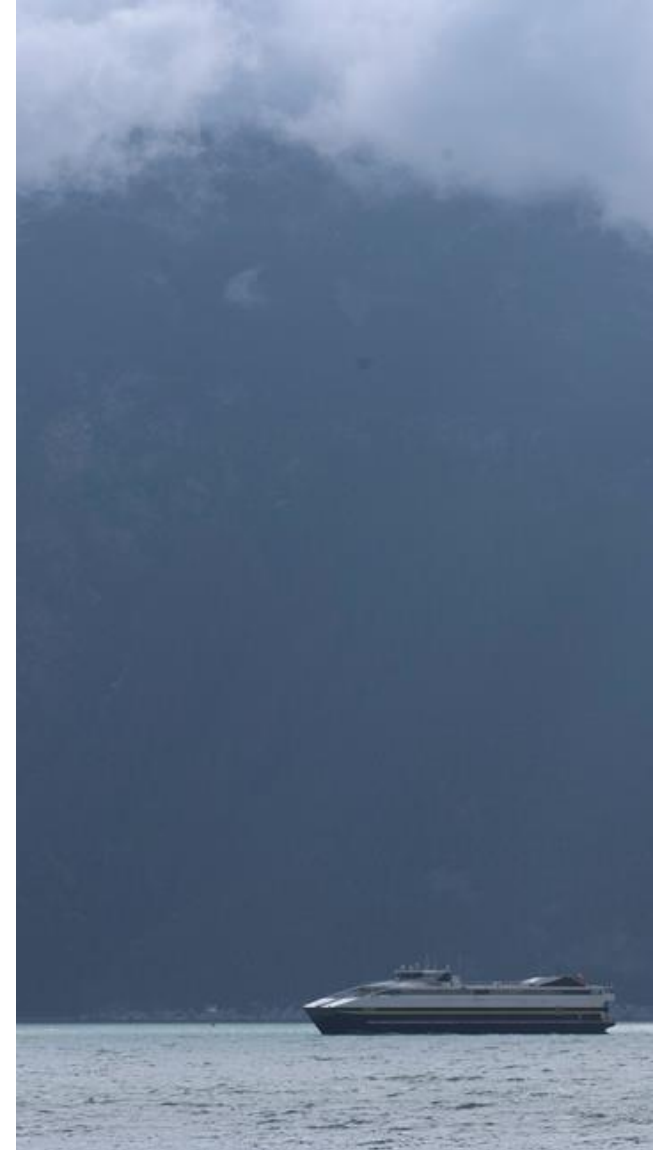
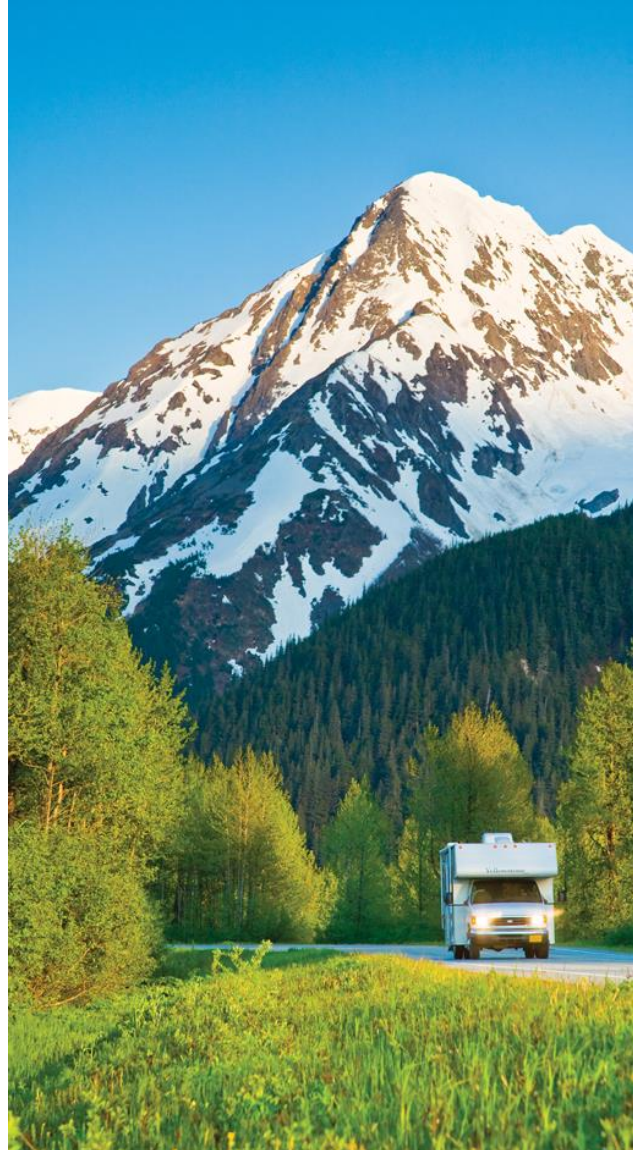


The fine print

- Domestic air up 3.7 %
- International air down 11 %

Highway border
crossings down
3.9%

Alaska marine
highway down
23.7%



ALASKA TRAVEL INDUSTRY ASSOCIATION
CONVENTION 2020

ROARING INTO THE 20'S

CELEBRATING THE PAST AS WE WELCOME THE FUTURE



ANCHORAGE, AK OCTOBER 6 - 8

ATIA ANNUAL CONVENTION & TRADE SHOW OCTOBER 6-8, 2020 ANCHORAGE



