



ALASKA STATE LEGISLATURE
HOUSE RULES COMMITTEE
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Sponsor Statement

CS for HB 167

“An Act relating to a corporation income tax credit for contributions by a person owning or operating a commercial passenger vessel to a qualified trade association used for planning and executing a destination tourism marketing campaign”

Alaska’s tourism industry, a vibrant part of our economy, has made it known that Alaska is struggling to maintain and grow a market share in national and international markets. With the onset of the worldwide economic downturn, and competing destinations far outspending Alaska with increased marketing budgets, Alaska’s tourism industry is facing a future of decline.

With all sectors of Alaska’s travel industry reporting an unprecedented drop in 2009 summer season advanced bookings, there exists an urgent need for broadening the greatness of Alaska as a destination.

The change in HB 167 will ensure that the person making a contribution will not receive a direct or tangible benefit from that contribution and also receive an income tax credit.

This bill will establish a tourism marketing tax credit that will create a sustainable funding source to grow Alaska’s tourism marketing program, .

The reinvestment of tourism tax revenues will ultimately grow and strengthen Alaska’s economy through the travel industry, which is important to aiding Alaska’s small businesses who are the backbone of our State and Alaska’s tourism industry.

