

Tourism Tax Credit Premiere Travel Destination



ALASKA®

Beyond Your Dreams
Within Your Reach

Senate Labor & Commerce Committee • March 19, 2009

Why We Are Here

- Legislature asked us to find a SOLUTION
 - Identify tourism revenue to fund tourism marketing
- GOAL: Long-term, sustainable, beneficial
 - More marketing = More visitors
 - More visitors = More revenue
 - More revenue = Helps State budget



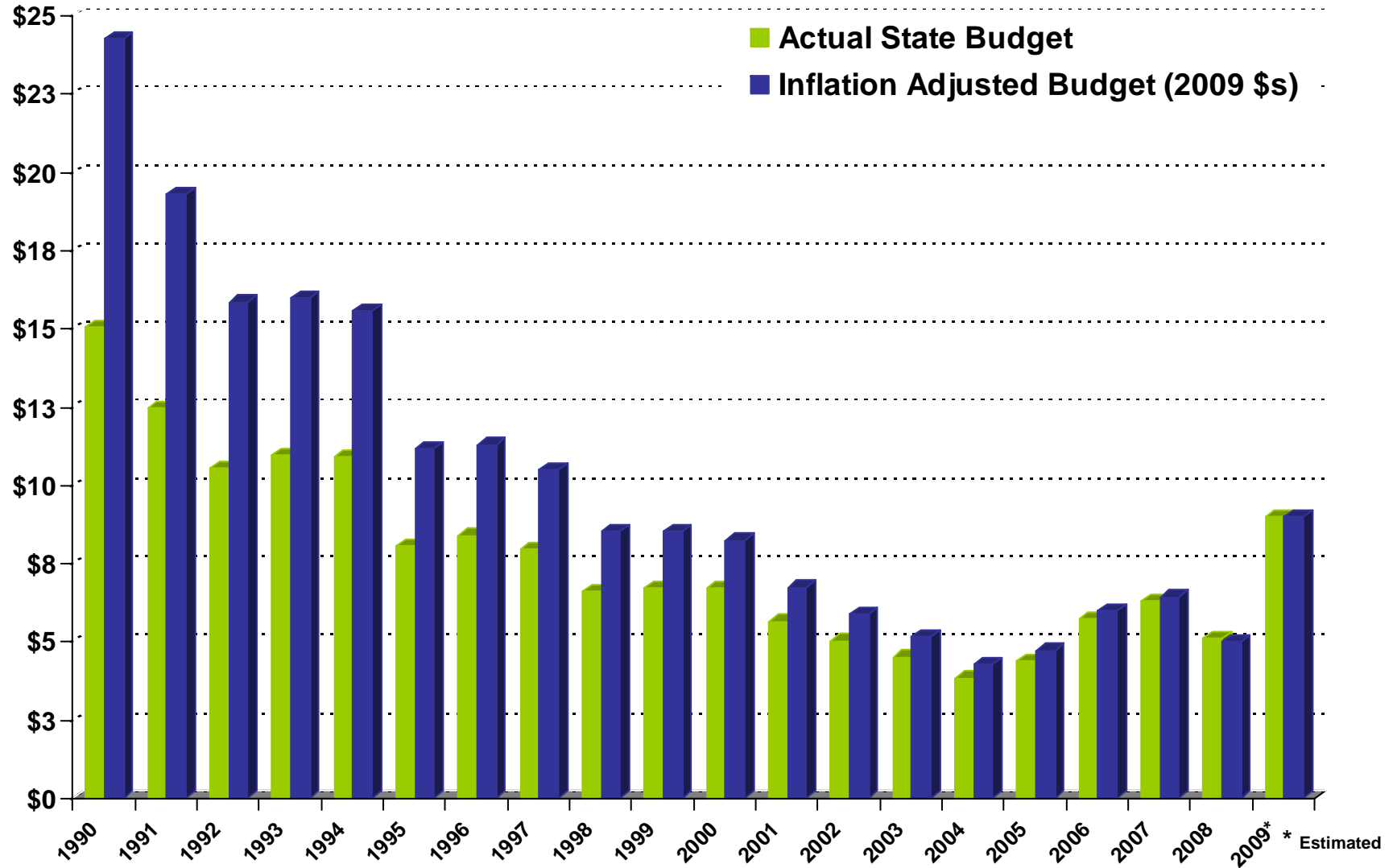
Research reveals: Marketing = Visitors

MARKETING = VISITORS	FY05
Asked for information in 2005, and traveled in 2005	14.7%
Asked for information in 2005, but traveled in 2006	13.7%
Asked for information in 2005, but traveled in 2007	7.7%
Asked for information in 2005, but traveled in 2008	9.0%
Return on FY05 Marketing Program (conversion)	45.1%

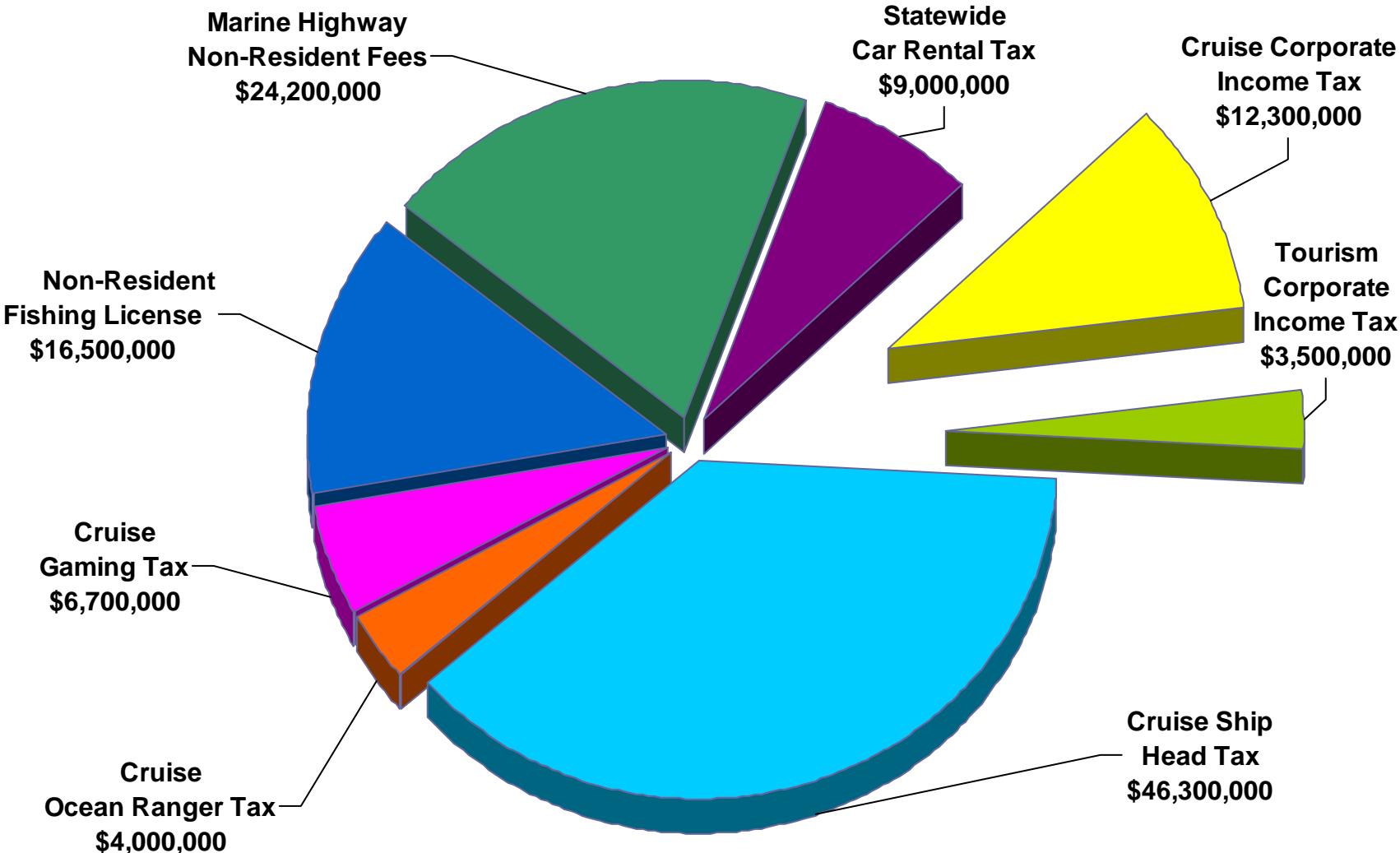
Tourism Marketing in Alaska

Millions

Public Sector Funding from 1990 - 2009



Estimated State Tourism Revenues



\$122.5 million

Season is in Jeopardy

- Bookings down significantly – up to 50% Rail belt businesses hurt most
- Jobs will be lost
- Discounted cruise prices
- Small businesses may not survive
- Local governments will suffer due to diminished bed tax revenue

Recovery Will Take Time

- Best case scenario is grim
- Worst case scenario is shocking
- Need consistent and continuous marketing
- Urgent legislative action is needed



Be part of the solution...

Pass HB167 This Session

Brett Carlson

Chair, ATIA Board of Directors

Ron Peck

ATIA President & COO