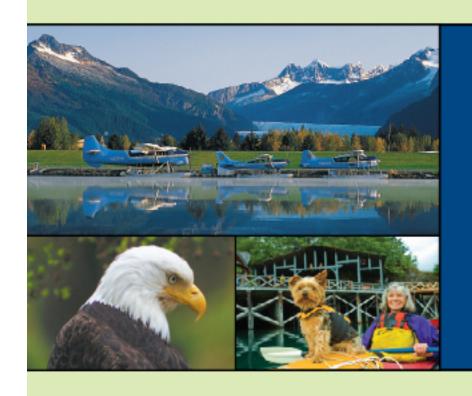
Tourism Tax Credit Premiere Travel Destination





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

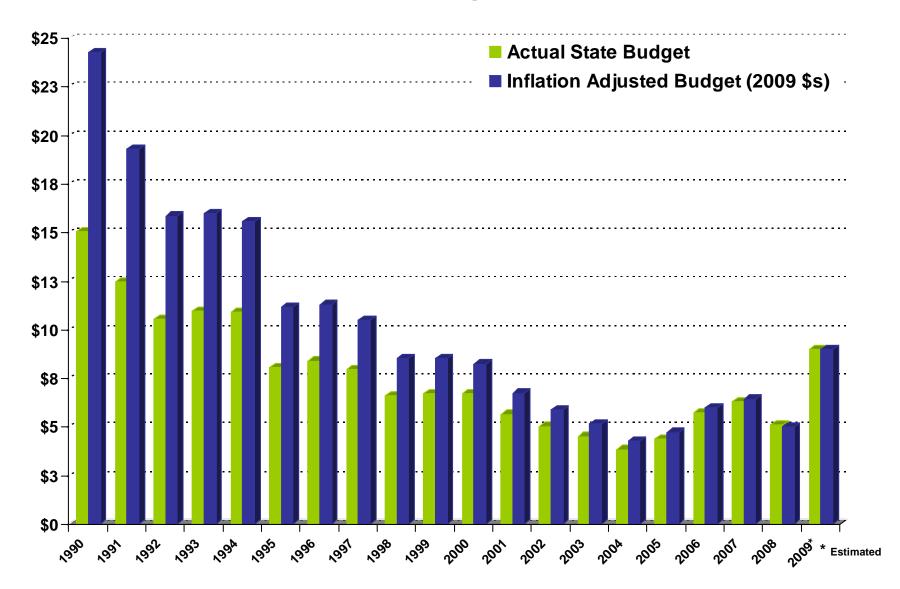
MARKETING = VISITORS	FY05
Asked for information in 2005, and traveled in 2005	14.7%
Asked for information in 2005, but traveled in 2006	13.7%
Asked for information in 2005, but traveled in 2007	7.7%
Asked for information in 2005, but traveled in 2008	9.0%

Return on FY05 Marketing Program (conversion)	45.1%
---	-------

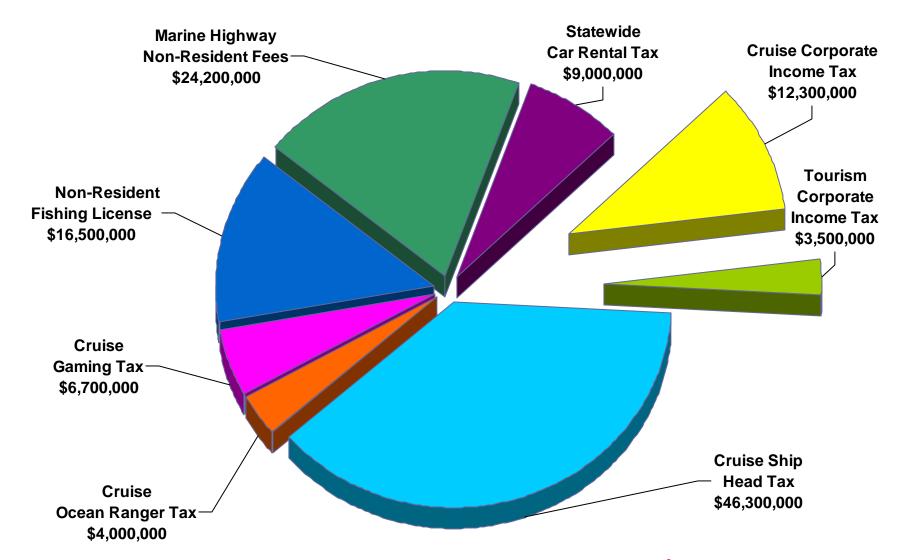
Tourism Marketing in Alaska

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

Ron Peck

Chair, ATIA Board of Directors

ATIA President & COO