

THE ALASKA TRAVEL INDUSTRY ASSOCIATION (ATIA)

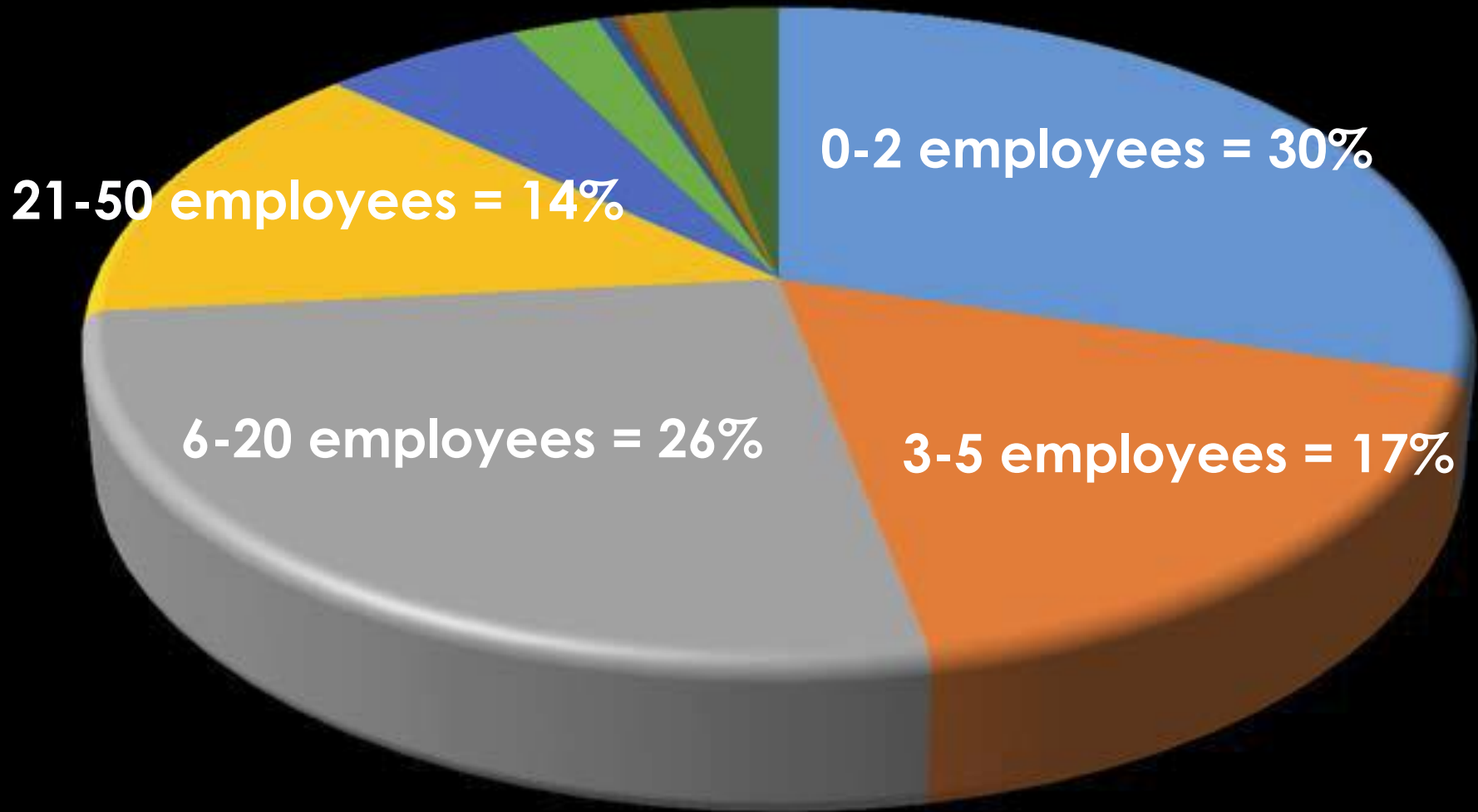
Sarah Leonard

President & CEO

February, 2015
Alaska State House Committee on
Economic Development, Tourism & Arctic Policy



ATIA membership 2014





**KICKBACK
BED AND BREAKFAST**
Lodging by the Sea

ACCOMMODATION & FACILITIES

Our accommodation is located in a beautiful setting with a view of the sea. We offer a range of rooms, from single to double, and a large suite. All rooms are fully furnished and have a private bathroom. We also have a large outdoor area with a barbecue and a swimming pool. We are a pet-friendly establishment and we have a car park for our guests.

CONTACT US

Phone: 01234 567890
Email: info@kickbackbedandbreakfast.co.uk
Website: www.kickbackbedandbreakfast.co.uk

JOIN ATIA

MEMBER TOOLS

OUR VOICE

MARKETING

NEWS & EVENTS

ABOUT US

ATIA FOUNDATION

MEMBER DIRECTORY


E-LEARNING CENTER

MEMBER EDUCATION
RESOURCES

SCHOLARSHIP
OPPORTUNITIES

JOB OPPORTUNITIES

FAMILY ASSISTANCE
FOUNDATION




Education

Helping your business succeed.
Find trainings and resources >



Our Voice

Sustaining Alaska's tourism future.
Get Involved >



Membership

Connecting you to industry.
Join or renew your membership >



**Kris Geldaker Memorial
\$2500**

**Elizabeth Jagusch
Ward Cove, AK**



Co-Operative Marketing Opportunities

- ▶ Ads in the Official State Vacation Planner
- ▶ Ads on TravelAlaska.com
- ▶ Participation at Trade Shows
- ▶ Media events
- ▶ Leads

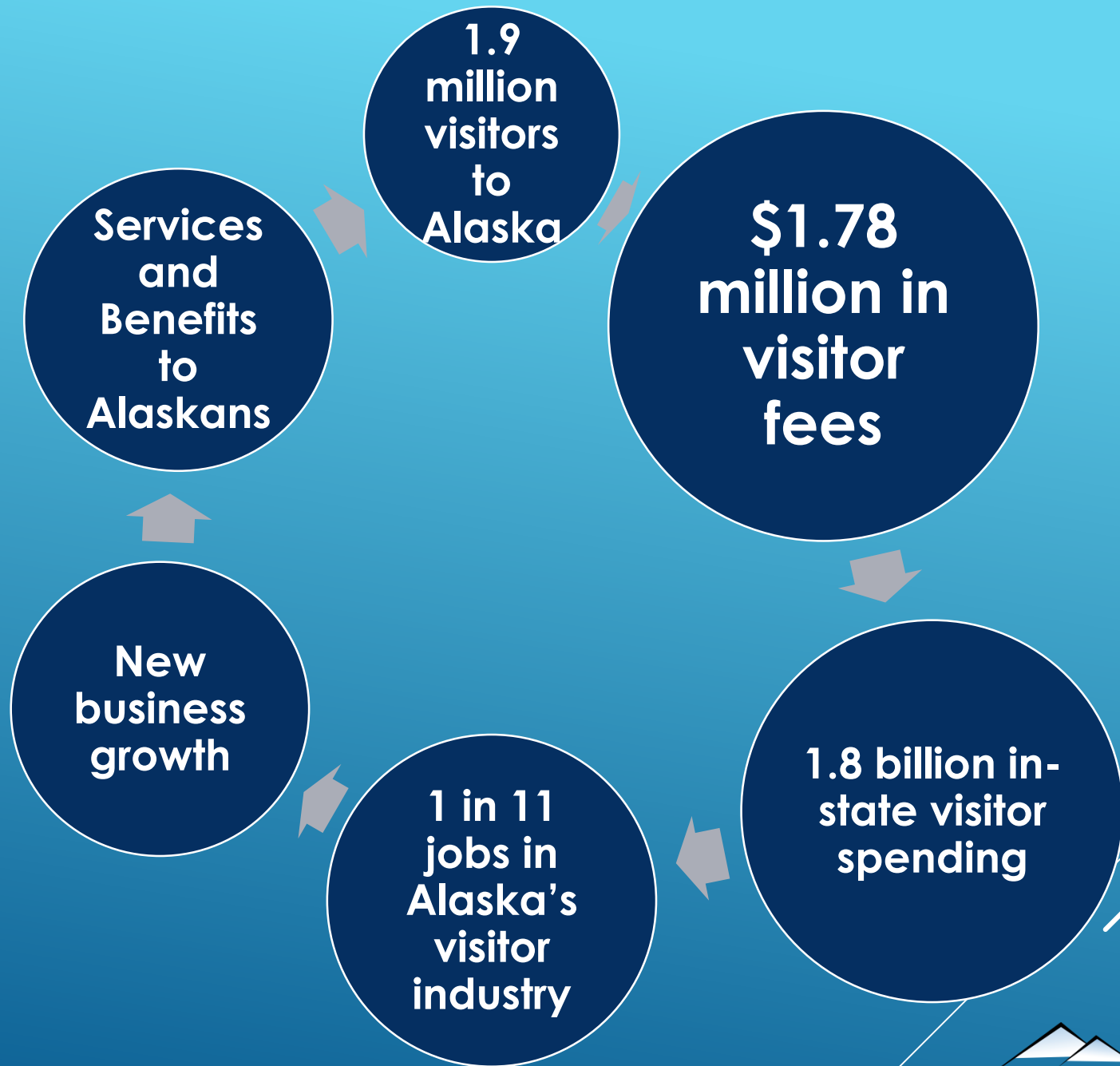
Trade Shows

- ▶ Representation at International Sales Missions
- ▶ Attracting new and expanded products and itineraries
- ▶ Reaching target markets: international, travel agents, adventure

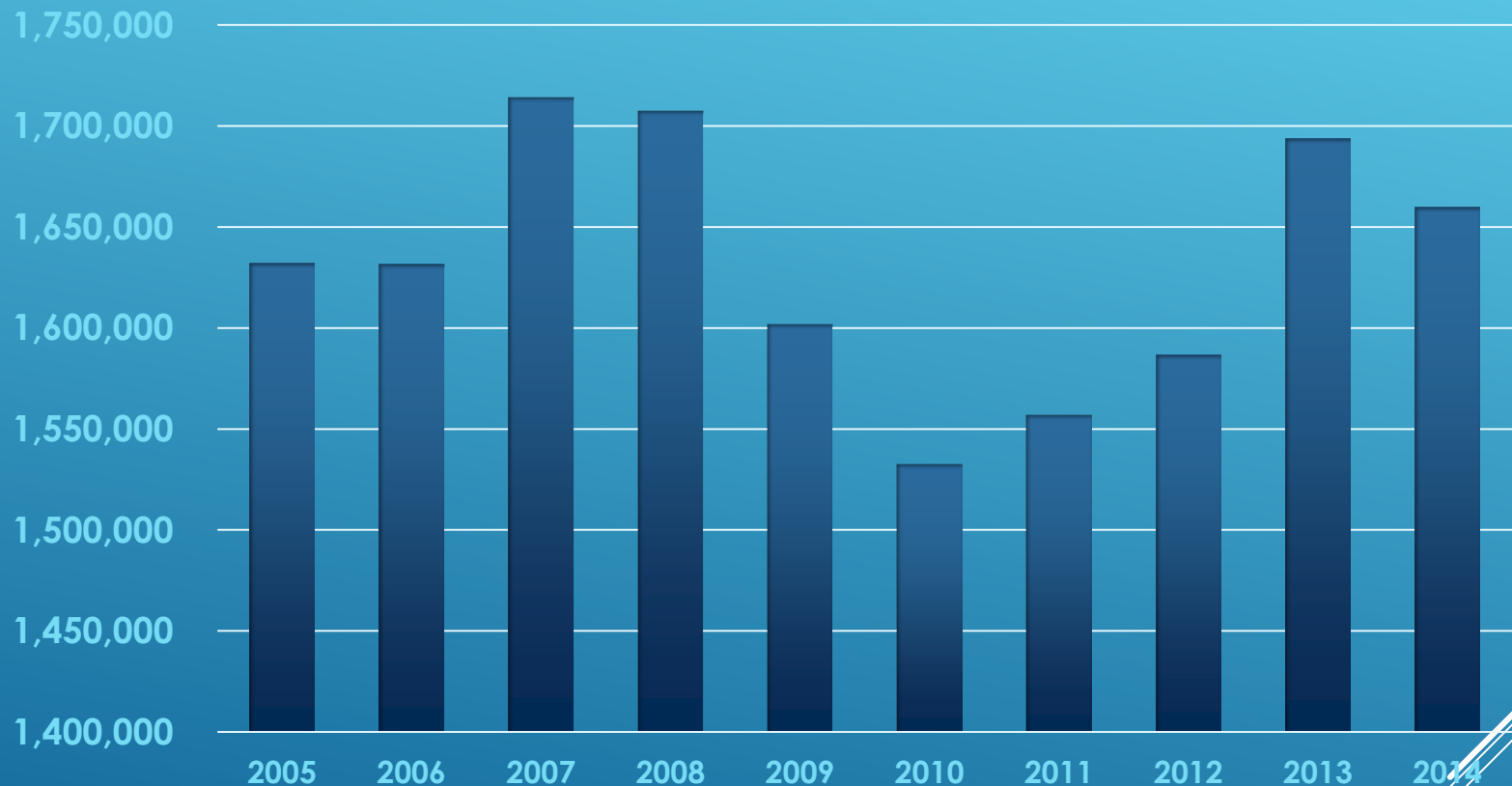
Reinvest in Alaska Tourism

- **Almost 2 million visitors**
- **1 in 11 jobs**
- **Over \$100 million in State revenue**
- **\$1.8 billion in-state visitor spending**
- **\$1.24 billion in labor income**





VISITOR VOLUME TRENDS

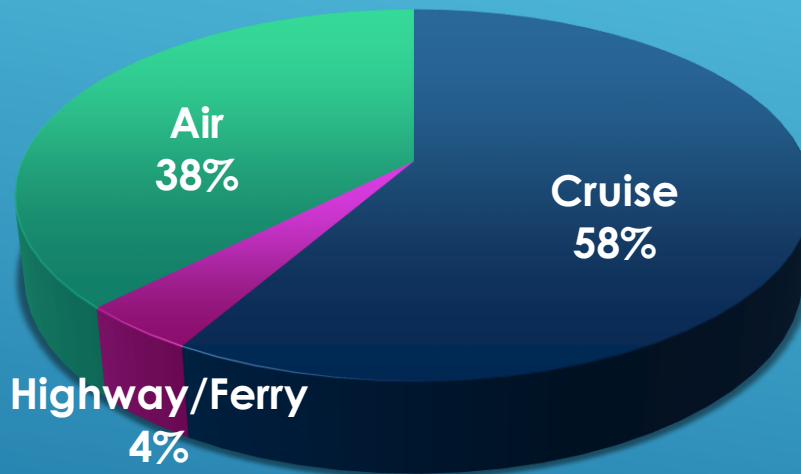


Source: DCCED, Alaska Visitor Statistics Program VI: Summer 2014



ALASKA VISITOR VOLUME, BY TRANSPORTATION MARKET

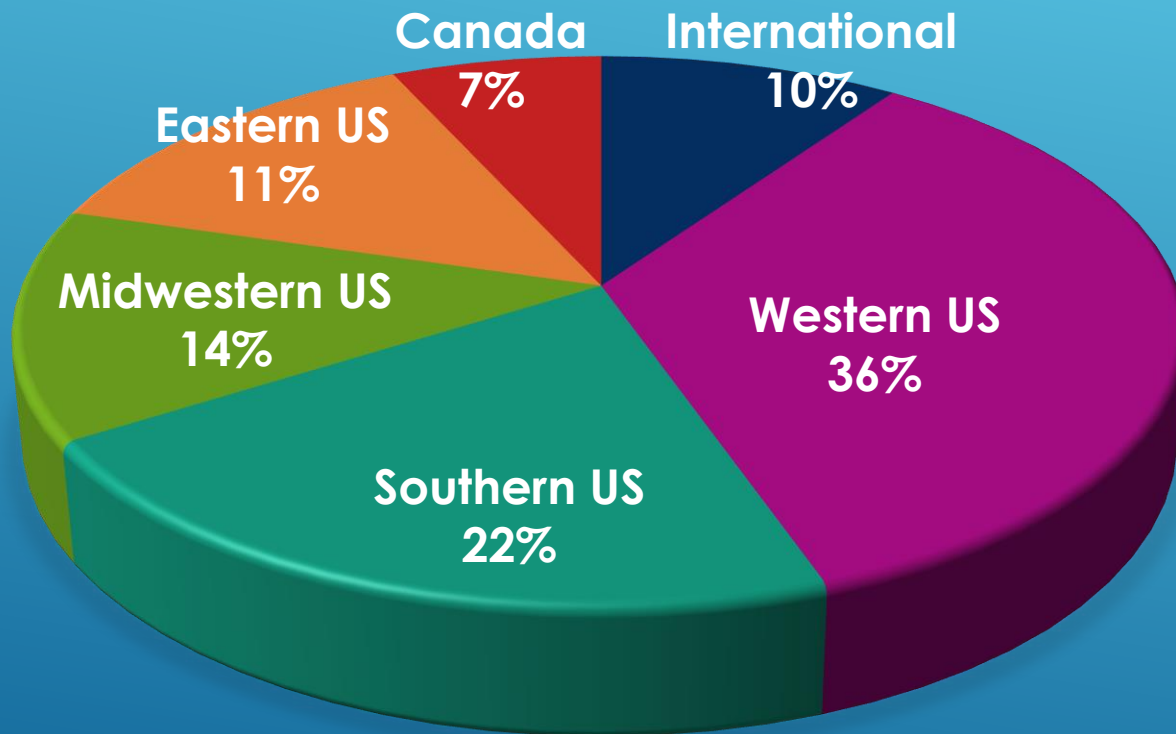
Summer 2014



Source: DCCED, Alaska Visitor Statistics Program VI: Summer 2014

| | 2013 | 2014 | % change |
|---------------|------------------|------------------|------------|
| Air | 619,400 | 623,600 | +1% |
| Cruise ship | 999,600 | 967,500 | -3% |
| Highway/Ferry | 74,800 | 68,500 | -8% |
| Total | 1,693,800 | 1,659,600 | -2% |

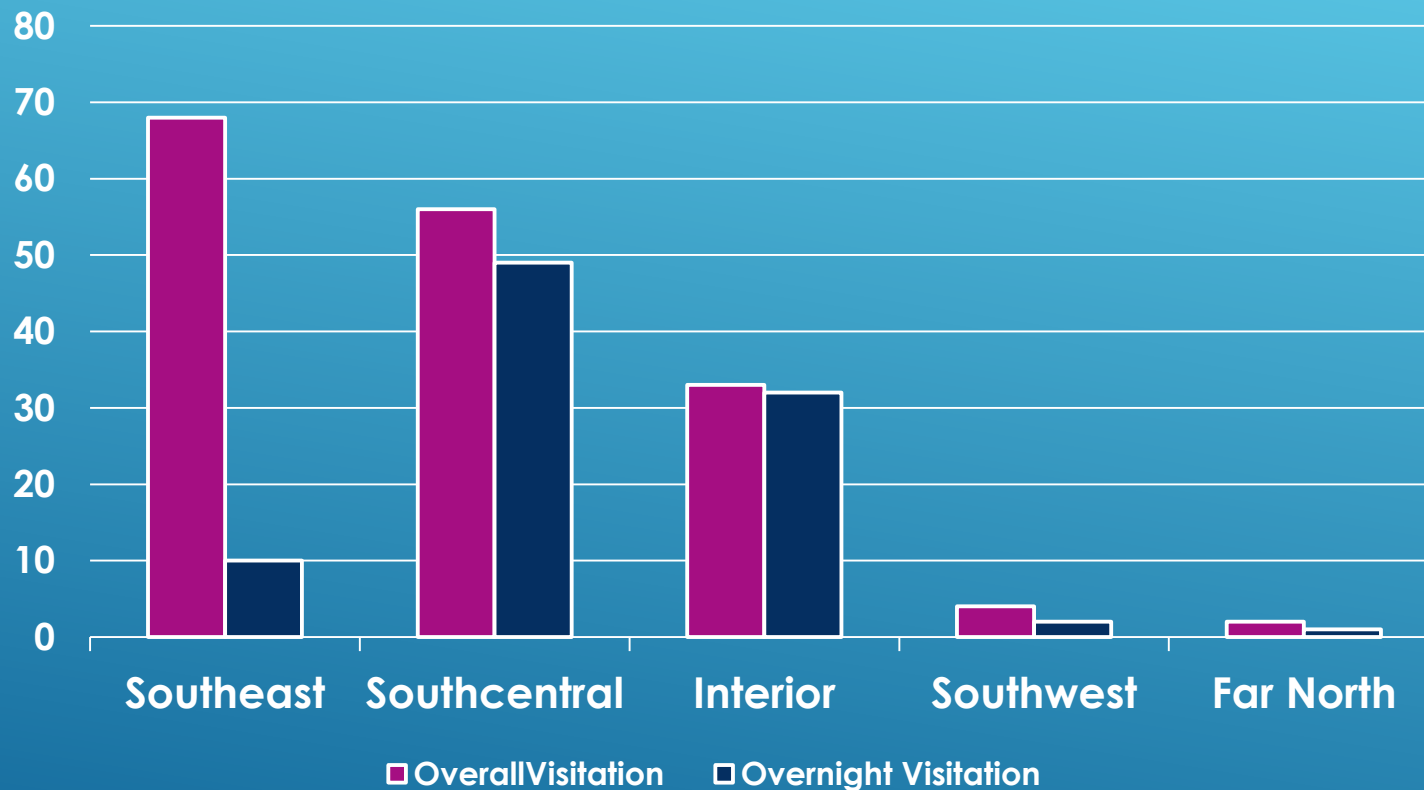
VISITOR ORIGIN



| | |
|----------------|--------|
| Australia/NZ | 42,000 |
| UK | 33,000 |
| Germany/Switz. | 20,000 |
| Asia | 18,000 |
| Other Europe | 11,000 |
| Mexico | 8,000 |
| Other Int'l | 22,000 |

Source: DCCED- AVSP VI Summer 2011

REGIONS VISITED





SPEAK UP



Alaska Tourism Marketing Board Meeting
January 5-6, 2015



recreation border development private systems Board
public mist vs funding tourism transportation
Marketing languages fire cultural cabins crossings Alaska Tourism growth for Native
permitting lands product marketing Alaska Tourism growth for Native
development private systems Board
public mist vs funding tourism transportation
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permitting lands product marketing Alaska Tourism growth for Native

A photograph of an Arctic coastal scene at sunset. Two large walrus tusks are propped up to form a natural archway over the ocean. The sun is setting directly behind the arch, creating a bright glow and a rainbow-like halo. The sky is filled with soft, white clouds. In the foreground, there is a wooden pier or dock structure on the left and a small wooden boat on the right. The water is calm, reflecting the light from the setting sun.


Arctic communities
ready?

Needed
infrastructure, access
& resources?

Communication and
safety issues?

Monitoring?



A man in a black jacket and khaki shorts stands on a rocky beach, arms raised in celebration. In the background, a red and white ship is visible on the ocean under a blue sky with light clouds.

Sarah Leonard, President & CEO

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Thank you!