

REASONS TO BUILD AN ALASKA OUTDOOR RECREATION INDUSTRY

- Job creation for Alaskans, building on Alaska's strengths
- Durable economic sector
- Easy invitation to healthy lives
- Community-based economic development
- Wide spread benefits: residents, visitors, businesses, communities and destinations
- Smart investment for the future of Alaska



Supporting the local economy in Port Heiden

HOW TO GET THERE: ONE STRATEGY - EXPAND & IMPROVE RECREATION OPPORTUNITIES & RECREATION INFRASTRUCTURE

WELL DEVELOPED, WORLD CLASS DESTINATION ADVENTURE

More reasons to fly over the Sierras, the Rockies, the Alps and come to Alaska

"DESTINATION TOWNS" – BETTER IN-TOWN RECREATION PLUS LOW HASSLE ACCESS TO BIG FUN AT THE EDGE OF TOWN

Alaskan communities that can compete with destinations around the planet; communities that provide compelling reasons to move/to stay, to visit, to start or grow a business

FILL THE "THE MISSING MIDDLE"

Alaska: "So much beautiful land and water, so little recreation infrastructure"

More investment/better partnerships to provide what most people want, which is, affordable, short-term adventure, with a bed and shower, good food and drink, and fast internet at the end of the day

