

TRAVEL INDUSTRY ASSOCIATION

The Power of Travel:

Straight Talk on Alaska's Tourism Industry

March 19, 2025

Jillian Simpson, President & CEO

## Who is ATIA?

- Statewide Trade Association for Alaska Tourism
- Official Destination Marketing Organization for the State of Alaska through DCCED
- Governed by 24 member-elected Board of Directors
- Marketing Committee including Comm. Sande
- 625 members
- 60% have less than 20 employees



## What does ATIA do?

#### Acts as the voice of Alaska's tourism industry

- Advocates for a healthy, competitive tourism industry in Alaska
- Provides education including AlaskaHost & CultureHost
- Sponsors Adventure Green Alaska program
- Holds Annual Convention



# Acts as the official *Destination Marketing Organization* for the State of Alaska through DCCED

- Markets the state to potential visitors
- Helps partners market their businesses
- Conducts market research



# TOTAL VISITORS 3 MILLION

\$3.9
BILLION

\$157
MILLION

\$5.6
BILLION

48,000 Tourism Jobs



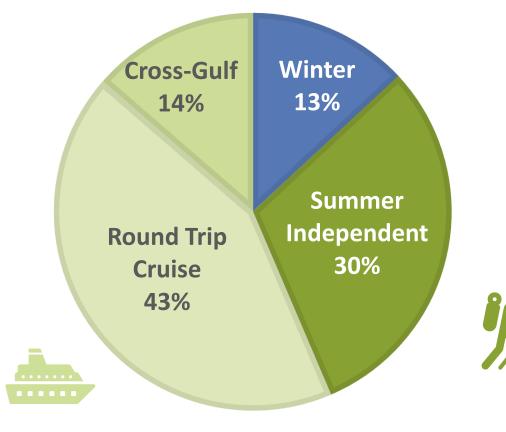
## **Local Benefits**

- Southeast Alaska
  - Tourism is largest sector for jobs and wages
  - 20% sales tax revenue in Juneau from visitors
- Mat-Su
  - 21% of all spending in borough is from visitors
  - \$2.3 million in bed tax
- Fairbanks
  - Winter season accounts for 45% of hotel revenue
  - Increase of 20% YOY
- Anchorage
  - 1 in 9 jobs is in tourism
  - \$1,500 average visitor spend in Anchorage



Sources: Southeast Conference, Travel Juneau, Mat-Su CVB, Explore Fairbanks, Visit Anchorage

## Summer 2023-Winter 2024







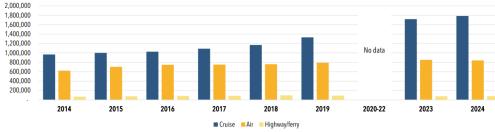
Source: McKinley Research



#### **Summer Visitation Trends**

Туре	2019	2024
Cruise	60%	66%
Independent	40%	34%

Figure 2. Visitor Volume to Alaska by Transportation Market, Summers 2014-2024



2.7 million visitors2% increase YOY

Source: McKinley Research

## **Capacity Projections**

#### AIR

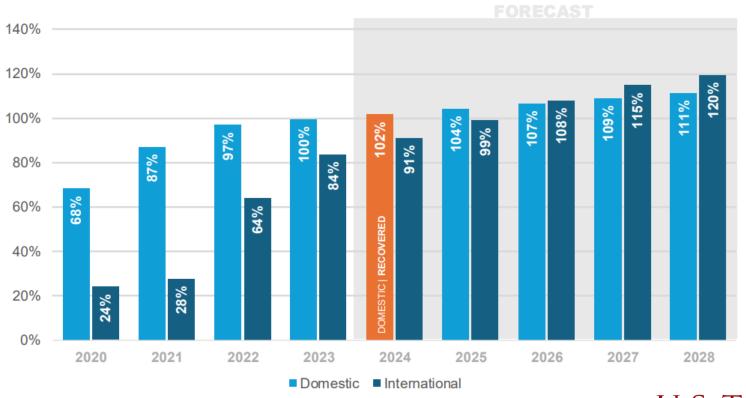
- 6% capacity increase YOY in ANC
- New Nonstop Routes
  - AS added Sacramento, Detroit, FAI-Portland
    - 17 Existing non-stops
  - Delta added FAI-SLC and ANC-Detroit
    - 5 non-stops
  - West Jet ANC/Calgary
- Quality of life for Alaskans

#### **CRUISE**

- Projected flat at 1.7 million
   New lines coming in 2026: Virgin, MSC
- Infrastructure
   Whittier, Klawock, Seward, Juneau



#### **United States Travel Recovery – Domestic & International**





## Headwinds

- Geopolitics
- Economic Uncertainty
- Federal Workforce







# Economic Uncertainty

- Consumer Confidence –
   Leisure Travel
- Inflation/Tariffs
- Stock Market





## Public Lands Workforce Reduction

- Visitor Centers
- Programming
- Permitting
- Clean Facilities
- Maintenance
- Forest Service
  - 30% reduction in AK- 1 person at Mendenhall
- Public Perception



# Marketing Drives Demand

- Brand Awareness Promote year-round, statewide travel
- Increase length of stay and expenditure
- Dispel myths
- Global competition
- Workforce development benefit "halo effect"

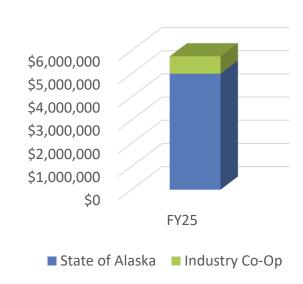


#### **TOTAL STATE TOURISM MARKETING BUDGETS**



Average State Tourism Marketing Budget: \$19.8 million Alaska Tourism Marketing Budget: \$5.75 million

FY 25 Alaska Tourism Marketing Budget



## \$378 TO \$1

#### **RETURN ON INVESTMENT**

for funding allocated to Travel Alaska paid media in 2023.

## 615,500

#### **AD-INFLUENCED TRIPS**

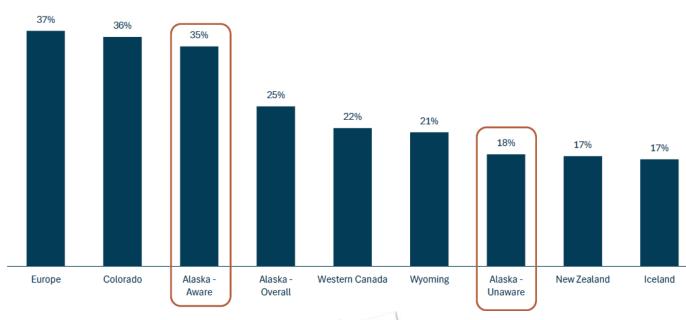
Those who saw paid media were **2x more likely to visit Alaska** than those who didn't.

## 15 MILLION

#### HOUSEHOLDS REACHED

in the U.S. by the paid media campaign.

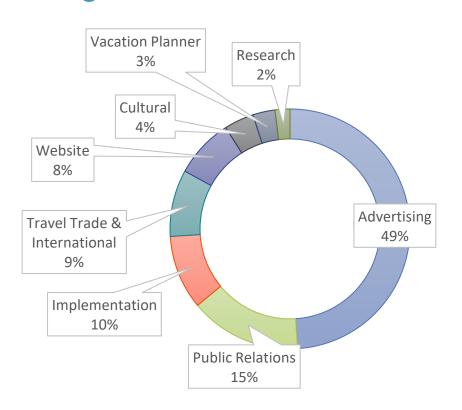
#### Impact of the Media on Likelihood to Visit







## **Budget Distribution**







# Target Audiences

#### **Behavioral**

- Audiences consuming travel content
- Audiences focused on content related to northern lights, hiking, fishing, glaciers, wildlife viewing, Alaska Native culture, cruising

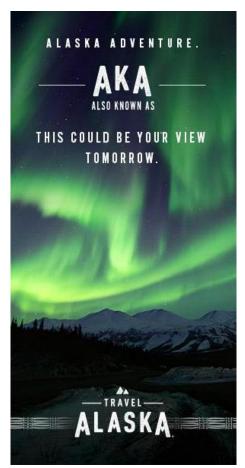
#### Geographic

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- New York
- Los Angeles
- Minneapolis
- Dallas/Ft. Worth
- Tampa/St. Petersburg
- German-Speaking Europe



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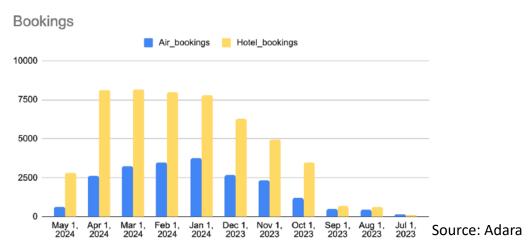


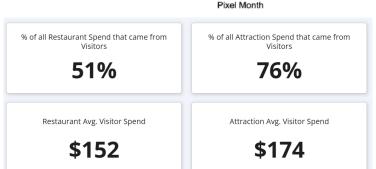




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#### Digital Ad Placement ROI





# FY24 Trip Advisor Partnership

- \$200,000 ad spend
- \$7.2 million economic impact
- 4,689 Room Nights Booked
- 5,300 Estimated
   Travelers
- 58 day booking window



Source: Zartico, May-Sept 2024

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# Public Relations & Earned Media

- Assist 563 journalists
- Alaska Media Road Show
- Generated 333 articles last year
- \$40 million ad equivalency





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### **Content Creation**

#### TravelAlaska.com

- 4 Million Website Sessions
- 475,000 Partner Referrals

#### Social Media

- 800,000 followers
- 4.6% engagement rate
- Cultural Ambassadors









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### Travel Trade & International

- Trade Shows
- **Familiarization Tours**
- Alaska Certified Expert

#### Top Overseas Markets

- UK
- German-Speaking Europe
- Australia/New Zealand
- India







UND WIFDER ZURÜCK

Landes, kann man alle Outdoor-Abentieuer er eben, von dener Alaska-Bes, cher so traumen: Wildlife hautman beobachten menschenieere Tundra und Debirge durchstreifen, Lachse angeln, über Flüsse und Seen paddeln und natürlich Gold suchen

Des gefährlichste um gassaurte in Abda is Kilometer 188: Rotlachs am Haken

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ne Will im Stelligel. To it make even der Remains mit. We manne beite eine best Angelgeide Som Rybe gibt eitem gewänigen Tatum, sondere der Eich Er witte so. Van Das door niemer Fahrt auf und zur auf dem Talketen rake, karn ein aler gan lakta in da wasso Unghear - Rher eramanbeltes. Der veinzo geffes titl Alakse in sicht secondal. So falcon want one Rathe interests of strikinglish, Raily Malchiner of a growle of succession of the Raily Deciglish in the Beat Rayly on some a Valench object. The gold Collision of the many of the gold on the participation of the Solision Rayly on Hermothest Region on a fall of the factor on plates. Hermothest Region on Alaghaba is able to Polykishing through the Rayly on a participation of the control of the second of t da bixan 900 Kilogrammansson: Ziddbelk auf einn Highway — mit Homlem und Hertachen", bellit Scort in ein Messellan sekt. After die gente en een Wicher pooles, fel han.

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## Research

- Visitor Volume
- Market Potential
- Brand Health

#### Brand Health Tracking





# Marketing KPIs – FY24

272 Million Paid Media Impressions	333 Articles Published
530,000 Opt-In E-news Subscribers	\$40 Million in Ad Equivalency
40% Open Rate for E-newsletter	766,000 Social Followers – 2.9% increase
49,324 Vacation Planner Requests from paid media	4.6% Average Social Engagement
4,009,857 Website Sessions	335 Meetings with Tour Operators/Travel Agents
5,650,611 Website Pageviews	44 Travel Trade FAM Participants Hosted
474,915 Partner Referrals from Website	3,291 Travel Agents Trained
563 Journalists Assisted	1,447 ACE Program Completions

TRAVEL INDUSTRY ASSOCIATION

**3 million** visitors to Alaska

\$3.9 billion in direct spend with Alaska businesses & communities

**\$5.6 billion** in economic activity

Reinvesting in tourism marketing to increase visitors

**\$157 million** in state revenues









# Thank you!