



**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

DIRECT SPENDING
\$3.9
BILLION

REVENUE TO STATE
\$157
MILLION

ECONOMIC IMPACT
\$5.6
BILLION

48,000
TOURISM JOBS



Destination Analysts & McKinley Research Group



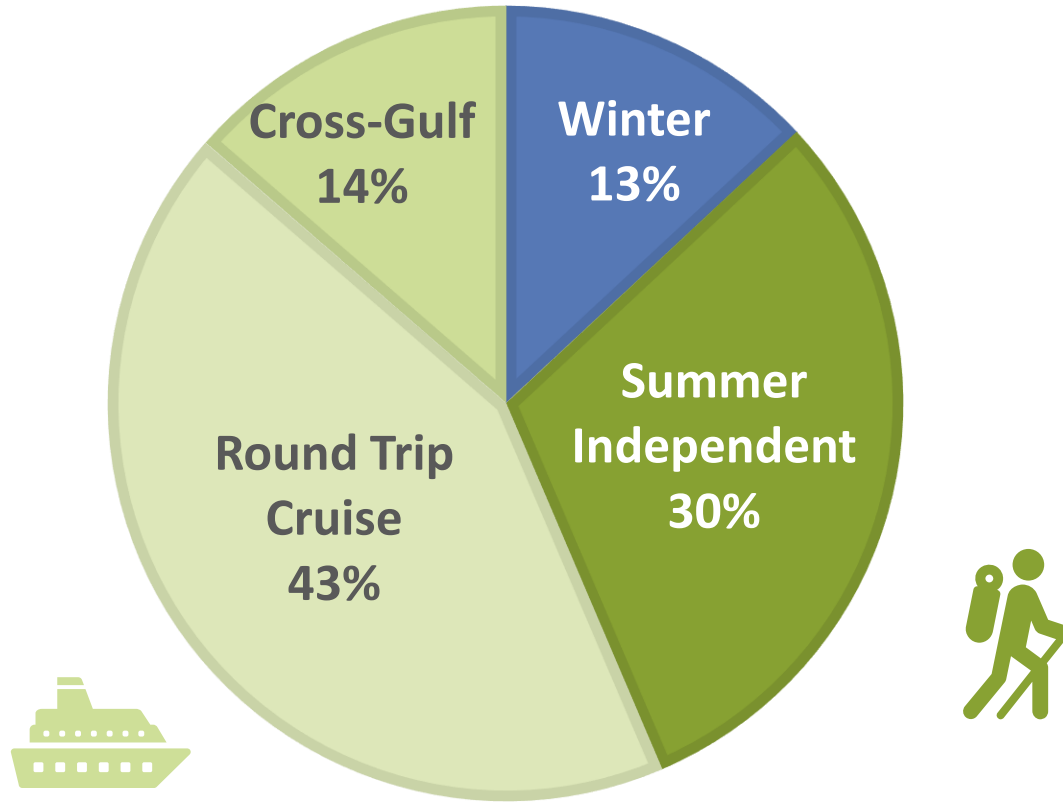
Local Benefits

- 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

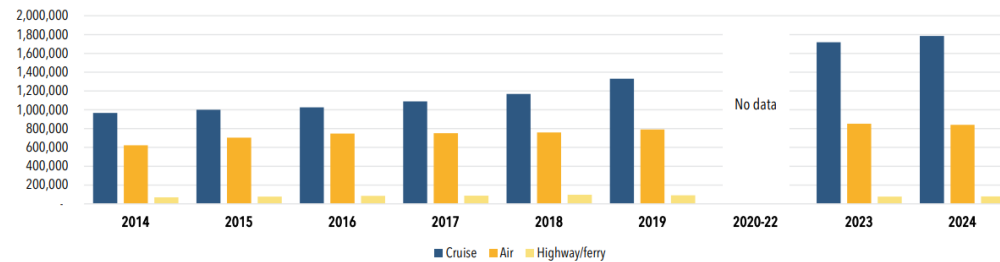




Summer Visitation Trends

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

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



2.7 million visitors
2% increase YOY

Source: McKinley Research

Capacity Projections

AIR

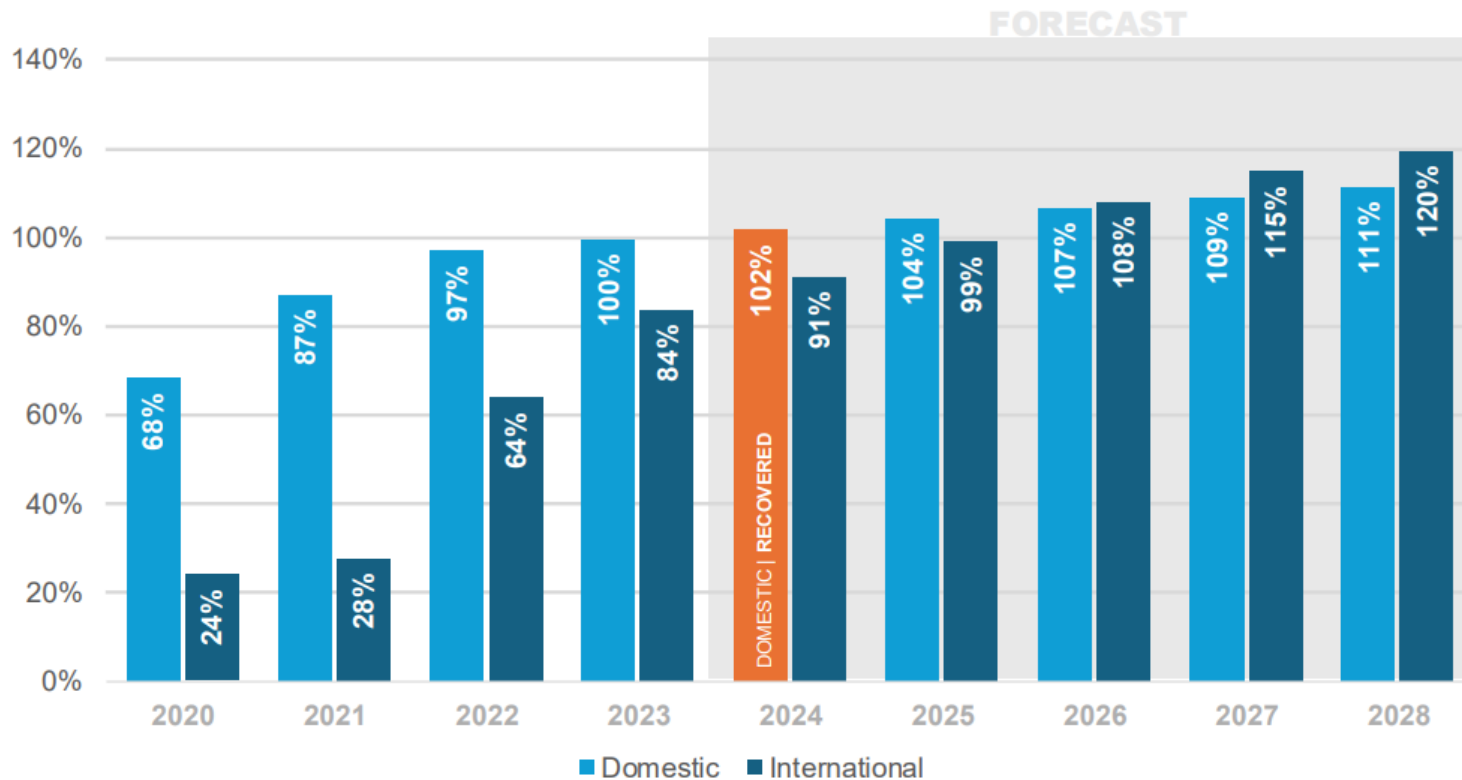
- 6% capacity increase YOY in ANC
- New Nonstop Routes
 - AS added Sacramento, Detroit, FAI-Portland
 - 17 Existing non-stops
 - Delta added FAI-SLC and ANC-Detroit
 - 5 non-stops
 - West Jet – ANC/Calgary
- Quality of life for Alaskans

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

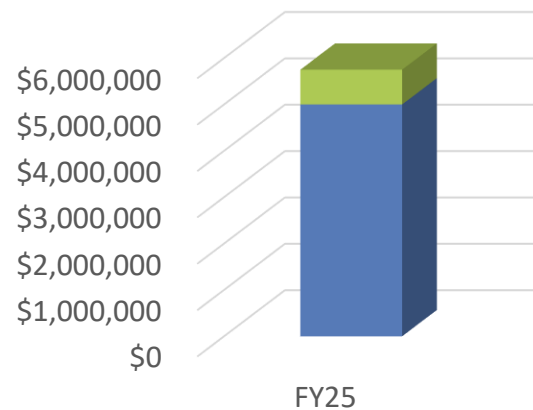
FY 2022-23 **\$859 Million**

FY 2023-24 **\$928 Million** **+8%**

Average State Tourism Marketing Budget: **\$19.8 million**

Alaska Tourism Marketing Budget: **\$5.75 million**

FY 25 Alaska Tourism Marketing Budget



■ State of Alaska ■ Industry Co-Op

\$378 TO \$1

RETURN ON INVESTMENT

for funding allocated to
Travel Alaska paid media in
2023.

615,500

AD-INFLUENCED TRIPS

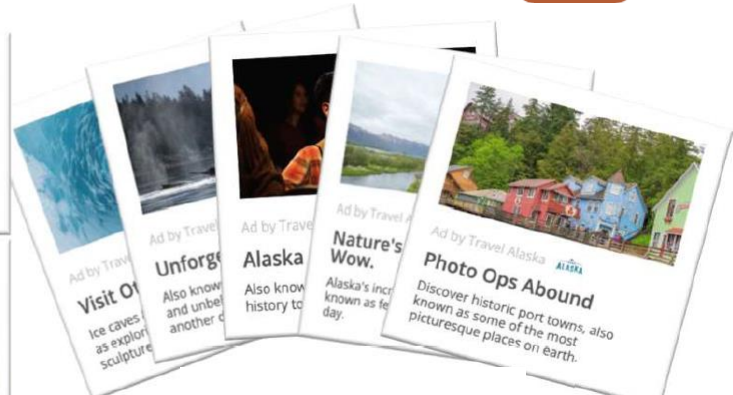
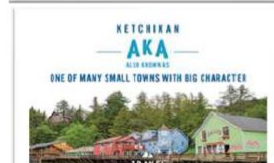
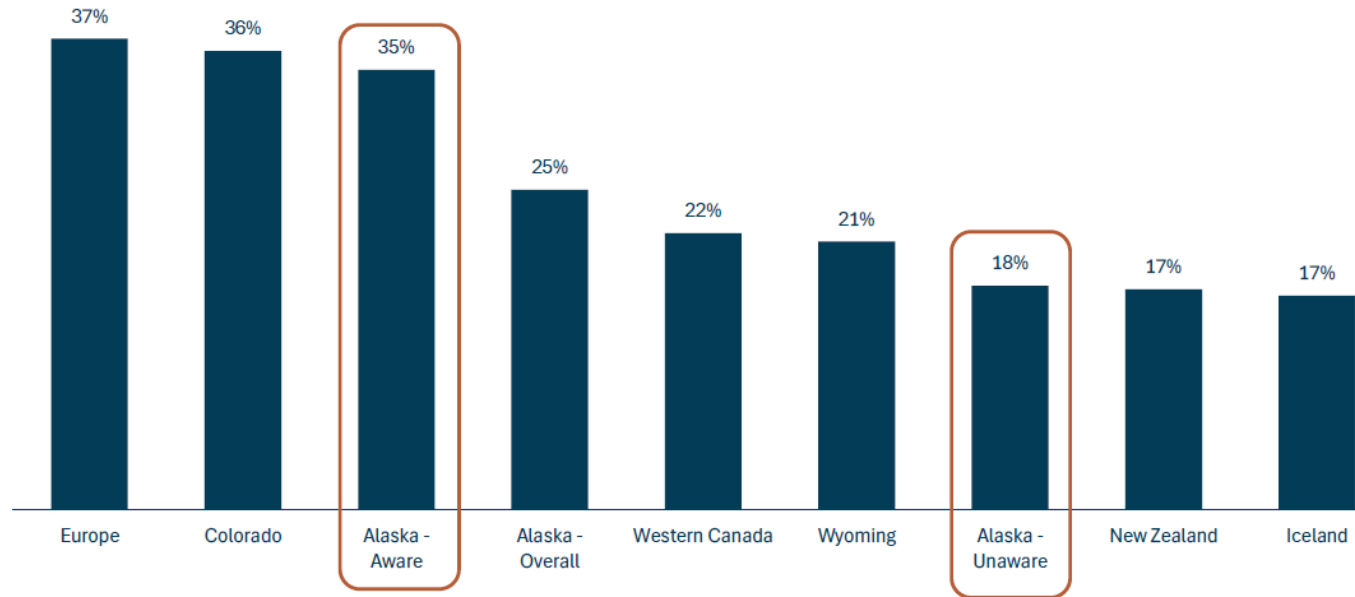
Those who saw paid media
were **2x more likely to visit**
Alaska than those who didn't.

15 MILLION

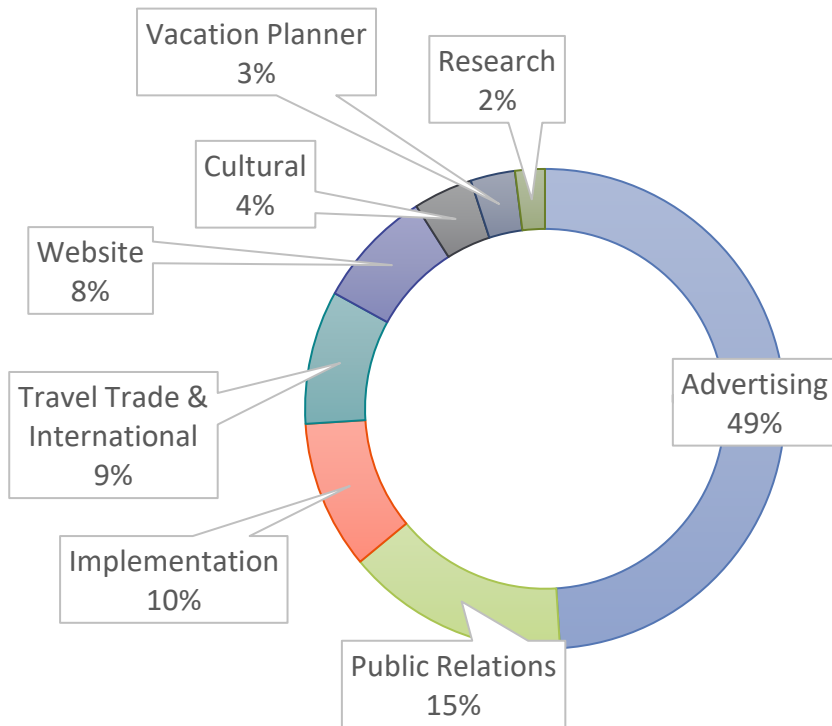
HOUSEHOLDS REACHED

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

Impact of the Media on Likelihood to Visit



Budget Distribution



— TRAVEL —
ALASKA



Target Audiences

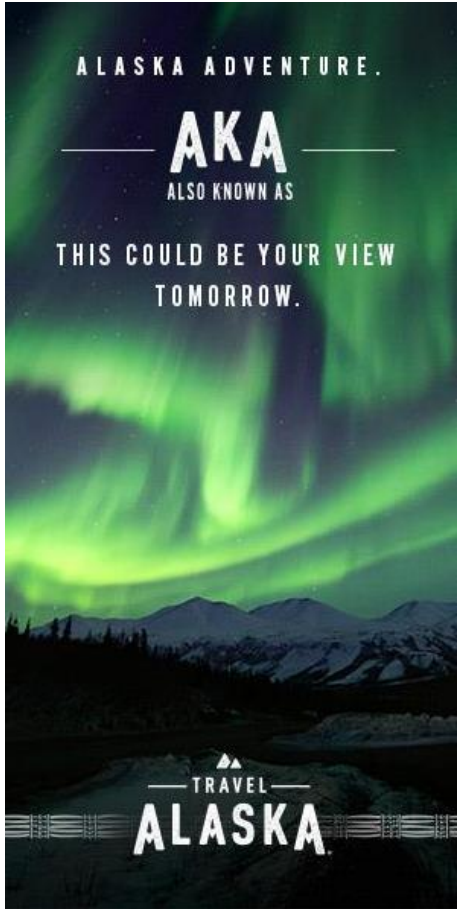
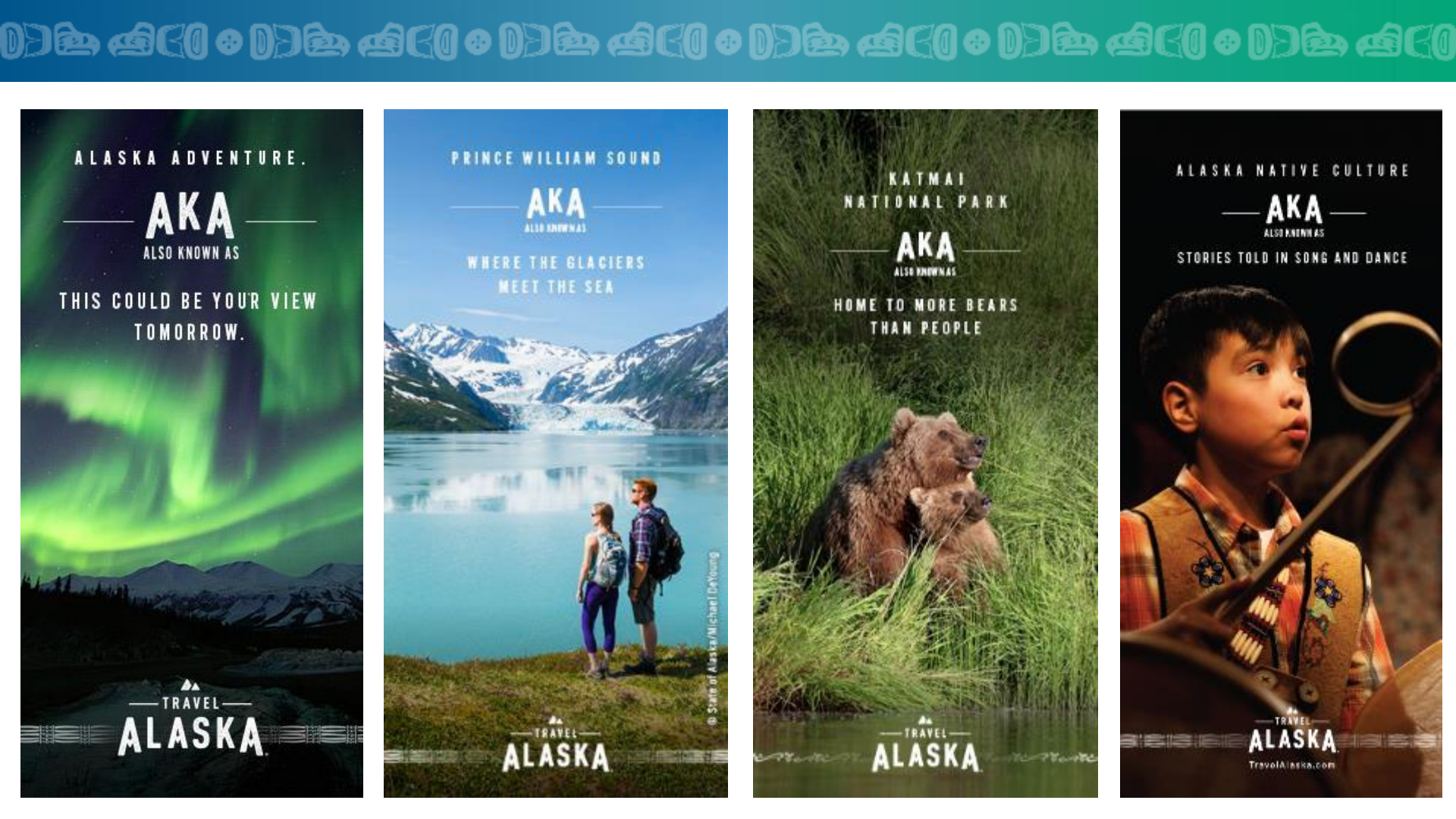
Behavioral

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

Geographic

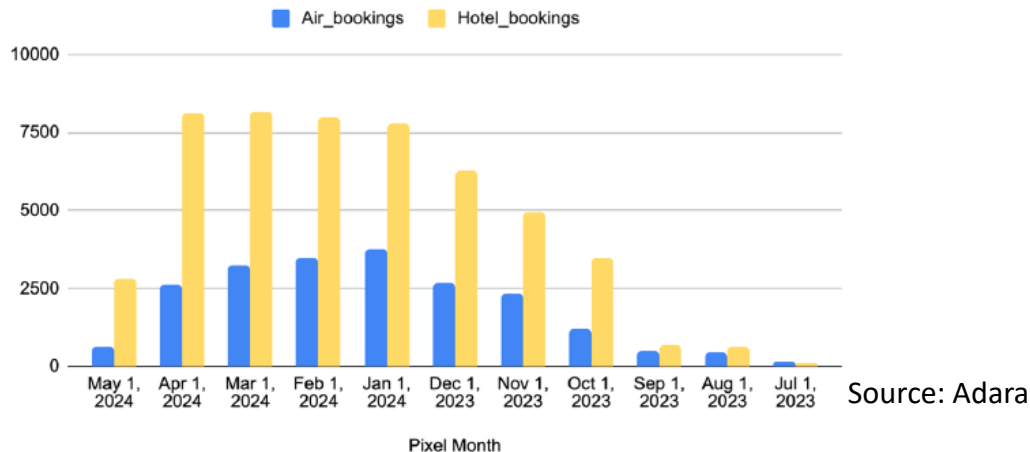
- New York
- Los Angeles
- Minneapolis
- Dallas/Ft. Worth
- Tampa/St. Petersburg
- German-Speaking Europe





Digital Ad Placement ROI

Bookings



% of all Restaurant Spend that came from Visitors

51%

% of all Attraction Spend that came from Visitors

76%

Restaurant Avg. Visitor Spend

\$152

Attraction Avg. Visitor Spend

\$174

Source: Zartico, May-Sept 2024

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



Public Relations & Earned Media

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



Content Creation

TravelAlaska.com

- 4 Million Website Sessions
- 475,000 Partner Referrals



Social Media

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



Travel Trade & International

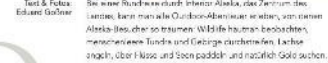
- Trade Shows
- Familiarization Tours
- Alaska Certified Expert

Top Overseas Markets

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

- ## Top Overseas Markets

- 



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

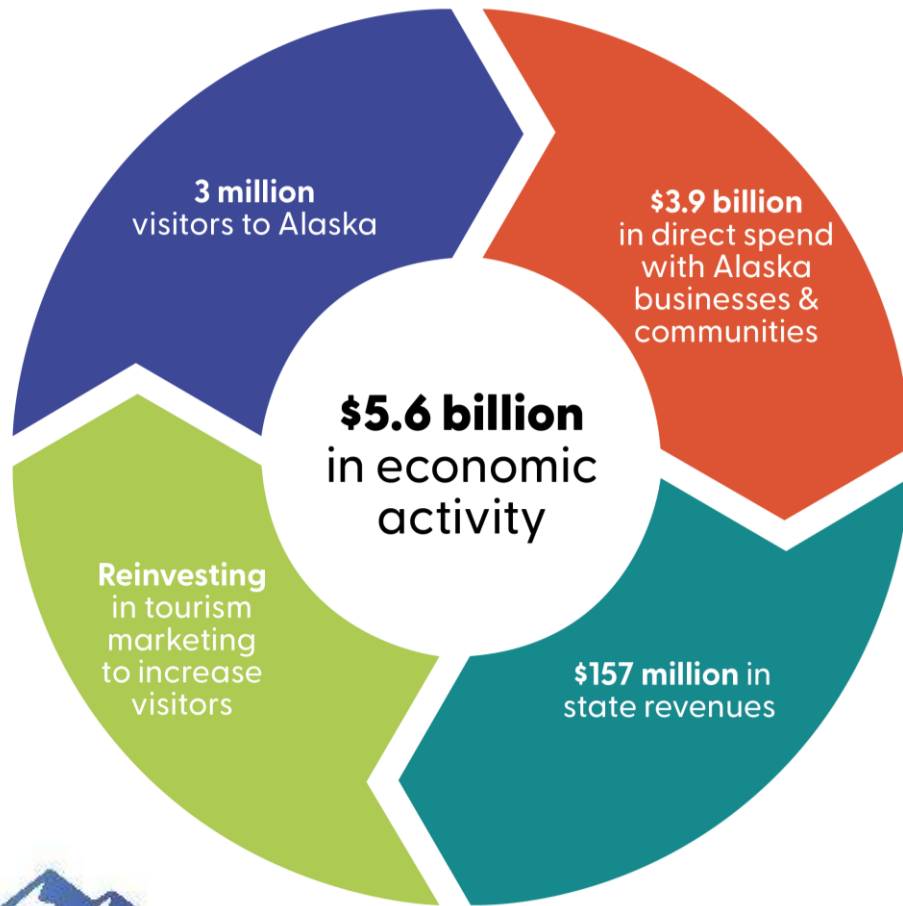
44 Travel Trade FAM Participants Hosted

474,915 Partner Referrals from Website

3,291 Travel Agents Trained

563 Journalists Assisted

1,447 ACE Program Completions





Thank you!

