



April 6, 2025

Senator Kelly Merrick
State Capitol Room 504
Juneau, AK 99801

Dear Senator Merrick:

The Alaska Travel Industry Association (ATIA), the state's trade association representing over 600 businesses in the visitor industry, wishes to express our support for Senate Bill 26 and similar legislation which would set Alaska's time zone into fixed alignment with Pacific Standard Time (PST) or the equivalent of Alaska Daylight Savings Time (ADST) year-round.

Tourism is a critical pillar of Alaska's economy, contributing \$5.6 billion in total economic output and supporting 48,000 jobs annually. Three million visitors traveled to Alaska last year with the vast majority visiting in the peak months between May and September. Maintaining extended daylight in the summer allows tourism businesses to operate tours in the evening, which is especially important for flightseeing businesses relying on operations through civil twilight.

ATIA has long opposed changing to permanent Alaska Standard Time due to the negative economic impacts it would create. Alaska Standard Time would reduce evening daylight hours in the summertime, thereby reducing operating hours and revenue and jobs for many small businesses. Further, it would put Alaska on a time zone that would be an additional hour away from Seattle, thereby impacting cruise ship schedules and time for passengers in Alaska port communities.

However, maintaining the current summer time zone, and keeping it year-round, is a solution the travel industry supports as a way to stop changing clocks twice a year. ATIA supports switching to permanent Pacific Standard Time as it would enable tourism operations to continue in a way that maximizes the time and revenue visitors spend with tour operators, especially in August and September. Thank you for considering the impact on the visitor industry as you developed Senate Bill 26 and we urge support for the bill.

Thank you,

Jillian Simpson
President and CEO