



House Finance Committee

February 5, 2026

Jillian Simpson, President & CEO

Overview

- Who is ATIA
- Visitor Volume
- Economic Impact
- Alaska Marketing Budget
- Marketing Program
- ROI



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
- 634 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
- Holds Annual Convention
- Provides education including AlaskaHost CultureHost
- Sponsors Adventure Green Alaska program
- Leads the Destination Marketing program on behalf of the State
- Helps partners market their businesses
- Conducts market research

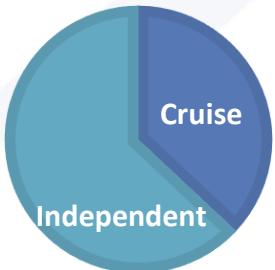


TOTAL VISITORS
3 MILLION

DIRECT SPENDING
\$3.9
BILLION

REVENUE TO STATE
\$181
MILLION

ECONOMIC IMPACT
\$5.6
BILLION



48,000
TOURISM JOBS

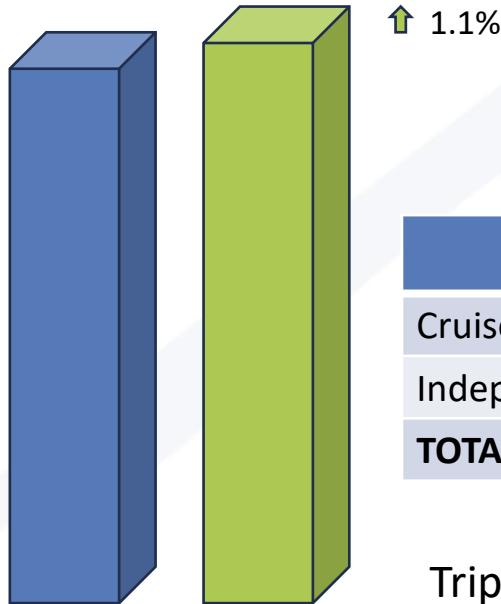


2024-25 Visitor Volume



3,079,000 Visitors

May 2024 – April 2025



	2023-24	2024-25	% Change
Cruise Visitors	1,719,000	1,785,000	+3.8%
Independent Travelers	1,327,600	1,294,200	-2.5%
TOTAL	3,046,600	3,079,200	+1.1%

Trips within the United States saw a 2% increase over same time.

2023-24

2024-25

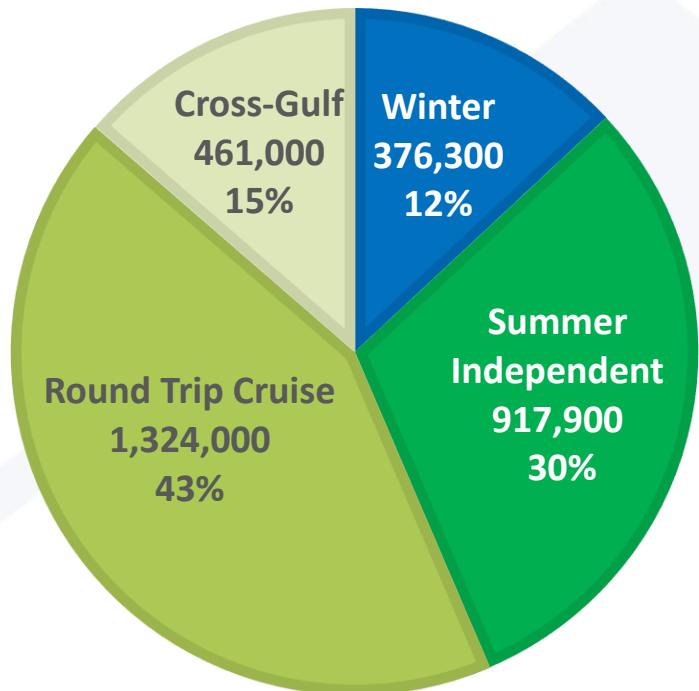
Source: McKinley Research Group and
US Travel Association

2024-25 Visitor Volume



Full Year Visitation

May 2024 – April 2025



Summer Visitation

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

2025-2026

Projections

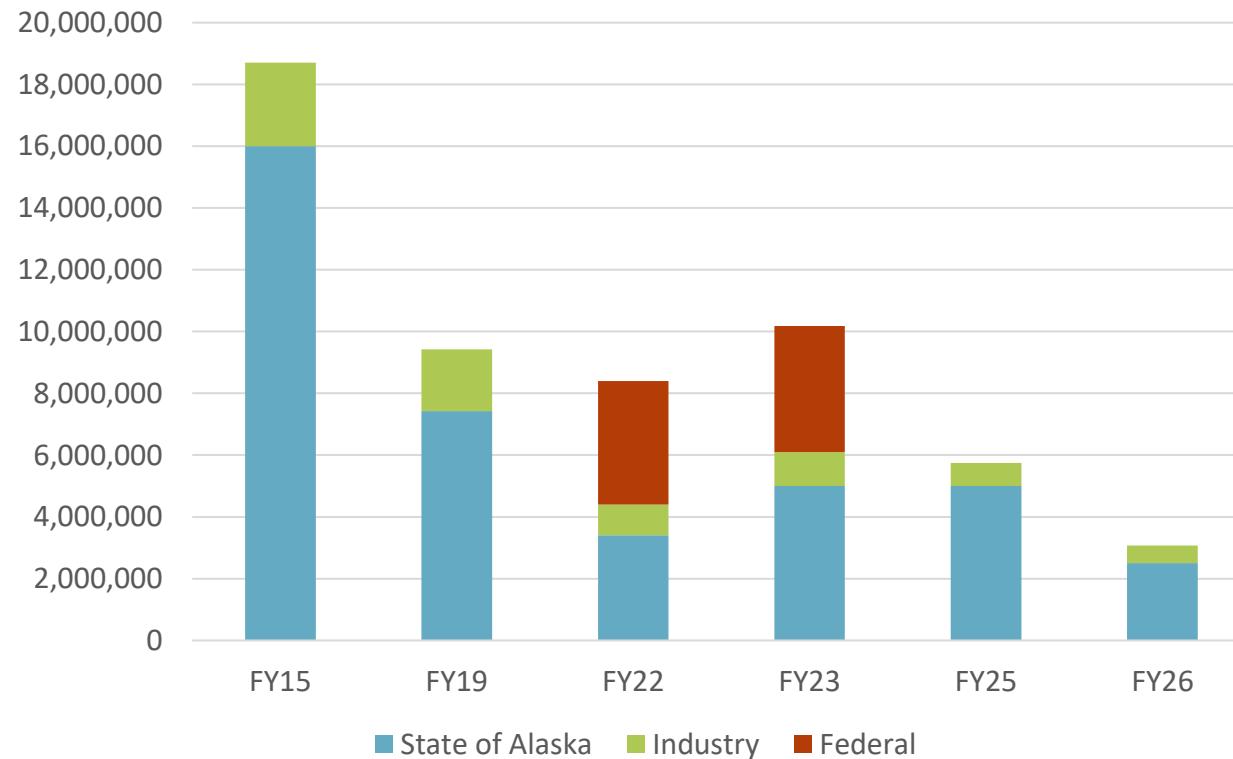
- Summer 2025 flat
- Summer 2026
 - Cruise
 - Increase in Cross-Gulf Capacity by 15%
 - Two New Lines to Alaska
 - Increased Air Capacity to ANC but down to FAI
- US Travel Association
 - 2% increase in nationwide trips forecast for 2026
 - Inbound international down 5.4%



Alaska Tourism Marketing

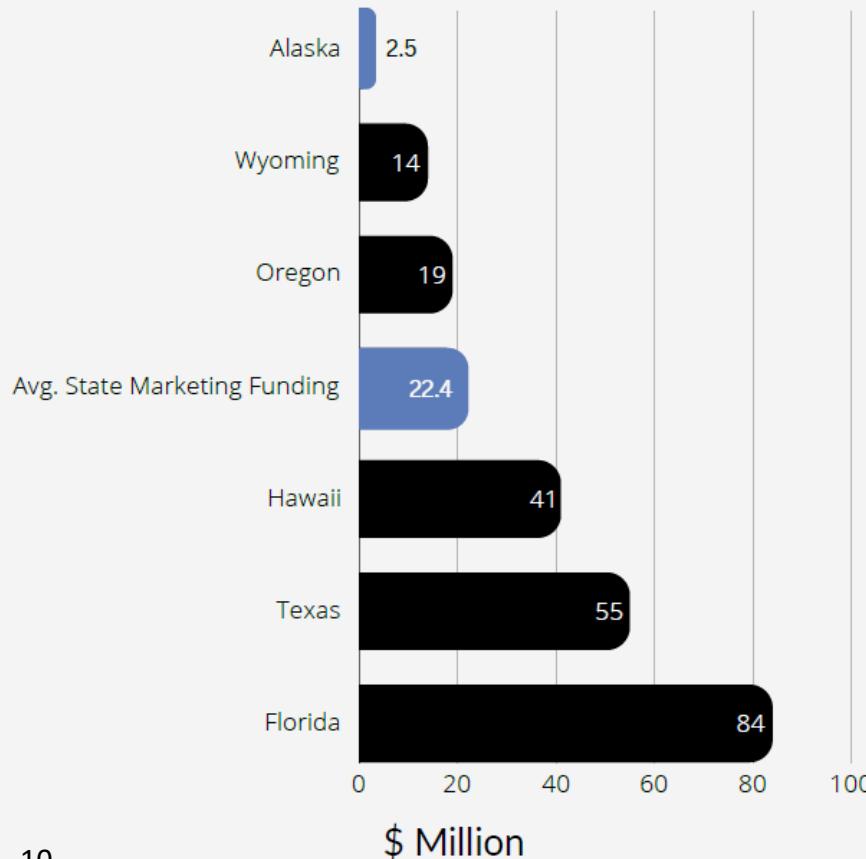


Historical Budgets



Marketing campaign influences travel for the following year

Tourism Marketing Budget Comparison



Cumulative Nationwide Tourism Marketing Expenditure

FY 2024 **\$1.05 Billion**

FY 2025 **\$1.12 Billion**

6%



Case Study: Colorado

In 1993, Colorado's Tourism Marketing Budget went from **\$12 million to \$0**

What Colorado lost when it eliminated its tourism marketing program

30% loss market share in overnight leisure trips

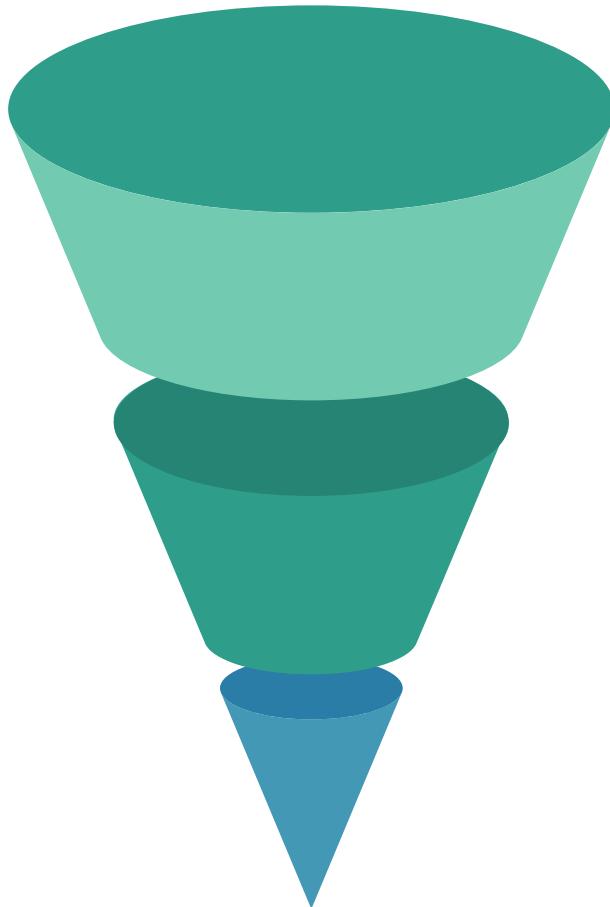
\$1.4 billion lost traveler spending within one year of closing

\$2.4 billion lost traveler spending per year within four years of closing

↓ **17th** From 1st to 17th in summer resort destination visitation

Alaska's Tourism Marketing Program





Awareness

Increase brand awareness of Alaska as a destination through precise audience targeting/reach and relevant content

Consideration

Engage with our audience through content on TravelAlaska.com

Conversion

Generate economic impact from revenue and spending from visitation to 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
- Phoenix
- Denver



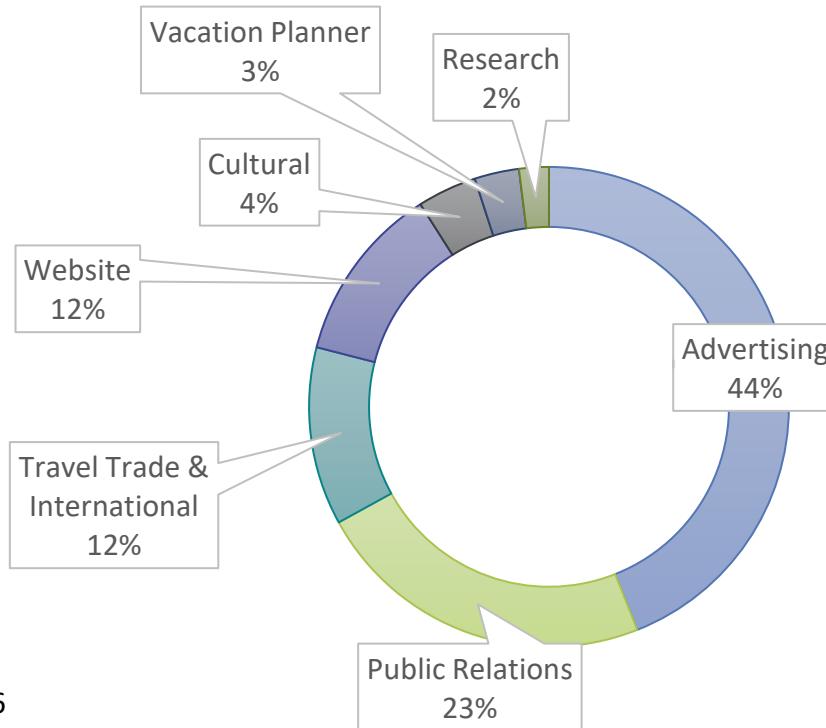
Alaska Market Potential Model

Market	Traveling Households	Aware Households	Media Cost	Incremental Traveling Households	Incremental Spending	ROI on Advertising
New York	2,240,708	1,029,586	\$ 363,177	68,841	\$ 108,074,216	\$ 298
Los Angeles	1,693,046	777,940	\$ 274,411	28,811	\$ 47,455,133	\$ 173
Phoenix	620,272	285,010	\$ 100,535	17,769	\$ 57,107,812	\$ 568
Dallas/Ft. Worth	882,047	405,293	\$ 142,963	28,370	\$ 68,086,860	\$ 476
Seattle	613,768	282,021	\$ 99,480	564	\$ 1,776,444	\$ 18

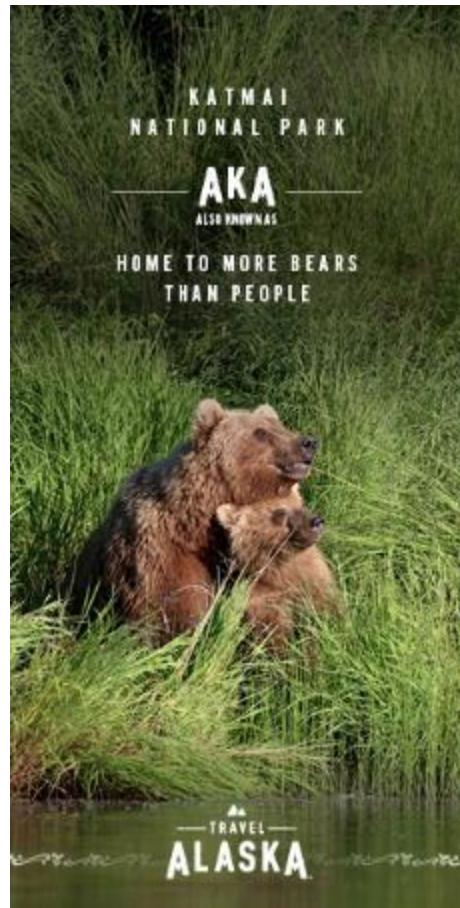
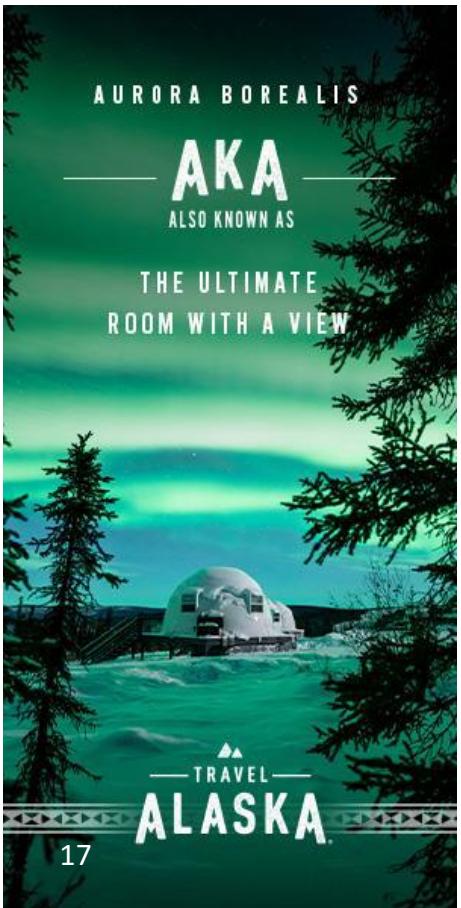
Modeled Awareness: 44%

Source: SMARI Insights

Budget Distribution



Advertising



FY26 Brand Media Tactics



Display & Native



Online Video



Paid Search/SEM



Paid Social

FY25 Media Tactics **not** included in FY26:



Connected TV/OTT



Rich Media

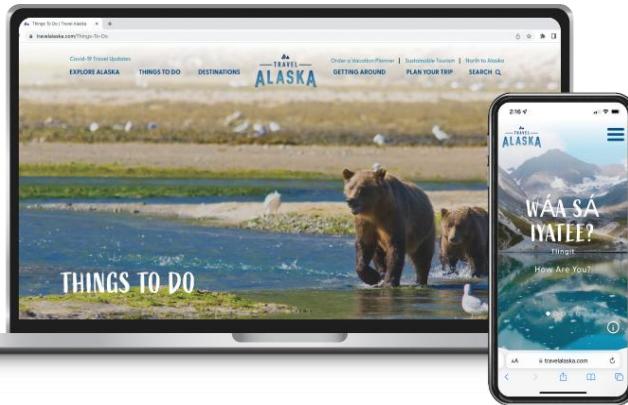


Print



Content Partnership

- **FY26 Trends**
 - Sessions down 22% YOY
 - Organic traffic down 32% YOY
 - All conversions down 24-45%
 - Partner referrals, vacation planner requests, email sign-ups



AI Content Strategy Shift

From SEO-only → to dual SEO + AI optimization

- Continue proven SEO tactics (technical health, internal linking, engagement signals)
- Layer in AI Optimization (AIO):
 - Question-based headings
 - Clear factual signals
 - Scannable structure optimized for AI

From owned content only → to ecosystem influence

- Recognize that AI models rely heavily on third-party validation
- Actively monitor, influence and update priority platforms (Ex: TripAdvisor, Wikipedia, PR coverage)
- Align earned, owned, and shared messaging so AI "learns" Alaska consistently across sources

Public Relations & Earned Media



- Assist a minimum of 250 travel media and journalists.

- Earn \$25M of advertising equivalency in earned media value.

- Production of quarterly media newsletter

- Organize the 2025 Alaska Media Road Show media event for Alaska tourism businesses to meet with national media in Las Vegas, Nevada.

- Post 5 times per week per social channel (Facebook, Instagram, TikTok) and maintain an average engagement rate of 3% and increase followers.

- Generate 7M organic social media impressions.

- Manage a content creator influencer campaign

- Place 5 cultural stories in travel publications.

- Partner with two cultural ambassadors and increase owned cultural tourism assets for organic social media and other marketing channels.



Travel Trade & International



- Trade Shows
- Familiarization Tours
- Alaska Certified Expert

International Markets

- German-Speaking Europe
- India



Marketing KPIs – FY25

272 Million Paid Media Impressions

354 Articles Published

530,000 Opt-In E-news Subscribers

\$57 Million in Ad Equivalency - PR

40% Open Rate for E-newsletter

790,000 Social Followers

35,808 Vacation Planner Requests from Paid Media

5.8% Average Social Engagement

4,106,680 Website Sessions

130 Meetings with Tour Operators/Travel Agents

4,156,225 Website Pageviews

30 Travel Trade FAM Participants Hosted

332,405 Partner Referrals from Website

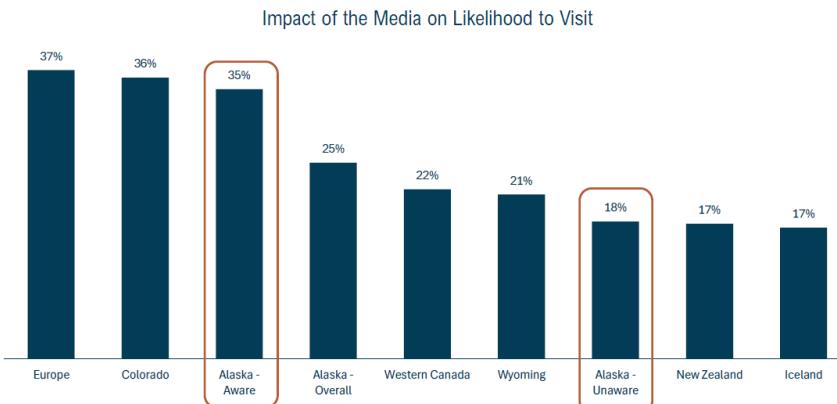
1,000 Travel Agents Trained

505 Journalists Assisted

750 ACE Program Completions

Paid Media Impact

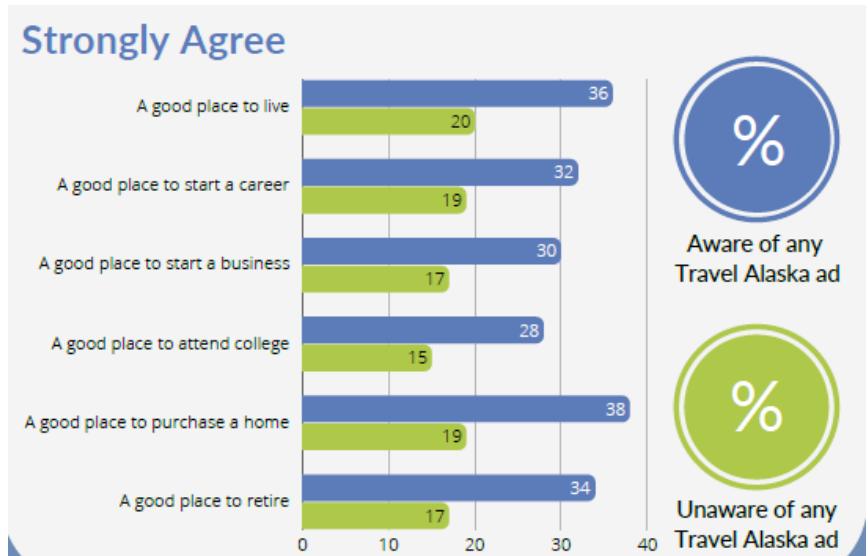
Those who saw Travel Alaska advertising were **2x** as likely to visit as those who didn't

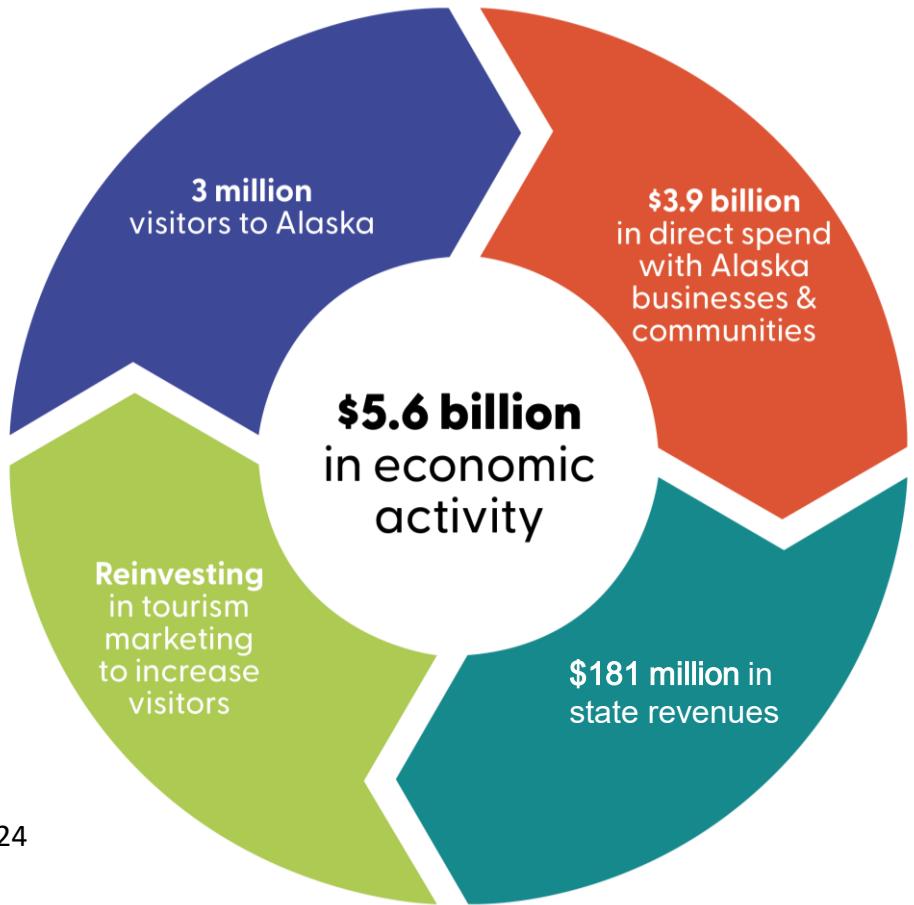


71% of ad influenced visitors were independent travelers

Sources: SMARI Insights and Longwoods International

Those who saw Travel Alaska advertising were **80%** more likely to view Alaska as a good place to live, and nearly **2x** as likely to see it as a good place to start a business or career.





\$181 Million
REVENUES TO THE STATE

\$15 Million
Vehicle Rental Tax

\$10 Million
Reinvestment
70% from Visitors



TRAVEL INDUSTRY ASSOCIATION