



**House Finance Committee**

February 5, 2026

Jillian Simpson, President & CEO

# Overview

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



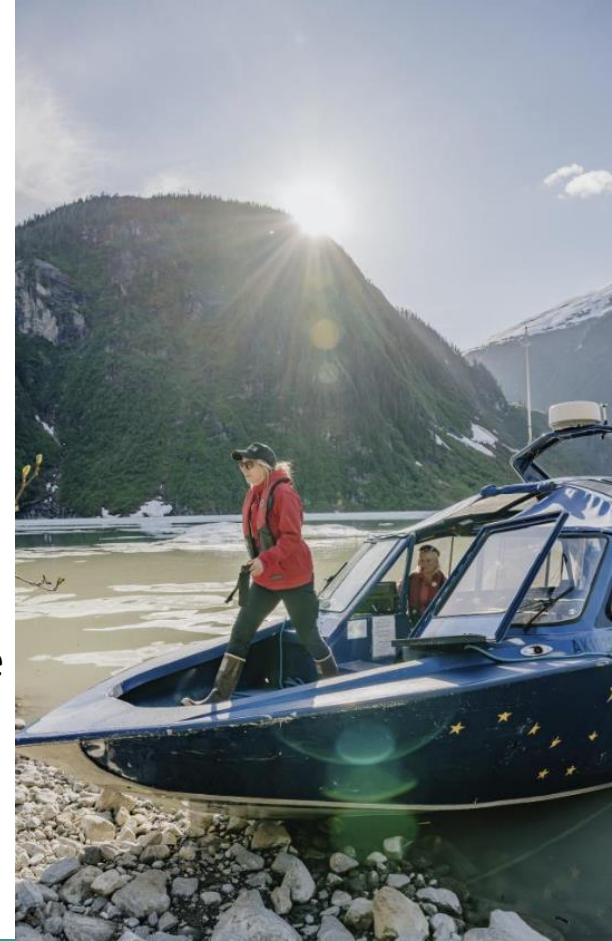
# Who is ATIA?

- 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



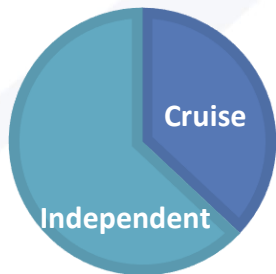


TOTAL VISITORS  
**3 MILLION**

DIRECT SPENDING  
**\$3.9**  
BILLION

REVENUE TO STATE  
**\$181**  
MILLION

ECONOMIC IMPACT  
**\$5.6**  
BILLION



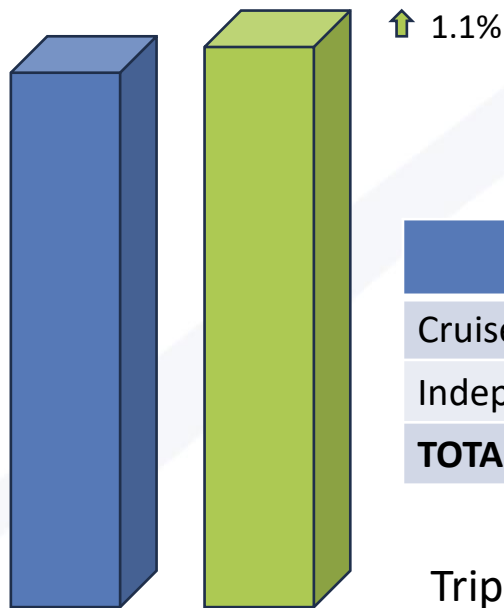
**48,000**  
TOURISM JOBS




# 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%
<b>TOTAL</b>	<b>3,046,600</b>	<b>3,079,200</b>	<b>+1.1%</b>

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

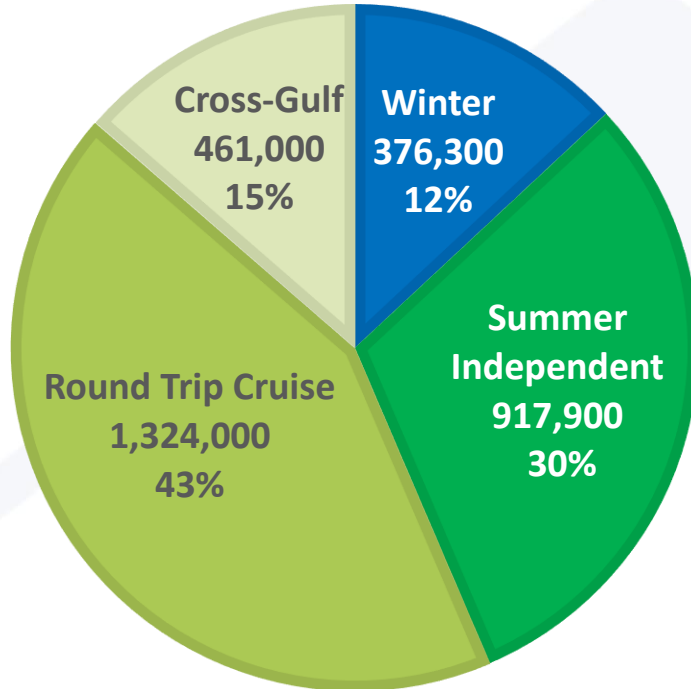
2023-24

2024-25

# 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%

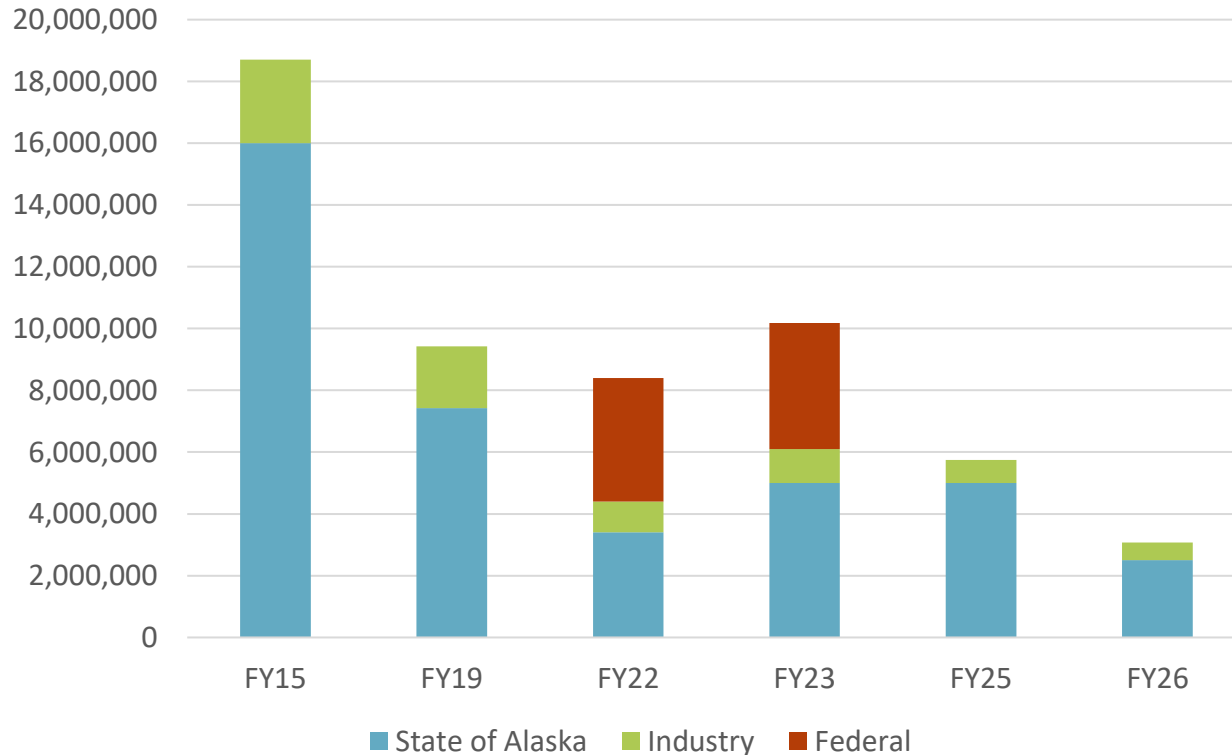




# Alaska Tourism Marketing

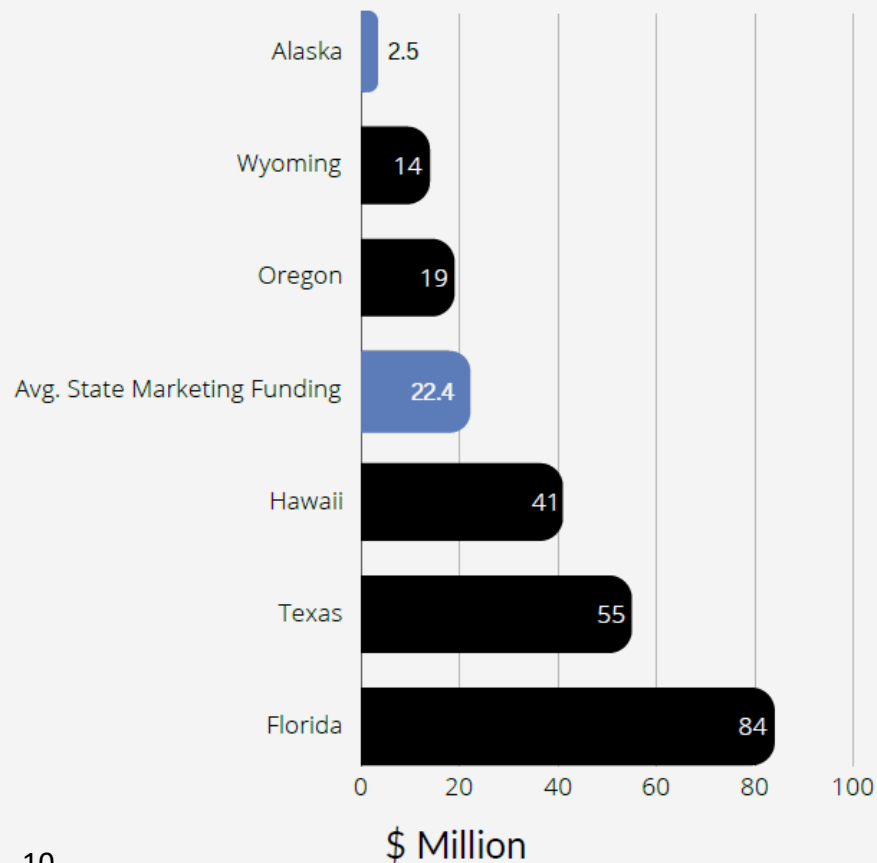


## Historical Budgets



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%



Source: US Travel Association

## 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

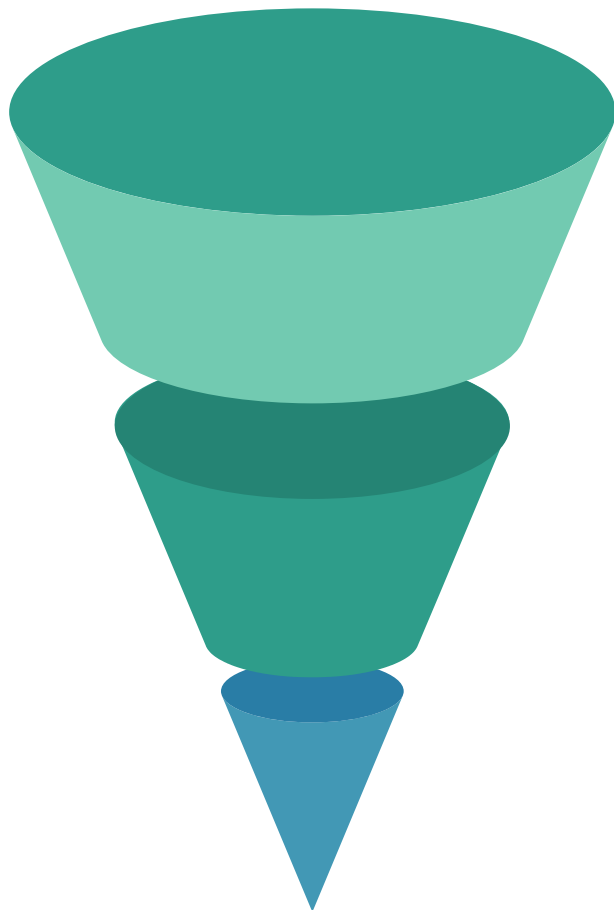
**\$1.4 billion lost** traveler spending within one year of closing

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

**↓ 17th** From 1<sup>st</sup> to 17<sup>th</sup> in summer resort destination visitation

# Alaska's Tourism Marketing Program





## Awareness

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

## Consideration

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Engage with our audience through content on TravelAlaska.com

## Conversion

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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



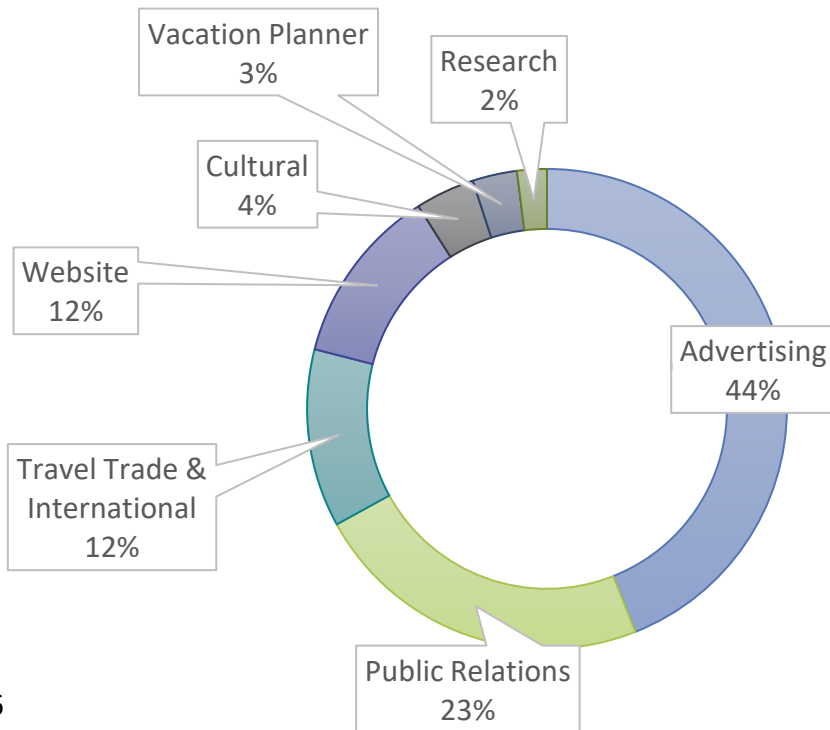
## Alaska Market Potential Model

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



— TRAVEL —  
**ALASKA**



# Advertising

AURORA BOREALIS

AKA

ALSO KNOWN AS

THE ULTIMATE  
ROOM WITH A VIEW

TRAVEL  
ALASKA

17

ALASKA ADVENTURES

AKA

ALSO KNOWN AS

WILDERNESS WITHIN REACH

TRAVEL  
ALASKA

KATMAI  
NATIONAL PARK

AKA

ALSO KNOWN AS

HOME TO MORE BEARS  
THAN PEOPLE

TRAVEL  
ALASKA

ALASKA NATIVE CULTURE

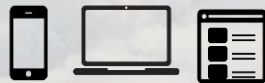
AKA

ALSO KNOWN AS

TRADITIONS THAT LIVE ON.  
STORIES SHARED TOGETHER.

TRAVEL  
ALASKA

# FY26 Brand Media Tactics



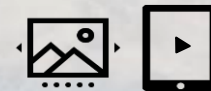
Display & Native



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

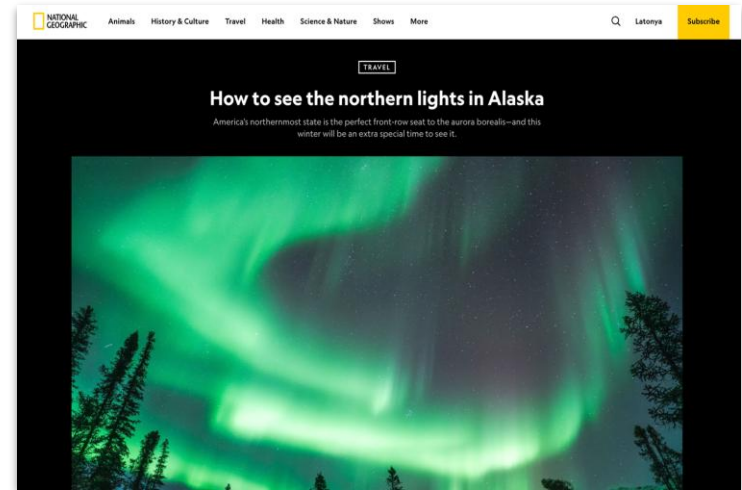
From owned content only → to ecosystem influence

- 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.



- 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

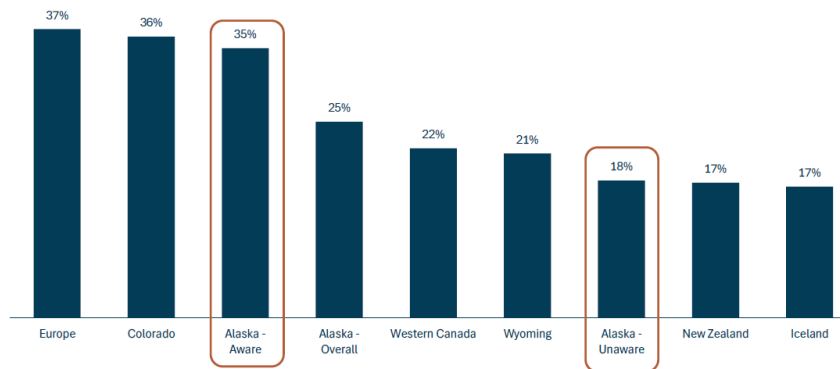
505 Journalists Assisted

750 ACE Program Completions

# Paid Media Impact

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

Impact of the Media on Likelihood to Visit

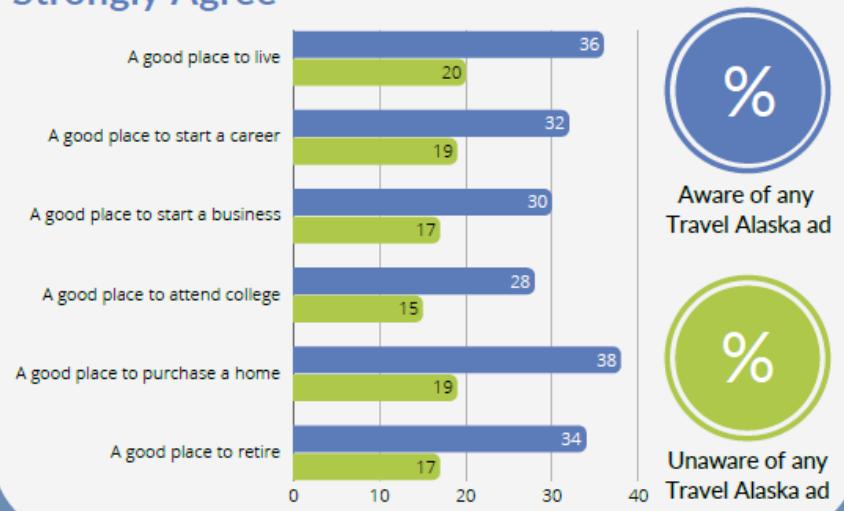


**71%** of ad influenced visitors were independent travelers

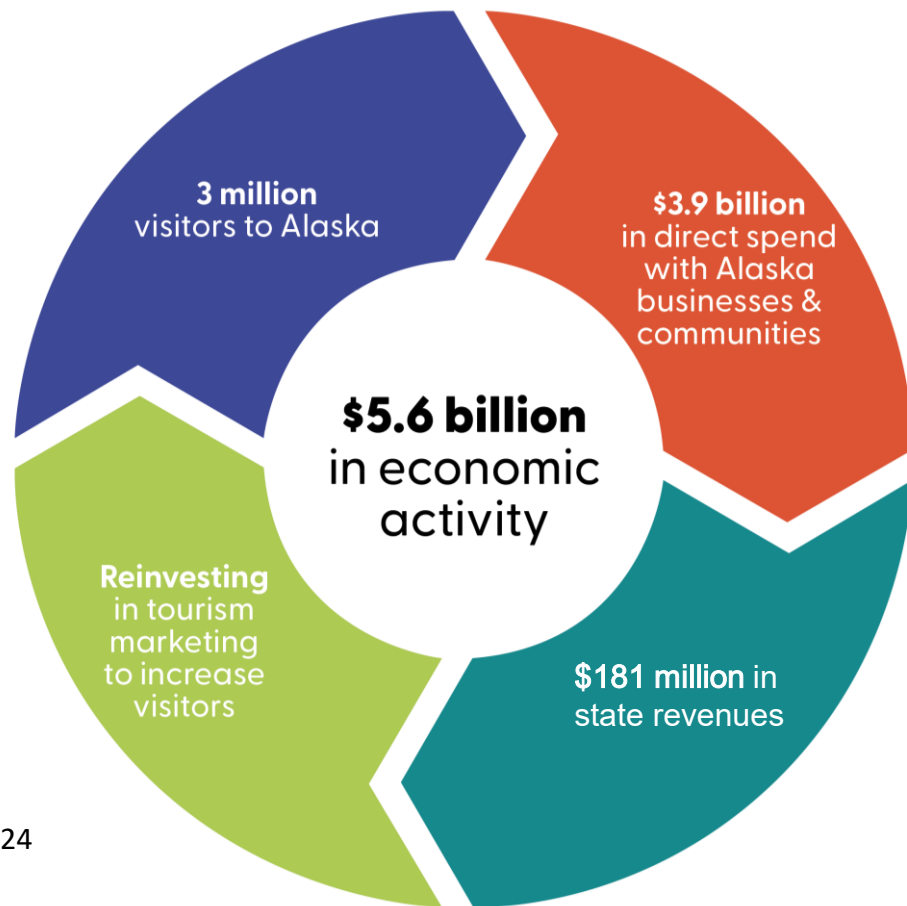
Sources: SMARI Insights and Longwoods International

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.

## Strongly Agree







**\$181 Million**

REVENUES TO THE STATE

**\$15 Million**

Vehicle Rental Tax

**\$10 Million**

Reinvestment  
70% from Visitors



# ALASKA

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TRAVEL INDUSTRY ASSOCIATION