

Alaska State Legislature Senate Rules Committee

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Rules Committee
Resources Committee
Judiciary Committee
Legislative Council
TAPS Throughput Decline
World Trade and Tourism

Senator Lesil McGuire, Chairman

Sponsor Statement ***Senate Bill 194***

SB 194 creates a structure for marketing by the State of Alaska and develops a funding intent formula that can be supported by the legislature, the administration, and the private sector, so that tourism marketing is professionally led and managed.

The Alaska tourism board would be created in statute and comprised of a minimum of twenty one members. Eighteen of those would be recommended by ATIA, one member of the board from the Department of Commerce, Community and Economic Development, one member would be appointed from the House, and one member appointed from the Senate.

Tourism continues to be a growing, renewable industry that is the second largest employer in the state. Over 1.9 million visitors came to Alaska from October 2012-September 2013 spending over 1.8 billion dollars. This bill is an important step in continuing the growth of one of our most important industries.