Overview on tourism & travel patterns for the Alaska State Legislature

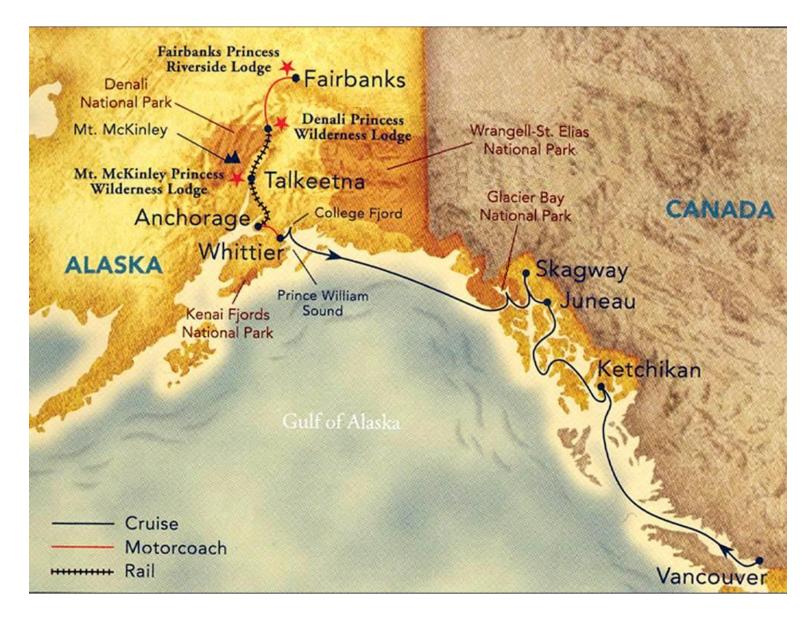
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Vice President, Community & Government Relations



Typical travel patterns



In-state travel options









Alaska product use – F&B



Alaska Marine Conservation Council (AMCC) - Kodiak Bairdi crab

Hot Licks Ice Cream – blueberry and specialty ice cream

Indian Valley Meats - reindeer sausage

Alaska Jacks - fireweed syrup

Alaska Chip Company - specialty chips

Arctic Cuts- cut & washed local produce and fruit

Basically Basil - organically grown local produce/herbs

Copper River Seafoods - fresh halibut, salmon, cod

Ditomaso's Produce - local produce when in season/available

Tenth & M Seafoods - fresh salmon, scallops, cod

Fisherman's Express - King crab, crab cakes, scallops

AK Brewing Co. - beer

Glacier Brewhouse - beer

Midnight Sun Brewery - beer

Silver Gulch Brewing Co. - beer

Alaska Distillery - flavored local vodka

Kahiltna Birch Works - birch syrup

Kaladi Bros./Silverhook - espresso and drip coffee

Heritage Coffee Company - espresso and drip coffee

Taco Loco - tortillas, chips

Alaska Chi - made by the Homer Brewing Company, Inc.

Food Services of America - Local produce, local meats

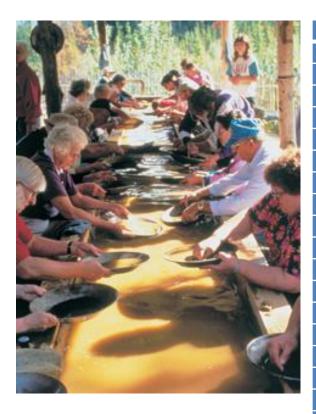




Travel experiences are endless



Working with local vendors



Alaska Nature Guides

Alaska Travel Adventures

Aramark Sports & Entertainment Services LLC

Black Bear ATV Adventures

Black Diamond Resort

D & S Trail Rides

Denali Air

Denali ATV Adventures

Denali Backcountry Guides

Denali Fly Fishing Guides

Denali Jeep LLC

Denali Southside River Guides

Denali Tundra Tours

Denali Wilderness Safari

ERA Helicopters, LLC

Jeff King, Inc.

K2 Aviation

Mahay's Jet Boat Adventures

McKinley Flight Tours

Nenana Raft Adventures

Talkeetna Fishing Guides

Talkeetna River Guides

Terry Boyd Photography Tours, LLC

Trapper Creek Tours



Economic impact of tourism to State: \$3.72 billion

Table 6. Total Visitor Industry Labor Income, and Spending, By Region, 2008-09 and 2011-12 (including direct, indirect, and induced effects)

	2008-09 Labor Income	2008-09 Spending	2011-12 Labor Income	2011-12 Spending
Southcentral	\$514 million	\$1,751 million	\$580 million	\$1,966 million
Interior	205 million	519 million	240 million	605 million
Southeast	373 million	1,004 million	370 million	1,003 million
Southwest	41 million	115 million	42 million	116 million
Far North	10 million	25 million	11 million	29 million
Total	\$1.14 billion	\$3.41 billion	\$1.24 billion	\$3.72 billion

McDowell Group, Inc. – Economic Impact of Alaska's Visitor Industry, 2011-12

Revenue to local governments: \$71+ million

Revenues to Municipal and State Governments					
	2008-09	<u>2011-12</u>			
Municipal Revenues	\$69.8 million	\$71.1 million			
Sales tax revenues	\$28.9 million	\$29.2 million			
Lodging tax revenues	\$23.5 million	\$26.7 million			

\$15.2 million

McDowell Group, Inc. – Economic Impact of Alaska's Visitor Industry, 2011-12

Dockage/moorage revenues \$17.4 million

Revenue to the State: \$107 million

Table 7. Selected Revenues to Municipal and State Governments 2008-09 and 2011-12

2008-09	2011-12
\$69.8 million	\$71.1 million
\$28.9 million	\$29.2 million
\$23.5 million	\$26.7 million
\$17.4 million	\$15.2 million
\$136.6 million	\$107.8 million
\$46.4 million	\$32.0 million
\$6.3 million	\$5.8 million
\$4.0 million	\$3.6 million
\$1.0 million	\$0.8 million
\$17.1 million	\$17.8 million
\$15.4 million ¹	\$18.4 million
\$19.4 million	\$20.2 million
\$5.6 million	\$5.7 million
\$21.4 million	\$3.5 million
\$206.4 million ²	\$178.9 million
	\$69.8 million \$28.9 million \$23.5 million \$17.4 million \$136.6 million \$46.4 million \$46.3 million \$4.0 million \$1.0 million \$17.1 million \$15.4 million \$15.4 million \$21.4 million

• McDowell Group, Inc. – Economic Impact of Alaska's Visitor Industry, 2011-12

<u>Partnerships</u>

- National Parks: 60+ employees from Denali Princess
 Wilderness Lodge worked on trail restoration along Rock
 Creek Trail (2012)
- State Parks: 12+ employees from McKinley Princess
 Wilderness Lodge worked on the Byers Lake Trail (2010-11)
- Roadside clean up: employees from Anchorage to Talkeetna to Healy adopt sections of road as part of annual clean up efforts

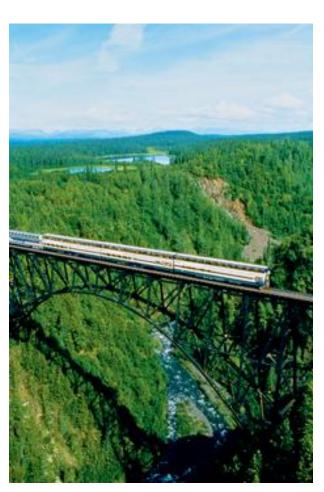




Visitor flow

- 150,000 passengers ride the rail
- 170 HAP motorcoaches
 - + 90 others within the Denali corridor
- 20 HAP rail cars
 - + 10 from Alaska RR on busy days





Rail vs. motorcoach capacity

- Most rail cars hold 72-88 people
- It would take more than
 additional motorcoaches
 to take the place of rail traffic,
 adding to congestion in downtown,
 as well as the entire Denali corridor



 Replacing rail cars with motorcoaches would require about 30 more coaches on the Parks/Glen Highway