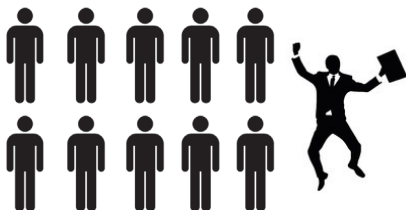


Reinvest in Alaska Tourism

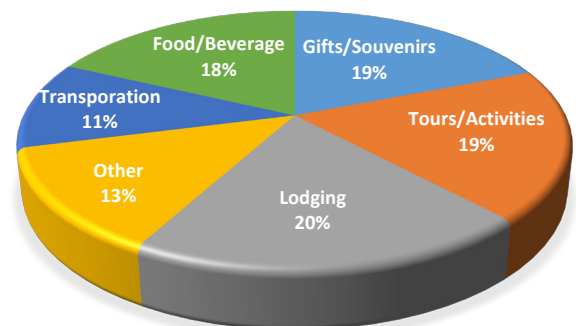


When there is strong reinvestment in tourism marketing, then *tourism works for Alaska*, resulting in:

- **Nearly 2 Million Visitors** coming to Alaska, spending money on tours as well as public land permits, campgrounds, hotel stays, rental cars, food, laundry services, airline tickets, gifts, equipment and more.
- **Over \$100 Million in State Revenues & \$78 Million in Municipal Revenues** generated by Alaska's visitor industry through a variety of taxes and other fees, helping to fund services benefitting residents and communities.
- **1 in 11 Jobs** within the visitor industry, creating an important part of Alaska's employment picture.



- **\$1.8 Billion In-State Visitor Spending** helps support large and small tourism businesses.



- **\$1.24 billion in labor income** was created by tourism business employment, for an economic impact of \$3.72 billion.

Source: McDowell Group: Economic Impact of Alaska's Visitor Industry 2012-2013 Update

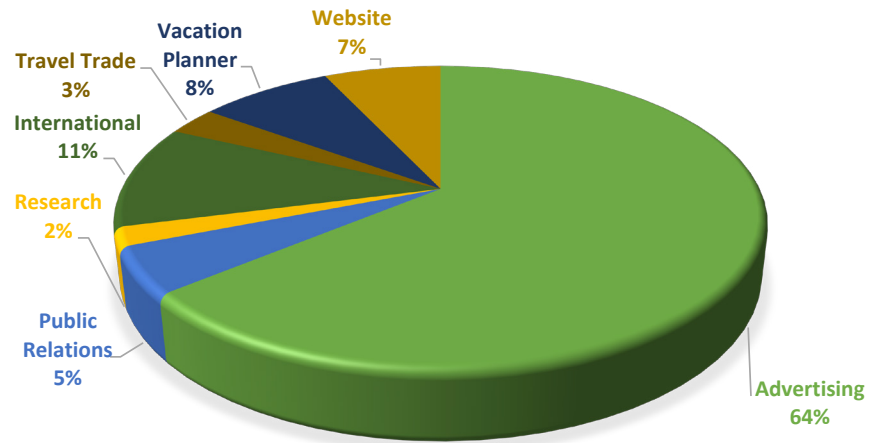
Who is ATIA?

The Alaska Travel Industry Association (ATIA) is the leading statewide, membership trade association for Alaska's tourism industry. With over 600 members, we advocate for a healthy tourism industry and promote Alaska as a premier travel destination. We are experts in the State of Alaska Tourism Marketing program and support our members with tourism education and global networking opportunities.

ATIA leads private sector efforts to make sure there is a robust tourism marketing program and that policies and legislation affecting tourism meet the needs of the industry while remaining attentive to care for the environment, recognition of cultures and Alaska's unique quality of life.



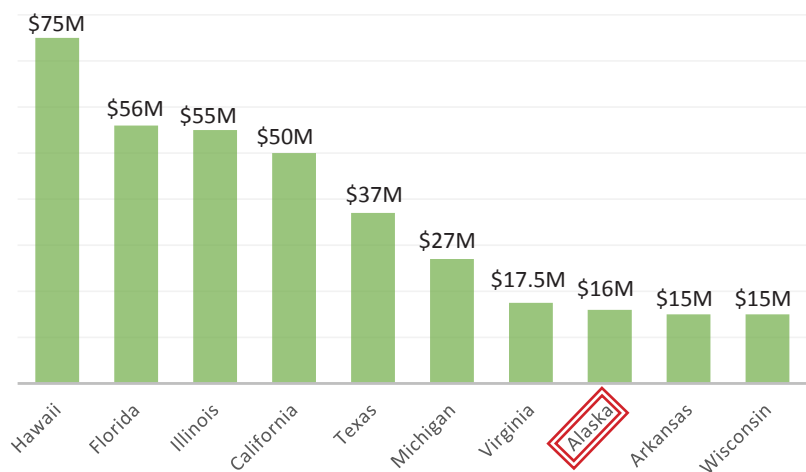
How Do We Attract Visitors?



Above is a breakdown of the State of Alaska Tourism Marketing Budget in 2014. See exactly where the money went to reach the **1.9 million visitors** choosing Alaska!

Where Do We Stand?

Alaska needs a competitive budget in order to keep our market share. The industry-led marketing program efficiently and effectively reaches travelers to help them choose Alaska as their vacation destination.



Source: US Travel Association Survey of State Tourism Office Budgets 2012-2013



Alaska Travel Industry Association
 2600 Cordova St., Ste. 201 • Anchorage, AK 99503
 907.929.2842 • AlaskaTIA.org