



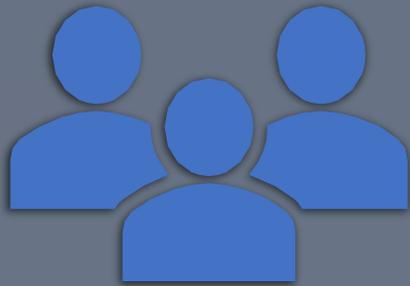
Alaska State Legislature

House Finance Committee
Monday, March 29, 2021



ALASKA

TRAVEL INDUSTRY
ASSOCIATION



600+ member
businesses



24-member
Board of
Directors



Statewide
Destination
Marketing



Advocacy



— TRAVEL —

ALASKA



▲▲
— TRAVEL —
ALASKA



SAFE TRAVELS: COVID-19 INFORMATION & UPDATES

Official State of Alaska Vacation and Travel Information

English MY ALASKA

TRAVEL ALASKA

GET INSPIRED MAPS + PLACES TO GO THINGS TO DO PLACES TO STAY GETTING TO + AROUND PACKAGE TOURS PLANNING HELP

CLIMATE & CLOTHING GUIDE
TRAVEL TIPS
SUSTAINABLE TOURISM
MEETING & EVENT PLANNERS
TRAVEL AGENTS
VISITORS CENTERS
LOCAL TRAVEL GUIDES
VACATION GUIDE
COVID-19 TRAVEL INFO

DENALI AURORA CULTURE GLACIERS WILDLIFE

Travel Alaska

1.29K subscribers

VIDEOS PLAYLISTS COMMUNITY CHANNELS ABOUT

VIEW ALL

Travel Alaska Year 1:17

Show Up For Alaska 0:50

Alaska will wait, for you. 1:00

Alaska is Waiting For You 0:31



The struggle globally



International arrivals fell by 72%



900 million fewer international visitors traveling



\$935 billion loss in export revenues



“...worst year on record in the history of tourism.”

UNWTO, 12/2020

A world map with a light gray background. The United States, including Alaska and Hawaii, is highlighted in a dark green color. The rest of the world's landmasses are shown in a light gray tone with white outlines for countries and continents.

In the U.S. in 2020, the pandemic caused the industry to shrink by almost \$500 billion—leading to the loss of more than 3.4 million jobs.

Alaska tourism

56% Cruise

36% Air

4% Road/Ferry



Enplanements at Anchorage, Fairbanks, and Juneau Airports, 2019 vs. 2020

	2019	2020	Difference	% change
Anchorage	2,869,225	1,172,003	-1,697,222	-59.2%
Fairbanks	586,978	239,984	-346,994	-59.1%
Juneau	328,743	135,685	-193,058	-58.7%

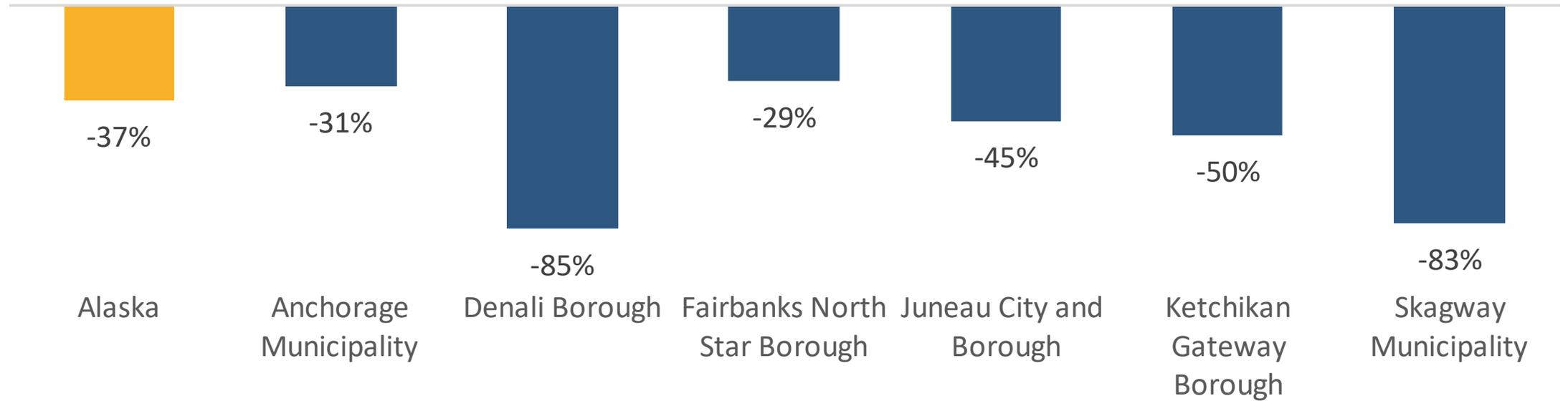
Personal Vehicle Occupants Crossing Border (CAN - AK): 2019 versus 2020

	2019	2020	Difference
Skagway (Klondike Highway)	126,380	5,604	120,776
Haines Highway	41,148	4,371	36,777
Alcan	103,719	29,764	73,955
Poker Creek (Top of the World Highway)	18,095	0	18,095
Total	289,352	39,739	-249,613

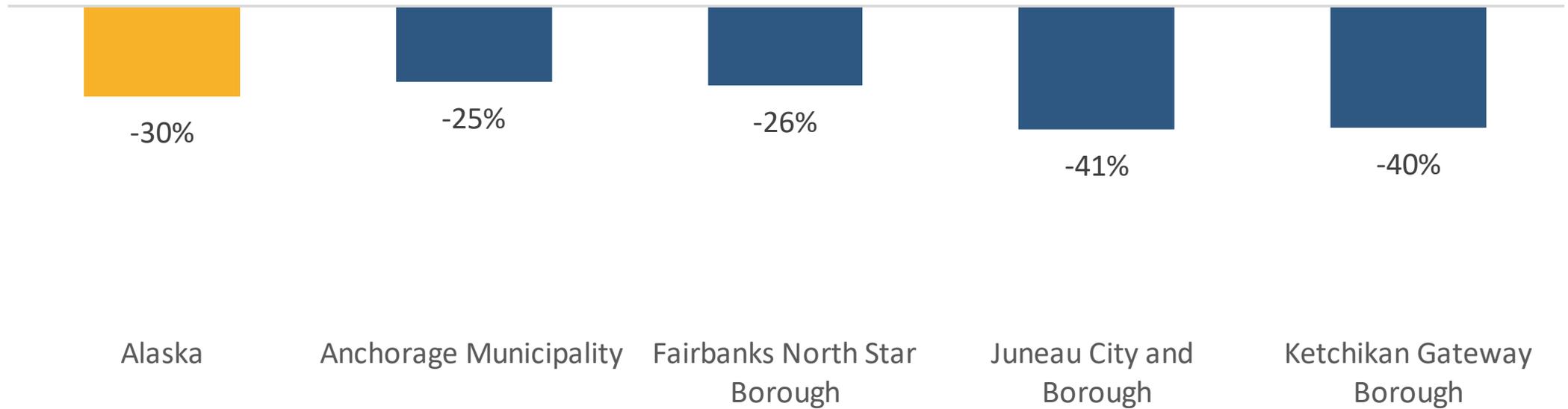
AMHS Passengers: 2019 versus 2020

	2019	2020	Difference
Bellingham	7,115	2,059	5,056
Prince Rupert	4,745	0	4,745
Total	11,860	2,059	-9,801

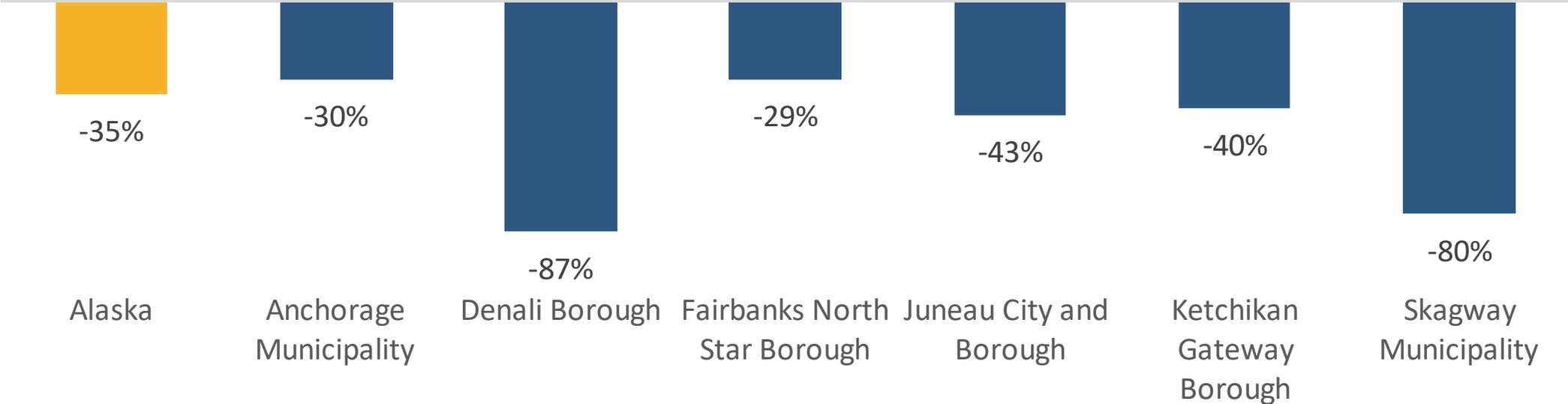
Percentage Change in Leisure and Hospitality Employment, June 2019-June 2020



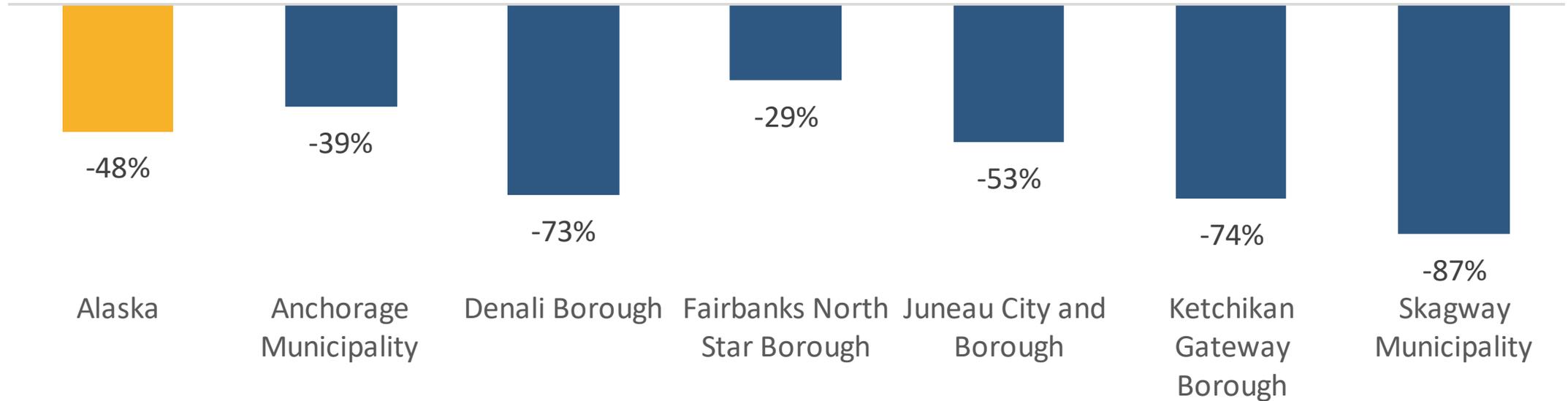
Percentage Change in Air Transportation Employment, June 2019-June 2020



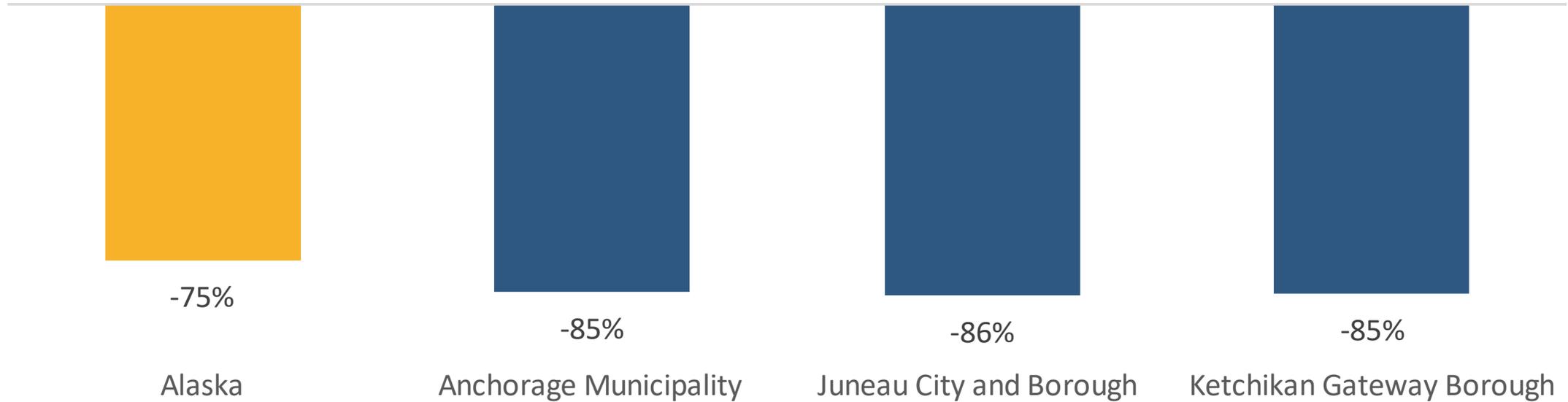
Percentage Change in Accommodation and Food Service Employment, June 2019-June 2020



Percentage Change Arts, Entertainment, and Recreation Employment, June 2019-June 2020



Percentage Change in Scenic and Sightseeing Transportation Employment, June 2019-June 2020







The Path Forward

Safe travels and safe operations

Continued support for tourism businesses & partners

Destination marketing

State Travel Advisories

- Health Advisory 2 – **International and Interstate Travel**
- Health Advisory 3 – **Intrastate Travel**





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A person wearing a patterned knit hat and a dark jacket is seen from behind, holding a white digital camera to take a photo of a large glacier. The glacier is a massive wall of blue-tinged ice, with smaller icebergs floating in the water in the foreground. The sky is overcast and grey. The person is standing on a boat, with a black railing visible at the bottom of the frame.

Traveler Sentiment



KEY TAKEAWAYS

- Right now, 58.6 % of Americans expect to take a COVID-19 vaccine and the majority expect they will be inoculated by this June
- Older Americans are likeliest to feel the current COVID vaccines are safe and most willing to take one. Younger travelers, while not as likely as older travelers to take a vaccine, are likeliest to be planning travel in anticipation of vaccines being widely available
- Despite challenges, vaccine distribution is still driving optimism about a return to normal—and travel normal—in the next 6 months



Destination Marketing Moves the Needle





TRAVEL ALASKA
TRAVEL  **SAFE**



Travel Alaska

Sponsored · 

Alaska is open for visitors! Roam big and wander wild. Get back to travel now with a destination that will re-energize your spirit.

SPACE AVAILABLE
(600,000 square miles to roam)



Open to Visitors. Easy Travel Guidelines.

TRAVELALASKA.COM

COVID-19 Travel Guidelines

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Alaska. There's no place like it. And no time like the present, with safe, easy travel guidelines. Book your adventure now.



SPACE AVAILABLE.
(600,000 square miles to roam)

COVID-19 Travel Guidelines

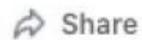
[Learn More](#)



OPEN FOR ADVENTURE.

COVID-19 Travel Guidelines

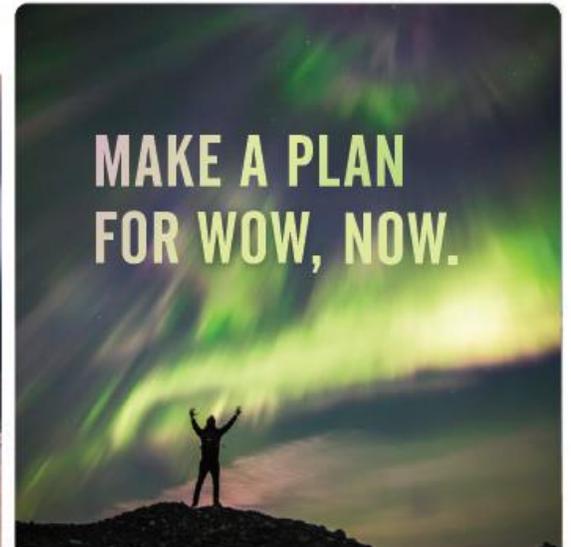
[Learn More](#)



EASY TRAVEL GUIDELINES.

COVID-19 Travel Guidelines

[Learn More](#)



MAKE A PLAN FOR WOW, NOW.

COVID-19 Travel Guidelines

[Learn More](#)

TRAVEL ALASKA®

SHOW UP *for* EPIC RUNS

FIND TRAVEL SPECIALS

© State of Alaska/Mark Kelley

TRAVEL ALASKA

SHOW UP *for* AK

TRAVEL ALASKA®

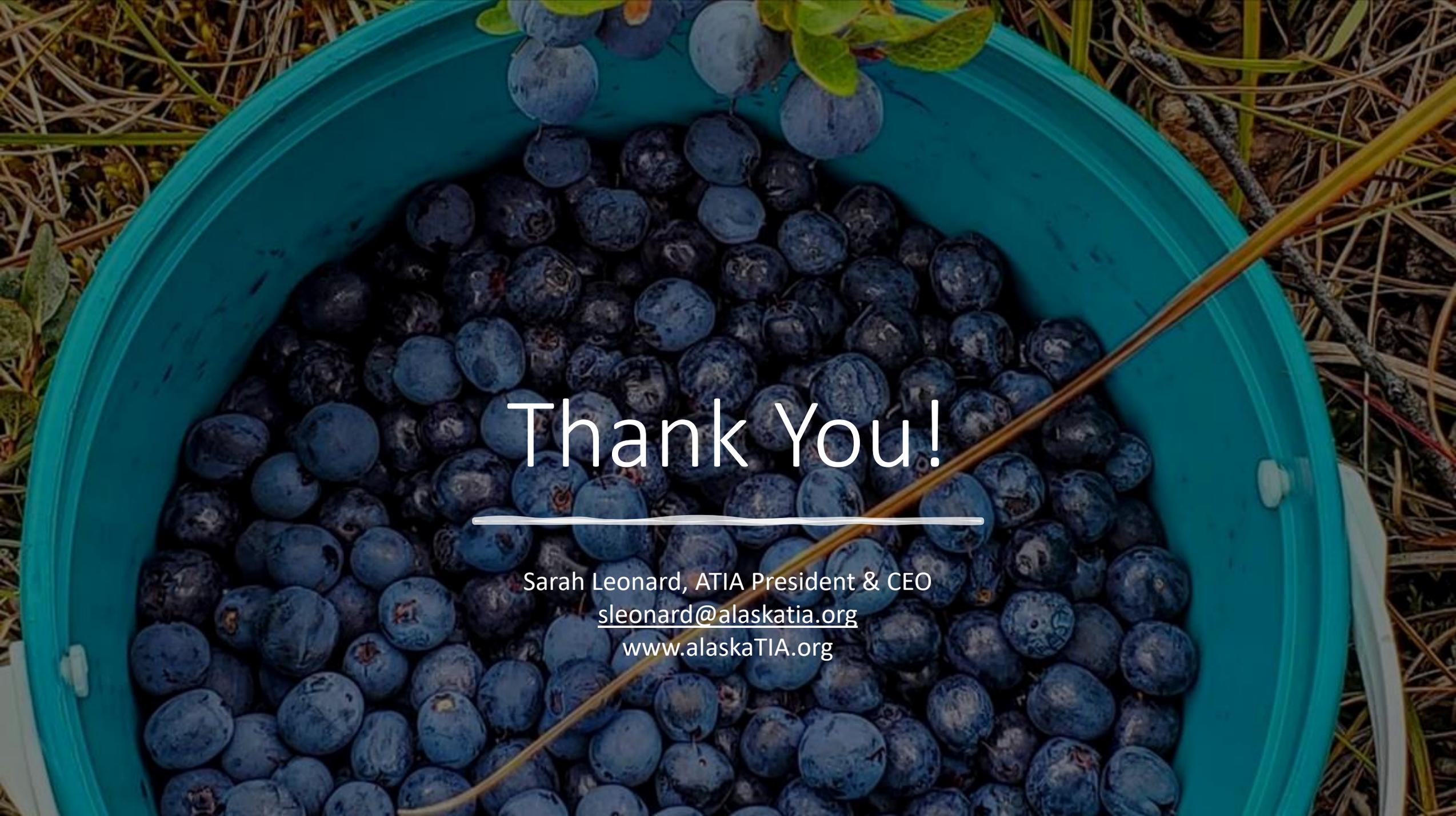
SHOW UP *for* ENDLESS SUN

FIND TRAVEL SPECIALS

© State of Alaska/Mark Kelley

TRAVEL ALASKA®

SHOW UP *for* AK

A teal bucket filled with blueberries, with a wooden stick resting across it. The bucket is placed on a bed of dry grass and twigs. The blueberries are dark blue and appear fresh. The wooden stick is light brown and runs diagonally across the bucket.

Thank You!

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