

**HOUSE CONCURRENT RESOLUTION NO. 32**  
**IN THE LEGISLATURE OF THE STATE OF ALASKA**  
**SEVENTEENTH LEGISLATURE - FIRST SESSION**

**BY REPRESENTATIVE ULMER**

**Introduced: 5/14/91**

**Referred: House Special Committee on International Trade and Tourism, Labor & Commerce, Finance**

**A RESOLUTION**

**1 Relating to the identification of stable funding sources for the promotion of state tourism.**

**2 BE IT RESOLVED BY THE LEGISLATURE OF THE STATE OF ALASKA:**

**3 WHEREAS** tourism is the state's number one private sector employer, providing more than  
**4 18,000** year-round jobs and generating an estimated \$1,081,000,000 in tourist spending on both in-state  
**5 goods and services and transportation to and from the state; and**

**6 WHEREAS** each year in order to create opportunities for businesses in the state, the state invests  
**7 millions of dollars to promote travel to the state; and**

**8 WHEREAS** Alaska receives substantial benefits from nonresidents attracted to the state by  
**9 tourism marketing programs; and**

**10 WHEREAS,** in addition to their own private sector advertising of over \$50,000,000 and in-kind  
**11 donations amounting to over \$350,000 to a cooperative marketing program, tourism industry businesses**  
**12 contribute a statutory match of 15 percent toward the state's tourism promotion efforts, and in fiscal year**  
**13 1991 this contribution totalled approximately \$911,000; and**

**14 WHEREAS** state revenue is declining and competition for tourism promotion dollars is becoming  
**15 more intense, making the state's contribution to tourism promotion more difficult each year; and**

**16 WHEREAS** several states employ a host of taxes and fees that generate funds for tourism  
**17 promotion and that lessen the need to finance the efforts from state treasuries; and**

1       **WHEREAS** a proposal for a tax on foreign corporations operating water transportation carriers  
2 in the state has been proposed by Governor Hickel;

3       **BE IT RESOLVED** that the Alaska State Legislature respectfully requests the Governor to direct  
4 the governor's office, the Department of Revenue, and the Department of Commerce and Economic  
5 Development to work with the Alaska Visitors Association, the Alaska Municipal League, the State  
6 Chamber of Commerce, and the legislature to review the options for taxing and imposing fees on visitors  
7 to the state, including existing taxes, user fees, and license receipts that currently flow to the state and  
8 local entities, and also including visitor-generated revenue from hotel taxes, tourism business sales taxes,  
9 food and beverage taxes, campground recreation activity taxes, rental car taxes, commercial aircraft  
10 landing or departing fees, cruise ship taxes and docking fees, visitor head taxes, gaming taxes or  
11 commissions, and seasonal sales taxes; and be it

12       **FURTHER RESOLVED** that the Alaska State Legislature requests that the parties involved in  
13 the review make recommendations for taxing and imposing fees on the tourism industry, and for  
14 allocating program receipts, that may be considered by the legislature during the Second Session of the  
15 Seventeenth Alaska State Legislature.

16       **COPIES** of this resolution shall be sent to the Honorable Lee E. Fisher, commissioner of  
17 revenue; the Honorable Glenn A. Olds, commissioner of commerce and economic development; the  
18 director of the division of tourism in the Department of Commerce and Economic Development; the  
19 Alaska Municipal League; the State Chamber of Commerce; and to the Alaska Visitors Association.