

HB 730

"An Act providing for a tourism economic impact study and authorizing a data collection system; and providing for an effective date."

COMMITTEE REPORT

HOUSE

2/11/76

FINANCE

Mr. Speaker:

Date

3/8/76

The Committee on COMMERCE has had HB 730

under consideration. A Majority of the members of the Committee

( ) recommends it DO PASS

( ) recommends it DO NOT PASS

( ) recommends it DO PASS WITH ATTACHED AMENDMENT(S)

( ) recommends it BE REPLACED WITH CS FOR \_\_\_\_\_ AND THAT

CS FOR \_\_\_\_\_ DO PASS

( ) "and" recommends it BE REFERRED TO THE \_\_\_\_\_

COMMITTEE

( ) reports it back WITHOUT RECOMMENDATION

( ) "other"

Members signing the Majority report:

<u>R. Kelley</u>	<u>_____</u>	<u>Joe McKinnon</u>
<u>H. Fisher</u>	<u>No Pass</u>	<u>_____</u>
<u>_____</u>	<u>_____</u>	<u>_____</u>
<u>_____</u>	<u>_____</u>	<u>_____</u>

Members NOT concurring in the Majority report:

J. F. Gadley - No Rec. recommends:

\_\_\_\_\_ recommends:

\_\_\_\_\_ recommends:

\_\_\_\_\_ recommends:

\_\_\_\_\_ recommends:

J. F. Gadley Chairman



# ALASKA VISITORS ASSOCIATION

P. O. Box 2208 • Anchorage, Alaska 99510 (907) 279-4116

**Tourism  
is everybody's  
business.**

March 2, 1976

*Copy for  
Committee*

The Honorable Bob Bradley  
Alaska State House of Representatives  
Pouch V, State Capitol Bldg.  
Juneau, AK 99811

Dear Representative Bradley:

The Alaska visitor and recreational industry is big . . . but we don't know how big. The Alaskan recreational and pleasure traveler will probably spend \$100 million in Alaska during the 1976 calendar year . . . but we're not sure of that. We believe that there will be in excess of 250,000 non-Alaskan resident recreational visitors in our State in 1976 spending that volume of money . . . but we're not sure of that either. We believe the Alaskan State Government, through the Marine Highway System's revenues, liquor taxes, airport revenues and similar items, receives as direct income from these travelers \$8 to \$12 million . . . but we're not certain of that.

In this time and age, and with the complexities and challenges we are confronted with, it is imperative that not only the private sector, but government officials, planners, economists, and all concerned with a healthy Alaskan economy, be better informed and provided with more accurate information on what the Alaskan tourism and recreational traffic means to us. Most of this impact is good -- but we would be naive to think there are not some negative effects. However, we -- you and I -- do not have the information we need to draft a balance sheet.

Bankers need this information to make loans. Air carriers and hotels need it to consider improvements in scheduling and increasing their capacity. Local and state government officials need it to consider the allocation of their resources. Communities and individual businesses need it to better determine their course of action in the months and years to come. This information can only be obtained with the passage of House Bills 730 and 731, recently introduced into the Alaska State Legislature. They provide the necessary authority and funding for designing and implementing an Alaskan tourism economic impact and marketing research program.

The Honorable Bob Bradley

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March 2, 1976

As the President of the Alaska Visitors Association, I solicit and encourage your support of these bills. We need to inventory our great mineral resources. We need to know how many trees and fish we have available today so we can plan for tomorrow. We also need to know the volume and nature of our Alaskan visitor traffic.

Thank you for your consideration.

Sincerely,



Charles B. West  
President

CBW:bf



720 West Fifth Avenue • Royal Inn Hotel • Anchorage, Alaska 99501 • 907-274-4721

March 2, 1976

*Copy for members*

Rep. Robert Bradley  
Commerce Committee  
HOUSE OF REPRESENTATIVES  
State House  
Pouch V  
Juneau, Alaska 99811

RE: TOURISM IMPACT STUDY  
HB 730 & 731

Dear Mr. Bradley,

This is to advise you that we support the suggested plan to gather data from within the Tourist Industry for the purpose of establishing facts about our business for public release. Only through a cooperative effort can the necessary statistics be made available. Each of us in the industry has our own records. But, in order to factually evaluate the whole tourism market, authority must be granted to a gathering organization to require private reporting. We commit ourselves to 100% cooperation with this plan and urge enactment.

And, we urge appropriation of necessary funds to establish a credible data collection system from the above action. The people of Alaska as well as the Tourist Industry deserves to have the facts. Unfortunately, we sometimes find ourselves maligned by misconceptions, misunderstandings and bias. By proper economic analysis, we all will gain perspective toward our way of life and environment.

These actions are long overdue in Alaska. Our State's one most clean and renewable industry will forever bring extra dollars to our communities. These dollars mean extra jobs for Alaskans and extra services for Alaskans themselves to enjoy. We all know these generalities. What we don't have are specifics. Your support of these actions will assure a healthy future within tourism's economic contribution to Alaska.

Many thanks and with best wishes for your support.

Cordially,

*Robert M. Scott*

Robert M. Scott  
President

MT. MCKINLEY ALASKA GLACIER TOURS, INC.



## ALASKANS FOR TRAVEL, INC.

P. O. Box 1479 • Anchorage, Alaska 99510 • (907) 276-7618

March 4, 1976

*copy for committee*

The Honorable Bob Bradley  
Alaska State House of Representatives  
Pouch V, State Capitol Building  
Juneau, Alaska 99801

Dear Representative Bradley:

Representative Duncan from Juneau recently introduced into the House of the Alaska State Legislature, House Bills 730 and 731. This legislation was referred to the House Commerce and Finance Committees. At the date of this letter, I believe the two bills are scheduled for consideration in the House Commerce Committee on Monday, March 8, 1976.

I write to you today on these two bills for the purpose of informing you that this particular legislation is, in the opinion of Alaskans for Travel, the single most important special authorization and funding legislation that deals with the Alaska visitor industry.

This particular bill seeks to accomplish the establishment of a data collection system and to conduct that survey for the first time. Research in any area of endeavor is crucial for good planning and development. Research and data is important for anyone who wishes to analyze the worth and value of an activity. Research and data is valuable on any subject that has significant impact upon our economy and our lives.

The Alaska travel business, in its various forms and facets, is a major economic factor of our lives. The problem is that we do not know how big it is, where it is concentrated, where it comes from, or who benefits and how much. Certainly the state is a major recipient of funds expended by the traveling public, particularly the recreational traveling public. But you, as a legislator, do not know how much.

This particular goal of acquiring information and data has been the number one goal of the Alaska visitor industry for three years. I would suggest to you that it is most appropriate and imperative that these funds and this program be initiated promptly if we are to properly position Alaskan tourism and recreational travel into the composite picture of the Alaskan economic social structure.

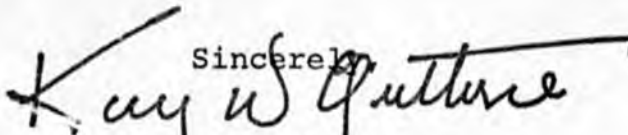
The Honorable Bob Bradley

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March 4, 1976

I ask your active support of this legislation. Will you use your influence, as one of forty members of the Alaska State House of Representatives, to assure its prompt movement through the Committees and vote affirmatively for the bills when they reach the floor of the House. Your positive action would be appreciated and would be of benefit to you, as a state legislator, and to many thousands of your constituents.

Sincerely,

A handwritten signature in cursive script that reads "Kay W. Guthrie". The signature is written in dark ink and is positioned above the typed name.

Mr. Kay Guthrie  
AFT Chairman