Alaska Tourism: Looking Back and Moving Forward

Resource Development Council for Alaska, Inc April 18, 2013

Sarah Leonard, President & COO Alaska Travel Industry Association





Alaska is a top visitor destination and is one of the state's major economic forces, while remaining attentive to the care of the environment, recognizing our diverse cultures and Alaska's unique quality of life.



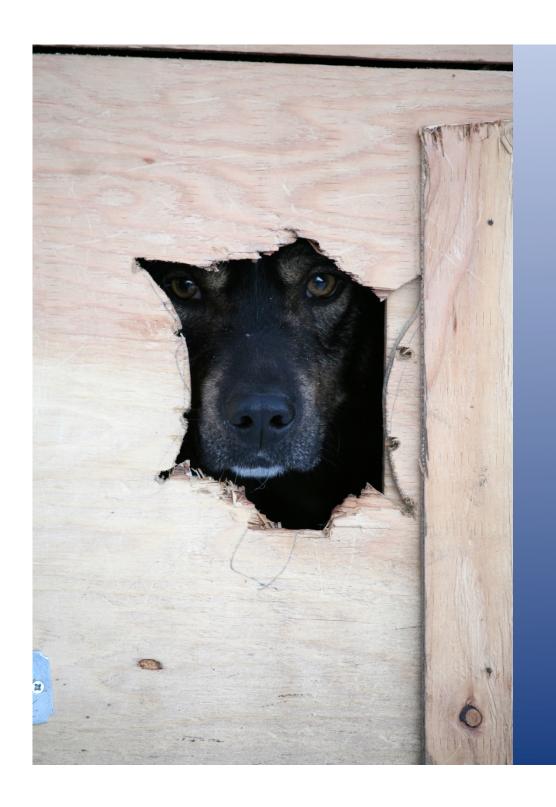
Member-Based Association

- •Over 700 members statewide
- Over half, less than 5 employees
- •More than 1/3 describe themselves as tour operators

ATIA Moving Forward

- Representation and industry voice in statewide tourism marketing
- Networking, trends, information
- Professional Development and Education





Looking Back

&

Moving Forward



Employment

- 37,800 jobs in Alaska Tourism (2011-2012)
- 4% increase over last year
- \$1.24 billion in labor income
- 1 in 13 jobs is in the visitor industry

Source: Economic Impact of Alaska's Visitor Industry 2011-2012 DCCED, State of Alaska



Visitors

- 1,823,600 visitors in 2011-2012
- 3% increase over previous year
- First increase in four years

Source:

Economic Impact of Alaska's Visitor Industry 2011-2012 DCCED, State of Alaska



Economic Impact

- \$1.7 billion in-state visitor spending (not including transportation to/from AK)
- \$3.72 billion in total visitor industry-related spending
- \$108 million in State of Alaska revenues

Economic Impact of Alaska's Visitor Industry 2011-2012 DCCED, State of Alaska



Source:

Quality

- 71 percent of visitors are very satisfied with their trip to Alaska
- 69 percent are very satisfied with the friendliness of residents
- Over 60 percent are very satisfied in areas of sightseeing, tours / activities.

Source:

Alaska Visitor Statistics Program (AVSP), State of Alaska



What's New? Moving Forward

- 2 new airlines flying to Alaska
- 3 airlines expanding service
- 4 international carries with new service from Icelandair
- 31 large cruise ships



