

Alaska Tourism: Looking Back and Moving Forward

Resource Development Council for Alaska, Inc
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**Sarah Leonard, President & COO
Alaska Travel Industry Association**



Our Vision

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.



TRAVEL INDUSTRY
ASSOCIATION

- **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



Tourism Works for Alaska

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



Tourism Works for 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



Tourism Works for 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**

Source:

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



Tourism Works for Alaska

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 carriers with new service from Icelandair**
- **31 large cruise ships**



Moving forward and looking ahead

National and International Trends & Issues

Professional Development Opportunities

Sustainable Growth for Tourism

Source: www.ustravel.org



