





















Juneau  
lost \$2.5  
million of  
revenue

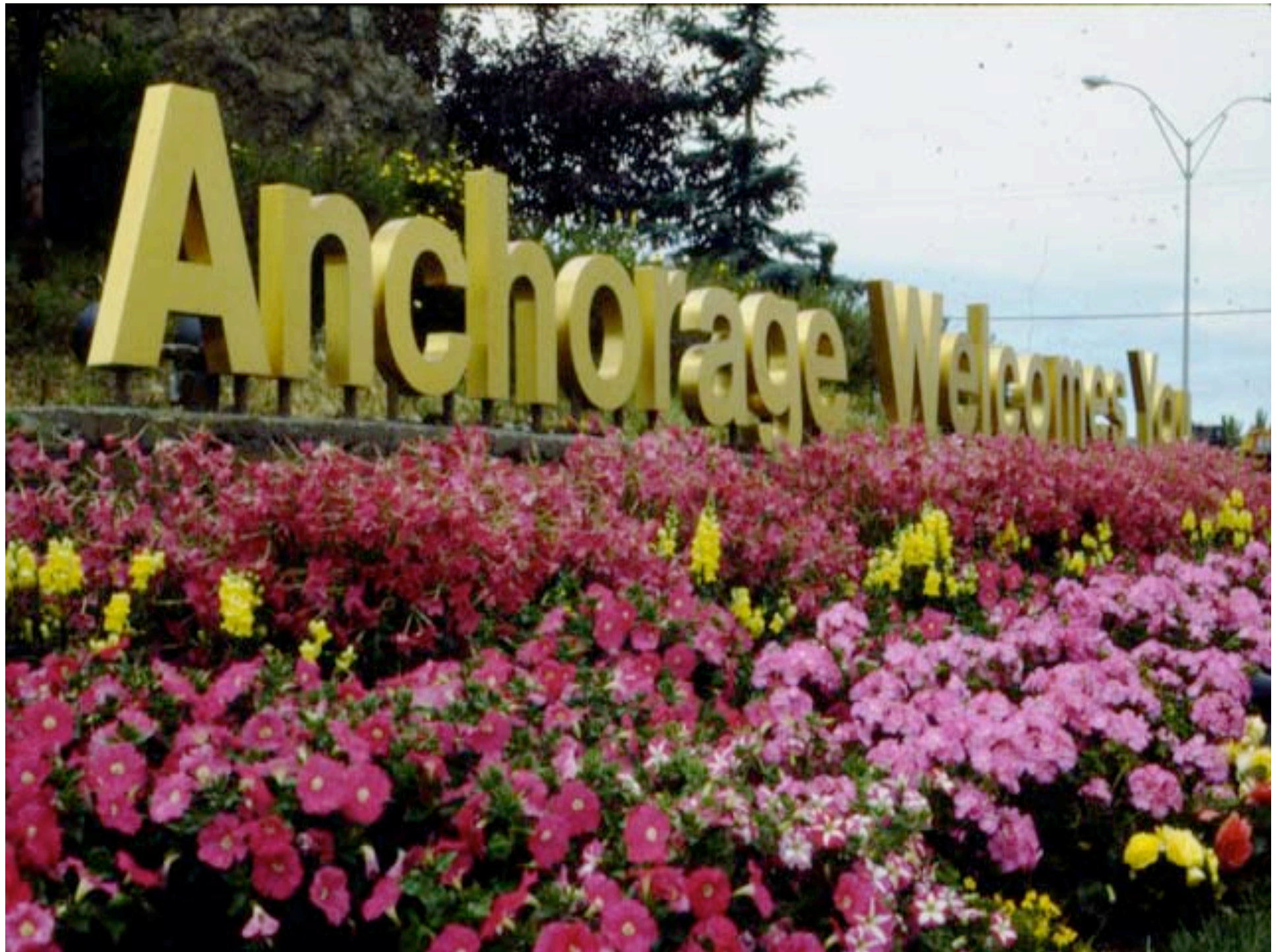




**Ketchikan lost \$1.5 million**

Sitka lost \$500,000

















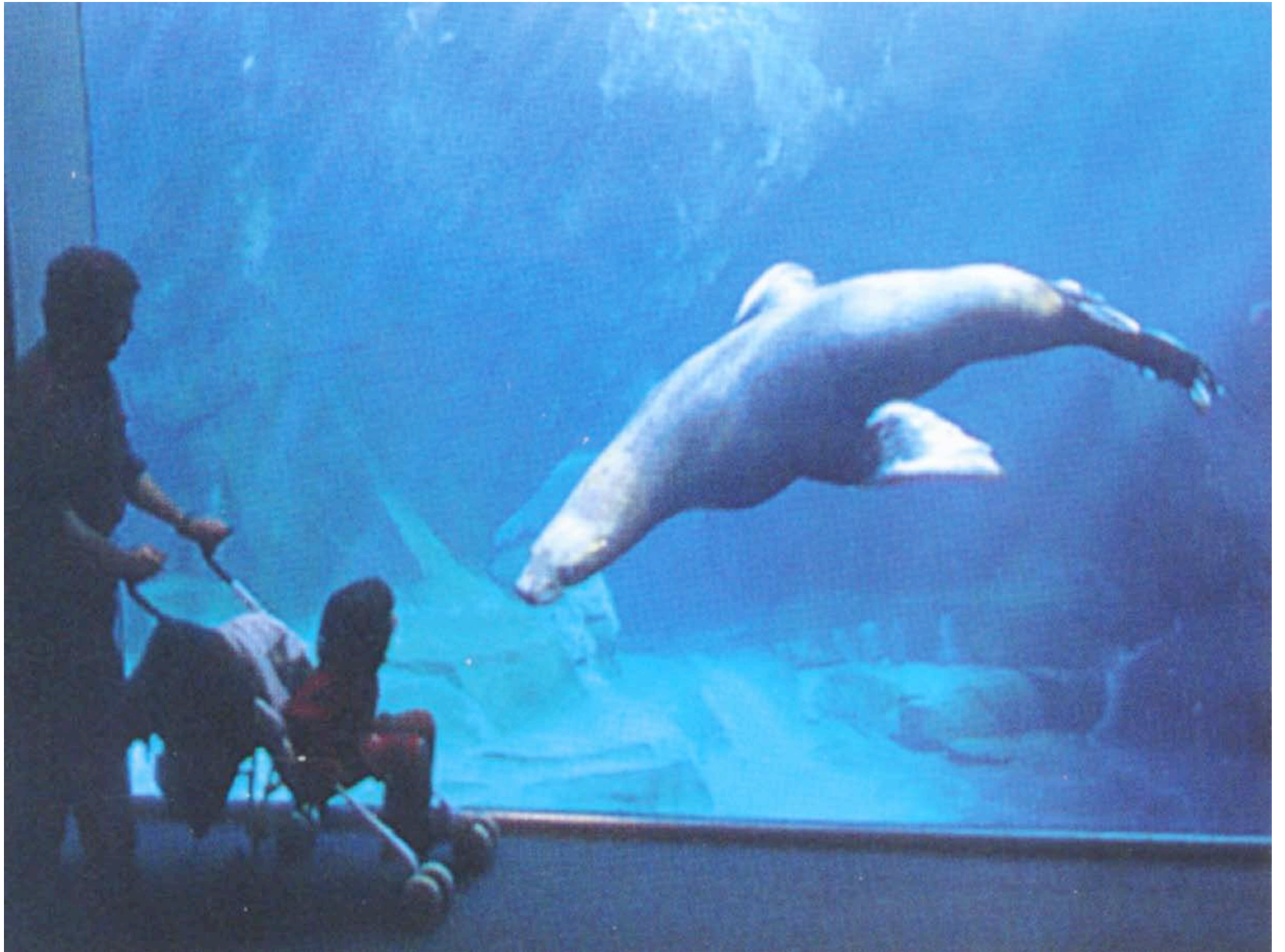










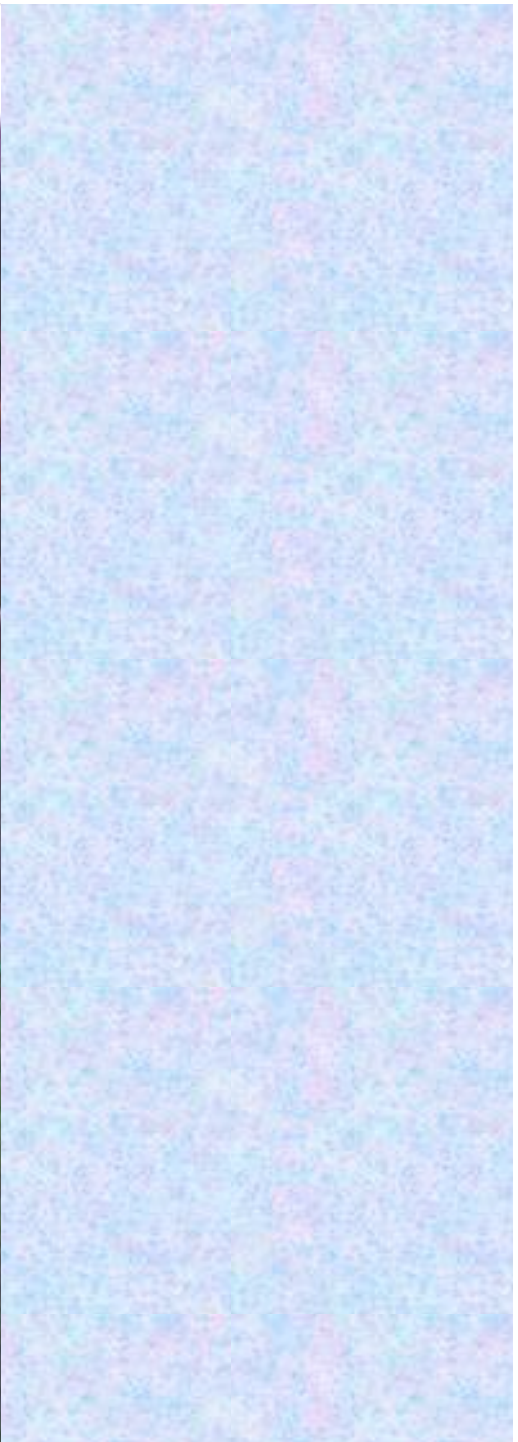








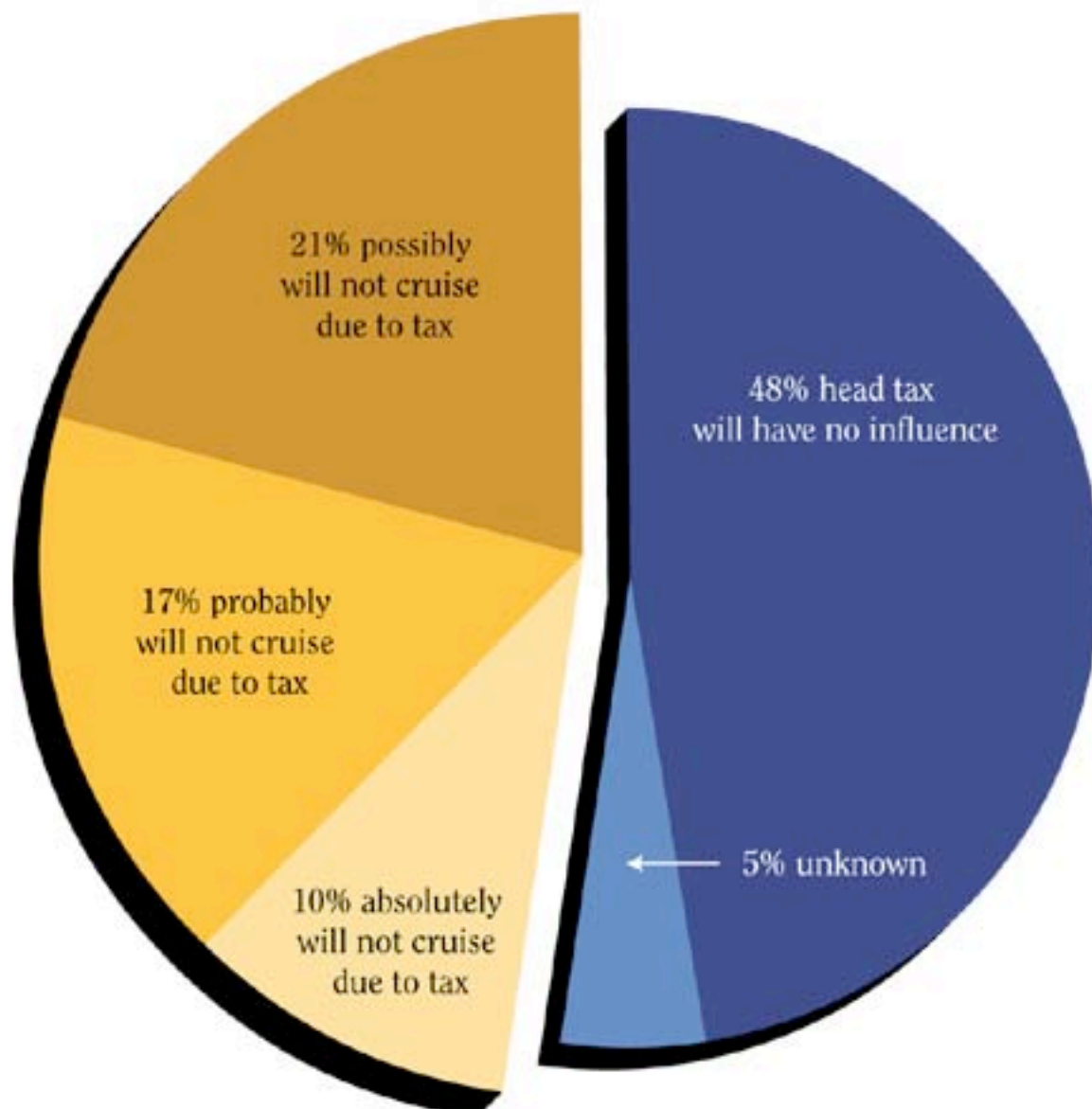




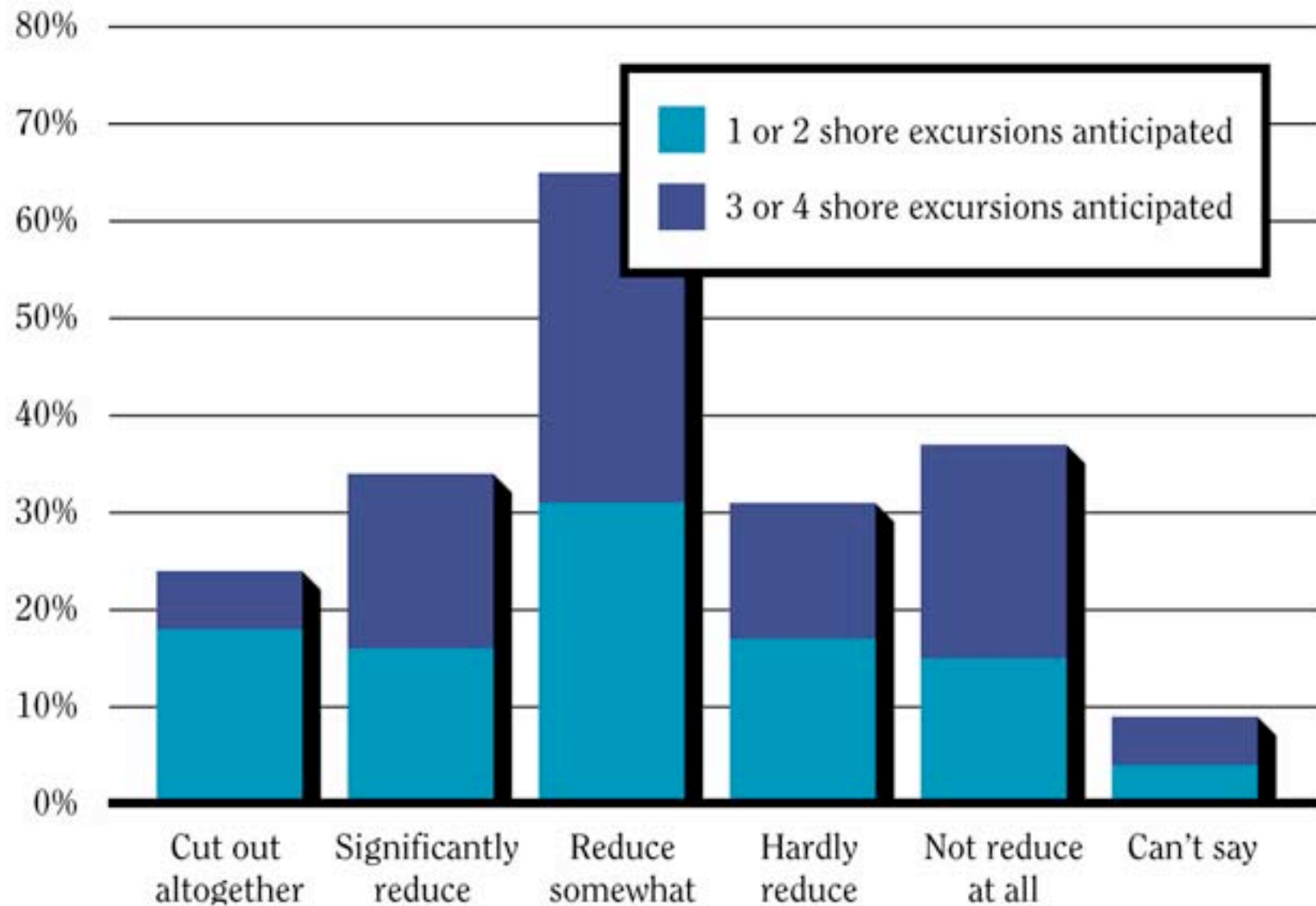


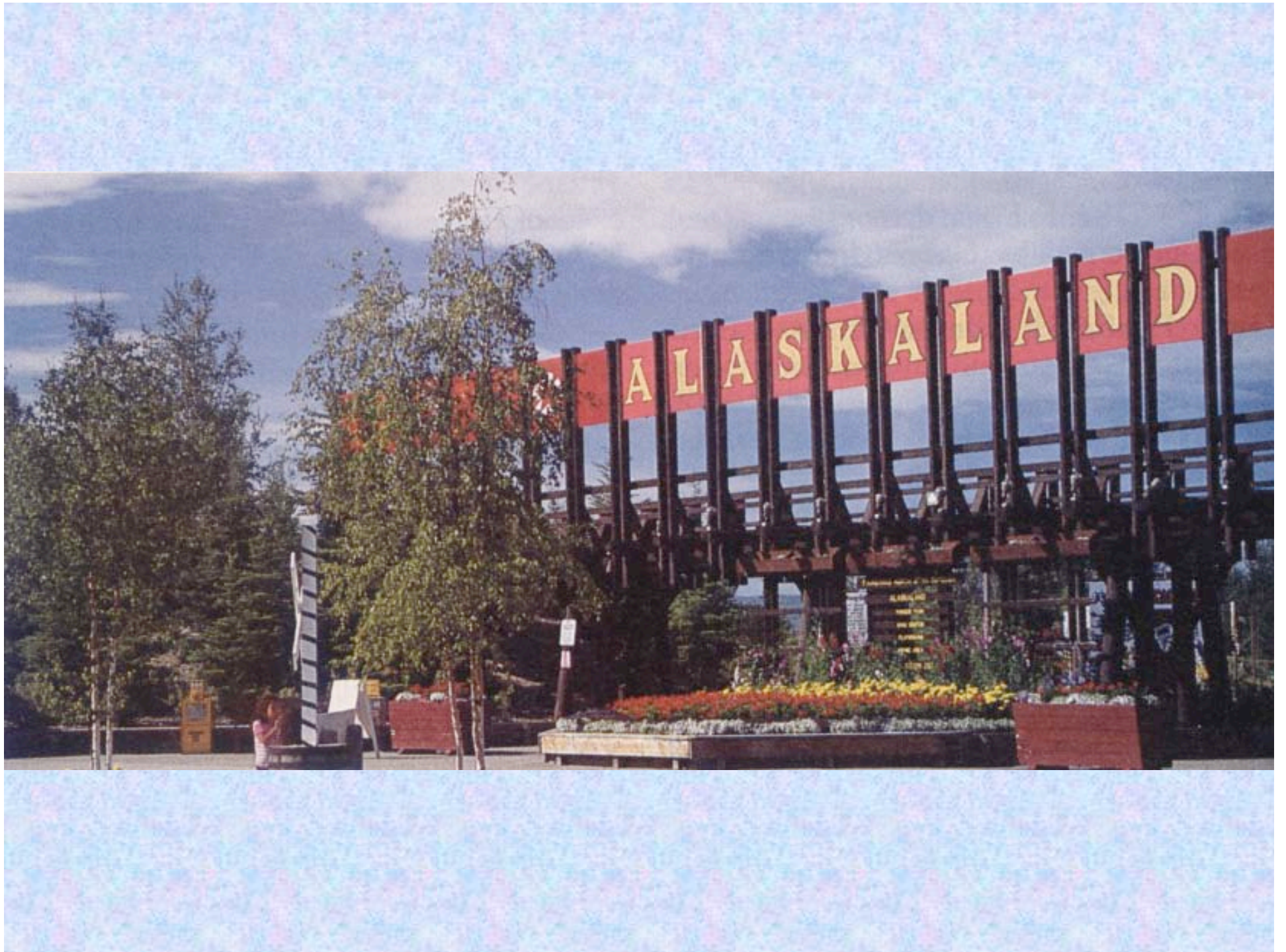
## Alaska could lose almost half of its cruise visitors

48% of those who report there is a good chance of their taking an Alaskan cruise during the next two years say a head tax would cause them to reconsider their plans.



# Head tax dramatically reduces shore excursions















**\$80 from every cruise-  
passenger fare**















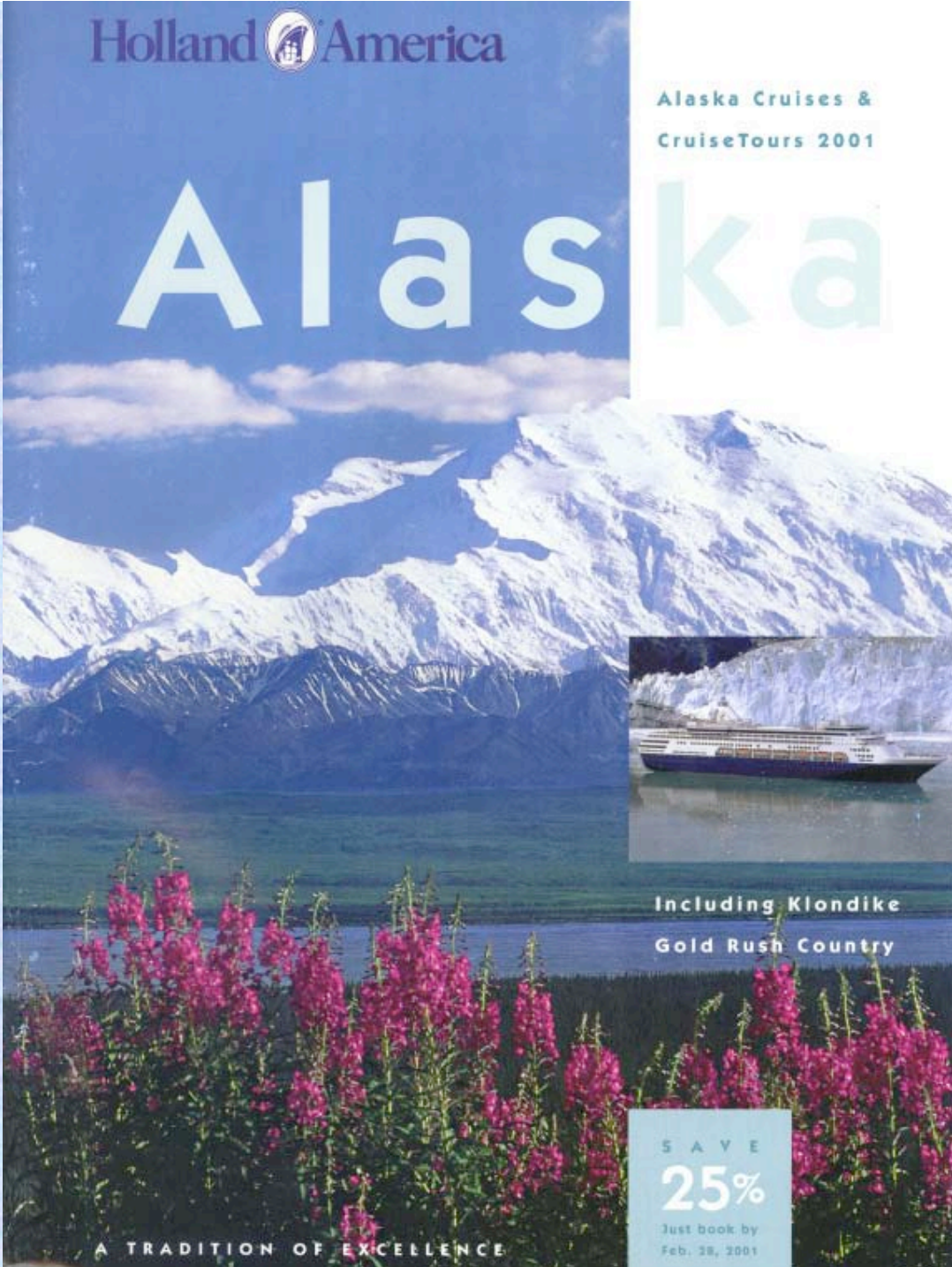
## Educational programs





**\$720,000,000 for Alaska each year**

\$70 million  
to market  
Alaska



Holland America

Alaska Cruises &  
CruiseTours 2001

# Alaska

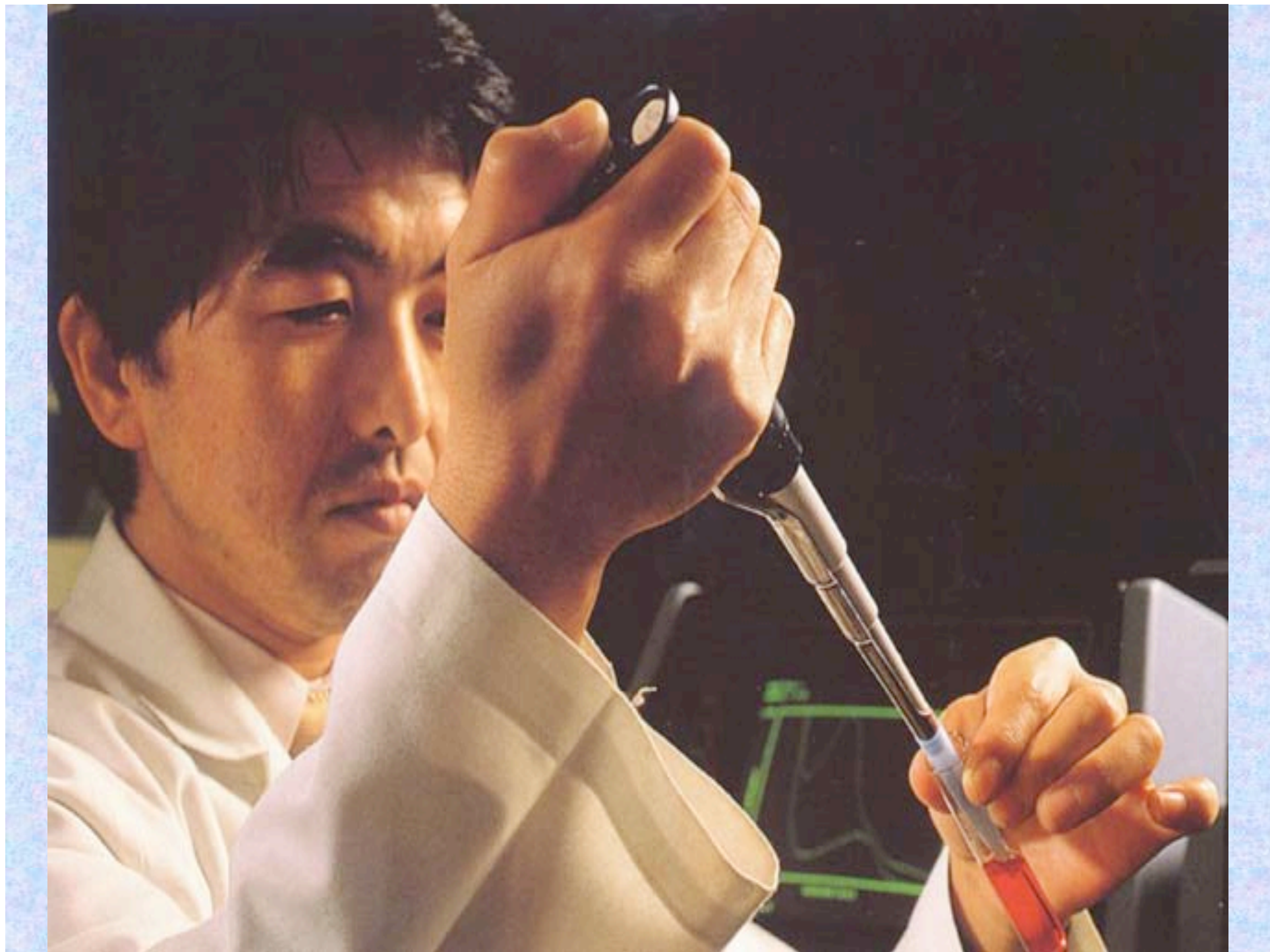
Including Klondike  
Gold Rush Country

SAVE  
**25%**  
Just book by  
Feb. 28, 2001

A TRADITION OF EXCELLENCE

The brochure cover features a scenic view of snow-capped mountains and a body of water. In the foreground, there are vibrant pink flowers. An inset image shows a cruise ship docked at a pier. The text is arranged in a clean, professional layout, with the company name at the top, the title in large letters, and promotional details at the bottom.











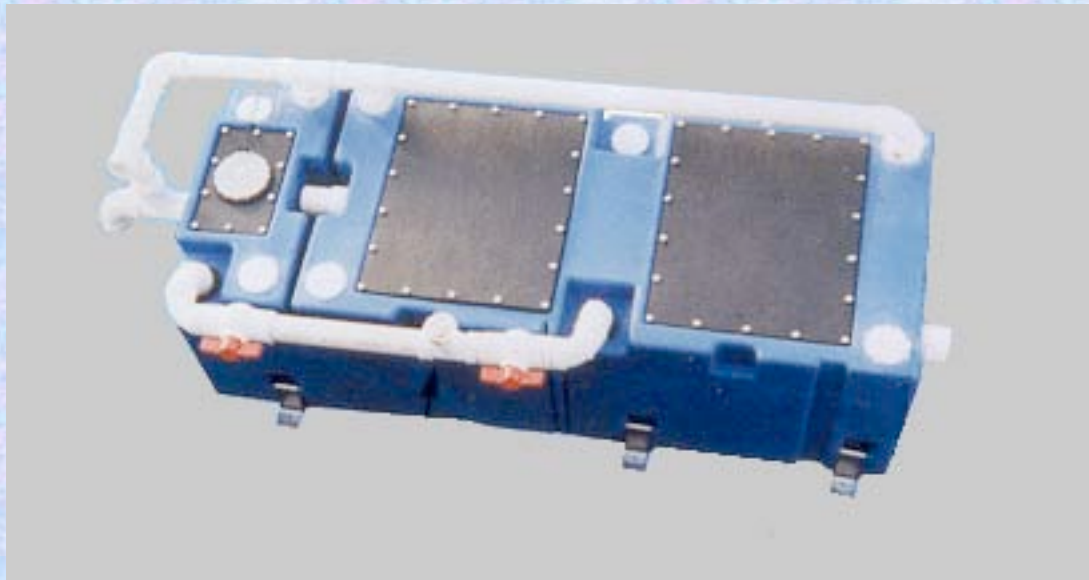


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# Cutting-edge technology



# Marine sanitation device





**\$1.3 million to  
better protect  
Alaska waters**











