

# RDC



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**ALASKA CRUISE**  
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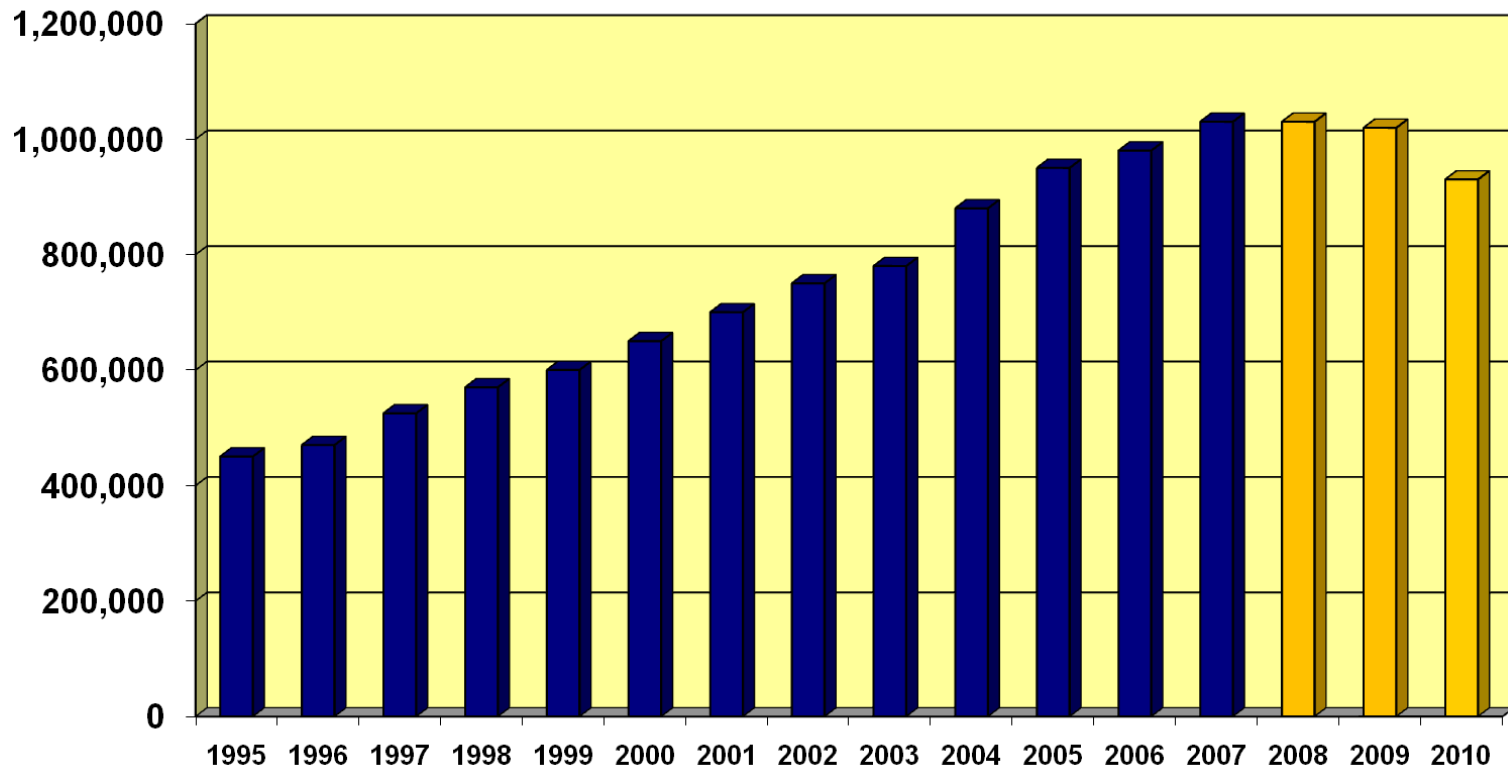
Ralph Samuels, VP Government & Community Relations

**Alaska Industry 2010 Year in Review  
&  
2011 Outlook**

November 17, 2010

# Ships left the Alaska market & passenger counts declined

## Passenger volume 1995-2010

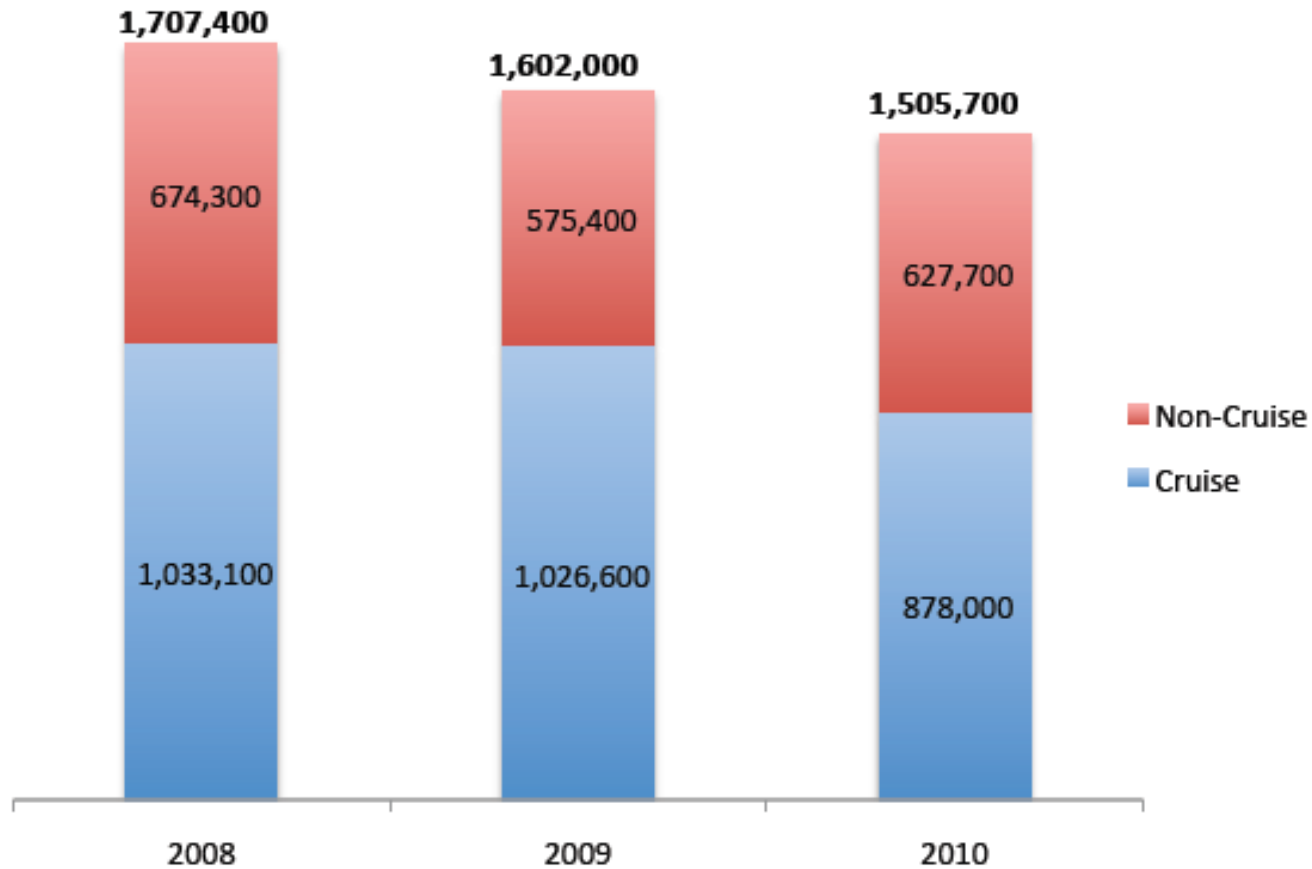


2010 Projected

Source: The McDowell Group



## Alaska Visitor Volume, Summers 2008-2010



Sources: 2008 and 2009 visitor volume from *AVSP Interim Visitor Volume Reports*, conducted by McDowell Group for Alaska Department of Commerce, Community and Economic Development. Visitor volume for 2010 based on visitor traffic data and other market indicators outlined in this study.

Note: The 2009 visitor volume of 1,602,000 is slightly above previously reported estimates due to revised traffic data.

## Employment Trends in Visitor-Affected Sectors Summer (May –August)

	Change 2009 to 2010	Change 2008 to 2010
<b>Trade &amp; Transportation</b>		
Anchorage	-500	-1,225
Interior	-175	-575
Southeast	-450	-1,250
<b>Total</b>	<b>-1,125</b>	<b>-3,050</b>
<b>Leisure &amp; Hospitality</b>		
Anchorage	-275	-725
Interior	-75	-875
Southeast	-375	-750
<b>Total</b>	<b>-725</b>	<b>-2,350</b>
<b>All Visitor-Affected Sectors</b>		
Anchorage	-775	-1,950
Interior	-250	-1,450
Southeast	-825	-2,000
<b>Total</b>	<b>-1,850</b>	<b>-5,400</b>

Source: Based on Alaska Department of Labor and Workforce Development, Current Employment Statistics (CES) data, compiled by McDowell Group. Includes preliminary August data.

# Head tax reduction – what does it mean?

SB 312 passed

- Reduces passenger tax from \$46.00 to \$34.50
- Offsets for existing local taxes
- Alaska Department of Commerce will conduct a review of:
  - Tax rate review every 3 years
- How funds are being used and future needs

# Priorities for 2011

## create a positive business environment for tourism

### Cruise ship issues

- reduce the cost of doing business in Alaska
- oppose inequitable taxation

### Emissions Control Area

- work with civic organizations to build coalition of concerned business leaders to communicate with the Governor and Alaska delegation

### Invest in marketing Alaska

- sustainable effective marketing plan



# Secure funding and support for South Denali Visitor Center

- letters of support for federal funding (road access to Curry Ridge area)
- utility corridor, power grid extension, infrastructure needs
- site visits with DNR, NPS, State Parks, local elected officials

























# Guess where?



# Thank you