



## Resource Development Council 2011 Tourism Update

*Presented  
November 16, 2011*

# The Alaska Visitor Industry 2011 Review & 2012 Outlook

Regional independent traveler results have varied:

- Southeast
- Anchorage
- Fairbanks



# Air Review & Outlook

## 2011 Review

Summer domestic capacity was down

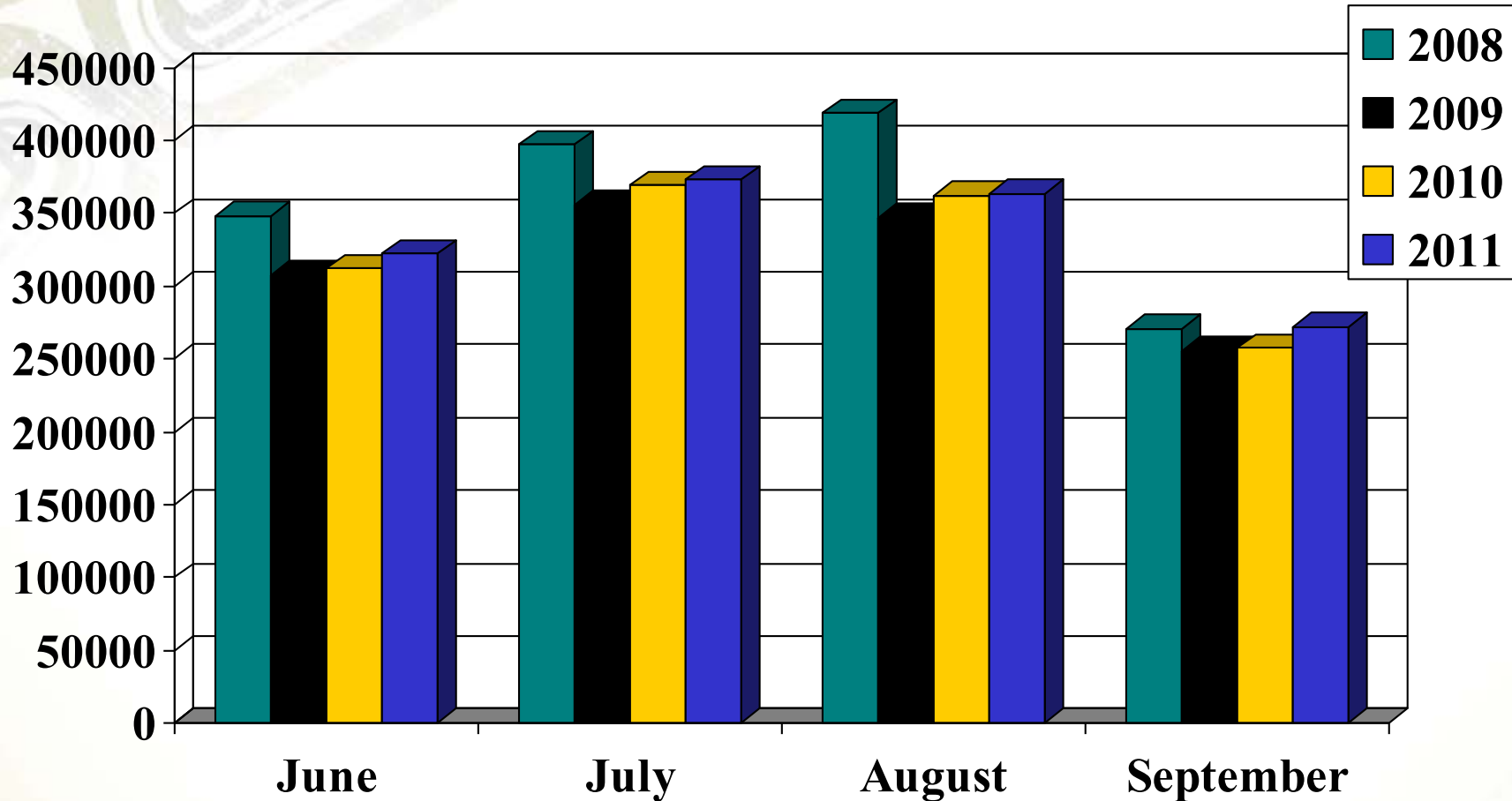
Summer international capacity was up

## 2012 Outlook

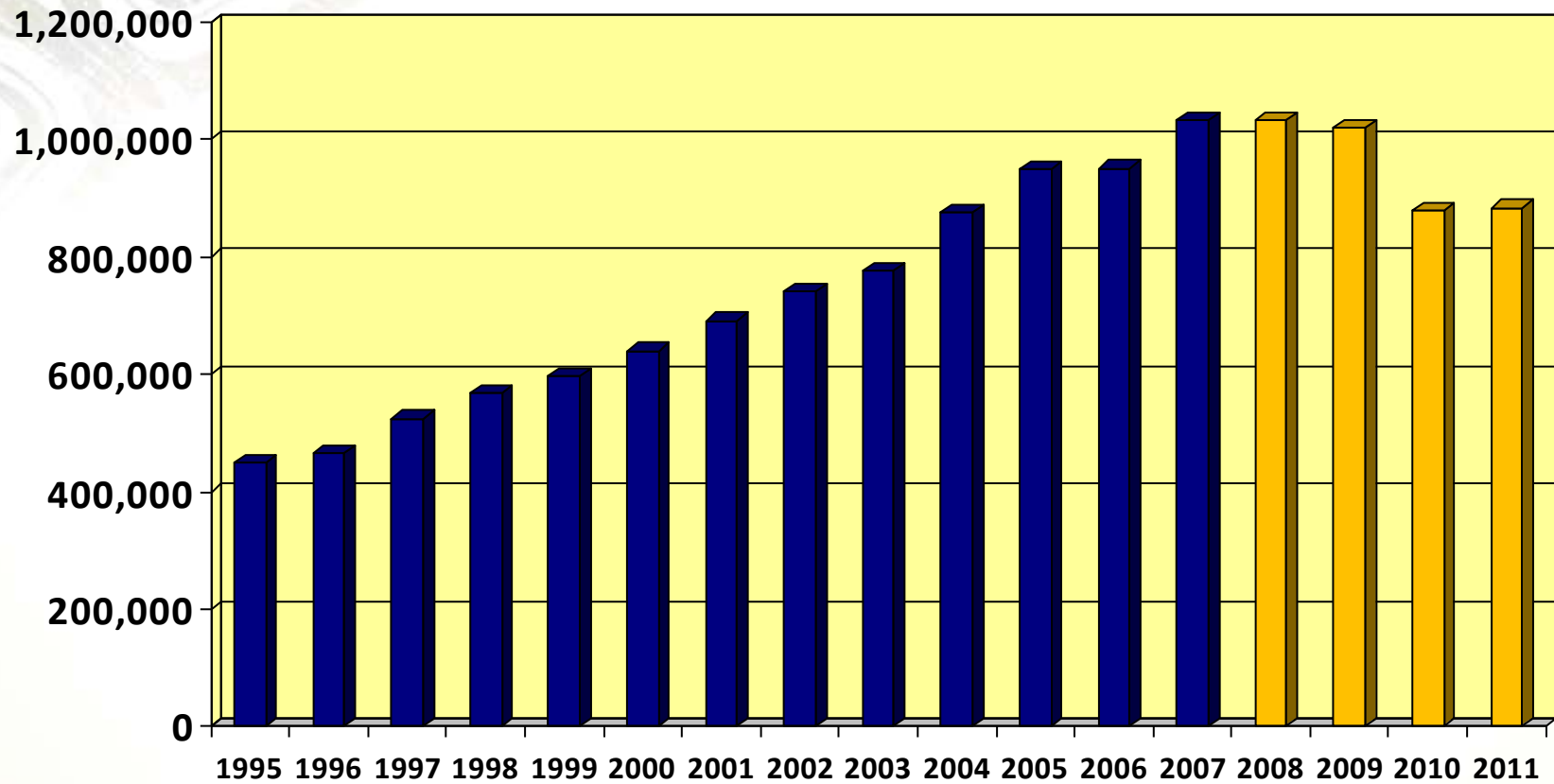
Summer domestic capacity is expected to be flat

Summer international is expected to be down

# Visitor Air Traffic to Alaska Summers 2008 and 2011



## Number of cruise passengers is down Passenger volume 1995-2011



# Cruise Review and Outlook

## *2011 Review*

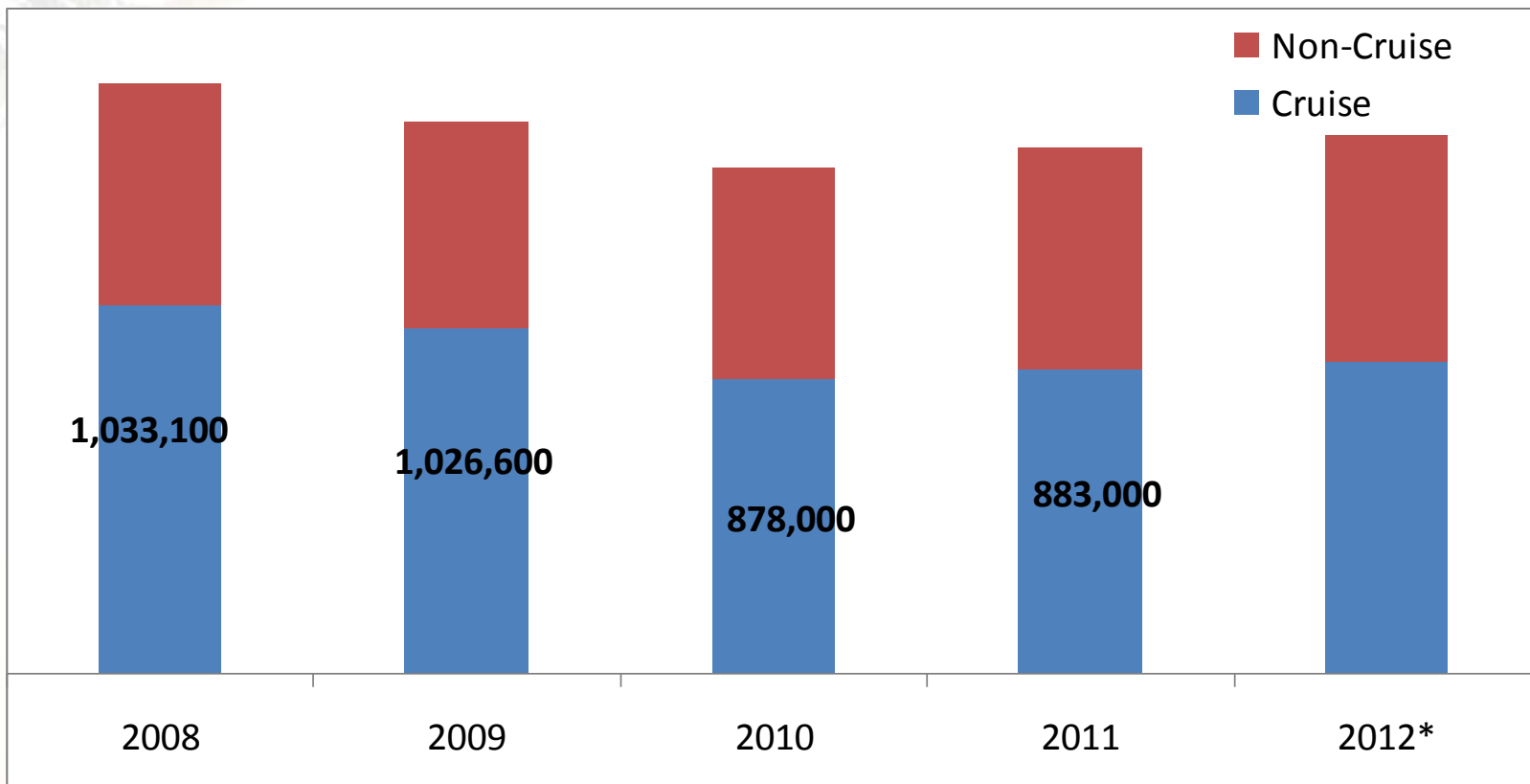
- 27 Ships
- 442 voyages & 883,000 passengers

## *2012 Outlook*

- 27 Ships
- 450 voyages
- Princess: adding a ship, resulting in additional 50,000 passengers
- Disney: returning for 2012 season, resulting in 38,000 unanticipated passengers
- Holland America: increasing capacity nearly 6%, approximately 11,000 additional passengers



# Alaska Visitor Volume 2008-2012



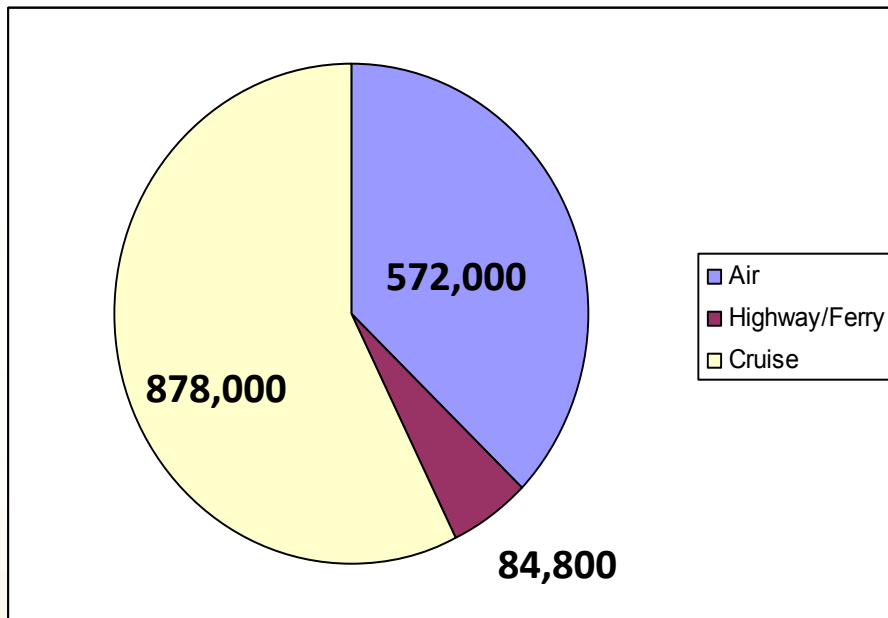
\*Sources: 2008-2010 data AVSP Interim Visitor Volume Reports conducted by McDowell Group for Alaska Department of Commerce, Community and Economic Development.

\*2011-2012 Preliminary and Projections from Cruise Line Agencies of Alaska and Alaska Travel Industry Association.

# Visitor traffic to Alaska Summer 2010 & 2011

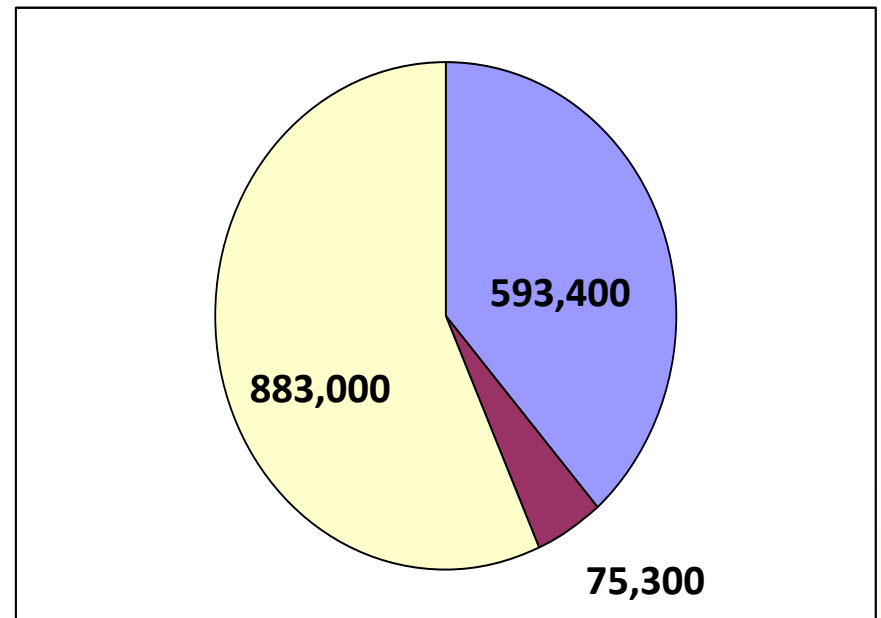
**2010**

**1,535,300 visitors**



**2011**

**1,551,700 visitors**





# The Value of a Visitor to Alaska

- \$935 average per person spent in Alaska.
- \$3.4 billion is the direct, indirect & induced effects of the visitor industry on our states economy.
- \$138 million in taxes and tariffs paid by the industry to the State of Alaska.

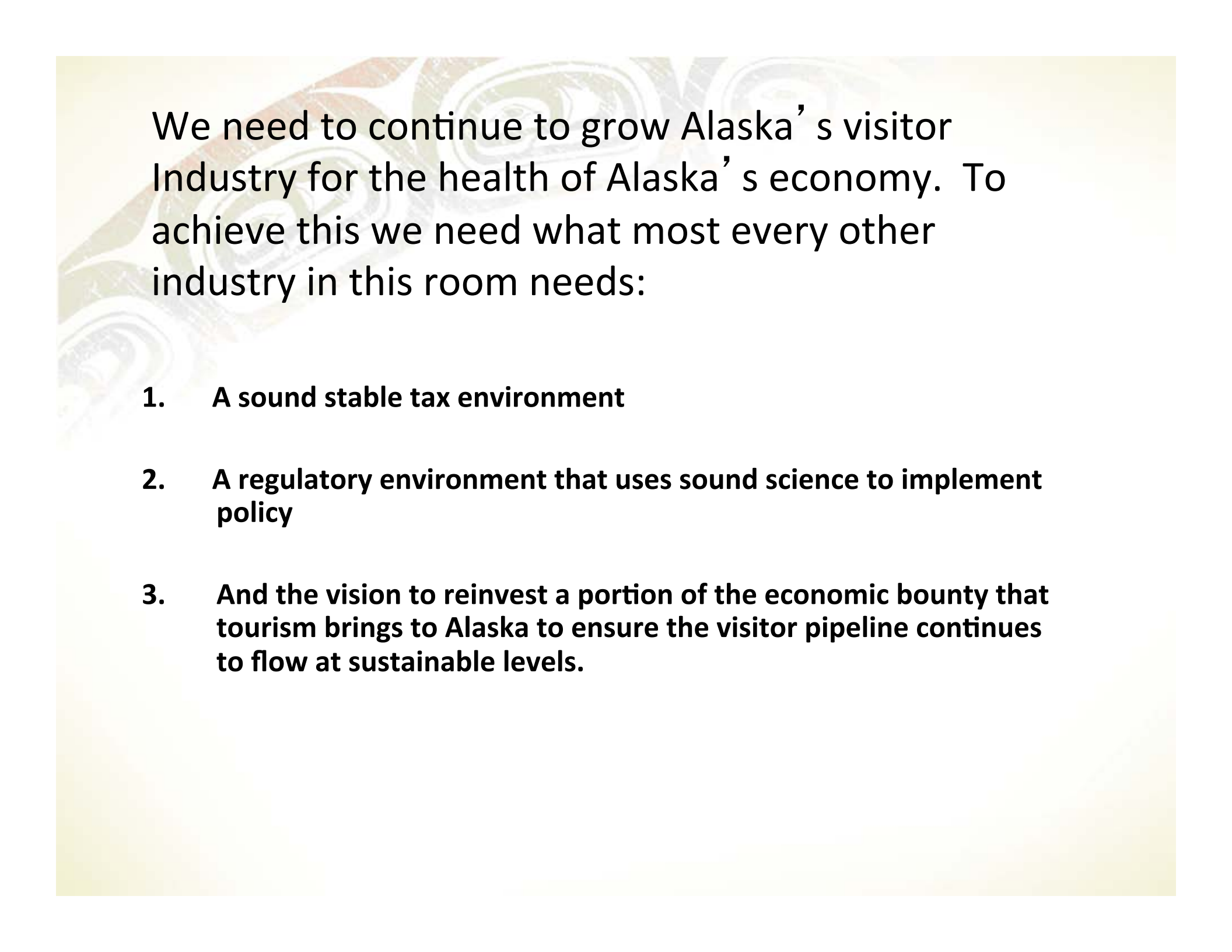
# Visitor Industry impacts all regions

Total Visitor Industry Employment, Labor Income & Spending In Alaska,

October 2008 – September 2009

(Including direct, indirect and induced effects)

<u>Region</u>	<u>Employment</u>	<u>Labor Income</u>	<u>Spending</u>
South-central	17,600	\$514 million	\$1,751million
Interior	6,200	205 million	519 million
Southeast	10,600	373 million	1,004 million
Southwest	1,500	41 million	115million
Far North	300	10 million	25 million
Total	<u>36,000</u>	<u>\$1.1 billion</u>	<u>\$ 3.4 billion</u>

The background of the slide features a collage of US dollar bills, including a \$100 bill and a \$20 bill, arranged in a circular pattern. The bills are slightly faded and overlaid on a light yellow background.

We need to continue to grow Alaska's visitor Industry for the health of Alaska's economy. To achieve this we need what most every other industry in this room needs:

- 1. A sound stable tax environment**
- 2. A regulatory environment that uses sound science to implement policy**
- 3. And the vision to reinvest a portion of the economic bounty that tourism brings to Alaska to ensure the visitor pipeline continues to flow at sustainable levels.**