

Building
Value
Respect
Community



HUNA TOTEM CORPORATION

Give
Thanks





Building Value **2016**

1000 Ships

2,000,000 Guests





TOURISM WORKS FOR ALASKA

Why is tourism important?

Tourism creates Alaska jobs, supports general fund revenue for the state. By revenues* - generated by the travel can ensure Alaska's travel resource of all Alaskans.

1 in 10 Alaskans employed (52,000 peak)

\$2.2 billion in visitor spending

\$4.5 billion in economic activity

2.25 million visitors to Alaska

1 in 10 Alaskans employed (52,000 peak)

*Per tourism development and marketing for tourism development and marketing. Source: Alaska Department of Commerce, Community and Economic Development, Summer 2017 and 2018.

“My job at Icy Strait Point gives me the opportunity I had been looking for my whole life. It brought me back to my family ties in Hoonah.” - Enoch Rhodes (right)

Alaska's Tourism Industry = A Renewable Natural Resource

Tourism is a renewable natural resource that can only be expanded through destination marketing. Now is the time to **reinvest** in an industry that contributes millions of dollars to Alaska's economy. All Alaskans - not just those of us in the travel industry - depend on a robust state marketing program to bring visitors to Alaska.

Case Study: Icy Strait Point

In 2001, Icy Strait Point in Hoonah broke ground on America's only private cruise ship destination. Today, Icy Strait Point employs 160 Alaskans in a town of fewer than 800 people.

The jobs here at Icy Strait Point give our kids the opportunity to interact with people from all over the world. We develop customer service skills and learn how to live off of the land, using the resources we have here.
- Lawrence Howland (left)

My job at Icy Strait Point gives me the opportunity I had been looking for my whole life. It brought me back to my family ties in Hoonah.
- Enoch Rhodes (right)

Where Does Alaska Rank?

Today, Alaska is **second-to-last** in the nation for State support of destination marketing, just above Delaware's \$2.4 million. Reinvesting in Alaska's tourism industry promotes the state as the premier tourism destination for visitors, supporting our communities and Alaska workers. We need to do better.

State	Budget (Millions)
Alaska	2.4
Delaware	2.4
Other States	> 2.4

Source: U.S. Travel Association, Destination B.C.

Tourism Works for Alaska - ATIA
 The Alaska Travel Industry Association (ATIA) is the leading statewide, membership trade association for Alaska's tourism industry. With more than 670 members, we advocate for a healthy tourism industry and promote Alaska as the premier travel destination.
 618 E. 5th Ave., Ste. 200
 Anchorage, AK 99501
 907.929.2842 | AlaskaTIA.org

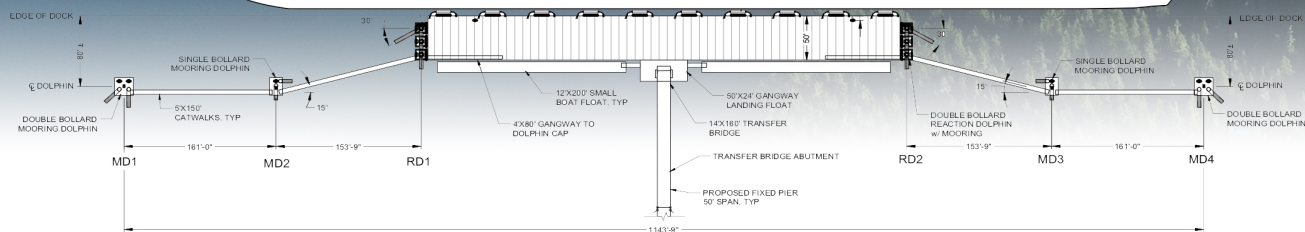
Point Sophia



New Pier Location

1/2 Mile From Historic Cannery

NCL JOY



—POINT—
HOONAH, ALASKA

A large cruise ship, the Celebrity Xcitution, is docked at a pier. The ship is white with a dark blue hull and features a large white 'X' logo on its funnel. The pier is green and extends into the water. In the foreground, a woman with blonde hair, wearing a dark blue blazer, a black top, a pearl necklace, and a watch, stands smiling with her hands clasped. The background shows a body of water, a forested shoreline, and a cloudy sky.

Celebrate

With the CEO

Celebrity Cruises
CEO Lisa Lutoff-Perlo



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