



Tourism WORKS for
SOUTHEAST!

Tourism works for Alaska



Alaska visitors spent an average of \$991 while in Alaska.
5% above the 2011 average of \$941
6% percent above the 2006 average of \$934.



Average of \$108 per person, per night
up from \$103 in 2006 and \$102 in 2011



Air visitors spent \$1,656 Highway/ferry visitors - \$974 Cruise visitors \$609.



Cruise visitors reported spending an additional \$2,423, on average, on their cruise or cruise/tour package.



1 in 10 jobs come from Alaska's visitor industry.



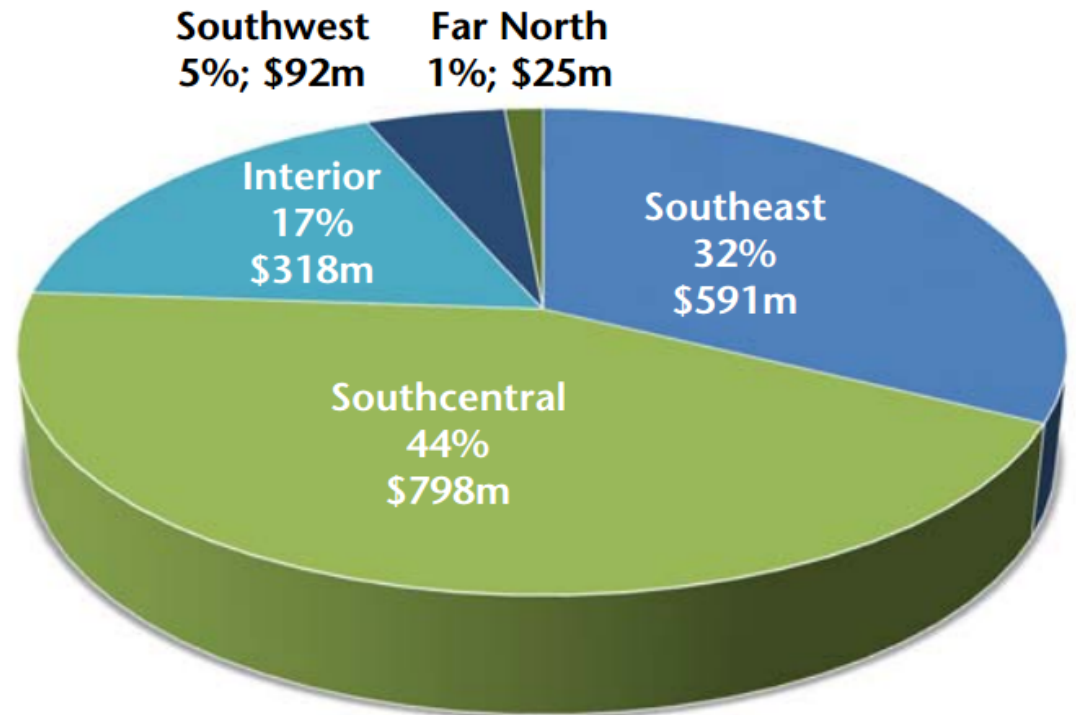
That's 52,000 jobs!



Transportation infrastructure and other services provided by the tourism industry benefit all Alaskans and other industries throughout the state.

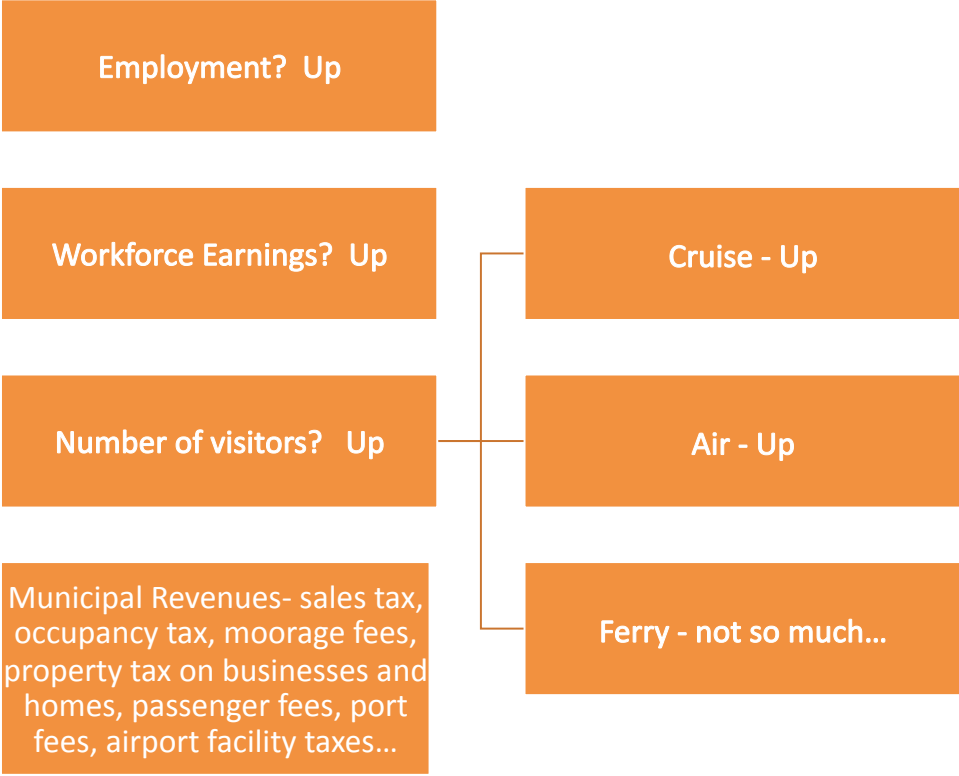


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Where do they spend?

Alaska visitor spending by region



Tourism works for Southeast Alaska



VISITORS WHO CAME TO SE SPENT AN AVERAGE OF \$760 PER PERSON IN ALASKA



OF THAT, \$487 (64%) WAS SPENT WHILE IN SOUTHEAST



VISITOR INDUSTRY EMPLOYMENT- 7,739 JOBS



WAGES/EARNINGS - \$231.4 MILLION



AIR VISITS HAVE GROWN BY 15% SINCE 2014



CRUISE VISITS GREW BY 13%

Source: AVSP-McDowell Group; Rain Coast Data



67% of visitors to
Alaska visit Southeast



Top Ten Alaska Destinations

- Juneau
- Ketchikan
- Skagway
- Anchorage
- Glacier Bay Nat'l Park
- Seward
- Denali Nat'l Park
- Fairbanks
- Hoonah/ISP
- Talkeetna

2018-19 ATIA Board of Directors

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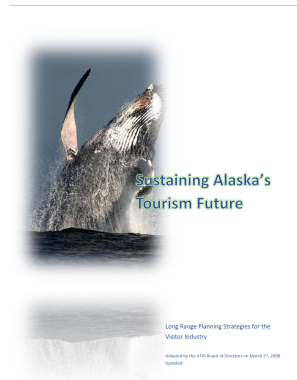
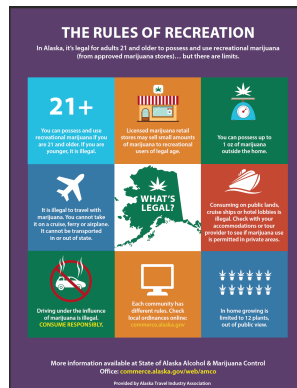
[Jamey Cagle, Allen Marine](#)

[Craig Jennison, TEMSCO Helicopters](#)

ATIA's Role in Tourism Development across Alaska


- Managing Alaska's Tourism Marketing Program
- A voice for the industry on policy and regulatory issues impacting the industry
- Community Relations
- Government Relations
- Educational opportunities





Policy and Planning

- Reviewing federal and state regulations and policies for potential comment
- Development of a priority list for infrastructure critical to tourism
- Develop tools for businesses
- Current issues
 - Alaska Marine Highway operations
 - Comfort pet challenges
 - State & Federal permitting delays
 - Reinstatement of National Scenic Byways program



Our
Governor's
thoughts on
tourism...

“What I want to make sure you know is that you are not going to have a governor that is going to do things to you, but help you grow your business,” Dunleavy told the visitor industry officials gathered at the Carlson Center.

Dunleavy promised to listen to the industry and to avoid adding new taxes and fees.

Dunleavy talked about infrastructure improvements and said he would look to increase fish and game stocks.

“Really having Alaska in great shape, I think, is going to grow this industry tremendously,” he said.

Source: Fairbanks Daily News Miner



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