



ALASKA

TRAVEL INDUSTRY ASSOCIATION

Southeast Conference

September 24, 2024

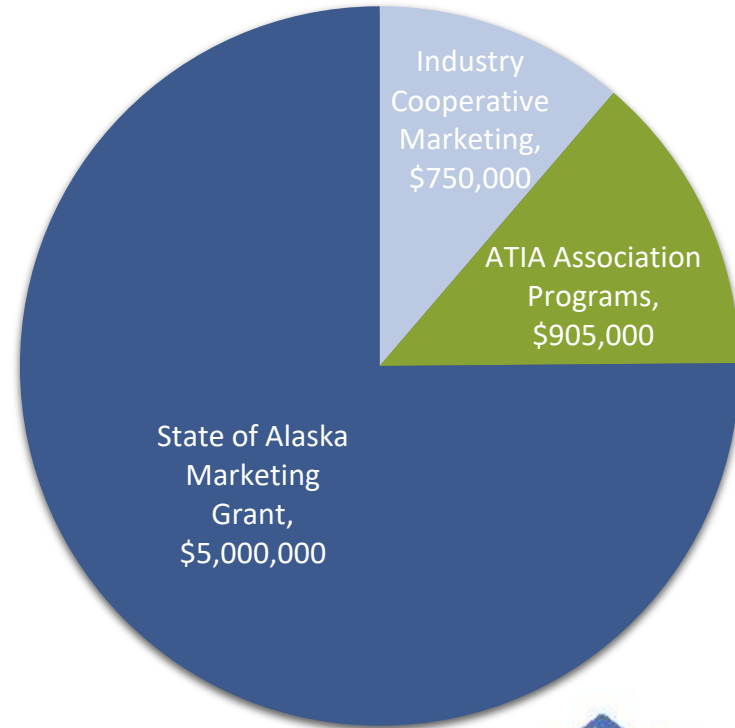
Tanya Carlson-Hancock

Director of Travel Trade, International Markets & Sustainability

Who is ATIA?

- Statewide Trade Association for Alaska Tourism
- 600 members
- 50% have less than 10 employees
- Governed by 24 member-elected board of directors
- Official Destination Marketing Organization for the State of Alaska

FY25 Revenues



ATIA: What We Do



AlaskaHost



2022-2023 VISITORS *Who They Are*



Gender

Female: 44%

Male: 56%



Average Age: 48.4

Gen Z: 4%

Millennials: 33%

Gen Xers: 24%

Boomers or older: 38%



Household Income

\$117,664



Marital Status

Married/partnered: 72%

Single: 17%



Ethnicity

White/Caucasian: 80%

Black/African American: 6%

Hispanic/Latino: 5%

Asian/Pacific Islander: 5%

Native American/Indigenous: 3%



Children in Household

Under 18: 33%



Accessibility

Accessibility Needs in Travel Party: 16%

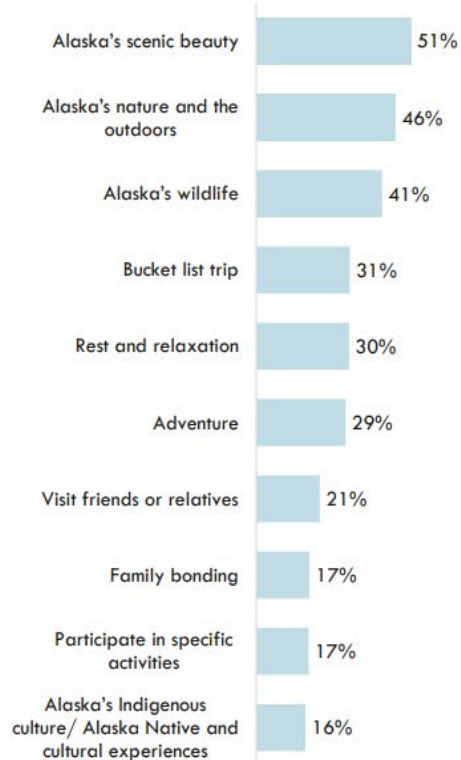


Orientation

LGBTQ+: 7%

2022-2023 VISITORS *Destination Perceptions*

SELECTION FACTORS



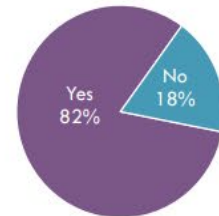
SATISFACTION RATING



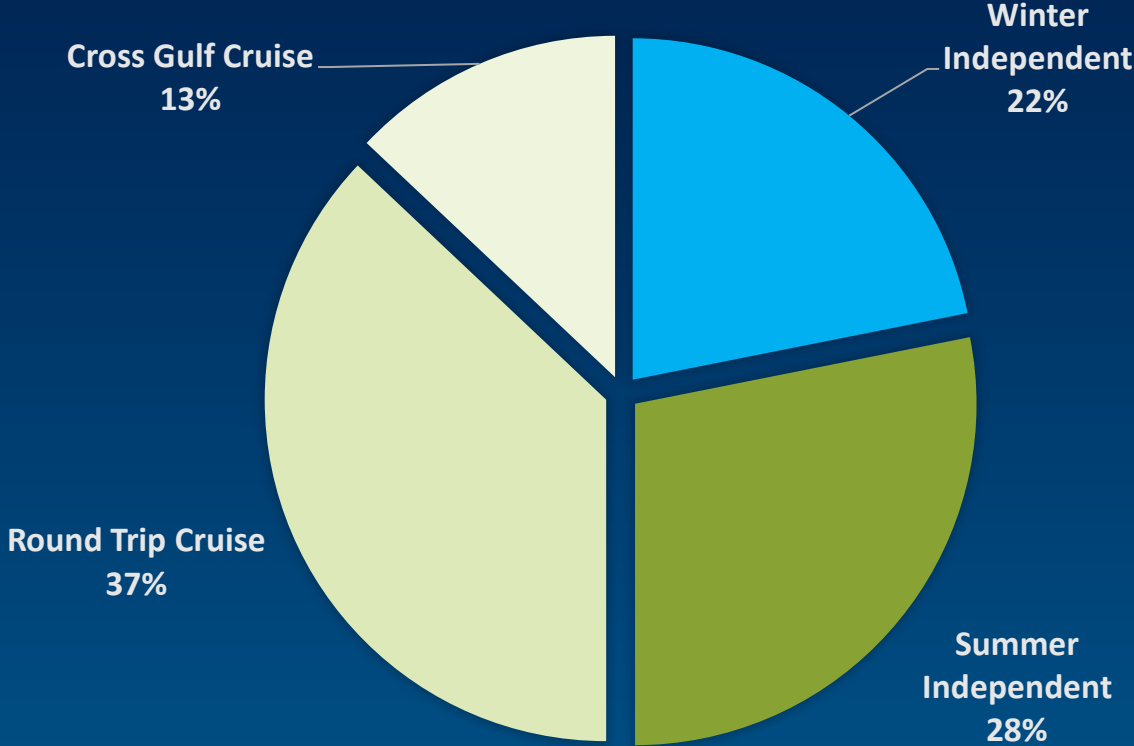
LIKELIHOOD TO RECOMMEND – TOP 3 BOX

92%

LIKELIHOOD TO RETURN



Estimated 2023 Visitation



Alaska's Travel Industry: A Pillar of Alaska's Economy

- **\$3.9 billion** in direct spend – 2022
 - \$1.05 billion from cruise passengers
- **\$5.6 billion** in economic impact
- **48,000** industry jobs
- **\$1.4 billion** in labor income
- **\$157 million** in State Revenues - 2023

Sources: Destination Analysts & McKinley Research





AURORA BOREALIS

— AKA —
ALSO KNOWN AS

NATURE'S LIGHT SHOW

© Travel Alaska/Chris McLennan

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PRINCE WILLIAM SOUND

— AKA —
ALSO KNOWN AS

WHERE THE GLACIERS
MEET THE SEA

© State of Alaska/Michael DeYoung

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KATMAI NATIONAL PARK

— AKA —
ALSO KNOWN AS

HOME TO MORE BEARS
THAN PEOPLE

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ALASKA NATIVE CULTURE

— AKA —
ALSO KNOWN AS

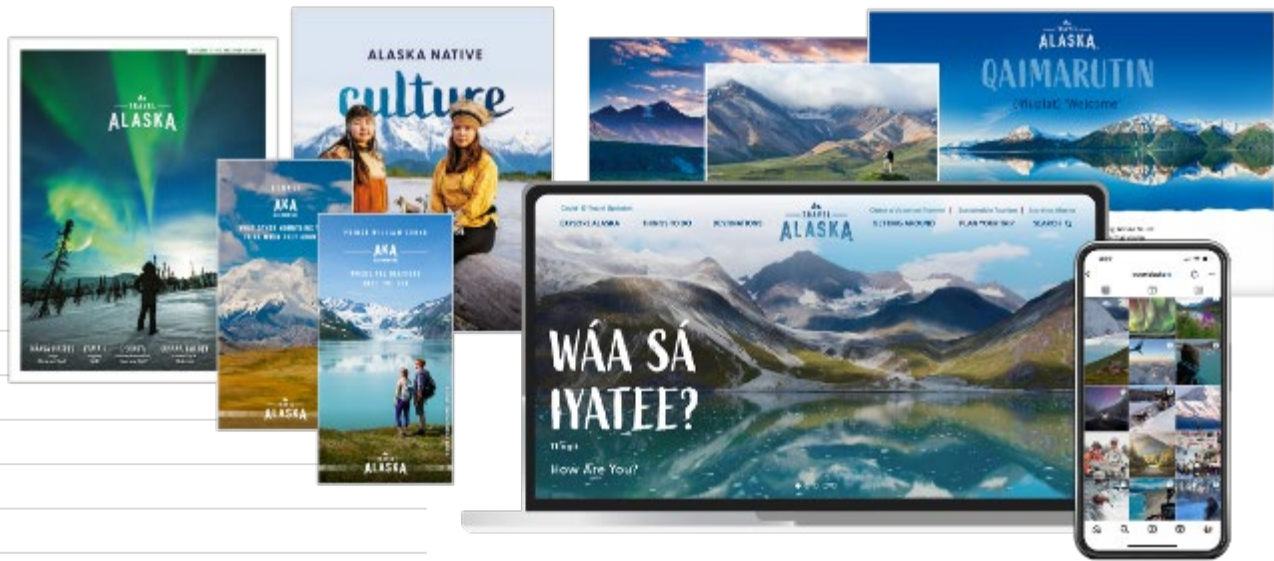
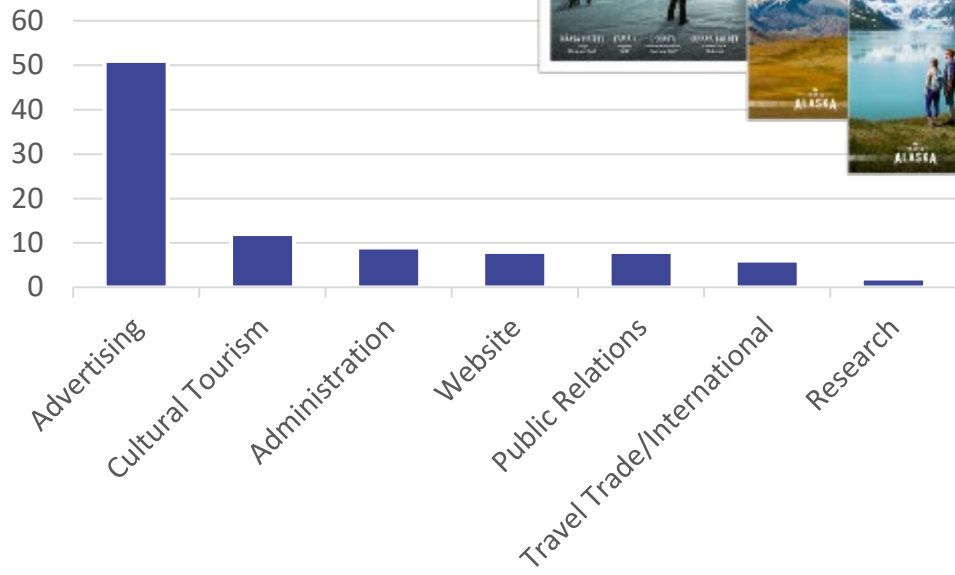
STORIES TOLD IN SONG AND DANCE

TRAVEL ALASKA

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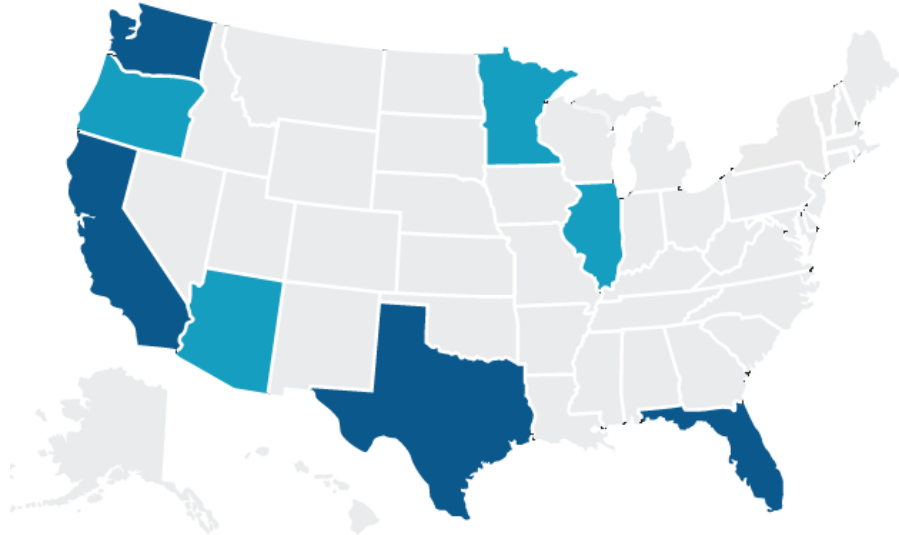


How We Spend Our Marketing Budget

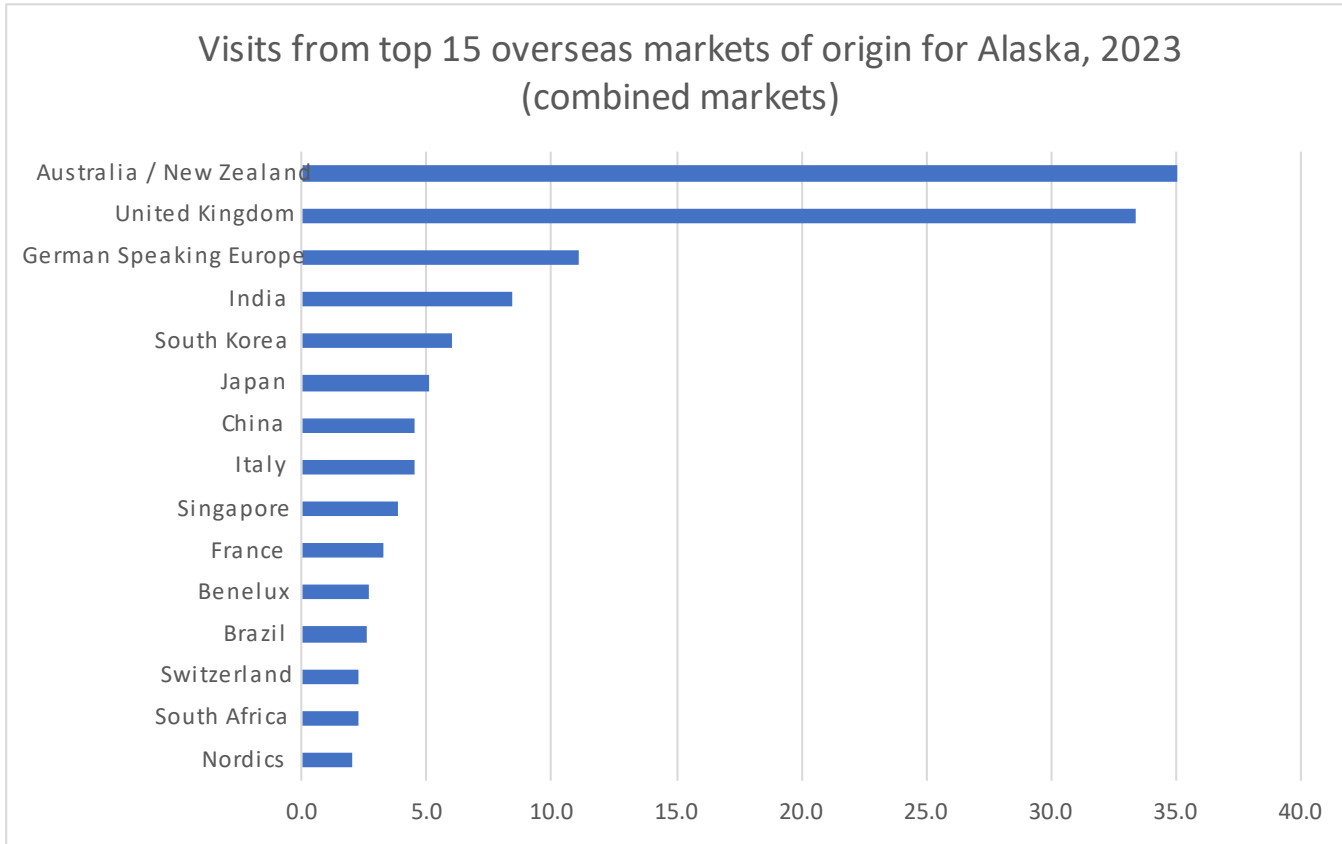


Origin Markets

- Indicators
 - Seattle/Tacoma Top Visitation
 - Seattle Top Credit Card Spend
 - Washington #3 organic traffic
 - Target Market for Advertising



Overseas Markets



2024 Projections

1. Strong Winter
2. Flat Cruise 1.7 Million
3. Increased Air Capacity
4. International Still Rebuilding
5. YTD Bookings Are Variable





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Thank you!