



TOURISM WORKS FOR ALASKA

Tourism is a renewable natural resource that can only be expanded through destination marketing. In 2019:

- Alaska's more than **2.25 million visitors** spent more than **\$2 billion** in our state, supporting communities and tourism businesses.
- Visitor fees provided more than **\$88 million** for city and borough budgets and **\$126 million** to the state's general fund.
- Alaska's tourism industry generated more than **\$4.5 billion** in economic activity.

Alaska's Vehicle Rental Tax: A sustainable investment in destination marketing

Approximately **70%** of Alaska's Vehicle Rental Tax* (VRT) funds are generated by Alaska's out-of-state guests. While revenues vary from year to year, a percentage-based annual distribution of VRT funds in support of statewide tourism marketing is a win-win for the State and for Alaska's tourism industry.



*Per statutory language, the Alaska Legislature may appropriate the balance in the vehicle rental tax account for tourism development and marketing (AS 43.52.010).

Sources: Alaska Visitor Volume Report Summer 2017 and Alaska Visitor Volume Report Fall/Winter 2015/16 to 2017/18, McDowell Group

Alaska's Tourism Industry = A Renewable Natural Resource

Case Study: Paws for Adventure, Fairbanks



Fairbanks-based Paws for Adventure was started by Leslie Goodwin-Williams in 1998. Now, with more than 70 dogs, 2 tour sites, and some of the best guides in the business, Paws for Adventure offers one of the most authentic dog sled experiences in Alaska.

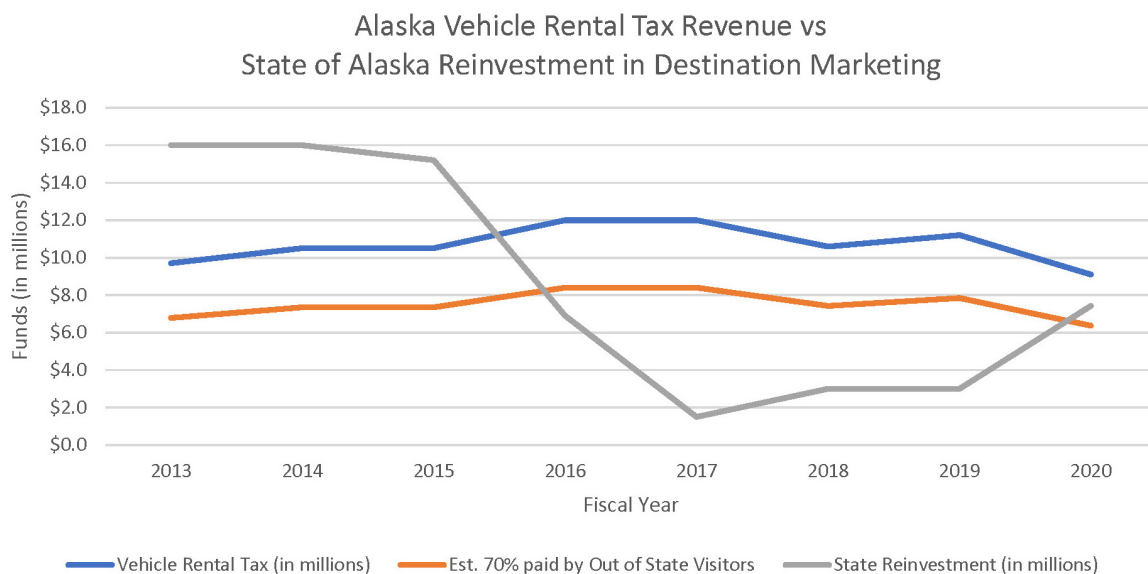
Sled dogs used to be an essential part of life in Alaska. Now, tour companies keep the spirit of our state sport alive and allow us to share it with others. Paws for Adventure has given me the unique opportunity to make a living while working with these amazing dogs.

- Chris Parker

A Sustainable Future

In FY 2020, the VRT raised more than \$9 million, with approximately 70% generated by out-of-state visitors. Reinvesting in destination marketing grows Alaska's brand through TV and print advertising, social media, public and media relations, travel trade marketing, and international promotions.

An annual reinvestment of VRT funds in destination marketing creates a path forward.



Leveraged by industry contributions and investments, Alaska's statewide destination marketing program sustains a healthy tourism industry that returns economic benefits to our families, our communities, and our state's economy. Thank you for supporting tourism in Alaska.

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 600 members, we advocate for a healthy tourism industry and promote Alaska as the premier travel destination.

