



# 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.



**Promotion  
works for  
Alaska**

\*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: 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)

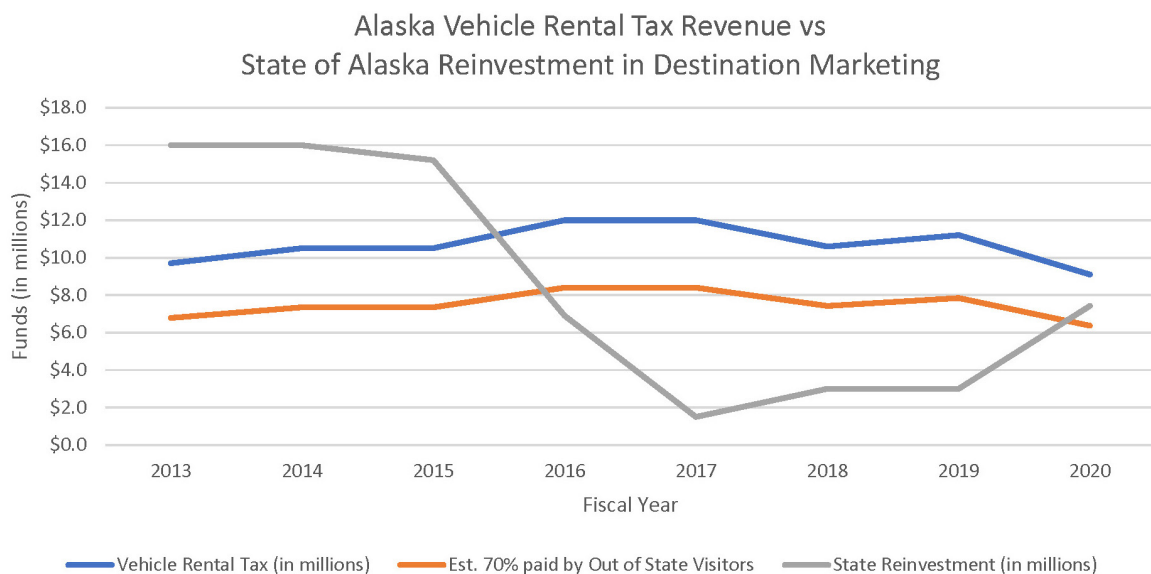
*My job at Icy Strait Point gives me the opportunity I had been looking for my whole life. It brought me back to my family ties in Hoonah.*

- Enoch Rhodes (right)

## 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.

