

ALASKA'S TRAVEL INDUSTRY REPRESENTS PROVEN RESOURCE DEVELOPMENT

Ensure Alaska's travel resource is developed for the maximum benefit of Alaskans by **REINVESTING** a small portion of travel industry generated revenues into funding Alaska's tourism marketing program.

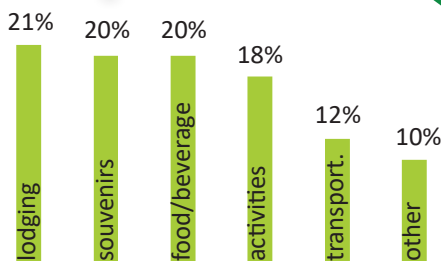
1 in 10 jobs come from Alaska's visitor industry.



That's 52,000 jobs!



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

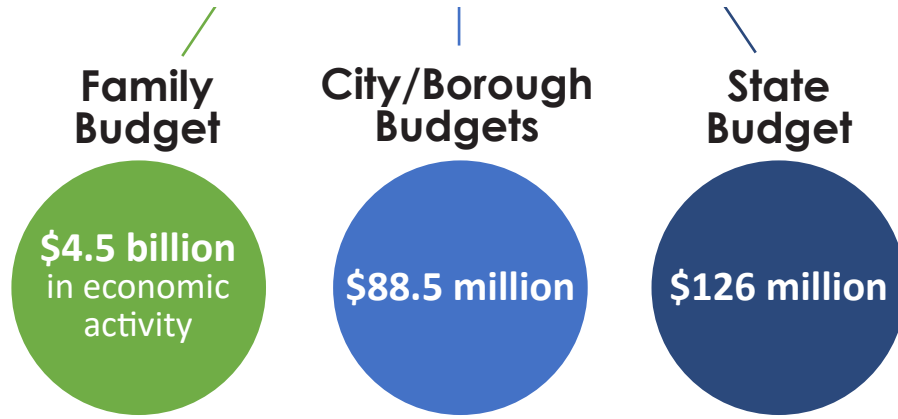


Sources:
Alaska Visitor Volume Report Summer 2017 and
Alaska Visitor Volume Report Fall/Winter 2015/16 to 2017/18,
McDowell Group

**Tourism
WORKS for
Alaska!**

Alaska's Tourism Industry = Renewable Natural Resource

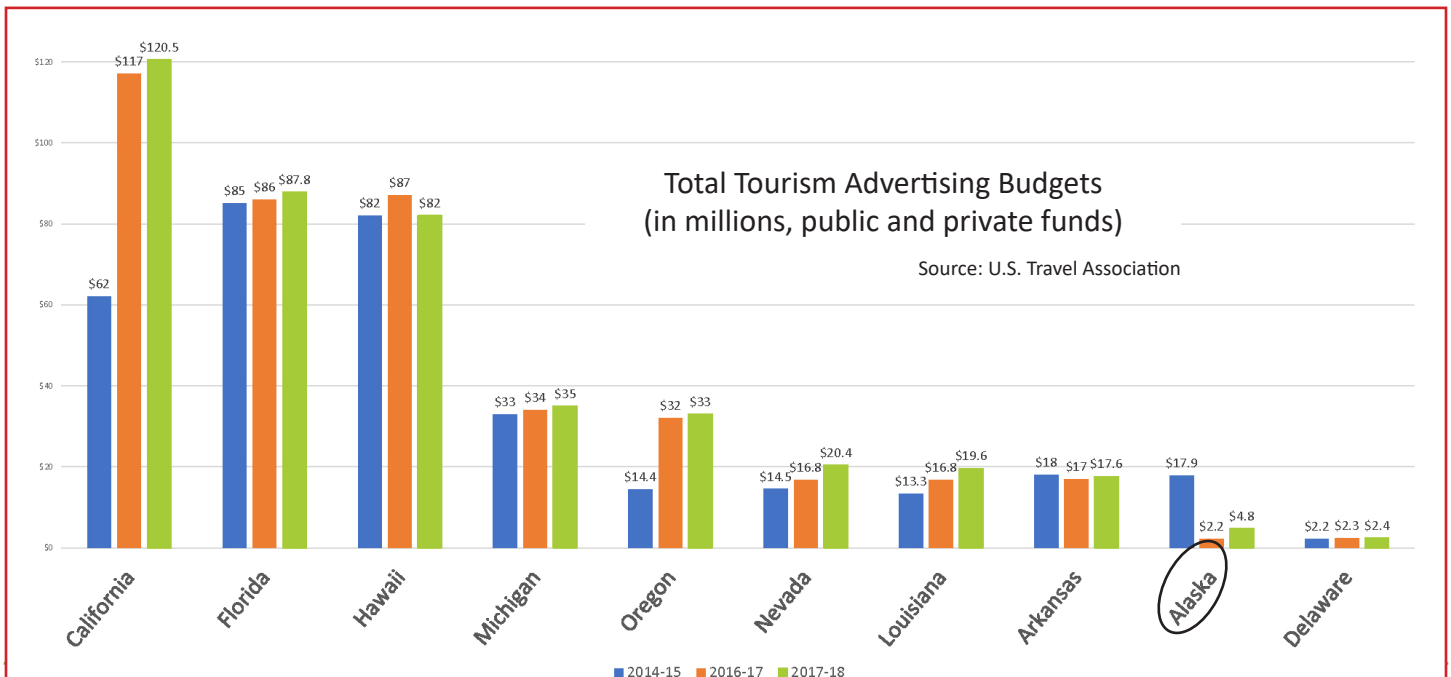
Now is not the time to cut back on an industry that contributes to Alaska's economy. The travel industry is already a major contributor to Alaska budgets:



Alaskans in the travel industry depend on a robust state marketing program to bring visitors to Alaska. Tourism is a natural resource that can only be developed through marketing.

Where Do We Stand?

Alaska needs a competitive budget in order to keep visitors choosing our destination. We risk losing our market share when other destinations increase their budgets as ours decreases.



Who is ATIA?

The Alaska Travel Industry Association (ATIA) is the leading statewide, membership trade association for Alaska's tourism industry. With more than 650 members, we advocate for a healthy tourism industry and promote Alaska as the premier travel destination.

