

# TOURISM WORKS FOR ALASKA



## Why is tourism important?

Tourism creates Alaska jobs, supports Alaska communities, and generates general fund revenue for the state. By **REINVESTING** Vehicle Rental Tax (VRT) revenues\* - generated by the travel industry - into tourism promotion, we can ensure Alaska's travel resource is developed for the maximum benefit of **all** Alaskans.



## 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.*

# Alaska's Tourism Industry = A Renewable Natural Resource

Tourism is a renewable natural resource that can only be expanded through destination marketing. Now is the time to **reinvest** in an industry that contributes millions of dollars to Alaska's economy. All Alaskans - not just those of us in the travel industry - depend on a robust state marketing program to bring visitors to Alaska.

## Case Study: Lazy Otter Charters, Whittier



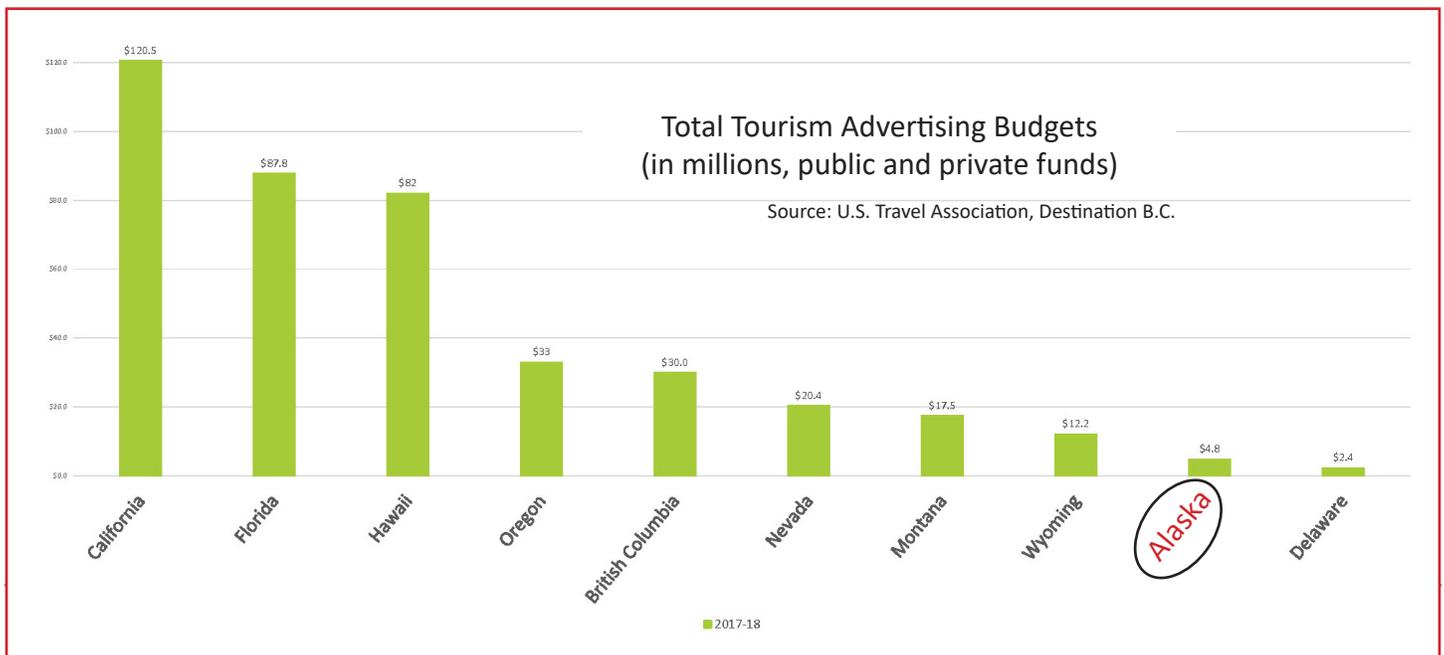
Lazy Otter Charters, a family owned and operated business, has been operating in Whittier since 1994. Lazy Otters is adding a third boat to their fleet in 2019 and expanding their workforce to meet a growing client base.

*The work I do is deeply satisfying. I get to share in the adventures of people from all over the world as they get off the beaten path and explore the remote reaches of Prince William Sound. Whether it's weeks of kayaking or a day tour, every visitor comes back changed. For some its emotional and others its spiritual, and I played a small part in that.*

- Meghan O'Leary (deckhand, center)

## Where Does Alaska Rank?

Today, Alaska is **second-to-last** in the nation for State support of destination marketing, just above Delaware's \$2.4 million. Reinvesting in Alaska's tourism industry promotes the state as the premier tourism destination for visitors, supporting our communities and Alaska workers. We need to do better.



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

