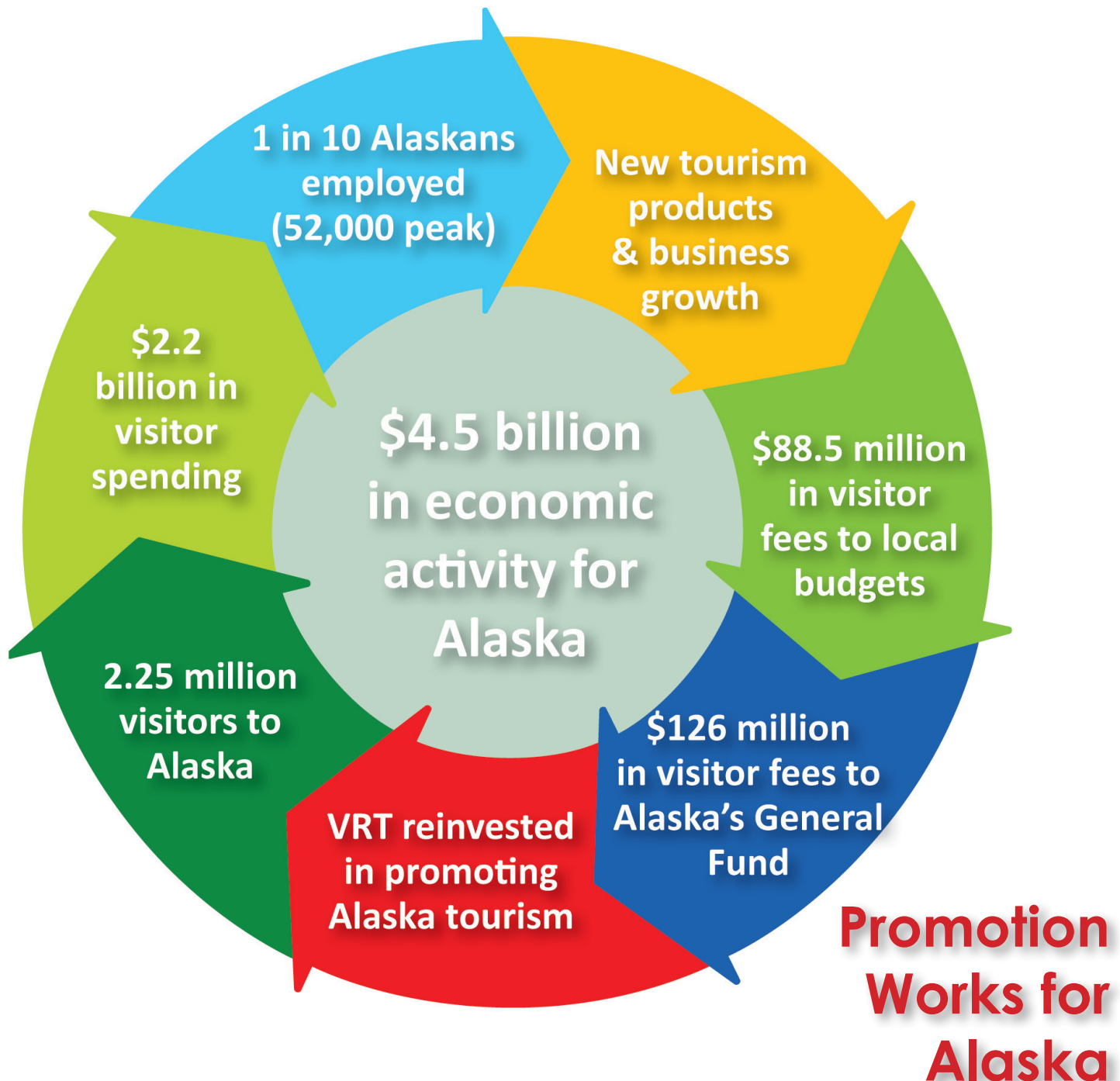


TOURISM WORKS FOR ALASKA



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.



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

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

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: Northern Alaska Tour Company, Coldfoot



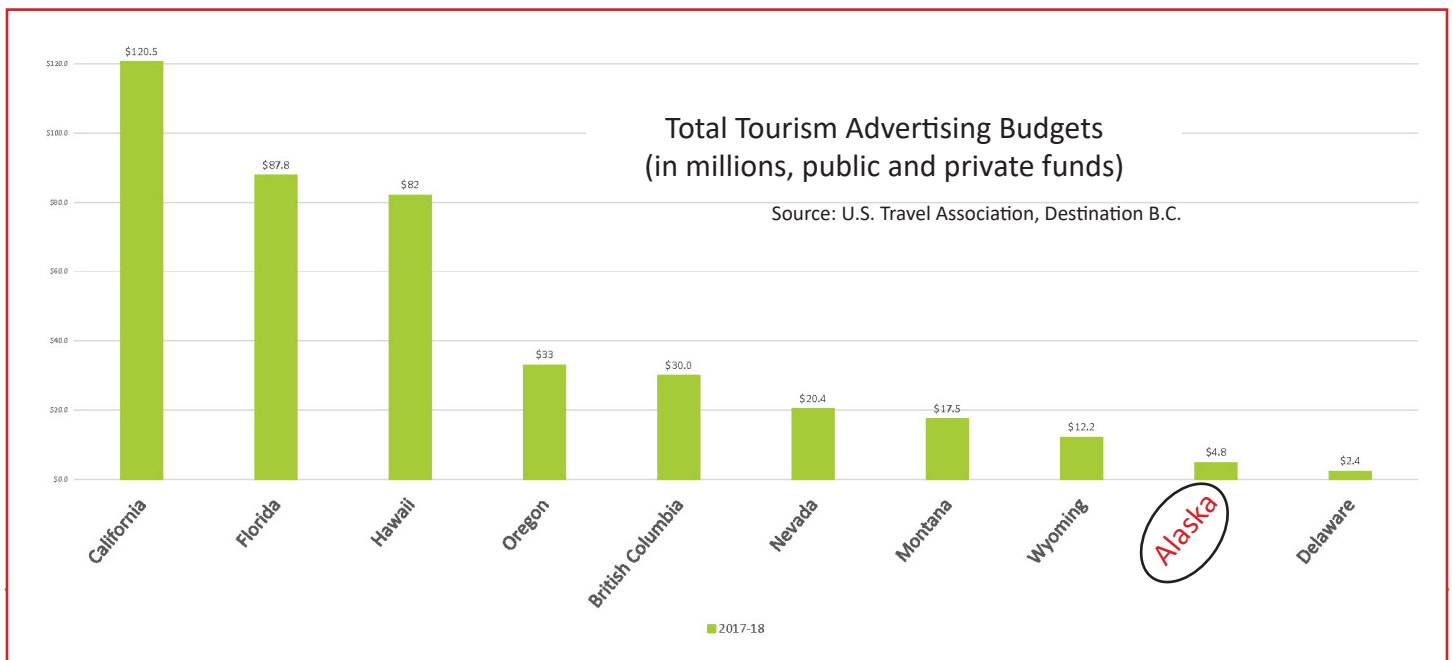
Founded in 1986 to provide unparalleled travel and touring experiences in Alaska's Arctic, Northern Alaska Tour Company now employs year-round Alaska guides, maintenance staff, and support staff at camps in Coldfoot, Yukon River Crossing, and Deadhorse.

I'm excited by the present reality and the future potential of Alaska's travel industry. If done right, tourism can provide Alaska with a viable and sustainable growth industry that enhances those aspects of our quality of life that we Alaskans cherish most.

- Brett Carlson

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.

