

Project: Direct Mail

Description: Panel 1



Project: Direct Mail

Description: Panel 2

TOURISM BROUGHT
\$331
MILLION
TO ALASKA'S FOOD SERVICE INDUSTRY IN 2013

That's equal to

66
MILLION
LATTES

\$362
MILLION
TO ALASKA'S LODGING INDUSTRY IN 2013

That's equal to **2,011,111** summer night stays in a Denali hotel

Project: Direct Mail

Description: Panel 3

TOURISM BROUGHT

\$339
MILLION

TO ALASKA'S TOURS AND
ACTIVITIES INDUSTRY



That's equal to **1,356,000** Kenai King
Salmon fishing charters

\$347
MILLION

TO ALASKA'S
GIFTS/SOUVENIRS INDUSTRY




That's equal to
24,785,714
ulu knives



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Description: Panel 4



**IN TOTAL, TOURISM
PUMPED \$2.42 BILLION INTO
ALASKA'S ECONOMY**

**Including \$78 million in tax revenues
to local municipalities**

AND supplied 9% of jobs in Alaska!

TOURISMWORCSFORAK.ORG

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Mat-Su!
MAT-SU AREA AIRPORT CONVENTION & VISITOR BUREAU

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FAIRBANKS
ALASKA

 **Holland America Line**
A Signature of Excellence

Alaska
AIRLINES

ALASKA
TRAVEL INDUSTRY
ASSOCIATION

 **Un-Cruise**
ADVENTURES