



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.*

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: 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.

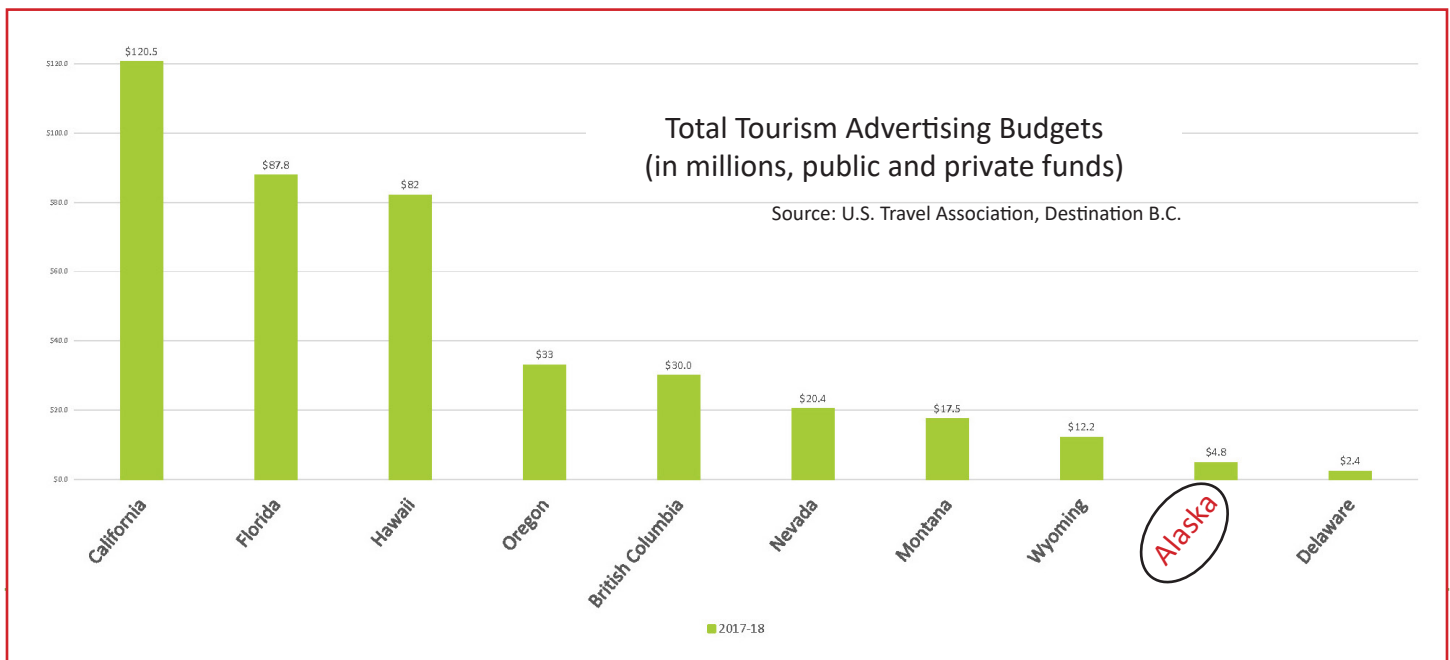
- Lawrence Howland (left)

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)

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.

