

# Travel & Tourism Overview

Southeast Conference Convention

September 19, 2007

Skagway, Alaska

**SOUTHEAST  
CONFERENCE**





- ATIA Background, What We Do
- How Was The 07 Tourist Season?
- What This Means To Alaska & Southeast
  - The Economics of Tourism
- Challenges & Opportunities



# Formation of ATIA

Alaska Visitors  
Association (AVA)

Alaska Tourism  
Marketing Council  
(ATMC)

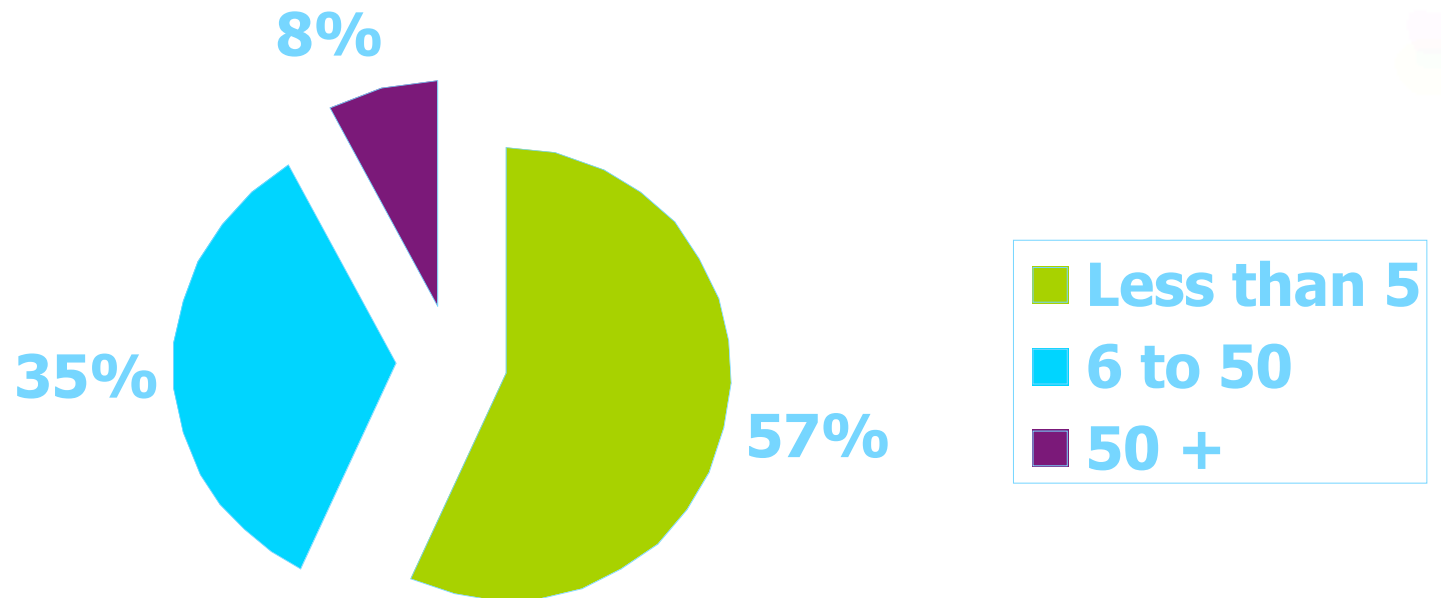
Alaska Travel Industry  
Association (ATIA)

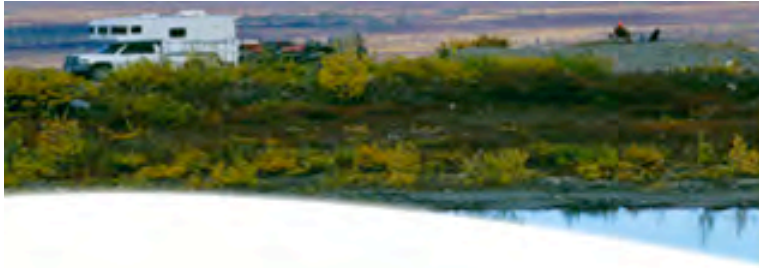
State of Alaska Division of  
Tourism (DOT)  
(International Marketing)

Office of Tourism



## 2005 MEMBERSHIP: 1100 BUSINESS MEMBERS MEMBERSHIP BY NUMBER OF EMPLOYEES





# Association Activities

- **Denali National Park Access Issues**
- **Denali South Development**
- **USFS Resources Regulation and Use Proposals (Tongass)**
- **Enhancing Bear Viewing Opportunities**
- **Continuing Dialogue With Marine Highway System**
- **Halibut Sports Charter Regulations**



# Member Marketing Opportunities

## MARKETING PROGRAM

Vacation Planner Advertising

Advertising on TravelAlaska.com

Cooperative Leads Rental

Travel Trade Shows/Missions

International Sales Missions

Travel Trade Leads

Japan Travel Guide Advertising

Travel Agent Insert/ Advertising

Cooperative Magazine Advertising

Alaska Media Road Show

Media & Tour Operator Familiarization Tours

Cooperative Email Leads

Cooperative Printing Program

Research Special Reports

Marketing Seminars

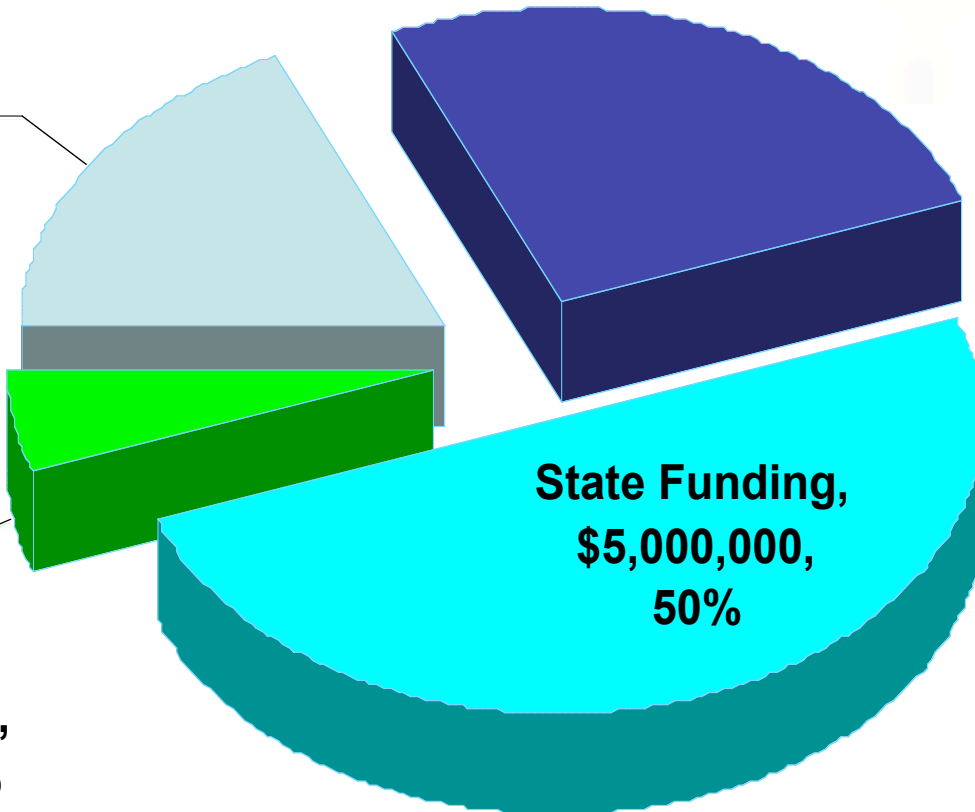
Consumer Shows



# ATIA Marketing Funding

**Voluntary  
Cruise Line  
Contributions,  
\$1,840,000,  
18%**

**Cooperative  
Marketing  
Programs,  
\$2,600,000,  
26%**



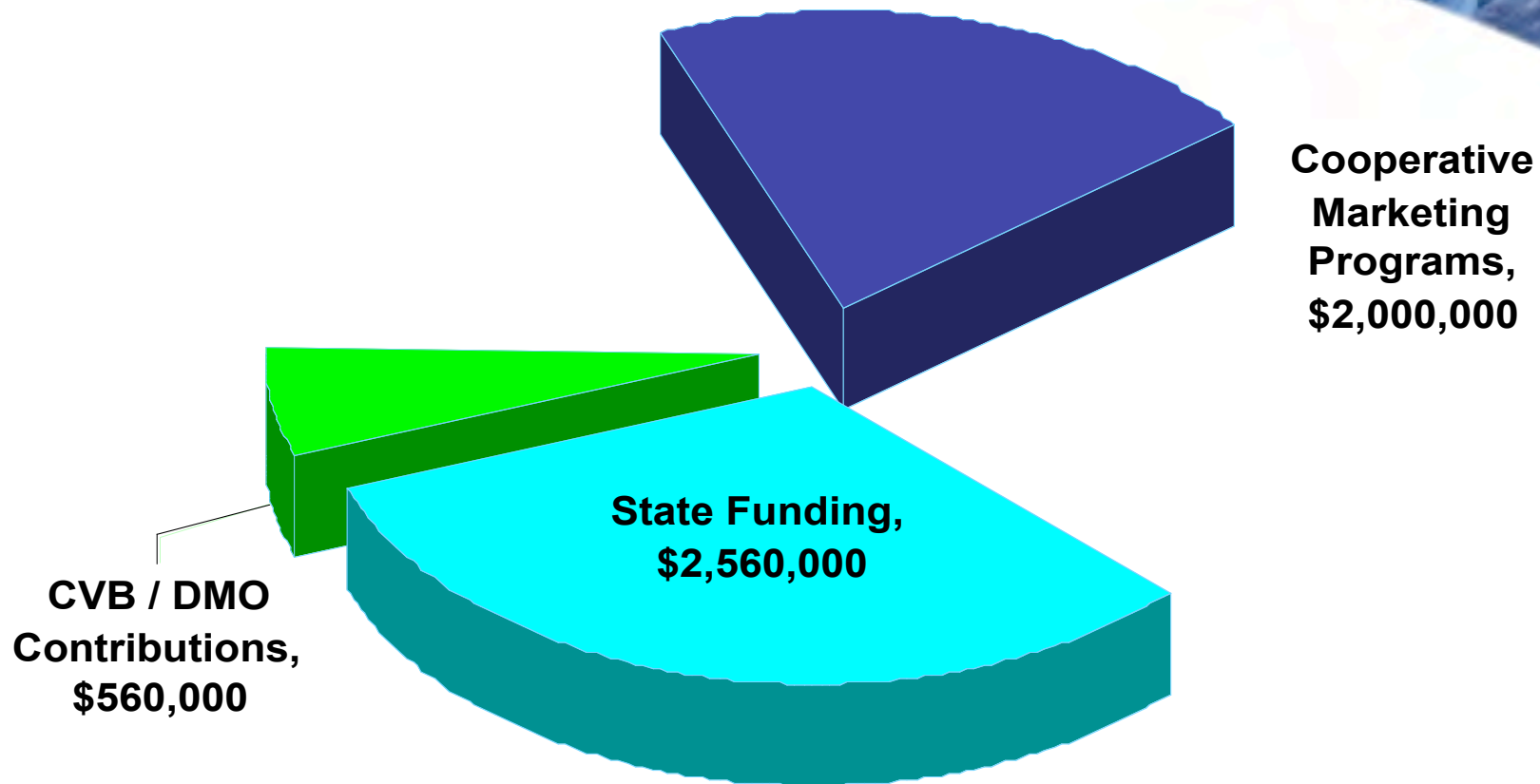
**CVB / DMO  
Contributions,  
\$560,000, 6%**

**State Funding,  
\$5,000,000,  
50%**

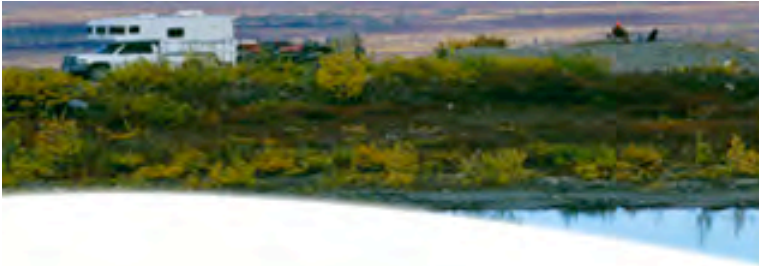
**ATIA Current Funding Model - \$10m**



# ATIA Marketing Funding



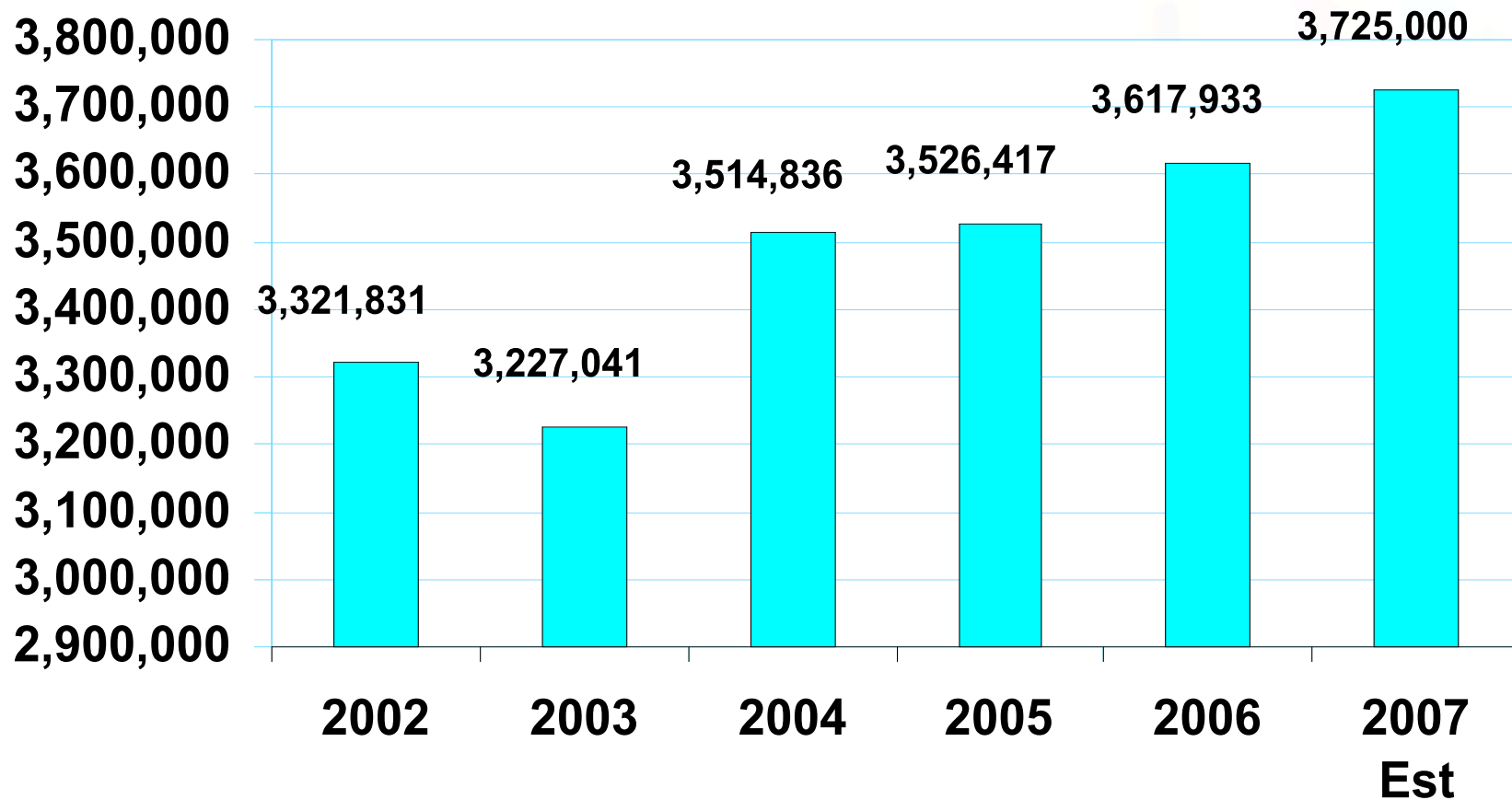
ATIA Possible Funding Model - \$5.2 m



**How was the 07 season?**

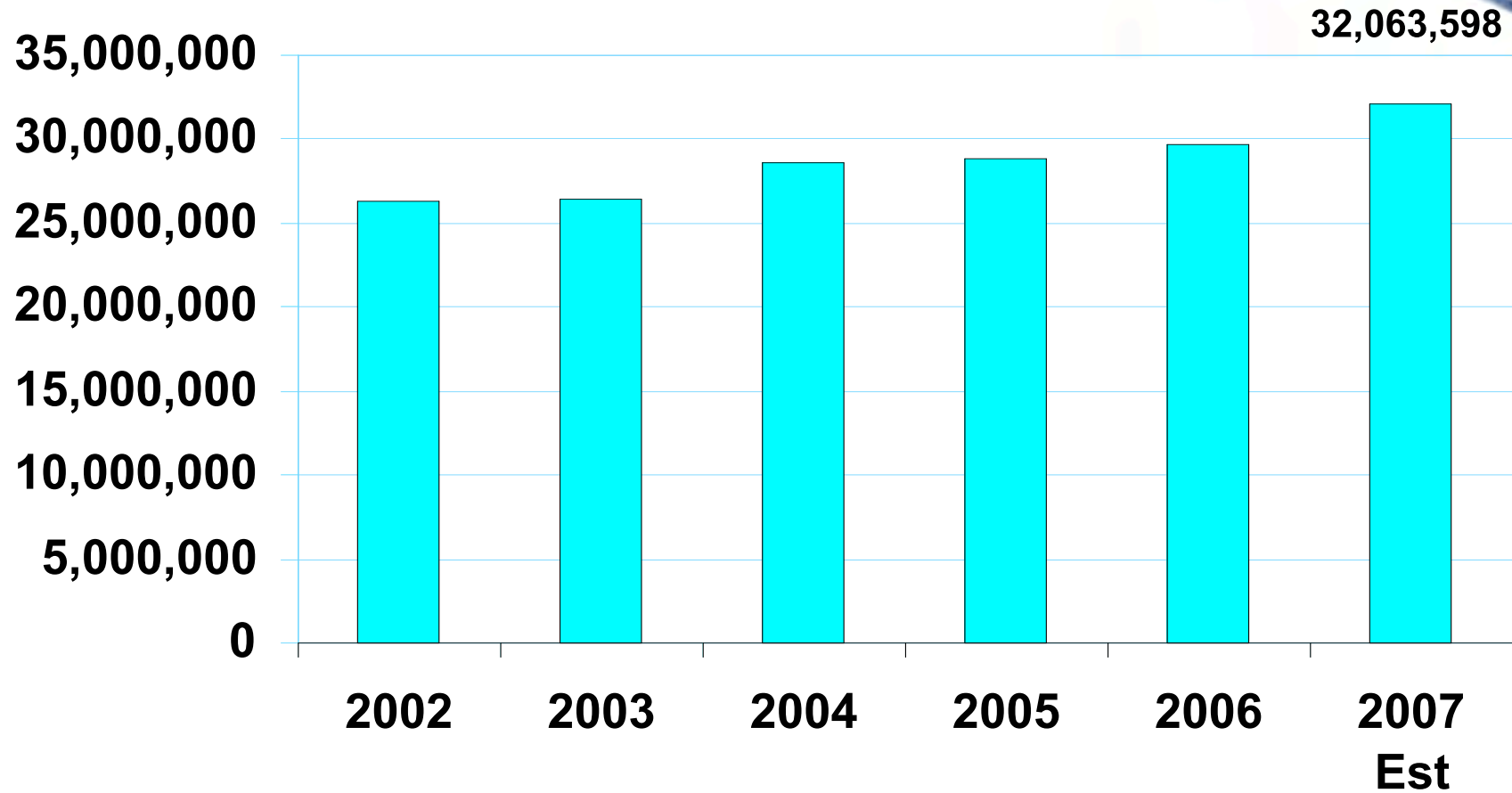


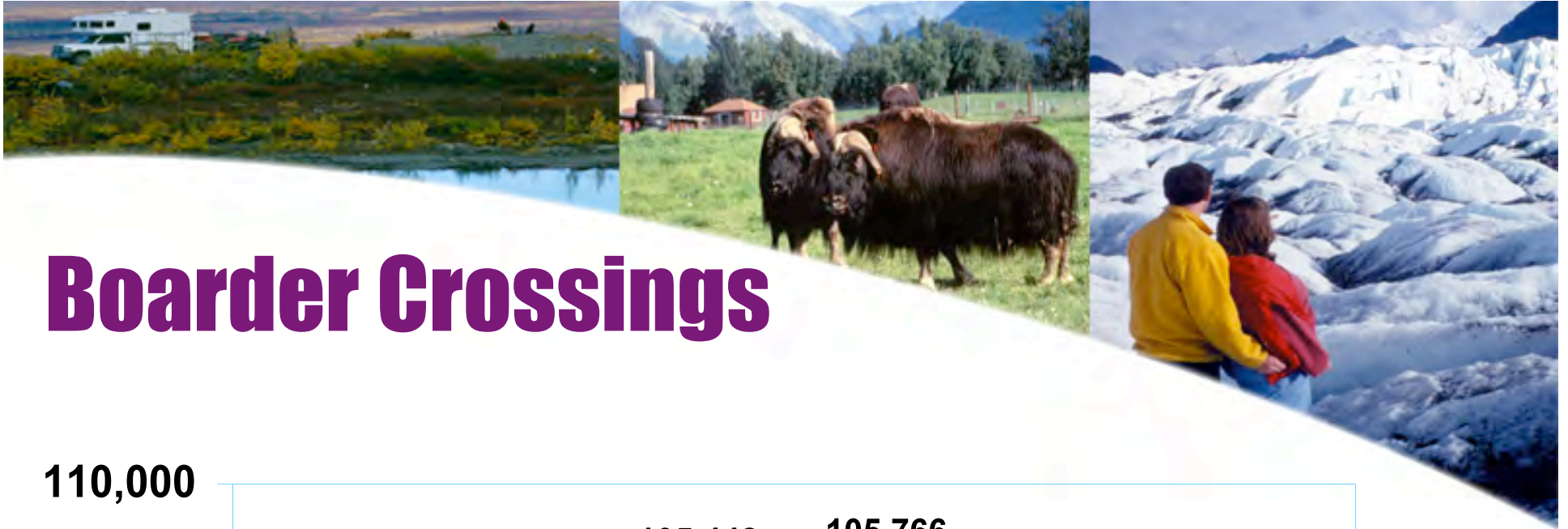
# Air Travel



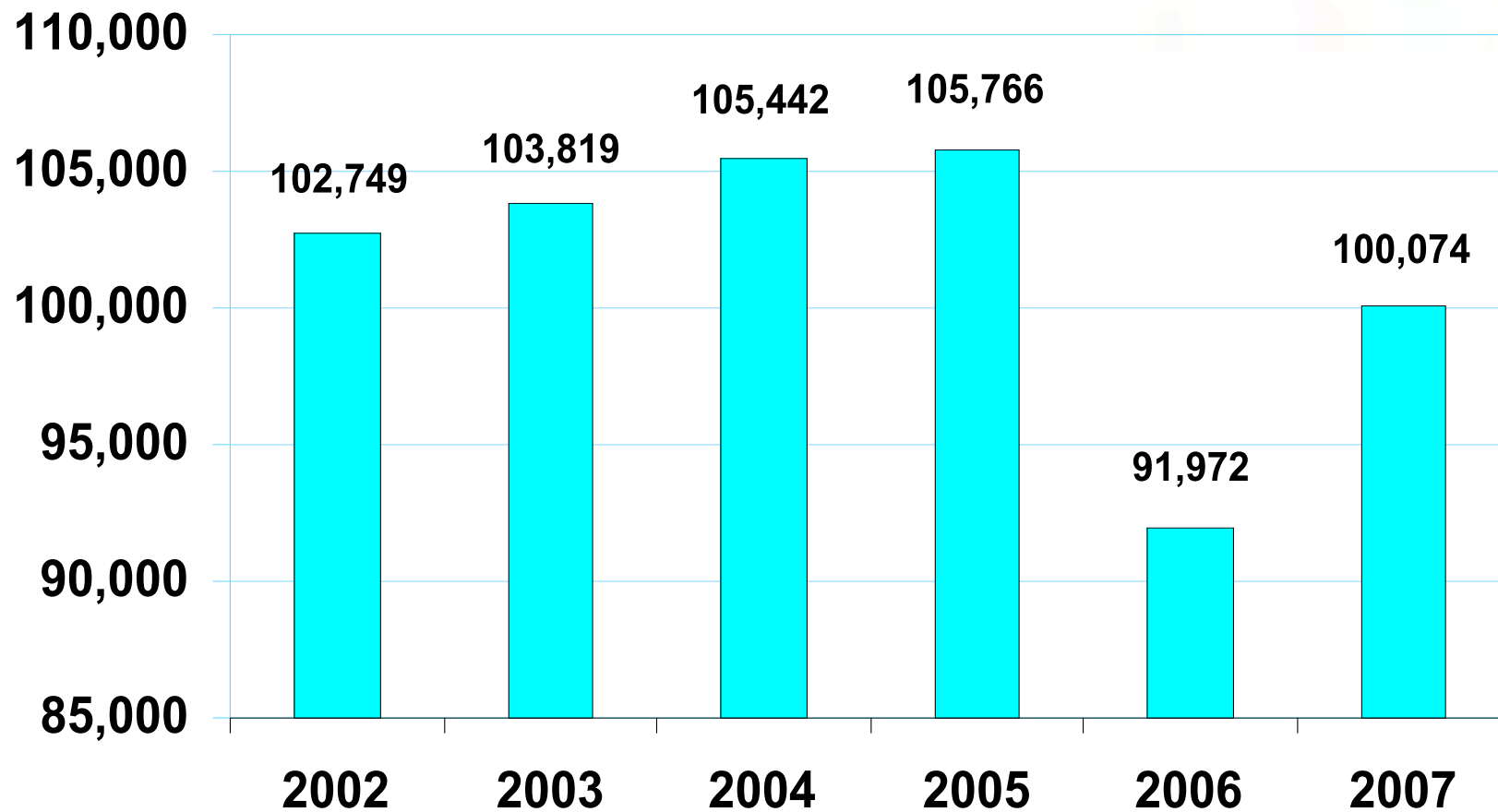


# Anchorage Summer Car Rental Revenue



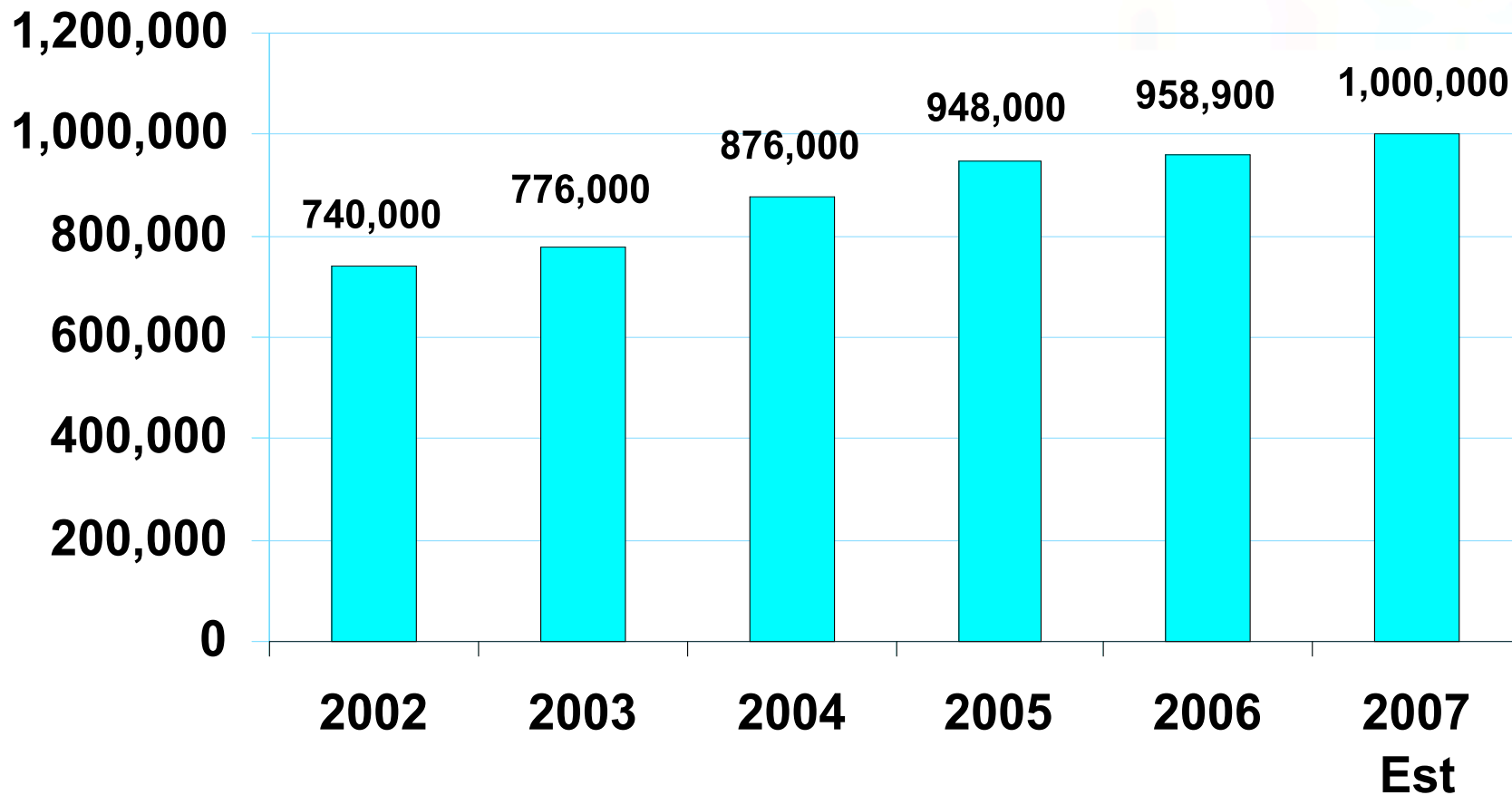


# Boarder Crossings



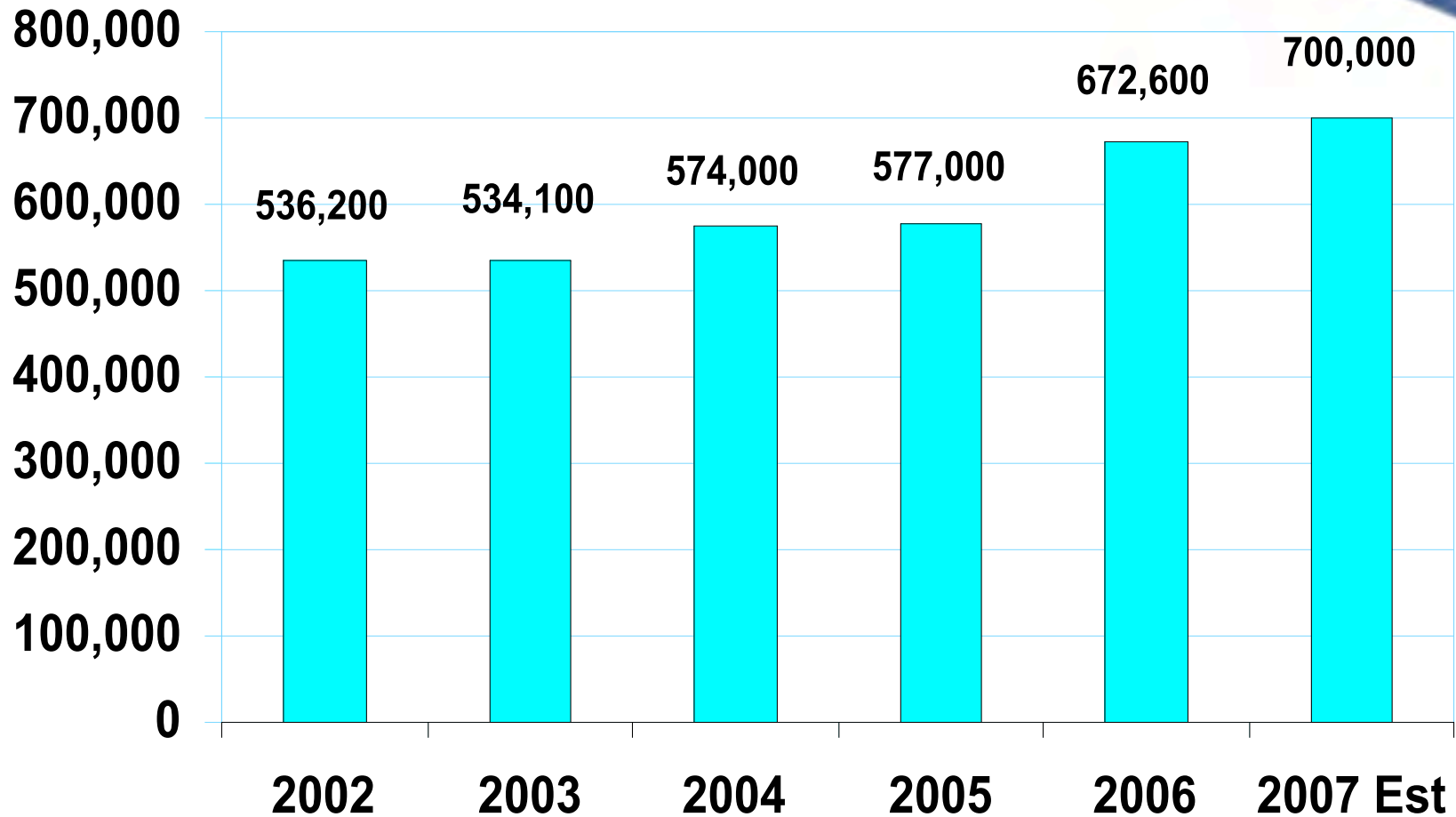


# Cruise Passengers



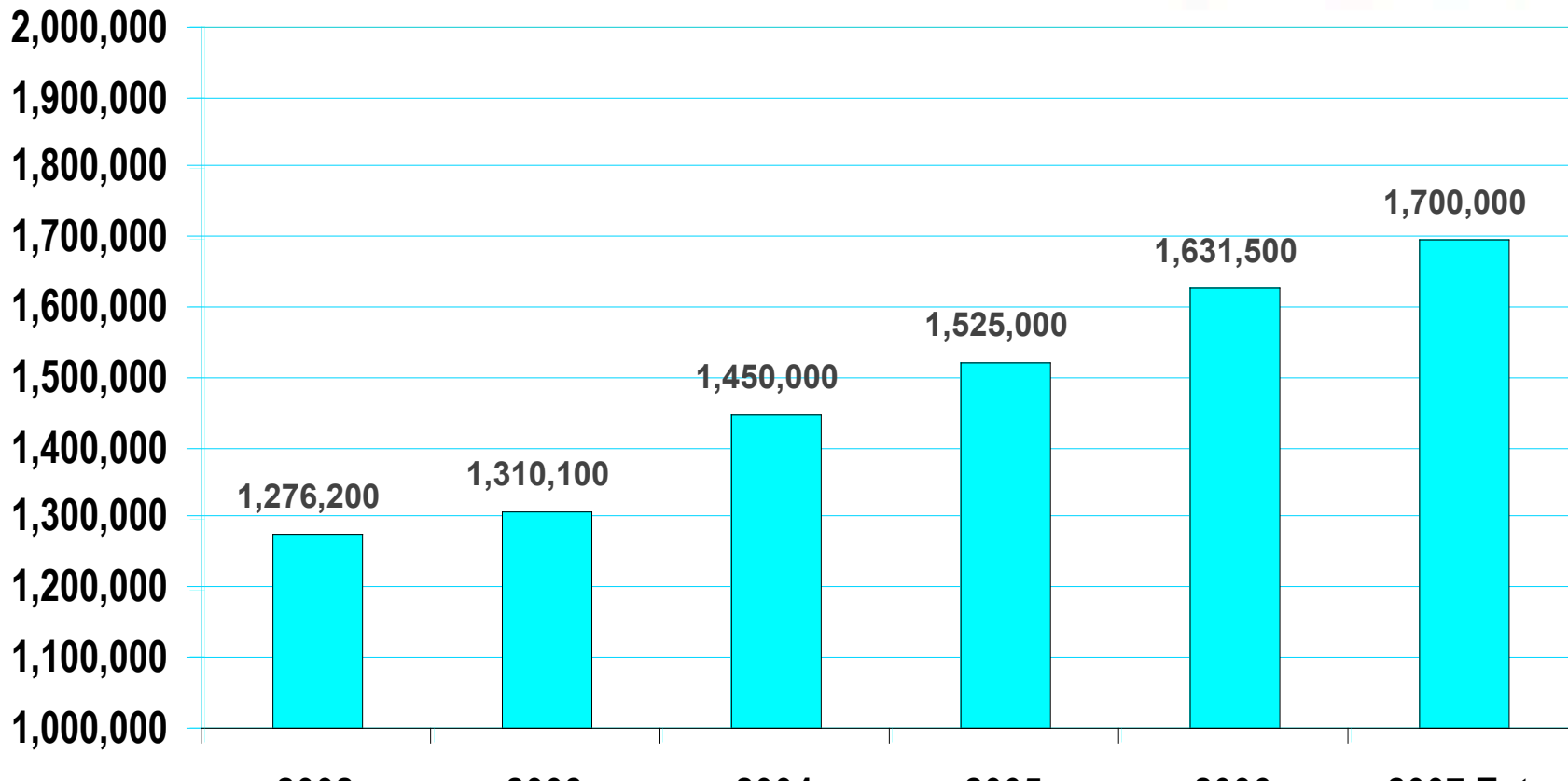


# Non-cruise Visitors





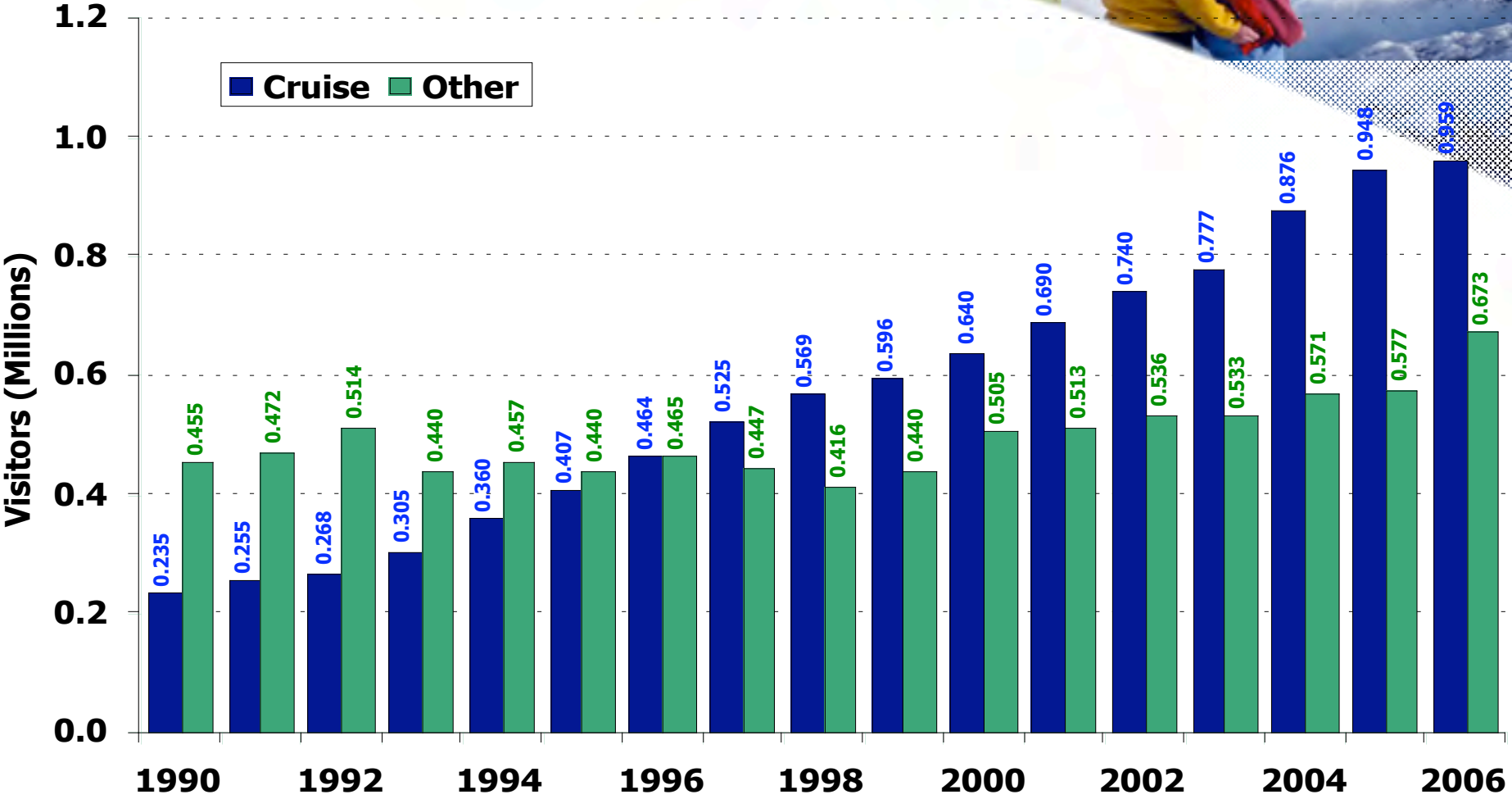
# Alaska Summer Visitors 2002 – 2007



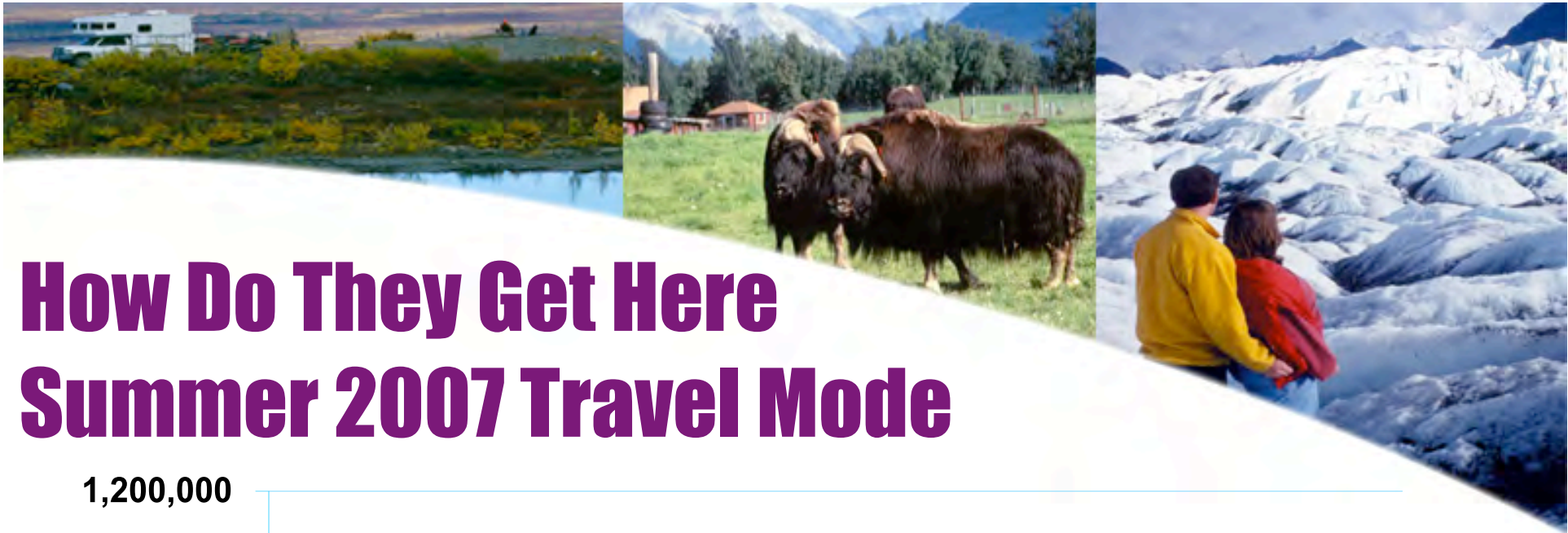


# Summer Visitors

(May – September)

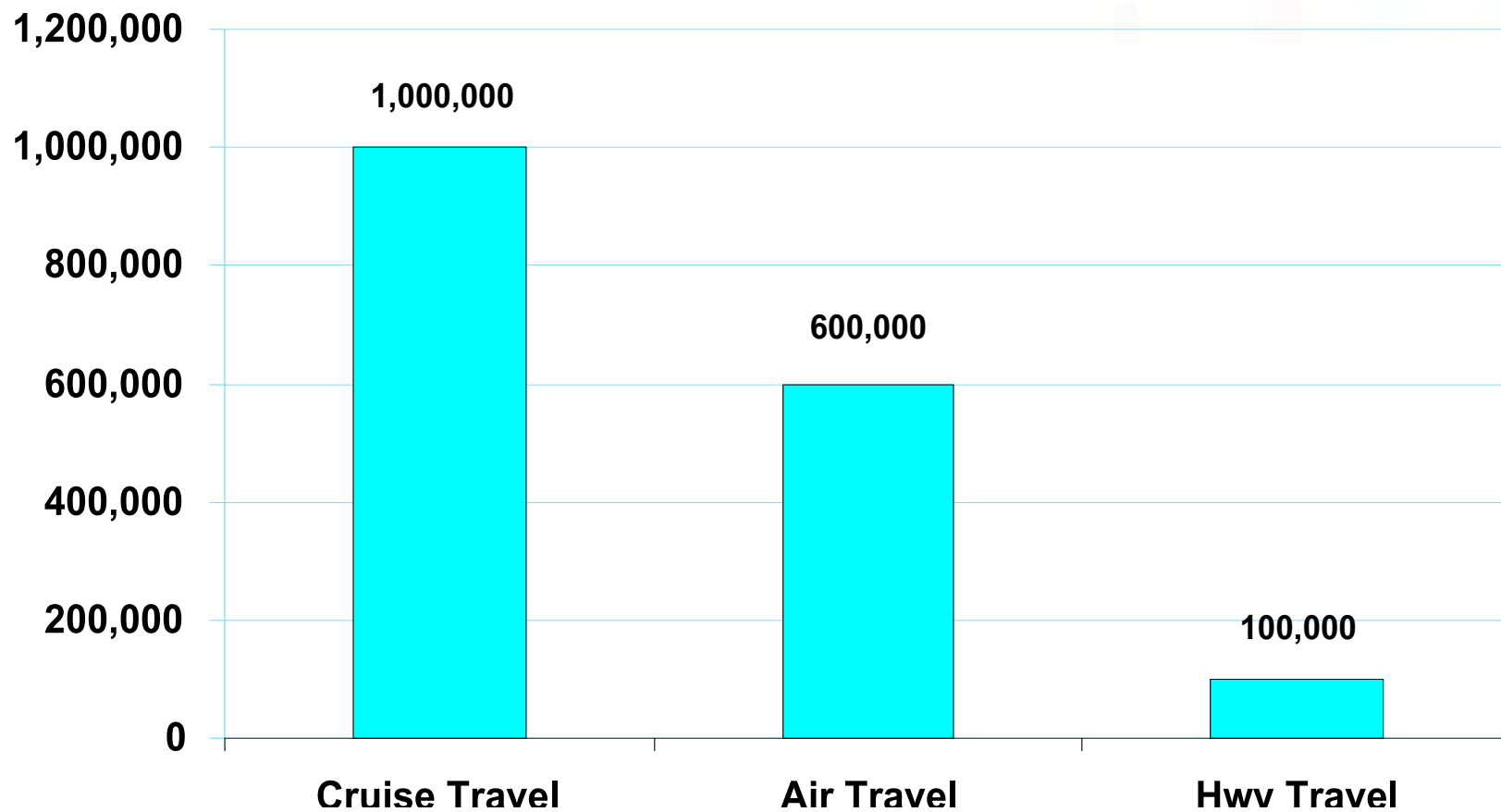


	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
■ Cruise	0.235	0.255	0.268	0.305	0.360	0.407	0.464	0.525	0.569	0.596	0.640	0.690	0.740	0.777	0.876	0.948	0.959
■ Other	0.455	0.472	0.514	0.440	0.457	0.440	0.465	0.447	0.416	0.440	0.505	0.513	0.536	0.533	0.571	0.577	0.673



# How Do They Get Here

## Summer 2007 Travel Mode



# Inside Passage Cruise

7 Day YVR/Seattle 650k Visitors



# Gulf Cruise & Gulf Tour 350k Visitors

## Cruise Tours 220k





# Economic Numbers

- Total Direct Annual Employment 38,700
- Core industry is 3<sup>rd</sup> largest private employer in state, fourth overall
- Tourism Capital Investment in Alaska over \$700 Million since 2000
- Visitor Direct Expenditures estimated at \$1.8 billion in 2007



# Local and Statewide Tax Contribution

• Local Municipal Contributions	81.4
• State Contributions	<u>50.9*</u>
• Total	122.3*

\*Prior to four cruise ship taxes (\$100 m) in summer of 2007



# Challenges & Opportunities

- Access and Infrastructure Operation Issues
  - Southside Denali
  - U.S.F.S. Flat Fee
  - Denali National Park Limitations
  - Halibut Sport Charter Issue
- More Cruise Port Opportunities
- Stable Funding for Alaska Marketing Efforts