



Southeast Conference

September 24, 2024

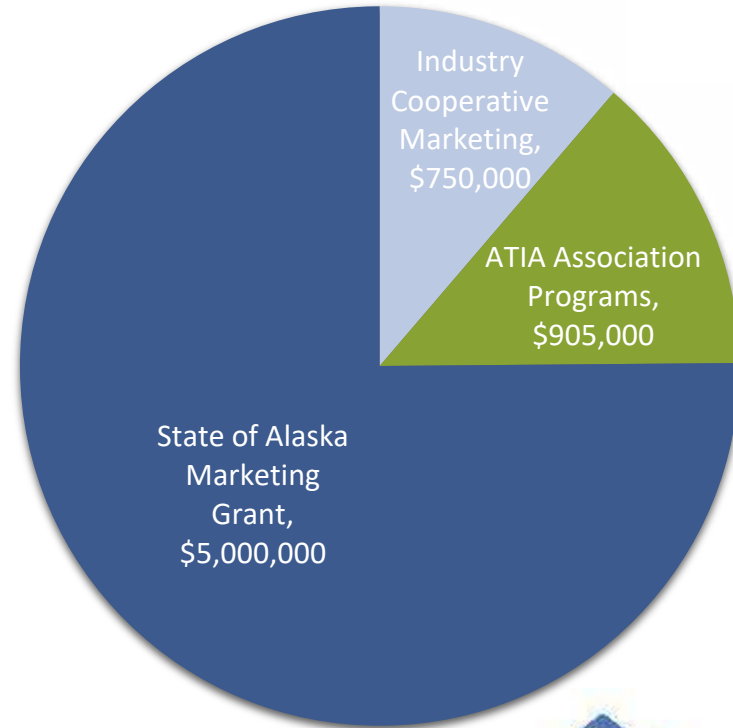
Tanya Carlson-Hancock

Director of Travel Trade, International Markets & Sustainability

Who is ATIA?

- Statewide Trade Association for Alaska Tourism
- 600 members
- 50% have less than 10 employees
- Governed by 24 member-elected board of directors
- Official Destination Marketing Organization for the State of Alaska

FY25 Revenues



ATIA: What We Do



AlaskaHost



2022-2023 VISITORS *Who They Are*



Gender

Female: 44%

Male: 56%



Average Age: 48.4

Gen Z: 4%

Millennials: 33%

Gen Xers: 24%

Boomers or older: 38%



Household Income

\$117,664



Marital Status

Married/partnered: 72%

Single: 17%



Ethnicity

White/Caucasian: 80%

Black/African American: 6%

Hispanic/Latino: 5%

Asian/Pacific Islander: 5%

Native American/Indigenous: 3%



Children in Household

Under 18: 33%



Accessibility

Accessibility Needs in Travel Party: 16%



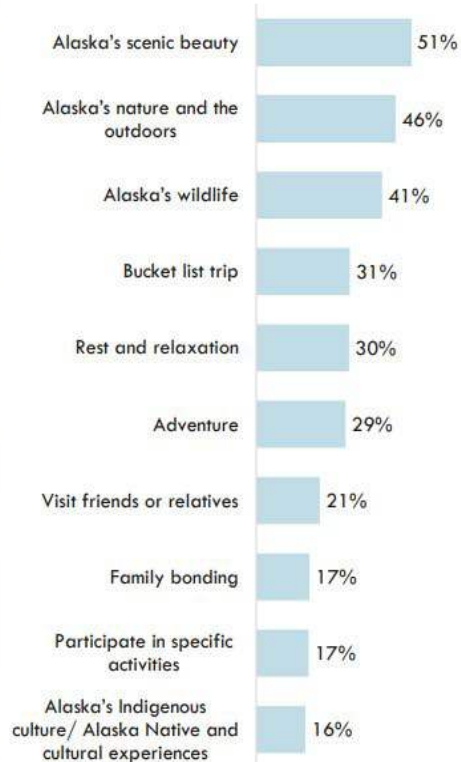
Orientation

LGBTQ+: 7%

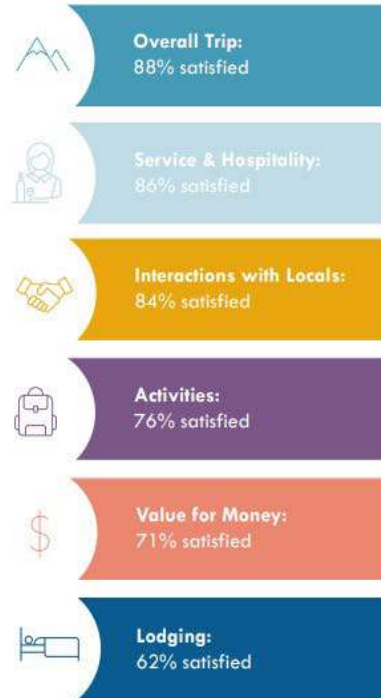


2022-2023 VISITORS *Destination Perceptions*

SELECTION FACTORS



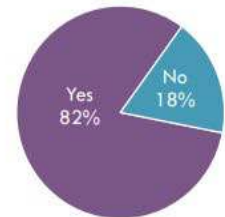
SATISFACTION RATING



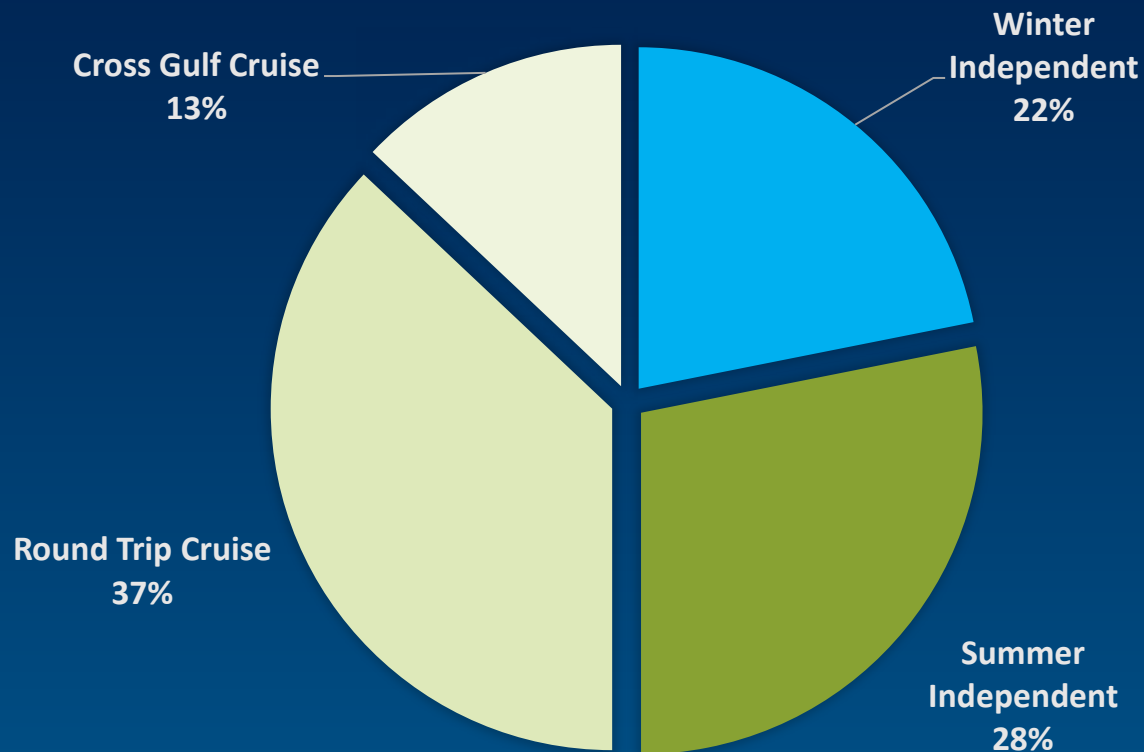
LIKELIHOOD TO RECOMMEND – TOP 3 BOX

92%

LIKELIHOOD TO RETURN



Estimated 2023 Visitation

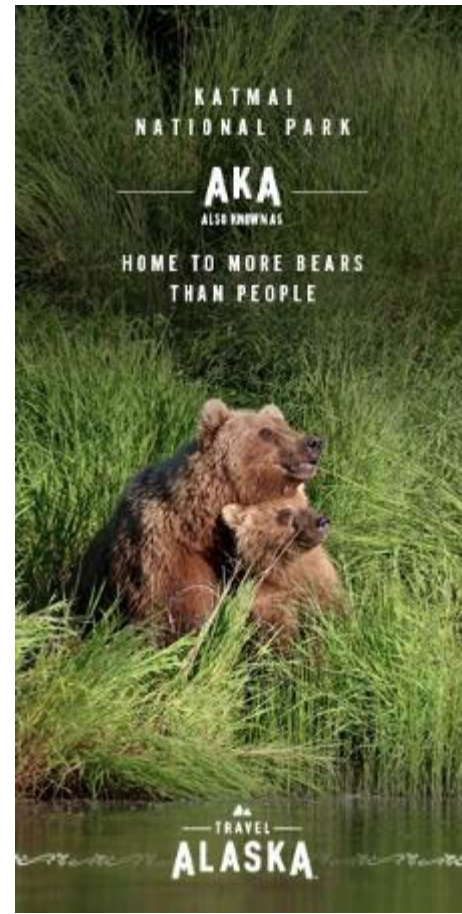
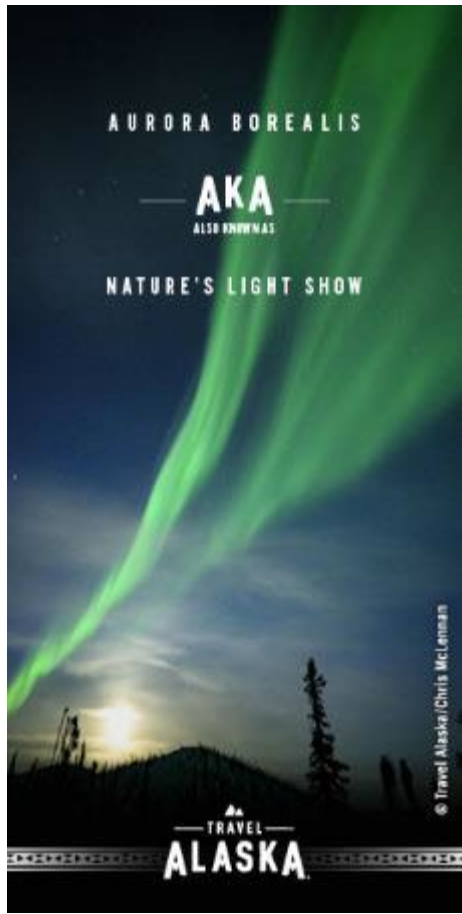


Alaska's Travel Industry: A Pillar of Alaska's Economy

- **\$3.9 billion** in direct spend – 2022
 - \$1.05 billion from cruise passengers
- **\$5.6 billion** in economic impact
- **48,000** industry jobs
- **\$1.4 billion** in labor income
- **\$157 million** in State Revenues - 2023

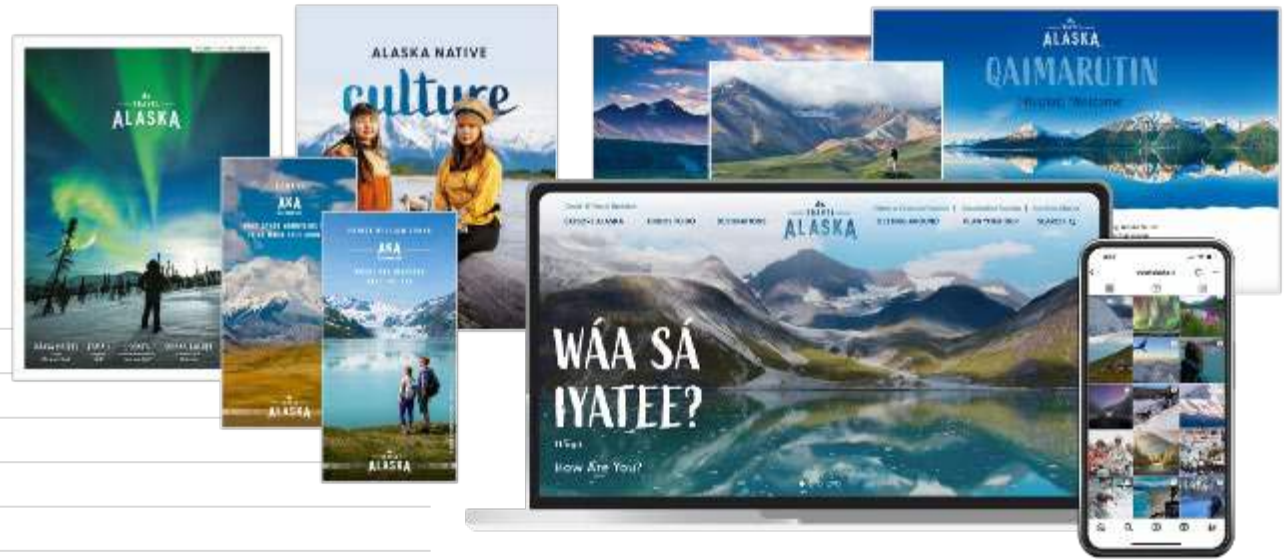
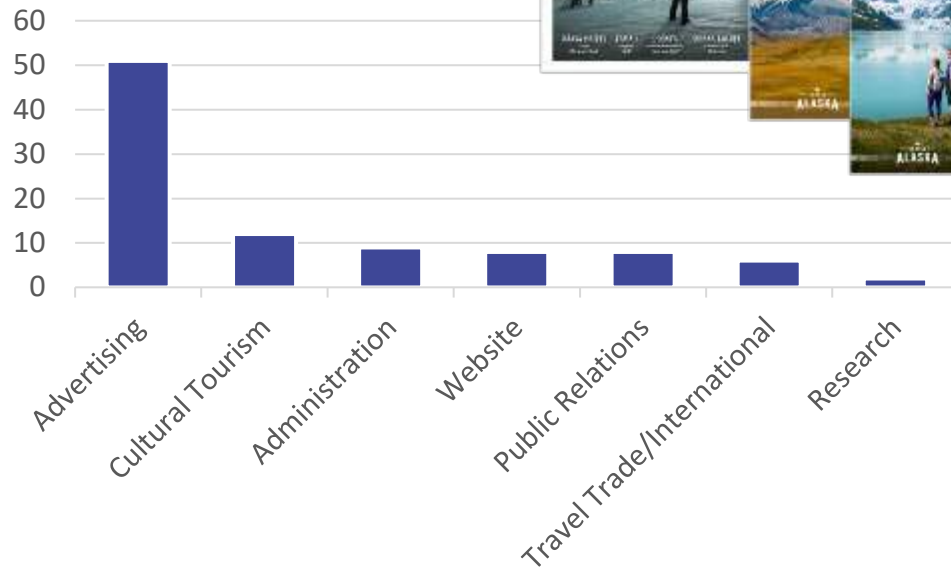
Sources: Destination Analysts & McKinley Research





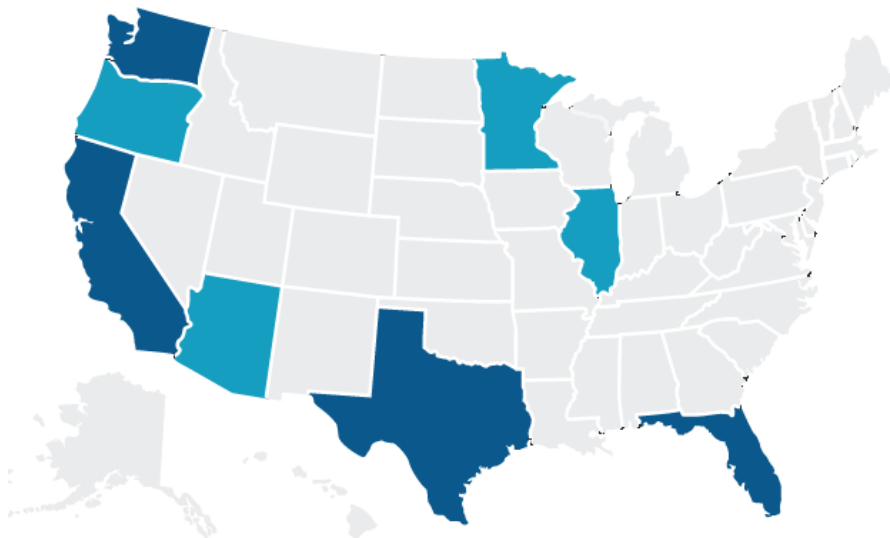


How We Spend Our Marketing Budget

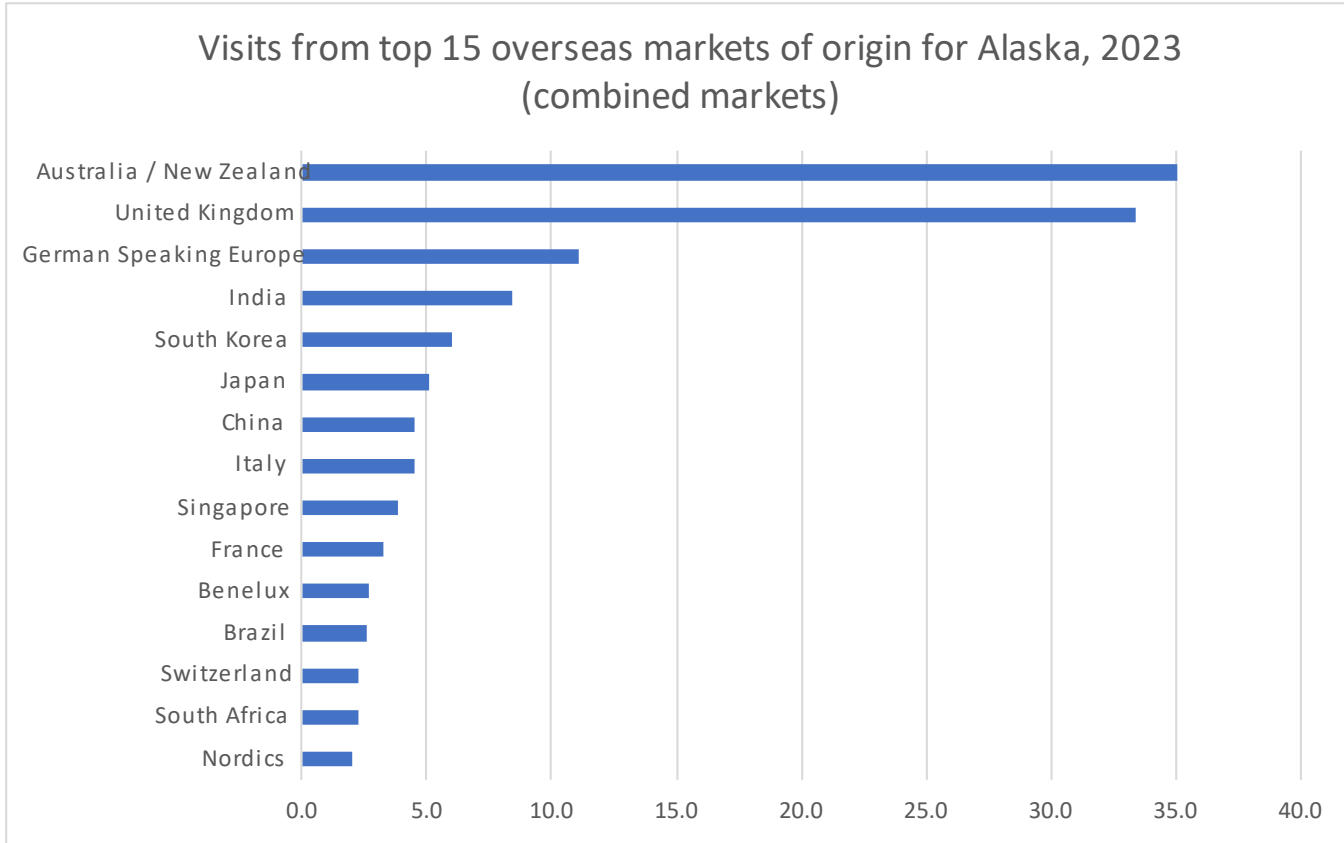


Origin Markets

- Indicators
 - Seattle/Tacoma Top Visitation
 - Seattle Top Credit Card Spend
 - Washington #3 organic traffic
 - Target Market for Advertising



Overseas Markets



2024 Projections

1. Strong Winter
2. Flat Cruise 1.7 Million
3. Increased Air Capacity
4. International Still Rebuilding
5. YTD Bookings Are Variable





TRAVEL INDUSTRY ASSOCIATION

Thank you!