



Destination Marketing Funding Request

The Alaska Travel Industry Association (ATIA) seeks **\$25 million in statewide tourism destination marketing funds** to support recovery efforts as a result of COVID-19's devastating economic and social impacts to Alaska's tourism industry. When the time is right, ATIA is poised to reach out to potential visitors to think of Alaska as a safe, familiar destination with wide-open spaces, to help rebuild Alaska tourism jobs and Alaska's travel economy.

COVID-19 is decimating Alaska's tourism industry

- Prior to COVID-19, tourism was a bright spot in Alaska's economy, supporting nearly 1 in 10 private-sector jobs.
- In 2019, our 2.25 million visitors supported \$1.4 billion in direct wages and generated \$4.5 billion in economic activity for the state.
- Due to COVID-19, more than half of the respondents to ATIA's March economic impact survey reported losses of more than 50% of business and 50% of revenue to date (year over year).
- More than 75% of the survey respondents will lay off employees.
- If travel restrictions are necessary beyond July, we fear the summer season will be lost entirely.

Alaska will need to build back trust with travelers

- Unlike most Lower 48 destinations, Alaska is totally dependent on cruise (60%), air (36%), or cross-border travel (4%).
- A recent traveler sentiment study shows the likelihood of travelers taking a leisure trip in the next 6 months has declined by more than 50% in past month (March 2020).
- Travelers feel safest in personal vehicles and least safe on cruises and long-haul flights.
- Without a strong tourism promotion program, Alaska's visitation levels – and the jobs created by visitor spending – will take much longer to stabilize, much less regain 2019 levels.

Investment in tourism marketing is needed to gain back market share - as soon as it is safe

- While Alaska's tourism sector is resilient, it will need enhanced efforts to attract visitors and create jobs supporting Alaska families and communities.
- We will need additional resources to saturate the current market through advertising and paid media, as well as expand to new traveler types and markets.
- Expanded messaging will focus on emphasizing Alaska's brand – wild, open spaces – reaching as many potential travelers as possible at the right time, through the right channels.



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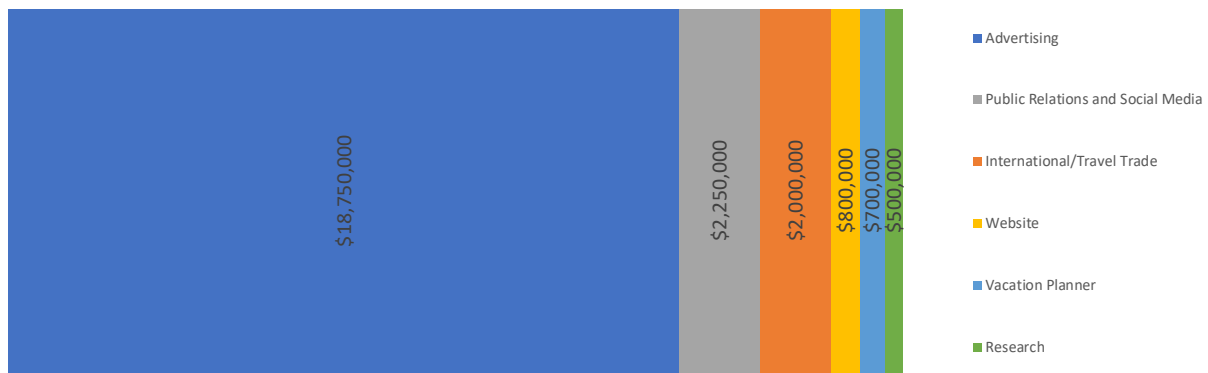
Investing in statewide tourism promotion will keep Alaska competitive

- As a long-haul destination, Alaska competes with other states – and countries – for visitors. We know from experience the time to get in front of our audience of potential travelers is approximately 7-months.
- Other U.S. states are already advocating for tourism promotion funds from recent federal assistance programs: Virginia Tourism, as one example, has requested \$20 million to use for destination marketing.
- Relaunching statewide marketing as soon as it is responsible to do so will provide a greater reach to potential visitors.
- By marketing to our audience once it is safe to travel, we can promote Alaska for 2021 and beyond.

Rebuilding the tourism sector supports Alaska's economic recovery

- A \$25 million investment in a statewide tourism marketing program will promote Alaska's brand through expanded television and digital advertising campaigns, supported by public relations and international marketing efforts, the printed Official State Vacation Planner, and TravelAlaska.com.
- A statewide destination marketing program has wider reach than any one company's or community's efforts.
- A statewide program will help more businesses in more regions of the state stabilize and recover from COVID-19's devastating economic impacts.

\$25 Million Alaska Statewide Destination Marketing Campaign



- This effort will expand Alaska's brand in current and target markets, take advantage of media and influencer opportunities, develop personalized online content, and expand the reach of the popular printed vacation planner - all with the inspirational message: Alaska, it's waiting for you.

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