



\$1 MILLION FOR ALASKA INSTATE TRAVEL CAMPAIGN

AK - WE'RE IN

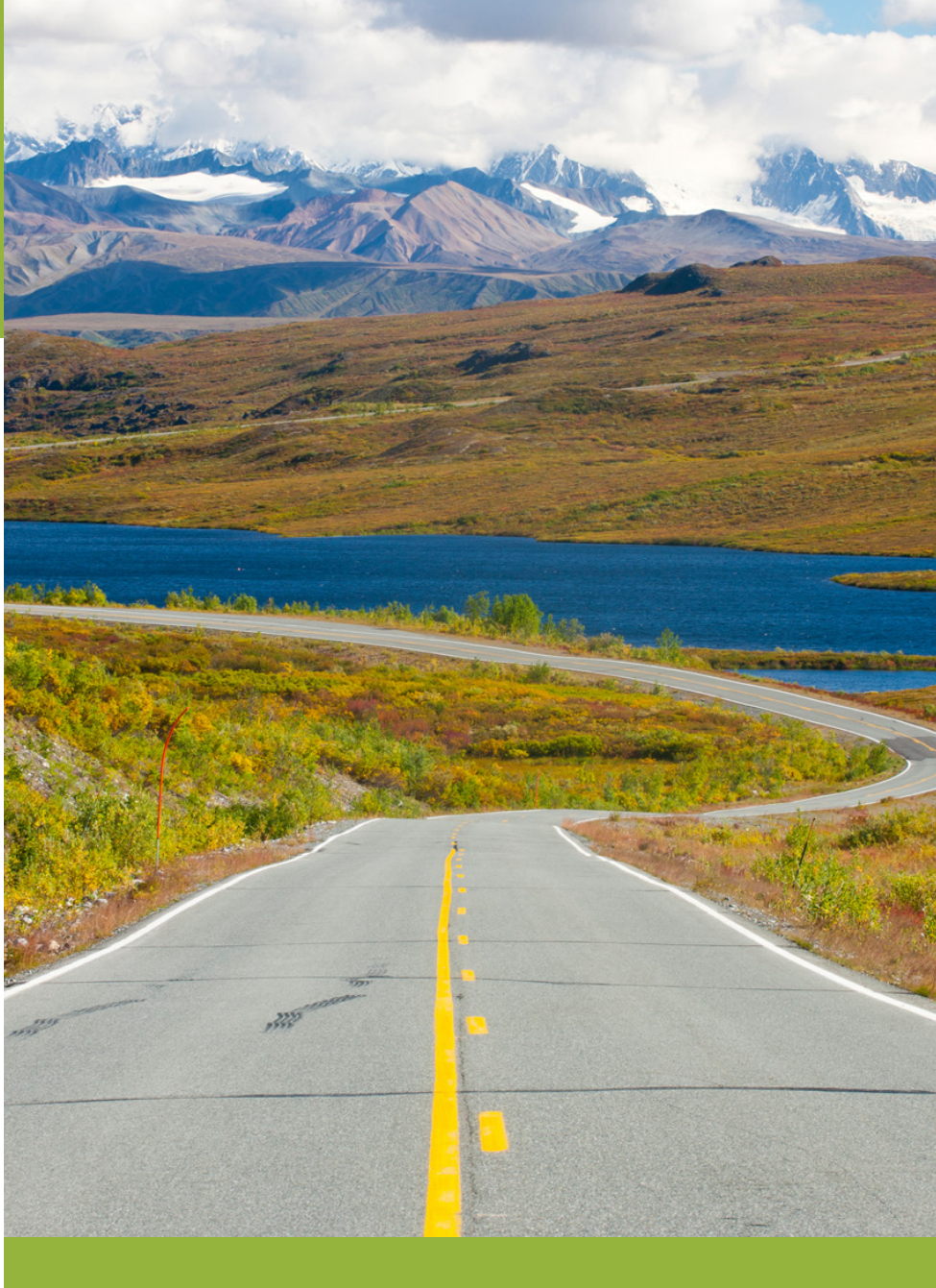
Prior to COVID-19, tourism was a bright spot in Alaska's economy. The impacts of COVID-19 were immediate and devastating.

As we consider restarting Alaska's economy, Alaska's tourism industry will need support from Alaskans to get our businesses back on their feet.

Together, as Alaskans supporting Alaskans, our tourism businesses can preserve jobs, support our communities, and help send the message to other potential visitors that Alaska is a safe, desirable place to travel once restrictions are lifted.

The loss in revenue both from cancellations and stop in bookings has devastated our small business, we hope to be able to recover.

ATIA survey respondent



IN-STATE TOURISM MARKETING FUNDING

The Alaska Travel Industry Association (ATIA) seeks \$1 million for statewide tourism destination marketing funds.

Working with local and regional destination marketing organizations, ATIA will develop a strategic, phased campaign to encourage Alaska stay-cations, inspiring Alaskans to explore their own big, wild backyard.

When the time is right - and starting with our own friends and neighbors - ATIA is poised to reach out to Alaskans, asking them to buy local, support local, and explore local. Together, we can help rebuild Alaska tourism jobs and Alaska's travel economy.



EXPLORE AK

Above all, Alaskans support each other.

Alaskans want to - and can - visit places in their home state they've never visited before, learn more about Alaska art and culture, explore our public lands, and experience our wild, open spaces.

Alaska's in-state tourism marketing campaign will promote safe travel experience while supporting local businesses.

Together, we can ensure a healthy and sustainable Alaska tourism industry will into the future.

SUPPORT AK

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.

By starting locally, Alaska can build back trust with other potential travelers.

Investment in tourism marketing is needed to gain back market share - as soon as travel restrictions are lifted.

Because of our remote location, we feel relatively safe from the virus but are concerned for the loss of business if Alaska's borders are closed. We understand taking necessary precautions, but if people can't get to us, we'll have to shut down.

ATIA survey respondent