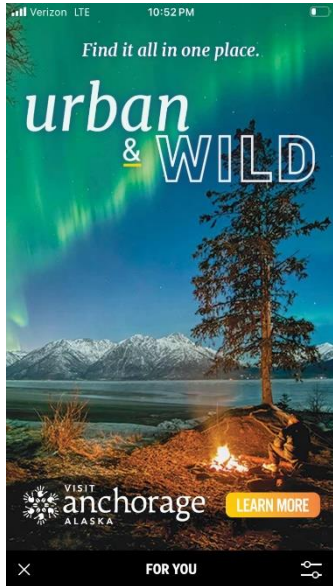


Tourism Worksession

Nov. 1, 2024



IN THE MARKET: RECENT AD PLACEMENTS





KEY VISIT ANCHORAGE METRICS

Through Q3 2024

- Total advertising impressions: 196.4M
- Guides sent and viewed: 106,612
- Sessions on Anchorage.net: 2.54M
- Travel agents trained: 8,447
- Conventions sold EEI: \$110.7M
- Advertising Equivalency: \$1.87M
- Media assisted: 94
- Visitors served in VICs: 179,095
- Industry satisfaction: 94%





KEY COMMUNITY METRICS

Through Q3 2024

- Airport travelers (Jan-Sept): 2,068,562, up 4.5% YoY
- Southcentral cruise capacity: 456,000
- Average visitor spend: \$1,434
- Total estimated spending of conventions: \$111.2M
- Average Anchorage visit: 3.4 days
- Supporting 1 in 9 local jobs
- 89.3% of residents say the economic impact of tourism is positive for Anchorage

Trends

Anchorage, AK

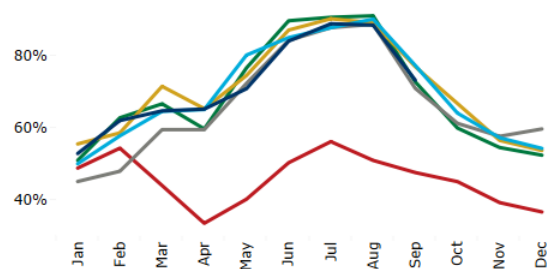


X Month **September 2024** Location **Anchorage, AK**

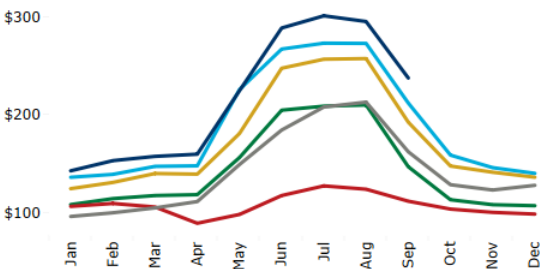
Supply **Daily** Year **Multiple values**

CY2011 ■ CY2012 ■ CY2013 ■ CY2014 ■ CY2015 ■ CY2016 ■

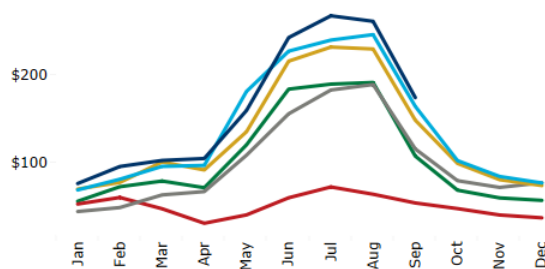
Occupancy



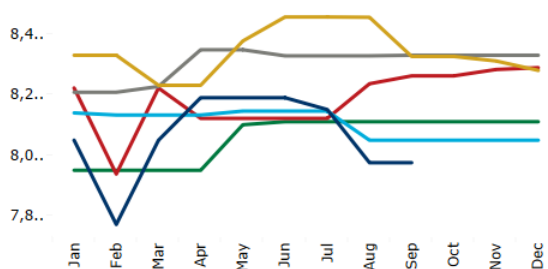
ADR



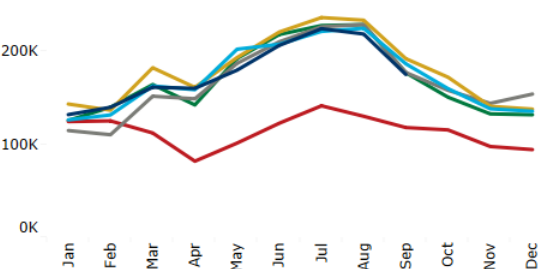
RevPAR



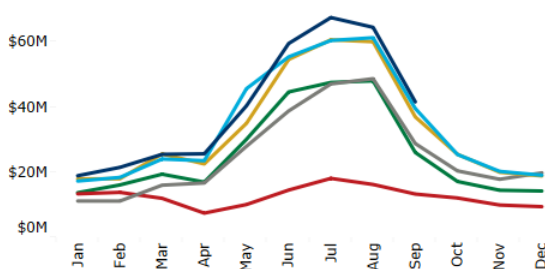
Daily Supply



Demand

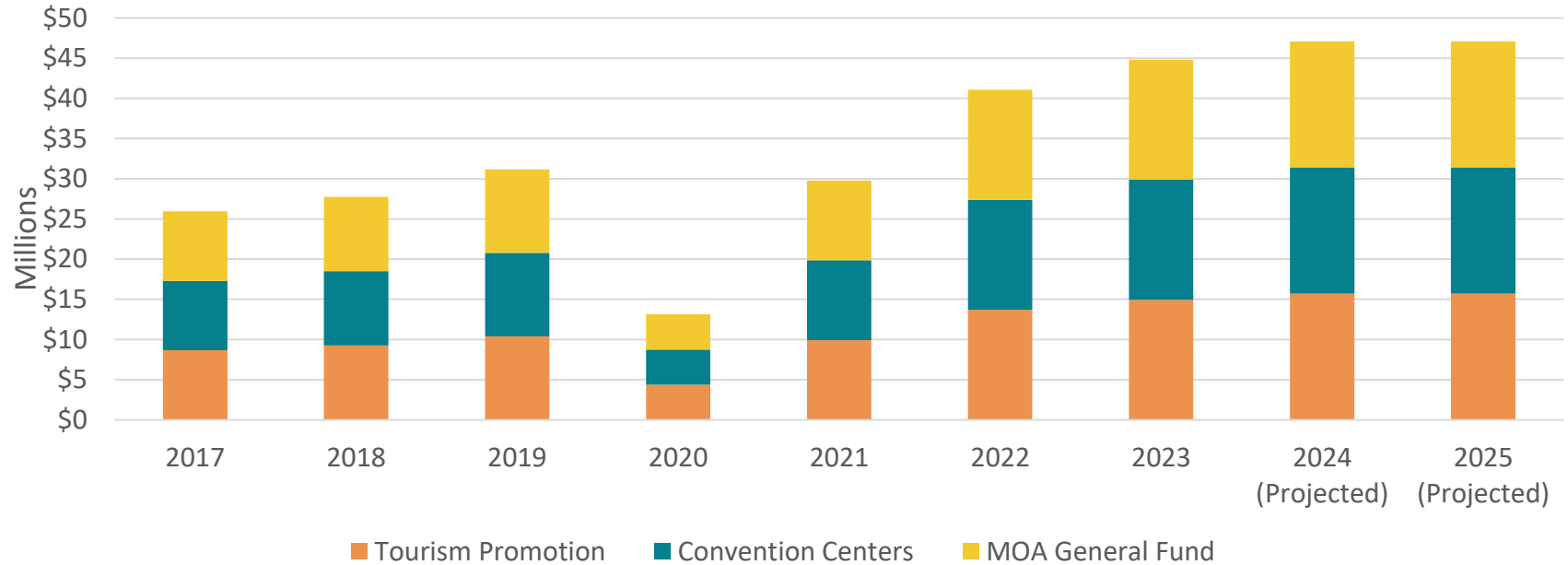


Revenue





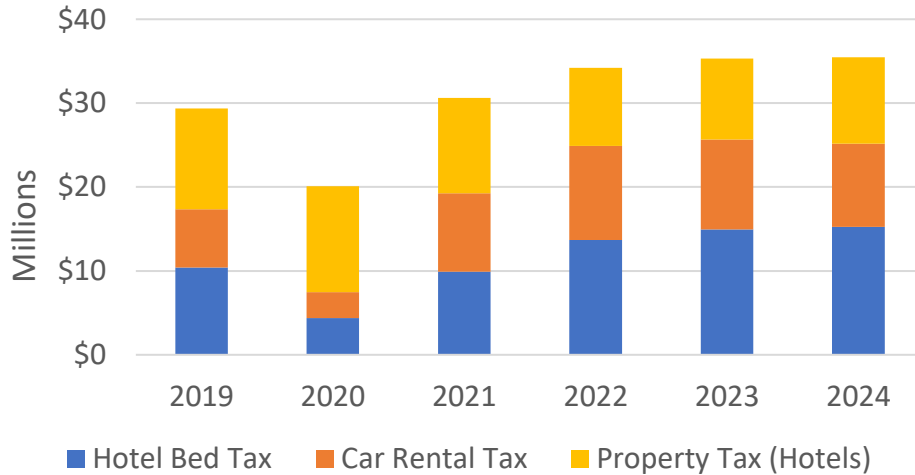
BED TAX REVENUES 2017-2025



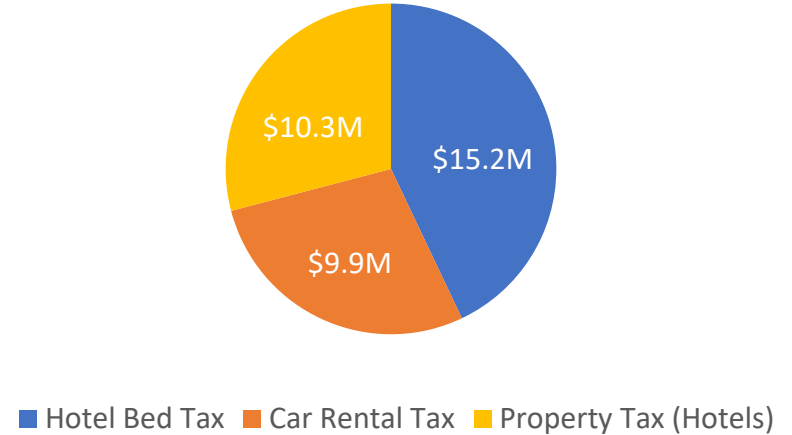


TOURISM TAXES TO GENERAL FUND: MORE THAN \$35.4M IN 2024

YoY Collections from Tourism



2024 Tax Remittances (Projected)





FUTURE IN FOCUS

- Mixed signals from consumers
- Grow independent travel and extend stays
- Manage cruise experience
- Civic infrastructure investments needed
- Winter product
- Heyi Days
- Cultural tourism
- All things local





SIX UNIQUE STORIES

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VISIT
anchorage
ALASKA

50
EST. 1975