

TRAVEL POWERS ANCHORAGE

Tourism keeps our community thriving. Visitor spending circulates throughout our economy many times over. Products and services supported by visitors improve life for residents by creating new experiences everyone can enjoy, opening opportunities to explore in our own backyard, and sparking new business ventures.

IN 2022



1.8 million passengers passed through the Anchorage airport.



449,000 travelers cruised to or from Southcentral Alaska ports.



Hotel demand grew 6% in 2022, eclipsing records set in 2019. January, February, March, and October had the fastest growth, showing desire for visits year-round.



Meetings, conventions, and events held in Anchorage brought more than **\$80 million in estimated economic benefits**.



Visitors spent hundreds of millions of dollars in Anchorage, in addition to what they pay for a cruise or airfare. That spending reaches local business well beyond tourism.



Travelers generated more than \$49 million in local hotel and car rental taxes inside the Municipality of Anchorage. Approximately half goes to the city's general fund, with smaller portions reinvested in tourism marketing, and maintaining the convention centers.



Some **tourism businesses are among the community's largest taxpayers**, contributing even more to local services.



1 in 9 Anchorage jobs is in tourism. Job growth in travel and tourism is forecasted to be one of the strongest areas in 2023.



Visitation helps expand the number of cities **connected to Anchorage by airlines**.



Tourism links Alaskans to the wider world, sharing our stories, traditions, and lifestyles and discovering those of others.

VISIT ANCHORAGE POWERS TOURISM

Travel doesn't happen on its own. Visit Anchorage works to generate economic and social value for Anchorage residents, businesses, and visitors through tourism.



By placing digital and print advertising, booking meetings and conventions, training travel advisors and tour operators, educating industry, and building partnerships, **Visit Anchorage expands the community's reach** in a competitive marketplace for traveler attention and spending.



Funds for tourism marketing and promotions are **paid by visitors through hotel taxes.**



Marketing and promotions **keep our community competitive.**



Traveler preferences evolve over time. Investing in research, lead development, and new messaging encourages new tours and experiences, **keeping Anchorage vibrant and desirable.**



Since 1975, Visit Anchorage has represented the communities of Anchorage, Girdwood, Eagle River, Eklutna, Indian, Birchwood, Chugiak, and Portage before the traveling public, both in the U.S. and abroad.



OUR REACH

In 2022, Visit Anchorage served more than 342 million ad impressions to potential travelers, booked \$97.2 million in future meetings business, trained 8,530 travel advisors, shared or sent the Official Guide to Anchorage more than 140,600 times, welcomed 1.7 million users on Anchorage.net, and helped 143,000 travelers plan their time in Anchorage's Visitor Information Centers.