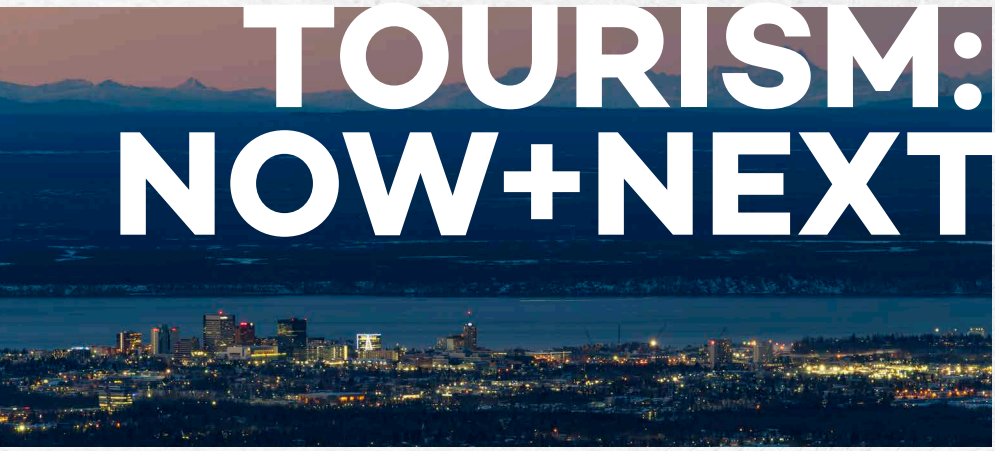
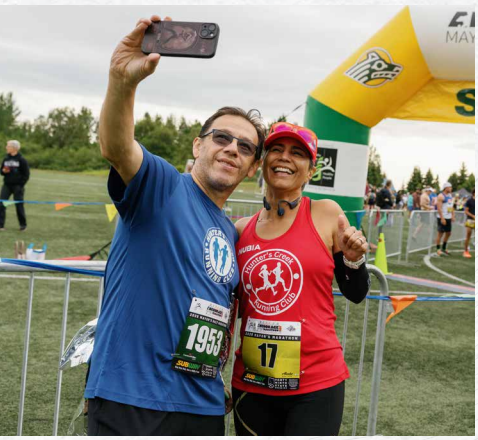
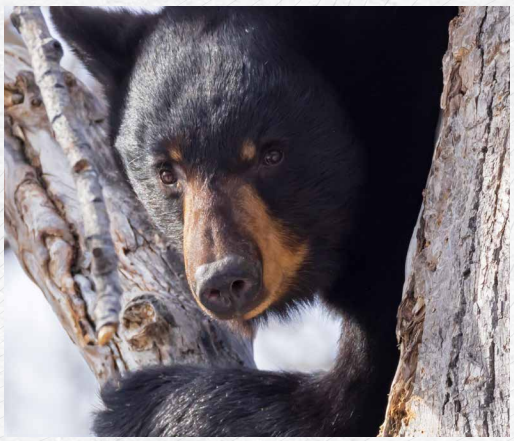
TOURISM: NOW+NEXT







VISIT anchorage™ ALASKA

2026 REPORT TO THE COMMUNITY

TRAVEL POWERS ANCHORAGE

The economic benefits of tourism are huge for our community. As one of the key sectors of our economy, tourism spurs spending, employs Alaskans, and keeps our place thriving.

Each visitor spends an average of nearly $815 in Anchorage, in addition to what they pay for a cruise or airfare.

1 in 9 Anchorage jobs is in tourism. In total, the industry supports 10,000 Anchorage jobs.

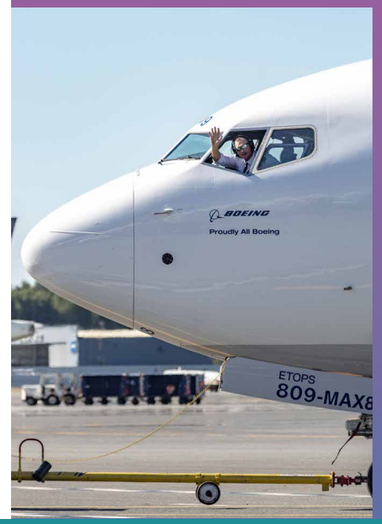
In 2025, meetings, conventions, and events held in Anchorage brought more than **$115.6 million in estimated economic benefits.** That spending is spread across the community.

Direct visitor spending totals **$1.09 billion in Anchorage**.

Last year, Anchorage **travelers generated more than $57.5 million in local hotel room and car rental taxes**. Approximately half goes to the city's general fund, with smaller portions reinvested in tourism marketing and maintaining the convention centers. In addition, the city's hotels alone generated $10 million in property taxes inside the Municipality of Anchorage.

COMMUNITY DEVELOPMENT THROUGH VISITATION

The economic benefits are big, and tourism keeps our community going in many other ways.



Visitation helps expand the number of cities connected to Anchorage by air, giving locals more travel and cargo connections too.

Visitors provide a base of business for **new companies to grow, and established companies to expand** with new products or services everyone enjoys.

Alaskans can share our stories, traditions, and lifestyles with the world, and **make global connections**.

Destination marketing and promotions create positive perceptions of Anchorage as a good place to start a business, go to college, move to, or invest in.

ABOUT VISIT ANCHORAGE

COMMITMENT TO COMMUNITY

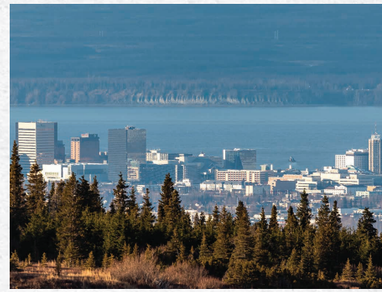
Tourism plays a big role in Anchorage's economy. It all stems from a decision to visit, and often a visit begins with Visit Anchorage inspiring the trip.

Maybe the Chugach Mountains soared across their screen while they streamed a show at home. They might have scrolled to an ad on their phone showing off Anchorage's cultural attractions paired with easy access to the outdoors and trails. Or they flipped through the Official Guide to Anchorage that arrived in the mail and decided it was time to finally visit. They might even have received a postcard from a relative, raving about their recent experiences in Anchorage.

In all these cases Visit Anchorage plays a part to inspire the visit and provide the right information at the right time to potential travelers.

EXPERTISE

We talk to travelers and convene the travel industry, but we work for residents.



Visit Anchorage represents the communities of Anchorage, Girdwood, Eagle River, Eklutna, Indian, Birchwood, Chugiak, and Portage before the traveling public. Destination marketing is an intensely competitive business. Our work keeps the community top of mind with visitors, and helps them plan and book when the decision to travel is made.

Visit Anchorage is also Alaska's largest trade organization for tourism, with more than 700 companies invested in writing the next chapter for Alaska's tourism industry.

LOCAL

Staffed by people who call Anchorage home. Many of us are lifelong Alaskans. Some of us came back to help our hometown. Others moved here and put down roots. What unites us is our passion for the community and the desire to see it succeed.

SUCCESSFUL

For more than 50 years, our work has brought the national spotlight to Anchorage as a great place to visit, host a meeting, book business, and live.

ACCOUNTABLE

Community oversight comes through board participation from local government and the private sector. Visit Anchorage also presents an annual Report to the Community and quarterly performance reports. We also undergo annual audits.

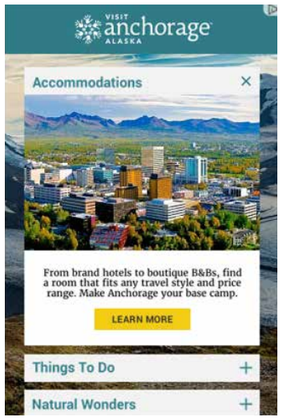
RETURN ON INVESTMENT

EFFECTIVE DESTINATION MARKETING & PROMOTIONS PROGRAM

We live in an incredible place, but travelers don't find us on their own. The worldwide competition for traveler attention is fierce. Tourism marketing is a smart investment with big benefits.

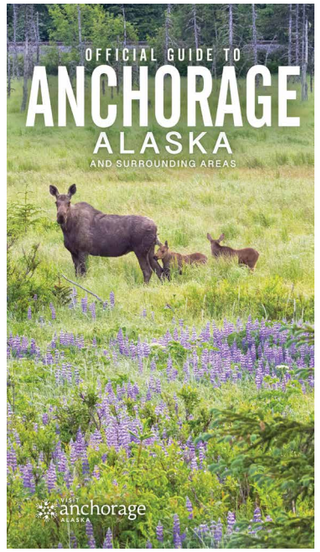
A third of hotel room taxes flows into the MOA general fund and pays for civic services, local infrastructure, and a host of community programs. Another third funds the Anchorage Convention Centers, so those aren't paid for by residents. And the last third is reinvested in marketing through Visit Anchorage. It's a sustainable, stable way to support community programs and attract new visitors at the same time. When marketing efforts succeed, more people visit, and future hotel taxes grow.

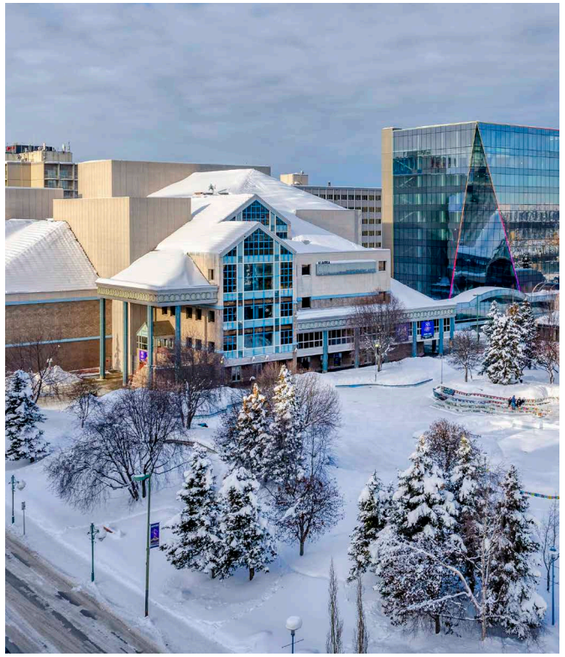
Coordinated, effective campaigns ensure Anchorage rises to the top of desired destinations. These snapshots are just a few of the Visit Anchorage's initiatives.



Targeted, impactful advertising makes the difference. One Visit Anchorage campaign showed a **29:1 return in real traveler spending** in Anchorage. Spending data shows those visitor dollars spread across the community in hotels and shopping, restaurants and retail.

Visit Anchorage produces some of Alaska's most read travel resources. Every copy of the Official Guide to Anchorage **spurs an incremental spending increase of nearly $72 per guide.** Anchorage.net is a top travel planning resource with **3.4 million** sessions annually.





Starting in 2026, a portion of the hotel taxes dedicated to tourism promotions also supports other programs and projects with benefits for residents and visitors alike. **Tourism Improvement Projects (TIPs) will help stabilize the Alaska Center for the Performing Arts and support downtown public safety** through enhanced police patrols this year. It's an additional **$1.6 million from tourism taxes** directly funding city services and projects in the first year alone.

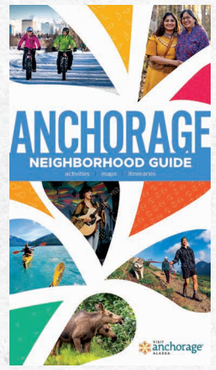
1 in 5 travelers comes to Anchorage from October through April. Visit Anchorage is all in on winter, with efforts like Heyi Days, amplifying Fur Rondy and Iditarod, and supporting the Anchorage Mushing District.

Seymour of Anchorage first arrived in the early 1980s. Today he and the Visit Anchorage critters are a presence at more than 30 community events annually.

Developing **new product, educating travel advisors, and helping travel companies expand their offerings** in Alaska secures future visitation in years to come.

Visit Anchorage staffs Visitor Information Centers downtown and at the airport, **with more than 85 volunteers and staff answering questions** almost every day of the year.

Meetings bring spending, and so much more. Events like **Arctic Encounters, First Alaskans Elders & Youth, and AFN Convention** bring Alaskans together to collaborate, share ideas, and create homegrown opportunities.



Visitor spending flows to every neighborhood. The Anchorage Neighborhood Guide is one way to spur more travelers – and locals – to **explore more places and visit all parts of the community**.

Sharing the stories of residents makes a deeper connection with travelers. The second series of "Anchorage is" videos arrives in 2026.

RESULTS
VISIT ANCHORAGE IN 2025

More than **331.9 million ad impressions** served to potential travelers

12,260 travel advisors trained

30+ community events supported by Visit Anchorage

$113.5 million in future meetings business booked

3.6 million sessions on Anchorage.net

181,493 visitors to Anchorage's Visitor Information Centers

189,216 views of the Official Guide to Anchorage in print and online

2025 YoY PERFORMANCE ↑↓

↑ **$10.5 million**
Municipal Car & RV rental tax collections

↑ **$47 million**
Hotel tax collections
Hotel revenue +1.6%

↓ **4.9%**
Hotel room night demand

↑ **492,000**
Cross-gulf cruise passengers

↑ **2.62 million**
Passengers through Anchorage's airport

WHY INVEST IN TOURISM

Driver for Economic Growth: Visitor spending boosts the Anchorage economy, generating tax revenues that enhance community services and infrastructure. Travel ads and messages also have a positive "halo effect" on economic development.

Dynamo for Small Businesses: Visitors create additional revenue streams for small businesses, supporting new lines of business for locally grown companies.

Tool for Jobs and Workforce: Travel offers a wide range of job opportunities, with roles rooted in the community and resistant to automation. While drivers, guides, servers, and hotel staff are the most visible, tourism companies also employ pilots, accountants, mechanics, office staff, and many other skillsets to keep business running smoothly. Early jobs in tourism are proven to support development of skills in the workforce that can serve recent grads well into any career.

Vehicle for Quality of Life and Infrastructure Enhancements: Tourism-driven tax revenues from hotel stays, car rentals, and even property taxes paid by tourism businesses fuel the municipal general fund. That money can be used for critical services, to maintain infrastructure for residents, and improve local amenities. That investment locally makes Anchorage a better place to live for residents and a more attractive destination for visitors.

Amplifier for Our Ways of Life: Travel helps preserve heritage and culture, fostering community pride.

YOUR ROLE

Tourism benefits us all. Travelers get to experience life in Alaska, gain a deeper appreciation for our cultures, and spend time with loved ones in an amazing place. As residents, we all benefit from the economic activity, the chance to share our stories with people from across the country and around the globe, and we enjoy better access to our own backyard because of visitor infrastructure and expanded business offerings.

Anchorage benefits from Visit Anchorage's coordinated marketing and promotions campaign, and there are three big ways you can help:

Invite your friends and relatives to visit. Word-of-mouth recommendations from family and friends are still the most trusted, most used, most important sources of travel information. You can help inspire the next trip to Anchorage simply by extending an invitation.

Explore your own backyard. Anchorage isn't just for visitors. Get out and enjoy the opportunities others dream of. It's a big place – bet you haven't seen it all. Need inspiration? Check out the Anchorage Neighborhood Guide, dine out with the Local Flavor Restaurant & Entertainment Guide, or find the next adventure and explore upcoming events at Anchorage.net.

Share the value of tourism with friends and neighbors. Locals keep tourism strong and help sustain destination marketing programs. Together we can strengthen the economy and make our community better. Tell elected leaders about how tourism benefits you.

The best Anchorage experience is made by locals. Thank you for being our partner.

VISIT anchorage ALASKA

ANCHORAGE.NET

VISIT anchorage ALASKA

142 West Fifth Ave.
Anchorage, AK 99501-2212

Presorted First Class
U.S. Postage
PAID
Anchorage, AK
Permit #69