

# Travel will power our economic recovery. Why travel matters to

# ALASKA

STATE	SPENDING	PAYROLL	JOB	TRAVEL INDUSTRY EMPLOYMENT RANKING
2019	\$3.2 Billion	\$1.3 Billion	30,593	3
2020	▼ -41%	▼ -36%	▼ -40%	▼ 4
2021	▼ 4% Below 2019 Levels			

Prior to the COVID-19 pandemic, the thriving travel and tourism industry was a significant economic driver in **ALASKA**. In 2019:

- Domestic and international travelers spent **\$3.2 billion** while visiting.
- For every **\$1 million** spent in Alaska by domestic and international travelers, **9.6 jobs were created**.
- Travel spending directly supported **30,593 jobs**, making the travel industry the state's **3rd largest workforce**, representing **12.3%** of our state's total private sector employment.
- Travel spending generated **\$437 million in taxes to state and local governments**, which help fund jobs and public programs such as police, firefighters, teachers, road projects and convention centers.

In 2020 and 2021, the COVID-19 pandemic led to historic declines in travel to **ALASKA** and caused severe economic harm to our attractions, hotels, restaurants and more.

- Spending by domestic and international travelers **declined 41% in 2020**, shuttering many local businesses and putting our residents out of work. **Spending was 4% above 2019 levels in 2021**.
- **Travel employment fell by 40% in 2020** and travel's share of total private industry employment fell from **12.3% to 8.1%**.

SOURCE: U.S. Travel Association, Tourism Economics

## TRAVEL REMAINS THE HARDEST-HIT INDUSTRY, WITH AN UNEVEN RECOVERY ACROSS ALL SECTORS.

