

HOW BRAND USA PROMOTES ALASKA

📍 Fairbanks

Advancing the growth of legitimate inbound travel to strengthen the U.S. economy, bolster exports, and create quality jobs.

ADVANCING TRAVEL TO THE U.S. IN THE GLOBAL MARKETPLACE

Through data-driven campaigns focused on boosting international travel to the United States, Brand USA helps generate visitor spending and economic benefits for communities and businesses across Alaska. These efforts highlight destinations and experiences throughout the state, increasing awareness of Alaska as a U.S. travel destination.

ECONOMIC IMPACT FROM TRAVEL AND TOURISM

International travel to Alaska boosts spending in the state's travel and tourism sector, supports job growth, and increases economic activity.



State jobs supported by travel and tourism industry

25,400



Travel spending

\$3.6 B



Tax receipt

\$170 M

Source: Tourism Economics

BRAND USA MARKETING & PROMOTIONAL ACTIVITY

▶ WITH THE HELP OF BRAND USA

137K

Alaska welcomed **137,000** international visitors in **2024**, supporting jobs and economic growth statewide.
Source: National Travel and Tourism Office

▶ THROUGH COOPERATIVE MARKETING

Alaska destinations participated in Brand USA programs to engage key international markets and drive bookings.



▶ THROUGH MEDIA AND DIGITAL ENGAGEMENT

Brand USA featured Alaska experiences through:

148

Social media features



207

Stories



📍 Chugach National Forest

📍 Ketchikan



📍 Glacier Bay National Park

TRAVEL TRADE ENGAGEMENT

Brand USA partners with international tour operators and travel advisors to expand offerings, promote new experiences, and train sales teams to drive bookings to communities across the country.

 **25%**

According to the National Travel and Tourism Office, **25% of international visitors** use a travel advisor to plan their trips to the United States.

SALES MISSIONS AND TRADE SHOWS

In FY24-FY25, Alaska destinations participated in Brand USA sales missions and trade shows in key global markets.

- Australia and New Zealand B2B Day
- Brand USA Travel Week (UK and Europe)
- Chile and Argentina Sales Mission
- India Sales and Media Mission
- Japan Sales Mission
- South America Sales Mission
- South Korea Sales Mission



DESTINATION IMMERSIONS

Destination Immersions brings international tour operators to the U.S. to experience destinations and create new itineraries. In FY24-FY25, Alaska was featured in several of these programs.

2025 Destination Immersions:

- Latin America ➡ Talkeetna, Fairbanks, Anchorage



BRAND USA PARTNERS WITH 12 ORGANIZATIONS IN ALASKA

- Alaska Collections
- Alaska Denali Travel
- Alaska Railroad
- Alaska Travel Industry Association
- All Alaska Tours
- Explore Fairbanks
- Mat-Su Convention & Visitors Bureau
- Midnight Son Tours
- Northern Alaska Tour Company
- Travel Juneau
- Visit Anchorage
- Visit Ketchikan



“Congress must act now to protect Brand USA. The future of Alaska’s travel economy depends on it.”

- **Liz Perry**, President & CEO, Travel Juneau, **Julie Saupe**, President & CEO, Visit Anchorage, **Jillian Simpson**, President & CEO, Alaska Travel Industry Association, **Scott McCrea**, President & CEO, Explore Fairbanks



📍 Denali National Park