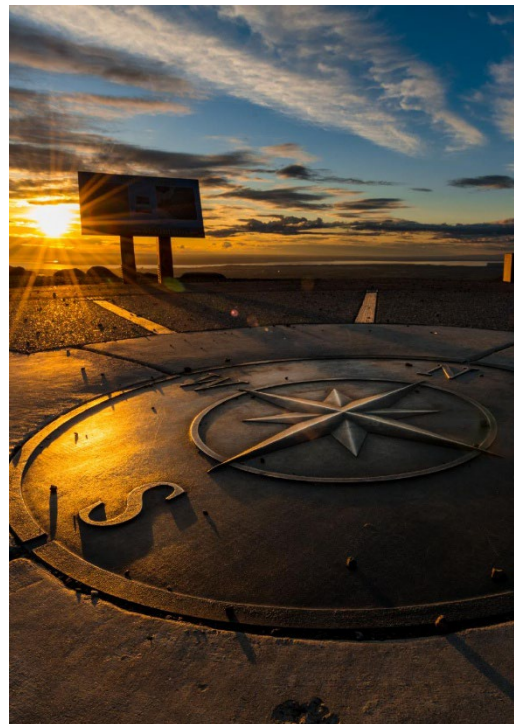


REPORT *to the* COMMUNITY

SUMMARY

In Brief

- Strong returns in 2024
Increases for travel spending, jobs, tax collections
- Revised forecast down for 2025
Solid advance bookings, paired with increasing uncertainty/instability
- Investment in marketing is vital
- Exciting premieres and debuts





2024 RECAP

Topline Stats



2.5M

ANC Passengers



456,000

Cross-Gulf Passengers



\$909.7M

Traveler Spending



21,200

L&H Jobs



\$45M

Hotel Bed taxes



\$9M

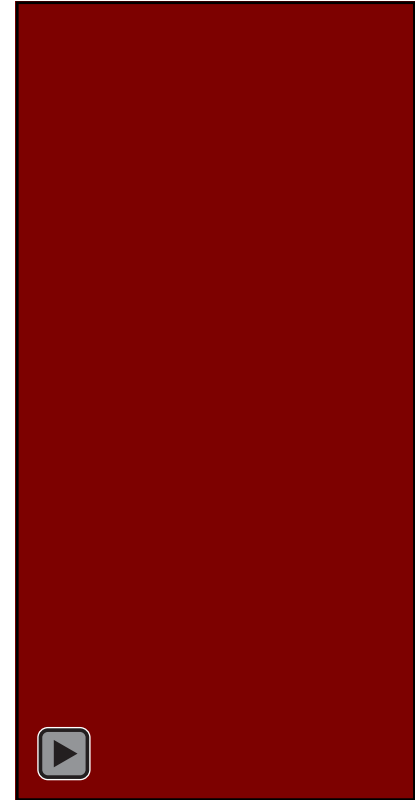
Car rental taxes



RETURN ON AD SPEND

Case Study: Net Economic Impact

- \$175K investment
- \$4.6M in spending in the destination by visitors who saw the ads
- \$26:1 return on ad spend







Q1 UPDATE

2025 So Far

- YTD hotel performance stable
- New Official Guide to Anchorage out now
- Best Places to Travel Conde Nast and Travel + Leisure
- First Southcentral ship arrival April 28
- Pati Jinich show “Panamerica” premiered April 29
- Anchorage Travel Expo May 7
- Great Big Story on NYO Game arrives in mid-May
- New Restaurant Guide available May 15



FORECAST

2025 and Beyond

Opportunities

- High intent to travel among high earners
- Increased cruise capacity
- Increased airlift
- Positive outlook for 2025 meetings
- Prominent coverage for Anchorage travel
- Appetite for travel in all seasons

Challenges

- Flagging consumer & business confidence
- Softer meetings outlook for 2026 and beyond
- Federal: hiring, grant funding, and international trade policies
- Public safety & homelessness
- Increasing domestic and international competition



MORE RESOURCES

If you have a few minutes

“Anchorage Is” series https://youtube.com/playlist?list=PLBkrOdmi5cQITqalNEfXq_R4W0Gzvsoty&si=mMfs7yC6_k1SDI0I

Pati Jinich Panamericana Ep. 1 <https://www.pbs.org/video/alaska-wild-harvest-qbdmw7/>

Anchorage in the News <https://www.anchorage.net/media/anchorage-in-the-news/>

Anchorage “Best of” Nods <https://www.anchorage.net/media/accolades/>

Anchorage Travel Expo <https://www.anchorage.net/event/anchorage-travel-expo/47266/>

Local Conversations <https://www.anchorage.net/event/local-conversations-series/47183/>