

Alaska Travel Industry Association (ATIA) CEDS Industry Forum November 10, 2016

20 people in attendance

Opportunities

- Opportunity to change perception
- Positive Legislature relationship
- Industry growth
 - Worldwide growth in cruise and travel trade
- Sustainable marketing model
- Arctic
- Industry as a part of overall community and economic development
- Year-round opportunities
- International growth
- Transportation growth
- Adventure travel growth
- Geographic position

Strengths

- Alaska is a safe destination
- Exotic, yet domestic destination
- America's Last Frontier
- Inclusive and entrepreneurial industry
- Strong brand presence
- Strong television presence
- Resident support
- Public lands for use
- Room for growth
- Visitor industry contributes to the community

- Infrastructure
- Dining
- Air
- Quality of life
- Access
- Parks and recreation
- Lower tax burden

Threats

- Changing markets and travel patterns
- Federal isolationism – Visa waiver trouble
- Taxes and fees at the state and federal levels
- Domestic economic downturns
- Labor – Costs in accessing employees. J1 immigration issues
- Healthcare costs
- Workers' compensation
- Confidence of international challenges
- Climate change

Weaknesses

- Access to capital
- State and business travel cutbacks
- State of Alaska fiscal environment
- Lack of services along roadways
- Need for new/better roads, better signage
- Infrastructure
 - State budget crisis
 - Ports lacking, or underutilized capacity
- Federal and state access issues, permitting
- Marketing/funding
 - Loss of market share

- Boom and bust economy
 - Vulnerable to competition
 - Threat to industry unity
- Lack of workforce
 - Attractiveness of industry workforce
 - Workforce perception
 - Seasonality