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Department of Commerce,
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Made in Alaska, Voyij Launch Partnership to Help Local Small Businesses Reach Customers Beyond Alaska

Monday, June 1 (Juneau, Alaska) The Alaska Department of Commerce, Community, and Economic Development’s Made in Alaska program has partnered with Voyij.com to create a dedicated online marketplace connecting Alaska makers with customers across the state, country and world.

The new Made in Alaska shopping page on Voyij.com features products from active Made in Alaska permit holders, giving shoppers a direct way to discover and purchase authentic Alaska-made goods while supporting the small businesses, artists and manufacturers behind them.

Alaska’s visitor economy puts local businesses in front of a global audience. According to Alaska Tourism Industry Association, more than 3 million people visited Alaska between May 2024 and April 2025. For Alaska makers, that exposure creates opportunity, but many small businesses need practical, affordable ways to stay connected with customers after they return home.

The partnership is part of a broader effort to strengthen Alaska’s small business ecosystem by expanding access to digital tools, tourism-driven markets and year-round sales opportunities. For many Alaska businesses, geography, shipping costs, seasonality and limited storefront traffic can make it difficult to reach customers outside their home communities. Through this partnership, Made in Alaska permit holders gain access to an established Alaska-based e-commerce platform with no upfront cost and commissions only on successful sales.

“Alaska is on a global stage, and our entrepreneurs are a major part of what makes this state so memorable,” said Julie Sande, commissioner of the Alaska Department of Commerce, Community, and Economic Development. “When someone discovers an Alaska-made product on a trip, at a local market or through a storefront, we want it to be easy for them to find that business again. This partnership helps Alaska small businesses turn visitor interest into year-round opportunity.”

The Made in Alaska program continues to grow as more businesses use the official logo to distinguish authentic Alaska-made products in a competitive marketplace. The program now includes 857 businesses and 1,126 permitted products. Between Jan. 2025 and March 2026, active business participation increased by more than 5 percent, while the number of permitted

products grew by nearly 11 percent.

Voyij was founded in Skagway by Olivia and Greg Klupar to help connect Alaska businesses with travelers and online shoppers before, during and after their trips. The platform has become a statewide marketplace for Alaska-made goods, local experiences and community-based businesses.

“Voyij was built to help Alaska businesses reach customers who care about where their products come from and the people who make them,” said Olivia Klupar, CEO of Voyij. “This partnership with Made in Alaska brings together two missions that naturally align: supporting local businesses and making it easier for shoppers to find authentic Alaska-made products. We are proud to help more Alaska makers build an online presence and stay connected with customers long after they leave Alaska.”

For consumers, the Made in Alaska page on Voyij.com provides a trusted way to shop products that are officially part of the Made in Alaska program. The program’s logo helps shoppers identify products made, manufactured or handcrafted in Alaska.

For businesses, the partnership creates a lower-barrier pathway into e-commerce, particularly for makers who may not have the time, staff or resources to build and manage their own online sales platform.

“E-commerce is not replacing the local shop, gallery, market booth or community storefront,” said Sande. “It is extending their reach. For Alaska small businesses, especially those in rural or seasonal markets, that kind of access matters.”

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About Voyij.com: Founded in Skagway, Voyij.com is an Alaska-based e-commerce platform that connects shoppers with Alaska businesses, artists, makers, tour operators and cultural experiences. Voyij works with businesses across the state to help share Alaska products and stories with customers before, during and after their visit.

About the Made in Alaska Program: The Made in Alaska program is administered by the Alaska Department of Commerce, Community, and Economic Development. The program promotes products made, manufactured or handcrafted in Alaska and allows qualified businesses to use the official Made in Alaska logo, helping consumers identify authentic Alaska-made products with confidence.

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