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Department of Commerce,  
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Economic Development

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Anchorage, Alaska

STATE OF ALASKA

PRESS RELEASE

For Immediate Release

21-024

## EDA Awards Alaska with \$10.48 Million Travel, Tourism, & Outdoor Recreation Grant

**Monday, November 8, 2021 (Anchorage, AK)** – Today, the U.S. Department of Economic Development Administration (EDA) announced the award of a \$10.48 million grant to Alaska to support the travel, tourism, and outdoor recreation sectors in the state.

When applying for the grant earlier this year, the State of Alaska designated the Alaska Travel Industry Association (ATIA) as the eligible recipient for these funds. In cooperation with the Alaska Department of Commerce, Community, and Economic Development (DCCED), ATIA works to promote the entirety of Alaska as a year-round destination.

“This past year reminded millions of people in our country and around the world of the intrinsic value Alaska offers,” **said Alaska Governor Mike Dunleavy**. “Marketing Alaska is more than the important economic development it enables. It’s making the rest of the world aware of the beauty and open spaces and recreational opportunities of Alaska, an epic place for people to discover. I’m happy that the U.S. Secretary of Commerce agrees with us.”

Alaska’s tourism industry took an enormous hit due to the COVID-19 pandemic, which resulted in a massive shock to the state’s overall economy. ATIA will use the \$10.48 million grant to establish marketing campaigns to draw tourists back to Alaska.

“Promoting Alaska as a must-see destination is more essential now than ever before,” **said Julie Anderson, DCCED Commissioner**. “We’re grateful to the EDA for these additional funds, and to the ATIA for their commitment to increasing the focus on cultural tourism as well as traditional sectors that will provide the ability of Alaskans to get the industry back on its feet.”

For the past year, ATIA has included safe travel guidance in advertising, public relations, and travel trade efforts. They have the marketing infrastructure and assets available to effectively and efficiently implement a statewide marketing campaign and continue to accelerate the recovery of Alaska’s travel, tourism, and outdoor recreation industries, while laying the groundwork for future growth in these sectors.

“ATIA appreciates the Governor’s leadership and the administration’s support for travel and tourism in Alaska,” **said Sarah Leonard, ATIA President & CEO**. “This investment in statewide tourism marketing efforts for next year is another important step toward recovery for our industry and many businesses throughout the state.”

Overall, the EDA is awarding \$314 million in American Rescue Plan State Travel, Tourism, and Outdoor Recreation grants to 34 states and the District of Columbia. The funds will support marketing, infrastructure, workforce, and other projects to rejuvenate safe leisure, business, and international travel.

*For more information on the EDA's Travel, Tourism, and Outdoor Recreation program, visit <https://eda.gov/arpa/travel-tourism>.*

*ATIA is a private non-profit association and the manager of Alaska's statewide destination marketing program: Travel Alaska. Its mission is to promote Alaska as a top visitor destination by communicating and promoting the tourism industry as one of the state's major economic forces. For more information on ATIA, visit [www.alaskatia.org](http://www.alaskatia.org).*

*DCCED's mission is to promote a healthy economy, strong communities, and protect consumers in Alaska. For more information on DCCED, visit [www.commerce.alaska.gov](http://www.commerce.alaska.gov).*

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