



Alaska Travel Industry Association  
2009 Annual Report



Photos © Matt Hage 2007

# MESSAGE FROM THE CHAIR & THE PRESIDENT

The total marketing budget for FY09 was \$11.7 million and ATIA worked diligently to achieve constructive results for the state and for our members.

## CONSUMER INQUIRIES

ATIA generated 590,140 requests for Alaska travel information this year, exceeding the goal by 17 percent.

## ADVERTISING

There was a dramatic increase in consumer interest in Alaska, partially due to Governor Palin's elevated status as Senator John McCain's vice presidential running mate. Response to the television, direct mail, magazine and online advertising programs produced a record number of requests for Alaska trip-planning information. By the end of the year, there were no State Vacation Planners remaining and a second printing of the Reach brochure was required.

ATIA used television advertising to provide an overall umbrella of awareness which improved the effectiveness of all advertising. Alaska TV ads aired on channels including the Travel Channel and various cable news programs.

ATIA expanded into the social media realm in FY09 by adding Alaska television ads on YouTube as an initial gauge of consumer interest in receiving travel information through new channels.

## HOTTEST DEALS/COOLEST STATE

The ATIA Marketing Committee adjusted the FY09 marketing program mid-way through the year in order to fund an emergency campaign designed to attract consumers and to position Alaska as an affordable vacation option. The Alaska Value Campaign was built around the theme "The Hottest Deals in the Coolest State" and included television commercials, online marketing, public relations, a consumer newsletter and a micro-site that featured last-minute deals, special offers, and statewide value-added travel packages.

## TRAVELALASKA.COM

The Official State of Alaska website continued to achieve high traffic this year with 1.5 million visitor sessions, an increase of 15 percent over the previous year. In preparation for a redesigned website, research was conducted to determine visitor preferences and overall best practices.

## OUR VISION

The Alaska Travel Industry Association will be the leading industry organization

**promoting Alaska as a top visitor destination,**

communicating and promoting the Alaskan tourism industry as one of the state's major economic forces and will be the

**respected voice of the industry**

for the growth of the industry, while remaining attentive to

**care for the environment, recognition of cultures**

and Alaska's unique quality of life.

## NORTH TO ALASKA

The North to Alaska program celebrated its 20th year of cooperative marketing between Alaska, Yukon, Alberta and British Columbia. The marketing efforts were especially successful this year, generating over 86,000 requests for information on driving through Canada and into Alaska. In addition, the conversion rate reached a high level, coming in at 8 percent this year compared to 5.6 percent the previous year.

## TRAVEL TRADE

ATIA's domestic travel trade program focuses on connecting tour operators with Alaskan suppliers and providing marketing support for selling Alaska itineraries. Training and education are the main priority when working with travel agents and reservation staff. We continue to work closely with the travel trade to educate them on how to package and sell Alaska. By attending trade shows and conventions we were able to meet with 136 tour operators and 1,476 travel agents. ATIA conducted training seminars and promoted the online training program called Alaska Certified Expert (ACE). Over 600 trade professionals successfully became ACE certified in FY09 which brings the total graduates of the ACE program to over 1,200.

## INTERNATIONAL TRAVEL TRADE

ATIA continued to focus international marketing efforts in our key international markets of Australia, German-Speaking Europe, Japan and the United Kingdom and secondary markets of the Netherlands, Korea, Taiwan and China. Emphasis has been placed on working with the travel trade through training, sales missions, road shows and marketing support. Reaching consumers is limited to public relations efforts and web presence. Each office handles inquiry fulfillment through distribution of the Vacation Planner or a foreign language travel planner.

## PUBLIC RELATIONS

The public relations program continued to see strong interest from travel media. The Alaska Media Road Show and Experience Alaska event in New York were well attended by travel media and provided a perfect venue for showcasing Alaska's 50th Anniversary of Statehood. A big draw at the New York event was a custom 50th Anniversary cake designed and delivered by Chef Duff Goldman from the television show "Ace of Cakes." Scenes from the New York event were also included in the show's season premiere in July, and provided expanded coverage for Alaska's 50th Anniversary of Statehood.

Brett Carlson, *ATIA Board Chair*



Ron Peck, *President & COO*



# ATIA MEMBERSHIP BENEFITS

## ATIA CREATES MARKETING OPPORTUNITIES FOR MEMBERS

- A listing in the Alaska State Vacation Planner, on Alaska's official travel website, TravelAlaska.com and the independent highway traveler website, NorthToAlaska.com
- Access to nearly 600,000 names and addresses of highly qualified potential visitors to Alaska
- Names and addresses of their fellow members in our Membership Directory
- Marketing and research materials that forecast trends and consumer habits

## ATIA ADVOCATES FOR MEMBERS

- Industry briefings and regular newsletter updates
- Legislative updates and tourism industry representation at visitor industry policy discussions in Juneau
- Our Government Relations program monitors industry specific legislation and presents the position of our membership before policy makers

## ATIA PROVIDES NETWORKING AND EDUCATION FOR MEMBERS

- Our annual Convention and Trade Show
- The member website, AlaskaTIA.org, which serves as a valuable forum for sharing information with our membership
- The Daily Briefing on AlaskaTIA.org offers information our staff has identified as important and includes a link to the rest of the story

## ATIA SAVES TIME & MONEY FOR MEMBERS

- Cooperative domestic and international marketing programs offering advertising opportunities in various marketing publications and websites as well as other media; consumer and trade shows; booth share and brochure distribution; industry familiarization trips; and a public relations program featuring press trips, media assistance and the Alaska Media Road Show
- Member-only credit card program featuring discounted transaction fees
- Free use of hundreds of images for promotional purposes
- Free unlimited job postings on AlaskaTourismJobs.com

## ATIA LOCAL CHAPTERS

All members receive a complimentary membership to one of four local chapters throughout Alaska. The chapters focus on four main objectives: advocacy, community awareness, business networking and providing a link between communities and the statewide organization. Chapters are located in Anchorage, Juneau, Ketchikan and the Golden Circle Chapter consisting of Haines, Skagway and Whitehorse.

## ATIA FOUNDATION SCHOLARSHIPS

As one of our efforts to support Alaskans, the ATIA Foundation awards annual scholarships to students pursuing a career in the tourism industry. The scholarship program is designed to assist promising Alaskan students who have expressed an interest in turning their tourism experience into a career. In 2009 the ATIA Foundation awarded 11 scholarships totaling \$21,500.

Name of Scholarship	Amount	Name/ Location of Recipient
ATIA Two-year Scholarship	\$5,000	Keith Reeder, Sitka
ATIA Anchorage Chapter Scholarship	\$3,000	Kevin Campbell, Anchorage
ATIA Continuing Education Scholarship	\$2,500	Taylor McDonald, Ketchikan
ATIA Rural Scholarship	\$2,500	Anna Stadtmiller, Glennallen
Kris Geldaker Memorial Scholarship	\$2,500	Molly Liston, Anchorage
Alaska Cruise Association Scholarship	\$1,000	Cody Hanas, Ketchikan
Alaska Travel Adventures Scholarship	\$1,000	Sazil Herrera-Moody, Chugiak
ATIA Continuing Education Award	\$1,000	Katy Hewitt, Wasilla
ATIA One-year Scholarship	\$1,000	Kylie Rickards, Fairbanks
Chuck West Memorial Scholarship	\$1,000	Zachary Johnson, Eagle River
Princess Cruises & Tours Scholarship	\$1,000	Corey Jones, Anchorage

# FY09 EVENTS

## 2008 ANNUAL CONVENTION & TRADE SHOW

The ATIA Annual Convention and Trade Show was held October 6 – 10 in Anchorage, AK with the theme “Success in the City”. Over 690 participants attended the event and had the opportunity to hear from national speakers including:

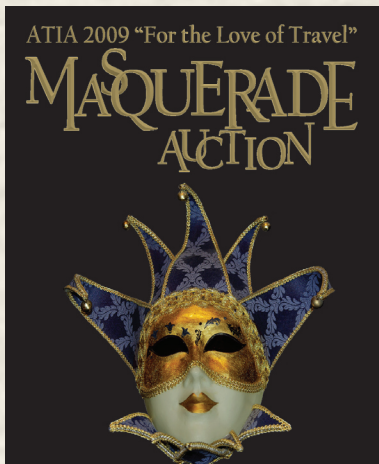
- Dennis Snow – professional trainer and consultant who helps organizations achieve goals related to customer service, employee development and leadership
- Josh Perlstein – web expert who offered valuable insight into building profitable relationships through innovative internet channels

## 23RD ANNUAL TRAVEL TREASURES AUCTION

The 23rd Annual Travel Treasures Auction raised nearly \$64,000 to support ATIA’s general operations. The “For the Love of Travel” Masquerade Auction theme went over very well with our attendees. The event was held February 20, 2009 at the Captain Cook Hotel.

## ANNUAL VISITOR INDUSTRY CHARITY WALK

Over 1,800 Anchorage volunteers participated in the city’s Charity Walk and contributed more than \$37,000 to 30 Alaska charities. The Charity Walk continues to be a venue for Alaska tourism to give back to Alaska on an annual basis. Volunteers and generous donations from the industry were combined to support numerous organizations while participants walked and dined on food provided by various industry members.



Photos Property of ATIA



Photos © Clark Mischler 2008

# DOMESTIC MARKETING

North America is vitally important to Alaska's visitor industry, with 91 percent of all Alaska visitors originating from the United States and Canada. For that reason, ATIA allocated a significant portion of its \$11.7 million marketing budget in FY09 to reach domestic travelers with Alaska's message. Our goal was to increase awareness of Alaska, identify potential visitors, acquire information from them, provide trip-planning information and encourage consumers to visit Alaska.

Competition remains fierce among other travel destinations so ATIA works hard to make each marketing dollar count. We carefully select magazine, direct mail lists and cable television networks that we know will reach those most likely to have interest in visiting Alaska. Aggressive negotiations with media representatives ensures we get the best price on advertising placements. This year ATIA was able to maximize its advertising budget by negotiating competitive advertising rates, bonus ads and other value-added services, thereby boosting the domestic advertising budget by roughly \$2.2 million.

## ALASKA'S BRAND

Throughout all marketing efforts ATIA capitalized on awareness of the Alaska brand established in past campaigns. We incorporated words and images in marketing materials that tested high with potential visitors, including mountains, wildlife and glaciers. The Alaska logo and tagline, "Beyond Your Dreams. Within Your Reach", was highlighted in all marketing materials. Alaska was established as being "within reach" in an effort to diminish time, distance and cost barriers.

## TELEVISION ADVERTISING

Television advertising was used to deliver the Alaska brand to a national audience and to create top-of-mind awareness. A combination of :30 second and :10 second TV commercials were run between October and March generating roughly 335 million gross impressions.

A unique media sponsorship was negotiated with the Travel Channel this year. ATIA sponsored six-hours of Alaska-themed programming, generating an estimated 13 million impressions. Alaska's 50th Anniversary of Statehood was highlighted in promotional billboards to draw attention to this special event.

## DIRECT RESPONSE

ATIA utilized a variety of media vehicles – direct mail, magazine and internet – to reach consumers at key touch-points along the consumer purchase cycle. Selection was based on previous year results, using only those vehicles that were most effective in generating requests and converting interest into travel.

Throughout the year, online media campaigns were optimized by replacing low-performing ads with high-performing ads. Alaska messages were placed on several high traffic travel websites and content relevant websites such as Yahoo, eMiles, Orbitz/Away Network, Kontera, and the Alaska Airlines Insider. Text links were used within copy on Kontera Network so Alaska's message could be presented to consumers who may not have been thinking about Alaska as a travel destination. In addition, online creative options were tested (photo, offer presentation) to determine which were most effective at delivering leads.

To ensure the direct mail program stayed fresh and effective, a variety of lists were utilized, including lists that had been successfully used before (back test lists) and lists that were new to the program (test lists).

Full-page magazine ads with business reply cards were placed in eight publications including AARP, Audubon, Smithsonian and Frommers Budget Travel. In addition, smaller space ads were placed in eleven publications including Sunset, Good Housekeeping, AAA Living, Yankee Magazine and Coast to Coast.

## COOPERATIVE MARKETING PROGRAMS

ATIA offers a wide array of marketing programs for members looking to access a national audience at a discounted rate. A new 8-page cooperative marketing brochure was designed to educate members on the diverse programs offered by ATIA. The brochure included concise information along with icons relating to the size of the business (small, medium, large) and type of business (adventure, highway, tour) so businesses could easily identify programs most likely to work for them. Key information related to timing and pricing was also included.

# DOMESTIC MARKETING

Online cooperative marketing programs continue to be popular with ATIA members. Travel Specials were widely used this year due to special pricing associated with “The Hottest Deals” campaign. And research shows that 36 percent of the consumers responding to these special travel offers actually traveled to Alaska.

## COLLATERAL

The State Vacation Planner continues to be popular with members and potential visitors. So popular, that we completely ran out of brochures before the end of the fiscal year. The 96-page brochure provided Alaska businesses an opportunity to display their promotional messages before a national audience at an affordable price. This year the cover featured a floatplane on a lake against a background of the Alaska Range. An electronic copy of the Vacation Planner was also posted on TravelAlaska.com giving site visitors an eco-friendly option for viewing the brochure. This searchable online Vacation Planner also provided additional exposure for Alaska businesses.

The Within Your Reach brochure continued to serve as an effective means of targeting “undecided” travelers and addressing common factors that keep people from traveling to Alaska such as cost and the amount of time needed for an Alaska vacation.

## INSTATE MARKETING

Alaska television ads were broadcast on Alaska television channels to encourage residents to “see their own backyard.” The ads also encouraged residents to invite their friends and relatives to travel to Alaska for a visit. Alaska State Vacation Planners were distributed at various airports, visitor bureaus and APLIC’s so the brochures were readily available for residents to pick up.

Because of the economic crisis, other instate marketing efforts were reduced this year. The Alaska Insiders section of the website was not expanded this year and the instate resident poll was not conducted.

## RESEARCH

The Conversion Study determines the effectiveness of ATIA marketing programs and for the first time, the statewide marketing program converted interest in Alaska into actual travel at a rate of 19.2 percent. This is the highest rate ever produced by the program.

Website research was conducted in an effort to better understand key elements that drive a compelling user experience in terms of branding, messaging, visual design and product merchandising. The study also identified which interactive features and functionality lead to increased visitor engagement. This research will drive ATIA’s decisions on future web development initiatives. Consumer research also evaluated visitor needs, online visitor preferences for navigation, content and what drives conversion and repeat visits.

Recognizing the 2009 summer season was going to be extremely difficult for Alaska tourism businesses, Travel Intentions research was conducted in November, January and March. The study revealed the number of visitors would be down significantly so Alaska businesses took action – such as deferring expansion or enhancement projects – in anticipation of a slow season.

ATIA also relied on national research to guide decisions related to the statewide marketing program. This information was shared with industry members via educational seminars at the ATIA Convention and at presentations provided throughout the year to community groups. Statistics on border crossings, airport arrivals/departures and car rental revenues were also shared.

## INTERNET

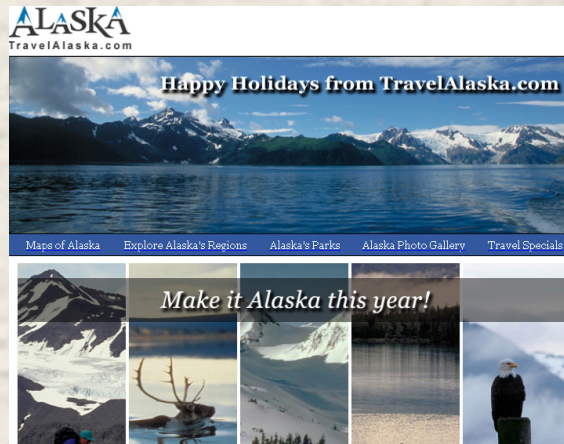
TravelAlaska.com continues to serve as a key component of ATIA’s marketing effort. The website generates interest in travel to Alaska, provides trip planning information and serves as an avenue to get the State Vacation Planner into the hands of high-potential consumers.

Over 1.26 million visitors landed on the site this year due to direct mail, television, magazine, internet marketing and search engine optimization efforts.

TravelAlaska.com was enhanced to improve the overall visitor experience and satisfaction with the site. ATIA also continued to modify the site in an effort to connect potential visitors with member businesses. The site included more than 1,700 Alaska travel business ads promoting package tours, accommodations, transportation options, museums and activities.

# DOMESTIC MARKETING

My Alaska News, the consumer newsletter, continued to perform well, reconnecting with consumers who have requested Alaska information and driving them back to specific pages within TravelAlaska.com. Sent to approximately 200,000 potential visitors, My Alaska News highlighted a wide range of topics throughout the year providing exposure for all regions of the state, promoting Alaskan activities, festivals and addressing both package and independent travelers. A link to the Travel Specials section of the website provided added incentive for potential visitors to book their Alaska trips now and receive special deals on travel.

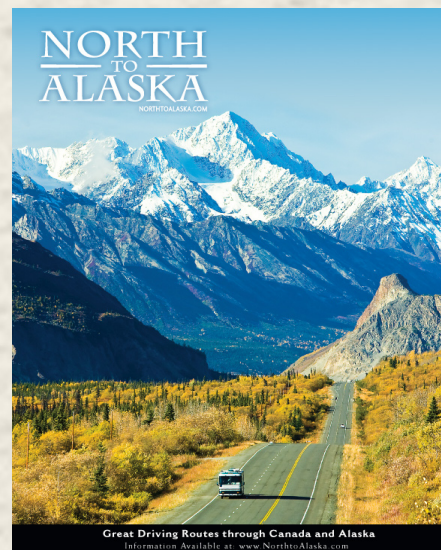


## CONSUMER SHOWS

ATIA had a booth at seven consumer shows that focused on general travel, mature travel, adventure travel, fishing and RV travel. ATIA members were able to travel with ATIA or provide their brochures for display in markets such as Minnesota, New York, Florida, California, Arizona, Texas and Washington DC.

## NICHE MARKETING

The partnership between Alaska and the governments of Alberta, British Columbia and Yukon continues to be successful. The direct response marketing campaigns performed well with 8 percent of those requesting information actually taking a drive vacation through Canada and into Alaska. ATIA also continued its partnership with The Milepost® using their map artwork to illustrate the four North to Alaska driving routes and various side trips that encourage visitors to explore communities along the main routes.



ATIA maintained its cooperative marketing effort with the Government of Yukon. Direct response campaigns were jointly funded by Alaska and Yukon using magazine and internet ads placed on both sides of the border. The end goal was to encourage U.S. and Canadian citizens to drive up the highway for a visit.

By offering press trips, attending consumer shows and posting topic-specific online videos, ATIA was successful in promoting Alaska's diverse fishing, winter travel, history/culture, highway travel and adventure/ecotourism opportunities. In addition, a variety of marketing efforts including advertising, collateral and the internet helped communicate the variety of travel options in Alaska.



# PUBLIC RELATIONS

Encouraging writers and editors to research, write and publish Alaska stories in the national media is the core purpose behind ATIA's Public Relations program. To do this ATIA stays in constant contact with travel media to remind them Alaska is a premier visitor destination. Building these relationships and providing consistent and professional media assistance helps ensure a steady stream of Alaska editorial content is presented to potential visitors in the form of magazine and newspaper articles, Alaska segments on TV and radio, and Alaska features on travel websites and travel blogs. Building this constant "buzz" about Alaska goes far in terms of influencing consumer travel choices and generating a desire to visit.

## ALASKA MEDIA ROAD SHOW

The seventh annual Alaska Media Road Show took place in Santa Barbara, California and was a great success. ATIA members were able to meet with media representatives in one-on-one interviews and evening receptions allowed for additional networking between media representatives and Alaska businesses. Alaska's 50th Anniversary was the central theme throughout the event.

## EXPERIENCE ALASKA MEDIA EVENT

The Experience Alaska media event was held in New York City. Alaska tourism businesses were able to meet with travel writers and editors for one-on-one interviews. At the same time, several "Alaska Experience" stations were set up so those attending the event could try their hand at gold panning, see an ice carver turn a block of ice into a moose's head, visit with sled dogs and sample Alaska wildberry liquor. In addition, Chef Duff Goldman from the Food Network's "Ace of Cakes" TV show designed and delivered a special 50th Anniversary of Statehood cake to the event.

## ROSE BOWL PARADE

ATIA joined forces with the Anchorage Convention & Visitors Bureau to help sponsor an Alaska float in the Rose Bowl Parade. The float highlighted Alaska's 50th Anniversary of Statehood and earned a trophy for "Best Depiction of Life in the United States." ATIA staff also assisted with the 2.5 day consumer show that followed the parade.

## MEDIA ASSISTANCE AND OUTREACH

ATIA participated in National Tourism Week coordinated by the U.S. Travel Association (USTA) and AOL Travel by submitting several free activity ideas for the Explore America editorial gallery.

An 8-day press trip was conducted in May through Alaska's Inside Passage with visits to Ketchikan, Wrangell, Petersburg, Sitka and Juneau. Activities/attractions included kayaking, zip lining, museums, jet boat excursions, a stop at Mendenhall Glacier, salmon bakes, bike riding, Naa Kahidi dance performances and a visit to the Raptor Rehabilitation Center in Sitka. Optional trips were also offered to Haines and Skagway.

The season premiere of the Food Network's television show "Ace of Cakes" featured Alaska. The 50th Anniversary of Statehood cake was featured along with footage of Chef Duff Goldman's adventures when he visited the state.

## MEDIA NEWSLETTER

The media newsletter was distributed throughout the year to 1,200 writers/editors in order to spur interest in Alaska. Topics ranged from Native culture, winter activities, community events, travel by railroad and ferry and Alaska's 50th Anniversary of Statehood. This monthly outreach effort is very effective in pushing innovative Alaska stories and encourages media to get back in touch with ATIA for follow-up assistance. Through this program and a variety of other public relations outreach and assistance programs, Alaska editorial appeared in national magazines with a combined circulation of over 94 million.



Photo Property of ATIA

# TRAVEL TRADE MARKETING

The domestic trade program focused heightening the awareness of Alaska among the trade and connecting them with Alaskan tour suppliers to create dynamic tour programs to sell. By attending a variety of trade shows and sponsoring a myriad of programs and activities, ATIA was able to reach 781 travel agents and 136 tour operators during the year. Some of these trade shows included the American Society of Travel Agent's The Trade Show, Cruise Lines International's Cruise360, the United States Tour Operator Association Convention & Marketplace, Go West Summit, National Trade Shows, and Luxury Travel Expo.

## DESTINATION TRAINING

Several travel trade training seminars were conducted during the year and ATIA maintained its online training program, Alaska Certified Expert (ACE). Over 600 trade professionals successfully became ACEs in FY09 and the program continues to grow. Additionally, training seminars were conducted at a variety of trade shows educating 695 agents about the destination.

The Alaska Trade Road Show continues to be popular with ATIA members and travel agents. This year it was held in California, with 10 Alaska businesses and 292 travel agents participating.

## TRADE SHOWS AND EVENTS

ATIA maintained its sponsorship presence at the National Tour Association Annual Convention. A 50th birthday party for Alaska took place that brought 27 Alaska members together with 44 qualified tour operators to learn about Alaska travel options and to discuss packaging opportunities. Eight familiarization trips to Alaska were given away during the event to individual tour operators. ATIA members have stated it is one of their most effective marketing investments with the trade.

ATIA also had a sponsorship presence at the American Bus Association Annual Convention. For both conventions, a Meet Alaska Directory was produced and distributed to tour operators featuring profiles of Alaskan businesses attending the convention.

## TRAVEL TRADE MARKETING TOOLS

The Travel Trade e-newsletter was distributed four times this year to ATIA's database of agents, domestic and international trade representatives and media. Topics feature new products and tours as well as community spotlights to help the trade stay informed and allow them to keep their Alaska programs fresh.

A four minute video of Alaska was produced for use during training seminars and for distribution to the trade to use in their own marketing promotions. New photography was also acquired. Both are available to download from [TravelAlaska.com/trade](http://TravelAlaska.com/trade).

## COOPERATIVE MARKETING PROGRAMS

ATIA continued its popular trade marketing programs including magazine ads in travel trade publications and a cooperative travel agent mailing. The Alaska sponsored magazine ads appeared in the magazines Travel Agent, TravelAge West, Vacation Agent, Recommend and Discover America with 19 ATIA members participating in the program. Another 19 Alaska companies joined ATIA in mailing Alaska brochures to 4,000 travel agents that requested information through the INFOX [TravelPromotions.com](http://TravelPromotions.com) website.

# INTERNATIONAL MARKETING

ATIA's international marketing efforts continue to focus on the four key markets of Australia, German-Speaking Europe, Japan and the United Kingdom and the secondary markets of Korea, Taiwan, China, the Netherlands and Latin America which are viewed as developing. ATIA maintained representation offices in the key markets and Korea. Due to budget constraints, the emphasis continued to be placed on working with travel trade and media (as opposed to consumer marketing) and focused more specifically on markets with direct flights to Alaska, primarily Germany and Japan.

## FAMILIARIZATION TRIPS

Four TravelFams were held for 17 international tour operators showcasing product in both the summer and winter. Both Condor and Japan Airlines supported the fams with seats for operators from Germany and Japan respectively. Trade from the United Kingdom, Australia, and Switzerland also participated.

## GERMAN & JAPANESE TRAVEL PLANNING TOOLS

ATIA continued to produce and distribute the German language Reiseplaner brochure and maintained the Alaska-Travel.de website. ATIA members are able to place advertisements in both, thereby enhancing their ability to connect with potential visitors in this important market.

A Japanese language travel planner was also produced and distributed to the trade to support their Alaska tour package sales. Potential visitors also had the option to visit the Alaska-Japan.com website to obtain additional Alaska travel information written in Japanese and focusing on activities popular in this market.

## TRADE SHOWS & WORKSHOPS

Overseas Sales Missions and Workshops were conducted in Australia, Europe, Japan and Korea. The format included training seminars, large scale destination presentations, tour operator meetings and media events. Members joined ATIA in the following cities: Auckland, Sydney, Melbourne, Brisbane, Zurich, Amsterdam, Munich, Hamburg, Dusseldorf, Frankfurt, London, Tokyo, Nagoya, Osaka, Fukuoka and Seoul. Destination seminars and meetings reached 1,019 members of the trade in their own markets.

ATIA continued to provide leadership for Alaska's delegation at the U.S. Travel Association's annual trade show known as International POW WOW. ATIA conducted 98 pre-scheduled appointments with international tour operators. An interactive CD was distributed, containing a directory of Alaska participants, trade video, links to ACE training, a photo library, an online Vacation Planner, information on ATIA's overseas contractors and a screensaver.

ATIA also had a booth at a variety of international trade shows including La Cumbre for the Latin America market, ITB in Germany, JATA World Travel Fair in Japan and the China Outbound Tour & Travel Market in Beijing. Alaska was also a featured destination at the Visit USA Seminars in Zurich, Switzerland.

## MEDIA PROMOTIONS

Ongoing media assistance and outreach programs were maintained in all markets. Services included press release distribution, fact-checking, itinerary planning and fulfilling b-roll/photography requests. Over the course of the year, 15 media representatives from United Kingdom, Germany, Japan, Australia, Taiwan and Korea traveled to Alaska for press trips. PDF press kits in German and Japanese were also posted on ATIA's Online Media Center.

ATIA attended the media marketplace at the U.S. Travel Association's annual POW WOW. Meetings were conducted with 43 international journalists.



# GOVERNMENT RELATIONS

## THE SITUATION

During the 2009 Legislative Session ATIA continued to make a strong case that the ONLY proven economic development strategy that will result in the State of Alaska maximizing the value of its tourism natural resource --- is tourism marketing. And, furthermore, that a \$20-million tourism marketing funding-level is the minimum required for Alaska's tourism marketing program to compete effectively in an increasingly competitive global marketplace. The fact that the worldwide economic crisis was creating the strong likelihood that Alaska's travel industry would confront the largest drop in the number of summer season Alaska visitors in over sixty years, added a significant degree of urgency to ATIA's message.

## THE CHALLENGE

Your Board, ATIA staff, and members of the Association who participated in government relations activities accepted the challenge of convincing the 2009 Legislature of the need for a change. We worked to accomplish this through a variety of efforts that included:

- Held preliminary meetings in December and January with selected House and Senate members and then had numerous meetings throughout the 2009 legislative session.
- A legislative briefing was held at the House Finance committee room at the beginning of the session demonstrating the importance to all visitor segments of an increased tourism marketing budget.
- Over 110 letters and emails were sent from the membership to the legislature stating the importance of increasing funding for tourism marketing efforts nationally and internationally.
- Grassroots volunteers made substantial impressions at various House and Senate hearings by sharing their difficult business situation, the grim prognosis for the 2010 season, and the need for additional tourism marketing funding to aid their individual businesses.
- Over 35 people took part in the annual ATIA Legislative Fly-In in April which focused on addressing the importance of increasing marketing funding for the Qualified Trade Association (ATIA) so that a competitive marketing program nationally and internationally could be developed.

## THE RESULTS

As a result of extensive diligent work, two accompanying bills were introduced in both chambers of the Alaska State Legislature during the 2009 session. The express objective of the bills is to increase tourism marketing funding via a tourism marketing tax credit. The bills were introduced into Labor and Commerce committees in both houses, were passed on to the Finance committees where they currently reside. Both bills have received substantial bipartisan support as evidenced by the fact that fourteen cosponsors became signatories to the legislation during the 2009 session in both the Senate and the House.

When passed, Senate bill 167 or House bill 138 will provide Alaska travel businesses with a means to make a direct contribution to the State of Alaska's marketing efforts and obtain a corporate income tax credit.



# ATIA COMMUNICATIONS

## ATIA MEMBER NEWSLETTER

Our Member Newsletter is an indispensable tool for communicating with our members. We rely on it to cost-effectively announce coop marketing opportunities, industry regulatory and legislative issues and association events. FY09 topics included:

- Coop Marketing
  1. Vacation Planner & TravelAlaska.com Marketing Solicitation
  2. Cooperative Magazine Advertisement Solicitation
  3. The Alaska Value Campaign (Online Travel Specials)
  4. Trade Show Partnership Opportunities
  5. International Trade Missions
  6. German & Japanese Website Marketing Solicitation
- Association Events
  1. ATIA Annual Convention & Trade Show
  2. Travel Auction
  3. Visitor Industry Charity Walk
  4. ATIA Foundation Golf Tournament
  5. ATIA Board of Director Elections

To view an archive of past Member Newsletters, visit [www.AlaskaTIA.org](http://www.AlaskaTIA.org).

## ALASKATIA.ORG

We continued our efforts to improve the association's member website, AlaskaTIA.org. We believe that the functionality we've incorporated will make it a more valuable tool for our members. They can update their own contact information, register online for events, post jobs on AlaskaTourismJobs.com, locate Alaska photos for use in marketing from our on-line image library and access a comprehensive archive of association documents and research information.

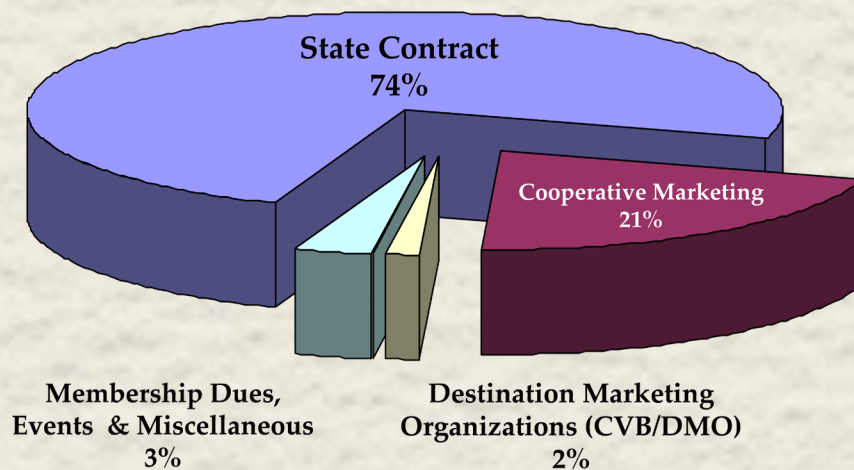
## OUR MISSION

As ATIA strives to attain it's vision for the Alaska visitor industry, the association will undertake the following:

- **Promote and facilitate** travel to and throughout the State of Alaska.
- **Provide** a broad-based association of individuals and companies with an interest in the visitor industry in Alaska.
- **Encourage** the increase and improvement of quality visitor facilities, services and attractions throughout Alaska.
- **Plan and execute** a statewide marketing campaign promoting Alaska as a visitor destination.
- **Increase awareness** of the economic importance of the visitor industry.
- **Develop and implement** programs beneficial to the travel supplier and consumer, which no other single industry component or organization would be expected to carry out on its own.
- **Initiate and cooperate** with local, state and federal entities in developing and implementing programs, policies and legislation that are responsive to the needs of the industry and to intervene in those issues and initiatives that would directly affect the facilitation and promotion of travel to and within Alaska.
- **Work cooperatively** with the state on tourism development and long-range planning.

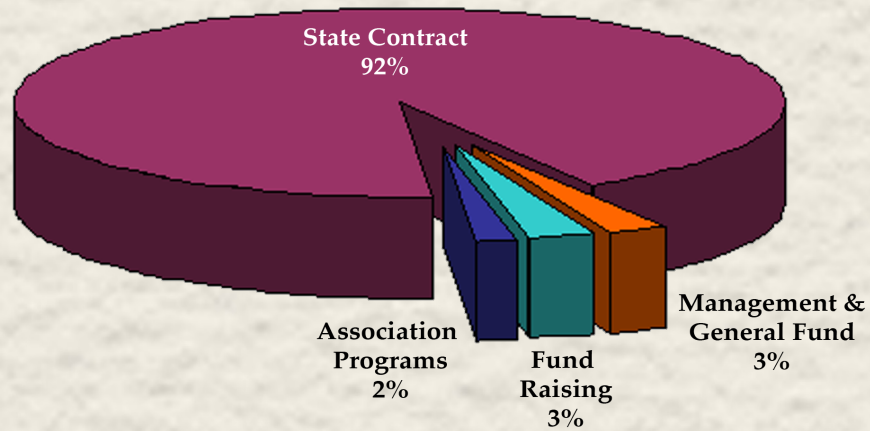
# FY09 REVENUE

State Contract	\$9,000,000
Cooperative Marketing Partnership Programs	\$2,551,479
Destination Marketing Organizations (CVB/DMO)	\$196,919
Membership Dues, Events & Miscellaneous	\$388,647
<b>TOTAL</b>	<b>\$12,137,045</b>



# FY09 EXPENDITURES

Management & General Fund	\$319,741
Fund Raising	\$329,939
Association Programs	\$199,777
Contract Marketing	\$11,473,164
<b>TOTAL</b>	<b>\$12,322,621</b>



# ALASKA TRAVEL INDUSTRY ASSOCIATION TEAM

## Executive Officers

Brett Carlson, Northern Alaska Tour Company .....	Chair
Stan Stephens, Stan Stephens Glacier & Wildlife Cruises .....	Vice Chair
Roark Brown, Homer Ocean Charters.....	Gov't Relations Chair
Ann Campbell, Aurora Consulting .....	Marketing Chair
John Kreilkamp, Cruise West.....	Secretary/Memb. Chair
Kirk Hoessle, Alaska Wildland Adventures.....	Tourism Planning Chair
Deb Hickok, Fairbanks CVB.....	Treasurer
Patti Mackey, Ketchikan Visitors Bureau .....	Past Chair
Ron Peck, Alaska Travel Industry Association .....	President & COO

## Board Members

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Pam Foreman .....	Kodiak Chamber of Commerce	Scott Reiland .....	Denali Grizzly Bear Resort
Paul Goodwin .....	Holland America Line, Inc.	Suzanne Rust .....	K2 Aviation
Scott Habberstad .....	Alaska Airlines	Julie Saupe .....	Anchorage CVB
Tim McDonnell .....	TEMSCO Helicopters Inc.	Jerry Scholand .....	Kiana Lodgings

## ATIA Staff

### Administration

Ron Peck.....	President & COO
Shannon Miller.....	Executive Assistant
Cheryl Fullerton.....	Director of Finance & HR
Shelly Jones.....	Accountant
Jenifer Jones.....	Receptionist & Fulfillment

### Membership

Maria Benner.....	Membership & Advertising Manager
Anna Neidig.....	Membership & Advertising Manager
Kim Holderbein.....	Membership Administrative Assistant

### Marketing

Kathy Dunn.....	Marketing Director
Jackie Englund.....	Website Development & Marketing Manager
Trina Brosnan.....	Marketing & Research Coordinator

### Trade & International

Jillian Simpson.....	Travel Trade & International Marketing Director
Jesse Carlstrom.....	Travel Trade & International Marketing Manager
Teri Hendricks.....	Trade Coordinator

### Communications

Rob Muller.....	Information Technology Specialist
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**Alaska Travel Industry Association**  
 2600 Cordova Street, Suite 201  
 Anchorage, Alaska 99503  
 Phone (907) 929-2842  
 Fax (907) 561-5727  
  
[www.AlaskaTIA.org](http://www.AlaskaTIA.org)  
[www.TravelAlaska.com](http://www.TravelAlaska.com)