



# Alaska Travel Industry Association



# Annual Report 2012-2013



# Letter from the Chair

Dear ATIA Members,

ATIA was reimagined and reinvented during 2013 and the journey, while challenging at times, in the end was rewarding and fruitful for our organization. How is that for a one-liner to explain the many events, circumstances, and hard work that played out behind the scenes as ATIA has evolved this past year? I am honored to report the entire Board of Directors was actively and passionately engaged in the process, and we are all very excited about where we stand today and how we are positioned for continued success in the future.

With time to reflect after over a year of progress, I have to say now that I believe it was a very productive transformation. At first, however, many of us found ourselves in a bit of an identity crisis when we faced that ATIA was no longer THE primary destination marketing entity for the State of Alaska. After all, ATIA was created over a dozen years ago to find efficiencies and maximize spending on destination marketing by combining the functions of three separate organizations and reconstructing them as one. ATIA has swiftly and successfully adapted to today's realities.

We no longer have several million dollars of private company and destination marketing organization (DMO) contributions. We have more and varied taxes upon travel and tourism in Alaska. We have different leadership in government desiring different ways of doing business. At the same time, the funding for destination marketing has received unprecedented support from Governor Parnell, his administration, and the legislature.

In the process of all this transition, we have been given a chance to rediscover our roots. In the late 1950's, the early entrepreneurs of Alaska tourism realized the importance of working together to create a business climate in Alaska where travel and tourism companies of all regions and sizes could thrive. The same reasons why so many came together back then still exist today: we can accomplish far more for our businesses, for our communities, for our economy, and for our quality of life by working together.

Through the course of many meetings, our Board Retreat, and the important work of our committees, we discovered that

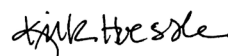
we are still, for the most part, the organization we set out to be. We closely examined all those nice sounding words in our mission statement and we found they still describe the critical things that need to be done. We found that we don't have to be a total marketing organization to succeed in accomplishing our goals. Simply representing the important and varied needs of our membership is reason enough to exist.

We are still the trade association for travel and tourism in Alaska. We are still a representative voice for all of travel and tourism. Our voice has been called upon to continue to guide the State's marketing programs. We are still engaged in implementing a portion of our statewide destination marketing program even though our role is not as all-consuming as it once was. And, we still have tremendous importance in serving as the representative voice for all of Alaska travel and tourism for many critical non-marketing functions, such as shaping tourism policy and planning.

By looking back, reflecting, and moving forward purposefully, we took a long and sometimes bumpy road, but I believe along the way we have rediscovered the most important part of our organization: YOU – our member. YOU make the organization happen and it is here for you.

It has been an honor to serve you this past year, and I especially appreciate the support, leadership, and commitment of our energetic and very capable Board of Directors. In addition, I want to share my gratitude for Sarah's leadership and the hard and committed work of the ATIA staff.

Respectfully,



Kirk Hoessle  
Past Chair







*“There are so many things ATIA is doing right. Keep up the great work of ATIA!”*  
- Karl Klupar, Historic Skagway Inn

## Letter from the President

The Year in Review: July 1 2012-June 30 2013

The Alaska Travel Industry Association (ATIA)’s fiscal year 2013 came to a close with our mission intact and our vision to move forward to build a quality travel industry in Alaska stronger than ever. With a significant change to the structure of ATIA and our revenue sources, we took this time as an opportunity to review our association processes and communications systems from top to bottom. Under the ATIA Board of Directors’ guidance, we have already come a long way in improving ATIA’s membership and financial policies and creating office efficiencies that ensure we are using membership support wisely.

ATIA introduced a new team with industry experience and knowledge about communities throughout the state to our membership in 2013. Today, ATIA staff connects businesses to tourism marketing opportunities available through the State of Alaska’s tourism marketing program, through sales information, technical assistance and support to ATIA’s industry-led marketing committee.

ATIA also launched a new membership structure and benefits creating new dues levels accessible to small and large businesses and organizations alike. ATIA continues to develop training and networking opportunities to association members and also travel businesses throughout the state to continually improve the quality of our industry.

As we move forward in 2014, ATIA is committed to provide the best member services and promote Alaska as a top visitor destination. Thank you for your support of ATIA and the Alaska travel industry.

Sarah Leonard  
President / COO





# Advocacy



The Alaska Travel Industry Association (ATIA) continued to act as a strong advocate on behalf of its members by ensuring issues of importance to the visitor industry were addressed and a flourishing, vibrant state tourism marketing program was promoted.

In FY13, ATIA focused government relations efforts on investing in a healthy statewide tourism marketing program. As a result of these relationships, the Governor and the State Legislature continued to support the tourism industry with a budget of \$16 million for a global marketing campaign. That support, along with the addition of the industry's participation in State of Alaska cooperative marketing programs, allowed the overall marketing budget to successfully keep Alaska ranked as a competitive world-class destination.

ATIA also lent its voice to a variety of national and state policy issues that impacted our industry. Resolutions were passed in support of public facilities not competing with private businesses as well as supporting wildlife viewing regulations based on sound science. ATIA also advocated for adequate funding of public lands and to keep Alaska public lands accessible to residents and visitors. The association took the lead on organizing industry input regarding access to Denali National Park in the winter and provided feedback to the National Park Service as they developed a plan to plow Denali Road.

ATIA brought member issues to the forefront nationally too, including supporting VISA hiring programs and easier and more consistent border access for international tour operators.



(L-R) Sarah Leonard, ATIA; Governor Sean Parnell (R-AK); Julie Saupé, Visit Anchorage and Sarah Grunwaldt, Premier Alaska Tours at the 2013 ATIA Annual Convention in Sitka, Alaska.

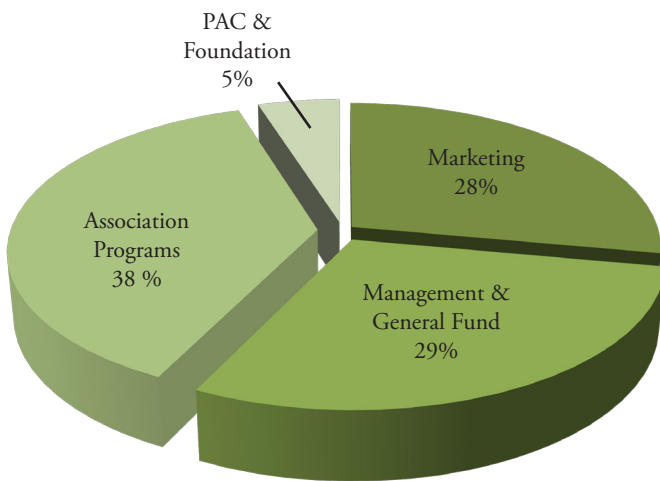
# Finance

In 2013, Alaska's tourism marketing efforts were accomplished in a cooperative effort between the State of Alaska Department of Commerce, Community and Economic Development (DCCED) and the Alaska Travel Industry Association (ATIA).

The FY2013 ATIA financials reflect a new contract with the DCCED, signed in November 2013, that focused on supporting the following areas: Advertising Sales & Administrative Support, Meeting Planning & Coordination, Marketing Support for Consumer & Travel Trade Components, Marketing Support for Interna-

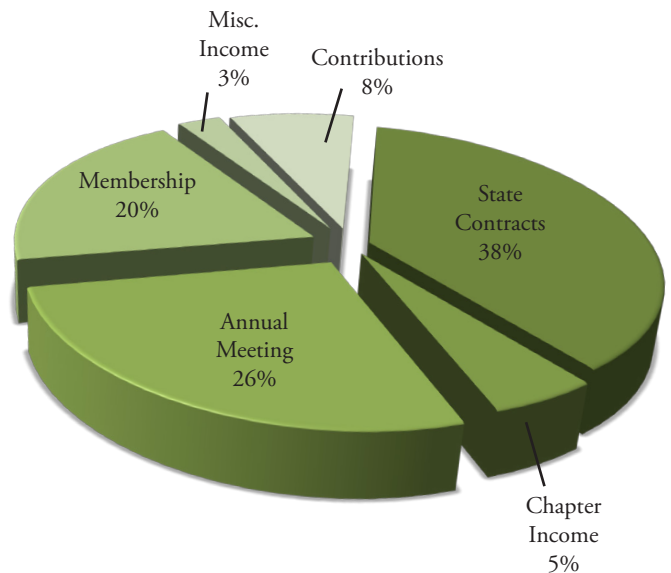
tional Marketing Components, and Other Marketing Program Responsibilities at the direction of the State. In the first year of ATIA's contract with the state, while the full amount was not realized, ATIA provided cooperative sales of \$2.6 million to support the State's tourism marketing program. ATIA also continued to generate membership and convention revenue to support the association activities.

## FY2013 Expenditures



Marketing	\$534,460
Management & General Fund	\$562,744
Association Programs	\$724,303
PAC & Foundation	\$94,524
<b>TOTAL EXPENDITURES</b>	<b>\$1,916,031</b>

## FY2013 Income



State Contracts	\$541,343
Chapter Income	\$78,142
Annual Meeting	\$380,965
Membership	\$285,628
Misc. Income	\$39,846
Contributions	\$114,429
<b>TOTAL INCOME</b>	<b>\$1,440,353</b>

# Alaska Tourism Marketing

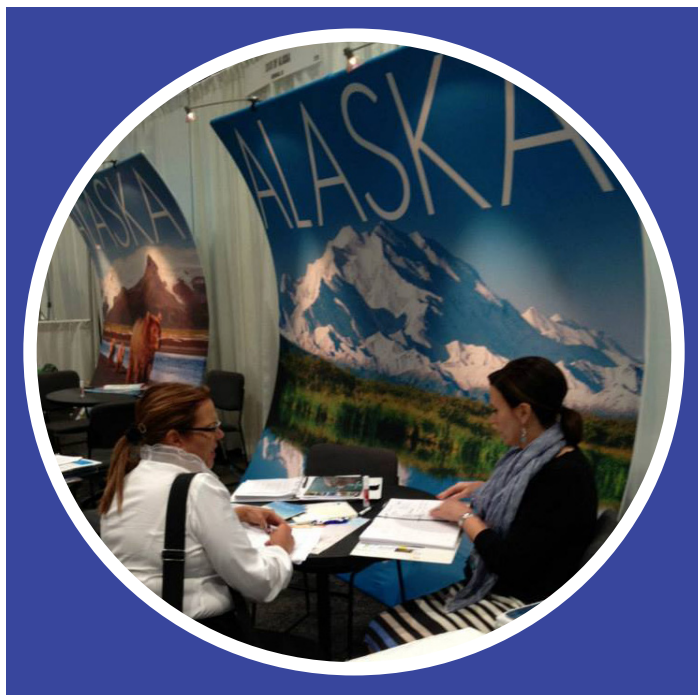
Through a contract with the State of Alaska, the Alaska Travel Industry Association (ATIA) provided key tourism marketing services to travel businesses. In 2013, these services included outreach to industry about the menu of advertising and other cooperative marketing opportunities available as part of the Alaska Tourism Marketing Program. ATIA was also the voice for industry to inform the tourism marketing program through coordinated industry meetings. And, ATIA helped facilitate parts of the travel trade marketing strategies through representation at trade shows and sales missions, developing and hosting familiarization (FAM) tours and by managing the Alaska Certified Expert (ACE) online training program for travel agents.

In FY2013, on behalf of the State of Alaska:

- ATIA coordinated and attended a variety of domestic trade shows including the National Tour Association (NTA) Travel Exchange, United States Tour Operators Association (USTOA), American Bus Associ-

ation (ABA) Marketplace, Go West Summit, Travel Leaders National Forum and cruise3sixty. For the second year, Alaska was a major sponsor at USTOA, thus increasing the destination's presence among this important group of tour operators. Additionally, the State of Alaska co-sponsored a luncheon at the NTA Travel Exchange.

- ATIA organized the State of Alaska's strong presence at Cruise Shipping Miami, the largest annual gathering of the global cruise industry. Eleven Alaska businesses participated in the booth and shared the message that Alaska is a cruise-friendly destination.
- ATIA facilitated production of marketing materials for the trade including the popular *Meet Alaska Directory* which showcased businesses that participated in trade shows in order to solicit tour operator business. The association also worked on Alaska's partnership with the Travel Leaders Franchise Group to market directly to travel agents in this leisure travel consortium. And in January, the annual mailing to 3,500 domestic travel agents took place which contained brochures from 26 members of the tourism industry.
- ATIA distributed certificates to 189 graduates of the ACE program, bringing the total number of ACE graduates to over 2,100.
- ATIA conducted 3 domestic operator FAM tours for a total of 8 tour operators featuring different communities, businesses and seasons and offering a first-hand experience of Alaska as a top quality visitor destination.
- ATIA developed, coordinated and executed 4 international FAM tours for a total of 25 international tour operators and travel agents showcasing the Far North, Interior and Southcentral regions of Alaska.
- ATIA supported many of the international sales missions and international trade shows. The Japan Sales mission visited the cities of Osaka, Nagoya and Tokyo. The Korea Sales Mission was held in Seoul.





And the Europe Sales Mission took participants to London, England; Reykjavik, Iceland; Paris, France; Amsterdam, Holland; Copenhagen, Denmark and Stockholm, Sweden. The State of Alaska, with ATIA support, exhibited at ITB in Berlin, Germany; and the U.S. Travel Association's International POW WOW in Las Vegas, Nevada - where 155 appointments were conducted with international tour operators.

- The collaborative efforts of ATIA, Visit Anchorage, the Department of Commerce, Community and Economic Development (DCCED) and the Alaska International Airport System came to fruition in summer 2013 with Icelandair beginning a two-year contract of seasonal service to Anchorage.



ATIA also acted as the sales force for the State of Alaska. ATIA staff was the point of contact for industry, offering consultation about the various marketing opportunities available in Alaska's marketing program. These opportunities included:

- Advertising in the Official State of Alaska Vacation Planner.
- Advertising on TravelAlaska.com.
- Participation in trade shows, international sales missions and media events.
- Purchasing qualified leads.

Finally, ATIA, through an industry-led marketing committee, advised the State on the tourism marketing plan in order to continue to convert potential travelers to Alaska visitors. ATIA also brought together Marketing Committee members representing various regions of Alaska and industry sectors in January and June to make program and budget recommendations to the State of Alaska.

# ATIA Foundation

*“The only thing that kept me from quitting school was the support of ATIA’s Scholarship Foundation. I felt that if I quit I would be letting the industry, who invested in me, down.*

*– Kory Eberhardt, A Taste of Alaska Lodge*



## 2013 Scholarship Awards

2013/2014 Foundation Education Awards	6 Scholarships	\$11,000
2013 Chuck West Memorial Scholarship	1 Scholarship	\$2,000
2013 Chuck West Award	1 Award	\$5,000

The Alaska Travel Industry Association (ATIA) Foundation was established to assist Alaskans desiring to further their education in the travel industry. The officers of the Foundation consist of industry members who dedicate their time on a voluntary basis. Funds are raised through annual events, pledges from industry members at the ATIA Annual Convention and the Permanent Fund Dividend Pick.Click.Give. program. The ATIA Foundation invests in Alaskans to ensure a strong industry now and in the future through scholarships and support for community events.

Amount	Scholarship	Recipient
\$2,000	Alaska Hospitality and Lodging Association (AKHLA) Scholarship	Dyan Baguio – Anchorage
\$1,000	ATIA Anchorage Chapter Scholarship	Shannon McLaughlin – Anchorage
\$2,000	ATIA Continuing Education Scholarship	Kellie Puff – Anchorage
\$1,000	ATIA Rural Scholarship	Sarah Roundtree – Valdez
\$2,000	Chuck West Memorial Scholarship	Amanda Schillies – Chugiak
\$2,500	City of Skagway/Skagway Convention & Visitors Bureau Scholarship	Jensen Haebler – Anchorage
\$2,500	Kris Geldaker Memorial Scholarship	Ellie Potter – Ketchikan
<b>\$13,000</b>	<b>TOTAL SCHOLARSHIPS</b>	



# Membership

2013 was a year of opportunity for the Alaska Travel Industry Association (ATIA) to review the existing membership program and create new benefits and dues not solely based on marketing opportunities. ATIA's new membership team sought feedback from members on the types of benefits they valued from their statewide trade association. Throughout the year, ATIA, in partnership with tourism businesses, community partners and Board members, developed new membership levels and benefits.

ATIA eliminated separate member categories, like those for cruise lines and convention and visitor bureaus, based on the idea that every member voice should be heard and all of our members are advocates for tourism.

The new ATIA dues structure made it more affordable for small businesses to be part of the association while giving larger businesses the opportunity to partner with ATIA through customized member packages. Today, the association represents a diverse group of smaller to larger sized businesses, from every region of the state.

“ I can't wait for convention. I always learn so much! (and I love seeing old/new friends)!  
- Melanie D. ”



<b>Dues Levels</b>	
Student	\$25
Individual Person/ Sole Proprietor	\$100
0-2 Employees	\$150
3-5	\$250
6-20	\$350
21-50	\$550
51-100	\$1,100
101-300	\$2,100
301-500	\$3,100
501-1,000	\$4,100
1,001+	\$5,100

# 2012-2013 Alaska Travel Industry Association Board of Directors

## Executive Officers

**Kirk Hoessle - Chair**

Alaska Wildland Adventures

**Julie Saupe - Vice Chair**

Visit Anchorage

**Deb Hickok - Tourism Policy & Planning Chair**

Explore Fairbanks

**Scott Habberstad - Secretary**

Alaska Airlines

**Bonnie Quill - Marketing Chair**

Mat-Su Convention & Visitors Bureau

**Charlie Ball - Treasurer**

Princess Cruises

**Bill Pedlar - Government Relations Chair**

Knightly Tours

**Ken Dole - Past Chair**

Waterfall Resort/Promech Air

**Sarah Leonard - Ex-officio**

Alaska Travel Industry Association



## Board Members

John Binkley - Alaska Cruise Association

Janet Buckingham - Kodiak Convention & Visitors Bureau

Brett Carlson - Northern Alaska Tour Company

Paul Goodwin - Holland America

Tim McDonnell - TEMSCO Helicopters

Scott Reiland - Denali Grizzly Bear Resort

Catherine Schultz - Sophie Station Hotel Fairbanks

Ethan Tyler - Alaska Wildlife Conservation Center

Colleen Stephens - Stan Stephens Glacier & Wildlife Cruises

Peter Grunwaldt - Premier Alaska Tours

Patti Mackey - Ketchikan Visitors Bureau

Roark Brown - Homer Ocean Charters

Deborah Hansen - Rust's/K2 Aviation

Al Koch - All Alaska Tours

Dennis McDonnell - Alaska Coach Tours



# 2012-2013 Alaska Travel Industry Association Staff



The ATIA Team!

## Administration

Sarah Leonard - President & Chief Operating Officer  
Brianna Keisor - Executive Assistant &  
Office Coordinator  
David DeHaan - VISTA Intern

## Membership, Advertising & Tourism Policy

Jillian Simpson - Director of Membership &  
Tourism Policy  
Laurie Booyse - Membership & Advertising  
Sales Manager

## Marketing

Ruth Rosewarne Kimerer - Director of Marketing &  
Travel Trade Relations  
Jackie Englund - Marketing & Sales Manager  
Moire Duggan - Travel Trade Marketing Manager  
Erica Hedman - Marketing Coordinator

## Finance & Human Resources

Sioux-z Marshall - Director of Finance &  
Human Resources  
Shelly Jones - Accounting Clerk

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[AlaskaTIA.org](http://AlaskaTIA.org)





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