



# ANNUAL REPORT

Alaska Travel Industry Association

2015-2016



# Letter from the Chair

Last year, Alaska's travel industry celebrated successes; such as over 2 million visitors, cruise visitation cresting over one million guests, a second year of growth in highway and ferry travelers, and a return of the implementation of the statewide marketing program to one that is industry led and implemented.

The year, however, had a few disappointments and challenges. Marketing funding from the State of Alaska was only \$1.5 million and at the same time, the legislature asked industry to develop a long-term funding plan for destination marketing with less reliance on state operating dollars.

In a time of unprecedented fiscal challenges for the state budget, that the tourism industry received any general fund support is evidence of our strong and collective voice for the importance of the travel industry in Alaska.

The outcome of any sustainable funding plan for tourism promotion will say much about how our industry can come together to meet this challenge head on because we know the value of statewide destination marketing. An Alaska destination marketing program compliments both large and small businesses and community organizations' own marketing efforts and keeps our state in important domestic and international markets.

Our ability to unite as an industry will be put to the test as we explore new assessments and potential legislation for tourism promotion in the future. We want to be part of the discussion around the broader state fiscal gap challenge as well as an industry that can come forward with solutions.

As ATIA has done in the past, we will continue to look to you to get your feedback and be a strong voice for Alaska's tourism industry.



Colleen Stephens  
Past Chair



# ATIA Sustaining Partners

We would like to thank and recognize all of our Sustaining Partners, all of whom play a key role in the growth of ATIA programs, resources, education, advocacy and more.

## DENALI LEVEL

- Alaska Airlines
- Holland America Line
- Princess Cruises

## ARCTIC LEVEL

- Alaska Railroad
- Explore Fairbanks
- Mat-Su Convention & Visitors Bureau
- Un-Cruise Adventures
- Visit Anchorage

## ORCA LEVEL

- Ketchikan Visitors Bureau
- HAP Alaska-Yukon
- Juneau Convention & Visitors Bureau
- White Pass & Yukon Route Railroad

## GOLD LEVEL

- Alaska Denali Travel
- GCI
- Kenai Peninsula Tourism Marketing Council
- Skagway Convention & Visitors Bureau

## JADE LEVEL

- Alaska Wildland Adventures
- Valdez Convention & Visitors Bureau



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## ATIA Mission

The Alaska Travel Industry Association (ATIA) 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.

## ATIA Envisioned Future

Working together, we will be a respected industry and visitor destination, doubling our economic impact to the state, securing sustainable tourism marketing funding at \$30,000,000 and integrating year-round visitor experiences with a goal of five million visitors.

## Letter from the President

What a year it has been.

Alaska's tourism industry saw both highs and lows throughout 2016. ATIA, the state's leading membership organization for the travel industry, saw our membership reach over 700, as we shared our voice on issues ranging from Arctic tourism to destination marketing.

We saw successes in transferring the management of Alaska's tourism marketing program back to industry, in celebrating a record number of cruise ship visitors and in hosting our annual industry convention with over 531 delegates.

In the same year, we also experienced a dramatic cut to tourism marketing funding as the State of Alaska faced another budget year without a sustainable funding plan for the future.

In the midst of it all, our industry is joining together to find a way to fund Alaska tourism marketing. The ATIA Board of Directors and our team wants to hear from you. I invite you to attend one of many community presentations about an Alaska Tourism Improvement District (TID) as one way to fund tourism promotion. Or, send me an email with your thoughts about the Alaska TID concept.

We'd also love to hear from you about what ATIA can be doing to support your business and community for Alaska tourism to be successful in 2017. There is a lot of work to be done in the coming year and our team will keep you updated through our chapters, e-news and website.

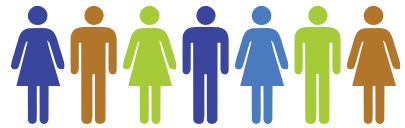
We are fortunate to have a strong tourism community in Alaska. I know with the passion for travel many of you carry with you, we will always keep ATIA and Alaska's tourism industry thriving.

Sarah Leonard  
President & CEO



# Membership

ATIA continued to be the state's leading industry organization for travel-related businesses and supporters in FY16. ATIA membership numbers grew and members continued to enjoy exclusive benefits such as the ATIA Annual Trade Show & Convention, the online courses offered through the ATIA E-Learning Center, participation in local chapters and access to support from the Family Assistance Foundation, to name a few.



**777**  
Total members

## ATIA Chapters

- Anchorage
- Fairbanks
- Juneau
- Ketchikan
- Golden Circle (Haines, Skagway & Whitehorse)
- Arts, Culture & Heritage



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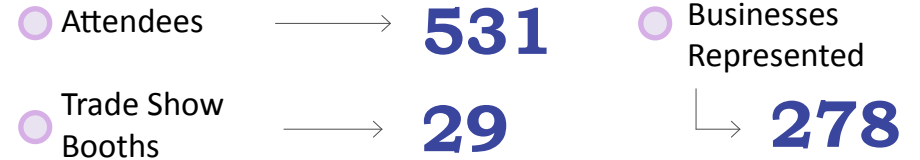
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## 2015 ATIA Annual Convention & Trade Show

Centennial Hall Convention Center | Juneau, Alaska | October 5-8, 2015



## Adventure Green Alaska

Adventure Green Alaska (AGA), Alaska's first and only sustainable tourism certification program, began in 2009. In March 2015, AGA was relaunched under the administration of ATIA in order to increase awareness of the program and grow the number of certified businesses across the state.



### 2015-2016 CERTIFIED AGA BUSINESSES



# Tourism Marketing

In FY16, the Department of Commerce, Community & Economic Development managed the tourism marketing program including the components of advertising, public relations, website and research. ATIA was contracted to conduct the travel trade and cooperative marketing sales aspects of the program.



## Domestic Trade Shows

### Shows Attended:

- Go West Summit
- ABA
- NTA
- IPW
- USTOA

→ ● **262**  
Total trade show appointments conducted

## Alaska Certified Expert (ACE)

↓  
● **2,968** → ● **404**  
# of registered users # of ACE graduates

## Familiarization (FAM) Tours

● **4** FAMs facilitated by ATIA throughout Alaska

↳ ● **34** Domestic & international tour operators attended

## Co-op Marketing

● **\$1.35 million**

Cooperative marketing sales generated.



# ATMB

The 21-member Alaska Tourism Marketing Board (ATMB) met six times in FY16 to develop a marketing plan while facing steep budget cuts. Difficult decisions were made to reduce programs while still ensuring Alaska's brand remained in the marketplace. ATIA supported the plan development and prepared for the program to be transitioned back to industry for implementation in FY17.

## 2015-2016 ATMB Board Members

- Chuck Baird - Waterfall Resort
- Charlie Ball - Holland America Group
- Ruth Banaszak - Ict Strait Point / Huna Totem Corporation
- Ryan Binkley - Riverboat Discovery / Gold Dredge 8
- Shanon Davis - Kenai Peninsula Tourism Marketing Council
- Scott Habberstad - Alaska Airlines
- Deborah Hansen - Pike's Waterfront Lodge
- Kathy Hedges - Northern Alaska Tour Company
- Deb Hickok - Explore Fairbanks
- Bruce LaLonde - Alaska Railroad
- Patti Mackey - Ketchikan Visitors Bureau
- Thom McAleer - Alaska Denali Travel
- Dennis McDonnell - Alaska Coach Tours
- James Minton - Visit Anchorage
- Bill Pedlar - Knightly Tours
- Colleen Stephens - Stan Stephens Glacier & Wildlife Cruises
- Mark Weakland - Alyeska Resort Management Co.
- Vacant Seat (1)
- Britteny Cioni-Haywood - Department of Commerce, Community & Economic Development
- Senator Mia Costello
- Representative Shelley Hughes



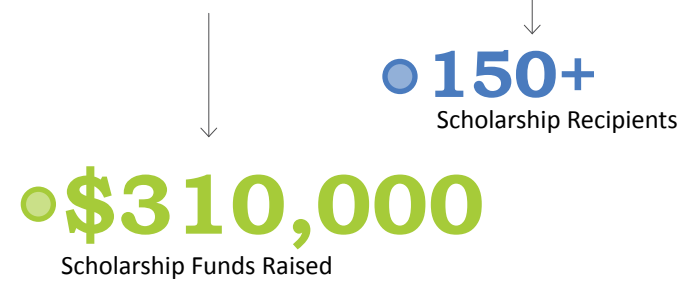
# ATIA Foundation

The ATIA Foundation was created in 1997 under the Alaska Visitors Association (AVA) to reinvest in the future of the Alaska tourism industry. Alaskans pursuing their degree in or related to tourism in Alaska can qualify for scholarships with a special Rural Award benefiting villages and small communities.

ATIA Foundation scholarship funds are raised through annual events, pledges from industry members at the ATIA Annual Convention.

**\$28,400**  
Total ATIA Foundation  
Funds raised in FY 2016

Since 2001, when AVA became ATIA:



## 2016 ATIA Foundation Scholarship Award Recipients - \$25,000 in scholarships awarded!



**\$3,000**  
**Un-Cruise Adventures Scholarship**  
Elizabeth Jagusch, Ketchikan, AK



**\$2,500**  
**Holland America Line Scholarship**  
Stuart Burns Relay, Valdez, AK



**\$2,500**  
**Kris Geldaker Memorial Scholarship**  
Bernadette Franulovich, Ketchikan, AK



**\$2,500**  
**White Pass & Yukon Route Railroad Scholarship**  
Patty Eagan, Fairbanks, AK



**\$2,000**  
**ATIA Anchorage Chapter Scholarship**  
Jordyn Baker, Anchorage, AK



**\$2,000**  
**Premier Alaska Tours Scholarship**  
Brandon Smothers, Talkeetna, AK



**\$1,500**  
**All Alaska Tours Scholarship**  
Jordan Kesler, Eagle River, AK



**\$1,000**  
**Alaska Cruise Association Scholarship**  
Meret Beutler, Seward, AK



**\$1,000**  
**Alaska Railroad Scholarship**  
Shannon McLaughlin, Anchorage, AK



**\$1,000**  
**Chuck West Memorial Scholarship**  
Kyle Milne, Cooper Landing, AK

### Six 1-year scholarships funded through member pledges were also awarded:

- Meret Beutler, Seward, AK - \$1,000
- Jordan Kesler, Eagle River, AK - \$1,000
- Paige Martin, Palmer, AK - \$1,000
- Kyle Milne, Cooper Landing, AK - \$1,000
- Bernadette Franulovich, Ketchikan, AK - \$500
- Brandon Smothers, Talkeetna, AK - \$500

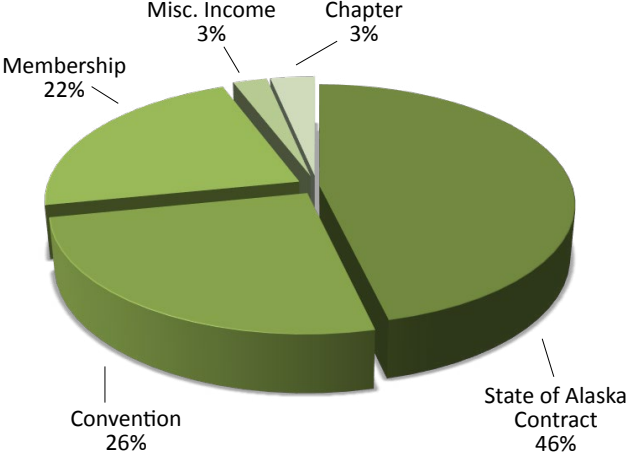


### Advocacy

ATIA regularly advocates and monitors policy issues affecting Alaska’s tourism industry. Our voice was heard by stakeholders and policy makers, at both the state and national level, in regards to the following:

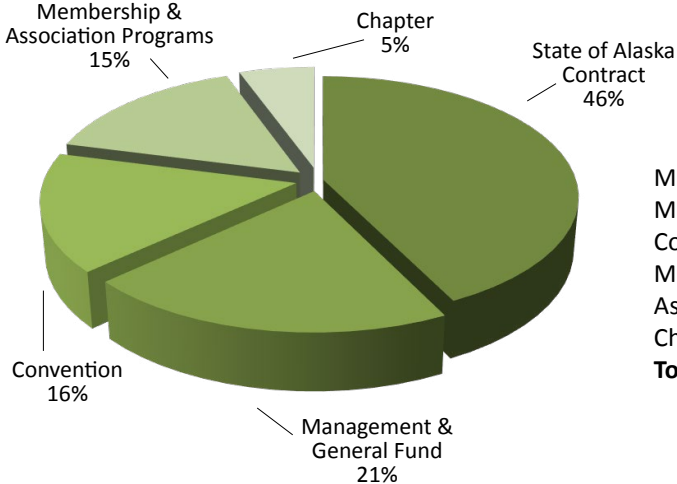
- Took the lead in working with National Marine Fisheries Service to revise the Harbor Seal Approach Guidelines.
- Opposed legislation that would remove Alaska from Daylight Saving Time.
- Supported the formation of the Alaska Marine Highway System Comprehensive Plan Steering Committee.
- Developed an Arctic Tourism Policy Statement supporting tourism development as an economic resource in Alaska's Arctic.
- Tracked the development of marijuana legalization and regulations surrounding comfort pets.
- Worked with industry stakeholders to support cruise development in Alaska.

### FY16 Income



State of Alaska Contract	\$745,007
Convention	\$411,638
Membership	\$359,589
Misc Income	\$40,566
Chapter	\$53,079
<b>Total Income</b>	<b>\$1,609,879</b>

### FY16 Expenditures



Marketing Contract SOA	\$712,607
Management & General Fund	\$343,889
Convention	\$265,407
Membership & Association Programs	\$257,600
Chapter	\$92,537
<b>Total Expenditures</b>	<b>\$1,672,041</b>



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## ATIA Staff

### President & Chief Executive Officer

Sarah Leonard

### Vice President

Jillian Simpson

### Chief Financial Officer

Sioux-z Marshall

### Director of Marketing & Travel Trade Relations

Tanya Carlson

### Member Services Manager

Laurie Booyse

### Membership & Sales Manager

Jackie Englund

### Marketing & Travel Trade Manager

Erica Hedman

### Operations & Accounting Manager

Andrea Rayt

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907.929.2842  
**AlaskaTIA.org**

# 2015-2016 ATIA Board of Directors

## Executive Committee

### BOARD CHAIR

Colleen Stephens - Stan Stephens Glacier & Wildlife Cruises

### VICE CHAIR

Dennis McDonnell - Alaska Coach Tours

### PAST CHAIR

Scott Habberstad - Alaska Airlines

### SECRETARY/MEMBERSHIP CHAIR

Bonnie Quill - Mat-Su Convention & Visitors Bureau

### TREASURER/FINANCE CHAIR

Charlie Ball - Holland America Group

### TOURISM & POLICY PLANNING CHAIR

Deb Hickok - Explore Fairbanks

### GOVERNMENT RELATIONS CO-CHAIR

Bill Pedlar - Knightly Tours

### GOVERNMENT RELATIONS CO-CHAIR

Julie Saupe - Visit Anchorage

### MARKETING CHAIR

Patti Mackey - Ketchikan Visitors Bureau

### PRESIDENT & CEO

Sarah Leonard, Alaska Travel Industry Association

## Board Members

Adam Baldwin - Anchorage Museum  
John Binkley - CLIA/Alaska Cruise Association  
Brett Carlson - Northern Alaska Tour Company  
Shanon Davis - Kenai Peninsula Tourism Marketing Council  
Kory Eberhardt - A Taste of Alaska Lodge  
Paul Goodwin - Holland America Line  
Peter Grunwaldt - Premier Alaska Tours

Elizabeth Hall - John Hall's Alaska Cruises & Tours  
Deborah Hansen - Pike's Waterfront Lodge  
Karen Harris - Bed & Breakfast Association of Alaska  
Kirk Hoessle - Alaska Wildland Adventures  
Dan Oberlatz - Alaska Alpine Adventures, LLC  
Thomas McAleer - Alaska Denali Travel  
Tim McDonnell - TEMSCO Helicopters