

ANNUAL REPORT

Alaska Travel Industry Association
2017-2018



Letter from the Chair

Greetings ATIA Members:

I had the distinct honor to be your Chair the past two years. Being part of the Visitor Industry is truly a privilege for me and to be able to serve as chair during a challenging financial time for marketing funding was only fitting.

The incoming ATIA Board faced the continued challenge of maintaining our marketing program. We were able to increase State funding to \$3 million but was still far short of what is needed to effectively market this great State.

We were successful returning the implementation of the marketing program back to being industry-led. The Alaska Tourism Marketing Board sunset on June 30, 2018, and the current ATIA Board is setting up the future structure of the new Marketing Board.

Tourism marketing funding was a significant focus for the ATIA Board the past two years. Now, with the hopeful commitment from the State of Alaska to allocate the Vehicle Rental Tax to statewide destination marketing, we will be able to focus more of our energy on other important issues related to our industry.



A handwritten signature in blue ink that reads "D. McDonnell".

Dennis McDonnell
Chair

ATIA Sustaining Partners, 2017-2018

We would like to thank and recognize our [Sustaining Partners](#), all of which play a key role in the growth of ATIA programs, resources, education, advocacy, and more.

DENALI LEVEL

Alaska Airlines
Holland America Line
HAP Alaska-Yukon
Princess Cruises

ARCTIC LEVEL

Alaska Collection by Pursuit
Alaska Railroad Corporation
Explore Fairbanks
UnCruise Adventures
Visit Anchorage

ORCA LEVEL

Ketchikan Visitors Bureau
Mat-Su Convention & Visitors Bureau
Northern Alaska Tour Company
Premier Alaska Tours
Travel Juneau
White Pass & Yukon Route Railroad

RAVEN LEVEL

John Hall's Alaska Cruises & Tours

GOLD LEVEL

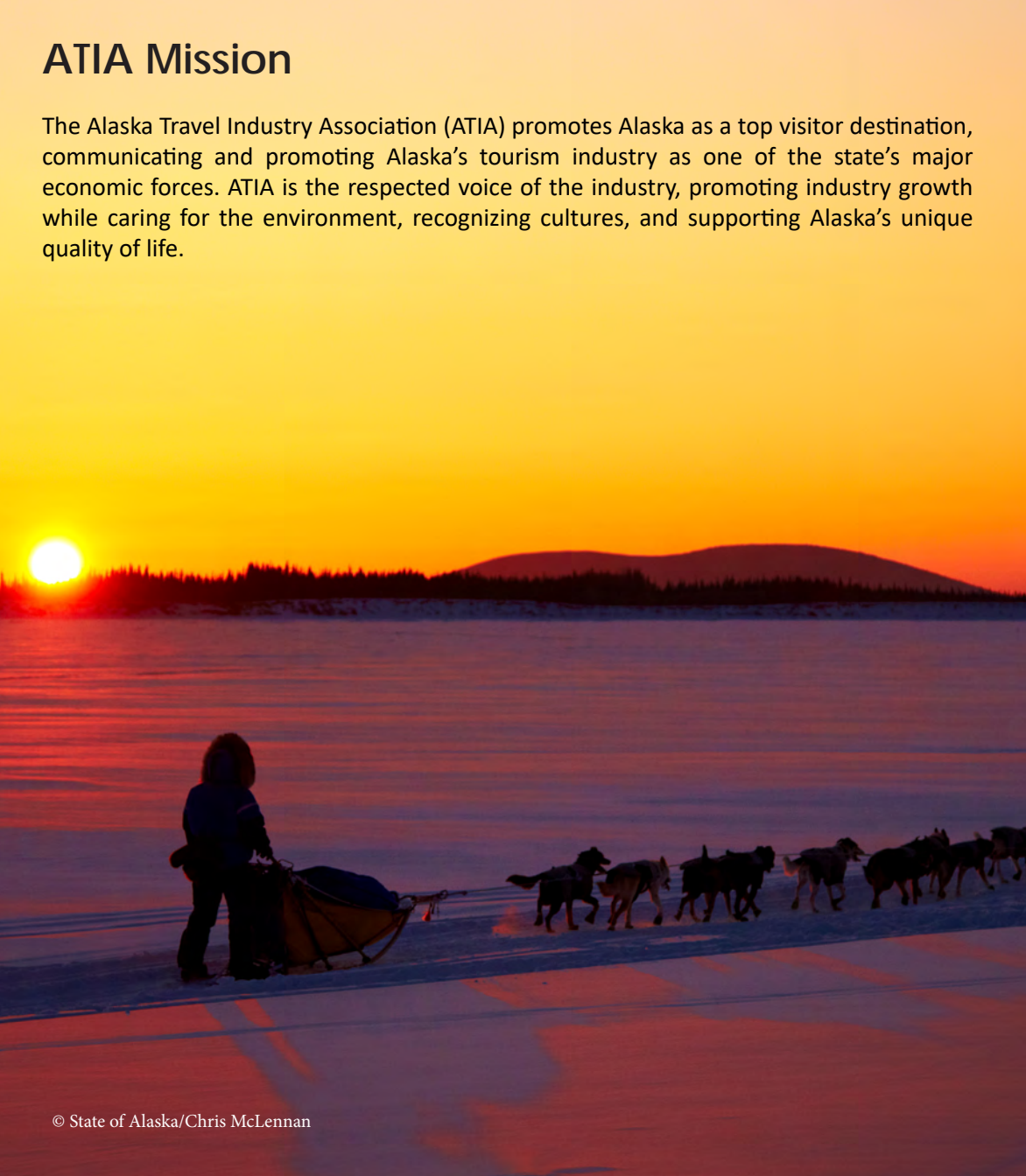
Alaska Coach Tours
Kenai Peninsula Tourism Marketing Council
Skagway Convention & Visitors Bureau

JADE LEVEL

Alaska Alpine Adventures

ATIA Mission

The Alaska Travel Industry Association (ATIA) promotes Alaska as a top visitor destination, communicating and promoting Alaska’s tourism industry as one of the state’s major economic forces. ATIA is the respected voice of the industry, promoting industry growth while caring for the environment, recognizing cultures, and supporting Alaska’s unique quality of life.



Letter from the President

In FY 2018, our industry saw record visitation, making tourism the second-largest private sector employer, supporting more than 1 in 10 Alaska jobs. Visitation has grown to more than 2.25 million visitors, and our organization, too, has grown. We are proud to be a statewide resource to our 700 member businesses.



ATIA led the industry in providing professional development opportunities. We hosted more than twenty speakers and panelists at our annual convention in Kodiak, and shared information on visitor data, destination marketing, and traveler experiences. We also supported industry creativity and growth with ATIA’s 2nd Annual Tourism Shark Tank. We look forward to hearing how industry support helped Alaska businesses succeed.

In March, we hosted the 3rd Annual Family Assistance Foundation training. Alaska now has more than 105 Alaskans trained to provide human services response in case of a tragedy involving our industry family.

We also had our voice heard in Juneau, and beyond. In addition to advocating for tourism marketing funding, we presented compelling testimony in Washington D.C. on the importance of well-maintained infrastructure in our national parks to Alaska’s economy.

Looking ahead, ATIA will be expanding it’s online training opportunities by launching a new professional learning speaker series. Our Tourism Policy and Planning, Government Relations, and Community Relations committees will be reaching out to industry and land managers to identify and support critical infrastructure projects that support a healthy tourism sector. We will continue our work in Juneau and Washington D.C. to promote our industry. Working together as an engaged association, every member’s voice will be heard.

Sarah Leonard
President & CEO

Membership

ATIA is the state's leading industry organization for travel-related businesses and supporters. ATIA membership grew in FY 2018, and members continued to enjoy exclusive [benefits](#) such as the [ATIA Annual Convention and Trade Show](#), online courses offered through the [ATIA E-Learning Center](#), participation in [local chapters](#), and access to support from the [Family Assistance Foundation](#).



703
Members
(June 30, 2018)

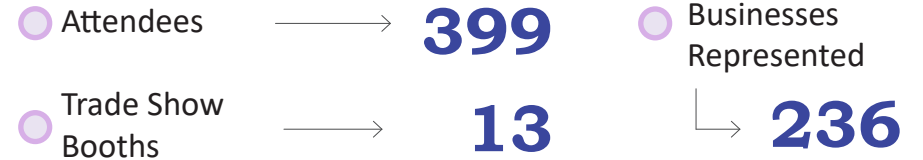
ATIA Chapters

- Anchorage
- Fairbanks
- Juneau
- Ketchikan
- Skagway
- Arts, Culture & Heritage



2017 ATIA Annual Convention & Trade Show

Alaska Untamed | Kodiak, Alaska | October 3-5, 2017




Adventure Green Alaska

[Adventure Green Alaska](#) (AGA) is ATIA's voluntary certification program for sustainable tourism businesses operating in Alaska. AGA-certified companies believe that outstanding Alaska experiences can also be sustainable and of benefit to visitors and hosts alike. Using standards of sustainable management and economic, environmental, and social sustainability, AGA encourages tourism businesses to evaluate their operations and determine whether they use – or could be using – best sustainable practices.



ATIA Foundation

The [ATIA Foundation](#) reinvests in the future of the Alaska tourism industry. Alaskans pursuing a degree related to tourism or seeking continuing education opportunities can qualify for scholarships. Scholarship funds are raised through memberships and at the ATIA Annual Convention.



\$31,197

Total ATIA Foundation
funds raised in
FY 2018

\$25,000

Awarded in FY 2018

2018 ATIA Foundation Scholarship Recipients



Stuart Relay, Valdez
\$2,500 - Holland America Line Scholarship



Oceana Gamel Howes, Anchorage
\$1,600 - Alaska Collection by Pursuit Scholarship



Emma Axelson, Ketchikan
\$1,000 - Alaska Airlines Scholarship



Eliza Oldham, Eagle River
\$1,000 - Holland America Line Scholarship
\$1,000 - Alaska Railroad Corporation
Scholarship



Kierra Murphy, Kodiak
\$1,000 - Chuck West Memorial Scholarship
\$500 - Tim McDonnell Mentorship Scholarship



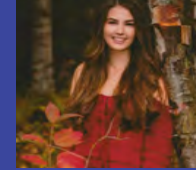
Shilo Cederberg, Anchorage
\$500 - Premier Alaska Tours Scholarship



Jordan Kesler, Anchorage
\$2,500 - Kris Geldaker Memorial Scholarship



Lawrence Wynn, Eagle River
\$1,000 - ATIA Anchorage Chapter Scholarship



Ellie Wells, Anchorage
\$1,500 - Premier Alaska Tours Scholarship



Ashlyn Dorn, Wasilla
\$2,500 - White Pass & Yukon Route Railroad
Scholarship



Leah Ricks, Anchorage
\$1,500 - All Alaska Tours Scholarship
\$1,000 - ATIA Anchorage Chapter Scholarship



Claire Arend, Anchorage
\$500 - Premier Alaska Tours Scholarship

7 1-year scholarships funded through member pledges were also awarded:

Brittany Slick, Ketchikan - \$1,000
Michelle Eliassen, Chugiak - \$1,000
Emma Axelson, Ketchikan - \$1,000

Sage Dudick, Anchorage - \$600
Bernadette Franulovich, Ketchikan - \$600

Abigail Smothers, Talkeetna - \$600
Ellie Wells, Anchorage - \$600

