

Alaska Travel Industry Association 2012 Annual Report





Letter from the President

Fiscal year 2012 (July 1, 2011 through June 30, 2012) was a significant year for the Alaska Travel Industry Association (ATIA) and Alaska's visitor industry. The State's tourism marketing program, with a \$16 million investment from Alaska's Governor and State Legislature, was implemented in a cooperative effort between the State of Alaska, Department of Commerce, Community and Economic Development (DCCED) and Alaska's tourism industry.

Following the legislative session, ATIA and DCCED signed a Memorandum of Understanding (MOU) for ATIA to assist in the sales and support of marketing programs available to tourism businesses and organizations. ATIA was consistently at the table to lend an industry voice to the development of the FY2013 marketing plan at joint meetings with DCCED.

While ATIA remained a consistent voice for the tourism industry in discussions related to the State's tourism marketing plan, the organization also realized changes in the way the association operated as an industry and trade non-profit entity. Throughout 2012, ATIA's leadership addressed organizational and staffing changes in order to move forward successfully in 2013.

In a constantly changing world for the travel industry in Alaska and worldwide, ATIA's vision for

Alaska's visitor industry remains true: that tourism is a strong economic contributor to local economies and the State of Alaska and that our state continues as a quality visitor destination. Thank you for your continued support of ATIA and for your commitment to Alaska's visitor industry.

Sarah Leonard
President / COO



Advocacy

The Alaska Travel Industry Association (ATIA) advocates on behalf of its members to promote a healthy and vibrant tourism industry, whether it is through a robust tourism marketing program or by addressing issues important to the visitor industry. ATIA closely tracks regional and national legislation and issues that have a potential impact on Alaska's tourism industry and takes action when necessary.

In FY12, ATIA took an industry leadership role in the development of a new Vehicle Management Plan for Denali National Park. Input from numerous businesses & stakeholders were incorporated into recommendations allowing for optimum use of Denali Park Road while still offering protection of resources over the next twenty years. Many of the industry's recommendations informed the Plan by the National Park Service. Additional meetings and recommendations were made regarding opening the road in the winter to expand tourism activities.

ATIA worked closely with Alaska Forward in identifying workforce development needs of the travel industry and participated in a variety of boards and meetings addressing public policy that could impact infrastructure, development and public lands use. ATIA's planning efforts ranged from cruise ship emission standards to endorsing Adventure Green Alaska- the State's only sustainable tourism certification program.



OUR MISSION

The ATIA vision for Alaska's tourism industry is that Alaska is a top visitor destination while remaining attentive to care for the environment, recognition of cultures and Alaska's unique quality of life.

ATIA is the statewide voice for Alaska's travel industry, representing over 700 businesses. ATIA and its members promote quality visitor experiences by educating travel professionals, improving visitor destinations and advocating for investment in tourism marketing.

Financials

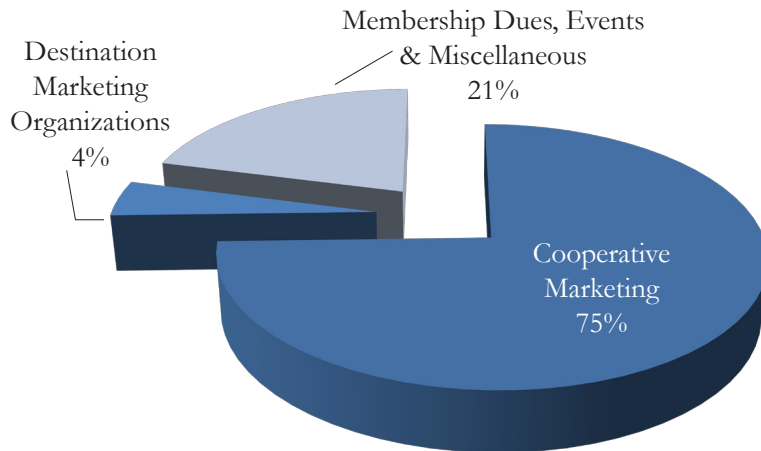
In 2012, Alaska's tourism marketing efforts were accomplished in a cooperative effort between the State of Alaska Department of Commerce Community and Economic Development (DCCED) and the Alaska Travel Industry Association (ATIA). ATIA's FY2012 financials reflect this transition as DCCED assumed the contractual relationships

previously managed by ATIA. DCCED was responsible for Domestic North American marketing efforts including, advertising, research, public relations, internet, and the joint cooperative program promoting the Alaska- Canadian highway with British Columbia, Alberta and the Yukon.

Through an agreement between ATIA and DCCED, ATIA assisted in the sales and support

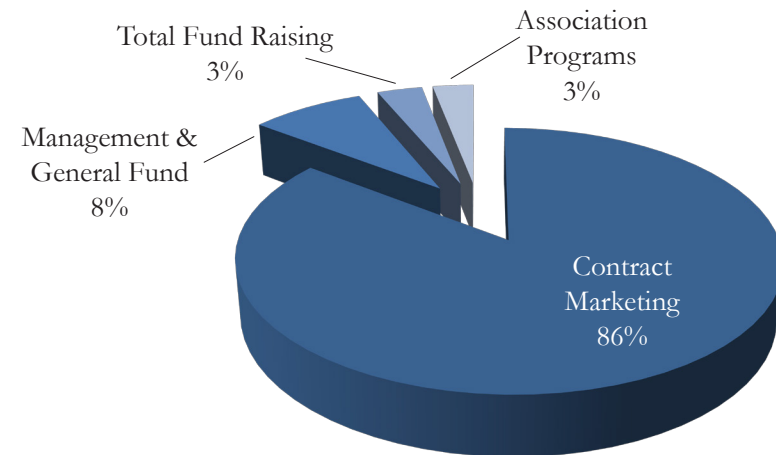
of the various co-operative programs available to tourism businesses and organizations to promote their products or services. ATIA helped raise almost \$2.7 million in cooperative marketing revenue. ATIA also continued to generate membership and convention revenue to support the association activities for a total budget of \$3.6 million in FY 2012.

FY2012 INCOME



Cooperative Marketing	\$2,685,528
Destination Marketing Orgnaizations	\$162,455
Membership Dues, Events & Miscellaneous	\$753,765
Total Income	\$3,601,748

FY2012 EXPENDITURES



Contract Marketing	\$3,210,552
Management & General Fund	\$310,744
Total Fund Raising	\$123,746
Assoication Programs	\$112,050
Total Expenditures	\$3,757,092

2011-2012 Alaska Travel Industry Association Board of Directors

EXECUTIVE OFFICERS

Ken Dole, Chair
Community Relations Chair
Waterfall Resort / Promech Air
Kirk Hoessle, Vice Chair
Alaska Wildland Adventures
Ann Campbell, Tourism Planning Chair
Aurora Consulting

Paul Goodwin, Secretary
Membership Chair
Holland America Line
Scott Habberstad, Marketing Chair
Alaska Airlines
Bill Pedlar, Treasurer/Finance Chair
Knightly Tours

Julie Saupe, Government Relations Chair
Anchorage Convention & Visitors Bureau
Deb Hickok, Past Chair
Fairbanks Convention & Visitors Bureau
Ron Peck, President, Ex-Officio
Alaska Travel Industry Association

BOARD MEMBERS

Charlie Ball - Holland America/Princess - Alaska
Land Operations
John Binkley - Alaska Cruise Association
Roark Brown - Homer Ocean Charters
Janet Buckingham - Kodiak Convention & Visitors
Bureau
Brett Carlson - Northern Alaska Tour Company
Peter Grunwaldt - Premier Alaska Tours
Deb Hansen - Rust's/K2/Pike's
Al Koch - All Alaska Tours
Patti Mackey - Ketchikan Visitors Bureau
Tim McDonnell - TEMSCO Helicopters, Inc.
Bonnie Quill - Mat-Su Convention & Visitors Bureau
Scott Reiland - Denali Grizzly Bear Resort
Catherine Schultz - Sophie Station
Colleen Stephens - Stan Stephens Cruises
Ethan Tyler - Alaska Tourism Solutions





Alaska Travel Industry Association
2600 Cordova St., Ste. 201 • Anchorage, Alaska 99503
Phone (907) 929.2842 • Fax (907) 561.5727

AlaskaTIA.org

