



Responsible Cruising in Alaska

House Finance Committee

Room 519, Capitol Building

Juneau, Alaska 99801

April 8, 2011

RE: Tourism Marketing Funding

CS HB 160

Finance Members:

Today the Committee will consider CS HB 160, to fund the Alaska Travel Industry Association, (ATIA). I urge you to reject this measure for a number of reasons:

- ATIA has not demonstrated any success or a viable funding plan.
- ATIA has not increased its industry funding (\$2.7 m) for three years.
- ATIA has many advertising missions but no measures of impact.
- ATIA is cruise-centric, rather than focus on independent air travelers who rent cars, hotel rooms, buy meals and fly to Bush Alaska.
- ATIA opposes all taxes on the cruise industry, yet want 'sustainable' state funding by tapping tourism tax revenues.
- ATIA should be treated as the state does ASMI seafood marketing, which presently receives 20% state funding.
- HB 222 is far better legislation to address Alaska tourism marketing.

Thank you for your attention to the issue of state tourism funding .

Chip Thoma, RCA President