



March 31, 2014

The Honorable Senator Lesil McGuire  
State Capitol, Room 103  
Juneau, AK 99801

Re: SB194 –Alaska Tourism Marketing Board

Dear Senator McGuire,

The Alaska Hotel and Lodging Association (AkH&LA) is the leading voice and resource for Alaska's lodging industry, providing jobs to over 13,000 Alaskans and contributing over \$52 million in municipal tax revenues each year.

SB 194 establishes a twenty-one member board including eighteen industry members appointed by the Governor plus representatives from both the Alaska State House and Senate and the Department of Commerce, Community and Economic Development (DCCED). The Alaska Tourism Marketing Board provides an appropriate role for industry to move forward with professional recommendations to the state's tourism marketing program while ensuring transparency and accountability.

AkH&LA supports policies that will help Alaska's hospitality businesses succeed. We understand the importance of SB194 to strengthen the continued cooperation between industry and DCCED in promoting Alaska as a top visitor destination.

On behalf of the Alaska Hotel & Lodging Association (AkH&LA) and our diverse, statewide membership of hotels, lodges and allied members, we respectfully ask your support of Senate Bill (SB) No. 194: An Act creating the Alaska Tourism Marketing Board.

Sincerely,

Gretchen Kenney, Executive Director  
Alaska Hotel and Lodging Association