

Who is ATIA?

- Statewide Trade Association for Alaska Tourism
- Official Destination Marketing Organization for the State of Alaska through DCCED
- Governed by 24 member-elected Board of Directors
- Marketing Committee including Comm. Sande
- 625 members
- 60% have less than 20 employees



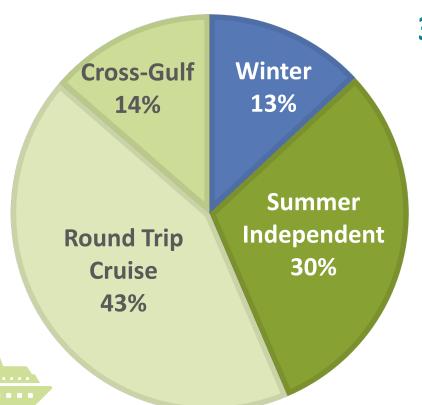
What does ATIA do?

- Acts as the voice of Alaska's tourism industry
- Advocates for a healthy, competitive tourism industry in Alaska
- Holds Annual Convention
- Provides education including AlaskaHost
 CultureHost
- Sponsors Adventure Green Alaska program
- Markets the state to potential visitors
- Helps partners market their businesses
- Conducts market research



Visitor Volume

Summer 2023-Winter 2024



3 Million Year-Round Visitors

Summer Visitation Trends

Туре	2019	2024
Cruise	60%	66%
Independent	40%	34%





Source: McKinley Research

Goals of Marketing

- Brand Awareness Promote year-round, statewide travel
- Increase length of stay and expenditure
- Dispel myths
- Global competition
- Workforce development benefit "halo effect"

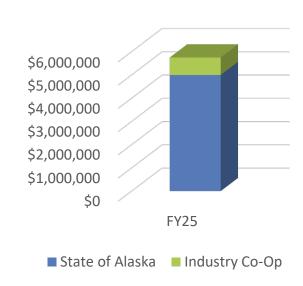


TOTAL STATE TOURISM MARKETING BUDGETS

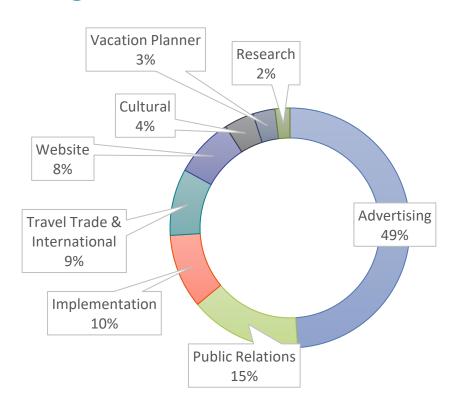


Average State Tourism Marketing Budget: \$19.8 million Alaska Tourism Marketing Budget: \$5.75 million

FY 25 Alaska Tourism Marketing Budget



Budget Distribution









Target Audiences

Behavioral

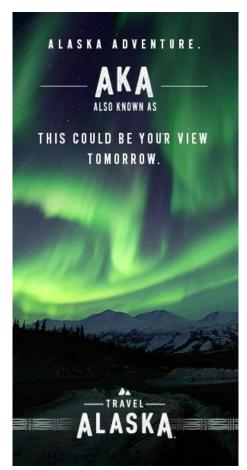
- Audiences consuming travel content
- Audiences focused on content related to northern lights, hiking, fishing, glaciers, wildlife viewing, Alaska Native culture, cruising

Geographic

- New York
- Los Angeles
- Minneapolis
- Dallas/Ft. Worth
- Tampa/St. Petersburg
- German-Speaking Europe



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Digital Ad Placement ROI





FY24 Trip Advisor Partnership

- \$200,000 ad spend
- \$7.2 million economic impact
- 4,689 Room Nights Booked
- 5,300 Estimated
 Travelers
- 58 day booking window



Source: Zartico, May-Sept 2024

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Public Relations & Earned Media

- Assist 563 journalists
- Alaska Media Road Show
- Generated 333 articles last year
- \$40 million ad equivalency





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Content Creation

TravelAlaska.com

- 4 Million Website Sessions
- 475,000 Partner Referrals

Social Media

- 800,000 followers
- 4.6% engagement rate
- Cultural Ambassadors









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Travel Trade & International

- Trade Shows
- **Familiarization Tours**
- Alaska Certified Expert

Top Overseas Markets

- UK
- German-Speaking Europe
- Australia/New Zealand
- India







UND WIFDER ZURÜCK

Lendes, barn man alle OutdoorsAbenteuer erleben, von dener Alaska-ites, chec so traumen: Wildlife hautmap beobachten menschen/eere Tundra und Gebirge durchstreifen, Lachse angeln, über Flüsse und Seen paddeln und natürlich Gold sucher

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Research

- Visitor Volume
- Market Potential
- Brand Health

Brand Health Tracking

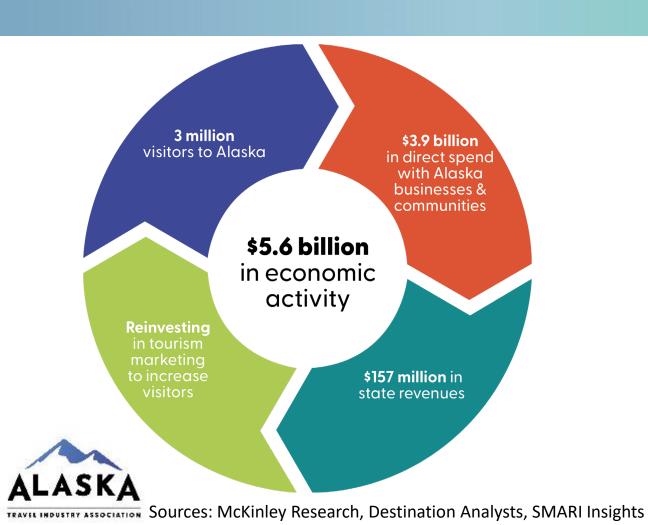




Marketing KPIs – FY24

272 Million Paid Media Impressions	333 Articles Published
530,000 Opt-In E-news Subscribers	\$40 Million in Ad Equivalency
40% Open Rate for E-newsletter	766,000 Social Followers – 2.9% increase
49,324 Vacation Planner Requests from paid media	4.6% Average Social Engagement
4,009,857 Website Sessions	335 Meetings with Tour Operators/Travel Agents
5,650,611 Website Pageviews	44 Travel Trade FAM Participants Hosted
474,915 Partner Referrals from Website	3,291 Travel Agents Trained
563 Journalists Assisted	1,447 ACE Program Completions

TRAVEL INDUSTRY ASSOCIATION



\$378 TO \$1

RETURN ON INVESTMENT

for funding allocated to
Travel Alaska paid media in
2023.

615,500

AD-INFLUENCED TRIPS

Those who saw paid media were **2x more likely to visit Alaska** than those who didn't.

\$157 Million

REVENUES TO THE STATE

From out of state visitors including \$15 million from VRT.

Increased Investment in Marketing

Additional Markets

- Chicago, Phoenix, Denver, Seattle, Atlanta
- India, Australia/New Zealand

Greater Volume Media Impressions & Conversions

- OTT Advertising (Netflix, Hulu, Disney+, etc)
- Interactive television ads
- Travel Content Partnerships
- Big Placements- Airports, Times Square

More Cooperative Marketing Opportunities

Additional Press Trips and Trade FAM Tours



