



House Commerce, Community & Economic Development

Finance Subcommittee

February 11, 2025

Jillian Simpson, President & CEO

# 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?

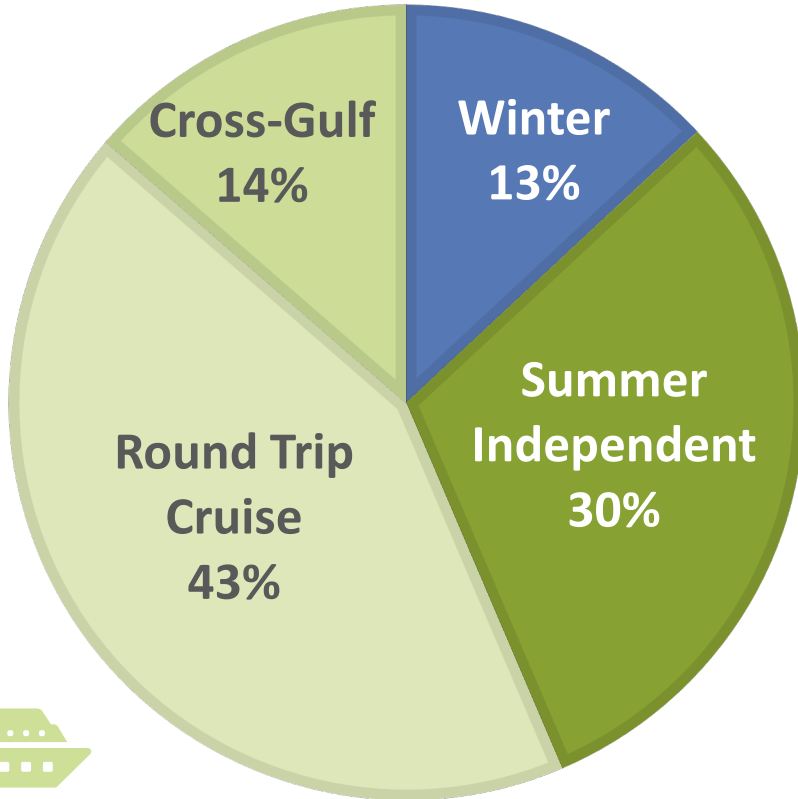
- Acts as the voice of Alaska's tourism industry
- Advocates for a healthy, competitive tourism industry in Alaska
- Holds Annual Convention
- Provides education including AlaskaHost CultureHost
- Sponsors Adventure Green Alaska program
- Markets the state to potential visitors
- Helps partners market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





# Visitor Volume

Summer 2023-Winter 2024



## 3 Million Year-Round Visitors

### Summer Visitation Trends

Type	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

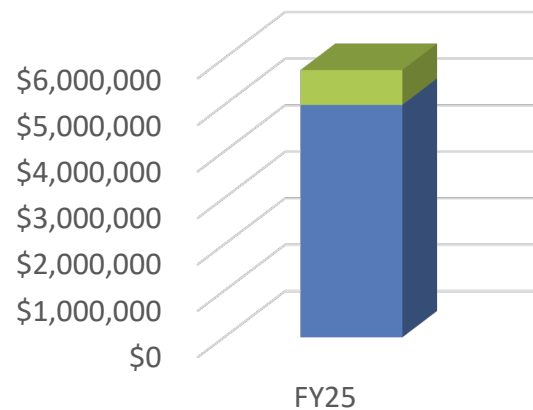
FY 2022-23 **\$859 Million**

FY 2023-24 **\$928 Million** **+8%**

Average State Tourism Marketing Budget: **\$19.8 million**

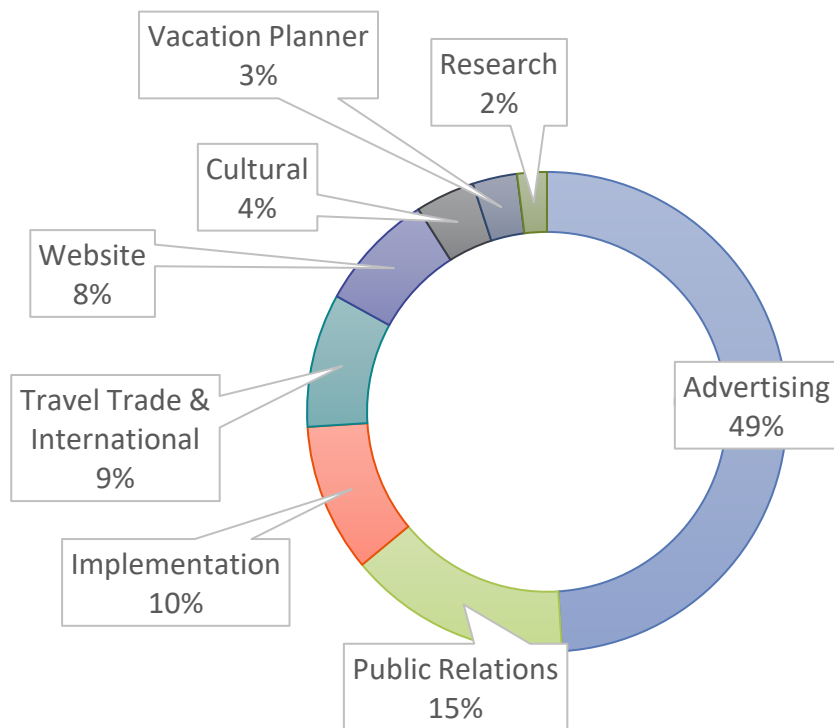
Alaska Tourism Marketing Budget: **\$5.75 million**

FY 25 Alaska Tourism Marketing Budget



■ State of Alaska ■ Industry Co-Op

## Budget Distribution



# TRAVEL ALASKA



# Target Audiences

## Behavioral

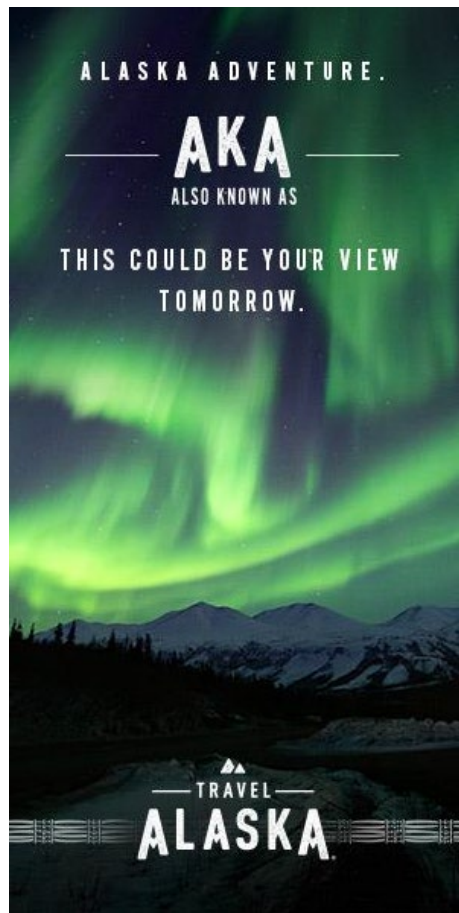
- Audiences consuming travel content
- Audiences focused on content related to northern lights, hiking, fishing, glaciers, wildlife viewing, Alaska Native culture, cruising

## Geographic

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

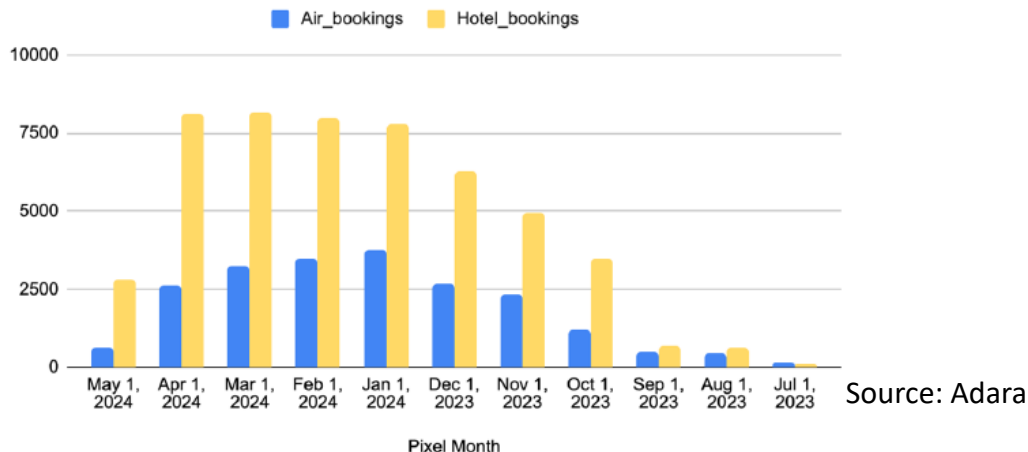






## Digital Ad Placement ROI

### Bookings



### 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

% of all Restaurant Spend that came from Visitors

**51%**

% of all Attraction Spend that came from Visitors

**76%**

Restaurant Avg. Visitor Spend

**\$152**

Attraction Avg. Visitor Spend

**\$174**

Source: Zartico, May-Sept 2024



# Public Relations & Earned Media

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

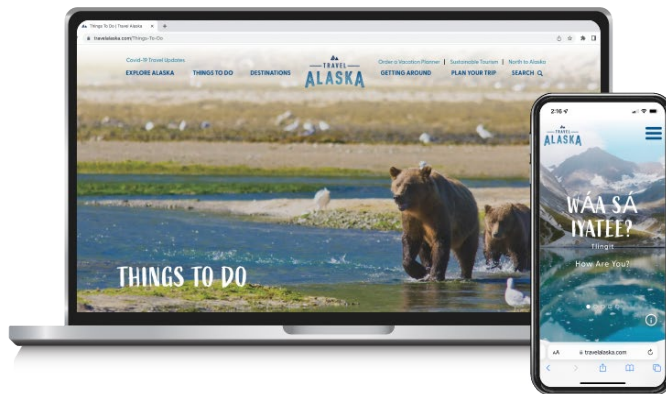




# Content Creation

## TravelAlaska.com

- 4 Million Website Sessions
- 475,000 Partner Referrals



## Social Media

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





# Travel Trade & International

- Trade Shows
- Familiarization Tours
- Alaska Certified Expert

## Top Overseas Markets

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



- ## Top Overseas Markets

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





# 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

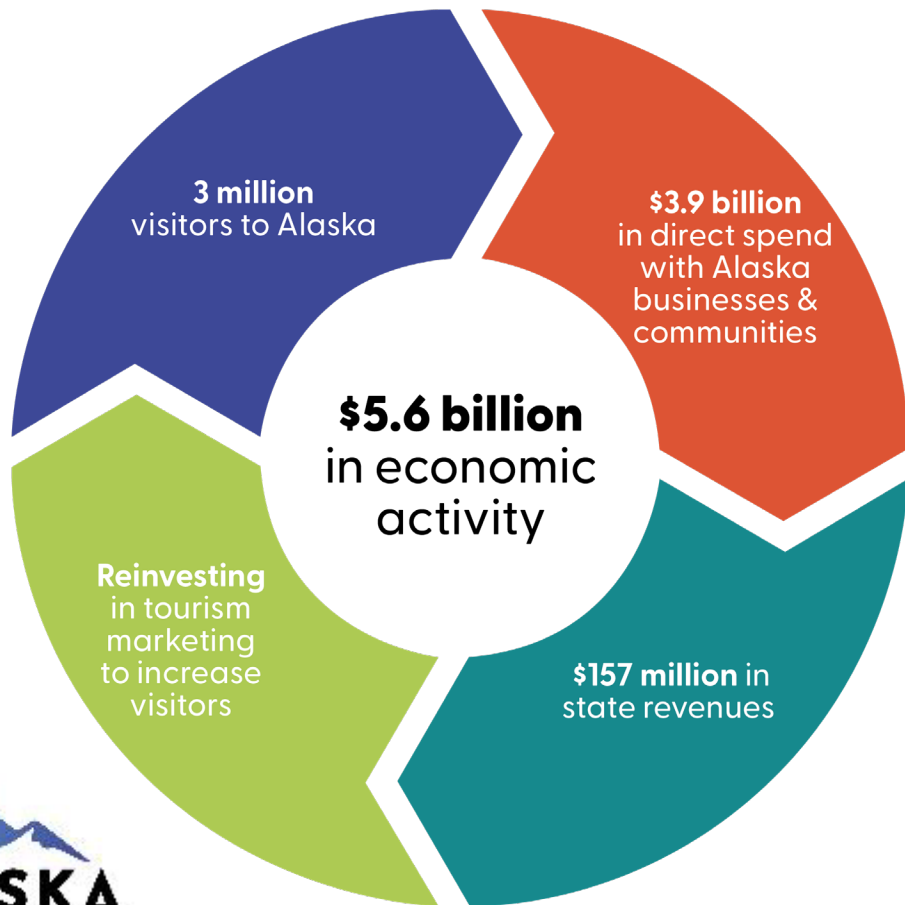
44 Travel Trade FAM Participants Hosted

474,915 Partner Referrals from Website

3,291 Travel Agents Trained

563 Journalists Assisted

1,447 ACE Program Completions



# \$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





# ALASKA

TRAVEL INDUSTRY ASSOCIATION

Thank you!