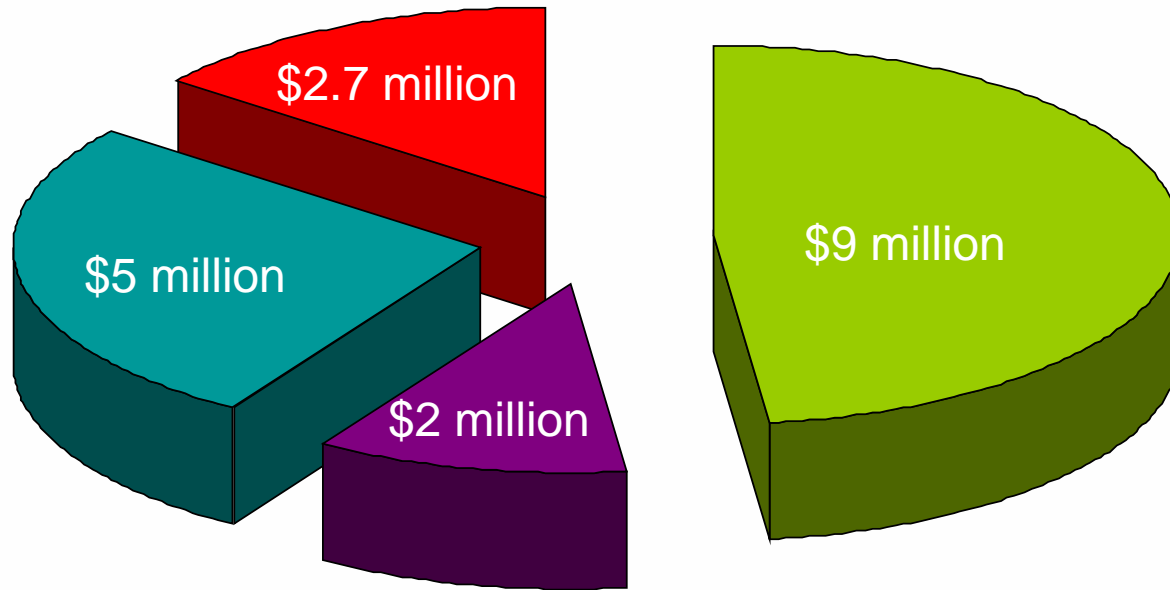




ALASKA TRAVEL INDUSTRY ASSOCIATION

Report to the Legislature / January 26, 2011

FY11 Budget Overview



- State Funding Core Budget
- Capital Grant
- Operating Grant
- Private Sector Funding Core Budget

\$18.7 million

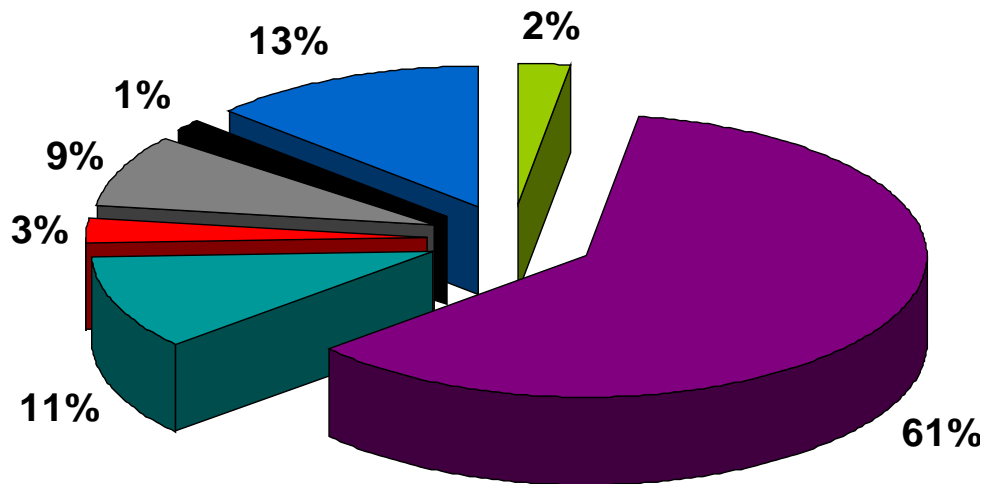


ALASKA TRAVEL INDUSTRY ASSOCIATION

Budget Expenditures

Core Marketing Budget:

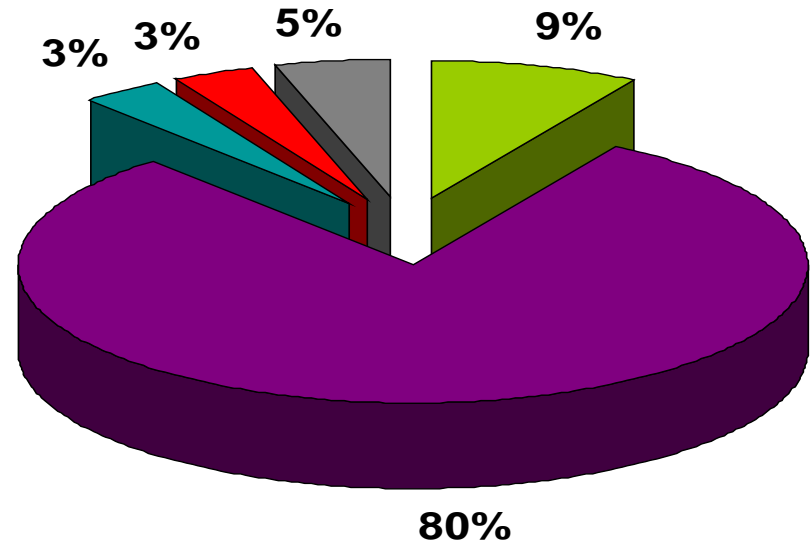
\$11.7 million



- Research
- TV, Direct Mail, Magazine
- Provide AK info
- Travel Agents, Tour Operators
- International Marketing
- Instate Advertising
- Administration

Additional Marketing Budget:

\$7 million

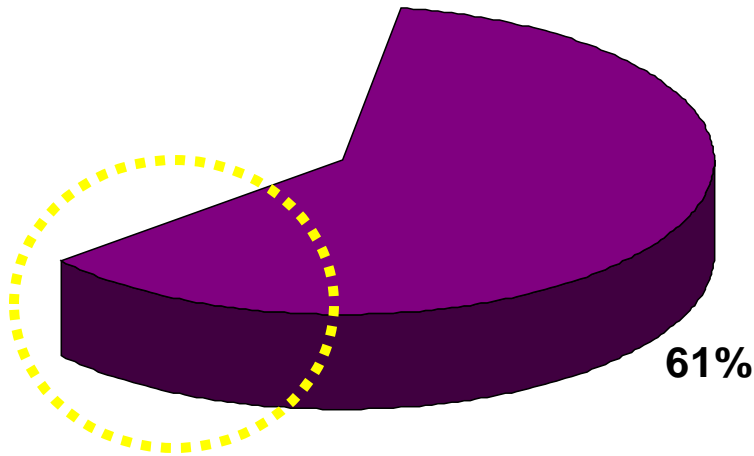


- Research
- Consumer Marketing
- Provide AK Information
- Travel Agents, Tour Operators
- International

Consumer Marketing Expenditures

Core Marketing Budget:

\$11.7 million



\$1 million in TV

\$3,624,000 direct response

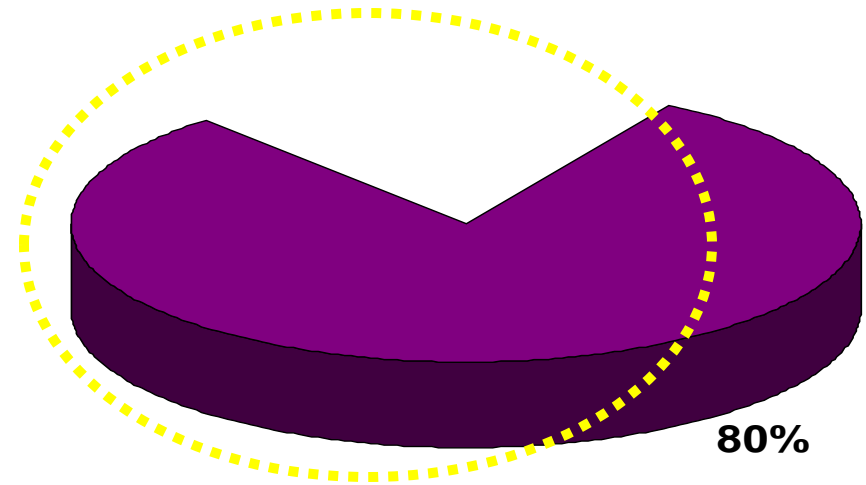
\$135,000 online advertising

\$554,000 website promotion

\$882,000 public relations

Additional Marketing Budget:

\$7 million



\$5 million in TV

\$550,000 direct response

\$175,000 online advertising

\$140,000 website promotion

\$122,000 public relations

Comprehensive Planning

**750 tourism businesses
and 27 communities
invest in Alaska's
Marketing program**

**Marketing Committee and
Board of Directors have
high-level marketing
and research expertise**

**Implementation
by professional
marketing experts
(contractors/staff)
with DCCED oversight**



ALASKA TRAVEL INDUSTRY ASSOCIATION

Science of ATIA Tourism Marketing

- Results from Conversion Study, conducted by national research firm
 - Assess influence of marketing efforts on consumers that provide contact information and receive additional trip planning information
 - 12% of respondents visit the year they respond
 - 27% of respondents visit by the 4th year



Science of ATIA Tourism Marketing

- Results from Advertising Effectiveness Study, conducted by national research firm
 - Assess influence of marketing efforts on consumers that don't request additional travel information from the state



ALASKA TRAVEL INDUSTRY ASSOCIATION

Advertising Effectiveness Study

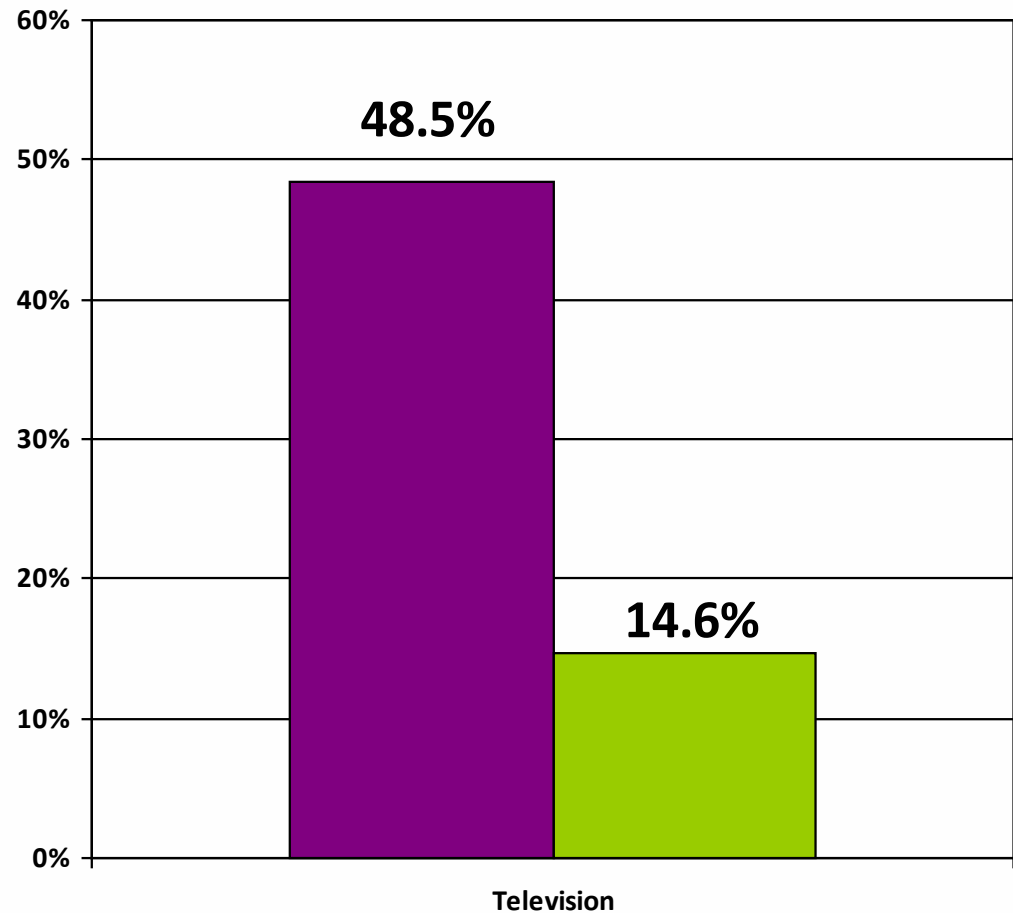
- Consumers were asked unprompted what travel ads they remembered seeing in the past 6 months
 - New TV spots moved Alaska from #10 in October to #6 in January
 - Alaska ranked ahead of brands such as California, Orlando, Jamaica and the Bahamas



ALASKA TRAVEL INDUSTRY ASSOCIATION

Advertising Effectiveness Study

- New TV spots greatly increased awareness of Alaska
- Intent to visit Alaska increased 34% after viewing the ads



■ 2011 Jan ■ 2010 Oct

ALASKA TRAVEL INDUSTRY ASSOCIATION

Advertising Effectiveness Study

- Awareness is important, but so is perception
 - 79% of respondents had a positive opinion of Alaska's advertising
- Ads did a good job of communicating:
 - Breathtaking scenery, wildlife in its natural habitat, illustrated state's variety of activities, positioned Alaska as an appealing destination



Consumer Marketing

- Television Ads
- Direct Mail campaign
- Pay-per-click online campaigns
- Magazine ads
- Vacation Planners
- TravelAlaska.com

Get the **Hottest Book**
From the Coolest State

It's FREE

► Official State Guide

ALASKA
Beyond Your Dreams. Within Your Reach.



The **Hottest** Book
From the
Coolest State

TravelAlaska.com/ctr



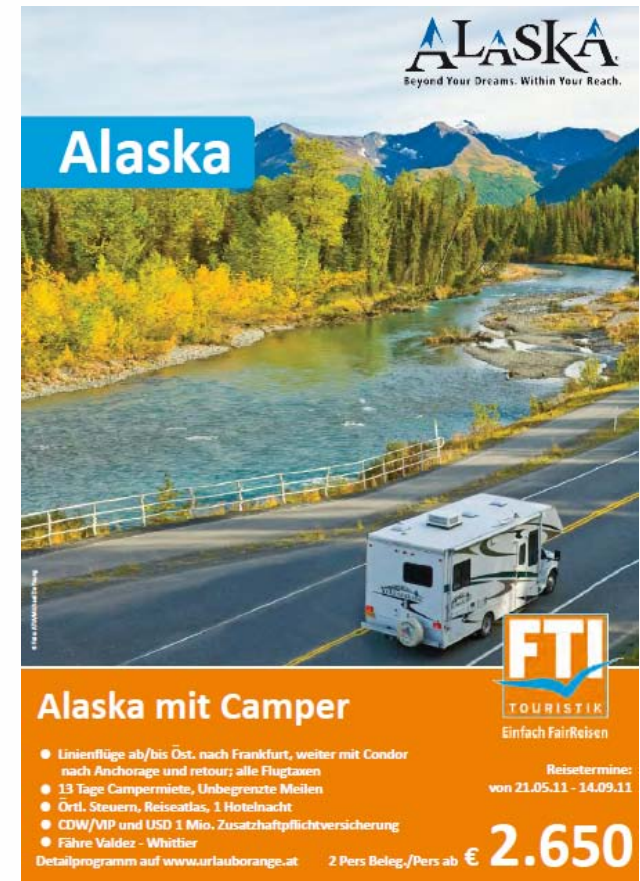
For a **FREE**
Official Alaska
Travel Guide,
log on or call
toll-free
866-462-5739



ALASKA TRAVEL INDUSTRY ASSOCIATION

Promoting Tourism in Alaska

- Top 3 producing markets:
 - United Kingdom
 - Australia
 - German Speaking Europe
- Partner with tour operators to increase awareness of Alaska and drive sales



The poster features a scenic view of a river flowing through a forested valley with mountains in the background. A white camper van is parked on a paved road in the foreground. The text 'Alaska' is prominently displayed in a blue box. Below the image, there is a section titled 'Alaska mit Camper' with details about the tour package, including flight options, camper rental, and insurance. The price is listed as € 2.650 per person.

ALASKA
Beyond Your Dreams. Within Your Reach.

Alaska

Alaska mit Camper

- Linienflüge ab/bis Öst. nach Frankfurt, weiter mit Condor nach Anchorage und retour; alle Flugtaxen
- 13 Tage Campermiete, Unbegrenzte Meilen
- Örtl. Steuern, Reiseatlas, 1 Hotelnacht
- CDW/VIP und USD 1 Mio. Zusatzhaftpflichtversicherung
- Fähre Valdez - Whittier

Detailprogramm auf www.urlauborange.at 2 Pers Beleg./Pers ab € **2.650**

FTI
TOURISTIK
Einfach Fair Reisen

Reiseterminen:
von 21.05.11 - 14.09.11



ALASKA TRAVEL INDUSTRY ASSOCIATION

Alaska Trade Show

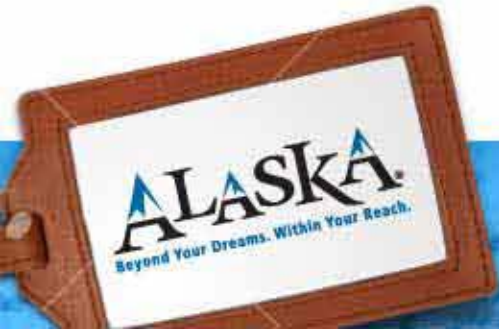
- Educated travel agents on the lure of Alaska, highlighting communities and activities
- Focused on key gateway cities with direct flights to Alaska
 - Seattle, Denver, Chicago
 - New York, Philadelphia



ALASKA TRAVEL INDUSTRY ASSOCIATION

Promoting Tourism in Alaska

Captured state's stunning imagery
for use in marketing materials...and we
put Alaskans to work



ALASKA TRAVEL INDUSTRY ASSOCIATION

Promoting Tourism in Alaska

(Magazine Readership = More than 7 million)

Paula's Dream Vacation...

The best trips I've ever taken in my life began with a recommendation from one of my friends or family. Well, y'all are my magazine family, so I just gotta tell you about my dream vacation to Alaska. I know you would absolutely love it! Listen, I know what you're thinking: Alaska's like a wild frontier. I thought the same thing—y'all know I'm not some outdoors survival expert—but I had an absolutely fabulous time and got around with no trouble at all. We ate the best food. From the fresh fish to the multitude of berries, it all just tasted delicious and it was good for us, too! We saw the most unbelievable natural sights and stunning wildlife everywhere we turned. The air was so pure, and the weather was perfect. (It stayed between 40 and 60 degrees. That ain't the Caribbean, but it's not Siberia either!) While we were up there, we saw a tourism slogan set up like an Alaskan vanity license plate.

It read, "B4UDIE." And that's exactly what Alaska is all about. It's one of those lifetime trips, a place to check off your personal "bucket list." You've just gotta go and try something you never thought you would. I promise you won't regret it. —Paula



ALASKA

Promoting Tourism in Alaska

(CBS Early Show viewership = 2.56 million)



Promoting Tourism in Alaska

New Television Commercials



ALASKA TRAVEL INDUSTRY ASSOCIATION

Measurement

- Alaska Visitor Statistics Program (AVSP), administered by DCCED
 - Number of visitors to Alaska
 - How much visitors spend instate
 - What communities visitors travel to instate



Measurement

- In November, results from Travel Intentions Research, conducted by a national research firm, projected for Summer 2011:

4.3% increase
= 77,000 visitors
= \$72 million instate
spending



*Thank you
for your support
of Alaska tourism!*



ALASKA TRAVEL INDUSTRY ASSOCIATION