



January 26, 2011

To the 2011 27th Legislative Session,

The Alaska Travel Industry Association (ATIA) and our 1,100 travel business partners are appreciative that you recognized the importance of the visitor industry to the economy of the state of Alaska by allocating an additional \$7,000,000 for FY11 tourism marketing efforts. We take very seriously the task of using the funds on behalf of the state of Alaska and on behalf of Alaska travel related companies. We are working diligently to make an impact in the national and international visitor marketplace.

In compliance with the legislature's directive to report on the effects of the additional funding by January 31, 2011, the following is a report that recaps the funding, research conducted, allocations by marketing activities, and the results to date.

As the report states, the exciting news is that your reinvestment is already paying and will continue to pay dividends for this upcoming 2011 summer tourism season. Initial research indicates that Alaska's marketing program will result in a minimum of 4.3% growth of summer travelers over 2010!

Should you have additional comments or questions, please feel free to contact us. Once again thank you for your commitment to the travel industry in Alaska.

Warm Regards,

A handwritten signature in black ink, appearing to read "Deb Hickok".

Deb Hickok
Chair, ATIA Board of Directors
(907) 322-4310

A handwritten signature in black ink, appearing to read "Ron Peck".

Ron Peck
President, ATIA
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