

VISIT ANCHORAGE BOARD OF DIRECTORS

RESOLUTION 2014-01

A Resolution in Support of

Creating the Alaska Tourism Marketing Board and Relating to Tourism Marketing

WHEREAS, the visitor industry is a major contributor to the economic development and well-being of the community, with a direct correlation between the growth of the industry and the community's economic condition; and

WHEREAS, without adequate and stable funding levels and a consistent marketing program, Alaska cannot effectively compete with other U.S. destinations that have increased their financial investment into their own tourism marketing programs; and

WHEREAS, maintaining a national and international marketing presence for Alaska as a visitor destination is of the utmost importance to maintain a vital visitor industry and continue economic development; and

WHEREAS, tourism annually contributes an estimated \$111.1 million in revenue to the state treasury and \$69.8 million in revenue to local communities throughout Alaska; and

WHEREAS, when Alaska is prominently marketed, the funds allocated to local marketing efforts can be leveraged and used more efficiently; and

WHEREAS, creating the Alaska Tourism Marketing Board in the Department of Commerce, consisting of 21 members of which 18 must be a member of Alaska Travel Industry Association (ATIA), will represent different regions of the state, segments of the tourism industry, and company sizes; and

WHEREAS, the Department of Commerce will cooperate with the private sector and the Alaska Tourism Marketing Board in the planning and execution of a destination tourism marketing campaign; and


WHEREAS, in FY2011, the Alaska Legislature augmented the \$9 million annual appropriation with a one-time \$7 million increase which, when combined with industry contributions of \$2.7 million, has significantly increased awareness of Alaska as a destination and will generate additional visitors and revenues to the state; and

WHEREAS, the intent of Alaska Tourism Marketing Board formalizes and defines the relationship of the statewide tourism marketing program within the Alaska Department of Commerce, Community and Economic Development and sets a foundation for future funding solutions;

NOW THEREFORE BE IT RESOLVED THAT Visit Anchorage supports the concept of creating the Alaska Tourism Marketing Board and urging the Alaska State Legislature for their support.

ATTESTED on this 11th day of March, Two-Thousand and Fourteen by:


Raquel Edelen
Chairman for the Board of Directors


Julie Saupe
President & CEO