



# State of Alaska

## Economic Development - Tourism & Film

February 7, 2013

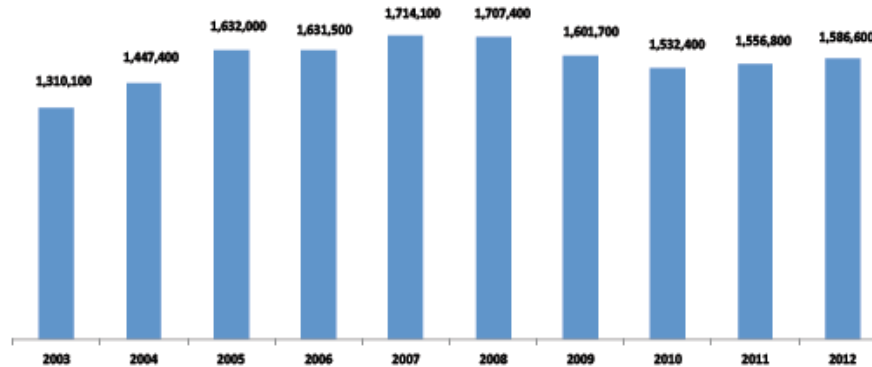
**ALASKA**  
 DEPARTMENT OF  
 COMMERCE,  
 COMMUNITY,  
 AND ECONOMIC  
 DEVELOPMENT

## Why Tourism is Important to Alaska's Economy

- Generates \$3.72 billion in direct and indirect spending in the state
- Collects \$179 million in taxes and fees
- Represents 37,800 full and part-time jobs (8 percent of statewide employment) with 45,000 employed at peak season
- Forecast:
  - Cruise ship visitation is expected to increase in 2013 by up to 7% for total arrivals estimated at 1,005,000
  - Increased air capacity with addition of Icelandair, Jet Blue, United and Alaska Air flights

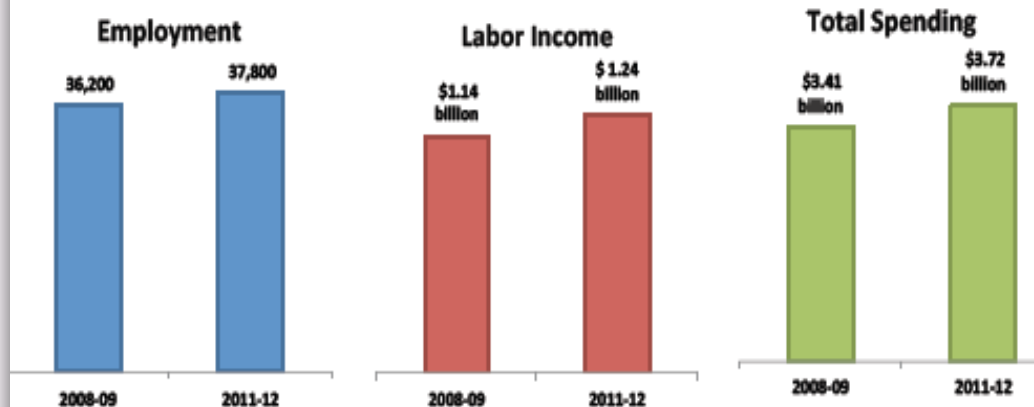
# Alaska Tourism Marketing – Creating Demand

CHART 4. Summer Visitor Volume to Alaska, 2003-2012



Sources: 2001-2004 data from *Alaska Visitor Arrivals* studies (conducted by Northern Economics, Inc.); 2005-2010 data based on 2006 visitor/resident ratios obtained for AVSP V (conducted by McDowell Group, Inc.).

Chart ES-4. Visitor Industry Employment, Labor Income, and Total Spending, 2008-09 and 2011-12



# Alaska Tourism Marketing – Creating Demand

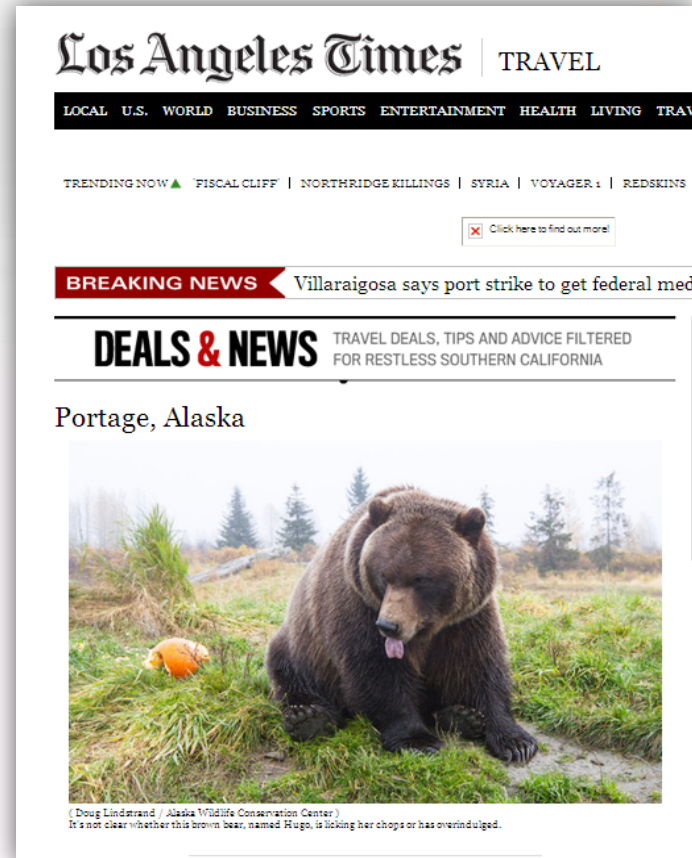
State Marketing Program	Budget
Advertising	\$9,893,525
Mailing Services/Data Management	874,200
Media Relations	1,109,375
Website	760,300
North to Alaska – Alaska/Canada Highway Promotion	590,000
Research	273,400
Cooperative Marketing	281,600
In-State Marketing	150,500
Travel Trade	454,000
International Marketing	1,263,500
DCCED Expenses	349,600
Tourism Support Services Contract	1,050,000
<b>TOTAL:</b>	<b>\$17,050,000</b>



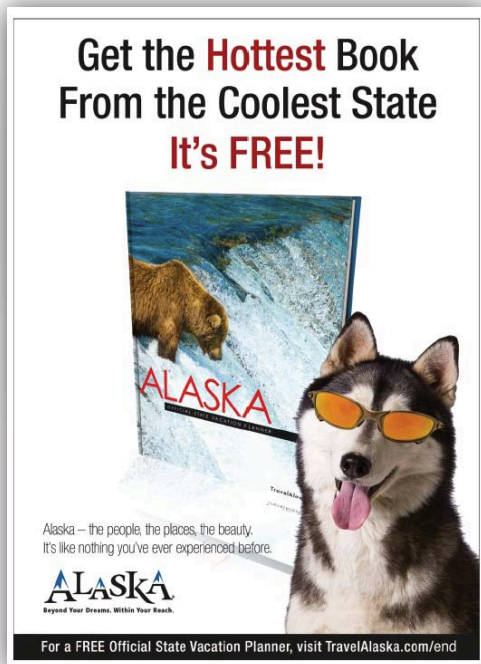
# Alaska Tourism Marketing – Creating Demand

## Public Relations

- Generated 447 stories to date
  - (PR value \$31.5 million)
- Media Road Show: 30 journalists
- New York media luncheon
- Monthly e-newsletter: 650 journalists
- Social media
- Special Projects – Top Chef
  - 5.2 million viewers/two episodes
  - \$5.4 million in PR value



# Alaska Tourism Marketing – Creating Demand



## Advertising

- 25 full-page ads in national magazines (circulation: 23.7 million)
- 18 small-space ads in national magazines (circulation: 15.6 million)
- National television advertising:
  - 1,772 30-second ads on cable networks
  - 439 10-second ads on nationally syndicated programs

# Alaska Tourism Marketing – Connecting to Private Sector



## Travel Planning Tools

- Distributing Alaska travel information:
  - Generate 600,000 requests for Alaska travel guides/brochures
  - 100,000 North to Alaska guides



# Alaska Tourism Marketing – Connecting to Private Sector



## TravelAlaska.com

- 2.4 million website visits annually
- 400,000 e-newsletters monthly
- Japanese, German and Korean language websites
- Updating content on state marketing partners, cultural information, and heritage tourism



## Icelandair/Alaska Marketing

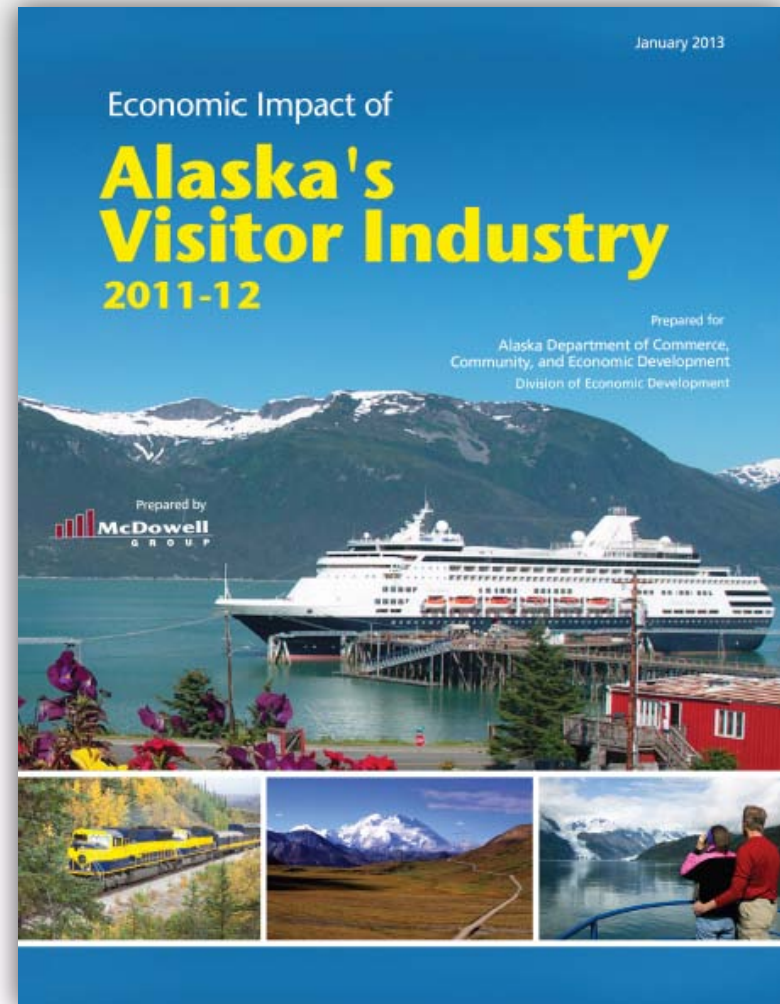
- Sales Manager FAM trip (Oct 15-18) sales managers from Sweden, Norway, France, Germany, Netherlands, Belgium, UK, Ireland, Finland, and Denmark were able to experience Alaska first-hand
- Attending Mid-Atlantic Conference; purpose is to connect with Icelandair executives prior to launch of new Alaska service in May

**ICELANDAIR**



## Economic Impact of Visitor Industry

- Commissioned by Division of Economic Development
- Shows tourism industry employment, visitor spending, visitor volume, revenues to municipal and state governments
- Report is in final review and will be released soon



# Alaska Tourism Market Research

## Alaska Visitor Statistics Report

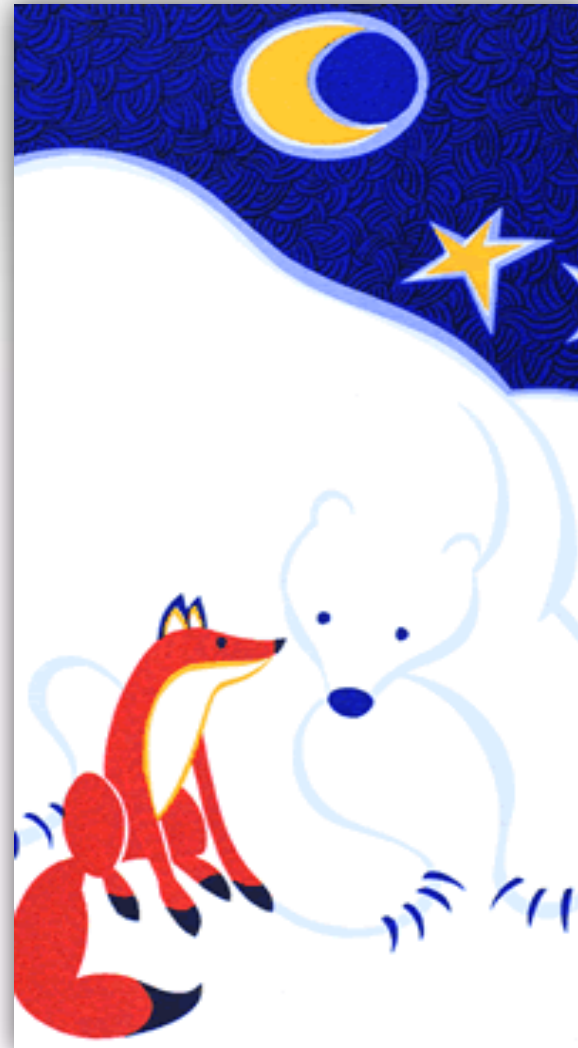
- Shows visitation volume, visitor volume trends, visitor industry indicators
- Available online





## Host and Tour Guide Training

- Training Programs:
  - AlaskaHost
  - CulturalHost
  - AlaskaTour Guide Training  
“Train the Trainer”
  - Navigating Tourism  
Opportunities in the Alaska  
Cruise Industry
  - Starting a Bed & Breakfast



# Alaska Film Office – Film Sector Development



Photo credit: Bob Crockett

# Alaska Film Office – Promotion Activities

- Outreach through speaking engagements, targeted contacts, and fielding daily inquiries
- Film Industry trade shows and events
  - AFCI Locations Trade Show
  - Incentives Symposium
  - American Film Market
  - Global Media Update
- Advertising in target film industry publications
- Film Representation RFP





# Alaska Film Office – Return on Investment

## Approved Tax Credits - Spending Categories by Fiscal Year

Spending Category	FY10	FY11	FY12	FY13 (thru 1/23/13)	TOTAL
Non-Resident Wages	\$284,212	\$10,789,238	\$34,130,224	\$14,620,345	<b>\$59,824,020</b>
Alaska Resident Wages	\$134,540	\$1,992,584	\$5,713,981	\$2,562,327	<b>\$10,403,433</b>
In-state Transportation	\$61,730	\$959,020	\$763,716	\$928,544	<b>\$2,713,009</b>
Interstate Transportation	\$40,722	\$431,624	\$1,011,181	\$585,823	<b>\$2,069,350</b>
Location and other Fees	\$46,567	\$1,596,168	\$9,050,337	\$2,203,896	<b>\$12,896,968</b>
Contract Services	\$107,173	\$694,356	\$1,879,930	\$6,193,508	<b>\$8,874,967</b>
Food & Lodging	\$64,395	\$1,883,117	\$3,981,572	\$1,355,483	<b>\$7,284,567</b>
Other	\$5,616	\$706,779	\$859,520	\$2,079,158	<b>\$3,651,072</b>
<b>Total</b>	<b>\$744,955</b>	<b>\$19,052,886</b>	<b>\$57,390,460</b>	<b>\$30,529,084</b>	<b>\$107,717,385</b>

# Alaska Film Office – Workforce Development

Training Provider	Program
<b>Talking Circle Media</b>	Crew Academy of Alaska offers training on live sets, locations and studio sound stages of film and television productions. Participants receive career counseling and job placement resources.
<b>Alaska Crew Training (ACT I)</b>	Production Boot Camp 101: Cast and Crew Training is a production overview for entry-level and mid-level positions through classroom and hands-on intensive crew trainings in rural and urban communities.
<b>Alaska Crew Training (ACT I)</b>	ACT I Week Intensive Level I and II Programs will prepare participants for entry-level, on-set opportunities in film and video production, including examining the knowledge and skills expected of a production assistant and teaching attendees to hold entry-level positions in the grip or electric departments.
<b>IATSE Local 918 (International Alliance of Theatrical Stage Employees)</b>	Professional film technician training including classes taught in Anchorage and Fairbanks with video streaming accessible to rural Alaska through the University of Alaska Anchorage. Classes will include fundamentals of filming, grip, electrics, safety and set etiquette.
<b>Affinityfilms, Inc.</b>	Advanced training for script supervising for crew with experience in the film industry. Training focuses on film and commercial shoots in Alaska.
<b>KPU Telecommunications (Ketchikan Public Utilities)</b>	Southeast Alaska Film Training Consortium provides a web-based class for students to learn video production concepts. Emphasis will be on pre-production, camera operation, recording procedures, electronic field production, lighting, and audio.
<b>University of Alaska Fairbanks, Film Program</b>	Film Reel Alaska Mentoring Experience Phase II - Production & Post-Production provides three tiers of training to applicants in pre-production, production, and post-production using live film shoots to mentor students in all departments and positions on a small film set.



# Questions?

Director Lorene Palmer  
Division of Economic Development