

From: [Julie Saupe](#)
To: [Senate Finance Committee](#)
Subject: Tourism Marketing Works; Case Studies
Date: Tuesday, March 31, 2015 9:54:08 AM
Attachments: [image002.png](#)

Dear Senate Finance Committee Members,

I am sorry to have not been able to be at the Anchorage LIO this morning to testify in person, but I am writing with a plea to reinstate tourism funding to at least the level passed by the House: an 11.9 million appropriation. Please note this still represents a 40% cut to the program.

The Alaska Tourism Marketing Board has been working hard to try to figure the effects and the programs that would need to go away at the various proposed funding levels. The appropriation that came out of the Senate finance subcommittee is too severe to maintain even the most basic elements of the marketing effort – those elements that truly allow potential visitors to make plans and book a trip.

I look back at recent history in the states of Colorado and Washington. Colorado cut its tourism funding in 1993, then watched as its domestic marketing share plunged 30% in two years and, overtime, represented a \$2 billion annual loss to its economy. But 2000 the legislature reinstated marketing funds and saw an immediate 12:1 ROI on that spending.

Washington just cut its funding in 2011, but already are looking at reinstating after seeing its market share plunge. Oregon, however, is coming off its best years ever.

I understand the tough job you face this year and the tough years ahead for Alaska. And although small within the state budget, the contributions that tourism makes to the treasury are, at least, a net gain. Continued growth for tourism (which requires marketing) = continued contributions to the state budget.

As we prepare to weather tough times, please make sure that our tourism industry is healthy; healthy to maintain jobs in our state and healthy to continue contributions to local and state governments.

Julie Saupe

President & CEO

Visit Anchorage

524 W Fourth Avenue

Anchorage, AK 99501-2212

(907) 276-4118 main

(907) 278-5559 fax

jsaupe@anchorage.net

www.anchorage.net



P please consider the environment - do you really need to print this email?

This email, including attachments, is intended for the use of the person or entity to which it is addressed and may contain CONFIDENTIAL or privileged information that is protected by federal and state regulation. If the reader of this email is not the intended recipient or his or her agent, the reader is notified that any dissemination, distribution or copying of this email is prohibited. If you think you have received this email in error, please advise the sender by reply email then delete this email immediately. Thank you.