

**ALASKA STATE LEGISLATURE
JOINT MEETING
HOUSE LABOR AND COMMERCE STANDING COMMITTEE
HOUSE COMMUNITY & REGIONAL AFFAIRS STANDING COMMITTEE
January 26, 2001
3:25 p.m.**

COMMITTEE CALENDAR

OVERVIEW: ALASKA TRAVEL INDUSTRY ASSOCIATION

TAPES

01-6, SIDES A & B

[Please note that these are House Labor and Commerce Standing Committee tapes.]

CALL TO ORDER

REPRESENTATIVE LISA MURKOWSKI, Chair, House Labor and Commerce Standing Committee convened the joint House Community and Regional Affairs, and Labor and Commerce Committee meeting at 3:25 p.m.

PRESENT

Committee members present were Representatives Murkowski, Morgan, Meyer, Rokeberg, Halcro, Scalzi, Kerttula, Crawford, Guess, and Hayes.

SUMMARY OF INFORMATION

ANN CAMPBELL, Chair, Alaska Travel Industry Association (ATIA), reported that the ATIA is the new member-based visitor industry trade association for Alaska. ATIA is the result of an industry-led initiative to regain Alaska's competitive position as a visitor destination and to consolidate Alaska's statewide tourism organizations which include: the Alaska Tourism Marketing Council (ATMC), the Alaska Visitors Association (AVA), and the marketing functions of the Alaska Division of Tourism.

MS. CAMPBELL reported that the ATIA took over marketing for the visitor industry in July of 2000. Its membership has reached approximately 900 and consists of small businesses including bed and breakfasts, charter companies, gift shops, hotels, guiding companies, lodges, and cruise lines.

TINA LINDGREN, President, Alaska Travel Industry Association, spoke

at length about AITA's marketing plan and noted that the five major components of the program include consumer and niche marketing, trade and international marketing, inquiry fulfillment, and market research. ATIA's advertising strategy includes direct mail, magazine ads, and the Internet.

MS. LINDGREN responded to a variety of budget-related questions from the committee and remarked that \$10 million is a good figure to run a national marketing campaign for Alaska. She also noted that the entire state benefits from such an investment.

ANNOUNCEMENTS

There were no announcements.

COMMITTEE ACTION

The committee took no action.

ADJOURNMENT

CHAIR MURKOWSKI adjourned the joint meeting at 4:30 p.m.

NOTE: The meeting was recorded and handwritten log notes were taken. A copy of the tape(s) and log notes may be obtained by contacting the House Records Office at State Capitol, Room 3, Juneau, Alaska 99801 (mailing address), (907) 465-2214, and after adjournment of the second session of the Twenty-Second Alaska State Legislature this information may be obtained by contacting the Legislative Reference Library at (907) 465-3808.