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Overview:

Tourism

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# ATIA Update

Alaska Travel Industry Association  
c/o 2525 "C" Street, Suite 400 \* Anchorage, AK 99503  
(907) 929-ATIA (2842)  
[www.alaskatia.org](http://www.alaskatia.org)

ATIA is in the initial stages of developing Alaska's statewide tourism programs that will replace the Alaska Tourism Marketing Council, the Alaska Visitors Association as well as assume the marketing functions of the state through a contract with the Division of Tourism.

Our Charter membership is currently at 1,056 and consists primarily of small businesses.

- 44% have 0-5 employees
- 17% have between 6 and 15 employees
- 11% have between 16 and 50 employees
- 3% have between 51 and 100 employees
- 5% have over 100 employees.

The Organization has seated its board of directors consisting of 23 industry businesses ranging from sole proprietors to large companies. Ann Campbell was elected Chair of the board and Tina Lindgren hired as President / COO. Public forums were held in several cities to gather input for the organizational development and a dues structure has been established.

Regular membership levels start as low as \$100 for small businesses. Membership investment rates are determined by the number of part-time and full-time employees during peak season.

When joining the ATIA as a marketing partner some of the benefits are:

- A Free listing ad in the State Vacation Planner or a credit off a larger ad.
- A Free listing ad on the official visitor website, a companion to the printer planner.
- Access to marketing and promotional opportunities.
- Industry discounts.
- Access to visitor industry research.

The preliminary marketing goal for a Statewide Program are:

- Increase the number of visitors to Alaska
- Increase visitor expenditures during their visit
- Increase the number of visitor days in Alaska
- Contribute to both niche and broad-based marketing approaches, with an emphasis on pay-to-play for niche marketing
- Maintain or increase the quality of visitor experiences.

A funding goal for the coming year is to raise a minimum of \$2.1 million from the private sector to match the \$5 million from the State.

### FISCAL NOTE

STATE OF ALASKA  
1999 LEGISLATIVE SESSION

BILL NO. SB 107

Title: "An Act relating to tourism and tourism marketing; eliminating the Alaska Tourism"  
Sponsor: SENATE Labor & Commerce Committee  
Requestor: House FIN Committee

Dept. Affected: Commerce and Economic Dev  
BRU: Tourism  
Components: Tourism Development  
Serial #: \_\_\_\_\_

**EXPENDITURES/REVENUES: (THOUSANDS OF DOLLARS)**

OPERATING	FY 00	FY 01	FY 02	FY 03	FY 04	FY 05
Personal Services	573.6	400.0	400.0	400.0	400.0	400.0
Travel	71.1	30.0	30.0	30.0	30.0	30.0
Contractual	1361.2	5200.0	4700.0	4200.0	4200.0	4200.0
Supplies	12.0	10.0	10.0	10.0	10.0	10.0
Equipment	0.0	0.0	0.0	0.0	0.0	0.0
Land & Structures	0.0	0.0	0.0	0.0	0.0	0.0
Grants, Claims	60.0	60.0	50.0	60.0	60.0	60.0
Miscellaneous	0.0	0.0	0.0	0.0	0.0	0.0
<b>TOTAL OPERATING</b>	<b>2077.9</b>	<b>5700.0</b>	<b>5200.0</b>	<b>4700.0</b>	<b>4700.0</b>	<b>4700.0</b>
<b>CAPITAL</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>REVENUE</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>

**FUNDING: (THOUSANDS OF DOLLARS)**

General Fund	1983.0	5700.0	5200.0	4700.0	4700.0	4700.0
Federal Fund	0.0	0.0	0.0	0.0	0.0	0.0
Other	94.9	0.0	0.0	0.0	0.0	0.0
<b>TOTAL</b>	<b>2077.9</b>	<b>5700.0</b>	<b>5200.0</b>	<b>4700.0</b>	<b>4700.0</b>	<b>4700.0</b>

**POSITIONS:**

Full-Time	11	6	6	6	6	6
Part-Time	3	3	3	3	3	3
Temporary	0	0	0	0	0	0

**ANALYSIS: (ATTACH A SEPARATE PAGE IF NECESSARY)**

The Legislature intends to fund the QTA's marketing contract in a separate Component within the Tourism BRU in the FY 01 budget. For purposes of this fiscal note, the marketing contract is included in the Division of Tourism's contract line

See attached sheet for additional details.

Prepared by: House Finance Committee  
Eldon Mulder  
Gene Thernault

Date: 04/30/99  
Phone: 465-2647  
Phone: 465-4797

# FISCAL NOTE

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1999 LEGISLATIVE SESSION

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Dept. Affected: Commerce and Economic Dev  
BRU: Tourism  
Components: ATMC  
Serial #: \_\_\_\_\_

**EXPENDITURES/REVENUES: (THOUSANDS OF DOLLARS)**

OPERATING	FY 00	FY 01	FY 02	FY 03	FY 04	FY 05
Personal Services	216.8					
Travel	53.4					
Contractual	4361.1					
Supplies	4.0					
Equipment	0.0					
Land & Structures	0.0					
Grants, Claims	0.0					
Miscellaneous	0.0					
<b>TOTAL OPERATING</b>	<b>4635.3</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>

<b>CAPITAL</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
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<b>REVENUE</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
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**FUNDING: (THOUSANDS OF DOLLARS)**

General Fund	3335.4					
Federal Fund	0.0					
Other	1299.9					
<b>TOTAL</b>	<b>4635.3</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>

**POSITIONS:**

Full-Time	3	0	0	0	0	0
Part-Time	0	0	0	0	0	0
Temporary	0	0	0	0	0	0

**ANALYSIS: (ATTACH A SEPARATE PAGE IF NECESSARY)**

Prepared by: House Finance Committee  
Eldon Mulder  
Gene Therriault

Date: 04/30/99  
Phone: 465-2647  
Phone: 465-4797

**F. BOARD OF DIRECTORS**

**Board Structure and Elections**

- **Seats:** 21 total – 17 elected and 4 appointed by the Chair of the Board.
- **Representation:**
  - 17 elected seats that correspond to the regions in the State Vacation Planner:
    - 1 Far North
    - 1 Southwest
    - 3 Southcentral, with at least one outside of Municipality of Anchorage
    - 3 Interior, with at least one outside of the Fairbanks North Star Borough
    - 3 Inside Passage, with at least one outside the City and Borough of Juneau
    - 3 Outside
    - 3 At-Large
- **Elections & Terms:** Directors would be elected by the entire membership, with each business receiving one vote. Elected seats voted into staggered three-year terms. Appointments serve one year.

Travel assistance would be available so that no one is excluded from serving on the board.

- **Committees:** A seven-member Executive Committee elected by the Board would consist of the Chair of the Board, Vice Chair, Chair of Marketing, Chair of Government Relations, Secretary/Treasurer, Immediate Past Chair, and President (chief staff administrator). The succession to Chair of the Board would require one year on the Executive Committee, then one year as Vice Chair. Other standing and advisory committees would be appointed for one year on an as-needed basis.

**G. FUNDING GOALS**

	Transition			
	FY00	FY01	FY02	FY03
<b>Direct Contributions</b>				
General Memberships	0	.3	.35	.4
DMOs/Communities	0	.3	.7	1.0
Cruise Companies	0	1.0	1.5	2.0
Pay-to-Play Programs	1.4	1.7	2.0	2.4
State	5.3	5.0	4.5	4.0
<b>Total</b>	<b>6.7</b>	<b>8.3</b>	<b>9.05</b>	<b>9.8</b>
<b>Other Income</b>				
Convention & Sponsorships	0	.2	.2	.2
Reserve	1.0	.5	0	0
<b>Total Other Income</b>	<b>1.0</b>	<b>.7</b>	<b>.2</b>	<b>.2</b>
<b>Total Budget</b>	<b>7.7</b>	<b>9.0</b>	<b>9.25</b>	<b>10.0</b>

# Alaska Travel Industry Association

## Membership Investment Opportunities

### Marketing Partner (number of employees during peak season; include part & fulltime)

<u>Employees</u>	<u>Investment</u>	<u>Employees</u>	<u>Investment</u>
1-5	\$200	101-300	\$2,000
6-15	\$300	301-500	\$3,000
16-50	\$500	501-1,000	\$4,000
51-100	\$1,000	1,000+	\$5,000

\*Cruise Line Partners - In addition to the membership fees, cruise lines would pay an assessment for FY01 based on their percentage of the total Alaska passenger cruise days for 2000:

$$\left( \frac{\text{Company's number of lower berths} \times \text{days deployed in Alaska market}}{4,346,000} \right) \times \$1 \text{ million}$$

\*Community Partners - Additional marketing benefits and funding formula are being finalized in conjunction with Destination Marketing Organizations.

\* More detailed information will be forwarded as it becomes available.

### Affiliate Member (Investment is voluntary with a minimum contribution of \$250)

<u>Level</u>	<u>Investment</u>	<u>Level</u>	<u>Investment</u>
Supporter	\$250	Gold Supporter	\$5,000
Bronze Supporter	\$500	Patron	\$10,000
Silver Supporter	\$1,000		

**Micro Business Member** (1-3 employees) - \$100

**Individual Member** - \$100

### Membership Categories - Choose one for use in the ATIA membership directory

<p><b>Getting There</b></p> <p><input type="checkbox"/> Airline</p> <p><input type="checkbox"/> Air Taxi / Charter</p> <p><input type="checkbox"/> Car Rental / Taxi / Other</p> <p><input type="checkbox"/> Cruiseships / Ferries</p> <p><input type="checkbox"/> Day Cruises / Charters</p> <p><input type="checkbox"/> Motorcoach / Bus</p> <p><input type="checkbox"/> Overnight Cruise / Other</p> <p><input type="checkbox"/> Package Tour</p> <p><input type="checkbox"/> RV Rental / Motorhome</p> <p><input type="checkbox"/> Train</p> <p><b>Getting Around</b></p> <p><input type="checkbox"/> Airline</p> <p><input type="checkbox"/> Air Taxi / Charter</p> <p><input type="checkbox"/> Car Rental / Taxi / Other</p> <p><input type="checkbox"/> Cruiseships / Ferries</p> <p><input type="checkbox"/> Day Cruises / Charters</p> <p><input type="checkbox"/> Motorcoach / Bus</p> <p><input type="checkbox"/> Overnight Cruise / Other</p> <p><input type="checkbox"/> Package Tour</p> <p><input type="checkbox"/> RV Rental / Motorhome</p> <p><input type="checkbox"/> Train</p>	<p><b>Where to Ask</b></p> <p><input type="checkbox"/> Disabled Visitor Information</p> <p><input type="checkbox"/> Fish and Wildlife Information</p> <p><input type="checkbox"/> Guidebooks / Maps / Videos</p> <p><input type="checkbox"/> Travel Agents and Trip Planners</p> <p><input type="checkbox"/> Visitor Information Organizations</p> <p><b>What to Do</b></p> <p><input type="checkbox"/> Backcountry Experiences</p> <p><input type="checkbox"/> Gift Shops</p> <p><input type="checkbox"/> Local Activities</p> <p><input type="checkbox"/> Regionwide Activities</p> <p><input type="checkbox"/> Restaurants</p> <p><input type="checkbox"/> Statewide activities</p> <p><b>Where to Stay</b></p> <p><input type="checkbox"/> Bed &amp; Breakfasts</p> <p><input type="checkbox"/> Cabins</p> <p><input type="checkbox"/> Camping &amp; RV Parks</p> <p><input type="checkbox"/> Hotels and Motels</p> <p><input type="checkbox"/> Wilderness Lodges / Resorts</p>	<p><b>Business Services</b></p> <p><input type="checkbox"/> Association / Organization</p> <p><input type="checkbox"/> Advertising / Public Relations</p> <p><input type="checkbox"/> Communications</p> <p><input type="checkbox"/> Consulting / Legal Services</p> <p><input type="checkbox"/> Convention / Tradeshow</p> <p><input type="checkbox"/> Education and Training</p> <p><input type="checkbox"/> Financial Services</p> <p><input type="checkbox"/> Government Agency</p> <p><input type="checkbox"/> Individual</p> <p><input type="checkbox"/> Internet Services</p> <p><input type="checkbox"/> Medical / Health</p> <p><input type="checkbox"/> Photography / Video</p> <p><input type="checkbox"/> Port Service</p> <p><input type="checkbox"/> Printing / Publishing</p> <p><input type="checkbox"/> Real Estate</p> <p><input type="checkbox"/> Research &amp; Marketing</p> <p><input type="checkbox"/> Retail</p> <p><input type="checkbox"/> Tour Wholesaler</p> <p><input type="checkbox"/> Wholesale Food/Merchandise</p> <p><input type="checkbox"/> Miscellaneous</p>
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# ALASKA TRAVEL INDUSTRY ASSOCIATION

## Member Benefits

### **Marketing Partner**

Any business, organization, or government agency interested in improving Alaska as a travel destination and benefiting from the strength of a cooperative marketing effort.

#### Benefits such as:

- *Free* Listing Ad in the printed Vacation Planner: 450,000 color copies distributed annually! (or a \$200 credit toward a larger ad)
- *Free* listing of your ad on the official Alaska travel web site: 60,000 hits monthly!
- Access to all cooperative marketing partnership opportunities such as newspaper advertising, exposure at trade shows, visitor leads, and other pay-to-play programs.
- Voting privileges and input on key industry issues
- ATIA decal and partnership card
- Savings in the member-to-member discount program
- Newsletter, industry briefings, E-news, vital research and other industry information
- Access to ATIA web site "members only" area
- Discounts to the Annual Convention and Trade Show
- Use of the slide bank and film footage program

### **Affiliate Member**

Available to any business or government agency supportive of tourism but that derives less than 10 percent of its revenues from goods and/or services sold directly to visitors. Includes businesses such as consultants, banks, advertising agencies, printers, phone companies, charities and other vendors of goods & services.

#### Benefits such as:

- Voting privileges
- ATIA decal and membership card
- Newsletter, industry briefings, and E-news
- Access to ATIA web site "members only" area
- Access to member mailing labels
- Advertising opportunities to industry partners
- Discounts to the Annual Convention and Trade Show
- Access to industry research
- Business opportunities with ATIA

### **Micro Business Member**

An alternative to the marketing membership is available for small businesses employing 1-3 people (including the owner/operator.) This membership offers up-to-date information, access to industry education, networking opportunities, and voting privileges.

#### Benefits such as:

- Voting privileges
- ATIA decal and membership card
- Industry updates via e-mail (or via mail)
- Discounts to the Annual Convention and Trade Show
- Access to ATIA web site "members only" area

### **Individual Member**

While businesses are encouraged to join, individuals may also join as non-voting members. Other benefits are the same as the Micro Business Member above.

*Participation in some programs may carry a separate fee in addition to regular membership dues.*