

**1/26/11**

**OVERVIEW:**

**ALASKA**

**TRAVEL**

**INDUSTRY**

**ASSOCIATION**

<TARGET><BILL></BILL><SUBJECT>1-26-11 OVERVIEW ALASKA  
TRAVEL INDUSTRY  
ASSOCIATION</SUBJECT><COMM>HFIN27</COMM></TARGET>

Alaska State Legislature  
HOUSE FINANCE COMMITTEE

Agenda  
12:00 PM

Wednesday, January 26, 2011

Overview:

Alaska Travel Industry Association - Report

*All Legislators Invited to Attend.*

Presenters:

Patti Mackey, Government Relations Chairperson, Alaska  
Travel Industry Association

Deb Hickok, Chairperson, Board of Directors, Alaska Travel  
Industry Association



January 26, 2011

To the 2011 27th Legislative Session,

The Alaska Travel Industry Association (ATIA) and our 1,100 travel business partners are appreciative that you recognized the importance of the visitor industry to the economy of the state of Alaska by allocating an additional \$7,000,000 for FY11 tourism marketing efforts. We take very seriously the task of using the funds on behalf of the state of Alaska and on behalf of Alaska travel related companies. We are working diligently to make an impact in the national and international visitor marketplace.

In compliance with the legislature's directive to report on the effects of the additional funding by January 31, 2011, the following is a report that recaps the funding, research conducted, allocations by marketing activities, and the results to date.

As the report states, the exciting news is that your reinvestment is already paying and will continue to pay dividends for this upcoming 2011 summer tourism season. Initial research indicates that Alaska's marketing program will result in a minimum of 4.3% growth of summer travelers over 2010!

Should you have additional comments or questions, please feel free to contact us. Once again thank you for your commitment to the travel industry in Alaska.

Warm Regards,

A handwritten signature in cursive script, appearing to read "Deb Hickok".

Deb Hickok  
Chair, ATIA Board of Directors  
(907) 322-4310

A handwritten signature in cursive script, appearing to read "Ron Peck".

Ron Peck  
President, ATIA  
(907) 227-2792

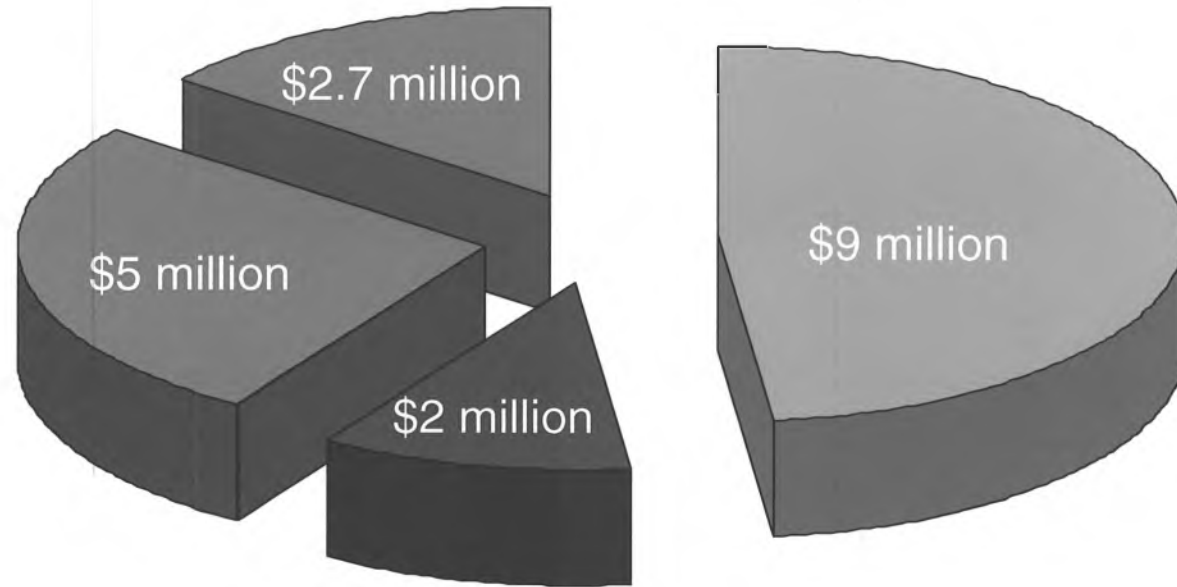
2600 Cordova Street, Suite 201  
Anchorage, AK 99503-2745  
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Fax (907) 561-5727  
[www.alaskatia.org](http://www.alaskatia.org)



ALASKA TRAVEL INDUSTRY ASSOCIATION

Report to the Legislature / January 26, 2011

# FY11 Budget Overview



- State Funding Core Budget
- Capital Grant
- Operating Grant
- Private Sector Funding Core Budget

***\$18.7 million***

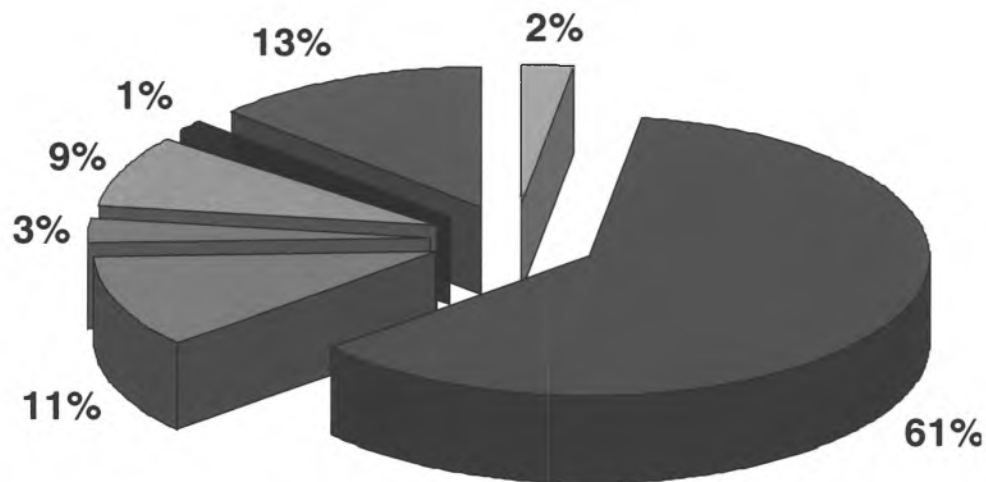


ALASKA TRAVEL INDUSTRY ASSOCIATION

# Budget Expenditures

Core Marketing Budget:

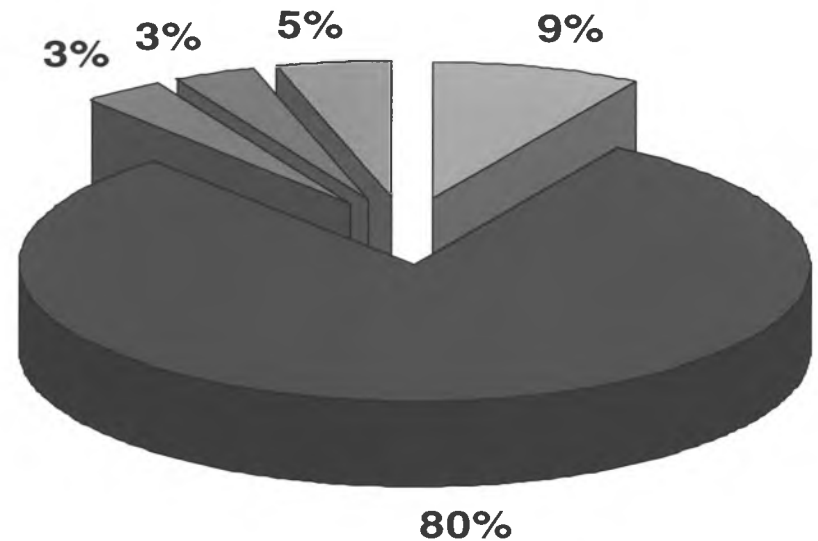
*\$11.7 million*



- Research
- TV, Direct Mail, Magazine
- Provide AK info
- Travel Agents, Tour Operators
- International Marketing
- Instate Advertising
- Administration

Additional Marketing Budget:

*\$7 million*

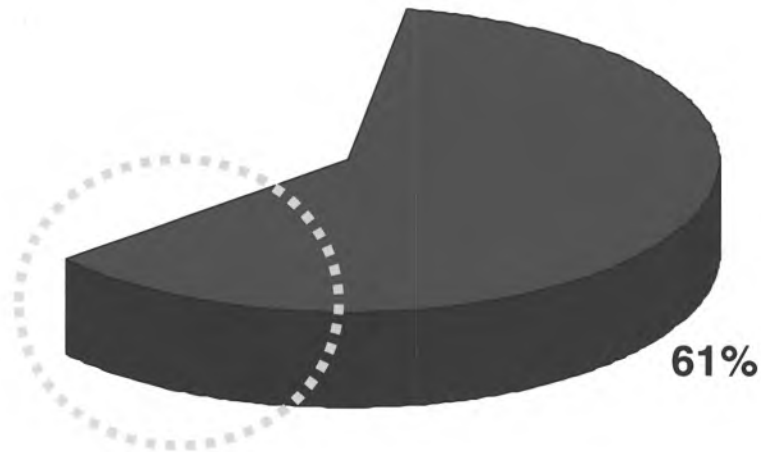


- Research
- Consumer Marketing
- Provide AK Information
- Travel Agents, Tour Operators
- International

# Consumer Marketing Expenditures

Core Marketing Budget:

*\$11.7 million*



**\$1 million in TV**

**\$3,624,000 direct response**

**\$135,000 online advertising**

**\$554,000 website promotion**

**\$882,000 public relations**

Additional Marketing Budget:

*\$7 million*



**\$5 million in TV**

**\$550,000 direct response**

**\$175,000 online advertising**

**\$140,000 website promotion**

**\$122,000 public relations**

# Comprehensive Planning

**750 tourism businesses  
and 27 communities  
invest in Alaska's  
Marketing program**

**Marketing Committee and  
Board of Directors have  
high-level marketing  
and research expertise**

**Implementation  
by professional  
marketing experts  
(contractors/staff)  
with DCCED oversight**



ALASKA TRAVEL INDUSTRY ASSOCIATION

# Science of ATIA Tourism Marketing

- Results from Conversion Study, conducted by national research firm
  - Assess influence of marketing efforts on consumers that provide contact information and receive additional trip planning information
    - 12% of respondents visit the year they respond
    - 27% of respondents visit by the 4<sup>th</sup> year



# Science of ATIA Tourism Marketing

- Results from Advertising Effectiveness Study, conducted by national research firm
  - Assess influence of marketing efforts on consumers that don't request additional travel information from the state



# Advertising Effectiveness Study

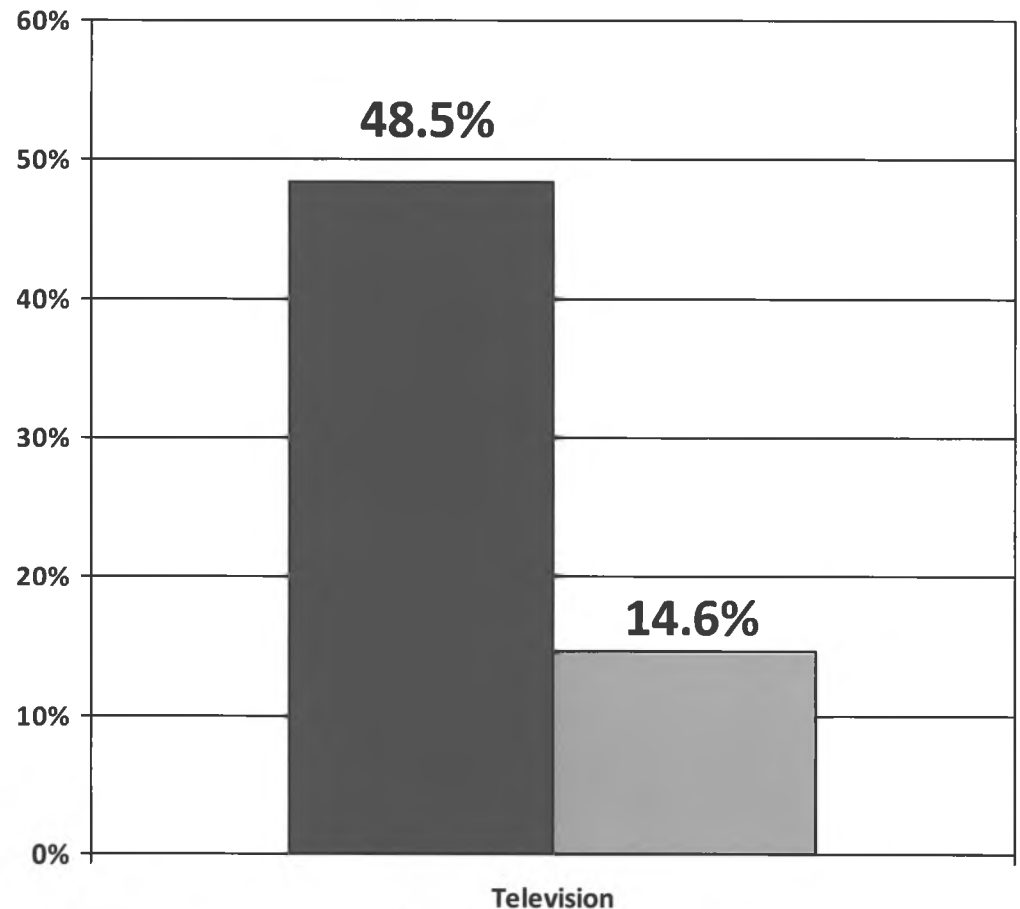
- Consumers were asked unprompted what travel ads they remembered seeing in the past 6 months
  - New TV spots moved Alaska from #10 in October to #6 in January
  - Alaska ranked ahead of brands such as California, Orlando, Jamaica and the Bahamas



ALASKA TRAVEL INDUSTRY ASSOCIATION

# Advertising Effectiveness Study

- New TV spots greatly increased awareness of Alaska
- Intent to visit Alaska increased 34% after viewing the ads



■ 2011 Jan ■ 2010 Oct

ALASKA TRAVEL INDUSTRY ASSOCIATION

# Advertising Effectiveness Study

- Awareness is important, but so is perception
  - 79% of respondents had a positive opinion of Alaska's advertising
- Ads did a good job of communicating:
  - Breathtaking scenery, wildlife in its natural habitat, illustrated state's variety of activities, positioned Alaska as an appealing destination



# Consumer Marketing

- Television Ads
- Direct Mail campaign
- Pay-per-click online campaigns
- Magazine ads
- Vacation Planners
- TravelAlaska.com

Get the Hottest Book  
From the Coolest State

It's FREE

► Official State Guide



**ALASKA**  
Beyond Your Dreams. Within Your Reach.

The Hottest Book  
From the  
Coolest State

[TravelAlaska.com/ctr](http://TravelAlaska.com/ctr)




For a **FREE**  
Official Alaska  
Travel Guide,  
log on or call  
toll-free  
**866-462-5739**



ALASKA TRAVEL INDUSTRY ASSOCIATION


# Promoting Tourism in Alaska

- Top 3 producing markets:
  - United Kingdom
  - Australia
  - German Speaking Europe
- Partner with tour operators to increase awareness of Alaska and drive sales



ALASKA  
Beyond Your Dreams. Within Your Reach.

Alaska



FTI  
TOURISTIK  
Einfach Fernreisen

Reisetermines  
vom 21.05.11 - 14.09.11

**2.650**

Alaska mit Camper

- Linienflüge ab/bis Ost. nach Frankfurt, weiter mit Condor nach Anchorage und retour; alle Flugtaxen
- 13 Tage Campermiete, Unbegrenzte Meilen
- Ort-, Steuern, Reiseatlas, 1 Hotelnacht
- CDW/MIP und USD 1 Mio. Zusatzaufpflichtversicherung
- Fahrt Valdez - Whittier

Detailprogramm auf [www.urlauborange.at](http://www.urlauborange.at) 2 Pers Beleg./Pers ab €



ALASKA TRAVEL INDUSTRY ASSOCIATION

# Alaska Trade Show

- Educated travel agents on the lure of Alaska, highlighting communities and activities
- Focused on key gateway cities with direct flights to Alaska
  - Seattle, Denver, Chicago
  - New York, Philadelphia



ALASKA TRAVEL INDUSTRY ASSOCIATION

# Promoting Tourism in Alaska

Captured state's stunning imagery  
for use in marketing materials...and we  
put Alaskans to work



ALASKA TRAVEL INDUSTRY ASSOCIATION

# Promoting Tourism in Alaska

*(Magazine Readership = More than 7 million)*

## Paula's *Dream Vacation...*

The best trips I've ever taken in my life began with a recommendation from one of my friends or family. Well, y'all are my magazine family, so I just gotta tell you about my dream vacation to Alaska. I know you would absolutely love it! Listen, I know what you're thinking: Alaska's like a wild frontier. I thought the same thing—y'all know I'm not some outdoors survival expert—but I had an absolutely fabulous time and got around with no trouble at all. We ate the best food. From the fresh fish to the multitude of berries, it all just tasted delicious and it was good for us, too! We saw the most unbelievable natural sights and stunning wildlife everywhere we turned. The air was so pure, and the weather was perfect. (It stayed between 40 and 60 degrees. That ain't the Caribbean, but it's not Siberia either!) While we were up there, we saw a tourism slogan set up like an Alaskan vanity license plate.

It read, "BAUDIE." And that's exactly what Alaska is all about. It's one of those lifetime trips, a place to check off your personal "bucket list." You've just gotta go and try something you never thought you would. I promise you won't regret it. —Paula



# Promoting Tourism in Alaska

*(CBS Early Show viewership = 2.56 million)*



# Promoting Tourism in Alaska

## New Television Commercials



# Measurement

- Alaska Visitor Statistics Program (AVSP), administered by DCCED
  - Number of visitors to Alaska
  - How much visitors spend instate
  - What communities visitors travel to instate



# Measurement

- In November, results from Travel Intentions Research, conducted by a national research firm, projected for Summer 2011:

**4.3% increase**  
**= 77,000 visitors**  
**= \$72 million instate**  
**spending**



*Thank you  
for your support  
of Alaska tourism!*



ALASKA TRAVEL INDUSTRY ASSOCIATION



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[dhickok@explorefairbanks.com](mailto:dhickok@explorefairbanks.com)

# cooking with Paula DEEN™

JANUARY/FEBRUARY 2011

## chocolate

**7** SWEET AND SAVORY RECIPES

LIGHT DISHES THAT SATISFY!

PAULA'S DREAM VACATION ALASKA

BIG, BOLD ITALIAN

## Home Cooking



\$4.99 US



www.cookingwithpauladeen.com

Recipe on page 54

# FEATURES

January/February 2011

## let's get cookin'

### 48 Big, Bold Italian Home Cooking

Paula serves up her favorite traditional Italian recipes. Friends and family will want to linger around the table over these dishes.

### 56 Chocolate-Sweet and Savory

The rich, smoky flavor of unsweetened cocoa crosses the cookin' line between sweet and savory. Here you'll find the best-tasting recipes of both worlds.

### 66 The Main Event

Simplify dinnertime with a hearty center-stage entrée coupled with ready-made sides and desserts.

## welcome home

### 76 A First Peek at Paula's Dish Pantry

For the first time ever, Paula invites you into her newly designed dish pantry. Every issue, we'll share the stories behind some of her most prized collectables. First up—Grandmother Paul's dinner plates.

### 78 Fresh Face-lift

A tired, less-than-polished kitchen gets a clean, contemporary update.

## hit the road

### 82 Paula's Dream Vacation—Alaska

She can't seem to get enough of the stunning wildlife, spectacular views, great food, comfortable weather, and fun adventures—here's her testament from her third visit to Alaska.

### 104 Good Food & Fine Wine

Culinary talents meet from all over for seminars, demonstrations, parties and eats galore during the New York festival celebrating the best of world cuisine—and all for charity.

### 106 Clifton—An Award-winning Charlottesville Hotel

Rich history, luxurious amenities, Southern hospitality, and international sophistication await you at Virginia's Clifton Inn.





I'm sitting on my porch overlooking the water and thinking about another treasured year washing away and the tide of a new year rolling in. What a joy to take this time to reflect on the many blessings of a busy 2010 and to plan for the exciting times of 2011!

My year is kicking off with an unbelievable moment that may be hard for me to top. I have been chosen as the 2011 Grand Marshal of the Tournament of Roses parade in Pasadena. It's a huge honor and a special time I know I will carry with me forever. I hope the year begins with wonderful experiences for each of you as well—whether big moments or small.



This is the time of year folks will work hard to get back on track making healthy food choices. To start on a cheerful note and to steer you in the right direction, I've come up with some delicious and wholesome recipes for salads (page 20). Now these salads may be lighter on calories, but they are big, bold, and full of flavor. Trust me, they are more than a tiny pile of lettuce and will certainly fill you up!

Now, life is all about balance, right? So I'm also sharing some comforting Italian dishes (page 48) with you. They are big, cheesy, garlicky, and saucy—everything you want in classic Italian home cooking. And of course, we need to begin the new year with something really worth celebrating, and that is chocolate

(page 56). I've got some truly decadent chocolate desserts for you, but I'm also going to show you how to use chocolate to add smoky, rich flavor to some savory recipes.

Finally, I'm going to take you on a trip to one of the most beautiful places on Earth—Alaska (page 82). I have visited Alaska three times in my life, and I just can't get enough. My dream would be for everyone to visit this gorgeous land of fresh air, fine food, and genuine people. But if you can't get there anytime soon, these breathtaking images and delicious recipes will take your imagination there.

Make this year a memorable one, starting today! Love and Best Dishes!

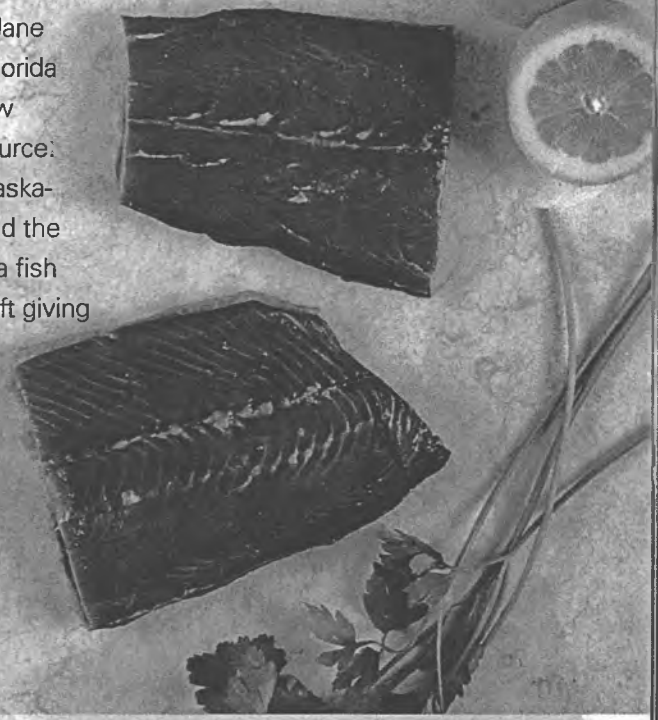


Throughout our many journeys across the country, my staff and I run across various artisan foods that are worth the splurge. I came up with the name “hidden gems” because these tasty finds are too valuable to miss. Check out these culinary delights that are definitely worth tasting.

### Wild Smoked Salmon

For the finest selection of wild smoked salmon, siblings Jane Davis and Annette King, Florida natives turned Alaska snow bunnies, are your go-to source. Since 2007 their Kenai, Alaska-based company has offered the best in fresh-caught Alaska fish and seafood. Perfect for gift giving or your own personal enjoyment, it arrives at your door flash-frozen and vacuum-sealed to ensure the ultimate in quality and freshness.

To order, call 888-355-2747 or visit their website at [2sistersalaskaseafood.com](http://2sistersalaskaseafood.com).



### Skillet Bacon Jam

Chef/owner Joshua Henderson and wife, Kelli, created a traveling street food business out of a retrofitted Airstream trailer in Seattle, Washington. Since 2007, his upscale-inspired menu, which changes with the seasons, has drawn a major following. Due to customer demand, Joshua started selling the Skillet Bacon Jam that he spreads on his famous gourmet burgers. Try slathering it on your own burgers, crostini, or any other food that would be enhanced by the sweet and smoky bacon flavors. To purchase, visit [skilletstreetfood.com](http://skilletstreetfood.com).

## Whip Up Some Fun




Our Silicone Rainbow Whisks please both sides of you. The kid in you loves the wild colors. The adult in you adores the nonstick practicality.

**KUHN RIKON**  
SWITZERLAND

THE #1 SWISS BRAND OF COOKWARE AND COOKS' TOOLS

Silicone Rainbow Whisks

Visit [kuhnrikon.com/cpd](http://kuhnrikon.com/cpd) or call 800-924-4699 for a catalog.



↑ Italian Ceramic Coffee, Salt, and Spice Jars from Sur La Table, \$5.95-\$14.95; [surlatable.com](http://surlatable.com) or 800-243-0852

➤ Parmesan Dipping & Drizzling Oil by Olivier from Williams-Sonoma, \$14.50; [williams-sonoma.com](http://williams-sonoma.com) or 877-812-6235



◀ Saucier, 2¼-quart from Le Creuset, \$165; [lecreuset.com](http://lecreuset.com) or 877-273-8738



↓ The Signature Fouta Towel from Scents & Feel, \$69; [scentsandfeel.com](http://scentsandfeel.com) or 305-891-8445

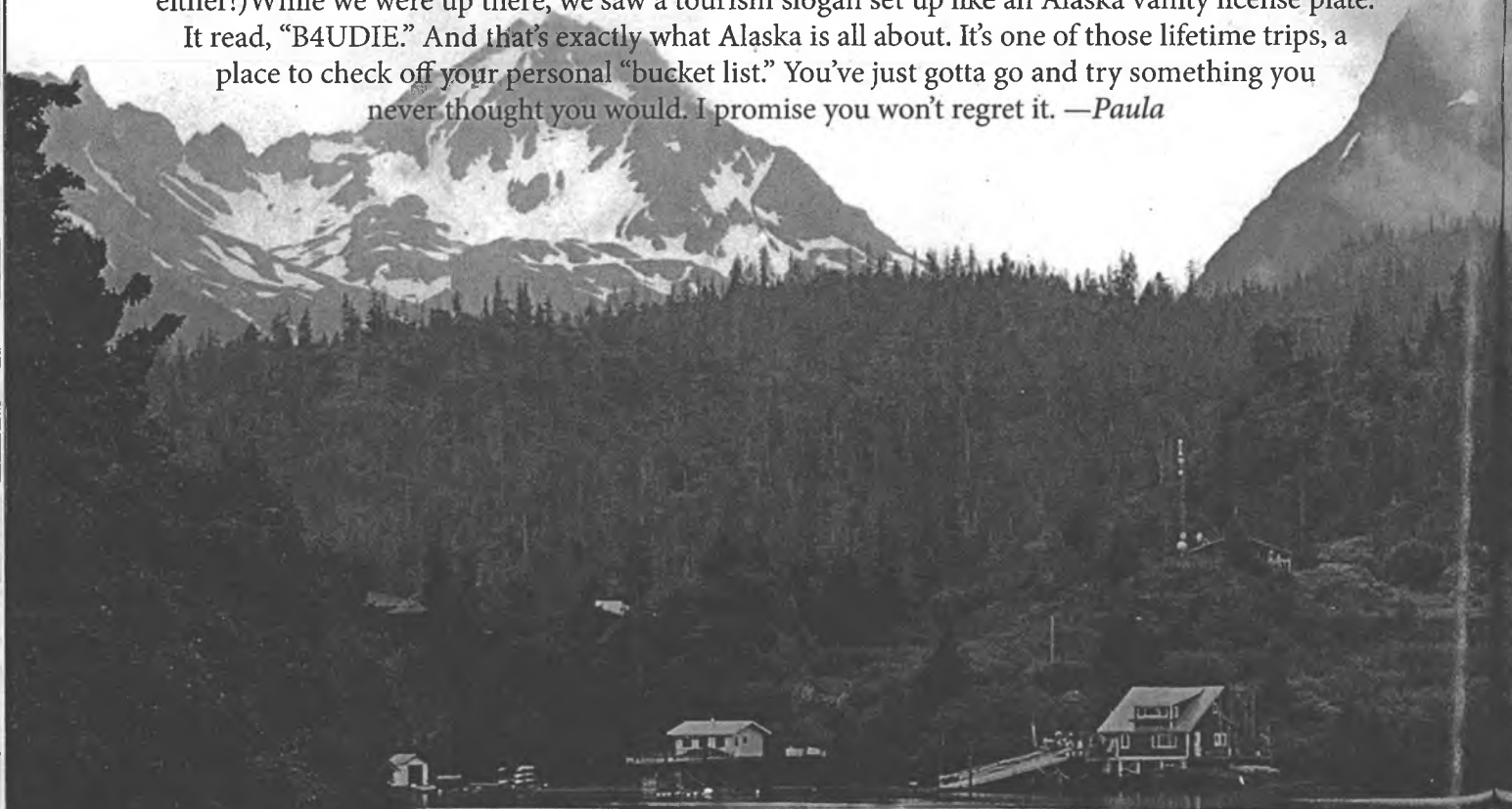


↑ Inupiat Ulu and Bowl Set from The Ulu Factory, \$39.95 not including engraving; [theulufactory.com](http://theulufactory.com), 800-488-5592 (outside Alaska), or 800-478-3119 (inside Alaska)

# Paula's *Dream Vacation...*

The best trips I've ever taken in my life began with a recommendation from one of my friends or family. Well, y'all are my magazine family, so I just gotta tell you about my dream vacation to Alaska. I know you would absolutely love it! Listen, I know what you're thinking: Alaska's like a wild frontier. I thought the same thing—y'all know I'm not some outdoors survival expert—but I had an absolutely fabulous time and got around with no trouble at all. We ate the best food. From the fresh fish to the multitude of berries, it all just tasted delicious and it was good for us, too! We saw the most unbelievable natural sights and stunning wildlife everywhere we turned. The air was so pure, and the weather was perfect. (It stayed between 40 and 60 degrees. That ain't the Caribbean, but it's not Siberia either!) While we were up there, we saw a tourism slogan set up like an Alaska vanity license plate.

It read, "B4UDIE." And that's exactly what Alaska is all about. It's one of those lifetime trips, a place to check off your personal "bucket list." You've just gotta go and try something you never thought you would. I promise you won't regret it. —Paula



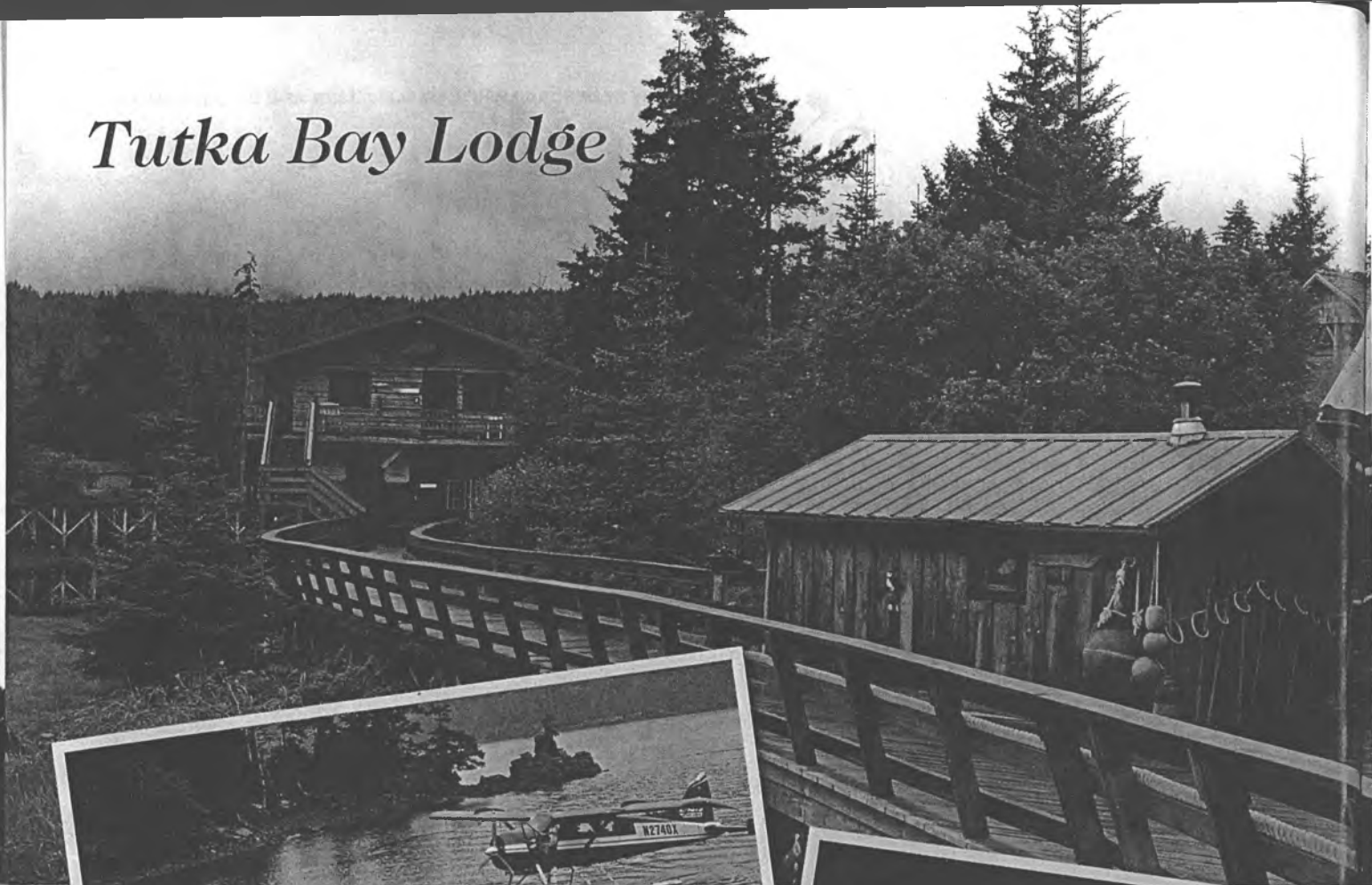
# ALASKA

PHOTOGRAPHY BY DEBORAH WHITLAW LLEWELLYN AND SARAH DUNLAP



# SKWA

# Tutka Bay Lodge



Most water taxis in the village of Homer, Alaska, leave from the Spit, a thin piece of land whipped like a tail into the middle of Kachemak Bay and lined with a lively entertainment district of shops, restaurants, and inns. Why should you be interested in water taxis? That's your best mode of transportation from the Spit to Tutka Bay (a skinny slip of water slicing into the crook of Alaska's southern mainland) and right up to Tutka Bay Lodge, a haven for rest and relaxation.

Upon arriving at the lodge's pier, the staff's welcome is warm, an open-armed reception reminding one guest of an

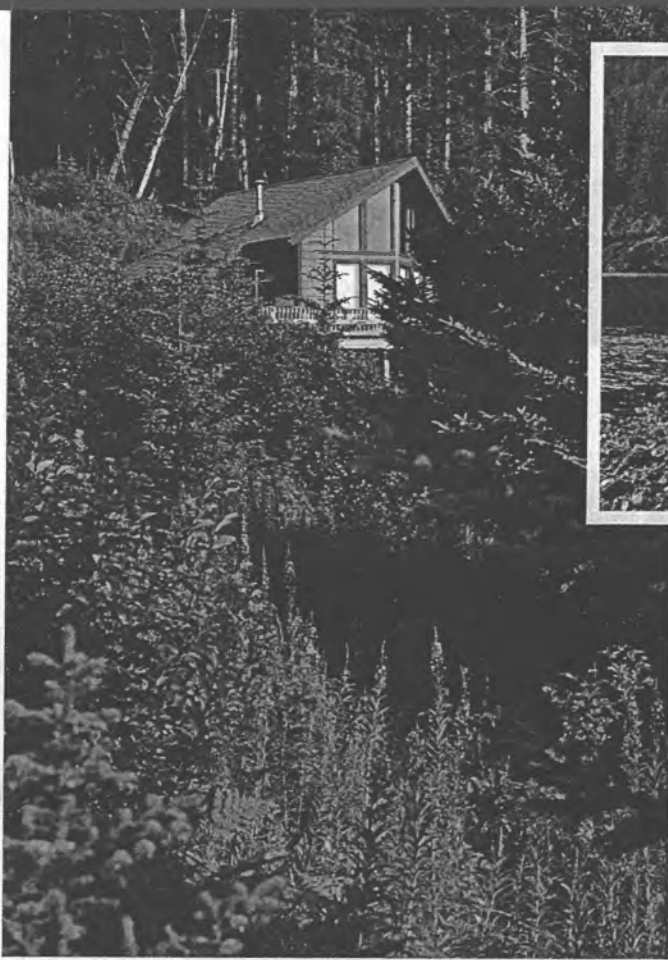
episode of the television show *Fantasy Island*. "It was magical," she said. "It usually takes my husband and me a day or so of vacation to decompress from our jobs, but at Tutka, it was immediate."

Instant decompression. Sounds nice, right? And makes perfect sense when you survey the landscape here: forest lines drawn by old-growth Sitka spruce, a rocky shoreline, and isolated beaches, all against a mountain backdrop.

Six wooden cabins (each with phenomenal views and sleeping three to seven) surround the main lodge, where every meal is its own restful escape thanks to owner and chef Kirsten Dixon.

Her international culinary background (she's a Le Cordon Bleu Paris grad with a master's in gastronomy from the University of Adelaide in Australia) and sincere passion for indigenous, ingredient-driven Alaska cuisine inspire each menu. Local fishermen deliver fresh fish daily. Kirsten and her staff gather berries, herbs, and vegetables from the lodge's garden as well as other edibles from the saltwater tide pools nearby.

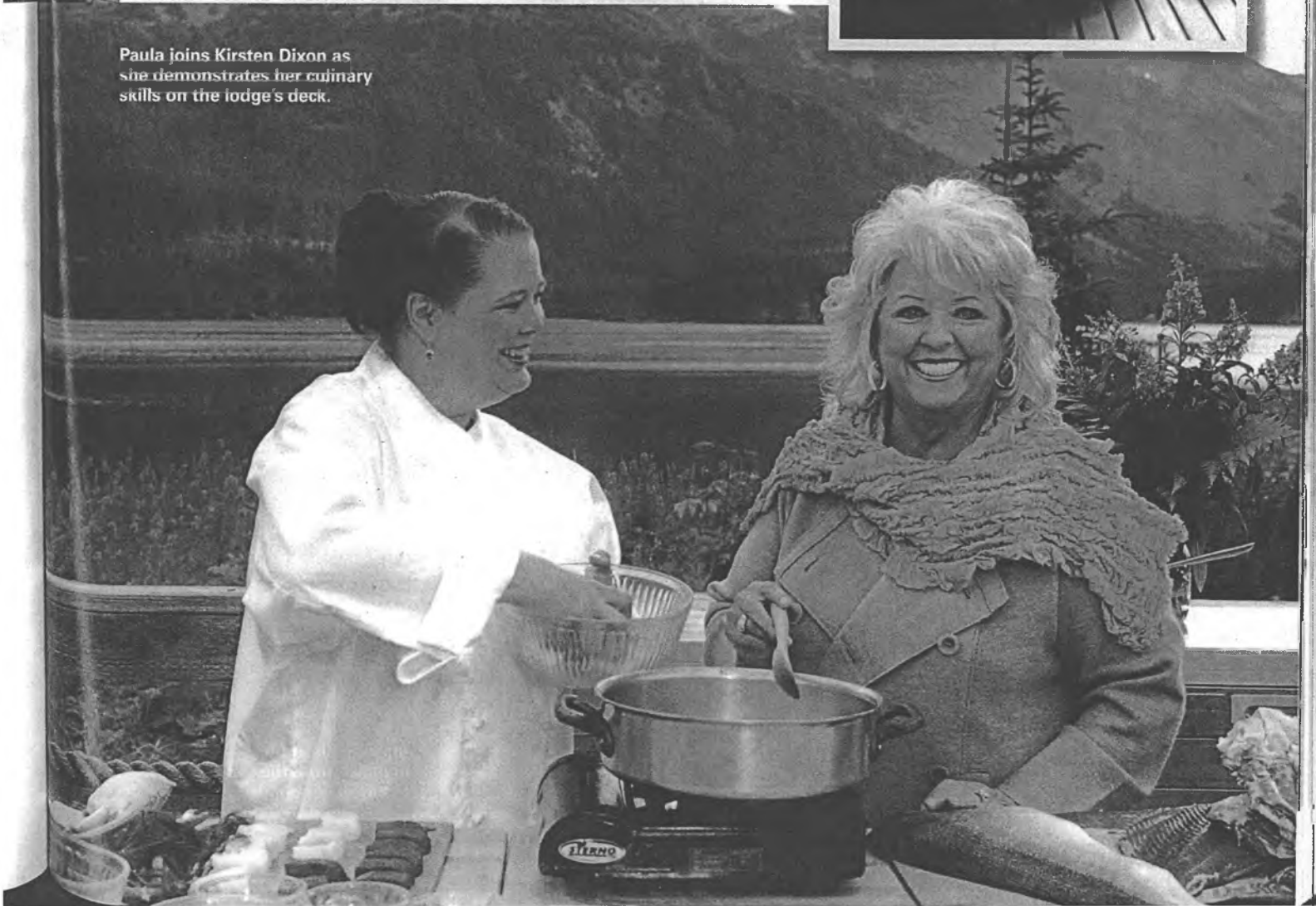
Kirsten has even developed a cooking school taught on the main lodge's open deck (at right), where she shares her techniques and philosophy for creating great meals from what's



Left: Walking with Carl Dixon along the rocky beach of Tutka Bay, Paula gets an up close look at an amazing array of marine life inhabiting the tide pools.



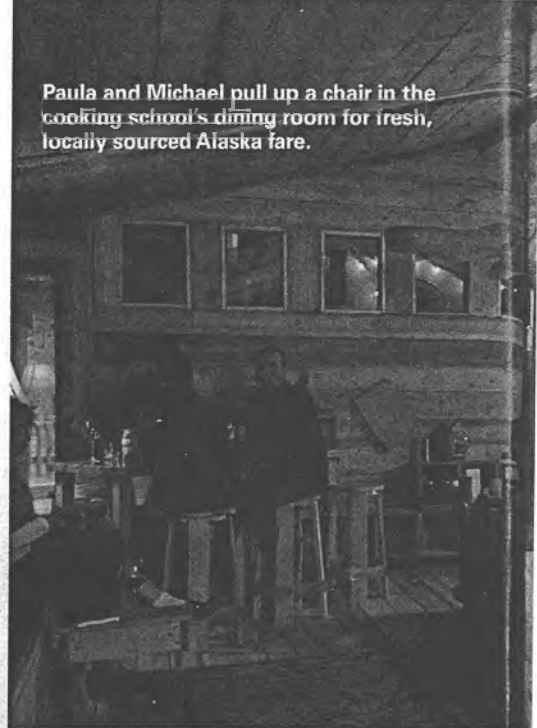
Paula joins Kirsten Dixon as she demonstrates her culinary skills on the lodge's deck.



A stunning view from the deck of Tutka Bay Lodge of old-growth Sitka spruce trees against a mountain backdrop.



Paula and Michael pull up a chair in the cooking school's dining room for fresh, locally sourced Alaska fare.



Fresh fish delivered daily to Tutka Bay Lodge.



Paula marvels at hull kept polished from the cold bay waters.



The Tutka Bay Cooking School is built in the hull of a grounded crabbing boat.

locally available. (By mid-2011, she plans to move the cooking school a short walk from the lodge to a grounded crabbing boat that's been transformed into a two-story teaching kitchen.)

**T**utka Bay Lodge's surroundings and amenities are its most appealing aspects. Enjoy hikes on walking trails lined with purple fireweed, or along the water's edge where driftwood resembles fine art sculptures. Fill your time with activities from deep sea fishing charters (of course, you'll eat what you catch) to morning yoga sessions and afternoon massages.

That said, you'll absolutely love this place for its intimacy. You will never be joined by more than 20 guests at a time, and the staff pays close attention to every guest.

"The beauty of the size of our lodge is that we get to know the personalities of our guests," says Carl Dixon, Kirsten's husband and lodge co-owner. "So many have asked us why we don't continue adding cabins so we can have more guests. Why would we do that?"



### Tutka Bay Fisherman's Stew

Makes 4 servings

*Adapted from Chef Kirsten Dixon*

- 2½ tablespoons canola oil, divided
  - 2 small red potatoes, cut into eighths
  - 1 medium carrot, peeled and chopped
  - ½ red onion, chopped
  - 2 ounces chorizo
  - 3 cloves garlic, minced
  - ½ pound tomatoes, chopped
  - 1 cup fish stock\*
  - ½ cup dry white wine
  - ½ teaspoon saffron threads, crushed
  - ¼ teaspoon dried oregano
  - ¼ teaspoon cayenne pepper
  - 8 wild Alaska littleneck clams, scrubbed
  - 4 wild Alaska butter clams, scrubbed
  - 8 wild Alaska mussels, scrubbed and debearded\*
  - ¼ pound wild Alaska Spot shrimp, peeled
  - ¼ pound wild Alaska cod fillet
  - ¼ pound wild Alaska halibut
  - ¼ pound wild Alaska scallops
  - 1 tablespoon chopped fresh flat-leaf parsley
- Sourdough bread

**1.** In a Dutch oven, heat 2 tablespoons canola oil over medium heat. Add potato, carrot, onion, chorizo, and garlic; sauté 5 minutes or until onion begins to soften. Stir in tomatoes, fish stock, wine, saffron, oregano, and cayenne pepper; bring to a boil. Cover, reduce heat, and simmer about 15 minutes.

**2.** Add clams and simmer, covered, 3 minutes. Add mussels; cover and simmer 3 minutes. Remove and discard any unopened clams or mussels. Add shrimp and cod, and cook for 5 minutes.

**3.** Heat a sauté pan over medium heat, and add remaining ½ tablespoon canola oil. Pan-sear halibut and scallops. To serve, ladle stew into bowls. Top with pieces of halibut and scallops. Sprinkle with parsley. Serve with plenty of sourdough bread.

\*Chicken stock may be substituted for fish stock. Buy mussels with tightly closed shells. If any are open, tap them lightly. If they close, they're alive.



Owner Marian Beck and Paula, below right, show off the handmade dinnerware at The Saltry Restaurant. Paula and Michael, opposite, get ready to feast on some of The Saltry's most popular starters: pickled shrimp, ceviche, shrimp poke, nori maki, and smoked salmon pâté.

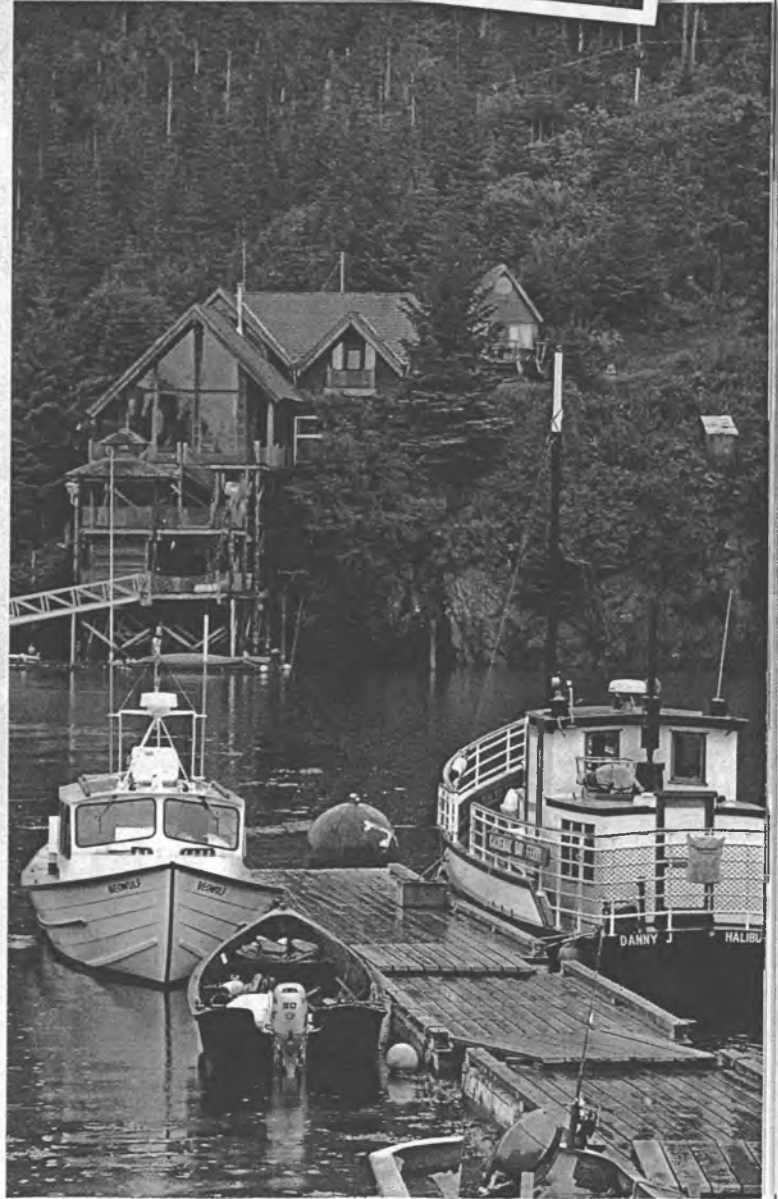
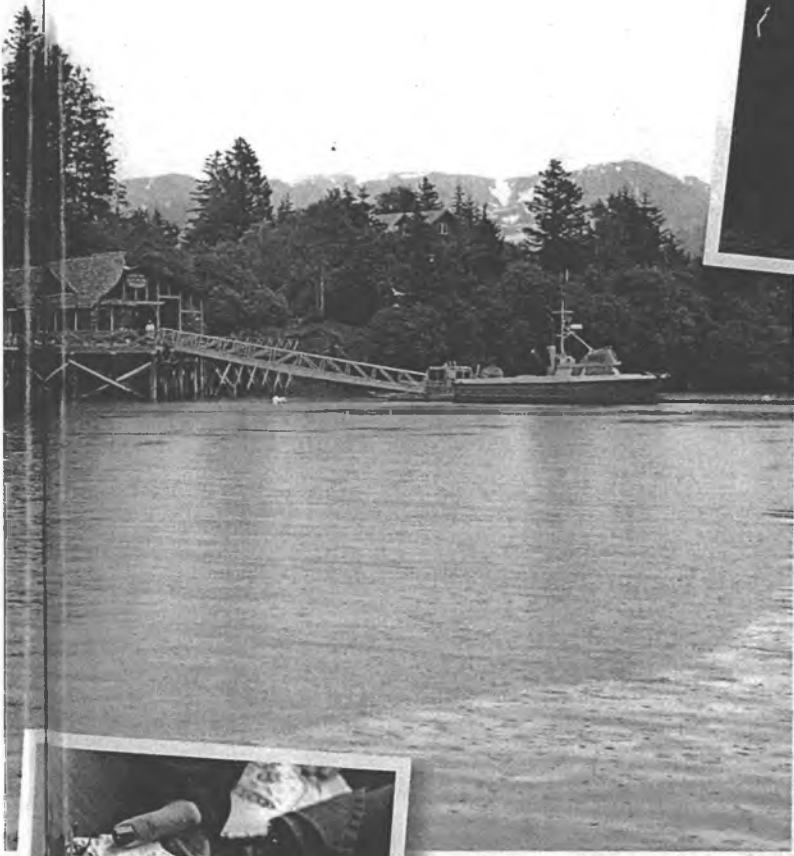
A 12-block boardwalk runs the length of Halibut Cove, a small village situated on the south side of Ismailof Island and hugged by the lapping waters of Kachemak Bay. The boardwalk is like a town square, a congregation point for the 30-or-so permanent residents and a jumping-off spot for visitors lucky enough to explore this place. When we say small, we mean *small*. There's one restaurant (The Saltry Restaurant), one art gallery (Halibut Cove's Experience), one post office, and zero roads.

The proper immersion in Halibut Cove begins at The Saltry Restaurant, opened by Marian and Dave Beck in 1984 with a focus on locally sourced

ingredients. The salad herbs and greens are pulled from their garden, the oysters are harvested right out of Kachemak Bay, and the bread is baked there daily. Marian takes great pride in her staff's creative prowess with the menu items. (To her, they are not chefs or cooks: They are culinary artists.) That's especially evident in the salmon pâté—"It's some of the best I've ever had in my life," says Paula. Request an outdoor table for the incredibly picturesque views, but be sure to notice the restaurant's unique details, too: the handmade plates, the structural lumber sawn from trees on the island, and a natural rock wall complete with a cozy fire pit.



# Halibut Cove



**W**e mention the Kachemak Bay oysters at The Saltry specifically (order them on the half shell) because while touring Halibut Cove, Paula and Michael took a private oyster-harvesting excursion with Sean Ruddy, who owns the nearby Lighthouse Point Oysters farm. After using a hydraulic winch to pull up cages full of thousands of fresh oysters, Sean palmed a dozen or so, tossed them on an aluminum table aboard the ship, and shucked them open. "We slurped them up right on the spot," says Paula. "They were delicious and perfectly salty. We didn't need any hot sauce or cocktail sauce."

Besides oyster farming and fishing, the other local industry in Halibut Cove is art. Diana Tillion, a painter

who moved here in 1952, spurred the community's interest in art, and it has since grown into an artists' colony of sorts. Almost half of the permanent residents are artists, and their works can be found at the fine art gallery, Halibut Cove's Experience, right off the boardwalk. Paula genuinely fell in love with the silver artistry of Ashley Maury, whose pieces made perfect souvenirs

and gifts for Paula's family and friends back home. Peruse the entire gallery, and you'll get a sense—through local artists' eyes—of the wondrous, inspirational landscape of this place that could only exist on an island in Alaska.

Each bright blue float indicates a lantern cage that's suspended below in the deep, icy waters and filled with thousands of cultivated oysters. At right, Paula joins Sean Ruddy and Greg Bates on an oyster-harvesting excursion.



# Juneau



For folks in the “Lower 48,” it might come as a tad of a surprise that you can’t drive into Alaska’s capital city of Juneau. It’s only accessible by boat or plane. Sure, once you’re there you’ll find streets, and if you have a vehicle, you can ferry it in. But no roads lead to Juneau, so most visitors encounter the city via cruise ships. (The local population of 30,000 welcomes 900,000 cruising tourists annually to its port.) This city is filled with unique experiences for visitors. But since you’ll likely be stepping off one of those big boats with a finite amount of time in town, we’ve chosen two must-see stops.

The wild salmon business booms in Alaska, and close to 40 hatcheries throughout the state keep it thriving. When in Juneau, tour the visitor-friendly Macaulay Salmon Hatchery, one of the largest in the state. Each spring, the hatchery releases 125 million salmon into the ocean, and between one and ten percent return between mid-June and October when they are ready to spawn (a salmon’s instinct brings it back to where it was hatched). In addition to offering a peek inside the business, the tour winds by several aquariums, including a 5,000-gallon tank and an open touch tank, populated by 150 species of native marine life. Sample smoked salmon dip or salmon jerky in the gift shop, or order your own shipment of smoked salmon.

The Tongass National Forest, the

nation’s largest, expands across 17 million acres of islands in Southeast Alaska. It is still a very wild place—the few roads scoring the forest were built to facilitate the timber industry—that houses glaciers, caves, and an abundance of wildlife. For a tame experience inside the Tongass, hop the shuttles and stroll the paths and boardwalks of Glacier Gardens, a 50-acre swath of the forest that has been professionally landscaped and

manicured. Streams flow throughout the flower-filled gardens, feeding waterfalls and ponds. The gardens’ most unique features are the upside-down trees, with trunks planted directly in the ground and flowers sprouting from their exposed root systems. Before leaving, take in the spectacular overlook views of Juneau’s Mendenhall Valley, a perfect image to help you remember your stop off here.



# Icy Strait Point



Filleting halibut in "Alaska's Wildest Kitchen."

The village of Hoonah sits about 50 miles west of Juneau. The Huna Tlingit people, with a population of 850, have inhabited the area for centuries, living a subsistence lifestyle by fishing. If you're visiting this part of Southeast Alaska, however, you're likely destined for the nearby Icy Strait Point, a wilderness port anchored by a former 1912 salmon cannery (now a museum) and home base for multiple excursions that are truly Alaska experiences.

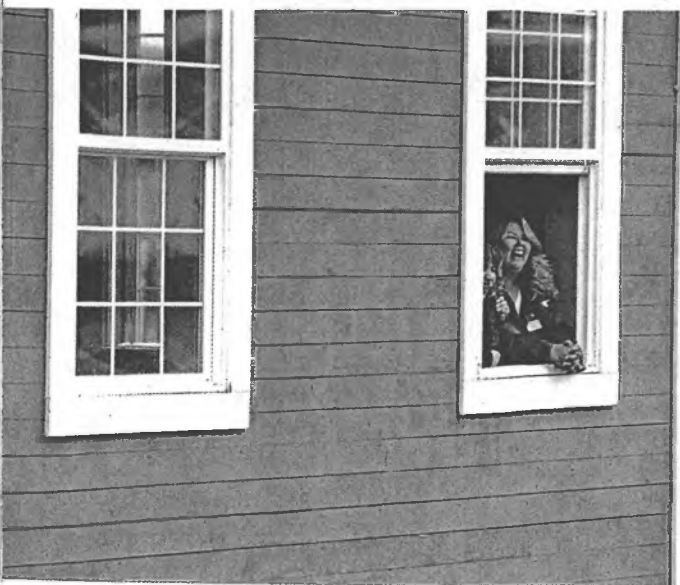
For a surefire adrenaline rush, ride a bus to a mountain-top launching area where you'll be strapped into a harness to ride ZipRider, the world's longest zip line. In 90 seconds, you'll travel over a mile, drop a total of 1,300 feet, and barrel through the treetops, catching occasional views of Port Frederick and Icy Strait and reaching speeds of up to 60 miles per hour.

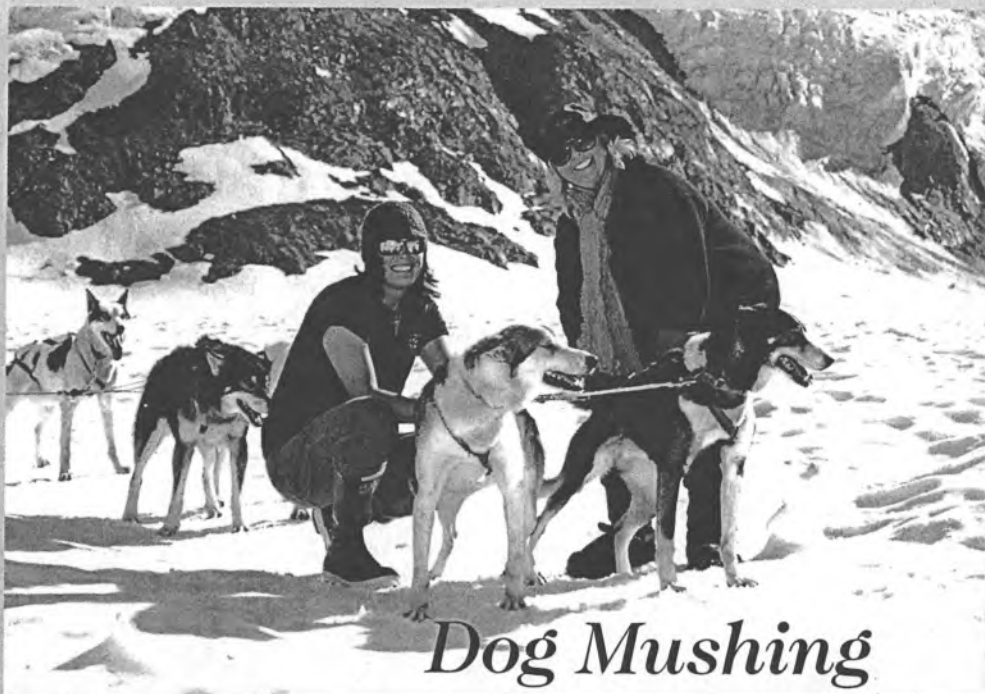
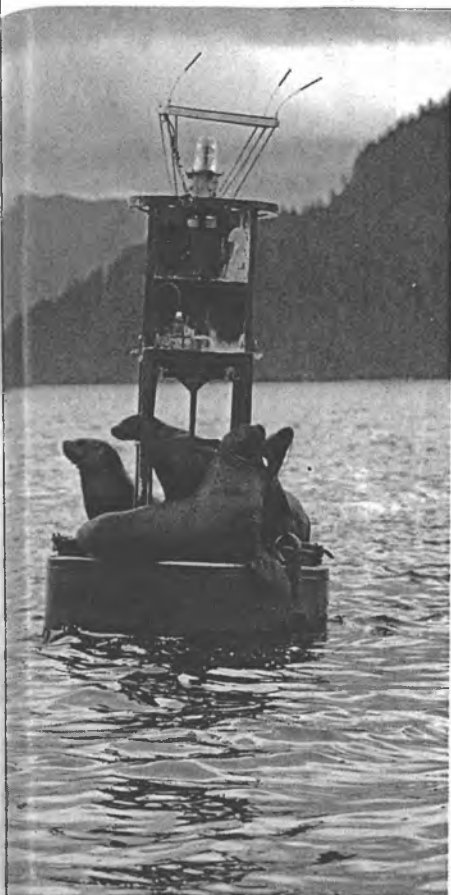
A slower, sea- and ground-level tour (called Whales, Wildlife, and Bear Search) combines a cruise out to Point Adolphus to see majestic humpback whales breaking the

water's surface with a bus trip to the Spasski River Valley to catch glimpses of the Coastal Brown grizzly bears of Chichagof Island. The trip includes informed local naturalists and other guides who expound on the area's history and wildlife.

It's difficult to eat more locally than at the 1½-hour feast aptly named Chef Choice—in Alaska's Wildest Kitchen. It begins cooking class-style with an instructor sharing the secrets to seasoning and filleting wild salmon and halibut. Your meal is then prepared on an alder-wood grill, and you'll likely hear a few of the region's stories and legends.

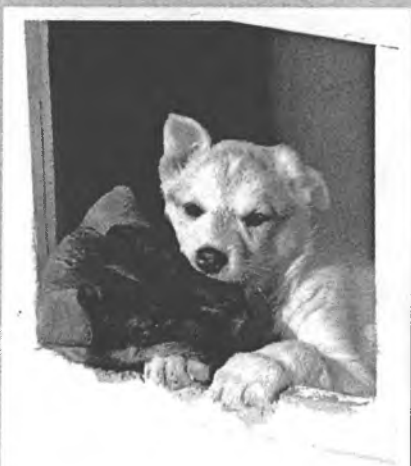
Berry-picking isn't a formal excursion, but during your walks around Icy Strait Point, you'll encounter a multitude of varieties, including the popular salmonberry. Another variety, the thimbleberry, grows rampant along the boardwalk. It's rather fragile and must be picked with a gentle hand, but Paula loved them and thought they were the sweetest of all the Alaska berries. "They reminded me of raspberries," she says.



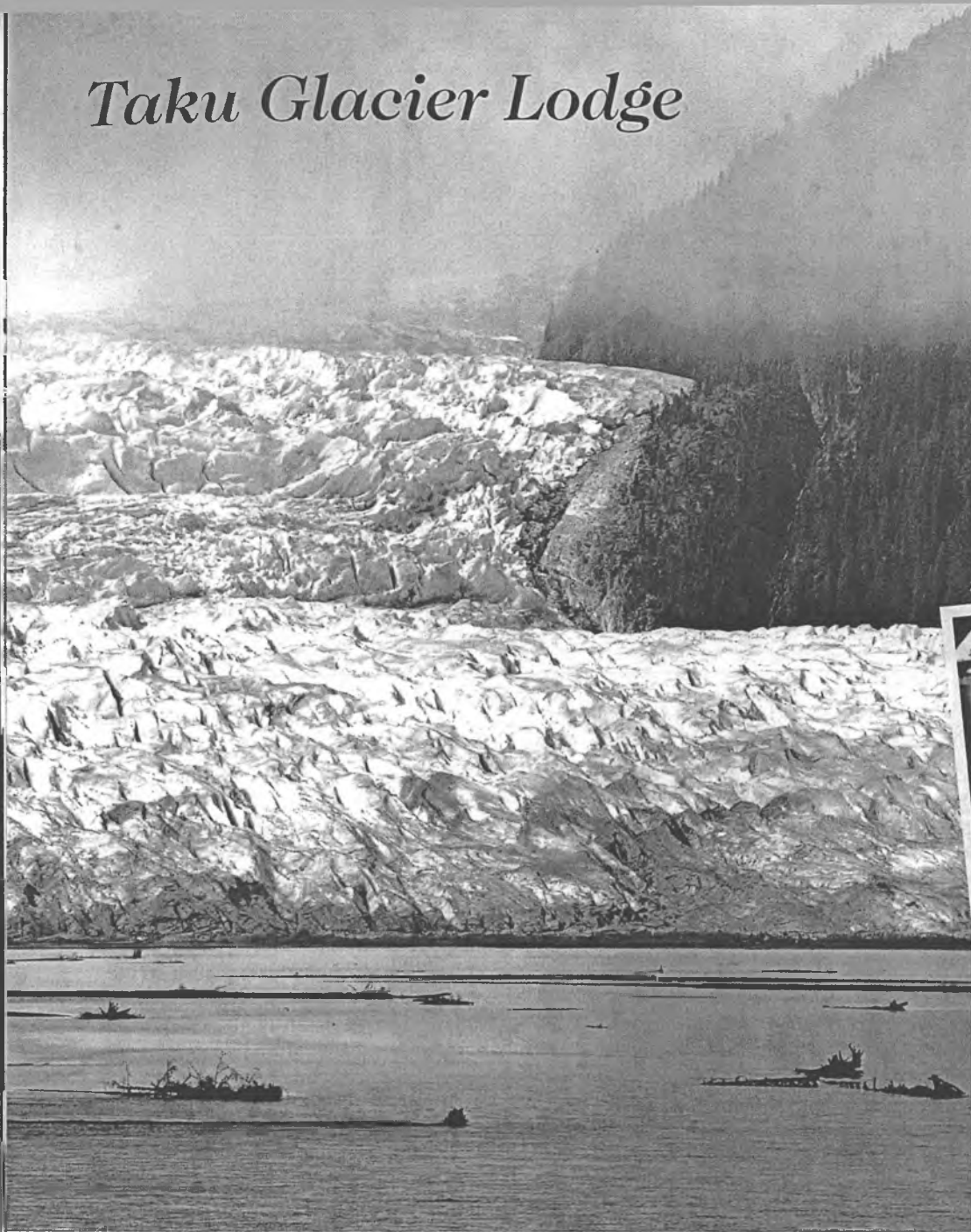


## Dog Mushing

You might not be familiar with the term “dog mushing” (it’s the form of transportation over snow or ice using dogs), but you’ve seen it any time you’ve watched reports from Alaska’s famous Iditarod Trail Sled Dog Race, the nearly-1,200 miler from Anchorage to Nome. Ever wondered about the thrill of that kind of ride? A unique tour offers anyone of any skill level—yes, Paula did it!—the opportunity to dog mush on the Mendenhall Glacier. But first, you gotta get there. The 12-mile-long glacier floats about 12 miles outside of Juneau, and the best way to access it is via helicopter. Temsco Helicopters, Inc. flies its passengers on a breathtaking ride, over the Tongass National Forest and the glacier peaks, to a sled dog camp on the glacier operated by Southeast Alaska’s oldest sled dog tour company, Alaska Icefield Expeditions. Once you land, you’ll meet professional mushers and the dogs they lead, learn all about the sport, and even get to do some mushing yourself.



# Taku Glacier Lodge



Paula and friends listen as Michael Ward tells the history of Taku Glacier Lodge.

As the Wings Airways deHavilland Otter float plane takes off from the water off the dock in downtown Juneau, a guide begins a narration of the area's history and the geography everyone sees below (enjoy window views from every seat). The Otter turns a corner up the Taku River and soon sails above five of the major glaciers in the Juneau Icefield, including Taku Glacier, the largest.

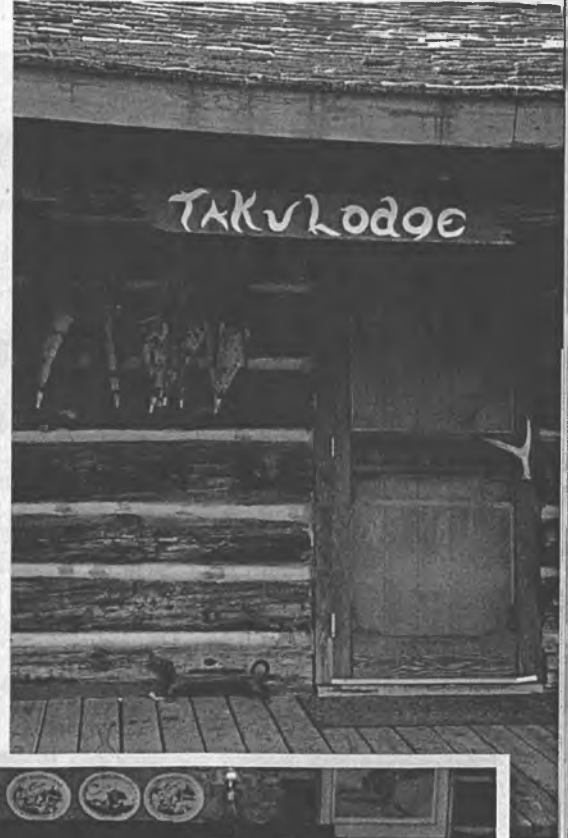
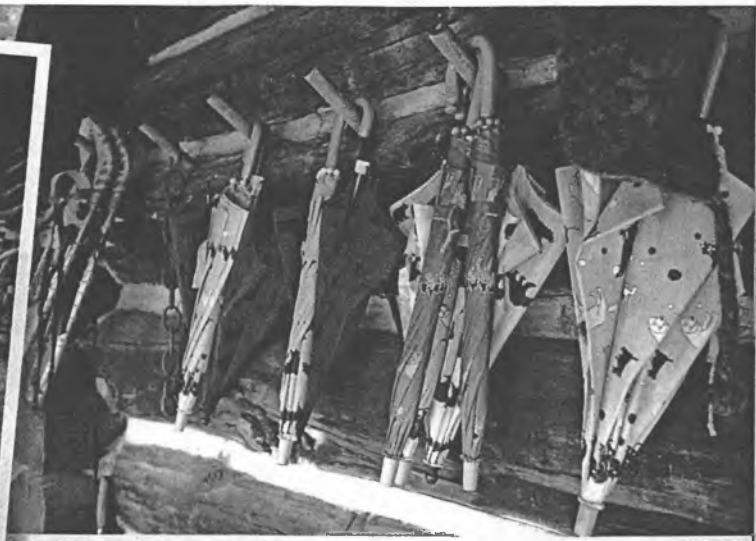
The views are enough to satisfy any passenger, but this flight has a specific destination with a culinary payoff: the remote 1923 Taku Glacier Lodge. "Out here, you are truly in the Alaska wil-

derness," says Wings Airways president Holly Johnson. "But we like to think of the lodge as wilderness presented in a rustically elegant way"

Several well-maintained trails traverse the lodge property, and the only sounds you'll hear are all nature-inspired—even calving glaciers. That is until the dinner bell rings. You'll probably smell the wild Alaska king salmon grilling on the alder-wood fire before you spy the grill. Slip inside to begin building your plate of sides, from apple compote to Taku baked beans. Don't forget the herbed biscuits, one of Paula's favorites for sure, and save just enough room to finish your meal

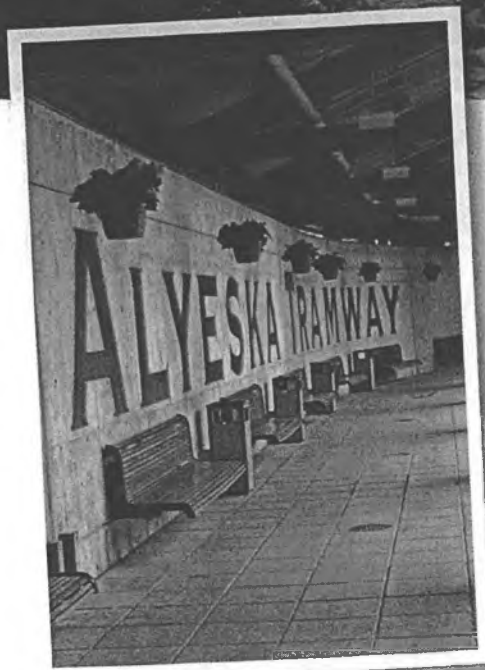
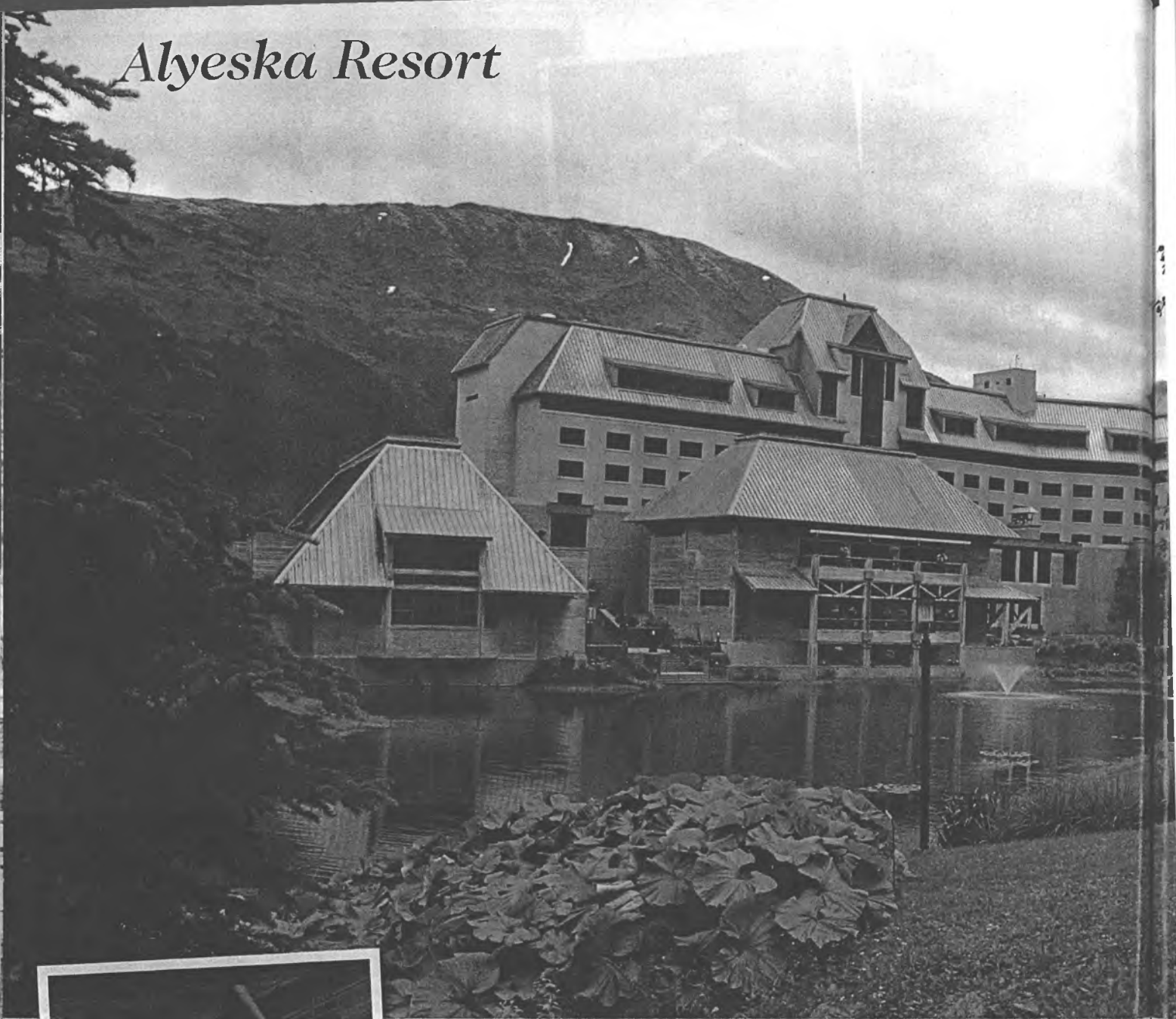
with a few homemade ginger cookies.

As the fire crackles in the background, Michael Ward, the owners' son, tells the story of the lodge and of Mary Joyce, the Alaskan adventurer who put the lodge on the map. His tales place your whole excursion here into context. Don't be surprised if you find yourself swept up into the experience—the surroundings, the massive feast, and even the bears sneaking up to the grill outside to sample the leftover salmon drippings. It's a feeling that will stay with you as you return to the mainland on the float plane and a memory to be savored for years to come.



Feasting on grilled Alaska king salmon, apple compote, herbed biscuits, and more with guests in the dining room.

# Alyeska Resort



**T**he Chugach Mountains rise in all directions around Alyeska Resort. This popular snow-skiing destination (it boasts an annual snowfall of 643 inches and the longest continuous double black diamond run in North America) owes much of its appeal to those mountains. However, with year-round activities, a phenomenal restaurant, and an intimate spa, a stay here involves so much more than hitting the slopes.

The crush of the ski season runs from just before Thanksgiving until the third week of April, but during the summer (the most popular time for cruise shippers), resort guests often

take off on whale-watching expeditions, salmon-fishing trips, and “flight-seeing” (yes, that’s from a plane) excursions above the abundant glaciers in this part of the state.

Speaking of glaciers, take an aerial tram to the mountain-top restaurant, Seven Glaciers, where you’ll feast on stunning views and a menu that revolves around the season’s fresh seafood catch, including—depending on what’s running—salmon, halibut, king crab, and locally caught shrimp. Turn to page 100 for more on the rising chef that reigns at this award-winning restaurant.

After all of your touring and food



An aerial tram takes guests to the Seven Glaciers Restaurant, famed for its panoramic views as well as its award-winning menu.



sampling, you may be looking for something more low-key. Make yourself an appointment at the Spa at Alyeska and totally disengage. The spa menu includes a variety of treatments—from Vichy showers to mud wraps to full-body massages. One of the spa's

most popular treatments is the Alaska Glacial Facial, which uses the locally produced, mineral-rich Alaska Glacial Mud. While relaxing in the spa, you'll notice the calming effect of the green color palette and lush fern designs that wonderfully complement the resort's

natural surroundings—especially those ever-present mountains that greet you from the moment you first check in.

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For more information, visit [travelalaska.com](http://travelalaska.com).

# Rising to the Top

Take a sneak peek at the stunning Seven Glaciers Restaurant in Alaska, where a noteworthy young chef, Jason Porter, creates signature Alaska dishes from the finest ingredients and fresh local produce, seafood, and game.



**H**e's young, charming, genuine, and passionate about his craft. Jason Porter, Executive Chef of Alyeska Resort's Seven Glaciers Restaurant in Alaska, certainly has what it takes to maintain a successful restaurant—creativity, dedication, drive, and a strong work ethic.

Porter officially got his start cooking in the Navy, but it was on his mother's 15-acre, "you-pick-'em" farm in Cali-

fornia where, as a young child, he first fell in love with the art of food. "Every memory of my life is tied to food," he says. After his time in the Navy, Porter moved to Las Vegas, where he worked under Chef Julian Serrano at the Bellagio Hotel and Casino, to focus on advancing his culinary skills and growing his knowledge of the craft. In 2000, he made the big move to Alaska, traveling and working hard across the beautiful

state as both a lodge and a private chef, as well as a chef on the remote oil fields of Alaska's North Slope. He quickly learned all about this breathtaking place that he would come to call home and where he would truly make a name for himself as an outstanding chef.

When Porter first came on board at Alyeska Resort in 2007, he cooked at the Pond Café and quickly moved up to chef at the Aurora Bar & Grill. Porter

**Cornmeal-Crusted Oyster Salad with Pink Peppercorn-Buttermilk Dressing and Corn Relish**

Makes 4 servings

*Adapted from Executive Chef Jason Porter*

- 12 fatty Alaska oysters, shucked and reserved in liquor**
- 1 cup buttermilk**
- 2 cloves garlic, crushed**
- 10 to 12 black peppercorns**
- 1 thyme sprig**
- ¾ cup fine cornmeal**
- ¼ cup all-purpose flour**
- 1 tablespoon kosher salt**
- 1½ teaspoons ground black pepper**
- Vegetable oil**
- Seasonal, local greens**
- Pink Peppercorn-Buttermilk Dressing (recipe follows)**
- Corn Relish (recipe follows)**
- Garnish: shaved radish**

- 1.** Combine oysters, buttermilk, garlic, peppercorns, and thyme sprig in a plastic container. Cover and marinate in refrigerator for 1 hour.
- 2.** In a shallow dish, combine cornmeal, flour, kosher salt, and black pepper. In a deep pot, pour oil to a depth of 4 inches, and heat to 350°.
- 3.** With a slotted spoon, remove oysters from buttermilk mixture; dredge in cornmeal mixture, shaking off excess. Fry in hot oil for 1 to 1½ minutes. Remove to a paper towel-lined plate.



- 4.** Arrange greens on plates. Drizzle with Pink Peppercorn-Buttermilk Dressing. Top with Corn Relish and fried oysters. Garnish with shaved radish, if desired. Serve immediately.

**Pink Peppercorn-Buttermilk Dressing**

- 1 cup buttermilk**
- 1 cup mayonnaise**
- 1 cup sour cream**
- 3 to 4 tablespoons pink peppercorns**
- 1½ tablespoons chopped fresh flat-leaf parsley**
- 1½ tablespoons chopped fresh chives**
- 1½ teaspoons minced garlic**
- Kosher salt to taste**

- 1.** In the container of a blender, add buttermilk, mayonnaise, sour cream, peppercorns, parsley, chives, and garlic; process until blended and smooth.
- 2.** Add kosher salt to taste. Cover and store in refrigerator up to 1 week.

**Corn Relish**

- 2 ears sweet corn**
- ½ cup sherry vinegar**
- ¼ cup honey**
- 2 tablespoons sugar**

- 1 red bell pepper**
- 1 jalapeño pepper**
- ½ cup finely diced red onion**
- 3 tablespoons chopped fresh flat-leaf parsley**
- 2 tablespoons finely chopped fresh chives**
- 1½ teaspoons lemon juice**
- 1½ teaspoons kosher salt, or to taste**

- 1.** Remove outer layer of corn husks, leaving 1 to 2 inner layers in tact. Place corn in large pot with water to cover, and let soak for 30 minutes.
- 2.** In a saucepan, combine vinegar, honey, and sugar, and cook over medium heat until reduced by one-third. Set aside to cool.
- 3.** On a grill pan, cook red bell pepper and jalapeño over medium-high heat until skins are blackened all over; place peppers in a closed paper bag to cool. When cool, peel, de-seed, and dice peppers. Place in a medium bowl, and set aside.
- 4.** Grill corn in husks in grill pan about 3 minutes per side. Let cool. Remove husks and silk, and cut kernels from cob. Add kernels, onion, parsley, and chives to peppers. Stir in vinegar mixture and lemon juice. Add kosher salt to taste.

loved these experiences, but in the back of his mind he had his sights set on Seven Glaciers—the resort’s AAA Four Diamond award-winning, mountain-top restaurant, with spectacular views of seven glaciers and the mountains. “When I came to Alyeska Resort, I knew I wanted to lead the culinary efforts at Seven Glaciers, and for the past three years I have worked with that goal in mind,” Porter says.

Switching to Seven Glaciers is truly “moving on up,” as one must take a scenic aerial tram ride to 2,300 feet above sea level to reach the restaurant, which is perched high above The Hotel Alyeska. In September 2010, Porter made this amazing move when he was promoted to head chef of the resort’s premier restaurant. “I am very excited to cook the food I love,” he says. “My vision for Seven Glaciers’ new winter menu is

to feature seasonal ingredients and flavor combinations that will warm you up on cold winter days.”

Paula was fortunate enough to spend a day alongside Porter in his kitchen, where he was full of Alaska hospitality. He put together an amazing menu that married Alaska’s finest and freshest ingredients with good old Southern comfort food—merging two cuisines that, although many miles

PERSON *of* NOTE



Paula gets a firsthand look at the attention to detail every dish receives at the Seven Glaciers Restaurant. Jason even gets her to lend a hand in preparing one of the evening's entrées.

apart, are not too terribly different in style and taste. Porter says, "I feel honored to have spent the day with Paula, and it truly has been the highlight of my career. I had a lot of fun coming up with the dishes and Paula was a true professional at making one feel comfortable."

Paula raves about the young chef, saying, "Dining over his exceptional food and fine wine in that breathtaking

atmosphere was truly one of the most amazing experiences."

If you have the opportunity to visit Seven Glaciers, you'll find—just as Paula did—that the chefs have created a memorable and exquisite menu that emphasizes local produce, seafood, and game. Each dish is truly a unique masterpiece, complemented by the

award-winning wine list and full bar. Save room for the "Baked Alyeska" for dessert, and truly savor each flavor as well as the unforgettable view outside.

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There will be a seasonal closure starting mid-October 2011 with a grand winter reopening for Thanksgiving.

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DAY 4


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