

2/10/11

Presentation:

Ralph

Samuels on

Tourism in

Alaska

<TARGET><BILL></BILL><SUBJECT>2-10-11 Presentation Ralph
Samuels on Tourism in
Alaska</SUBJECT><COMM>HEDT27</COMM></TARGET>

[Invite Johanna up if you wish – else she's there for questions only.]

Special Guest: Well, I see Ralph Samuels (VP, Gov&Community Relations, Holland America Line?) sitting back there. Former Rep. Samuels, would you like to come forward for a minute?

Rob passes out Samuels copies – he goes over them NOT using the Powerpoint.
Takes Questions.
THE END (Thank God?)

HB 67 MEETING SCHEDULE APPENDIX

First Meeting (Feb. 10th)

- Introduce bill - Chris Tuck, AK State Rep. & Rob Earl, legislative aide
- Alaska Film Office presentation - Wanetta Ayers (Director, ED Division)
- Johanna Bales – Revenue, Director of Tax Division (questions only)
- Alpheus Ballard – Bill Drafter (questions only)

Second Meeting (Feb 15th)

- On the Ice - Andrew McClain Director / Cara Marcous Producer – Alaska rocks, film incentives are reason it works to produce here
- NANA
- *Ghost Vision – Eric Briemen, Stephen Paul, producers; Joseph Ruznak, Director; Jon Voight – film incentives drew us & here's why*
- *Kate Tesar – Development & Business Director, Evergreen Films or Mike Devlin – Evergreen Films – moved to AK because of original bill*
- *Captain Cook Hotel – or others from hotel industry*
- *Uptown Blossoms – florist highlighted in AK Biz Monthly*
- *Downtown restaurant owners*
- *Car rental companies*

Third Meeting (Feb. 17th)

- AK Film Group - Bob Crockett, in person – how well the incentives work to bring production to AK (he won't arrive until 10:45)
- Crew Training Institute – Deborah Schlitz – putting Alaskans to work
- Ariel Tweto? - *Alaskan reality show highlights best of Alaska*
- Johanna Bales – Revenue, Director of Tax Division (questions only)
- Alpheus Ballard – Bill Drafter (questions only)
- Final work on bill - Chris Tuck, AK State Rep. & Rob Earl, legislative aide



Holland America Line

A Signature of Excellence

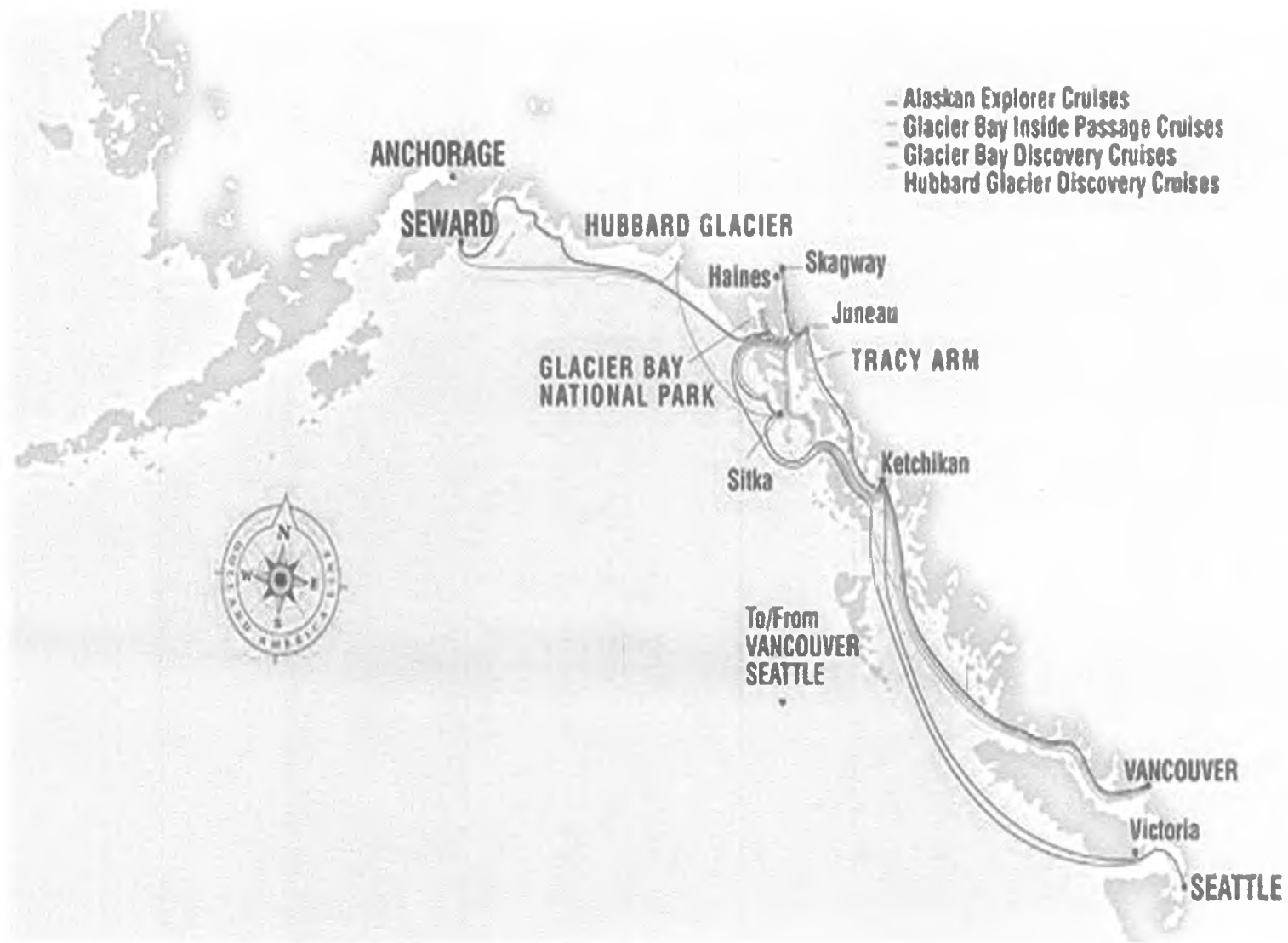


ALASKA CRUISE
ASSOCIATION

Ralph Samuels, Holland America Line
VP Government & Community Relations

February 10, 2011

Alaska - Ports of Call



Ships that left the market in 2010

- Norwegian: (20 voyages) 40,040 passengers lost
- RCL: (20 voyages) 42,000 passengers lost
- Princess: (19 voyages) 49,400 passengers lost
- Holland America: approx 12,000 passengers lost

Total # of passengers leaving =approx 142,000

Ships leaving the Market in 2011

- HAL: (19 voyages) 24,054 passengers
- Princess: (8 voyages) 5,400 passengers
- CruiseWest: (55 voyages) 7,000 passengers

Passengers leaving	-36,454
Other itinerary changes	-14,995

Ships coming to the Market in 2011

- Disney (18 voyages) 43,200 passengers added
- Oceana (10 voyages) 6,850 passengers added
- Crystal (9 voyages) 8460 passengers added

Passengers added	58,510
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HARD TRUTH:

**Net Gain of 7,061 passengers
however,
even with additional ships in the Alaska
cruise market, the number of passengers
in 2011 is still 90,000 less than in 2008**

Thank you