

3/15/11

Presentation:

Alaska Adventure

Center: Selling

Tourism in the

21st Century

<TARGET><BILL></BILL><SUBJECT>3-15-11 Presentation Alaska  
Adventure Center Selling Tourism in the 21st  
Century</SUBJECT><COMM>HEDT27</COMM></TARGET>



# Alaska Tourism Economy

A Challenging Situation Impacting All Alaskans that Requires  
Aggressive Strategy and Action

# Alaska's Tourism Economy

- Alaska Tourism Economy totals \$2.1B - \$3.4B including indirect spending
  - shrinking and causing economic distress - Alaskans, Alaska businesses and State and Municipal governments
  - Since 2008 – visitors declined over 200,000 ~ approximately 11%
- Primary cause - economic recession in the lower 48 and foreign countries
  - Every visitor segment
  - Major decline cruise industry
- Alaska's tourism future is uncertain
  - Potential visitors pending habits and attitudes changed - fear and uncertainty
  - Cruise capacity to Alaska reduced
  - Traditional marketing techniques unlikely to increase tourism quickly
- Requires urgent aggressive action - government and private sector tourism leaders
- Requires new and powerful marketing strategies - “pull ”and “push“ potential visitors to Alaska

## Primary Challenge: Summer Season Visitor Decline

- Almost the entire decline since 2008 - peak summer tourism season
  - Both cruise and non-cruise
  - Total decline – 202,000
  - Cruise decline – 155,000
  - Non-cruise decline – approx. 47,000 (preliminary Summer 2010 results +70,000?)
- Cruise visitor decline a particular concern
  - Structure changed – capacity reduced by approximately 140,000 - redeployed
  - Cruise visitors primarily “pushed” to Alaska to fill ship capacity
  - “Push” marketing generates cruise ship visitors - also stimulates non-cruise visitors
- Non-cruise visitor declines will continue to be influenced by economic uncertainty
  - Good news - Millions of domestic and foreign people desire to visit Alaska
  - Bad news - Spending attitudes more challenging – must work harder to get

# Alaska Visitor numbers have declined since 2008

## Alaska Tourism Analysis ~ Visitors

	2008	2009	2010
<b>Annual Total Visitors</b>	<b>1,954,800</b>	<b>1,825,800</b>	<b>1,745,000</b>
Variances to LY		-129,000	-80,800
Variances vs. 2008			-209,800
% vs. 08		-6.6%	-10.7%
<b>Summer Total Visitors</b>	<b>1,707,400</b>	<b>1,583,300</b>	<b>1,505,000</b>
Variances to LY		-124,100	-78,300
Variances vs. 2008			-202,400
% vs. 08		-7.3%	-11.9%
Share %	87.3%	86.7%	
<b>Fall/Winter Total Visitors</b>	<b>247,400</b>	<b>242,500</b>	<b>240,000</b>
Variances to LY		-4,900	-2,500
Variances vs. 2008			-7,400
% vs. 08		-2.0%	-3.0%
<hr/>			
<b>Cruise Visitors</b>			
<b>Annual Total</b>	<b>1,033,100</b>	<b>1,026,600</b>	<b>878,000</b>
<b>Summer Total</b>	<b>1,033,100</b>	<b>1,026,600</b>	<b>878,000</b>
Variances to LY		-6,500	-148,600
Variances vs. 2008			-155,100
% vs. 08		-0.6%	-15.0%
<b>Fall/Winter Total</b>	<b>0</b>	<b>0</b>	<b>0</b>
<hr/>			
<b>Non-Cruise Visitors</b>			
<b>Annual Total</b>	<b>921,700</b>	<b>799,200</b>	<b>867,000</b>
Variances to LY		-122,500	67,800
Variances vs. 2008			-54,700
% vs. 08		-13.3%	-5.9%
<b>Summer Total</b>	<b>674,300</b>	<b>556,700</b>	<b>627,000</b>
Variances to LY		-117,600	70,300
Variances vs. 2008			-47,300
% vs. 08		-17.4%	-7.0%
<b>Fall/Winter Total</b>	<b>247,400</b>	<b>242,500</b>	<b>240,000</b>
Variances to LY		-4,900	-2,500
Variances vs. 2008			-7,400
% vs. 08		-2.0%	-3.0%

# Alaska's Tourism Economy is Shrinking

## Detailed Analysis Summary

- Alaska's Tourism Economy declined by about \$560M - over 15% since 2008
  - Direct spending declined by \$335M - 19%
  - Direct spending by cruise lines and individual visitors on airline and ferry tickets declined by \$11M
  - Cruise line, cruise payroll and cruise member spending decreased approximately \$45M
  - Indirect spending declined by approximately \$215M
- Significant hardships throughout Alaska
  - Municipal and State tax revenue declined by approximately \$35M
  - Thousands of private sector jobs lost
  - Businesses closed or struggling
  - Alaska can not afford Tourism Economy to continue to decline
- Alaska can rebuild Tourism Economy and recreate private sector jobs, tax revenue and business profits.
  - Recovery has to be forced - aggressive efforts and incentives
  - Cruise industry "push" marketing needs augmented - replace lost cruise visitors
  - New efforts to create convention and business visitors needed
  - Foreign visitor numbers increased

# Alaska's Tourism Economy is Shrinking

## Alaska Tourism Analysis ~ Tourism Economy

Annual Visitor Spending		Oct. 07-Sept 08	Oct. 08-Sept 09	Oct. 09-Sept 10	\$ vs. 2008
Gifts/Souvenirs		\$398.9	\$338.1	\$323.1	-\$75.7
per visitor spending		\$204	\$185	\$185	
Tour/Activities		\$329.4	\$279.2	\$266.8	-\$62.5
per visitor spending		\$169	\$153	\$153	
Lodging		\$338.5	\$286.9	\$274.2	-\$64.3
per visitor spending		\$173	\$157	\$157	
F&B		\$289.4	\$245.3	\$234.4	-\$55.0
per visitor spending		\$148	\$134	\$134	
Transportation		\$184.9	\$156.7	\$149.8	-\$35.1
per visitor spending		\$95	\$86	\$86	
Other		\$231.2	\$196.0	\$187.3	-\$43.9
per visitor spending		\$118	\$107	\$107	
Total Visitor Spending	110%	\$1,772.0	\$1,502.0	\$1,436.1	-\$335.9
per visitor spending		\$906	\$823	\$823	-19%
\$ vs. 08			-\$270.0	-\$335.9	
<b>Other Spending</b>					
Cruise line spending		\$251.6	\$250.0	\$217.5	-\$34.1
Cruise line payroll spend		\$62.4	\$62.0	\$53.9	-\$8.5
Crew member spending		\$16.5	\$16.4	\$14.3	-\$2.2
Air tickets		\$272.5	\$270.8	\$306.0	\$33.5
Ferry Tickets		\$11.5	\$11.4	\$11.4	-\$0.1
	101%				
Grand Total Tourism Spending		\$2,386.5	\$2,100.0	\$2,039.2	-\$347.2
\$ vs. 08			-\$286.5	-\$347.2	
Indirect Spending		\$1,479.6	\$1,300.0	\$1,264.3	-\$215.3
%/Grand total Spending		62%	62%	62%	
Grand Total Tourism Economy(Dir/Indir)		\$3,866.1	\$3,400.0	\$3,303.6	-\$562.5
\$ vs. 08			-\$466.1	-\$562.5	
% vs. 08			-12%	-15%	
Municipal and State Tax Revenue		\$237.2	\$208.6	\$201.6	-\$35.6
\$ vs. 08				-\$35.6	
% vs. 08				-15%	

# New Visitor Growth Strategies

# Need Specific Visitor Targets Focus Effort and Investment



## Targets Need to be Established

### New Marketing Strategies Need to be Initiated

- Achievable targets – produce significant increases in visitors
- Specific targets by visitor segment
- Quantifiable targeted markets need to be established
  - Cruise
  - Non-Cruise
- Specific market segment targets identified
  - Domestic vacation visitors
  - Foreign vacation visitors
  - Business and Convention visitors
- Aggressive, detailed target marketing strategies implemented
  - Key strategy - replace lost cruise visitors by creating a new “push” marketing strategy
  - Key strategy - create a new value premise that will stimulate Alaska vacation decision making
- We recommend the following minimum targets be set for the 2013/14 Tourism Economy
  - Increase visitor numbers by 205,000
  - Increase Alaska’s Tourism Economy by approximately \$386M

# Alaska's Future Proposed Visitor Targets

## Alaska Tourism Analysis ~ Visitor Growth Targets

	2008	2009	2010	2013/14	var. 2010	Situations and New Strategies
<b>Annual Total Visitors</b>	1,954,800	1,825,800	1,745,000	1,950,000	205,000	
					12%	
<b>Summer Total Visitors</b>	1,707,400	1,583,300	1,505,000	1,700,000	195,000	
					13%	
<b>Fall/Winter Total Visitors</b>	247,400	242,500	240,000	250,000	10,000	
					4%	
<b>Cruise Visitors</b>						
<b>Annual Total</b>	1,033,100	1,026,600	878,000	925,000	47,000	Partial recovery in cruise capacity
					5%	General global economic recovery
<b>Summer Total</b>	1,033,100	1,026,600	878,000 (prelim)	925,000	47,000	Launch bold new Alaska travel incentives
					5%	Initiate new "push" marketing strategy - AAC
<b>Fall/Winter Total</b>	0	0	0	0		
<b>Non-Cruise Visitors</b>						
<b>Annual Total</b>	921,700	799,200	867,000	1,025,000	158,000	Initiate new "push" marketing strategy
					18%	Launch new Convention business strategy
<b>Summer Total</b>	674,300	556,700	627,000 (prelim)	775,000	148,000	Develop new Foreign visitor strategies
					24%	Launch bold new Alaska travel incentives
<b>Fall/Winter Total</b>	247,400	242,500	240,000	250,000	10,000	Expand airline capacity - Demand
					4%	General global economic recovery

# Visitor Targets

	<u>2008</u>	<u>2010</u>	<u>2013/14</u>
<b>Annual Total</b>	<b>1,954,800</b>	<b>1,745,000</b>	<b>1,950,000</b>
			<b>205,000</b>
<hr/>			
<b>Domestic</b>	<b>1,764,800</b>	<b>1,580,000</b>	<b>1,755,000</b>
			<b>175,000</b>
<b>Foreign</b>	<b>190,000</b>	<b>165,000</b>	<b>195,000</b>
			<b>30,000</b>
<u>AAC Air</u>			<u>10,000</u>
Other			20,000
<hr/>			
<b>Summer</b>			
<b>Cruise</b>	<b>1,033,100</b>	<b>878,000</b>	<b>925,000</b>
<b>vs. 2010</b>			<b>47,000</b>
<u>AAC Cruise</u>			<u>20,000</u>
Cruise Ind.			27,000
<hr/>			
<b>Summer</b>			
<b>Non-cruise</b>	<b>674,300</b>	<b>627,000</b>	<b>775,000</b>
<b>vs. 2010</b>			<b>148,000</b>
<u>AAC Air</u>			<u>65,000</u>
<u>ACC Business Convention Air</u>			<u>5,000</u>
Other			78,000

## Key New Strategies

### Launch a New Foreign visitor strategy

- 2009 Foreign visitors – Approximately 190,000
  - estimate 25,000 decline in 2010
- Target – Increase foreign visitors by 30,000 visitors
- Target – Chinese, Japanese and Germans
- Fully maximize the potential benefits of the Travel Promotion Act (S.1023).
  - a national public-private partnership, to bring overseas travelers to all destinations in the U.S.
  - Visa Waiver Program
  - Establish Alaska as a gateway to America for foreign carrier – Target China
- **Launch an aggressive Alaska Adventure Center “push” marketing strategy with new visitor incentives**
  - **Target 10,000 foreign visitors**
  - **Establish an outpost that exposes foreigners to Alaska attractions and experiences**
  - **Provide incentives to travel agents and visitors**
- Create and initiate other marketing strategies to achieve 20,000 incremental foreign visitors

# Key New Strategies

## Maximize the New Dena'ina Civic and Convention Center



## Key New Strategies

### Maximize the New Dena'ina Civic and Convention Center

- Increase Business Convention and Meeting visitors by 10,000
- Utilize the newly expanded and updated Dena'ina Civic and Convention Center
  - Anchorage's civic and convention capacity increased by 300 percent.
  - Capacity and updated quality can be catalyst for growth
- Small, medium and large size conventions, trade shows and outings
  - 3000 attendees or less
  - Link business meetings with Alaska's uncommon pleasure opportunities
  - Specialize in concierge type service and experiences
- **Launch an aggressive Alaska Adventure Center “push” marketing strategy with new visitor incentives**
  - **Target 5,000 new convention visitors**
  - **Target 10 small to medium sized conventions**
  - **Target 5 medium to large sized conventions**
  - **Expose meeting planners and conventioners to Alaska attractions and experiences and facilities**
  - **Provide incentives to travel agents and visitors to stimulate travel**
- Create and initiate additional marketing strategies to achieve 5,000 incremental convention visitors

# Key New Strategies

## Launch the Alaska Adventure Center Marketing Strategy



## The Alaska Adventure Center New “Push” Marketing Strategy

- Target 100,000 visitors to Alaska
- The “Alaska Adventure Center” in Las Vegas, Nevada
  - Create Alaska themed attraction - Las Vegas Blvd
  - Scream Alaska - exterior design - interior design, content and entertainment
  - Showcase Alaska’s attractions, activities and accommodations
  - Impressive “marquee” type structure
  - Corner visibility - between New York New York and Monte Carlo Hotels
  - Promote all segments and regions of the Alaska tourism industry – small and large
  - Compete for visitor time and attention
  - Attract millions of Las Vegas tourists inside
- Targeted 100,000 new Alaska visitors
  - spend approximately \$1200 each in Alaska
  - Approximately \$120 Million in direct spending
  - Approximately \$70 Million in indirect spending
  - \$11 Million in State and Municipal taxes
  - \$16 Million in airline and ferry ticket purchases
  - increase jobs and improve quality of life across the entire state
- Increase the Alaska Tourism Economy by approximately \$217 Million



Initial Design Direction

# ALASKA ADVENTURE CENTER



Big screen video, Oversized images, High ceilings, Clear open lines of sight

# Alaska Adventure Center

Why locate in Las Vegas?

## Alaska Adventure Center in Las Vegas

### Like Alaska Pavilion at Disney's Epcot Center or Shanghai World Expo

- Similar to foreign country presentations in Epcot Center
  - 11M annual visitors
  - Designed and funded to promote/"push" tourism and economic growth in home countries
    - **China: Step into the legendary architecture and culture of China. Experience a fascinating world featuring the Temple of Heaven, tomb sculptures, gardens and ponds, dining, shops and the riveting 360-degree film, *Reflections of Chin***
- Similar to the international pavilions at World Expo – Shanghai 2010
  - 73 million visitors
  - **The Shanghai World Expo provided an unparalleled opportunity for the tourism industry.**
  - Used by 189 countries to showcase what they have to offer China's 1.3 billion people as well as the rest of the planet.
- Similar to Disney's Epcot Center or the World Expo, Las Vegas is one big attraction "pulling" 36M
  - Convention visitors
  - Foreign and domestic tourists
  - Active spending tourists
  - Demographic similarities

# Walt Disney Epcot Center

## Chinese Showcase



# Shanghai World Expo 2010 Pavilions



Saudi Arabia



Russia



Japan



Italy

# Alaska and Las Vegas Visitor Demographic Similarities

## Market Size

### Alaska Visitors Profile

#### Total Visitors ~ 1,750,000

- Domestic Visitors ~ 81% ~ 1,560,000
- International Visitors ~ 9% ~ 190,000
- Average age 51.6
  - 35-54 - 32% - 55 and older - 51%
- Retired/semi-retired 39%
- Male/Female ~ 50/50
- College graduate ~ 59%
- Average Income \$103,000
- Western US 39%
  - Southern US 19%
  - Eastern US 13%
  - Midwest US 13%
  - Canada 6%
  - International 9%
- Business and Pleasure visitors
  - 4% ~ 70,000

### Las Vegas Visitor Profiles

#### 2009 Total Visitors ~ 36,351,469

- Domestic Visitors ~ 86% ~ 31,262,263
- From foreign country ~ 14% ~ 5,089,206
- Average age 50
  - 40 or older 72% ~ 26,173,058
- Retired 28% ~ 10,178,411
- Male/Female ~ 50/50
- College degrees ~ 47% ~ 17,085,190
- income \$60K or more 63% ~ 22,901,425
- From the West ~ 55% ~ 19,993,308
  - From CA ~ 31% ~ 11,268,955
- Conventions and meetings visitors
  - 12% ~ 4,492,275
- Note: 64% attend shows – 23 million

## The Alaska Adventure Center Targeted Las Vegas Site – Best Visibility and Location

- Targeted site on The Las Vegas Strip – not final
- Adjacent to - New York New York, MGM Grand, Monte Carlo and City Center Hotels
- Up the strip from Bellagio, Ceasar's Palace, Paris and Venetian Hotels
- +/- 45,000 pedestrians and +/- 70,000 vehicles per day pass by on Las Vegas Blvd
- Powerful street presence – corner location
- Unusual opportunity to acquire property
  - Economic downturn hit Las Vegas hard
  - Terms are realistic and feasible

# Alaska Adventure Center 3790 Las Vegas Blvd



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Google 25

Alaska Adventure Center  
3790 Las Vegas Blvd





## Alaska Adventure Center Visitor Targets

### Domestic Visitors

#### Summer

#### Cruise

AAC Cruise	20,000
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#### Summer

#### Non-cruise

AAC Vacation Air	65,000
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ACC Business Convention Air	5,000
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### Foreign Visitors

AAC Vacation Air	10,000
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<b>Grand Total ACC Visitor Target</b>	<b>100,000</b>
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Note: AAC Targeting High Spenders to get maximum return

2006 McDowell Report on average expenditures by transportation segment

Cruise visitor average spending - \$636

Air visitor average spending - \$1376

# Alaska Adventure Center Attraction Focus and Content

## Strategy: Lead with Preferred Tourism Activities – Primary Tourism Drivers

- **Shopping 71%**
- **Wildlife Viewing 56%**
  - -bird watching 19%
- **Cultural activities 49%**
  - -museums
  - -native cultural tours/activities 20%
  - -Historical/cultural attract. 18%
  - -Gold-panning/mine tour 15%
- **City/sightseeing tours 44%**
- **Day cruises 40%**
- **Train 38%**
  - -White Pass/Yukon Route 27%
  - -Alaska Railroad 16%
- **Hiking/Nature walk 30%**
- **Fishing 20%**
  - -guided fishing 13%
  - -unguided 8%
- **Flight-seeing 15%**
- **Salmon bake 12%**
- **Tramway/gondola 12%**
- **Shows/Alaska entertainment 10%**
- **Business 8%**
- **Camping 7%**
- **Rafting 5%**
- **Kayaking/canoeing 5%**
- **Biking 3%**
- **Northern Lights Viewing 1%**
- **Hunting 1%**
- **Other 7%**
- **VFR 17%**
-

# Themed Hotel Casino Competing Visual “Noise” Surrounding Site



Theatrical  
High quality  
Authentic & Modern  
Magical & Powerful  
Large & Loud  
Icons of Attraction's  
Theme

# Alaska Adventure Center Structure – Design Theme Inspiration

Authentic, Natural, Modern, High Quality Wilderness Lodges



Alaska Adventure Center - Evolving Design Direction  
The World's largest Authentic, Modern, High Quality Alaska Wilderness Lodge



# Alaska Adventure Center Design Direction

## Theatrical, Large and Loud Alaska Wilderness Lodge



Alaska Adventure Center Design Direction  
Magical and Powerful Alaska Wilderness Lodge



Showcasing the Magic of Alaska

## Alaska Adventure Center

Design elements to be Incorporated and Featured

# Design Theme Elements

## "Alaska Wonder" visuals



# Design Theme Elements

## Alaska Wild Animals, Birds and Fish – Photo-ops



# Cultural Design Theme Elements

Native cultural music, Sounds of nature, Historic replicas, Native People, Costumes, Crafts



## Alaska Adventure Center

### A Multi-dimensional Entertainment Attraction

4 Separate Stand-alone Attractions within the One Big Attraction

The best Alaska has to offer – Each Pulls its weight

Compound Attraction Pulling Power

Combination is Greater than Sum of Parts

# Alaska Adventure Center

## Strategy: 1 + 1 + 1 + 1 = 100,000

- Four Stand Alone Attractions in One Big Attraction
  - Theatre Attraction
  - Restaurant Attraction
  - Retail Attraction
  - Vacation Planning Attraction
- Presented within one Design theme expressing the essence of Alaska
  - Alaska, alive, natural and casual
  - Majestic, large, tall, oversized and bold
  - Bright and sunny and warm
  - High ceilings, open lines of site
  - Lodge themed décor, furniture, furnishings
- Presented by Alaska owned businesses and Alaska business partners
  - Offering a comprehensive cross section of Alaska tourism businesses
  - Covering every key tourism destination attraction from all regions of Alaska
  - Exposing small and large tourism businesses throughout the State

# Alaska Visitor Center Interior Design Alaska Experience Theatre Entertainment

- Alaska Experience Theatre

- 300 seat theatre
- Free big screen Alaska flight seeing movie every hour
- 2 live “Alaska 1890 Gold Rush Days” theatre productions each night
  - Featuring Alaska History and Native Culture
  - Historic 1890’s gold rush days
  - Life and fun in Alaska in the golden days
  - Music, dance, comedy, history



# Alaska Visitor Center Interior Design

## Unique Alaska Shopping Entertainment



- Fur Rendezvous Trading Post - Retail

7 Alaska businesses

- Alaska souvenirs and gifts
- Alaska seafood and gourmet
- Alaska furs
- University of Alaska Museum display
- Alaska gold
- Alaska art
- Alaska native handicrafts



## Alaska Visitor Center Interior Design Exclusive Alaska Dining Entertainment

- Wilderness Lodge Dining - (Addresses Alaska's negative fine dining image)
  - Operated by Alaska F&B business
  - Featuring Alaska seafood
  - Family style, value priced, casual
  - 150 seats
  - Lodge décor, Open kitchen
  - 3 meals per day



Alaska Visitor Center Interior Design  
Main Feature – Vacation Planning Experience

One Large, Exciting Presentation - 6 Alaska Vacation Planning Zones

**Majestic Alaska Sightseeing**

**Adventure Alaska Outdoors**

**Cruise Alaska**

**Alaska's Culture and History**

**Alaska Sports Spectacular**

**Alaska Hospitality and Business**

## Alaska Visitor Center Interior Design Vacation Planning Zones

- 6 Unique interrelated Vacation Planning zones - total 10,000-12,000 sf
  - Focused by primary tourism activity driver
  - Dramatic, oversized images and authentic props in each area
  - Deliver enticing real Alaska experiences – “tastes of Alaska”
- Big screen video presentations
- Vacation planning sit down, consultation stations
- Interactive Computerized Vacation Planning – research, planning, costing and booking
- Print Materials – unique for each Tourism Planning Zone
- Sales Manager - motivated selling team
  - Manager leads and directs ACC vacation planning sales effort
  - Coordinates content, presentation and training with ATIA
  - Sales staff responsibility - maximize tourism growth results for ATIA members
  - Linked to Alaska tourism businesses via internet and ongoing training program
  - Sales associates rove zones with consumers

# Vacation Planning Zones

## Featuring Primary Tourism Drivers

- Majestic Alaska Sightseeing ~ National Parks, Scenic Wonders
  - **City/sightseeing tour 44%**
  - Tramway/gondola 12%
  - Flight seeing 15%
  - **Train 38%**
    - White Pass/Yukon Route 27% -
    - Alaska Railroad 16%
  - Bush planes
  - Motor coach, bus
  - **Shopping 71%**



# Vacation Planning Zones

## Featuring Primary Tourism Drivers

- Adventure Alaska Outdoors
  - Wildlife viewing 56%
  - Hiking/nature walk 30%
  - Bird watching 19%



# Vacation Planning Zones

## Featuring Primary Tourism Drivers

- Alaska's Rich Culture and History
  - Cultural activities 49%
  - Historical/cultural attractions 18%
  - Native cultural tours/act 20%
  - Salmon bake 12%
  - Shows/Alaska entertainment 10%
  - Gold panning/mine tour 15%
  - Museums 28%
  - Russian-American history
  - Trans-Alaska Pipeline



# Vacation Planning Zones

## Featuring Primary Tourism Drivers

- Cruise Alaska
  - Cruise packages
  - **Day cruise 40%**
  - Cruise optional tours



# Vacation Planning Zones

## Featuring Primary Tourism Drivers

- Alaska Sports Spectacular

- **Fishing 20%**
- -guided fishing 13%
- -unguided 8%
- Camping 7%
- Rafting 5%
- Kayaking/canoeing 5%
- Biking 3%
- Hunting 1%
- Dog sledding



# Vacation Planning Zones

## Featuring Primary Tourism Drivers

- Alaska Hospitality and Business

- Business 8%
- Convention capability
- Airlines
- Wilderness Lodges
- B&B's
- Deluxe hotels, historic hotels
- Oil, natural gas
- Alaska restaurants
- Other Tourism related business



# Alaska Business Participation Small and Large

- Small and Large businesses invited to be part of Vacation Planning Zones
  - Receive powerful marketing reaching millions of potential visitors
  - Each business marketed aggressively by the Vacation Planning Sales Team
  - Each business receives
    - big screen video
    - interactive computer vacation planning
    - print advertising exposure
    - AAC sales person marketing
  - Each business pays monthly marketing fees
    - Small business package
    - Large business package
- Major Sponsor Opportunities
  - External marquee – Jumbo-tron video screens
  - Title sponsorships - targets
    - Flight-seeing video experience (Alaska Airlines)
    - Live show (NANA)
    - Restaurant (ASMI)
  - Internal large video and static images
  - Plus interactive computer planning, print exposure and sales people support

## Alaska Adventure Center

Close the Deal  
Provide Increased Value for Potential Visitors  
with  
Alaska Dollars

# Alaska Visitor Dollars

{Program to Address Alaska's Negative Cost Image & Stimulate Sales}

- Alaska needs the Alaska Adventure Center to be successful
- Launch a new visitor incentive
  - “Alaska Dollars”
  - Alaska currency to be spent only while in Alaska to get “better deals” on most purchases
- Designed to drive visitors to Alaska and drive visitors through out Alaska
- “Alaska Dollars” ~ Proprietary Alaska Visitor Currency
  - Visitors purchasing Alaska packages receive \$1000 Alaska Dollars (party of 2)
  - Accepted (same as cash) at attractions, F&B, optional tours, hotels, transportation and retail
  - Visitors use Alaska Dollars to reduce the price of purchases up to 20%
- Designed to double visitor spending
  - Party of 2 normally spends \$2,000 while in Alaska
  - Party of 2 needs to spend a net \$4,000 (after using Alaska Dollars) to spend their Alaska Dollars
  - Creates increased value, excitement, fun and purchase motivation
- “Pushes” visitors’ spending into participating businesses across the State
  - Alaska businesses voluntarily participate and accept Alaska Dollars same as cash
  - Used to stimulate traffic and sales to their locations
  - Participating businesses promoted through special Alaska Visitor Dollars advertising brochures and marketing

Alaska Visitor Dollars  
Visitor Currency to be Spent while in Alaska

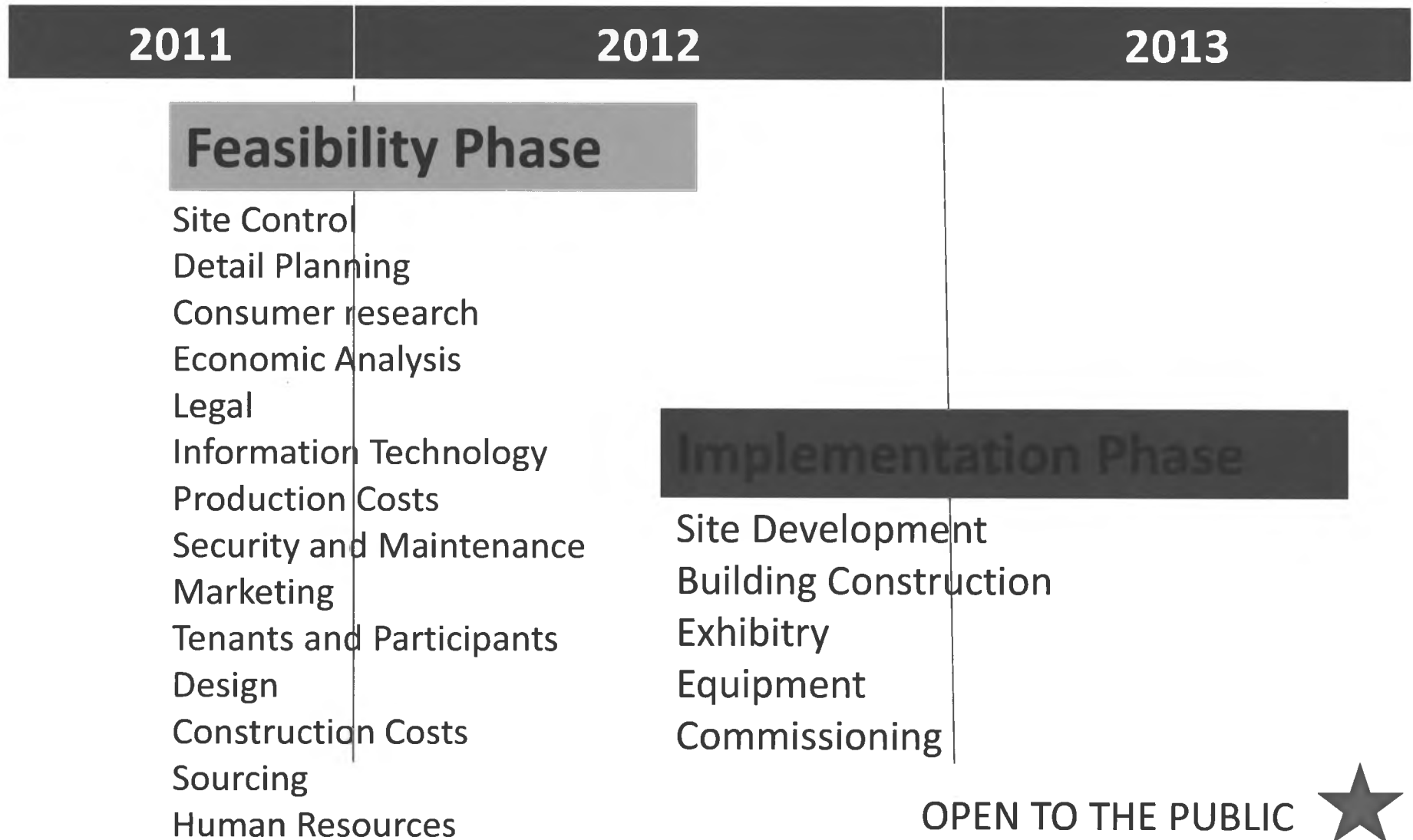


# Alaska Adventure Center

Phase I – Development Feasibility  
August 2011 – March 2012

Present Findings, Recommendations and Projected Costs in  
March 2012 for Implementation Phase Funding

# Schedule



OPEN TO THE PUBLIC



## Timing is Key

- Timing is great to take advantage of current depressed real estate situation in Las Vegas
- National interest in Alaska is high
- Recently-passed Travel Promotion Act may benefit project
- Key Alaska leaders support Tourism



“I remain committed to helping Alaska regain its former position as a growing and vibrant destination.” ~ *Governor Sean Parnell*