

From: Al Koch
Sent: Monday, March 02, 2009 5:19 PM
To: Rep. Mike Hawker
Subject: HB 147

Dear Representative Hawker,

I am one of your constituents who have raised their family dependent on a healthy tourism industry. My company, All Alaska Tours has been marketing and selling Alaska to independent travelers from around the world for 18 years. Tourism marketing is what drives visitor demand to Alaska, and the resulting creation of jobs. I am proud to say that my daughter Jessica joined our company after college and is looking at tourism as a viable career path. These jobs are important!

I wanted to personally thank you for your support in passing HB 147 last year, and ask for your continued support. With your help, we have to establish an ongoing strategy to re-invest taxes derived from tourism to strengthen ATIA's marketing programs. In doing so, we will make a difference in the future of Alaska. Visitors will spend money in all of our communities - the statewide return on investment is meaningful and measurable.

Thank you again for your support of a viable tourism industry. I appreciate the job you do for the people of Alaska.

Sincerely,

Al Koch

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