
From: Buzzy Chiu
Posted At: Tuesday, March 17, 2009 5:49 PM
Subject: Funding for Alaska Tourism Marketing Programs

Dear Senator Paskvan,

The visitor industry has been my source of income for at least 15 years. I love this industry and I want to see it continue to thrive. In order to survive and thrive we need to be competitive with the other destinations around the world. Destinations that spend much more on marketing, have less expensive airfare, are closer to urban areas and can easily be driven to just for a weekend!

Alaska's visitor industry is an important economic engine that reaches out to many other industries and creates even more jobs for Alaskans (over 40,000). When you add in retail trade, transportation and service jobs, anyone can see why the tourism industry is so important to Alaska's economy. Tourism invests millions of dollars each year in capital purchases that play a key role in Alaska's economy, including construction projects, operating equipment, vehicles and other infrastructure expenditures.

Tourism marketing is the critical "economic pipeline" that makes it all possible. To keep Alaska tourism strong, vital and competitive in the world market I ask that you please support SB138 as well as Governor Palin's operating budget appropriation of \$9 million.

Thank you for your consideration of this important issue and for the time and effort you spend representing Fairbanks.

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