



February 24, 2009

Senator Con Bunde
Alaska State Senate
Juneau, Alaska

Dear Senator Bunde,

I am writing to ask for your continued support in funding Alaska's tourism marketing program. A wonderful thing was achieved last year with the passage of HB 147. This renewed commitment in destination marketing for Alaska enables the industry to grow, and, in turn, allow travel and tourism to provide yet more financial benefits to the state economy and directly to the general fund.

Alaska Wildland Adventures has eleven full time Alaskan employees, many with families. Tourism dollars pay for their livelihood, pay for their children's needs, and pay for the goods and services purchased, positively impacting a wide spectrum of businesses statewide. As a small business, we depend upon ATIA's dynamic marketing programs to lure travelers to the state so that they can participate in our trips. Without these well-funded programs, our business and many other small businesses like it, would be in peril.

I can assure you that the upcoming season will be a challenging one. This is the time to enhance funding to support destination marketing. The most important thing you can do to help us is to support the continued re-investment of \$9 million of the Vehicle Rental Taxes in Alaska's Tourism Marketing Program and to work toward sustainable, long-term growth in marketing funding through a Cruiseline Corporate Income Tax credit.

Thank you for your consideration and please contact me if I can provide any more information.

Respectfully,

Kirk Hoessle
President

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