



NORTHERN ALASKA TOUR COMPANY

PO Box 82991 Fairbanks, Alaska 99708

16 March 2009

Alaska State Capitol, Room # 7
Juneau, AK 99801

Dear Senator Paskvan:

Thank you very much for your service in Juneau on behalf of our community. Yours is a significant commitment and it is appreciated.

I'm contacting you regarding tourism marketing funding and its importance to the Alaska economy.

While we are certainly hoping for the best this summer visitor season, we also need to be grounded in the reality that most tourism businesses are projecting to be down 20% - 50%. Over time, our businesses have experienced firsthand the positive results of effective destination marketing and now, more than ever, Alaska needs to increase our marketing activities. Although we have a long way to go towards growing Alaska's tourism marketing funding to \$20 million, we can at least make some progress this year. I am requesting you support the following:

- 1 - Continue the reinvestment of vehicle rental tax revenues into Alaska's tourism marketing program at the \$9.0 million level in the FY10 operating budget. This will be matched with \$2.7 million in private sector funds.
- 2 - Pass legislation providing a tax credit to payers of the Cruise Line Corporate Income Tax for contributions to Alaska's tourism marketing program. [SB 138].
- 3 - Measure the results of Alaska's tourism marketing reinvestment. Appropriate \$850,000 in the FY10 capital budget to fund the Alaska Visitor Statistics Program [AVSP] and an economic impact study.

Tourism has afforded me a vocation that allowed me return to my home town of Fairbanks after college and other adventures, begin my professional life, start a family, live in a great, kid-friendly neighborhood and grow a business that provides year-round and seasonal jobs for other members of our community. The programs of the former AVA and current ATIA have been vital to this success.

If you have any questions or would like additional information to assist you in supporting our industry please do not hesitate to contact me.

Thanks and Best Regards



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