

**EYOS**

**Year  
End**



Alaska Travel Industry Association  
Official Tourism Marketing Organization for the State of Alaska

# ATIA/DCED MARKETING CONTRACT FY05 Year End Report

August 31, 2005

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# REPORTING PERIOD

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In accordance with ATIA's contract with the State of Alaska/Department of Commerce, Community & Economic Development (DCCED), this report contains a summary of activities accomplished during the preceding fiscal year and includes a report of expenditures associated with the FY05 Tourism Marketing Campaign implemented July 1, 2004 through June 30, 2005.

Respectfully Submitted,

A handwritten signature in black ink, appearing to read 'R. Peck', with a stylized, cursive script.

Ron Peck, ATIA President/COO

# ATIA FY05 YEAR IN REVIEW

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## **Alaska's Brand**

Alaska's logo and tagline continued to build in terms of recognition and strength over the course of the year. This year, we were successful in elevating our status from service mark (SM) to full registered trademark (®). The brand continues to be integrated into all collateral and media marketing, and has also been expanded to wearable items such as baseball caps, t-shirts and fleece jackets.



## **Consumer Response Inquiries**

ATIA generated roughly 500,000 requests for Alaska travel information in Fiscal Year 2005. These inquiries were generated via multi-faceted marketing campaigns in magazines, television and online media. ATIA also implemented an extensive direct mail direct mail campaign that accounted for 55 percent of total inquiries.

## **Internet Marketing**

Lead generation and opt-in email programs were utilized in an effort to reach consumers while they were already on their computers. Those with interest in Alaska were encouraged to click through to find out what Alaska has to offer and how to start planning their next vacation.

## **Market Research**

The annual Conversion Study continues to be the primary research study conducted by ATIA and details results of the prior year program so upcoming media decisions can be made in a responsible manner. By studying which media outlets generated the largest number of requests for Alaska travel information and finding out who actually visited the state, we can plan future marketing efforts to be as effective and efficient as possible. The overall 2004 conversion rate for all sources tested is 16 percent, which is slightly higher compared to 15 percent in 2003. ATIA is also committed to learning more about how consumers are using TravelAlaska.com and what features/tools they find most useful when researching and/or booking Alaska travel. We also track how people are finding their way to our website. This information helps ATIA better target our messages to ensure a steady flow of visitors to the website throughout the year.

## **Collateral**

The State Vacation Planner and Invitation to Alaska brochure featured a combination of mountains and wildlife, further reinforcing Alaska's brand. A campground grid was added to the Vacation Planner to make it easier for consumers to compare amenities offered by campgrounds so they could fine-tune their decision on where to stay during their trip. Work began on a new Within Your Reach brochure that incorporates Alaska's brand and address barriers to travel.

## **Image Advertising**

Again this year, the television budget had to be scaled back based on financial constraints. The remaining budget was wisely spent on well-known cable networks that compliment Alaska's message and reach our primary audience. We utilized the Travel and Weather Channels again this year, in addition to the Hallmark Channel, Outdoor Life Network and Home & Gardens TV. The combination of campaigns allowed us to exceed our goal in terms of generating requests for Alaska travel information.

## **Travel Trade & International Marketing**

The domestic travel trade program focused on identifying tour operators and wholesalers with Alaska programs so that we could provide the best support for marketing their programs. In addition, we identified new operators not currently selling Alaska and invited them to start selling our destination. Training and education was the main priority when working with travel agents, airline reservation agents and group leaders. ATIA conducted many training seminars and partnered with the Group Leaders of America and Carlson Wagonlit. We also renewed our sponsorship of the Destination Specialist Alaska course offered through the Travel Institute (formerly ICTA) and saw an additional 151 travel agents become certified.

ATIA reallocated a substantial portion of the trade-marketing budget to meet specific targets. These reallocations necessitated a rethinking of how ATIA can effectively execute our domestic and international marketing plan. As a cost control measure, ATIA decided to change its international contractual obligations in German Speaking Europe, UK and Australia. The decision was made to allow ATIA to be more proactive in working directly with trade partners and to develop the most effective marketing programs in key markets. As a result, ATIA was able to partner more with overseas operators to promote Alaska programs and direct flights.

FY05 brought an increase in international visitors to Alaska over FY04 due to growth in many overseas economies, a favorable exchange rate and direct flights. Korea and Taiwan had scheduled service through Anchorage and Japan and Germany had charter flights into both Anchorage and Fairbanks. For the first time, Japan Air Lines also had three winter charters that were almost completely full.

## **Public Relations**

Through our Public Relations efforts, ATIA continued to grow and promote awareness of Alaska as a travel destination to travel media around the world. In addition to conducting press trips and providing itinerary assistance, we regularly provide new visitor opportunity information and images to over 750 national and international travel writers.

In May, the Society of American Travel Writers (SATW) had their western region conference in Girdwood, at the Alyeska Resort. ATIA worked with our partner CVBs, DMOs and member businesses to provide pre and post conference FAM trips and tours to more than 45 journalists and also made a breakfast presentation to the assembled writers.

In the digital arena ATIA continued to keep the media pages on TravelAlaska.com fresh with new story ideas and continued to update the electronic (PDF) press kits to keep them current. Work on a new Alaska National Parks press kit began for planned distribution in FY06.

This year, ATIA staff and the public relations contractor hosted the third annual Alaska Media Road Show, matching 33 members and community partners with 35 national travel writers to generate Alaska stories. The Alaska Media Road Show has quickly become the flagship event in Public Relations efforts and has proven to be an effective tool in reaching a variety of media with the Alaska tourism story.

ATIA worked closely with its public relations contractor to develop several important television productions including NBC's Today Show, WGN and others – in several cases groundwork was done that will pay off in future years.

# GOALS & OBJECTIVES

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An overall goal of DCED economic development programs and ATIA's tourism marketing program is to increase economic contribution of the travel and tourism industry in the State of Alaska by being successful in meeting the following objectives:

- Increase total travel and tourism expenditures as reported through the Tourism Satellite Account (total spending by and on behalf of travelers: \$2.4 billion, total economic contribution of travel and tourism industry: \$1.5 billion).
- Increase aggregate visitor spending by an average rate of 3-4 percent.
- Increase the annual aggregate visitor nights by 4-5 percent and track through annual Conversion Study.

Representatives from the State of Alaska and Ron Peck, President & COO of ATIA negotiated the following Goals and Objectives for the FY06 Marketing Program. Success in meeting these marketing goals will contribute toward increased economic contribution of travel and tourism in Alaska.

## **GOAL 1: Attract a diverse mixture of visitors who travel to and within Alaska by a variety of travel modes.**

**Objective:** Increase travel by all modes by 1-2 percent and track through annual Conversion Study or other research.

**Objective:** Increase travel to all regions by 1-2 percent and track through annual Conversion Study or other research.

## **GOAL 2: Endeavor to position Alaska as a year-round destination.**

**Objective:** Generate interest in seasonal travel with the intent to increase visitation by 1-2 percent and track through annual Conversion Study or other research.

## **GOAL 3: Increase independent visitation to Alaska.**

**Objective:** Increase independent visitation by 1-2 percent and track through annual Conversion Study or other research.

## **GOAL 4: Increase the rate of repeat visitation.**

**Objective:** Increase the average annual share of repeat visitors by 1-2 percent as compared to the total number of visitors.

## **GOAL 5: Increase interest in Alaska as a visitor destination.**

**Objective:** Increase the number of high-potential prospects and track through Images of Alaska study.

**Objective:** Convert high potential prospects at an average annual rate of 3-4 percent.

**Objective:** Increase the average annual number of visitors over the next five years by 3-4 percent and track progress through TSA and other research.

## **GOAL 6: Increase awareness and participation of businesses in the marketing program.**

**Objective:** Monitor the number of businesses participating in ATIA marketing programs as a whole and individually to measure annual growth.

**Objective:** Track industry financial contribution and measure annual growth.

## **GOAL 7: Continue private sector funding of state tourism marketing programs.**

**Objective:** Generate over \$5 million in matching contributions to assist in funding the statewide tourism marketing effort.

# CONSUMER MARKETING PROGRAMS

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The role of ATIA consumer marketing programs is to find potential visitors throughout North America and provide them with compelling information about Alaska in an effort to convert their interest in Alaska into actual travel to the state. Our aggressive direct response programs allowed us to reach millions of potential visitors and resulted in nearly 500,000 qualified requests for Alaska travel information.

## **Direct Mail**

Direct mail continues to dominate ATIA's marketing program. More than 2.6 million people received a direct mail package in FY05. Compared to other state direct mail programs, Alaska implements the largest direct mail campaign of any state in the country. According to consultants Nichols Gilstrap Inc., "[Alaska] has proven to be an exception among organizations that use public sector marketing dollars...it has been a leader in developing direct mail programs to target visitors."

Alaska's direct mail package includes a personalized letter from Governor Murkowski. Friendly and informative, this letter continues to be well received, resulting in an average response rate of 12 percent. Mailing lists are carefully selected, and targeted segmentation of these lists ensures we are reaching only those most likely to have interest in Alaska. By working the lists extensively before mailing, we are able to minimize postage and printing costs, thereby maximizing results.

## **Magazine**

Over 200 publications are analyzed each year before a decision is made on what magazines will be included in ATIA's campaign. The primary purpose of the magazine campaign is direct response advertising. The secondary purpose is to further the image and branding of Alaska.

Again this year, ATIA concentrated its effort on one large circulation magazine rather than advertising in many smaller circulation magazines. By following this strategy, we were able to reach an audience of more than 22 million. The ad placed in AARP, The Magazine, generated 78 percent of the total magazine inquiries. Based on the prior year Conversion Study, we can expect these inquires to convert at a rate of 21 percent.

Travel America and Good Housekeeping were also included in the media buy. Advertisements that promoted the Alaska and Yukon travel guides ran in North American Fisherman in order to reach those interested in fishing. The campaign also included ads in AAA-Going Places, TrailerLife and Alaska Magazine.

## **Online**

The number of Americans using the internet for travel planning has increased dramatically. The internet now ranks as the primary information source for trip planning and 45 percent indicate they are making travel purchases online.

The primary goal of internet marketing is to generate traffic to TravelAlaska.com and generate responses. Once consumers visit the website we are able to increase brand awareness, provide trip planning information and link consumers to Alaska businesses so they can close the sale.

## **Television**

Television is used as the primary vehicle for brand positioning and top-of-mind awareness. Our thirty-second spots feature visuals that connect with consumers on an emotional level and include an original music score. Although our budget for television placement was limited, we were able to exceed our TV response goal by 104 percent.

# ADVERTISING

**Strategy 1: Create awareness of Alaska as a travel destination, incorporate call-to-action in all advertising (i.e.: 800 number, URL, etc.) and increase focus on visiting friends and relatives in order to boost conversion.**

## **PROGRESS:**

- Placed 30-second TV ads, with toll-free 800 number and unique URLs on national cable network stations in order to create awareness of Alaska and increase interest in visiting the state. Networks included:
  - o Travel Channel
  - o Weather Channel
  - o National Geographic
  - o Hallmark Channel
  - o Outdoor Life Network
  - o HGTV
- Placed full page, 4-color ads with business reply cards and URL in two national magazines:
  - o AARP – The Magazine
  - o Travel America
- Placed a 1/6 page color ad in Good Housekeeping magazine and included a toll free number and URL so consumers could easily request travel information.
- Received free placement of a 1/6 color ad in the Jan/Feb issue of Endless Vacation.
- Secured the cover page of the Alaska Adventure advertorial section in Readers Digest free of charge. An ATIA 800# and URL were included on the page.
- Two magazines advertised Alaska on their proprietary bingo cards and ran a link from their websites to TravelAlaska.com.
- Promoted a unique URL (TripToAlaska.com) in direct mail packages.
- Increased visibility of TravelAlaska.com on the covers of the Alaska State Vacation Planner and Invitation to Alaska.
- Ran radio spots on APRN promoting instate travel in Alaska by residents and visiting friends and relatives. The messages encouraged listeners to visit TravelAlaska.com and order an Alaska State Vacation Planner.
- Promoted travel to Alaska at nine consumer shows in key markets including California, Minnesota, New York, Florida, Nevada, Wisconsin, Illinois, Arizona and Pennsylvania.

**Strategy 2: Incorporate branding message into all advertising components as budget allows.**

## **PROGRESS:**

- Throughout all advertising, we utilized words and images that appealed to high potential visitors and conjured images of wildlife, glaciers, mountains, and scenic wonders.
- Placed :30 second television commercials in appropriate Alaska and travel-related programming to reach a large national audience and further establish Alaska's brand.
- Reinforced Alaska as part of the United States by featuring the American flag on the covers of the State Vacation Planner and the Invitation to Alaska brochure.
- The "Alaska. Beyond Your Dreams. Within Your Reach."® logo became a registered trademark. Manuals outlining appropriate usage for the logo/tagline are being modified and will be posted on the association's website, AlaskaTIA.org, so ATIA members can customize their business advertising and collateral materials to reflect the state's branding efforts.



### Strategy 3: Generate requests for Alaska trip planning information from high potential prospects and move them from active interest to the research stage.

#### PROGRESS:

- A total of 493,787 responses were generated through the year by implementing various media campaigns:
  - o Magazine Advertising 104,713
  - o Direct Mail Campaigns 270,806
  - o Web Site General 55,625
  - o Television Advertising 13,760
  - o Other Marketing 48,883
- ATIA maintains an ongoing dialogue with high potential visitors by offering the “My Alaska News” consumer e-newsletter highlighting travel options and special offers. Topics included
  - o Misty Fjords National Monument in Southeast
  - o Kenai National Wildlife Refuge in Southcentral
  - o Wildlife viewing opportunities in all regions of the state
  - o Viewing of Northern Lights
- ATIA maintains roughly 27 separate toll-free numbers to use in marketing campaigns so consumers can easily request a State Vacation Planner and ATIA can individually track and measure results.

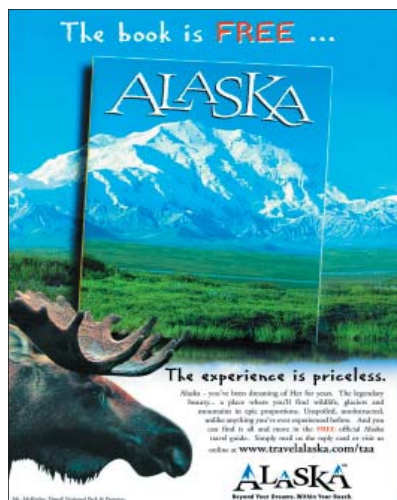
### Strategy 4: Encourage ongoing dialogue between consumers and businesses.

#### PROGRESS:

- Cooperative ads ran in the following publications in January and February 2005.
  - o Coast-to-Coast
  - o Travel America
  - o Frommer’s Budget Travel
  - o Sunset
  - o Alaska Airlines Magazine
- Maintained and expanded the TravelAlaska.com website to ensure potential visitors had access to comprehensive information on Alaska, could easily plan their trip and contact individual communities and businesses throughout Alaska.
- Mailed more than 2.6 million direct mail packages to potential visitors using research and past results to guide the selection of lists and segments within lists.
- The direct mail program produced the greatest number of responses (64%) as compared to other marketing programs, exposing more than 270,000 potential visitors to Alaska’s message and promotional messages from ATIA member businesses.
- Provided booth sharing and brochure distribution opportunities to member businesses at nine consumer shows giving them an opportunity to expose their products directly to potential visitors.

### Strategy 5: Ensure advertising placement supports overall goals.

#### PROGRESS:



- ATIA utilized national magazines to reach a diverse mix of travelers by carefully selecting publication types: Land Travel, General Lifestyle, Outdoor/Affinity and General Travel.
- To ensure an effective and diverse direct mail program, the following strategy was followed:
  - o Past inquirers (13.5%), Control Lists (71.5%), Test & Back Test Lists (13%).
  - o Audience Type Ratio: Past inquirers (14%), General Travel (32%), RV/Highway (6%), Alaska Interest (19%), Cruise (29%).
- ATIA tests direct mail lists each year to find new ways of reaching potential visitors. A total of 403,309 direct mail packages were sent to the following test and back test lists in FY05:
  - o TravelZone - Foreign Travel/Cruise or RV No Children
  - o Premier Travelers - No Kids/Foreign Travel and RV
  - o Smithsonian - No Kids/Foreign Travel and RV

- o American Express - No Kids, Foreign Travel & RV/cruise.
- o State Tourism Board- Alaska Interest
- o Vente - No Kids/Foreign Travel or Foreign Cruise
- o Active Foreign Travelers
- o Cruise Passengers Kiosk Responders
- o Air Atlantic
- o Readers Digest - Foreign/No Kids
- o Field and Stream - RV/Cruise/Foreign
- o Cruise Travel Hotline
- o MarketShare/No kids/Foreign Travel
- o Frommers Budget Travel
- o Lifestyle Selector - Frequent Flier/Cruise/No kids
- o National Geographic Traveler – Direct Sold
- o Behavior Bank
- o Target Source/Frequent Flier/No kids
- o Good Sam Club
- o RV Book and Directory
- ATIA television commercials, magazine ads, website and collateral materials showcase a variety of images and activities, regions and seasons that reflect the diversity Alaska has to offer.

# PUBLIC RELATIONS

The goal of ATIA's Public Relations effort is to proactively generate stories of interest to both national and international travel media outlets in order to generate the greatest amount of consumer interest in Alaska as a premier visitor destination. We also focus a significant portion of our PR budget to responding to inquiries from travel media. ATIA assists with itinerary planning and provides travel assistance to top quality travel journalists who come to Alaska, either individually or as part of our sponsored press trips, in order to provide broad exposure for Alaska's travel opportunities and statewide destinations.

ATIA's Public Relations effort achieves this goal through eight strategies that are refined through a variety of tactics and implemented through several programs: Media Outreach, Alaska Media Road Show, Media Assistance (both domestic and international), Press Trips, Annual Crisis Plan Update, B-Roll Production, Online assistance / E-Bulletins, Press Kit Updates and Special Projects. Most of these Public Relations programs address several of our strategies concurrently.

ATIA continues to focus public relations efforts on creating a positive, visitor-friendly image of Alaska through feature articles, guidebooks and television programs that promote travel to the state. Our staff and contractors respond to numerous media inquiries each year and provide fact-checking, b-roll and images requested as well as information about travel opportunities and events. We also work with media representatives to ensure support is readily available to compliment their Alaska travel articles and ensure published information is accurate.

In addition to providing support materials, ATIA provides story ideas, e-mail bulletins and reference materials to ensure all areas of the state, modes of travel and a wide variety of activities and attractions are featured throughout the year. The e-bulletin is sent to over 750 national and international travel writers. The e-bulletins highlight travel activities and opportunities throughout Alaska, covering a wide range of topics and communities.

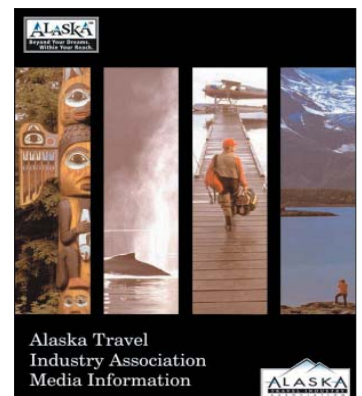
This year, ATIA continued to update its media press kits, which are available as electronic (PDF) files on the TravelAlaska.com media center for quicker, less expensive distribution. Niche PDF press kits specifically focus on winter, adventure, sportfishing, and highway/marine highway and cultural opportunities. Work on a new press kit focusing on Alaska's National Parks began, with completion planned for FY06.

The 3rd annual Alaska Media Road Show was planned and implemented following the large success enjoyed by the first two events. Work also began on planning the 2005 Alaska Media Road Show. In addition, hundreds of national and international travel journalists received detailed assistance relating to itinerary preparation and involvement in ATIA-sponsored press trips. Here are some highlights from the FY05 PR Program:

## **STRATEGY 1: Generate large-scale image awareness in order to increase interest in Alaska as a travel destination among new and existing travel prospects.**

### **PROGRESS:**

- The public relations contractor worked with a variety of television productions including: Fishing Legends, National Geographic Adventurer, Good Morning America, Martin-Calvert Productions, "Vacation Challenge" on the Discovery Channel, Rediscover America, Fine Living Network, History Channel, Asylum Productions, National Geographic Channel, the Apprentice, American Idol, Sharp Entertainment, Gabriel Films North Inc./Heartfelt Productions Inc., KRON-TV - San Francisco, and Northwest Backroads/KING-5 TV.
- PR worked closely with Chicago's WGN planning and coordinating a state-wide itinerary for shooting in July 05 (FY06).
- Coordinated with The TODAY Show. Initially, Today considered sending



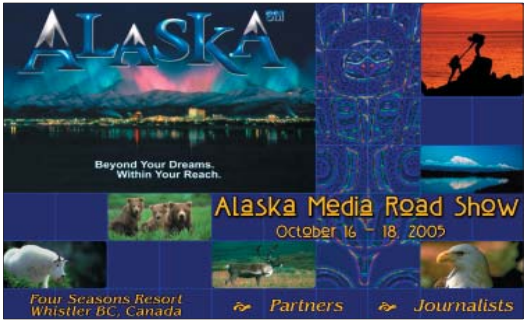
Katie Couric to salmon fish and the possibility of having the entire program live from Alaska. PR assisted with information on possible locations and transportation. The agency also supplied demographic information to producers as well as b-roll. Ultimately, the show decided, due to the logistics and scheduling difficulties, to do one live uplink on the summer solstice. Based on earlier conversations, the show chose Fairbanks as its location. The agency worked to develop story ideas, interviews and other background information, and worked directly with the producer and FCVB to coordinate the shoot.

- FY05 B-roll Shoot: contractor arranged a five-day shoot of Southeast Alaska. Stories were shot in Juneau, (glacier weddings and the AJ Mine), Skagway, (Chilkoot Trail, gold rush history), Haines, (fishing), Sitka, (National Historical Park, 200th Anniversary of Tlinket battle, Alaska Raptor Center), and Ketchikan, (Creek Street and beauty shots). The weather cooperated and the shoot was very successful.
- Distributed two video news releases. The first b-roll release featured mating and procreation at the Alaska SeaLife Center. The second b-roll release featured Glacier weddings outside of Juneau. Both pieces aired in major markets.

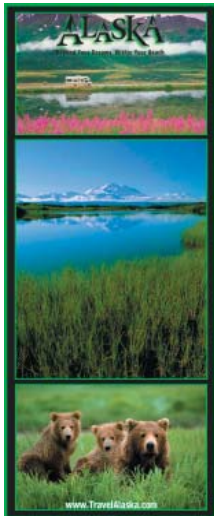
**STRATEGY 2: Work with the media to generate travel stories featuring a wide variety of Alaska travel products, regions and market segments.**

**PROGRESS:**

- Alaska Media Road Show 2004 (September 19, 20 and 21)
  - o Contractor worked to secure journalists and top editors for the event, and coordinated the Meet the Editor panels.
  - o Attended and staffed Alaska Media Road Show 2004, including pre- and post-event work, from Sept. 15-22.
  - o Followed up with journalist attendees to facilitate press visits on story ideas generated at Alaska Media Road Show.
- Alaska Media Road Show 2005 (Preparation for October 2005 event)
  - o Contractor looked at a variety of properties and the Final location was chosen: the Four Seasons Resort in Whistler, B.C. Canada.
  - o Website for Partner registration was developed and invitations extended to both past attendees and the ATIA membership via newsletters. The 2005 event’s partner registrations filled quickly and a waiting list was begun in case of cancellations.
  - o Invitations to Journalists were extended and registration began.
  - o Event sponsorships were offered to past sponsors and most have been accepted.
- E-Bulletin - Contractor researched, wrote and distributed an e-mail newsletter to a list of over 750 travel writers and editors:
  - o July/August topics included: What’s in the Water? One Alaska Town Home to Multiple Olympians/ Visitors Experience Next Generation of Air Travel at New Anchorage Terminal/ Alaska Railroad Breaks Ground on New Fairbanks Depot/ Denali’s Front Country Receives Face-Lift/ Alaska’s Own Allen Marine Improves Access to Misty Fjords
  - o September topics included: Alaska’s Latest Gold Rush – on Ebay / Hard-to-Find Mushroom Provides Upside to Wildfires / Oktoberfest is Celebrated on the Alaska Railroad / Alaska’s Oldest Shipwreck Discovered Near Kodiak Island / 200th Anniversary of Tlingit-Russian Battle Commemorated in Sitka
  - o October topics included: Japan Airlines announces direct flights to Fairbanks this winter/ College hoops place Alaska in the spotlight / Kodiak Island Winery produces award winning products in unusual locale / Haines is a birder’s paradise during annual Alaska Bald Eagle Festival
  - o November topics included: Do You Have What it Takes to be a Wilderness Woman? Contest of Skills Will Find the Real Deal / Inner Tubing Down a Mountain? Alyeska Resort Says “Come on Down!” / New Visitor Center Above the Arctic Circle Now Open / Visitors to Alaska’s National Forests on the Rise
  - o December topics included: Send your holiday cards from Santa’s home



town – North Pole, Alaska / Accessibility and Improvements Make Hyder Prime Choice for Bear Viewing/ Heliskiing Gains Long-Term Foothold in Chugach National Forest/ Haines Company Makes Wilderness Accessible for Elderly, Physically Challenged



- o Topics for January included: Bid Online for Seat in Iditarod Musher’s Sled a Real Time Auction/ Alaska’s Second Fast-Vehicle Ferry to Begin Service This Summer/ Major Improvements Made to Wrangell’s Tourism Infrastructure
- o Topics for February included: Ice Sparkles in Fairbanks in March/ Alaska Railroad Debuts First-Class Service this Summer/ Alaska’s Richardson Highway Named a State Scenic Byway/ Juneau CVB Launches Online Media Center
- o Topics for March included: Vintage Color Film Footage of Legendary Humorist Will Rogers and Aviator Wiley Post’s 1935 Trip to Anchorage Unearthed in California Garage Sale/ Record Numbers Visit Alaska’s National Parks in 2004 / More Direct Flights Make Alaska Even Easier to Reach/ Princess Cruises Unveils New Shore Excursions for Summer 2005/ New Local Ferry Service Improves Access to Glacier Bay National Park
- o Topics for April included: The Birds Are Back: May Marks the Beginning of Birding Season in Alaska/ Alaska Channel Introduces New Ways to Explore Alaska from Afar/ Volunteer Vacations at the Alaska Raptor Center and the Alaska SeaLife Center/ Gray Whales Return to Kenai Fjords National Park
- o Topics for May included: The Boys of Summer: Fairbanks Celebrates 100 years of Baseball under the Midnight Sun / Aurora the Aging Octopus Finally Hears the Pitter Patter of Tiny Tentacles/ Alaska Railroad opens new, improved Fairbanks depot this summer/ Alaska Visitor Industry Hosts annual Charity Walk for food, fun and fundraising
- o Topics for June included: Corn Snow the Perfect Side Dish for King Salmon Fishing in Alaska/ Arctic Outfitters has Vehicles Ready to Rumble in the Tundra

**STRATEGY 3: Continue to enhance ATIA’s online media center.**

**PROGRESS:**

- Content was maintained and freshened in the Media Center on the TravelAlaska.com website. Updates and a new section on a bicycle tour of Anchorage were added to our on-line press kits.

**STRATEGY 4: Provide qualified writers with trippanning assistance and bring them to Alaska.**

**PROGRESS:**

- We provided itinerary planning, b-roll duplication, fact checking, image fulfillment and editorial suggestions to over 400 domestic journalists and over 100 international media outlets ranging from “AAA on the Go” to “Quantas Magazine.”
- Press Trips – this year the Society of American Travel Writers (SATW) Western Chapter conference was held in Girdwood, on May 2-8, 2005. To maximize our Press Trips Budget we decided to provide writers attending the conference an extended “menu” of pre- and post-tours. Working with our CVB and DMO partners, as well as ATIA members, we put together programs throughout the state.
- The main SATW annual convention was held Sep. 5-10 in St. Moritz, Switzerland. ATIA was represented by the contractor at the formal marketplace and in informal networking sessions. The four-day event involved several professional development workshops (attended by both media and PR professionals); chapter meetings; a marketplace; a dine around; and, several off-site tours that involved both media and PR representatives.

## **STRATEGY 5: Continue to include winter and other seasonal promotion as part of the overall public relations effort.**

### **PROGRESS:**

- E-Bulletin - Contractor researched, wrote and distributed an e-mail newsletter to a list of over 750 travel writers and editors:
  - o November topics included: Do You Have What it Takes to be a Wilderness Woman? Contest of Skills Will Find the Real Deal / Inner Tubing Down a Mountain? Alyeska Resort Says "Come on Down!" / New Visitor Center Above the Arctic Circle Now Open
  - o December topics included: Send your holiday cards from Santa's hometown – North Pole, Alaska/ Heliskiing Gains Long-Term Foothold in Chugach National Forest
  - o Topics for January included: Bid Online for Seat in Iditarod Musher's Sled a Real Time Auction
  - o Topics for February included: Ice Carving in Fairbanks in March

## **STRATEGY 6: Prepare ATIA to respond to any travel-related crisis.**

### **PROGRESS:**

- The crisis communication plan was updated to include additional information including updating both national and local media contact information and contact information for the ATIA crisis team.

## **STRATEGY 7: Coordinate public relations efforts with member businesses, community partners and DMOs.**

### **PROGRESS:**

- ATIA worked with CVB and DMO partners, as well as ATIA members to put together pre- and post-tour programs throughout the state for the Society of American Travel Writers' (SATW) Western Chapter conference that was held in Girdwood, on May 2-8, 2005.
- ATIA held meetings and solicited ideas from CVB and DMO partners about upcoming community and association activities and events.

## **STRATEGY 8: Develop a public relations program targeted toward travel trade.**

### **PROGRESS:**

- PR Contractor and ATIA Communications staff worked closely with Travel Trade and International Marketing staff on a variety of projects such as having the PR Contractor attend the media marketplace at Pow Wow.
- Provided ongoing media assistance for 10 travel trade writers including fact checking, itinerary assistance and fulfilling photography requests.
- Conducted interviews with two travel trade publications resulting in \$190,347 PR value.
- Assisted in media trip for one trade publication and one television show.

# NICHE MARKETING PROGRAMS

ATIA focuses on the following niches: culture, adventure/ecotourism, sportfishing, winter travel, bed & breakfasts and highway travel. Although this list was primarily driven by business needs rather than the wants and needs of visitors, the two are not mutually exclusive.

National interest in niche travel supports ATIA's commitment to promoting these important niche segments, and Alaska is well-aligned to meet the needs of most any visitor interested in fishing, hiking, camping, rafting, winter activities or cultural/historical attractions. National research reports the following:

- Automobile travel has increased 12.4 percent since 1994 (TIA)
- Elevated gas prices have not subdued highway travel vacations for Americans (TIA).
- Combined, the National Scenic Byways and All-American Roads cover more than 25,000 miles of roadway (TIA). Over 9,000 of these miles are in Alaska.
- Last year, almost one-third of Americans (73.3 million) went hiking (American Hiking Society)
- The whitewater rafting industry performed better in 2003 than 2002 and will do even better in 2004 overall (America Outdoors)
- Total skier/snowboarder visits were 57.1 million in the 2003/2004 season, down 0.9 percent from the record setting 2002/2003 season (NSAA).
- The number of licensed bed & breakfasts in the United States increased by 1,000 since 2002
- More than half of the traveling American public consider it important to experience or learn about cultures other than their own when they travel (TIA).
- Travelers who include cultural events on their trips differ from other US travelers: they spend more, are older, likely to be retired and more likely to have a graduate degree (TIA).
- Nearly 40 percent of all US adults have visited a National Park while on a trip at least once in the past five years (TIA).



**Strategy 1: Integrate niche markets (highway, winter, cultural, bed & breakfast, sport fishing, adventure travel and ecotourism) into all marketing programs and expand the number of businesses participating in statewide marketing efforts.**

## PROGRESS:

- ATIA attended nine consumer shows that focused on several niche markets including RV travel, sport fishing, and adventure travel. Nine member businesses participated in the ATIA booth and 18 participated through brochure distribution.
- Alaska's Scenic Byways were highlighted in the State Vacation Planner in an effort to increase awareness of the highway routes that have earned official designation and recognition for their significant natural, historic, recreational, cultural and/or archeological resources.
- ATIA television commercials, magazine ads, website and collateral materials showcase a variety of images and activities, regions and seasons that reflect the diversity Alaska has to offer.
- Tourism North participated in the Alaska Media Road show to promote travel to Alaska via car or RV.
- TravelAlaska.com features pages about fishing, adventure/ecotourism, winter activities, historical/cultural activities and wildlife viewing. The History, Culture & Educational section was re-written and reformatted with new and historical photos.
- The Alaska State Vacation Planner includes six pages of information about different niches including fishing, winter, adventure/ecotourism, and historical/cultural activities.

## Strategy 2: Generate interest in niche segments among those predisposed to specific travel styles, especially independent travelers.

### PROGRESS:

#### Sportfishing

- Direct mail packages were sent to consumers expressing interest in sportfishing using the following national lists: Field & Stream, Last Frontier, Alaska Adventurer.
- Although ATIA's sportfishing website has been fully integrated into TravelAlaska.com, the unique URL – sportfishinginalaska.com – has been maintained so it can be promoted separately if the marketing budget allows for this option in the future.
- ATIA continues to track the number of consumers linking to the sportfishing website from the homepage using Webtrends reporting software.
- A sportfishing press kit is posted on ATIA's media website, TravelAlaska.com/media.
- ATIA participated in three consumer shows with a fishing focus: the Northwest Sportshow in Minneapolis, the Milwaukee Journal Sentinel Sports Show and the Eastern Sports and Outdoor Show in Harrisburg, PA.

#### Adventure/Ecotourism

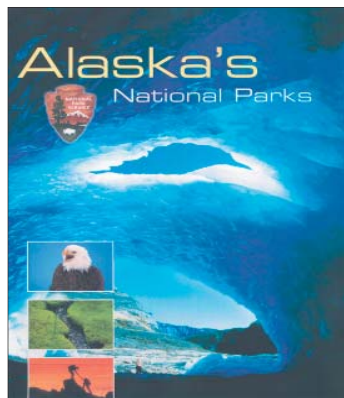
- Television spots were placed on the following cable TV networks during programs associated with adventure travel and ecotourism:
  - o Outdoor Life Network
  - o National Geographic
  - o Travel Channel
- Although ATIA's adventure/ecotourism website has been fully integrated into TravelAlaska.com, the unique URL – adventuresalaska.com – has been maintained so it can be promoted separately.
- An Adventure and Ecotourism press kit is posted on ATIA's media website, TravelAlaska.com/media.
- ATIA continues to track the number of consumers linking to the adventure/ecotourism website from the homepage using Webtrends reporting software.
- ATIA began working with the National Park Service to promote visitation to Alaska's National Parks. One objective of the campaign is to increase visitation to lesser-known parks such as Wrangell St.-Elias National Park, Kenai Fjords National Park and Katmai National Park & Preserve. Campaign components will be implemented over the course of 18 months.

#### Cultural

- A History/Culture press kit is posted on ATIA's media website, TravelAlaska.com/media.
- Although ATIA's cultural website has been fully integrated into TravelAlaska.com, the unique URL – culturalalaska.com – has been maintained so it can be promoted separately.
- ATIA continues to track the number of consumers linking to the cultural website from the homepage using Webtrends reporting software.
- The 200th anniversary of Tlingit-Russian Battle was promoted in ATIA's electronic newsletter that is sent to over 750 travel journalists.

#### Winter

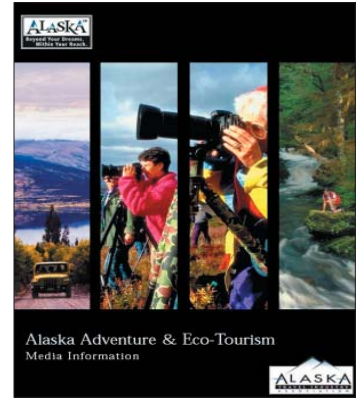
- Although ATIA's winter website has been fully integrated into TravelAlaska.com, the unique URL – winterinalaska.com – has been maintained so it can be promoted separately if the marketing budget allows for this option in the future.



- ATIA continues to track the number of consumers linking to the winter website from the homepage using Webtrends reporting software.
- A Winter in Alaska press kit is posted on ATIA's media website, www.travelalaska.com/media.
- ATIA's electronic newsletter that is sent to over 750 travel journalists promoted the following winter topics:
  - o Heliskiing in Chugach National Forest
  - o Winter flights from Japan
  - o Bidding online for a seat in an Iditarod musher's sled
  - o Ice carving in Fairbanks

## Highway

- A Highway press kit is posted on ATIA's media website, [TravelAlaska.com/media](http://TravelAlaska.com/media).
- The State Vacation Planner and [TravelAlaska.com](http://TravelAlaska.com) include detailed information regarding ferry and highway travel, including a highway map and approximate driving distances. Alaska Marine Highway routes are also highlighted in the Vacation Planner.
- A joint Alaska/Yukon campaign was conducted by ATIA and the Government of Yukon that promotes travel to Alaska and the Yukon via highway:
  - o Ads promoting Alaska and Yukon travel guides were placed in four US publications: AAA-Going Places, North American Fisherman, Alaska Magazine and Trailer life. A total of 13,539 responses were generated from the campaign.
  - o Alaska's ad in the Yukon 2005 Visitor Guide generated 251 requests for Alaska travel information. ATIA placed an ad in the guide to persuade consumers already interested in taking a trip to the Yukon to travel further up the road and explore Alaska.
  - o A campaign was conducted in Canada that included several consumer shows, email campaigns and magazine advertising in Canadian publications. A total of 13,104 requests were generated.



# INTERNET

Online travelers' use of the Internet to plan and book their trips continues to grow, but at a slower pace than previous years. The internet now ranks as the primary information source for trip planning with 45 percent making travel purchases online. Over the past year, ATIA has seen the number of general internet inquiries increase by 23 percent and ATIA's Conversion Study indicates that online sources generated some of the lowest cost-per-conversion of any media.

**Strategy 1: Upgrade website content to reinforce brand strategy and build excitement for the destination while enhancing site formatting and navigation to improve usability and platform stability.**

## PROGRESS:

- Advertisers located in, or offering services in, Alaska parks can now be found through the 'Parks and Public Lands' section of the website.
- The History, Culture & Educational Opportunities section has been completely rewritten with new and historical photos to enhance the content.
- A Google Mini appliance was purchased and is in place on the TravelAlaska.com website. The search package allows ATIA to manipulate searches of the website. Site searches are tracked and the top keywords are used to set criteria. Visitor searches will continue to be tracked and the tool further refined.
- An invitation was extended to Community Partners to submit fresh copy for their communities. Communities have contributed content that includes updated information, attractions, wildlife viewing opportunities and photos.
- The wildlife viewing content on the website was expanded. Alaska Department of Fish and Game granted ATIA permission to reproduce the map and content from the out-of-print "Wildlife Viewing in Alaska" brochure. ADFG will assist in updating as well as allow ATIA to use condensed portions from its wildlife viewing content. ATIA will provide links to ADFG content for more in-depth wildlife information. Birdwatching copy was also expanded and tied-in with ADFG's 'Wings of Alaska' program.
- Hunting is not covered on the website, but visitors are referred to ADFG's comprehensive hunting section for hunting info.



**Strategy 2: Improve website features to increase length of visitor sessions.**

## PROGRESS:

- The 'Contact Us' page of the website was changed to list all community partners with email hotlinks in order to direct visitor requests to the communities they are most interested in visiting.
- Color-coding was added to business listings on the website, corresponding to the colors of the five regions. Site visitors can now easily identify the region businesses operate in and when scrolling through a list of businesses, clearly see they are moving from one region to another.
- Site administration was expanded and a new business listings display layer was added. The travel specials display layer was modified.
- The photo gallery was enhanced and additional photos have been transformed into primary page format (skins) allowing the website to be refreshed with a greater variety of images.
- Maps in the Parks and Public Lands section of the website were enhanced and will highlight National, State and other public lands.
- Other new website features include accommodation and campground grids, and dynamic mapping which will allow members to verify the location of their business on a map and will enable visitors to see a business' location on a map.
- ATIA continues to fund a Website Visitor Tracking Study and Website Usability research to determine how potential visitors are arriving at the site and navigating the site. This information is used to drive further web development decisions so the online experience is continually enhanced.

### **Strategy 3: Add marketing partnership opportunities beyond basic listings and links and provide a portal to marketing partners' product information and community partner websites.**

#### **PROGRESS:**

- The member administration tool was greatly improved. Initial integration between ATIA.org and TravelAlaska.com was built and members can now access, monitor and modify their business information and advertising from one portal. Businesses are also able to track real-time statistics for their ads on TravelAlaska.com. In addition, members can log in and change their own ad copy or update contact information.
- A new tracking tool has been implemented, allowing staff to review email performance statistics and share that information with members participating in the program. Members also have access to their individual statistics.
- Pricing for Premium Placement ads was evaluated and a decision was made to reduce the price.
- ATIA developed a new Online Display Ads Policy and pricing. Members who have a display ad in the Vacation Planner will now get a free display ad on the website. Members who have narrative or listing ads in the planner can purchase a display ad on the website.
- The Travel Specials section of the website allows businesses to post special travel offers to encourage consumers to book their Alaska travel in the near future.

### **Strategy 4: Develop online information for travel trade.**

#### **PROGRESS:**

- A Planning Specialists section is included on the side navigational bar of TravelAlaska.com, allowing consumers to easily find travel agents and trip planners in Alaska.
- Visitors to TravelAlaska.com may also search for travel agents that have completed the Travel Institute's Alaska Destination Specialist program in their preferred country, state and city.
- Continually upgraded the Japan TravelAlaska.com site, and also sold web advertising to Alaska tour operators interested in doing business in Japan.
- TravelAlaska.com was translated into German. German visitors can click on a link from TravelAlaska.com, or type in the URL alaska-travel.de
- TravelAlaska.com is also available in Korean.

### **Strategy 5: Increase unique visitors to the site.**

#### **PROGRESS:**

- The number of unique visitors to the site in FY05 was 1.38 million.
- Search Engine Optimization with Yahoo and MSN improved with changes to site architecture and design and establishing a direct contact with Yahoo.
- Secured the following URLs for future use:
  - o TravelAlaskaOnline.com
  - o TravelAlaska.tv
- In addition to the My Alaska News, each month a "Welcome to My Alaska" introductory newsletter was mailed to newly obtained email leads in order to eliminate inoperative email addresses as well as remove opt-outs to ensure the email database is up-to-date.
- Throughout the year, staff adjusted copy throughout the site to enhance how well search engines index TravelAlaska.com.
- Online advertising generated over 31,000 requests for Alaska information.

### **Strategy 6: Ongoing evaluation and expansion of site content/features to ensure site remains competitive and provides optimal experience for visitors.**

#### **PROGRESS:**

- A wildlife guide was created for inclusion under the attractions and/or adventure/eco site sections of TravelAlaska.com.
- ATIA continues to dedicate one full-time employee to monitor, update and refresh TravelAlaska.com to ensure the site is operative, innovative and effective for Alaska businesses.
- A website Usability study was conducted in two parts. Visitors who had not decided to travel to

Alaska before visiting TravelAlaska.com were surveyed separately from visitors who had already decided to travel to Alaska. The "Undecideds" study was done to measure the effectiveness of the TravelAlaska.com website with respect to trip conversion; specifically, the influence of the website on deciding to vacation in Alaska and the contribution of site navigation, site tools and features on trip conversion. The "Decideds" survey was done to measure the effectiveness of the TravelAlaska.com website with respect to usefulness and functionality for site visitors who have decided to travel to Alaska and are researching and planning their trip. Major findings include:

**Undecideds**

- o The website is converting a large number of "Undecided" Visitors – many are more likely to take an Alaska vacation after visiting the site.
- o "Undecided" Visitors are most likely to come to the TravelAlaska.com website looking for maps, parks and other public lands information, and tips on traveling in Alaska.
- o Of "Undecided" Visitors who come to the site looking for attractions, most look for information on scenic wonders/landmarks and native and local cultures.
- o "Undecided" Visitors are generally satisfied with information on the site.

**Decideds**

- o 33% of "Decided" Visitors explored businesses or organizations while on the site.
- o 75% of "Decided" Visitors agree that the site rates a "little" or "well" above average compared to other websites.
- o "Decided" Visitors are generally satisfied with information on the site.

# DOMESTIC TRAVEL TRADE

**Strategy 1: Foster Alaska Travel Interest, provide planning information and act as a facilitator between Alaska tour suppliers and North American travel trade buyers.**

## **PROGRESS:**

### **Alaska TravelFams**

- Organized and sponsored the Alaska TravelFam in Southeast Alaska in June. Domestic and International buyers attended the familiarization tour (fam) to learn more about products offered in Southeast Alaska and how to package the region as a tour program.
- Four receptions were held in various communities in Southeast during the TravelFam so that community members had the chance to promote their product to operators as well as learn about the international market from the operators.
- The winter TravelFam that was scheduled to showcase Southcentral and the Interior was postponed until next winter due to the organization of a winter fam occurring in Fairbanks with Japan Airlines, as this would have been a duplication of efforts.
- The third TravelFam is scheduled to occur this fall in Southcentral Alaska.

### **National Tour Association**

- Staff attended the National Tour Association Annual Convention held in Toronto, Canada from November 12-16. Over 75 appointments were conducted with domestic buyers in order to increase Alaska product and itineraries being sold through operators. ATIA passed on the leads to the 50 member organizations that were present at the convention.
- ATIA once again sponsored the Government Relations Issues Luncheon at the annual National Tour Association Convention. A total of 24 ATIA members co-sponsored the luncheon which produced high visibility of their products and Alaska to NTA member operators and suppliers.
- The NTA "Meet Alaska" directory was mailed to approximately 400 operators throughout the U.S. attending both the National Tour Association and America Bus Association Conferences. This directory is used by operators as they prepare their appointment requests in advance of the conferences. A total of 33 Alaska companies and community partners participated in the directory.

### **American Bus Association**

- ATIA met with 50 tour operators in order to increase Alaska product and itineraries being sold through operators, and passed leads on to the 23 ATIA members also in attendance.
- ATIA sponsored an educational speaker and a trade show booth at the American Bus Association Annual Conference held in Chicago from February 4-9, resulting in higher visibility for Alaska to the ABA operators and suppliers.

### **United States Tour Operators Association**

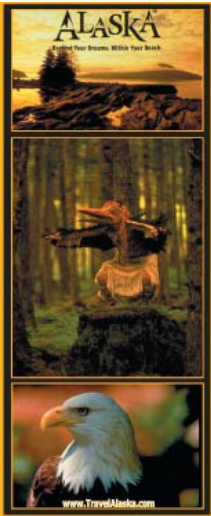
- ATIA became a member of the USTOA and attended the annual conference and marketplace held in Hollywood, Florida from December 6-8. Appointments were conducted with 20 domestic tour operators in order to increase Alaska product and itineraries being sold through operators.

**Strategy 2: Educate and develop relationships with travel trade and travel agents in North America.**

## **PROGRESS:**

### **The Travel Institute**

- Continued sponsoring the Travel Institute's Destination Specialist Alaska course which allows travel agents the ability to become destination specialists on Alaska as well as earning credit toward Certified Travel Agent (CTA) and Certified Travel Counselor (CTC) certifications.
- One-hundred and fifty-one travel agents became Destination Specialists in FY05.
- ATIA attended the Travel Institutes National Forum held in Phoenix, Arizona from September 10-12. ATIA sponsored one of the breaks as well as hosted breakfast for 20 travel agents while educating them on selling Alaska.



### **GLAMER-Group Leaders of America**

- ATIA was a major sponsor at the GLAMER Chapter Meetings held in 58 cities coast-to-coast reaching more than 20,000 senior group travel leaders. GLAMER Group Leaders buy an average of \$1.5 billion dollars in domestic and international group travel every year and produce 75 percent of the senior group travel business.
- ATIA made a short presentation on Alaska at all of the chapter meetings as well as distributed Vacation Planners.
- Leads from all of the shows are available to all members and community partners had the opportunity to also attend the shows.

### **Destination Training**

- Destination Training was conducted in Phoenix, Arizona in September to over 200 reservation staff at Alaska Airlines and America West.
- Destination Alaska training was provided to over 100 travel agents on January 21 at Cruise University, and 70 travel agents attending a Holland America familiarization tour on February 20 & March 4.
- Ten members joined ATIA for an Alaska training and reception for 51 travel agents in Chicago on February 3, prior to the American Bus Association Annual Convention.
- Sixteen members joined ATIA for destination training and a reception for 70 travel agents in New York on May 3, prior to International POW WOW.
- ATIA sponsored a double page ad in Travel Agent Magazine. Fourteen member businesses participated in the co-op resulting in over 200 leads.
- ATIA sponsored a seminar for Collette Vacations Annual Sales Meeting held in Alaska from May 16-22. Over 70 sales managers came to Alaska to attend the seminar.

### **Travel Agent Consortiums Partnerships**

- ATIA renewed its partnership with Carlson Wagonlit Travel through their CWT Trade Partnership Program in order to maximize travel sold to Alaska by CWT agents. ATIA sent out quarterly newsletters and a mailing to 1400 agents throughout the year. Carlson Wagonlit Travel is the largest Franchise Travel Network in the country and represents \$3.5 billion in annual sales.
- ATIA sponsored a seminar and conducted destination training at the Cruise Holidays Consortium Annual Convention in Seattle from September 26-30.

### **Trade Shows and Inquiries**

- ATIA provided approximately 5500 Vacation Planners and other collateral to tour operators and travel agents through trainings, trade shows and inquiry fulfillment.
- ATIA partnered with several members and met with over 1200 travel agents at various trade shows across the country including; Winter Leisure & Cruise-a-thon, Luxury Travel Expo, Vacation.com Annual Conference and Spring Cruise-a-thon.

## **Strategy #4: Incorporate travel trade into overall public relations programs.**

### **PROGRESS:**

- Provided ongoing media assistance for 10 travel trade writers including fact checking, itinerary assistance and fulfilling photography requests.
- Conducted interviews with two travel trade publications resulting in \$190,347 PR value.
- Assisted in media trip for one trade publication and the Good Morning Arizona television show.

# INTERNATIONAL TRAVEL TRADE

**Strategy #1 Generate interest in Alaska as a travel destination and other international markets as budget allows.**

## **PROGRESS:**

### **Media:**

- Provided media assistance for 53 travel writers from the UK, Germany, Japan, Australia, Korea, Taiwan, Brazil, Netherlands, Monaco, China, Israel, India, France and Russia including fact checking, itinerary assistance and fulfilling photography and b-roll requests.
- Assisted in media trip for five journalists from German Speaking Europe, one journalist and one film crew from Australia, one journalist from the UK, one film crew from Korea, and four journalists from Japan.
- Received coverage in our five key markets with a total PR value of \$12,852,182
- Attended POW WOW and pitched story ideas to 26 international journalists.
- Pitched Alaska story ideas to 49 media while on overseas sales missions in each of our five key international markets and Taiwan.
- Attended Visit USA Seminars in Japan in September and pitched story ideas to 13 media.
- Attended Media Marketplace at World Travel Market in London and pitched story ideas to 15 media.
- Attended SeeAmerica Week in London in June and pitched story ideas to 9 media.
- Translated e-bulletin into German and distributed to 21 trade publications and 144 consumer publications in GSE, and posted it on the Visit USA Committee website.
- Distributed monthly e-bulletin to media outlets in key markets.
- The Spirit of Alaska Imax movie aired prime time in Australia during the month. The viewership was estimated at 1.2 million and the exposure value estimated at \$3.24 million.

### **Trade Local Representation:**

- Renewed a full contract with representation company in Japan.
- Renewed a part time contract with representation company in Korea.
- Hired new representation companies in United Kingdom and German Speaking Europe to handle inquiries and fulfillment, public relations and work on project by project basis.
- New contract was signed with existing representation company in Australia to handle inquiries and fulfillment, public relations and work on a project by project basis.

### **Japan:**

- Coordinated four separate fairs for a total of 22 Japanese travel agents. The groups traveled the state extensively for a week.
- Produced 20,000 Japanese language Alaska vacation guides.
- Attended Visit USA Japan in September. Met with 151 travel agents and product planners at the show.
- Attended JATA and World Travel Congress in September. JATA is the largest travel event in Asia with 770 exhibitors from 108 countries and regions. Attendance included 35,000 travel trade representatives and 102,000 consumers.
- The annual Japan workshops were held March 15-18. There were a total of 12 members that attended. Education workshops were conducted in Fukuoka, Osaka and Tokyo to over 200 Japanese travel agents. Appointments were also made with 9 product planners.

- www.alaska-japan.com received 105,573 visits 447,917 page views.
- Produced a quarterly newsletter that was distributed to over 200 Japanese tour operators.
- Measured the amount of Alaska winter and summer product being sold through Japanese tour operators.

### **German Speaking Europe:**

- Hosted 2 German and 1 Swiss operator on Southeast TravelFam.



- Coordinated marketing campaigns with several key wholesalers to promote Alaska.
- ATIA conducted the annual Sales Mission April 11-15, in Zurich, Frankfurt and Hamburg. Four members joined ATIA. Eleven sales meetings were conducted with product managers and over 100 reservation staff and travel agents were trained on selling Alaska.
- Alaska was on the homepage of the Visit USA Committee website for two months until mid-June. Included link to TravelAlaska.com.
- The German language website, www.alaska-travel.de, went live on May 18, 2005.
- Distributed over 10,000 Reiseführers, the German language Alaska vacation planner.
- Updated list of operators currently selling Alaska and measured the amount of Alaska product being sold through operators in Germany, Austria and Switzerland.

### **United Kingdom:**

- Hosted 2 operators from the UK on the Southeast Travelfam.
- ATIA conducted a Sales Mission to London and Manchester April 5-8, 2005. Four members joined ATIA. Ten sales meetings were conducted and 27 reservation staff were trained on selling Alaska.
- Coordinated marketing campaigns with two key wholesalers to promote Alaska.
- Specialized mailing of Alaska Vacation Planner to targeted groups including:
  - o Visit USA Pioneers (Specialist agents)
  - o ITMA members (Conference and incentive specialists)
  - o Cruise Line Offices
  - o Independent travel agents
  - o Travel Agent launch of new NCL cruise ship
- TravelAlaska.com received 33,119 visits from the United Kingdom.
- Updated list of operators currently selling Alaska and measured the amount of Alaska product being sold through operators in United Kingdom.

### **Australia:**

- Hosted one operator from Australia on the Southeast Travelfam.
- Coordinated marketing campaigns with four key wholesalers to promote travel to Alaska.
- The Australia "Down- Under" workshops took place October 25 -27 in Sydney and Melbourne. Over 150 travel agents and Australian wholesalers attended and reservation agent training was conducted at two key wholesalers. Meetings were conducted with 16 product managers.
- Partnered with 7 members and John West Salmon for an Alaska promotion
- TravelAlaska.com received 19,349 hits from Australia.
- Updated list of operators currently selling Alaska and measured the amount of Alaska product currently being sold through operators in Australia.

### **Korea:**

- Requested federal assistance to implement a visa waiver program for Korea to facilitate easier and more accessible travel to Alaska.
- The annual Korea sales mission took place March 10-11. There were a total of six members that attended the mission. Meetings were conducted with the four major wholesale companies, Korean Airline official, and key Korean media.
- Supported production of two tour operators' Korean language Alaska guidebook designed for consumer and travel agent reference.
- Hosted a dinner for 20 Korean travel agents on an Alaskan FAM.
- Updated list of operators currently selling Alaska and measured the amount of Alaska product currently being sold through operators in Korea.

### **Taiwan:**

- Coordinated with the office of the Governor a fam for 20 Taiwanese tour operators. The group traveled for a week throughout the state. Meetings were conducted with a variety of community leaders and Alaska tour suppliers.
- ATIA also participated in the Taiwan-Alaska Trade & Investment Cooperation Council's (TATICC) first meeting in Taipei, Taiwan in December of 2005. Specific marketing and sales actions were agreed to by the convening delegations from both Alaska and Taiwan, with the intention of increasing visitors from Taiwan to Alaska. One specific action taken was that ATIA conducted a series of travel agent/tour operator training sessions in Taipei to better educate agents with Alaska as a destination.

- In conjunction with the Alaska State Office in Taiwan, ATIA did Destination Alaska training for 12 travel agents in Taipei as well as conducted meetings with 12 tour operators to help develop a summer program.

**Travel Industry of America International POW WOW**

- ATIA attended the Travel Industry of America’s International POW WOW in New York May 4-8. ATIA had over 100 appointments with international tour operators. Five member businesses joined ATIA and had an additional 100 appointments with operators. The entire Alaska delegation at POW WOW consisted of over 40 member businesses.

**Strategy #2 Collaborate with International air carriers to encourage and promote direct service to Alaska.**

**PROGRESS:**

- Twenty-seven non-stop charter services between Alaska and Japan for the 2004 summer season brought a total of 5,000 passengers to Alaska, which is more than double the number for the 2003 summer, via Japan Airlines, North American and Omni Airlines.
- Japan Airlines operated three non-stop charter services between Narita and Fairbanks in December and February bringing approximately 850 Japanese visitors to Alaska. Staff attended the inaugural flight festivities in Fairbanks for the first winter non-stop JAL charter flight.
- Condor operated non-stop charter flights from Frankfurt to Anchorage and direct flights to Fairbanks and Anchorage via Whitehorse bringing a total of 7,721 passengers to Alaska in the summer of 2004. Due to the success of those flights, they have added an additional non-stop charter flight to Anchorage for the summer of 2005.
- Supported promotion of Korean Air, Japan Airlines, Condor and Alaskan Vacations charter flights through cooperative marketing campaigns.
- Consortium of tour operators in Taiwan sent 280 people to Alaska this winter on the China Air direct flight from Taipei to Anchorage.



**Strategy 3: Establish a monitoring mechanism to track return on investment on marketing programs conducted in overseas markets.**

**PROGRESS:**

- Gathered brochure page counts from operators in each of our key international markets. Tracked itineraries, regions, cruising, land tours, seasons and number of days. Total value of Alaska market presence in each key market is \$6,949,252.
- Tracked number of seats each direct charter flight allocates for Alaska.
- Monitored specific marketing campaigns coordinated with key international wholesalers to measure effective use of marketing funds by tracking actual bookings.

# TOURISM NORTH/ HIGHWAY

Tourism North is ATIA's primary highway program. In FY05, this cooperative marketing program included Alaska, Alberta and Yukon. The program focused on increasing the number of people traveling through Canada and into Alaska via the highway and included a direct mail campaign, public relations and research programs. A North! To Alaska brochure was also produced showing various travel routes through Canada and into Alaska. In addition, the website northtoalaska.com was maintained for those wanting to access information via the internet.

**Strategy 1: To determine the size of the market and identify the high potential pool through research in order to direct effective marketing efforts focused on converting.**

## **PROGRESS:**

- A Conversion Study was conducted to determine the effectiveness and cost efficiency of the FY04 Tourism North Program. By analyzing the prior year program, we are able to determine cost per conversion and visitor behavior: trip purpose, time of year visited, party size, type of trip and length of stay. This information was used to drive marketing decisions for the FY05 program. Key findings are as follows:
  - o The overall conversion rate of visitors driving through Canada into Alaska was 6.4 percent in 2004. This compares to 5.6 percent in 2003.
  - o The overall cost per inquiry in 2004 was \$4.10 compared to \$4.14 in 2003.
  - o Average visitor expenditures per person were \$1,807 in FY04 compared to \$1,599 in FY03.
- A Website Visitor Needs study was conducted to measure the needs and expectations of visitors to the northtoalaska.com website. This research will drive new site enhancements in FY06. Key findings are as follows:
  - o 70 percent said their site visit made them more likely to take a driving trip through Canada and into Alaska.
  - o 68 percent of site visitors intend to take a driving trip through Canada and into Alaska in 2005 or in 2006.
- A discriminate analysis was done to determine the relationship between responses to the BRC and respondents' likelihood to drive through Canada and into Alaska. The information will be used to create significant economies in direct mail/direct response marketing.



**Strategy 2: Market to high potential highway travelers (long-haul, fly/drive, cruise/drive, motor coach and ferry) with primary focus on the long-haul traveler based on skyrocketing RV sales statistics and predictions.**

## **PROGRESS:**

- Direct mail packages were sent to roughly 460,000 consumers using the following lists: ATIA past inquirers, Tourism North past inquirers, Good Sam Club, Trailer Life, RV Book and Directory, Target Source, Behavior Bank, National Geographic Society, Premier Travelers, and Smithsonian.
- The printed direct mail piece consisted of a letter signed by the Governor of Alaska, Minister of Economic Development of Alberta, and the Premier of Yukon. The letter outlined the sites and attractions a person will experience on a trip north, and offered a free copy of the North! To Alaska brochure.
- Email messages were sent to roughly 94,000 consumers using the following online lists: ATIA past and current inquirers, American's Preferences, I need a Vacation, Vente and Target Source.
- The program generated 75,181 responses, which is 128 percent of goal, despite having a lower budget in FY05 due to British Columbia not participating in the program. Another 9,936 responses were generated via miscellaneous programs bring the total response generated to 85,117.
- 100,000 North! To Alaska brochures were printed in FY05 and all books were distributed.

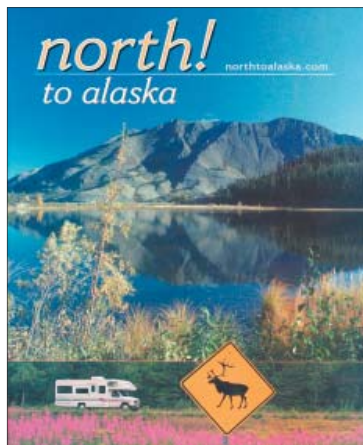
- Secured approval from The Milepost® to include their mileage chart in the North! To Alaska brochure.
- The BRC bound into the brochure allowed consumers to select individual guides based on the route they anticipated to travel. Each jurisdiction received added exposure for their industry members based on this secondary fulfillment. A total of 3,512 guides were distributed in this manner: 1,322 Alaska guides, 1,052 Alberta guides and 1,138 Yukon guides.
- The North! To Alaska magazine underwent minor design changes. It was condensed from 40 to 36 pages by removing BC routes.
- A redesigned website was launched. Changes included elimination of advertising, and stronger links to partner sites. The new site serves as a portal to partner sites.

**Strategy 3: Pursue Public Relations efforts that promise positive effects on highway travel and utilize resources that are presented through Alaska’s three National Scenic By-Ways.**

**PROGRESS:**

- A total of 1.6 million readers were reached through Tourism North travel editorial. Articles were featured in five publications:
  - o The Baltimore Sun
  - o South Florida Sun-Sentinel
  - o The Vancouver Columbian
  - o Trailer Life
  - o National Geographic Traveler
- Total PR value of the coverage garnered in 2004 was \$1.1 million, making Tourism North’s return on PR investment 42 to one.
- Representatives from Bernholz & Graham attended a media event in New York and met with several journalists to pitch driving-related stories including:
  - o Michael Moore, publisher of Luxury Travel Advisor
  - o Monica Willis, travel/features editor of Country Living
  - o John Atwood, editor of T+L Golf
  - o Jane Levere, business writer for The New York Times
  - o Peter Frank, writer for Men’s Journal
  - o Joan Scoby, freelance writer
  - o Beth Harpaz, travel editor for the Associated Press
  - o Joe Hooper, writer for Departures
- Tourism North participated in the Alaska Media Road Show to increase exposure for highway travel through Canada and into Alaska.
- A representative for Tourism North attended the Society of American Travel Writers Conference to establish relationships with various travel writers and generate new editorial.

**Strategy 4: Continue cooperative marketing efforts that increase marketing dollars, as well as pursue joint ventures/partnerships with RV industry groups, travel guide publishers and other stakeholder organizations.**



**PROGRESS:**

- Three entities that provide transportation in Alaska and Canada advertised in the North! To Alaska magazine: the Alaska Marine Highway System, the Alaska Railroad and Via Rail Canada.
- Partnered with The Milepost to include their mileage chart in the North! To Alaska brochure. Tourism North will expand this partnership in FY06 to include another collaborative project.
- Throughout the year, Tourism North partners communicated with Tourism BC officials to educate them regarding the program and encourage BC to participate in the cooperative program. These efforts were successful, with BC agreeing to partner in Tourism North in FY06.

# COLLATERAL

ATIA's focus is to motivate and inspire potential visitors to plan a trip to Alaska by providing useful trip planning information. Inquiries generated through ATIA's tourism marketing program are received by ATIA's fulfillment contractors and fulfilled with a State Vacation Planner or Invitation to Alaska brochure.

In FY05, a decision was made to replace the Invitation to Alaska brochure with a new fulfillment piece. The 'Within Your Reach' brochure incorporates Alaska's brand message and addresses barriers to travel such as time, cost and distance. Several 7-day itineraries with optional 2-day add-ons are also included in the brochure to help potential visitors plan their trip. With the introduction of this new brochure in FY06 we hope to mitigate some of the issues potential visitors face when considering a trip to Alaska.

## Strategy 1: Distribute basic travel planning information to high potential prospects.

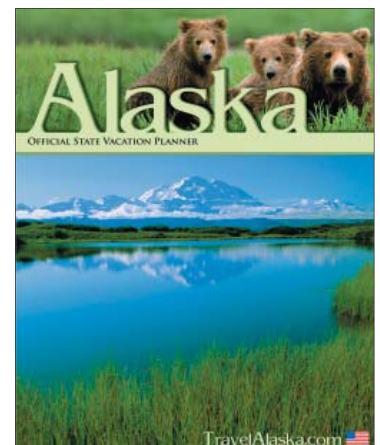
### PROGRESS:

- A total of 100,000 copies of the Invitation to Alaska brochure were printed in FY05. Brochures printed in FY04 were also utilized during the year.
- The cover page of the Invitation brochure mirrored that of the State Vacation Planner, emphasizing the beautiful scenery and wildlife available to visitors.
- The TravelAlaska.com website was placed on the cover of the Invitation in large font to enhance its visibility.
- Invitation to Alaska brochures were distributed throughout the year to potential visitors with interest in visiting Alaska, but not likely to visit within the next few years. Roughly 5.7 percent of those receiving the Invitation brochure responded a second time, to request a copy of the State Vacation Planner using a reply card bound into the book.
- The Invitation of Alaska brochure was distributed at nine consumer shows.

## Strategy 2: Provide detailed travel planning information to high potential prospects.

### PROGRESS:

- 450,000 copies of the 96-page Alaska State Vacation Planner were printed.
- The Vacation Planner was distributed throughout the year to potential visitors indicating they had a high level of interest in visiting Alaska in the near future.
- A campground grid was added to the Vacation Planner so consumers can easily view amenities offered by private campgrounds.
- Vacation Planners were distributed at nine consumer shows.
- A community information card was bound into the book, allowing potential visitors to easily request information from specific communities. ATIA forwarded these requests directly to Convention and Visitor Bureaus.
- Another card in the planner allowed potential visitors to request the 'North! To Alaska' brochure.
- To assist consumers in obtaining information directly from Alaska businesses, a Readers Service Reply Card was bound into the Vacation Planner allowing consumers the convenience of circling the number(s) that corresponded to individual business display ads. These leads are forwarded directly to businesses.



## Strategy 3: Provide travel planning information and sales tools to travel trade.

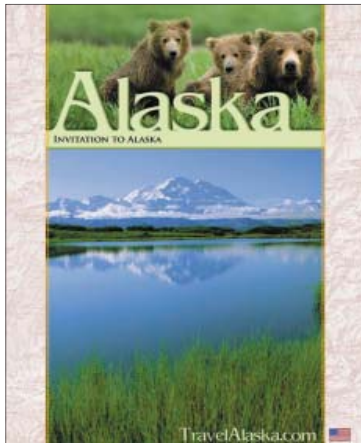
### PROGRESS:

- The Travel Trade and International department responded and sent Alaska information packets and Alaska maps to approximately 2,000 travel agents around the country.
- Travel agents and tour operators were also provided with Alaska information packets upon request

at the following travel agent training seminars:

- o AAA National Convention
- o Cruise Holiday Annual Conference
- o National Tour Association
- o The Travel Institute National Forum
- o America Bus Association
- o Luxury Travel Show

**Strategy 4: Distribute Alaska travel information to high potential visitors through overseas contract offices.**



**PROGRESS:**

- ATIA delivered State Vacation Planners and Invitation to Alaska brochures to all overseas contract offices so they could respond directly to requests for Alaska information within their respective countries.
- ATIA international contractors distributed Vacation Planners at the following events:
  - o Visit USA Japan
  - o Australia Workshops
  - o Japan Workshops
  - o Korea Sales Mission
  - o German Speaking Europe Sales Mission
  - o United Kingdom Sales Mission
  - o POW-WOW International, Los Angeles

# VISITOR INFORMATION SERVICES

ATIA staff responds to questions from potential visitors via phone, email, fax or standard mail. The State of Alaska also forwards travel-related requests to ATIA and we respond by sending the appropriate travel information. This personalized service helps consumers who have an interest in visiting Alaska, but may not know where to find the desired information. Requests for specific communities or products are forwarded to the appropriate Convention and Visitor Bureaus or businesses, allowing them to provide information directly so they can work to close the sale.

## Strategy 1: Distribute Alaska image and planning information to high potential prospects generated through ATIA's marketing programs.

### PROGRESS:

- ATIA's primary fulfillment piece is the Official State Vacation Planner. The Planner is sent to individual consumers throughout the year as requests are received.
- The secondary fulfillment piece is the Invitation to Alaska brochure. This brochure is sent to consumers indicating interest in visiting Alaska, but not in the foreseeable future. The 24-page brochure includes a reply card that can be filled in when the consumer has moved to the next level of interest and would like to receive the State Vacation Planner and start planning their vacation.
- ATIA staff responds to visitor requests that are received via phone, fax, email and standard mail. Many of these requests are fulfilled with a State Vacation Planner, referred to Convention & Visitor Bureaus, or provided personalized responses to their specific questions. More and more potential visitors are requesting travel information via the internet, however, in FY05 more than 3,000 requests were received at the ATIA office.

## Strategy 2: Distribute leads to DMOs and visitor industry businesses to provide product-specific information to prospective visitors and travel trade.

### PROGRESS:

- The Cooperative Leads Program allows Alaska businesses to access leads contained in ATIA's database to augment their individual marketing efforts. In FY05 roughly 3% of ATIA members participated in the Leads Program, generating 11 percent of the overall cooperative marketing revenue contributed by the industry.
- Roughly 2 percent of ATIA members participated in the Cooperative E-mail Leads program, generating 2 percent of the cooperative marketing revenue contributed by the industry.
- Travel Trade & International distributed sales leads to the sponsoring members at the following events:



- o National Tour Association
- o America Bus Association
- o POW-WOW International, Los Angeles
- o Australia Workshops
- o Japan Workshops
- o Korea Sales Mission
- o German Speaking Europe Sales Mission
- o United Kingdom Sales Mission
- o Luxury Travel Show
- o New York Travel Agent Reception
- ATIA also distributed consumer leads to participating members at the following consumer shows:
  - o Life @ 50+: AARP National Event & Expo
  - o Florida RV Super Show
  - o Quartzsite Sports, Vacation & RV Show
  - o Northwest Sportshow
  - o LA Times Travel Show
  - o NY Times Travel Show

**Strategy 3: Distribute specialty information in response to specific consumer requests, such as travel by highway and providing website addresses on specific topics.**

**PROGRESS:**

- ATIA staff responds directly to consumer requests and shares information on a variety of topics ranging from specific community information to the aurora borealis, from wildlife viewing to winter activities and other topics of interest.
- Computer reference files are maintained on a multitude of topics so ATIA can quickly respond to consumer requests.
- ATIA assists the State Division of Transportation with distribution of their highway map to potential visitors and travel agents as supply dictates.
- The North! To Alaska brochure was distributed to potential highway travelers.

# MARKET RESEARCH

ATIA relies heavily on research to guide marketing efforts so that state and industry funds are used judiciously. By tracking trends and testing new programs, ATIA is able to anticipate changes and revise the marketing plan accordingly. ATIA research reports – in addition to secondary research contained in the ATIA resource library – are made available to businesses so they can better target and refine their individual marketing efforts.

## Strategy 1: Determine the effectiveness and efficiency of ATIA's marketing program.

### PROGRESS:

- Interviews for the Conversion Study were conducted with more than 18,000 potential visitors to determine whether they visited Alaska after requesting the State Vacation Planner. Findings include:
  - o The overall conversion rate increased from 15% in 2003 to 16% in 2004.
  - o Television and magazine were the highest converting media.
  - o Cost per conversion by direct mail and magazine decreased.
- A Website Conversion Study was completed this year to measure the conversion rate of website visitors to TravelAlaska.com. The intent of this study was to capture a conversion of all site visitors. Key Findings are as follows:
  - o 49 percent of all 2004 TravelAlaska.com site visitors came to Alaska in 2004.
  - o 18 percent of TravelAlaska.com visitors who were "undecided" about visiting Alaska at site visit ended up coming to Alaska in 2004.
  - o Website visitors are High Potentials. The vast majority intend to take an Alaska trip.
  - o One-quarter had already made some travel plans.
  - o One-fifth had already been to Alaska and were intending to go again.
  - o Of those that didn't make it to Alaska in 2004, most intend to come in the next 3 years.
  - o Most website visitors make reservations before April.
- A Non-Converters study was conducted to better understand two groups who requested 2004 Alaska vacation literature but did not visit: people who indicated on their BRC: "I plan to visit in the current year" and people who answered, "I am likely to visit Alaska, but don't know when". More than 400 interviews were conducted. This information provides direction on how to improve marketing efforts, with the ultimate goal of increasing the number of visitors to the state. Findings from the study show:
  - o An encouraging 48 percent planned to travel within the next two years.
  - o Another 7 percent planned to travel to Alaska, but didn't know when.
  - o Time, money, distance and itinerary planning were the primary reasons cited for not taking an Alaska vacation.

## Strategy 2: Provide tools and information to ATIA members to enhance individual marketing efforts.

### PROGRESS:

- ATIA introduced a new service to Community Partners, a condensed version of the Conversion Study tailored to their community. Five CVB's purchased these custom reports so they could learn more about visitors specifically traveling to their community.
- Members may come to the ATIA office and review research reports at no cost. Members can also purchase research at a reasonable cost.
- ATIA's library contains current research reports, such as the Travel Industry Association of America for use by ATIA members.
- ATIA research reports are sent to communities throughout Alaska so businesses outside of the Anchorage area can easily access the reports.
- An Invitation Test Study was conducted to test and evaluate two new methodologies for inviting website visitors to take a survey on TravelAlaska.com: Rollover Invite and Button Invite. These two methodologies were compared to the existing methodology for inviting website visitors to take a survey: Pop-up Invite. Results indicated that the Rollover invite method had the highest response rate and was the most effective way to invite people to take an on-line survey.

### **Strategy 3: Establish a monitoring mechanism to measure and track trends of high potentials and actual visitors.**

#### **PROGRESS:**

- The Website Visitor Tracking Study allows ATIA to track how visitors arrive at TravelAlaska.com, how visitors use online and offline media to plan their Alaska travel and provide insight into how ATIA can improve traffic to the website. Results indicate:
  - o Early in the year (Jan-Mar), the vast majority of site visitors were new to the site. By May, site loyalty peaked as many visitors returned to the website.
  - o Search engines (especially Google) remained a key driver of traffic to the site.
  - o Typing in a website address was a popular way visitors arrived at the TravelAlaska.com website.
  - o TV ads were the most common offline source for learning about the website address.
- A Travel Intentions study was conducted to gain a mid-year projection on the number of potential visitors coming to Alaska this year. The study predicted a strong upcoming tourism season, however, a significant number of consumers planning to visit Alaska had not made travel arrangements.
- ATIA staff tracks border crossings, airport arrivals/departures and car rental revenues and incorporates this data into reports to the Board, committees and members upon request.

# PARTNERSHIP PROGRAMS

With the legislative mandate to match public funds with private funds, ATIA depends on the recruitment of new marketing partners and the development of marketing partnership programs to generate the private industry match. The challenge lies in providing quality programs that make marketing sense and provide good return to the membership. To increase awareness of ATIA – and the programs businesses can participate in – ATIA staff traveled extensively throughout the state to meet with businesses and explain how they could get involved with the statewide marketing effort.

## Strategy 1: Increase awareness of ATIA tourism marketing programs.

### PROGRESS:

- ATIA staff traveled throughout the state to speak about marketing programs and initiatives. Some of the organizations addressed were as follows:
  - o Export Council of Alaska
  - o Alaska State Chamber
  - o Homer Chamber of Commerce
  - o Fairbanks Convention and Visitors Bureau
  - o First City Rotary
  - o Rotary 2000
  - o Kenai Peninsula Tourism Marketing Council
  - o Mat-Su Convention & Visitors Bureau
  - o Alaska Wilderness, Recreation and Tourism Association
  - o Alaska Campground Owners Association
- Topics addressed during the year with community and civic groups included:
  - o ATIA's statewide marketing programs including internet marketing
  - o ATIA's research
  - o Benefits of ATIA membership
  - o Value of ATIA to the Kenai Peninsula
  - o Bringing the International Marketing to the Kenai Peninsula
- ATIA communicated marketing activities to members and the community through the ATIA e-news and on ATIA.org.
- ATIA coordinated with the Office of the Governor a FAM for Taiwanese tour operators and media.
- ATIA assisted several State agencies, non-profit associations and other organizations in generating national media exposure through the ATIA E-bulletin program that alerts key travel writers and editors of new activities and developments in Alaska. Some of the groups assisted this year include:
  - o Ted Stevens Anchorage International Airport – New Anchorage Terminal
  - o Alaska Railroad – New Fairbanks Depot
  - o Alyeska Resort – Inner Tubing
  - o Chugach National Forest – Heliskiing
  - o Alaska SeaLife Center and Alaska Raptor Center – Volunteer Vacations
  - o Kenai Fjords National Park – Gray Whales Return
  - o Iditarod – Bid Online for Seat in Iditarod Musher's Sled
  - o State of Alaska/AMHS – Second Fast-Vehicle Ferry
  - o Glacier Bay National Park – New Local Ferry Service

## Strategy 2: Increase participation in ATIA tourism marketing programs.

### PROGRESS:

- ATIA staff conducted ongoing outreach and education to existing members and potential members in an effort to expand participation in ATIA tourism Marketing programs.
- ATIA's annual conference continues to be a great opportunity to share information with our membership base. Topics addressed this year included:
  - o Customer Service
  - o Highway Market Research
  - o FY05 Marketing Plan
  - o Security

- o Marketing Opportunities for Members
- o Promoting business via website
- o Alaska's International Market
- o Marketing with Digital Photography
- Conducted DMO briefings with ATIA Community Partners to educate them on upcoming marketing opportunities and to discuss tourism-related issues.
- Increased the number of Alaska Media Roadshow Alaska suppliers by 18 percent.
- ATIA is working with the National Park Service (NPS) to build awareness of Alaska's National Parks, to increase overall visitation to Parks, to strive to ease congestion at well-known parks by generating interest in lesser-known parks, and to encourage tour operators to book more people into Parks and surrounding areas.
- Program elements include:
  - o NPS Parks brochure that will highlight the 17 National Parks describing their gateway communities, infrastructure and weather. It will focus on park experiences and accurately depict what each park has to offer so visitor expectations are in line with what is offered. The piece will also highlight activities and services available. One hundred thousand brochures will be printed.
  - o A Direct Mail campaign will be conducted to encourage people to discover Alaska's Parks and encourage them to order the Parks brochure.
  - o ATIA will lead several FAM trips to lesser-known parks like Wrangell-St. Elias and Glacier Bay.
  - o Full-page NPS ad in the Alaska State Vacation Planner.
  - o Proactive PR outreach to national TV, radio, newspaper, electronic media and magazine outlets to generate travel-related stories focusing on opportunities within Alaska's National Parks.
  - o Press kit focusing on Alaska's National Parks.
  - o Full-page, full-color magazine ad with business reply card, and a one-sixth page, full color ad with a unique toll-free number and URL for placement in select national publications that reach an audience predisposed to visit National Parks.
  - o The National Parks section on TravelAlaska.com will be expanded and enhanced.

# FY05 BUDGET

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Per the contract with the State of Alaska, Department of Community and Economic Development (DCED), following is a detailed FY05 budget sorted by components mutually agreed upon by the State and ATIA. The National Parks Service project takes place over two fiscal years.

	<b>FY05 BUDGET</b>	<b>FY05 ACTUAL EXPENSES</b>
<b><u>MARKETING RESEARCH</u></b>		
Conversion Study (60 Codes)	179,800	174,000
DMO Research	0	1,500
Tracking Report	2,500	2,500
Travel Intentions	6,000	6,000
Non-converters Study	8,000	8,000
Website Tracking	10,000	0
Website Usability	20,000	30,225
Contractor Travel/Admin	11,500	11,170
Program Implementation (in-house)	56,000	30,523
<b><u>Total Marketing Research:</u></b>	<b>293,800</b>	<b>263,918</b>
<b><u>CONSUMER MARKETING</u></b>		
PUBLIC RELATIONS		
Media	335,000	358,468
Special Projects	0	178,501
Press Trips	20,000	27,984
Crisis Plan Update/DMO Briefings	2,500	2,251
Return On Investment	12,000	0
Media Tools & Events	36,000	50,413
Contractor Admin & Travel	50,000	49,963
Program Implementation (In-house)	98,000	205,526
<b><u>Subtotal Public Relations:</u></b>	<b>553,500</b>	<b>873,107</b>
ADVERTISING		
Direct Mail	1,164,500	1,073,542
Magazine	662,000	654,821
Online	176,000	144,850
Coop Magazine	75,200	86,736
Television Media	1,017,100	1,070,242
Joint AK/UK (Cdn)	110,000	109,547
Agency Direct Expenditures	95,000	76,108
Coop Programs	139,900	103,854
Consumer Shows	50,000	58,541
Program Implementation (in-house)	742,000	472,334
<b><u>Subtotal Advertising:</u></b>	<b>4,268,000</b>	<b>3,886,874</b>
INTERNET		
Site Development	133,500	134,415
Site Hosting/Travel/Subscriptions	36,700	27,290
Site Management/Maintenance	50,000	49,940
Search Engine Optimization	30,000	37,141
Etelos/e-commerce	32,000	32,000
Program Implementation (in-house)	56,000	67,832
<b><u>Subtotal Internet:</u></b>	<b>338,200</b>	<b>348,617</b>
<b><u>Total Consumer Marketing:</u></b>	<b>5,159,700</b>	<b>5,108,598</b>

	FY05 BUDGET	FY05 ACTUAL EXPENSES
<b><u>COLLATERAL</u></b>		
FY05 Planner/Invitation Production	485,000	444,658
Non-Compete Ad Sales	0	0
Collateral Revenue (DMO)	45,000	40,036
Postage	300,000	419,016
Services	210,000	182,342
FY06 Planner/Invitation Production	99,700	329,800
Visitor Information Center	0	0
Invitation Redesign (included in FY06 VP)	0	0
Program Implementation (In-house)	196,000	301,577
<b><u>Total Collateral:</u></b>	<b>1,335,700</b>	<b>1,717,429</b>
<b><u>NICHE</u></b>		
Tourism North FY05	284,617	284,534
Tourism North FY06 Production	155,883	254,891
Program Implementation (in-house)	70,000	67,977
<b><u>Total Niche:</u></b>	<b>510,500</b>	<b>607,402</b>
<b><u>NATIONAL PARKS SERVICE</u></b>		
Advertising	0	13,199
Website Development	0	0
Public Relations	0	42,922
Collateral/Fulfillment	0	19,456
Vacation Planner Parks Page	0	71,630
Trade/International	0	14,158
Program Implementation (in-house)	0	11,840
<b><u>Total NPS:</u></b>	<b>0</b>	<b>173,204</b>
<b><u>TRADE &amp; INTERNATIONAL MARKETING</u></b>		
TRADE MARKETING/ DOMESTIC		
Alaska SuperFams (Winter/Spring/Fall)	40,000	28,333
National Tour Association (NTA)	40,000	31,897
American Bus Association (ABA)	5,000	5,701
Trade Shows/Training/Receptions	0	84,974
DS Alaska Course	83,500	5,000
Trade Materials	25,000	26,447
Travel Agent Mailing	15,000	20,000
Travel Trade Directory (Meet Alaska Directory)	5,200	3,980
Association Memberships	2,000	1,815
Domestic Trade Travel	42,000	35,199
Website-Trade/Training Development	21,500	20,880
Staff Project Support	12,500	11,000
Program Implementation (In-house)	182,000	248,231

	<b>FY05 BUDGET</b>	<b>FY05 ACTUAL EXPENSES</b>
<b><u>Total Trade Marketing:</u></b>	<b>473,700</b>	<b>523,457</b>
INTERNATIONAL MARKETING		
<b>POW WOW</b>	25,000	27,944
<b>Staff-Project Support</b>	12,500	9,101
<b><u>Australia</u></b>		
Trade/Media/PR/Workshop Assistance Contractor	17,900	15,400
Product Shipping/Fulfillment	1,500	1,411
Media Fams	5,000	8,806
Major Tour Operator Sales Fams	6,000	0
Member Mission/Training Workshops Expenses	35,350	35,424
Cooperative Marketing	11,350	14,079
Memberships	17,425	9,021
	750	821
<b><u>Total Australia:</u></b>	<b>133,000</b>	<b>96,481</b>
<b><u>Japan</u></b>		
Overhead/Operating	116,200	117,010
Marketing Projects	41,000	48,438
Public Relations Projects	11,300	5,309
Workshops/Trade Shows	50,700	51,811
Fam Trips to Alaska	11,000	6,339
<b><u>Total Japan:</u></b>	<b>272,200</b>	<b>258,972</b>
<b><u>Mainland Europe</u></b>		
Trade/Media/PR/Workshop Assistance Contractor	35,600	33,000
Product Shipping/Fulfillment	8,000	5,928
Media Fams/Travel Writers	16,700	20,842
Major Tour Operator Sales Fams	13,200	0
Member Sales Mission	10,000	10,447
Cooperative Marketing	42,787	84,773
<b><u>Total Mainland Europe:</u></b>	<b>126,287</b>	<b>118,990</b>
<b><u>United Kingdom</u></b>		
Trade/Media/PR/Workshop Assistance Contractor	22,009	21,412
Product Shipping/Fulfillment	7,000	6,911
Member Sales Mission	10,000	19,823
Media Fams/Travel Writers	5,250	3,150
Major Tour Operator Sales Fams	3,125	2,462
Cooperative Marketing	17,027	7,022
<b><u>Total UK:</u></b>	<b>64,411</b>	<b>60,780</b>
<b><u>Korea</u></b>		
Professional Fee	2,500	7,500
Website	600	0
Travel Planner	3,000	0
Sales Mission	2,000	2,678
Direct Flight Promotion	0	10,116
Major Tour Operator Fam	1,900	1,204

	<b>FY05 BUDGET</b>	<b>FY05 ACTUAL EXPENSES</b>
<b><u>Total Korea:</u></b>	<b>10,000</b>	<b>21,497</b>
<b><u>Total International Marketing:</u></b>	<b>605,673</b>	<b>550,660</b>
<b><u>Total Domestic &amp; International Marketing</u></b>	<b>1,079,373</b>	<b>1,111,161</b>
<b>Subtotal Committed:</b>	<b>8,379,073</b>	<b>8,981,713</b>
<b>Unallocated</b>	<b>(88,073)</b>	<b>0</b>
<b><u>GRAND TOTAL</u></b>	<b>8,291,000</b>	

# APPENDIX

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# ATIA CONTRACTORS

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## **Advertising**

### **Bradley/Reid Communications**

900 W. 5th Ave., Suite 100  
Anchorage, AK 99501

## **Internet Design**

### **Mike Dawley**

10249 33rd Avenue SW  
Seattle, WA 98146

## **Internet Hosting**

### **TelAlaska**

201 E. 56th Ave  
Anchorage, AK 99518

## **Inquiry Fulfillment**

### **AKA Direct**

19217 SW 119th  
Tualatin, OR 97062

## **Public Relations**

### **Bernholz & Graham**

433 West 9th Avenue  
Anchorage, AK 99501

## **Research**

### **GMA Research**

11808 Northup Way, Suite 270  
Bellevue, WA 98005

## **Australia**

### **Integra Tourism Marketing Pty Ltd.**

POB 365  
Milsons Point NSW 1565 Australia

## **German-Speaking Europe**

### **Edeltraud Sommer Tourismus Marketing**

Postfach 1425  
D-61284 Bad Homburg Germany

## **Japan**

### **Marketing Garden**

7F, Aizumi-cho 23, Shinjuku-ku  
Tokyo 160-0005 Japan

## **Korea**

### **Kyung Suk Kim**

Suite A-26, Trade Mart, 2nd Fl.  
COEX, Samsung-dong  
Kangnam-ku, Seoul, 135-731 Korea

## **United Kingdom**

### **MGA International**

Compton House  
Walnut Tree Close  
Guildford, Surrey GU1 4TX

# ATIA FY05 MARKETING COMMITTEE

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1. Patti Mackey - Chair
2. Paul Allen
3. Chuck Baird
4. Ann Campbell
5. Brett Carlson
6. Sharon Crisp
7. Bob Dindinger
8. Kelli Dindinger
9. Carl Ekstrom
10. Pam Foreman
11. Kristen Fowler
12. Dale Fox
13. Steve Frank
14. Carol Fraser
15. Pierre Germain
16. Michelle Glass
17. Shannon Hamrick
18. Brenda Hewitt
19. Deb Hickok
20. Kirk Hoessle
21. Dave Karp
22. Al Koch
23. Len Laurance
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34. Colleen Stephens
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