Greetings ATIA Members:

I had the distinct honor to be your Chair the past two years. Being part of the Visitor Industry is truly a privilege for me and to be able to serve as chair during a challenging financial time for marketing funding was only fitting.

The incoming ATIA Board faced the continued challenge of maintaining our marketing program. We were able to increase State funding to $3 million but was still far short of what is needed to effectively market this great State.

We were successful returning the implementation of the marketing program back to being industry-led. The Alaska Tourism Marketing Board sunset on June 30, 2018, and the current ATIA Board is setting up the future structure of the new Marketing Board.

Tourism marketing funding was a significant focus for the ATIA Board the past two years. Now, with the hopeful commitment from the State of Alaska to allocate the Vehicle Rental Tax to statewide destination marketing, we will be able to focus more of our energy on other important issues related to our industry.

Dennis McDonnell
Chair
In FY 2018, our industry saw record visitation, making tourism the second-largest private sector employer, supporting more than 1 in 10 Alaska jobs. Visitation has grown to more than 2.25 million visitors, and our organization, too, has grown. We are proud to be a statewide resource to our 700 member businesses.

ATIA led the industry in providing professional development opportunities. We hosted more than twenty speakers and panelists at our annual convention in Kodiak, and shared information on visitor data, destination marketing, and traveler experiences. We also supported industry creativity and growth with ATIA’s 2nd Annual Tourism Shark Tank. We look forward to hearing how industry support helped Alaska businesses succeed.

In March, we hosted the 3rd Annual Family Assistance Foundation training. Alaska now has more than 105 Alaskans trained to provide human services response in case of a tragedy involving our industry family.

We also had our voice heard in Juneau, and beyond. In addition to advocating for tourism marketing funding, we presented compelling testimony in Washington D.C. on the importance of well-maintained infrastructure in our national parks to Alaska’s economy.

Looking ahead, ATIA will be expanding it’s online training opportunities by launching a new professional learning speaker series. Our Tourism Policy and Planning, Government Relations, and Community Relations committees will be reaching out to industry and land managers to identify and support critical infrastructure projects that support a healthy tourism sector. We will continue our work in Juneau and Washington D.C. to promote our industry. Working together as an engaged association, every member’s voice will be heard.

Sarah Leonard
President & CEO
ATIA is the state’s leading industry organization for travel-related businesses and supporters. ATIA membership grew in FY 2018, and members continued to enjoy exclusive benefits such as the ATIA Annual Convention and Trade Show, online courses offered through the ATIA E-Learning Center, participation in local chapters, and access to support from the Family Assistance Foundation.

**ATIA Chapters**
- Anchorage
- Fairbanks
- Juneau
- Ketchikan
- Skagway
- Arts, Culture & Heritage

**703**
Members (June 30, 2018)

ATIA Chapters

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**Adventures Green Alaska**

Adventures Green Alaska (AGA) is ATIA’s voluntary certification program for sustainable tourism businesses operating in Alaska. AGA-certified companies believe that outstanding Alaska experiences can also be sustainable and of benefit to visitors and hosts alike. Using standards of sustainable management and economic, environmental, and social sustainability, AGA encourages tourism businesses to evaluate their operations and determine whether they use – or could be using – best sustainable practices.

**2017 ATIA Annual Convention & Trade Show**

Alaska Untamed | Kodiak, Alaska | October 3-5, 2017

- Attendees: 399
- Trade Show Booths: 13
- Businesses Represented: 236

**2017-2018 CERTIFIED AGA BUSINESSES**

- New: 10
- Total: 51
- Increase: 24%

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Tourism Marketing

ATIA managed a State of Alaska Marketing Program and leveraged a $3 million state capital grant with more than $1.5 million in co-op partner purchases for a limited but effective destination marketing program. FY 2018 highlights included:

- A printed Official Alaska Vacation Planner (after a one-year hiatus)
- Launch of a social media presence in China
- Relaunch of Alaska Media Road Show (after a one-year hiatus)
- Refresh of TravelAlaska.com

Co-op Marketing

$1.5 million

Cooperative marketing sales generated

- 132 Million
  Paid advertising impressions
- 435,000
  Facebook followers
- 467
  Articles published, valued at $89 million
- 297
  New Alaska Certified Expert graduates
- 7
  Travel Trade events attended

ATMB

The Alaska Tourism Marketing Board (ATMB), the oversight body for the State of Alaska’s tourism marketing program, was recommended for sunset by the Legislative Budget and Audit Committee in November 2017. Established in 2014 by Senate Bill 194, the ATMB’s purpose was to plan and devise a destination tourism marketing campaign and make recommendations regarding tourism marketing and development. The 21-member, Governor-appointed board held its last meeting on June 14, 2018 and completed operations on June 30, 2018.

ATMB Board Members

June 2018

Chuck Baird - Waterfall Resort
Ryan Binkley - Riverboat Discovery
Jin Chen - Alaska Skylar Travel
Shanon Davis - Soldotna Chamber of Commerce
Kori Goertz - Premier Alaska Tours
Scott Habberstad - Alaska Airlines
Deborah Hansen - Pike’s Waterfront Lodge
Kathy Hedges - Northern Alaska Tour Company
Deb Hickok - Explore Fairbanks
Bernie Karl - Chena Hot Springs Resort
Ruth Rosewarne Kimerer - RK Consulting
Patti Mackey - Ketchikan Visitors Bureau
Dennis McDonnell - Alaska Coach Tours
James Minton - Visit Anchorage
Bonnie Quill - Mat-Su Convention and Visitors Bureau
Linda Springmann - Holland America Line
Colleen Stephens - Stan Stephens Glacier & Wildlife Cruises
Mark Weakland - Alyeska Resort
Brittany Cioni-Haywood - Department of Commerce,
Community & Economic Development
Senator Mia Costello
Representative Jason Grenn

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The ATIA Foundation reinvests in the future of the Alaska tourism industry. Alaskans pursuing a degree related to tourism or seeking continuing education opportunities can qualify for scholarships. Scholarship funds are raised through memberships and at the ATIA Annual Convention.

**2018 ATIA Foundation Scholarship Recipients**

**Stuart Relay, Valdez**
$2,500 - Holland America Line Scholarship

**Eliza Oldham, Eagle River**
$1,000 - Holland America Line Scholarship
$1,000 - Alaska Railroad Corporation Scholarship

**Jordan Kesler, Anchorage**
$2,500 - Kris Geldaker Memorial Scholarship

**Ashlyn Dom, Wasilla**
$2,500 - White Pass & Yukon Route Railroad Scholarship

**Oceana Gamel Howes, Anchorage**
$1,600 - Alaska Collection by Pursuit Scholarship

**Kierra Murphy, Kodiak**
$1,000 - Chuck West Memorial Scholarship
$500 - Tim McDonnell Mentorship Scholarship

**Lawrence Wynn, Eagle River**
$1,000 - ATIA Anchorage Chapter Scholarship

**Leah Ricks, Anchorage**
$1,500 - All Alaska Tours Scholarship
$1,000 - ATIA Anchorage Chapter Scholarship

**Shilo Cederberg, Anchorage**
$500 - Premier Alaska Tours Scholarship

**Ellie Wells, Anchorage**
$1,500 - Premier Alaska Tours Scholarship
$500 - Premier Alaska Tours Scholarship

**Emma Axelson, Ketchikan**
$1,000 - Alaska Airlines Scholarship

**Ellie Wells, Anchorage**
$1,000 - ATIA Anchorage Chapter Scholarship

**Claire Arend, Anchorage**
$500 - Premier Alaska Tours Scholarship

**Brittany Slick, Ketchikan** - $1,000
**Michelle Eliassen, Chugiak** - $1,000
**Emma Axelson, Ketchikan** - $1,000

**Sage Dudick, Anchorage** - $600
**Bernadette Franulovich, Ketchikan** - $600

**Abigail Smothers, Talkeetna** - $600
**Ellie Wells, Anchorage** - $600

**7 1-year scholarships funded through member pledges were also awarded:**

**Brittany Slick, Ketchikan** - $1,000
**Michelle Eliassen, Chugiak** - $1,000
**Emma Axelson, Ketchikan** - $1,000

**Total ATIA Foundation funds raised in FY 2018**
$31,197

**Awarded in FY 2018**
$25,000
Government Relations

ATIA regularly advocates and monitors policy issues affecting Alaska’s tourism industry. Our voice was heard by stakeholders and policy makers at both the state and national level:

- Submitted comments in response to the Department of Interior’s proposal to increase entrance fees in 17 national parks, including Denali National Park
- Testified before the U.S. Senate Energy and Natural Resources Committee in support of additional funding for deferred maintenance projects in Alaska’s national parks
- Advocated for State of Alaska support for tourism marketing

Financials

FY18 Income

- State of Alaska Grants and Program Receipts $4,910,965
- Convention $379,918
- Membership $328,361
- Misc. Income $39,970
- Chapters $25,613
- Total Income $5,684,833

FY18 Expenditures

- Alaska Marketing Program $4,956,530
- Membership and Association Programs $273,056
- Management and Operations $497,185
- Total Expenditures $5,726,771

Photo courtesy Senate Energy and Natural Resources Committee
2017-2018 ATIA Board of Directors

Executive Committee

BOARD CHAIR
Dennis McDonnell, Alaska Coach Tours

VICE CHAIR
Elizabeth Hall, John Hall’s Alaska Cruises & Tours

SECRETARY/MEMBERSHIP CHAIR
Kory Eberhardt, A Taste of Alaska Lodge

TREASURER/FINANCE CHAIR
Bill Pedlar, Knightly Tours

TOURISM POLICY & PLANNING CO-CHAIRS
Patti Mackey, Ketchikan Visitors Bureau
Dan Oberlatz, Alaska Alpine Adventures

GOVERNMENT RELATIONS CO-CHAIRS
Carol Fraser, Aspen Hotels of Alaska
Colleen Stephens, Stan Stephens Glacier & Wildlife Cruises

MARKETING CHAIR
Scott Habberstad, Alaska Airlines

ATIA PRESIDENT & CEO
Sarah Leonard, Alaska Travel Industry Association

Board Members

Adam Baldwin, Anchorage Museum
John Binkley, CLIA/Alaska Cruise Association, Riverboat Discovery
Dan Blanchard, UnCruise Adventures
Jamey Cagle, Allen Marine Tours
Brett Carlson, Northern Alaska Tour Company
Deb Hickok, Explore Fairbanks
Deborah Hansen, Pike’s Waterfront Lodge

Kirk Hoessle, Alaska Wildland Adventures
Josh Howes, Premier Alaska Tours
Holly Johnson, Wings Airways & Taku Glacier Lodge
Dave McInloth, Holland America Group
Bonnie Quill, Mat-Su Convention & Visitors Bureau
Julie Saupe, Visit Anchorage
Linda Springmann, Holland America Line