

2014– 2015
Executive Officers

Chair
Scott Habberstad
Alaska Airlines

Vice Chair
Colleen Stephens
Stan Stephens Cruises

Treasurer/Finance Chair
Charlie Ball
Holland America/Princess – Alaska

Secretary/Membership Chair
Bonnie Quill
Mat-Su Convention & Visitors Bureau

Government Relations Co-Chairs
Dennis McDonnell
Alaska Coach Tours
Bill Pedlar
Knightly Tours

Marketing Chair
Patti Mackey
Ketchikan Visitors Bureau

Tourism Policy & Planning Chair
Deb Hickok
Explore Fairbanks

Past Chair
Julie Saupe
Visit Anchorage

President & CEO
Sarah Leonard
Alaska Travel Industry Association

Board of Directors

John Binkley
CLIA/Alaska Cruise Association

Brett Carlson
Northern Alaska Tour Company

Ken Dole
Waterfall Resort

Kory Eberhardt
A Taste of Alaska Lodge

Paul Goodwin
Holland America Line

Peter Grunwaldt
Premier Alaska Tours

Elizabeth Hall
John Hall's Alaska Cruises and Tours

Deb Hansen
Pike's Waterfront Lodge

Kirk Hoessle
Alaska Wildland Adventures

Shanon Hamrick
Kenai Peninsula Tourism Marketing
Council

Karen Harris
Alaska Garden Gate B&B and Cottages

Thomas McAleer
Alaska Denali Travel

Tim McDonnell
Temasco Helicopters, Inc.

Dan Oberlatz
Alaska Alpine Adventures, Inc.



Alaska Travel Industry Association Board of Directors
A Resolution in Opposition to Eliminating Daylight Savings Time in Alaska
Resolution #15-7

WHEREAS the Alaska Travel Industry Association's mission is to promote Alaska as a top visitor destination, communicate and promote the tourism industry as one of the state's major economic forces, and is the respected voice of the industry for the growth of the industry while remaining attentive to care for the environment, recognition of cultures and Alaska's unique quality of life;

WHEREAS annual visitation to Alaska is nearly 2 million with 86 percent traveling between May and September, spending \$1.8 billion and creating 46,000 jobs;

WHEREAS over half of visitors participate in wildlife viewing activities, 39 percent take a sightseeing tour and 16 percent go flightseeing with local Alaskan businesses;

WHEREAS eliminating daylight savings time in Alaska would have adverse effects on tourism businesses throughout the state who depend on daylight in the evening to operate sightseeing tours especially in late August and September by having to reduce operating hours and therefore revenue;

WHEREAS half of Alaska's summer visitors travel on a cruiseship and being an additional hour from Seattle time will change itineraries and reduce time in Alaska's ports resulting in less time for shore excursions;

WHEREAS many businesses could be impacted by millions of dollars in lost revenue in visitor spending which will impact employment and other support services in the state;

THEREFORE, BE IT RESOLVED BY THAT ALASKA TRAVEL INDUSTRY ASSOCIATION is opposed to Senate Bill 6/ Senate Bill 11 and House Bill 64 due to the negative impacts eliminating daylight savings time will have on tourism businesses and the State of Alaska.

Signed on this 24th day of March 2015 by:

Sarah Leonard
President & CEO

Scott Habberstad, Alaska Airlines
ATIA Board Chair