



ATIA MARKETING COMMITTEE APPLICATION – 2019

The Alaska Travel Industry Association is seeking ATIA members interested in serving on the ATIA Marketing Committee. The marketing committee will make recommendations to the ATIA Board of Directors regarding the statewide tourism marketing program.

Alaska's statewide marketing program is funded by investments from the State of Alaska and industry contributions.

The ATIA Marketing Committee will be comprised of 23 members, plus up to three ex-officio members of the Alaska State Legislature and DCCED. ATIA Board of Directors will have first right of refusal for open seats.

Interested ATIA members must submit an application and commit to attending two in-person meetings per year. Members will be voted on by the ATIA Board of Directors. Applicants must be current members of ATIA and have at least 5 years of marketing experience and demonstrated expertise (resumes and/or brief bio can be attached to this application).

The 2019 Marketing Committee will serve through October 2019. Subsequent committees will be seated annually for 1-year terms (November -October).

NAME:

BUSINESS/EMPLOYER:

TITLE:

EMAIL:

ADDRESS:

TELEPHONE:

BRIEFLY DESCRIBE YOUR MARKETING EXPERIENCE AND IDEAS FOR A STATEWIDE MARKETING PROGRAM.

Please limit this description to one page or less and/or include a current resume with this form.

PLEASE CHECK THE REGION(S) WHERE YOUR COMPANY OPERATES OR DOES BUSINESS IN ALASKA: (you may choose more than one).

- Southeast
- Southcentral
- Southwest
- Interior
- Arctic
- Statewide

PLEASE SELECT THE NUMBER OF FULL TIME EQUIVALENT YOUR BUSINESS HAS DURING YOUR PEAK VISITOR SEASON: (please only choose one)

- 0-2 employees
- 3-5 employees
- 6-20 employees
- 21-50 employees
- 51-100 employees
- 101-500 employees
- 501 + employees

WHAT SECTOR IN THE TOURISM INDUSTRY BEST DESCRIBES YOUR BUSINESS, OR PLACE OF WORK? (please only choose one)

- Accommodations, hotels, bed and breakfast, lodging
- Destination Marketing Organization (DMO) (Convention & Visitors Bureau, Chamber, etc.)
- Sightseeing Activities or Attractions
- Transportation
- Trip Planning/Tour Operators
- Cruise Travel
- Vehicle Rentals
- Marketing/Advertising Agency
- Other:

PLEASE IDENTIFY THE COOPERATIVE MARKETING PROGRAMS YOUR BUSINESS PARTICIPATES:

- Official State Vacation Planner
- TravelAlaska.com (listings, banner ads, travel specials)
- Leads Program
- Public Relations (Alaska Media Road Show, Facebook Takeover)
- Travel Trade & International (Brochure distribution, booth shares, Infox Travel Agent Mailing)
- Newsletters (banner ads, Hottest Deals)

PLEASE SELECT THE SUB-COMMITTEE(S) YOU ARE INTERESTED IN SERVING ON:

- Advertising/Public Relations Sub-Committee
- Website Sub-Committee
- Travel Trade & International Sub-Committee



By submitting this application, you are committing to attend at least two in-person Marketing Committee meetings per year as well as participate on at least one sub-committee.

Signature

Date

Completed applications must be received no later than **Friday, January 11, 2019**

Submit your completed application to:

Alaska Travel Industry Association/Attn: Jillian Simpson

jsimpson@alaskaTIA.org