



FOR IMMEDIATE RELEASE

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ATIA Attracts Chinese Travel Market

Travel industry building on recent China trade mission

Anchorage, AK – The Alaska Travel Industry Association (ATIA) has formerly signed a contract with Chinese firm Travel Link Marketing (TLM) to raise awareness of Alaska directly to Chinese consumers. TLM will develop content for Weibo, WeChat, and other online social media accounts, building upon the existing State of Alaska Chinese-language tourism website, www.alaska-china.com (www.TravelAlaska.com).

ATIA is leading statewide membership trade association for Alaska’s tourism industry and manages the State of Alaska’s capital grant for statewide tourism marketing.

“ATIA’s Chinese social media campaign leverages the excellent outreach by the tourism industry during the Governor’s recent China trade mission,” said Sarah Leonard, ATIA President and CEO. “It enhances the recent success of Explore Fairbanks and Visit Anchorage in developing regional travel trade relationships by raising awareness of the Alaska brand directly with Chinese consumers.”

TLM will develop marketing content, promote topics, and interact directly with followers to promote in-depth engagement of the target audience. Chinese consumers will be able to see Alaska videos and travel trips and have direct access to online travel agents to help them plan their trip to Alaska.

China is a fast-growing market for summer and winter visitation to Alaska. In Summer 2016, China represented more than 3 percent of Alaska’s international market. With an average stay of 9.8 days, visitors from China and other Asian countries spent an average of \$1,442 per person (excluding transportation) for a total direct spending impact of \$33.2 million. (Source: [Alaska Visitor Statistics Program VII.](#))

Weibo and WeChat are social messaging, micro-blogging, and e-commerce services with qualities similar to Twitter and Facebook. Weibo has more than 340 million active monthly users, while WeChat lists more than 1 billion active monthly users.

ATIA is Alaska’s largest statewide membership trade association for the travel industry and represents more than 700 members and businesses supporting Alaska tourism. ATIA promotes Alaska’s travel industry as one of the state’s major economic forces and advocates for the growth of the industry while remaining attentive to Alaska’s natural environment, diverse cultures, and unique quality of life.

For more information, visit www.AlaskaTIA.org or contact 907.646-3307.

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Alaska’s leading statewide nonprofit membership organization for the Alaska travel industry.

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