



FOR IMMEDIATE RELEASE

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Alaska Tourism Marketing Board Hosts Final Meeting Sunset on June 30, 2018

Anchorage, AK – The Alaska Tourism Marketing Board (ATMB), the oversight body for the State of Alaska’s tourism marketing and development program, held its last meeting today prior to its termination date of June 30, 2018.

The ATMB provided oversight for State capital grant funds awarded to the Alaska Travel Industry Association (ATIA) for statewide destination marketing. During its peak, the ATMB managed a robust \$16 million public relations program that produced and distributed a printed vacation planner to more than 650,000 potential visitors, maintained the www.TravelAlaska.com website, hosted numerous familiarization (FAM) trips for tour operators, represented Alaska at industry trade shows, advised the creation of a national advertising and television campaign, and raised awareness of Alaska at the premier tourism destination. In FY2017, with funding slashed dramatically to \$1.5 million, the board was able to keep a skeleton marketing program in place, focusing on online and social media.

The ATMB was recommended for sunset by the Legislative Budget and Audit Committee in November 2017. The board will have until June 30, 2018 to complete its administrative operations.

The FY2019 \$3 million State of Alaska Marketing Program will now be administered by ATIA and its 24-member board of directors.

ATIA thanks the [ATMB members](#) for their dedication, guidance, and service.

The ATMB was established in October 2014 through Senate Bill 194 to plan and advise a destination tourism marketing campaign and make recommendations regarding tourism marketing and development. The 21-member, Governor-appointed board is comprised of members of ATIA, the state’s leading tourism industry member association, and representatives from the State Senate, the State House of Representatives, and the Alaska Department of Commerce, Community, and Economic Development.

ATIA is Alaska’s largest statewide membership trade association for the travel industry and represents more than 650 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 Julie Jessen, ATIA Communications and Public Relations Manager at 907.646-3307.

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

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