



**FOR IMMEDIATE RELEASE**

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**\$15,000 in Cash Prizes Awarded by  
Alaska Travel Industry Association at  
Alaska Tourism Shark Tank**

***New products steal the show***

**FAIRBANKS, AK** – The Alaska Travel Industry Association (ATIA) held its 3<sup>rd</sup> Annual Alaska Tourism Shark Tank competition on October 10 in Fairbanks during its annual convention and trade show. Businesses from across the state presented innovative ideas in front of three tourism “Sharks”, hoping to win a cash prize to help turn their business ideas into reality. The Sharks proclaimed Paws for Adventure, Terry Boyd Photography, and Seward Adventure Center for this year’s top ideas.

Paws for Adventure, a Fairbanks based company, pitched enhanced accommodations for dogsledding adventures. Terry Boyd Photography, a guiding company from Cantwell, sought support to rebrand as Denali Photo Guides to increase its appeal to independent travelers. Seward Adventure Center, a Seward-based outfitter, highlighted new opportunities for “glamping” at Bear Glacier Yurts.

Participants were allowed 3 slides and 3 minutes to make their pitch. Ideas ranged from new products and itineraries to promoting sustainable tourism. Other participating businesses included:

- Adventure Guru, Cooper Landing: storefront kayak rentals
- Salmonberry Tours, Anchorage: reusable water bottles
- Alaska ATV Adventures, Eagle River: new itineraries in Chugach State Park
- Alaska Adventure Tours (UAF Fairbanks Start-up Weekend winners), Fairbanks: a new digital platform for tour groups

“Shark Tank is a great way to present new ideas and support small businesses, said Sarah Leonard, ATIA President and CEO. “Our members get feedback from their colleagues and real cash prizes for growing their businesses. We look forward to hearing how these funds positively changed these businesses.”

Dale Wade, Alaska Railroad Corporation; Scott Habberstad, Alaska Airlines; and Paul Landes, GCI served as this year’s Shark panel.

ATIA is Alaska’s largest statewide membership trade association for the travel industry and represents close to 700 members and businesses supporting Alaska tourism. ATIA promotes Alaska’s travel industry

*Alaska’s leading statewide nonprofit membership organization for the Alaska 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](http://www.AlaskaTIA.org) or contact 907.306.2331

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