

Letter from the Chair

Greetings ATIA Members:

I had the distinct honor to be your Chair the past two years. Being part of the Visitor Industry is truly a privilege for me and to be able to serve as chair during a challenging financial time for marketing funding was only fitting.





We were successful returning the implementation of the marketing program back to being industry-led. The Alaska Tourism Marketing Board sunset on June 30, 2018, and the current ATIA Board is setting up the future structure of the new Marketing Board.

Tourism marketing funding was a significant focus for the ATIA Board the past two years. Now, with the hopeful commitment from the State of Alaska to allocate the Vehicle Rental Tax to statewide destination marketing, we will be able to focus more of our energy on other important issues related to our industry.

(2: m2)

Dennis McDonnell Chair

ATIA Sustaining Partners, 2017-2018

We would like to thank and recognize our <u>Sustaining Partners</u>, all of which play a key role in the growth of ATIA programs, resources, education, advocacy, and more.

DENALI LEVEL

Alaska Airlines Holland America Line HAP Alaska-Yukon Princess Cruises

ARCTIC LEVEL

Alaska Collection by Pursuit Alaska Railroad Corporation Explore Fairbanks UnCruise Adventures Visit Anchorage

ORCA LEVEL

Ketchikan Visitors Bureau
Mat-Su Convention & Visitors Bureau
Northern Alaska Tour Company
Premier Alaska Tours
Travel Juneau
White Pass & Yukon Route Railroad

RAVEN LEVEL

John Hall's Alaska Cruises & Tours

GOLD LEVEL

Alaska Coach Tours
Kenai Peninsula Tourism Marketing Council
Skagway Convention & Visitors Bureau

JADE LEVEL

Alaska Alpine Adventures

ATIA Annual Report 2018

ATIA Mission

The Alaska Travel Industry Association (ATIA) promotes Alaska as a top visitor destination, communicating and promoting Alaska's tourism industry as one of the state's major economic forces. ATIA is the respected voice of the industry, promoting industry growth while caring for the environment, recognizing cultures, and supporting Alaska's unique quality of life.



Letter from the President

In FY 2018, our industry saw record visitation, making tourism the second-largest private sector employer, supporting more than 1 in 10 Alaska jobs. Visitation has grown to more than 2.25 million visitors, and our organization, too, has grown. We are proud to be a statewide resource to our 700 member businesses.



ATIA led the industry in providing professional development opportunities. We hosted more than twenty speakers and panelists at our annual convention in Kodiak, and shared information on visitor data, destination marketing, and traveler experiences. We also supported industry creativity and growth with ATIA's 2nd Annual Tourism Shark Tank. We look forward to hearing how industry support helped Alaska businesses succeed.

In March, we hosted the 3rd Annual Family Assistance Foundation training. Alaska now has more than 105 Alaskans trained to provide human services response in case of a tragedy involving our industry family.

We also had our voice heard in Juneau, and beyond. In addition to advocating for tourism marketing funding, we presented compelling testimony in Washington D.C. on the importance of well-maintained infrastructure in our national parks to Alaska's economy.

Looking ahead, ATIA will be expanding it's online training opportunities by launching a new professional learning speaker series. Our Tourism Policy and Planning, Government Relations, and Community Relations committees will be reaching out to industry and land managers to identify and support critical infrastructure projects that support a healthy tourism sector. We will continue our work in Juneau and Washington D.C. to promote our industry. Working together as an engaged association, every member's voice will be heard.

Sarah Leonard

Sarah Leonard
President & CEO

Membership

ATIA is the state's leading industry organization for travelrelated businesses and supporters. ATIA membership grew in FY 2018, and members continued to enjoy exclusive <u>benefits</u> such as the <u>ATIA Annual Convention</u> <u>and Trade Show</u>, online courses offered through the <u>ATIA</u> <u>E-Learning Center</u>, participation in <u>local chapters</u>, and access to support from the <u>Family Assistance Foundation</u>.



703Members
(June 30, 2018)

ATIA Chapters

- Anchorage
- Fairbanks
- Juneau
- Ketchikan
- Skagway
- Arts, Culture & Heritage





2017 ATIA Annual Convention & Trade Show

Alaska Untamed | Kodiak, Alaska | October 3-5, 2017



Attendees

→ 3

Businesses
Represented

Trade Show Booths

13

236

Adventure Green Alaska

Adventure Green Alaska (AGA) is ATIA's voluntary certification program for sustainable tourism businesses operating in Alaska. AGA-certified companies believe that outstanding Alaska experiences can also be sustainable and of benefit to visitors and hosts alike. Using standards of sustainable management and economic, environmental, and social sustainability, AGA encourages tourism businesses to evaluate their operations and determine whether they use – or could be using – best sustainable practices.



0 2017-2018 CERTIFIED AGA BUSINESSES

10 51

New

24%

Increase

ATIA Annual Report 2018

Tourism Marketing

ATIA managed a State of Alaska Marketing Program and leveraged a \$3 million state capital grant with more than \$1.5 million in co-op partner purchases for a limited but effective destination marketing program. FY 2018 highlights included:

- A printed Official Alaska Vacation Planner (after a one-year hiatus)
- Launch of a social media presence in China
- Relaunch of Alaska Media Road Show (after a one-year hiatus)
- Refresh of TravelAlaska.com



www.TravelAlaska.com

Co-op Marketing

\$1.5 million

Cooperative marketing sales generated

440

Participating Businesses

o 132 Million

Paid advertising impressions

o 435,000

Facebook followers

0 467

Articles published, valued at \$89 million

0 297

New Alaska Certified Expert graduates

0 7

Travel Trade events attended



ATMB

The Alaska Tourism Marketing Board (ATMB), the oversight body for the State of Alaska's tourism marketing program, was recommended for sunset by the Legislative Budget and Audit Committee in November 2017. Established in 2014 by Senate Bill 194, the ATMB's purpose was to plan and devise a destination tourism marketing campaign and make recommendations regarding tourism marketing and development. The 21-member, Governor-appointed board held its last meeting on June 14, 2018 and completed operations on June 30, 2018.

ATMB Board Members June 2018

Chuck Baird - Waterfall Resort Ryan Binkley - Riverboat Discovery Jin Chen - Alaska Skylar Travel Shanon Davis - Soldotna Chamber of Commerce Kori Goertz - Premier Alaska Tours Scott Habberstad - Alaska Airlines Deborah Hansen - Pike's Waterfront Lodge Kathy Hedges - Northern Alaska Tour Company Deb Hickok - Explore Fairbanks Bernie Karl - Chena Hot Springs Resort Ruth Rosewarne Kimerer - RK Consulting Patti Mackey - Ketchikan Visitors Bureau Dennis McDonnell - Alaska Coach Tours James Minton - Visit Anchorage Bonnie Quill - Mat-Su Convention and Visitors Bureau Linda Springmann - Holland America Line Colleen Stephens - Stan Stephens Glacier & Wildlife Cruises Mark Weakland - Alyeska Resort Britteny Cioni-Haywood - Department of Commerce, Community & Economic Development Senator Mia Costello Representative Jason Grenn

ATIA Foundation

The ATIA Foundation reinvests in the future of the Alaska tourism industry. Alaskans pursuing a degree related to tourism or seeking continuing education opportunities can qualify for scholarships. Scholarship funds are raised through memberships and at the ATIA Annual Convention.



\$31,197

\$25,000

Total ATIA Foundation funds raised in FY 2018

Awarded in FY 2018

2018 ATIA Foundation Scholarship Recipients



Stuart Relay, Valdez \$2,500 - Holland America Line Scholarship



Oceana Gamel Howes, Anchorage \$1,600 - Alaska Collection by Pursuit Scholarship



Emma Axelson, Ketchikan \$1,000 - Alaska Airlines Scholarship



Eliza Oldham, Eagle River \$1,000 - Holland America Line Scholarship \$1,000 - Alaska Railroad Corporation Scholarship



Kierra Murphy, Kodiak \$1,000 - Chuck West Memorial Scholarship \$500 -Tim McDonnell Mentorship Scholarship



Shilo Cederberg, Anchorage \$500 - Premier Alaska Tours Scholarship



Jordan Kesler, Anchorage \$2.500 - Kris Geldaker Memorial Scholarship



Lawrence Wynn, Eagle River \$1,000 - ATIA Anchorage Chapter Scholarship



Ellie Wells, Anchorage \$1,500 - Premier Alaska Tours Scholarship



Ashlyn Dorn, Wasilla \$2,500 - White Pass & Yukon Route Railroad Scholarship



Leah Ricks, Anchorage \$1,500 - All Alaska Tours Scholarship \$1,000 - ATIA Anchorage Chapter Scholarship



Claire Arend, Anchorage \$500 - Premier Alaska Tours Scholarship

7 1-year scholarships funded through member pledges were also awarded:

Brittany Slick, Ketchikan - \$1,000 Michelle Eliassen, Chugiak - \$1,000 Emma Axelson, Ketchikan - \$1,000

Sage Dudick, Anchorage - \$600 Bernadette Franulovich, Ketchikan - \$600 Ellie Wells, Anchorage - \$600

Abigail Smothers, Talkeetna - \$600



Photo courtesy Senate Energy and Natural Resources Committee

Government Relations

ATIA regularly advocates and monitors policy issues affecting Alaska's tourism industry. Our voice was heard by stakeholders and policy makers at both the state and national level:

- Submitted comments in response to the Department of Interior's proposal to increase entrance fees in 17 national parks, including Denali National Park
- Testified before the U.S. Senate Energy and Natural Resources Committee in support of additional funding for deferred maintenance projects in Alaska's national parks
- Advocated for State of Alaska support for tourism marketing

Financials

\$4,910,965

\$379.918

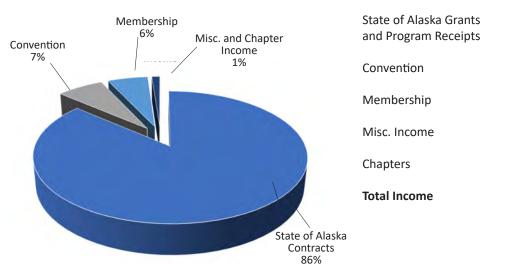
\$328,361

\$39,970

\$25,613

\$5,684,833

FY18 Income



FY18 Expenditures





ATIA Staff

President & Chief Executive Officer

Sarah Leonard

Vice President

Jillian Simpson

Director of Partnerships & Travel Trade

Tanya Carlson

Director of Finance and Administration

Andrea Rayt

Communications and Public Relations Manager

Julie Jessen

Member Services Manager

Laurie Booyse

Sales Manager

Skye Hostetler

Administrative Managers

Alicia Reando (shown)

Trisha Sims (not shown)

Alaska Travel Industry Association 610 E. 5th Avenue, Suite 200 Anchorage, AK 99501

907.929.2842 **AlaskaTIA.org**

2017-2018 ATIA Board of Directors

Executive Committee

BOARD CHAIR

Dennis McDonnell, Alaska Coach Tours

VICE CHAIR

Elizabeth Hall, John Hall's Alaska Cruises & Tours

SECRETARY/MEMBERSHIP CHAIR

Kory Eberhardt, A Taste of Alaska Lodge

TREASURER/FINANCE CHAIR

Bill Pedlar, Knightly Tours

TOURISM POLICY & PLANNING CO-CHAIRS

Patti Mackey, Ketchikan Visitors Bureau Dan Oberlatz, Alaska Alpine Adventures

GOVERNMENT RELATIONS CO-CHAIRS

Carol Fraser, Aspen Hotels of Alaska Colleen Stephens, Stan Stephens Glacier & Wildlife Cruises

MARKETING CHAIR

Scott Habberstad, Alaska Airlines

ATIA PRESIDENT & CEO

Sarah Leonard, Alaska Travel Industry Association

Board Members

Adam Baldwin, Anchorage Museum
John Binkley, CLIA/Alaska Cruise Association,
Riverboat Discovery
Dan Blanchard, UnCruise Adventures
Jamey Cagle, Allen Marine Tours
Brett Carlson, Northern Alaska Tour Company
Deb Hickok, Explore Fairbanks
Deborah Hansen, Pike's Waterfront Lodge

Kirk Hoessle, Alaska Wildland Adventures
Josh Howes, Premier Alaska Tours
Holly Johnson, Wings Airways & Taku Glacier Lodge
Dave McGlothlin, Holland America Group
Bonnie Quill, Mat-Su Convention & Visitors Bureau
Julie Saupe, Visit Anchorage
Linda Springmann, Holland America Line