



ANNUAL REPORT

Alaska Travel Industry Association

2021-2022



ATIA MISSION

The Alaska Travel Industry Association (ATIA) will be the leading industry organization promoting Alaska as a top visitor destination, communicating and promoting the Alaskan tourism industry as one of the state's major economic forces, and will be the respected voice of the industry for the growth of the industry, while remaining stewards of the state's natural resources, cultures and Alaska's unique quality of life.

Photo Credit: ATIA, Chris McLennan

LETTER FROM THE CHAIR

Greetings Alaska Travel Industry Association Members,

Thank you for the opportunity to serve as your 2021-2022 ATIA Board of Directors Chair. We've accomplished much together, and I am thankful for the support from the entire ATIA Board of Directors and ATIA staff who have given much in time and energy to advance the association through another eventful year for our industry. I thank my colleagues for the teamwork they've demonstrated to continue our path to economic recovery.

In the past year, we have done much to advocate for Alaska's tourism industry. In December 2021, I joined Sarah Leonard for a press conference with Governor Mike Dunleavy as he announced a \$10.5 million allocation from the federal American Rescue Plan Act for Alaska, designated for statewide destination marketing efforts. On behalf of our industry, I offer my thanks and appreciation for this funding and recognition of the economic impact of tourism to the state.

With workforce challenges being front of mind for many businesses, ATIA sent letters to our delegation encouraging them to support efforts to re-open our embassies and consulate offices in foreign countries so the J1 student visa application process could get back on track. ATIA's board worked with staff to launch a months-long social media "Work for Alaska Tourism" campaign, driving traffic to our jobs board, and connecting job seekers with employers.

The new TravelAlaska.com website rollout in January has had an immediate effect on attracting visitors to our state. With Alaska Native greetings and new cultural components integrated throughout the site, our state's living culture is given a prominent role. The website is fresh and appealing, giving visitors cause to stay on it longer to get their questions answered and to make their travel plans. Kudos to the team for completing this work during the pandemic.

Denali National Park remains one of the top attractions for travelers coming to Alaska. With the Pretty Rocks slide area impacting park access beyond mile 43 of the park road, ATIA has focused attention on the issue. Over the past year, we have partnered with National Park Service leadership to bring first-hand updates on the construction process to our members. ATIA committees and the board has directed advocacy efforts to the National Park Service and US Department of Interior to convey the significance of and urgency to complete this project to support Alaska's travel economy.

Alaska continues to hold the imagination of travelers, and our transportation systems, tour operators, lodging and dining services have stepped up to meet that demand. Thank you for your ongoing business efforts to create memorable experiences for Alaska's guests.

Scott Habberstad
ATIA 2021-2022 Board Chair
Alaska Airlines



LETTER FROM THE PRESIDENT

Dear ATIA members, partners, and our Alaska travel community,

It was with persistence, commitment, and a little bit of trepidation as we entered the 2022 fiscal year beginning in July 2021. We celebrated the return of large ship cruising to Southeast Alaska last summer, thanks to our Congressional leaders who won the day with a temporary waiver of the Passenger Vessels Services Act, allowing for a shortened cruise season while Canada remained closed. Over 175,000 people, about 13% of 2019 capacity, made the voyage to Alaska bringing much-needed revenue to communities, businesses, and their employees. Independent or non-cruise travelers continued to choose Alaska, filling many winter tour operators' trips and accommodations to capacity throughout the winter season.

As we headed into fall, we were optimistic for an in-person- or at least hybrid annual convention and trade show, however public health warnings were not in our favor. ATIA hosted a second fully virtual Industry Event in January, attended by over 400 ATIA members. This coincided with the launch of the new TravelAlaska.com website, with updated content and cultural enhancements targeted to the potential traveler. In late winter and early springtime, we heard from operators of full booking calendars and high hopes for an almost full recovery for the summer of 2022 as visitors from around the world arrived to experience the culture, natural beauty, wildlife, and history of Alaska.

Workforce challenges remained and ATIA, with generous support from Holland America and through an Economic Development Administration (EDA) grant, fielded a digital Work for Alaska Tourism jobs campaign from March until August. Thousands of job seekers from across the state and the country clicked through social media ads to explore job opportunities in Alaska's tourism sector.

Another travel highlight from this past year came from the ATIA Foundation's partnership with the Royal Caribbean Group (RCL) and through the Local Alaska Grant Program. RCL, through the ATIA Foundation distributed over \$800,000 to 75 businesses and nonprofits in 13 communities. The far reach of the grant program extended to the communities of Seattle, Ketchikan, Hoonah, Sitka, Juneau, Skagway, Haines, Seward, Unalaska, Anchorage, Talkeetna, and Fairbanks. The support of the grant program was a symbol that you, as part of Alaska's travel industry, come together in challenging times to grow a stronger and more resilient community.

We cannot anticipate what new challenges will occur in the years to come; however, Alaska's tourism industry remains strong and a destination of choice for millions of travelers. In the latest Destination Analysts visitor survey for Alaska, "local people" remain the top scoring component for visitors. You are the ones who make Alaska so memorable for our guests. Thank you for your ongoing efforts and engagement with ATIA.

ATIA's board of directors and team is guided by our purpose to advocate, promote, and inspire. It is with gratitude that I thank you, our members and travel partners for sharing in our core values of leadership, integrity, resiliency, respectfulness, stewardship, and community.

Sarah Leonard, President & CEO



ATIA SUSTAINING PARTNERS 2021 - 2022

Thanks to all our Sustaining Partners, which play a key role in the growth of ATIA programs, resources, education, advocacy, and more.

DENALI LEVEL

HAP/Holland America Line/Princess
Alaska Airlines

ARCTIC LEVEL

Visit Anchorage
Alaska Railroad

ORCA LEVEL

Explore Fairbanks
Pursuit
Northern Alaska Tour Company
Mat-Su CVB

GOLD LEVEL

Alaska Helicopter Tours
Ketchikan Visitors Bureau
Travel Juneau
Alaska Business
CLIA - Alaska
Major Marine Tours

JADE LEVEL

Alaska Alpine Adventures
Alaska Coach Tours
Seward Chamber & Visitor Center
Skagway CVB

MEMBERSHIP

ATIA is the leading statewide industry organization for travel-related businesses and supporters. ATIA's members enjoy exclusive benefits such as the ATIA Annual Convention and Trade Show, online courses offered through the ATIA E-Learning Center, and participation in local chapters.

Thanks to an Economic Development Administration grant, ATIA's Ready Together campaign in FY22 built on the knowledge and advice generated through the COVID-Safe Industry Protocols the previous year.

ATIA hosted ten webinars on topics including COVID grants & updates, cybersecurity, natural history training, cultural tourism, the SALA healthcare program, and marketing, plus six regional Pre-Voice of the Membership Meetings and monthly Coffee Chats.

618

Members
(June 30, 2022)

5 Chapters

**Anchorage
Fairbanks
Juneau
Ketchikan
Arts, Culture, &
Heritage**

48

**Alaska Communities
Represented**
(From all Alaska Regions)
Plus 10 Outside
Communities



2022 INDUSTRY EVENT

In January of 2022, ATIA hosted a virtual Industry Event & Trade Show amid a surging COVID variant in Anchorage. 447 members registered for the virtual event.

Thank you to our 2022 Industry Event Sponsors!

Alaska Business
Visit Anchorage
Valdez CVB
First National Bank of Alaska
Mat-Su CVB
CLIA - Alaska
GCI
Alaska Airlines
Holland America Line
Ketchikan Visitors Bureau
Brilliant Media
Travel Juneau
Stan Stephens Glacier & Wildlife Cruises
Simpleview
Northern Alaska Tour Company
Visit Sitka
JL Property Management

Spawn Ideas
Mahay's Jet Boat Adventures
Alaska Wildland Adventures
Allen Marine Tours
Coolworks.com
Major Marine Tours/Harbor 360 Hotel/
Gateway Hotel
Alaska Tour and Travel
Ravn Alaska
Mile Partnership
Stellar Designs
Explore Fairbanks
Royal Caribbean Group
Northrim Bank
Alaska Helicopter Tours
Ted Stevens Anchorage International Airport



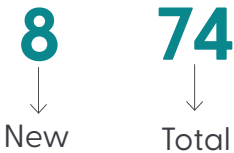
ADVENTURE GREEN ALASKA



Adventure Green Alaska (AGA) is ATIA’s voluntary certification program for sustainable tourism businesses operating in Alaska. Since 2009, AGA has recognized and promoted Alaska tourism businesses who practice economic, environmental, social, and cultural sustainability.

Applications for certification or re-certification are reviewed bi-annually by the AGA Review Committee. In FY 22, the AGA application was updated and simplified to an all-online process through a new website. There are 74 certified members at the end of FY22.

2021-2022 CERTIFIED AGA BUSINESSES



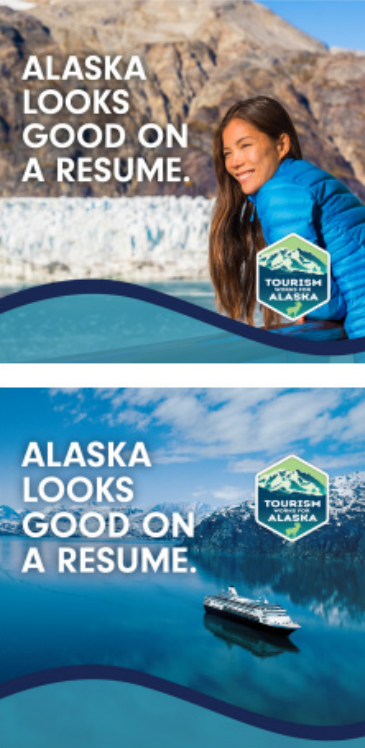
Thank you to lead sponsor, Alaska Airlines, and supporting sponsors Alaska Railroad Corporation, Alaska Wildland Adventures, Explore Fairbanks, and Northern Alaska Tour Company for your support of Adventure Green Alaska.



WORKFORCE DEVELOPMENT

ATIA’s workforce efforts were centered around social media campaigns in-state and across the lower 48 between the months of February and August 2022. The Work for Alaska Tourism campaigns directed interested job seekers to jobs posted to a Job Board page on Alaskatia.org.

Lower 48 Campaign Samples



In-State Campaign Sample



The Lower 48 campaign generated over 38 million impressions using digital ads and social videos.

- 72,000 click-throughs to Job Board
- 7,220 “view detail” conversions

The in-state campaign generated over 14.7 million impressions using digital and social media ads.

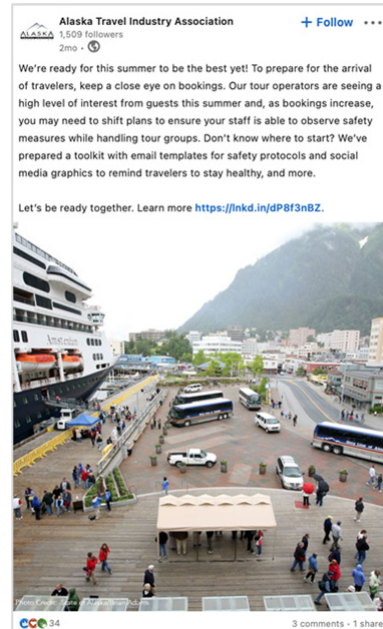
- 72,963 click-throughs to Job Board
- 48,514 “view detail” conversions

READY TOGETHER



The Ready Together campaign used input generated in 2020 and 2021 from the Industry Protocols Working Group and statewide stakeholders, including economic development partners, along with traditionally under-represented regions involved in tourism, to create information to share with businesses on best practices for operating safely.

The campaign employed both paid and organic social media posts, and web-based and out-of-home digital placements. Additionally, ATIA hosted a Facebook Live Q&A event with Alaska Department of Health and Social Services Commissioner Adam Crum. The campaign was funded through an Economic Development Administration grant and generated just under 26 million impressions between October 2021 and April 2022.



STATEWIDE TOURISM MARKETING

As FY 22 opened, Alaska was seeing the beginnings of a tourism recovery as travelers jumped at the chance to get out and complete long-awaited trips.

The Alaska Media Road Show took place for the 18th year, bringing 25 ATIA partners together with 21 media representatives. The three-day event generated 27 media clips for 111 million impressions worth \$1.2 million in advertising value.

In December, Governor Dunleavy through the State Department of Commerce, Community and Economic Development, awarded a \$10.48 million EDA grant to ATIA for Travel Alaska destination marketing efforts. This important investment in statewide destination marketing for Alaska keeps our state's travel messages in the marketplace as the world re-emerges to travel again.

Alaska Media Road Show



TRAVELALASKA.COM

ATIA worked with contractors to develop a new website for TravelAlaska.com, funded by grants from the Economic Development Administration. The updated site was revealed in January of 2022 and included many new components, including Alaska Native greetings, motifs, and cultural information developed with input from ATIA's Cultural Enrichment Subcommittee. In addition, the new site features an interactive state map which can be used as a trip planning tool to illustrate the size of the state, available transportation options, and points of interest within regions.



SOCIAL MEDIA

FY22 ROI Totals:

- 412 articles
- \$43,291,400 ad equivalency value
- 3,977,194,500 impressions
- 75 average Barcelona Principles score, per story

Facebook Followers: 478,700 (+1.3%)

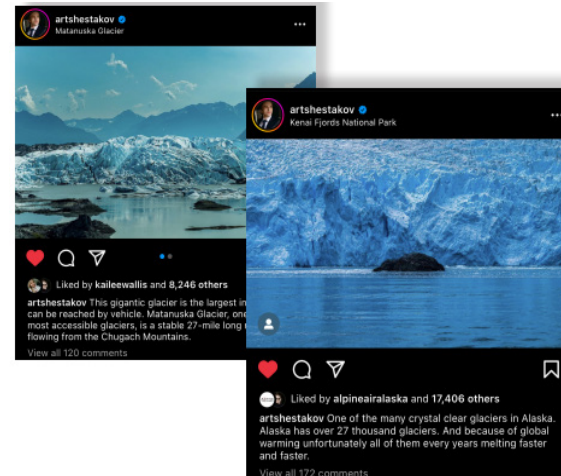
Instagram Followers: 170,300 (+22.2%)

Twitter Followers: 56,900 (+22.5%)

Journalists Assisted: 371

Advertising Impressions: 177,665,700

Consumer Leads Generated: 135,700



FORBES, OCT. 2021

IMPRESSIONS: 132,000,000
MEDIA VALUE: \$1,221,000
BARCELONA SCORE: 84

Influencer Highlight:

Artem Shestakov, July 1-27, 2021

- Coordinated a fully hosted press trip with time spent in Ketchikan, Seward, Girdwood, Anchorage, Denali, Fairbanks and Bettles.
- Impressions: 767,000
- 840+ assets generated for ATIA use.

NORTH TO ALASKA

The North to Alaska campaign restarted in December of 2021 after the Canadian border reopened the previous month. A monthly newsletter was sent to consumers and had an open rate of 34%, well above the industry average travel newsletter rate of 20.44%.

Regular content was shared on the North to Alaska Facebook page with paid ads on Facebook and Google ads.

Engagement on Facebook content included:

- FY22 impressions: 5,087,400
- FY22 engagement rate: 2.7%
- This is surpassing the industry average Facebook engagement rate of 0.064%.

Paid digital ads generated:

- Facebook Impressions: 3,661,000
 - Link clicks: 37,800
- Google Search Impressions: 397,200
 - Link clicks: 23,000



GOVERNMENT RELATIONS

ATIA's Government Relations efforts focus on State and Federal issues related to Alaska's travel and tourism industry.

In FY22, ATIA provided a voice or took action by:

- Joining a roundtable with US Department of Commerce Deputy Secretary Don Graves in Juneau to talk about the economic impacts of tourism for the state.
- Discussing the Pretty Rocks Slide Area repair priorities with Denali National Park representatives and other leadership.
- Writing a letter to Secretary of Interior Deb Haaland, co-signed by 16 business and nonprofit leaders, encouraging a continued priority of the Denali Park Road.
- Supporting Alaska H.B. 90, the Vehicle Rentals and Vehicle Rental Networks Bill.
- Successfully advocating for the Governor's office to award \$10.48 million in EDA grant funding to ATIA as a designated recipient.
- Participating in the US Travel Association's Destination Capitol Hill in April. ATIA staff visited Senator Murkowski's and Senator Sullivan's offices to ask for their support in shortening visa application wait times, extending tax breaks to restart business and convention travel, removing in-bound COVID testing requirements for international travelers, and to support the Omnibus Travel and Tourism Act of 2021.



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, text and online giving, and at the ATIA Annual Convention.



\$58,135
Total ATIA Foundation
funds raised in FY22

\$52,000
Student Scholarships
Awarded in FY22

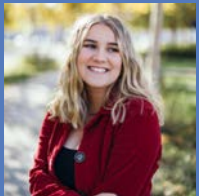
2022 ATIA FOUNDATION SCHOLARSHIP RECIPIENTS



Brooks Christian - \$2,000
Alaska Airlines Scholarship



Carson Cowan - \$6,000
CLIA Alaska Scholarship
Royal Caribbean Group Scholarship



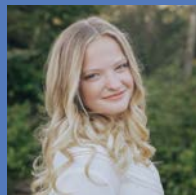
Chloe Manderson - \$1,500
All Alaska Tours Scholarship



Dylan Bender - \$7,000
A Taste of Alaska Lodge Scholarship
Chuck West Memorial Scholarship
ATIA 1-Year Scholarships Scholarship



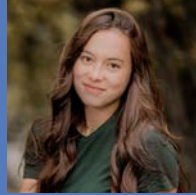
Emma Tomeo - \$13,000
Premier AK Tours Scholarship
ATIA Anchorage Chapter Scholarship
Tania Hancock Memorial Scholarship
ATIA 1-Year Scholarship



Hannah Moody - \$1,000
Tim McDonnell Mentorship Scholarship



Heather Reiss - \$12,500
AK Collection by Pursuit Scholarship
ATIA Anchorage Chapter Scholarship
Kris Geldaker Memorial Scholarship
ATIA 1-Year Scholarship



Micaela Weihrich - \$2,500
AK Helicopter Tours Scholarship
Alaska Railroad Scholarship



Orion Christian - \$1,500
Holland America Line Scholarship



Rafael Bitanga - \$5,000
ATIA 1-Year Scholarship

ROYAL CARIBBEAN LOCAL ALASKA GRANT PROGRAM

The grant program initiated by the Royal Caribbean Group in 2021 wrapped in October of last year after granting over \$800,000 to 75 business and nonprofits in 13 Alaska communities. Grants were distributed to organizations in the Interior, Southcentral, Southwest, and Southeast Alaska. Funds supported capital improvement projects, education programs, payroll, insurance premiums, and other essential components of operations as businesses and communities emerged from visitor shortfalls amid the COVID-19 pandemic.

Type of Recipient Organization:

- Nonprofit Organization: \$196,500
- Business Organization: \$620,000

Grant Amounts:

- \$50,000: 2
- \$25,000-\$49,999: 5
- \$10,000-\$24,999: 22
- \$0-\$9,999: 47

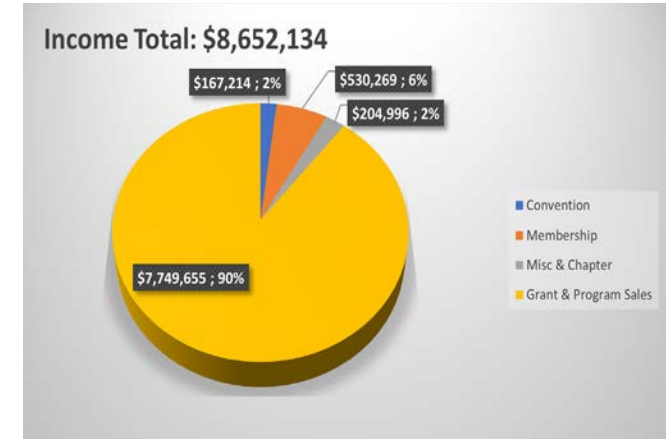


Royal Caribbean Group

FINANCIALS

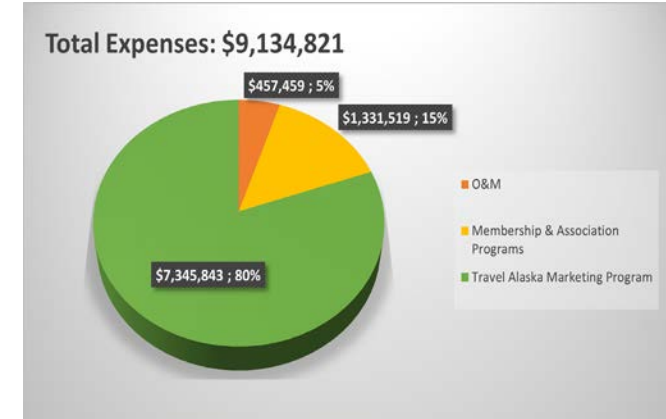
Income:

Convention = \$167,214
Membership = \$530,269
Misc & Chapter = \$204,996
Grants & Marketing
Program Sales = \$7,749,655
Total = \$8,652,134



Expenses:

O & M = \$457,459
Membership & Association
Programs = \$1,331,519
Travel Alaska Marketing
Program = \$7,345,843
Total = \$9,134,821





ATIA STAFF

Sarah Leonard, President & CEO

Jillian Simpson, Vice President of Marketing

Wendy Swenson, Director of Tourism Marketing

Tanya Carlson, Director of Partnerships & Travel Trade

Andrea Rayt, Director of Finance & Administration

Jeff Samuels, Director of Policy & Communications

Tay Clayton, Members Services Manager

Skye Hostetler, Sales Manager

Lindsey Middendorf, Digital Content Manager

Dontae McFalls, Programs Manager

Heidi Jo Lean, Programs Manager

2021 - 2022 ATIA BOARD OF DIRECTORS

Executive Committee

BOARD CHAIR

Scott Habberstad, Alaska Airlines

VICE CHAIR

Holly Johnson, Wings Airways & Taku Glacier Lodge

SECRETARY/MEMBERSHIP CHAIR

Emily Edenshaw, Alaska Native Heritage Center

TREASURER/FINANCE CHAIR

Dave McGlothlin, Holland America Group

PAST CHAIR

Bill Pedlar, Knightly Tours

TOURISM POLICY & PLANNING CHAIR

Josh Howes, Premier Alaska Tours

GOVERNMENT RELATIONS CHAIR

Craig Jennison, TEMSCO Helicopters

MARKETING CHAIR CO-CHAIRS

Colleen Stephens, Stan Stephens Glacier & Wildlife Cruises

Dan Rough, Holland America Line

ATIA PRESIDENT & CEO

Sarah Leonard, Alaska Travel Industry Association

Board Members

Matt Atkinson, Northern Alaska Tour Company

John Binkley, Riverboat Discovery

Adriel Butler, Borealis Base Camp

Lalanya Downs, Cruise Line Industry Association

Emily Edenshaw, Alaska Native Heritage Center

Camille Ferguson, Sitka Tribe of Alaska

Christa Hagan, Kawanti Adventures & Taquan Air

Dave Karp, Nome Discovery Tours

Scott McCrea, Explore Fairbanks

Dennis McDonnell, Alaska Coach Tours

Dan Oberlatz, Alaska Alpine Adventures

Blake Rogers, TIA-Yukon

Julie Saupe, Visit Anchorage

Tennelle Peterson Wise, Grande Denali LLC

KC Hostetler, Alaska Airlines - EX OFICIO

Lt. Governor Kevin Meyer, State of Alaska - EX OFICIO