



2022-2023

# ALASKA COOPERATIVE MARKETING PROGRAMS

*Leverage Alaska's national marketing  
program and get your business in front  
of millions of potential visitors.*

# TRAVEL ALASKA CO-OP PROGRAMS

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The State of Alaska supports tourism marketing through a capital grant administered by the Alaska Travel Industry Association (ATIA). These funds are used to promote Alaska as the premier travel destination. Sales from the cooperative marketing programs leverage the State's grant funds to increase businesses' outreach to qualified consumers nationally and internationally. Advertising opportunities are available to ATIA members and non-members alike.

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# BE SEEN. Advertise with TravelAlaska.com

**We're Alaska's official travel planning website, with over  
3 MILLION VISITORS A YEAR.**

**Leverage the power of Travel Alaska's national campaign and help  
drive traffic to your website by placing an ad with us.**

*Two thirds of site users  
say that TravelAlaska.com*

**DIRECTLY  
INFLUENCED  
THEIR BOOKING,  
EATING, & TRAVEL  
DECISIONS**

*while visiting Alaska.*

**Make an impression with your audience and take advantage of our  
amazing co-op marketing opportunities.**

# STANDARD PROFILE ADS

Make a lasting impression with a profile ad on the state's official travel planning website. These dynamic ads are open to any tourism hospitality business, with one listing for free, per account. Ads open to a customizable landing page with your company name, contact information, months of operation, URL, a captivating main ad image, and a 500-character description. Select the category you would like your ad to appear in from the Profile Ad Category list on the following pages. Sold by category, by region. Partners can select as many communities and parks within the region as the business operates from or services.

## BENEFITS

- Standard Profile Ads can be edited at any time throughout the year
- View ad performance by logging into Travel Alaska Partner Admin
- Photo gallery can showcase one image
- Valid for one year from date of placement

**Bonus Value:** Businesses can select amenities, months of operation, and wheelchair accessibility. AGA logo is included for AGA-certified businesses.

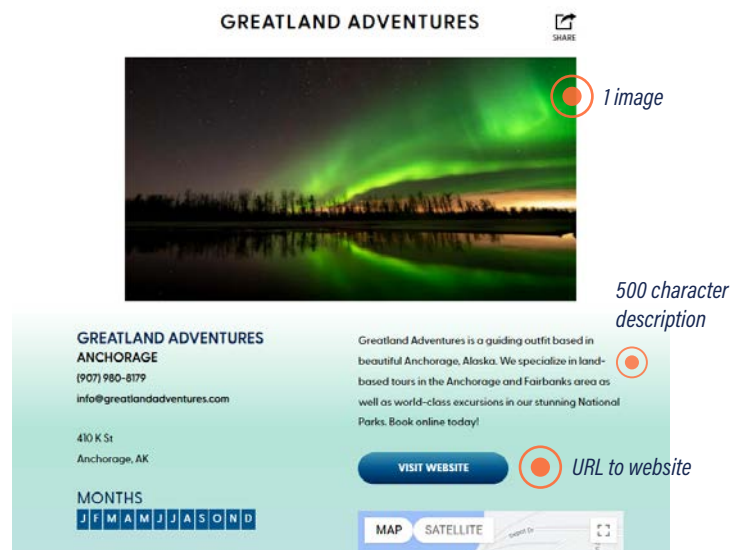
## PRICING

One free listing per account



Your profile ad  
(no image in grid  
for standard ads)

Opens to  
landing page



500 character  
description

1 image

URL to website

Upgrade to

# FEATURED PROFILE ADS

Our best offer! Take your impressions even further with the Featured Profile Ad. Upgrade to Featured for top of category placement within your ad category and an image on the listing grid for additional exposure. Ads open to a customizable landing page with your company name, contact information, months of operation, URL, up to 24 images and video, social buttons, and a 10,000-character description. Select the category you would like your ad to appear in from the Profile Ad Category list on the following page. Sold by category, by region. Partners can select as many communities and parks within the region as the business operates from or services.

## BENEFITS

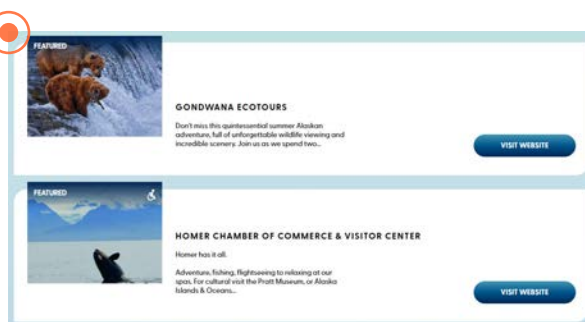
- Be seen first with top of category placement and image on grid listing
- Featured ads can be edited at any time throughout the year
- View ad performance by logging into Travel Alaska Partner Admin
- Additional exposure with social icons, longer description, and email
- Photo gallery can showcase up to 24 images and 1 video
- Valid for one year from date of purchase

**Bonus Value:** Businesses can select amenities, months of operation, and wheelchair accessibility. AGA logo is included for AGA-certified businesses.

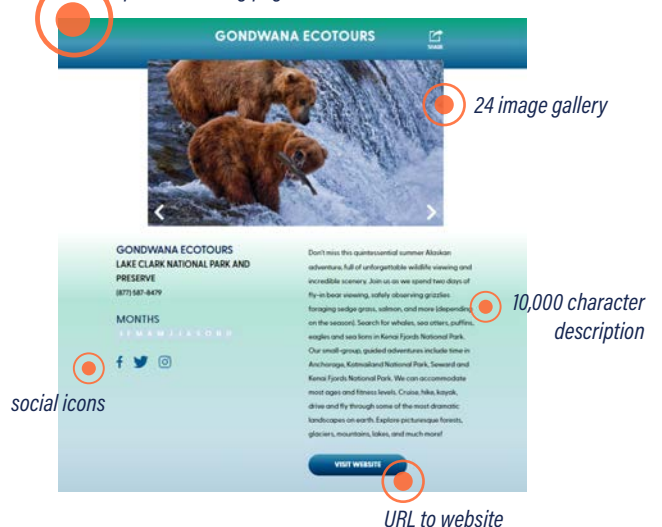
## PRICING

\$200 for ATIA Members and \$300 for non-ATIA Members

Top of category  
featured profile ad  
(main ad image)



Opens to landing page



# PROFILE AD CATEGORIES

Choose from the below business categories:

## THINGS TO DO

### Adventure

ATV & 4 Wheeling  
Adventure & Ecotour Experiences  
Dog Sledding  
Kayaking, Rafting, & Water Sports  
Ziplines

### Alaska Native Culture

Cultural Centers, Tours, &  
Demonstrations

### Day Cruises

Glacier & Wildlife Cruises  
Private Cruises  
River Cruises

### Fishing

Day Fishing Trips  
Fishing Lodges & Packages

### Food & Entertainment

Breweries & Distilleries  
Dining  
Shopping  
Shows & Performances

### Hiking & Outdoor Recreation

Hiking  
Biking  
Backcountry Expeditions  
Glacier Hiking & Climbing  
Guided Hiking & Camping

## THINGS TO DO CONT.

### Museums, Arts, & History

Museums  
Arts, Culture, & History Tours

### Northern Lights

Northern Lights Tours  
Northern Lights Overnight  
Packages

### Sightseeing & Tours

Flightseeing & Helicopter Tours  
Sightseeing Tours  
Culinary Tours  
Gold Panning & Tours  
Photography Tours  
Railroad Day Trips

### Wildlife Viewing

Whale Watching  
Bear Viewing  
Birding  
Wildlife Excursions  
Zoos, Aquariums, & Conservation  
Centers

### Winter Activities

Skiing & Snowboarding  
Snowmobile Tours  
Winter Sightseeing

## PLACES TO STAY

Hotels & Motels  
Wilderness Lodges & Resorts  
Cabins & Vacation Rentals  
Bed & Breakfasts  
Campgrounds & RV Parks  
Hostels

## TRAVEL TO & AROUND ALASKA

Fly  
Cruise  
Train  
Drive  
Motorcoach  
Ferry

## PACKAGES & TOURS

Adventure & Ecotour Packages  
Cruise Packages  
Land Packages  
Small Ship & Private Cruises  
Wildlife Packages  
Winter Packages  
Travel Agents

## PLANNING TOOLS

Visitor Centers  
Meeting & Event Planners

All Alaska Cooperative Marketing Programs can be purchased through your online TravelAlaska.com Partner Admin. To set up your account, or if you have forgotten your password, go to [AlaskaTIA.org](https://AlaskaTIA.org). Look for the 'TravelAlaska.com Partner Login' link in the top right corner of the page. This will take you to the Travel Alaska Partner Login screen for TravelAlaska.com. For other questions or assistance, you can also contact your ATIA Sales Team directly: [Advertising@AlaskaTIA.org](mailto:Advertising@AlaskaTIA.org)

# BANNER ADS

Banner ads increase the visibility of your business as they rotate through nearly every page of TravelAlaska.com. Craft your own captivating message through your ad which will direct visitors to your website.

## BENEFITS

- View ad performance by logging into Travel Alaska Partner Admin
- URL and artwork can be updated at any time
- Ads will run on most pages of TravelAlaska.com (excludes homepage)

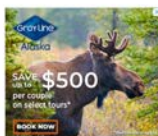
## PRICING

\$500 for 100,000 impressions

## BANNER AD SPECS

- Partners must have an active profile ad on TravelAlaska.com to purchase
- Artwork: 300px wide x 250px high AND 728px wide by 90px high (*saved as jpeg, no flash or animation*)
- Banner ad & supporting landing page must contain your business name

300 x 250 Banner ads



728 x 90 Banner ads



## PLOT YOUR COURSE





# TRAVEL SPECIAL ADS

With over 3 million visitors every year, TravelAlaska.com is the place to promote your travel special or value added to potential Alaska travelers. Visitors are always looking for a deal, and the Travel Specials page is one of the most viewed pages on TravelAlaska.com. Travel Specials are featured on a Travel Specials landing page and link over to a unique landing page for the special, and partners get a "Travel Deal" icon next to their TravelAlaska.com profile ad. TravelAlaska.com travel special ads include a captivating image, title, descriptive text, and link back to the partner's website.

## BENEFITS

- Available in four categories: accommodations, activities, packages, and transportation
- Ads can be removed or edited at any time during their time on TravelAlaska.com
- Receive a special icon on your profile ad letting consumers know you're offering a Travel Special
- Qualify for placement in the Hottest Deals E-Newsletter
- View ad performance by logging into Travel Alaska Partner Admin

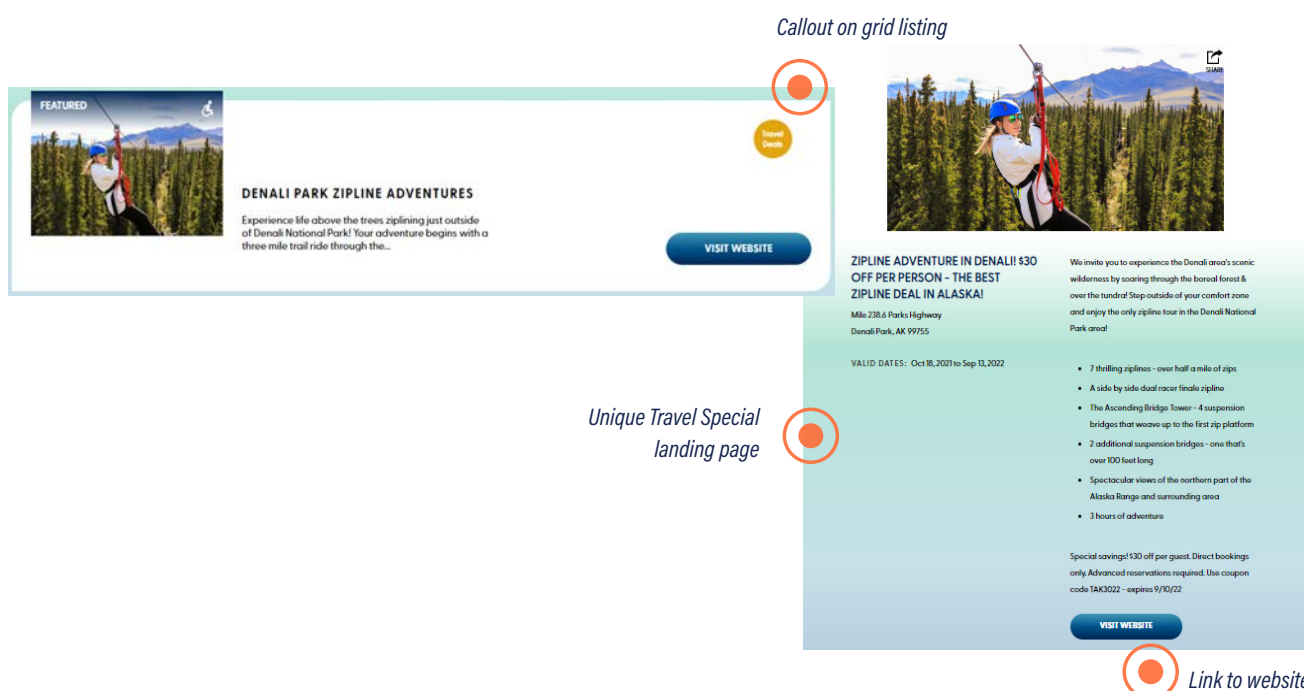
## PRICING

\$75 per 30 days the ad is live on TravelAlaska.com

## TRAVEL SPECIAL AD QUALIFICATIONS

- Must offer a discount or added value to the consumer
- Must have an active profile ad on TravelAlaska.com to purchase

*Callout on grid listing*



*Unique Travel Special landing page*

*Link to website*

**FEATURED**

**DENALI PARK ZIPLINE ADVENTURES**

Experience life above the trees ziplining just outside of Denali National Park! Your adventure begins with a three mile trail ride through the...

**ZIPLINE ADVENTURE IN DENALI! \$30 OFF PER PERSON - THE BEST ZIPLINE DEAL IN ALASKA!**

Mile 238.6 Parks Highway  
Denali Park, AK 99755

VALID DATES: Oct 18, 2021 to Sep 13, 2022

We invite you to experience the Denali area's scenic wilderness by soaring through the boreal forest & over the tundra! Step outside of your comfort zone and enjoy the only zipline tour in the Denali National Park area!

- 7 thrilling ziplines - over half a mile of zips
- A side by side dual racer finale zipline
- The Ascending Bridge Tower - 4 suspension bridges that weave up to the first zip platform
- 2 additional suspension bridges - one that's over 100 feet long
- Spectacular views of the northern part of the Alaska Range and surrounding area
- 3 hours of adventure

Special savings! \$30 off per guest. Direct bookings only. Advanced reservations required. Use coupon code TAK3022 - expires 9/10/22

**VISIT WEBSITE**



# INTEGRATED ADS

The NEW TravelAlaska.com Integrated Ads (Related Content & Editorial) are designed and integrated to look like organic content on the website. These ads are designed to match the format and function of the website, driving strong engagement with consumers and linking directly to the partner's website. Ads are run of site on TravelAlaska.com, including the homepage.

## BENEFITS

- Designed to look like organic content for better engagement
- Links directly to partner's website

## PRICING

\$1,500 - live for 90 days from start date

Can be ordered any time

## INTEGRATED AD SPECS

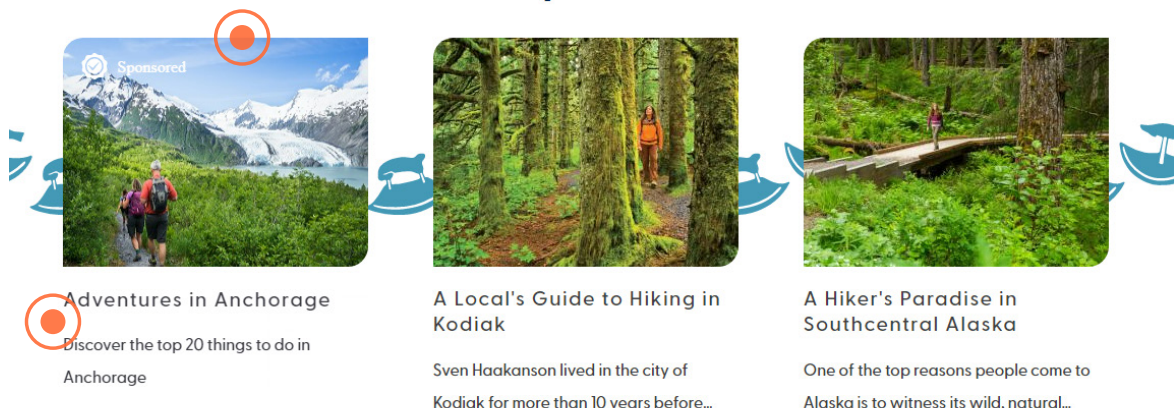
- Partners must have an active profile ad on TravelAlaska.com to purchase
- Headline: 25 max characters
- Teaser Text: 65 max characters
- Ad image sizes: 255x340 pixels AND 300x225 pixels
- *Please note: ads without logos/text on images perform better*



Editorial Ad

Related Content Ad

## Trip Ideas



Headline & teaser text

# SPONSORED ARTICLES

Travel Alaska has transitioned from blog posts to Sponsored Articles on the new TravelAlaska.com website. Sponsored articles allow partners to promote their own destination or business in the context-rich environment of Travel Alaska's site. Now including more images (up to 6) and 1 month of ROS ads driving consumers to the sponsored article page. Articles will also be included on the website's Travel Articles page for continued traffic after ROS ads are complete.

## BENEFITS

- ROS ads linking to article will run for 1 month
- Feature your own content and up to 6 images to promote your destination/product
- Limited to 1 partner per month

## PRICING

\$1,500

## SPONSORED ARTICLE SPECS

*Content due on the 15th of the month prior*

### Content

- Content title
- Recommended content length: 500 - 1,000 words
- Up to 10 links within the content to pages on your site
- Website, Facebook, and Instagram links
- *Please Note: advertisers can only promote Alaska-based product*

### Images

- Up to 6 images (1 hero image and 5 body images)
- Image size: 1800 px wide, horizontal orientation
- Please indicate which image you would like for hero image, or ATIA will select image that best fits hero image space

### ROS Ads

- Headline: 25 max characters
- Teaser Text: 65 max characters
- Ad image sizes: 255 x 340 pixels AND 300x225 pixels
- *Please note: ads without logos/text on images perform better*

*Sponsored Article landing page*



### Alaska Adventures

Brought to you by UnCruise Adventures

Wondering how to get more adventure this summer? Two summers ago, we all did the "stay-cation" thing and stayed home. Last summer, we ventured out close to home for day trips or driving vacations. This year? It's time for an adventure!

It's time to move. Use muscles you haven't in forever. Paddle a kayak. Hike through streams and up through forests. Wriggle into a wet suit and snorkel - in Alaska! Test your balance on a stand-up paddle board. Learn the Viking Handshake, embark into a



*ROS ads that link to landing page*



Headline & Teaser Text

### Alaska Adventures

The time is now to explore Alaska on a small ship cruise.

# SPONSORED ARTICLE INSTAGRAM GUIDE ADD-ON

In addition to a Sponsored Article on TravelAlaska.com that is promoted on Travel Alaska's social media channels, the partner's travel article content will be used to create a curated Instagram Guide on the Travel Alaska Instagram page. An Instagram Guide is essentially a miniature blog right on Instagram that allows users to peruse content such as travel recommendations, FAQs, tours, destination highlights, etc., and drives traffic directly to the travel article or website. The guides can also be shared to Travel Alaska's Instagram Story for even more visibility.

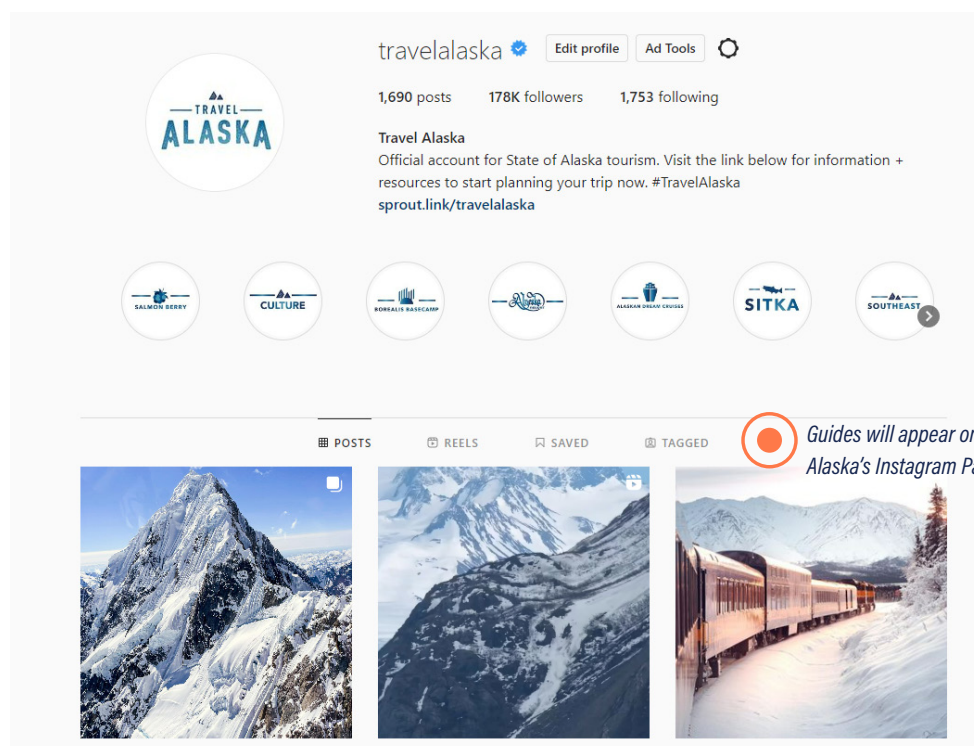
## BENEFITS

- Reach Travel Alaska's engaged audience of almost 180,000 followers
- Create a visual guide to a destination/tour/product for direct trip planning inspiration

## PRICING

\$1,200

Deadline: one week prior to placement



# TRAVEL ALASKA OPT-IN LEADS

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Visitors who request the Official State of Alaska Vacation Planner are directed to a confirmation page where they can elect to receive information from partners currently participating in the Opt-In Leads program. Upon requesting information, visitors receive an immediate auto-generated email written by the partner.

## BENEFITS

- Leads are emailed weekly (can be accessed through Partner Admin at anytime)
- Partners receive lead contact information to use for email databases or mailing lists
- Partner email drives consumers directly to the partner's website

## PRICING

\$300 for 30 days

Your Official State of Alaska Visitor's Guide order has been received!  
Thank you!

We'd also like to offer you the opportunity to receive travel information and offers from a selection of Alaska's tourism partners. To receive information, select the boxes for the information you'd like to receive and click the "Submit" button at the bottom of the page.



*Consumer opt-in leads selection  
landing page*

GLACIERS AND WILDLIFE ABOUND!

### STAN STEPHENS GLACIER & WILDLIFE CRUISES

Discover the glaciers and wildlife of Prince William Sound from Valdez. Travel with the local experts through the fjords and passageways to Meares or Columbia Glacier. View amazing wildlife and birdlife such as seals, sea otters, sea lions, whales, porpoise, puffins, and eagles. Daily tours mid-May through mid-September. Meals included. Learn more on our website.



# TRAVEL ALASKA CONSUMER LEADS

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Travel Alaska's national advertising program generates hundreds of thousands of requests for Alaska travel information every year. These qualified leads are available to partners for one-time use in either a direct mail or email campaign. Lists can be segmented by demographics, travel intent, or interest. Travel Alaska consumer leads are available for any business or organization promoting Alaska travel.

Determine your budget and/or the quantity of leads you would like to purchase. Narrow your selection by specifying demographic information. Direct mail leads will be emailed to you through a CSV file. You will choose the design and message of your email and the leads email will be distributed on your behalf by ATIA. If you choose a repeating order (weekly, monthly, etc.), lists will be generated until instructed to stop or until the maximum quantity ordered is reached. The most recent Travel Alaska consumer leads will automatically be generated, unless you request otherwise. Please note that names are for one-time use per order.

## BENEFITS

- Reach consumers who are interested in learning about Alaska travel
- For emails leads, choose the design and message of your email, which will be distributed on your behalf by ATIA

## PRICING


\$.35 per lead (new orders)

\$.15 per lead (reuse orders)

Available for purchase year-round


*Customized email  
sent on your behalf to  
your leads list*






### Meet your RV in Alaska

Don't miss your chance to explore the great state of Alaska from the safety and comfort of your own RV! With TOTE, you can bypass the border & ship your RV to Alaska.



[Learn More](#)



#### Travel your way

Avoid the crowds and enjoy the great outdoors.

Travel at your own pace, in the safety of your RV.

Experience true Alaskan splendor while supporting small business along the way.

# TRAVEL ALASKA E-NEWSLETTER BANNER ADS

Promote your business in the Travel Alaska E-Newsletter, sent once a month to highly qualified potential visitors who have actively requested to receive information about traveling to Alaska. This e-newsletter reaches about 500,000 potential visitors each month. The Travel Alaska E-Newsletter includes items such as sample trip itineraries and ideas, new and exciting things happening in Alaska, a visitor photo, vacation planner link, and other important travel information.

## BENEFITS

- Reach a highly-engaged audience of 500,000 subscribers
- Banner ad will direct traffic to your website

## PRICING

\$750 per month

Sold monthly, limited to one ad per month



### ALASKA'S WILDLIFE: HOW TO VIEW "THE BIG 5"

One of the big draws of Alaska is viewing our magnificent wildlife, both large and small. Discover the best spots for viewing Alaska's "Big 5": bear, moose, Dall sheep, wolf, and caribou.

[EXPLORE MORE](#)

## WHERE THE WILD THINGS ARE

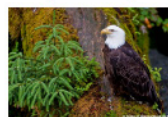
By land and sea, Alaska offers unparalleled wildlife viewing. Grab your camera and binoculars and get ready to experience Alaska's amazing animals.



| WHALE WATCHING |



| BEAR VIEWING |



| BIDDING |



| CONSERVATION CENTERS |

## FEATURED TRAVEL PARTNER



Banner Ad



# TRAVEL ALASKA DIGITAL RETARGETING

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Receive premium space in digital advertisements targeted to highly qualified audiences of travelers at an affordable cost. Using first-party data, we're able to target audiences based on their demographics and behaviors, engaging users who have previously visited TravelAlaska.com and retargeting them with your meaningful messaging encouraging them to visit and book.

## DISPLAY AD (BANNER AD) ONLY OPTION

TravelAlaska.com's first-party data: retargeting and audience extension using the look-alike audiences of our data partners. Ads will serve for 30 days with no impression limit. Approximate impression count for this program is 250,000. Detailed performance report will be provided at the end of the campaign.

### PRICING: \$1,750

Can be purchased at any time

### SPECS

- 300 x 250, 728 x 90, 160 x 600, 300 x 600, 300 x 50, and 320 x 50
- Need to be static, with no animation/HTML5
- JPG or PNG file format

## NATIVE AD OPTION

TravelAlaska.com's first-party data: retargeting and audience extension using the look-alike audiences of our data partners. Ad will serve for 30 days with no impression limit. Approximate impression count for this program is 277,000. Detailed performance report will be provided at the end of the campaign.

### PRICING: \$3,000

Can be purchased at any time

### SPECS

- Headline: 20 characters (however, 25 characters is accepted on almost all inventory)
- Body: 90 characters
- Main Image: Exactly 1200x627 (1.91:1 aspect ratio)
- Max File Size: 200 KB
- Icon/Logo: Exactly 240x240 (1:1 aspect ratio)

# TRAVEL ALASKA DIGITAL RETARGETING CONT.

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## VIDEO ONLY OPTION

Mix of prospecting, behavioral targeting, demographic targeting, and geographic targeting. Approximate impression count for this program is 123,000. Detailed performance report will be provided at the end of the campaign.

**PRICING:** \$6,000

Can be purchased at any time

## SPECS

- Supported File Type: MP4
- Aspect Ratio: 16:9
- File Size: Maximum 25MB
- Video Length: 0:15 or 0:30
- Ad Sizes: Minimum height of 144 pixels

## NATIVE AD & VIDEO PACKAGE OPTION

**PRICING:** \$8,500

Can be purchased at any time

*See target audience info on next page*



# TRAVEL ALASKA DIGITAL RETARGETING CONT.

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## TRAVELALASKA.COM TARGET AUDIENCE INFO

### DEMOGRAPHICS

- Travel Alaska's broad audience is defined as Boomers:
  - Ages 45-65
  - College-educated
  - No children at home
  - Annual household income over \$100,000
- AVSP data shows the primary trip planner being, on average, a 55-year-old female
- Prioritize Travel Intenders overall – e.g., those showing indicators that they are actively looking to book in the next six months

### BEHAVIORAL

- Cruisers, etc.
- Audiences consuming travel content focused on Alaska
- Audiences consuming content focused on activities found in Alaska – e.g. fishing, boating, hiking, biking, wildlife viewing, dogsledding, skiing, snowboarding, experiencing Alaska Native culture, seeing the northern lights.

### MARKETS

- Primary
  - Los Angeles, CA
  - San Francisco/Oakland/San Jose, CA
  - Seattle/Tacoma, WA
  - New York, NY
- Secondary
  - Miami/Ft. Lauderdale, FL
  - Orlando/Daytona Beach/Melbourne, FL
  - Dallas/Ft. Worth, TX
  - Tampa/St. Petersburg/Sarasota, FL
  - Houston, TX

# NATIONAL EMAIL MARKETING

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## SMITHSONIAN DEDICATED EMAILS

Leverage the credibility of the Smithsonian brand with a dedicated email, distributed to our email audience members of over 100,000 subscribers who have requested to receive information from our sponsors. Reach thousands of curious people – and provide trusted content mixing intelligence and culture with a child’s sense of wonder.

**MULTIPLE PARTNERS** - Limited to 6 Partners per send

**PRICING:** \$2,100

**SEND DATE:** February 8, 2023

**Deadline:** January 23, 2023

**Materials Due By:** January 27, 2023

**SEND DATE:** June 8, 2023

**Deadline:** May 22, 2023

**Materials Due By:** May 25, 2023

### SPECS

- Image: 600px wide horizontal (Smithsonian can also help resize images as needed)
- Headline: Approx. 600 characters including spaces
- CTA: 2-3 words
- Link to Website

**SINGLE PARTNER** - Limited to 1 Partner per send

**PRICING:** \$7,500

**SEND DATE:** Available November 2022 – June 2023

**DEADLINE:** Based on Send Date

**SPECS:** Partner will work with Smithsonian to gather materials and approve layout.

## TRIPSCOUT EMAILS

Partner with the industry-leading content creators at TripScout. Highlight your brand organically and engage with TripScout’s 360,000 newsletter subscribers, with an open rate of 24-34%. Limited to 1 partner per send.

**PRICING:** \$6,000

**SEND DATE:** Available November 2022 - June 2023

**DEADLINE:** One week prior to send date

**SPECS:** Partner will work with TripScout to gather materials and approve layout.

# NATIONAL PRINT ADVERTISING

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## AARP MAGAZINE

Travel Alaska will have two full-page ads in the upcoming February/March 2023 issue of AARP magazine with Alaska editorial. Ad space will be 1/6 page each. This placement in AARP will target travelers ages 50-59 in the state of California, one of Alaska's top visitor states, with an approximate readership of over 623,000 readers.

**Bonus!** Along with your ad in the print edition of AARP magazine you will also receive 100,000 impressions (approx. 2 months) of banner ad space on AARP.org's Select Destinations digital listing page (and other AARP media channels) targeting travelers ages 50+. Each Select Destinations digital listing will include your banner ad, 120 characters (including spaces) of descriptive copy and link to your website.

All Partners will also receive inclusion in the Travel Alaska Free Resources Reader Service (name only) and all leads generated from group listing. Please note individual business leads will not be provided this year. *Limited to 12 partners.*

**PRICING:** \$3,000

**DEADLINE:** November 9, 2022

**MATERIALS DUE BY:** November 14, 2022

**SPECS:**

- Print: 1/6 Vertical: 2.25" x 4" (*Digital file required, PDF/X-1A is preferred*)
- Digital:
  - Select Destinations – 100,000 digital impressions for all participants
  - Image: 72dpi, 600x600 pixels- Can be logo or branded image or a just an image
  - Descriptive Copy: up to 120 characters (including spaces & punctuation)
  - URL to your website

## NAT GEO MAGAZINE

Align your brand with the trusted, unbiased long-form journalism partner National Geographic, known for telling stories of humankind from an up-close perspective to deepen peoples' understanding of the world and their role in it.

Reaching over 217,000 adults with 2 M+ impressions per insertion for the SE demographic. Influence the influencers with the top magazine among thought leaders, in the top five with: adults age 25-54, millennials, Gen Z. An affluent audience, leading with c-suite and top management, with an household income of \$100K.

February 2023 edition of Nat Geo, targeting Florida. Magazine on sale starting January 20, 2022.

**PRICING:** \$5,000

**DEADLINE & MATERIALS DUE BY:** November 21, 2022

**SPECS:** 1/6 page: 3" x 2.5" (*Digital file required, PDF/X-1A is preferred*)

# PUBLIC RELATIONS

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## ALASKA MEDIA ROAD SHOW

October 29-31, 2022 | Virgin Hotel | Las Vegas, NV

Make lasting media contacts and increase editorial coverage of your product or destination. This 3-day event allows partners the chance to interact one on one with some of the most influential travel media in the United States and Canada.

### REGISTRATION INCLUDES

- A day of pre-scheduled appointments with key media contacts. You will be able to review the media profiles and request pre-scheduled appointments with specific media prior to the event.
- A Partner Professional Development Session tailored to current travel trends and topics of interest.
- An Alaska Delegate Caucus where you'll meet fellow tourism partners and learn about the topics they will be sharing with media contacts.
- Opening Reception, Closing Reception, and numerous social events for networking with tourism partners and media outside of scheduled meetings.
- Breakfast, luncheon, afternoon refreshments, and evening events for additional networking opportunities.

### PRICING

\$3,500 1st attendee / \$2,000 2nd attendee

Special hotel rate: \$169/night plus \$35 resort fee

Deadline: September 20, 2022

Limited to 33 partners



# TRAVEL TRADE & INTERNATIONAL

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## SHOWS

### NTA TRAVEL EXCHANGE

**November 13-18, 2022 | Reno/Tahoe, NV**

Promote your business at the Alaska booth at the NTA Travel Exchange held November 13-18, 2022 in Reno/Tahoe. Connect with domestic and international tour operators and package travel planners. Your participation in this general booth share enables Alaska to have a booth on the marketplace floor. Non-DMO booth share Partners will receive notes from DMO appointments ahead of their scheduled appointments at the conference. Destination partners will have the opportunity to be included in the Sales Mission presentation to a group of buyers / tour operators.

- Registration cost for the NTA conference is separate from booth share.
- Travel expenses to attend the conference are the responsibility of the partner.
- Only booth share partners can have brochures on display at the booth.

**PRICING:** \$400

**DEADLINE:** November 13, 2022

### USTOA ANNUAL CONFERENCE & MARKETPLACE

**November 28 – December 2, 2022 | Austin, TX**

Travel Alaska is sponsoring a networking luncheon table at USTOA. USTOA and Travel Alaska will actively invite 6 tour operators to sit at the Alaska designated table for 1.5 hours of networking. There is no program planned during this luncheon to maximize networking opportunities. Sponsor companies will be asked to select companies from the participant list provided by USTOA to sit at the reserved table and will be eligible to distribute brochures and giveaways.

- Limited to 3 Partners on a first-come, first-serve basis.
- Registration cost for the USTOA conference is separate from luncheon sponsorship.
- Travel expenses to attend the conference are the responsibility of the partner.
- Only registered sponsors may distribute items at the luncheon.

**PRICING:** \$500

**DEADLINE:** October 14, 2022

### ABA MARKETPLACE

**February 4-7, 2023 | Detroit, MI**

Join Travel Alaska & co-sponsor the Travel Alaska booth at ABA. Your support enables Alaska to have a presence on the marketplace floor. Sponsors may network in the booth and distribute brochures. Non-DMO booth share Partners will receive notes from DMO appointments ahead of their scheduled appointments at the conference. Co-sponsorship of the booth does not include ABA conference registration.

- Registration cost for the ABA conference is separate from booth share.
- Travel expenses to attend the conference are the responsibility of the partner.
- Only booth share partners can have brochures on display at the booth.

**PRICING:** \$400

**DEADLINE:** February 4, 2023

## SEATRADE

**March 27 - 30, 2023 | Ft. Lauderdale, FL**

Join the Travel Alaska booth at Seatrade Cruise Global March 27 - 30, 2023, in Ft. Lauderdale, Florida. Seatrade Cruise Global is the world's largest and most important annual meeting for the cruise industry, attracting cruise line management from around the world. Travel Alaska will be offering two registration types this year: Booth Partner and Reception Partner. Or, Partners can pair these registration options for a full Seatrade experience. The Travel Alaska Seatrade Booth will be an immersive Alaska experience this year, representing all five regions of Alaska. The booth will be 20' x 30' and include meeting areas. Partners registered as a Booth Partner may use this space for meetings throughout the conference. Booth Partner logos will be on the outward facing walls of the booth. Literature distribution will be considered. Each day will feature a different experience in the booth (i.e. Tlingit Dancers, Dog Musher, etc.).

- Booth Partner Registration: 2 Exhibitor badges, use of booth for meetings, logo on booth, port/product information distribution, an invitation to the Alaska Cruise Reception, and the option to include one item in the Alaska Gift Bag for cruise industry attendees (item must be approved by ATIA and be of an executive level quality. Contact Tanya Carlson for approval/questions).
- Reception Partner Registration: Invitation to Alaska Cruise Reception, ability to include 1 executive level gift in Alaska Gift Bag for cruise industry attendees (see more information above). Please note, this registration does not include an exhibitor badge or use of booth meeting spaces

**PRICING:** Booth Partner: \$4,000 / Reception Partner: \$1,000

**DEADLINE:** February 10, 2023

**LOGOS DUE:** February 17, 2023

## EUROPEAN SALES MISSION

**January 29 - February 10, 2023 | Germany (Hamburg, Hannover, Frankfurt), Switzerland (Zürich), France (Paris), Belgium (Brussels), The Netherlands (Amsterdam)**

Traditionally, Western Europe has accounted for 30% or more of all international visitors to Alaska. Europeans, much alike Americans, are looking to travel again and the lifting of Covid-19 restrictions around the world is helping make this happen.

The European Sales Mission is scheduled to follow Icelandair Mid-Atlantic Trade Show, taking place in Reykjavik, Iceland. The Sales Mission will begin in Hamburg January 29 and end on February 10 in Amsterdam. Plan to fly back to Alaska beginning on February 11. The Mission will be a mix of sales calls with key operators, business lunches & dinners, media participation, and workshops.

The fees for the Sales Mission include event participation only. Shipping, accommodations, transportation and most meals are additional expenses to be covered by the participants.

**PRICING:** \$4,000

**DEADLINE:** December 9, 2022

## GO WEST SUMMIT

**February 27 – March 2, 2023 | Anchorage, AK**

Go West Summit introduces the world's top international tour operators to suppliers offering tourism-related products or services in the American West. Taking place February 27–March 2, 2023, in Anchorage, Go West Summit presents the ultimate business-to-business tourism convention experience with a side of adventure!

Partners registered to attend Go West Summit may co-sponsor with Travel Alaska. Only co-sponsors may distribute collateral at the Travel Alaska Table, participate in the Alaska caucus and invite one tour operator each day to join them at one of the reserved Alaska lunch tables. Partners are encouraged to bring 50-75 brochures; other swag giveaways are also permitted to be distributed from the Travel Alaska table.

Partners must register for Go West Summit separately. Alaska has reserved lunch tables during each lunch. Partners who participate in the Travel Alaska GWS partnership may invite up to one tour operator each day to join them for lunch at one of Alaska's reserved lunch tables. This partnership is limited to the first 9 partners. If more than one representative from any given company is attending Go West Summit, only one attendee may sit at the Alaska tables unless purchasing two co-sponsorships.

**PRICING:** \$500

**DEADLINE:** February 17, 2023

## TRAVEL AGENT FORUM

**March 31–April 3, 2023 | Las Vegas, NV**

Immerse yourself in the world of travel and connect with the industry's leading professionals at the Las Vegas Travel Agent Forum (LVTAF). LVTAF connects travel sellers from North America with a global base of vacation experiences, business resources and more. This limited space B2B leisure travel agency focused program will provide delegates with a 360 degree approach to networking, education, immersion and business opportunities.

- Limited to one partner and will include the opportunity to be included in the roundtable discussions - 15 Supplier Tables per room, with 2 representatives and 8 travel agents per table. Suppliers move from table to table while travel agents will be seated. Participating partner will also have the opportunity to join Travel Alaska during the one-on-one appointments.

**PRICING:** Coming Soon

**DEADLINE:** February 17, 2023

## CRUISE360

**April 17-23, 2023 | Ft. Lauderdale, FL**

As the industry's largest and only official conference and trade show dedicated to the cruising community, Cruise360 brings together leading travel agents and suppliers for five days of networking events, educational workshops and trade show exhibitions. Travel Alaska will have a booth in exhibit hall and conduct a training workshop.

- Limited to two partners and will include booth share and shared presentation time during the educational workshop.

**PRICING:** Booth Share: \$900 / Booth Share & Presentation: \$2,000

**DEADLINE:** March 3, 2023

## TRAVEL LEADERS INTERNATIONAL CONFERENCE – EDGE

**May 8-11, 2023 | Nashville, TN**

Travel Leaders Network (TLN) is made up of 5,000 travel agency locations in the US and Canada with 55,000+ full-time professional travel agents in the TLN Network. Each year, Travel Leaders Network's members unite under one roof to collectively focus on the core issues that give them a unique advantage.

Participating with Travel Alaska at TLN's annual event will include participating in a booth share to distribute and network with TLN's travel agents and participate in a Sunrise Workshop.

- Limited to one partner. Partner must be included within a TLN Preferred Supplier product (i.e., Globus, Entrée Alaska, etc.) and thus must be approved prior to participation confirmation, or be a destination.

**PRICING:** \$2,000

**DEADLINE:** March 17, 2023

## TRAVEL TRADE MARKETING

### MEET ALASKA DIRECTORY

Get your product information directly in front of tour operators looking to build package tours to Alaska. The directory will be available in both print and electronic format and distributed at the shows below. Additionally, the directory will be available for digital download on TravelAlaska.com and the Alaska Certified Expert (ACE) site. Each participant will have a full-page listing to include company contact information, logo, up to three photos and a 150-word description. A link to your website and e-mail address will be provided within your listing.

New this year, QR Codes will be added to each participant's page. This will enable travel trade to scan and immediately be directed to the page of your choosing. This can be your main website, private page geared specifically to travel trade, or a specific product you would like to highlight.

**The Meet Alaska Directory will be distributed at the following shows in the coming year:**

- ABA (American Bus Association)
- United States Tour Operator Association Annual Conference & Marketplace (USTOA)
- US Travel Associations' IPW
- Travel Agent Forum
- NTA Travel Exchange
- Seatrade Cruise Global
- Travel Leaders Network – EDGE Conference
- Cruise360
- AAA Threads Conference
- Europe Sales Mission
- FAMs

Once you have registered for participation in the 2023 Meet Alaska Directory a member of the Sales Team will contact you regarding the next steps for creating your listing for the 2022 Meet Alaska Directory.

**PRICING:** \$600

**DEADLINE:** October 21, 2022

**MATERIALS DUE BY:** October 26, 2022



## INFOX

The INFOX Travel Agent Mailing program offers Alaska tourism businesses a way to achieve their marketing goals through cost effective distribution. Marketing materials provided by participants will be distributed to a targeted list of 3,500 travel agents that have specific interest in Alaska or are already selling Alaska, many of whom are already graduates of the Alaska Certified Expert training program. Pricing is based on the size and type of marketing materials included in the mailing:

The mailing will take place mid-November 2022 in order for agents to have the materials on hand during prime selling season. To participate you must send 3,500 brochures directly to the INFOX fulfillment house to arrive **no later than November 1st, 2022**. All shipping costs of materials are the responsibility of the advertiser. Shipping information will be provided once payment is received.

**New this year**, QR Codes will be added to each participant's page. This will enable travel trade to scan and immediately be directed to the page of your choosing. This can be your main website, private page geared specifically to travel trade, or a specific product you would like to highlight.

### **PRICING:**

\$500 - Brochure-size booklets, up to six panels

\$600 - Brochure-size booklets, more than six panels

\$800 - Planners or Catalogs (up to 8 ½ x 11 in), up to 30 pages

\$1,000 - Planners or Catalogs (up to 8 ½ x 11 in), more than 30 pages

\$1,250 - Any Planners or Catalogs larger than 8 ½ x 11 in

**DEADLINE:** October 28, 2022

**TARGET SHIP DATE:** November 10, 2022

## TRAVEL LEADERS NETWORK WEBINARS

Travel Leaders Network (TLN) is made up of 5,000 travel agency locations in the US and Canada with 55,000+ full-time professional travel agents in the TLN Network.

Travel Alaska will be conducting 3 webinars to the TLN agents. Each webinar is 45-minutes and is limited to two partners. Partner must be included within a TLN Preferred Supplier product (i.e., Globus, Entrée Alaska, etc.) and thus must be approved prior to participation confirmation.

TLN Webinar 1: October

TLN Webinar 2: November

TLN Webinar 3: TBD 2023

**PRICING:** \$1,000 each

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# PLACE YOUR ORDER TODAY!

## IT'S SIMPLE!

Access your Travel Alaska Partner Admin account to place your order or contact the ATIA Sales Team at [advertising@AlaskaTIA.org](mailto:advertising@AlaskaTIA.org) for assistance.

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