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## **Jillian Simpson returns to Alaska Travel Industry Association as president and CEO**

**Anchorage, Alaska** — After a nationwide search, the Alaska Travel Industry Association has selected Jillian Simpson as its next president and CEO. Simpson has worked in the Alaska tourism industry for over 20 years and spent much of her career at ATIA, from 2004 to 2021, rising from director of travel trade and international marketing to vice president in that time.

“We have no doubt that Jillian is the ideal person to lead the association and continue the work to unite our industry,” said ATIA Board Chair Craig Jennison. “Her ability to step into this role and immediately understand the different facets of our industry, from cultural tourism to cruising to sustainable tourism, is invaluable.”

Simpson begins her new role at ATIA on May 22.

“I am absolutely thrilled to be coming back to ATIA and working with a talented and dedicated team to serve our industry and promote our destination,” Simpson said. “Tourism is such an integral part of Alaska’s economy and I look forward to working with our partners to continue to build a thriving and sustainable industry.”

Simpson began her career at the Alaska SeaLife Center in 2000 before joining ATIA in 2004 to manage the travel trade and international marketing program. In 2013, she transitioned to overseeing ATIA’s membership and tourism policy initiatives and was promoted to vice president in 2016 and was tasked with overseeing the State of Alaska’s destination marketing program. Simpson is currently pursuing a master’s degree in Arctic and northern studies at the University of Alaska Fairbanks.

### **About Alaska Travel Industry Association**

The Alaska Travel Industry Association, Alaska’s leading statewide nonprofit membership association for the travel industry, promotes Alaska’s tourism industry as an economic contributor while providing statewide marketing resources, education opportunities and advocacy to members. ATIA has long managed Alaska’s destination marketing program: Travel Alaska. For more information, visit [www.alaskatia.org](http://www.alaskatia.org).

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

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