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TRAVEL ALASKA WINS ADVERTISING AWARDS FOR “ALSO KNOWN AS ALASKA” CAMPAIGN

ANCHORAGE, AK- The Alaska Travel Industry Association, the state's leading nonprofit for the travel and tourism industry, today announced two recent awards for Travel Alaska’s “[Also Known As Alaska](#)” integrated digital and video destination marketing campaign.

“ATIA has long been proud to manage the statewide destination marketing program, Travel Alaska. We work with partners to create innovative, inspiring campaigns to draw people to the state,” said Jillian Simpson, ATIA’s President & CEO. “Our efforts are rewarded when visitors come to Alaska and participate in the economy here, but to be recognized within the advertising industry is really the icing on the cake for us.”

The Telly Awards, the world’s largest honor for video and television across all screens, announced its 44th annual winners after a record-breaking year for entries. Winners include some of the most prominent global brands and companies alongside smaller and independent production houses, including Netflix, Disney Parks, Paramount, National Geographic Society and now Alaska Travel Industry Association’s Travel Alaska program. The 30 second TV spot for the “Also Known As Alaska” campaign was awarded a Silver award for [Regional TV in the Travel & Tourism](#) category.

Additionally, the Travel Alaska program has won an Internet Advertising Competition award. The Web Marketing Association has selected the “Also Known As Alaska” campaign as the [Best Travel Integrated Ad Campaign](#).

“It’s especially satisfying to receive awards from marketing and advertising industry insiders,” said Wendy Swenson, ATIA’s Director of Tourism Marketing. “There is a lot of competition in the destination marketplace, and we think Alaska is special for so many reasons. We are honored to receive these two awards recognizing our work.”

About the Alaska Travel Industry Association

The Alaska Travel Industry Association is the state’s leading industry organization for travel-related businesses and supporters. Made up of about 600 members representing businesses both large and small across the state, ATIA works to increase the economic impact of tourism in Alaska and is the respected voice of the industry. ATIA has long managed Alaska’s destination marketing program, Travel Alaska, in collaboration with a marketing committee comprised of industry leaders from across the state. For more information, visit www.alaskatia.org.

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

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