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— TRAVEL —
ALASKA®

FISCAL YEAR 2023-24 MARKETING PLAN

2023-2024 Marketing Plan

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LETTER FROM OUR CEO

Greetings tourism stakeholders, local businesses, and community partners,

Alaska has always drawn the imagination of travelers. Between the living cultures of Alaska Native people, the expansive views of awe-inspiring landscapes, wildlife viewing opportunities, incredible aurora, and unique tour experiences, there's much to show off for visitors to our state. In 2022-23, the Alaska Travel Industry Association capitalized on new technology and creative content to implement a marketing plan for Travel Alaska which has brought increasing numbers of visitors to Alaska. Research projects have provided the marketing team with an incredibly detailed view of travelers which will help better inform and target our future campaigns.

For FY24, ATIA will evolve Travel Alaska's "Also Known as Alaska" campaign, which has won awards for creativity and innovation. The message is fresh and playful, and one which emphasizes year-round visitation to lesser-known destinations in the state. Through photo and video shoots from around the state, the campaign will have new imagery of all regions and seasons while showcasing cultural tourism. The tactic included a multi-media approach, utilizing print, linear, connected and streaming tv, paid search, paid social, digital display and interactive placements, and content partnerships. We kick off the 2024 fiscal year with a Travel Alaska video playing in rotation 24 hours a day in front of one of our most significant markets in the heart of New York City.

ATIA's public relations program will continue to promote Alaska to national media audiences, and our signature event, Alaska Media Road Show will have its 20th anniversary this year. The program consistently delivers ROI by assisting nearly 400 media each year, features in travel publications across the globe resulting in a Barcelona Principle score over 79 and millions of ad equivalency impressions.

With international travel coming back after years of decline, ATIA will make sure Alaska is front and center in our key markets of German-Speaking Europe and UK, while venturing into new markets such as India, which has significant potential for future Alaska travel. Further, the travel trade program will focus on high-quality trade shows, destination training, and product development for our travel advisor partners.

Huge thanks to ATIA's Board of Directors, the Marketing Committee, and subcommittees, and to our countless partners and collaborators. We couldn't do the important work we do without the ideas and support from all of you.

Sincerely,

Jillian Simpson

CEO, Alaska Travel Industry Association





MISSION & VISION

MISSION

The Alaska Travel Industry Association (ATIA) will be the leading industry organization promoting Alaska as a top visitor destination, communicating and promoting the Alaska 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.

Purpose

Advocate. Promote. Inspire.

Core Values

Community. Leadership.
Integrity. Positive Force.
Resilient. Respectful.
Stewardship.

Principle

Every member's
voice is heard.

VISION

- Alaska is recognized as a world-class visitor destination where year-round tourism is treated as an important, sustainable opportunity for economic and resource development.
- Alaska is recognized as one of the top 10 world destinations.
- As a recognized and leading industry for Alaska, tourism is a year-round experience with opportunities to engage in natural and cultural connections in urban and rural Alaska and in large- and small-scale options.
- ATIA is a recognizable and respected steward of the state's tourism marketing investment and highlights our positive role as an economic driver in Alaska for Alaskans.



MATT HAGE/ TRAVEL ALASKA

ATIA 2022-2023 BOARD OF DIRECTORS

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TEMSCO Helicopters, Inc.

Vice Chair

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Premier Alaska Tours

Government

Relations Co-Chair

Dennis McDonnell

Alaska Coach Tours

Government

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Cruises and Tours

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Emily Edenshaw

Alaska Native Heritage Center

Treasurer

Dave McGlothlin

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Marketing Co-Chair

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ATIA President & CEO

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Aurora Expeditions

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Heather Dudick

Alaska Railroad

Director

Camille Ferguson

Sitka Tribe of Alaska

Director

Mandy Garcia

Salmonberry Tours

Director (Ex-officio)

Anthony Giliam

Premeir Alaska Tours

Director

Dave Karp

Partner
Nome Discovery Tours

Director

Juno Kim

Ovibos Consulting

Director

Scott McCrea

Explore Fairbanks

Director

Bill Pedlar

Knightly Tours

Director

Liz Perry

Travel Juneau

Director

Stacey Simmons

Koniag
Kodiak Brown Bear Center

Advisor – non voting

Holly Johnson

Wings Airways &
The Taku Glacier Lodge

FY23 MARKETING COMMITTEE

Jacqui Taylor-Rose *(Co-Chair)*

White Pass & Yukon
Route

Dan Rough *(Co-Chair)*

Holland America Line

Colleen Stephens

Stan Stephens Glacier &
Wildlife Crusies

Elizabeth Hall

John Hall's Alaska

Camille Ferguson

Sitka Tribal Tours

Heather Dudick

Alaska Railroad

Juno Kim

Ovibos Consulting

Emily Edenshaw

Alaska Native Heritage Center

Adriel Butler

Aurora Expeditions

Noel DeChambeau

Knightly Tours

Laura Welsh

Premier Alaska Tours

Kathy Hedges

Northern Alaska Tour Company

Kasey Gilliam

Explore Fairbanks

Bill Fletcher

Holland America Line

Kathy Dunn

Visit Anchorage

KC Hostetler

Alaska Airlines

Beth Monahan

TEMSO Helicopters

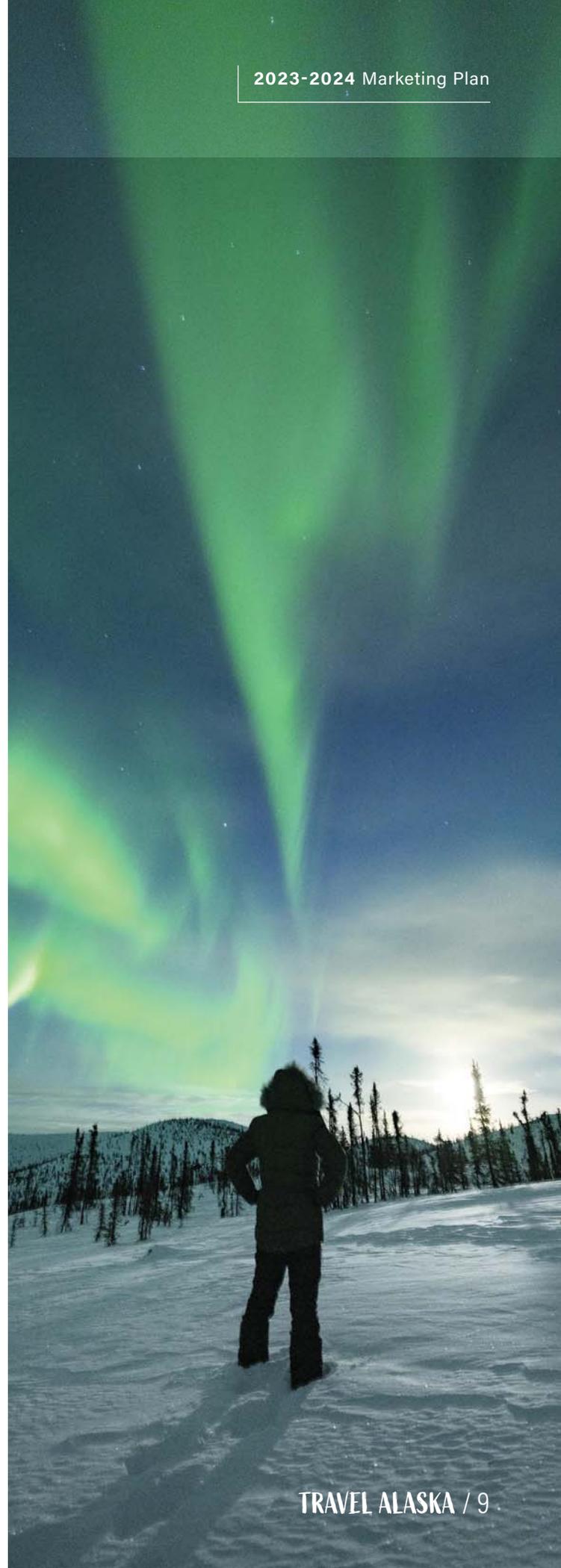
Commissioner

Julie Sande

State of Alaska, DCCED

Jillian Simpson

ATIA, President/CEO



EXECUTIVE SUMMARY & ANALYSIS

Tourism continues to be an important economic driver for Alaska. 2023 travel is still rebounding close to pre-pandemic numbers, with cruise returning at the highest capacity ever and the season running from mid-April to late October. Independent travel remains higher in winter and shoulder seasons, but has softened slightly this summer, possibly due the pent-up demand for international travel, combined with higher fuel and transportation prices. Overall, travel satisfaction remains high, and US Travel reports a 16% increase in spending in 2023 (vs 2022) by Alaska visitors.

Alaska was fortunate in FY21 and FY22 to receive funding (designated by the Governor) from the EDA Cares and EDA ARPA grants. This funding made it possible for ATIA and the Travel Alaska programs to continue to market to the world. In FY24, ATIA was again awarded funding from the state legislature to continue our marketing efforts.

In FY23, Alaska's statewide destination marketing program started with a clean slate, set new baselines, and marked new priorities. The multi-media "AKA" campaign was launched and has won several awards.

16%

INCREASE IN SPENDING IN 2023 BY ALASKA VISITORS

US TRAVEL REPORT

The FY24 marketing program will be data driven, with statistics employed from our Visitor Profile Survey, data platforms measuring advertising efficiency and conversions, economic stats and travel trends, and reports from US Travel and other leading authorities. We will utilize new technology, best practices, and strong analytics to deliver Alaska's brand message.

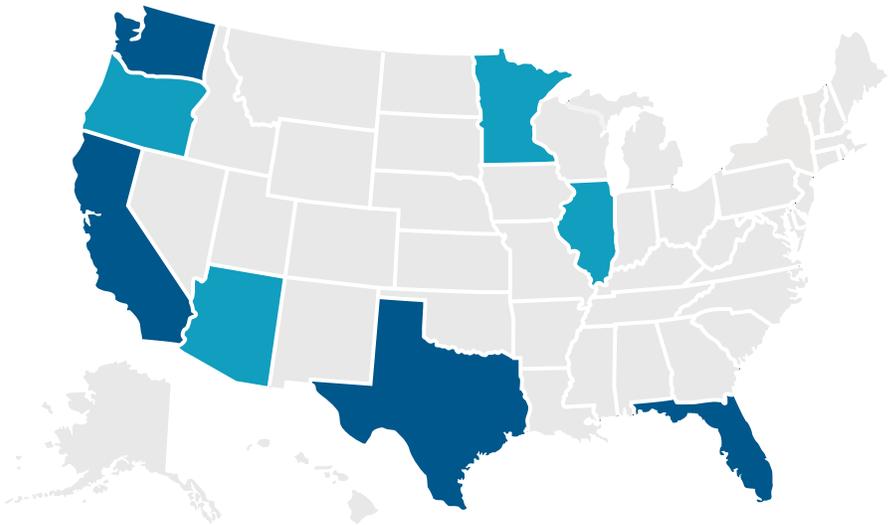
As the world opens back up to unrestricted travel, it is more important than ever to remain competitive by having a cohesive and robust marketing program to drive top-of-mind awareness, travel intent and conversions for the State of Alaska.



DEMOGRAPHICS

BEHAVIORAL DEMOGRAPHICS

- Audiences consuming travel content focused on Alaska
- Audiences consuming content focused on activities found in Alaska—e.g., wildlife viewing, Alaska Native culture, northern lights, cruising, dog sledding, hiking, biking, fishing, boating, skiing, snowboarding



GEOGRAPHIC MARKETS

Primary:

- Los Angeles, CA
- San Francisco/Oakland/San Jose, CA
- Seattle/Tacoma, WA
- New York, NY
- Miami/Ft. Lauderdale, FL

- Orlando/Daytona Beach/Melbourne, FL
- Dallas/Ft. Worth, TX
- Tampa/St. Petersburg/Sarasota, FL
- Houston, TX

Secondary/Emerging:

- Chicago, IL
- Phoenix, AZ
- Portland, OR
- Minneapolis, MN



GOALS & OBJECTIVES



#1: Grow Alaska's position as a Top 10 in the world, year-round vacation destination.

#2: Enhance and strengthen the destination brand domestically and globally.

#3: Continued focus on cultural and sustainable integration in all brand efforts.

STRATEGIC PRIORITY #1

GROW ALASKA'S POSITION AS A TOP 10 IN THE WORLD, YEAR-ROUND VACATION DESTINATION.

TACTICS

PAID

- Review book to arrive data to strategically flight media in an always-on approach.
- Conduct a market prioritization exercise to determine markets most likely to visit year-round.
- Rely heavily on rich and accurate targeting through Miles demand side platform (DSP) and data partnerships like Adara Cortext to leverage actual consumer behaviors for those more likely to travel year-round.
- Evaluate campaign performance and on-going partner evaluation for optimal results and visitation lift.

OWNED

- Further develop seasonal specific creative suite to tout year-round activities and experiences.
- Develop a content plan to build out additional website assets and inspiration to influence travel year-round.
- Explore personalized content strategies and software to promote year-round content to the right audiences when visiting TravelAlaska.com.
- Continue to use the Travel Alaska newsletter to promote seasonal content in appropriate booking and consideration windows to influence year-round travel.
- Continue to utilize Travel Alaska's social media platforms to engage new and repeat visitors.



EARNED

- PR tactics used to share stories about opportunities and educate the media and consumers about why each season offers something special all across the state.

SUMMARY

Alaska is placing a bigger focus on year-round travel to support the state as a multi-season destination, with media that will be strategically flighted to impact and fill seasonal need periods. By looking at book to arrive data, media investment dates will be formulated to generate the highest return on investment. Additionally, a market analysis will be conducted to analyze which markets have the highest propensity to travel year-round. Using rich and accurate targeting through demand side platform (DSP) and data partnerships like Adara Cortex to leverage consumer behaviors to serve the right message at the right time to inspire travel bookings. Campaign and partner performance will receive ongoing evaluation to achieve optimal results and impact. Campaign creative will continue to be evolved to showcase a variety of seasonal experiences to build Alaska's brand year-round.

On TravelAlaska.com, further content to tout seasonal offerings including activities and experiences will be created to inspire visitation. Personalized strategies will be explored for targeting the right audiences with year-round inspiration when travelers are on TravelAlaska.com. Earned media will continue to be used to share stories about opportunities and educate media about why each season offers something special across the state.

MEASUREMENT

- Increase year-round visitation
- Increase in visitor spending
- Continue to add photo and video assets



MICHAEL DEVOUNG/TRAVEL ALASKA (BOTTOM)

STRATEGIC PRIORITY #2

ENHANCE AND STRENGTHEN THE DESTINATION BRAND DOMESTICALLY AND GLOBALLY.



TACTICS

PAID

- Place high funnel and high reach tactics to generate awareness of Alaska in video placements like OTT, CTV, digital video and traditional TV (linear/addressable).
- Support awareness placements by harnessing digital learnings and placements to continue refining the targeting strategy to reach and attract the next wave of Alaska visitors.
- Continue to evolve and build on the Travel Alaska AKA Also Known As campaign by reviewing performance, engagement and making ongoing optimizations to achieve best campaign results and to further cultivate brand inspiration.

OWNED

- Develop a content action plan to improve and refine SEO strategies on TravelAlaska.com to capitalize on generating domain authority as the expert on all things Alaska.
- Develop subsites in partnership with Brand USA to establish a web presence in multiple languages.

EARNED

- Providing timely, helpful, year-round media support to domestic and international travel media.



SUMMARY

Travel Alaska will strategically strengthen the impact of Alaska's brand both domestically and internationally. Using funds to invest in high funnel and high reach tactics, we will generate awareness to extend exposure and inspiration in Alaska's key markets with video placements like OTT, CTV, digital video and traditional TV (linear/addressable). We will also continue to run a dual-track approach - delivering Alaska to a broader audience, while harnessing digital learnings and placements to continue refining the targeting strategy to reach and attract the next wave of Alaska visitors.

Creative and messaging will continue to build on the newly launched "AKA Also Known As" creative campaign that was just introduced in 2022. Rather than just images and visuals that leave the viewer wondering where that particular location exists, the campaign pinpoints the experience. Not only does it give credibility to the visuals, it offers dispersal by presenting locations throughout Alaska. Reviewing and optimizing based on performance, future creatives will be adjusted

to achieve the best campaign results and further cultivate brand inspiration.

Using the recently redesigned TravelAlaska.com website as the welcome mat to introduce travelers to Alaska, we will continue to improve and refine search engine optimization strategies to capitalize and gain authority as the go-to source of information for travelers visiting the state.

Beyond the reach of paid, Travel Alaska will put the power of public relations to work. Leveraging third-party stakeholders like the press, influencers, strategic partnerships and industry stakeholders to share our brand story in differentiating ways.

MEASUREMENT

- Brand attributes from visitor profile study
- Ad effectiveness/brand health

STRATEGIC PRIORITY #3

CONTINUED FOCUS ON CULTURAL AND SUSTAINABLE INTEGRATION IN ALL BRAND EFFORTS



TACTICS

PAID

- Focus on current content partnerships that align with our cultural and sustainable traveler audience that includes National Geographic, Smithsonian, Matador and Tripscout.
- Rely on rich targeting through Miles' demand side platform (DSP) by leveraging actual consumer belief systems including cultural and sustainable travelers and private marketplaces (PMPs) to ensure accurate targeting.

OWNED

- Partner with up to four Alaska Native content creators to develop content strategies and photography and videography asset creation.
- Develop a hub on TravelAlaska.com to feature Alaska Native content creator content and assets.
- Increase sustainable content on TravelAlaska.com

EARNED

- Development and implementation in partnership with up to 5 cultural ambassadors/influencers to promote cultural tourism opportunities throughout the state.
- Work directly with Alaska Native Elders, cultural tourism representatives and storytellers to ensure their messages are conveyed accurately and appropriately to the national media, whether pitching Indigenous-owned businesses or cultural events.
- Recommend Indigenous writers and creators to news outlets.
- PR efforts will place emphasis on the Adventure Green Alaska program to show Travel Alaska's leadership in this field and promote Alaska as one of the country's top sustainable destinations.

SUMMARY

Experiencing Alaska Native cultures is high on the list for many Alaska visitors — and with more than 10,000 years of human history — with endless options for learning about our traditional lands, languages, and ways of being. While Travel Alaska has made significant strides in cultural and sustainable integration in the destination's brand efforts, there is always further to go.

Travel Alaska will use paid content partnerships like National Geographic, TripScout and Matador that align with our cultural and sustainable traveler audiences to continue to educate and share Alaska Native living culture. Using rich targeting through demand side platform (DSP), Travel Alaska will ensure accurate targeting by reaching audiences that leverage actual belief systems including cultural and sustainable travelers.

In tandem with the paid efforts, Travel Alaska will continue to prioritize asset creation to share Alaska Native culture with travelers. Partnering with up to four Alaska Native creators to provide images, videography and written pieces of content, building out a hub on TravelAlaska.com empowers Alaska Native people to be the voice of their own stories and narrative for travelers.

Moving forward to further integrate Alaska Native Culture in all brand efforts, the guide is inserted into the Vacation Planner as a core part of all Alaska experiences.

Earned media Alaska Native Culture efforts will include a dedicated influencer press trip in early 2023 that is focused on cultural tourism opportunities. The hosted press trip will be composed of influencers and creators whose platforms and backgrounds amplify Indigenous and cultural tourism opportunities for travelers. Additionally, we will work directly with Alaska Native Elders, cultural tourism representatives



and storytellers to ensure their messages are conveyed accurately and appropriately to the national media, whether pitching Indigenous-owned businesses or cultural events. Indigenous writers and creators will also be recommended to news outlets seeking assistance. Lastly there will be an emphasis on the Adventure Green Alaska program to show Travel Alaska's leadership in this field and promote Alaska as one of the country's top sustainable destinations.

MEASUREMENT

- Growth in assets
- Increase cultural content for TravelAlaska.com
- Increase number of Alaska Native public relations coverage
- Increase sustainability content on TravelAlaska.com

PUBLIC RELATIONS & SOCIAL MEDIA PLAN



MICHAEL DE YOUNG/TRAVEL ALASKA

INTRODUCTION

The objective for the public relations program for Alaska tourism is consistent: grow travel to Alaska by increasing interest in Alaska as a traveler destination. This is done through providing year-round media support that builds overall brand awareness, increasing consumer interest in Alaska and engaging with travelers on why Alaska should be their next travel destination.

Through data-driven, targeted public relations efforts, the public relations program will deliver a consistent and meaningful amount of media coverage, as well as social media and paid digital content, to continue to enhance and strengthen the Alaska tourism brand.

TARGET AUDIENCES

The public relations and digital program is guided by the state's research on traveler demographics. These traveler demographics outlined below drive outreach to the kind of targeted and tiered media outlets that ensure that Alaska stays top-of-mind for consumers.

THE BABY BOOMER/RETIREE

55+
Above-average income
No kids at home

THE FAMILY ADVENTURE

Household income \$100,000+
Nuclear family, skip generation (just the grandparents and grandchildren), or multigenerational trip

THE INDEPENDENT

Diverse – ranging from Gen Z to Retirees (25+)
Travel solo, couples, small groups
Above-average income = \$150,000 range

PUBLIC RELATIONS & SOCIAL MEDIA PLAN

(CONTINUED)

PRIORITY FOCUS AREAS

1. ALASKA AS A YEAR-ROUND

DESTINATION: As more Alaska travel operators offer year-round products, PR tactics can be used to share stories about those opportunities and educate the media and consumers about why each season offers something special all across the state.

2. CULTURAL TOURISM:

With ATIA's separate budget line for cultural tourism, even more PR efforts are focused around pitching and showcasing Indigenous-owned tourism businesses and cultural experiences in the state. The team is also actively looking for opportunities for Alaska Native storytellers, creators and writers to share their stories.

3. ADVENTURE GREEN ALASKA:

Sustainable tourism is only growing in importance as travelers seek destinations and operators that prioritize preservation of the local environment, culture, community and economy. PR efforts will place emphasis on the AGA program to show ATIA's leadership in this field and promote Alaska as one of the country's top sustainable destinations.

MEDIA RELATIONS

Media assistance is the bread and butter of the Alaska tourism public relations program. Providing timely, helpful and accurate responses to domestic travel editors, writers, journalists and broadcasters is integral in maintaining Alaska tourism's positive reputation among media. The focal point of media relations is being the point of contact for media assistance and will coordinate fact checking, answering questions, or developing partial or complete press tours focusing on specific seasons, activities or special events. The goal is to provide media assistance at various levels to 275 domestic journalists.

MEDIA OUTREACH

Travel Alaska's PR efforts place positive, travel-related news about Alaska into editorial channels of national media and occasionally international media in conjunction with ATIA's international contractors. While always keeping Alaska's target audiences top of mind, the PR team is in touch with writers and editors at some of the highest-circulation outlets in the country, while also keeping up with media that speak directly to diverse and niche audiences. These media relationships provide a way to track trends and develop relevant, timely angles for Alaska tourism stories to deliver results for Alaska on a regular basis.

Media outreach includes researching publications for pitching; holding editor briefings with qualified media; writing and distributing press releases and a quarterly Travel Alaska News Bulletin to give media a consistent supply of story ideas; and maintaining the TravelAlaska.com media center, including photo gallery, fact sheets and other media materials used by journalists to develop Alaska story ideas.



MEDIA EVENTS

Alaska Media Road Show: This tourism media marketplace connects national travel journalists with Alaska tourism partners. Alaska Media Road Show includes a day of pre-scheduled appointments between Alaska partners and key national media contacts, as well as multiple social events, like a keynote lunch and evening receptions. Based on the ROI from stories written by media attendees, this public relations program is the most valuable tactic for Alaska's tourism industry.

INTERNATIONAL MEDIA ASSISTANCE

Alaska is a destination that competes on the world stage – its closest competitors aren't just fellow states, they are other countries. Working alongside ATIA's German-speaking Europe contractor, media assistance and partial or hosted individual press trips are provided for highly qualified media speaking to this target audience. Additionally, media opportunities will be leveraged with Alaska's presence at travel trade shows that have a media presence like IPW.

PUBLIC RELATIONS & SOCIAL MEDIA PLAN

(CONTINUED)

CRISIS COMMUNICATIONS

Crisis communications consists of coordinating and implementing communication during a crisis, such as an oil spill, volcanic eruption, earthquake, tourism boycott, etc. This may include working with ATIA staff in order to overcome negative travel stories or other information detrimental to the image of Alaska as a destination. Crisis communications management and planning includes an annual crisis response walk-through, as well as updates and management of the organization's crisis management plan.

MONITORING & REPORTING / MEASUREMENT

Monitoring the effectiveness of the public relations program is integral to ensuring the program's effectiveness, efficiency and alignment with the overall marketing strategies. Measurement of PR value for the public relations program is done using a third-party platform to monitor online, print and broadcast clips. The reports cover such metrics as potential impressions and media value equivalency (the estimated cost if a client had to pay for advertising space that occupies the same real estate as an earned media placement).

With the constantly evolving media marketplace, PR value is also measured using Barcelona Principles, a standardized approach to providing a more in-depth and qualitative analysis of articles generated on behalf of Travel Alaska and how they pertain to ATIA's messaging goals. The measurement goals for the public relations program include generating the media value equivalent of \$20 million and an average Barcelona Principles score of 67 or higher.



CULTURAL TOURISM

PR efforts have been focused around sharing ATIA's expanded cultural tourism resources for travelers, like the website and new culture guide, ensuring these tools are talked about and used. As part of this media outreach, the PR team is committed to working directly with Alaska Native Elders, cultural tourism representatives and storytellers to ensure their messages are conveyed accurately and appropriately to the national media, whether pitching Indigenous-owned businesses or cultural events, etc. The team also recommends Indigenous writers and creators to news outlets.

Across Travel Alaska's social media channels, there is continuous incorporation of Alaska Native languages and cultural tourism opportunities, quarterly partnerships with Alaska Native influencers for content creation and visual assets to share. Cultural tourism efforts will also include a group influencer press trip in early 2023 with an itinerary that will focus on cultural tourism opportunities. The hosted press trip will be composed of influencers and creators whose platforms and backgrounds amplify Indigenous and cultural tourism opportunities to travelers.

SOCIAL MEDIA

Travel Alaska's social media presence and content aligns with ATIA's goal of increasing interest in Alaska as a traveler destination. All content capitalizes on relevant visitor interests and themes such as cultural tourism, traveling to all five regions of the state and positioning the state as a year-round destination. Strategic social media campaigns are implemented with the goal of achieving an average engagement rate of 3% across all channels.



With an audience consisting of Travel Alaska's main traveler demographic, Travel Alaska's Facebook page sees a minimum of four posts per week. Additionally, supplemental Facebook Lives are coordinated with various tourism partners around the state to highlight unique travel experiences, events, cultures and more.



Travel Alaska engages with travel media the most on this social media channel. The Travel Alaska Twitter channel sees a minimum of four posts per week.



The most engaged of Travel Alaska's audiences, four Instagram posts (carousels, Reels, etc.) are posted to the Travel Alaska feed each week along with an Instagram Story consisting of 5-7 story slides.



The YouTube channel receives regular updates and maintenance, and video footage sent from the advertising agency of record is uploaded as needed.

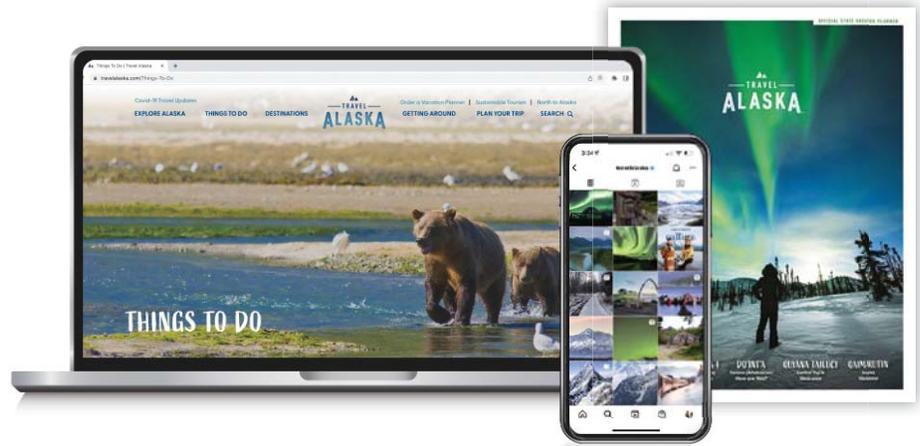
Influencer and Creator Partnerships

National reactive and proactive influencer outreach is performed to coordinate influencer partnerships with a focus on content creation and sponsored posts to increase impressions and drive engagement to Travel Alaska's social media channels. These paid partnerships are implemented and coordinated to achieve Travel Alaska's goals of driving statewide tourism, emphasizing cultural tourism and promoting Alaska as a multi-season, year-round destination.

Social Care and Reporting

Social care is done daily, with social media monitoring and responding done in a timely matter to increase brand affinity and engagement. Third-party monitoring platform Sprout Social is utilized for reporting to provide analytics for monthly reporting and monthly listening reports to ensure message resonance. Additionally, CrowdRiff is used to manage requests and approvals for user-generated content.

RESEARCH



Travel Alaska will continue to utilize data as a resource for making targeted sales and marketing decisions. In FY 2022, Travel Alaska implemented several research tools including Visitor Profile Study and data dashboards providing media efficiency, leads, economic data, travel trends and stats.

To support tourism marketing and sales decisions, Travel Alaska plans to continue to invest in research, analytics, and marketing insights for the Alaska tourism industry. This will allow us to understand better the size and value of the travel industry in Alaska, insights about our visitors, and key origin markets to inform strategies for marketing and programs. This type of information allows ATIA to target visitors in those destinations that have an affinity to travel to Alaska.

These consistent research details will provide insights to produce monthly, quarterly and annual reports that provide a health check into tourism for Alaska.

ATIA includes the following items in reports (this list is not exhaustive):

1. Number of website visits / pageviews / time on site
2. Number of clicks throughs made to partners (conversions)
3. Number related to vacation planner fulfillment
4. Number related to e-newsletter subscriptions and performance
5. Update on public relations efforts to including, but not limited to: number of media impressions/dollar equivalent/media assists
6. Social media reports

STRATEGY

Utilize the findings from the Visitor Profile and Economic Impact Study and Zartico platform to create effective campaigns to markets with high-quality travelers likely to choose Alaska.

FUTURE STUDIES TO CONSIDER

- Ad Retention Study/Survey (Off years from Visitor Profile Study)
- Brand Health/Awareness Study
- Cultural Tourism Economic Impact
- Resident Sentiment Study (Examines public perceptions from all sides, including the positives and negatives of economic development, environmental impacts, over-tourism, quality of life and other areas)

**All metrics and reports mentioned are based upon information available. Reporting will flex and grow as more information is gathered and/ or becomes available.*

STATS

JULY 2022 - JUNE 2023 KPIS:

2,796,725 website sessions

4,837,080 website pageviews

54,768 planner requests

8,738 new newsletter subscriptions

382,460 partner referrals through website

272,181,372 paid media impressions

424 journalists assisted

290 articles

63 million in ad equivalency value

29,000 new followers across all social platforms

6% avg. digital engagement rate

745,000 total followers/audience



TRAVEL TRADE PLAN

Travel Alaska continues outreach, relationships, and education to Tour Operators, Travel Advisors, and Cruise Lines throughout the U.S. and Canada. This is primarily done through trade show attendance, partnerships with consortiums, webinars, familiarization tours (FAMs), emails, and promoting the Alaska Certified Expert (ACE) Program.

MARKETS

- **Tour Operator** – focused on both group and FIT travelers
- **Travel Advisor** – focused on individual or small group trip planning
- **Cruise Lines**

GOALS

1. Meet with at least 200 Tour Operators and Travel Advisors through various shows
2. Host a minimum of 42 combined Tour Operators and Travel Advisors, in various seasons and regions, to assist in developing new product, itineraries, new business connections and expand Alaska knowledge
3. Gain at least 2,000 new Alaska Certified Expert (ACE) registrations and at least 1,000 full ACE graduates
4. Conduct at least 20 Tour Operator and Travel Advisor trainings, either virtually or in person
5. Increase international visitation by 75% over 2022

TRADE SHOWS

- American Bus Association (ABA) Marketplace

Marketplace is an appointment-based show for Motorcoach and Tour Operators and Travel Industry Suppliers who want to expand group tour & travel business. They use innovative methods and technologies for a more individualistic experience, resulting in the greatest ROI in the group travel industry.

- Cruise360

As the largest and only official conference of the cruise industry, Cruise360 brings together travel professionals, cruise line representatives, ports & destinations, industry suppliers and CLIA preferred partners for a truly panoramic view of the cruise industry. Travel Alaska provides a Destination Workshop during Cruise360 for the CLIA preferred partners.

- Seatrade

Seatrade is the largest trade event dedicated to cruise anywhere in the world. It features over 80 cruise line brands, more than 10,000 attendees, over 85 countries, and 500 plus exhibitors. A Travel Advisor Day with Alaska will be planned during Seatrade, along with the annual Alaska Cruise Industry Reception one night.

- Travel Agency Owners Forum

The Travel Agency Owners Forum is an exclusive event designed to engage travel suppliers and business solution providers on a global level with a select audience of North American travel agency owners, representing significant sales and decision-making power.

- Travel Agent Forum

The Travel Agent Forum provides participating travel suppliers a 360-degree approach to connecting with hundreds of travel sellers representing a cross-section of experience levels, sales and niche focus, client interests and business opportunities. Participate in face-to-face connections on the tradeshow floor, small group roundtable product presentations, dedicated one-to-one meetings and an array of marketing and networking opportunities, including destination presentations.

- Travel Leaders Network International Conference

Travel Leaders Network is a passionate community of travel professionals focused on mutual success. Travel Leaders Network is one of the largest sellers of luxury travel, cruises, and tours in the industry. Representing over 5,700 travel agency locations across the United States and Canada with more than 55,000 US and 2,500 Canadian advisors. Their Network uses the power of their parent company, Internova, to assist millions of leisure and business travelers annually.

- United States Travel Association (USTA) IPW:

Bringing the World to America

As the leading inbound travel trade show, past IPWs have generated more than \$5.5 billion in future travel by connecting U.S. travel exhibitors with travel buyers and media to promote product and negotiate future business, securing America's position as a foremost global travel destination and showcasing the best of what the U.S. has to offer.

- United States Tour Operator Association (USTOA) Conference

USTOA Marketplace offers a unique business casual atmosphere for a small select group of 800 travel professionals, and networking opportunities throughout the conference to make new contacts and conduct business. It features direct and unprecedented access to travel industry leaders and decision makers representing the top US based travel companies whose combined annual sales volume over \$11 billion. It also features highly informative speaker sessions that not only present interesting case studies and new tools and tactics but introduce thought provoking ideas that can help improve business.

TRADE SHOW SCHEDULE

TRADESHOW	MARKET	DATES
Travel Agency Owners Forum	Travel Advisor	September 25-28, 2023
USTOA	Group Tour	December 2-6, 2023
ABA Marketplace	Group Tour	January 13-16, 2024
Travel Agent Forum	Travel Advisor	March 24-27, 2024
Seatrade	Cruise	April 8-11, 2024
Cruise 360	Travel Advisor	April 15-22, 2024
IPW (USTA)**	International	May 3-7, 2024
Travel Leaders Network - EDGE	Travel Advisor	June 8-11, 2024



TRAVEL ADVISOR TRAINING

To meet the goal of a minimum of 20 Tour Operator and Travel Agent trainings, virtual and in-person trainings will be conducted in partnership with Travel Leaders Network, Travel Weekly/Travel Age West, CLIA, AAA, through our ACE program and during international sales missions, along with other opportunities that may be presented over the year.

The Alaska Certified Expert (ACE) program is also a training tool for Tour Operators and Travel Advisors. Within the program, virtual training webinars can be promoted and recordings can be stored for later viewing. This program is being promoted through a partnership with Travel Leaders Network, at all shows being attended, in the Infox travel agent mailing and in the Meet Alaska Directory, handed out at all shows and available digitally on TravelAlaska.com.

Travel Trade E-news will be re-launched in 2023. This is another area the ACE program can be promoted along with updates and announcements. A new closed Facebook group has been developed to post announcements, upcoming trainings, cross promote with partner DMO trainings, and offer one more avenue for the travel trade to see updates. This will be promoted at shows beginning in 2023.

FAMILIARIZATION TOURS - FAMS

FAMs are an important part of educating the travel trade. Trainings are important, but once an advisor or operator sees Alaska firsthand, they return home with the knowledge, energy, and love to sell Alaska to their clients. Bookings usually increase after an advisor is on a FAM. Three FAMs have been planned for this year, with opportunities for additional if the budget allows. The FAMs will target Tour Operators, Travel Advisors, and the German market.

INTERNATIONAL PLAN

CHINA

China was the fastest growing international market before Covid-19. Though nothing is planned for this market now, Travel Alaska Weibo and WeChat accounts do continue to be renewed each year so ownership may be maintained.

GERMAN-SPEAKING EUROPE

German-speaking Europe includes Germany, Austria, and Switzerland. Combined, they represent Alaska's third largest international market. This is the only market an in-market representative is maintained. This market generally stays longer than the average international visitor and spends more during their travels.

MSi Germany represents Alaska in this market. They outreach to Tour Operators and Airlines through sales calls, trainings, e-news, trade shows, and organizing FAMs. MSi also reaches out to and pitches stories through press releases to members of the media in this market. They work with ATIA and Thompson & Co on media FAMs and press trips.

SALES MISSIONS & EVENTS

Sales Missions are planned for 2023/2024. Sales Missions enable Travel Alaska and partners to participate in sales calls, trainings, workshops and meet and spend time with decision makers at some of the top tour companies in the destinations we visit. This year, Sales Missions are being planned in the UK and India. Travel Alaska may participate in additional Sales Mission opportunities through Brand USA as opportunities arise.

Alaska Event in Germany: As a successful Sales Mission was conducted last year in Germany and Switzerland, no mission will be planned for this market this year. However, an Alaska event will be planned in conjunction with one of the Sales Missions or Visit the USA events.

VISIT THE USA COMMITTEE MEMBERSHIPS

Membership in Visit the USA Committees allows Alaska to have a greater international presence without having in-market offices. They give destinations additional exposure, discounts to participate in market events, inclusion in their USA travel planners and more. Their key audiences are travel trade, travelers, and travel media.

NORTH TO ALASKA

North to Alaska is a longtime partnership between Travel Alaska, Travel Alberta, Destination British Columbia, and Yukon Tourism that helps attract more than 80,000 independent travelers from the Lower 48 to Alaska through Canada.

The North to Alaska website has now joined into the new TravelAlaska.com website in its own section. Information was updated, new maps created and a new e-news template for the Ultimate Road Trip have been created.

North to Alaska will continue to send a monthly E-newsletter, maintain its Facebook page, and continue with paid social and paid search. North to Alaska will also launch an Instagram account this year. The partners will look at other opportunities once the full visitor research has been released.

Part of the partner funds will go to creating, managing, and promoting a North to Alaska Instagram page.

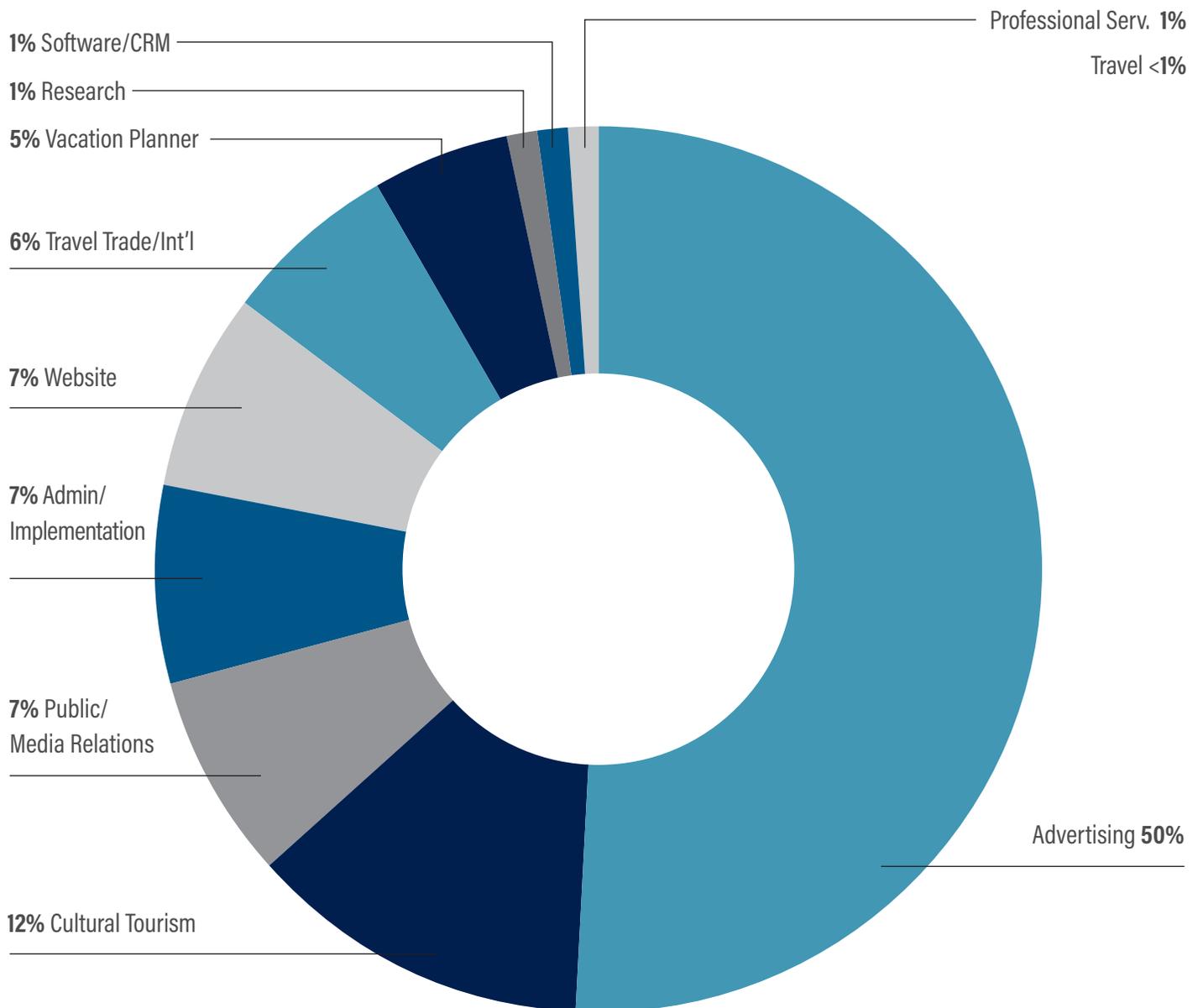
TOURISM CARES

New this year: a partnership with Tourism Cares and their Meaningful Map. This partnership helps promote sustainable Alaska tourism businesses meeting the Meaningful Map criteria and is free of charge to those businesses who qualify. Tourism Cares promotes the map and thus qualified businesses to the travel trade community for advisors or operators looking for sustainable options for their tours and clients.

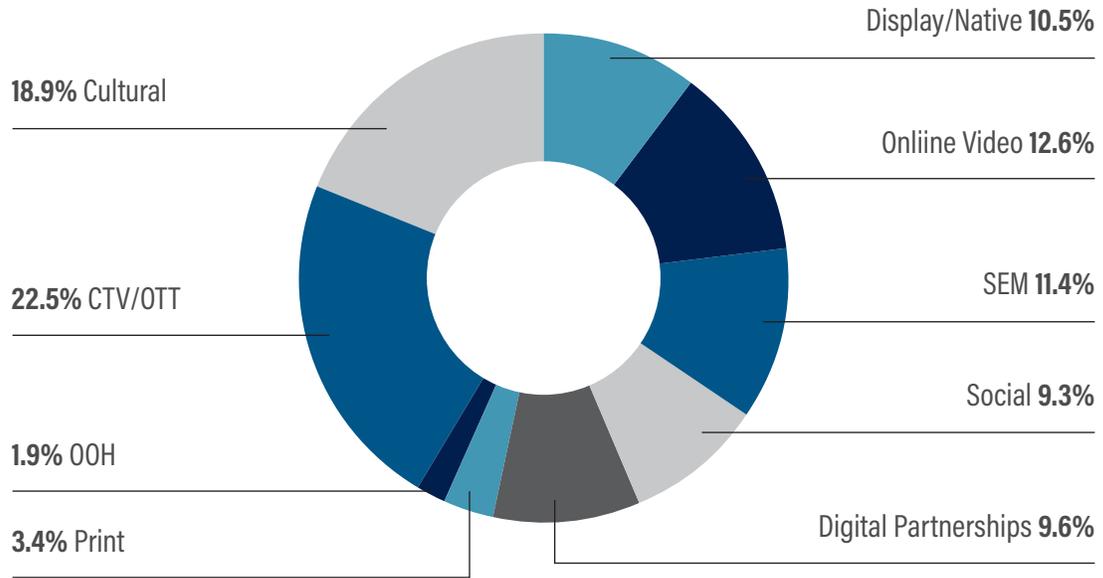
FY24 MARKETING BUDGET

Income	
SOA Funding	2,500,000
EDA ARPA	4,780,490
Carry Forward	-
Coop Revenue	1,400,000
Total Income	8,680,490
Expenses	
Website (Maint., Sales Supp, Hosting, Dev.)	650,000
Advertising	4,312,327
Media Relations	590,000
Cultural Tourism (Adv, PR)	1,121,088
Travel Trade/Int'l	575,000
Vacation Planner (prod/printing/fulfillment)	450,000
Research	100,000
Software/CRM/Salesforce	100,000
Professional Services	105,000
Travel (Esto, Westo, etc)	15,000
Admin/Implementation/Personnel	662,075
Total Expenses	8,680,490

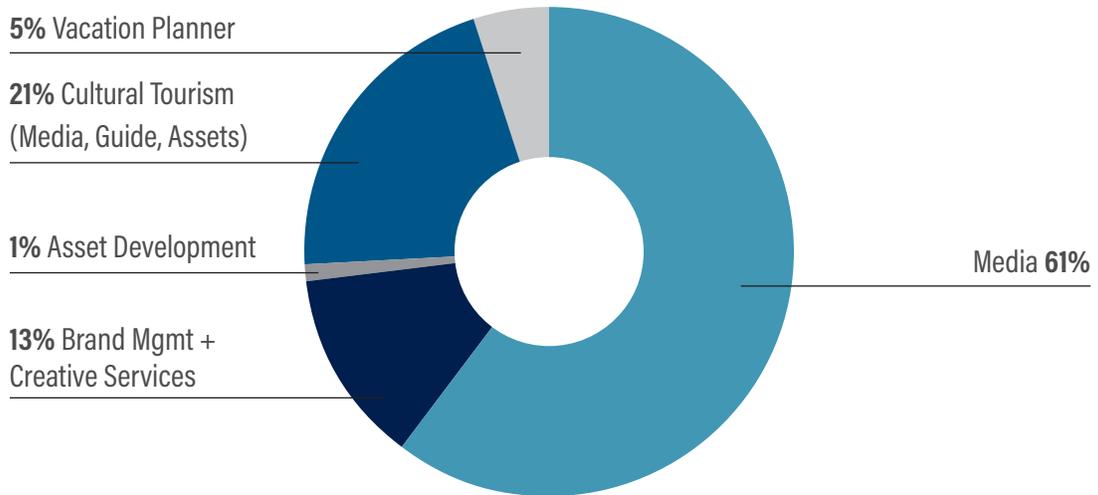
FY24 MARKETING BUDGET



MEDIA MIX

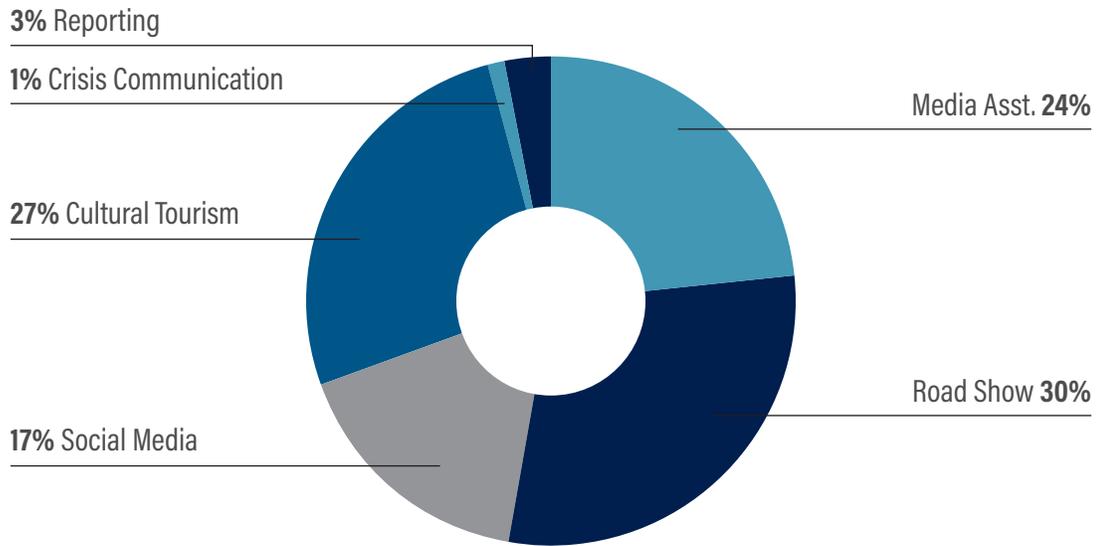


ADVERTISING



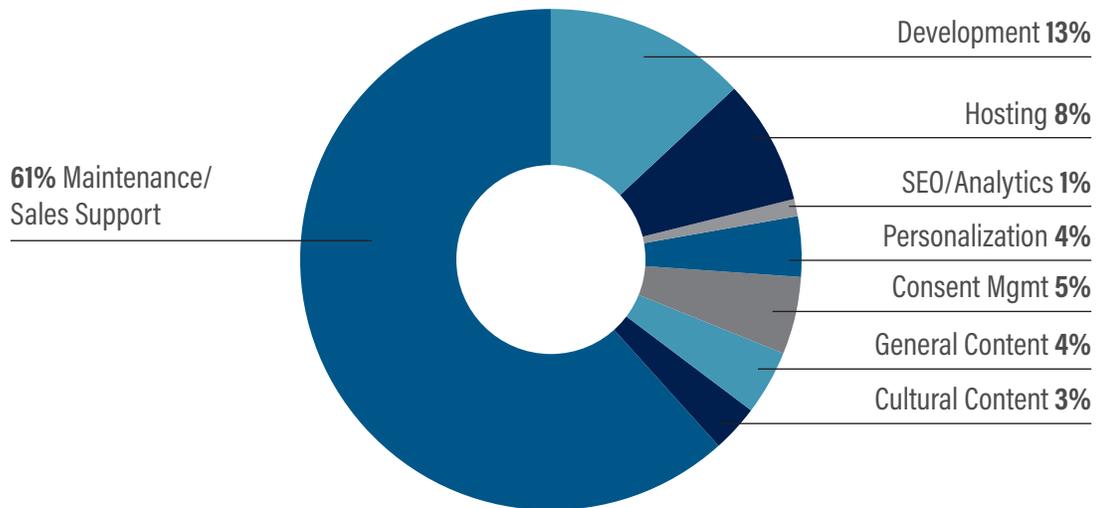
*Cultural Tourism is previously approved ARPA funding.

PUBLIC/MEDIA RELATIONS



*Cultural Tourism is previously approved ARPA funding.

WEBSITE





— TRAVEL —
ALASKA

LEXI QASSUQ, TRAINER, CUP'IK YUP'IK