The Alaska Tourism Industry Association is pleased to announce the launch of the Travel Alaska Partner Portal. This training document covers the following:

- System Requirements
- Log In
  - New Account
  - New but have Account
  - Password Update
  - New Users
  - Forgot Password
- Partner Admin Dashboard
- Purchase Consumer Leads

**SYSTEM REQUIREMENTS**
- Firefox (72+)
- Google Chrome
- Safari
- Opera

**LOG IN**

How to Log In

- **NEW ACCOUNT**
  First Time Users, BUT had an account in the past TravelAlaska.com Partner Portal:
  Click [here](https://extranet.travelalaska.com/password/reset) or using your browser enter: [https://extranet.travelalaska.com/password/reset](https://extranet.travelalaska.com/password/reset)
NEW BUT HAVE ACCOUNT
If you are new to the Admin but already have an account, visit https://extranet.travelalaska.com/password/reset and enter your email address to receive a link to reset your password. Moving forward your email address is your username.

PASSWORD UPDATE
Once you have reset your password, all future logins to the Partner Admin will use your email address and password on the login screen and click the Sign in button.

NEW USER
If you do not yet have an account visit the Admin dashboard - click Request a new account and enter your request. New accounts requests will be approved within 24-48 hours. Contact Skye Hostetler with any questions.

FORGOT PASSWORD
Enter your email address and click the Send password reset email button. You will be emailed a link to reset your password, this process if followed vs. sending your password directly for your security.
PARTNER ADMIN DASHBOARD

After logging in with your new password, your dashboard will be displayed. You will use the dashboard initially to click purchase Travel Alaska Consumer Leads.

1. Click the yellow button on the top right, “Buy Travel Alaska Coop Marketing Programs” to purchase your Vacation Planner Ads.

2. You will now use the order form to purchase your Travel Alaska Consumer Leads products.

   a. See Products Available for Purchase - Products Available for Purchase: Click here to view details on all products for purchase if you want to view more details on the products and ordering/management process.
   b. Click “Select Product Family” dropdown menu.
   c. Select Travel Alaska Consumer Leads

<table>
<thead>
<tr>
<th>Product Name</th>
<th>Description</th>
<th>Unit Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Domestic Consumer Leads New Direct</td>
<td>Click “Checkout” at bottom of screen and you will be prompted to enter your</td>
<td>$0.35</td>
</tr>
<tr>
<td>Mail</td>
<td>leads and you will be prompted to select your receive or...</td>
<td></td>
</tr>
<tr>
<td>Domestic Consumer Leads New Email</td>
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<tr>
<td>Domestic Consumer Leads Reuse Direct</td>
<td>Click “Checkout” at bottom of screen and you will be prompted to select your</td>
<td>$0.15</td>
</tr>
<tr>
<td>Mail</td>
<td>receive or...</td>
<td></td>
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<tr>
<td>Domestic Consumer Leads Reuse Email</td>
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<tr>
<td></td>
<td>receive or...</td>
<td></td>
</tr>
</tbody>
</table>
DIRECT MAIL LEADS:

d. Select the “+” sign for which product you would like to purchase.

e. You can **ONLY** purchase one consumer leads product order transaction. Return to the form through the Partner Admin after each purchase, then, repeat steps d-f one vacation planner product per order until you have the number Consumer Leads products you desire for your business. You will choose criteria along the way for each product you wish to purchase.

f. You will be prompted to accept Consumer Leads Conditions of Use prior to proceeding with your order at the bottom of the page. Check the “I accept Conditions of Use” box.

**CONDITIONS OF USE:**

1. Consumer leads rented under this program list may only be used to promote an Alaska tourism product or service.
2. A reuse order list only be used twice per month and six times per program year.
3. Rates are for a single product broadcast, determined by a single response address/reservation number. Non-profit Destination Marketing Organizations are exempt from this condition.
4. The Alaska Marketing Program mailing list from which you are renting names is generated from individual inquiries.
5. All Travel Alaska Consumer Lead orders will be paid by credit card at the time of order. Or provide a credit card for auto-billing in the case of a repeating lead order.

- I accept the Conditions of Use

Email receipt to additional contacts

Please add comma separated email addresses

Check Out

**ORDER TYPE**

- Order a new list
- Place a reuse order

Next

i. If you choose “Order a new list” you will proceed to this screen to fill out your order form:

Note: You can choose One Time Order is one-time purchase where you enter order max or leave blanks to pull all available lead with your criteria selections. Repeating (Recurring) orders that will send bi-weekly or monthly until the quantity for Order Max is reached.

*Fill out desired criteria then hit “Next”. Any select boxes you leave as is will include all in that criteria field. Most popular leads pull is for current year (defaulted Fiscal year) and Geographic location to All United States or All United States except Alaska.*
QUANTITY, FREQUENCY AND DATE OF INQUIRY

- One Time Order
- Repeating Order (Continue Until Quantity Below is Reached)

Order Max:

You may choose a date range for when the Program received the leads, or if you leave this blank you will receive the most recent leads received.

* Fiscal Year

fy 22 is from 9/1/2021-8/31/2022

From: [ ]

To: [ ]

Order Criteria

These are questions that potential visitors are asked when they request travel planning information from any Alaska Marketing Program source. All answers are voluntary on the part of the visitor. Check the box next to your selections to narrow your list.

Note: For WIDE OPEN orders - do not select anything in select list - leave as defaulted except for geography which is required.

Have you decided to visit Alaska

Available: Yes, most likely in 2023, Yes, most likely in 2024, Probably within the next 3 years, but not sure when, Someday, but not sure when, Haven’t decided, No response

Selected:

Have you previously visited Alaska?

--None--

Do you have children at home?

--None--

Highest level of education attained?

Available: High School, Attended College, Graduated College, Post Graduate

Selected:

Min Age: [ ]
Max Age: [ ]

Are you interested in travel to Alaska by?

Available: Air, Ferry, Cruiseship, Package Tour

Selected:

Accommodations
Next the query will come up with criteria you selected from the leads database. Your number of leads in your order (top number) will be the order max if you entered one of all available. The Total number of Records are what additional is available for your criteria. YOU WILL BE CHARGED for the top number selected from your order, if you wish to update choose “Edit Criteria”, otherwise go to Checkout to pay for your order.
k. If you purchased Direct Mail leads: You will receive an order receipt with your direct mail leads attached.

EMAIL LEADS:

a. You can ONLY purchase one consumer leads product order transaction. Return to the form through the Partner Admin after each purchase, then, repeat steps d-f one vacation planner product per order until you have the number Consumer Leads products you desire for your business. You will choose criteria along the way for each product you wish to purchase.

b. You will be prompted to accept Consumer Leads Conditions of Use prior to proceeding with your order at the bottom of the page. Check the “I accept Conditions of Use” box.

CONDITIONS OF USE:
1. Consumer leads rented under this program list may only be used to promote an Alaska tourism product or service.
2. A reuse order list only be used twice per month and six times per program year.
3. Rates are for a single product broadcast, determined by a single response address/reservation number. Non-profit Destination Marketing Organizations are exempt from this condition.
4. The Alaska Marketing Program mailing list from which you are renting names is generated from individual inquiries.
5. All Travel Alaska Consumer Lead orders will be paid by credit card at the time of order. Or provide a credit card for auto-billing in the case of a repeating lead order.

* I accept the Conditions of Use

Email receipt to additional contacts
Please add comma separated email addresses

Choose New or Reuse list (reuse is past list you have purchased).
e. If you choose “Order a new list” you will proceed to this screen to fill out your order form:

Note: You can choose One Time Order is one-time purchase where you enter order max or leave blanks to pull all available lead with your criteria selections. Repeating (Recurring) orders that will send bi-weekly or monthly until the quantity for Order Max is reached.

*Fill out desired criteria then hit “Next”. Any select boxes you leave as is will include all in that criteria field. Most popular leads pull is for current year (defaulted Fiscal year) and Geographic location to All United States or All United States except Alaska.

*Note: You will choose desired email send dates at least 10 days or more out from date of purchase.

**QUANTITY, FREQUENCY AND DATE OF INQUIRY**

- One Time Order
- Repeating Order (Continue Until Quantity Below is Reached)

Order Max: [ ]

You may choose a date range for when the Program received the leads, or if you leave this blank you will receive the most recent leads received.

*Fiscal Year: [ ]

FY 22 is from 9/1/2021-8/31/2022

From: [ ]

To: [ ]

**Order Criteria**

These are questions that potential visitors are asked when they request travel planning information from any Alaska Marketing Program source. All answers are voluntary on the part of the visitor. Check the box next to your selections to narrow your list.

*Note: For WIDE OPEN orders - do not select anything in select list - leave as defaulted except for geography which is required.

Have you decided to visit Alaska

Available: [ ]

Selected: [ ]
Have you previously visited Alaska?

Do you have children at home?

Highest level of education attained?

Are you interested in travel to Alaska by

Accommodations

Activities in Alaska

Do you want to include travel agents?

* Geographical Area

---None---
**Broadcast Details**

For the benefit of our readers, Academy Marketing Program email broadcasts are limited to one business per day per business category type. In cases where two businesses with substantially similar list requests the same day for a one-time order, orders will be processed on a first come, first served basis. In cases where recurring orders have schedule conflicts, all affected businesses will be contacted and a proposed schedule will be offered by ATIA staff.

The broadcast date must be at least 10 days after the date that you place your order.

- **Preferred Date**
- **Alternate Date**

**Notes**
Use this text box to explain any special requests or notes about your order, such as per order quantity maximums or reuse order numbers.

k. Next the query will come up with criteria you selected from the leads database. Your number of leads in your order (top number) will be the order max if you entered one of all available. The Total number of Records are what additional is available for your criteria. YOU WILL BE CHARGED for the top number selected from your order, if you wish to update choose “Edit Criteria”, otherwise go to Checkout to pay for your order.

For Email Leads, you will receive an order receipt, but you will not receive the email leads in your order receipt. By law, ATIA cannot share email leads, but these are stored from the order and will be used to send the email.
I. You will be contacted by the ATIA/Miles team to obtain email materials for your send. ATIA has a selection of email templates as well that can be used.

Please contact Skye Hostetler with any questions.

REUSE LEADS PRODUCTS:

*Note: You must have had a previous purchase to order this product.*

<table>
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<tbody>
<tr>
<td>Domestic Consumer Leads Direct Mail</td>
<td>Click “checkout” at bottom of screen and you will be prompted to select your reuse or...</td>
<td>$0.15</td>
</tr>
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<td>Domestic Consumer Leads Email</td>
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You can **ONLY** purchase one consumer leads product order transaction. Return to the form through the Partner Admin after each purchase, then, repeat steps d-f one vacation planner product per order until you have the number Consumer Leads products you desire for your business. You will choose criteria along the way for each product you wish to purchase.

a. You will be prompted to accept Consumer Leads Conditions of Use prior to proceeding with your order at the bottom of the page. Check the “I accept Conditions of Use” box.

**CONDITIONS OF USE:**

1. Consumer leads rented under this program list may only be used to promote an Alaska tourism product or service.
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* I accept the Conditions of Use

   Email receipt to additional contacts

   Please add comma separated email addresses

   ![Check Out button](image)

b. Next, choose **Check Out** button at the bottom of the page to be taken to the next steps of filling out information for your Consumer Leads order. You will need to fill out all information per consumer leads ad added to your cart/purchased.

c. Choose Reuse list (reuse is past list you have purchased). Choose from the drop-down which past leads order you want to reuse.

d. Hit Next then you will be taken to Check out. Finish your purchase.
k. If you purchased Reuse Direct Mail leads: You will receive an order receipt with your direct mail leads attached.
If you purchased Reuse Email Leads, you will receive an order receipt, but you will not receive the email leads in your order receipt. By law, ATIA cannot share email leads, but these are stored from the order and will be used to send the email.

Please contact Skye Hostetler with any questions.