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— TRAVEL —
ALASKA®

FISCAL YEAR 2024-25 MARKETING PLAN



2024-2025 Marketing Plan

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LETTER FROM OUR CEO

Greetings ATIA members and tourism partners,

Last year was a solid year for Alaska tourism. Both the cruise sector and winter visitation saw record growth, and while summer independent travelers didn't grow at the same rate, it finally feels like we are seeing normal travel patterns. However, Alaska's success was not alone; global competition remains strong. The investment in tourism marketing is critical to keep Alaska competitive by having a consistent presence in the marketplace. Without marketing, potential visitors will be persuaded to choose other destinations. Not only will our inspiring message fail to reach potential visitors, but perceived barriers about traveling to Alaska won't be dispelled.

Fortunately, in FY25, ATIA received a grant from the State of Alaska to continue our destination marketing efforts. However, without COVID relief funds to supplement the budget, the program is facing a reduction resulting in less market reach. The good news is that we have detailed analytics which allow us to fine-tune all our marketing to ensure we are reaching the highest-potential visitors and converting them to visit Alaska. Our most recent research conducted by SMARInsights showed an incredible \$378 to \$1 return on investment for ATIA's paid media campaign. In 2023, \$2.1 billion in visitor spending was influenced by our campaign. Travelers who saw our messaging were twice as likely to visit than those who didn't. Marketing works!

We are excited this year to continue with robust content creation and to further the promotion of cultural tourism throughout the entire program. We will continue to lean into our marketing pillars, and highlight sustainability and year-round travel in each of our core programs. Our cooperative marketing program will continue to feature our best opportunities for partners to leverage the power of a national and international campaign. Successful programs like Alaska Media Road Show and TravelAlaska.com advertising will continue, and a new travel trade program, the Amazing Alaska Experience, has been created to bring travel advisors to Alaska to meet directly with our partners.

All of this is possible through the leadership and commitment of the amazing members of our industry who care deeply about Alaska tourism and the future of our state. Thank you to the ATIA Board of Directors, the members who serve on the Marketing Committee and subcommittees, and all the partners, collaborators, and the ATIA team who make it happen.

Sincerely,
Jillian Simpson
President & CEO, Alaska Travel Industry Association



PHOTOGRAPH BY PETER FLORKIN, STENBERG/LINK

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.

SPENCER GLACIER/TRAVEL ALASKA



ATIA BOARD OF DIRECTORS

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Director

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Kodiak Brown Bear Center/
Koniag

Director

Linda Springmann
Port of Seattle

Director - Ex-Officio

Liz Barlow
Above & Beyond Alaska LLC

Director - Ex-Officio

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Nancy Dahlstrom**
State of Alaska

MARKETING COMMITTEE

Dan Rough (Co-Chair)

Holland America Line

Julie Saupe (Co-Chair)

Visit Anchorage

Emily Accipiter-Stewart

Alaska Airlines

Adriel Butler

Borealis Base Camp/Aurora
Expeditions

Daniela Cole

All Alaska Tours

Noel DeChambeau

Knightly Tours

Heather Dudick

Alaska Railroad

Kathy Dunn

Visit Anchorage

Alexa Donahe

Pursuit

Camille Ferguson

Sitka Tribe of Alaska

Mandy Garcia

Salmon Berry Travel & Tours

Kasey Gilliam

Explore Fairbanks

Elizabeth Hall

John Hall's Alaska Cruises
and Tours

Kathy Hedges

Northern Alaska Tour Company

Mary Jacquel

Princess Cruise Lines

Juno Kim

Ovibos Consulting

Casey Ressler

Mat-Su CVB

Jordan Sanford

Kantishna Roadhouse/Doyon

Eric Segalstad

Gondwana Ecotours

Stacey Simmons

Kodiak Brown Bear Center/
Koniag

Linda Springmann

Port of Seattle

Colleen Stephens

Stan Stephens Glacier &
Wildlife Crusies

Jacqui Taylor-Rose

White Pass & Yukon Route
Railroad

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Premier Alaska Tours

Commissioner

Julie Sande

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State of Alaska, DCCED

Craig Jennison

Ex-Officio
TEMSCO Helicopters, Inc.

Jillian Simpson

ATIA, President/CEO

EXECUTIVE SUMMARY & ANALYSIS

Tourism continues to be one of the top economic drivers for Alaska. While international travel continues to rebound, 2023 visitor volume increased with the cruise sector setting new records. Independent travel has seen the most growth in winter and shoulder seasons. However, summer visitation has not kept pace with the growth of the cruise sector. Tourism marketing is a vital tool to inspire potential visitors to choose Alaska over competing destinations. New research has shown its effectiveness. Destination marketing influenced \$2.1 Billion in visitor spending in 2023.

In FY25, ATIA was awarded a grant from the State of Alaska for tourism marketing. This funding makes it possible for Alaska to have a consistent message to potential travelers in a competitive marketplace. However, without the supplemental covid relief funds ATIA received in previous years, the overall marketing budget has declined from FY24.

In FY24, Alaska’s statewide destination marketing program built upon the successful launch of the “AKA” campaign, working hard to have consistent imagery and messaging across all platforms and tactics.

\$2.1 BILLION INFLUENCED VISITOR SPENDING

The FY25 marketing program will be even more data driven, with statistics employed from our Visitor Volume and Ad Effectiveness studies, 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.

ATIA has made it a priority to continue building stronger public/private partnerships, highlighted by our collaboration with ASMI to increase cross promotion of Alaska Seafood and Tourism in FY25.

It remains a top priority 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
New York, NY
Dallas/Ft. Worth, TX
Tampa/St. Petersburg/Sarasota, FL
Minneapolis, MN

Secondary:
Adjacent DMAs to primary markets
National



GOALS & OBJECTIVES

#1: Grow Alaska's position as a top-tier, year-round vacation destination.

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

#3: Enhance cultural and sustainable messaging integration in all brand efforts.

STIKINE RIVER/TRAVEL ALASKA



PAID & OWNED MEDIA

PRIORITY #1: GROW ALASKA’S POSITION AS TOP-TIER, YEAR-ROUND VACATION DESTINATION.

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. 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.

TACTICS

PAID

- Utilize high-performing tactics in top origin and spending markets, expanding reach by layering on behavior and demographics.
- Review book to arrive data to strategically flight media in an always-on approach.
- Use data insights provided by Ad Effectiveness Study and platforms including Zartico, Adara and GA4 to direct content and creative concepts and flighting.
- Evaluate campaign performance and on-going partner performance 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.
- Explore additional technologies for online visitor experience and efficiency 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.

MEASUREMENT

- Increase year-round visitation by 3%.
- Increase in visitor spending by 5%.
- Meet or exceed industry benchmarks for paid media and Travel Alaska monthly newsletters.



PRIORITY #2: ENHANCE AND STRENGTHEN THE DESTINATION BRAND DOMESTICALLY AND GLOBALLY.

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 with a multi-media, always-on approach. We will also continue to deliver Alaska content 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 high-performing “AKA Also Known As” campaign. While using the brand pillars to entice the audience to dig deeper, the campaign will pinpoint the experience and accessibility of visiting Alaska. 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 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.

TACTICS

PAID

- Place multi-funnel and high reach tactics to generate awareness of Alaska.
- 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.
- Maintain subsites in partnership with Brand USA to establish a web presence in multiple languages.

MEASUREMENT

- Maintain high organic website traffic at 50%.
- Add a minimum of 30 new pages/articles to website.
- Generate 39,000 planner requests and 7,000 e-newsletter sign-ups.
- Generate 405,000 partner referrals.





PRIORITY #3: ENCHANCE CULTURAL AND SUSTAINABLE INTEGRATION IN ALL BRAND EFFORTS

While Travel Alaska has made significant strides in cultural and sustainable integration in the destination’s brand efforts, there is always further to go.

Utilizing the new assets procured through partnerships with Alaska Native photographers, artists and creators, Travel Alaska will produce campaign components 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.

Travel Alaska will continue to enhance the TravelAlaska.com website by adding content from our Alaska Native creators, which empowers Alaska Native people to be the voice of their own stories and narrative for travelers.

Moving forward to further enhance Alaska Native Culture in all brand efforts, the Alaska Native Culture Guide is inserted into the Vacation Planner as a core part of all Alaska experiences and responsible travel.

PORT GRAHAM SUGPIAK DANCERS / LEXI QASS'UQ TRAINER (CUP'IK'YUP'IK) AAK'W ROCK FESTIVAL/WWAITS'ASDIWEI JOE YATES (HAIDA); INUPIAQ WHALING FESTIVAL IN UTQIAGVIK/ LEXI QASS'UQ TRAINER (CUP'IK'YUP'IK)

TACTICS

PAID

- Continue to seamlessly interweave Alaska Native Culture throughout our brand campaigns.
- Focus on content partnerships that align with our cultural and sustainable traveler audience.
- Rely on rich targeting by leveraging actual consumer belief systems including cultural and sustainable travelers and private marketplaces (PMPs) to ensure accurate targeting.

OWNED

- Implement an icon recognizing Alaska Native owned businesses on TravelAlaska.com website and the Travel Planner.
- Partner with Alaska Native content creators to further build out a hub on TravelAlaska.com to feature Alaska Native content creator content and assets.
- Create sustainable content on TravelAlaska.com.

MEASUREMENT

- Maintain or exceed industry average benchmarks for Alaska Native campaigns.
- Expand network of Alaska Native partnerships.
- Add 10 new culture articles to TravelAlaska.com.
- Increase sustainability content on TravelAlaska.com.





PUBLIC RELATIONS & SOCIAL MEDIA

ELLIOT HIGHWAY / @ATHABASCAN ADVENTURES

OBJECTIVE

To 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 media coverage, as well as organic social media, to continue to enhance and strengthen the Alaska tourism brand.

PRIORITY FOCUS AREAS

1. **ALASKA AS A YEAR-ROUND DESTINATION:** As more Alaska travel operators offer year-round products, PR tactics will continue to 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. **ALASKA NATIVE CULTURE:** PR efforts are focused around pitching and showcasing Indigenous-owned tourism businesses and cultural experiences in the state. The team actively seeks out opportunities to collaborate with Alaska Native storytellers, creators and writers.
3. **SUSTAINABILITY:** 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.

PUBLIC RELATIONS & SOCIAL MEDIA

TACTICS

MEDIA RELATIONS

Media assistance is at the core 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, coordinating fact checking, answering questions, and developing partial or complete press tours focusing on specific seasons, activities or special events.

MEDIA OUTREACH

Travel Alaska’s PR efforts place positive, travel-related news about Alaska into editorial channels of national media and 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.

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.



TLINGIT DANCERS AT CELEBRATION IN JUNEAU/IMAKA MONTURE

CULTURAL TOURISM

PR efforts will continue to share ATIA’s expanded cultural tourism resources for travelers, like the website and new culture guide, ensuring these tools are talked about and used. The PR program will continue 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.

Travel Alaska’s social media channels incorporate Alaska Native languages and cultural tourism opportunities, quarterly partnerships with Alaska Native influencers for content creation and visual assets.

MEASUREMENT

- Publish a minimum of 10 culture focused articles.
- Partner with 4 Cultural Ambassadors.

PUBLIC RELATIONS & SOCIAL MEDIA

(CONTINUED)

MONITORING & REPORTING

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.

MEASUREMENT

- Provide media assistance to 400 journalists.
- Garner \$35 million in ad equivalency.
- Maintain Barcelona score of 70.

ISABELLA HAYWOOD, CULTURE GUIDE COVER PHOTO BY LEXI QASS'UQ TRAINER CUP'IK/YUP'IK

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.



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.



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 newest channel in Travel Alaska's lineup is quickly picking up speed and increasing in followers. Tik Tok is dynamic and prime for original content.



YouTube will be integral as video becomes more important in SEO rankings and original content to stay ahead of Google AI. Partners will work with the ATIA staff to update and add new content monthly.



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.



10-20 pins added per month. Managed by ATIA staff.

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.

Social Care and Reporting

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

MEASUREMENT

- Generate 7 million impressions.
- Obtain 3% engagement rate.
- Partner with 3 Influencers with up to 1 million impressions and 50 new assets.



TRAVEL TRADE & INTERNATIONAL

Travel Alaska continues outreach, relationships, and education to tour operators, travel advisors, and cruise lines throughout the U.S. and Canada. The operators and advisors work with groups and independent travelers domestically and abroad. This is primarily done through trade show attendance, partnerships with consortiums, webinars, familiarization tours (FAMs), emails, and promoting the Alaska Certified Expert (ACE) Program.

TRADE SHOWS

• **United States Tour Operator Association (USTOA) Conference**

USTOA Marketplace brings together 800 travel professionals, for networking opportunities throughout the conference to make new contacts and conduct business. It also features speaker sessions presenting case studies, new tools and tactics, and introduces thought provoking ideas that can help improve business.

• **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.

• **Amazing Alaska Experience: Anchorage**

This program partners with the Travel Show Marketing Group, the same group that organizes Travel Agent Forum, to bring 30 top qualified travel advisors to Alaska, have one-on-one

meetings with Alaska tourism companies and destinations, listen to product and destination training, visit a trade show floor filled with Alaska tourism businesses, and take part in experiences.

• **Travel Agent Forum**

The Travel Agent Forum provides participating travel suppliers the opportunity to connect with hundreds of travel sellers representing a cross-section of experience levels, sales and niche focus, client interests and business opportunities. Travel Alaska participates in face-to-face connections on the tradeshow floor, small group roundtable product presentations, dedicated one-to-one meetings and destination presentations.

TRADE SHOW SCHEDULE

TRADESHOW	MARKET	DATES
USTOA	Group Tour	December 9-13, 2024
ABA Marketplace	Group Tour	February 1-4, 2025
Experience Alaska	Travel Advisor	February 7-11, 2025
Travel Agent Forum	Travel Advisor	March 30-April 2, 2025
Seatrade	Cruise	April 7-10, 2025
Cruise 360	Travel Advisor	April 22-27, 2025
IPW (USTA)**	International	June 14-18, 2025
Travel Leaders Network - EDGE	Travel Advisor	Spring 2025

• **Seatrade**

Seatrade features over 80 cruise line brands, more than 10,000 attendees, over 85 countries, and 500 plus exhibitors. Travel Alaska is a sponsor of the conference and hosts an Alaska Cruise Industry Reception inviting top-level executives across cruise lines to meet Alaskans in a networking event.

• **Cruise360**

This cruise industry conference brings together travel professionals, cruise line representatives, ports & destinations, industry suppliers and CLIA preferred partners. Travel Alaska provides a Destination Workshop during Cruise360 for the CLIA preferred partners.

• **United States Travel Association (USTA) IPW: Bringing the World to America**

This annual travel trade show brings together international media, tour operators and travel agents to participate in one-on-one meetings with suppliers from across the country. Travel Alaska representatives have a booth and participate in media day and one-on-one appointments, alongside several Alaska partners.

• **Travel Leaders Network International Conference**

Travel Leaders Network represents over 5,700 travel agency locations across the United States and Canada with more than 55,000 US and 2,500 Canadian advisors.

TRAVEL ADVISOR TRAININGS

Virtual and in-person trainings will be conducted in partnership with Travel Leaders Network and through the ACE program, 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. 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 2024. 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 2024.

FAMILIARIZATION TOURS - FAMS

FAMs are an important part of educating 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. Two FAMs have been planned for this year, along with FAM opportunities as part of the Amazing Alaska Experience: Anchorage. The FAMs will target tour operators, travel advisors, the German, and India markets.

INTERNATIONAL

PRIMARY MARKET:

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 travel advisors, 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 & Company on media FAMs and press trips.

SECONDARY MARKETS:

Though no in-market representation is currently retained in the other top markets, active outreach through emails, trainings, and FAM assistance is ongoing.

- Australia / New Zealand
- United Kingdom
- India
- China

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. Countries we have memberships include the UK, Nordics, Belgium, Netherlands, France, Australia, New Zealand, , Germany, Austria, and Switzerland.

TOURISM CARES

A partnership with Tourism Cares and their Meaningful Map 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 Alaska qualified businesses to the travel trade community for advisors or operators looking for sustainable options for their tours and clients.

MEASUREMENT

- Meet with at least 200 tour operators and travel advisors.
- Host a minimum of 45 combined tour operators and travel advisors in-market FAMs.
- Garner a minimum of 1,800 new Alaska Certified Expert (ACE) registrations and 700 full ACE graduates.
- Conduct minimum of 8 tour operator and travel advisor trainings, 1,000 trained.
- Increase international overseas visitation by 15% over 2023.

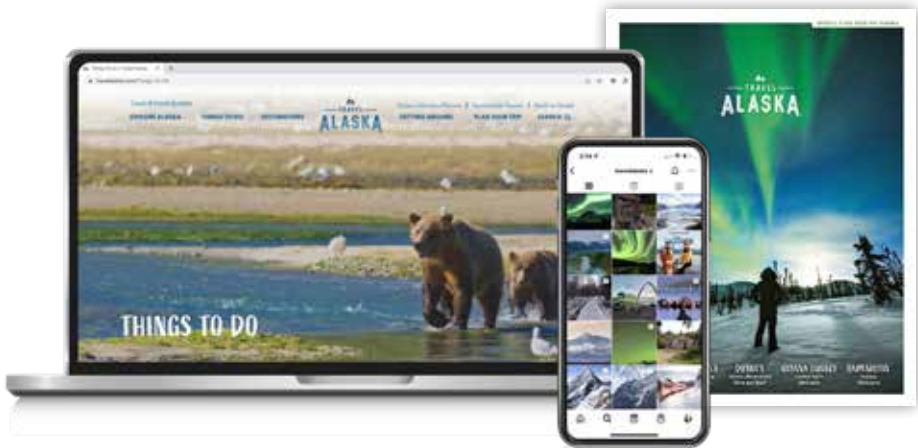
RESEARCH

Travel Alaska will continue to utilize data as a resource for making targeted sales and marketing decisions. In FY 2024, Travel Alaska implemented several research tools including Visitor Volume and Advertising Effectiveness & ROI Studies 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: reach/ad equivalency/media assists
 6. Social media reach and engagement



STRATEGY

Utilize the findings from the Visitor Volume and Ad Effectiveness Studies and Zartico platform to create effective campaigns to markets with high-quality travelers likely to choose Alaska.

FUTURE STUDIES TO CONSIDER

- Brand Health/Awareness
- Cultural Tourism Economic Impact
- Website Usability
- Resident Sentiment (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

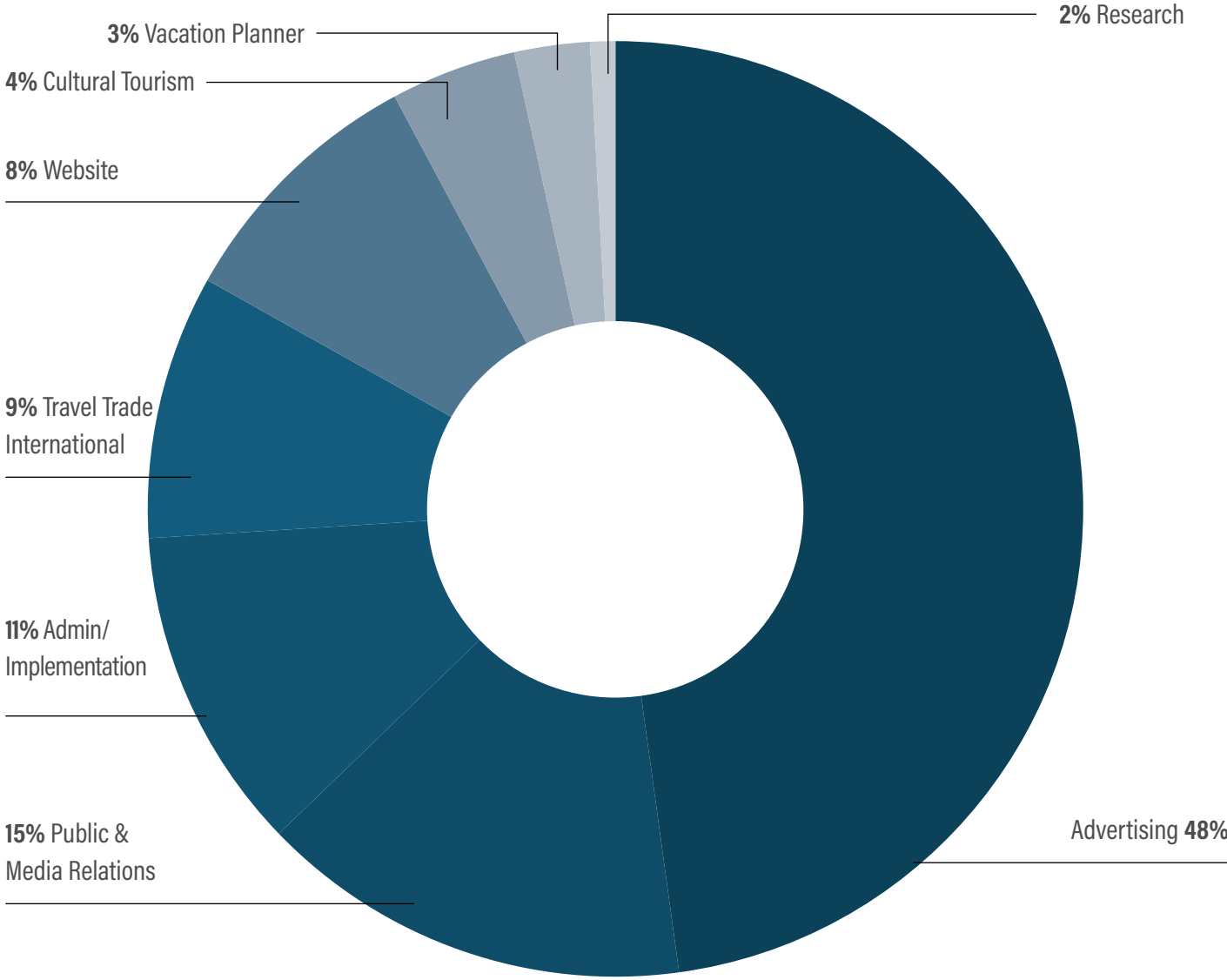
JULY 2023 - JUNE 2024 KPIS:

4,009,857 website sessions	563 journalists assisted
5,650,611 website pageviews	333 articles published
49,324 planner requests from paid media	\$40 million in ad equivalency value - PR
8,742 new newsletter subscriptions	21,754 social media followers - 2.9% increase
474,915 partner referrals through website	4.6% avg. social media engagement rate
272,904,631 paid media impressions	766,000+ total social followers/audience
.15% click-thru-rate for digital ads	335 meetings with tour operators/agents
87% video completion rate	44 Travel Trade FAM participants hosted
11.7% click-thru-rate for paid search	28 Travel Trade trainings, 3,291 trained
.98% click-thru-rate for paid social	129% increase in International visitors YOY
40% open rate for e-newsletters	3,424 registrations, 1,477 completions - ACE program (2 years)
530,000 opt-in e-news subscribers	

FY25 MARKETING BUDGET

Income	
SOA Funding	5,000,000
Coop Revenue	750,000
Total Income	5,750,000
Expenses	
Website	520,000
Advertising	2,750,000
Vacation Planner	150,000
Media Relations	860,000
Cultural Tourism	250,000
Travel Trade/International	525,000
Research	50,000
Admin/Implementation/Personnel	645,000
Total Expenses	5,750,000

FY25 MARKETING BUDGET



INSIGHTS & RESEARCH

The Alaska Travel Industry Association tracks many sources of data and manages proprietary research, in order to help inform the programs and strategies and to help keep the industry informed. These sources include, but are not limited to:

- **Economic Impact and Visitor Volume studies** conducted for ATIA by McKinley Research Group.
- **Advertising Effectiveness and ROI study** conducted for ATIA by SMARInsights.
- **GA4** (Formerly Google Analytics) of TravelAlaska.com for traffic, media tactic performance, consumer behavioral and interest insights, as well as leads to partner organizations.
- Third-party studies that ATIA is able to acquire.

ECONOMIC BENEFITS

REVENUE GENERATION

Tourism in Alaska resulted in \$3.9 billion in direct spending, generated \$5.6 billion in total economic output, and contributed an estimated \$158 million in State of Alaska revenues in 2023.



EMPLOYMENT OPPORTUNITIES

The tourism industry offers diverse employment opportunities in Alaska, resulting in 48,000 jobs in 2023.

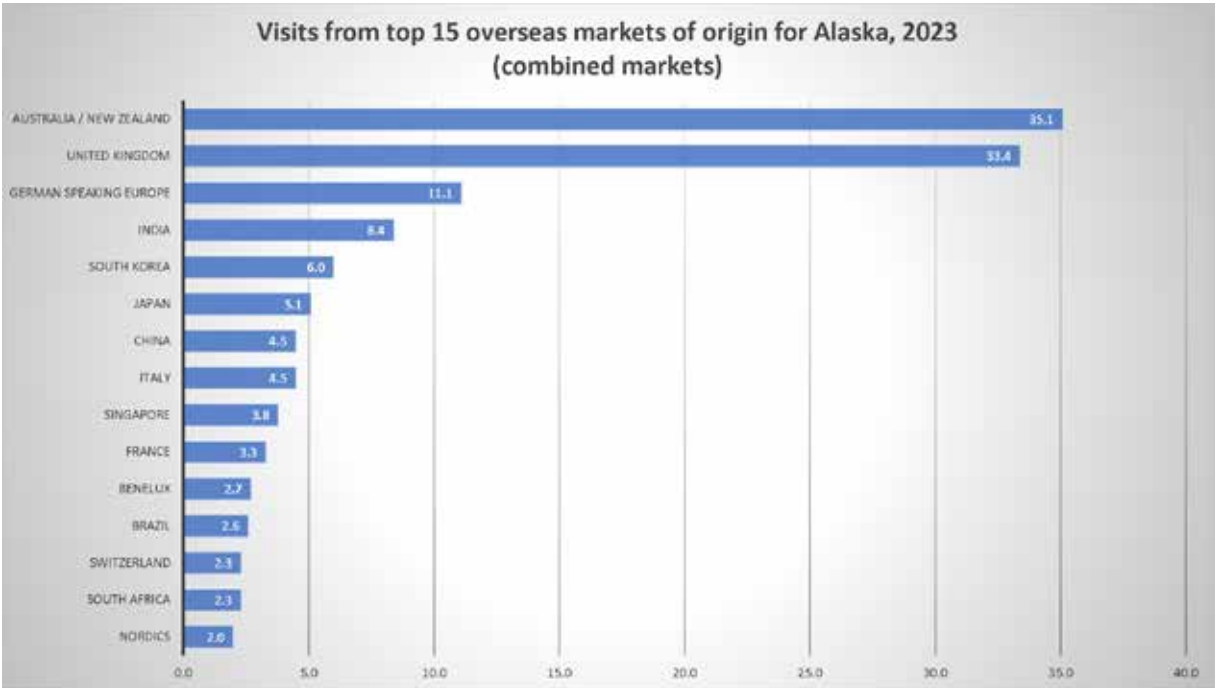


VISITOR VOLUME

- An **estimated 3.05 million visitors** traveled to Alaska during the 12-month period of May 2023 and April 2024. Nearly nine out of ten visitors (87%) arrived in the summer months, while 13% arrived in the winter months.
- Over half of annual travelers (56%) were cruise ship passengers, while 41% were air visitors, and 3% were highway/ferry visitors.
- 2023-24 saw an estimated **20% more visitors** than the pre-COVID period of 2018-19.

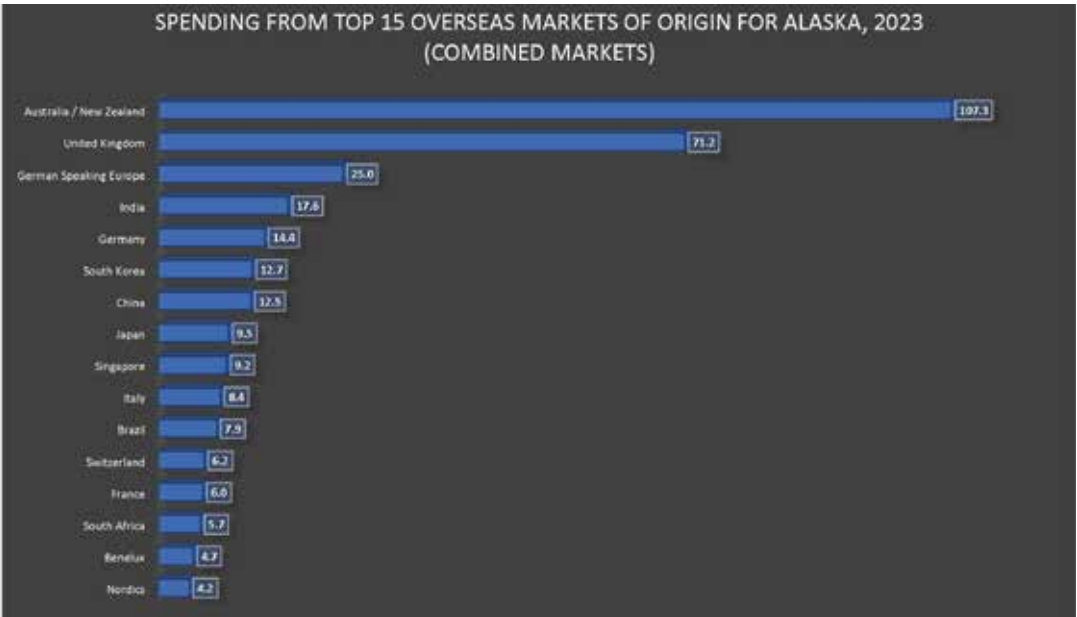
INTERNATIONAL

- International travelers stay longer in a destination and spend more money overall than their domestic counterparts.
- Overseas passenger numbers through Anchorage and Fairbanks airports are rebounding as international flights return to market with deplanements increasing by 2% and 8% respectively.



While International overseas visitation has been rebounding since 2021 it was still shy of pre-pandemic levels in 2023. Volume and spending will continue to grow through 2028, surpassing 2019 numbers by 2025.

*Tourism Economics



RETURN ON INVESTMENT

\$2.1 BILLION INFLUENCED VISITOR SPENDING

from Travel Alaska paid media in 2023. Average trip spend was \$3,420. Independent visitors accounted for 71% of influenced spending.



615,500 AD-INFLUENCED TRIPS

Travelers who saw paid media were 2x more likely to visit Alaska than those who didn't.



\$378 TO \$1 RETURN ON INVESTMENT

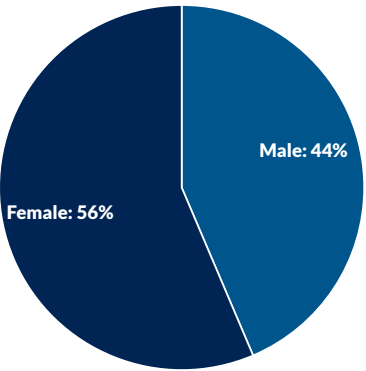
for funding allocated to Travel Alaska paid media in 2023.



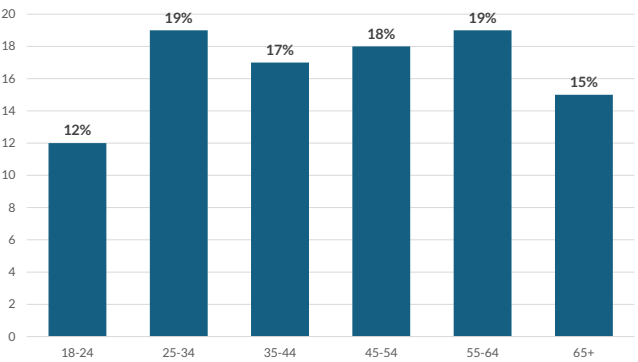
- With \$5.5 million invested in 2023, ATIA's paid media reached more than 15 million households, with a cost per aware household of \$0.37. For other state destination marketing organizations spending similarly to ATIA, the average is \$0.42, illustrating that the 2023 paid media campaign was more efficient than average.
- The Travel Alaska paid media campaign garnered high ratings for both its ability to communicate desired messages and impact consumer behavior, ranking among the top 10% of all destination marketing organizations for creative ratings.
- Public and Media Relations boost the message of paid media generating 3% more ad recall, resulting in additional interest and visitation.

TRAVELALASKA.COM

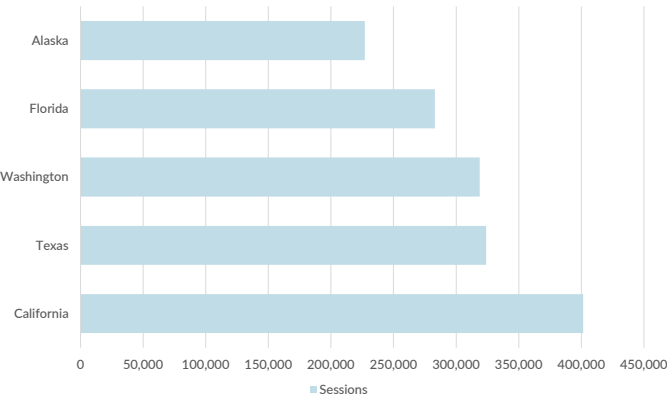
GA4, Zartico and our Data Studio Dashboard provide data on the performance of TravelAlaska.com that we use to gather insights about how the site is performing, who the customer is, what they are interested in and where on the site they go. Here are some highlights from 2023-24:



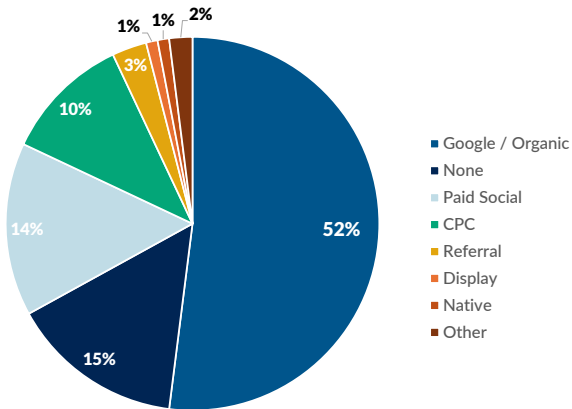
Slightly more than half of our site visitors are female.



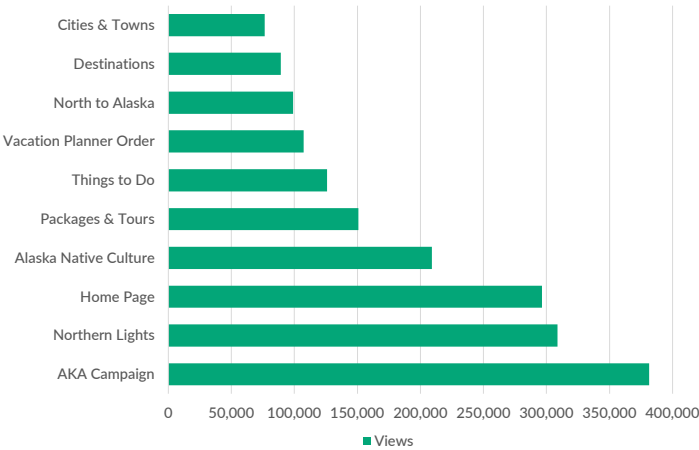
We attract a relatively **balanced mix** across our target age groups; nearly 50% are under age 44.



The majority of all site visitors are from CA, TX and WA



The site attracts more than **4 million visits a year**. In 2023-24 traffic was driven from the above sources. After organic search, paid social is the largest generator.



Visitors to TravelAlaska.com are highly engaged, visiting multiple pages with extended time on site, resulting in nearly **400,000 partner referrals**.

Outside of the homepage and campaign landing pages, visitors are most interested in Northern Lights, Alaska Native Culture, Things to Do and our Communities.



— TRAVEL —
ALASKA