



— TRAVEL —
ALASKA

FISCAL YEAR 2025-26 MARKETING PLAN



2025-2026 Marketing Plan

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LETTER FROM OUR CEO

Greetings ATIA members and tourism partners,

Visitation to Alaska continues to grow thanks to the cruise sector, but we have seen a reduction in independent travelers for the second year in a row. To counter this trend, we need a robust marketing campaign to inspire travelers to choose Alaska as their travel destination. Alaska is competing in a global marketplace and is being outspent by other destinations. The average state tourism marketing budget is \$22 million, but unfortunately, in FY26, Alaska's is only \$3 million. The underinvestment in tourism marketing impacts our ability to reach potential visitors and grow Alaska's tourism economy.

The good news is that we have detailed analytics which allows us to fine-tune our marketing to ensure we are reaching the highest potential visitors and converting them to visit Alaska. Research on ATIA's paid media campaign shows that travelers who saw our advertising were twice as likely to visit than those who didn't.

This year we will focus heavily on digital content. TravelAlaska.com will be optimized for AI Search and new functionality will allow for easier trip planning for visitors. We will continue to lean into our marketing pillars and highlight culture, 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 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 because of the leadership and commitment of our exceptional industry. Thank you to the ATIA Board of Directors, the dedicated members of the Marketing Committee and its subcommittees, and to all our partners, collaborators, and the entire ATIA team who make this work possible.

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



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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	Core Values	Principle
Advocate. Promote. Inspire.	Community. Leadership. Integrity. Positive Force. Resilient. Respectful. Stewardship.	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 destinations in the world.
- 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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Josh Howes

Premier Alaska Tours

Immediate Past Chair

Craig Jennison

TEMSCO Helicopters

Vice Chair

Julie Saupe

Visit Anchorage

Government

Relations Co-Chair

Lalanya “Lanie” Downs

CLIA- Alaska

Government

Relations Co-Chair

Colleen Stephens

Stan Stephens Glacier & Wildlife Cruises

Secretary

Jordan Sanford

Doyon Tourism

Treasurer

Wade Binkley

Riverboat Discovery

Tourism Policy &

Planning Chair

Mandy Garcia

Salmon Berry Tours

Marketing Co-Chair

Scott McCrea

Explore Fairbanks

Marketing Co-Chair

Dan Rough

Holland America Line

Cultural Enrichment Chair

Stacey Simmons

Kodiak Brown Bear Center

ATIA President & CEO

Jillian Simpson

Director

Matt Atkinson

Northern Alaska Tour Co.

Director

Preston Carnahan

Royal Caribbean Group

Director

Heather Dudick

Alaska Railroad

Director

Alexa Donahe

Pursuit

Director

Elizabeth Hall

John Hall's Alaska

Director

Chistina Kirkwood

Kennicott Glacier Lodge

Director

Dave McGothlin

Holland America - Princess

Director

Midgi Moore

Juneau Food Tours

Director

Liz Perry

Travel Juneau

Director

Stacey Simmons

Kodiak Brown Bear Center/
Koniag

Director

Linda Springmann

Port of Seattle

Director

Jacqui Taylor - Rose

White Pass & Yukon Route
Railroad

Director - Ex-Officio

Bill Pedlar

Knightly Tours

Director - Ex-Officio

Victoria Wright

Visit Sitka

MARKETING COMMITTEE

Dan Rough (Co-Chair)

Holland America Line

Scott McCrea (Co-Chair)

Explore Fairbanks

Emily Accipiter-Stewart

Alaska Airlines

Daniela Cole

All Alaska Tours

Noel DeChambeau

Knightly Tours

Heather Dudick

Alaska Railroad

Alexa Donahe

Pursuit

Camille Ferguson

EDD, Sitka Tribe of Alaska

Mandy Garcia

Salmon Berry Travel & Tours

Julie Saupe

Visit Anchorage

Kasey Gilliam

Explore Fairbanks

Jack Bonney

Visit Anchorage

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

Kara Tetley

Visit Ketchikan

Christina Woolston

Old Harbor Native Corporation

Colleen Stephens

Stan Stephens Glacier & Wildlife Crusies

Jacqui Taylor-Rose

White Pass & Yukon Route
Railroad

Laura Welsh

Premier Alaska Tours

Sage Dudick

Alaska Helicopter Tours

Christina Kirkwood

Kennicott Glacier Lodge

Commissioner

Julie Sande

Ex-Officio

State of Alaska, DCCED

Josh Howes

Board Chair

Premier Alaska Tours

Ruth Kimerer

ATIA, Director of Marketing

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, demonstrating that destination marketing influenced \$2.1 Billion in visitor spending in 2023.

In FY26, ATIA was awarded a grant from the State of Alaska for tourism marketing. This funding makes it possible for Alaska to continue a consistent message to potential travelers in a competitive marketplace.

In FY25, Alaska’s statewide destination advertising program is built upon the successful “AKA” campaign developed in FY24. Due to budget constraints, ATIA will not create a new campaign. Instead, with refreshed imagery and text, Travel Alaska will continue with the “AKA” campaign.

\$2.1 BILLION INFLUENCED VISITOR SPENDING

The FY26 marketing program will be even more data driven, with utilizing insights from our Visitor Volume and Ad Effectiveness studies, data platforms measuring advertising efficiency and conversions, economic stats and travel trends, and reports from U.S. Travel and other leading authorities. We will utilize new technology, best practices, and strong analytics to deliver Alaska’s brand message.

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
Phoenix, AZ
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.

In recent years, Travel Alaska has shifted its focus towards year-round travel to support the state as a multi-season destination, with media that is strategically flighted to impact and fill seasonal travel. ATIA will continue this strategy in FY26. Media investment dates are determined using book-to-arrive data to maximize return on investment. Our main advertising tactic employs precise digital 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. The “AKA” campaign creative will showcase a variety of seasonal experiences to build Alaska’s brand year-round.

On TravelAlaska.com, we expand upon this year-round messaging to inspire the traveler with incredible images, user-experience web features and robust narratives, all while driving the potential visitor to our private industry partners.

TACTICS

PAID

- Utilize high-performing digital 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 Market Potential model, Ad Effectiveness Study and platforms including Adara and GA4 to direct content and creative concepts and flighting.
- Evaluate campaign performance and ongoing partner performance for optimal results and visitation lift.

OWNED

- 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.



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

The Travel Alaska destination marketing program has always existed to strengthen the impact of Alaska’s brand both domestically and internationally. No matter our budget level, ATIA always invests grant funds in high-funnel and high-reach tactics. Through highly targeted digital placements, the goal is to generate awareness to extend exposure and inspiration in Alaska’s key markets. Travel Alaska’s multi-media, always-on approach to advertising enables delivery of Alaska content to a broader audience. In addition, these tactics enable us to harness digital learnings to continue refining the targeting strategy to reach and attract the next wave of Alaska visitors.

With a decrease in budget, the strategic decision was made to stay the course with 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 this campaign give credibility to the visuals, it meets our directive to promote statewide destinations.

All paid media drives potential visitors to TravelAlaska.com as the welcome mat to introduce travelers to Alaska. Through strategic SEO-forward content featuring local and indigenous writers, as well as projects that are continuing to improve the user experience, ATIA can capitalize on 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.





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 / WAT'S' AS'DI'VEI 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.





PUBLIC RELATIONS & SOCIAL MEDIA

ELLIOT HIGHWAY / @ATHABASCA 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 consistent and meaningful media coverage, as well as organic social media, to drive top-of-mind awareness of the Travel Alaska brand and Alaska as a top visitor destination.

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 (Adventure Green Alaska) program to showcase 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 serving as 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.

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.

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.



The most engaged of Travel Alaska's audiences, this platform will get up to 4 posts a week.



The newest channel in Travel Alaska's lineup is quickly picking up speed and increasing in followers.



YouTube is an important part of our search engine marketing strategy and we work with our influencer partners to keep new content added regularly.



Pinterest is another important component of our social strategy by keeping fresh imagery as inspiration to entice potential Alaska travelers.

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.

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



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.

▪ **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.

▪ **Future Leaders in Travel**

The Future Leaders in Travel Conference connects emerging and established industry professionals through education, mentorship, and networking—equipping the next generation of leaders with the skills, insights, and connections to shape the future of the tourism industry.

▪ **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 U.S. and 2,500 Canadian advisors.

TRADE SHOW SCHEDULE

TRADESHOW	MARKET	DATES
Future Leaders in Travel	Travel Advisor	September 21-24, 2025
USTOA	Group Tour	December 1-5,2025
Germany Sales Mission	International	December 8-11, 2025
Pacific Northwest Cruise Symposium	Cruise	February 3-4, 2026
Amazing Alaska Experience	Travel Advisor	March 1-4, 2025
India Sales Mission	International	March 16-20, 2026
Cruise 360	Travel Advisor	April 21-26, 2026
Travel Agent Forum	Travel Advisor	May 12-15, 2026
IPW (USTA)**	International	May 17-21, 2026

TRAVEL ADVISOR TRAININGS

Virtual and in-person trainings will be conducted through the ACE program, outreach through our travel trade database, and other opportunities that may be presented over the year.



ALASKA CERTIFIED EXPERT - ACE

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

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.

FACEBOOK

Launching a dedicated, closed Facebook group for travel trade partners designed to streamline communication and engagement. The group enables quick outreach for special announcements, FAM trip recruitment, webinar and training promotion, peer discussion, and timely updates—creating a centralized hub for collaboration, education, and opportunities within the travel trade.

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 where 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

GERMANY SALES MISSION

The German Sales Mission strengthens Alaska’s presence in the German market through in-person meetings with top tour operators in Hamburg, Hannover, and Frankfurt, providing targeted training for sales teams, building key relationships, and driving future bookings.

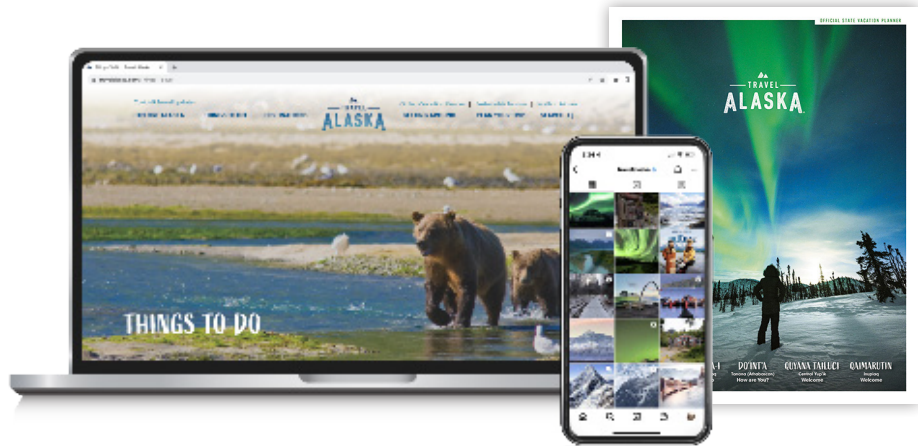
INDIA SALES MISSION

The India Sales Mission focuses on Alaska’s leading emerging international market, building awareness and understanding through meetings with key tour operators and general market trainings in Mumbai, Kolkata, and Chennai—educating travel professionals, strengthening relationships, and positioning Alaska for long-term growth in India.

MEASUREMENT

- Meet with at least 130 tour operators and travel advisors.
- Host a minimum of 30 combined tour operators and travel advisors in-market FAMs.
- Garner a minimum of 1,800 new Alaska Certified Expert (ACE) registrations and 750 full ACE graduates.
- Conduct minimum of 17 tour operator and travel advisor trainings, 1,200 trained.
- Develop a new strategy to track international visitation and better inform future international marketing strategies.

RESEARCH



With reduced budget in FY26, Travel Alaska will use research done in FY25 to help inform the overall marketing program. We will continue the Visitor Volume research to help us understand the business of travel in Alaska and have already contracted that research which includes year-round totals.

In addition, ATIA utilized the Market Potential Model, a complex spreadsheet that can be manipulated to determine where the best potential visitor markets are and how much budget is needed to saturate awareness of Alaska. This helped in our strategic move to add the greater Phoenix, Arizona area as a new advertising market.

ATIA is also utilizing the Brand Health and Advertising Effectiveness study done in FY25 to help inform the advertising creative for FY26. This study gave insight into how our advertising motivates travelers compared with our biggest competitors as well as what travel motivators we were missing in our advertising and social media. These results will shape our advertising creative throughout this fiscal year.

Lastly, TravelAlaska.com will undergo various development projects based on research done in FY25. With the results of those web usability studies, ATIA will embark on many user experience improvements, search viability as well as user accessibility projects this fiscal year. This is all done to make TravelAlaska.com a top-quality authority on travel to and within Alaska thus allowing ATIA to direct qualified leads to our travel partners and drive as much tourism business into the state.

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

STATS

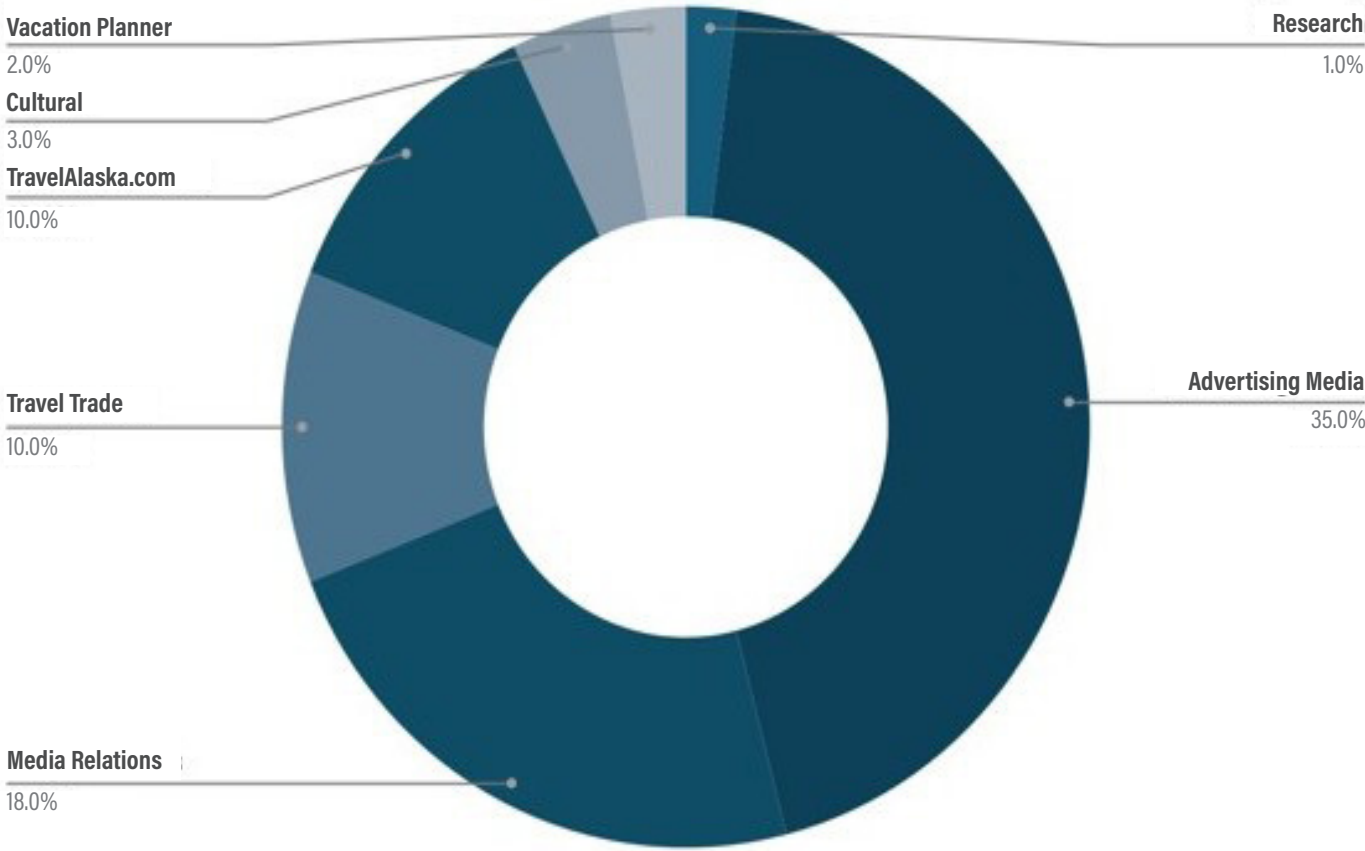
JULY 2024 - JUNE 2025 KPIS:

4,106,680 website sessions	505 journalists assisted
4,156,225 website pageviews	354 articles published
35,808 planner requests from paid media	\$57 million in ad equivalency value - PR
18,682 new newsletter subscriptions	44,863 social media followers
332,405 partner referrals through website	5.8% avg. social media engagement rate
272,904,631 paid media impressions	790,000+ total social followers/audience
.15% click-thru-rate for digital ads	130 meetings with tour operators/agents
87% video completion rate	30 Travel Trade FAM participants hosted
11.7% click-thru-rate for paid search	17 Travel Trade trainings, 1,000 trained
.98% click-thru-rate for paid social	129% increase in International visitors YOY
40% open rate for e-newsletters	1,800 registrations, 750 completions
530,000 opt-in e-news subscribers	

FY26 MARKETING BUDGET

Income	
SOA Funding	2,500,000
Coop Revenue	575,000
Total Income	3,075,000
Expenses	
Website	300,900
Advertising	1,073,000
Vacation Planner	60,000
Media Relations	552,000
Cultural Tourism	100,000
Travel Trade/International	300,000
Research	35,000
Admin/Implementation/Personnel	654,000
Total Expenses	3,074,900

FY26 MARKETING BUDGET





— TRAVEL —
ALASKA