



**FOR IMMEDIATE RELEASE**  
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## **Alaska Travel Industry Association Receives Alaska Business Award**

**Anchorage, July 1, 2021:** The Alaska Travel Industry Association (ATIA) is excited to announce we are the Denali Award winner in the Best of Alaska Business Awards: Best Trade Association category. The Best of Alaska Business awards are organized by the regional B2B publication *Alaska Business*; the magazine's readers vote on their favorite businesses in various categories in March, with final results published July 1.

"We are thrilled to earn this award from Alaska Business magazine's readership. With the many challenges facing the Alaska travel sector in the past year, we have worked hard to serve our membership and business community, and to advocate for the return of Alaska's tourism economy. This recognition of our efforts is greatly appreciated." says Sarah Leonard, ATIA President and CEO.

ATIA is especially grateful to share this news as we welcome back pandemic-weary travelers to our beautiful state, and as our team is busy preparing for an in-person return of our annual ATIA Member Convention in October.

The Alaska Travel Industry Association ([www.Alaskatia.org](http://www.Alaskatia.org)) is the leading statewide nonprofit association and the voice for Alaska's tourism industry. We have over 600 tourism business members operating in every region of the state, including individual fishing guides, wilderness lodge owners, cultural attraction managers, and cruise ship executives. ATIA, in partnership with the Alaska Dept. of Commerce, Community & Economic Development, is also the manager of Alaska's destination marketing program: Travel Alaska.

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