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## **TravelAlaska.com gets major updates, new features and a cultural tourism emphasis**

**ANCHORAGE, ALASKA** – The newly redesigned TravelAlaska.com launched recently, featuring an interactive, trip-planning map; expanded information on Alaska Native cultures and tourism opportunities; and new content in an easily navigable format.

Made possible with a grant from the U.S. Department of Commerce’s Economic Development Administration, the updated website is run by the Alaska Travel Industry Association (ATIA), the only statewide nonprofit association for travel and tourism in Alaska.

“The grant was intended to support tourism businesses and Alaska’s communities as our industry recovers from the impact of the COVID-19 pandemic. This website is vital to our dynamic destination marketing program and is designed to showcase the state’s beautiful mountains, glaciers, wildlife and cultures,” said ATIA President & CEO Sarah Leonard. “In fact, an integral part of the new content development was to enhance and incorporate Native and cultural tourism imagery and information.”

Patterns and messaging from Alaska’s Indigenous cultures have been woven throughout the website and include:

- Welcome messages in different Alaska Native languages on the homepage.
- Several designs inspired by Alaska Native jewelry, blankets, knives and more that were developed in partnership with an Alaska Native designer and ATIA’s Cultural Enrichment Subcommittee.
- Expanded sections of Alaska Native culture content, including a new [Alaska Native Cultural Tours & Experiences](#) page to highlight Alaska Native businesses and cultural experiences for travelers.
- The addition of Alaska Native place names on community pages.

“Tribal inclusion is a real asset for ATIA with 229 federally recognized tribes in the state,” said Camille Ferguson, chair of ATIA’s Cultural Enrichment Committee and economic development director for Sitka Tribe of Alaska. “We have only begun showcasing the diversity of cultures that this state has to offer. Having the voice of the tribes included truly maintains the authenticity and integrity that ATIA wants to represent.”

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*Alaska’s leading statewide nonprofit membership organization for the Alaska travel industry.*

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In the redesign, ATIA also focused on adding new features, enhancing content and providing new navigation systems for a better overall consumer experience.

One new feature is an [interactive state map](#) developed for travelers to use as a key trip-planning tool, while helping them understand the size of Alaska in a variety of ways. The map:

- Showcases modes of transportation to visualize how to travel to or in Alaska via cruise, ferry, air services and railroads.
- Can be viewed to see the location and relative size of national parks and preserves, forests, monuments and wildlife refuges across the state.
- Can toggle between the five different regions of the state to learn more about each as an individual piece and its geographical location.

The map also highlights Alaska Native lands and their location in Alaska and includes a land acknowledgment, developed in collaboration with ATIA's Cultural Enrichment Subcommittee.

ATIA offers a variety of ways for Alaska tourism businesses to be featured and promoted on the Travel Alaska website to help reach more potential visitors. Information on the opportunities available through the Travel Alaska Cooperative Marketing program can be found [here](#).

### **About the Alaska Travel Industry Association**

The Alaska Travel Industry Association, Alaska's leading statewide nonprofit membership association for the travel industry, promotes Alaska's tourism industry as an economic contributor while providing statewide marketing resources, education opportunities and advocacy to members. ATIA has long managed Alaska's destination marketing program: Travel Alaska. For more information, visit [www.alaskatia.org](http://www.alaskatia.org).

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