

**Alaska Travel Industry Association - Independent Travel
Marketing Campaign**

**FY2007 Request: \$1,000,000
Reference No: 41867**

AP/AL: Appropriation

Category: Development

Location: Statewide

House District: Statewide (HD 1-40)

Estimated Project Dates: 07/01/2006 - 06/30/2011

Project Type: Planning

Recipient: Alaska Travel Industry Association

Contact: Samuel Thomas

Contact Phone: (904)465-2506

Brief Summary and Statement of Need:

This project will provide funding for independent travel marketing campaigns to generate awareness of Alaska as a premier travel destination. This project contributes to the Department's mission of promoting a healthy economy and strong communities by providing economic growth in the communities it serves.

Funding:	<u>FY2007</u>	<u>FY2008</u>	<u>FY2009</u>	<u>FY2010</u>	<u>FY2011</u>	<u>FY2012</u>	<u>Total</u>
Gen Fund	\$1,000,000						\$1,000,000
Total:	\$1,000,000	\$0	\$0	\$0	\$0	\$0	\$1,000,000

<input type="checkbox"/> State Match Required	<input checked="" type="checkbox"/> One-Time Project	<input type="checkbox"/> Phased - new	<input type="checkbox"/> Phased - underway	<input type="checkbox"/> On-Going
0% = Minimum State Match % Required		<input type="checkbox"/> Amendment	<input type="checkbox"/> Mental Health Bill	

Operating & Maintenance Costs:

	<u>Amount</u>	<u>Staff</u>
Project Development:	0	0
Ongoing Operating:	0	0
One-Time Startup:	0	0
Totals:	0	0

Additional Information / Prior Funding History:

Refer to the funding matrix in the detailed description.

Project Description/Justification:

**Alaska Travel Industry Association - Independent Travel
Marketing Campaign**

**FY2007 Request:
Reference No:**

**\$1,000,000
41867**

The independent market has not rebounded as strongly as some other Alaska travel segments. In addition to strengthening the independent travel market, this campaign will promote the Alaska resident and Visiting Friends & Relatives (VFR) in-state travel program, which will have a positive impact on rural and highway businesses in the State.

The three components of the campaign are to :

- 1) Create highway related television advertising. Using existing footage, a new television commercial directed at motivating high potential independent travelers to consider visiting Alaska on the Alaskan highway system would be created. Television spots would be placed in key highway and air travel markets in the west coast and upper mid-west.
- 2) Create a multi-page newspaper publication to be installed to be inserted into newspapers in the same key spot markets as the special television advertising promoting Alaskan highway travel. Currently, Alaska has no national newspaper advertising program and this presents a new opportunity to attract travelers to Alaska.
- 3) Develop an in-state travel promotion geared residents and their visiting relatives. According to the Buy Alaska program, if every Alaskan switched just \$100 a year from outside purchases, \$30 million would be added to our state's economy. Potential elements of the campaign include a direct mail piece to Alaska households encouraging residents (and their visiting relatives) to see Alaska. A statewide television commercial campaign, development of a live television program covering unique and great destination in Alaska, and the creation of a community tool kit to customize materials for use in promoting resident travel to Alaskan destinations are also potential elements of the campaign.

Funding History

Year	Amount	Legislation
FY 2001	4,850,000	SLA 00 Ch 126 Page 4 Line 20
FY 2002	4,655,200	SLA 01 Ch 61 Page 3 Line 13
FY 2003	4,005,100	SSLA 02 Ch 94 Page 6 Line 25
FY 2004	4,005,100	SLA 03 Ch 83 Page 5 Line 31
FY 2005	4,005,100	SLA 04 Ch 158 Page 7 Line 11
FY 2006	5,005,100	FSSLA 05 Ch 4 Page 5 Line 29