

Alaska Travel Industry Association

FY2020 Request: \$7,420,000

Reference No: 61718

AP/AL: Appropriation
Category: Development
Location: Statewide
Impact House District: Statewide (HD 1-40)
Estimated Project Dates: 07/01/2019 - 06/30/2024

Project Type: Research / Studies / Planning
Recipient: Alaska Travel Industry Association
House District: Statewide (HD 1-40)
Contact: April Wilkerson
Contact Phone: (907)465-2506

Brief Summary and Statement of Need:

Prior to FY2017, tourism marketing activities were provided through an annual operating appropriation to the Department of Commerce, Community, and Economic Development. Tourism development and marketing services are now provided through capital grants to the Alaska Travel Industry Association (ATIA).

Funding:	FY2020	FY2021	FY2022	FY2023	FY2024	FY2025	Total
1001 CBR Fund	\$7,420,000						\$7,420,000
Total:	\$7,420,000	\$0	\$0	\$0	\$0	\$0	\$7,420,000

<input type="checkbox"/> State Match Required	<input 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

Prior Funding History / Additional Information:

Sec1 Ch19 SLA2018 P3 L18 SB142 \$3,000,000
 Sec1 Ch1 SLA2017 P3 L8 SB23 \$3,000,000
 Sec28 Ch2 SLA2016 P46 L26 SB138 \$665,264

Project Description/Justification:

Prior to FY2017, tourism marketing activities were provided through an annual operating appropriation to the Department of Commerce, Community, and Economic Development. Tourism development and marketing services are now provided through capital grants to the Alaska Travel Industry Association (ATIA).

This multi-year capital appropriation provides for an expansion of tourism marketing activities in national and international markets. In addition to continuing the creation and distribution of the Alaska Vacation Planner, managing the TravelAlaska website, and collecting and analyzing visitor statistics, ATIA will allocate up to \$1.5 million to assure direct flights from Alaska to priority international markets, including Harbin, China. The funding may be used to for marketing contracts, managing sales, booth rentals at domestic and international travel fairs, television advertisement, and media hosting.

