

**Alaska Travel Industry Association**

**FY2020 Request: \$12,000,000**

**Reference No: 61718**

**AP/AL:** Appropriation  
**Category:** Development

**Project Type:** Research / Studies / Planning

**Location:** Statewide  
**Impact House District:** Statewide (HD 1-40)

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**Estimated Project Dates:** 07/01/2019 - 06/30/2024

**Contact:** Catherine Reardon

**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).

<b>Funding:</b>	<b>FY2020</b>	<b>FY2021</b>	<b>FY2022</b>	<b>FY2023</b>	<b>FY2024</b>	<b>FY2025</b>	<b>Total</b>
1004 Gen Fund	\$2,000,000						\$2,000,000
1200 VehRntlTax	\$10,000,000						\$10,000,000
<b>Total:</b>	<b>\$12,000,000</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$12,000,000</b>

<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	
<b>Totals:</b>	<b>0</b>	<b>0</b>

**Prior Funding History / Additional Information:**

**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.