

Alaska Travel Industry Association

FY2021 Request: \$5,000,000
Reference No: 61718

AP/AL: Appropriation
Category: Development
Location: Statewide
Impact House District: Statewide (HD 1-40)
Estimated Project Dates: 07/01/2020 - 06/30/2025

Project Type: Research / Studies / Planning
Recipient: Alaska Travel Industry Association
House District: Statewide (HD 1-40)
Contact: Micaela Fowler
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:	FY2021	FY2022	FY2023	FY2024	FY2025	FY2026	Total
1200 VehRntlTax	\$5,000,000						\$5,000,000
Total:	\$5,000,000	\$0	\$0	\$0	\$0	\$0	\$5,000,000

<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"/> Ongoing
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 Ch1 SLA2019 P2 L24 SB2002 \$7,420,000
 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).

ATIA is a member based trade association dedicated to promoting Alaska as a visitor destination and promoting and growing the tourism industry. ATIA will perform tourism development and marketing on behalf of the state, which may include providing a marketing program for instate, national and international tourism; collecting and analyzing visitor statistics; funding and managing any marketing contracts; managing sales, marketing and distribution of the Alaska Vacation Planner; the TravelAlaska website; booth rental and coordination at domestic and international travel fairs; full support for the Alaska Tourism Marketing Board; and reporting on activities funded by the grant.