

Alaska Travel Industry Association

FY2025 Request: \$2,500,000

Reference No: 61718

AP/AL: Appropriation

Category: Development

Location: Statewide

Impact House District: Statewide (HD 1 - 40)

Estimated Project Dates: 07/01/2024 - 06/30/2029

Project Type: Research / Studies / Planning

Recipient: Alaska Travel Industry Association

House District: Statewide (HD 1 - 40)

Contact: Hannah Lager

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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:	FY2025	FY2026	FY2027	FY2028	FY2029	FY2030	Total
1004 Gen Fund	\$2,500,000						\$2,500,000
Total:	\$2,500,000	\$0	\$0	\$0	\$0	\$0	\$2,500,000

<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"/> 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:

- Sec14 Ch11 SLA2022 P118 L23 HB281 \$5,000,000
- 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:

This multi-year capital appropriation provides for an expansion of tourism marketing activities in national and international markets. The ATIA will continue the creation and distribution of the Alaska Vacation Planner, managing the TravelAlaska website, and collecting and analyzing visitor statistics. The funding may be used for marketing contracts, managing sales, booth rentals at domestic and international travel fairs, television advertisement, media hosting, and other activities to market Alaska as a destination.