



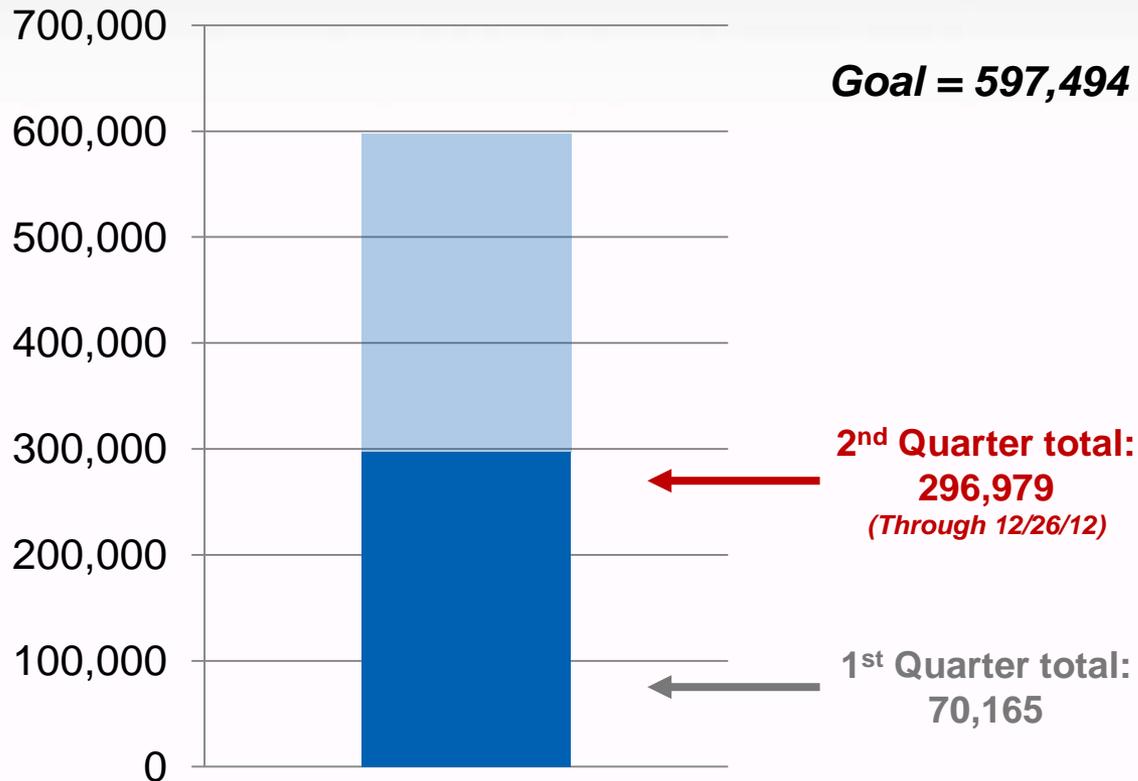
# Alaska Tourism Marketing FY2013: 2<sup>nd</sup> Quarter Report

# Alaska's Tourism Marketing Program

<b>1</b>	Generating Results
<b>2</b>	Reaching U.S. Travelers
<b>3</b>	Presenting Alaska to the World
<b>4</b>	Reaching International Travelers
<b>5</b>	Selling Alaska
<b>6</b>	Creating New Opportunity
<b>7</b>	Connecting with Tourism Industry
<b>8</b>	Alaska's Tourism Marketing Team

# Generating Results

- **50 percent** of the expected requests for Alaska travel information have been generated



# Generating Results

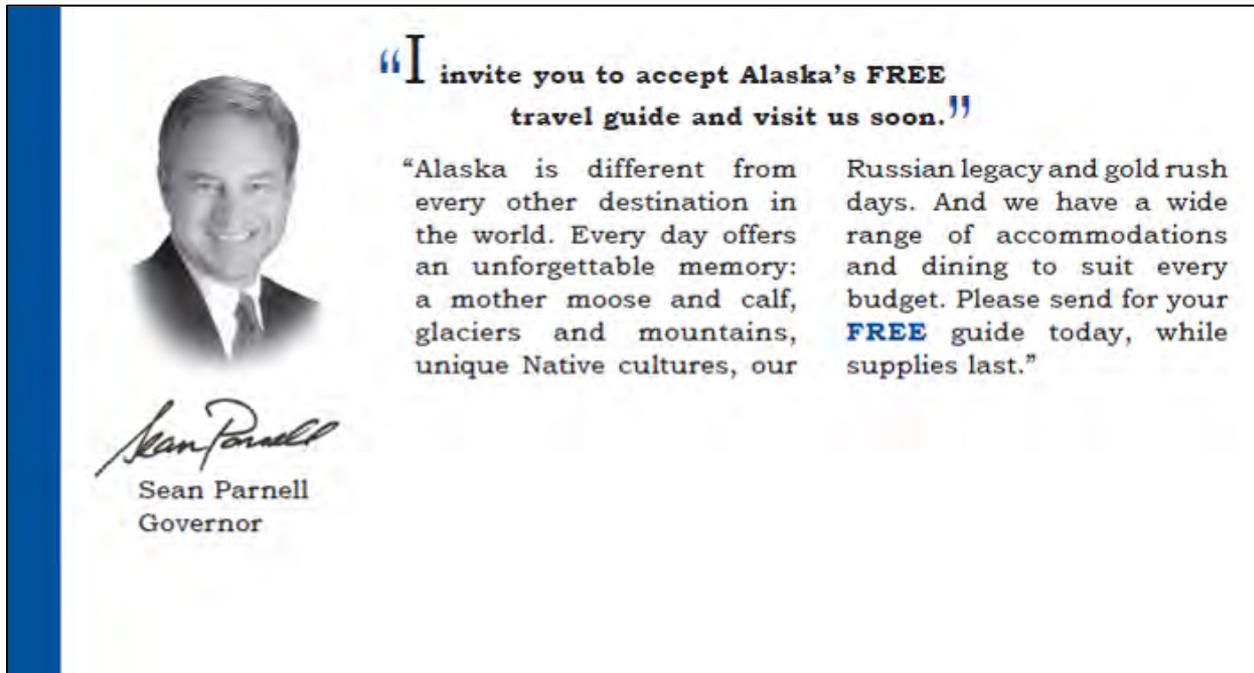
## *Generating interest in visiting Alaska*

- Research was conducted in December 2012 to determine travel intentions of those requesting Alaska information:
  - 48% indicated they would definitely travel or would probably travel to Alaska this year. This is a slight increase over the past year.
  - Consumers indicating they will definitely travel this year, plan to finalize their travel plans, make travel arrangements/reservations between Jan- Mar (36%) and Apr-June (18%)

# Reaching U.S. Travelers

## *Personal Invitation from Governor Parnell*

- Direct Mail packages have been sent to **1,234,923** U.S. consumers to date
  - 7 percent accepted the Governor's offer for a free travel guide



**I** invite you to accept Alaska's **FREE** travel guide and visit us soon."

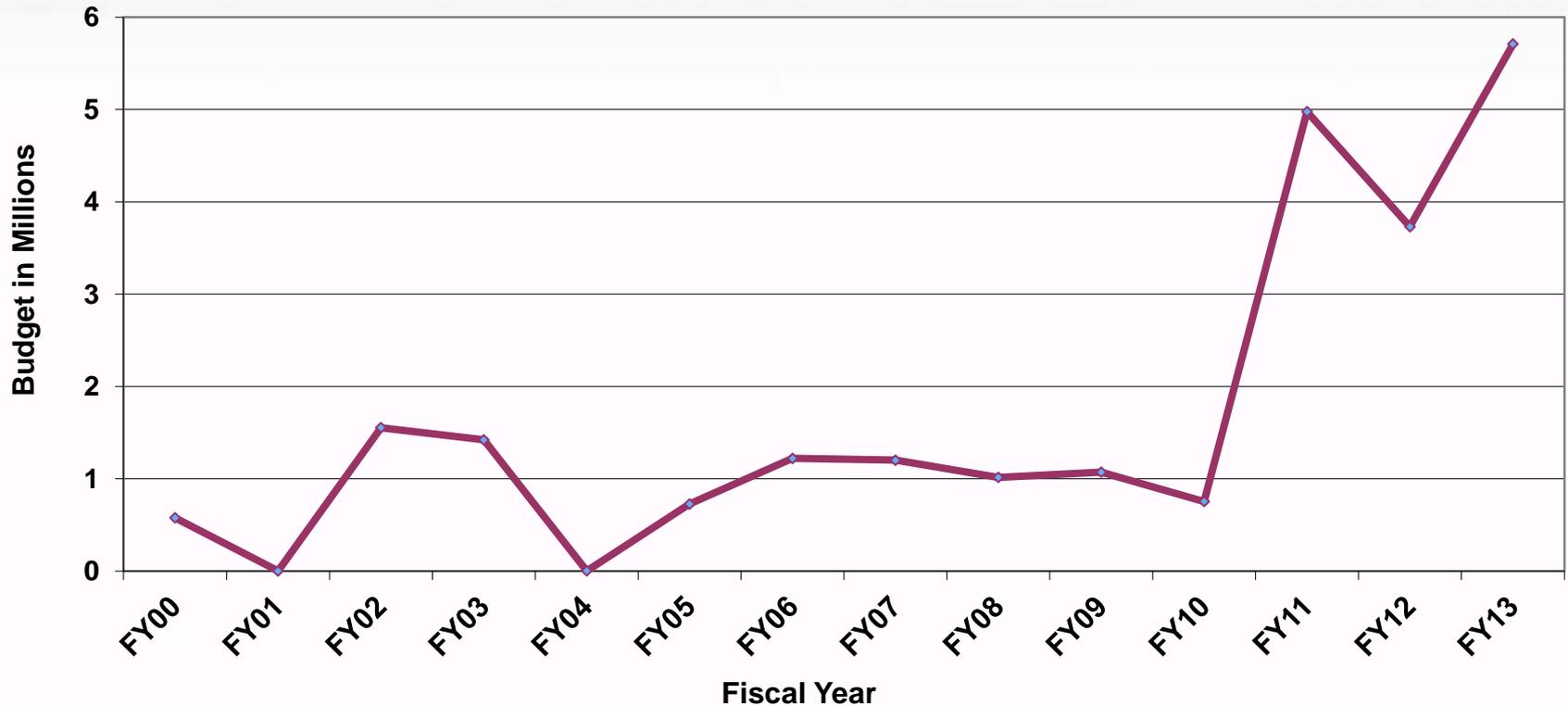
"Alaska is different from every other destination in the world. Every day offers an unforgettable memory: a mother moose and calf, glaciers and mountains, unique Native cultures, our Russian legacy and gold rush days. And we have a wide range of accommodations and dining to suit every budget. Please send for your **FREE** guide today, while supplies last."

  
*Sean Parnell*  
Sean Parnell  
Governor

# Reaching U.S. Travelers

*Alaska's largest TV advertising campaign to date*

**\$5.7 million**  
*investment in TV advertising*



# Reaching U.S. Travelers

- Alaska television ads are running on major cable networks and on nationally-syndicated programming:
  - Cable Networks:
    - Weather Channel, History Channel, Travel Channel, Discovery Channel, National Geographic Channel, Animal Planet, Destination America Channel
  - Nationally-Syndicated Programs:
    - Fox News, Jeopardy, Judge Judy, Price is Right, Wheel of Fortune, Let's Make a Deal, The Doctors,



# Reaching U.S. Travelers

- State Vacation Planner promotes the entire state:
  - Highlights what makes Alaska an intriguing travel destination:
    - Scenic beauty, wildlife, art, culture, history, wild alaska seafood, Alaska Grown produce
  - Provides comprehensive travel information



### Culture

#### Alaska Native Life

Today, Alaska Native comprises about 10 percent of Alaska's population. These indigenous people preserve today's modern lifestyle with their own cultural rituals and spiritual beliefs, preserving the gifts of tradition for coming generations. From traditional music and dance to beautiful Native art, there are many opportunities and venues for Alaska visitors to experience an integral part of Alaska's culture and history. Visit the Alaska Native Heritage Center, a "living museum" in Anchorage; the Alyeska Museum and Archaeological Repository in Kodiak; the Kenai Visitor and Cultural Center in Kenai; or the Iditarod Museum exhibits in Fairbanks. Go on a guided tour, a boat to Barrow will take you to the site of the Igroq Heritage Center—see view traditional style class lessons in Unalaska, Alaska, and other communities in Alaska.

#### Alaska Native Heritage Center

For those looking to delve into the traditions and history of Alaska's 11 Native cultures, the Alaska Native Heritage Center is not to be missed. A museum, cultural center and museum, the center is situated on 200,000 acres, with exhibits across seven denominations. Anchorage and provides an immersion into Native cultures that continue to adapt to modern society, yet still maintain a vibrant traditional identity.

Visitors have an interactive opportunity to explore an 800-year-old ancient dwelling, and to watch dance performances, game demonstrations and interpretive story telling. Visitors can take an Iditarod and Iditarod practice tour, or even a canoe. Personal Alaska Native inspired artwork, of course, the center's Heritage Life shop is the official marketplace for the center and one of the primary locations in Alaska to purchase authentic Alaska Native made items such as masks, jewelry, paintings, dolls and more!

### Alaska Grown

#### Eat Locally

Local grown produce and products abound in open air markets during the summer. Or you can stock up on frozen Alaska delicacies like caribou and smoked salmon, wild berry products and minnow sausage.

#### Farmers' Markets

Alaska is known for its long summer days and, in the northeastern parts of the state, the sun doesn't set at all for 90 days. The extended daylight means an extended growing season. Make the most of Alaska's summer bounty and plan a visit to one of our numerous farmers' markets to find out for yourself if our food doesn't really taste much like vegetable crates! Between touring historical history, finding a special brand of handmade wool suit and visiting our hot steaming geysers, Alaska farmers' markets are just one way to eat locally. If you visit during late summer, check out giant Alaska cabbage, muskmelon, persimmon and rhubarb at the Alaska State Fair in Palmer. Just an hour north of Anchorage, Seward's Alaska Green produce when you also see just look for the Alaska Green logo on the menu at our year round. Many local chefs prefer to cook with fresh picked vegetables and build their daily specials around what is in season.

#### Wild Alaska Seafood

With more than 3 million miles, 3,000 rivers and 14,000 miles (22,700 km) of coastline, Alaska is one of the most beautiful fishing regions in the world, producing sustainable seafood known for its abundance and variety. Among them, five species of salmon, three types of crab and several varieties of shellfish and Alaskan, harvesting wild in these icy, pure waters and feeding on a natural diet, Alaska wild fish is responsible for providing the most consistent wild Alaskan seafood sold all over the state and available in every restaurant. For Alaska seafood recipes, visit [www.alaskaseafood.org](http://www.alaskaseafood.org)

### Made in Alaska

Wherever you go, you'll find unique Alaska products and crafts. Look for gold nugget jewelry, items carved from ivory and jade or handmade clothing and toys. Alaska arts and crafts are one of the most beautiful in the world to find, shopping on the Last Frontier is an education in itself. Cheaper finds collectible items made from animal skins, fur or bone and woven baskets of beach grass, bark or birch. Or shop for local coffee, handmade soap and jewelry.

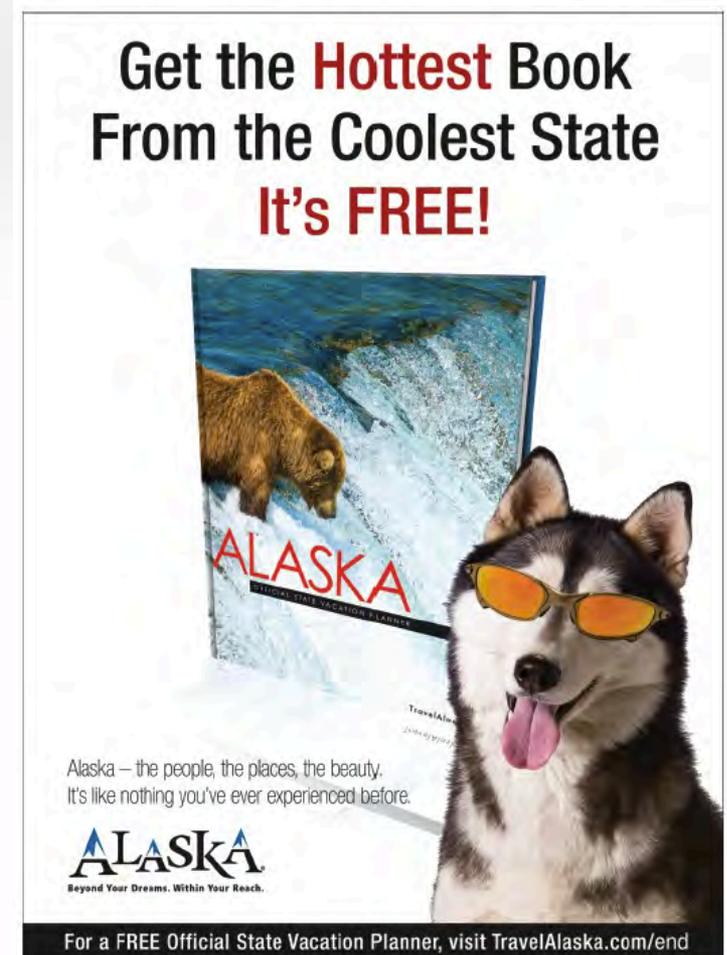
The official "Made in Alaska" logo indicates an item was made by an Alaska resident or company. The other hand emblem symbolizes authentic, Alaska Native handicrafts. The shop in gallery where you purchase a piece should be able to tell you the artist's name, cultural background, village or region of origin.

Taking home an authentic Alaska souvenir gives visitors a tangible and meaningful way to remember their trip of a lifetime to the Last Frontier and is a great way to share a part of your adventure with family and friends at home.

# Reaching U.S. Travelers

*National Media continues to run*

- Full-page, color ads ran in 16 national magazines *(to date)*
- Online advertising campaigns began running on four travel network channel sites



# Reaching U.S. Travelers

## National exposure

- Alaska was selected by TravelZoo as one of the top “Wow Deal Destinations” for 2013, and featured on TravelZoo website in November

The screenshot shows the TravelZoo website interface. At the top, the TravelZoo logo is displayed with the tagline "The Deal Experts. Over 25 Million Subscribers Worldwide." Navigation links include Home, Travel Deals, Entertainment Deals, Local Deals, SuperSearch, and About Travelzoo. The main content area is titled "Wow Deal Destinations for 2013" and features a large image of a cruise ship deck with passengers looking at a vast field of icebergs in the water. To the left of the image are four destination cards: New Zealand, Ireland, Niagara Falls, and Colombia. The Alaska card is highlighted with a blue background and the text "Awe-Inspiring Alaska". To the right of the image is a blue sidebar with the heading "Awe-Inspiring Alaska" and a paragraph of text describing the cruise experience, followed by a "Learn More" button.

**"Where Should I Go Next Year?"**

Let Travelzoo jump-start your vacation planning for 2013.

Our Deal Experts have narrowed down the world to five favorite destinations where we anticipate a strong collection of "wow" deals based on recent trends, industry projections and buzz.

**Top Deals Handpicked by Travelzoo** \* Some taxes, fees additional.

<b>\$999 &amp; up -- Ireland: B&amp;B Adventure w/Car &amp; Air, Save \$400</b> Select January-March departures	<a href="#">More »</a> go-today
<b>\$179 -- Luxe Niagara-Area Mansion Escape for 2, Reg. \$349</b> Through Feb. 28	<a href="#">Go to site »</a> Queen's Landing
<b>\$1999 &amp; up -- New Zealand Vacation incl. Air, Save \$1000</b> February-March	<a href="#">More »</a> Travelscene

# Presenting Alaska to the World

## *Alaska Media Road Show*

- October 25-27, 2012
- 36 Alaska businesses met with 38 journalists to pitch Alaska story ideas



# Presenting Alaska to the World

## Alaska Media Road Show

- Generating exposure for Alaska

**CIAO BAMBINO!™**  
INSPIRING FAMILIES TO EXPLORE THE WORLD

select your destination · hotel reviews · hotel specials · Ciao Bambino! blog · travel tips · about us

### Ciao Bambino!™ Blog

#### 10 Reasons to Visit Alaska with Kids

November 5th, 2012  
Kristi from Ciao Bambino

There is a reason that Alaska is high on many family travel bucket lists. An Alaska family vacation is a little mysterious, a little off the beaten path and full of adventurous activities and wildlife. It's impossible not to get caught up in Alaska when you visit because you are surrounded and immersed in the destination.

I recently attended the Alaska Media Road Show hosted by the State of Alaska Tourism Office at Four Seasons Resort The Biltmore in Santa Barbara. I discovered that the largest state in the union, it's twice the size of Texas, has much to offer families including — but not limited to — cruises.

ALASKA

Photo courtesy of State of Alaska Tourism Office

Family travel is an important component of Alaska tourism and you'll not only find detailed information and sample itineraries on most of the websites highlighted in this article, but there's usually a mention for families too.

40 Reasons to Visit Alaska

**Hotel Quick Search**

select a destination  
select a city or region

NAME OF PROPERTY

search

INCLUDE PROPERTIES WITH:

- BABY READY (0-3)
- TODDLER FUN (1-4)
- SCHOOL AGE ACTION (4-13)
- COOL FOR TEENS (13-18)
- KIDS CLUB
- KIDS POOL

Advanced Search

More on this Topic

traveling to Kid-Friendly LUXURY HOTELS

Recent Comments

- Veronica on Great iPhone and iPad Apps for Kids of all Ages
- Vera Marie Badertscher on Passports with Purpose 2012: A Luxury Penthouse with Pampering in Mexico
- Holly Rosen Fink on Baby and Toddler Travel Shopping List

## Los Angeles Times TRAVEL

LOCAL U.S. WORLD BUSINESS SPORTS ENTERTAINMENT HEALTH LIVING TRAVEL OPINION DEALS EXPECT MORE

TRENDING NOW FISCAL CLIFF | NORTHBRIDGE KILLINGS | SYRIA | VOYAGER 1 | REDSKINS | KATE MIDDLETON

Search

Click here to find out more

### BREAKING NEWS

Villaraigosa says port strike to get federal mediator Sign up for alerts

## DEALS & NEWS

TRAVEL DEALS, TIPS AND ADVICE FILTERED FOR RESTLESS SOUTHERN CALIFORNIA

### Portage, Alaska

(Doug Lindstrand / Alaska Wildlife Conservation Center)  
It's not clear whether this brown bear, named Hugo, is licking her chops or has overindulged.

Email Twitter Facebook SubmitOpen Share

Connect

Recommended on Facebook

State of Alaska

The SOA band

If your job requires you to access SO

advertisement

Click here to find out more

Your Host

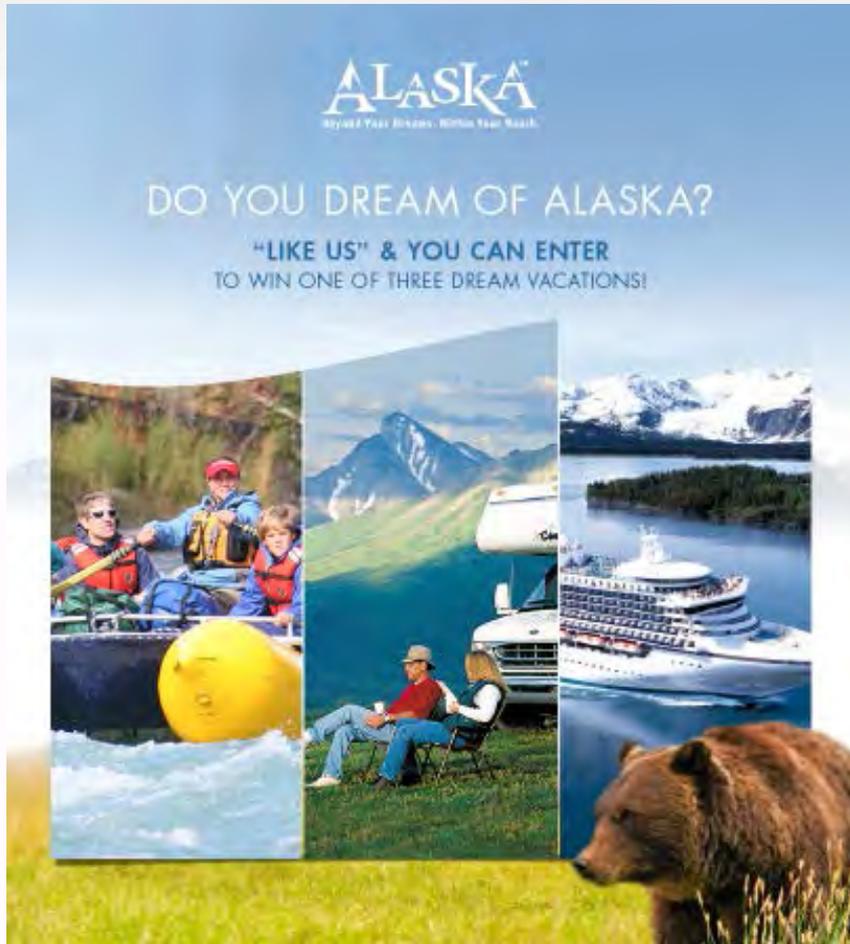
Los Angeles Times Daily Travel & Deal blogger Mary Fergione likes to hit the dirt when she's on vacation. An avid hiker and runner, Mary

Comments (0) Add comments | Discussion FAQ

# Presenting Alaska to the World

## *Dream of Alaska Social Media Campaign*

- Engaging potential visitors in a fun and exciting way



# Reaching International Travelers

## *Alaska Down Under Workshops*

- Seven Alaska businesses joined the state in Sydney, Adelaide, Melbourne and Brisbane (Nov 12-15)
  - Met with 286 travel agents, 23 media representatives, and 11 Tour operators/wholesalers



# Reaching International Travelers

## Alaska Down Under Workshops

- Generating exposure for Alaska

**eGlobal**  
TRAVEL MEDIA  
AUSTRALIA/NEW ZEALAND  
INDIA / ASIA / JAPAN / AMERICA'S

**HÔTEL DE LA PAIX**  
CHA AM BEACH • HUA HIN

HOME AVIATION CAREERS CRUISE DESTINATION HOSPITALITY INDUSTRY RATES MICE TOUR OPERATOR TO

HOME » DESTINATION » HEADLINE NEWS » CURRENTLY READING:

### Aussies are tops in Alaska – and they book through agents

November 13, 2012 Destination, Headline News No Comments Print Email



More Australians are visiting Alaska than ever – and at least eight out of every 10 of them book through a travel agent.

Australia and New Zealand, as a region, now constitutes Alaska's number-one international market, supplying about 42,000 visitors annually, or 27% of the total. State of Alaska Tourism Marketing Manager Kathy Dunn told media at Sydney Hilton yesterday.

Dunn, in Sydney with an Alaskan tourism delegation, said 10% of tourists to Alaska were international.



HAPPY VISITORS ON ALASKA'S RUTH GLACIER

Of the Australian and New Zealand visitors, 84% booked through a travel agent, 92% purchased a package tour, 90% bought a cruise package and 31% of the cruisers spent time on their own before or after the cruise.

After their visit, 72% of the Aussies and Kiwis professed themselves to be "very satisfied" with their experience and 76% said they were "very likely" to return.

Dunn said Australians enjoyed Alaska because they shared a similar mindset and sense of adventure. While Alaska offers plenty of adventure, it's not as cold as many people think and there's no shortage of



ALASKA IS BIG! KATHY DUNN'S MAP SHOWS JUST HOW BIG COMPARED TO AUSTRALIA.

comfortable activities – it's not just adventure tourism.

**travel** WEEKLY

Home Travel Today Holidays You're the boss Frontline Special Reports Current Issue Jobs

Competitions Travel Blogs Top Deals Roadshows 2012 Travel Academy Companies Subscribe

Search

Google Custom Search

Home / Latest news from Travel Today / News /

### Alaska steps up Australia efforts

13 November 2012 Tara Harrison comments

Tweet +1 Pin it

Australia has become Alaska's top international inbound market, Alaska Tourism has revealed.

During its bi-annual visit to Sydney, the tourism body referred to research undertaken earlier this year which showed that Australia had overtaken the UK in terms of market share.

Marketing manager Kathy Dunn said these statistics will prompt a reallocation of funding.

"It used to be \$1 million for international marketing, now it's moved to \$1.5 million and I think we will continue to see that grow," she said.

A delegation of eight Alaska Tourism partners will meet with industry members in Sydney, Melbourne Adelaide and Brisbane this week.

"Every time we do this the partners want to come, especially now with the numbers trending the way they are," Dunn said.

The research study found that 92% of Australians visit Alaska after the purchase of a package tour and 90% visit during a cruise.



#### Latest news from Travel Today

- Overseas target for StayWell group
- Hawaiian grows Sydney services again
- APT releases small ship program
- NSW tourism unveils Fresh China plan
- Ti etoks to its guns in Qantas feud

**Travel Today**

SIGN UP FOR YOUR FREE EMAIL NEWSLETTER

Subscribe here for extensive daily news, views, comment and opinion on the issues that matter to you.

Email  Enter your email address ... Go

Subscribe

Browse our newsletter archive

Advertisement

Latest comments Most read

# Selling Alaska

## *US Tour Operators Association Conference & Marketplace*

- Networked with tour operators at an Alaska-themed evening event
- Conducted one-on-one meetings with tour operators



While visiting the 50th state, cool down with a glacial facial and delicious treats from the 49th state. Alaska and Hawaii have a lot in common. Both have an abundance of natural wonders, gorgeous scenery and a rich cultural heritage. Each is a long-haul dream destination for many Americans. However, it can be intimidating for a person to organize a trip to see Denali, a glacier calving and the northern lights. The research and planning necessary for Alaska tour packages require the expertise and experience of USTOA tour operators. So while you are enjoying the *Spirit of Aloha*, we want to thank you for making the *Spirit of Alaska* accessible to our visitors!

Visit [TravelAlaska.com/trade](http://TravelAlaska.com/trade) for resources and information to help you promote your Alaska tour packages.



- Icelandair Sales Manager FAM trip (Oct 15-18)
  - Sales managers from Sweden, Norway, France, Germany, Netherlands, Belgium, UK, Ireland, Finland, Denmark, Continental Europe were able to experience Alaska first-hand

**ICELANDAIR**



# Creating New Opportunity

- Icelandair/Alaska marketing plan was developed; goal is to generate interest that will lead to sales
- Registered to attend Mid-Atlantic Conference; purpose is to connect with Icelandair executives prior to launch of new Alaska service

**ICELANDAIR**



# Connecting with Tourism Industry

- Contract with ATIA signed on November 15
- 20 Cooperative Marketing programs have been launched through December, generating \$1,213,625
  - More than 500 tourism businesses advertised the state Vacation Planner
  - 19 businesses joined the co-operative magazine program
  - 36 businesses and organizations joined the state at Alaska Media Roadshow
  - 8 businesses joined the state for its trade event in Australia

# Support from Tourism Organizations

- Alaska tourism organizations report results/benefits to their members on a monthly basis



January 25, 2013

Advertising & Public Relations attended the 2012 Alaska Media Roadshow in Santa Barbara, CA from October 21-23. Director of Communications Amy Geiger and Public Relations Manager Bill Wright had meetings with 24 U.S.-based travel journalists and networked with Alaska tourism partners. Through October, the FCVB [www.explorefairbanks.com](http://www.explorefairbanks.com) website had a total of 175,830 unique visits, a 23% increase over the same period in 2011. As of October, the number of Twitter followers was 2,807 and total number of "likes" on Facebook was 2,761. The staff fulfilled media requests from Animal Planet (hoseback tours), documentary film producer Little Mix TV (looking for cast members for Your Love), Sunset Magazine (Aurora photos), Mt. Melville, LLC, a Japanese film producer (location with early snow to shoot a television show), and a Japanese TV show about Hot Springs in ice photos). Kate Siber for Outside Alaska. FCVB hosted photojournalists Northwest Fly Fishing, Backpacker Magazine,

Kodiak Island  
Convention  
& Visitor Bureau  
- Kodiak, Alaska -



100 Marine Way, Suite 200,  
Kodiak, Alaska 99615  
907-486-4782  
e-mail: [info@kodiak.org](mailto:info@kodiak.org)

Monday, 28 January 2013

## Upcoming Trade Shows

We are just beginning (and refining) our trade show season. It starts with a bang at the Alaska Media Road Show in Santa Barbara. This show is consistently a high performer as it brings together KICVB director Janet Buckingham with 25 journalists, photographers and filmmakers from across the United States. The KICVB has attended every AMR since 2003 except for 2007. In the past five years, nine journalists who were first contacted at the Alaska Media Road Show have visited Kodiak and a dozen or more articles or blogs have been written by those authors making it a highly profitable show to attend.

## Mat-Su! The Bureau Bulletin

A publication of the Mat-Su Convention & Visitors Bureau

Winter 2012

Page 4

Winter 2012

The Bureau Bulletin

### Aussie mission targets largest international group

The Mat-Su CVB joined seven other Alaska destinations and businesses in promoting tourism to more than 80 travel agents, tour operators and media during the state of Alaska Down Under sales mission in Australia in early November.

Marketing manager Casey Resler did presentations in four cities that highlighted the Mat-Su Valley as a destination to include in vacation packages offered by Australian operators and agents.

"Australia is now the top inbound market for Alaska, and the reason we met here very early selling Alaska packages." There is huge interest in Alaska from the Aussies, so opportunity to meet them like to them about what our

mission started in Sydney and then Adelaide, Melbourne and Perth city. Alaska suppliers met with agents during a trade show, then was doing a dinner event, and Sydney, individual business meetings were held with wholesale travel

travel writers attended two in all. I only had contact with one of them planning to come to the



Mat-Su CVB's Casey Resler joined other Alaska organizations in the Alaska Down Under Sales Mission in early November.

Valley next summer," Resler said. The state of Alaska holds the Alaska Down Under sales mission every other year, but due to budget cuts, the Mat-Su CVB did not participate in 2010. During November's mission, the Mat-Su

CVB was joined by representatives from: Visit Anchorage, the Kenai Peninsula Tourism Marketing Council, Fairbanks CVB, Northern Alaska Tour Company, the Alaska Railroad, Alaska Holiday and Alaska Airlines.

# Financial Responsibility

<b>PROGRAM</b>	<b>BUDGET</b>	<b>EXPENSES TO DATE</b>
Advertising	\$9,943,400	8,432,401
Collateral	923,800	607,295
Coop Leads	281,600	63,974
Highway Marketing	590,000	327,180
Instate Marketing	150,500	3,485
International	1,263,500	409,425
Public Relations	1,059,500	658,242
Research	273,400	234,720
Travel Trade	454,000	121,215
Website	760,300	216,380
DCCED Expenses	300,000	163,969
Tourism Support Contract	1,050,000	0
<b>TOTAL:</b>	<b>\$17,050,000</b>	<b>\$11,238,286</b>