



# State of Alaska Tourism Marketing Program

January 25, 2013

**ALASKA**  
DEPARTMENT OF  
COMMERCE,  
COMMUNITY,  
AND ECONOMIC  
DEVELOPMENT

# Alaska Tourism Marketing



## Why Tourism is Important to Alaska

- Generates \$3.72 billion in direct and indirect spending in the state
- Collects more than \$179 million in taxes and fees
- Represents 45,000 jobs (8 percent of statewide employment)
- Forecast:
  - Increased investment in tourism is paying off with visitation increases seen in most sectors
  - Cruise ship visitation is expected to increase by nearly 100,000 in 2012 and 2013





## Implementation

- Legislature directed FY13 marketing funds to DCCED
- DCCED contracts:
  - Domestic: advertising, media relations, website, fulfillment, and research
  - International: Australia, Germany Speaking Europe, Japan, Korea, and United Kingdom
- MOU and Tourism Support Services contact in place with ATIA
- DCCED serves as co-chair of ATIA Marketing Committee

# Alaska Tourism Marketing

<b>State Marketing Program</b>	<b>Budget</b>
Advertising	\$9,893,525
Mailing Services/Data Management	874,200
Media Relations	1,109,375
Website	760,300
North to Alaska – Alaska/Canada Highway Promotion	590,000
Research	273,400
Cooperative Marketing	281,600
In-State Marketing	150,500
Travel Trade	454,000
International Marketing	1,263,500
DCCED Expenses	349,600
Tourism Support Services Contract	1,050,000
<b>TOTAL:</b>	<b>\$17,050,000</b>

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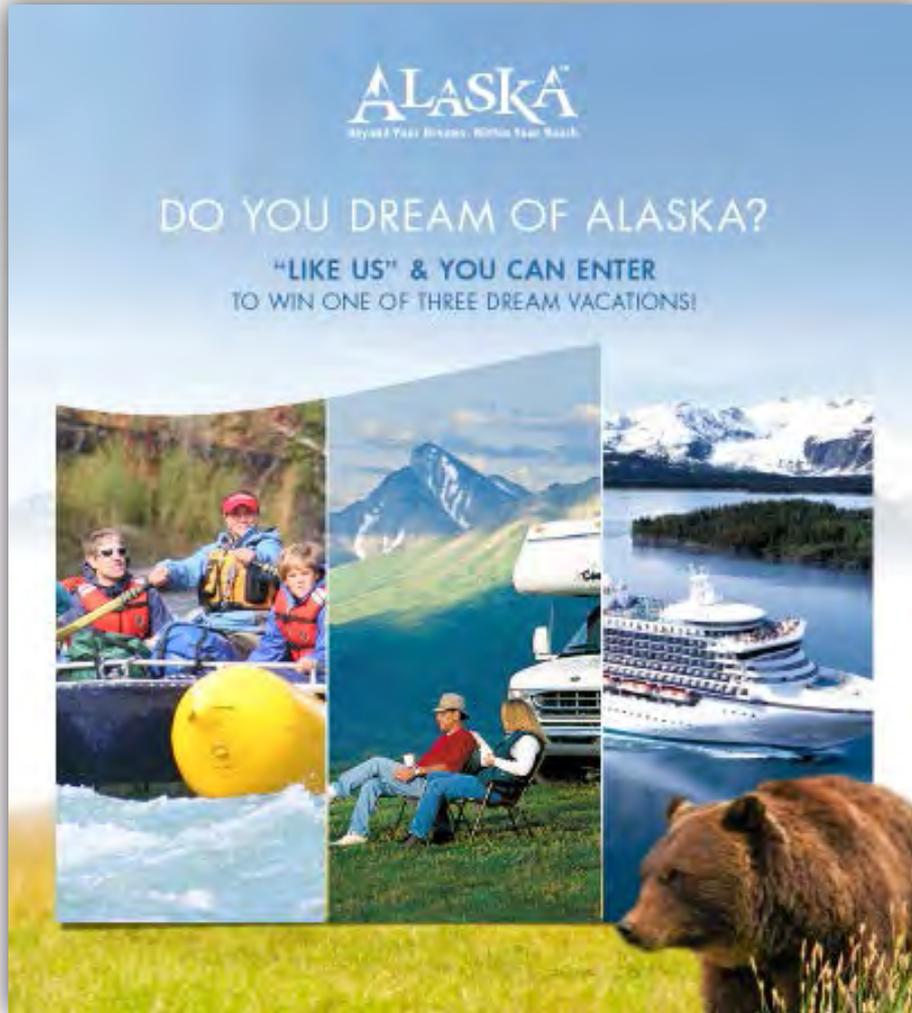


**ALASKA**

AlaskaBeyondYourDreams.com  
800-822-3451

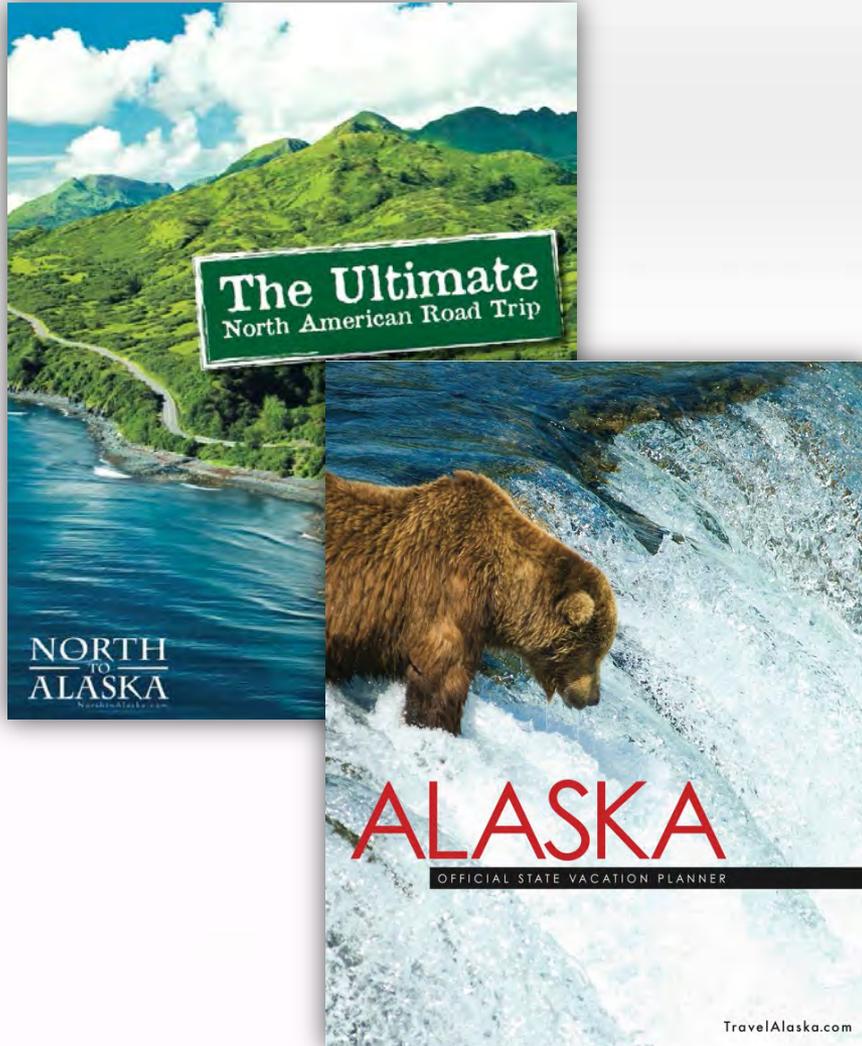
## Advertising

- 25 full-page ads in national magazines (circulation: 23.7 million)
- 18 small-space ads in national magazines (circulation: 15.6 million)
- National television advertising:
  - 1,772 30-second ads on cable networks
  - 439 10-second ads on nationally syndicated programs



## Advertising (cont.)

- Dream of Alaska campaign:
  - Social media campaign has generated 30,000 followers
  - Purpose:
    - Engage potential visitors
    - Generate exposure
    - Increase search rankings



## Advertising (cont.)

- Distributing Alaska travel information:
  - 480,000 Vacation Planners
  - 200,000 Reach brochures
  - 100,000 North to Alaska guides

## Public Relations

- Generated 447 stories to date
  - (PR value \$31.5 million)
- Media Road Show: 30 journalists
- New York media luncheon
- Monthly e-newsletter: 650 journalists
- Social media

## Los Angeles Times | TRAVEL

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**BREAKING NEWS** ◀ Villaraigosa says port strike to get federal med

**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.

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**Port Allsworth, float planes and Tanalian Mountain at sunset**  
A floatplane ride is part of any Alaska vacation. Whether flying to a remote wilderness lodge, a fly-out day of fishing or an afternoon of flightseeing or bear viewing, floatplanes are a unique way to experience Alaska. (Photo: Michael DeYoung) [Find out more](#)

**A WELCOME FROM GOVERNOR SEAN PARNELL**  
I am pleased to welcome you to the Official State of Alaska vacation and travel information website. 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... [More »](#)

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## TravelAlaska.com

- 2.4 million website visits annually
- 400,000 e-newsletters monthly
- Japanese, German and Korean language websites
- Updating content on state marketing partners, cultural information, and heritage tourism