

**STATE OF ALASKA**  
**TOURISM MARKETING PLAN**  
**FISCAL YEAR 2014**



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# INTRODUCTION

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Tourism is an important part of Alaska's economy and enhances the quality of life for Alaskans. Visitor spending provides an immediate and substantial impact on jobs and families.

The Division of Economic Development (DED) collaborates with private industry, other state agencies, trade organizations and public institutions to promote economic opportunities in the state.

The FY2014 marketing plan outlines marketing efforts that will increase visitor volume and local economic benefit to communities, businesses, agencies and residents.

# GOALS & OBJECTIVES

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## Goal 1: Generate Awareness and interest in travel to Alaska

- Objective: Generate new high-potential prospects in North America
- Objective: Raise awareness/interest in Alaska as a visitor destination among North America consumers

## Goal 2: Increase year-round visitation to Alaska

- Objective: Increase visitation from North America market
- Objective: Increase visitation from targeted international markets

## Goal 3: Grow private sector funding of tourism marketing program

- Objective: Increase participation in the tourism marketing program among businesses and organizations

# TARGET MARKET

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## Primary Target Market:

- Baby boomers
- 45-65 years old
- Affluent
- Married
- College educated
- Frequent travelers: especially those who have taken a foreign vacation



## Niche Markets:

- Adventure travelers
- Highway travelers



# PRIMARY MOTIVATORS

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Research show the most appealing aspects of Alaska and the reasons people visit the state include:

- Always wanted to go there
- Beautiful scenery
  - Especially, Mount McKinley, mountains, glaciers, icebergs
- Wildlife viewing
- Wilderness and vast open spaces
- Experiencing the things most unique to Alaska



# PATH TO PURCHASE

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Consumers progress through a series of distinct steps before taking a vacation.

<b>Aware</b>	Consumers learns about Alaska as a travel destination.
<b>Dream</b>	Prospects are inspired to add Alaska to a list of destinations they dream about visiting someday.
<b>Consider</b>	Prospects seriously considers traveling to Alaska in the next two to three years.
<b>Movie Creation</b>	Prospects envision what a trip would be like, in essence, creating a movie in their head. May begin requesting information and exploring options.
<b>Plan</b>	Prospects are actively engaged in planning the details of an itinerary and pre-validates their decisions.
<b>Purchase</b>	Prospects have booked a trip and visits Alaska.
<b>Sharing</b>	Travelers share the experience with others.

# RESEARCH



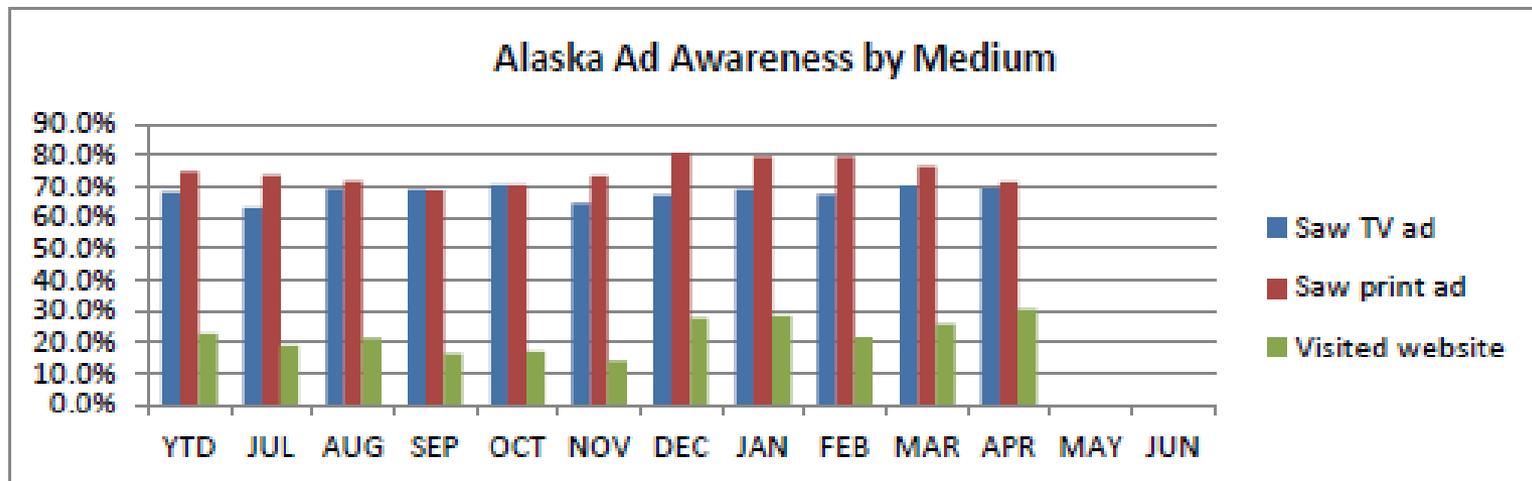
# RESEARCH STRATEGIES

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- Strategy 1: Determine the effectiveness and efficiency of Alaska's tourism marketing program
- Strategy 2: Provide tools and information to Alaska tourism businesses to enhance individual marketing efforts
- Strategy 3: Establish a monitoring mechanism to measure and track trends of high-potential prospects and actual visitors

# FIVE RESEARCH STUDIES

- Annual Conversion Study, measures marketing effectiveness
  - Identify the media efforts that are most cost effective in converting interest into travel, quantify return on investment, guide future marketing decisions
- Measure awareness of the ad campaign and resulting action



# RESEARCH

- **Website ROI and Satisfaction Study**
  - Determine how users hear about TravelAlaska, how they navigate the site, what phase of the planning process they are in, and whether they visited Alaska
- **Website Usability Study**
  - Test user interaction with TravelAlaska's multimedia assets
- **Mobile Website User Expectation Research**
  - Learn about content and features Alaska travelers seek from a destination app, navigational effectiveness, and ease in connecting potential visitors with Alaska businesses



# ADVERTISING



# ADVERTISING STRATEGIES

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- Strategy 1: Increase interest in Alaska as a travel destination and inspire a desire to visit
- Strategy 2: Strengthen brand identity and top-of-mind awareness
- Strategy 3: Conduct a multi-pronged marketing campaign aimed at the highest potential visitors
- Strategy 4: Generate at least 611,000 unique marketing leads and requests for trip-planning information
- Strategy 5: Select cost-effective media that supports the overall goal of attracting a diverse mix of visitors and travel types
- Strategy 6: Encourage residents, and their visiting friends and relatives, to travel throughout Alaska by providing travel-planning information within the state
- Strategy 7: Continue cooperative marketing efforts that increase marketing dollars as well as pursue joint ventures/partnerships with industry groups, travel guide publishers and other stakeholder organizations

# IMAGE AWARENESS/TELEVISION

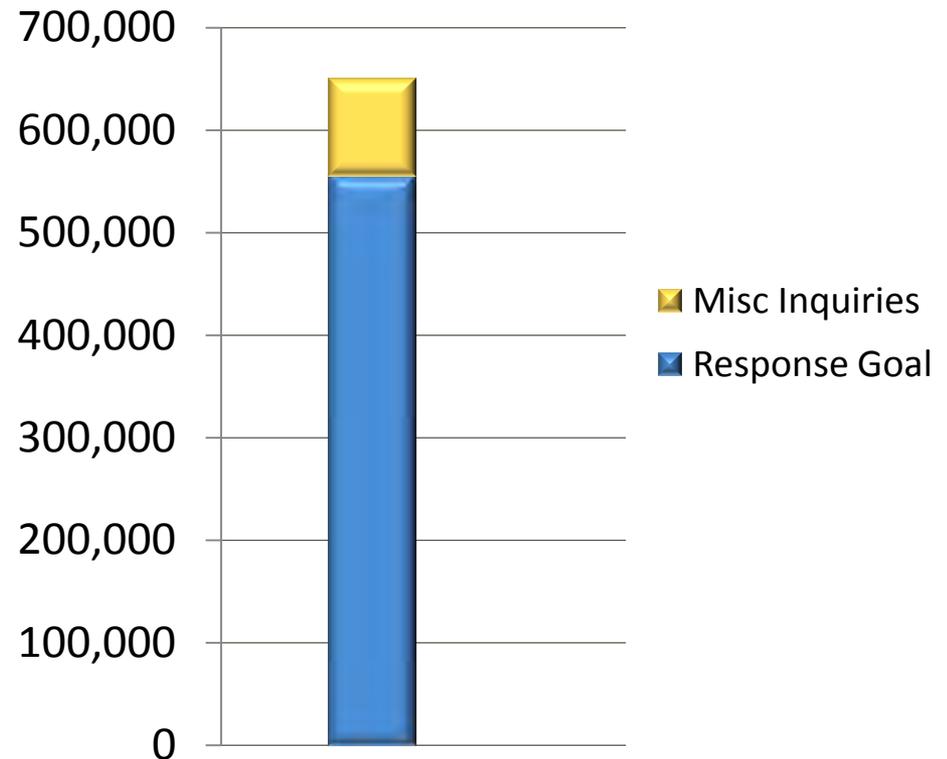
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- National cable networks
  - 30-second ads on key cable channels such as Nationally syndicated shows
- Nationally syndicated TV
  - 10-second ads on syndicated shows matching Alaska's target demographics
- National broadcast TV
  - 30-second ads on early morning and evening newscasts
- Online pre-roll
  - Augment TV presence with pre-roll/video ads



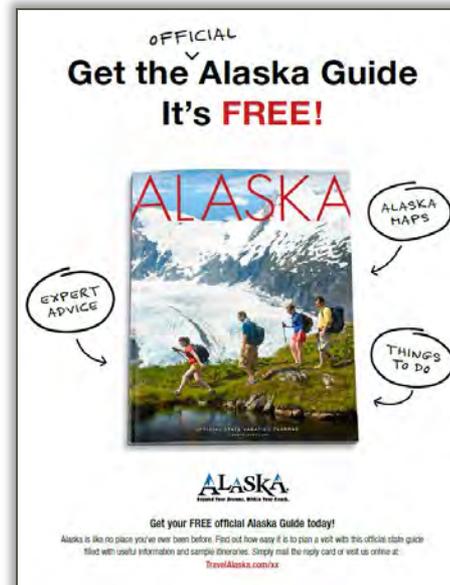
# DIRECT RESPONSE

- Generate 650,000 inquiries to support core programs
  - Utilize a combination of print, direct mail and online sources with the lowest anticipated cost per conversion
- Keep the program fresh by testing:
  - New media sources
  - QR code response
  - Response to alternative offers online



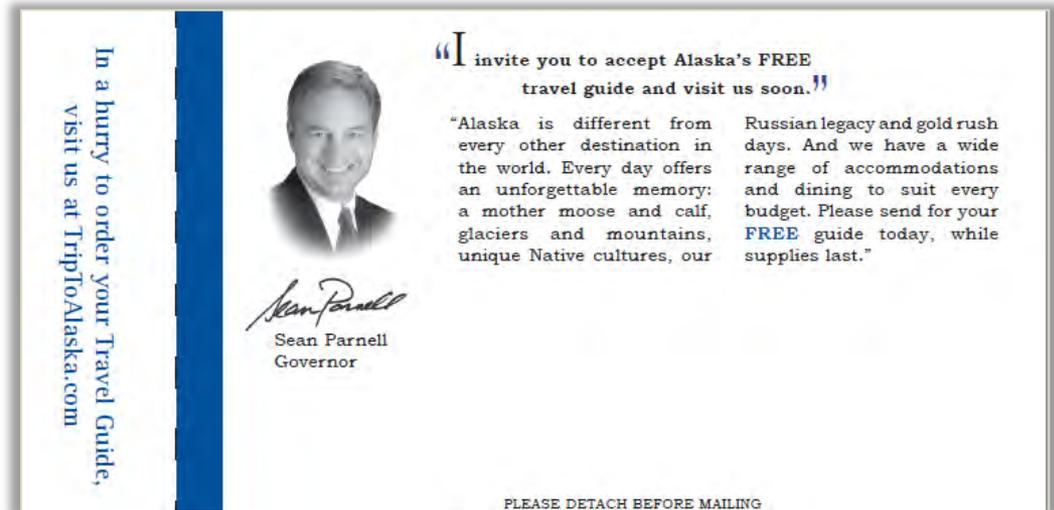
# MAGAZINE ADVERTISING

- Place full-page ads in publications with the lowest cost per conversion
  - 25 publications including:
    - AARP, AAA publications, Backpacker, Audubon, Conde Nast Traveler, Highways, National Geographic Traveler, Prevention, Sierra, Smithsonian, Travel 50 & Beyond, Reader's Digest, Alaska Magazine, and others
- New magazine creative
  - Run A/B split test with new creative



# DIRECT MAIL

- Mail the governor's packet to 1.86 million consumers
  - Utilize national lists including:
    - Alaska Sportsman, Bonnier Luxury Travel, Discover Magazine, Fortune Magazine, Smithsonian Travel Enthusiasts, Vacations Magazine, Your Travel Insider, and others
- Continue to improve performance:
  - Use models based on Alaska past inquirers
  - Tighten list segmentation
  - Mail "Friend" version of Governor Package to past inquirers



# ONLINE LEAD GENERATION

- Place a variety of online ads primarily on large travel-related digital networks including:
  - Standalone emails, co-registration, banner ads, text ads, newsletters
- Rotate ads and optimize placements regularly to maximize performance
- Expand reach by testing:
  - Non-travel-related networks
  - use of pre-qualifying questions
  - Placement on sites with social media content, forums and blogs

Get the  
**Hottest Book**  
From the  
Coolest State

It's FREE

▶ Official State Guide

**ALASKA**  
Beyond Your Dreams. Within Your Reach.



# DIGITAL MARKETING

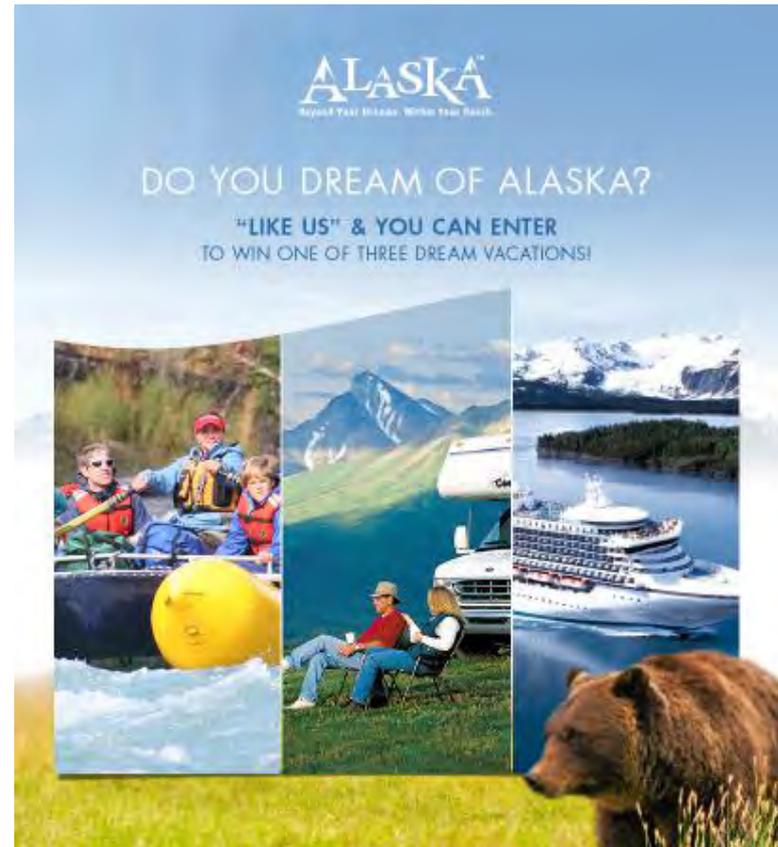
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- Drive traffic to website via search and mobile marketing:



# SOCIAL MEDIA

- Maintain ongoing social media efforts:
  - Place ads and sponsored “likes” to drive growth and engage audience on Facebook
  - Maintain social media accounts
- Conduct multi-platform social media promotions
  - Create synergy amongst social media efforts
  - Conduct campaign in 4<sup>th</sup> Quarter and 1<sup>st</sup> Quarter



# TRAVEL PLANNING TOOLS

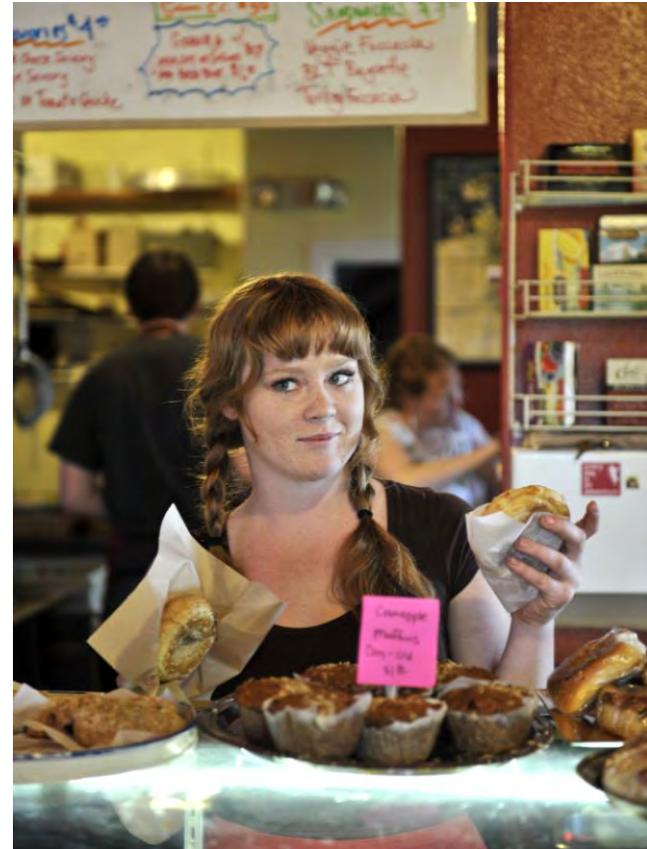
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- Distribute Alaska travel information and connect potential visitors with Alaska businesses:
  - Respond to approximately 650,000 requests for Alaska travel guides/brochures



# IN-STATE

- Encourage residents and their visiting friends and relatives to travel throughout Alaska
  - Air statewide TV schedule during April/May
- Provide trip-planning information
  - Distribute State Vacation Planner
  - Promote [TravelAlaska.com](http://TravelAlaska.com)



# WINTER PROMOTION



- Integrate new winter TV ad into rotation
- Enhance winter content and winter business listings on TravelAlaska.com
- Add winter video to TravelAlaska.com and YouTube and promote views
- Explore winter coop ideas
- Create regional winter itineraries based around events, and post online and in Vacation Planner



# PUBLIC RELATIONS



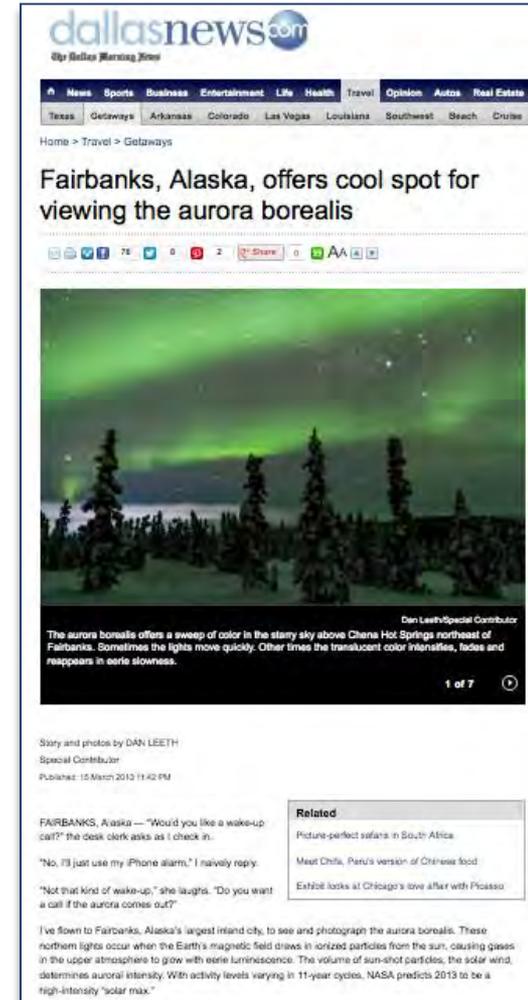
# PUBLIC RELATIONS STRATEGIES

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- Strategy 1: Generate large-scale image awareness in order to increase interest in Alaska as a year-round travel destination among new and existing travel prospects
- Strategy 2: Work with the media to generate travel stories featuring a wide variety of Alaska travel products, regions and market segments
- Strategy 3: Continue to enhance the State of Alaska's online media center and expand Alaska's online and digital media presence
- Strategy 4: Provide qualified journalists with trip planning assistance and bring qualified journalists to Alaska
- Strategy 5: Coordinate public relations efforts with Alaska businesses, community partners and DMOs
- Strategy 6: Monitor and report results of all public relations program components to determine return on investment (ROI)

# PUBLIC RELATIONS

- **Media Relations**
  - Generate positive travel-related editorial about Alaska
  - Develop, maintain and improve relationships with travel media, editors, writers
  - Target news channels of local and national media
- **Press Trips**
  - Showcase regions of the state as well as different seasons, niche markets and memorable experiences
  - Help writers/editors develop a year's worth of stories in a condensed time period



# PUBLIC RELATIONS

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- **Alaska Media Road Show (Oct)**
  - Alaska businesses, communities and organizations to meet one-on-one with writers/editors to discuss story ideas
- **New York Media Event (March)**
  - Less structured and more free-flowing
  - Meet with writers/editors about what is new and exciting in Alaska



# SOCIAL MEDIA



The image shows a screenshot of the Facebook profile for "Alaska Travel News". The profile picture is a large, detailed ice sculpture of a bear's head with its mouth open, showing sharp teeth. A person wearing a dark jacket and bright yellow gloves is working on the sculpture. In the bottom-left corner of the profile picture, there is a smaller inset image of a brown bear swimming in blue water. Below the profile picture, the name "Alaska Travel News" is displayed in bold, followed by "88,359 likes · 4,742 talking about this". To the right of the name is a settings gear icon. Below the name and likes is a bio section with the text: "Travel/Leisure We're all about bringing the Alaska travel industry, travel media, travelers interested in visiting the state and Alaska residents together to discuss what makes". Below the bio are several navigation buttons: "About", "Photos" (with a small thumbnail image of a person in winter gear), "Pinterest" (with the red Pinterest logo), "@alaskatravnews" (with the blue Twitter logo), and "Notes 23" (with a dropdown arrow). To the right of the "Notes 23" button, there is a preview of a note titled "RECIPE: Cabin Fever Tacos" by "Chef Erik Slater, Se".

106,449 fans as of May 2013

# SOCIAL MEDIA



## Alaska Travel

@alaskatravnews

*The official Twitter account of Alaska tourism. Join us in talking about Alaska travel news, links, facts, deals and more.*

Alaska · <http://www.TravelAlaska.com>



**Tom Colicchio** ✓  
@tomcolicchio



Following

#topchef fans tune in tonight. I think it is our best episode ever.



**Gail Simmons** ✓  
@gailsimmons



Following

Couldn't agree more. Great food, wilderness, puppies! " @tomcolicchio: #topchef fans tune in tonight. I think it is our best episode ever."



**Frommer's** @FrommersTravel

24 Jul

Alaska Cruises: Big Ships v. Small Ships [frm.rs/JdwMmf](http://frm.rs/JdwMmf) #travel #frommers

Retweeted by Alaska Travel



**Alaska Seafood** @ASMIAlSeafood

25 Jul

RT @alaskatravnews: Check out the awesome brown bear & salmon cam in #Alaska's @KatmaiNPS! #AlaskaCritters [bit.ly/OsvJk5](http://bit.ly/OsvJk5)

Retweeted by Joy Heimgartner



**lynnseidon** @lynnseidonink

11

Some of the reasons why the AK Highway is the drive of a lifetime  
@alaskatravnews @TravelYukon @TourismBC @themilepost  
[bit.ly/MGsWka](http://bit.ly/MGsWka)

7,677 followers as of May 2013

# SOCIAL MEDIA

**Top Pins From Boards**

[Yesterday](#) | [Past 7 Days](#) | [Past 14 Days](#) | [Past 30 Days](#) | [Past 30+ Days](#)

[Download](#)

<p>1</p>  <p><b>Engagement score: 103</b> 93 repins 6 comments · 29 likes</p>	<p>2</p>  <p><b>Engagement score: 26</b> 22 repins 2 comments · 12 likes</p>	<p>3</p>  <p><b>Engagement score: 15</b> 13 repins 0 comments · 6 likes</p>	<p>4</p>  <p><b>Engagement score: 12</b> 10 repins 0 comments · 8 likes</p>
<p>5</p>  <p><b>Engagement score: 11</b> 11 repins 0 comments · 0 likes</p>	<p>6</p>  <p><b>Engagement score: 10</b> 7 repins 1 comments · 8 likes</p>	<p>7</p>  <p><b>Engagement score: 9</b> 9 repins 0 comments · 1 likes</p>	<p>8</p>  <p><b>Engagement score: 9</b> 8 repins 0 comments · 3 likes</p>



Girdwood, Alaska... photo taken at midnight on June 26th, 2012  
29 likes · 6 comments · 93 repins

instagram.com

 **Jennifer Thacker**  
BEAUTIFUL!!!

 **Debbie Boise** Feel like I'm there! What a beautiful pic !

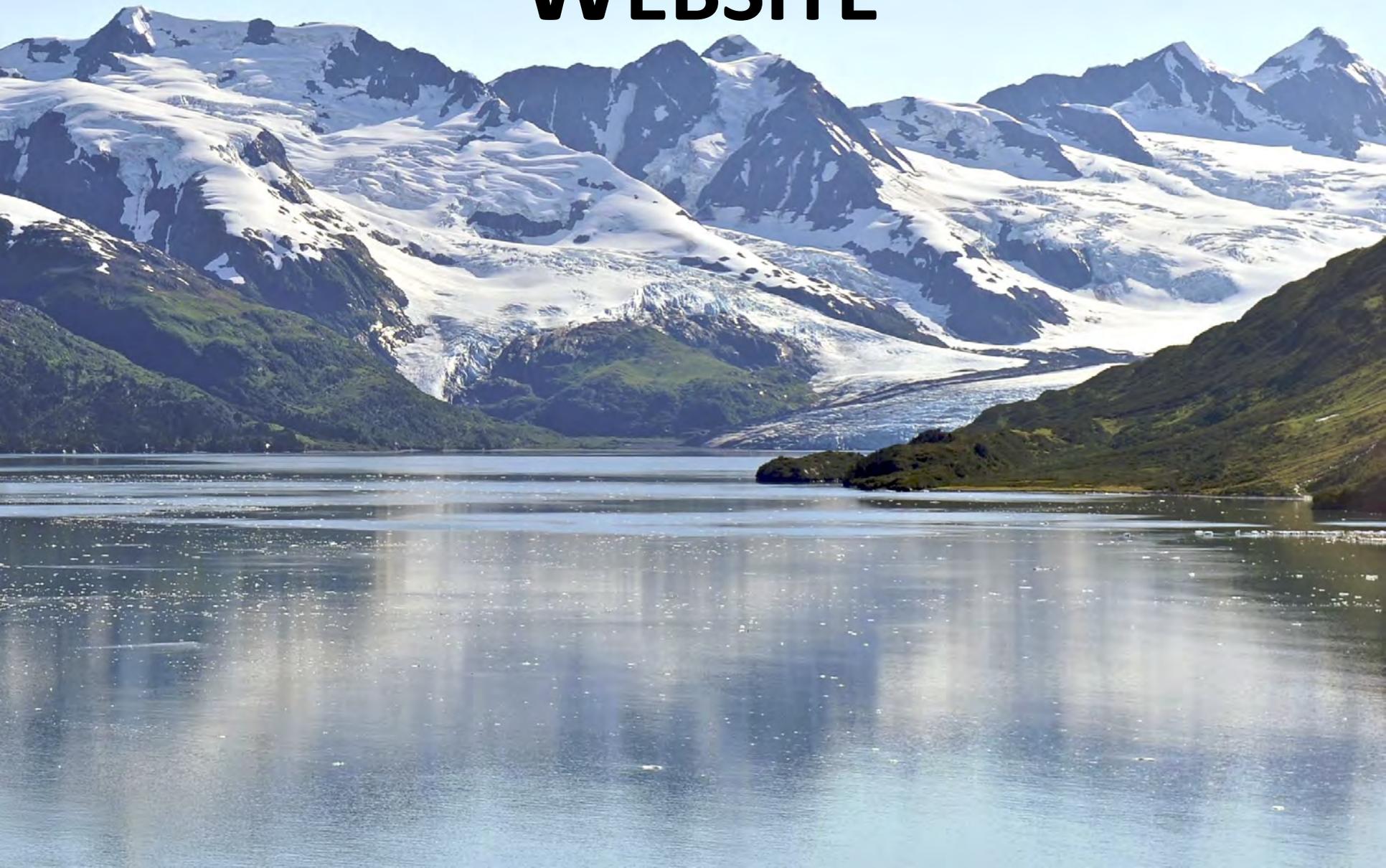
 **Margie Yongue** I miss those long summer days!!!! (lived there from 82-94)

 **Debbie Kopeshke**  
Beautiful...can't wait to go there

 **Ellen Espinosa** Love the picture - we are going to be there in 2 weeks - I can't wait to see it for myself.

1,092 followers, 101 likes and 625 items pinned as of May 2013

# WEBSITE



# WEBSITE STRATEGIES

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- Strategy 1: Upgrade digital content to reinforce brand strategy and build excitement for the destination.
- Strategy 2: Enhance site formatting and navigation to improve usability and platform stability.
- Strategy 3: Continue to improve website features to promote high visitor satisfaction and keep the site fresh and up-to-date.
- Strategy 4: Offer a variety of online marketing opportunities so tourism businesses and community organizations are able to connect with consumers looking for Alaska travel information.
- Strategy 5: Evaluate and improve tools to measure digital performance.
- Strategy 6: Use Search Engine Optimization to maximize consumer traffic to the website.
- Strategy 7: Conduct research with potential visitors and actual visitors to ensure the website delivers a quality online experience and meets consumer needs.
- Strategy 8: Utilize social media to generate interest in travel to Alaska and drive traffic to the website.



**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 >](#)

**FIND YOUR ALASKA**

HAVING FUN



DRIVING



RELAXING



LEARNING



ADVENTURE

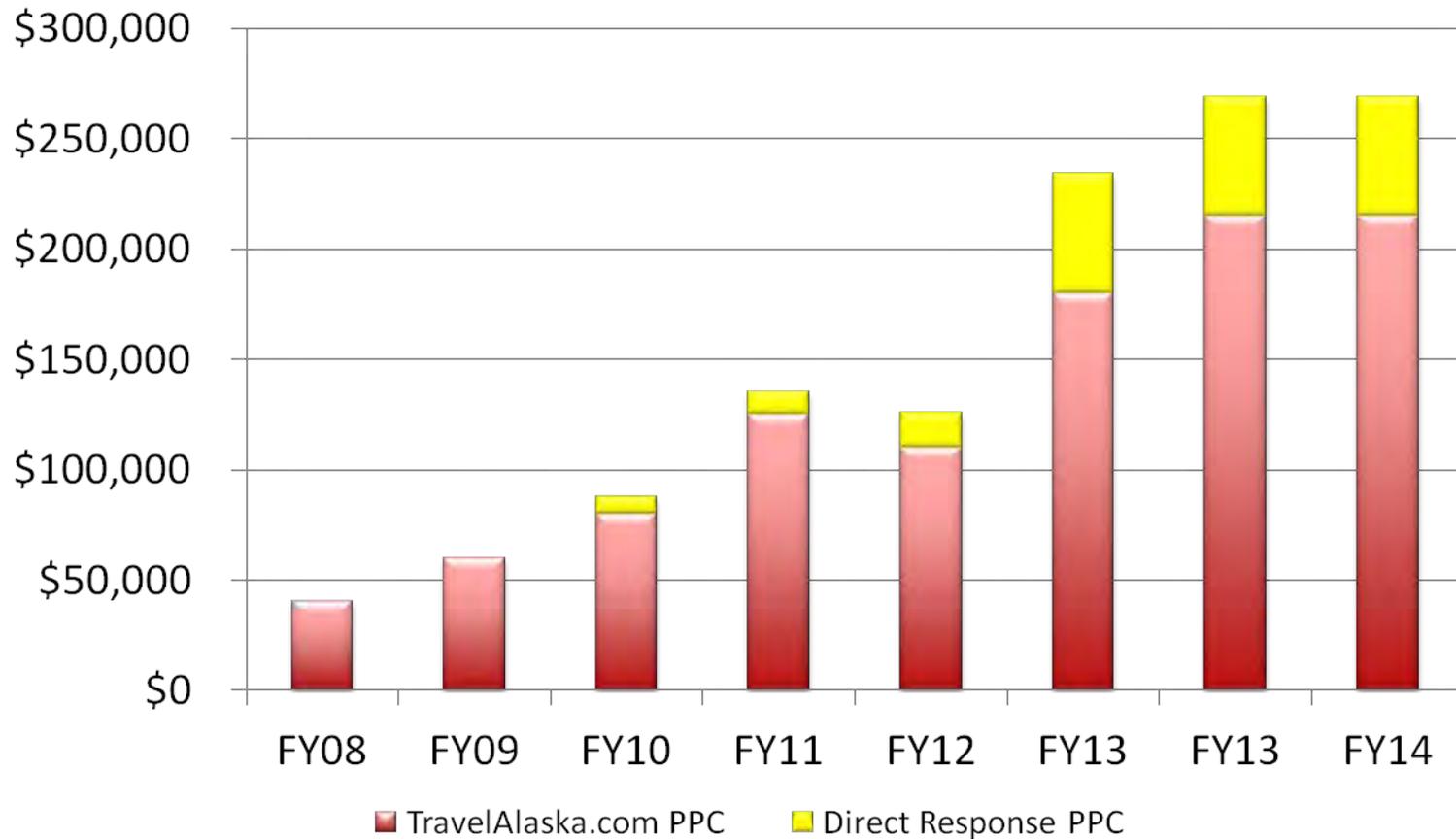


# TRAVELALASKA.COM

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- Enhance TravelAlaska.com to ensure it offers fresh, and inviting content/visuals to potential visitors:
  - Seasonal refresh of homepage, site photos, and “Things to Do” sections
  - Copy updates throughout the site
  - User-friendly online forms (limited info required from consumers)
  - pdf and epub versions of Vacation Planer for use with most tablets
  - Expanded mobile app development:
    - Add region/city and town maps to the locations section
    - Upload photos and videos to My Alaska from within the app
  - Allow Alaska businesses to place Vacation Planner ads online rather than filling out printed forms

# SEARCH ENGINE MARKETING



# TRAVEL TRADE MARKETING



# TRAVEL TRADE STRATEGIES

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- Strategy 1: Through strategic partnerships, foster development of Alaska tour product and provide destination awareness for the North American travel trade as defined by the following market segments:
- Tour Operators/Wholesalers
  - Cruise Lines
  - Airlines
  - Travel Agents
- Strategy 2: Collaborate with airline and cruise industry sectors to increase capacity to Alaska.
- Strategy 3: Promote and execute educational training programs about Alaska to the travel trade.
- Strategy 4: Provide planning information, sales tools and act as a facilitator between Alaskan tour suppliers and the travel trade.

# DOMESTIC TRAVEL TRADE SHOWS

- Alaska will attend the following shows and secure high visibility sponsorships as the budget allows:
  - US Tour Operators Association (USTOA) – December
  - America Bus Association (ABA) – January
  - National Tour Association (NTA) – February
  - Cruise Shipping Miami – March
  - Cruise 3 Sixty – April



**ALASKA**  
DREAM BIG!

**USTOA**  
Kona #1041  
December 6-8, 2012

**KONA ATTENDEES:**  
Lorene Palmer  
Division Director  
State of Alaska  
Email: lorene.palmer@alaska.gov

Jillian Simpson  
Travel Trade Representative  
Email: jsimpson@alaskatla.org

**STATE OF ALASKA**  
Kathy Dunn  
Tourism Marketing Manager  
1401 West 7th Avenue, Suite 1710  
Anchorage, Alaska 99501

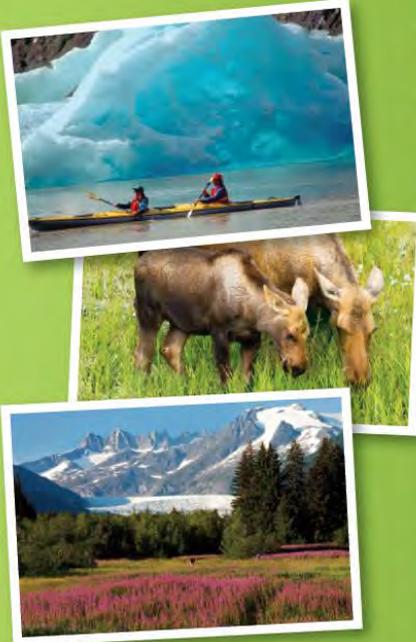
Phone: 907.260.5724  
Fax: 907.226.6147  
Email: kathy.dunn@alaska.gov  
Web: www.TourAlaska.com/Trade

**ALASKA**  
Beyond Your Dreams. Within Your Reach.



# TRAVEL AGENT TRAINING

- Launch enhanced ACE training program to increase travel agent knowledge and Alaska sales expertise



Become an  
Alaska Certified Expert

**SIGN UP FOR OUR FREE ONLINE  
ACE TRAINING PROGRAM**

- Differentiate yourself from other agents
- Gain tips on packaging and selling Alaska
- Help your clients realize a dream vacation
- Receive a special “Alaska Certified Expert” (ACE) certificate and logo

**REGISTER TODAY!**  
[www.TravelAlaska.com/ta](http://www.TravelAlaska.com/ta)



# INTERNATIONAL MARKETING



# INTERNATIONAL STRATEGIES

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- Strategy 1: Foster development of Alaska tour product and provide destination awareness for the international travel trade within the following market segments as the budget allows:
- Primary Markets: German Speaking Europe, Japan, United Kingdom, Australia/New Zealand
  - Secondary Markets: Korea, Benelux, France, Italy
  - Emerging Markets: China, Taiwan, Latin America, India
- Strategy 2: Generate image awareness in order to increase interest in Alaska as a travel destination among targeted international markets through public relations efforts and leveraged marketing partnerships with the travel trade.
- Strategy 3: Provide Alaska travel information to potential prospects through planner distribution and foreign language websites.
- Strategy 4: Collaborate with international air carriers to encourage and promote direct air service to Alaska.

# IN MARKET REPRESENTATION

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- The State of Alaska maintains offices in the following countries:
  - Australia
  - German Speaking Europe
  - Japan
  - Korea
  - United Kingdom
- Contractors provide essential services:
  - Track travel trends
  - Respond to consumer/trade/media inquiries
  - Conduct promotional efforts
  - Provide travel trade & sales training
  - Establish/maintain relationships with media and travel trade.

# TRAVEL TRADE

- Missions and workshops help increase knowledge of Alaska's history, culture, transportation options, local food specialties and tours/activities
  - Japan
  - Korea
  - Australia/New Zealand
  - Europe



# INTERNATIONAL TRAVEL TRADE SHOWS

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- Alaska will attend the following shows and secure high visibility sponsorships as the budget allows:
  - JATA Tourism Forum & Travel Showcase (Japan) – September
  - International Luxury Travel Market (Mexico) – September
  - World Routes (Las Vegas) – October
  - China International Travel Mart/CITM (China) - October
  - World Travel Market/WTM (London) – November
  - South Asia Travel & Tourism Exchange/SATTE (India) – January
  - Icelandair Mid-Atlantic (Iceland) – February
  - ITB Berlin (Germany) – March
  - International PowWow (Chicago) – April
  - China Outbound Travel & Tourism Market/COTTM (China) – April

# COOPERATIVE MARKETING

- Working with tour operators results in more visitors to the state



# MEDIA OUTREACH/ASSISTANCE

- Increase media exposure so Alaska is top-of-mind when consumers are determining travel plans.



Golfmagazin (August 2012)



Tour de Monde (December 2012)

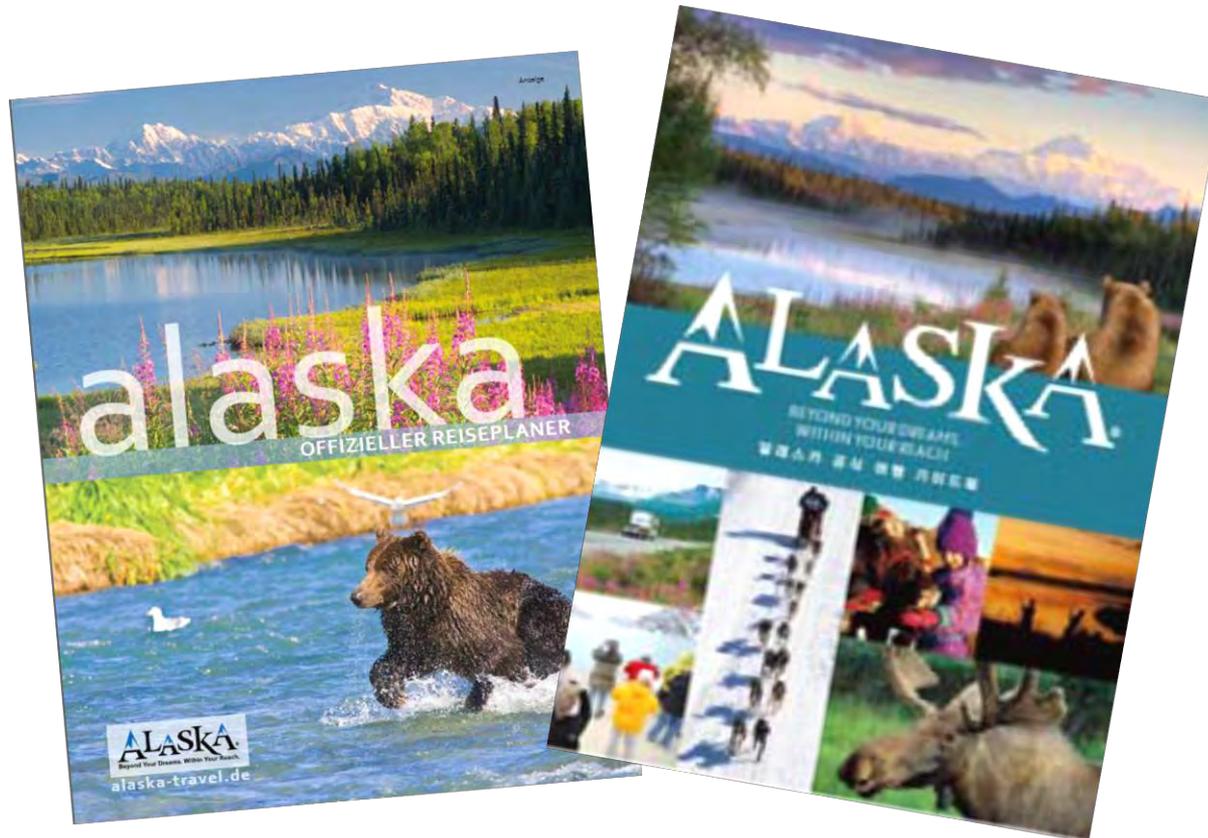
# LOCALIZED WEBSITES

- Maintain current information online and launch a new Spanish website



# COLLATERAL

- Distribute Alaska travel information and connect potential visitors with Alaska businesses
- In FY2014, an updated Japan guide will be produced.



# HIGHWAY MARKETING



# TARGET MARKET

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- The North to Alaska highway marketing program targets U.S. Leisure travelers who have an interest in Alaska, are predisposed to driving vacations, and have time/money to take longer trips
- **Primary Target:**
  - Retired
  - RV Owners
  - 55 years or older
  - No children in the household
- **Secondary Target:**
  - Non-RV highway travelers
  - Niche markets such as multi-generational family travelers and motorcycle riders

# HIGHWAY STRATEGIES

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- Strategy 1: Position the drive “North to Alaska” as the Ultimate North America Road Trip because it offers a memorable experience unlike anywhere else in the USA
- Strategy 2: Conduct a direct response campaign to connect with primary and secondary target markets
- Strategy 3: Introduce branding ads into targeted publications that reach our demographic
- Strategy 4: Use past results, research and industry trends to deliver highly qualified leads and visitors at the lowest cost
- Strategy 5: Fulfill requests with a North to Alaska guide and map in order to help those who are considering a driving trip to Alaska visualize their vacation and begin actively planning a trip
- Strategy 6: Redesign the NorthtoAlaska website to be a companion to the guide and better represent the brand positioning and value proposition

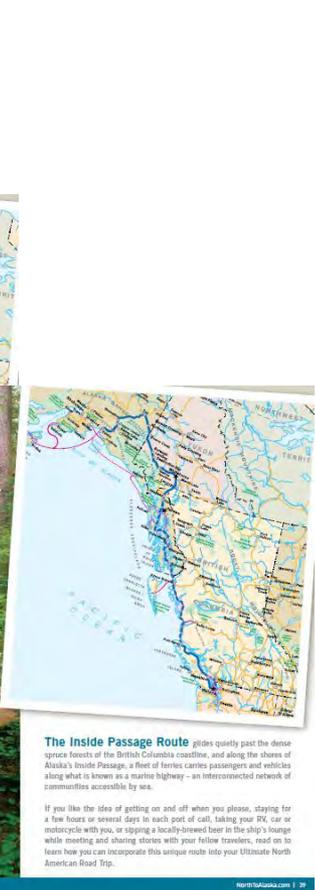
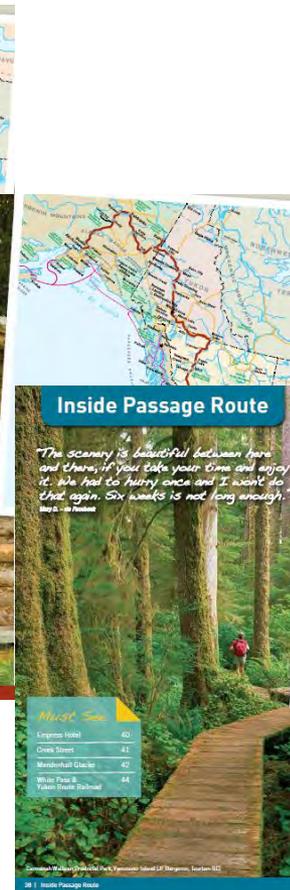
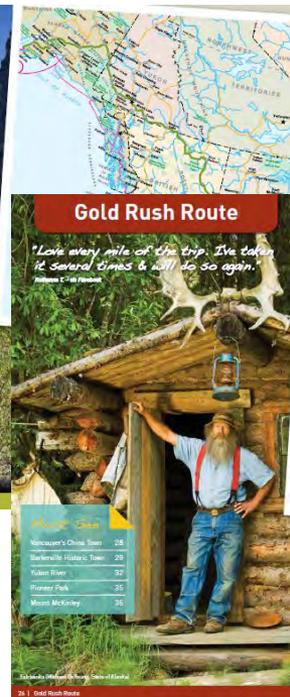
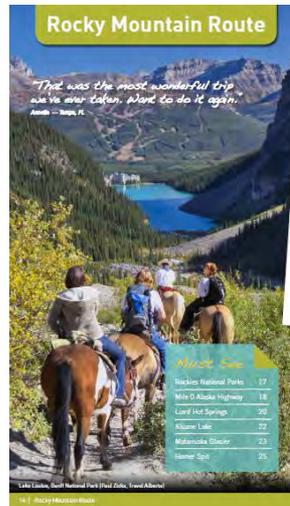
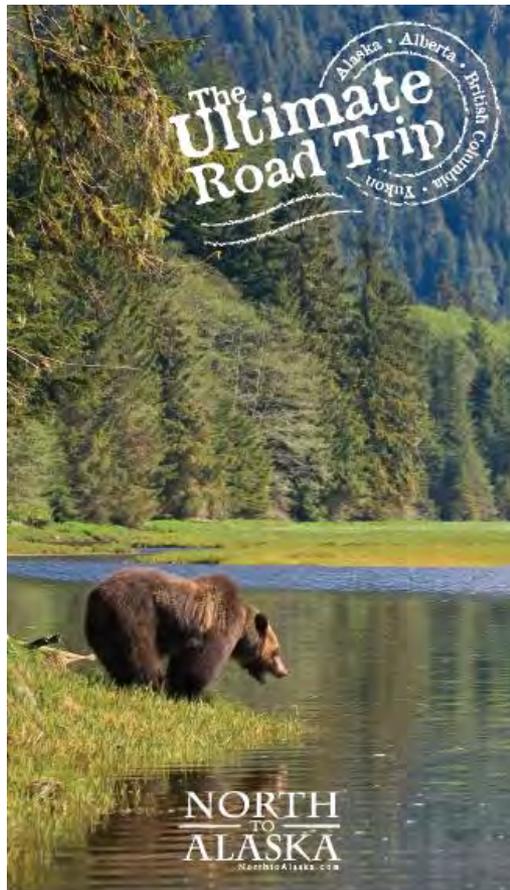
# HIGHWAY STRATEGIES

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- Strategy 7: Drive consumers to the website for additional information and links via keyword buys on primary search engines and URL in all materials
- Strategy 8: Continue to market to past inquirers via direct mail, email and e-newsletters
- Strategy 9: Meet face-to-face with RV travelers by participating in a North to Alaska booth at Quartzsite
- Strategy 10: Use social media as a tool to interact and converse with our target market as well as share information, links and images
- Strategy 11: Grow the number of people who follow North to Alaska and share information with their friends

# NORTH TO ALASKA HIGHWAY MARKETING

- New North to Alaska guide highlights the “Ultimate North America Road Trip” and showcases three distinct driving routes



# REACHING HIGHWAY TRAVELERS

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- One-on-one interaction with potential travelers at Quartzsite RV Show



# REACHING HIGHWAY TRAVELERS

- Online newsletters and North to Alaska Facebook page allow easy access to highway travel information
- New NorthtoAlaska.com will complement the printed guide

**NORTH TO ALASKA**

**North to Alaska**  
11,991 likes · 4,356 talking about this

Travel/Leisure

We invite you to go on the ultimate North American road trip, a memorable adventure through Alberta, British Columbia and the Yukon, on the way to Alaska. Check out our official website at [www.northtoalaska.com](http://www.northtoalaska.com)

About Photos Likes

**Fan Photo**  
Taken by Dewwy Fowler

11,991

# JOINT ALASKA/YUKON PROMOTION

- Partnership with Government of Yukon leverages the Alaska budget and allows us to reach more potential visitors
  - Direct Response Campaigns
  - Special Promotions



# PARTNERSHIP OPPORTUNITIES



# PARTNERSHIP OPPORTUNITIES

- Opportunities for businesses and organizations to participate in the state tourism marketing program

- Domestic consumer marketing:
  - Cooperative Magazine ads
  - Consumer Shows in 5 US states
  - Advertise in State Vacation Planner
  - Advertise on TravelAlaska.com
  - Online Travel Specials
  - Cooperative Leads program



# PARTNERSHIP OPPORTUNITIES



- Opportunities for businesses and organizations to participate in the state tourism marketing program
  - Domestic Media Events:
    - Alaska Media Road Show
    - New York Media Event



# PARTNERSHIP OPPORTUNITIES

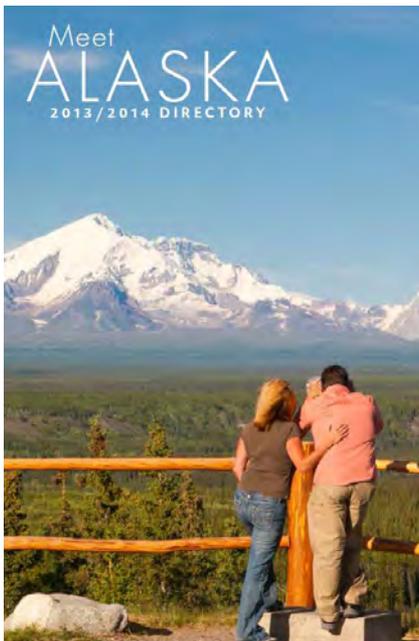


- Opportunities for businesses and organizations to participate in the state tourism marketing program
  - International travel trade:
    - Sales/Media Missions
    - Advertising in foreign language guides and websites



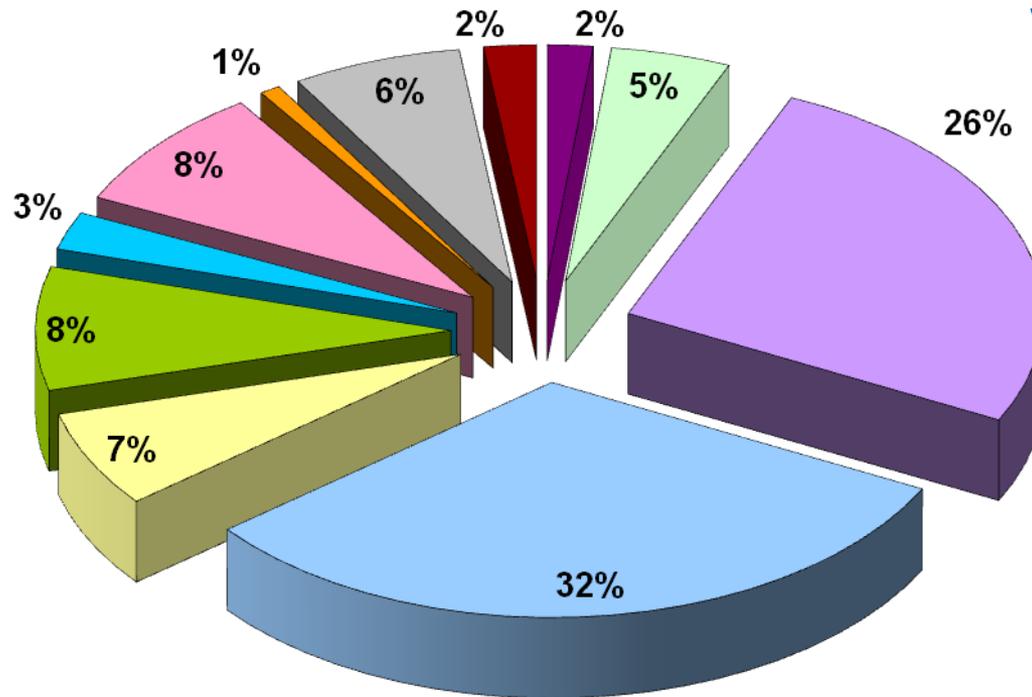
# PARTNERSHIP OPPORTUNITIES

- Opportunities for businesses and organizations to participate in the state tourism marketing program
  - Domestic travel trade:
    - Domestic trade shows
    - Meet Alaska Directory
    - Travel Agent Cooperative Mailing



# FY2014 MARKETING BUDGET

**\$18.7 million**



- Research
- Television
- Travel Trade
- Tourism Support Services
- Media Relations/PR
- Website
- International
- DCCED Expenses
- Consumer Marketing
- Collateral/Fulfillment
- Instate

# FOR MORE INFORMATION:

The screenshot shows the website for the Alaska Department of Commerce, Community & Economic Development, specifically the Tourism Development and Marketing page. The page features a navigation menu with links for 'HOME', 'FINANCING SECTION', and 'DEVELOPMENT SECTION'. A search bar is located in the top right corner. The main content area is titled 'DIVISION OF ECONOMIC DEVELOPMENT' and 'TOURISM DEVELOPMENT AND MARKETING'. It includes a paragraph about the importance of tourism to Alaska's economy and a photo of a bear and cub in a natural setting. The page also has a 'CONTACT INFORMATION' section with links for Marketing, Training and Business Assistance, Research, and Tok Alaska Public Lands Information Center. A sidebar on the left contains 'Tourism Links' and 'Division Links'.

State of Alaska

myAlaska My Government Resident Business in Alaska Visiting Alaska State Employees

Department of Commerce, Community & Economic Development  
**Economic Development**

search

DCCED-DED State of Alaska

HOME FINANCING SECTION DEVELOPMENT SECTION

State of Alaska > Commerce > DED > DEV > Tourism Development

**Tourism Links**

- Tourism Development and Marketing Home Page
- Official State of Alaska Vacation and Travel Information
- Contacts for Visitors, Students, Vendors, Filmmakers, and Individuals Relocating
- Tourism Marketing
- Tourism Research
- Training and Business Assistance
  - ▶ AlaskaHost
  - ▶ CulturalHost
  - ▶ Alaska Tour Guide Training

**Division Links**

- Financing Section
- Development Section
- Contact Staff

**DCCED Links**

- Commissioner
- Banking & Securities
- Community & Regional Affairs

**DIVISION OF ECONOMIC DEVELOPMENT**  
**TOURISM DEVELOPMENT AND MARKETING**

Tourism is an important part of Alaska's economy and enhances the quality of life for Alaskans. Visitor spending provides an immediate and substantial impact on jobs and families. The State of Alaska endeavors to increase visitor volume and local economic benefit by providing marketing, research, visitor information, business assistance, and training programs to communities, businesses, agencies, and residents.

Photo Credit: Alaska Tourism Marketing Program

**CONTACT INFORMATION**

- ▶ Marketing
- ▶ Training and Business Assistance
- ▶ Research
- ▶ Tok Alaska Public Lands Information Center