

Alaska Tourism Marketing FY2012: Yearend Report

Commissioner Susan Bell

ALASKA
DEPARTMENT OF
COMMERCE,
COMMUNITY,
AND ECONOMIC
DEVELOPMENT

Alaska's Tourism Marketing Program

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Generating Results

- **FY 12 Goal: Generate 511,000 requests for Alaska travel information**
 - Total of 626,403 requests received; Exceeded goal by 23 percent
- **Public Relations Return on Investment**
 - Generated 456 Alaska tourism stories
 - Advertising value = \$71.7 million
 - Return on investment = \$72 for every \$1 spent
- **4th Quarter Online Advertising & Digital Media**
 - Generated more than 973,850 site visits to TravelAlaska.com through all advertising efforts
- **Redesigned Look of State Vacation Planner & North to Alaska Vacation Guide**

Reaching Travelers with Alaska's Message

- State Vacation Planner was redesigned to incorporate and support other state agencies

Alaska Grown
Eat Locally
 Locally grown produce and products abound in open-air markets during the summer. Or you can stock up on famous Alaska delicacies like canned and smoked salmon, wild berry products and reindeer sausage.

Farmers' Markets
 Alaska is known for its long summer days and, in the northernmost parts of the state, the sun doesn't set at all for 85 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 cool climate really does make vegetables sweeter! Between tasting fireweed honey, finding a special brand of handmade sea salt and admiring our late-blooming peonies, Alaska's farmers' markets are just one way to eat locally. If you visit during late summer, check out giant Alaska cabbage, zucchini, pumpkins and rhubarb at the Alaska State Fair in Palmer, just an hour north of Anchorage. Sample Alaska Grown produce when you dine out. Just look for the Alaska Grown logo on the menu or ask your server. Many local chefs prefer to cook with fresh-picked vegetables and build their daily specials around what's in season.

Wild Alaska Seafood
 With more than 3 million lakes, 3,000 rivers and 34,000 miles (57,718 km) of coastline, Alaska is one of the most bountiful 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 whitefish and shellfish. Swimming wild in these icy, pure waters and feeding on a natural diet, Alaska seafood has an unparalleled flavor prized by chefs and connoisseurs alike. You'll find fresh Alaska seafood sold all over the state and available in many restaurants. For Alaska seafood recipes, visit Recipes.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 some of the most beautiful in the world. In fact, shopping in the Last Frontier is an adventure in itself. Choose from collector's items made from animal skins, fur or bone and woven baskets of birch grass, bark or balesen. Or shop for local crafts, handmade soaps and jewelry.

The official "Made in Alaska" logo indicates an item was made by an Alaska resident or company. The silver hand emblem symbolizes authentic Alaska Native handicrafts. The shop or 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.

Alaska Native Handicrafts from Alaska
MADE IN ALASKA

Reaching Travelers with Alaska's Message

- State Vacation Planner was redesigned to incorporate and support other state agencies



Cultural Performance, Sitka

Arts

Alaska's jaw-dropping vistas and vibrant cultures have inspired artists, photographers, totem carvers, poets, musicians and authors, from Sidney Lawrence and Brad Washburn to Jewel and Tom Bodett. Contemporary mediums like film, photography and performance art complement traditional art forms like dance, wood carving and beadwork. Artists-in-residence at Denali National Park take their turn at commemorating "The Mountain" (Mount McKinley) and gallery-goers visit the Anchorage Museum's Art of the North permanent collection. Alaska artists are often found painting en plein air or composing a sonnet in our state parks.

Native artists in nearly every rural community offer their carvings, bead sewing or other contemporary interpretations of their cultural heritage. The Alaska Native Arts Foundation's gallery in downtown Anchorage brings authentic artwork, jewelry and clothing from the villages to the gallery for sale. Opportunities for art abound - come revel in it or try your hand at art in Alaska!

Alaskans are serious about their art: the Alaska State Council on the Arts ensures that art plays a critical role in the life of our communities as well as in the welfare and educational experience of our citizens. In fact, Alaska mandates that a certain percentage of all major construction projects is earmarked for a piece of art. Foundations and arts organizations support individual artists as well.



Alaska Folk Festival, Juneau

Culture

Alaska Native Life

Today, Alaska Natives comprise almost 16 percent of Alaska's population. These indigenous people interweave today's modern lifestyle with their own cultural threads 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 Alutiq Museum and Archaeological Repository in Kotlik, the Kenai Visitors and Cultural Center in Kenai or the famous totem exhibits in Ketchikan. Go on a guided tour - a tour to Barrow will take you to the site of the Inupiat Heritage Center - or view traditional style clan houses in Wrangell, Haines, Sitka and other communities in Alaska.

Alaska Native Heritage Center

For those wishing to delve into the traditions and history of Alaska's 11 Native cultures, the Alaska Native Heritage Center is not to be missed. A renowned cultural center and museum, the center is situated on 26 tranquil, wilderness acres near downtown 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 six life-sized ancient dwellings, and to watch dance performances, game demonstrations and interpretive story-telling. Visitors can join in drumming and dancing, practice throwing a spear or create personal Alaska Native-inspired artwork. Of course, the renowned Heritage Gifts shop is the official marketplace for the center and one of the premier locations in Alaska to purchase authentic Alaska Native made items such as masks, jewelry, paintings, dolls and more!

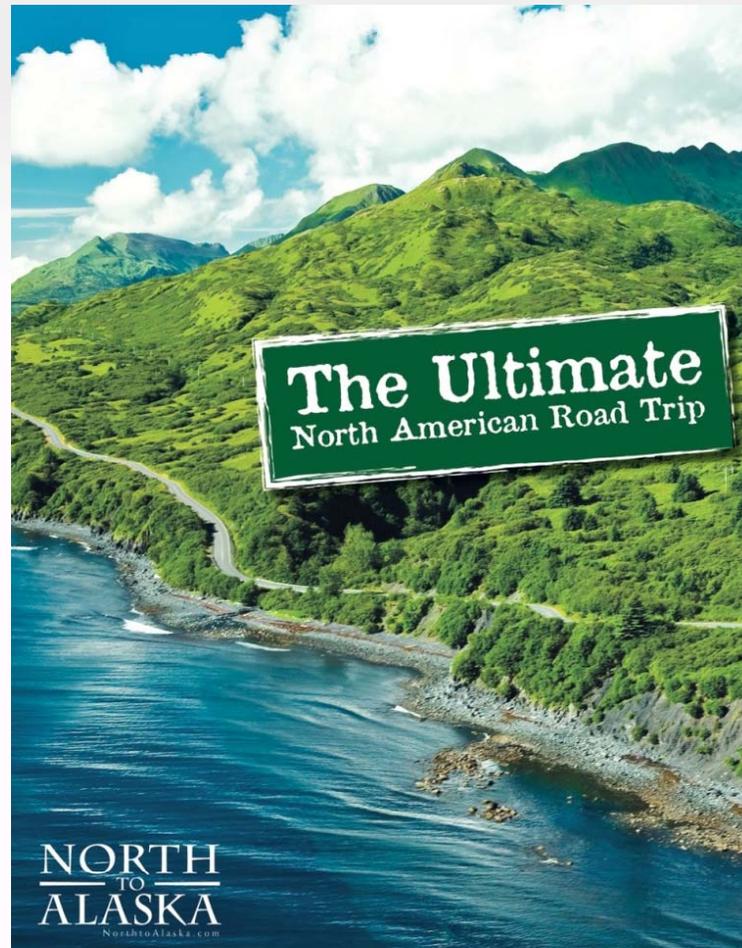


Filming the Big Miracle

Films in Alaska

It is easy to understand why filmmakers love Alaska. The state offers unparalleled production values: a wide range of climates and four distinct seasons, and extraordinary natural features, including majestic fjords, rainforest islands, mountain ranges and endless sun in the summer months. For movies filmed in Alaska, the landscape is often an integral part of the plot, a character in itself. From thrillers to family-friendly features, being on location in Alaska is a real adventure. Visit Barrow to re-create your own *Big Miracle*, visit Alaska during the Iditarod Sled Dog Race to experience your own *White Fang* sled dog adventures or check out main street Sitka, where a portion of *The Proposal* was filmed. film.alaska.gov

North to Alaska Guide



Reaching a Variety of Audiences

New Japanese Website was Launched



アラスカトラベルガイドとトラベルインフォメーション

ALASKA
Alaska-Japan.com

アラスカを体験しよう | 地図及びアラスカ地域情報 | 楽しみ方 | 宿泊 | 歩き方 | パッケージツアー | 旅行計画のヒント

アルスワース・ポート、水上飛行機、タナリアン山と夕暮れ
水上飛行機での移動はアラスカ旅行の醍醐味でもあります。人里離れた大自然にあるロッジへの移動、釣り、ベアウォッチングなど、水上飛行機を使うことにより、ユニークなアラスカをご体験いただけます。
(Photo: Michael DeYoung) [詳細はこちら](#)

アラスカ州知事
ショーン・バーネルからのご挨拶
アラスカ観光協会公式サイト「アラスカ・パッケージ&トラベル・インフォメーション」によるこそ、世界中のどの子ステーションよりも比較にならないユニークな場所であるアラスカの旅は、毎日が忘れられない出会いの連続です。愛らしいムースの親子連れ、巨大な氷河と山々、アラスカ特有の先住民の文化... [続きを](#)

あなたのアラスカを見つけよう!

お楽しみ | ドライブ | リラックス | 学ぶ | アドベンチャー

Reaching a Variety of Audiences

New TravelAlaska App was Launched

iTunes Preview

What's New What is iTunes What's on iTunes iTunes Charts How To

TravelAlaska [View More By This Developer](#)
 By State of Alaska
 Open iTunes to buy and download apps.



[View In iTunes](#)

Description
 The TravelAlaska app is the travel companion to the State's official website TravelAlaska.com and vacation planner. The app is a tool for itinerary planning and draws its data from website information and advertisers.

[State of Alaska Web Site](#) [TravelAlaska Support](#) [...More](#)

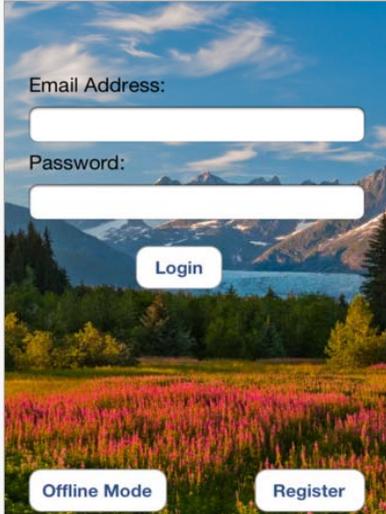
What's New in Version 1.3
 -Minor bug fixes
 -Updated TravelAlaska partner information

Free
 Category: Travel
 Updated: Jul 25, 2012
 Version: 1.3
 Size: 9.2 MB
 Language: English
 Seller: Dawley & Associates
 © State of Alaska
[Rated 4+](#)

Requirements: Compatible with iPhone 3GS, iPhone 4, iPhone 4S, iPhone 5, iPod touch (3rd generation), iPod touch (4th generation), iPod touch (5th generation) and iPad. Requires iOS 5.0 or later.

Customer Ratings
 We have not received enough ratings to display an average for the current version of this application.
 All Versions:
 ★★★★★ 9 Ratings

iPhone Screenshots




ALASKA
 TravelAlaska.com Services Locations My Alaska

Presenting Alaska to the World

National exposure on Yahoo Travel (April 2012)

10 great all-American road trips



By Elissa Richard | Yahoo! Travel – Tue, Apr 10, 2012 6:00 PM EDT



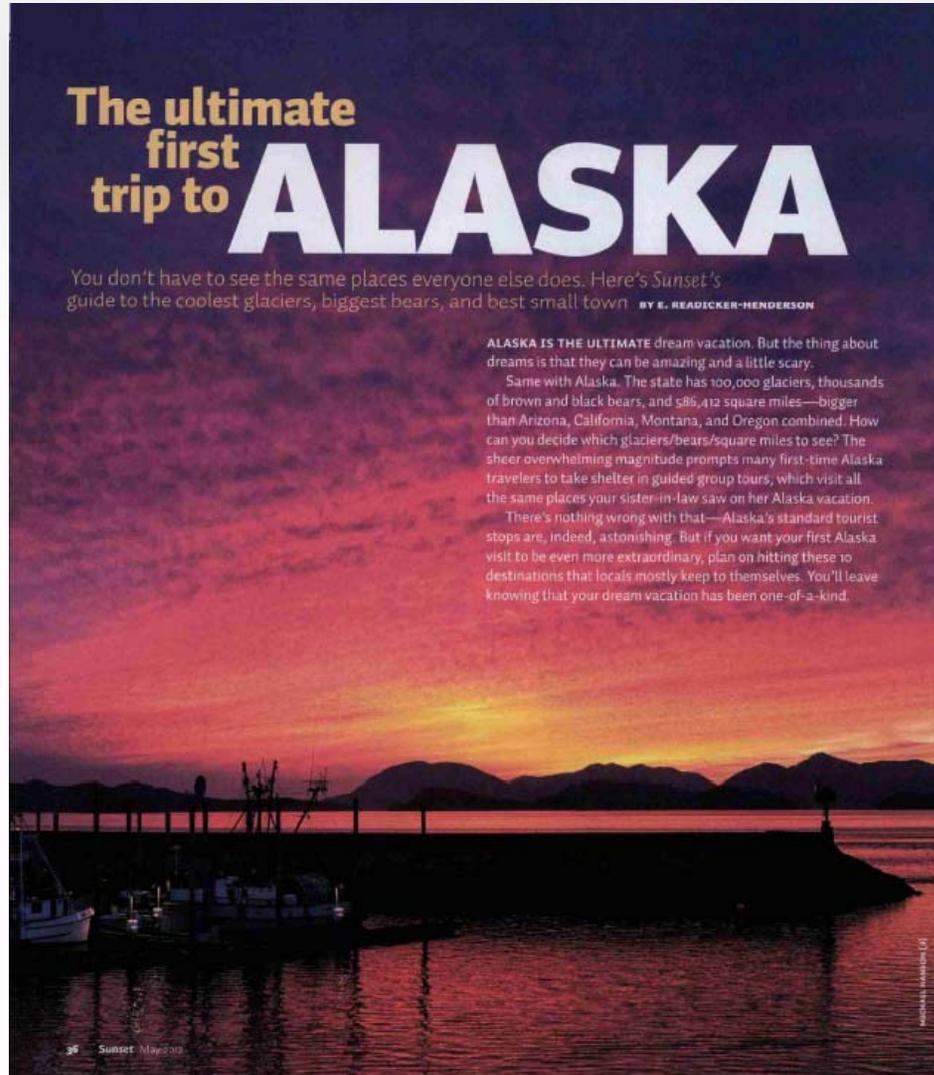
Answering the call of the open road is practically an American rite of passage. These 10 distinctive all-American road trips, inclusive of both roads less traveled and tried-and-true, pave the way through the country's finest landscapes, from [California](#) coastline to Rocky Mountain ranges to [Florida](#) beaches—and beyond. So put the pedal to the metal, crank up those tunes, and roll down those windows to gaze upon America the beautiful as it rolls by.

[If you'd like to see your images on Yahoo! Travel, join now and submit your own!](#)



Presenting Alaska to the World

National exposure in Sunset magazine (May 2012)



Presenting Alaska to the World

Global exposure via Social Media channels

Alaska Travel News
9,416 likes · 1,455 talking about this

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 traveling

[About](#) [Photos](#) [Pinterest](#) [Likes](#) [FB Policy](#)

9,416

Supporting Business Partners Selling Alaska

- Individual Tour Operator Alaska Training Sessions
 - Anderson Vacations
 - American Safari Cruises
 - Gate 1 and Norwegian Fams

- Cruise Line Industry Conference/Cruise3Sixty
 - Trained 150 travel agents
 - Provided one-to-one support to 200 travel agents visiting the Alaska booth

- International POW WOW Conference
 - One-to-one meetings with 50 journalists
 - One-to-one meetings with 155 international tour operators

Supporting Business Partners Who Sell Alaska

- Closing the deal with Icelandair, with ultimate goal of encouraging new air service to Alaska



Supporting Business Partners Selling Alaska

- Alaska Certified Expert (ACE) Program
 - Promoted the online Alaska travel training program via an email broadcast to 70,000 U.S. Travel Agents in April
 - 1,995 travel agents that have become ACE graduates



Alaska's Tourism Marketing Team

- DCCED Commissioner Susan Bell
- Assistant Commissioner Robbie Graham
- Communications Coordinator Dru Fenster
- Director, Division of Economic Development Wanetta Ayers
- Tourism Manager Caryl McConkie
- Director of Admin Services JoEllen Hanrahan
- Admin Operations Manager II Barbara Reid