



Alaska Tourism Marketing FY2013: 1st Quarter Report

Commissioner Susan Bell

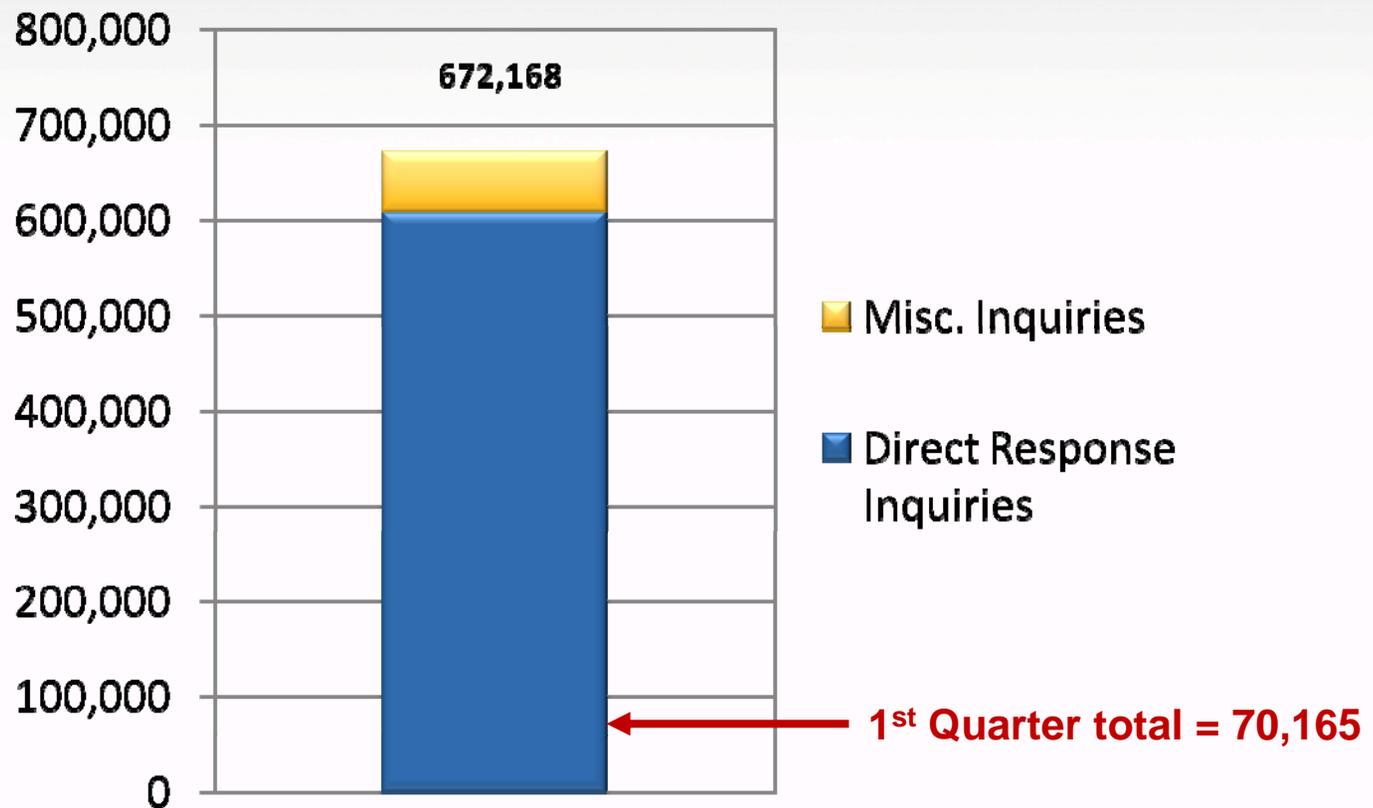
ALASKA
DEPARTMENT OF
COMMERCE,
COMMUNITY,
AND ECONOMIC
DEVELOPMENT

Alaska's Tourism Marketing Program

1	Generating Results
2	Reaching U.S. Travelers
3	Connecting with Tourism Industry
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5	Reaching International Travelers
6	Creating New Opportunity
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Generating Results

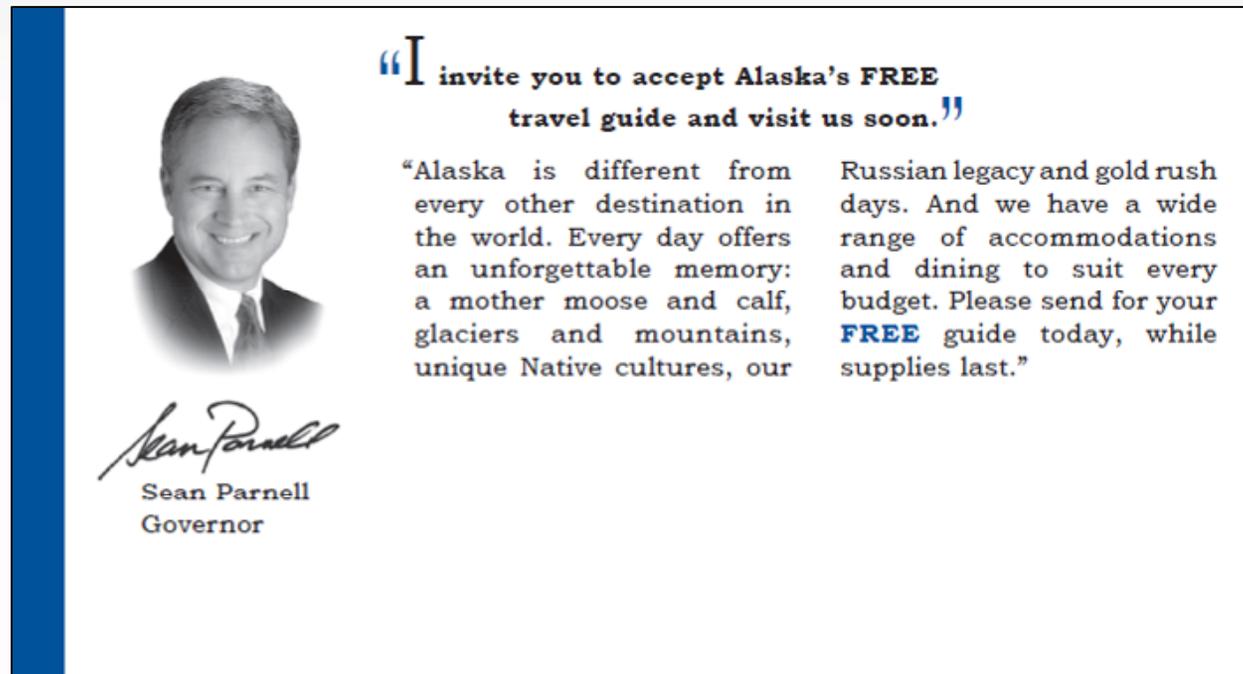
- The FY 13 goal: generate 597,494 requests for Alaska travel information



Reaching U.S. Travelers

Personal Invitation from Governor Parnell

- Direct Mail package sent to 369,891 U.S. consumers the week of September 10



“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.”

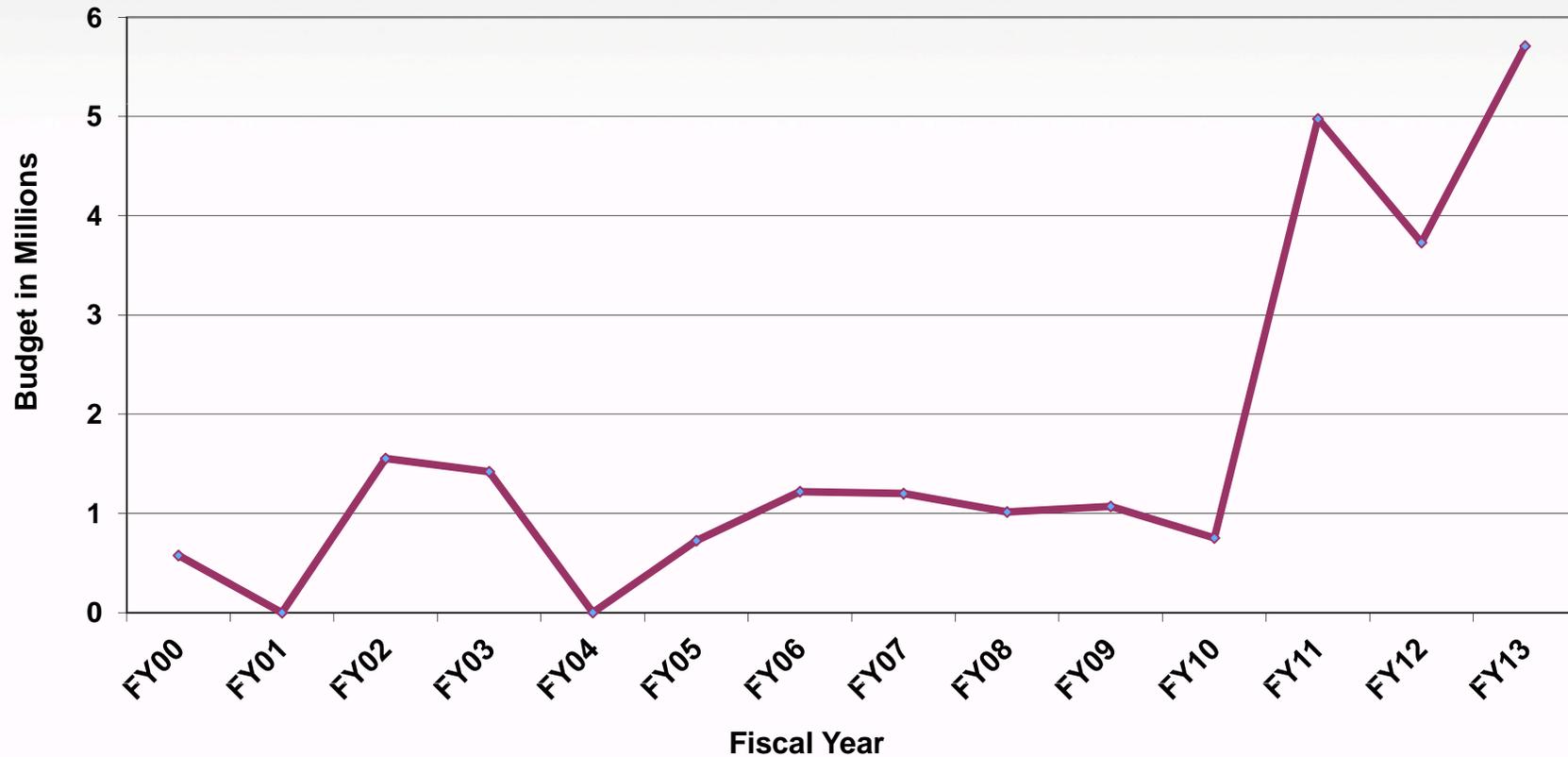


Sean Parnell
Sean Parnell
Governor

Reaching U.S. Travelers

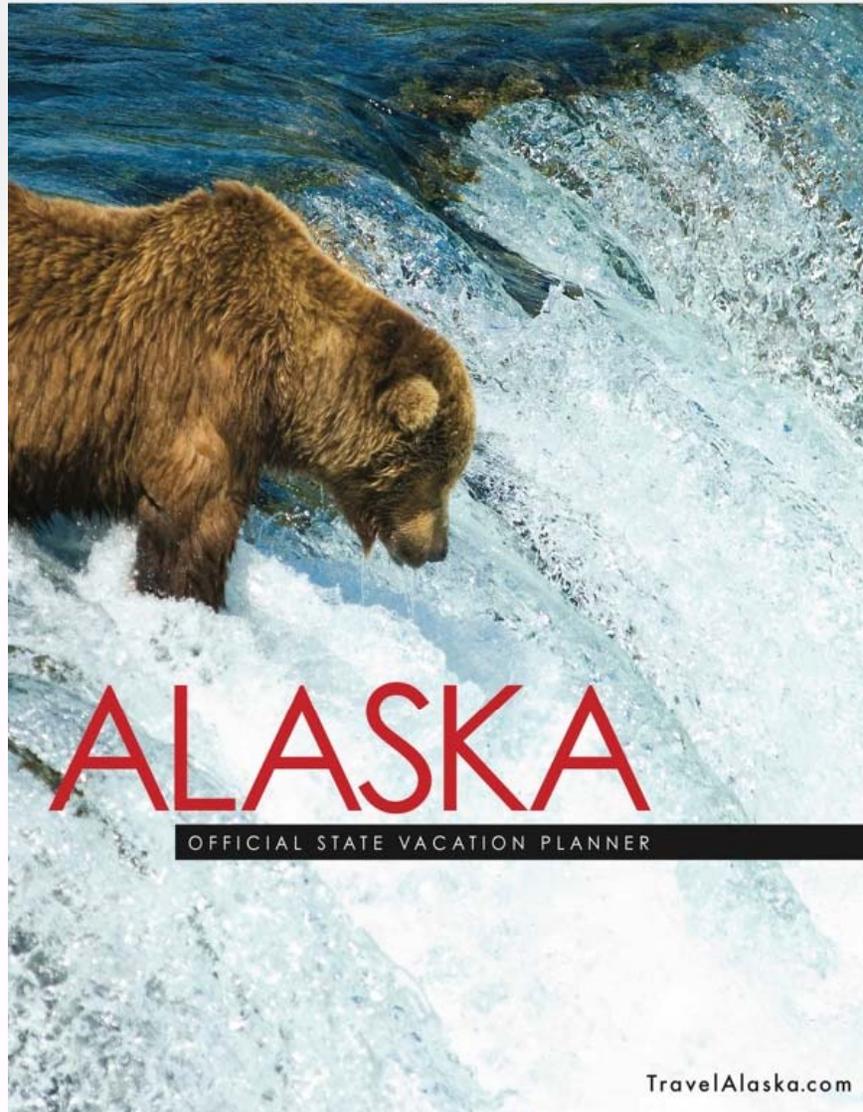
Alaska's largest TV advertising campaign to date!

\$5.7 million
investment in TV advertising



Reaching U.S. Travelers

2013 Official State Vacation Planner



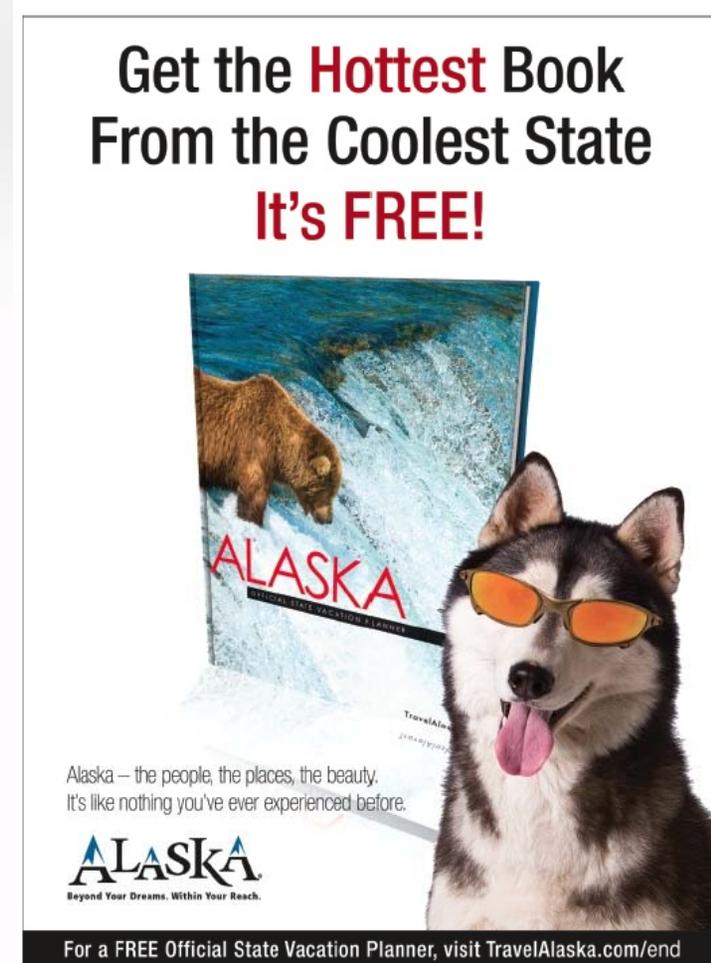
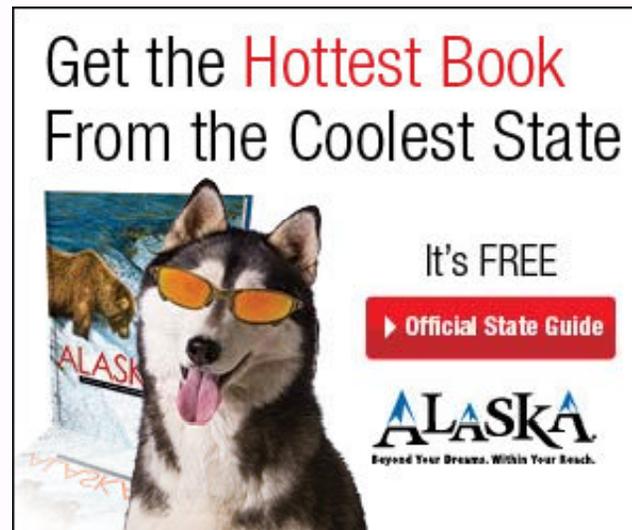
470,000

*Copies will be
distributed*

Reaching U.S. Travelers

National Media Campaign Begins

- Full-page, color ads ran in five national magazines (Sept/Oct issues)
- Online advertising campaigns began running on four travel network channel sites



Connecting with Tourism Industry

- Memorandum of Understanding signed with ATIA
- Participated in Industry Meetings:
 - ATIA Marketing Committee, August 13
 - ATIA International Subcommittee on September 28
 - Presentation to Alaska Campground Owners Association on September 29

Presenting Alaska to the World

National Cooking Competition Show will feature Alaska

- Filmed in Juneau this summer; show will air January 2013
- Alaska seafood was the featured ingredient
- DCCED/ASMI Partnership



Reaching International Travelers

Korean Website Launched in August



Creating New Opportunity

- Icelandair announces nonstop service between Reykjavik and Anchorage!
- Offered seasonally May – September 2013
- Two flights scheduled per week

ICELANDAIR



Creating New Opportunity

Japan Airlines 2012 FAM Trip

- Brought two Japan Airlines representatives and three Japanese tour operators to Alaska September 16 – 21 to experience Alaska activities and communities popular with Japanese visitors
- JAL confirmed it will operate 15 charter flights to Alaska this winter; flights offered December 23 – March 24



Alaska in the News

Smithsonian.com and TravelPulse.com



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SCIENCE & NATURE
Bears, Up Close and Personal, in the Alaskan Wilderness
A newly built retreat gives visitors a chance to see the Kodiaks in their element
By Elaine Glusac
Smithsonian.com, September 13, 2012. [Subscribe](#)

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More from Smithsonian.com

- Can Brown Bears Survive in the Pyrenees?
- How To Avoid Being Eaten By A Black Bear

Rule number one on a Kodiak Island adventure: Never surprise a bear. "Stay together, talk in normal tones and don't make sudden movements," instructs guide Fred Katalinikoff, shouldering a rifle and leading our group of six hikers from the Karluk Lake shore, where we've anchored our skiff, to a river bluff viewing post. In between lies a mountain-backed meadow of shoulder-high wildflowers, grasses and fireweed where, most certainly, bears bed down.

The evidence lies in the vague trails parting the grass where large things clearly have trod, empirical reminders of the Alaskan island's fame as home to the densest population of brown bears in the world: An estimated 3,500 bears live on

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TRAVEL PULSE DAILY NEWSLETTER
Little Black Book
Leisure Travel Leaders Awards 2011

Alaska for Beginners
By David Cooswell
August 05, 2012 11:45 PM

I'm not a country or destination collector. I've met people who collect countries like charms on a bracelet that they display proudly to anyone who will pay attention. But I've never bothered to count the countries or states I've been in because it has nothing to do with the way I travel. If I were a country or destination collector, I could now add Alaska to my list and move on to another place to add to my list. But instead, after an amazing week in Alaska it only whetted my appetite and made me hungry for more... a great deal more.

I could imagine myself being like one of many people I met who were drawn to Alaska for some reason and just never left. You could spend years and years there and never begin to complete your exploration of the state's beauty and fascination. For one thing it is gigantic, almost inconceivably huge. If you take its entire width from the chain of Aleutian Islands in the west down to the islands in the southeast along the coast of Canada, Alaska is nearly

Today's Travel News Stories

Club ABC Tour Operator Ceases Operations, Standing Suppliers and Travelers

SeaDream Yacht Club to Launch First-Ever Asia Program in Late 2013

Karisma Hotels & Resorts to Expand Property Reach to Jamaica

Celebrity Names Four Employees Godmothers of

EXPLORE DESTINATIONS, EXPERIENCE LUXURY, EARN REWARDS

Alaska in the News

Vivace Magazine



Alaska in the News

Katmai National Park Webcam Recieves Lots of Exposure!

Story published on:

- Tip-online.at
- Traveltalk.de
- Vusa.travel



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tip » news » destination

Per Mausclick zur Bärenbeobachtung nach Alaska

27 Juli 2012, 15:57

Wer träumt nicht davon einmal live dabei zu sein, wenn sich die Braunbären zum reichhaltigen Lachsmahl an den Flüssen Alaskas versammeln? Dank Webcam kann man das faszinierende Spektakel nun von jedem Ort der Welt zum Nulltarif verfolgen.



Per Webcam zur Bärenbeobachtung

Per Mausclick treten Sie Ihre persönliche Reise in den Katmai Nationalpark an und beobachten die zotteligen Giganten an den Brooks Falls. Ein besonderes Spektakel. Vor allem im Juli, wenn die Lachse in großer Zahl den Brooks River stromaufwärts schwimmen und dabei die Wasserfälle „im Flug“ zu überwinden versuchen. Dann brauchen die Bären nur noch ihre hungrigen Mäuler aufsperrten und warten, dass ein Lachs direkt darin landet.

Selling Alaska

One-to-one conversations with Travel Trade

- **LaCumbre**
 - Attended the show September 5 – 7
 - Conducted appointments with 30 Latin America travel trade representatives and journalists

- **U.S. - China Tourism Summit**
 - Attended the Summit September 23 – 26
 - Met with members of the Chinese travel industry to build on important relationships, and contribute to increased opportunities for travel between the United States and China.
 - Alaska offered to host the Summit in 2015

Selling Alaska

Attended JATA Travel Showcase 2012

- Largest consumer/trade show in Asia, with 125,989 attendees
- Alaska booth included the states's contractor, along with Fairbanks CVB and Visit Anchorage representatives
- Conducted business meetings with travel trade and media representatives



Alaska's Tourism Marketing Team:

- Commissioner DCCED Susan Bell
- Assistant Commissioner Robbie Graham
- Director, Division of Economic Development Wanetta Ayers
- Tourism Marketing Manager Kathy Dunn
- Communications Coordinator Dru Fenster
- Tourism Manager Caryl McConkie
- Business Development Officer Gretchen Fauske
- Director of Admin Services JoEllen Hanrahan
- Admin Operations Manager Barbara Reid
- Administrative Officer Coleen Greenshields
- Admin Assistant II Dianna Pree