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Press Release

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Alaska Wins National Travel Awards

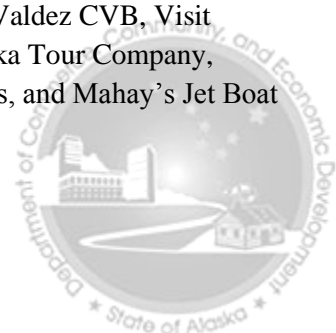
ANCHORAGE, AK -- The State of Alaska was recognized by the National Tour Association (NTA) for dedication to the tourism industry and outstanding adventure travel at the annual conference last week in Los Angeles.

The national trade organization is dedicated to growing North American travel by creating and expanding business opportunities. The State of Alaska was awarded NTA's coveted "Shining Star Award" in recognition of the state's longstanding involvement with the national industry association. The second award came from NTA tour operators, who designated Alaska their "Favorite Destination for Adventure." Also recognized was the Alaska Railroad, receiving a bronze for "Favorite Scenic Railroad."

Commissioner Susan Bell, Department of Commerce, Community and Economic Development (DCCED) congratulated the department's tourism marketing staff and many tourism industry partners for their efforts in marketing Alaska and their dedication to growing the visitor industry. "There are many destinations competing for visitors, but our destination and industry professionals clearly shine brightly" Bell said. "Alaskans must work together to ensure a superior product and a significant market presence."

While Alaska holds a certain mystique and majesty, it requires constant focus and investment. "Marketing Alaska requires vigilance to maintain exposure in key markets and demonstrate value in this highly competitive industry" said Kathy Dunn, DCCED's Tourism Marketing Manager.

Bell said that Alaska shares the honors with many community and private sector partners including those who attended the NTA annual conference: Alaska Railroad, Alaska Travel Adventures, CIRI Alaska Tourism, Mat-Su CVB, Millennium Alaskan Hotel, Hotel Alyeska, Explore Tours, Juneau CVB, Explore Fairbanks, Premier Alaska Tours, Valdez CVB, Visit Anchorage, John Hall's Alaska, Phillips Cruises & Tours, Northern Alaska Tour Company, Alaska Native Heritage Center, Alaska Coach Tours, Major Marine Tours, and Mahay's Jet Boat Adventures.



DCCED's mission is to promote a healthy economy, strong communities, and protect consumers in Alaska. For more information on the State of Alaska Tourism Marketing Program, contact Kathy Dunn, Division of Economic Development, 907-269-5734 or Kathy.dunn@alaska.gov.

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