

**Tourism Promotion**

**FY2006 Request: \$530,000**  
**Reference No: 40495**

**AP/AL:** Appropriation  
**Category:** Development  
**Location:** Statewide  
**House District:** Statewide (HD 1-40)  
**Estimated Project Dates:** 07/01/2005 - 06/30/2010

**Project Type:** Planning  
**Contact:** Caryl McConkie  
**Contact Phone:** (907)465-5478

**Brief Summary and Statement of Need:**

Various tourism marketing projects to promote and increase tourism in Alaska. This request contributes to the Department's mission of promoting a health economy by assisting the tourism industry and those businesses benefiting from the tourism industry.

<b>Funding:</b>	<b>FY2006</b>	<b>FY2007</b>	<b>FY2008</b>	<b>FY2009</b>	<b>FY2010</b>	<b>FY2011</b>	<b>Total</b>
Gen Fund	\$530,000						\$530,000
<b>Total:</b>	<b>\$530,000</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$530,000</b>

<input type="checkbox"/> State Match Required	<input checked="" type="checkbox"/> One-Time Project	<input type="checkbox"/> Phased - new	<input type="checkbox"/> Phased - underway	<input type="checkbox"/> On-Going
0% = Minimum State Match % Required		<input type="checkbox"/> Amendment	<input type="checkbox"/> Mental Health Bill	

**Operating & Maintenance Costs:**

	<u>Amount</u>	<u>Staff</u>
Project Development:	0	0
Ongoing Operating:	0	0
One-Time Startup:	0	0
<b>Totals:</b>	<b>0</b>	<b>0</b>

**Additional Information / Prior Funding History:**

**Project Description/Justification:**

Various tourism marketing projects to promote and increase tourism in Alaska. Specific projects are detailed below.

- 1. National Cable Television Marketing for \$250,000:** Augment the fiscal year 2005 television campaign to reach consumers with Alaska's message. The initial strategy would be to increase the number of weeks of advertising on national cable networks like the Travel Channel, Discovery Channel, Outdoor Life, A&E, CNBC, Weather Channel, and Animal Planet. The second strategy would be to expand the list of national cable networks to reach a more diverse television market than currently possible.
- 2. Online Advertising for \$150,000:** An increasing number of consumers are using the internet to research vacation destinations and to book travel. Internet trends also show that consumers are planning their vacations with less lead-time, so reaching consumers in the spring will help increase the number of Alaska visitors this summer. By increasing the online advertising efforts with display ads on key trip-planning websites, along with streaming video and other electronic ad formats there will be an increased exposure and awareness of Alaska with some of these online late-bookers.
- 3. TravelAlaska.com for \$30,000:** Enhance consumer website by developing an online visitor forum so potential visitors can read personal accounts of what other visitors enjoyed about their Alaska visit, in addition to soliciting ideas on what to see and do in Alaska and how to travel in the state. In addition, the activities section of the website will be enhanced to better promote the diverse activities available within Alaska.

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- 4. Highway Independent Travel Press Trips for \$50,000:** Summer RV Press Trips and Long-haul RV visitor traffic is one area of Alaska's travel industry experiencing limited growth. Bringing pre-qualified journalists to experience first-hand Alaska's highways and relate those experiences to a wide reader/viewership is a good avenue to re-invigorate interest in this visitor segment.
- 5. Taiwan Sales Missions and Training Workshops for \$50,000:** The re-established relationship between Alaska and Taiwan has increased interest from the Asian tour operators to develop a year round tour product in Alaska. A sales mission to Taipei with Alaska Travel Industry and its members can solidify these relationships as well as help promote and develop tour programs. Overseas sales missions and training workshops to other international markets in the past have proven to be very beneficial to Alaskan tour suppliers and to the international travel trade.