

**Alaska Travel Industry Association - International Travel
Trade and Marketing**

**FY2007 Request: \$250,000
Reference No: 41950**

AP/AL: Appropriation **Project Type:** Planning
Category: Development **Recipient:** Alaska Travel Industry Association
Location: Statewide **Contact:** Samuel Thomas
House District: Statewide (HD 1-40) **Contact Phone:** (904)465-2506
Estimated Project Dates: 07/01/2006 - 06/30/2011

Brief Summary and Statement of Need:

This project will provide funding for international travel trade and marketing programs to position Alaska as the destination of choice for international travelers. These programs contribute to the Department's mission of promoting a healthy economy and strong communities by providing economic growth in the communities it serves.

Funding:	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	Total
Gen Fund	\$250,000						\$250,000
Total:	\$250,000	\$0	\$0	\$0	\$0	\$0	\$250,000

<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	
Totals:	0	0

Additional Information / Prior Funding History:

Refer to the funding matrix in the detailed description.

Project Description/Justification:

International travel is projected to be the strongest growth market segment for the United States. However, it has not returned to its pre-September 11 level. In order to capitalize on the growing number of international visitors to the United States we propose the following programs to position Alaska as the destination of choice for international travelers. The following proactive programs will increase international visitation to Alaska and ensure that the market share is not lost to competing destinations.

Large scale promotions in direct flight markets - A large scale promotion to consumers through travel agencies in each of the markets that produce non-stop direct flights to Alaska will produce the ultimate goal of heightening consumer awareness of Alaska and yield more bookings by the trade. These specific and targeted promotions are a means to bolster the existing schedules thereby strengthening the various carriers' service to Alaska.

Chinese language website and vacation planner for Taiwanese market - Since Taiwan is a growing market to Alaska with year round flights, we need to support interest of Alaska as a destination by producing travel planning tools in Chinese. This will aid agents when selling Alaska tour product as well as consumers by driving interest and showing the marketplace support for their business.

Korean language website and vacation planner - Alaska needs to position itself in the marketplace as a primary destination and show the Korean travel trade that efforts to sell Alaska tour products are supported. By enhancing the Korean language website and producing a Korean vacation planner, we will drive more consumer interest in Alaska.

Taiwan trainings and press/fam trips - Due to the continued relationship between Taiwan and Alaska, Taiwanese tour

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operators have begun to successfully sell Alaska tour product for both summer and winter. In order to continue supporting their efforts, travel agency training and tour operator fam trips are valuable and necessary. In addition, high quality journalists need to continue to come to Alaska to write about the destination in all seasons. These efforts will support the non-stop direct service presently being offered by China Airlines.

Funding History

Year	Amount	Legislation
FY 2001	4,850,000	SLA 00 Ch 126 Page 4 Line 20
FY 2002	4,655,200	SLA 01 Ch 61 Page 3 Line 13
FY 2003	4,005,100	SSLA 02 Ch 94 Page 6 Line 25
FY 2004	4,005,100	SLA 03 Ch 83 Page 5 Line 31
FY 2005	4,005,100	SLA 04 Ch 158 Page 7 Line 11
FY 2006	5,005,100	FSSLA 05 Ch 4 Page 5 Line 29