



## Tourism Works for Alaska – Engagement Plan

As the voice for Alaska’s tourism industry, it is ATIA’s mission to advocate for a healthy tourism sector. Tourism Works for Alaska is ATIA’s broad-based education campaign designed to raise awareness about the role of tourism in Alaska’s economy. **#TourismWorksForAlaska**

**Goal:** A healthy tourism industry in Alaska.

Tourism Works for Alaska aims to achieve its goal by pursuing these objectives:

- Objective: Informed decisionmakers who understand the value of tourism promotion
- Objective: An active base of grassroots and grasstops advocates
- Objective: An engaged tourism industry
- Objective: Informed Alaskans who understand how tourism benefits their communities

### **Desired outcomes:**

- Alaskans understand the direct and indirect benefits of - and advocate for - a healthy tourism industry.
- A stable, sustainable statewide tourism promotion program.

### **Roles and Responsibilities:**

- ATIA Board of Directors is Tourism Works for Alaska’s final decision-making body, responsible for ensuring program implementation and accountability.
- ATIA Community Relations Committee is the lead committee, responsible for providing recommendations to the ATIA Board of Directors on Tourism Works for Alaska direction and outreach to industry representatives, affiliated organizations, and the public (see stakeholder list).
- ATIA Government Relations Committee provides recommendations for Tourism Works for Alaska strategies and activities related to influencing and educating elected and appointed government officials.
- Tourism Works for Alaska sponsors provide financial support for Tourism Works for Alaska and provide recommendations on program direction via ATIA’s community relations and government relations committees.
- ATIA staff implements Tourism Works for Alaska activities and budget.

**Stakeholders:** All Alaskans benefit from a healthy Alaska economy and tourism contributes to state and local budgets. Our stakeholders include:

- Elected and appointed officials who make decisions on tourism promotion funds or who benefit from visitor spending, taxes, and fees for unrestricted revenue.

- Tourism businesses statewide that benefit from a healthy tourism industry and statewide promotion program, and that can be called on to contact elected officials as necessary
- Tourism industry employees who benefit from jobs in Alaska
- Affiliated organizations who can help share the Tourism Works for Alaska messages to their members
- The public/Alaska residents and non-tourism businesses that benefit from visitor spending and recognize the importance of having visitors come to their communities.
- Alaska visitors who see Alaska’s promotional materials and decide to support Alaska’s tourism businesses (again and again)
- The media, who share positive stories about the industry and its benefits to Alaska’s economy

**Key message:** A healthy tourism sector is important contributor to Alaska’s economy.

- **Sub-message 1:** All Alaskans benefit, directly or indirectly, from tourism (*What’s in it for me*)
- **Sub-message 2:** Tourism is a sustainable resource and revenue source supporting state and local budgets
- **Sub-message 3:** Reinvesting in statewide tourism promotion is good for business and for Alaska

**Our strategies:**

1. Use traditional and non-traditional tools to communicate our message to Alaskans generally
2. Celebrate industry successes and build the tourism community
3. Provide resources to support informed decision-making by elected officials

**Our tactics:**

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| <ul style="list-style-type: none"> <li>• Regional rallies and celebrations</li> <li>• Industry networking events (Chapter events, Convention, town halls)</li> <li>• Regular communications (e-news, etc.)</li> <li>• Industry awards program</li> <li>• Research</li> <li>• Presentations</li> <li>• Social media and online resources</li> <li>• Video stories</li> <li>• Compelling materials and infographics</li> <li>• Media (paid and unpaid)</li> </ul> | <ul style="list-style-type: none"> <li>• Ongoing message development and strategic identification of messengers</li> <li>• Relationship-building (decision-makers, influencers, and affiliated organizations)</li> <li>• Candidate engagement (including forums and surveys)</li> <li>• One-on-one meetings</li> <li>• Tourism business site visits by elected and appointed officials</li> <li>• Strategic collateral materials and guerilla marketing</li> <li>• Direct and grassroots lobbying</li> </ul> |
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