

**IT'S TIME FOR THE ALASKA TRAVEL INDUSTRY TO TACKLE**

# **TOURISM MARKETING FUNDING**

**AND REMAIN A COMPETITIVE DESTINATION  
DOMESTICALLY AND INTERNATIONALLY**

**WE WANT YOUR FEEDBACK**

**ALL ALASKA  
TOURISM IMPROVEMENT DISTRICT (TID)**

***A CONCEPT TO CONSIDER . . .***

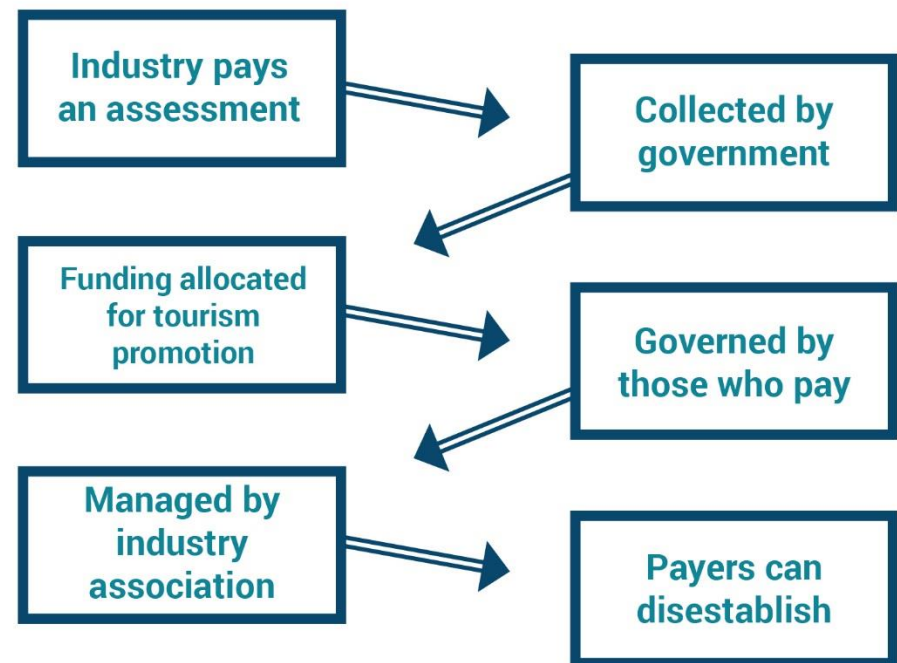
## WHERE WE STAND NOW:



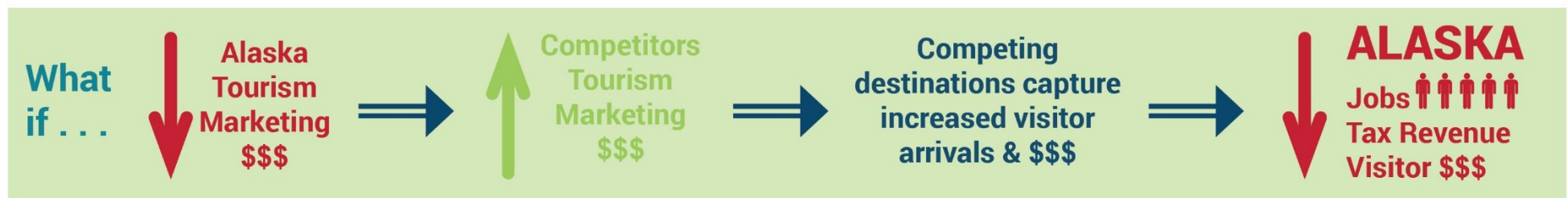
### What's NOT happening in statewide marketing

- ⊘ Printed Vacation Planner
- ⊘ Representation in International Markets
- ⊘ Television, Magazine or Direct Mail Advertising
- ⊘ Alaska Media Roadshow

## WHAT IS A TID?



## DO YOU VALUE STATEWIDE TOURISM MARKETING?



**A TID assessment is NOT a tax. It's an industry self assessment authorized by state law**

- + Assesses businesses with revenue coming from travel and tourism
- + Can reach a broad range of industry businesses and sectors
- + Visitor-based, less impact on residents
- + Allows for regional or local TIDs
- + Assessments CAN be passed on to visitors/customers
- + Multi-year effort
- + Effectively promotes Alaska to the world, individual businesses cannot do it alone
- + Industry can vote to stop assessment