SOUTHEAST ALASKA TOURISM COUNCIL (SATC)

September 15, 2010
History

- SATC was established in the early 80’s as a regional cooperative marketing effort.
- Organization has evolved over time along with community program changes, state marketing program changes, AVA/ATIA.
Today

Regional Cooperative Marketing Organization

- Whitehorse
- Skagway
- Haines
- Juneau
- Gustavus
- Sitka
- Wrangell
- Ketchikan
- Alaska Marine Highway System
Mission

- To market the region as a leisure visitor destination.
- The primary objective and desired outcome is to increase independent, multi-day visitation and the associated economic benefits in the participating communities.
Emphasis

- Cooperative website
- Tradeshows
- Targeting Selective Print Medium
- ATIA Alaska Travel Guide
- Travel Writers
- AMHS Regional Map
Los Angeles Travel Tradeshow and Seattle Bike Show
Good Housekeeping and Sunset
ALASKA’S INSIDE PASSAGE

A Sea of Adventures awaits your next girlfriend’s getaway

Scenery that stirs your soul with abundant wildlife, vivid Native culture, and astounding history. Nowhere else will you find so many wonders so close together and easy to get to. Bring your best friend and stay awhile to explore the charming coastal communities of Alaska’s Inside Passage.

Order your FREE Inside Passage community vacation guides:

www.seaofadventures.com
SOUTHEAST ALASKA TOURISM COUNCIL
A Sea of Adventures...

Explore Alaska’s Inside Passage

Spectacular scenery that stirs your soul along with abundant wildlife. Vivid Native culture, astounding history and exceptional hospitality are the highlights of this region. Nowhere else will you find so many wonders so close together and easy to get to.

We invite you to take your time and stay awhile to explore the charming coastal communities of Alaska’s Inside Passage.

To learn more about Alaska’s Inside Passage, please visit www.seaofadventures.com
Future

- Continue to develop partnerships (SEC, Seatrails, Alaska Airlines, AMHS, ATIA, ARI, DCCED)
- Target Marketing
- Branding effort to clearly define our marketing objectives
SATC Believes:

- The Inside Passage is a unique experience and a destination all to itself
- Working cooperatively will maximize our efforts and leverage more resources
- Encouraging independent visitation to the region via air and ferry will diversify the visitor market