



Today's Presentation

- Decision makers & influencers
- Tourism Research
- Tourism Marketing Budget/Components
- Tourism Development



Alaska Tourism Marketing Board





Tourism Partners

- State Agencies:
 - ASMI, Alaska State Council on the Arts, Alaska Parks
- Chambers and CVB's
- Alaska Businesses
- Land Management Agencies
- American Indian Alaska Native Tourism Association (AIANTA)



American Indian Alaska Native Tourism Association (AIANTA)



ALASKA
Beyond Your Dreams. Within Your Reach.

Alaska
The people, the places, the beauty –
It's like *nothing* else on this Earth!

Today, Alaska Natives comprise almost 16 percent of Alaska's population. These indigenous people interweave today's modern lifestyle with their own cultural threads and spiritual beliefs, preserving the gifts of tradition for coming generations. From traditional music and dance to beautiful Native art, there are many opportunities and venues for Alaska visitors to experience an integral part of Alaska's culture and history.

STATE OF ALASKA

Ethan Tyler
Economic Development Manager
Email: ethan.tyler@alaska.gov

Kathy Dunn
Tourism Marketing Manager
Email: kathy.dunn@alaska.gov

www.TravelAlaska.com





Alaska



California



Great Basin



Great Plains

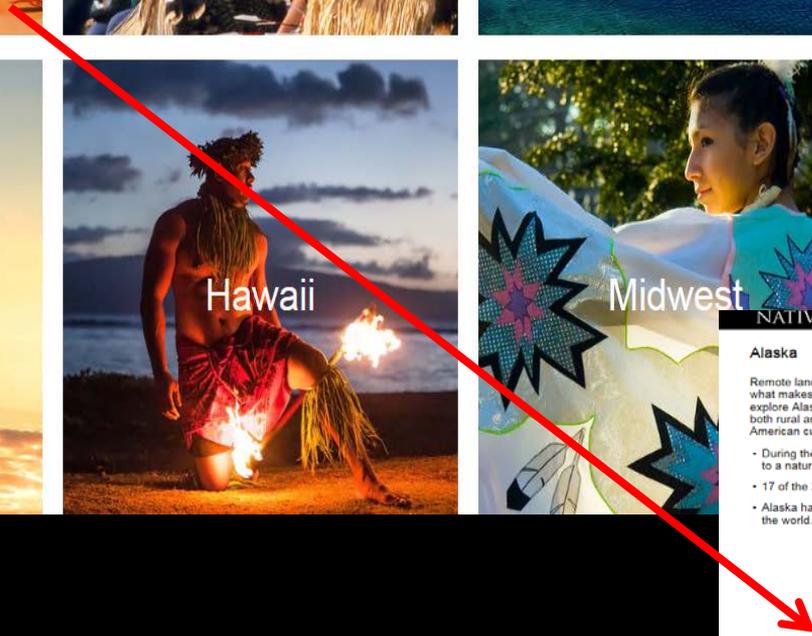


Hawaii



Midwest

Website launched September 2015!



NATIVEAMERICA.TRAVEL Experiences | Destinations | Travel Tips | Q

Alaska

Remote landscapes, untouched beauty and a rich, varied culture are just part of what makes Alaska such an adventure. Take in the unparalleled views as you explore Alaska's natural wonders, from mountain ranges to wildlife refuges. In both rural and urban areas, you'll meet people from a variety of Alaska Native American cultures, all with their own stories and traditions to share.

- During the summer months, Alaska is known as the land of midnight sun due to a natural phenomenon that causes 24-hour daylight.
- 17 of the 20 highest peaks in the United States are in Alaska.
- Alaska has an estimated 100,000 glaciers – the most of any inhabited area in the world.

Major Airports: Anchorage, AK (ANC)
Juneau, AK (JNU) Fairbanks, AK (FAI)

Use my location

Climate

Winter	Summer
20°/8°	63°/48°

°F °C



Arts & Cultural Heritage Tourism ATIA Chapter

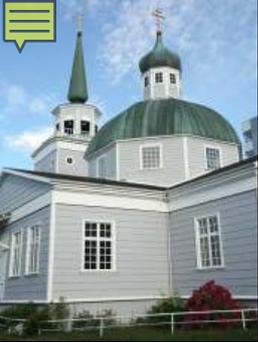
THEREFORE, BE IT RESOLVED BY THE ALASKA TRAVEL INDUSTRY ASSOCIATION

That ATIA recognizes the work members are currently doing to promote the arts, Culture and heritage of Alaska as a valuable tourism marketing tool and looks to Continue to recognize the importance of the value of the arts, culture and Heritage to the economy and tourism, and to facilitate and promote the exchange of such information with state and federal leaders and industry stakeholders.



NATIVE Act of 2015

- Native American Tourism and Improving Visitor Experience
- Roger Dow, President/CEO, US Travel Assn.
 - *“The NATIVE Act will help highlight the diverse options that are available to travelers to and within the U.S., which can only help spur travel activities and the powerful economic benefits that come with it.”*
- Sherry Rupert, President, AIANTA Board
 - *“Tourism can help many tribes and Native communities become more self-sufficient, create jobs and businesses, and protect tribal heritage assets while sharing tribal culture with domestic and global audiences.”*



Total Visitors
(May 2014- April 2015)
1,946,400

Summer
1,659,600

Fall/Winter
286,800

46,000 jobs • Economic Impact = \$3.92 billion



State of Alaska Research

- Activities visitors engaged in while in Alaska:
 - 77% Glacier Viewing
 - 73% Shopping
 - 73% Wildlife Viewing
 - 64% Historical/Cultural Attractions
 - 59% Arts/Culture/History
 - 55% Visited Museums
 - 54% Native Cultural Tours and Attractions

Source: Conversion Study 2014



State of Alaska Research

- Activity Participation for All Visitors
 - Shopping 69%
 - Wildlife Viewing 52%
 - Cultural 49%
 - City/Sightseeing Tours 39%
 - Day Cruises 36%



State of Alaska Research

- Cultural Activities 49%
 - Museums 27%
 - Native Cultural Tours/Activities 25%
 - Historical/Cultural Attractions 17%
 - Gold Panning/Mine Tour 15%



State of Alaska Research

- Average length of stay
 - All visitors 9.2 nights
 - Native/cultural visitors 10.1 nights
- Mode of Travel
 - All Visitors 57% cruise/39% air
 - Native/cultural visitors 76% cruise/22% air





State of Alaska Research



State of Alaska Research

	All Visitors	Native Cultural Visitors
Western U.S.	36%	26%
Southern U.S.	22%	25%
Midwestern U.S.	14%	22%
Eastern U.S.	11%	12%
Canada	7%	5%
Other International	10%	13%

Source: AVSP 2011

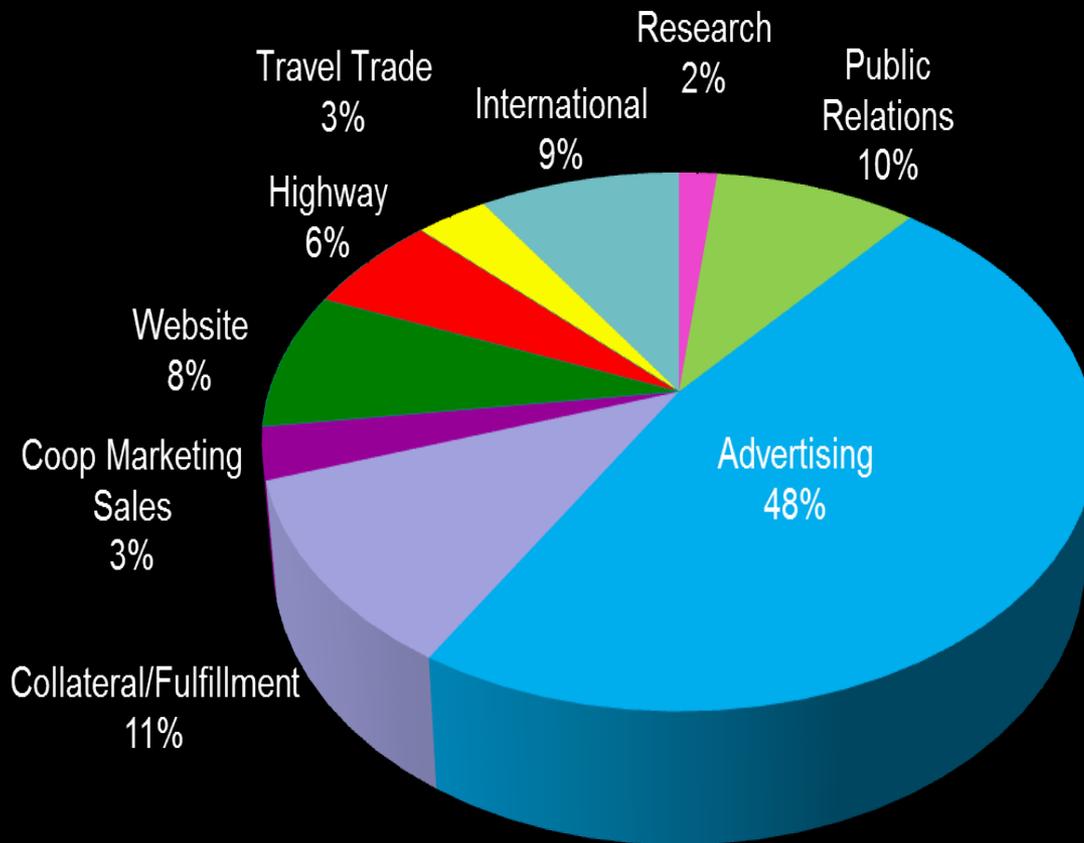


National Research

- Traveler Psychographic Intensity



Source: *The State of the American Traveler July 2015*



Total: \$9,644,200



Experience the wonders of Denali National Park
A visit to Denali National Park and Preserve and its crown jewel, Denali, is at the top of many Alaska visitors' "must-do" lists. Here, a caribou stands in the foreground with a beautiful rainbow in the background. (Photo: Michael DeYoung) [Find out more](#)



A WELCOME FROM GOVERNOR BILL WALKER

I am pleased to welcome you to the Official State of Alaska vacation and travel information website. Alaska is different from every other destination in the world. Every day offers an unforgettable memory: a mother moose and calf, glaciers and mountains, unique Native cultures... [More »](#)

FIND YOUR ALASKA

HAVING FUN



DRIVING



RELAXING



LEARNING



ADVENTURE



OVERVIEW

PHOTO GALLERY

VIDEO GALLERY

SAMPLE TRIPS

LOCAL'S TOUR

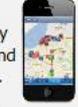
EVENTS

PHOTO GALLERY



TRAVELALASKA APP

Take your itinerary with you using our My Alaska Trip feature and the TravelAlaska app.



OVERVIEW

PHOTO GALLERY

VIDEO GALLERY

SAMPLE TRIPS

EVENTS

PHOTO GALLERY

Back to Photo Gallery



Display of bowhead whale jawbones and frames of traditional Umiak skin boats
Photo by: Michael DeYoung

Find out more about Barrow

ALASKA PHOTO SEARCH

Looking for a specific image? Use our image search to find the photos you are seeking.

GALLERY CATEGORIES

View photo collections based on the following categories:

Alaska's Natural Beauty

VIDEO GALLERY

View videos of Alaska's regions, wildlife and fishing.

View Videos

3.5 million visitors to the site each year

Art, Culture & History

OVERVIEW

FIND BUSINESSES



Get a taste of Alaska culture in 19 seconds

ART, CULTURE & HISTORY

If you're addicted to the History Channel, you stockpile old issues of National Geographic, or prefer to visit places where people practice customs different from your own, Alaska offers endless options.

Alaska visitors can experience the state's unique Native culture through many avenues including totem carving, Native dancing, the blanket toss, traditional music, crafts and festivals as well as cultural and historical museums, heritage centers and academics. Whether you want to explore Alaska's vibrant Native culture or other artistic and intellectual attractions like music festivals, local artisan handiwork, Russian iconography or museum exhibits, a long list of things to do and see awaits you.

Art, Culture & History Services

[Cultural & Historic Tours](#)
[Festivals and Events](#)
[Museums & Cultural Centers](#)

Additional Resources

[Alaska Natives](#)
[Arts](#)
[Festivals](#)
[Upcoming Alaska Anniversaries](#)
[Russian Heritage](#)

FEATURED LISTINGS

GOLDBELT MOUNT ROBERTS TRAMWAY

www.mountrobertstramway.com

Southeast AK's only aerial tram. Panoramic photo views, dining, shopping, hiking, wildlife viewing, free cultural film. Master Carver Doug Chilton on site. Authentic Alaska Native art. All-you-can-eat crab feed in season. Nature center. Education eagle. Rainforest/alpine ecosystems. Tickets good all day! Under 5 free. ADA accessible. On the cruise ship dock. 888-461-8726.

Type: Cultural & Historic Tours

Region: Inside Passage

Community: Juneau

[Add To My Alaska Trip](#)

FEATURED PARK

Chugach State Park

Encompassing 9 distinct ecosystems, this wildlife-rich park stretches 200 coastal miles from Anchorage to Canada Beyond the foothills at the edge of Alaska's largest city is Chugach State Park, the...


[Find out more](#)

FREE!
Alaska
Guide & Map
ORDER NOW!

AlaskaTravel.com

PFD SPECIAL
with rates from **\$79**

Westmark HOTELS

BOOK NOW

Enjoy Luxury With a View

TravelAlaska.com Travel Tips

NATIVE CULTURE



Alaska's intriguing history is closely intertwined with that of the people who settled here thousands of years ago. Their diverse culture bears imprints of every group that has made Alaska its home, from the first Ice Age nomads to Russian fur traders to the gold miners who came to seek their fortunes. Today, Native Alaskans comprise almost 16 percent of Alaska's population. These indigenous people interweave today's modern lifestyle with their own cultural threads and spiritual beliefs,

preserving the gifts of tradition for the coming generations. Alaska Natives speak several different languages and dialects and practice lifestyles tailored to the resources of their home region. There are many cultural facilities in Alaska where one can listen to stories told by Native elders, learn how totem poles are crafted and participate in an Eskimo blanket toss. Each region of the state has one or more centers that feature displays and hands-on exhibits of Native culture and arts and crafts. To get a closer look at Alaska Native culture and this important lifestyle, many villages offer packages to their remote communities to visit, enjoy local foods, take in arts and crafts demonstrations and learn more about the people who first inhabited this vast land. From traditional music and dance to beautiful Native art, there are many opportunities and venues for Alaska visitors to experience an integral part of Alaska's culture and history. History, Culture & Educational

HISTORY



Russian whalers and fur traders established the first white settlement in Alaska in 1784 on Kodiak Island and later it Sitka. Much of the Russian influence still remains in Southwest and Inside Passage communities today. In 1867, U.S. Secretary of State William H. Seward offered Russian \$7,200,000, or two cents per acre, for Alaska. Many Americans called the purchase "Seward's Folly" and considered it a waste of money. But it wasn't long before gold

was discovered, triggering several prospector stampedes north. After the gold rush and during the depression era, most of America was preoccupied and thought very little of the vast Alaska territory. But during World War II, Alaska again became a valuable asset as a strategic staging area in the North Pacific. On June 3, 1942, the Japanese bombed Dutch Harbor and proceeded to occupy the islands of Attu and Kiska. The yearlong war on American soil was just as much a war against the harsh weather as it was against the enemy. During this time the U.S. Army Corps of Engineers built the Alaska Highway in only eight months to supply a land route for military equipment and supplies. Alaska became the 49th state on January 3, 1959, creating the largest state in the union (more than twice the size of Texas). The nation again recognized the assets in this young state when oil was discovered and confirmed in 1968 at Prudhoe Bay, North America's largest oil field. Today, Alaska is treasured for its breathtaking beauty and vast supply of natural resources. For more information please visit History, Culture & Educational >

TOTEM POLES



Beginning in Ketchikan and extending north throughout many of the Southeast Alaska Inside Passage communities, totemic art can be found in galleries and ancient totems tower among the trees and rest in museums. Sitka is home to Sitka National Historic Park, which boasts a collection of totems near the visitor center and along the walking trail. The pieces, primarily from Prince of Wales Island, were on

display at the 1904 St. Louis Exposition. Ketchikan > has the Totem Heritage Center, which houses 33 totems retrieved from deserted Tlingit and Haida Villages. The Center is a national landmark and is the largest such collection in the United States. To get to either of these destinations, drive north to Prince Rupert, British Columbia and catch the Alaska state ferry, take a cruise ship shore excursion or fly via scheduled jet service. Visit the Inside Passage area of the site for more information and to connect with Alaska businesses.

CHILKOOT TRAIL



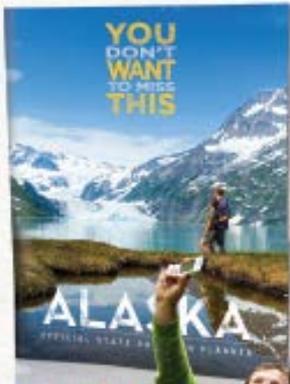
A Southeast Alaska Inside Passage vacation would not be complete without learning about its fascinating Gold Rush history. While hiking either all or part of the Chilkoot Trail just outside of Skagway, visitors will find history at their feet, literally. Hundreds of discouraged gold miners ditched their supplies as they gave up their dreams of Klondike gold and headed home. Old pick axes, wagon wheels, shovels and countless other items are found along the

33-mile trail. Less adventurous travelers can walk just part of the trail, while hardcore hikers will want to take on the once-in-a-lifetime trek. You can get to Skagway by driving Highway 2 from Whitehorse in Canada or by taking a ferry or cruise into the town's port. The Chilkoot Trail is administered by the U.S. National Park Service and Parks Canada as part of Klondike Gold Rush National Historical Park. A permit is required to hike both the U.S. and Canadian portions. The Park Service cautions that hikers must be properly equipped and prepared to be self-sufficient on this trail. Information on permits and fees, customs requirements, regulations, camping, weather, equipment and trail conditions are available from the Chilkoot Trail Center in Skagway at (907) 983-9234 or visit the National Park Service's Chilkoot Trail website. Visit the Skagway section of the site for more information and links to Skagway businesses.

Direct Response Advertising

FREE ALASKA GUIDE

GET YOUR OFFICIAL STATE GUIDE TODAY!



YOU DON'T WANT TO MISS THIS!

Alaska. It's a place with awe-inspiring scenic beauty, wide-open spaces and abundant wildlife. Find out how easy it is to plan a visit with a free copy of the official Alaska State Vacation Guide. Because a trip to Alaska is an adventure you absolutely don't want to miss!

Simply mail in the attached reply card or visit TravelAlaska.com/en

ALASKA
Beyond Your Dreams. Within Your Reach.



FREE ALASKA GUIDE

GET YOUR OFFICIAL STATE GUIDE TODAY!



YOU DON'T WANT TO MISS THIS!

Alaska. It's a place with awe-inspiring scenic beauty, wide-open spaces and abundant wildlife. Find out how easy it is to plan a visit with a free copy of the official Alaska State Vacation Guide. Because a trip to Alaska is an adventure you absolutely don't want to miss!

Simply mail in the attached reply card or visit TravelAlaska.com/en

ALASKA
Beyond Your Dreams. Within Your Reach.



FREE ALASKA GUIDE

GET YOUR OFFICIAL STATE GUIDE TODAY!



YOU DON'T WANT TO MISS THIS!

Alaska. It's a place with awe-inspiring scenic beauty, wide-open spaces and abundant wildlife. Find out how easy it is to plan a visit with a free copy of the official Alaska State Vacation Guide. Because a trip to Alaska is an adventure you absolutely don't want to miss!

Simply mail in the attached reply card or visit TravelAlaska.com/en

ALASKA
Beyond Your Dreams. Within Your Reach.



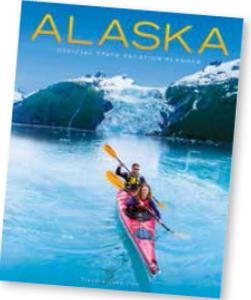
Direct Response Advertising



Bill Walker
Governor of Alaska

As Governor of Alaska, I would like to invite you to get a FREE copy of the new [2015 Alaska State Travel Guide](#).

The Guide will help you learn about the Great Land. From the glaciers to the Gold Rush, from kayaks to cruise ships, the Guide is full of great ideas for any schedule, any budget, any interest, any time of year.



This is an official publication, so it is offered to you absolutely FREE. Request your copy today at TravelAlaska.com.

I hope you'll come to Alaska soon.

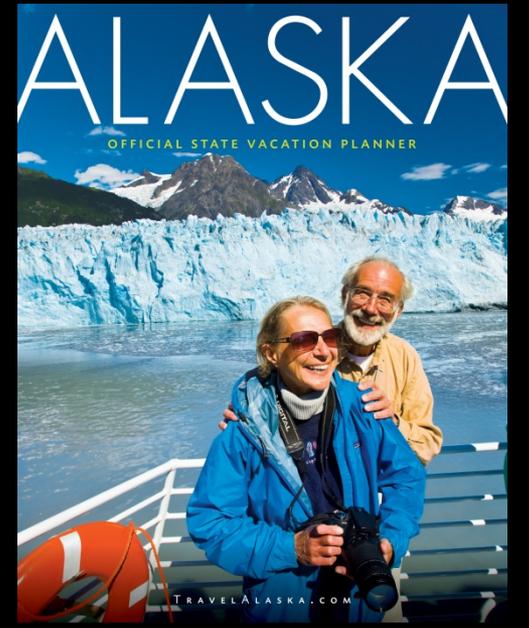
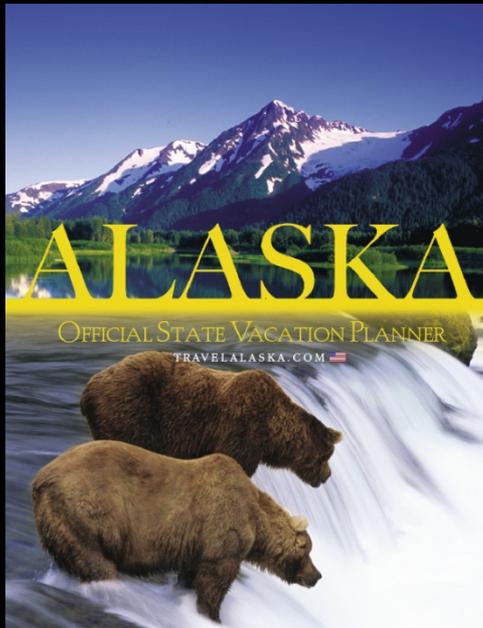
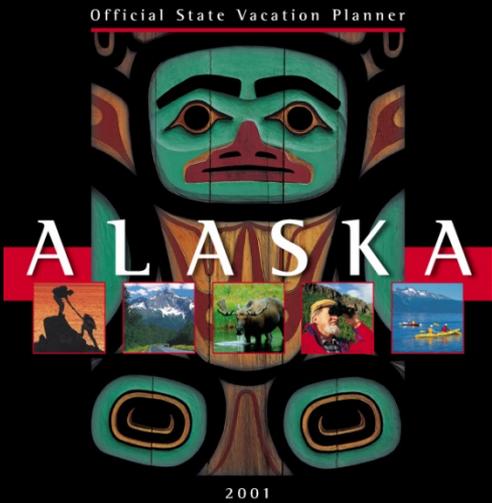
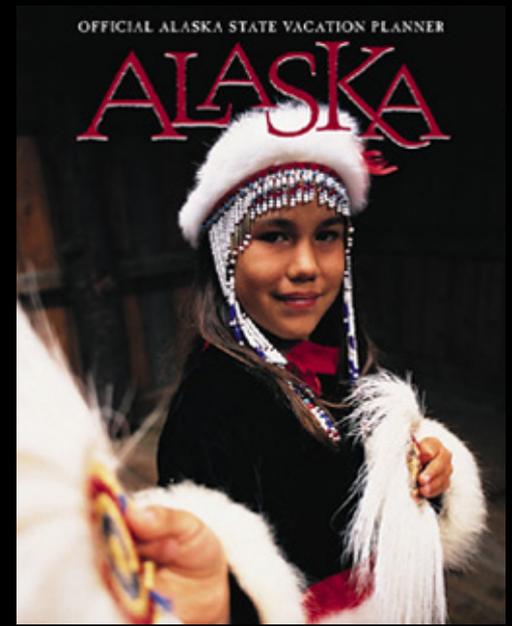
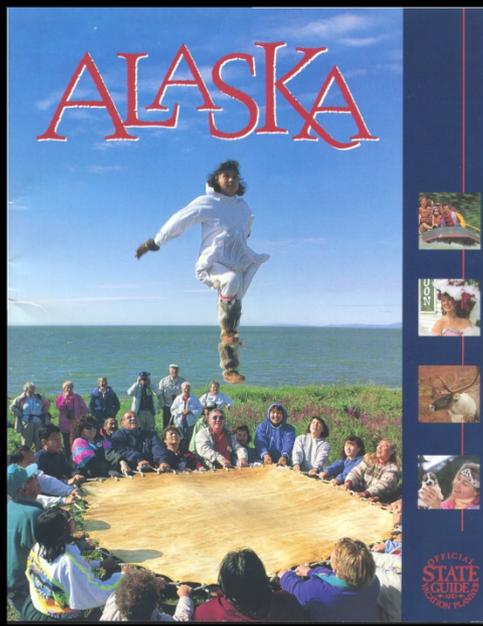
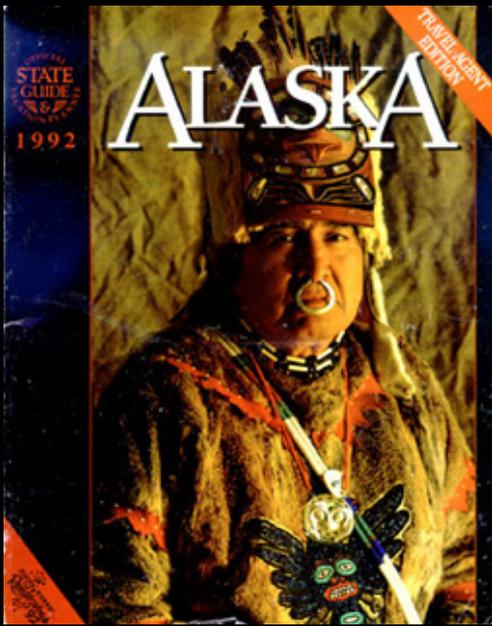
*1.5 million pieced mailed
September • October • January*

YOU
DON'T
WANT
TO MISS
THIS



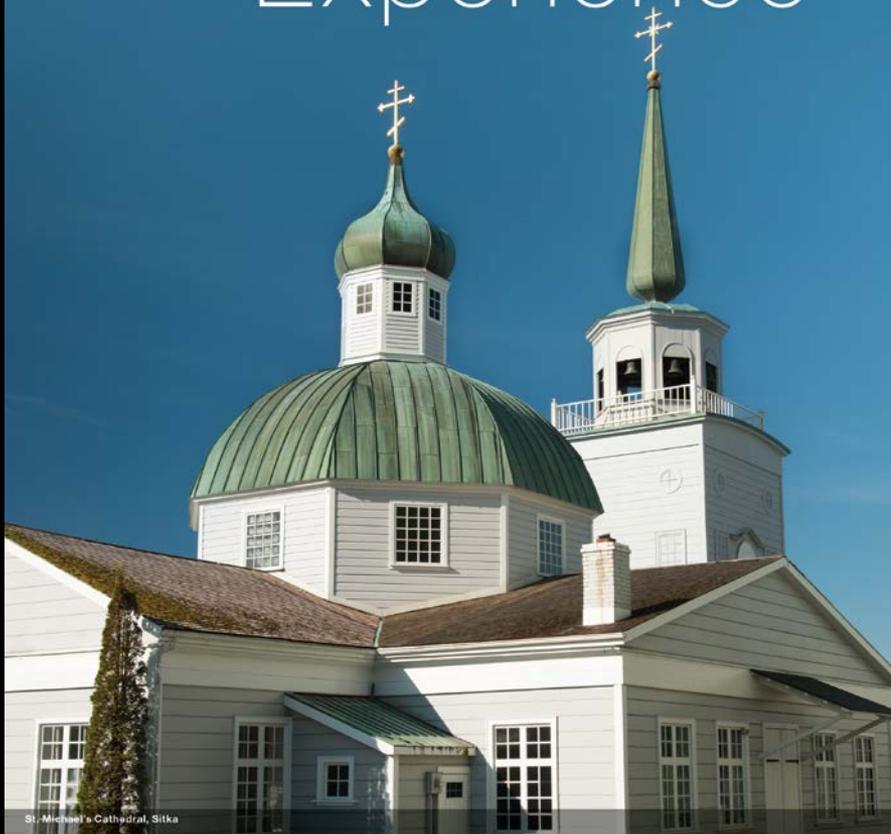
ALASKA

OFFICIAL STATE VACATION PLANNER



ALASKA

Experience



St. Michael's Cathedral, Sitka



Independence Mine State Historical Park, near Wasilla

History

Alaska's intriguing history is closely intertwined with that of the people who settled here thousands of years ago. Their diverse culture bears imprints of every group that has made Alaska its home, from the first Ice Age nomads to Russian fur traders to the gold miners who came to seek their fortunes.

Russian America

By the time America bought the Alaska Territory in 1867, Russians had been living here for more than 83 years. The strength of Alaska's Russian heritage is still visible today. Visitors can join historical tours in towns and regions with strong Russian connections or explore museums with exhibits examining Russia's role in Alaskan history such as the Baranov Museum in Kodiak or the Russian Church and National Historical Park in Sitka. The strength of Alaska's Russian heritage is still visible in the onion-shaped domes of Russian Orthodox churches that rise above many Alaska towns.

Gold Rush

The lure of gold touched almost every corner of Alaska. In Skagway, join a ranger-guided walking tour through the restored buildings of the Klondike Gold Rush National Historical Park or experience Gold Rush era travel on the White Pass & Yukon Route Railroad. Try your hand at panning for gold in many Alaska cities, including Juneau, Fairbanks, Skagway, Girdwood and Nome or view mammoth historical gold dredges in Fairbanks and Nome.

Museums

From the quirky to the sublime, Alaska museums offer visitors a true glimpse into the history of the state. The Alaska State Museum in Juneau, with stellar collections that interpret the state's history, people and resources, is currently closed for renovations and is expected to reopen in April 2016. For those interested in the more unusual, the Hammer Museum in Haines showcases 1,500 hammers, from ancient times to the present. In the small community of Gustavus, gateway to Glacier Bay National Park, the only fuel station is a pre-WWII replica Mobil gas station with working 1937 Wayne 60 pumps. Head inside to the Petroleum Museum, which is filled with vintage petro pieces and one-of-a-kind antiques all honoring the petroleum industry's long history.

In Anchorage, the Alaska Aviation Museum is the showcase for aviation relics. Located near the Ted Stevens Anchorage International Airport, the museum houses everything from a flight simulator to an F-15A Screaming Eagle to a Boeing 727 cockpit. Don't miss looking inside the hangar where the museum's historical aviation relics are restored. For an immersive experience in Alaska's art and culture, visit the Anchorage Museum. Exhibits, a planetarium, historical dioramas and one of the largest collections of Sydney Laurence paintings in the world can be found there. Further north in Fairbanks, the University of Alaska Museum of the North is the only research and teaching museum in Alaska, and its 1.4 million artifacts and specimens represent millions of years of biological diversity and thousands of years of cultural traditions in the North.

TravelAlaska.com



Cultural performance, Sitka

Culture

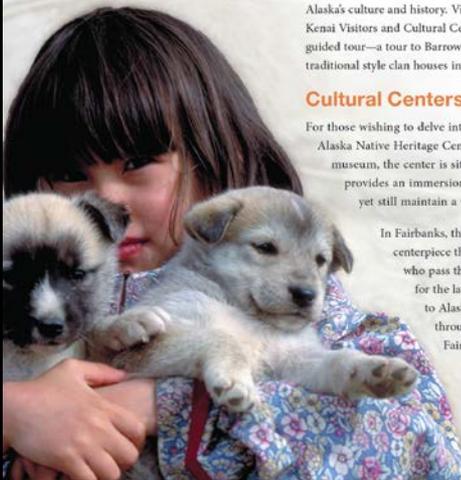
Alaska Native Life

Today, Alaska Natives comprise almost 15 percent of Alaska's population. These indigenous people interweave today's modern lifestyle with their own cultural threads and spiritual beliefs, preserving the gifts of tradition for coming generations. From traditional music and dance to beautiful Native art, there are many opportunities and venues for Alaska visitors to experience an integral part of Alaska's culture and history. Visit the Alutiiq Museum Archaeological Repository in Kodiak, the Kenai Visitors and Cultural Center in Kenai or the famous totem exhibits in Ketchikan. Go on a guided tour—a tour to Barrow will take you to the site of the Iñupiat Heritage Center—or view traditional style clan houses in Wrangell, Haines, Sitka and other communities in Alaska.

Cultural Centers

For those wishing to delve into the traditions and history of Alaska's 11 Native cultures, the Alaska Native Heritage Center is not to be missed. A renowned cultural center and "living" museum, the center is situated on 26 tranquil acres near downtown Anchorage and provides an immersion into Native cultures that continue to adapt to modern society, yet still maintain a vibrant traditional identity.

In Fairbanks, the Morris Thompson Cultural and Visitors Center is a community centerpiece that celebrates the Athabaskan culture and languages and educates all who pass through its doors about the area's natural and cultural history. Named for the late Morris Thompson, a Koyukon Athabaskan who dedicated his life to Alaska issues and people, the center advocates traditional knowledge through Elder teachings and motivates the exploration of the grandeur of Fairbanks and Interior Alaska.



Arts

Alaska's jaw-dropping vistas and vibrant cultures have inspired artists, photographers, totem carvers, poets, musicians and authors, from Sydney Laurence and Bradford Washburn to Jewel and Tom Bodett. Contemporary mediums like film, photography and performance art complement traditional art forms like dance, wood carving and beadwork. Artists-in-residence at Denali National Park take their turn at commemorating "The Mountain" (Denali) and gallery-goers visit the Anchorage Museum's Art of the North permanent collection. Alaska artists are often found painting en plein air or composing a sonnet in our state parks.

Native artists in nearly every rural community offer their carvings, beadwork or other contemporary interpretations of their cultural heritage. The Alaska Native Arts Foundation's gallery in downtown Anchorage brings authentic artwork, jewelry and clothing from the villages to the gallery for sale. Opportunities for art abound – come revel in it or try your hand at art in Alaska.

Alaskans are serious about their art; the Alaska State Council on the Arts ensures that art plays a critical role in the life of our communities as well as in the welfare and educational experience of our citizens. In fact, Alaska mandates that a certain percentage of all major construction projects is earmarked for a piece of art. Foundations and arts organizations support individual artists as well.

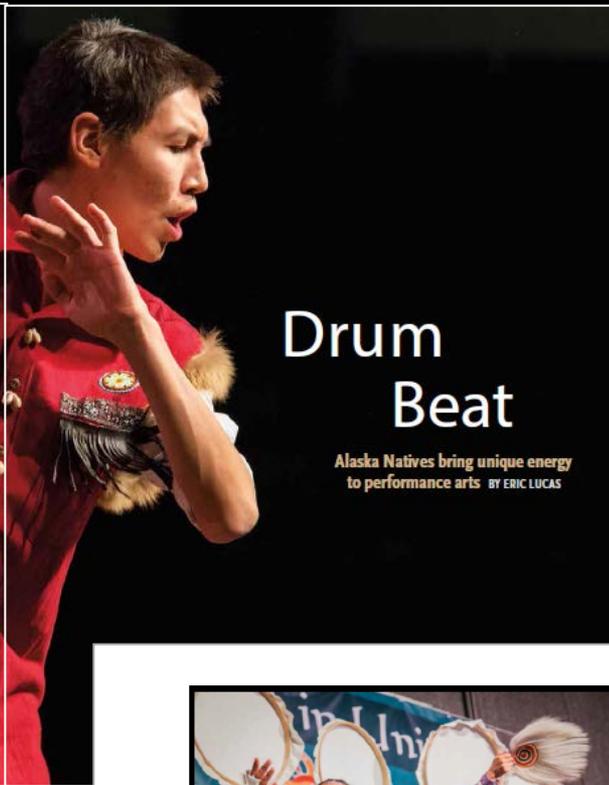


Alaska Folk Festival, Juneau

Films in Alaska

It is easy to understand why filmmakers love Alaska. Being on location in the 49th state is a real adventure because Alaska offers unparalleled production values that filmmakers and visitors love. The wide array of vistas, landscapes and scenery, four distinct seasons, majestic fjords, rainforest islands, mountain ranges, endless sun in the summer months, a polar desert with sand dunes, dormant and active volcanoes and stunning northern lights displays are just some of the reasons why. From our quaint coastal towns, suburban settings, farms and fishing boats, railroads and gold mines, Alaska offers experiences that easily translate to film, television, documentaries and commercials.

So whether it's thrillers or family-friendly features, Alaska is ready for its close up! Visit Barrow to re-create your own "Big Miracle," visit Alaska in early March during the Iditarod Sled Dog Race to experience your own "White Fang" dog sled adventure, check out Main Street Sitka where a portion of "The Proposal" was filmed or walk in the footsteps of dinosaurs in the glacial terrain around Southcentral Alaska where "Walking With Dinosaurs 3D" was filmed.



Drum Beat

Alaska Natives bring unique energy to performance arts **BY ERIC LUCAS**

ALASKA HERITAGE DANCERS perform at the Qoyana Alaska annual celebration of dance.



For many generations Iktupaq mothers in Kaktovik, Alaska, have rung a calming lullaby to their babies that goes, roughly, *utpaq as utpaq as utpaq as* as *aa*. Such singing is called *quta*, and it may be thousands of years old.

Allison Warden is an Anchorage-based performance artist whose heritage traces back to Kaktovik, on Alaska's North Slope Arctic shore; she fondly remembers her grandmother singing *quta* to her. So Warden has incorporated the lullaby into one of her songs, *Ancestor from the Future*, an engaging and thought-provoking piece that challenges young people to choose lives with purpose.

"It's time to wake up and remember why I/we/you arrived on the earth, not just to survive /but to give birth to your dream /you are worth everything," she chants, vigorously swirling the sage, then smiling and adding, soothingly: *ahana aa ahana aa ahana aa aa*.

Ancestor from the Future is definitely not a lullaby. In fact, it's a rap song. But it, and Warden, perfectly illustrate modern Alaska Native performance arts, a rich and dynamic blend of old and new, of Indigenous tradition and global innovation, that greatly entices life in the north.

Alaska Native performers live and work in places ranging from Kachikan, at the southern edge of the coast, to Barrow, on the Arctic Coast. They might be a band of Yup'ik drummers, singers and dancers lined up on stage

at midtown's Festival of Native Arts in Fairbanks, strumming out a centuries-old song-tale about whale hunting. They might be Athabaskan fiddlers whose reels and waltzes reflect an art their ancestors adapted from Hudson's Bay Company agents almost two centuries ago. They might be Tlingit Village residents showcasing a drum and spoken-word allegory about romance between disparate cultures. They might be Ahazhtig performers whose gathered-led performances meld Iñupiat folk songs and ancient dances depicting seagull courtship. And they might be members of a modern recording group, *Panyua*, performing at the Anchorage Museum, whose danceable world music blends Yup'ik, Inuit, pop and African rhythms.

The ingredients for these types of performances include traditional hand-held animal hide or fabric drums, tapped from below with sticks (Iktupaq) or from above (Yup'ik); formalized dance moves that, like hula in Hawaii, symbolize discrete things such as a raven's walk; chants and songs whose steady rhythms ebb and flow like waves; and costumes that range from Athabaskan beaded caribou skin dresses to elaborate Eskimo fancy parkas. Or they might include beaded, deerskin bag guitars, lines of "God dances" such as "the jerk," and jeans, tennis shoes and ball caps worn backward.

All these, and more, drive equally in a land where song, dance and chant have filled the air for millennia. Some such performances would be recognizable to one of Alton Warden's ancient ancestors. Some would fit well at a 2014 rave, mashup or world music concert almost anywhere. Warden—who performs under the name *Aka Man*—is

Alaska Airlines Magazine July 2014 - Eric Lucas



RACING RACE Performers dance to celebrate Qoyana during the Alaska Federation of Natives' annual convention in Anchorage.

CLOCKWISE FROM LEFT Sonnet from Akaia fiddlers at the Festival of Native Arts at the University of Alaska.

Fairbanks: // Nunavut Dancers perform at the Qoyana Alaska celebration in Anchorage. // The popular band Panyua. // Performance regalia is a blend of practical and traditional. // Hand-held animal-skin drums. // Alaska Tlingit performers dressed in regalia share personal stories in the Tribal Dance and Cultural Legends program at Icy Point Strait.

The Suurimmaaniitluus dance group from Barrow as an AFN Qoyana performance. // The Troth Yoddah dance group during the 2013 FNA. // Lyle James, co-leader of the Tlingit Woonoh, Juleen Dance Group from Juneau at last autumn's AFN convention in Fairbanks.





Business

In Alaska, cultural tourism comes with unique challenges

Jeannette Lee Falsey | August 9, 2015

Email Print

Tweet

+1 0

Text Size

Photos: Tourism and cultural tourism in Alaska

PLAY



One of the options for visitors at Icy Strait Point is a theater where Native dances and story legends are performed.

Courtesy of Icy Strait Point

Several times a week, Cecelia George dresses in the regalia of her Tlingit ancestors to play the coveted role of Raven for cruise ship passengers visiting Hoonah, her village in Southeast Alaska.

Donning a mask and headdress, George, 16, transforms herself into the mythical bird that created all things and brought light, water and language to humankind.

August 9, 2015
Jeannette Lee Falsey

Alaska Travel News

Social Media Spotlight

This month we are highlighting some of our friends in the Far North region. Check out their websites to learn more about each community.

Barrow

www.cityofbarrow.org

Kotzebue

www.cityofkotzebue.com

Nome

www.visitnomealaska.com



For more information on all of the communities in the Far North, visit Travel Alaska's region board: <http://bit.ly/ZngDtq>.

1. The Alaska Native Heritage Center turns 15



This month, the Alaska Native Heritage Center is celebrating its 15th anniversary. The renowned cultural center and museum in Anchorage provides an opportunity for visitors and locals to come together and expand their understanding of Alaska's indigenous people. Visitors to the center will learn the rich heritage of Alaska's 11 cultural groups through interactive presentations, traditional Alaska Native dance performances, view six life-sized replicas of traditional cultural dwellings and more. In addition to the existing programs, the center will welcome more than 30 rotating artists to provide teaching sessions on site in celebration of its anniversary. The artists, part of the Summer of Alaska

Native Art series, represent various Alaska cultures and will demonstrate their individual crafts. While the sessions are not open to the public for enrollment, guests will have the opportunity to listen in and interact with the artists. The theme at the center for summer 2015 is "Honor your elders – they show you the way in life." This theme will be implemented both in the artist's workshops and in a new subsistence program. The subsistence program will also be launched this season to provide guests an interactive look at subsistence practices used in both past and present in which elders will teach interns how to prepare game and greens harvested for the winter. The center is open to the public May 10 – Sept. 7, 2015.

Media Contact:

Contact: Kyle Roberts, Alaska Native Heritage Center
Email: kroberts@alaskanative.net
Phone: (907) 330-8014
Facebook: [Alaska Native Heritage Center](https://www.facebook.com/AlaskaNativeHeritageCenter)
URL: www.alaskanative.net

Photo: Alaska Native Heritage Center

3. Alaska Day traditions live on in Sitka



While the official holiday wasn't declared until 1947, Alaskans have been celebrating Alaska Day for 148 years with traditions that are still practiced today. Alaska Day, observed Oct. 18 annually, marks the official transfer of land from Russia to the United States on Oct. 18, 1867. The purchase took place in Sitka, a bustling Russian colony at

the time that was known as the "Paris of the Pacific" due to the affluent commerce center. The Russian ruled colony had multiple claims to fame. The first ship to be built on the West Coast was done so in Sitka in 1806. Sitka was also home to the first weather observatory on the West Coast, established in 1832. Visitors to the Southeast community Oct. 9-18 can experience weeklong festivities leading up to the statewide holiday. Each year, there is a transfer ceremony that consists of a re-enactment of lowering the Russian flag and raising the American flag at Castle Hill, a state historic site originally occupied by Tlingit natives and later Russian colonists. While the history of 1867 plays a large role in the celebration, there are several events that the whole family can enjoy including foot races, kayak races, museum tours, a barn dance, cultural food tastings, a variety show, music and dance performances and much more. For event details, visit alaskadayfestival.org.

Media Contact:

Contact: Tonia Rioux, Sitka Convention & Visitors Bureau
Email: director@sitka.org
Phone: (907) 747-5940
Facebook: [SitkaCVB](https://www.facebook.com/SitkaCVB)
Pinterest: [sitkacvb](https://www.pinterest.com/sitkacvb)
URL: sitka.org

Photo credit: State of Alaska / Brian Adams

You're using an older version of Internet Explorer that we'll soon stop supporting. Please [update your browser](#) to the latest version.

Travel Alaska Subscribe 697

Home Videos Playlists Channels Discussion About

Alaska TV Ad - Beyond Your Dreams
61,138 views · 4 years ago

Alaska, it's the place you've always dreamed of. Where the ordinary is simply extraordinary and the views, like your memories, go on forever. When was the last time a vacation took your breath away? Alaska...begin your adventure at [AlaskaBeyondYourDreams.com](#)

Popular channels

- BuzzFeedVideo
- FunToyzCollector
- Ryan ToysReview
- FamilyFunPack
- Baby Big Mouth
- Disney Cars Toy Cl...

Alaska Travel News
March 20 · 🌐

Add visiting the northernmost community in the United States to your Alaska itinerary! Barrow is located on the Arctic Ocean and is known for attractions including the [Iñupiat Heritage Center](#), wildlife viewing (including polar bears) and sights like this display of bowhead whale jawbones. Here is even more information on what to do in this community:
<http://bit.ly/1FaBVNh>

Photo: © State of Alaska/Michael DeYoung

Alaska Travel
@alaskatravlnews FOLLOWS YOU
Alaska

The official Twitter account of Alaska tourism. Join us in talking about Alaska travel news, links, facts, deals and more.
TravelAlaska.com

5,531 TWEETS 3,660 FOLLOWING 36,966 FOLLOWERS

Following

View more photos

Tweets

Alaska Travel @alaskatravlnews
Alaska's many trails provide hikers with incredible views, like this one of Cordova: on.fb.me/1G3ZYQe #travelalaska
[View details](#)





Tourism Development

- Division of Economic Development
 - Identify opportunities and help diversify Alaska's economy
 - Business assistance and training



Alaska Distillers Guild

- Division of Economic Development
 - Alaska's craft beverage manufacturers have great opportunity to grow as an export industry
 - Help identify new markets
 - Provide promotional and business assistance
 - Goal to trip sales in five years

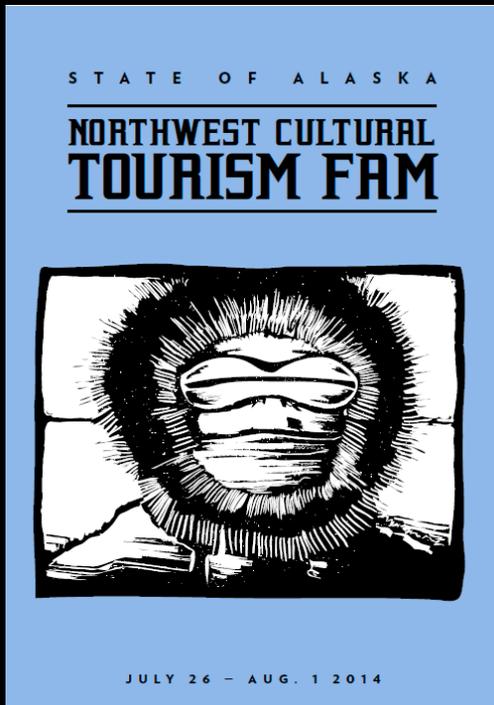


AK Loyal

- Initiative to market goods made or manufactured in Alaska
- Goals:
 - Increase awareness
 - Communicate diversity and value of locally made products
 - Encourage sales by residents, visitors and retailers



Northwest Cultural FAM



- Increase consumer awareness of cultural tourism opportunities and Alaska Native arts in NW Alaska region
 - Press trips for journalists
 - Product assessment tour for tour operators
- Follow-up plans to build capacity in communities



Training Programs

State of Alaska Training Programs – 2015 Trainers
Alaska Division of Economic Development

Alaska Travel Industry Association ★ **Anchorage School District** ★
You Should Be Here!

UAF Cooperative Extension Services ★ **Gastineau Guiding**
Alaska Department of Labor Job Centers ★ **Sitka Visitors Bureau**
Prince William Sound Community College ★ **Bristol Bay Native Corp.**

Cook Inlet Tribal Council ★ **The Business Boutique** **U.S. Forest Service**
CulturalHost ★ **Alaska Job Corps** **Explore Fairbanks**
Unalaska School District ★ **Nature Alaska Tours** **UAA Continuing Education**
Northern Safety Operations ★ **Ketchikan Indian Tribe** **Grassroutes Associates**
North Slope Borough ★ **AlaskaHost** **UAF**
King Career Center ★ **Dimond Center Hotel** **UAF**
Alaska Geotourism SAVEC ★ **Visit Ketchikan** **UAF**
YAAKOOSGE DAAKAHIDI ★ **Alaska Marine Highway** **UAF**
Wrangell Institute for Science & Environment ★ **Allen Marine Tours** **UAF**
Alaska Tour Guide Training ★

Vertical Text:
 Kayak Adventures Worldwide
 Visit Anchorage
 Anchorage Hilton
 Grassroutes Associates
 UAA Continuing Education
 Explore Fairbanks

<https://www.commerce.alaska.gov/web/ded/DEV/TourismDevelopment.aspx>

- Alaska Host, Cultural Host and Alaska Tour Guide Training
- Created to address training needs of tourism industry employers and employees an to provide employment and business opportunities in rural Alaska



Cultural Host Program

- Four-hour training program to increase awareness and knowledge of the indigenous people of Alaska
- Developed by Alaska Native Heritage Center in collaboration with Cook Inlet Tribal Council
- Helps educate employees so they share accurate information with visitors and increased appreciation for Alaska Native culture





Thank you!

Kathy.dunn@alaska.gov

269-5734