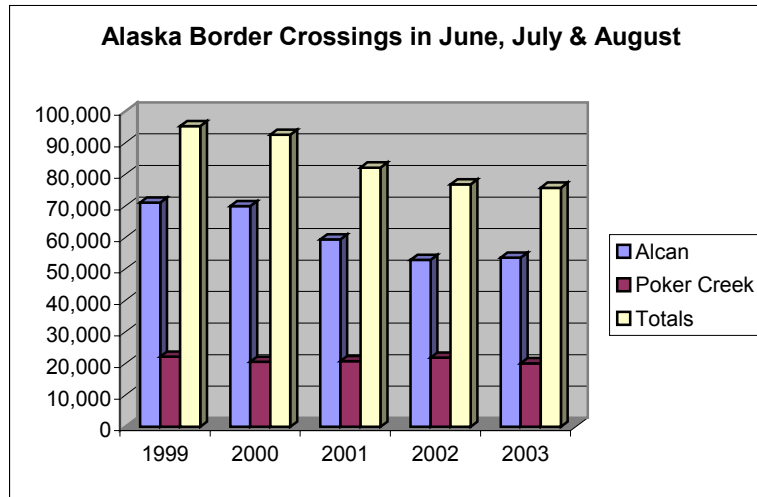




Tourism Trends



Individual Alaska Border Crossings					
	1999	2000	2001	2002	2003
Alcan	71,108	70,002	59,415	52,980	53,688
Poker Creek	22,245	20,579	20,795	21,865	20,123
Totals	95,352	92,581	82,211	76,847	75,814

Data from: U.S. Customs and Immigration - Alcan and Poker Creek crossings

The number of people crossing into Alaska by road has decreased 26% from 1999 to 2003! While the data above shows a disturbing trend, the increase in the cruise/air markets should offset this decline in U.S. based long-haul traffic. Canadian travel has shown steady growth over the past few years with a 9 % increase in the Yukon in 2002. With the Canadian dollar strengthening, this could be a very good source of new clients. Canadian visitors are thrifty and tend to depend on getting their information while traveling so you should market your goods and services to them in a publication that is widely distributed on all access routes leading to Alaska.

With the new reality of travel after September 11 many companies have pulled advertising dollars from a national approach to focusing on regional advertising. The thought being that the provincial or state tourism offices should bring the customer to the area and then you can market your products to them. It is critical that you spend your advertising dollars in a very targeted manner, so be sure that the publication is directed at potential customers.



Alaska's Inside Passage Travel Guide®

The Alaska's Inside Passage Travel Guide® is one of Alaska's most popular travel books. We will print 150,000 in 2005 with distribution throughout Southeast Alaska in Cruise terminals, on the Alaska Marine Highway system, visitor's centers, airport information desks, car rental companies and other key visitor locations. Gateway cities like Seattle, Vancouver, Bellingham, Ketchikan, Prince Rupert and Whitehorse play an important part in the distribution of the Inside Passage Travel Guide®.

Distribution of Inside Passage

Seattle Cruise & Airport	25,000
Southeast Visitor Centers.....	30,000
Yukon Visitor Centers	10,000
Rental Car/Motorhome	10,000
Cruise Ship Docks.....	25,000
Alaska Marine Hwy	7,500
High Visitor Traffic Areas	42,500
(Gas Stations, RV Parks, Hotels, Gift Shops and Visitor Attractions)	
TOTAL:	150,000

Mechanical Specifications

	Horizontal		Vertical	
	Width	Depth	Width	Depth
One page	4.75"	7.5"		
½ page	4.75"	3.69"	2.25"	7.5"
¼ page	4.75"	1.875"	2.25"	3.69"
1/8 page	2.25"	1.875"		

Printing Process: Web offset. Publication trim size 5.25" x 8.25".

Materials Required: All Materials Due by Oct 15, 2004. Digital PC files are preferred as "Press Ready PDF" and must include fonts. Macintosh digital files should be built in Adobe Illustrator and saved as PC.eps including document fonts. We do not accept digital files created in Microsoft Publisher, Word or similar files. All screen and printer fonts, support files and high resolution scans must accompany ads submitted on disk together with final lasers, color breaks and summary of file contents. **ADDITIONAL CHARGES WILL APPLY FOR FILE CONVERSION.**