



Action Initiative Information																													
Cluster:	Visitor Products																												
Initiative:	Promote Multi-Community and Regional Visitor Packages																												
Goal:	The objective is to facilitate the independent tourist to design their own multi-community tour using ferry, small air carrier or jet, in order to bring the independent tourist to the smaller communities. This initiative will promote multi-community, regional visitor itineraries through better marketing and promotion of these opportunities.																												
Champion:	Vacant																												
Team:	<table border="0"> <tr> <td>Amber King, SEATrails</td> <td>amber@seatrails.org</td> </tr> <tr> <td>Carol Rushmore, Wrangell Economic Development Dir.</td> <td>ecodev@wrangell.com</td> </tr> <tr> <td>Jeff Morehouse, Alaska Wilderness League</td> <td>jeff@alaskawild.org</td> </tr> <tr> <td>Jessalynn Rintala, Juneau Jazz and Classics</td> <td>jessalynn@jazzandclassics.org</td> </tr> <tr> <td>John Blasco, Alaska Pacific Bank</td> <td>jblasco@alaskapacificbank.com</td> </tr> <tr> <td>Ken Leghorn, Pack Creek Outfitters</td> <td>@packcreekoutfitters.com</td> </tr> <tr> <td>Kevin McIver, USFS, AK Public Affairs Director</td> <td>klmciver@fs.fed.us</td> </tr> <tr> <td>Linda Kadrlík, Adventures Afloat</td> <td>adventuresafloat@gci.net</td> </tr> <tr> <td>Linda Kruger, USFS, PNW Research Station</td> <td>lkruger@fs.fed.us</td> </tr> <tr> <td>Lorene Palmer, DCCED, Director Economic Dev.</td> <td>lorene.palmer@alaska.gov</td> </tr> <tr> <td>Lynn Humphrey, USFS, Regional Recreation and Tourism Mgr.</td> <td>lhumphrey02@fs.fed.us</td> </tr> <tr> <td>Mark McKernan, Huna Totem Corporation</td> <td>mmckernan@hunatotem.com</td> </tr> <tr> <td>Melanie Lesh, Gustavus Visitor Assoc.</td> <td>info@gustavusak.com</td> </tr> <tr> <td>Michael Briggs, Alaska Sportfishing Expeditions</td> <td>michael@aseresorts.com</td> </tr> </table>	Amber King, SEATrails	amber@seatrails.org	Carol Rushmore, Wrangell Economic Development Dir.	ecodev@wrangell.com	Jeff Morehouse, Alaska Wilderness League	jeff@alaskawild.org	Jessalynn Rintala, Juneau Jazz and Classics	jessalynn@jazzandclassics.org	John Blasco, Alaska Pacific Bank	jblasco@alaskapacificbank.com	Ken Leghorn, Pack Creek Outfitters	@packcreekoutfitters.com	Kevin McIver, USFS, AK Public Affairs Director	klmciver@fs.fed.us	Linda Kadrlík, Adventures Afloat	adventuresafloat@gci.net	Linda Kruger, USFS, PNW Research Station	lkruger@fs.fed.us	Lorene Palmer, DCCED, Director Economic Dev.	lorene.palmer@alaska.gov	Lynn Humphrey, USFS, Regional Recreation and Tourism Mgr.	lhumphrey02@fs.fed.us	Mark McKernan, Huna Totem Corporation	mmckernan@hunatotem.com	Melanie Lesh, Gustavus Visitor Assoc.	info@gustavusak.com	Michael Briggs, Alaska Sportfishing Expeditions	michael@aseresorts.com
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Meeting Summaries		
Date:	Attendees:	Outcome:
12/17/12	CWG monthly call-in	The initiative is on hold. Trails initiative team hopes that when communities develop local trail packages, this initiative will become active in combining the packages into regional itineraries.
11/16/12	CWG monthly	Mark McKernan has relocated with Huna Totem to Seattle and will

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	call-in	<p>not be able to continue as champion. He found a great deal of interest in this initiative among colleagues – with two primary drivers: access to water and land trails is a way to highlight smaller communities in the region, but access to get from one community to another needs to be simplified. He has notes to pass on to a successor.</p> <p>Lorene Palmer clarified the role of SATC to be a marketer of the region - not a developer of packages. Packages are very dependent on operators and the transportation piece is a price point and very challenging for the region. SATC is able to market through the vehicles that it has available, such as its website. Currently SATC is looking for an ad agency for its branding campaign, “Boundless.” She recommended continued outreach to SATC for this initiative. The incoming President is Tonya Carlson, Director of Tourism for the Haines Borough.</p>
4/27/12	CWG monthly call-in	Champion will hold a teleconference with the team in mid to late summer to re-energize initiative.
4/10/12	Ketchikan Cluster Working Group meeting	Michael Briggs, Marketing Director, Alaska Sport Fishing Expeditions, has joined the initiative team.
3/8/12	CWG monthly call-in	Mark McKernan, Director of Information Services, Huna Totem Corp, volunteered to take over for Melanie Lesh as champion of this initiative. The purpose of this initiative is to help the independent tourist access travel information to design itineraries between the communities of Southeast. A central website for information and a centralized event calendar were discussed as possibilities.
2/2/12	CWG monthly call-in	The USFS has offered the skills and expertise of Kevin McIver, Alaska Public Affairs Director, USFS, to this group.

Initiative Action Plan Update		
Activity 1:	Coordinate with AMHS on events and multi-stop pass initiative. Challenge is 1 year lead time on schedule changes.	Activity Date:

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Activity 2:	Pull together past SE multi-community inventories, itineraries and events with the SE Tourism Council. Recognize all transportation alternatives (jet, air, ferry...). Update all known sources of multi-community calendars.	Activity Date:
Activity 3:	Liaison with SE Tourism Council on ongoing branding efforts.	Activity Date:
	Activity completed.	Spring 2011
Activity 4:	Investigate developing links to area websites that promote visitor packages. Link to website/info/community, i.e. Alaska Airlines free stopover in Juneau.	Activity Date:
Activity 5:	Find out what independent traveler questions come in to RSVT centers and what info is being put out by them.	Activity Date:
	Activity completed.	Spring 2011
Activity 6:	Add a "mini-conference" onto SEC's midsession summit and invite the AMHS and other appropriate operators/entities to discuss development needs and existing marketing programs (state, regional and local).	Activity Date:

Other Informational Items