



STATE OF ALASKA
DEPARTMENT OF
COMMERCE
COMMUNITY AND
ECONOMIC DEVELOPMENT

Office of Economic Development

Sarah Palin, Governor
Emil Notti, Commissioner

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Contact: Dru Garson
(907) 465-2162

Office of Economic Development announces new educational DVD to assist Alaskan Entrepreneurs

(JUNEAU) –The Alaska Office of Economic Development is pleased to announce the debut of a new educational DVD designed to help Alaskan entrepreneurs learn about tourism business opportunities with the Alaskan cruise industry. Funding for this project was provided through a USDA Rural Business Enterprise Grant and project partners include the Alaska Office of Economic Development, the Alaska Cruise Association and the Alaska Channel.

“Navigating Tourism Business Opportunities with the Alaska Cruise Industry” is an educational DVD featuring information and advice from Alaska cruise industry representatives and Alaskan tour operators. The video is designed to help tourism entrepreneurs learn about the process and the steps necessary to work with the cruise lines and potentially secure a cruise line contract for their tourism business. Some of the topics covered include: developing a proposal; pricing your tourism product, how the planning cycle works in the Alaskan cruise industry, and the expectations that cruise lines require from potential business owners (i.e. safety, insurance, etc.)

“We like to see new opportunities available to our tourism businesses” said Governor Sarah Palin, and “this educational video will be a valuable resource for Alaskan entrepreneurs.”

For many individuals, the process of contacting a cruise line can seem a very daunting and formidable task. This video will serve as a tool to consolidate all the essential information and resources into one dynamic and easy to follow format and will allow the viewer to more fully understand and comprehend the process of working with the cruise lines.

“The cruise industry is committed to expanding the economic benefits of tourism to more Alaskans,” said John Binkley, President of the Alaska Cruise Association. “We hope to make it easier for Alaskans to do business with the cruise lines.”

To obtain a free copy of the “Navigating Tourism Business Opportunities with the Alaska Cruise Industry” DVD, please contact Dru Garson, with the Office of Economic Development at (907) 465-2162 or the Alaska Cruise Association (www.akcruise.org) at (907) 743-4529. The video can also be viewed from the Internet at <http://www.commerce.state.ak.us/oed/toubus/whatsnew.htm>.

The Alaska Office of Economic Development offers services through the Developing Alaska Rural Tourism Project, Tourism Mentorship Assistance Program, AlaskaHost customer service training program, the Tok Public Lands Information Center, the Alaska Visitors Statistics Program and the Alaska Film Program. Additional information can be found on the Office of Economic Development website at <http://www.commerce.state.ak.us/oed/home.htm>.