

**Southeast Conference
Mid-Session Summit – March 15**

SATC Brand Refresh

**Lorene Palmer, President
Southeast Alaska Tourism Council**

Who is SATC? Southeast Alaska Tourism Council

A cooperative marketing organization dedicated to promoting independent travel for multi-day visitation to the Inside Passage region.

Council Board Members: Haines, Skagway, Whitehorse, Sitka, Juneau, Petersburg, Wrangell, Ketchikan and AMHS.

Marketing Partners: Gustavus and Yakutat
SE Conference has a **Member-at-Large** seat.

Why SATC Brand Refresh

- Provide a fresh point of reference
- Clearly define and distinguish the Southeast Alaska tourism brand.
- Develop clear and consistent messaging to target markets.
- Strengthen brand unity among Southeast communities.
- Strengthen brand image in the marketplace.

What is a Brand?

A brand is a promise.

It is the inherent and developed perception of what others think of you. A successful brand will distinguish you from your competitive environment.

SATC Brand Promise – All Visitors

Southeast Alaska's Inside Passage is a place of genuine wonder, where mountains soar into the sky, glaciers tumble to the sea, marine and land-based wildlife roam free, and the history and culture of the region come alive in the villages and towns that dot the coastline. This vast and remote wilderness, accessible through a network of inland waterways must be seen to be believed.

What is Unique for Independent Visitors

- **Time:** More time to explore and at their own individual pace.
- **Intimacy:** Closer to the ground travel.
- **Reach:** Ability to go to less traveled places, experience the different times of day and seasons.
- **Personal Space:** Ability to experience the destination alone or with close personal companions.

SATC Brand Promise – Independent Visitors

*Southeast Alaska's Inside Passage offers the independent visitors a **personal window** to a place of genuine wonder; exploration of soaring mountains and tumbling glaciers **up close and at your own pace**; interaction with marine and land-based wildlife; **intimate connections** to the history and cultures of the region; and **individual exploration** of remote but accessible wilderness and inland waterways.*

Target Markets

- Adventure Travelers
- Wildlife Viewers
- Culture Visitors
- Sportfishers

Representing the Brand Verbally

Boundless

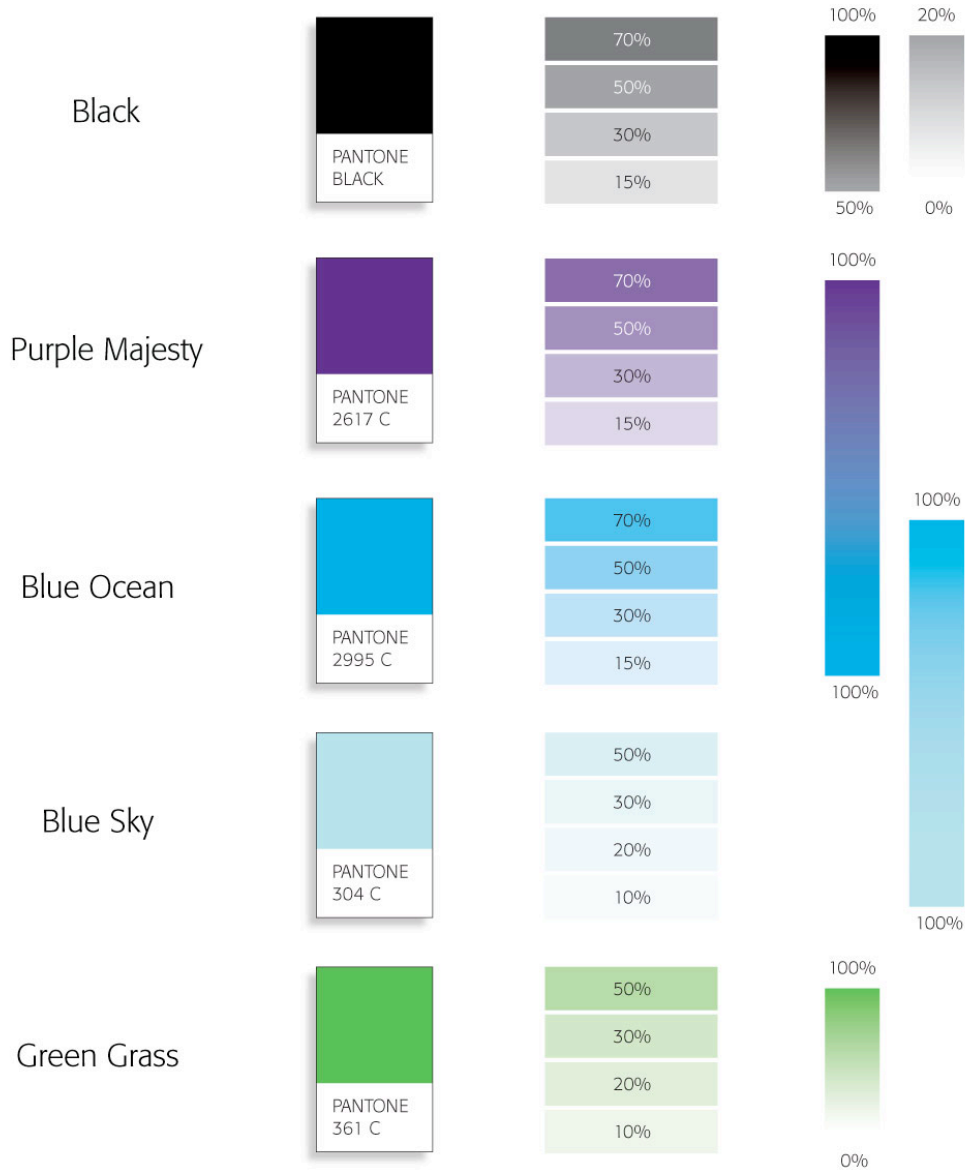
Alaska's Inside Passage brand tag line "Boundless" represents that the Southeast Alaska independent visitor experience has no limits, no "programming" and the visitor is not bounded by schedules, groups, areas to visit, etc.

Representing the Brand Visually



The graphic elements suggest the mountains of the Inside Passage, while the blue swashes represent the ocean shoreline. The lively colors provide energy and movement to the design. The design itself provides the foundation for the watercolor approach used in some of the brand applications.

Color Palette



Website

Alaska's Inside Passage

Home What to Do Where to Stay Where to Eat Contact Us Search

Boundless

Communities to Explore
Getting Around
Sample Itineraries
Community Contacts
Travel Media/Press Help
Free Vacation Guides
Southeast Trails

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Click to Expand

- Directions
- Newsletter
- Discount coupons
- Time & temperature

Social Media Center

tripadvisor

Alaska's Inside Passage

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Getting Around
Sample Itineraries
Community Contacts
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Free Vacation Guides
Southeast Trails

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Advertising



Experience Alaska
from the ground up

Alaska's Inside Passage
Boundless

alaskainfo.org

Advertising

A photograph of a whale's tail breaching the surface of the ocean, creating a large splash of water. The tail is dark and wet, with white foam around the base of the breach. The background is a deep blue sea under a clear sky.

We have powerful
friends on the inside

alaskainfo.org

Alaska's Inside Passage
Boundless

Advertising

A photograph of a person in a yellow and red kayak paddling through a vast field of icebergs in a fjord. The water is dark blue, and the icebergs are white and blue. In the background, there are dark, rocky cliffs and a large glacier. The scene is framed by a white, torn-paper-like border at the bottom.

Go with the flow

alaskainfo.org

Alaska's Inside Passage
Boundless

Collateral



Headline on left panel

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Headline on center panel

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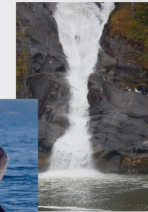


Headline on right panel

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Merchandise



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SATC Contact Information

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