



To: Alabama Radio Stations
Fr: Alabama Broadcasters Association
Re: **Alabama Tourism Department PEP Campaign for the “All In One Ticket”**
Dt: January 20, 2022

The Alabama Tourism Department has returned to the PEP program after a long hiatus. We're glad they remember how great our stations are and the success the PEP program can bring to their projects! At the end of last week, Tourism announced a new statewide initiative called the “All In One ticket” (AIOT).

Tourist attractions across the state are working together through the Tourism office to make their experiences more affordable. Purchase an “AOIT” through Tourism for a specific period of time and visit as many of the participating sites as you can during that time! You can get this special ticket through Tourism’s new app and where tickets are sold online.

Tourism is a huge economic driver for our beautiful state. We're fortunate have mountains, plains, rivers, forests, historical sites and the beach. It truly is “Alabama the Beautiful”. Thank you for helping promote our home and contributing to our state’s prosperity at the same time.

As always, if you have any questions contact Niki Thomas at nthomas@al-ba.com or 205-982-5001.

Alabama Tourism Department
“All In One Ticket”
Air dates:
January 20, 2022 – UFN

RADIO

:30 All in One Tix Urban 30R TOUR2101
:30 All in One Tix Mainstream 30R TOUR2102