

Call Letters: _____

Date: _____

Issues and Programs Report Tourism: All In One Ticket

A. Narrative describing the issue:

The Alabama Tourism Department is charged with promoting the state’s attractions, including sites built around natural resources and historic places. Tourism is not only important in the process of teaching Alabamians and visitors about the state’s rich resources and history, it is also a major economic driver. Tax revenue collected at tourist cites around the state are critical for the operating budget on an annual basis.

Source: Name of Individual & Position:
Grey Brennan, Deputy Director
Alabama Tourism Department
Grey.brennan@tourism.alabama.gov

B. Narrative describing the program:

C. Program Information: (list date/time/duration or attach affidavits)

TITLE OF PROGRAM	DATE	TIME	DURATION
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The Tourism Department’s “All In One Ticket” (AIOT) campaign promotes a brand new initiative. Sites across the state have come together through the Department to participate. A consumer may purchase one of these AIOTs and visit as many of the listed sites as possible during the life of the ticket, which they may determine at the time of purchase. Spots include two :30s for radio and a :15 and :30 for TV.

TOTAL
Radio and TV
January 20, 2022 - UFN