

LEADS & CALENDARS

Media Contacts - Members can send news releases locally or statewide using this list. The list is available electronically, as labels or as a hard copy.

Travel Trade Leads - Access to more than 10,000 qualified travel agents, tour wholesalers and operators. Labels can be sorted by zip code or by a rating system. Email contacts are also available as a hard copy.

Trade Shows - Share the cost of a booth at trade shows, allowing members to interact directly with consumers, as well as travel agents and tour operators who are looking for new and unique experiences to sell to their clients.

Attendance Promoters - Throughout the year, Visit Anchorage attends meetings and conventions of groups who are scheduled to come to Anchorage in the coming year. These attendance promoters are a great way to connect with large numbers of guaranteed Anchorage visitors.

Sales Blitzes - Visit Anchorage staff also drums up business by "blitzing" or visiting various cities in Alaska and the Lower 48, reminding tour operators and meeting planners of what there is to see and do in our great state.

Convention Calendar - Receive a calendar with all the pertinent details for conventions, meetings, sporting events, festivals and local tradeshow happening in the Anchorage area.

Cruise Calendar - This annual calendar provides members with a schedule of Southcentral cruise ship dockings, the capacity of each vessel and contact information for the cruise lines.

VISIT ANCHORAGE COLLATERAL AND FUN STUFF



Critter Mascots - Put a little (or big!) wildlife in your next event with the Visit Anchorage critters. Critters are available for charitable events and grand openings. Some restrictions and fees may apply.

Big Wild Life Anchorage Buttons - Big Wild Life buttons for your meeting or convention.

Convention Welcome Signs - Welcome conventioners to your business by displaying a customized sign for their convention in your storefront.

Job Postings - Members can post job openings in the Alaskans section of the website.

Tip Sheets - Use Visit Anchorage sample letters (called tip sheets) to write a news release, do direct mail marketing or send letters to meeting planners and other industry members.

Images - Save money by using Visit Anchorage's images on your brochures, website, banners or PowerPoint presentations. Images cannot be used on anything that is sold or in paid advertising.

TOP WILD REASONS TO RENEW WITH VISIT ANCHORAGE: MEMBERSHIP HAS ITS BENEFITS



It's time to renew with Visit Anchorage. If you have questions about your membership or your plans have changed, please contact your membership representative today. We look forward to your support and our continued relationship.

visit  anchorage

524 West Fourth Avenue
Anchorage, Alaska 99501-2212
(907) 276-4118
cmvrsales@anchorage.net
Anchorage.net

visit  anchorage

NETWORKING & EDUCATION



Monthly Membership Luncheons* - Join your peers and get the latest on tourism and economic trends from key community and visitor industry leaders. Topics range from marketing, to hiring issues, to working with the media.

Seminars* - Visit Anchorage hosts educational seminars for members where hot topics such as tourism research and trends are discussed.

Business Exchanges* - Visit Anchorage members host these informal, fun-filled gatherings that draw 80-200 people per exchange, giving members an opportunity to get to know one another and build partnerships.

Visitor Information Center (VIC) In-service Meetings - This monthly meeting educates Visit Anchorage's 120 volunteers and staff who work in the VICs.

Benefits Brunch - Held quarterly, this presentation is great for new members, as well as those who may have new employees not yet familiar with member benefits.

Seymour Awards Banquet* - The highlight of the year, and the largest annual gathering of Visit Anchorage members, this black-tie optional gala honors industry leaders and volunteers.

Annual Open House and Charity Drive* - Visit Anchorage welcomes members for a fun, feel-good holiday party and collects items for local charities.

Frontline Trade Show - Usually held in May, this trade show is an opportunity for members to interact face-to-face with local frontline employees. Purchase a booth or send your staff to make sure they are armed with the knowledge and resources to answer visitor questions.

*Sponsorship opportunities available.

**Additional paid advertising opportunities available.

WEBSITE



Anchorage.net** - Visit Anchorage's user-friendly website is marketed locally, statewide, nationally and internationally. Included with membership is a listing with up to 10 photos, a detailed description, amenities and a link to your website.

Trip Package & Travel Deals - Get added exposure for an offer or package by posting it on Anchorage.net. Reach visitors, Alaska residents, even other Visit Anchorage members.

PUBLICATIONS



Official Guide to Anchorage** - Distributed at more than 100 locations through Alaska, mailed to travelers planning their visit, disbursed at national and international consumer and industry trade shows and provided to delegates attending meetings and conventions in Anchorage, the Official Guide to Anchorage is Visit Anchorage's main sales piece in promoting Anchorage and Alaska. Members in visitor-related categories receive a listing.

Local Flavor! Official Restaurant & Entertainment Guide** - Distributed at various locations throughout Anchorage including convention registration tables, meeting delegate bags, at tradeshow, area hotels and all Visit Anchorage Visitor Information Centers this guide showcases dining, nightlife and entertainment. Members in these categories receive a listing.

Meeting Planner Guide** - This guide specifically targets meeting, incentive and event planners. It is also distributed at trade shows, sales blitzes, and to those exploring Anchorage as a potential convention site.

Community Calendar of Events (online and printed)** - Include your community event or be highlighted in the printed monthly calendar of events with a display ad.

Visit Anchorage Visitor Information Centers

(VICs)** - The centers see more than 175,000 people annually. Take advantage of this foot traffic by providing rack cards for three of the five centers that distribute brochures: downtown Anchorage (behind the log cabin) and at both terminals at the Ted Stevens Anchorage International Airport.

Wild Review** - The printed bi-monthly newsletter is a resource that provides seasonal marketing tips, industry trends and information for capitalizing on various tourism leads and member benefits.

Wild Things** - An e-communication that keeps members up-to-date on upcoming events, marketing programs, member benefits, travel opportunities with Visit Anchorage sales teams, member-to-member news as well as new member and member of the month recognitions.

MARKETING



Member-to-Member News - List the latest and greatest news about your business. Top stories are highlighted in Wild Things. Conduct business with other members by providing a special rate or discount to other Visit Anchorage members.

FAMs (Familiarization Tours) & Comps - Host a FAM and showcase your property, attraction or goods to meeting planners, tour operators, travel agents, travel writers, Visit Anchorage staff, volunteers and other members. Hosting a FAM to these select groups can pay dividends.

Member Directory - Online directory of all Visit Anchorage members makes member-to-member networking easier than ever.