



explore
FAIRBANKS
ALASKA

PRESIDENT AND CEO REPORT • APRIL THROUGH JUNE 2016 • DHICKOK@EXPLOREFAIRBANKS.COM

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Fairbanks will host “Aurora Season” charters from Japan and Taiwan from August through December In August and September, eight charters from Japan will fly alternately between Anchorage and Fairbanks with tour itineraries that use the railbelt. Three flights each will be conducted by Japan Airlines (JAL) and Uzbekistan Airlines and two flights with All Nippon Airlines (ANA). China Air will fly from Taiwan with railbelt itineraries in late September. China Air with guests from Taiwan and Uzbekistan with guests from Japan will fly into FAI with Fairbanks-only itineraries in November and December.



During the 2016/17 Aurora Season, August 29th will mark the first time for ANA to fly into the Fairbanks International Airport (FAI). Uzbekistan brought guests from Japan to FAI for the first time last December with three flights. JAL has been flying to FAI since 2004. China Air will have the airlines’ second year to FAI. The photo above is the inaugural flight of China Airlines on December 4, 2015.



Cushman Street is rocking it! The “complete street” project is officially concluded to rave reviews. The improvements to this signature downtown roadway features new traffic controllers and signals, wider sidewalks, new pedestrian lighting, decorative fencing, landscaping that include 100 planter boxes and a directional signage system. Explore Fairbanks’ contribution to the effort was advocating for the pedestrian kiosks and vehicular guide signs. Jill Marshall of Marshall Arts donated services for the design of the signs which incorporate symbols for the aurora and midnight sun as well as tout “The Golden Heart City” theme. Throughout the lower 48, cohesive wayfinding systems provide attractive and functional signage that links the infrastructure, tourism information, mapping and transportation systems for local resident populations as well as visitors. Explore Fairbanks introduced the concept of the new signage on Cushman to serve as a model for a color-coded coordinated system throughout Fairbanks that DOT&PF can integrate into future road improvement projects.

Visitor Services and Partnership Development staff coordinates in-state promotions Be a Visitor in Your Own Town, sponsored by Princess Cruises and Premier Alaska Tours, hosted 76 local participants for a free tour of the Fairbanks area. Explore Fairbanks had an exhibit booth at two in-state outdoor shows: Great Alaska Sportsman Show in Anchorage and the Fairbanks Outdoor Show

Tourism Department team is on the road again

Explore Fairbanks Senior Sales Manager Ed Malen was in Seoul, South Korea with Visit Anchorage and assisted by AVIAREPS on April 14 and 15 where they met with travel agents, tour operators and airline representatives. He also made sales calls in Tokyo, Japan, with Northern Alaska Tour Company on April 18 and 19. Ed participated in the 2016 State of Alaska Japan Sales Mission from April 20 to 22 in the cities of Osaka, Nagoya and Tokyo where he presented to more than 200 total agents and operators. Director of Tourism Scott McCrea participated in the Cruise360 trade show in Vancouver, B.C., June 1 to 5, where more than 40 travel agents attended a Fairbanks destination workshop. He met with more than 100 travel agents to talk about cross-Gulf cruise land tours. Scott also participated in business-to-business meetings with nine different air carriers at the JumpStart airline conference in Denver, Colorado, June 14 to 16, in conjunction with the Fairbanks International Airport and their consultant. Explore Fairbanks' European-based contractor Elke Brosin participated in the Germany Visit USA roadshow May 9 to 12. About 60 operators participated in the destination training presentation in Hanover and 70 to 80 at the trainings in Hamburg and Berlin. Scott and Ed attended the IPW Tradeshow in New Orleans, June 18 to 22, along with business partners Chena Hot Springs Resort, Northern Alaska Tour Company and Fountainhead Hotels. There they conducted more than 80 appointments with international tour operators from core markets such as China, Taiwan, Australia, Japan, Korea, Germany, UK as well as other markets that included Croatia, Latin America, and South Africa. Also at the IPW show, Director of Communications Amy Geiger met with international media representatives from countries such as New Zealand, Australia, Canada, Germany and Taiwan as well as domestic media.



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Explore Fairbanks ads encourage participation by business partners

with co-op ads in the May and June issues of Alaska Airlines' inflight magazine. For the local market, the department coordinated a Magic Days of Summer co-op promotion with iHeart Media. The promotion runs through mid-August and includes a list of 101 things to do in the Fairbanks area listed on 101magic.com, on-air announcements and giveaways, commercials and social media posts promoting the list. For more information on co-op advertising opportunities, contact Advertising and Marketing Associate Kasey Gillam at 459-3776.



Meetings and Conventions

coordinated an Anchorage sales mission including ten sales calls and hosting 25 meeting planners for a Fairbanks-sponsored luncheon where they heard presentations from ten business partners with a representative at the lunch and from an additional five businesses who sent materials for the presentation. The department also planned and led site inspections with nine meeting planners from the Division of Forestry.

Explore Fairbanks hosts media from a variety of sources including a writer for the 11th edition of the Moon Alaska travel guidebook; a regular contributor to National Geographic Traveler, Westways, Dallas Morning News, and an author/co-author of more than a dozen travel guidebooks; a photographer/writer focusing on the Gates of the Arctic National Park and Kobuk National Park; a UK-based writer working on a story about traveling in the Yukon and Alaska via the AICan; and a freelancer commissioned to write the Alaska Chapter for Rough Guide published by Penguin Press in the UK.



Explore Fairbanks acknowledged the contributions of business partners, individuals and organizations for their support of the local visitor industry at the 2016 Annual Awards Banquet on April 22 at the Birch Hill Recreation & Cross Country Ski Center. Awards were presented as follows: Golden Heart Award to Cathy Schultz, Sophie Station Suites, Fountainhead Hotels, for her exceptional hospitality, commitment and effort to Fairbanks' visitors; Aurora Award to City of Fairbanks Chief of Staff Jeff Jacobson, for his contributions to the development of the Fairbanks visitor industry; the Jim and Mary Binkley Award to Gold Daughters, for their creation, innovation, courage and entrepreneurialism in the introduction of a new attraction; and the Raven Award to Christmas in Ice, for promoting a distinct local, statewide, national and international interest and awareness among prospective visitors. Jutta Pence was given the Golden Heart Greeter of the Year Award for dedicating herself to helping make a visitor's experience special and memorable. Staff service awards included Amy Geiger and Ed Malen for five years of service and Charity Gadapee for fifteen years of service.

The Fairbanks Visitor Industry 14th Walk for Charity raises nearly \$20,000 On Friday, May 13, 548 walkers supported more than 57 local 501(c)(30) non-profits. The walk, nicknamed the "4k Graze," had 20 food booths scattered throughout the route, including the finish at the Morris Thompson Cultural and Visitors Center where participants enjoyed food, desserts, live music and prizes. The event is planned, promoted and executed by Explore Fairbanks and the Fairbanks Chapter of the Alaska Travel Industry Association with generous donations from Alaska Cruise Association/Cruise Lines International Association-Alaska Chapter, Alaska Travel Industry Association Foundation and Alaska Airlines. Since 2001, the "Walk for Charity" has raised nearly \$335,000 for local non-profits. 100% of a walker or team's donation goes to the registered 501(c)(3) charity of their choice.

Spotlight on Convention Centers

Green Bay, Wisconsin, expands riverfront convention center The KI Convention Center, owned by the City of Green Bay (population 104,057) and managed/operated by the Hyatt Regency Green Bay, doubled its meeting and event space to 80,000 square feet in September 2015. The riverfront facility also overlooks the city. A skywalk accesses more than 600 covered parking spaces and additional uncovered spaces. According to the Greater Green Bay Convention and Visitors Bureau Director of Sales, "We were pretty limited to state and small regional groups before, but now we can target larger regional groups and even some on the national level." Based in Green Bay, WI is the sixth-largest contract furniture manufacturer in the industry, employing nearly 3,000 people and currently operating nine manufacturing facilities around the globe. KI's community philanthropy was instrumental in the creation of the convention center. KI's award-winning furniture is incorporated into the center's design. To see more on the center, go to <http://www.kiconventioncenter.org/>.

