

Administration Marketing Calendar

Tradeshow Calendar

- Cruise Shipping Miami, March (tentative)
- Society of American Travel Writers Western Chapter, April or May
- IPW Media Day and International Pow Wow (tentative)
- Society of American Travel Writers Annual Convention, late October
- North American Travel Journalists (tentative)

Industry Calendar

- Alaska Travel Industry Association Board Meetings, 4 to 5 per year
- Alaska Travel Industry Association Annual Convention, Anchorage, October 3-6
- Destination Marketing Association International Finance and Tech Conference, September 13-16



Communications Marketing Calendar



- Alaska Travel Industry Association Conference

Media Event Calendar

- Alaska Media Road Show, October
- Pacific Northwest Writers Conference, July
- Outdoor Writers Association of America, July

Publication Calendar

- Visitors Guide Release, November
- Winter Guide Release, July
- Annual Report Release, April

Co-op Advertising Calendar

- Alaska Airlines Magazine, Feb; May-October
- Alaska Magazine, December
- TripAdvisor, Ongoing



Social Media Calendar

- New website launch 2016
- Annual contest, Facebook
- Simpleview Summit

Tourism Marketing Calendar

Sales Missions

- Austria Visit USA, 1/27-28
- Discover America Denmark, 3/7
- State of Alaska Japan/Korea, 4/18 – 4/22
- Germany VUSA, 5/9-5/12
- Switzerland USA Roadshow, 9/20-9/22
- Taiwan/China, 11/1-11/16

Tradeshaw Calendar

- American Bus Association, 1/9 – 1/12
- National Tour Association, 1/31 – 2/4
- IcelandAir Mid-Atlantic, 2/4 – 2/7
- Go West Summit, 2/22 – 2/26
- International Tourism Bourse – Berlin, 3/9 – 3/13
- Active America China Tradeshaw, 3/16 – 3/18
- Cruise3sixty, 6/1-6/5
- JumpStart, 6/14-6/16
- International Pow Wow, 6/18 – 6/22
- Adventure Travel World Summit, 9/20-9/23
- Japanese Association of Travel Agents (JATA), 9/22-9/25
- International Travel Fair (Taipei), 11/4-11/7
- World Travel Market (London), 11/7-11/9
- China International Travel Market (Shanghai)- 11/11-11/13

Projected FAM Calendar

- GoWest Japan FAM, 2/18 – 2/22
- GoWest Adventure FAM, 2/18 – 2/22
- GoWest China FAM, 2/26 – 2/28
- GoWest Valdez/Fairbanks FAM, 2/26 – 3/1
- GoWest General FAM, 2/26 – 3/1
- Explore Fairbanks European Tour Operator FAM, 9/1 – 9/8
- Adventure Travel World Summit FAM, 9/14-9/18



THE WORLD'S
LEADING TRAVEL
TRADE SHOW®
9-13 MARCH 2016



Meetings & Conventions Marketing Calendar

- Golden Heart Gala, February 17
- Arctic Science Summit Week, March 10-20
- Local Guided Site Inspections, March 29-31
- Anchorage Spring Meeting Planner Lunch and Sales Mission, April 19-21
- UAF Fall Meeting Planner Lunch, September 29
- AFN Convention Week (in Fairbanks), October 17-22
- Juneau Meeting Planner Lunch and Sales Mission, October 31-November 3

Sales Events, as needed

- Site Inspections & Familiarization Tours
- Bid Presentations
- Pre-Event Promotion
- Target Market Sales Calls



UAF Meeting Planner Lunch and Partner Trade Show

Visitor Services & Partnership Development Marketing Calendar

Visitor Services

Monthly

- First Friday Artist Receptions, Monthly

Annually

- Joint Golden Heart Meeting Ambassador & Golden Heart Greeter Appreciation dinner, February 17
- Great Alaska Sportsman Show (Anchorage), March
- Golden Heart Greeter Recruitment & Orientation, June, July, August, September
- Highway Neighbors Conference, April
- Member Spotlight Nights, April
- Social Seminar for Frontline Staff, April & October
- Fairbanks Outdoor Show, April
- Be A Visitor In Your Own Town, May 7
- Visitor Industry's Walk for Charity, May 13
- Visitor Center begins summer hours, May 14
- Pioneer Park Visitor Kiosk Opens, May 28
- Go Winter Expo, October
- Holiday Open House, December

Partnership Development

Membership Luncheons & Special Events

- January 27 – Interior Tourism Conference
- February 24 – Breakfast
- March 23 – Luncheon
- March 31 – Alaskan Neighbors Breakfast (Anchorage)
- April 22 – Annual Explore Fairbanks Awards Banquet
- September 28 - Luncheon
- November 2 - Luncheon
- December 7 – Annual Meeting

General Event Information

- Membership Renewal deadline, January 31
- Prospect Seminars - January, February, September, October
- Member Orientation, February
- Membership Renewal begins, October 1
- Alaska Travel Industry Association Convention, Anchorage – October