



explore  
**FAIRBANKS**

**2016 Strategic Marketing Plan**



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## Mission Statement



The mission of Explore Fairbanks is to be an economic driver in the Fairbanks region by marketing to potential visitors and optimizing the visitor experience.

## Vision Statement

We sell Fairbanks! While building a marketing machine that maximizes exposure of Fairbanks in existing markets and cultivates new markets, Explore Fairbanks is the number-one resource of visitor information for our destination. We bring people to Fairbanks with effective marketing based on reliable research data. We expand our marketing effectiveness to ensure the quality of our visitors' experience by cooperating with the state, other convention and visitor bureaus and non-traditional partners.

Because we simultaneously enjoy and enhance our natural resources, our destination provides authentic Alaska for everyone. In our vibrant community, we encourage new destination features and envision a convention center that is fully utilized year round. Our neighbors and community leaders value a thriving visitor industry and provide broad-based, consistent and reliable financial support.

The quality of the services provided by Explore Fairbanks is second to none. Located in a world-class visitor center, we enjoy long-term commitments from staff and business partners who are very active in our operations.

As a result of our strategic focus and hard work, Fairbanks is widely recognized by travelers as the ultimate Alaskan experience and the destination that most characterizes Alaska. Everybody who travels to Alaska believes they must visit us, and because there are two Fairbanks, midnight sun and northern lights, everybody wants to see us at least twice. Since we serve as a base destination for an Alaska visit, we attract increasing numbers of visitors from around the world to Fairbanks all year round. Therefore, our business partners enjoy consistently high levels of occupancy and we measurably contribute to the economic prosperity of our community.



## Long-term Strategic Priorities



## Brand Pillars

### Northern Lights, Midnight Sun

Two hallmarks – summer’s midnight sun and the aurora borealis – herald Fairbanks’ location on the globe at the 64th parallel of latitude. The sky sets Fairbanks apart with 70 straight days of sunshine as well as some of the world’s best aurora viewing.

“I was beyond wowed by its grand and intimate beauty. I saw the northern lights for the first time and literally teared up – huge green and violet curtains pulsating and swirling across the sky. I couldn't believe how vibrant and fast they were. Saw three moose, endless tracts of golden forest, and then this, the alpine tundra alive with color during the slim window of fall. In love.”

– Kate Siber, Travel Writer, September 2015

### Gateway to Denali, Alaska’s Interior and Arctic

Fairbanks is surrounded by wilderness, just more than two hours from Denali National Park, a leaping off point by air and road to the Arctic Circle, and access to villages and towns in the Arctic and far north. The hub-and-spoke positioning of Fairbanks is a win-win for the destination and neighboring communities.

“Nothing but vast open green spaces of mountains and rivers and tundra and brush. You will never feel claustrophobic here! My head was plastered to the bus window the entire time, just simply enjoying the natural beauty of my surroundings.”

– Belle Cordovez, “That Traveling Nurse,” May 2015

### Aurora Season

The “Aurora Season” is from August 21 through April 21 in the Fairbanks region. Fairbanks’ position under the “Auroral Oval” – a ring-shaped region around the North Pole – makes it one of the best places in the world to see the aurora borealis. This location offers a great balance of clear nights, occurrence frequency and activity that draws people from all over the globe.

“Enjoying Fairbanks need not be a solitary pursuit and my winter excursion to the hot springs revealed a social enclave in which casual conversation invariably turned to the sky above, lined by greenish wisps that waved across the Milky Way like sheer curtains – the aurora borealis, an effect of electrically charged solar particles striking gases in the far-northern atmosphere. ”

– Eric Lucas, Alaska Airlines Magazine, October 2015

## Brand Pillars

### Winter is the Opportunity Season

"Winter" is redefined in Fairbanks to expand to a seven-month season from October through April. Conforming to industry terms as "off" or "shoulder" season fails to define the robust winter product awaiting discovery. The three most compelling activities during this time period are aurora viewing, dog mushing and ice carving. The "opportunity season" captures the marketing potential of this season.

"I've trekked through the snow covered forest, raced cross country on snow-mobles, had a drink at an ice bar, and swam in hot springs – all against this INSANELY beautiful winter backdrop. It's honestly one of the most picturesque places I've ever been!"

– Reuben Mourad, Australian Travel Writer/Television Personality, March 2015

### Culture, Arts & Events

The often nature-inspired artistic spirit of the residents is expressed in all forms of performing and fine arts. And the energy of Fairbanks, North Pole and surrounding region is further manifested in the production of sporting and special events year round – often through a labor of love by cadres of volunteers. Alaska Native artists contribute immensely to the fabric of the region's cultural depth.

"A mind-boggling array of exhibits helps tell Alaska's story – its culture, its history and its wildlife. Photos, artefacts, wood and ivory carvings help visitors discover 2,000 years of Alaskan art."

– Mark Nichols, Airports of the World, September/October 2015

### Authentic Alaskan Experience

Who gets to claim Alaska's most "authentic" experience? Destinations throughout Alaska assert authenticity but Fairbanks with its "last frontier" feel offers the quintessential Alaskan experience. Fairbanks has an isolated location with proximity to remote villages, a large population of cabin dwellers and cold, snowy winters that allow for distinctive sports and events.

"Uninhabited wilderness has a unique pull on human beings, particularly today in a world where we seem to be never truly alone. Wild Jack London fantasies flitted through my head as we encroached further onto the desolate bush."

– Jo Piazza, Yahoo! Travel, February 2015

## Brand Pillars

### Golden Heart City

Fairbanks is known throughout the state and beyond as Alaska's "Golden Heart City." The triple meaning refers to its gold rush history, location in the center or "heart" of Alaska, and more importantly, to the friendliness of its inhabitants. Hospitality programs, such as the Golden Heart Greeter volunteers and the Golden Heart Meeting Ambassadors, capitalize on this golden reputation.

"A huge thank you to the wonderful people of Fairbanks for their incredible hospitality. I had an amazing adventure there, discovering one of the most beautiful parts of the world. I am definitely putting Alaska on my list of places to visit in the near future."

– Reuben Mourad, Australian Travel Writer/Television Personality, March 2015

### Light – Energy – Warmth

After an extensive branding research project, a collaborative community discussion yielded the themes of light, energy and warmth. These three concepts combine to mitigate repetitive misperceptions about the area's climate and daylight.

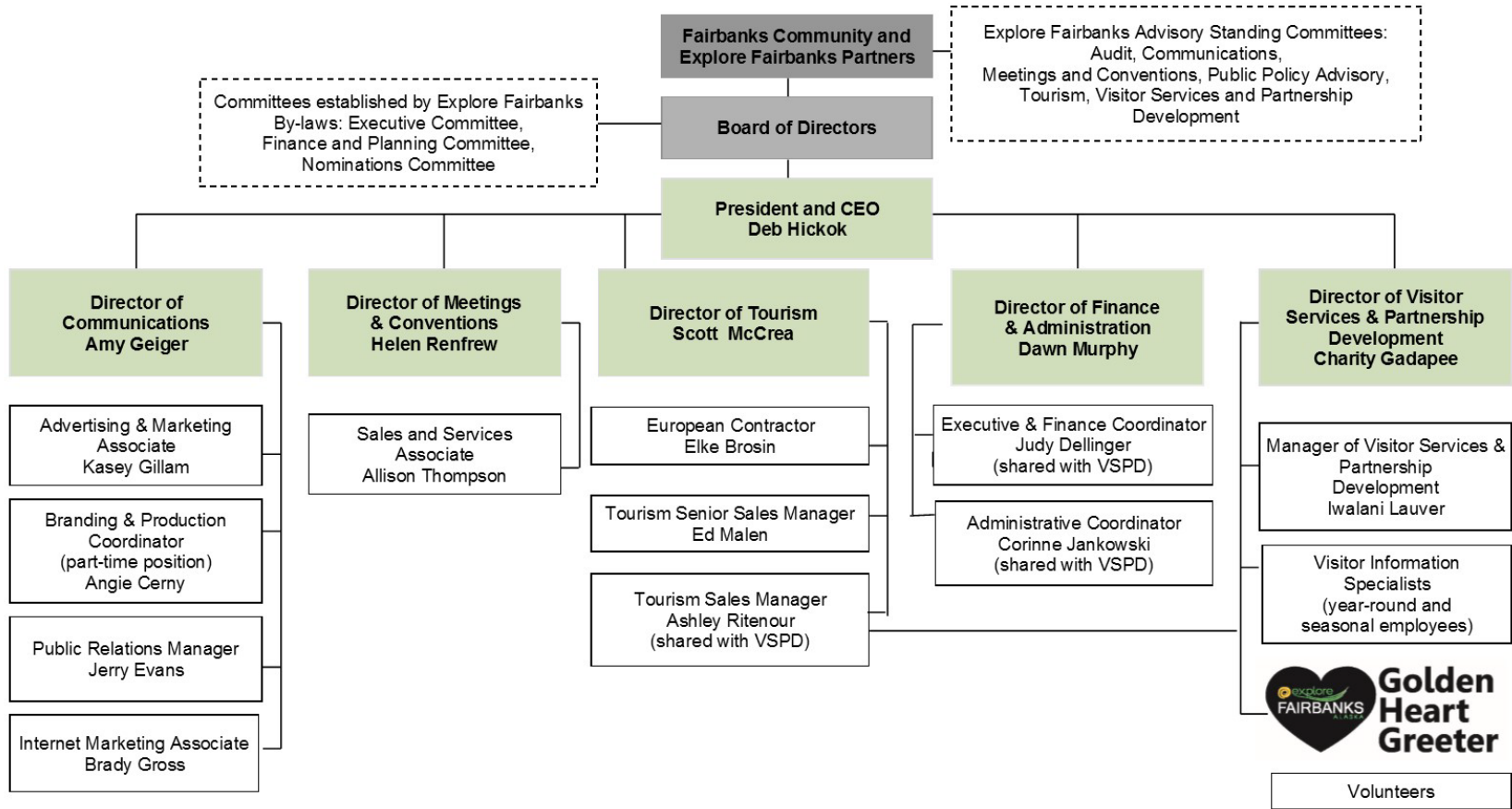
"Surrounded by wilderness the outdoor adventure lover can kayak, canoe, hike, fish and camp in the Fairbanks area and in the winter add to that dog sledding snowmobiling and snowshoeing too."

– Rita Cook, Huffington Post, November 2014

# Explore Fairbanks Organizational Chart



Updated: 10-21-2015





# Explore Fairbanks Board of Directors

## Executive Officers

**Seat "L"**     **Dustin Adams - Chair**  
 Lodging     Regency Fairbanks Hotel  
 Expires 2016

**Seat "N"**     **Kory Eberhardt - Treasurer**  
 Conventions  
 Expires 2017

**Seat "E"**     **Andy Anger - Past Chair**  
 Services  
 Expires 2015

**Seat "A"**     **Jason Avery**  
 Events     Pioneer Park, Parks and Recreation, FNSB  
 Expires 2015

**Seat "B"**     **Patricia Silva**  
 Lodging     Westmark Hotel and Conference Center  
 Expires 2015

**Seat "D"**     **Debbie Mathews**  
 Retail     Expressions in Glass  
 Expires 2016

**Seat "F"**     **Mok Kumagai**  
 Attractions     Aurora Borealis Lodge  
 Expires 2016

**Seat "G"**     **Becky Kunkle**  
 Lodging     Wedgewood Resort, Fountainhead Hotels  
 Expires 2016

**Seat "I"**     **Kathy Hedges**  
 Retail     Arctic Circle Trading Post  
 Expires 2017

**Seat "H"**     **Matt Divens - Chair Elect**  
 Transportation     HAP Alaska-Yukon  
 Expires 2016

**Seat "C"**     **Ryan Binkley - Secretary**  
 Transportation     Riverboat Discovery & Gold Dredge 8  
 Expires 2015

**President**     **Deb Hickok**  
 & CEO     Explore Fairbanks

**Seat "J"**     **Irene Meyer**  
 Services     GoNorth Alaska Travel Center  
 Expires 2017

**Seat "K"**     **Daniel David**  
 Attractions     UA Museum of the North  
 Expires 2015

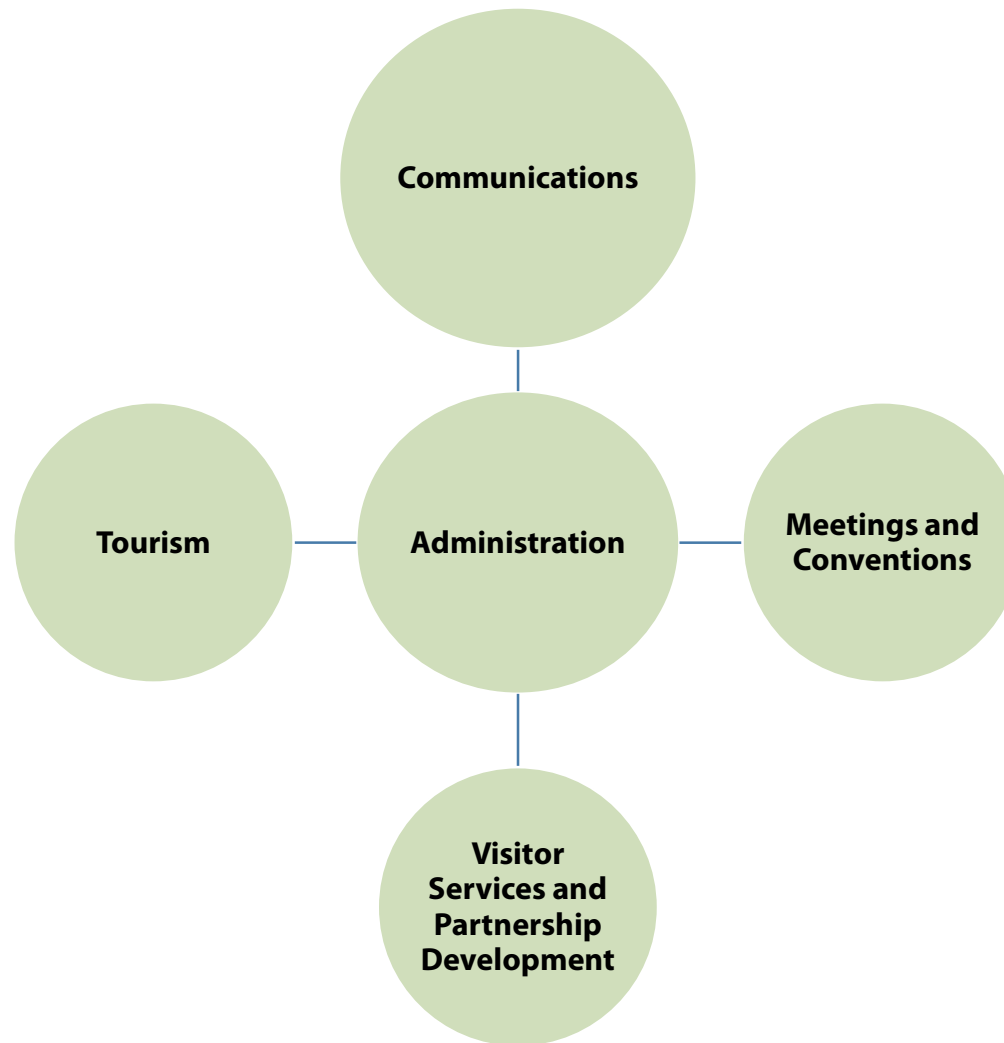
**Seat "M"**     **Jonathan Huff**  
 Appointed     Alaska Universal Productions  
 Expires 2015

**Seat "O"**     **June Rogers**  
 Appointed     Fairbanks Arts Association  
 Expires 2015

**Ex Officio**     **Van Lawrence, Assembly Member**  
 FNSB Rep     Fairbanks North Star Borough

**Ex Officio**     **Jim Matherly, City Council Member**  
 City Coun. Rep     Fairbanks City Council

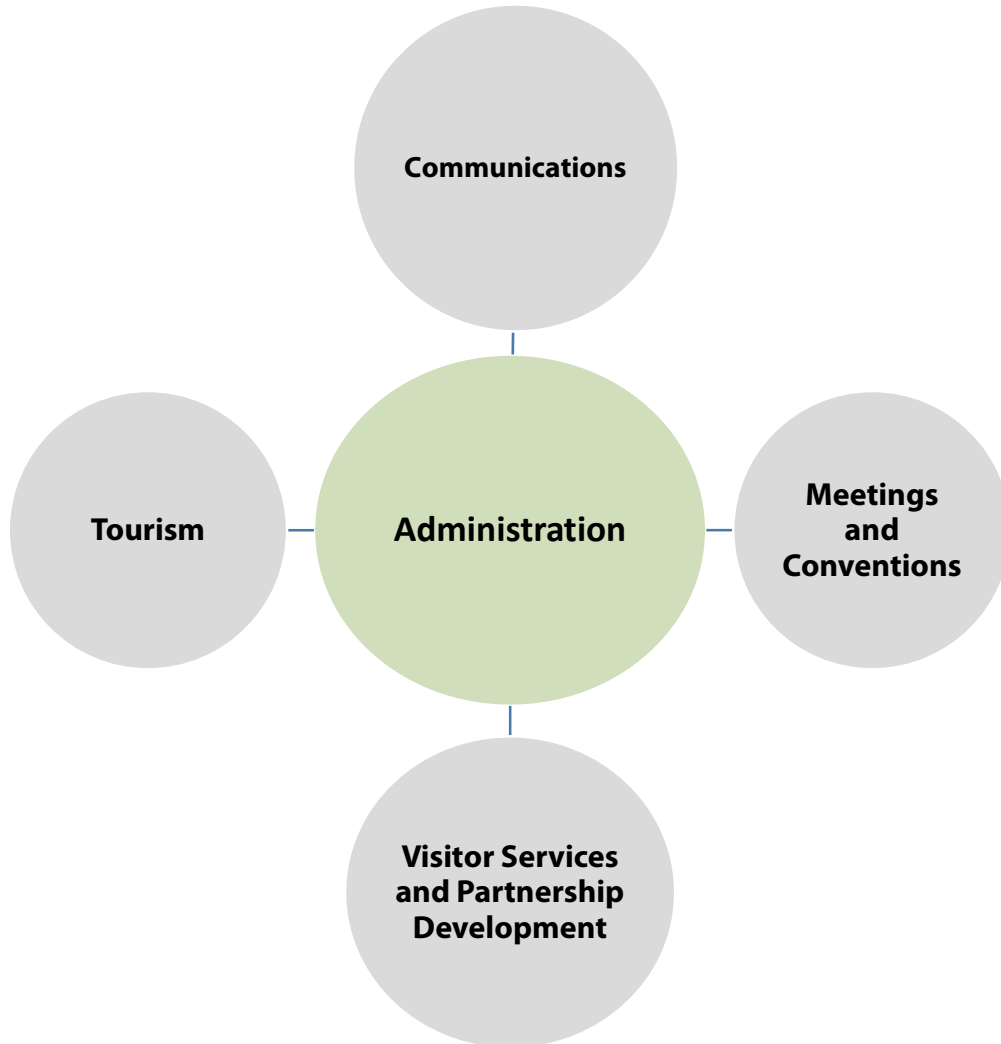
## Explore Fairbanks Departments



## Administration Department



## Administration Department



- **Deb Hickok,**  
**President and CEO**
- **Dawn Murphy,**  
**Director of Finance & Administration**
- **Judy Dellinger,**  
**Executive & Finance Coordinator**
- **Corinne Jankowski,**  
**Administrative Coordinator**

## Key Stakeholders and Business Partners

### Local

- Visitor Industry Businesses
- Elected Officials
- Local Businesses / Organizations
- General Public

### State

- Visitor Industry Businesses
- Alaska Travel Industry Association
- State of Alaska
- Travel and Related Travel and Economic Development Associations

### National / International

- Airlines
- National Parks and other travel-related agencies
- Travel Media and other Travel Trade Associations



## Long-term Strategic Priorities

- **Establish a strong brand identity for the Fairbanks region**
- **Focus marketing efforts on markets defined by Alaska tourism as well as opportunity markets specific to the Fairbanks region**
- **Focus efforts on stimulating year round visitor spending**
- **Provide leadership and serve as a catalyst for strategic product development and infrastructure improvement**
- **Advocate on behalf of the travel industry for the benefit of the Fairbanks region**

## Administration Marketing Platform

- Stimulate or participate in long-term product development projects that advance the Fairbanks region as a travel destination
- Assure “best practices” for Explore Fairbanks as a professional association in the destination marketing arena
- Provide a working atmosphere that motivates employees to promote and deliver exceptional and quality customer service to visitors, clients and key stakeholders
- Actively participate in statewide and national tourism efforts
- Institutionalize and expand Explore Fairbanks’ positive image in the community through a consistent communications plan
- Provide financial leadership with an emphasis on programs that directly impact hotel/motel tax collections and sustainability of the organization

# Communication Tools

**explore FAIRBANKS ALASKA**

**PRESIDENT AND CEO REPORT - APRIL TO BROADBANDING - DIRECTOR OF QUALITY ASSURANCE**

**2014-2016 FAIRBANKS WINTER GUIDE** is now available for free. The 22-page full color booklet will be available for a limited time only. It features information on all of our winter activities and events. It is a must-have for anyone planning to visit Fairbanks during the winter months. It is available for download at [www.explorefairbanks.com](http://www.explorefairbanks.com).

The Alaska State tourism marketing budget is set for 2014. For the fiscal year 2014 budget, the State paid 2012 marketing budget credits of a total of \$16.7 million. About \$5.7 million flows from the total of \$1.7 million of State year-over-year marketing and from local partners and donors. For previous years of marketing programs, our own state marketing efforts are available. Support for budget is quickly changing as demand for marketing programs is high and state marketing funds are limited. In which the state will reduce or eliminate programs.

**Explore Fairbanks 2014 Annual Report** is available online for download at [www.explorefairbanks.com](http://www.explorefairbanks.com). Although all reports seem to be in the same year, 2014 was our peak year with production marketing activities as our mission for the year.

Reports for the 2014-2015 fiscal year are available for download at [www.explorefairbanks.com](http://www.explorefairbanks.com). Reports for the 2014-2015 fiscal year are available for download at [www.explorefairbanks.com](http://www.explorefairbanks.com). Reports for the 2014-2015 fiscal year are available for download at [www.explorefairbanks.com](http://www.explorefairbanks.com).

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**President and CEO Quarterly Reports**

**explore FAIRBANKS**

**2016 Strategic Marketing Plan**

**ASCRIBED**

**2016 Strategic Marketing Plan & Budget**

**Annual Strategic Plan & Budget**

**Tourism Works for Fairbanks**

**Inside**  
The Tourism Entrepreneur Issue  
Your neighbors at work: homegrown success stories  
Tourism is an economic driver  
Showcasing the "sense of place" of Alaska's Interior and Arctic  
Meeting Ambassadors  
Bringing home the meeting

**Plus**  
Be a Visitor in Your Own Town  
Winter, summer, year-round things to do  
Charity begins at home

**Tourism Works for Fairbanks FDNM Supplement**

**Tourism Works for Fairbanks FDNM Supplement**

**explore FAIRBANKS**

**2014 Annual Report**

**Annual Report**

**Annual Report**

**KSH**

**2014 Annual Audit**

**Annual Audit**

**Annual Audit**

**Tactic: Stimulate or participate in long-term product development projects that advance the Fairbanks region as a travel destination**

**Convention Center Planning**

- Together with partners in the arts, lodging and community stakeholders and the community at large, drill down into the potential reality of a convention center and/or performing arts center by analyzing footprint, capital and O&M costs, as well as finance options

**Access to Fairbanks**

- Lure, secure and sustain competitive domestic and international air passenger service to Fairbanks

**State-of-the-Art Marketing**

- Strategically brand three seasons – summer/midnight sun, winter and aurora – of tourism opportunities in the Fairbanks region through projects and by integrating in all aspects of marketing
- Launch a responsive website

**Sustainability**

- Formalize a Sustainability Plan for Explore Fairbanks

**Access within Fairbanks**

- Participate in the planning for and execution of a downtown wayfinding system with an eye toward a community wayfinding plan projects and by integrating in all aspects of marketing



**Tactic: Assure “best practices” for Explore Fairbanks as a professional association in the destination marketing arena**

**Maintain and Go Beyond Accreditation**

- Keep abreast and implement new guidelines offered by Destination Marketing Association International by participation in Destination Marketing Accreditation Program and DestinationNEXT
- Coalesce with other economic development organizations to collaborate more formally on projects that move the region forward

**Tactic: Provide financial leadership with an emphasis on programs that directly impact hotel/motel tax collections and sustainability of the organization**

**Accountability**

- Assure all aspects of fiscal accountability with thorough and timely recordkeeping, oversight, and reporting
- Coordinate the annual budget process to ensure resources are invested carefully and efficiently
- Update internal controls and accounting procedures to ensure that EF maintains effective controls to help the organization achieve its operations, financial reporting and compliance objectives





# Tactic: Actively participate in statewide and national tourism efforts

## Leadership and Collaboration

- President and CEO will serve on the Board of Directors' Executive Committee of the Alaska Travel Industry Association (ATIA) as Chair of Tourism Policy and Planning Committee and continue to serve on the Board of Directors of the Greater Fairbanks Chamber of Commerce and Society of American Travel Writers Western Chapter

- Director of Finance and Administration will continue to serve on the Board of Directors for the Morris Thompson Cultural and Visitors Center, Career and Technical Education Advisory Committee, Tourism seat for FNSB School District, Destination Marketing Association International Finance, Operations and Tech Committee



PRESIDENT AND CEO REPORT • APRIL THROUGH JUNE 2015 • DIRECTOR@EXPLOREFAIRBANKS.COM

DATELINE: AUGUST 12, 2015

The 2015-2016 Fairbanks Winter Guide is now available for free! The 20-page full color booklet with mobile device friendly and an ad-supported events calendar offers an informative and light-hearted view of what to see in the Fairbanks region, Interior Alaska and the Arctic. Due to the Morris Thompson Cultural and Visitors Center in downtown Fairbanks for the printed guide or access the guide on the <http://www.explorefairbanks.com/winterguide>

The Alaska State tourism marketing budget is cut by 48% for the fiscal year 2016 budget. The fiscal year 2016 marketing budget stands at a total of \$30.1 million, about \$4.8 million down from the total of \$34.7 million in fiscal year 2015. Regions Fairbanks and business partners are bracing for increased needs to do on up marketing programs. With less state marketing options available, Explore Fairbanks is quickly regrouping to attempt to maintain market presence in key areas, especially in the north, in which this state still lacks a cohesive program.

Explore Fairbanks 2014 Annual Report is available online <http://www.explorefairbanks.com/destination/2014-annual-report>. Although already seeming to be in the distant past, 2014 was jam-packed with productive marketing activities as well as association management milestones:

- Explore Fairbanks achieved accreditation in July, satisfying the rigorous standards set forth by the professional destination marketing community.
- In mid-February the Fairbanks Convention and Visitors Bureau (FCVB) began integrating the new Explore Fairbanks name and logo into promotional materials. The logo incorporated graphics to emphasize the scenic beauty and highlight our best key natural phenomena. But it signified the Fairbanks region from one destination to another around the globe. The FCVB already had been enjoying "Explore Fairbanks" with nearly two decades of recognizing the terms and the organization's website and email newsletters. The more success and contemporary look in holding on and in the competitive destination marketplace.
- Explore Fairbanks launched a new video in October to give visitors, tourism industry colleagues and local residents. To date as of August 13, 2015, the video has had more than 80,000 YouTube views and has been posted on Facebook, local operator and convention planning websites. Staff's hard to frequently attend to the website, conferences of sales and other presentations. Locally partners and local businesses are using the video for their own purposes of the Fairbanks area.
- Explore Fairbanks hosted a record number of international TNAP. Fairbanks' first international TNAP was held in the Fairbanks region. They hosted from Japan, Germany, Europe, India, China, Indonesia, Chile and other international and co-located points of origin.

Meetings and Conventions Department plans meetings with meeting planners and hosted the Anchorage meeting Planner Lunch and Meet-Tuesday in April with 22 meeting planners in attendance. Five Explore Fairbanks partners were on-site and eight additional partners participated in this event. While in Anchorage, the department showcased a total of over 13 sales calls on Anchorage area meeting planners. In May, staff assisted volunteers through Inquiries - Masters Golden Heart Greater program for the conventions of the Alaska Bar Association and Veterans of Foreign Wars. Staff assisted the Harley Owners Group (HOG) Rally Raker Run and gathered door prizes and volunteered at the Morris Thompson Memorial Golf Classic and Cabalala. International items, Golden Heart Greater volunteers, on-site activities, welcome signs, and more were provided for the following meetings: Alaska State Softball Association State Softball Championship, the Governor's Budget Conference, HOG Rally, Alaska Bar Association, International Tea Party Co-ordinator, National School Board Association, Pacific Region - Governor Meeting and Terrace Clubs Conference. Centerbill.





Explore Fairbanks coordinated all meetings for the city through Regional Leadership Forum in the 2014 in Fairbanks in 2014



**Tactic: Institutionalize and expand Explore Fairbanks' positive image in the community through a consistent communications plan by executing the Board-approved Advocacy Plan**

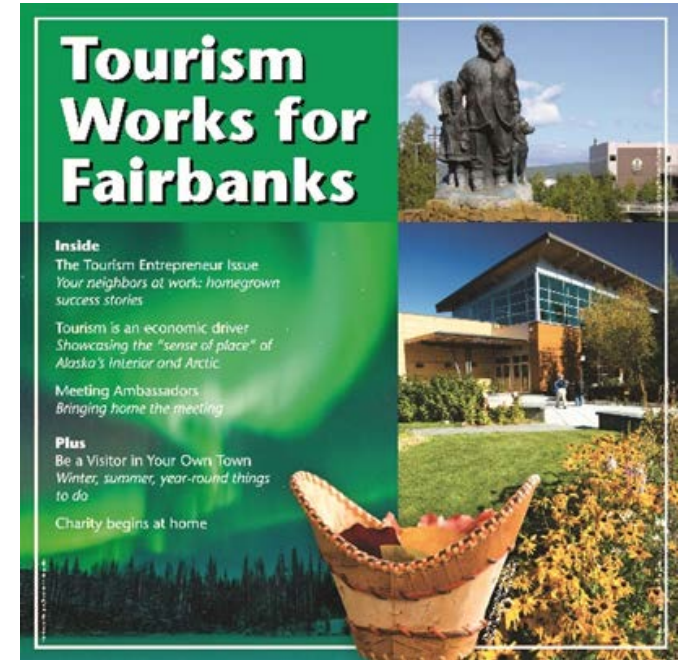
### **Tourism Works for Fairbanks**

- Regularly and consistently communicate activities/achievements and challenges of EF
- To foster alliances with affiliate organizations through on-going dialogue, including the establishment of an "economic development coalition"
- Regular efforts and communications with the general public incorporating "Tourism Works for Fairbanks" messaging

**Tactic: Provide a working atmosphere that motivates employees to promote and deliver exceptional and quality customer service to visitors, clients and key stakeholders**

### **Results-driven, engaged...and happy employees**

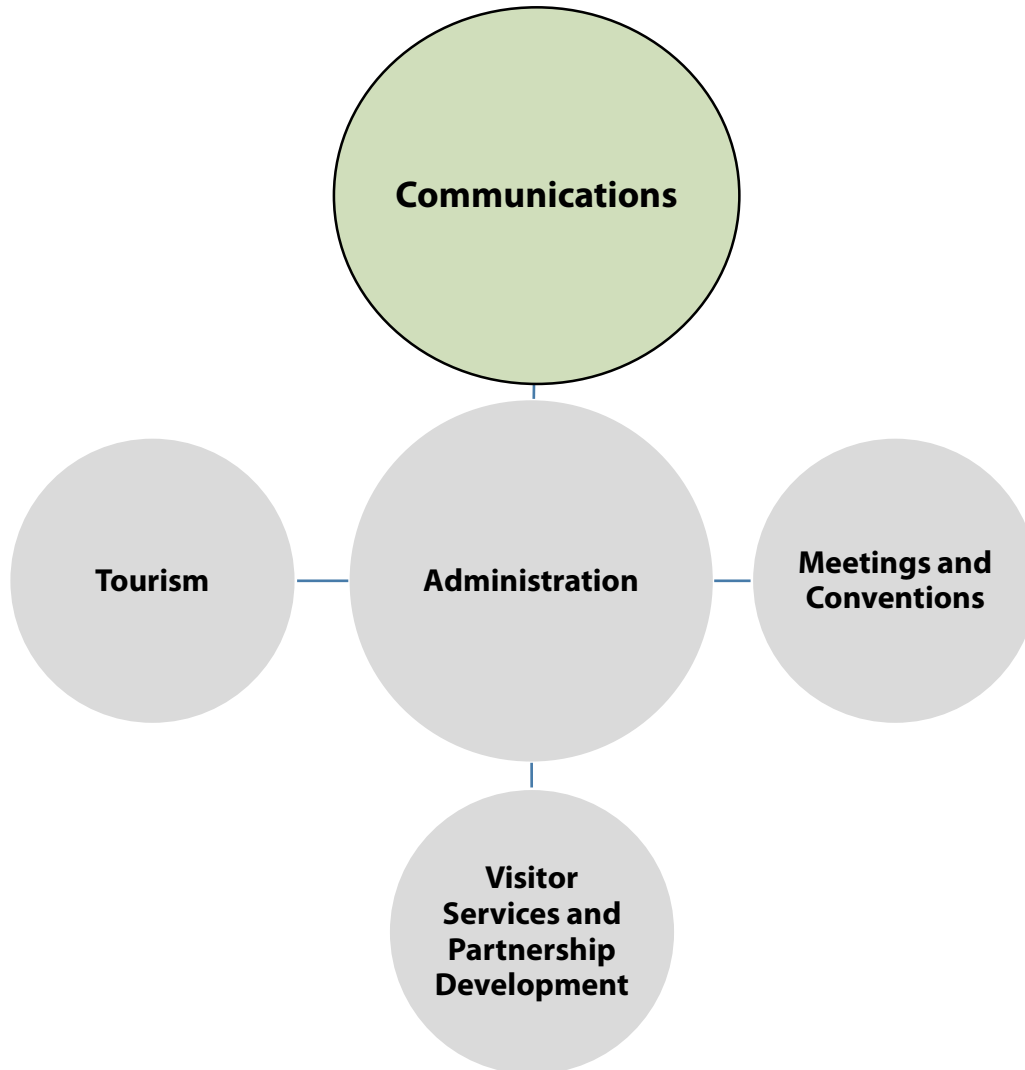
- Ensure recruitment and selection of a high-quality, diverse workforce for EF
- Implement Professional Development Plan to provide training and tools so staff has the necessary knowledge, skills and is continuously being developed for performance excellence in their current and future roles
- Maintain competitive compensation, human resource benefits and policies that ensure a positive working environment



# Communications Department



# Communications Department



- **Amy Geiger,**  
**Director of Communications**
- **Kasey Gillam,**  
**Advertising & Marketing Associate**
- **Jerry Evans,**  
**Public Relations Manager**
- **Brady Gross,**  
**Internet Marketing Associate**
- **Angie Cerny,**  
**Branding & Production Coordinator**

# Target Markets: International Advertising

## Core

- Japan
- German Speaking Europe (GSE)
- Northern Europe
- United Kingdom
- Australia/New Zealand

## Growth

- South Korea
- Taiwan
- Canada
- Mainland China

## Emerging

- Latin America



## Target Markets: Domestic Advertising

### Core

- Pacific Northwest
- Seattle
- Northern California

### Growth

- Minneapolis
- Denver
- Portland

### Emerging

- Chicago





# Target Markets: Consumer Interest

## Core

- Aurora Borealis
- Nature
- Adventure
- Midnight Sun
- Alaska Native Culture
- Dog Mushing
- Ice Art

## Growth

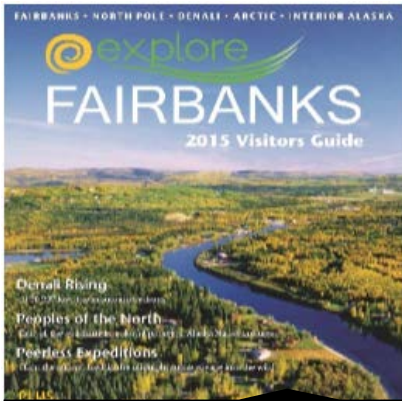
- Arts & Entertainment
- History & Museums

## Emerging

- Culinary
- Alaskan Made Products



# Communication Tools



Fairbanks Visitors Guide



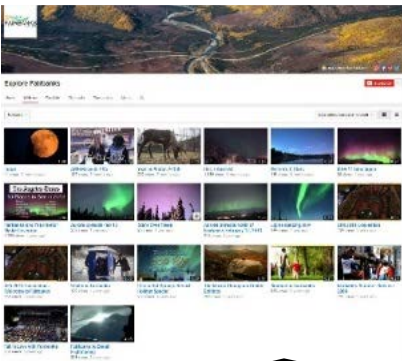
Fairbanks Winter Guide



Facebook



Twitter



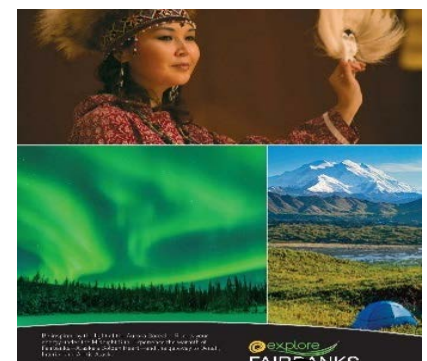
YouTube



TripAdvisor



Website



Advertising

## Long-term Strategic Priorities

- **Establish a strong brand identity for the Fairbanks region**
- **Focus marketing efforts on markets defined by Alaska tourism as well as opportunity markets specific to the Fairbanks region**
- **Focus efforts on stimulating year round visitor spending**
- **Provide leadership and serve as a catalyst for strategic product development and infrastructure improvement**
- **Advocate on behalf of the travel industry for the benefit of the Fairbanks region**

## Communications Platform

- Maximize messaging to consumer markets through media, advertising placement, direct marketing, online messages and other tools
- Build a new responsive website for 2016 launch
- Develop and employ a social media policy, recognizing both existing and emerging social media
- Conduct media tours for journalists and film industry professionals working independently, through our European representative or with the statewide tourism office
- Review, update and incorporate new imagery and content in our major publications, advertising and website, utilizing current travel trends and new design elements
- Research and develop a strategic plan to facilitate filming in Fairbanks, the Interior and the Arctic
- Strategically advertise to maximize visitation to the Morris Thompson Cultural and Visitors Center (MTCVC) as a first stop for visitor information
- Increase community and statewide awareness of Explore Fairbanks through various tactics

## Tactic: Build a new responsive website for 2016 launch

- Seek advice from internal and external committees
- Work with web developer to design and create responsive site
- Maintain new website, refresh content and monitor for efficacy





**Tactic: Maximize messaging to consumer markets and support direct flights through media, advertising placement, direct marketing, online messages and other tools**

- Develop new web-based placements especially in conjunction with print and media placements
- Focus on visitors with access to direct flights to Fairbanks
- Increase external communications via targeted press releases and other correspondence
- Work with marketing team to distribute new destination video through a variety of channels
- Monitor editorial calendars for advertising opportunities
- Continue existing and create new co-op advertising programs



**Tactic: Develop and employ a social media policy recognizing existing and emerging social media as well as national and international markets**

- Increase use of social media and monitor content and advertising for effectiveness
- Develop and employ an overall strategy for social media
- Research and engage international social media





**Tactic: Proactively secure and manage national and international media tours for journalists and film industry professionals working independently, through our European representative or with the statewide tourism office**

- Identify and invite appropriate media to cover Alaska
- Create custom itineraries in conjunction with State of Alaska tourism, European Contractor and for those that solicit Explore Fairbanks directly
- Utilize Simpleview database to create an in-house maintained media database in order to consistently communicate to statewide, national and international media
- Monitor activities and editorial calendars of certain media in order to promote Fairbanks more effectively
- Identify, develop and initiate seasonal media tours, incorporate a 2016 National Parks Anniversary component when appropriate



**Tactic: Strategically advertise to maximize visitation to the Morris Thompson Cultural and Visitors Center (MTCVC) as a first stop for visitor information**

- Reach independent travelers through travel companion guidebooks and trip planning websites/publications that are distributed in key entry points and high-volume traffic areas in-state, specifically targeting highway advertising
- Work with publications and websites to optimize copy points



**Tactic: Increase community and statewide awareness of Explore Fairbanks**

- Work with other DMOs and with the State of Alaska
- Conduct crisis communication drills with Explore Fairbanks staff
- Update Crisis Communication notebooks
- Promote and maximize the effectiveness and attendance of the Interior Tourism Conference





**Tactic: Continue to review, update and incorporate new imagery and content in to major publications, advertising, social media and website, utilizing current travel trends and new design elements**

- Integrate new design ideas, content and photographs in all Explore Fairbanks marketing efforts
- Review research from state, national and international sources

**Tactic: Provide leadership to the Fairbanks Film Council and facilitate filming in Fairbanks, the Interior and the Arctic**

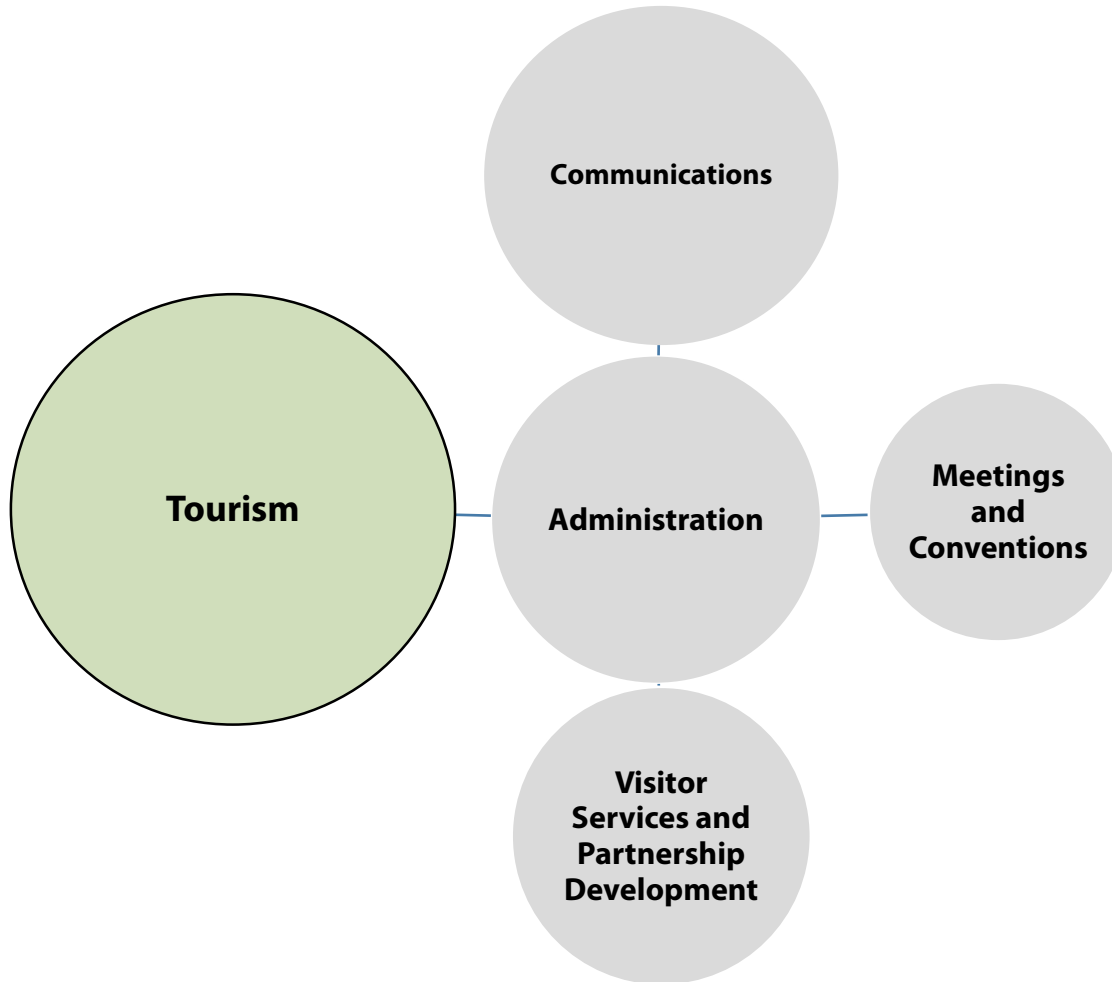
- Continue our leadership role in the local film group
- Contact and work with statewide film groups
- Maintain and continue to develop fairbanksfilm.com website
- Assist visiting film industry professionals and support various film initiatives



# Tourism Department



# Tourism Department



- **Scott McCrea,**  
**Director of Tourism**
- **Ed Malen,**  
**Tourism Senior Sales Manager**
- **Ashley Ritenour,**  
**Tourism Sales Manager**
- **Elke Brosin,**  
**European Contractor**

## Target Markets: International Visitors

### Core

- Japan
- German Speaking Europe (GSE)
- Northern Europe
- United Kingdom
- Australia/New Zealand

### Growth

- Mainland China
- South Korea
- Taiwan
- Canada

### Emerging

- Latin America
- Russia
- India





## Target Markets: Domestic Visitors

### Core

- Chicago
- Seattle
- Los Angeles
- Minneapolis

### Growth

- East Coast
- Southern U.S.

### Emerging

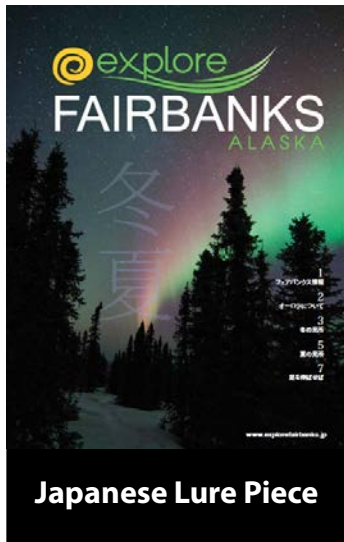
- Southwest U.S.



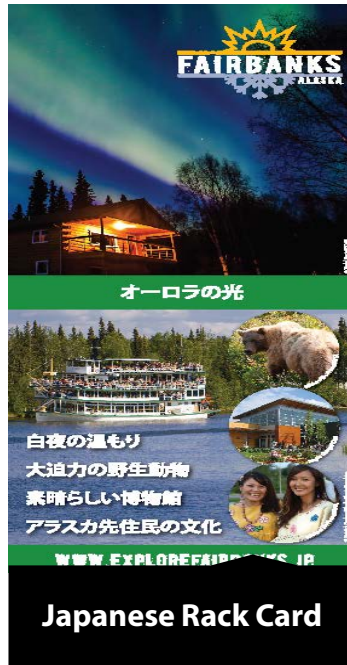
# Communication Tools



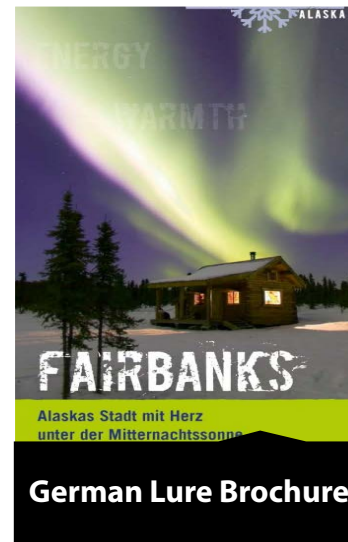
Group Tour Manual



Japanese Lure Piece



Japanese Rack Card



German Lure Brochure



Chinese Rack Card

- Foreign language websites in German, Japanese, Korean, Chinese, and Spanish
- New for 2016: Chinese Lure Piece
- German lure brochure to be revised in 2016

## Long-term Strategic Priorities

- **Establish a strong brand identity for the Fairbanks region**
- **Focus marketing efforts on markets defined by Alaska tourism as well as opportunity markets specific to the Fairbanks region**
- **Focus efforts on stimulating year round visitor spending**
- **Provide leadership and serve as a catalyst for strategic product development and infrastructure improvement**
- **Advocate on behalf of the travel industry for the benefit of the Fairbanks region**

## Tourism Marketing Platform

- Utilize social media outlets to enhance Explore Fairbanks brand with travel trade contacts
- Continue to promote visitation to the Morris Thompson Cultural & Visitors Center as a first-stop for orientation to destination
- Meet our goals and tactics in Japan by continuing to promote Fairbanks as a year-round destination
- Meet our goals and tactics in Northern and German speaking Europe and UK by working with our European Contractor to prioritize our marketing activities accordingly
- Increase Fairbanks exposure to Australia and New Zealand
- Pursue Mainland China as a growth market
- Continue to pursue Korea, Taiwan and Canada as growth markets.
- Pursue Latin America, Russia, and India as emerging markets
- Set goals within the Tourism Department performance metrics to measure department success
- Utilize Simpleview database to proactively keep in touch with contacts, expand the database, and measure activity
- Continue to promote Fairbanks as a year-round destination to key domestic markets
- Promote Gulf of Alaska cruise land tours
- Work with the Alaska Railroad to expand winter service for daytrip options as well as scheduled service
- Work closely with Fairbanks International Airport, airlines and tour operators to maintain existing flights and pursue new service
- Collaborate and partner with DCCED, ATIA, Visit Anchorage and other statewide entities to ensure Fairbanks inclusion in FAMs, sales missions, etc.
- Expand participation of partners in FAMs and participation in travel trade shows

**Tactic: Utilize social media outlets to enhance Explore Fairbanks brand with travel trade contacts**

- Work with Communications Department to encourage social media use of #ExploreFairbanks
- Encourage travel trade contacts to engage in Explore Fairbanks social media

Explore Fairbanks @explorfairbanks · Jul 17  
Celebrating 15yrs of seasonal service from Germany to Fairbanks with @Condor\_America today! #condor #explorefairbanks



7



**Tactic: Continue to promote visitation to the Morris Thompson Cultural & Visitor's Center as a first-stop for orientation to destination**

- Work with tour operators coming to Fairbanks as well as those making plans to feature the center in their itineraries as a “first-stop” in Fairbanks
- Incorporate the center into all FAMs



**Tactic: Meet our goals and tactics in Japan by continuing to promote Fairbanks as a year-round destination**

- Conduct one-on-one sales calls in conjunction with annual sales mission with State of Alaska and Japanese Association of Travel Agents (JATA) Tradeshow
- Host the 2016 GoWest Japan tour operator FAM and other FAMs that arise throughout the year
- Target Japanese tour operators, wholesalers and travel agents at IPW and GoWest
- Continue to maintain strong working relationship with Japanese Airlines
- Develop cultural informational material/training for Explore Fairbanks partners
- Continue to monitor web page analytics and develop strategies to increase traffic
- Maintain strong relationships with tour operators, travel agents, and receptive operators
- In conjunction with the Communications Department, identify advertising opportunities specific to market





**Tactic: Meet our goals and tactics in Northern and German speaking Europe and UK by working with our European Contractor to prioritize our marketing activities accordingly**

- Attend the following trade shows
  - International Tourism Bourse (ITB)
  - MidAtlantic Workshops
- Participate in market-appropriate sales missions and roadshows with Visit USA, Condor, and other partners
- Target operators at 2016 IPW
- Update current German brochure and web listings
- Host 2016 European tour operator FAM
- Continue to monitor German-language web page analytics and develop strategies to increase traffic
- In conjunction with the Communications Department, identify advertising opportunities specific to market
- Maintain strong relationships with tour operators, travel agents, and receptive operators



**2015 International Tourism Bourse (ITB)**

## Tactic: Increase Fairbanks exposure to Australia and New Zealand

- Maintain strong relationships with tour operators and travel agents
- Participate in State of Alaska Australia and New Zealand tour operator FAM opportunities
- Focus on potential of promoting winter visitation with market
- Target Australian/New Zealand tour operators, wholesalers and travel agents at IPW and GoWest Summit
- In conjunction with the Communications Department, identify advertising opportunities specific to market



## Tactic: Pursue Mainland China as a growth market

- Attend the China International Trade Mart (CITM) in Shanghai; identify and participate in sales mission/training opportunities in conjunction with show
- Attend the NAJ Active America China Tradeshow in Fort Worth, Texas
- Develop a new Chinese lure publication
- Working with the Communications Department, implement marketing plan for China market
- Continue to monitor web page analytics
- Develop cultural informational material/training for Explore Fairbanks partners
- Maintain strong relationships with Chinese tour operators, travel agents, and receptive operators
- Target Chinese tour operators, wholesalers and travel agents at IPW and GoWest Summit
- Participate in GoWest China tour operator FAM and other FAM opportunities
- Working in conjunction with Fairbanks International Airport and its consultant, continue outreach to potential carriers for charter service



2015 NAJ Active America Tradeshow in Las Vegas

## Tactic: Continue to pursue Korea, Taiwan and Canada as growth markets

### Korea

- Continue to monitor web page analytics and develop strategies to increase traffic
- Develop cultural information/training for Explore Fairbanks partners
- Conduct one-on-one sales calls at annual State of Alaska Korea sales mission
- Maintain strong relationships with tour operators, receptive operators, and travel agents
- Participate in State of Alaska Korean tour operator FAM opportunities or host others when applicable
- In conjunction with the Communications Department, identify advertising opportunities specific to market

### Taiwan

- Continue to monitor web page analytics and develop strategies to increase traffic
- Participate in ITF (Taipei) and conduct training and sales calls in conjunction with show
- Develop cultural information/training for Explore Fairbanks partners
- Maintain strong relationships with tour operators, receptive operators, and travel agents
- Participate in State of Alaska Taiwanese tour operator FAM opportunities or host others when applicable
- In conjunction with the Communications Department, identify advertising opportunities specific to market

### Canada

- Maintain strong relationships with tour operators and travel agents
- Target Canadian tour operators, wholesalers and travel agents at IPW and GoWest Summit
- Meet travel representatives through FAM opportunities
- Communicate new Fairbanks area products to tour operators and travel agents with existing Fairbanks products
- In conjunction with the Communications Department, identify advertising opportunities specific to market



2015 State of Alaska Korea FAM



## Tactic: Pursue Latin America, Russia, and India as emerging markets

### Latin America

- Conduct follow-up with participants from the 2015 State of Alaska Mexico tour operator FAM
- Monitor Spanish language web page analytics and increase traffic
- Develop cultural information/training for Explore Fairbanks partners as needed
- Target Latin American tour operators, wholesalers and travel agents at IPW and GoWest
- In conjunction with the Communications Department, identify advertising opportunities specific to market

### Russia

- Target Russian tour operators, wholesalers and travel agents at IPW and GoWest
- Build upon relationships and contacts established in 2014 Russian tour operator FAM
- Develop relationships and contact with local Russian community for interpreters
- Develop cultural information/training for Explore Fairbanks partners as needed
- In conjunction with the Communications Department, identify advertising opportunities specific to market

### India

- Target Indian tour operators, wholesalers, and travel agents at IPW and GoWest
- Build upon relationships and contacts established in 2014 State of Alaska Indian tour operator FAM
- Develop cultural information/training for Explore Fairbanks partners as needed
- In conjunction with the Communications Department, identify advertising opportunities specific to market



**2015  
State of  
Alaska  
Mexico  
tour  
operator  
FAM**

**Tactic: Set goals within the Tourism Department performance metrics to measure department success**

- Adjust goals and objectives based on 2015 performance

**Tactic: Utilize Simpleview database**

- In conjunction with other departments, conduct partner training in extranet
- Maintain and update all tourism contacts
- Pursue leads and distribute service requests
- Create a comprehensive code system to allow more information to be included in Tourism Leads/Service Requests

### Report: Tour/Travel User Activity Report










Contacts	
Added	
Domestic	56
International	128
Updated	
Domestic	124
International	36
Service Requests	
Added	
	68
Updated	
	29
Notes Added	
	5
Emails Sent	
	23
Traces Added	
	32
Traces Open	
	32
Traces Completed	
	2,629
Total	
	2,818

### Explore Fairbanks

Home Accounts Contacts

NEW SEARCH SAVED SEARCHES GLOBAL

Filter: All Saved Searches Search By Keyw

Action	Module	Search Name
  	Accounts	Active AAA's
  	Accounts	Active Tour Operators
  	Accounts	Active Travel Agents



## **Tactic: Continue to promote Fairbanks as a year-round destination to domestic markets**

- Work closely with the Communications Department on advertising strategies targeted to main consumer markets
- Maintain regular contact, to include quarterly mass emails, with active travel agents, AAA contacts, and tour operators in main consumer markets to keep Fairbanks in the forefront as a year-round destination
- Host FAMs for domestic tour operators in conjunction with the State of Alaska and Visit Anchorage
- Identify market-centric consumer shows for brochure distribution
- Participate in the following trade shows attended by domestic operators:
  - National Tour Association
  - American Bus Association
  - GoWest Summit
  - Adventure Travel World Summit



## Tactic: Promote Gulf of Alaska cruise land tours

- Participate in the Cruise3sixty Tradeshow in Vancouver
- Brochure distribution at Seatrade Tradeshow
- Promote land tour options to travel agent/trade contacts



**Tactic: Work with the Alaska Railroad to expand winter service for daytrip options as well as scheduled service**

- Feature Alaska Railroad on winter product tour operator and travel agent FAM tours
- Track Alaska Railroad winter service load factors for both ANC-FAI and FAI-ANC routes
- Promote winter service at tradeshows, consumer shows and sales missions
- Reach out to trade contacts to inform and educate them on changes to winter service
- Encourage and support expansion of winter product





**Tactic: Work closely with Fairbanks International Airport, airlines and tour operators to maintain existing flights and pursue new service**

- Conduct airline corporate sales calls and maintain close relationships with current providers (see list on next page)
- Track yearly load factors
- In conjunction with airport and their consultant, identify and pursue potential new service providers, domestically and internationally
- In conjunction with the Communications Department, promote current and new flights to FAI by a combination of co-op ads, web promotion and press releases



# Current Air Service

## International

- Japan Airlines (seasonal charter)
- China Airlines (seasonal charter)
- Condor Airlines (seasonal)
- Air North (seasonal)



## Domestic

- Alaska Airlines (year-round)
- Delta Airlines (year-round)
- United Airlines (seasonal)



## Regional

- Ravn Alaska (year-round)





**Tactic: Collaborate and partner with DCCED, ATIA, and other DMO's in the state to ensure Fairbanks inclusion in FAMs, sales missions, etc.**

- Participate in the ATMB International Marketing subcommittee
- Look for opportunities to take the lead on FAMs and trade shows specific to the Fairbanks market



## Tactic: Expand participation of Explore Fairbanks partners in Familiarization (FAM) Tours

- Look for opportunities to include new partners into FAMs
- Follow-up with partners after FAM participation and solicit feedback on a regular basis
- Conduct FAM training for members
- Tourism team conduct department FAM trips to become better familiarized with partners products
- Encourage new members to participate in FAM receptions by including more participant information

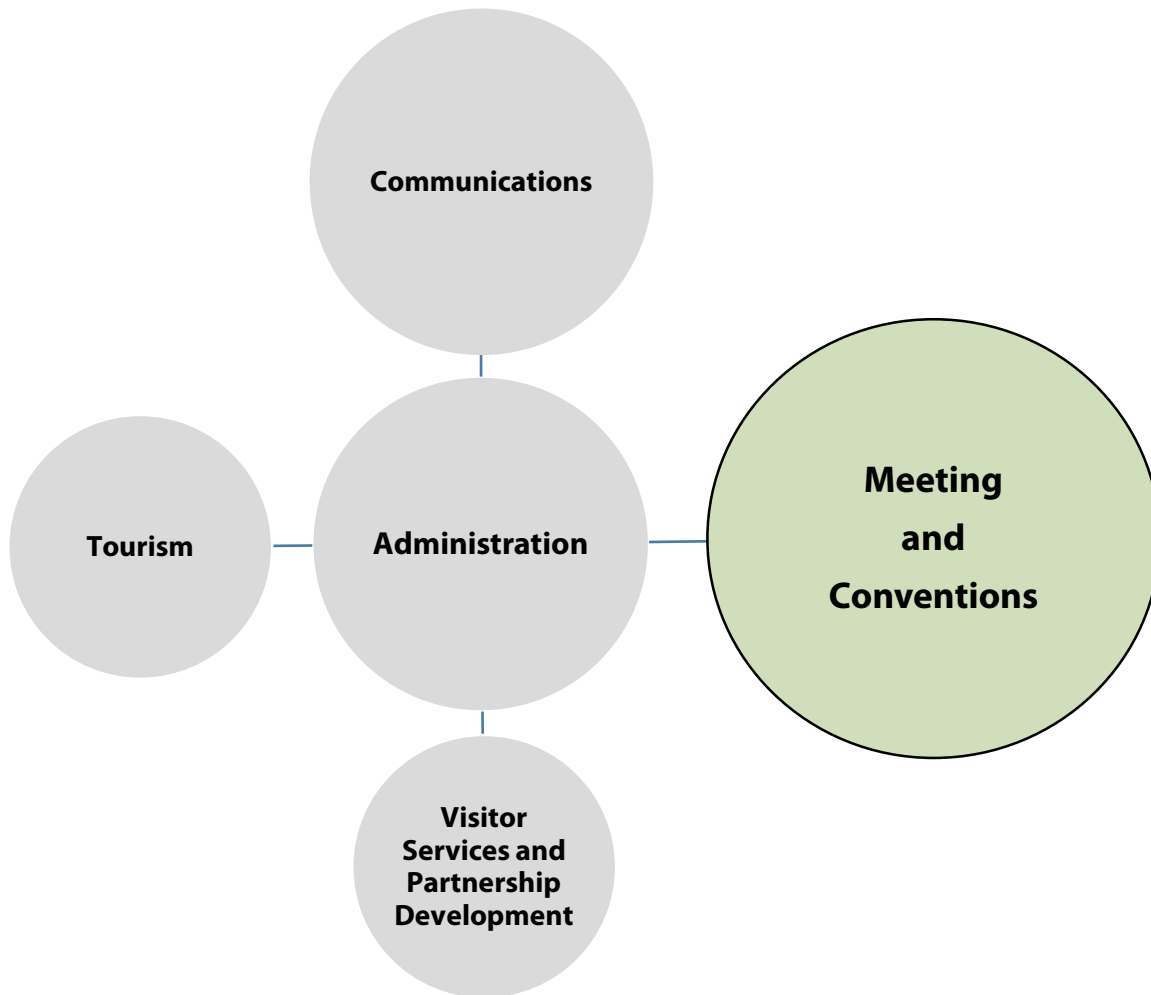


2015 Explore Fairbanks European FAM

## Meetings and Conventions Department



## Meetings and Conventions Department



- **Helen Renfrew,  
Director of  
Meetings &  
Conventions**
- **Allison Thompson,  
Sales & Services  
Associate**

## Target Markets: Meetings and Conventions

### Local

- Golden Heart Meeting Ambassadors
- UAF Faculty & Staff
- Business Community
- Front-line Training

### In-State

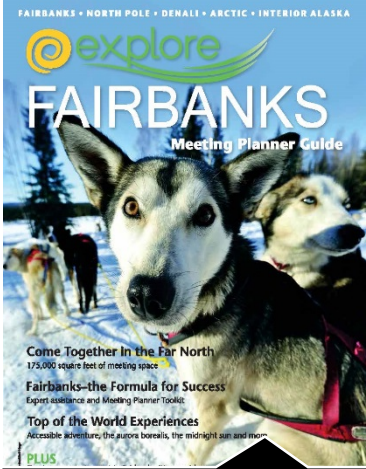
- Anchorage
- Juneau
- AFN

### New Business Generation

- Prospecting Research follow-up
- Pre- & Post-Convention Visitation
- Circumpolar/ Arctic Hub
- Potential Convention Center Study



# Communication Tools



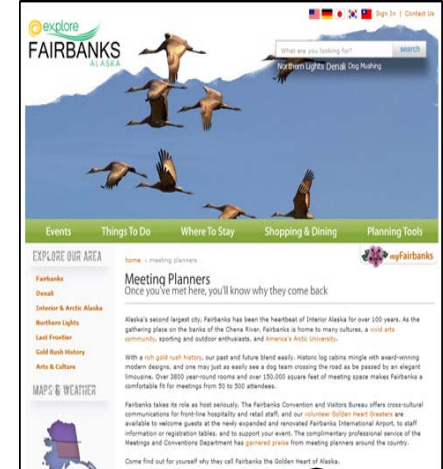
Meeting Planner Guide



Golden Heart Gala Invitation



Bid Packets



[www.meetfairbanks.com](http://www.meetfairbanks.com)



Meeting Planner Event Invitations



Promotional Postcards

## Long-term Strategic Priorities

- **Establish a strong brand identity for the Fairbanks region**
- **Focus marketing efforts on markets defined by Alaska tourism as well as opportunity markets specific to the Fairbanks region**
- **Focus efforts on stimulating year round visitor spending**
- **Provide leadership and serve as a catalyst for strategic product development and infrastructure improvement**
- **Advocate on behalf of the travel industry for the benefit of the Fairbanks region**

## Meetings and Conventions Marketing Platform

- Support and expand the Golden Heart Meeting Ambassador Program
- Encourage recognition of the Explore Fairbanks brand with consistent and current messaging
- Remain focused on statewide meetings with local outreach and in-state sales missions
- Use the Simpleview database to maintain relationships
- Capitalize on pre-/post-convention visitation opportunities
- Increase the number of leads and service requests distributed to partners
- Produce updated Meeting Planner Guide
- Successfully host the 50<sup>th</sup> Alaska Federation of Natives Annual Convention
- Continue discussions and research regarding the feasibility of a future Fairbanks convention center
- Recruit Ambassadors by educating the community about the financial impact of meetings in Fairbanks
- Increase partner engagement with Explore Fairbanks through Meetings & Conventions Department activities
- Share industry achievements and activities with stakeholder groups

## Tactic: Support and expand the Golden Heart Meeting Ambassador program

### Recognizing

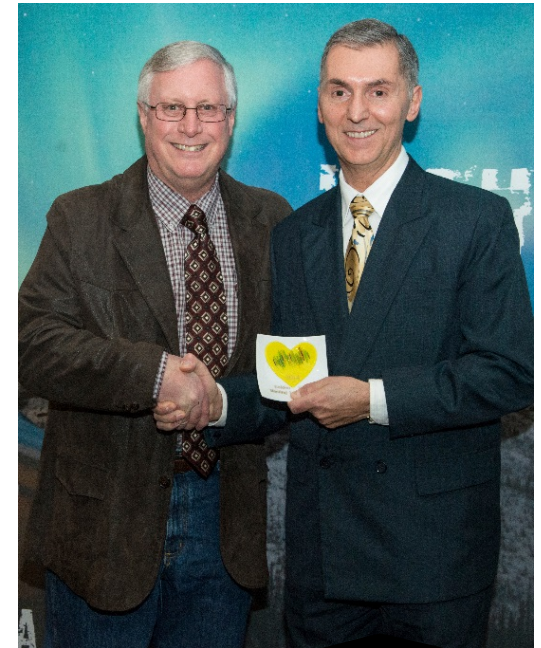
- Host Golden Heart Gala to honor and recognize Ambassadors
- Present awards at City Council meetings, FNSB Assembly meetings, Rotary and Chamber of Commerce luncheons

### Recruiting

- Highlight Ambassadors and educate the community about the financial impact of meetings through print ads in the *Fairbanks Daily News-Miner*
- Recruit Ambassadors through speaking engagements and one-on-one meetings
- Include Ambassador recruiting slide in other departmental presentations

### Supporting

- Support Ambassadors by coordinating leads and bid packets, offering assistance with presentations and pre-event attendee promotion, offering site inspections and providing promotional materials



**Golden Heart Meeting  
Ambassador Award presentation  
to Mark Huffington**

## Tactic: Increase the number of leads and service requests distributed to partners

### UAF

- Increase visibility as a resource for University-related meetings
- Continue relationships established with faculty identified during research
- Increase contact with faculty to educate them regarding M&C services

### Other Markets

- Maintain relationships and visibility in the key markets of Anchorage and Juneau
- Search out pre/post opportunities attached to large meetings in Anchorage
- Seek out and invite associates from third-party planning providers
- Capitalize on Fairbanks' circumpolar location and position as the U.S. Arctic hub

### Research

- Continue contact with organizations and potential Ambassadors identified in research
- Promote M&C services and assistance



Local Meeting Planner Site Inspections





**Tactic: Remain focused on statewide meetings with local outreach and in-state sales missions**

**Local**

- Conduct Anchorage and Juneau sales missions and host meeting planner lunches
- Maintain current and create new UAF relationships
- Attend Chamber of Commerce and Rotary lunches
- Host UAF lunch and conduct local planner site inspections

**State-Wide**

- Leverage local planner relationships to generate referrals
- Perform Anchorage and Juneau sales calls
- Conduct site inspections and familiarization tours

**Alaska Federation of Natives Convention**

- Maintain relationships with staff and stakeholders
- Facilitate regular meetings of the Native Leadership and Community Committee
- Establish & coordinate local committees to organize the community-wide welcome of the returning AFN Convention
- Successfully host the 50th AFN Annual Convention



**4H & Cooperative Extension Meeting Planner Familiarization Tour**

First Alaskans Institute Elders & Youth Conference & Alaska Federation of Natives Convention



**Alaska Federation of Natives 2013 Final Report**



## Tactic: Conduct research to keep qualified prospects in the sales pipeline

### Previous Research

- Continue follow-up with planners referred to the department during the Incremental Meeting Market Demand & Prospecting research
- Reach out to organizational contacts and offer a FAM opportunity to qualified planners

### Outreach

- Follow up with accounts identified through research to offer departmental services and achieve new Fairbanks meeting business
- Identify potential Golden Heart Meeting Ambassadors for referred meetings

## Tactic: Use the Simpleview database to maintain relationships

### Meeting Planners

- Continue and expand use of the Simpleview database to track accounts, maintain relationships, target new business and distribute leads
- Use Events RSVP module to increase attendance at sales events
- Use Service Requests and Partner Referrals to offer added value to meeting planners

### Partners

- Provide Simpleview extranet training to partners
- Provide information on M&C sales opportunities to VS&PD Department to use as sales tools

### Convention Services

Explore Fairbanks is a not-for-profit corporation. Many services are offered to event planners at little or no charge.

#### Requests for Proposals (RFP) <sup>Free!</sup>

- You make one call to us or fill in a form online at [www.meetfairbanks.com](http://www.meetfairbanks.com).
- We distribute the information and gather the responses.
- You receive an easy-to-read, customized bid packet.
- This means that you don't have to make all of those phone calls to check availability and pricing.

#### Bid Presentation Assistance <sup>Free!</sup>

- We are here to help you market Fairbanks as the perfect spot for your event.
- We can provide multiple bid packets and create customized PowerPoint presentations.
- In some cases, we will even accompany you and assist with the bid presentation.

#### Familiarization Trips (FAMs) and Site Visits

- We will show your decision makers the highlights of Fairbanks.
- Full itinerary planning for your decision makers includes: accommodations, meeting facilities, dining options, activities and attractions.
- Are you a local planner? This service is available to you as well!
- We want all planners to be captivated by Fairbanks' light, energy and warmth and have an opportunity to see everything that Fairbanks has to offer their event.



#### Promotional and Welcome Materials <sup>Free!</sup>

- We will help gather welcome letters from Fairbanks area officials.
- We will provide Visitors' Guides and Winter Guides.
- Explore Fairbanks will provide a link to our website, [www.explorefairbanks.com](http://www.explorefairbanks.com).
- We maintain an online photo bank for your promotional materials.
- In some instances, our staff may travel to the prior year's event to promote attendance.

#### Convention Support Services <sup>Free!</sup>

- Explore Fairbanks works with you to make planning a Fairbanks meeting easier!
- We will provide you with contact information for whatever additional services you may need.
- We will assist with requesting rail and air transportation discounts.
- We will produce and distribute Welcome Signs that are posted around town to greet your attendees.

#### Golden Heart Greater Volunteers <sup>Free!</sup>

- These community volunteers are the embodiment of Fairbanks' warm welcomes.
- They will greet people upon arrival at the airport.
- They can be scheduled to stuff delegate bags.
- They will assist with distribution of materials at registration.
- They can staff an information booth at your event to answer all Fairbanks-related questions.

Lead Type	Opportunity ID	Opportunity	Organization	Hotel Response Date	Arr/Dept Dates	Status
Meetings & Conventions	667	2018 Annual Meeting	Western Museums Association	11/14/2014	Sep 16-19, 2018	Pending
Meetings & Conventions	707	Annual Symposium	Alaska State Veterinary Medical Association	07/02/2015	Oct 6-8, 2017	Closed/Lost
Meetings & Conventions	642	Annual Meeting	Western Museums Association	08/01/2014	Sep 17-20, 2017	Closed/Lost
Meetings & Conventions	613	Annual Convention	Alaska Federation of Natives		Oct 16-23, 2016	Closed/Won
Meetings & Conventions	668	Annual Symposium	Alaska State Veterinary Medical Association	11/18/2014	Oct 7-9, 2016	Closed/Lost
Meetings & Conventions	692	Fall Boardman/Ina Academic 2016	Association of Alaska School Boards	04/17/2015	Sep 17-18, 2016	Pending
Meetings & Conventions	710	2016 Annual Convention	Pioneers of Alaska	07/30/2015	Sep 14-17, 2016	Pending
Meetings & Conventions	699	2016 Annual Convention	Gold Star Wives of America	05/11/2015	Jul 19-24, 2016	Pending

## Tactic: Continue discussions and research regarding the feasibility of a future Fairbanks convention center

### Previous Research

- Conduct stakeholder presentations to discuss research into partnership models, construction costs & financing, and operations & maintenance plans

### Partnerships

- Continue dialog with key stakeholders
- Request Statements of Interest from potential partners
- Maintain communication with the Fairbanks Arts Association

## Tactic: Advocate for the visitor industry by educating the community about the financial impact of meetings in Fairbanks

### Presentations

- Schedule presentations for community organizations
- Provide financial meeting statistics during Operation Information
- Capitalize on AFN 2016 Convention to increase awareness of meetings in Fairbanks

### Promotions and Print Ads

- Place quarterly ads honoring Golden Heart Meeting Ambassadors
- Place an ad honoring the Golden Heart Meeting Ambassadors honored at the Gala
- Place semi-annual ads focusing on the economic impact of meetings in Fairbanks
- Distribute press releases on the economic impact of specific Fairbanks-based meetings

# Feasibility Study of a New Convention Center and/or Performing Arts Center

PRESENTED BY:



Thank you 2014 Golden Heart Meeting Ambassadors!

Explore Fairbanks honored 24 community members who brought 19 meetings with an estimated economic impact of more than \$4.2 million to Fairbanks in 2014. Conferences, conventions and meetings are economic generators for our community. Call Explore Fairbanks at 459-3766 and learn how you can become a Golden Heart Meeting Ambassador.



www.explore-fairbanks.com  
Email: info@explore-fairbanks.com  
1-877-437-2266

Honored Golden Heart Meeting Ambassadors: Mark Hill, Equi, Anne-Joelle U. Urvashi, Megan Johnson, Lisa W. Richardson, Barbara Anderson, M. Lisa, Steve, Jennifer, Lisa, Robert, Paul, Tracy, Kristin, and, just in case you still remember, please thank our meeting ambassadors who made it all possible: Kristin, Anna, Will, Christopher, and Abby! Golden Heart Meeting Ambassadors: Kristin Johnson, Megan Johnson, Lisa W. Richardson, Barbara Anderson, M. Lisa, Steve, Jennifer, Lisa, Robert, Paul, Tracy, Kristin, and, just in case you still remember, please thank our meeting ambassadors who made it all possible: Kristin, Anna, Will, Christopher, and Abby!

Volunteers: Mike, Todd, Tracy, Taylor, Paul, Debra, Matt, Dallas, Doreen, Brandon, Terri, Debra, Nancy, Kelly, McGilbert, Kristine, Priscilla, Amy, Sarah, Jennifer, David, Sherry, Will

**Fairbanks Daily News-Miner ad placed after the 2013 Golden Heart Gala**

## Tactic: Encourage recognition of the Explore Fairbanks brand with consistent and current messaging

### Meeting Planner Guide

- Produce, print and distribute an updated Meeting Planner Guide with Explore Fairbanks branding

### Website

- Provide new M&C department content and ideas for additional functionality to the Communications Department
- Upon project completion conduct an email campaign using Simpleview contacts encouraging website visitation and online RFP submission

## Tactic: Increase partner engagement with Explore Fairbanks through Meetings & Conventions Department activities

### Outreach

- Meet regularly with partners active in M&C programs
- Reach out to partners who would benefit from inclusion in M&C programs
- Increase partner participation in M&C programs
- Coordinate front-line training opportunities with VS&PD Department

### Simpleview

- Review Benefits Summary with M&C partners

**Why settle for a meeting when you can have an adventure?**

Fairbanks is a perfect destination for planners and attendees from around the state, the region and the world. With an excellent infrastructure offering more than 2,750 hotel rooms, 175,000 square feet of meeting space, local cuisine and conference services, Fairbanks, Alaska, is an outstanding choice for your next conference or meeting. Wow your attendees with a location that provides professional venues and extraordinary activities like aurora viewing, late night events under the midnight sun, cultural and artistic offerings, and wildlife, birds and terrain only found in the Far North. See why Fairbanks, on the banks of the Chena River, has served as a gathering place for over one hundred years.

**explore FAIRBANKS ALASKA**

**Meetings & Conventions Department**  
101 Purcell Street, Suite 111  
Fairbanks, AK 99701-4806  
(907) 459-3765 or (907) 555-3765  
1-877-851-1738 x3765 Toll-Free  
(907) 454-3767 Fax  
meetings@explore-fairbanks.com  
www.meetfairbanks.com

Facebook, Twitter, YouTube, Instagram icons

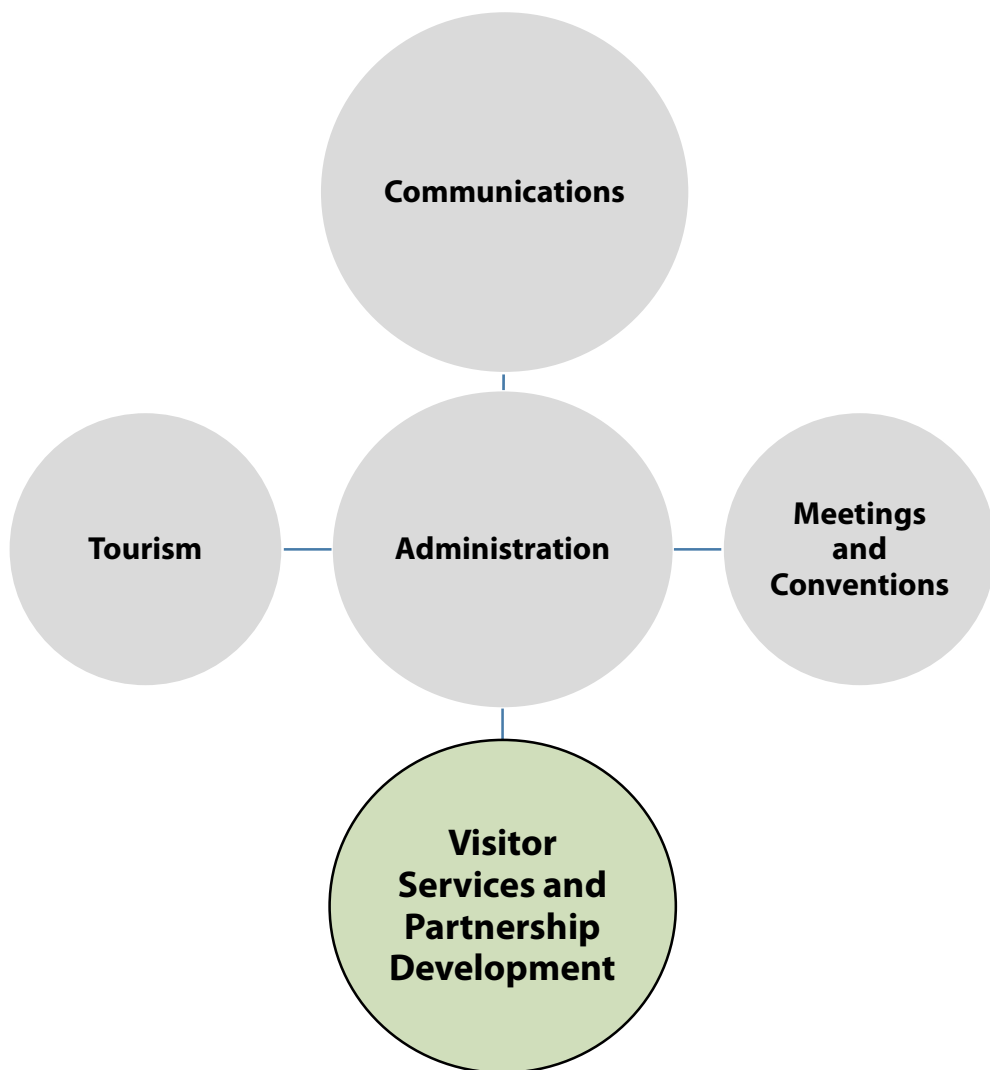
simpleview



## Visitor Services and Partnership Development



## Visitor Services and Partnership Development



- **Charity Gadapee, Director of Visitor Services & Partnership Development**
- **Iwalani Lauver, Manager of Visitor Services & Partnership Development**
- **Ashley Ritenour, Tourism (and Partnership Development) Sales Manager**



## Target Markets: Visitor Services

### Visitors

- Morris Thompson Cultural and Visitors Center
- Brochure distribution at:
  - Fairbanks International Airport
  - Pioneer Park
  - Alaska Railroad Depot
- Brochure Distribution statewide through Chambers and Visitors Centers

### Golden Heart Greeters

- Volunteering at community festivals, conferences & meetings, and events
- Increase number of participants in program
- Host customer service training seminars
- Golden Heart Gala Appreciation Dinner

### Community-at-Large

- Military Newcomer's Orientations:
  - Fort Wainwright Army Base
  - Eielson Air Force Base
- Be-A-Visitor In Your Own Town
- Holiday Open House
- First Friday Artist Receptions
- Visitor Industry's Walk for Charity
- Alaska Railroad Open House

### Frontline Staff

- Provide customer service training
- Provide seasonal informational binders
- Social seminar introducing frontline staff to the Morris Thompson Cultural and Visitors Center

## Target Markets: Partnership Development

### Industry Partners

- Business Partner Spotlight Nights
- Partner-to-Partner Open Houses
- Interior Tourism Conference
- Annual Awards Banquet
- Frontline Seminars for Summer & Winter products

### Downtown Fairbanks

- Tour Operator Familiarization Tour
- Lunch guest count distribution
- Deliver multilingual Welcome signs

# Communication Tools



Fairbanks Area Map



- **Listing in the 2015 Fairbanks Visitors Guide**  
Explore Fairbanks' annual guide is the foremost marketing piece for Fairbanks. Circulation 200,000; printed and distributed to visitors and potential visitors. PDF on-line.
- **Internet Listing on ExploreFairbanks.com**  
Over 280,000 hits a year including 190,000 unique visitors. Excellent calendar of events, current blogs and Fairbanks Visitor information.
- **Brochure distribution at the Morris Thompson Cultural and Visitors Center**

Prospective Member Marketing Flyer



Friday, March 27, 2015



[Awards Banquet Nominations](#) | [Member Benefits Survey](#) | [New Summer Products Debut](#)

**Annual Awards Nominations - Due April 6**  
At Explore Fairbanks' April 17 Annual Awards Banquet, we will acknowledge the invaluable contributions of individuals and businesses to our local visitor industry over the past year. The award recipients are nominated by you, the Explore Fairbanks partners. Please take a minute to vote for which members

Business Partner Electronic Newsletter



## Fairbanks Visitors Guide Ad Sizes, Rates and Specifications

Highlight your business with a display ad in the 2016 Visitors Guide. Ads allow you to promote your business in color or black & white. Ads are placed in the category of your choice.



### 2016 Visitors Guide Advertising

**Extended Narrative (\$150)** – Highlight your business with an extended text narrative of a total of 275-characters.

**Digital Ad Creation** – Simple ads can be created for members for a set price in addition to purchasing ad space. Members would provide one image, their logo and text. For larger ads, an individual rate would be determined based on size and complexity.

**Duplicate Narrative (\$100 or \$250)** – Place your business under more than one category in the

2 Inch Ad  
(2.25" x 2")

Visitors Guide Advertising Opportunities Flyer

## Long-term Strategic Priorities

- **Establish a strong brand identity for the Fairbanks region**
- **Focus marketing efforts on markets defined by Alaska tourism as well as opportunity markets specific to the Fairbanks region**
- **Focus efforts on stimulating year round visitor spending**
- **Provide leadership and serve as a catalyst for strategic product development and infrastructure improvement**
- **Advocate on behalf of the travel industry for the benefit of the Fairbanks region**

## Visitor Services and Partnership Development Marketing Platform

- Increase the number of volunteers and continue implementation of the “Golden Heart Greeter” Program
- Teach customer service classes including Explore Fairbanks-created Ask Me About Winter and Cross Cultural Communication classes
- Implement educational seminars and events highlighting Explore Fairbanks members to local businesses
- Increase awareness of the Morris Thompson Cultural and Visitors Center with tour operators and local businesses
- Work with downtown businesses by coordinating tours and events



## Tactic: Increase the number of volunteers and continue implementation of the “Golden Heart Greeter” Program

- Increase the number of Golden Heart Greeters through recruitment in the newspaper and area civic group newsletters
- Encourage community support of Golden Heart Greeters by spotlighting their assistance in FDNM and e-news
- Schedule orientation workshops throughout the year to inform potential Greeters about Explore Fairbanks
- Staff the Explore Fairbanks Visitor Information Center and other information kiosks with bi- and multi-lingual staff/Golden Heart Greeters whenever possible
- Provide Golden Heart Greeter Assistance for Alaska Federation of Natives Convention
- Increase awareness of program with “Meet a Real Alaskan” section in the Fairbanks Visitors Guide with testimonials from greeters and visitors
- Include one Golden Heart Greeter as an “Authentic Alaskan” testimonial in Fairbanks Visitors Guide
- Increase awareness of program with meeting planners

1200 Chena River Rd., Fairbanks, AK 99701  
 5 Mile Goldstream Rd, Fairbanks  
 (907) 455-6600, Fax: (907) 455-6664  
 family owned. Great steaks, seafood, pasta, full bar,  
 wines. Favorite of locals.




### Meet A Real Alaskan

**There are many reasons why I call Fairbanks my home.** I love camping, fishing, hunting, floating the Chena River, watching UAF sports, Ice Dogs hockey, local sports, going shopping, four-wheeling/snowmachining and most important, being with my family and friends. You can rent a dry cabin off of Chena Hot Springs Road for a getaway or live in one year round—it's all up to you and how you want to live and what you want to do.

Fairbanks is more than just a place to live; it is a place you can raise a family. It is a very hands-on city, and the more you get involved, the more you will love it and the people that live here. Fairbanks is called the “Golden Heart City” because the people in Fairbanks have hearts of gold, and they will always help someone out before they help themselves. So come visit our city—meet some great people and make some great memories that will last a lifetime.

*Ted Jones, 2013 Golden Heart Greeter of the Year*

Fairbanks Golden Heart Greeters are proud to be a part of the Global Greeter Network, a voluntary association of independent free

**“Meet A Real Alaskan” Golden Heart Greeter highlight in Fairbanks Visitors Guide**

**Tactic: Teach customer service classes including Explore Fairbanks-created Ask Me About Winter and Cross Cultural Communication classes**

**Trip Planning**

- Produce a Frontline Seminar. Explore Fairbanks facilitates a bi-annual Frontline Seminar in which frontline staff visits the Morris Thompson Cultural and Visitors Center (MTCVC) to learn about MTCVC, events and partners
- Provide informational binder to frontline staff highlighting Explore Fairbanks business partners and trip planning resources

**Customer Service Classes**

- Teach customer service classes from the AlaskaHost curriculum
  - Customer Service Essentials
  - Know Your Own Backyard
  - Telephone Customer Service
  - Serving International Visitors
  - Serving Customers with Disabilities
  - Tour Guide Training
- Explore Fairbanks developed modules
  - Ask Me About Winter
  - Cross Cultural Awareness

**Tactic: Implement educational seminars and events highlighting Explore Fairbanks partners to local businesses**

- Host business partner networking luncheons and seminars October through April
- Coordinate partner-to-partner open houses
- Host Annual Interior Tourism Conference to provide educational seminars to Explore Fairbanks business partners and public about current topics
- Host Annual Banquet recognizing Explore Fairbanks business partners for their exemplary contributions to the visitor industry
- Spotlight new members monthly in the e-news



## Tactic: Increase awareness of Morris Thompson Cultural and Visitors Center, tourism businesses and events

### Local

- Invite community to Holiday/Winter Celebration Open House
- Coordinate FAM for residents to “Be a Visitor In Your Own Town” to expose them to the visitor industry through city tours
- Host First Friday artist receptions
- Continue being open 7 days a week, year-round
- Participate in the Fairbanks Outdoor Show and Go Winter Show, and Alaska Railroad Open House

### Military

- Provide year-round tour and attraction information to military personnel at Fort Wainwright Newcomers Orientations
- Provide winter activities and tours information to first term airmen at Eielson Air Force Base

### Statewide

- Continually network with other CVBs in the state and other tourism organizations to exchange ideas on new and improved services by attending the Alaska Travel Industry Association Annual Convention and Highway Neighbors Conference



**First Friday Artist Reception**



**Alaska Travel Industry Association Annual Convention**



## Tactic: Partner with Tourism Businesses to support community organizations

### Frontline Staff

- Schedule a downtown familiarization tour for tour company front desk customer service representatives, tour and driver guides, and drivers
- Provide a front desk informational reference manual
- Provide weekly calendar of events for reference

### Business Partners

- Provide estimated lunch guest counts from tour operators from May-September
- Deliver Visitors Guides, Winter Guides and Fairbanks-area maps to hotels and merchants

## Tactic: Work with downtown businesses by coordinating tours and events

- Assist in the organizing of the Visitor Industry's Walk for Charity to raise money for Fairbanks-area non-profits while placing thank you ad in "Tourism Works" supplement
- Provide Golden Heart Greeters for community events
- Provide Golden Heart Greeter assistance for conference and meetings, such as the Alaska Federation of Natives Convention



Visitor Industry's Walk for Charity



## 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

## Consumer Show Calendar

- State of Alaska Japan/Korea, 4/18 – 4/22
- Taipei/Shanghai outreach - November

## 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, 5/31 – 6/3
- International Pow Wow, 6/18 – 6/22
- Adventure Travel World Summit, 9/20-9/23
- Japanese Association of Travel Agents (JATA) – September
- China International Travel Mart (CITM) - November
- ITF (Taipei) – November

## 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

# 2016 Budget Reserve Designation

The Explore Fairbanks Board of Directors voted on October 13, 2015 to maintain a reserve for 2016 as allocated below:

<b>2016 Budget Reserve</b>		
Estimated Fund Balance 12/31/16*		\$734,969
2016 Fund Balance		\$312,969
2016 Designated Reserve:		
Convention Center Development	80,000	
New Market Development	22,000	
2016 Budget Reserve Designation TOTAL		\$102,000
2016 Association Reserve Fund Balance**		\$320,000

\*Calculation based on Fund Balance 12/31/14 from 2014 Audit  
 Estimated fund Balance used to balance 2015 Budget  
 Estimated Fund Balance 12/31/2015

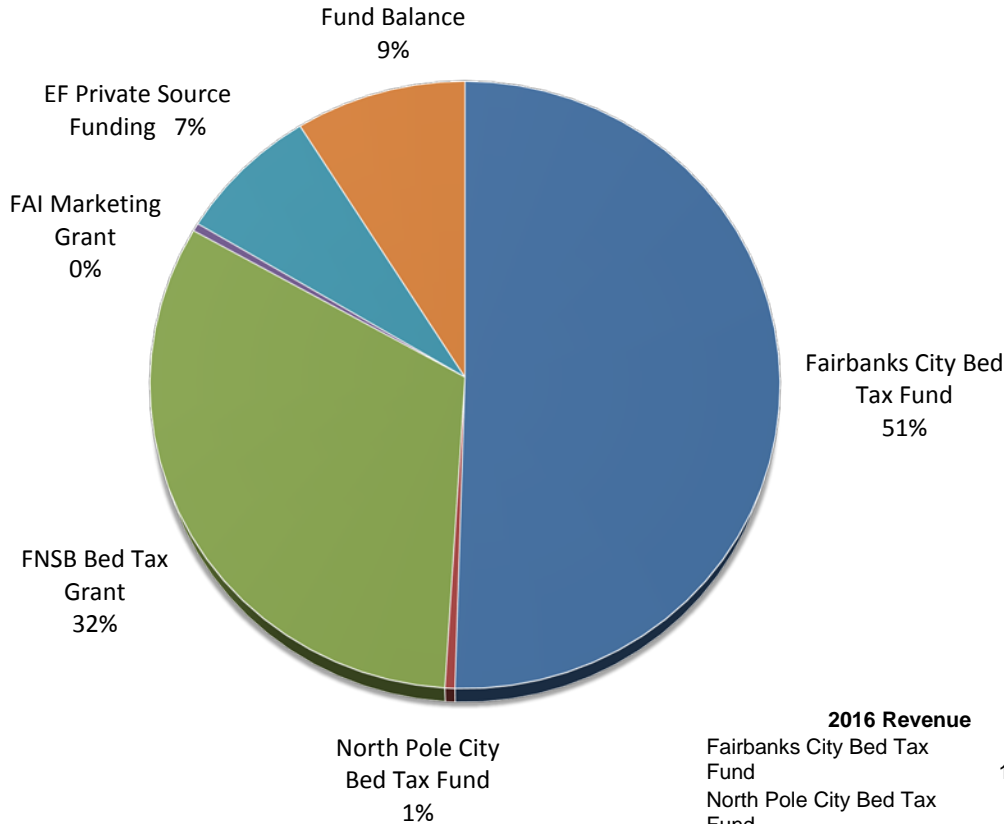
\$778,435  
 (43,466)  
 \$734,969

\*\*Based on 9.3% of the 2016 Expense Projection of

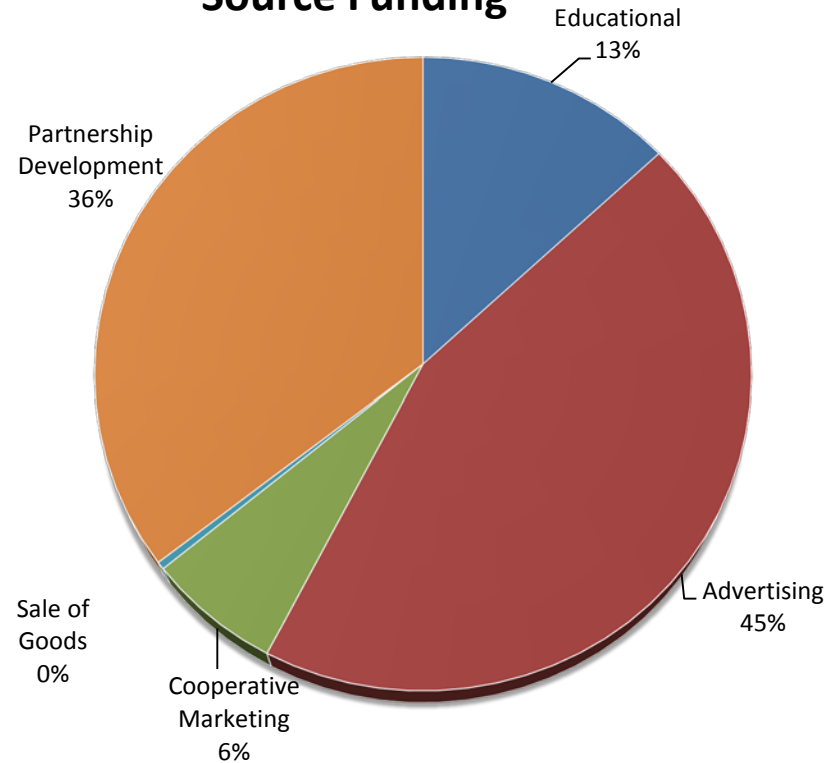
\$3,462,833

# 2016 Projected Revenue

## 2016 Explore Fairbanks Revenue Goals



## 2016 Explore Fairbanks Private Source Funding

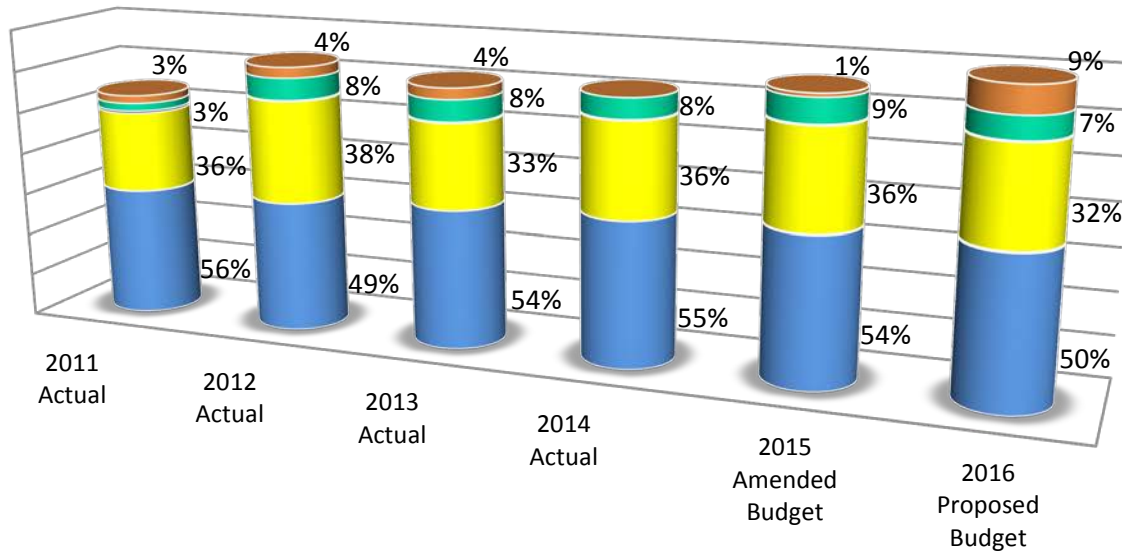


### 2016 Revenue

Fairbanks City Bed Tax Fund	1,761,615
North Pole City Bed Tax Fund	17,299
FNSB Bed Tax Grant	1,121,250
FAI Marketing Grant	15,000
EF Private Source Funding	260,450
Fund Balance	312,969
<b>Total</b>	<b><u>3,488,583</u></b>

# Revenue Comparison

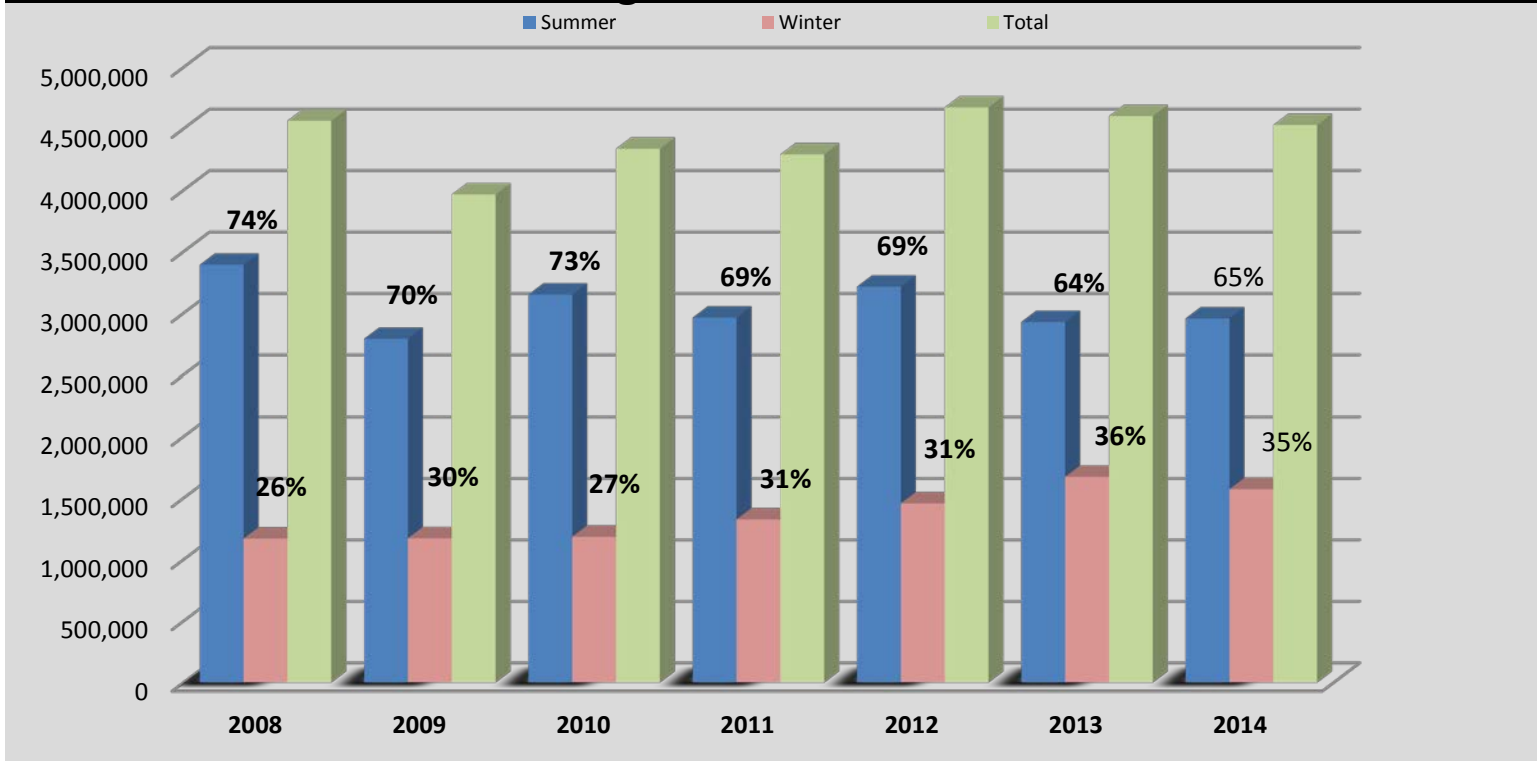
## 2011 thru 2016 Revenue Comparison



	2011 Actual	2012 Actual	2013 Actual	2014 Actual	2015 Amended Budget	2016 Proposed Budget
■ Fund Balance	92,249	126,116	131,139	0	43,466	312,969
■ EF Private Source Funding	92,249	261,422	256,007	240,568	284,900	260,450
■ FAI Grant	30,000	15,000	15,000	15,000	15,000	15,000
■ FNSB Grant	958,976	1,216,550	1,009,180	1,114,894	1,160,250	1,121,250
■ North Pole Bed Tax	4,237	3,696	2,349	3,501	11,430	17,299
■ Fairbanks City Bed Tax	1,519,149	1,540,706	1,640,453	1,708,352	1,750,000	1,761,615



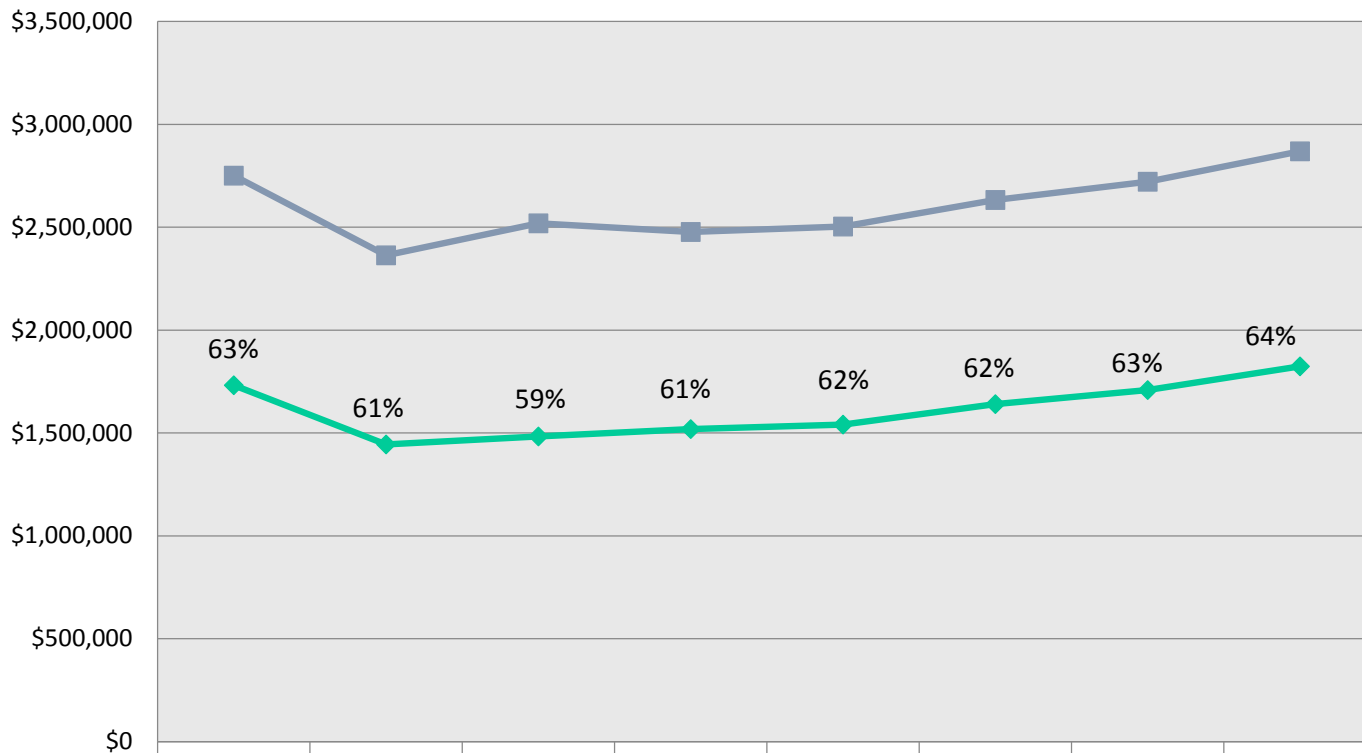
# FNSB including the Cities of Fairbanks and North Pole



	2008	2009	2010	2011	2012	2013	2014
Summer	74% \$3,393,909	70% \$2,791,395	73% \$3,151,673	69% \$2,964,125	69% 3,215,865	64% 2,928,769	65% 2,957,221
Winter	26% \$1,171,806	30% \$1,174,265	27% \$1,186,687	31% \$1,327,840	31% 1,458,246	36% 1,674,430	35% 1,573,771
Total	100% \$4,565,715	100% \$3,965,660	100% \$4,338,360	100% \$4,291,966	100% 4,674,111	100% 4,603,200	100% 4,530,992

# City of Fairbanks Bed Tax: 8 year average to Explore Fairbanks is 62%

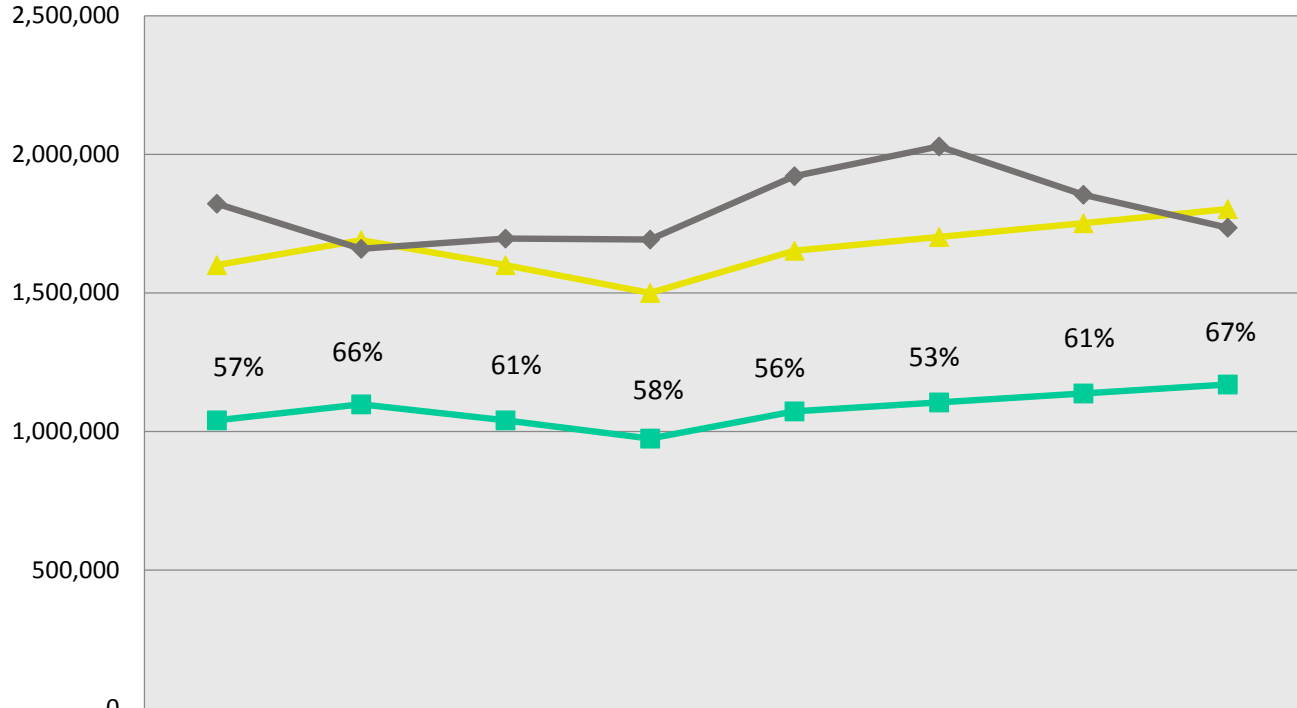
## Explore Fairbanks Percentage of Fairbanks City Bed Tax



■ Fairbanks City Bed Tax Revenues	\$2,750,491	\$2,364,118	\$2,518,548	\$2,476,320	\$2,504,138	\$2,632,839	\$2,720,456	\$2,869,170
◆ EF Bed Tax Funds	\$1,731,631	\$1,444,150	\$1,483,747	\$1,519,149	\$1,540,706	\$1,640,453	\$1,708,349	\$1,823,606

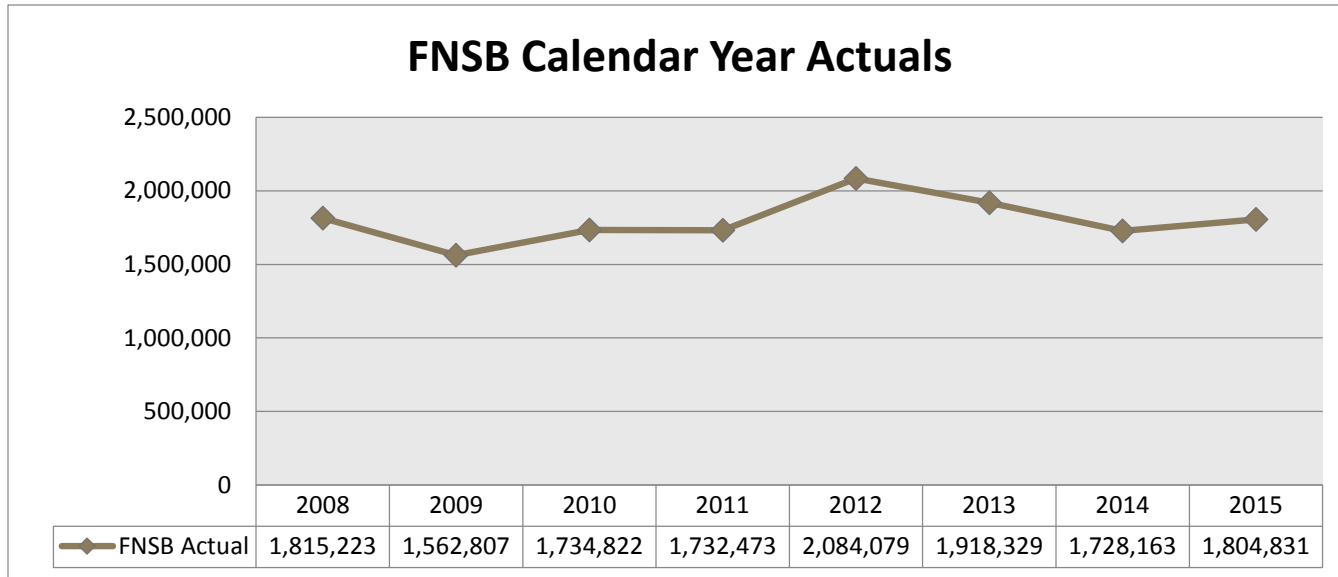
# Fairbanks North Star Borough Bed tax: 8 year average to Explore Fairbanks is 60%

## Explore Fairbanks Percentage of FNSB Actual Bed Tax Revenue



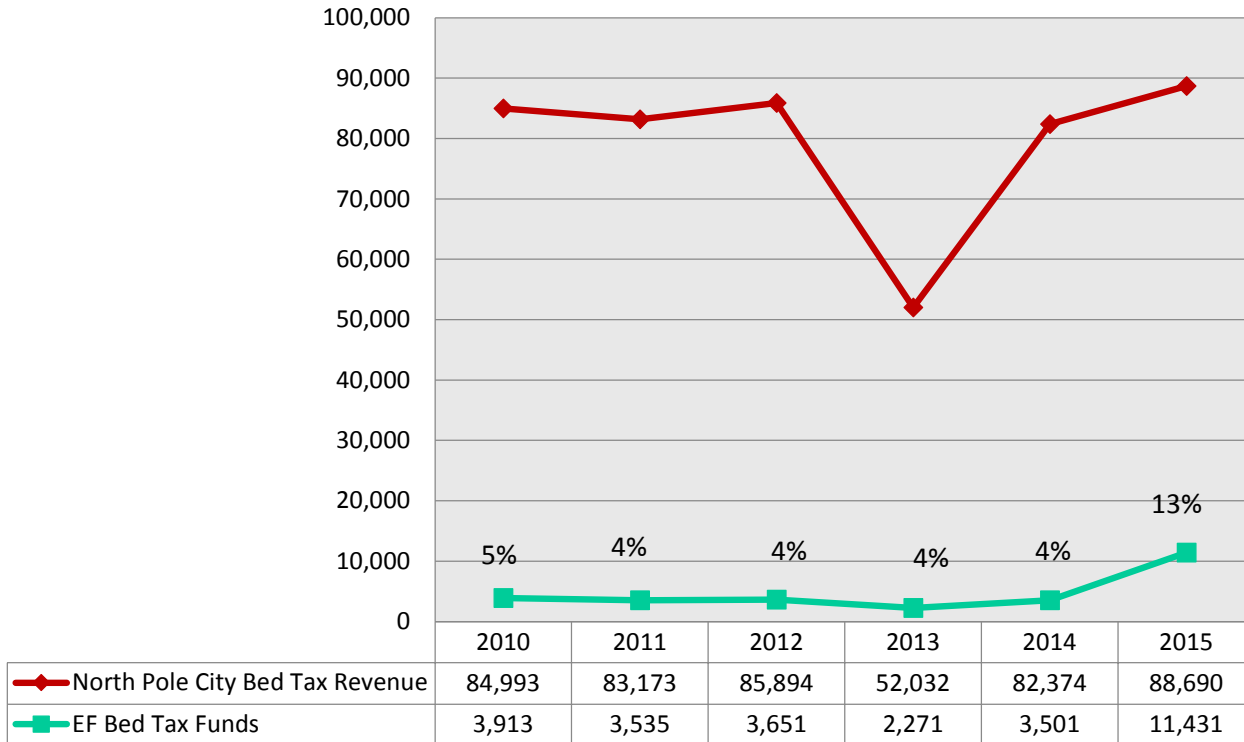
	FY08/07-08	FY09/08-09	FY10/09-10	FY11/10-11	FY12/11-12	FY13/12-13	FY14/13-14	FY14/15-15
▲ FNSB Projected Bed Tax Revenue	1,600,000	1,690,000	1,600,000	1,500,000	1,652,000	1,702,000	1,752,000	1,802,000
◆ FNSB Actual Bed Tax Revenue	1,822,160	1,658,828	1,696,697	1,692,522	1,921,095	2,028,261	1,853,946	1,735,739
■ EF Bed Tax Grant	1,040,000	1,098,500	1,040,000	975,000	1,072,500	1,105,000	1,137,500	1,170,000

**In 2015 FNSB Hotel/Motel Tax Revenues increased 4.09% over prior year**



**City of North Pole Bed Tax: 5 year average to Explore Fairbanks is 6%**

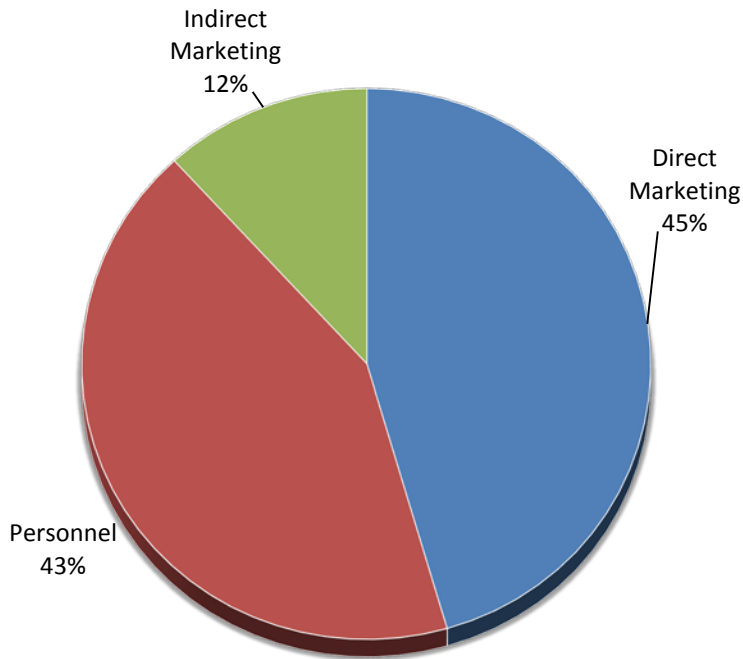
**Explore Fairbanks Percentage of North Pole City Bed Tax**



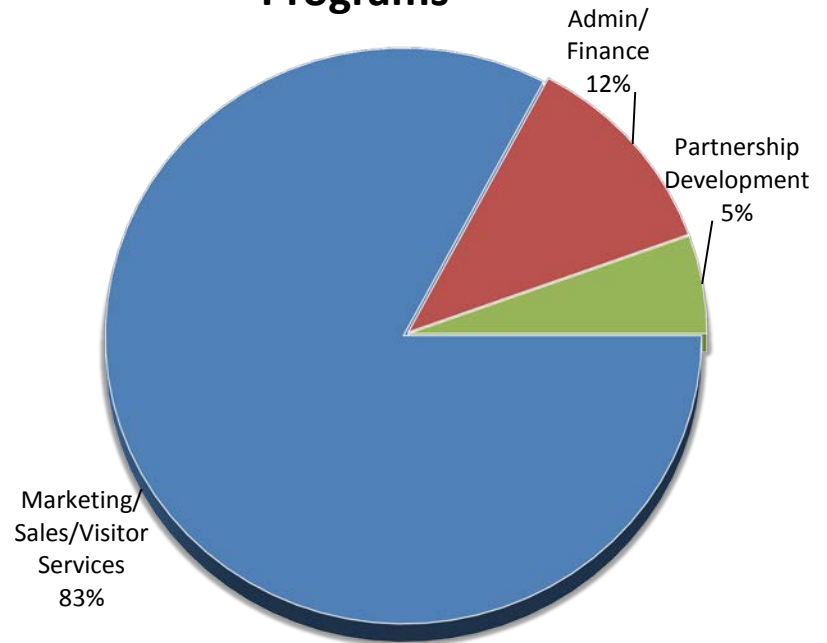


# 2016 Proposed Expense Budget

## 2016 Expense Budget



## 2016 Expense Budget by Programs

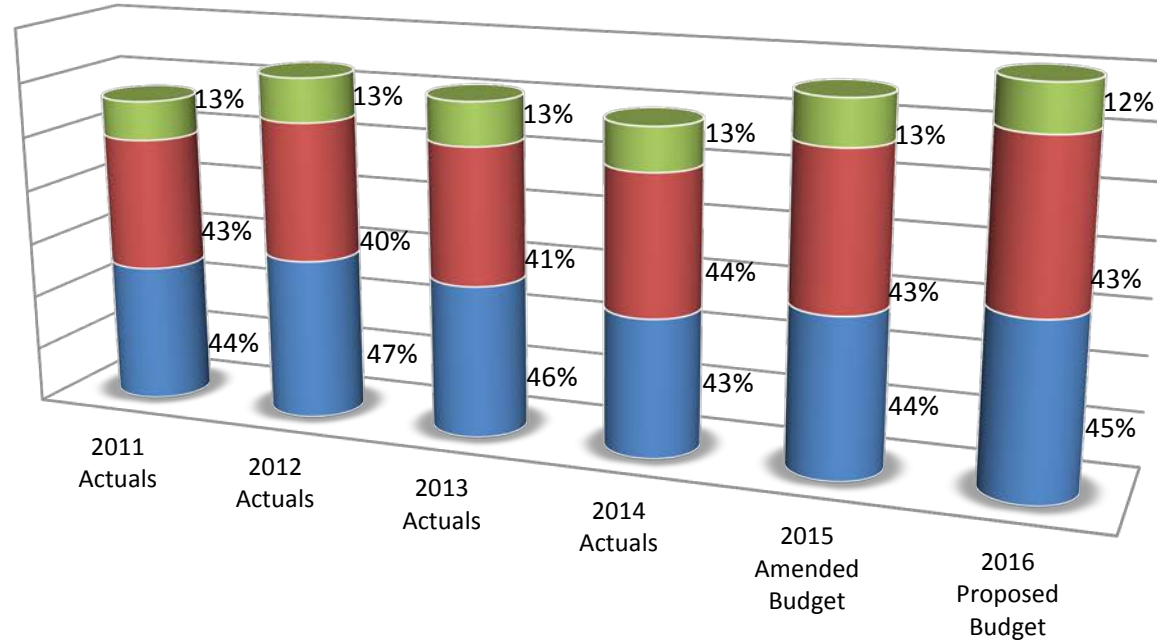


### 2016 Expense Budget by Department

Admin	562,088
Partnership	192,570
Communications	1,295,912
Mtgs & Conv	408,213
Tourism	511,176
Visitor Svs	518,624
	<u>3,488,583</u>

## Expense Comparison

### 2011 thru 2016 Expense Comparison



	2011 Actuals	2012 Actuals	2013 Actuals	2014 Actuals	2015 Amended Budget	2016 Proposed Budget
■ Indirect Marketing Expense	358,657	402,251	394,454	391,836	409,023	411,684
■ Personnel Expense	1,209,006	1,265,340	1,245,069	1,271,660	1,408,544	1,490,971
■ Direct Marketing Expense	1,253,569	1,466,199	1,387,980	1,258,379	1,447,479	1,585,928