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Explore Fairbanks video wins journalists' award

Fairbanks, Alaska (AK) — The North American Travel Journalists Association (NATJA) recently announced that Explore Fairbanks won the Silver award in the Destination Videos category of the 2014 NATJA Awards Competition. This awards competition, now in its 23rd year, honors the “best of the best” in travel writing, photography and promotion that cover all aspects of the travel industry worldwide. NATJA Awards recognize excellence in travel writing, photojournalism, social media, multimedia platforms, advertising, marketing and public relations for the travel and tourism industry. This year, NATJA received over 650 submissions from all over the world.

Explore Fairbanks unveiled its new destination marketing video in October 2014. The three-minute and 41-second video highlights the many qualities that define Fairbanks, the Interior, Denali National Park and the Arctic. The Fairbanks-based band “Young Fangs” performing their original song “Show Me the Way” provided the background music and are also in the video. The video features a diverse, multi-generational cast participating in a wide range of summer and winter activities available in the area including river boating, dog mushing, ice sculpting and aurora viewing.

The video is being used to market Fairbanks and the region to potential visitors via the website, through multiple social media outlets, during events and more. Additionally, the video is attracting and informing a wide variety of stakeholders and visitor industry professionals such as tour operators, meeting planners, airline executives, travel agents and media. Watch the Explore Fairbanks destination marketing video at <http://youtube/UT7LgQDcfUo> or on the website at www.explorefairbanks.com.

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