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## **Explore Fairbanks Launches New Responsive Website**

*Fairbanks, Alaska (AK)* – Explore Fairbanks announces the launch of its new responsive website [www.explorefairbanks.com](http://www.explorefairbanks.com) at 5 p.m. on December 15, 2016. The website includes Fairbanks, North Pole, Denali, and Alaska’s Interior and Arctic. The aurora borealis and midnight sun, natural wonders that are fundamental to Fairbanks and the region, are predominately featured throughout the new site. The contemporary site is responsive across all platforms and devices including mobile, tablet and desktop.

The one-of-a-kind navigation bar, designed to look, move and change colors like the actual aurora borealis, also known as the northern lights, is the centerpiece of the design elements. In addition to an abundance of photography, the website also features an interactive regional map, a calendar of events, integrated social media, a blog and a brand new video entitled “How to Dress for Winter.”

Explore the Area, on the navigation bar, is a comprehensive category that highlights the many distinctive characteristics of the region including: Seasonal Explorations, Local Destinations, Sports and Outdoor Recreation, as well as Travel and Insider Tips. The site is designed to give potential visitors a portal into life in the far north and encourage year-round visitation.

More than 400 tourism and related businesses are listed in the following categories: Things to Do, Places to Stay, Restaurants and Shopping, and Planning Tools. Searchable business partner listings are embellished with photography, videos and a local map. Also available is a new link for booking lodging, activities and tours. Explore Fairbanks partnered with the interactive agency Simpleview to build the site in close coordination with Explore Fairbanks staff and local stakeholders.

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### **About Explore Fairbanks**

Explore Fairbanks is a non-profit marketing and management organization whose mission is to be an economic driver in the Fairbanks region by marketing to potential visitors and optimizing the visitor experience. Explore Fairbanks markets Fairbanks as a year-round destination by promoting local events, attractions and activities to independent travelers, group tour operators, travel agents, meeting planners and the media as well as by developing public policy and infrastructure to achieve marketing objectives. Find out more at [explorefairbanks.com](http://explorefairbanks.com).

### **About Simpleview**

Simpleview is the travel and tourism industry's leading provider of website design, search marketing and mobile technologies for destination marketing organizations. Simpleview works with worldwide destinations of all sizes to maximize the experience for website visitors and convert them into “on the ground” visitors.