

# Tourism Works for Alaska

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# Tourism Works for Fairbanks

## Sense of place + strategic marketing = dollars and good sense

By Deb Hickok, President and CEO, Explore Fairbanks



Deb Hickok, President and CEO, Explore Fairbanks Photo by Isabel Hickok

*“Statistical analysis covering more than 200 cities over the past 23 years confirms broadly what case studies indicate individually: destinations with substantial and growing visitor economies tend to outperform their peers.”*

- Destination Promotion:  
An Engine of Economic  
Development, Oxford Economics,  
November 2014

Destination marketing and development is one of most successful collaborations to drive local and state economies. Beyond individual business’ promotions which are often substantial, competing businesses – including hotels, attractions and tours – pool resources to sell and promote a place as a visitor destination. More often than not, these alliances coalesce around the destination marketing and management organization whether it be Explore Fairbanks, Visit Anchorage or the State of Alaska via the Alaska Travel Industry Association.

What unifies their marketing? A sense of place. Destinations that have a strong sense of place have a shared passion among residents that is conveyed to visitors. Destination market-

ing shares the best of this sense of place.

In the case of the Fairbanks region, what resonates with visitors are themes such as aurora, midnight sun, “Golden Heart” hospitality, as well as the activities, arts, culture and history indisputably shaped by the year-round forces of nature at this 65° latitude. This sense of place often expands beyond the cities and borough to promote Denali, Alaska’s Interior and Arctic, and Alaska as a whole, when these messages mesh well into a visitor’s travel pattern and length of stay.

In addition to the natural environment, the infrastructure or “built environment” also strongly influences a resident’s sense of place as well as a visitor’s impression and enjoyment of a place.

According to Oxford

Economics “Destination Promotion” report released in 2014, “Over this extended period of time and across hundreds of cities, developments in visitor-related sectors are typically followed by gains in other parts of the economy. This statistical observation follows the theory that structural changes in the visitor economy, such as can be achieved as investments in destination promotion, lead to improvements in transport connectivity, familiarity, brand, attractions, amenities and infrastructure. And these improvements create an environment where other industries grow in response.”

Why does destination marketing have to be consistent and strategic? Businesses and destinations have limited resources – both financial and human

– to develop and market its products. What defines a solid calculated plan? Identifying competitive advantages in tandem with market conditions and preferences to yield the maximum return for the economy. That’s how Fairbanks has grown winter tourism throughout the recession, lured and sustained additional air service, matured the aurora tourism product recognition, and is developing a reputation as an arctic meeting destination.

All over the United States, including Alaska, these collaborative efforts meld public- and private-sector dollars to gain the competitive edge necessary to better the economy. After struggling through the last recession, Alaska’s tourism industry has rebounded to be healthier than ever. In Alaska today, the state’s share of infusing dollars into this marketing collaboration has severely declined from \$16 million in fiscal year 2013 to only \$1.5 million in the current fiscal year. Some of the tourism successes today are a direct result of the state’s previous investments.

What happens when the state’s share of investing tourism dollars into marketing severely declines as is currently the case? For Explore Fairbanks, it means grappling with how to continue to build on its own successes while attempting to augment the lack of state funds for tourism marketing. It means coming to

terms with how to maintain market share in key proven domestic markets, such as the western states, and international markets, like Japan and German-speaking Europe, while working to make an impact into the burgeoning travel markets of Korea and China.

Meanwhile, Explore Fairbanks is allocating limited resources to foster momentum in the tourism development arena. Collaborating with City of Fairbanks and other community partners, Explore Fairbanks is analyzing the future “built environment” by addressing the Polaris site as the potential location for a combined convention and performing arts center [see related article “Big meetings mean big impact” on the economic benefits of meetings and conferences].

As the Oxford Economics report concludes, a strong visitor economy over time precedes economic growth in general for a destination. Making investments into the tourism industry by the private- and public-sectors

Sunday, September 18, 2016

makes good sense. These investments are paying dividends now and will into the future for both the local and statewide economy.

Explore Fairbanks celebrates its 40th anniversary in 2017. Formerly known as the Fairbanks Convention and Visitors Bureau, the organization has strategically evolved and continues to evolve in response to market forces, opportunities and challenges. Explore Fairbanks is a non-profit destination 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.



In February 2016, Explore Fairbanks hosts tour operators from Korea. This winter tour was coordinated by the State of Alaska with the cooperation of Alaska and Delta airlines.

On left, business partners of Explore Fairbanks describe their products to the tour operators.  
Photo by Ed Malen/Explore Fairbanks

On right, Explore Fairbanks Director of Tourism Scott McCrea and guests “Love Alaska.”  
Photo by Shim Su Hyang/Saturn Air





## Big meetings mean big impact

People who come to a community for meetings are an important piece of the total visitor industry pie. The peak months for meetings in Fairbanks generally occur in March and October, helping to supplement the summer and winter visitor seasons and encouraging year-round visitation to Fairbanks.

According to Explore Fairbanks Director of Meetings and Conventions Helen Renfrew, there were more than 1,000 meetings tracked by Explore Fairbanks and reported by partner hotels in the five years between 2011 and 2015. Attendees at these meetings used more than 93,000 room nights at area accommodations bringing \$35.46 million in Estimated Direct Attendee Spending (EDAS) into the community's economy. Those are new dollars injected into the Fairbanks economy by meeting attendees from out of town.

In an average year, that

works out to be 200 meetings per year, using just under 100 room nights each, and bringing more than \$7 million in EDAS to the Fairbanks community. Estimated Direct Attendee Spending is a calculation used to identify new dollars spent in the Fairbanks economy by visitors who are here to attend a meeting or event. It includes money spent on lodging, rental cars or taxis, dining, entertainment, and retail. Meeting attendees often spend slightly more per person per day than leisure visitors.

City-wide meetings use multiple lodging providers and meeting venues. As compared to an "average" meeting in Fairbanks, they have a larger economic impact in a relatively short time period. They also tend to encourage community participation and have a wider impact on local area businesses as attendees experience more of what Fairbanks has to offer. Some

According to research released in 2015 by The Experience Institute:

- 50 percent of attendees are likely to combine attending a meeting with a vacation opportunity, resulting in additional room nights.
- 50 percent of attendees are likely to bring someone with them, multiplying overall spend.
- 75 percent of attendees take advantage of destination offerings by "getting out and about."
- 80 percent will recommend the destination to others if their experience is positive.
- 75 percent will consider returning to the destination for leisure travel if they enjoyed their time here.

examples of these "citywides" are:

In March 2016, Fairbanks hosted Arctic Science Summit Week which was coordinated by the University of Alaska Fairbanks. A variety of organizations held meetings that week, bringing 1,000 visitors to town and an EDAS of \$1 million.

In October 2016, Fairbanks will welcome the First Alaskans Institute Elders & Youth Conference and the Alaska Federation of Natives Convention. During the week of October 17-22, there will

between 4,000 and 5,000 delegates, attendees, friends, and family contributing approximately \$5.5 million in estimated economic impact.

In May 2017, Fairbanks will welcome the Arctic Council Ministerial Meeting. At that meeting the United States Secretary of State will pass chairmanship of the Arctic Council to Finland. This event, along with affiliated Arctic-themed meetings and events, is expected to bring 1,000 people and \$1 million in EDAS to Fairbanks.



Alaska Native performers at the final banquet during Arctic Science Summit Week held in Fairbanks in March 2016. Coordinated by the University of Alaska Fairbanks, meetings during the week hosted more than 1,000 guests in town. Photo by Todd Paris, University of Alaska Fairbanks

Combined these three city-wide meeting will encompass approximately three weeks. In that time, Fairbanks will host between 6,000 and 7,000 visitors who will inject more than \$7 million into the local economy. They will provide a monetary boost to Fairbanks equivalent to an entire year of "average" meetings. With this in mind, it is easy to see what a large financial impact city-wide meetings have on local businesses.

Explore Fairbanks welcomes local residents to become a Golden Heart Meeting Amba-

sador by inviting associations or organizations to have a meeting or event in Fairbanks. A full listing of local facilities and services are found in the "Explore Fairbanks Meeting Planner Guide." The Meetings and Conventions team at Explore Fairbanks offers an array of resources to support meeting planners. Call 459-3765 or 459-3768 to request assistance and a complimentary meeting planner guide, or visit [www.meetfairbanks.com](http://www.meetfairbanks.com) to view an electronic copy of the guide and an online meeting Request for Proposal form.



## Thank you 2015 Golden Heart Meeting Ambassadors!

  
www.meetfairbanks.com

Explore Fairbanks honored **37 community members** who brought **27 meetings** with an estimated direct attendee spending of more than **\$2.3 million** home to Fairbanks in 2015. Conferences, conventions, meetings and events are economic generators for our community. Call Explore Fairbanks at 459-3765 and learn how you can become a **Golden Heart Meeting Ambassador**.

Pictured: Back row - Presenter Councilman David Pruhs (City of Fairbanks), Meeting Ambassadors Richard Basarab, David Kacal, Carol Kacal, Sheng Zhao, Jim Schwarber, Jerry Potts. Middle row - Meeting Ambassadors Diana Campbell, Crystal Frank, Reija Shnoro, Darla Theisen, Diane Fleeks, Carmen Randle, Presenter Jeff Jacobson (City of Fairbanks). Front row - Meeting Ambassadors Steve Zanazzo, Reese Cottrell, Rita Valentine, Thomas McGhee, Annette Freiburger.

Not pictured: Sukumar Bandopadhyay, Frederick Burton, Doreen Deaton, Carrie Hale, Michelle Harrison, Sue Hull, Barbara Johnson, Anise Masterson, Sue McIntosh, Lesa Meath, Da-ka-veen Mehner, Sue Mitchell, Will Peterson, Sarah Schacher, Mike Sfraga, Lorna Shaw, Sean Topkok, Kelly Wilson.



## Walk amongst the reindeer

When you arrive at Running Reindeer Ranch, a few miles north of Fairbanks, drive slowly as you may be greeted enthusiastically by Candy, the family dog, and a few wandering reindeer. Jane will give you a quick safety briefing and an introduction to each of the unique personalities in her seven reindeer. It quickly becomes apparent how well she knows and loves her reindeer.

Reindeer first came to Running Reindeer Ranch as Jane's middle school daughter Robin's passion and project. After a few years Robin grew up and Jane inherited the growing herd. Prior to getting the reindeer, Robin spent a few years researching and fundraising. What they learned as a family, made them realize that reindeer

were the ideal pet for living in the harsh arctic.

Once you start heading up the trail it is time to release your inner reindeer as you and the herd become one. Ruby, the Queen Reindeer, will lead the way as the rest of her herd follows and intermingles with you and the other reindeer. Jane will help introduce you to the boreal forest and the natural history of the reindeer. A winter walk is a time to reflect on the subtle beauty and colors of the snow, sky and forest while seeing the reindeer in their full winter coat and hard antlers. Winter is their favorite time of year.

Running Reindeer Ranch was started by husband and wife, Jane Atkinson and Doug Toelle, as a way to share their

love of Alaska and their reindeer with visitors from all over the world. It was not their intention to start a business with their reindeer but they were encouraged by friends who would bring their visiting friends and relatives over to join Jane on her regular walks with the reindeer. When Jane began nursing school she thought it would be a good source of supplemental income to help support the reindeer. Jane did work as a school nurse but has now turned her full attention to the ranch.

Visitors will be outside with the reindeer until guests get cold. At that point everyone retreats inside Jane and Doug's home to be warmed by the wood stove, hot beverages and delicious homemade



At Running Reindeer Ranch, reindeer are part of the family and genuinely enjoy entertaining visitors, nibbling lichen and striking out on incredible nature walks through the exquisite boreal forest. Photo by Troy Bouffard

cookies. Once snuggled inside guests learn about the annual cycle of the reindeer as it pertains to their antlers (never call them horns and find out why). Jane and Doug share stories of their herd and how the reindeer have changed their lives and

their attitude about living in Interior Alaska.

Running Reindeer Ranch is open by appointment only. No drop-in visitors are accepted. Same day reservations are sometimes available but booking early will secure your spot on

this one of a kind tour. You can book on their website [www.runningreindeer.com](http://www.runningreindeer.com) or Facebook. Confirmation and directions to the ranch will be emailed back to you. For more information contact Jane and Doug at [info@runningreindeer.com](mailto:info@runningreindeer.com) or 907-455-4998.

**"This is a must see, what a wonderful experience. It is fun and also very informative. Jane and her husband really know all there is to know about these beautiful creatures. They treat the reindeer just like family and also invite you into their home to share homemade cookies and a hot drink. This is definitely a bucket list experience."** from TripAdvisor

**Four Time TripAdvisor Certificate of Excellence Five Star Attraction**

**2015 Fodor's Choice Attraction**

**Fall of 2015 featured on the Travel Channels 50/50 show and Animal Planet's Dr. Dee: Alaska Vet show. Featured in the November/December 2015 issue of Texas Journey Magazine.**

**2014 featured in TravelAgeWest, Magazine**

**2013 winner of the Fairbanks Visitors Bureau Jim and Mary Binkley Award for its creativity, innovation, courage and entrepreneurialism.**

## Running Reindeer Ranch

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**907-455-4998**  
**[info@runningreindeer.com](mailto:info@runningreindeer.com)**

# Alaska tourism is healthy but needs marketing investment

By Sarah Leonard, President and CEO, Alaska Travel Industry Association



Sarah Leonard, CEO,  
Alaska Travel Industry Association

Alaska is facing a new economic reality. With a state budget fiscal gap in the billions, where does Alaska's tourism industry fit in?

The Alaska Travel Industry Association (ATIA), the state's leading member-based tourism trade association of over 750 businesses believes Alaska's

travel industry plays an important part in the long term economic health of our state.

Today, Alaska is seeing the benefits of a healthy tourism industry with a record number of 2 million travelers choosing to visit our state. In choosing Alaska over other destinations, visitors are spending money on everything from tour activities, to hotel and lodge stays, to meals and gifts. This spending supports over 46,000 jobs and generated \$4 billion in economic activity. (Economic Impact of Alaska's Visitor Industry 2014-2015 Update by the McDowell Group).

Alaska has competed internationally among

other travel destinations with past investments in tourism marketing dollars which has resulted in \$100 million in state revenues. However, this year many business owners are re-grouping after a reduction to tourism marketing funding which left a total budget of \$1.5 million. This level of tourism promotional dollars is well below other competing states and international destinations.

It is concerning Alaska's tourism marketing investment has steadily declined from \$16 million in 2012 to today's funding level which makes it impossible for Alaska to compete on an domestic and international scale with other

traveler destinations. We can learn from other states that have reduced tourism marketing dollars as they see a loss in market share to competitors that can take years to recover. Destinations continuing to invest in travel promotion see those returns in tax revenue, jobs and business growth.

In response to these significant cuts, Alaska's marketing program will not include a printed travel planner for the first time, television advertising has been eliminated and international offices are closed. Moving forward, ATIA is committed to maintain an Alaska travel website and raise the awareness of our destination through

limited public relations and other digital media campaigns. However, with the current level of funding, many businesses and communities who rely on the broad outreach only a statewide program can facilitate are now significantly worried about their own future.

What will the impact of limited tourism marketing be for Alaska businesses and communities? As tourism marketing for Alaska as a destination declines, so too will our ability to attract visitors. We risk losing market share when other destinations increase their tourism promotion budgets as our decreases. Ultimately, reducing the revenues that are generated

by visitors and contribute to the state, growth in business, and jobs for Alaskans.

ATIA believes even in a time where there is a need for balanced budget cuts, travel promotion and marketing is one of the best investments a state government can make toward continued positive economic returns. Alaska's visitor industry can play a critical role in continuing to fuel our economy with stable jobs, capital investments and user fees and taxes to local and state government.

**FAIRBANKS**

# Daily News-Miner

THE VOICE OF INTERIOR ALASKA

**explore**

# FAIRBANKS

ALASKA

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## Tourism Works for Alaska



This massive ice sculpture at the World Ice Art Championships in Fairbanks, Alaska, demonstrates how intricately detailed and larger-than-life these beautiful sculptures can be.

Photo by Craig Cheledinas

"Ice Art Joust" sculpted by Craig Cheledinas, Kevin Roscoe and Steve Brice




 UNIVERSITY OF ALASKA  
**MUSEUM OF THE NORTH**


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## UA Museum of the North offers year-round attraction



The new dinosaur display at the University of Alaska Museum of the North features mounts built from plastic resin casts of real bones from the earth sciences collection. The skeletons of the newly named species *Ugrunaaluk kukpikensis* are standing in front of a realistic painting of them by Anchorage artist James Havens. Photo by JR Ancheta, University of Alaska Fairbanks

New discoveries are made every day at the University of Alaska Museum of the North. That's because the museum cares for more than 1.5 million objects, including the world's largest collection of Arctic dinosaurs and the best collections of Alaska's artifacts, birds, fish, mammals, artworks, plants,

and insects in the state.

Like many attractions in Alaska, most people visit the museum in the summertime. More than 80% of the museum's 85,000+ visitors come between June 1 and August 31. Once the busy summer season is over, there is still much to explore, whether you are experiencing a

trip to Fairbanks during the aurora season or are lucky enough to live here year round.

New to the museum is an installation of several duck-billed dinosaur skeletons, a trio of juvenile hadrosaurs known as *Ugrunaaluk kukpikensis*. Scientists studied thousands of dinosaur bones from the collection to identify this species. The mounts are arranged in front of "Arctic Hadrosaurs," an original painting by Alaska artist James Havens that covers an entire wall and illustrates a herd of the giant plant-eaters grazing during the Cretaceous Period more than 69 million years ago.

There are many ways to experience the museum's treasures due to a variety of collaborations with local organizations. Thanks to support from Flint Hills Resources Alaska, thousands of school children take a docent-led Directed Discovery field trip each year to learn about the art, culture, history and wildlife of

Alaska. Hundreds of families also participate in hands-on activities, including the Family Day series supported by TOTE Maritime.

The museum is a popular destination each Halloween, when visitors come in costume, watch science experiments and see bats and bones, artifacts and bugs from the collections. This is a unique opportunity, along with our Open House in January, to browse the labs and workspaces not usually open to the public. Sponsor Kendall Toyota of Fairbanks is helping the museum continue this tradition.

Another annual event is Chefs' Challenge at the Museum featuring the culinary talents of five local chefs who create signature dishes using a key ingredient. Each chef presents their creation in front of a live studio audience, facing a grilling from our guest judges.

Visitors can always get coffee, snacks and salads from the

Alaska Coffee Roasting Co. in the Museum Café, shop in the Museum Store or enjoy a view of the Alaska Range at our window-front seating.

The museum also plays an important role in the mission of the University of Alaska Fairbanks, teaching students in eight academic departments across four schools and colleges. Curators hold joint faculty appointments with UAF academic units. And the museum employs scores of stu-

dents in its education, exhibits, research and visitor services departments.

Thanks to a program sponsored by Wells Fargo, active duty Alaska-based military personnel and their families get free admission to the museum all year. That effort, along with a newly updated membership program, is helping the museum expand its reach and continue to preserve the state's artifacts, offer research opportunities and educate the public.



The University of Alaska Museum of the North is open year-round. Photo by Theresa Bakker, University of Alaska Museum of the North



# Profits come with planning

By Julie Saupe, President & CEO, Visit Anchorage

Whether you are a seasoned traveler or novice, you likely know the advantage of preparation - be it careful packing, getting the best deal, or picking the perfect travel companion.

Thanks to two events this year, Anchorage and Alaska will be better prepared to weather the next several years as the state faces a number of economic storms and an unprecedented year of near-zero funding for statewide tourism marketing.

The Go West Summit and the Adventure Travel World Summit hosted by Visit Anchorage brought more than 1,500 travel professionals to our state

this year. Each of these professionals possess impressive global client lists and are now equipped with the knowledge of Alaska product and how to sell our state. The meetings drew the attention of more than 30 countries, accrued the highest attendance ever for these events and represent millions in future business and travelers to Alaska.

The years of planning and vetting by Visit Anchorage and the collaboration from industry partners statewide to bid and host conferences of this caliber return much more than economic impact during the event. And while these two events will not fill the void



Many Alaskan operators hope that the benefit of hosting two large travel shows earlier this year will help alleviate the effects of a near-zero state tourism marketing budget. These shows brought in travel buyers from around the globe for face-to-face meetings with suppliers at the Dena'ina Civic and Convention Center in Anchorage. Photo by Jack Bonney, Visit Anchorage

created by the shortsighted political actions that decimated Alaska's marketing budget, they do clearly demonstrate the ability of the tourism industry to provide returns to the state as well as support local economies. Tourism marketing must be played as a long game;

it's disheartening that during this critical period our forward player has been benched.

Statewide, tourism brings nearly \$4 billion in economic benefits to Alaska.

Destination marketing is competitive, and it remains to be seen where on the

map we will land. We can optimize our outcomes by being strategic, using our business acumen and collaborating where possible. In order for Alaska to compete on the world's stage for leisure travelers and convention business and retain the nearly \$4 billion in

economic benefits to Alaska, we each have a responsibility to plan how to get there.

Here's to the journey (and a well-packed suitcase).

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# It's been a banner year for visitors – particularly cruise visitors



Bed taxes provide for 65 percent of the Denali Borough's revenue.

This season Alaska greeted more than a million cruise visitors – a real bright spot in our state's economy.

The cruise industry boosts Alaska's economy by providing thousands of jobs, buying locally and paying taxes and fees to state and local governments. The cruise lines buy

goods and services from more than 1,000 businesses in Southcentral, 500 in Southeast and almost 600 Interior businesses.

Almost 60 percent of visitors to the Fairbanks North Star Borough are on cruise land tours, according to Explore Fairbanks.

	Alaska	Interior Alaska
Total industry expenditures	\$993,000,000	\$217,000,000
Total jobs	18,938	2,500
Total income	\$866,000,000	\$95,000,000
Passenger spending	\$546,000,000	\$48,000,000

## Importance of staying competitive

The global competition for cruise ships is extreme with more than 1,000 ports working to attract cruise lines. Where Alaska's market share was once 8%, it is now about 4%.

To stay competitive and keep our market share steady, we need:

- Reasonable regulations
- Smart tax policies
- Destination marketing

### Keeping Alaska's air and water clean and pristine

Cruise lines have been recognized and awarded for their dedication to and achievements in marine environmental protection and stewardship. Their commitment to the environment goes well beyond compliance with industrial and regulatory standards.

### Improving emissions

With an investment of half a billion dollars, the lines are developing and installing new exhaust-gas scrubbers to significantly improve emissions. This new generation of scrubbers removes 98 percent of sulfur and reduces particulate matter and carbon.

### Comprehensive recycling

Cruise ships are some of the world's most comprehensive recyclers. All waste materials aboard the ships are recycled, incinerated or offloaded. Materials to be recycled are compacted, crushed or baled and stored on the ships until they are turned over to an approved vendor for disposal.

### Wastewater treatment

Cruise lines have invested in and installed advanced wastewater treatment systems on their ships. These systems are far superior to most municipal systems and discharge near drinking-water quality that is treated to some of the world's most stringent standards.



Cruise lines do business with 575 Interior businesses and support 2,500 jobs.



# Cruising to Alaska

It's clean, green – and a growing part of our economy.

For more than 100 years, visitors have stepped aboard passenger ships for the journey of a lifetime. Those early ships were a far cry from the ships we greet today.

Modern cruise ships still deliver the grandeur, diverse cultures and natural beauty of Alaska – but they do it with cutting-edge technologies designed to keep our air, water and land as pristine as it's always been.

Cruise ships are visitors' preferred mode of travel, delivering about 60 percent of our summer tourists. Many travel north to Interior Alaska, where they help support thousands of jobs and hundreds of local businesses.

Let's all keep working together to help ensure Alaska continues to be a competitive destination that lures the ships of summer back each year.



**CLIA**ALASKA  
CRUISE LINES INTERNATIONAL ASSOCIATION

[www.cliaalaska.org](http://www.cliaalaska.org)



ALASKA CRUISE  
ASSOCIATION



# Visitor industry sponsored walk raises money for local charities

The Alaska Visitor Industry Charity Walk began in 2000 in Anchorage under the auspices of Alaska Travel Industry Association, the local ATIA chapter and Visit Anchorage. ATIA took the leadership in forming this event to raise monies for charities as another way for the travel industry to give back to Alaskan communities. The first walk in Fairbanks followed in 2001.

ATIA launched the walk after encouragement by then-General Manager of Alyeska Resort Chris von Imhof. He had been involved in a long-held travel industry supported walk throughout the Hawaiian Islands that raised money for local charities.

The local visitor industry plans, promotes, and executes the entire walk held to benefit Alaska-based nonprofit 501(c)(3) charitable

organizations. Also known as the "Graze to Raise," a distinguishing feature of the walk is that participants leisurely stroll while enjoying visitor industry sponsored food and entertainment along the way.

Coordinated by Explore Fairbanks and the ATIA Fairbanks Chapter, the Fairbanks Visitor Industry 14th Walk for Charity in May 2016 raised over \$20,000. The 548 walkers supported more than 57 local 501(c)(3) non-profits. With 20 food booths scattered throughout the route, the walk wound through downtown, starting in the parking lot next to the Immaculate Conception Catholic Church and ending at the "Celebration Station" at the Morris Thompson Cultural and Visitors Center.

In Anchorage, the 17th Annual Visitor Industry Charity Walk last May had 1,200 participants



Charity walks sponsored by Alaska's travel industry feature food booths and entertainment while participants raise money for local charities.

Photo courtesy of Explore Fairbanks

and 61 teams raised more than \$39,000 for charities. The walk through downtown ends at the "WOW" event at the Dena'ina Civic and Convention Center.

Since its inception, the walks in Fairbanks have raised nearly \$335,000 for local non-profits in the Fairbanks region, including Denali. To date, the Anchorage

walks have raised more than \$1 million for charities across the state.

Every year, numerous visitor industry businesses provide both cash and in-kind support such as food booths, door prizes, entertainment as well as the volunteers who plan for and host the evening walk. The Fairbanks

walk was financially supported by a generous donation from Alaska Cruise Association/Cruise Lines International Association-Alaska Chapter as well as Alaska Airlines. The Anchorage event was underwritten by Alaska Airlines with a cash and in-kind sponsorship of \$10,000. It was the first year for the

partnership, which included Helping Anchorage, the charitable arm of Visit Anchorage. The 2016 walk in both cities received a cash donation from the Alaska Travel Industry Association Foundation.

The next walks in both Fairbanks and Anchorage will be held on the evening of Friday, May 12, 2017.





# THANK YOU, FAIRBANKS!

## 2016 Fairbanks 14th Alaska Visitor Industry Walk for Charity RAISED OVER \$20,000 FOR LOCAL CHARITIES!

Thank you to these sponsors and 548 registered walkers who contributed to 51 local charities so that they can continue to provide quality services and make a difference in the lives of our families and friends.

### Entrée Sponsorship (\$2500)

Alaska Cruise Association/Cruise Lines International Association Alaska  
Alaska Travel Industry Association Foundation

### Food Station Sponsors

Alaska Travel Industry Association - Fairbanks Chapter	Jackie of All Trades
Breadline Stone Soup	Morning Star Ranch
Bridgewater Hotel	North Pole Coffee
Bubba's	Odom Corporation
Chena Hot Springs Resort	Pump House Restaurant & Saloon
Cookie Jar Restaurant	River City Café & Espresso
Fairbanks Soil & Water Conservation District	River's Edge Resort/Chena's Alaskan Grill
Finish Line Restaurant	SpringHill Suites by Marriott Fairbanks
Friends of North Pole Branch Library	Tubby's Alaskan BBQ, Grill and Sports Bar
The Fudge Pot	Westmark Fairbanks Hotel & Conference Center
	Yukon Quest International Sled Dog Race

### Prize Giveaway Donors

Air Arctic	If Only...a fine store
Alaska Railroad	Northern Alaska Tour Company
Avis Rent A Car	Northern Moosed RV Park & Campground
Coldfoot Camp	Pike's Waterfront Lodge
Dance Theatre Fairbanks	Pump House Restaurant and Saloon
Denali Raft Adventures	Red Lantern Restaurant
Denali Tundra Tours	Riverboat Discovery
Fairbanks Community Museum	Sean Kurdziolek Photography
Fairbanks Summer Arts Festival	SpringHill Suites by Marriott Fairbanks
Fountainhead Antique Auto Museum	Trax Outdoor Center
Gold Dredge 8	Warbelow's Air Ventures
GoNorth Alaska Travel Center	

### Charity Recipients

Alaska Center for Children and Adults	Fairbanks Arts Association	Kitty Hensley House Museum
Alaska Center for Resource Families	Fairbanks Children's Museum	Love In the Name of Christ of the Tanana Valley
Alaska Chapter, National Society Daughters of the American Revolution	Fairbanks Community Museum	Loving Companions Animal Rescue, Inc.
Alzheimer's Resource of Alaska	Fairbanks Counseling and Adoption	Make-A-Wish Alaska & Washington
American Red Cross of Alaska	Fairbanks Rescue Mission	New Hope Church School
Arctic German Shepherd Rescue	Fairbanks Resource Agency	North Star Imagination Library
Arctic Resource Center for Suicide Prevention	Fairbanks Rollergirls	North Star Youth Court
Armed Services YMCA	Far North Jumpers	Paws for Purple Hearts
Beta Educational Scholarship Foundation	Friends of Creamer's Field	Special Olympics Alaska Tanana Valley
Bingle Camp Ministries	Friends of the North Pole Branch Library	Thralvaska
Bread Line Stone Soup	Friends of the UA Museum of the North	United Way of the Tanana Valley
Breast Cancer Detection Center of Alaska	Gana-A'Yoo Foundation	Veterans of Foreign Wars Post 10029
Calypto Farm & Ecology Center	Green Star of Interior Alaska	World Eskimo Indian Olympics (WEIO)
Carol H. Brice Family Center, The	Interior Alaska Cancer Association	Young Life Fairbanks
Crew 1000 Midnight Sun Counsel	Interior Alaska Center for Non-Violent Living	Young Native Fiddlers
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Hot Denali Harps  
Louis Kowalski  
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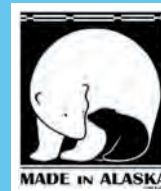
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## Turtle Club is a popular dining spot for locals and visitors



Greta Lindley, Owner, Turtle Club  
Photo courtesy of Daily News-Miner

The Turtle Club, located just outside of Fairbanks in the community of Fox, is known for its exceptional food, great service and relaxed ambiance. Their “rustic fine dining” has never been a secret to locals, but newcomers and visitors are also discovering this hidden gem just off the beaten path.

Fox is home to just over 400 people and has a rich

mining history that is reflected in the décor of the restaurant and menu which offers a Gold Nugget Plate, featuring delicious prawns, and the famous Miner’s Cut of prime rib.

Many people come out primarily to see Greta Lindley, owner of the Turtle Club for over 35 years. Known as the Matriarch of Fox, she graciously welcomes everyone. Greta recently received the Alaska Cabaret, Hotel, Restaurant and Retailers Association Lifetime Achievement Award—only the second recipient ever. Greta says, “When a customer walks into our restaurant, we expect them to get the very best service, the very best food and a friendly atmosphere.”

Intricately and painstakingly created by their world-class chef, the Turtle Club menu reflects a variety of flavors and ensures that your dining experience is first-class every time. That explains why they’ve been a staple in the Fairbanks Daily News-Miner Reader’s Choice for Best Steak/Prime Rib, Seafood, Salad Bar & Desserts since 2003.

There are many excellent appetizer options to start off your evening. How about coconut shrimp, escargot, halibut or maybe their famous Turtle Tails—cream cheese stuffed jalapenos fried in beer batter. Next up is your main course with choices including lobster, Alaskan king crab legs or sautéed

prawns. Of course, the Turtle Club is famous for their prime rib and offer everything from a 10 to 12 ounce Foxy Cut all the way up to the afore mentioned Miner’s Cut, weighing in at a hefty 20 to 24 ounces

complement your dining experience, the Turtle Club proudly offers cabernets, zinfandels and chardonnay house wines, as well as a variety of wine by the glass or bottle, a full selection of cocktails and an assort-

new ones, the Turtle Club specializes in making your dining experience unforgettable. Their chef serves up only the best and freshest dishes and their staff makes sure it reaches your table in style.

Open seven days a week for your pleasure, with seating starting at 6, 7:30, and 9 p.m. Parties of any size are always welcome, especially during the holidays. In addition to the gold pans and pick axes, be sure to notice the eclectic turtle collection—showcasing turtles from all over the world.

Reservations are requested, particularly in summer. Call now to reserve your table at (907) 457-3883. Let them give you a night you won’t soon forget.

---

*Fox is home to just over 400 people and has a rich mining history that is reflected in the décor of the restaurant and menu which offers a Gold Nugget Plate, featuring delicious prawns, and the famous Miner’s Cut of prime rib.*

---

of mouthwatering prime rib. All dinners include a “feast of freshness” salad bar, baked potato or rice pilaf and a delicious loaf of homemade bread.

As for libations to

ment of beer.

Whether you’re looking for a romantic night out, celebrating a milestone, entertaining out of town guests, hanging out with old friends or making

## Alaska Feed specializes in Made in Alaska



Alaska Feed offers aisles of Alaska Made products.

Alaska Feed Company is a local business that was founded in 1959 and has been owned and operated by the Underwood family since 1979. As the owners of this multi-generational store, Jon and David Underwood understand the challenges of becoming and staying successful in Alaska’s business environment. They have long been supporters of the Made in Alaska and Alaska Grown programs and for many years they’ve held a strong interest in featuring Alaska Made products in their store.

About six years ago this endeavor grew large enough to earn the creation of its own department within Alaska Feed now known as the Alaska Made Market. Jon said, “What we look for and specialize in are edible products for people and pets that are ideal for everyday consumption or as gifts. We actively search out new product opportunities through customer suggestions and periodic review of

the Made in Alaska website listing on new businesses.”

David added, “Made in Alaska Program Manager Michael Hanzuk contacted us last year to say thank you for supporting the Made in Alaska program and to offer assistance in seeking out new vendors.” The store also supports the Alaska Grown program and sells some locally grown produce when available.

Some notable product lines that have had tremendous success and that Alaska Feed carries are Alaska Flour Company barley flour and mixes, Basically Basil vinaigrettes, Delta Meat & Sausage Company meat sticks and sausage, Diving Duck coffee, Kahiltna Birchworks syrups, Moosetard Mustards, Sample Alaska birch syrups, Taco Loco chips & salsa, Sipping Streams teas and many others. Alaska Feed Company’s Alaska Made Market is the largest showcase of Alaska Made food’s in the Interior. Stop in and check it out.

Photo courtesy of Alaska Feed



## The Binkley family carries on their rich traditions



The Riverboat Discovery has a long history in Fairbanks and Alaskan tourism. Photo courtesy of Riverboat Discovery

The Riverboat Discovery is a small, local, family business and one of the longest-running tour operations in the state of Alaska. In 1950, Captain Jim Binkley, a second generation Alaskan, and his wife, Mary, began a river excursion business focusing on sharing their love of Alaska and its culture with visitors. Over the next 67 years, Captain Jim and Mary B's business grew from the Godspeed, a 25 passenger vessel, to the Discovery III, a 900 passenger vessel. The Discovery I was built by Jim in his backyard in 1955 to accommodate more passengers and was the company's first sternwheeler. Later, the Discovery II was converted from a freighting steamboat to a passenger vessel in 1971 and the Discovery III was added to the fleet in 1987. The company is now run by Captain Jim and Mary B's grandchildren. Mary B, who celebrated her 90th birthday this year, still plays an active role in the business.

All three of the Discovery sternwheelers still operate today. The Discovery II is primarily used for private charters as well

as regular tours. Special occasions typically call for the Discovery I to start her engines on the river, and the Discovery III is still the company's main tour vessel. She will celebrate 30 years on the Chena River July 4th, 2017!

The Binkley's also began operating a gold mining attraction in later years. After much success at El Dorado Gold Mine, the family moved operations to historic Gold Dredge 8 in 2011. The Dredge celebrated her 88th birthday this year. On August 25th, 1928 she was finally fully assembled and commenced digging, beginning a very productive and profitable 31 year career for the Fairbanks Exploration Company.

A countless number of young Fairbanksans have worked on the Riverboat Discovery and Gold Dredge 8 in over six decades of operation. Today, the two attractions employ approximately 150 seasonal employees each year and 15 year-round employees. The vast majority of employees are locals, many of whom are high school and college students. The Gold Standard Leadership Program began

in 2014 as a way to help build leaders within the company. The optional after-hours class is taught several times a month during the summer season by company managers. Its aim is to provide employees with the knowledge and skills needed to be effective leaders and advance in the company and in life.

The Riverboat Discovery tour is fully narrated and provides visitors and locals alike with a little slice of Alaskan life, history, and culture. Along the way the boat stops at Trail Breaker Kennel and the Chena Athabaskan Indian Village where guests are guided by knowledgeable Native Alaskans. The Gold Dredge 8 tour demonstrates large scale industrial mining and the smaller 'Mom and Pop' side of mining. It also features the Trans Alaska Pipeline and a replica of the Tanana Valley Railroad.

For information on our tours, booking tickets, private charters, or to inquire about job opportunities, call (907) 479-6673 or visit our websites: [www.riverboatdiscovery.com](http://www.riverboatdiscovery.com) and [www.golddredge8.com](http://www.golddredge8.com).

## Lemongrass bringing authentic cuisine from Chiang Mai, Thailand, to Fairbanks

The Navachai family has been dedicated to serving Fairbanks with fresh, healthy and authentic Thai cuisine since 1996. Family member Natt Navachai said, "We welcome you to Lemongrass with our extensive menu that we hope offers something to satisfy everyone's tastes." He added that harmony is the guiding principle behind each dish and advised that a diner should indicate to the waiter what spicy level he or she desires.

"We use wild caught Alaskan halibut, scallops and other Alaskan seafood, such as king and snow crab and side-stripe shrimp, whenever available which helps support the state economy," noted Navachai. "Alaskan seafood is also pure and natural. Whether with red curry or stir-fry with fresh ginger, Alaskan seafood when combined with our Thai



The Navachai family serves up authentic Thai dishes with an Alaskan flair at Lemongrass restaurant.

cooking style is a must try."

Another signature feature of Lemongrass is an exotic blend of Thai cuisine made with the freshest ingredients, hand selected by their chefs from Alaska Grown, local organic farms. Navachai further explained, "Our vegetarian dishes are robust with amazing flavors and sure to please. Just mention vegan only to our

servers and enjoy the freshness and crunchiness."

The restaurant's seasonal menus include Pumpkin, Alaskan Summer and New Year specialties. Lemongrass, near the intersection of Old Chena Pump and Chena Ridge roads, is open Monday through Saturday for lunch from 11 a.m. to 4 p.m. and dinner from 5 to 10 p.m.

## Ursa Major Distilling opens its doors to Fairbanks

Known for its premium handmade spirits like Summer Harvest Gin and Longwinter Vodka, Ursa Major Distilling, Fairbanks' first distillery, also boasts a beautiful Tasting Room where visitors and locals alike can sample the spirits and enjoy traditional cocktails with a unique, Alaskan twist.

Ursa Major is a small, independent distillery that distills its products from local barley grown in Delta Junction. One of their newest products, Fairbanks Sourdough Rum, is made with 60-year-old Alaskan sourdough starter. It was featured in Playboy Magazine, who said, "The resulting spirit is funky and unique, appropriate to the

frontier ethos of Alaska."

The frontier ethos extends to the custom, handmade-equipment, small batches, and the local, custom woodwork throughout. A visit to the Tasting Room will introduce you to the distiller-owner and his passion for high-quality, locally-made spirits. "We try to stay as local as we can," said owner and distiller Rob Borland. "Our cocktails are handmade, authentic, and true to their roots, down to the smallest detail. We use fresh-squeezed citrus, seasonal, locally-harvested ingredients, and the highest quality mixers such as tonic water, ginger beers, and house made syrups."

The Tasting Room, located



Ursa Major owner and distiller Rob Borland pours a locally-crafted spirit.

at 2922 Parks Highway, is open from Wednesday through Saturday from 5 to 8 p.m. for tours, tastings, and product sales and features an extensive, build-your-own Bloody Mary Bar on Saturdays from 2 to 8 p.m. Be sure not to miss this truly unique and Alaskan experience.



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Photos by Sandy Harrington

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## Pioneer park celebrates 50 years in 2017

Pioneer Park opened in 1967 as the Alaska 67 Centennial Exposition. The Exposition celebrated the 100-year anniversary of the purchase of Alaska from Russia. The 44-acre park celebrates its 50th Anniversary in 2017. The property was later given to the State of Alaska and then transferred to the City of Fairbanks. It was renamed Alaskaland. In 1987, the City of Fairbanks transferred the Park to the Fairbanks North Star Borough, and in 2000, the name was changed to Pioneer Park.

The park is home to many of Fairbanks' early cabins and buildings. Moved from their original locations, read the history of most structures as you stroll the park. Museums include the Kitty Hensley House, Pioneer Air Museum, Pioneer Museum, Riverboat Nenana, Tanana Valley Railroad Museum and Wickersham House.

Summer activities also include mini-golf, carou-



Throughout the year spend a time in the past at Pioneer Park, Fairbanks' community and historical theme park.

Photo by Sherman Hogue, Explore Fairbanks

sel and a train ride. Most concessions are open from noon to 8 p.m. from Memorial Day through Labor Day weekends. Free to visitors are concerts held nightly at 7 p.m., and a staffed visitor information center. The park is also the location of playgrounds, picnic areas, numerous seasonal eating places as well as the Alaska Salmon Bake & Palace Theatre.

Open year-round is the Bear Art Gallery in the Centennial Center for the Arts. The park is home to many special events and activities, including square dancing.

While admission to the Park and WiFi is free, many of the museums and activities charge a fee. For more information on the park's vendors, prices, show times and special events, see the website at [www.pioneerpark.us](http://www.pioneerpark.us)

## Fairbanks Children's Museum: a little place for a lot of learning

Fairbanks can be chilly and slow-paced, but if you walk into the Fairbanks Children's Museum on even the most frigid of days, you will find a warm and busy atmosphere. Snowy boots, snowpants, and coats line the entryway. Inside, children dance between a giant air maze and stacks of oversized blocks, interacting with parents, caregivers, and other kids.

Since its grand opening in January 2015, the Fairbanks Children's Museum has been encouraging the very serious business of play for families visiting and living in Fairbanks. For a child, there is no more important job than to play, and no better place to play and learn than at the museum!

"The most special thing about the children's mu-



Open since early 2015, the Fairbanks Children's Museum has already become a popular spot for local residents and visiting families. Photo by Sarah Lewis Photography

seum is seeing the delight on children's faces as they explore an environment designed just for them. We're honored to be an important resource for families," says Brenda Riley, the museum's executive director.

The museum is a resource for more than just families living in Fairbanks; it is also a destination for people touring Fairbanks with their children. "It's a great place for the littles to burn off energy," writes one

Google reviewer. Summertime brings visiting grandparents and other out-of-town relatives into the museum to enjoy the interactive exhibits and learn alongside their grandchildren! "Whenever we visit Fairbanks, we always go to the museum," an out of town visitor says as her children built a fort out of large blue blocks. "Rain or shine, we can play, and nobody ever gets bored!"

## River's Edge Resort, a private Alaskan cottage setting

Nestled along the Chena River is a small slice of heaven. The River's Edge Resort is home to 86 private cottages, eight lodge suites, 180 RV sites and Chena's Alaskan Grill. There truly is something for everyone to enjoy at the resort.

The Resort offers all the luxury of a hotel wrapped up in a private Alaskan cottage. Features of the cottages include complimentary Wi-Fi, and complimentary airport and rail station transportation.

Chena's Alaskan Grill features delicious casual dining in a unique setting. Enjoy dinner from the banks of the Chena River on the deck, sit under the outdoor covered veranda



The beautifully landscaped Lodge courtyard is a perfect setting for your morning coffee or a gathering under the midnight sun.

or dine in the early 1900's decorated dining room. The extensive menu includes a variety of beef, chicken, pasta, pizza, burgers and most importantly Alaskan Seafood.

The RV Park features full hookup sites for RV's large and small. The RV Park has a very large gift shop, laundry facilities, dump station, tour sales and complimentary Wi-Fi. "River's Edge is

RV Heaven," according to an RV visitor from Richmond, VA.

Enjoy your own slice of heaven when you choose the River's Edge Resort, River's Edge RV Park and Chena's Alaskan Grill.

The Resort is open seasonally from May 15 through September 15. For more information please visit their website at [www.riversedge.net](http://www.riversedge.net).

## SpringHill Suites Fairbanks, a passion for hospitality

General Manager, Lisa Simons, says, "A passion for hospitality and a commitment to being the best is what drives us at the SpringHill Suites Fairbanks. We would love to have you as our guests on your next visit to Fairbanks."

Located next to the Chena River in the heart of the city's downtown district, the SpringHill Suites Fairbanks welcomes guests to Alaska with spacious hotel accommodations and thoughtful amenities. Stylishly appointed hotel suites are brimming with perks like complimentary Wi-Fi, ultra-soft bedding, mini-fridge, and microwave. Each suite also features a sofa bed for your convenience.

Start your morning in Alaska with a compli-



The SpringHill Suites Fairbanks is known for its year-round hospitality and amenities.

mentary breakfast buffet, featuring hot and healthy choices. Lavelle's Bistro is open for dinner and serves eclectic fare, popular with both hotel guests and Fairbanks locals.

If you're in the city for business, the hotel offers great room rates and two small meeting room venues, as well as a free hotel shuttle service to and from the Fairbanks International Airport.

The city's best shopping and most famous attractions are within walking distance as well. You might even catch a glimpse of the Northern Lights during your stay! The staff looks forward to your visit at the SpringHill Suites Fairbanks.

The SpringHill Suites Fairbanks is open year round. For more information please visit their website at [www.marriott.com/faish](http://www.marriott.com/faish).





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## Candlewood Suites opens in Fairbanks

Coming December, 2016 is a new hotel to the Fairbanks horizon. The Candlewood Suites, an all-suites property will open with 103 rooms. All of the rooms will have full kitchen facilities, including, plates, pots pans, utensils, full sized refrigerator, dishwasher, microwave and a two-burner cooktop. There is even an ice maker in every room!

The room is decked out with a recliner, a large work space, flat screen TV with a Blu-Ray player, high-speed internet and free local calls. The "Comforts of Home" bedding collection awaits you for a good night's sleep.

The Candlewood features the "Cupboard." Imagine your own per-



sonal mini-mart in the lobby of your hotel. It will offer heat-and-eats, frozen goodies, snacks and sundries. The "Lending Locker" has movies, books, games and other items available to make your extended stay more comfortable.

Other Candlewood amenities include a business center and free laundry for guests. The gym is right off the guest laundry area so

one can get a workout in while the clothes are getting clean. There is an outdoor gazebo with two gas grills for your barbecuing pleasure and a bean bag toss game. The Candlewood is also pet friendly. For a small deposit, bring your pets with you for your stay.

Come stay at the Candlewood Suites, Fairbanks. Feel relaxed from the start. Drop your bags, you are as good as home.

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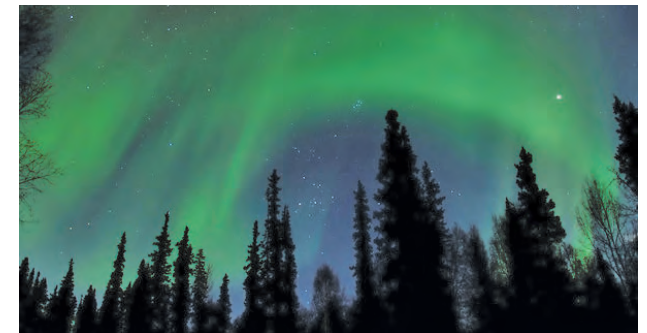
# BEAVER SPORTS

3480 College Rd. • 479-2494 • Fairbanks, AK 99709  
www.beaversports.com

## Beaver Sports is a Fairbanks tradition

When vacationing here in the beautiful Golden Heart City, sometimes you just need "stuff." Whether you are a tourist here to see the Northern Lights, a sportsman on the hunt of a lifetime, or an athlete looking to take things to the next extreme, Beaver Sports has the clothing and equipment to make your visit comfortable and enjoyable. Beaver Sports is a Fairbanks tradition. Even if you remembered to bring everything from home, a stop at the store is well worth it.

Beaver Sports has unique brands and colors in true Fairbanksan style. According to Greg Whisenant, the store's owner, "We found the burliest cold-weather technical gear you usually can't even get in the lower 48 and gathered it all in one place for easy outfitting." He added, "We live



The Beaver Sports' staff is composed of active folks who truly appreciate a good frigid winter and the long, sunlight-filled days of summer.  
Photo by Lee Petersen

here. We know the climate. We play outside. We're active in our vibrant community. We know where is the best hiking, skiing, borealis viewing, racing, and scenic photography. And we have rental equipment if you'd like to sample a little bit of the fun. We'll get you outfitted properly to enjoy whatever you're here to experience."

Beaver Sports is a locally owned and operated

sporting goods business, established and growing since 1972. On College Road, the store is housed in a loft-style building that was designed and built by the business' founder Jim Whisenant.

Greg extended an invitation on behalf of the staff, "Come in for a visit and leave an insider in the know. Welcome to the great outdoors in Fairbanks. Welcome to Beaver Sports."



# Look what's HOT at Chena Hot Springs Resort

Located 60 scenic miles northeast from downtown Fairbanks, it's easy to bring family and visitors or enjoy a quiet romantic getaway at Alaska's only year-round 100+ year-old rustic hot springs resort. Over 1940 acres of beautiful wilderness enhance your overnight or day trip experience.

A variety of packages (most include van service to/from the Fairbanks airport) are available to pre-book by calling (907) 451-8104. Some of the best sellers are the Aurora Odyssey bringing you Northern Lights viewing with snow coach tours, the Dog Musher's Apprentice (learn everything from scooping poop, caring for the dogs, greeting visitors from all

over the world and driving the dog sled), or the Ice Sculpting Extravaganza with World Champion and Winter Olympics ice carvers. Lessons are provided year-round inside the Aurora Ice Museum, which stays frozen at 25F degrees from using the hot springs. Have your own work of ice art left in the ice museum for others to enjoy after you leave.

Thirty miles off the grid, the entire resort is powered by its hot springs technology. Free energy tours are provided daily starting at 2 p.m. and 4 p.m. inside the Activity Center. Be sure to sign up at least 15 minutes prior to the start of the tour at the desk. You will learn how the resort keeps

the heat and lights on. It also includes a visit to the year-round 75F degree greenhouse. Fresh lettuce and tomatoes are grown for use in the restaurant and provide the 55 year-round employees with delicious, fresh salads daily.

Alaska Residents and Military ID holders can enjoy a special rate throughout the year (some restrictions apply). Since the resort is slower in the summer check the website for discount specials starting in April.

The resort includes 88 lodge rooms, a full service restaurant and bar, and the Activity Center where you can book additional activities during your stay. Relax in the Aurora Café



The aurora shines brightly over Chena Hot Springs Resort.

Photo by Yasuo Takeda

with a variety of snacks and specialty coffees and a great place to wait for your next activity to start.

The Pool House is open daily from 7 a.m. to

midnight to enjoy a soak in the natural outdoor Hot Springs Lake (adults 18+) or the indoor family pool and hot tubs.

For more information about the resort, check out [chenahotsprings.com](http://chenahotsprings.com). See you soon at Chena Hot Springs Resort!

Hot Springs Lake (ages 18+)

Dog Cart Rides

Guided Horseback Riding

Dog Sled Rides

Aurora Viewing

Cross Country Skiing

ATV Tours

## Rustic Alaskan Year-Round 100+ Year Old Hot Springs Resort

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[chenahotsprings.com](http://chenahotsprings.com)

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Ice Carving Classes

Canoe Rentals

Aurora Over Ice Museum

Aurora Ice Museum Interior

Snowmachine Tours

Hot Springs Lake (ages 18+)



## Fairbanks Summer Arts Festival – awaken your inner artist this July

The Fairbanks Summer Arts Festival offers workshops for adults and concerts for all, July 16 – 30, 2017! These workshops, in all art forms, range from two hours to two weeks long. All skill levels welcome, especially absolute beginners. Festival encourages personal growth and art appreciation regardless of the level of accomplishment. The Festival presents everyone an outlet to awaken their inner artist and give voice to their passions.

With over 200 workshops and 100 performances held at more than 20 locations all over town in music, visual arts, dance, writing, theatre, healing arts and culinary arts; there is sure to be something for everyone! The Festival provides opportunities to study and perform with internationally acclaimed artists in various settings at free

lunchtime concerts and full evening performances. Participants can stay for one concert, a mini-workshop, or for the full two weeks.

FSAF offers a variety of Wilderness Workshops, intensives in poetry, comedy, watercolor, and more, for registrants to study in unique and beautiful places in nature such as Tonglen Lake Lodge in Healy, Chena Hot Springs, or a floating camp outside of Ketchikan. FSAF also offers a two-week composing intensive, Composing in the Wilderness, in collaboration with Alaska Geographic, culminating in the “Sounds of Nature” performance, where the FSAF New Music Ensemble debuts the composers’ pieces at Denali Park Visitors’ Center and the Davis Concert Hall, UAF.

The Fairbanks Summer Arts Festival is truly a “one

of a kind” event, and was named Top 100 Events in North America for 2015 by the American Bus Association. FSAF was also named one of Alaska’s top art and creative experience by [Resortsandlodges.com](http://Resortsandlodges.com) in 2016. “For over 30 years, the Fairbanks Summer Arts Festival has been one of Alaska’s most unique creative experiences. Regardless of whether you’re an avid art and music enthusiast, or just getting your feet wet, this festival has something for you,” said Thomas Schultz, Resorts and Lodges.

Visitors might catch FSAF artists in other communities around the state including Denali National Park, Kenny Lake, Delta, Ketchikan, Nenana, Cantwell, Bethel, Fox, Hooper Bay, Tanana, and Healy, awakening inner artists throughout the



Mike Stevens, Steve Baughman & Ukulele Russ perform alongside Darol Anger, Emy Phelps & the Rockin' Furies at Silver Gulch during the 2016 Fairbanks Summer Arts Festival.  
Photo by Todd Paris

state by bringing artists to geographically underserved communities. Local events have included Festival artists at the Silver Gulch, Pioneer Park, The Blue Loon, Venue, Morris Thompson Cultural and Visitors Center, and the

Pump House, as well as some slightly more unusual locations like the Fairbanks International Airport.

Join the festival this winter for an unforgettable evening of music and dancing at the Motown Cabaret Fundraiser on February

24 at 8pm and our Gospel Choir Concert on February 26 at 4pm!

For more information about the Fairbanks Summer Arts Festival contact us at (907)-474-8869, [info@fsaf.org](mailto:info@fsaf.org) or visit our website [www.fsaf.org](http://www.fsaf.org).



# FAIRBANKS SUMMER ARTS FESTIVAL

## JULY 16-30, 2017

907-474-8869 | [fsaf.org](http://fsaf.org) | [info@fsaf.org](mailto:info@fsaf.org)

STUDY & PERFORM IN THE LAND OF THE MIDNIGHT SUN



SING • PLAY • DANCE • PAINT • COOK • LEARN • LISTEN • RELAX • WRITE • STRETCH • WATCH

FSAF is supported in part by the NEA, ASCA, Rasmuson Foundation, Harper Arts Touring Fund & FAA/City of Fairbanks & FNSB. The FSAF is in partnership with the University of Alaska Fairbanks.



# Explore Alaska

Alaska is a land of unparalleled natural beauty and cultural heritage, unlike anywhere else on the planet. Whether you are a visitor or a sourdough, the list of possibilities is never ending. So what are you waiting for? Get ready to enchant your mind and engage your senses. Get up, get out and explore the state.

- During “Aurora Season” from August 21 through April 21 in Fairbanks, look up often to the evening sky for a chance to see mesmerizing, expansive curtains of light.

- Free brochures, visitor advice from Explore Fairbanks and the National Park Service, films and an outstanding exhibit hall—all await you at the Morris Thompson Cultural and Visitors Center in

downtown Fairbanks, your first stop for all things Interior and Arctic Alaska. While you are at the center ask about Alaska Native cultural programs.

- Spend quality time with your children by taking them to a local museum or enjoy one of the many entertaining and educational youth activities around town. Since opening in January 2015, the Fairbanks Children’s Museum has quickly become a top choice for area families and guests.

- Summon the spirits at Ursa Major, a distillery in Ester. Ursa Major, the name means “great bear,” uses barley from Delta Junction to craft exceptionally smooth libations.

- Get out and enjoy the great outdoors! Whether you are floating the Chena, biking Farmers Loop or hiking Angel Rocks, Beaver Sports can outfit you for any adventure any time of the year.

- Made-in-Alaska products are a specialty of the Alaska Feed Company where you can also stock up with the things you need to let your garden grow beneath the midnight sun.

- Bangkok or Chang Mai? Fairbanks is home to some of the best Thai food on the planet. Lemongrass, a local favorite, features delicious, often organic cuisine in a lovely venue.

- Alaska cruise vacations offer both remarkable scenery and indulgent relaxation. Inside Passage

cruises afford picturesque views from the comfort of a beautiful, well-appointed ship.

- Gold rush history is Alaska! Just off the Steese Highway north of Fairbanks, Gold Dredge 8, and further north, Chatanika Lodge celebrate the area’s rich gold mining past.

- Get up close and personal with majestic northern animals. At Running Reindeer Ranch, you can stroll along with reindeer through the boreal forest.

- All Aboard! Take a ride on the first-rate Alaska Railroad. Just sit back, relax and enjoy the exceptional scenery. With added trains between Fairbanks and Anchorage in February and March, it’s easy to take a quick trip to discover all the shopping, entertainment, culture and activities that the two cities have to offer.

- The architecture of the University of Alaska Museum of the North in Fairbanks drew its inspiration from the far north landscape, reminiscent of glaciers, whales and mountain crevasses. The University of Alaska Fairbanks celebrates its 100th anniversary in 2017. UAF, the flagship campus of the University of Alaska system, offers events and activities open during the year, with tours available in the summertime.

- Step away from the stove and head out of town to enjoy a delicious meal.



Awaken your inner-artist at the Fairbanks Summer Arts Festival. A multifaceted, week long, ode to arts of all kinds. Athabaskan beading, jazz ensembles, Indian cuisine, Salsa dancing and more. The festival offers many workshops, classes and concerts.

Photo by Sherman Hogue, Explore Fairbanks

Excellent restaurants like The Turtle Club in Fox offer a great way to take a little vacation without going too far.

- Enjoy a relaxing soak in a hot spring. Just 60 scenic miles from Fairbanks, the beautiful yet rustic Chena Hot Springs is easily accessible and sure to please.

- Flowing through Fairbanks, the Chena River is a catalyst for winter season snowmachiners, skiers and dog mushers. And when the midnight sun starts to shine, the Chena is prime for float excursions, kayakers and

paddle boarders. One of the best ways to enjoy the Chena and to learn about the area’s heritage and lifestyle is aboard the Riverboat Discovery.

- Anchorage is a four-hour and Fairbanks is a two-hour drive to Denali National Park and Preserve with the 20,310 foot Denali or “The Great One,” the highest peak in North America. Or access the park via the “railbelt” between Anchorage and Fairbanks aboard the popular Alaska Railroad.

Continued on page 22



Need a place to stay? There are all kinds of options in Alaska. In Fairbanks, SpringHill Suites by Marriott and River’s Edge Resort offer “Golden Heart” hospitality along the Chena River. Pictured is Golden Heart Plaza in downtown Fairbanks, Alaska.

Photo by Angie Cerny, Explore Fairbanks



## Explore Alaska *Continued from page 21*



Who let the dogs out? In Southcentral and Interior Alaska, the sport of dog mushing reigns supreme. Watch as a spectator or mush your own team at one of several local operators. Photo by Jade Frank, Explore Fairbanks

- Remote villages are just a plane ride away from many Alaskan locales. Venture into these communities to learn about the resourcefulness and lifestyles of Alaska Native peoples. With many options from tour operators, flightseeing in Alaska gives you a bird's eye view of incredible natural surroundings.

- Visit the city of North Pole where the spirit of Christmas lives year 'round.

- Discover authentic Alaska Native artwork. Indigenous peoples from each region are renowned for using strikingly different natural materials like caribou antler, moose hide, whale baleen and walrus ivory.

- See two-ton blocks of ice transformed into works of art, race down giant ice slides and wander through life-size ice

mazes at the World Ice Art Championships late February through March at the Fairbanks George Horner Ice Park. Enjoy the beauty of ice at an ice

museum, at a local ice sculpting competition or an artistic outdoor display.

- Stay at the new Candlewood Suites Fairbanks.

- Not all of Fairbanks' beauty is found outdoors. A vibrant performing arts scene features everything from steel drums to opera to theatrical productions.



Alaska is wild, scenic and accessible. Whether sleeping under the stars or parking a RV for the night, private and public campgrounds accommodate outdoor enthusiasts. From Fairbanks or Anchorage, take a drive to the 13.2-million acre Wrangell-St. Elias National Park to find a magical place where nine of North America's 16 highest peaks tower in a landscape brimming with glaciers, rivers and wildlife. Pictured is a view of Mt. Denali from within Denali National Park and Preserve. Photo by Mok Kumagai, Explore Fairbanks



Fairbanks' historic-themed Pioneer Park celebrates 50 years in 2017. The park features museums, shopping, food, picnic areas, playgrounds, train rides, an art gallery, a salmon bake and evening entertainment. Pictured is the Pioneer Air Museum in Pioneer Park, Fairbanks, Alaska

Photo by Sherman Hogue, Explore Fairbanks

- Head north on the ultimate road trip tour up the Dalton, known as the "Ice Road Truckers highway." Take a tour to cross the geographic line of the Arctic Circle to earn a certificate and bragging rights. As the night sky advances, watch for the aurora borealis.

- What do ravens, cranes, loons, owls and eagles have in common? They can all be found on the "Checklist of Alaskan Birds" along with 495 other feathered friends.

- View turn of the century paintings in galleries and museums. Notice how the mountains, sky and

landscape loom large against the people and their trappings.

- The everlasting northern sunshine creates amazing growth in summer. Find succulent produce along with local arts, crafts, jewelry, gifts and more at Fairbanks' farmers markets.

- Cyclists of all ages and abilities can find a mixture of great rides in Alaska. Many areas have convenient bike paths around town and great trails in the surrounding areas.





**Oct 14 & 15 - Dart Tourney**  
**Oct 29 - Nostalgic Jam Band**  
**CLOSED TUES & THURS THANKSGIVING WEEK**  
**Children's Christmas Party**  
**Friday, Dec 16 - Special Needs**  
**Saturday, Dec 17 - Open to Public**

**New Year's Eve Party**      **Easter Party**  
**Saturday, Dec 31**              **Sunday, April 16**

Mile 28.5 Steese Hwy., Chatanika, AK 99712  
 (907) 389-2164 - Main • (907) 389-2166 - Fax  
 chatanika.lodge@yahoo.com • www.chatanikalodge.com

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## Chatanika Lodge preserves gold rush history

Approximately 28 miles from Fairbanks sits Chatanika Lodge with an array of Alaskan artifacts. Never-ending stories of the old timers and gold rush era have passed through the doors of the lodge and gold camp.

Many millions of dollars in gold was taken out between 1926 and 1957. Today Chatanika is a lodge with a gold dredge across the way. Dredge No. 3, owned by the Chatanika Dredge Company, is a rare and very large piece of antique industrial mechanical mining equipment. Since 1963 it has been in its own pond. At one time, the dredge worked Cleary Creek and Chatanika River.

In the winter, there are aurora-viewing



The Chatanika Lodge gives visitors and local residents a view of gold rush history along with year-round lodging, dining and activities.

opportunities from the lodge. In the summer, Chatanika River is only 11 miles from the lodge and offers a great fishing experience.

Chatanika Lodge at 28.5-mile on the Steese Highway is open year round with rooms for rent, a saloon, a package store

and family-style dining. Breakfast, lunch, and dinner are served every day, except for Tuesday and a few holidays. Bring your camera and have a relaxing moment. For more information, call (907) 389-2164 or go to the lodge's website at [www.chatanikalodgeak.com](http://www.chatanikalodgeak.com).

## Denali Outdoor Center offers fun for all

Denali Outdoor Center has specialized in guided excursions in Denali Park since 1995 with whitewater and scenic wilderness rafting trips, kayaking, canoeing and mountain bike tours and rentals. The center's guides are fun and professional. The company offers activities for all ages (5 and up) and abilities.

The center also has economy cabin rentals and a private campground on the shores of Otto Lake in Healy just ten minutes



north of the park entrance. Come and enjoy the peace and tranquility you expect from a visit to Denali with spectacular views of Mt. Healy, Sugarloaf Mountain and the Nenana River Canyon.

Open seven days from mid-May through mid-September with free shuttle service from all local lodges, hotels, Alaska Railroad Depot, Denali Park Visitor Center and Wilderness Access Center.



A visitor poses with his catch—a King salmon from the Chena River near Fairbanks, Alaska.

Photo by Kevin Yokum. Courtesy of Explore Fairbanks





## Be a visitor in your own town!

Some of Alaska's best adventures of a lifetime are right outside your door. Explore your own back yard. Experience everything from hiking trails that are just off the beaten path to journeys along the Chena River and larger-than-life-sized ice sculptures to performing arts in all shapes and sizes. Interior Alaska has the adventure you're looking for at your fingertips. The information experts at Explore Fairbanks are available year-round to help guide you to new adventures and experiences. Visit the Morris Thompson Cultural and Visitors Center to talk with the specialists or pick up your free copy of the Fairbanks Visitors Guide and Winter Guide today.

**Morris Thompson Cultural and Visitors Center**  
101 Dunkel Street • Downtown Fairbanks • 8 am – 5 pm Winter • 8 am – 9 pm Summer

 explore  
**FAIRBANKS**  
ALASKA

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