

# Administration Marketing Calendar

## Tradeshow Calendar (tentative)

- Seatrade Cruise Global, March
- Society of American Travel Writers Western Chapter
- ATIA Spring in NY, March/April
- Society of American Travel Writers Annual Convention
- North American Travel Journalists

## Industry Calendar

- Alaska Travel Industry Association Board Meetings, approximately six per year
- Alaska Tourism Marketing Board, approximately six per year
- Alaska Travel Industry Association Annual Convention, Anchorage, October 3–5
- Destination Marketing Association International Operations Summit, October



**North American  
 Travel Journalists  
 Association**



# Communications Marketing Calendar

## Media Event Calendar

- Alaska Travel Industry Association, October
- Alaska Media Road Show, October
- 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 2017
- Annual contest, Facebook
- Simpleview Summit



# Meetings & Conventions Marketing Calendar

## Meetings and Conventions Calendar

- Golden Heart Gala, February 15
- Local Guided Site Inspections, March 28-30
- Anchorage Spring Meeting Planner Lunch and Sales Mission, April 18-20
- Ministerial Meeting & Arctic Assembly, May 9-12
- UAF Fall Meeting Planner Lunch, September 27
- AFN Convention Week (in Anchorage), October 19-21
- Juneau Meeting Planner Lunch and Sales Mission, October 31-November 2

## Sales Events, as needed

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



# Tourism Marketing Calendar

## Sales Missions

- Japan/Korea (April)
- Australia (October)
- Taiwan (November)

## Tradeshaw Calendar

- American Bus Association, 1/14 – 1/17
- IcelandAir Mid-Atlantic, 1/26 – 1/29
- RoutesAmerica, 2/14-2/16
- Go West Summit, 2/20 – 2/23
- National Tour Association, 2/26-3/2, 12/14-12/18
- International Tourism Bourse (Berlin), 3/8 – 3/12
- China Outbound Travel and Tourism Market, 3/29 – 3/31
- Active America China Tradeshaw, 4/23 – 4/25
- International Pow Wow, 6/3 – 6/7
- National Association of Career Travel Agents, 9/13 - 9/16
- Japanese Association of Travel Agents (JATA) (September)
- International Travel Fair (November)

## Projected FAM Calendar

- Japan Winter FAM (February/March)
- Korea Winter FAM (February/March)
- China Winter FAM (February/March)
- NACTA FAM (September)
- EF European Tour Operator FAM, 8/24 – 8/31



# Visitor Services and Partnership Development Marketing Calendar

## Visitor Services

### Monthly

- First Friday Artist Receptions, Monthly

### Annually

- Golden Heart Gala, February 15
- Great Alaska Sportsman Show (Anchorage), March
- Highway Neighbors Conference, April
- Summer Product Tradeshow, April
- Fairbanks Outdoor Show, April
- Be A Visitor In Your Own Town, May 6
- Visitor Industry's Walk for Charity, May 12
- Visitor Center begins summer hours, May 13
- Pioneer Park Visitor Kiosk Opens, May 27
- Golden Heart Greeter Recruitment & Orientation, June, July, August, September
- Go Winter Expo, October 14-15
- Winter Product Tradeshow, November



## Partnership Development

### Partnership Luncheons & Special Events

- January 25 – Interior Tourism Conference
- February 22 – Breakfast
- March 22 – Luncheon
- March 30 – Alaskan Neighbors Breakfast (Anchorage)
- April 21 – Annual Explore Fairbanks Awards Banquet
- October 4 - Luncheon
- November 1 - Luncheon
- December 6 – Annual Meeting

### General Event Information

- Partnership Renewal deadline, January 31
- Prospect Seminars
- Partner Orientations
- Partnership Renewal begins, October 1
- Alaska Travel Industry Association Convention, Kodiak – October