

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, Fairbanks, October 9-11
- 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, January
- International Pow Wow, June
- North American Travel Journalists Association, April
- Outdoor Writers Association of America, July

Publication Calendar

- Visitors Guide Release, October
- Winter Guide Release, July
- Annual Report Release, April

Co-op Advertising Calendar

- Alaska Airlines Magazine, February-October
- Alaska Magazine, December
- TripAdvisor, Ongoing
- Magic Days of Summer, May-August
- Guidebooks, Seasonal

Social Media Calendar

- Annual contest, Facebook
- Simpleview Summit



North American
Travel Journalists
Association



Meetings and Conventions Marketing Calendar

Meetings and Conventions Calendar

- Golden Heart Gala, February 7
- Local Guided Site Inspections, March 27-29
- Anchorage Spring Meeting Planner Lunch and Sales Mission, April 17-19
- UAF Fall Meeting Planner Lunch, September 27
- ATIA Convention, October 3-5
- AFN Convention Week (in Anchorage), October 18-20

Sales Events, as needed

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



Tourism Marketing Calendar

Sales Missions

- Cruise Ship Sales Calls (TBA)
- Airline Sales Calls (TBA)
- Northern Europe (January)
- Japan/Korea (April)
- Taiwan/China (October - November)

Tradeshaw Calendar

- Go West Summit, 1/16-1/19
- IcelandAir Mid-Atlantic, 1/25-1/28
- American Bus Association, 1/26-1/30
- Visit USA Switzerland, 1/31
- International Tourism Bourse (ITB), 3/7-3/11
- NAJ Active America China, 3/25-3/27
- Cruise360, 4/17-23
- IPW, 5/19-5/23
- JumpStart, 6/3-6/6
- Japanese Association of Travel Agents (JATA), September
- National Association of Career Travel Agents (NACTA), September
- International Travel Fair (ITF), October/November
- China International Travel Market, November
- World Travel Market, November
- National Tour Association, 11/4 – 11/8

Projected FAM Calendar

- Japan Winter FAM
- Active America China FAM, March
- GoWest Summer FAM
- EF European Tour Operator FAM, 8/30-9/6



Visitor Services and Partnership Development Marketing Calendar

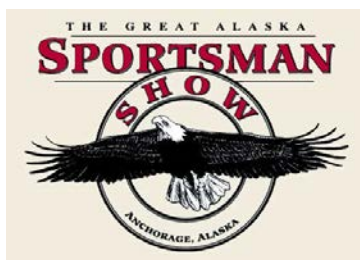
Visitor Services

Monthly

- First Friday Artist Receptions, Monthly

Annually

- Golden Heart Gala, February 7
- Great Alaska Sportsman Show (Anchorage), March
- Summer Product Tradeshow, April
- Fairbanks Outdoor Show, April
- Be A Visitor In Your Own Town, May 5
- Visitor Industry's Walk for Charity, May 11
- Visitor Center begins summer hours, May 12
- Pioneer Park Visitor Kiosk Opens, May 26
- Golden Heart Greeter Recruitment and Orientation, June, July, August, September
- Go Winter Expo, October
- Winter Product Tradeshow, November



Partnership Development

Partnership Luncheons and Special Events

- January 24 – Interior Tourism Conference
- February 21 – Breakfast
- March 21 – Luncheon
- April 5 – Alaskan Neighbors Breakfast (Anchorage)
- April 20 – Annual Explore Fairbanks Awards Banquet
- November 7 – Luncheon
- December 5 – Annual Meeting

General Event Information

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