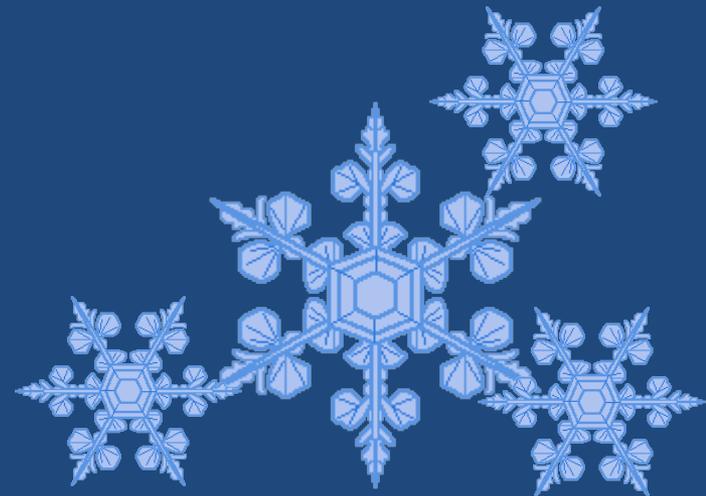


# WINTER TOURISM SUMMIT

10.7.13



# Presentation Contents

- ◆ AVSP Fall/Winter 2011-2012
- ◆ Winter Images of Alaska 2011
- ◆ Winter Promotional Efforts

# AVSP Fall/Winter 2011-2012

- 1,364 visitor surveys using intercept method

## Alaska Visitor Statistics Program VI

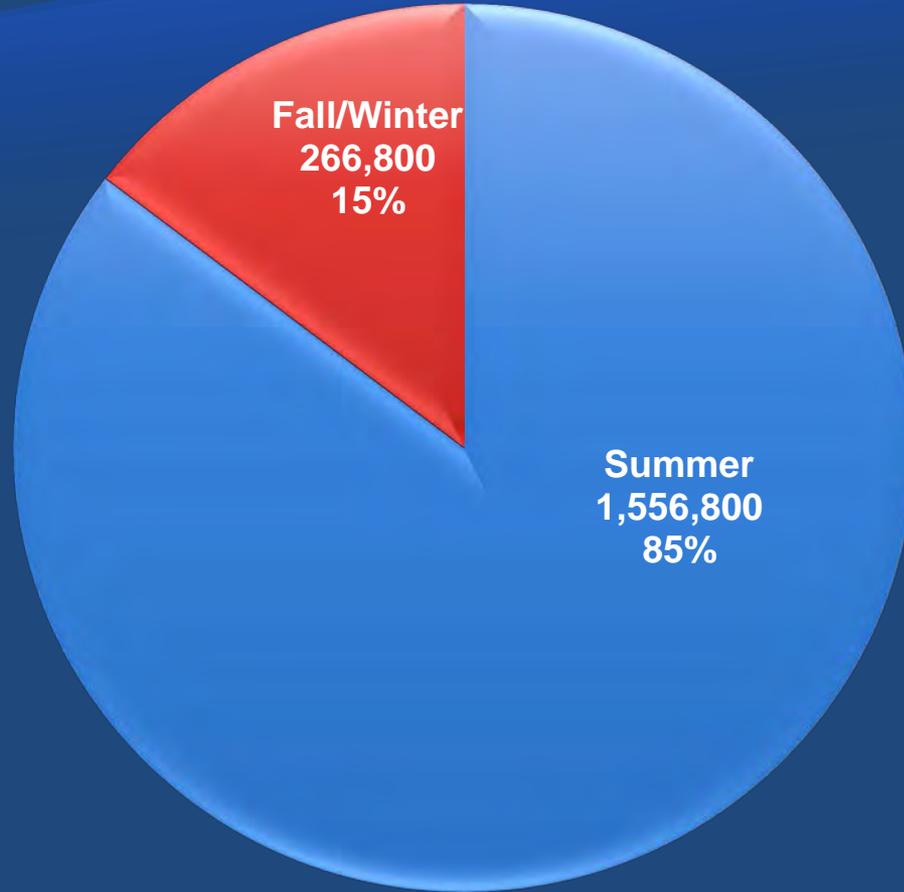
Fall/Winter 2011-12



Conducted by  **McDowell**  
GROUP

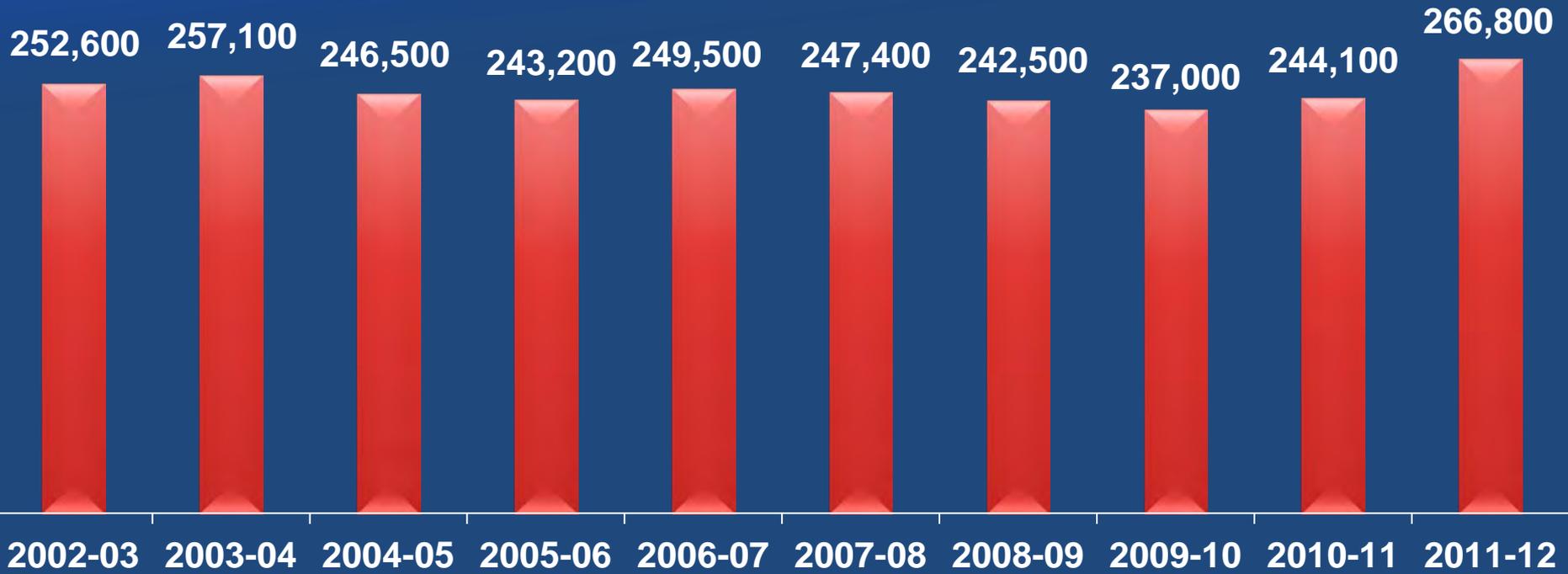
Alaska Department of Commerce,  
Community, & Economic Development  
Division of Economic Development

# Visitor Volume Full Year 2011-2012



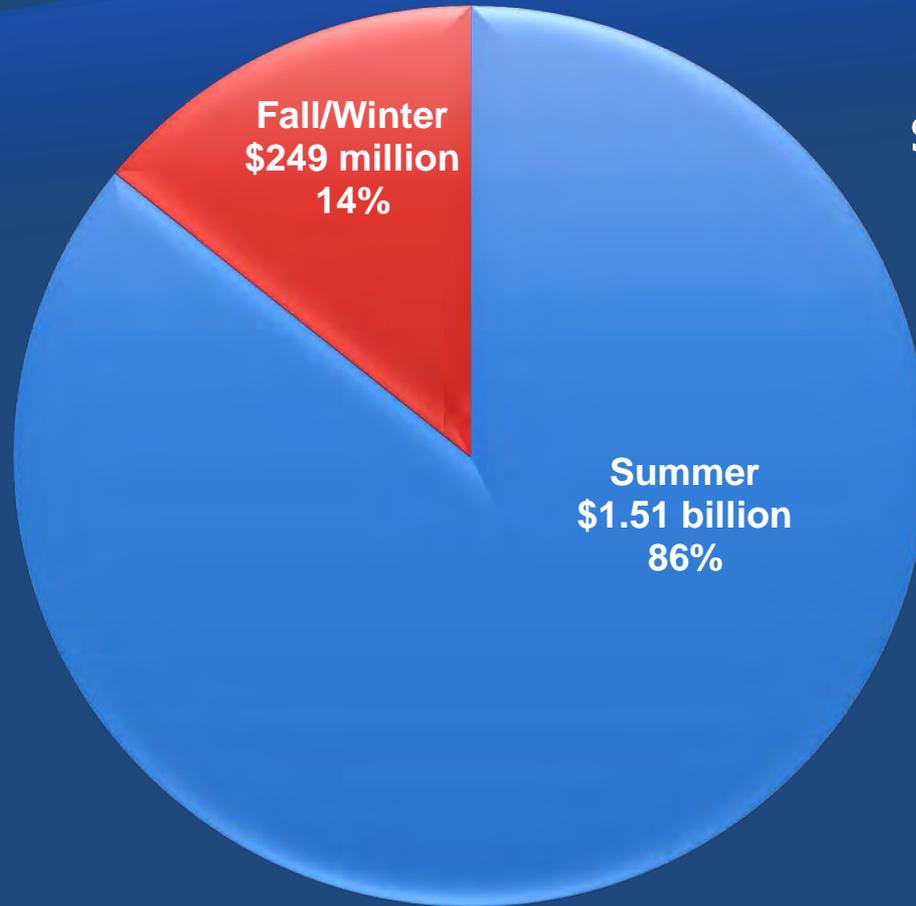
**Total Visitor  
Volume:  
1,823,600**

# Visitor Volume, Fall/Winter



# Total Visitor Expenditures, Full Year 2011-12

Total Visitor  
Spending:  
**\$1.76 Billion**



Winter Visitor Average = \$ 920/each

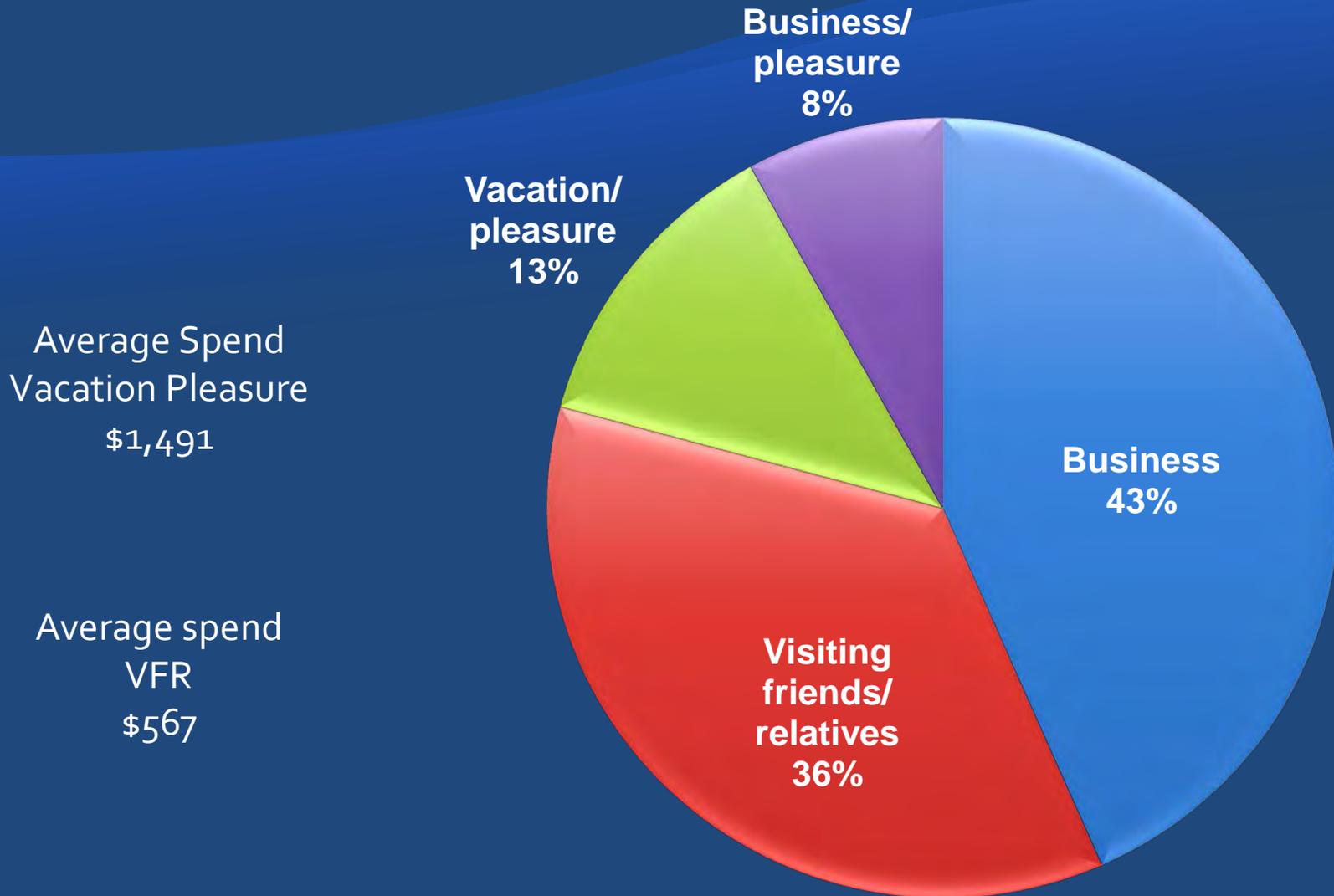
Summer Visitor Average = \$ 941/each

# Average Winter Per-Person, Per-Trip Spending on Alaska Trip, by Trip Purpose

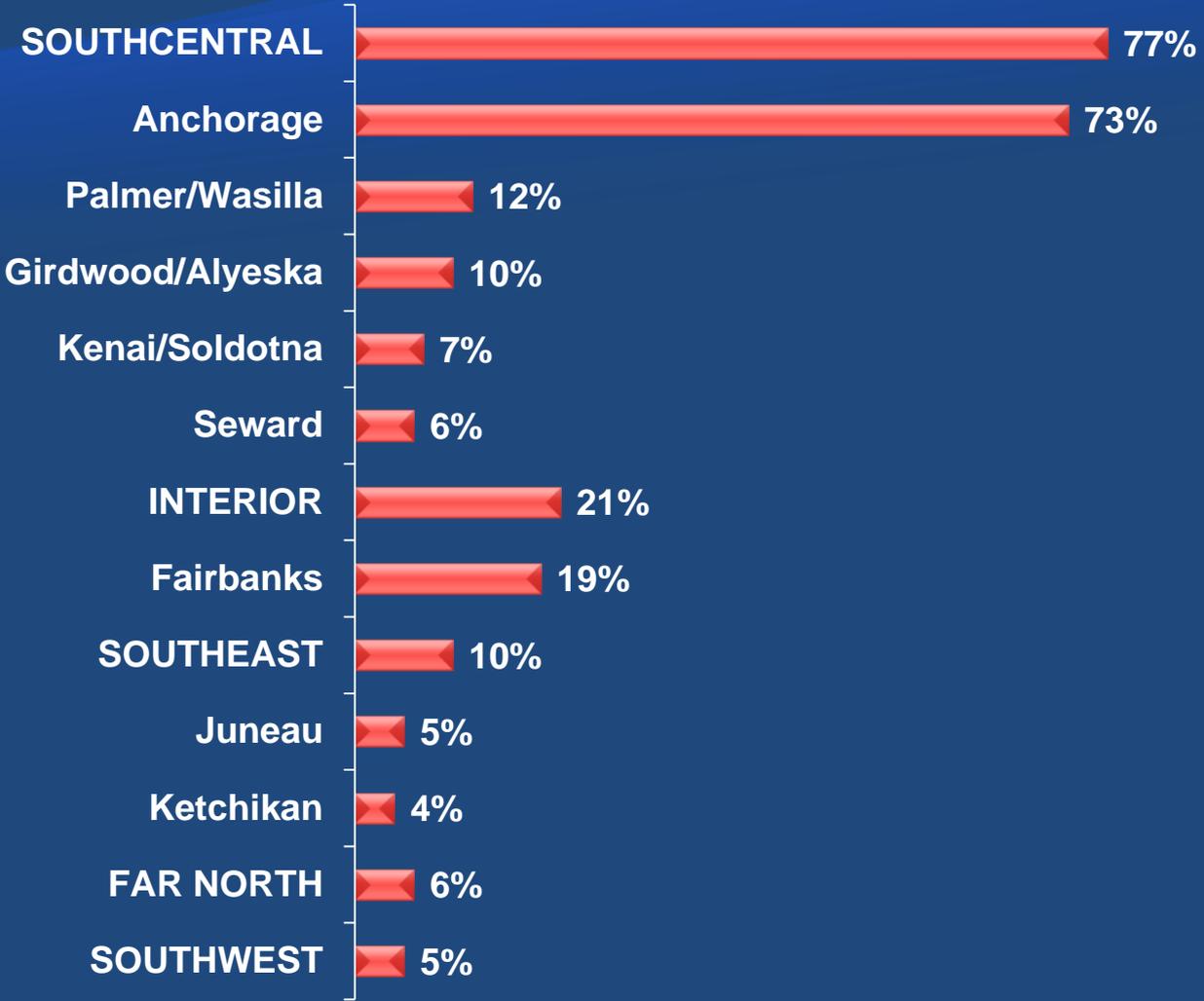


Summer Visitor:  
\$941/person

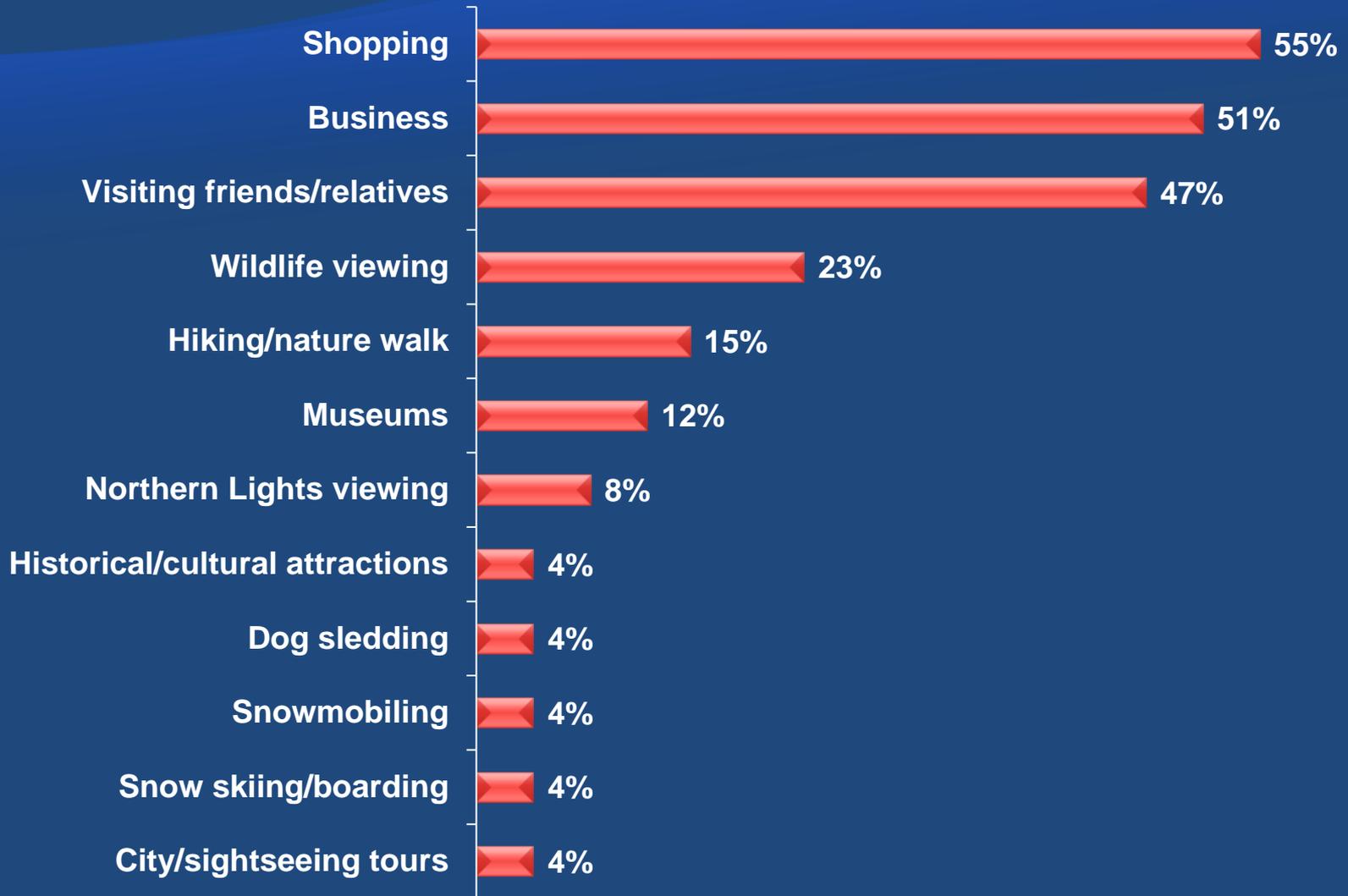
# Trip Purpose



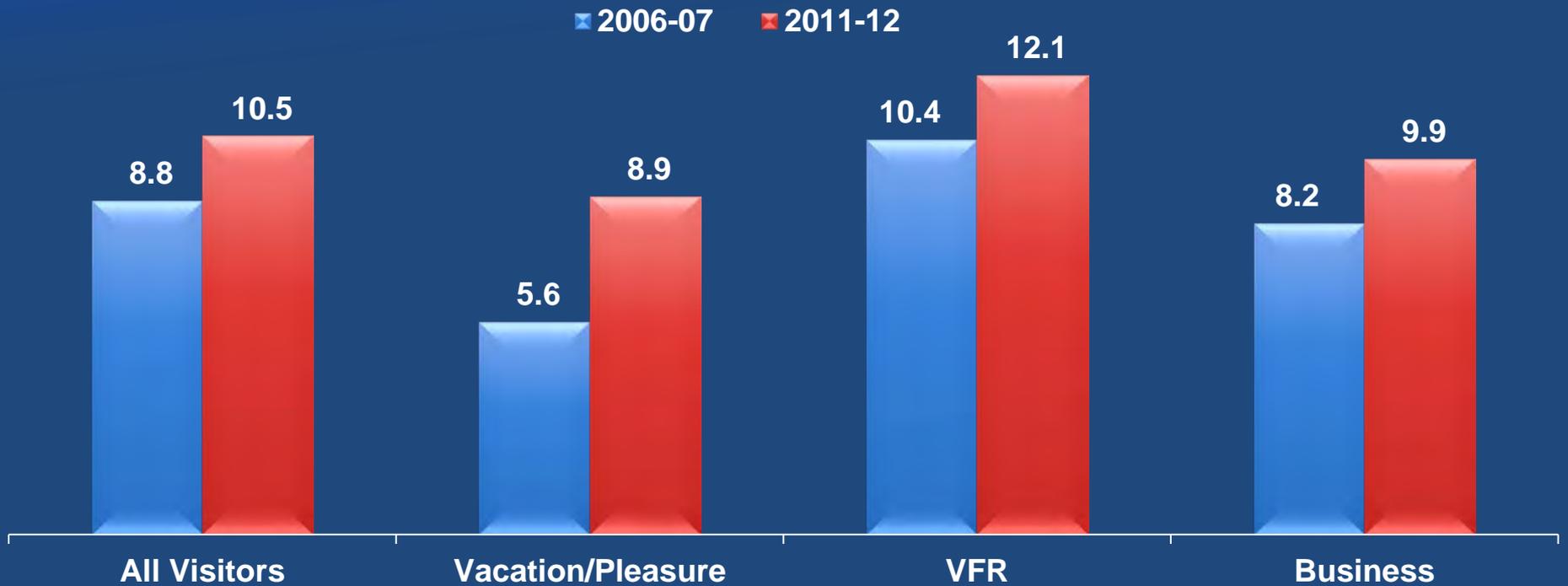
# Destinations Visited



# Most Popular Activities

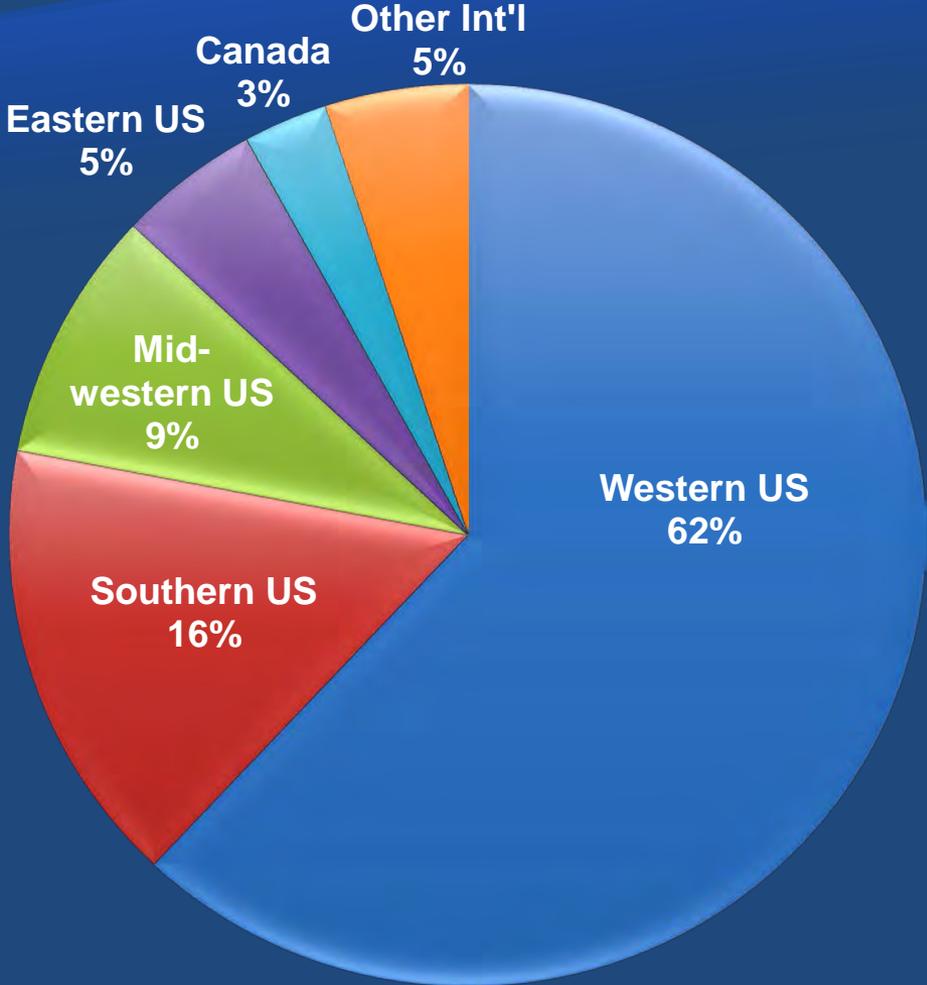


# Average Length of Stay by Trip Purpose, (# of nights)

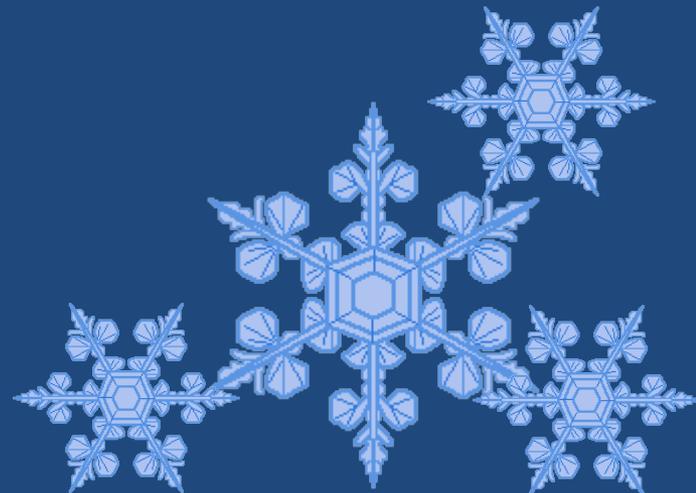


Summer Visitor:  
9.2 nights

# Demographics: Winter Visitor Origin



# WINTER IMAGES OF ALASKA 2011



# Overview

- Added winter-related questions to the 2011 Images of Alaska phone study:
  - Gain a better understanding of the potential for winter travel to Alaska
  - Determine attitudes and interests in visiting Alaska in the winter
  - Surveyed both past visitors (n=400) and high potential prospective visitors (n=259)

# Definitions

- ◆ Past Alaska Visitor:
  - ◆ Visited Alaska in the past 10 years for vacation purposes only
- ◆ High Potential Prospect:
  - ◆ Someone who makes or shares in the vacation decisions, has taken a vacation of at least 1 week or longer in the past 3 years, has taken a vacation of at least 2,000 miles or more from home one-way in they past 5 years, has a household income of \$40,000+, unless single or retired (\$25,000), and is interested and likely (5-7) on a 1-7 scale to take a vacation to Alaska in the next 5 years

# Winter Images of Alaska 2011

- ◆ Although more than half indicated they do not have interest in an Alaska winter vacation, 40% indicated they do have interest

	Past Alaska Visitors (N=400)	High Potential Prospects (N=257)
Yes	40%	41%
No	60%	59%

# Winter Images of Alaska 2011

- ◆ The most popular reason for not taking any kind of winter vacation (both past Alaska visitors and high potential prospects) was “don’t like cold/weather”

	Past Alaska Visitors (N=295)	High Potential Prospects (N=196)
Don't like cold/weather	39%	30%
Other places I'd rather go	19%	23%
No time/Too busy	16%	12%
No interest	9%	10%
Age/Health	5%	3%
Cost/Expensive	4%	11%

# Winter Images of Alaska 2011

- ◆ One quarter of past Alaska visitors and one quarter of high potential prospects have taken a winter vacation in the past 5 years

	Past Alaska Visitors (N=400)	High Potential Prospects (N=259)
Yes	26%	24%
No	74%	76%

# Winter Images of Alaska 2011

- ◆ Asked unaided and aided questions about winter activities in Alaska
- ◆ When asked unaided, “Scenery/Sightseeing” topped the list for both past visitors and high potential prospects

<b>Unaided Question</b>	<b>Past Alaska Visitors (N=161)</b>	<b>High Potential Prospects (N=105)</b>
Scenery/Sightseeing	27%	26%
Dog Sledding	24%	14%
Skiing/Snow Boarding	19%	24%
Snowmobiling	8%	0%
Fishing	2%	10%
Other	16%	10%
Don't know	12%	17%

# Winter Images of Alaska 2011

- ◆ When asked to rank a list of activities (aided) on a 1-7 scale, different responses ranked highest:
  - ◆ “Northern Lights” and “Wildlife Viewing” topped the list for both groups

# Winter Images of Alaska 2011

<b>Aided Question</b>	<b>Past Alaska Visitors (N=161)</b>	<b>High Potential Prospects (N=105)</b>
Viewing the Northern Lights	6.78	6.56
Winter Wildlife Viewing	6.39	6.27
Winter Hot Springs	5.23	5.97
Winter Festivals	5.38	5.92
Visit Artic Circle	5.64	5.90
Winter Photography	5.69	5.78
Winter Carnivals	5.17	5.76
Attend Ice Carving Contests	4.97	5.73
Performing Arts	4.56	5.41
Sled Dog Races	5.26	5.35
Winter Flightseeing	4.94	5.34
Snowmobiling	4.92	5.27
Winter Sporting Events	4.16	4.58
Dog Mushing	4.66	4.44

# Winter Images of Alaska 2011

	Past Alaska Visitors (N=161)	High Potential Prospects (N=105)
Ice Fishing	3.36	4.43
Snow-Shoeing	3.61	4.41
Downhill Skiing	3.31	4.20
Cross-Country Skiing	3.02	3.85
Ice Climbing	2.70	3.81
Winter Camping	2.66	3.78
Heli-Skiing	2.75	3.59

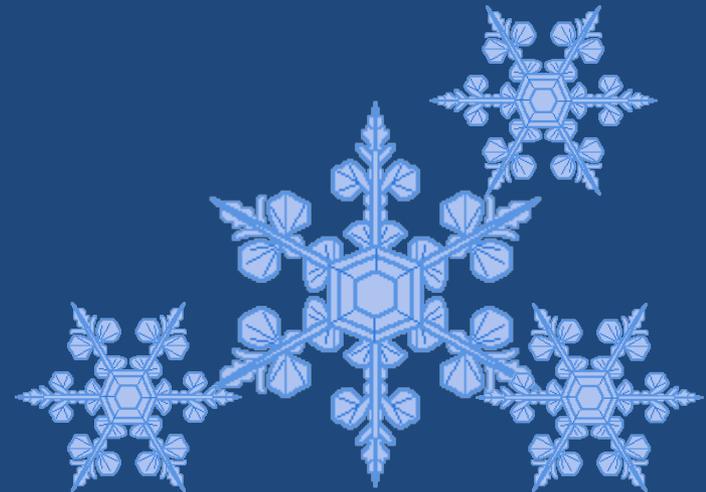
# Winter Images of Alaska 2011

- ◆ There are significant demographic differences between past visitors and high potential prospects
  - ◆ Past visitors are older, married, more likely to be retired and live in the western U.S.
  - ◆ High potential visitors are younger, more likely to have children in the household, have a lower household income and live in the southern U.S.

# Demographics

	Past Alaska Visitors (N=161)	High Potential Prospects (N=105)
Average # in household	2.5	3.0
% with children in household	26%	42%
Average age	51.9	41.0
Household income	\$103.9	\$78.4
Married/living with someone	74%	66%
Retired	30%	11%
Working full time	55%	50%
Some college	84%	73%
Live in West	52%	33%
Live in South	20%	33%
Live in Midwest	14%	11%
Live in East	14%	22%
% over 65	18%	5%
% under 35	21%	40%

# WINTER PROMOTIONAL EFFORTS



# History

- ◆ Ongoing dialogue:
  - ◆ Designated winter budget vs. winter promotion incorporated into all efforts
- ◆ Currently implementing a phased approach
  - ◆ Conducted research
  - ◆ Expanded winter content on [TravelAlaska.com](http://TravelAlaska.com) and in State Vacation Planner
  - ◆ Acquired winter assets: photography & film footage
  - ◆ Incorporate winter promotion into all programs
  - ◆ Produced winter TV ad & winter video

EXPERIENCE  
ALASKAMAPS +  
PLACES TO GOTHINGS  
TO DOPLACES  
TO STAYGETTING TO  
+ AROUNDPACKAGE  
TOURSPLANNING  
HELP

Home » Things To Do » Winter Activities

## WINTER ACTIVITIES

OVERVIEW

FIND BUSINESSES

Get a 17 second glimpse of dog mushing in Alaska

Winter Activities  
Services

Dog Sled Tours

Northern Lights Viewing

Snowmobile Tours and  
Rentals

Winter Packages

Winter Sightseeing

Additional Resources

Winter Activities

Winter Events

Dog Mushing

Northern Lights Viewing

Winter Packages

Winter Sightseeing

## WINTER ACTIVITIES

Alaskans don't hibernate like bears; winter is when the fun begins and you're officially invited! Whether you desire endless white solitude or endless activities and events, Alaska has it all - from wildlife to nightlife.

Winter visitors may be surprised to find out that they are as tough as most Alaskans! It's neither as dark nor as cold as you might expect. Winter brings 6-13 hours of daylight, depending on where you are, sandwiched between a ton of twilight on one end and endless dawns on the other. And with average temperatures around 20°F, winter enthusiasts can enjoy Alaska in complete comfort. Alaska starts rapidly gaining daylight in the early spring, and with dozens of festivals and events taking place in late February and March, this makes the perfect time to experience winter in Alaska and get a feel for what it's really like in our most defining season.

What you'll find is that Alaskans embrace winter, both by taking part in boundless outdoor adventure opportunities and arts and cultural events that showcase our creativity and the sense of community that define our northern lifestyle. Several major winter events bring visitors from around the world to Alaska, so there's plenty to do and see and prices are often lower than in the busier summer months.

Alaska's most popular and iconic winter experiences include **dog mushing**, **northern lights viewing**, snowboarding and skiing (Nordic and alpine), snowshoeing, snowmobiling, and sports and cultural events. Combine that with fantastic, locally owned restaurants, museums and cultural centers, shopping and locally crafted beer and other spirits and you've got a recipe for an incomparable winter experience.

Please click through to links on specific activities and the **events calendar** to plan your Alaska trip and connect with hotels, tour operators and other travel suppliers.

## FEATURED LISTINGS

## EXPLORE TOURS

<http://www.exploretours.com>

Customizing the best of Alaska...your way! Our experts are ready to make your Alaska dream a reality. With our extensive knowledge, we create travel packages to fit your personal style, budget & preferences. Contact us to customize your adventure or request a free brochure.

Type: Packages

Region: Statewide

Community: Regionwide

Add To My Alaska

FEATURED  
COMMUNITY

## Chistochina

At the edge of the Wrangell-St. Elias National Park and Preserve and overshadowed by Mount Sanford is Chistochina, a traditional Athabaskan village of 100 residents. ...

[Find out more »](#)

Go!

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## WINTER ACTIVITIES

### Alaska is a winter dreamland

While most visitors are familiar with Alaska's summer landscapes, there's no getting around the fact that the snow-covered version of our surroundings stays with us a bit longer. Fortunately, Alaskans don't just make peace with winter – we celebrate it! Many visitors would be surprised to discover that our winter temperatures are comparable to many places in the "Lower 48." Alaska boasts near-limitless winter adventure options, with activities ranging from dog mushing, skiing and winter festivals galore. So why not come up and experience Alaska the way the locals do – on skis, under the northern lights, soaking in an outdoor hot spring or racing down a snowy trail behind a team of sled dogs.

### Northern Lights

The aurora borealis, also known as northern lights, occur about 60 or 70 miles above the earth's surface – about 10 times higher than a jet aircraft flies – and can extend hundreds of miles into space. The most common color displayed is a brilliant yellow-green, but the aurora borealis can also produce red, blue and purple patterns.

### Dog Mushing

Dog mushing is the official sport of Alaska. Visitors travel from around the world to witness Alaska's famous sled dog races, including the Iditarod Trail Sled Dog Race and the Yukon Quest International Sled Dog Race. Many sled dog kennels offer tours, providing visitors an opportunity to learn about and experience dog mushing firsthand – on sled dog excursion atop a glacier or along a groomed trail.

### Skiing/Snowboarding

Alpine sports in Alaska are a way of life. Whether you're simply looking for a good workout and beautiful surroundings, or you're a thrill-seeking, deep-powder addict, Alaska has an experience for everyone.

### Alpine Skiing/Snowboarding

Juneau's Eaglecrest Ski Area and Girdwood's Alyeska Resort are the main downhill recreation areas for resort-based alpine skiing and snowboarding. Locals find plenty of opportunity for lift-serviced skiing in Anchorage at Hilltop Ski Area and Alpenglow at Arctic Valley and in Fairbanks at Mount Aurora/Skiland and Moose Mountain. Those that prefer the backcountry enjoy terrain at Thompson Pass near Valdez, Palmer's Hatcher Pass and the Kenai Peninsula's Turnagain Pass.

### Cross-country

Cross-country and backcountry skiing is easily accessible in just about every Alaska community, whether it is on groomed trails or trackless mountainsides. Anchorage's Tony Knowles Coastal Trail, part of which is in Kincaid Park, is a popular place to start with groomed trails and maintained tracks. Also in Anchorage are Russian Jack Springs Park and the Hillside Trail System. Cross-country skiers in Fairbanks can enjoy Birch Hill Recreation Area and the University of Alaska Fairbanks Trail System. Eaglecrest Ski Area is also the right place to find groomed Nordic trails for both cross-country and skate skiing in Juneau. The Kenai Peninsula, Hatcher Pass in the Mat-Su Valley and many other areas offer groomed trails and peaceful winter landscapes for cross-country skiing. Rentals are available in many communities, so make a great workout part of your Alaska winter vacation!

### Heli-skiing

In Alaska, you don't need to be an expert skier or snowboarder in order to heli-ski. The season runs from late winter to spring, February through April, a time with prime snow conditions, increased daylight hours and safest flying conditions. The most popular areas for heli-skiing in Alaska include the Prince William Sound communities of Valdez and Cordova as well as Girdwood in Southcentral Alaska and the Inside Passage communities of Haines and Juneau.

### Snowmobiling

In Alaska, no wilderness is too far out of reach to explore and a snowmobile is often the best way to get there. Numerous tour operators offer both guided and unguided treks into the backcountry for riders of all abilities. Some excellent snowmobiling locations include Fairbank Denali, Talkeetna, Valdez, Haines, the Mat-Su Valley, Girdwood and the Kenai Peninsula, Oh, and if you do go snowmobiling in Alaska, don't be confused if people start talking about snowmachines – that's the local vernacular for the backcountry machines.

Find a list of businesses below that match your interest:

#### Winter Activities Services

[Dog Sled Tours](#)

[Northern Lights Viewing](#)

[Snowmobile Tours and Rentals](#)

[Winter Packages](#)

[Winter Sightseeing](#)

#### Additional Resources

[Winter Activities](#)

[Winter Events](#)

[Dog Mushing](#)

[Northern Lights Viewing](#)

[Winter Packages](#)

[Winter Sightseeing](#)



## NORTHERN LIGHTS VIEWING

Alaska is one of the best places on earth to see the northern lights – colorful bands of light that dance in the dark night sky. Travelers from all over the world come to Alaska each winter to see this stunning display and take advantage of other winter experiences like snowmobiling, dog mushing, skiing, festivals and sporting events.

### The science

So what are the northern lights, exactly? The northern lights, also known as aurora borealis, occur about 60 or 70 miles above the earth's surface – about 10 times higher than a jet aircraft flies – and can extend hundreds of miles into space. The most common color displayed is a brilliant yellow-green, but the aurora borealis can also produce red, blue and purple patterns.

Aurora activity increases with sun spot activity, which generally occurs in 11-year cycles. Aurora activity approached a maximum in the year 2012. This will last about four to five years, which means there will be more auroras visible from locations south of the main aurora occurrence zone than during the solar minimum years. Visitors can track near-term activity by taking advantage of the University of Alaska Fairbanks' online aurora forecasting tool at <http://www.gedds.alaska.edu/auroraforecast>.

### How to see them

While the northern lights occur year-round, summer's near-constant daylight makes seeing them next to impossible. In winter, however, clear, dark nights lend themselves to stunning displays. Sightings are also possible during the "shoulder seasons" of early spring and into the

fall, when less daylight leads to darker night skies. Many Alaska hotels even offer a northern lights wake-up call (upon request, of course) to wake visitors when the lights are out.

#### Winter Activities Services

[Dog Sled Tours](#)

[Northern Lights Viewing](#)

[Snowmobile Tours and Rentals](#)

[Winter Packages](#)

[Winter Sightseeing](#)

#### Additional Resources

[Winter Activities](#)

[Winter Events](#)

[Dog Mushing](#)

[Northern Lights Viewing](#)

[Winter Packages](#)

[Winter Sightseeing](#)

Towns and cities produce ambient light that interferes with aurora viewing, and while auroras are still visible from cities, it is best to view from the outskirts of town, or in an area known for clear, dark skies. The Interior (especially Fairbanks) and Far North regions are considered the best in Alaska for northern lights viewing, although the aurora can be spotted anywhere in Alaska.

[View northern lights viewing services »](#)



EXPERIENCE ALASKA

MAPS + PLACES TO GO

THINGS TO DO

PLACES TO STAY

GETTING TO + AROUND

PACKAGE TOURS

PLANNING HELP

Home » Experience Alaska » Events



SEARCH

Date:

Community:

MARCH 2013

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
24 Winter Contemporary Alaska Art Exhibit - Kenai	25	26	27 Fairbanks BP World Ice Art Championships	28	March 1	2
		Anchorage Fur Rendezvous Winter Festival				Iditarod Trail Sled Dog
3 Anchorage Fur	4	5	6	7	8 Sitka Art's Gras	9
		Fairbanks BP World Ice Art Championships				
		Iditarod Trail Sled Dog Race-Anchorage - Nome				
100 years of Alaska State Legislature						
Willow-Iditarod Trail						
10	11	12	13	14	15	16
		Fairbanks BP World Ice Art Championships				
		Iditarod Trail Sled Dog Race-Anchorage - Nome				
		Sitka Art's Gras				
					Fairbanks GCI Open N.A. Championship Sled	
17	18	19	20	21	22	23
Sitka Art's Gras		Fairbanks BP World Ice Art Championships				
Fairbanks GCI Open				100 years of Alaska State Legislature		
					Homer Winter King	
					Stegway Buckwrest	
24	25	26	27	28	29	30
		Fairbanks BP World Ice Art Championships				
					Valdez Flow Tailgate Alaska	
					100 years of Alaska	
31	April 1	2	3	4	5	6
Fairbanks BP World		Sevend Grey Whale Migration				
		Valdez Flow Tailgate Alaska				
100 years of Alaska					Ketchikan	

FEATURED PARK

Wickersham State Historic Site

James Wickersham was Alaska's pioneer judge, arriving in 1900 as the new District Court Judge, headquartered in Eagle City on the Yukon River. He held the position for seven...  
[Find out more](#)



# State Vacation Planner

## Trip Length

With its vast scenic landscapes and unique cultural history, Alaska presents many visions of a dream vacation—and you're sure to see yourself in our sample itineraries on pages 30-35. The amount of time you have available for your vacation will help you decide the best way to get to and from Alaska, how to get around the state and what you want to do or see. If you have a week, you have enough time for a memorable Alaska vacation. Here are some suggestions to help you get started:

### 7 Days or Less

- Fly to and from Alaska and spend most of your time exploring
- Focus on one region and take several day trips around that area
- Rent a car or RV and explore Alaska's unique roadside communities

### 7 to 14 Days

- Fly round-trip to Alaska or fly one way and take a cruiseship or the state ferry in the other direction
- If you travel by sea, add land-based excursions and adventures such as flightseeing, kayaking, walking tours or guided rafting and fishing trips
- Include a rail trip or fly to one of the state's remote regions to learn more about Alaska's rich culture
- Plan one low-key day for every two days of intensive touring

### 14 Days or More

- Travel to and from the state using different methods of transportation
- Drive to and from Alaska in an RV and see several regions of the state by road, adding occasional flightseeing trips, land-based tours and day cruises
- See more than one region and experience Alaska's diverse landscape
- Take a few days to visit an Alaska "Bush" community for explorations of Gold Rush history or Native culture
- Take a motorcoach tour from the Lower 48 and allow the tour operators to handle all the details for you



Northern Lights



Lions Head, Chena Highway

## Always in Season

### Peak Season

Mid-May to Mid-September

This is when most of Alaska's visitors travel. The days are longest, and the temperatures are warmest. Some activities or accommodations may only be available during this time. This season is ideal for outdoor activities like hiking, camping, river rafting, flightseeing and, of course, world-famous fishing.

### Shoulder Season

Early May, Late September and October

There are fewer visitors in May, September and October. This is when you're likely to find discounts on travel and activities. The weather in the shoulder season is often very mild and most summer activities are still offered.

### Winter

November to April

Winter is a time when Alaska sparkles and shines and much of the land is covered by a blanket of soft snow. This is the time to see the northern lights, share in the excitement of the world-famous Iditarod Trail Sled Dog Race (Anchorage to Nome), watch the World Ice Art Championships in Fairbanks or enjoy the Anchorage Far Randy and Tour of Anchorage ski race. You'll find an abundance of winter activities, including downhill, bi- and cross-country skiing, snowmobiling, snowshoeing and dog mushing.



# State Vacation Planner



Hot Springs, Chena

## Additional Resources

**Alaska Department of Fish and Game**  
[adfg.state.ak.us](http://adfg.state.ak.us)

**Alaska Film Office**  
 550 W. 7th Ave, Suite 1770  
 Anchorage, AK 99501  
[film.alaska.gov](http://film.alaska.gov)

**Alaska Grown**  
 Alaska Department of Natural Resources  
 Division of Agriculture  
 1800 Glenn Highway, Suite 12  
 Palmer, AK 99645  
[dnr.alaska.gov/ag/](http://dnr.alaska.gov/ag/)

**Alaska Historical Commission**  
 550 W. 7th Avenue, Suite 1310  
 Anchorage, AK 99501  
<http://dnr.alaska.gov/parks/oha/histcomm/ahc.htm>

**Alaska Marine Highway System**  
 Reservations  
 PO Box 112505  
 Juneau, AK 99811  
 6858 Glacier Highway  
 Juneau, AK 99811  
[FerryAlaska.com](http://FerryAlaska.com)

**Alaska Native Arts Foundation**  
 500 W. 6th Avenue  
 Anchorage, AK 99501  
[alaskanativearts.org](http://alaskanativearts.org)

**Alaska Public Use Cabins**  
 Alaska Department of Natural Resources  
 Division of Parks & Outdoor Recreation  
 550 West 7th Avenue, Suite 1260  
 Anchorage, AK 99501  
[dnr.alaska.gov/parks/cabins](http://dnr.alaska.gov/parks/cabins)

**Alaska Railroad**  
 327 W. Ship Creek Avenue  
 Anchorage, AK 99501  
[alaskarailroad.com](http://alaskarailroad.com)

**Alaska Seafood Marketing Institute**  
 311 N. Franklin Street, Suite 200  
 Juneau, AK 99801  
[alaskaseafood.org](http://alaskaseafood.org)

**Alaska State Council on Arts – Silver Hand Program**  
 161 Klevin Street, Suite 102  
 Anchorage, AK 99508  
[eed.state.ak.us/aksca/native.htm](http://eed.state.ak.us/aksca/native.htm)

**Alaska State Parks**  
 550 W. 7th Avenue, Suite 1260  
 Anchorage, AK 99501  
[dnr.alaska.gov/parks](http://dnr.alaska.gov/parks)

**Made in Alaska**  
 741 East 13th Avenue  
 Anchorage, AK 99501  
[madeinalaska.org](http://madeinalaska.org)

**Public Lands Information Centers**  
[alaskacenters.gov](http://alaskacenters.gov)

**U.S. Forest Service**  
[fs.fed.us/r10](http://fs.fed.us/r10)



Dog mushing, Girdwood

## Winter Wonderland

### Girdwood to Fairbanks and the Far North

If you only see Alaska in the summer, you're missing half the adventure. It's one of the best places to view the northern lights and experience unique winter festivals and events. During February and March there's plenty of daylight and temperatures are perfect for playing outside!

#### DAY 1 Anchorage

Time your visit to take advantage of Anchorage's liveliest winter festivals and events – the Anchorage Fur Rendezvous Festival and the ceremonial start of the Iditarod Trail Sled Dog Race. Spend your first day taking in Fur Rondy events like the snow sculptures, an Alaska Native arts market and carnival rides and games.

#### DAY 2 Girdwood

Rent a car and drive 35 miles south to Girdwood, the state's premier alpine ski town. Choose from activities like backcountry heli-skiing and sightseeing, snowmobiling, or skiing on miles of downhill and Nordic ski trails. Take a tram ride to the top of Mount Alyeska for dinner and an unbeatable view. Cap the day off at the spa.

#### DAY 3 Anchorage

Return to Anchorage for the annual sled dog races. In late February catch the Rondy World Championship sprint races, and in early March it's the ceremonial start to the Iditarod Trail Sled Dog Race. For both events, downtown comes alive with performers, reindeer hot dog vendors and other attractions as teams stream through town.

#### DAY 4 Mat-Su

Make the short 40-mile trip north to the Mat-Su Valley. Travel to the town of Willow and take in the re-start of the Iditarod trail Sled Dog Race. Or head northeast and explore the stunning scenery and recreation at Hatcher Pass. Once home to a booming gold mine, the area is popular for sledding, snowshoeing, skiing and snowmobiling.

#### DAY 5 Fairbanks

In the morning, fly to Fairbanks. Spend the day exploring local museums, art galleries and cultural facilities, including the University of Alaska Museum of the North and the Fairbanks Community Museum. Pay a visit to the World Ice Art Championships' outdoor ice park, which features dozens of glittering ice sculptures lit up to dazzle after dark.

#### DAY 6 Chena Hot Springs

Enjoy a scenic drive to Chena Hot Springs. Upon arrival, visit the Aurora Ice Museum, crafted from more than 1,000 tons of ice. Take a dog mushing tour, then soak off the chill in the outdoor geothermal hot springs pool. Once it's dark, keep your eyes on the sky for sightings of the northern lights.

For additional winter itineraries visit [TravelAlaska.com](http://TravelAlaska.com)



World Ice Carving Championships, Fairbanks

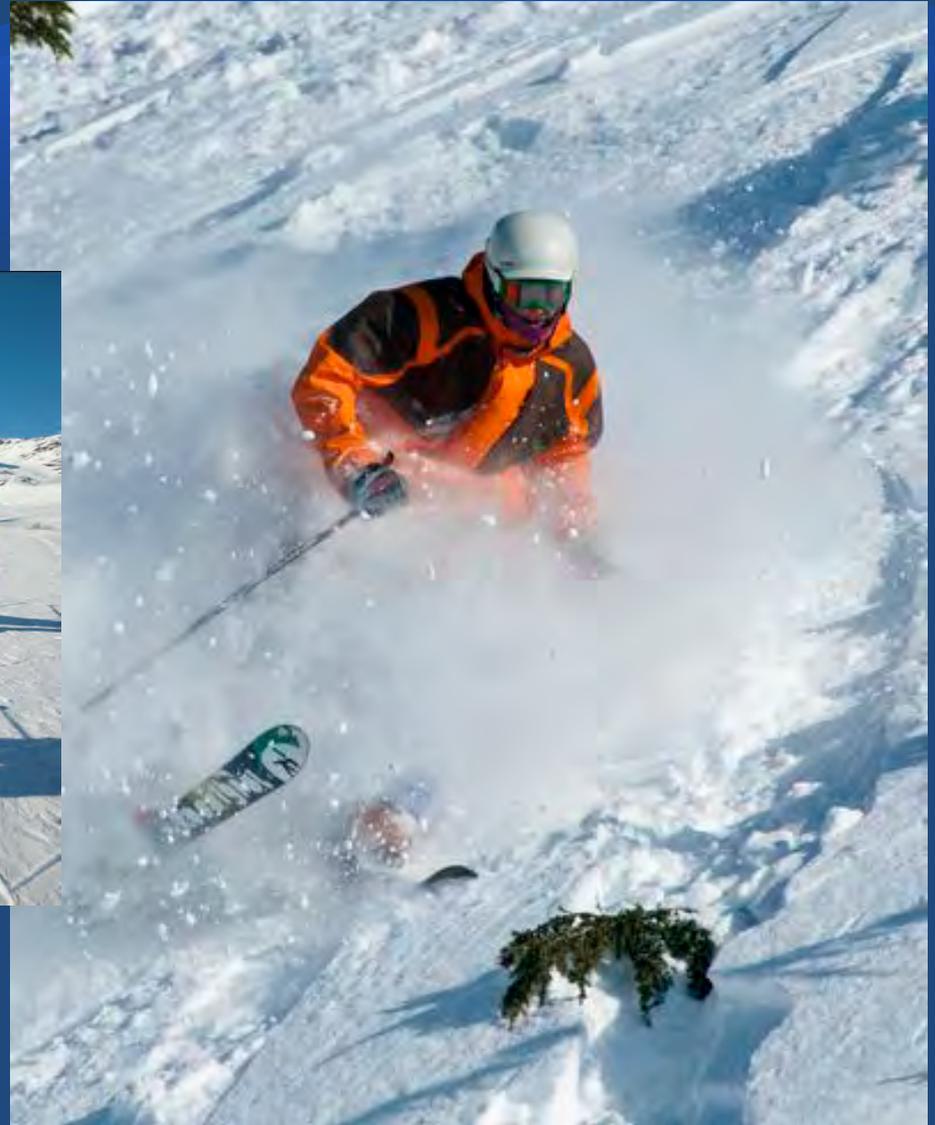


Independence Mine, Hatcher Pass

#### 1-3-DAY ADD ON Arctic Adventure

Travel north from Fairbanks on a one- to three-day guided adventure. Fly over vast Alaska wilderness, celebrate crossing the Arctic Circle and visit a rural village or lodge. Enjoy the stunning winter landscapes of the high Arctic and the opportunity to witness the northern lights. Return by air or via the Dalton Highway, the northernmost highway in the United States.

# Photo Shoot, FY2011



# Photography



# Photography



# Photography



# Public Relations

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THE LIST

## 5 packages for peak aurora borealis viewing

By Diane Daniel | JANUARY 27, 2013

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TRAVIS KNABE AND CHENA HOT SPRINGS RESORT

PRINT REPRINTS E-MAIL SHARE

1

TAKE ADVANTAGE OF 2013'S STATUS AS A PEAK PERIOD TO SEE THE NORTHERN LIGHTS BY VISITING FAIRBANKS, THE COUNTRY'S TOP REGION FOR VIEWING. CHENA'S THREE-NIGHT AURORA BOREALIS VIEWING WINTER PACKAGE INCLUDES UNLIMITED HOT-SPRINGS ACCESS, AURORA ICE MUSEUM TOUR, AND SNOW COACH AURORA VIEWING TOURS. FROM \$1,250, THROUGH MARCH 31. 907-451-8104, [www.chenahotsprings.com](http://www.chenahotsprings.com)

2

### NORTHERN LIGHTS ADVENTURE TOUR, ICELAND

Guests on the three-night tour from Explore! are accompanied by astronomer Andrew Green and stay in locations ideal for viewing the lights. Other tour sights along the "Golden Circle" include Thingvellir National Park, lava fields, and the geothermal Blue Lagoon. From \$1,270; tours in February, March, and October. 800-715-1746, [www.exploreworldwide.com](http://www.exploreworldwide.com)

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**In this section**  
**Travel**

- One winter's day in the six New England states
- In India, hoping to glimpse an endangered tiger
- Cambridge monastery offers unexpected sanctuary
- If you go to the monastery...
- Have snowshoes, will travel at these seven locales
- Global Entry is the way to go
- Pack smart, and pack light, by sticking to your 'true' colors
- Keeping the kids entertained in Costa Rica
- If you go
- Tony Mava, chef-proprietor of Craigie on Main
- Montreal, the ultimate food lovers' town
- 7 ways to experience the tropics in New England
- Comic book art at Norman Rockwell Museum in Stockbridge
- Websites for Bay State ski slopes to a portable power strip
- La Recoleta Cemetery in Buenos Aires

Diane Daniel  
Jan. 27, 2013

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## Travel

In the News | Carolyn Hax | Comfort food | Date Lab | Obama | Beer Madness | Oscars Fashion

46

2013 Academy Awards

85th Annual Academy Awards red carpet

### Surrounded by serenity in frozen Fairbanks, Alaska



Kate Siber  
Feb. 21, 2013

# Public Relations

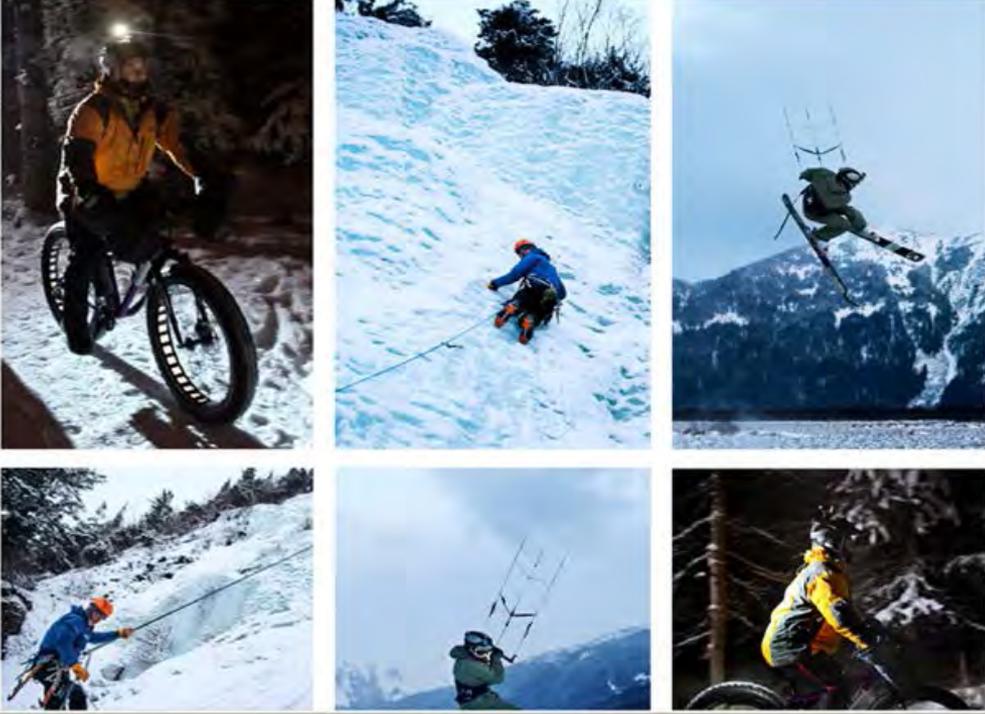
**The New York Times** **Travel**

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## Extreme Alaska



The 'Extreme Alaska' section features a 2x3 grid of action photographs. The top-left photo shows a person in a yellow jacket riding a fat bike on a snowy trail at night. The top-middle photo shows a person in a blue jacket ice climbing a steep, snow-covered slope. The top-right photo shows a skier in mid-air, performing a jump against a backdrop of snow-capped mountains. The bottom-left photo shows a person in a blue jacket ice climbing. The bottom-middle photo shows a person in a green jacket ice climbing. The bottom-right photo shows a person in a yellow jacket riding a fat bike on a snowy trail.

Ethan Todras-Whithill  
Feb. 22, 2013

# International Promotion

- ZDF German Public TV film crew traveled to Alaska, producing 3 features
- Began airing in January 2013

## Wo die wilden Kerle leben Alaska im Winter

Alaska – das bedeutet Weite, Natur und Einsamkeit. Auf einer Fläche, die viermal so groß ist wie Deutschland, leben gerade einmal 700.000 Menschen. In dieser Weite sind sie auf Buschpiloten angewiesen. Sie sind die Taxis Alaskas, liefern Post aus, bringen Ärzte zum Einsatzort, Touristen in die Nationalparks oder zum Aussteiger Andy Hütten. Der Österreicher ist seit 1993 in Alaska. 20 Jahre lang ist er in der Weltspitze bei Schlittenhunderennen mitgefahren.

### Video

Die Dokumentation als Video

### Bilderserie

Weite, Natur und Einsamkeit

### Bild

Ein Polarlicht über Alaska

### Interaktiv

Mehr zu Alaska in der ZDFgeothek



Bild 2/9

Blick in den Eingangsbereich des Aurora Ice Museum in Chena Hot Springs. Es ist das größte

# International Promotion

- Japan office produced a web page featuring Alaska winter tour products being used by JAL charter and Delta Air Lines regular flights (currently 27 total)



# International Promotion

- Japan office worked with well-known journalist Mr. Kan Sakurai to introduce winter Alaska into his regular column in the publication "Nikkei Otona-no OFF





# Winter Video

YouTube

1/17

Upload

Uploaded videos by alaskatia



TravelAlaska.com

4:36 / 4:54

## Winter in Alaska

alaskatia · 17 videos

325 views

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Published on Jul 11, 2013

If you only see Alaska in the summer, then you're missing half of the adventure. Stunning views of the Northern Lights and some of the interesting festivals and events in the world highlight Alaska's

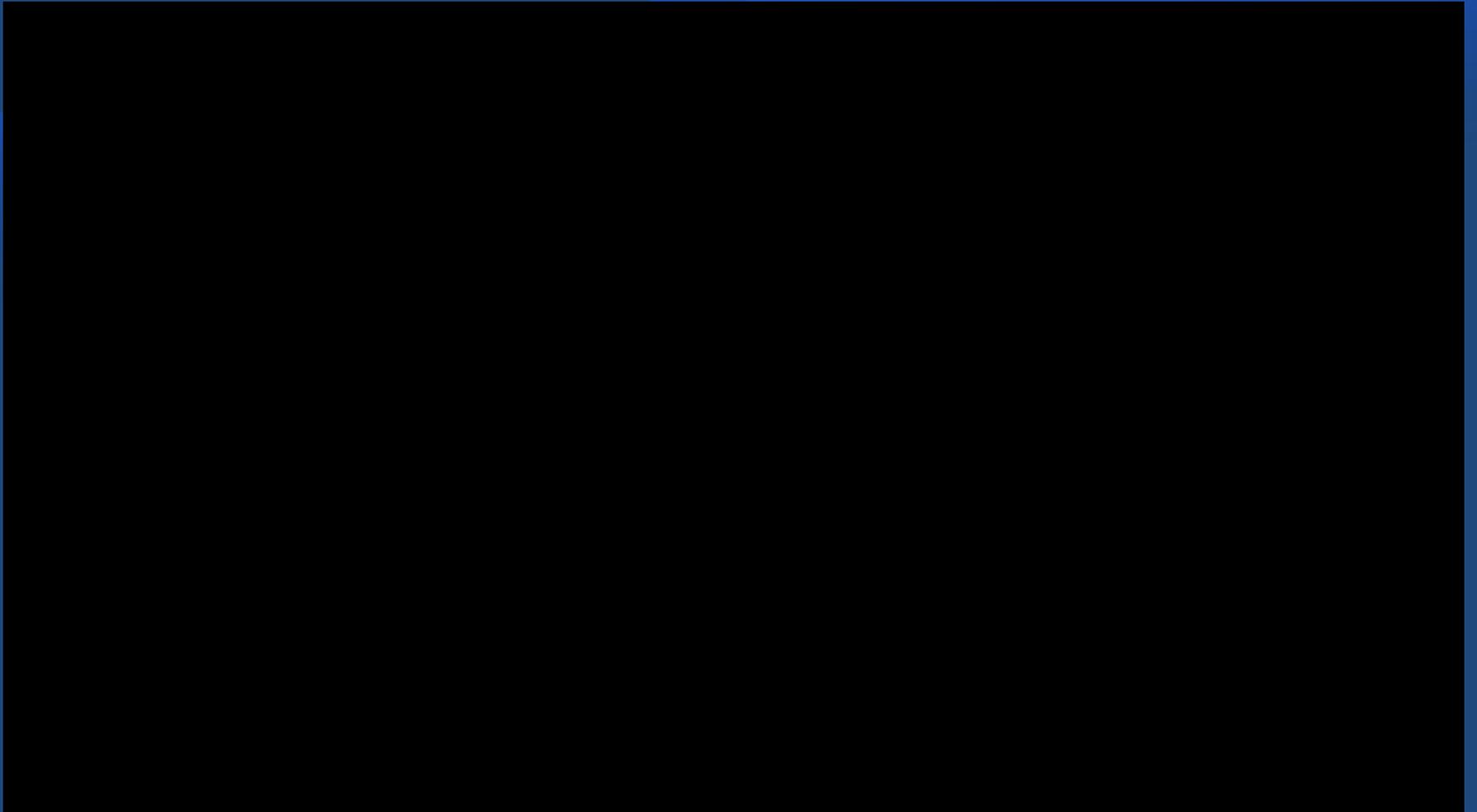
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- 6 Things to do in Alaska's Inside Passage by alaskatia

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# Television



**THANK YOU!**

