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Alaska Promotes Tourism, Seafood, and Icelandair Service in Europe

Tourism businesses join Department of Commerce on Trade Mission

(Juneau, AK) – A contingent of Alaska tourism businesses and organizations have joined state tourism and seafood representatives on a two-week promotional mission to seven European and Nordic countries to create excitement about visiting Alaska this summer via the new Icelandair flights that will connect those countries through Reykjavik, Iceland to Anchorage beginning in May.

The contingent, led by the Department of Commerce, Community, and Economic Development (DCCED) and the Alaska Seafood Marketing Institute (ASMI), will meet with hundreds of tour operators and travel agents, and spend time with key travel media in London, Paris, Copenhagen, Frankfurt, Stockholm, and Amsterdam. The team will also participate in the Icelandair Mid-Atlantic Trade Event in Reykjavik. Representatives include VisitAnchorage, Alyeska Resort, the Valdez Convention and Visitors Bureau, Northern Alaska Tour Company, Fairbanks Convention and Visitors Bureau, Within the Wild Adventure Company, and Anchorage Downtown Trolley.

In Reykjavik, the two-day Mid-Atlantic Trade Event brings 400 travel representatives from Europe, Scandinavia, and the U.S. to discuss new tourism opportunities. DCCED Assistant Commissioner Roberta Graham and Joe Jacobson, ASMI Director of International Marketing, will attend the trade show and promote Alaska's tourism and seafood markets.

Additional Alaskans joining the sales mission in Iceland include Alaska Railroad, Anchorage Museum, All Alaska Tours, Alaska Airlines, CIRI Alaska Tourism, Copper Whale Inn, Mat-Su Convention and Visitors Bureau, Rust's Flying Service, Salmon Berry Tours, Phillips Cruises & Tours, Major Marine Tours, and the Talkeetna Roadhouse. Each of the tourism organizations and businesses will host a booth and meet with European travel representatives.

"This mission to market our destination and sustainable fisheries is an important part of the department's broader economic development strategy," said DCCED Commissioner Susan Bell. "The fact that so many Alaska businesses joined us is a testament to Alaskans' excitement about the new air service and the collaborative relationship we have with the business community."

The closing dinner of 400 guests will be treated to a short concert performed by Alaska's Pamyua. The final dinner is co-sponsored by ASMI and VisitAnchorage.

In addition to attending the trade show, Graham and Jacobson will meet with Iceland Responsible Fisheries to further Alaska's ongoing relationship with Iceland on sustainable fisheries management and with U.S. Ambassador to Iceland Luis Arreaga.

The mission of DCCED is to promote a healthy economy, strong communities, and protect consumers. The department includes 13 agencies, including the Division of Economic Development, Alaska Seafood Marketing Institute, Alaska Railroad Corporation, and Alaska Industrial Development and Export Authority.

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