



Presentation to the House Arctic Policy, Economic Development & Tourism Committee

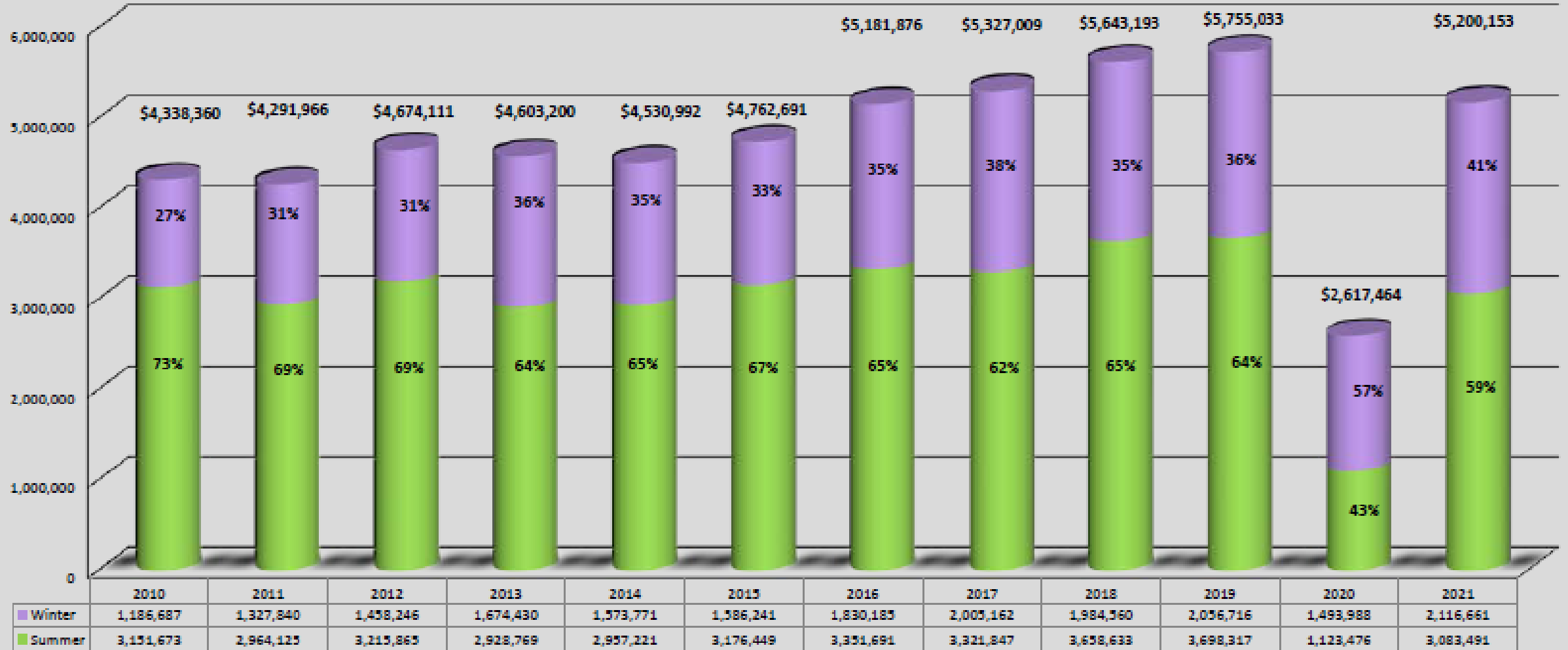
Scott McCrea, President & CEO
March 24, 2022

Going into 2021, there was a great amount of uncertainty and unpredictability about the coming year:

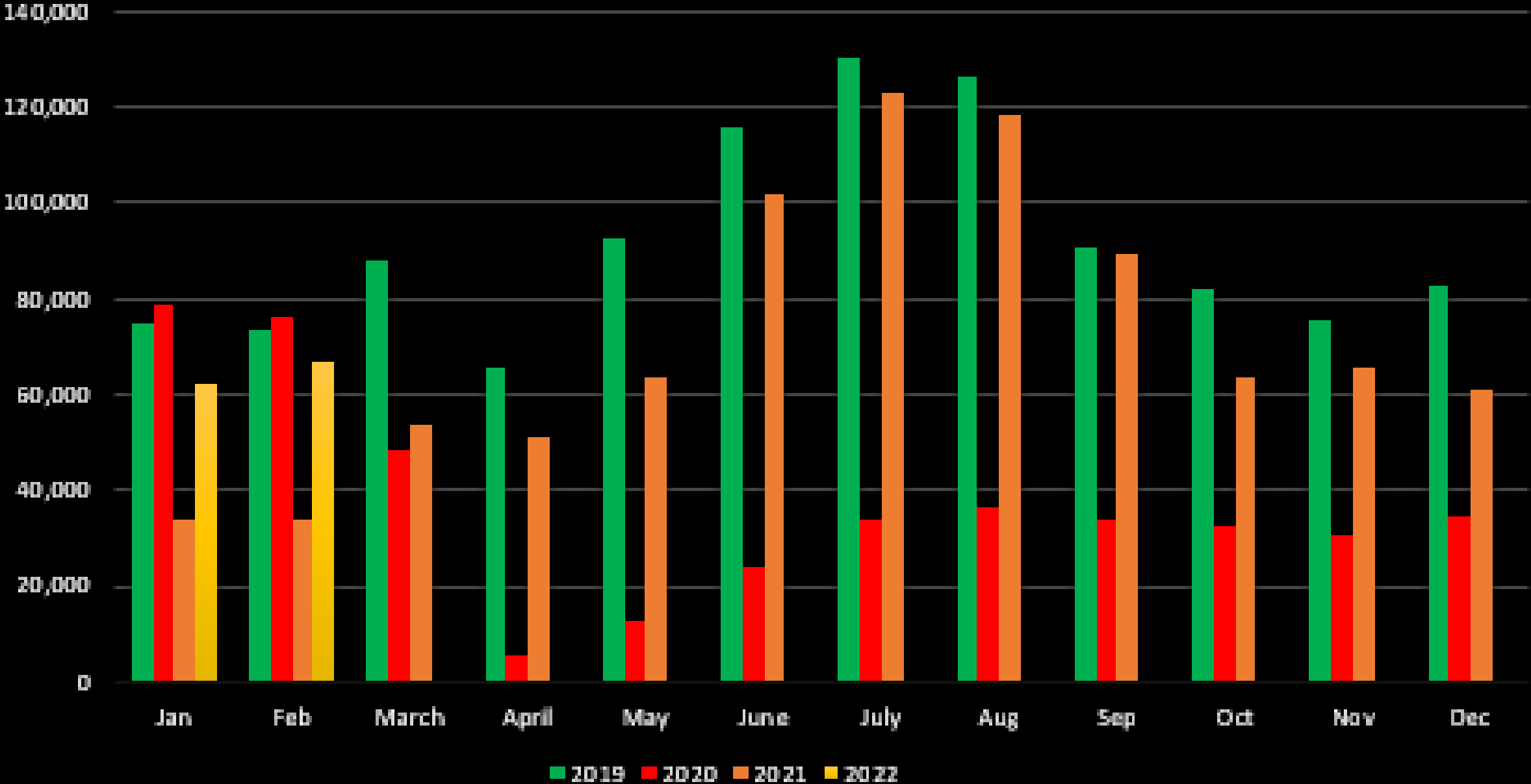
- A nonexistent cruise season
- Closure of the Canadian border
- International travel restrictions



FNSB including the cities of Fairbanks and North Pole



FAI Total Passengers 2019-2022





explore FAIRBANKS

2021
COVID-19
REMARKETING PLAN



Be inspired by the light of the Aurora Borealis. Renew your energy under the Midnight Sun. Experience the warmth of Fairbanks-Alaska's Golden Heart-and the basecamp to Denali, Interior and Arctic Alaska. Make the Morris Thompson Cultural and Visitors Center your first stop to planning your Alaskan adventure.

As you make travel plans to Fairbanks, find up-to-date information about Alaska's COVID-19 travel restrictions on our website. With careful planning and precautions, including mask wearing, social distancing and hand sanitation, we invite you to Imagine Yourself Here and Explore Fairbanks Responsibly.

explore
FAIRBANKS
ALASKA

1-800-327-5774

www.explorefairbanks.com

101 Dunkel Street • Downtown Fairbanks

2022 Opportunities and Challenges

Early projections indicate potential for a record year but there are concerns that all of us share over the labor shortage and capacity challenges/supply chain issues.





explore
FAIRBANKS
ALASKA

Thank
You!