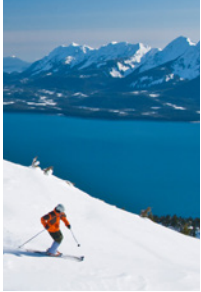




AKA

ALSO KNOWN AS

— TRAVEL —
ALASKA®



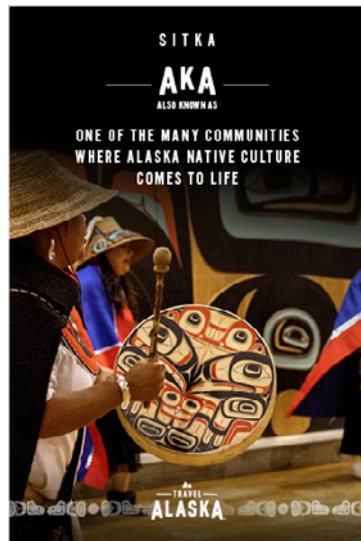
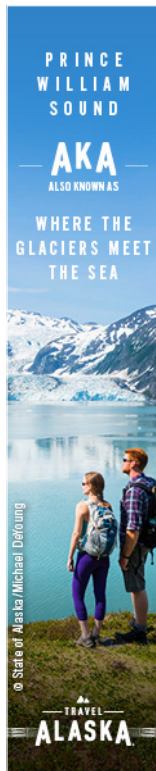
AKA

“Also known as” — a common phrase that offers a visual nod to the Alaska abbreviation AK. In this concept, AKA becomes the descriptive, emotional payoff to identified imagery—bonding a relationship between location and photography. Rather than images that leave the viewer wondering where that particular location exists, the campaign pinpoints the experience. Not only does it give credibility to the image, it offers dispersal by presenting locations throughout Alaska.



DIGITAL

AKA
Display Ads




PUBLICATION

AKA Print and
Digital Magazine Ads

PRINCE WILLIAM SOUND
— AKA —
ALASKA
WHERE THE GLACIERS MEET THE SEA

Want to know more about Prince William Sound? Want to know more about Alaska's distinctive regions, Alaska Native cultures and one-of-a-kind experiences? Become an Alaska Certified Expert. ACE is a free 4- to 6-hour online training program that will give you the insider insight to package unforgettable trips for your clients. And with an ACE certification, you'll be eligible for Alaska FAM trips.

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TRAVEL
ALASKA

BECOME AN ALASKA CERTIFIED EXPERT
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ALASKA
KNOW MORE. DO MORE. BOOK MORE.

ACE (Alaska Certified Expert) is a free online training program for travel professionals to better understand all Alaska offers. Learn about Alaska's distinctive regions, Alaska Native cultures and one-of-a-kind experiences—all in a short 4- to 6-hour course that will enable you to package unforgettable trips for your clients. And with an ACE certification, you'll be eligible for Alaska FAM trips.

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ALASKA

AURORA BOREALIS
— AKA —
ALASKA
NATURE'S LIGHT SHOW

Want to know more about Alaska's northern lights? Want to know more about Alaska's distinctive regions, Alaska Native cultures and one-of-a-kind experiences? Become an Alaska Certified Expert. ACE is a free 4- to 6-hour online training program that will give you the insider insight to package unforgettable trips for your clients. And with an ACE certification, you'll be eligible for Alaska FAM trips.

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ALASKA



E-NEWS REDESIGN

AKA Welcome Email
for Subscribers




TRAVEL
ALASKA

QAIMARUTIN


(Iñupiat) 'Welcome'

Alaska. Also known as the land of natural beauty, Alaska Native culture, and one-of-a-kind experiences. Now that you've subscribed to our newsletters, expect a monthly dose of travel tips, local knowledge and exclusive savings to help plan your next escape out here.


[Explore Alaska](#)




PLOT YOUR COURSE



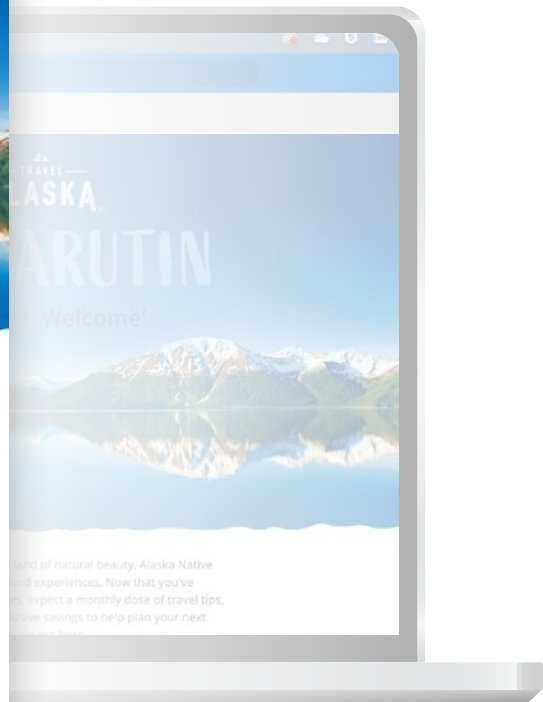
Destinations



Getting Around



Packages & Tours



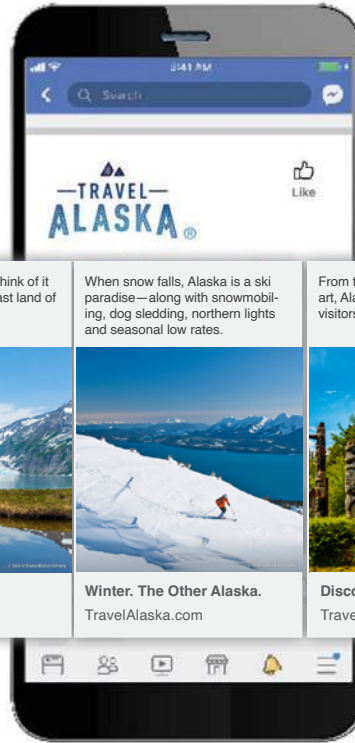
BACKPACKS + POUCHES

AKA Travel
Trade Swag

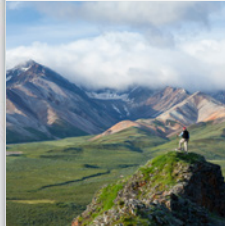


SOCIAL MEDIA

AKA Facebook and
Instagram Carousels



Alaska is a world of seasons. And some seasons equal savings. As in, or as we like to say, "AKA—also known as," big savings.



Go Big. Go Less.
TravelAlaska.com

AKA. "Also Known As." Think of it as the definition to this vast land of contrast and wonder.



Find Your AKA
TravelAlaska.com

When snow falls, Alaska is a ski paradise—along with snowmobiling, dog sledding, northern lights and seasonal low rates.



Winter. The Other Alaska.
TravelAlaska.com

From tribal traditions to timeless art, Alaska native culture connects visitors to the past and present.



Discover Original Alaska
TravelAlaska.com

From mountains to valleys and oceans to polar deserts, Alaska's five unique regions make one trip a continental adventure.



One Alaska. Five Worlds.
TravelAlaska.com

Nature's light show. Also known as the northern lights. And there are few places in world to see them better than Alaska.



Aurora Borealis
TravelAlaska.com

OUT OF HOME

AKA Billboards





— TRAVEL —
ALASKA®