

Alaskans Offer 'Out of Season' Deals



As thousands of tourists flock to Alaska every year to sample the amazing wildlife and enjoy the wide open spaces, it is clear that tourism is increasingly important to this northerly State, bringing in an estimated \$1.6 million every year. Tourist activity in Alaska is most popular during the summer months when the national parks are inundated with visitors. However, as soon as summer ends, the 'no vacancies' signs on hotel doors disappear and revenue drops sharply.

Many tourists presume that it is too cold to visit Alaska outside of the summer months. However, the reality is different. Alaska is actually much warmer in winter than some of the more southern US states. Indeed, temperatures as high as 70 degrees Fahrenheit have been recorded in September. In order to address this problem, tourist organisations and the national parks have joined forces to offer special deals. The Denali and Glacier Bay national parks are now offering off-season discounts and 'two for one' deals to families.

On the marketing front, emphasis is being placed on the benefits of off-season whale-watching and caribou-spotting. For this activity, it is said that the period immediately following the summer months is best.

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