



# Kenai Peninsula Tourism Marketing Council



Executive Director Debbie Speakman

MISSION: To promote, develop and coordinate visitation to the Kenai Peninsula, and create an awareness and understanding of tourism's effect on, and enhancement of, the local economy and residents' quality of life.

## Board of Directors



- Dale Bagley, Board President
- Shanon Davis, Vice-President
- Carol Fraser, Treasurer
- Brad Anderson, Homer Chamber
- Brittany Brown, Kenai Chamber
- Jason Bickling, Seward Chamber
- Kirsten McNeil, Major Marine Tours
- Lane Chesley, KPB Assembly
- Mike Flores, Ninilchik Charters
- Travis Taylor, Premier Tours
- Administration Advisory: James Baisden

# Who We Are



# Alaskans helped *us survive 2020*

## **A little help from our friends**

Mass cancellations for the summer of 2020 that came on the heels of cancellations and lost revenue in 2019 due to the Swan Lake Fire led many businesses in the tourism industry to believe 2020 would be the year they shuttered their business for good. For many, Alaskans saved the day.

Alaskans traveled the Seward and Sterling Highways especially making weekends rival "normal" years.



# Coordinated Messaging

## The New Normal

By partnering with Statewide Destination Marketing and Management Organisations we were able to create unified marketing campaigns directed to Alaskans. The Kenai Peninsula came out early and strong promoting wide-open spaces and the importance of supporting the local economy.

### Progressive Local Messaging

Step 1: Promote traveling within your own community

Step 2: Promote traveling to neighboring communities on the Peninsula

Step 3: Promote the Kenai Peninsula was "Open for Business" to the rest of Alaska.

How did we support the industry



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# The impact of *two lost seasons*

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## **Survival**

Many businesses, even with Federal, State and Municipal grant dollars may not survive

As an organization we have made big changes: virtual office, small staff, minimal mailing, strategic ad buys

## **Unemployment**

While the industry looks to gain lost jobs in 2021, the amount of jobs the Kenai Peninsula will gain will be smaller. Businesses will be running lean as they try to recover and with no large cruise ships many positions will go unfilled.

## **Recovery**

There is a lot of anticipation for travel but full recovery could take up to 5yrs. Investment is critical to compete with areas outside of Alaska and destinations within Alaska.

**"The travel industry in Alaska is determined to rebound, even with inevitable changes in travel. Alaskans are resilient and have a natural entrepreneurial spirit that will help them recove this important industry**

# Where can you find Alaska's Playground?



Social Media: Best BANG for the buck



**4.20  
Billion**

SOCIAL MEDIA  
USERS  
WORLDWIDE

SOCIAL MEDIA USERS AS  
A PERCENTAGE OF THE  
GLOBAL POPULATION



**53.6%**

ANNUAL CHANGE IN  
THE NUMBER OF GLOBAL  
SOCIAL MEDIA USERS



**+13.2%**  
**+490 MILLION**



## Monthly Active Users

Facebook : 2.74 billion

Youtube: 2.29 billion

Instagram: 1.221 billion

TikTok: 689 million

Twitter: 353 million



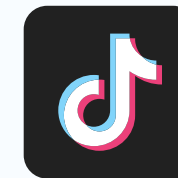
Be creative



222,940 followers



15,445 followers



Building Audience

*Where does Alaska's Playground stack up?*





# Social media and Website *short term objects*

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## **Establish Brand Awareness**

Use website and social media analytics to create campaign themes that connect with the demographic that is less familiar to our brand (ages 25-45).

KPI: Growth in those demographic areas.

## **Drive Website Traffic**

Create strong "call to action" through paid ads. Work with individual stakeholders to gather content.

KPI: Track conversion goals through Google Analytics: Discovery Guide downloads and requests for Passports & Guides. Track new IP visits.

## **Improve Affinity and Inspire Interaction**

Weekly themes that wind through all platforms and including blog posts on website.

KPI: An increase of 10% by June 30 across all platforms. Increase in shares, re-tweets and comments.

## **Gather More Leads**

Increase number of emails provided from MatSu Outdoors Show, banner ads on other websites and through ADN campaign to add to eNewsletter.

KPI: Increase mailing list by 10% and decrease unsubscribes.



# Social media and Website *short term objects*

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## **Increase Display Ad Clicks**

Provide stakeholders with best practices when designing ads.  
Increase calls to action on ads.

KPI: Educate stakeholders on Google Analytics and ways to monitor website traffic.

## **Increase Duration of Website Visits**


Improve readability and interactive experience on website. Review analytics and remove stale and outdated information. Add cultural travel information and added itineraries.

KPI: Decrease in bounce rate

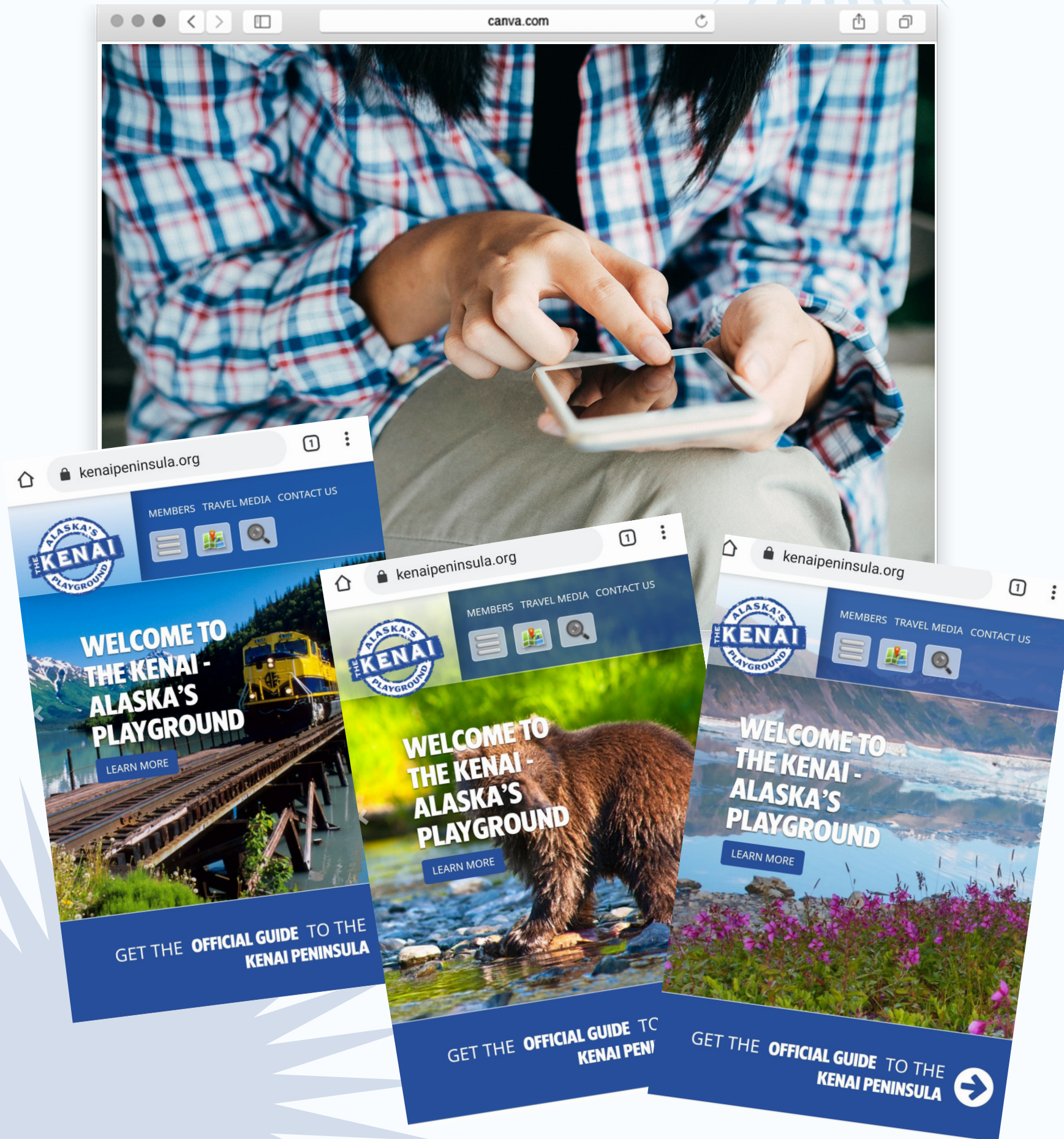
## **Decrease Load Speed**

Current load speed is above industry standard by .5 seconds. Compress photos and remove dead content.

KPI: Load speed decrease.  
Goal of 3 sec



# KenaiPeninsula.org



**01.**

## **Comprehensive Travel Information**

Site is focused on the visitor experience with planning tools including printable itineraries, event promotion and Discovery Guide download.

**02.**

## **Real Time Access**

Visitors who are more comfortable with direct contact have ways to email KPTMC directly or phone the office for information.

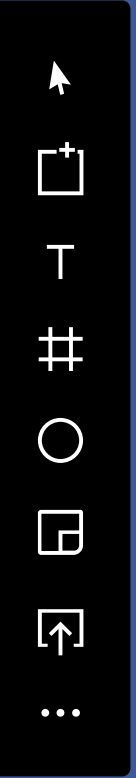
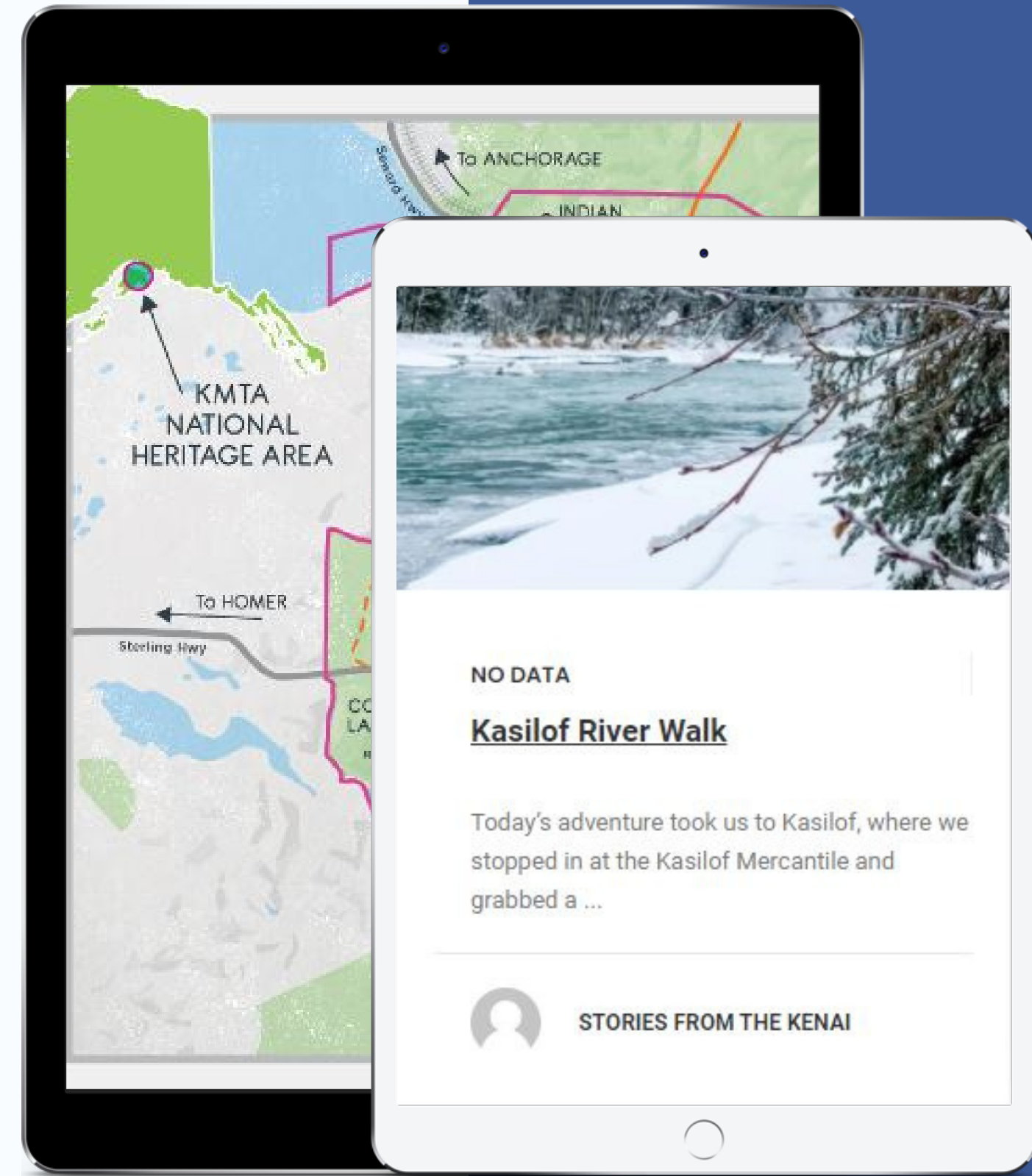
**03.**

## **Optimization**

Analytics show that mobile devices, cell phones and tablets have taken over your standard desk top for web searches. KenaiPeninsula.org's mobile experience has been optimized so visitors can access information easily and in an attractive way.

# Strategic Partnerships Creating Content

- ★ Kenai Mountains-Turnagain Arm National Heritage Area
- ★ Stories from the Kenai Agnew Beck Consulting




# Upcoming Campaigns

Anchorage Daily News

## EXPLORE THE KENAI

3 CONTEST BUNDLE: APR-JUN 2021



### MAT-SU

# OUTDOORSMAN SHOW

ATVS  
SEMINARS  
SPORTING GOODS  
FISHING CHARTERS  
FOOD TRUCKS  
RAFFLES  
BOATS  
RVs

Admission: 7.00  
Kids under 8: FREE  
Native Military: FREE  
Parking: FREE

APRIL 9-11, 2021

ALASKA STATE FAIRGROUNDS

FRIDAY NOON - 6:00  
SATURDAY 10:00 - 6:00  
SUNDAY 10:00 - 5:00

Peoples Paper HOME SOLUTIONS Mat-Su 363 MAGAZINE 99.7

THE MAT-SU OUTDOORSMAN SHOW IS MADE POSSIBLE BY THESE FINE SPONSORS!

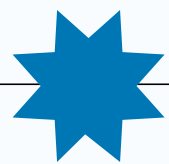


# iHeartMEDIA

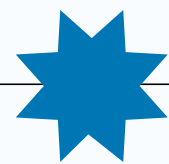
INC



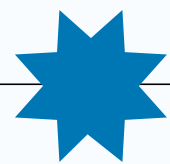
# a positive outlook



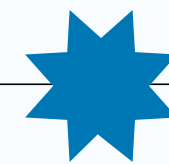
**Vaccines**



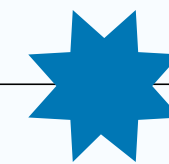
**Congressional  
Delegation  
working on a  
workaround to  
Canada's  
Cruise Ship  
Ban**



**#wanderlust**



**Partnership  
with  
Statewide  
DMMOs  
reaching out  
to  
legislators  
and Alaskans**

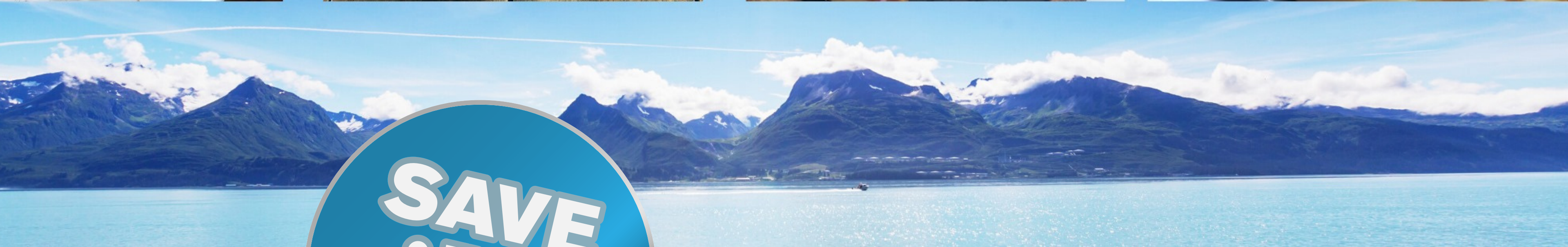
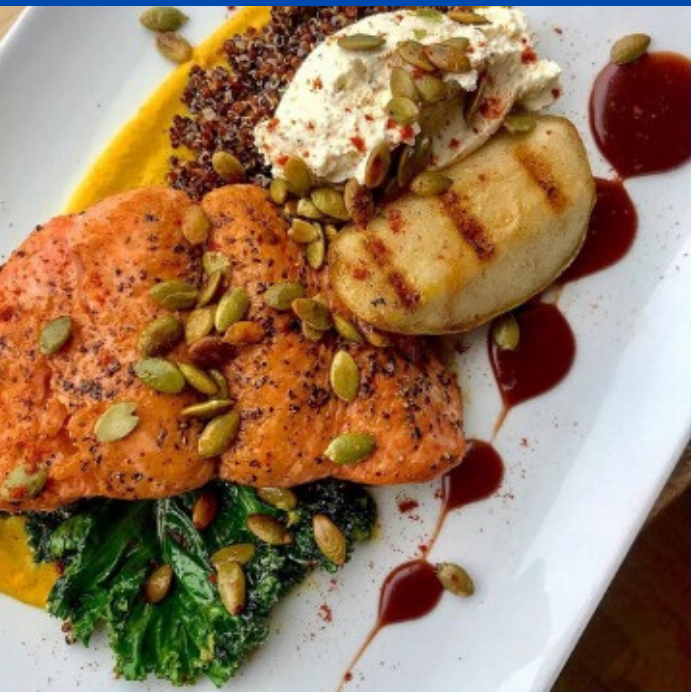


**The "Year of  
the Alaskan"  
Round 2**

SAVE THE  
*date*







Saturday, June 5th

*Taste of the Kenai:*

**HOMER  
EDITION**

# Marketing Funnel



Ad Buys

Website

Locations, Event, Guide

Individual  
Business

Booking

Sales Tax Reporting

1. Ad Buy: Social Media, Banner Ads, etc

2. Conversion from ad to [kenaipeninsula.org](http://kenaipeninsula.org)

3. Conversion from website to individual business

4. Conversion to actual sale and booking

5. Sales tax reported to Borough

**Where we lose the ability to track**

# Get In *Touch*

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Don't hesitate to reach out.

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**Phone Number**

907.262.5229

**Email Address**

[debbie@kenaipeninsula.org](mailto:debbie@kenaipeninsula.org)

**Website**

[www.kenaipeninsula.org](http://www.kenaipeninsula.org)