



**Kenai Peninsula Borough Assembly
February 6, 2018**

Summer Lazenby, Executive Director

Kenai Peninsula Tourism Marketing Council



KENAI PENINSULA TOURISM MARKETING COUNCIL

Destination Marketing: Engine of Economic Development





KENAI PENINSULA TOURISM MARKETING COUNCIL

Situational Analysis

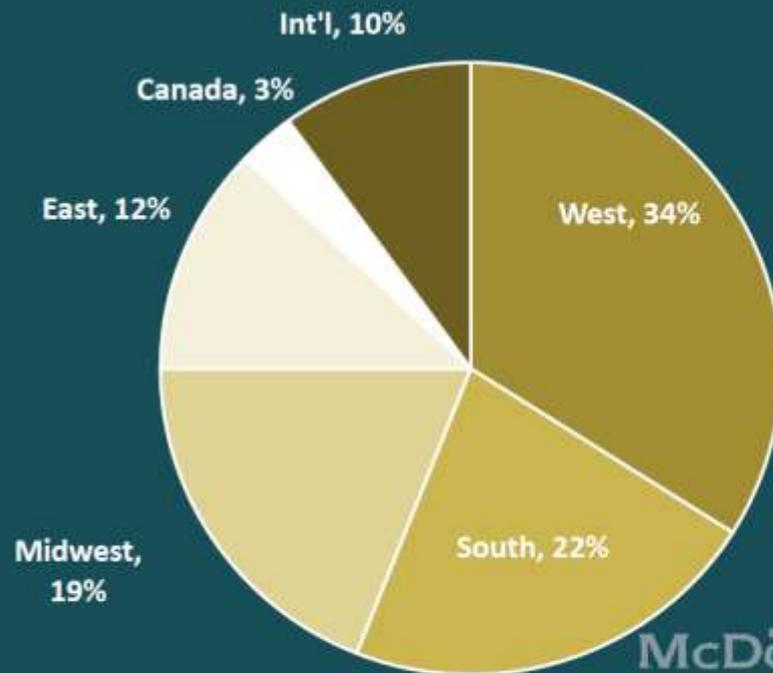




Who is coming to The Kenai?

Demographics

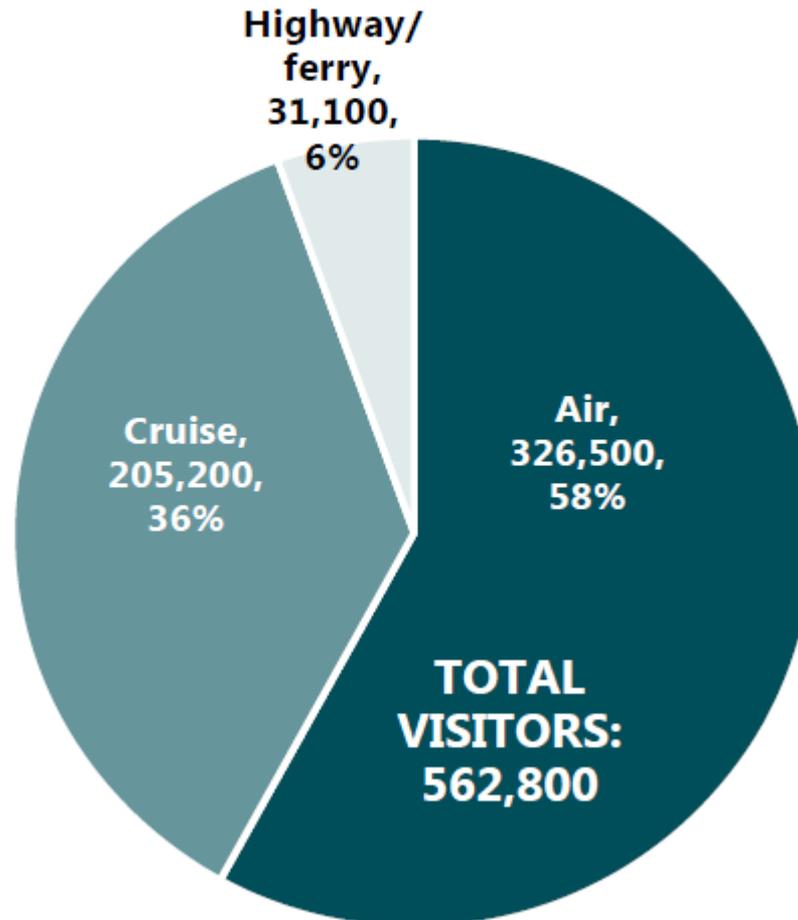
- Top states of origin
 - CA 10%
 - WA 8%
- Average party size: 2.5
- Average age: 54 yrs
- Gender: 51/49 male/female
- Ave. HH income: \$113k





How do they get here?

Visitor Volume to Kenai Peninsula Borough,
by Transportation Market, Summer 2016

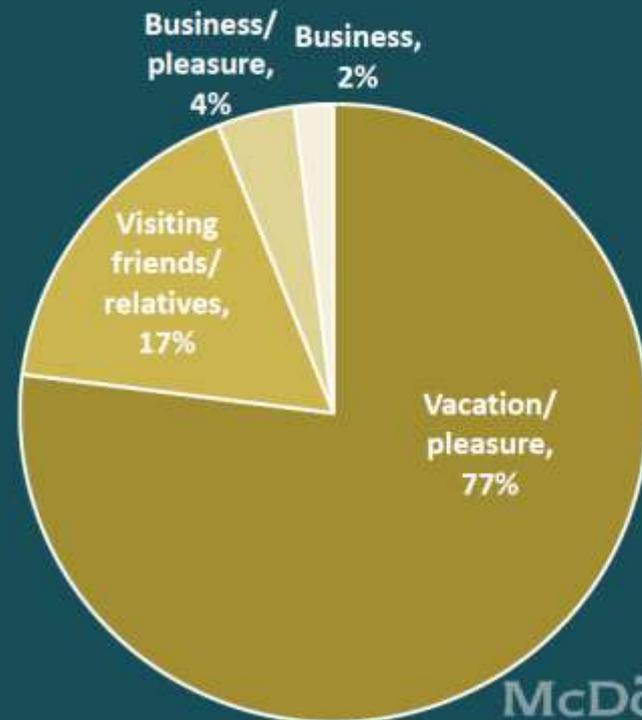




Why are they coming?

Trip Purpose

- Trip purpose has major impact on activities, expenditures, etc.





How long do they stay?

Average Number of Nights on Ken. Pen.

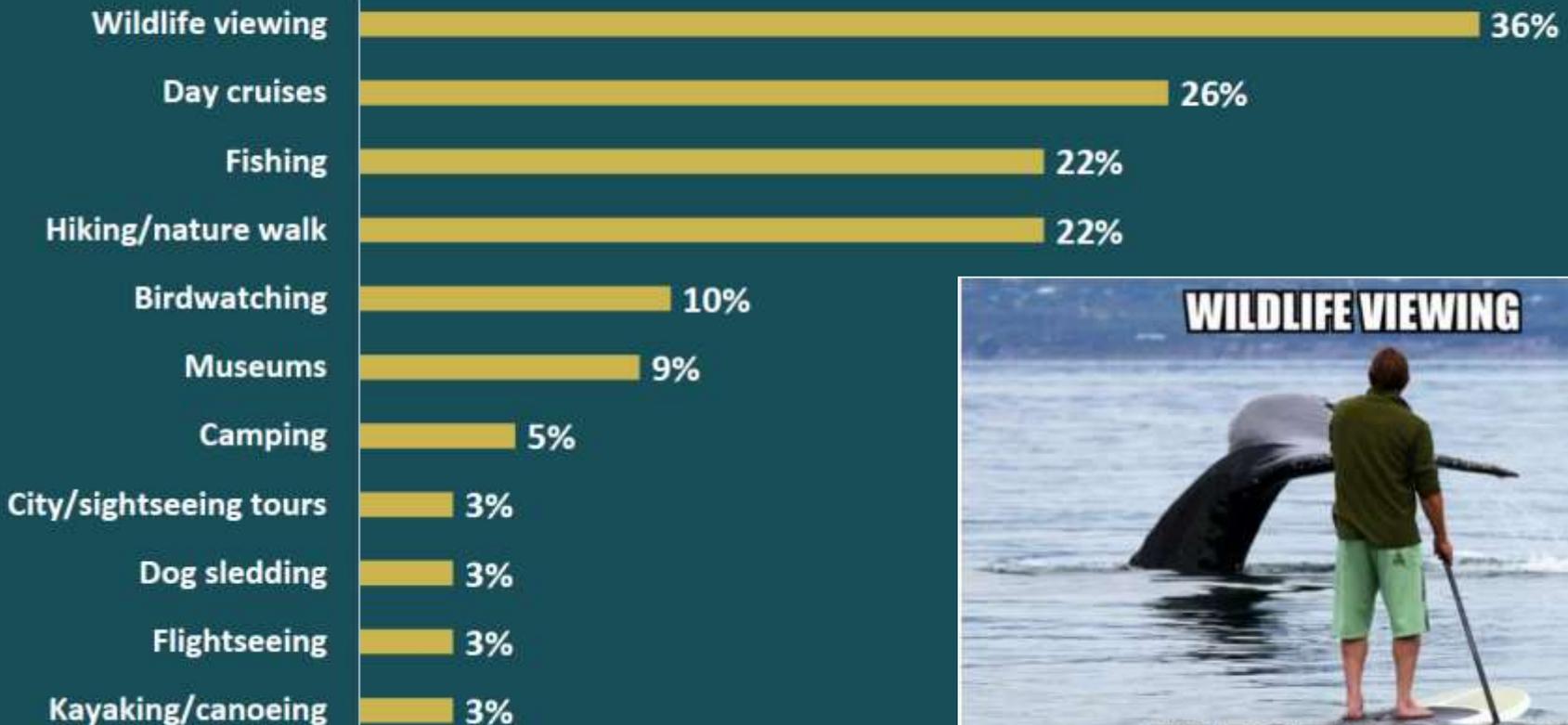
- Average # of nights in AK: 11





What are they doing?

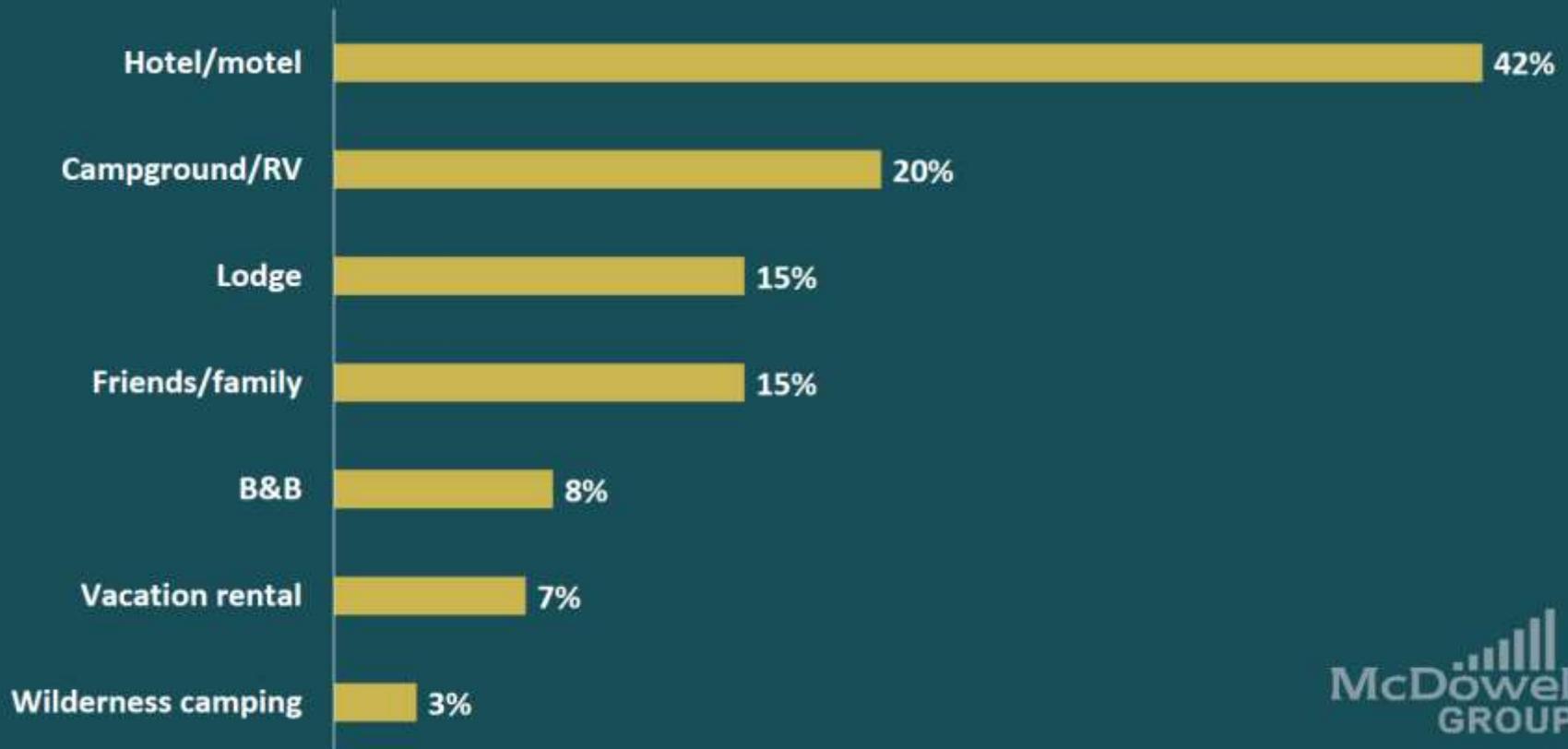
Top Activities in Kenai Peninsula





Where are they sleeping?

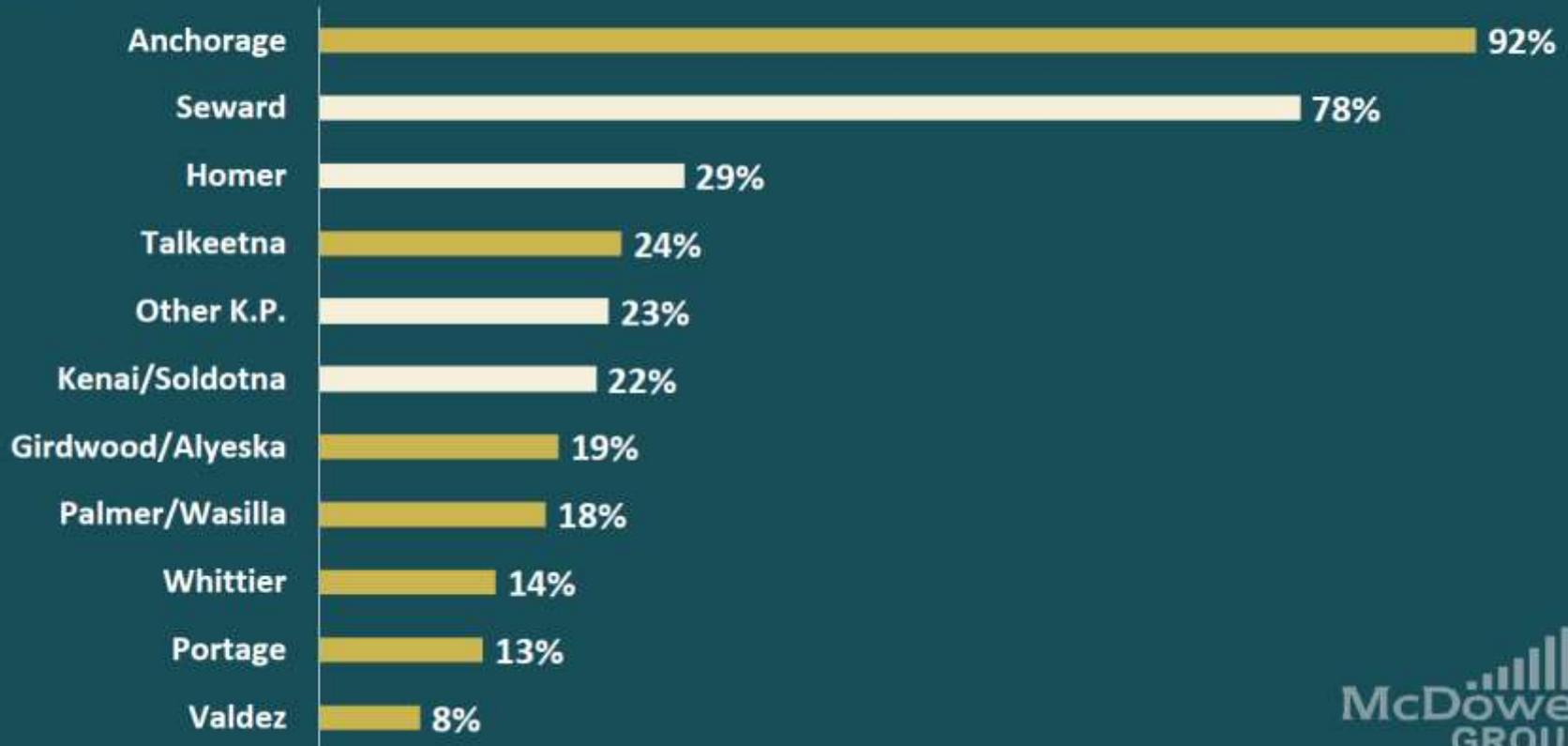
Lodging Types Used





Where else do they go?

Top Destinations in Southcentral





What are they spending?

Average Spending in Kenai Peninsula (not including cruise/tour packages)





Great, but what does all this mean?

Hint: Money and Jobs

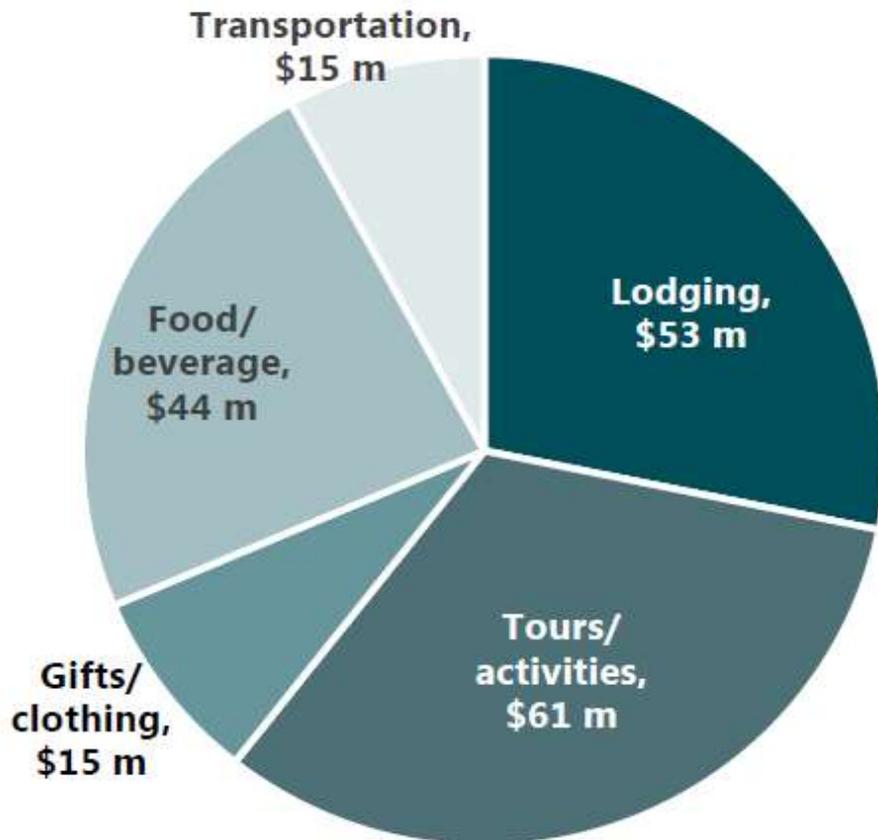


And they are spending money, money, money!

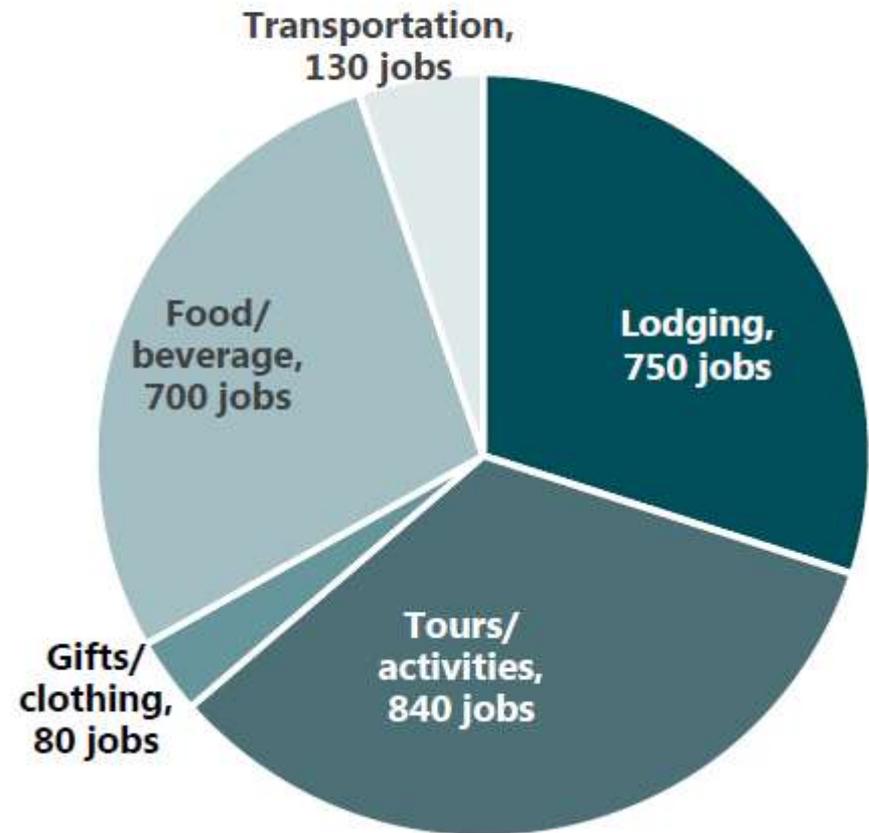


**TOTAL DIRECT SPENDING:
\$187 million**

**Total Visitor Spending in Kenai Peninsula
Borough, By Sector, Summer 2016**



**Direct Employment Resulting from Visitor
Spending, By Sector, Summer 2016**





TOTAL DIRECT EMPLOYMENT:

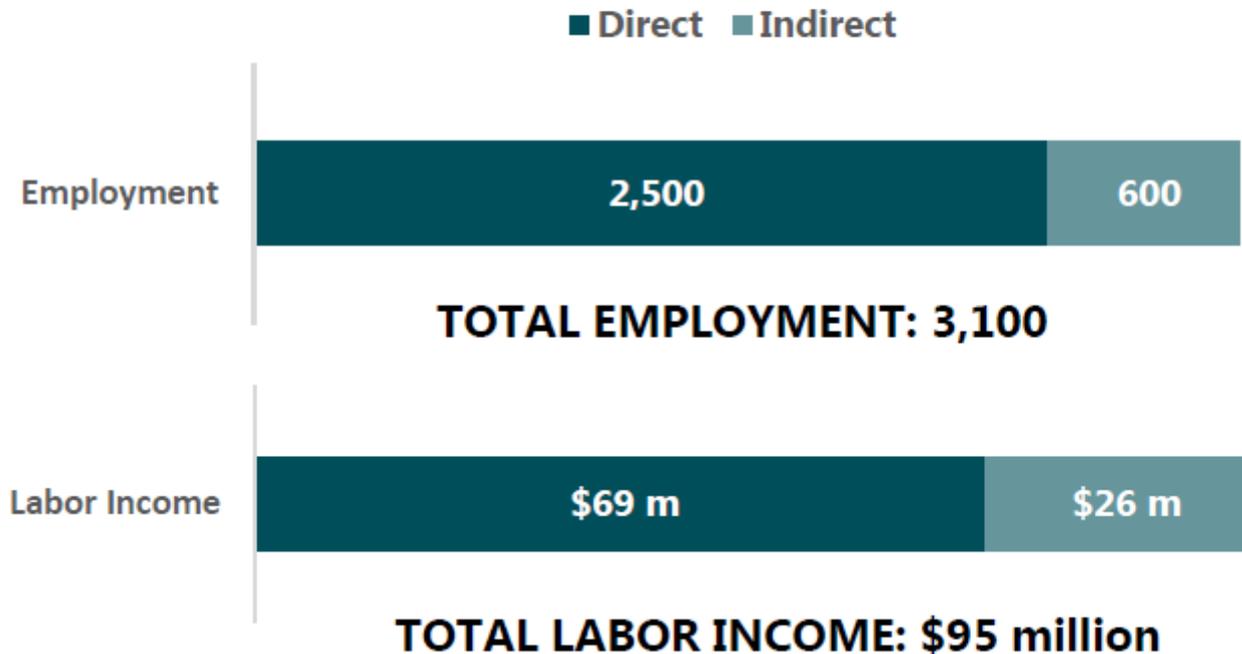
2,500 jobs

TOTAL DIRECT LABOR INCOME:

\$69 million

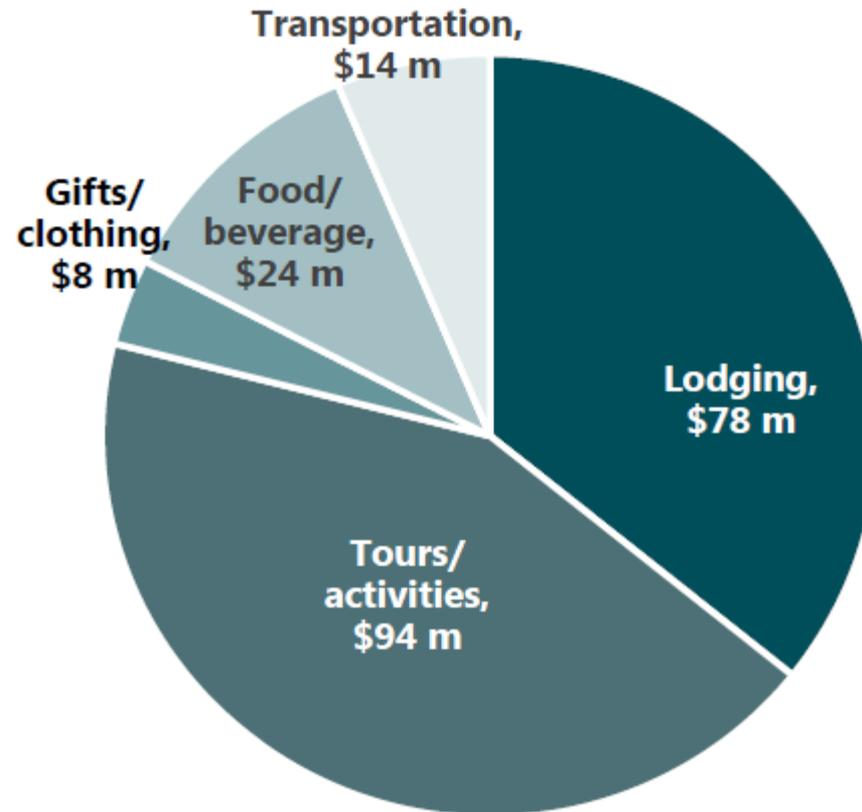


Direct, Indirect, and Total Employment and Labor Income Resulting from Visitor Spending, Summer 2016





Total Economic Output Resulting from Visitor Spending, By Sector, Summer 2016



TOTAL ECONOMIC OUTPUT: \$218 million



Quick Comparison to Mat-Su:

- **391,000 Visitors *Annually***
- **Direct Visitors Spending:
\$98million**
- **Direct Jobs: 1,350**
- **Indirect Jobs: 350**
- **Total Labor Income:
\$47million**
- **Population: 101,095**





KPTMC STAFF

- **Summer Lazenby**
 - Executive Director
- **Keith Baxter**
 - Director of Member Relations
- **Jhasmine Lamb**
 - Communications Manager
- **Kelly Martin**
 - Bookkeeper





THANK YOU!
QUESTIONS?