



**KENAI PENINSULA
TOURISM MARKETING
COUNCIL**

**FY18 SUMMER SEASON UPDATE
KPB STATUS REPORT**



A Brief Overview:

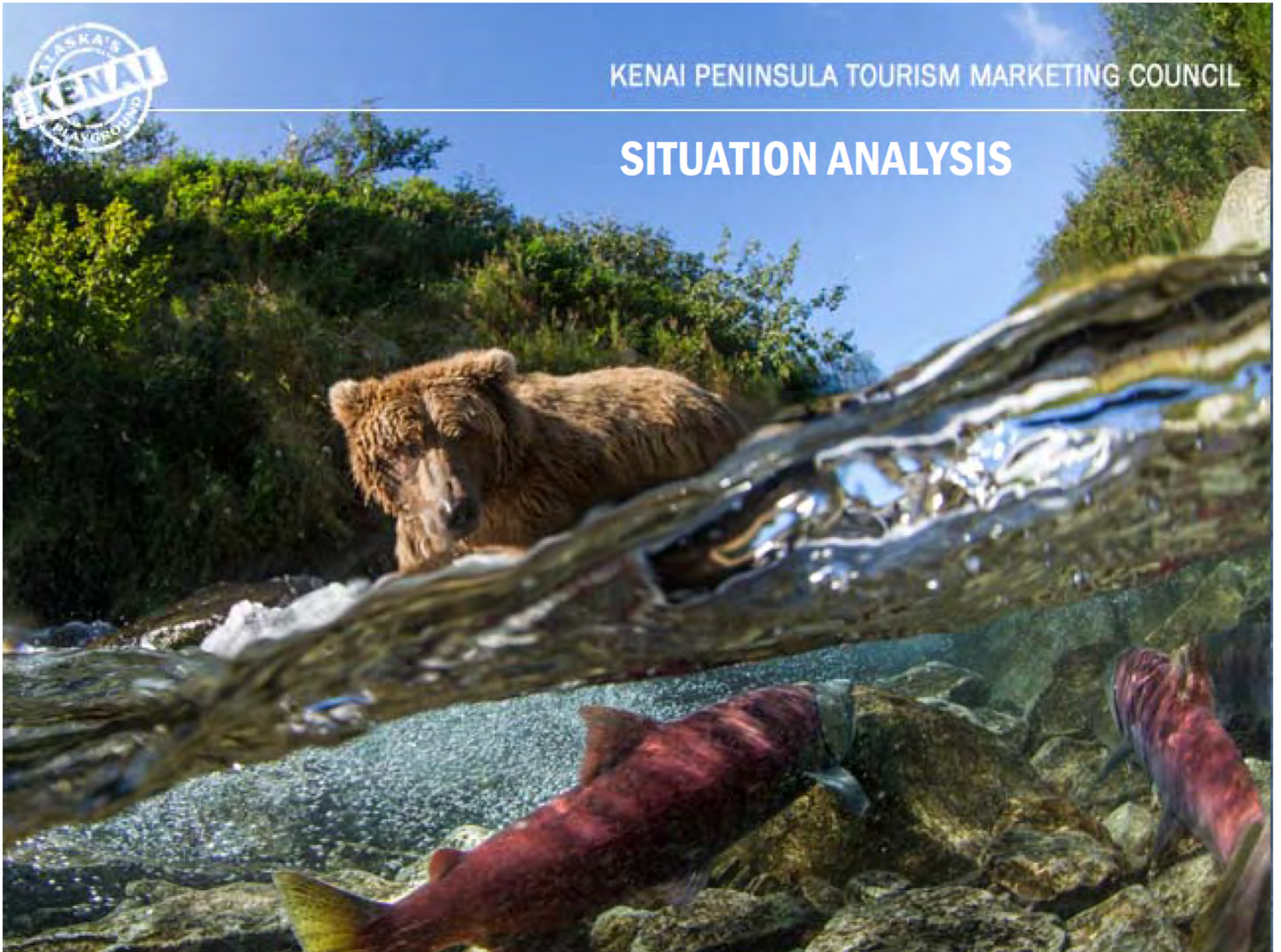
- **2017 KPB Tourism Update**
- **Membership & Programs Update**
- **Consumer Shows**
- **Taste of the Kenai**
- **Social Media**
- **KenaiPeninsula.org**





KENAI PENINSULA TOURISM MARKETING COUNCIL

SITUATION ANALYSIS





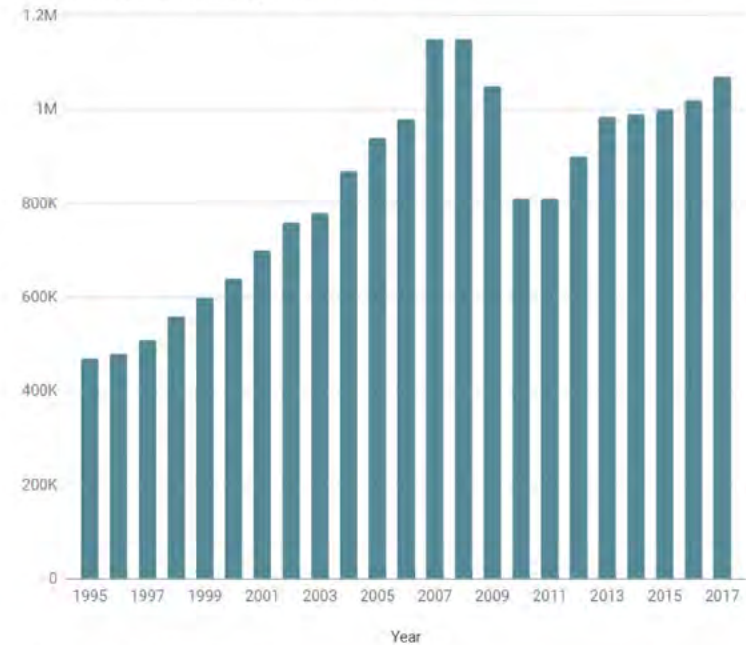
How was the 2017 KPB tourism season?

Sales tax data is still pending, but most reports point in a positive direction.

- Cruise lines likely had a record breaking year of nearly 1.1million passengers, with 75 ship visits on the Kenai (Homer and Seward)
- Other border crossings were slightly up for June and July (Bus, Train, Pedestrian, and Passenger Vehicles)

Port	Measure	2016				2017			
		April	May	June	July	April	May	June	July
Alcan. AK	Bus Passengers	15	74	1,225	1,217	12	133	1,174	1,490
	Buses	12	10	60	60	1	8	54	65
	Pedestrians	5	352	37	139	2	275	30	65
	Personal Vehicle Passengers	5,973	13,057	27,399	25,215	5,777	12,684	25,010	25,589
	Personal Vehicles	2,961	6,041	10,927	10,473	2,777	6,130	10,991	10,722
	Train Passengers	0	0	0	0				
Dalton Cache, AK	Bus Passengers	0	136	120	125		140	285	304
	Buses	0	6	7	6		5	9	12
	Pedestrians	0	0	27	279			2	4
	Personal Vehicle Passengers	1,715	3,759	6,008	7,772	2,209	3,781	5,389	7,836
	Personal Vehicles	1,113	1,994	3,093	3,655	1,388	1,676	2,465	3,362
	Train Passengers	0	0	0	0				
Ketchikan, AK	Bus Passengers	0	18	69	32			50	
	Buses	0	1	4	1			5	
	Pedestrians	29	88	201	340	21	147	357	245
	Personal Vehicle Passengers	485	638	1,040	968	383	754	1,090	815
	Personal Vehicles	300	308	543	462	229	419	592	399
	Train Passengers	0	0	0	0				
Skagway, AK	Bus Passengers	250	26,623	43,950	41,804	166	26,024	43,193	44,850
	Buses	33	1,726	2,879	2,883	45	1,990	2,716	2,840
	Pedestrians	3	76	78	73	15	57	57	54
	Personal Vehicle Passengers	4,189	13,410	18,801	23,359	4,978	12,596	19,624	23,034
	Personal Vehicles	2,020	6,433	9,007	10,473	2,346	6,544	9,987	11,026
	Train Passengers	7	11,959	21,748	22,728		10,768	23,081	23,437

Number of Alaska passengers rebounds



Source: Cruise Lines Agencies of Alaska

*2017 number estimated.



KENAI PENINSULA TOURISM MARKETING COUNCIL

2018 Official Kenai Peninsula Discovery Guide





2018 Alaska's Playground Discovery Guide

REGIONAL ACTIVITIES

EASTERN PENINSULA

Eastern Peninsula towns of Hope, Moore Pass, Seward and Cooper Landing enjoy year round adventures. The Kenai Mountains, which make up the spine of the Peninsula, are intersected by two highways and numerous trails for hiking and biking. Wildlife and glacier cruises are not strictly summertime affairs. Several companies ferry passengers to Kenai Fjords National Park sites all through the winter. Flightseeing can occur any time the skies are clear, winter's beautiful, frozen landscape is even more breathtaking from the air. The Alaska SeaLife Center is likewise a 12-month destination, educating all who pass through about the amazing biology of Alaska's seas. For adventure seekers Turnagain Pass is the Kenai's gateway and an ideal spot for Nordic skiing, snowshoeing, snow machine and snow tubing. Snowshoes or backcountry skis can open the door to beautiful winter landscapes. In Seward you can visit a kennel and training camp for a famous little of Racing Team. March on scenic trails to a glacier and see The Kenai in a way few get the opportunity to.

CENTRAL PENINSULA

The Central Peninsula includes the towns of Sterling, Soldotna, Kenai and Nikiski. As the snow starts to fly and the colorful landscape blues towards white, excitement for the winter sports fan starts to rise. Only minutes from the snowmaking playgrounds of the Caribou Hills and Gray Cliffs, the Central Peninsula is the perfect staging area for any snowmobile. Cross country skiers will find over a hundred miles of groomed and accessible trails including the longest Telemark ski trails in Soldotna. For fishing enthusiasts, try your luck on fishing in a nearby lakes abundant with trout. After your outdoor adventures, be sure to warm up in the Kenai Visitors & Cultural Center, in the city of Kenai. Glimpse the history of the Native Alaskan culture, the Russian era and the oil industry. In Soldotna don't miss the Soldotna Visitor Center with the world record king salmon on display, or the Kenai National Wildlife Refuge headquarters. All three centers feature extensive wildlife displays, videos and educational services.

SOUTHERN PENINSULA

As you continue down the Sterling highway to the Southern Peninsula, you will be charmed by the communities of Nikiski, Anchor Point, Homer and with whom they share Kachemak Bay, Soldotna. The unique biodiversity of Kachemak Bay can be explored any time of year, just be sure to dress warm for the lower water temperatures. The fishing that draws so many in the summer hardly ceases with the decrease in daylight. Winter king salmon fishing is so strong that it has spawned its own tournament in the middle of March, put on by the Homer Chamber of Commerce and Visitor Center. The Southern Peninsula is also home to many of Alaska's finest artists, galleries and museums, take a gallery stroll to escape the cold. Also, be sure to visit the Alaska Islands & Ocean Visitor Center, a state of the art interpretive, educational, and research facility. Before heading out of town, don't miss the Pratt Museum with exhibits on art, natural history, ethnic cultures, homesteading, fishing, marine ecology and the Exxon Valdez oil spill.



Snowmachine © 2017 Joe Stroh/AlaskaStock.com



Lodge © 2017 Scott Dickerson/AlaskaStock.com

UP TO SNOW GOOD

© 2017 Dwayne Piesche/Anwar Street Photo

WINTER PLAYGROUND

The Kenai's proximity to Anchorage has always made it a top choice for urban Alaskans to play in the winter, but it's time to let the secret out to visitors from afar. The winter season offers something special and unique. You can enjoy the Peninsula's winter wonderland from one of our many hotels, cozy cabins or bed and breakfast that cater to year round visitors.

OUT AND ABOUT WINTER

JANUARY 27 - KASLOVE TUSTUMENA 200

The Tustumena 200 sled dog race is a dog sled race on the Kenai Peninsula covering 200 miles.

JANUARY 27 - SENMO POLAR BEAR JUMP

The Seward Polar Bear Jump will take place on January 27, 2018 at 12:30 PM at the Seward East Harbor.

FEBRUARY 10 - HOMER WINTER CARNIVAL

Homer's 64th Annual Winter Carnival and Parade will be held on February 10, 2018 at 12:00 PM.

FEBRUARY 17 - SOLDOTNA FROZEN RIVER FEST

Soldotna's 4th Annual Frozen River Fest on February 17, 2018 from 4:00 PM - 8:00 PM at Soldotna Creek Park.

FLIP THE PAGE for a HELPFUL GUIDE to

THE KENAI'S COMMUNITIES



2018 Membership Update

2018 Membership Campaign Overview: \$232,932.80

Membership:	\$51,075.00
Guide Sales:	\$142,057.80 (after discounts)
Web Sales:	\$39,800.00 (after discounts)

2017 Membership Campaign Overview: \$245,426.00

Membership:	\$53,550.00
Guide Sales:	\$157,476.00 (after discounts)
Web Sales:	\$34,400.00 (after discounts)

2016 Membership Campaign Overview: \$198,685.75

Membership:	\$36,600.00
Guide Sales:	\$143,985.75
Web Sales:	\$18,100.00



WELCOME TO THE KENAI - ALASKA'S PLAYGROUND!

Here you will discover what Alaskans already know, **THE KENAI** is not behind safety glass, or a deck rail. Your face feels the cold wind on the train and your heart pounds with the strike of a monster fish. Your adrenaline rushes at the sight of a bear, and your skin chills as you step on a glacier. With over **16,000 SQUARE MILES** of extraordinary adventure and excitement to choose from, discover why "**THE KENAI**" is known as **ALASKA'S PLAYGROUND**.

CALL TOLL FREE: (800) 535-3624



ALASKA'S PLAYGROUND

KENAIPENINSULA.ORG/NWTRAVE



Print Ads

- Northwest Travel
- Am Haken (German Magazine)
- Alaska's Best Map
- Facebook

UP TO SNOW GOOD!

COME SEE WHY
**THE KENAI
ALASKA'S
PLAYGROUND
IS FUN YEAR ROUND!**





Social Media

Our Communications Manager has maximized our social media presence.





KENAI PENINSULA TOURISM MARKETING COUNCIL

Post Details



The Kenai, Alaska's Playground

Published by Jhasmine Nicely [?] · July 11 · 🌐

#TheKenai, #AlaskasPlayground.

PC: Charlesekentli



🌱 **Get More Likes, Comments and Shares**
Boost this post for \$20 to reach up to 3,000 people.

28,082 people reached

[Boost Post](#)

👍❤️😮 1K

29 Comments 280 Shares

👍 Like 💬 Comment ➦ Share

Performance for Your Post

28,082 People Reached

2,352 Reactions, Comments & Shares

1,652 👍 Like	904 On Post	748 On Shares
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234 ❤️ Love	117 On Post	117 On Shares
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4 😂 Haha	2 On Post	2 On Shares
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46 😮 Wow	21 On Post	25 On Shares
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137 Comments	34 On Post	103 On Shares
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284 Shares	280 On Post	4 On Shares
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1,081 Post Clicks

331 Photo Views	0 Link Clicks	750 Other Clicks
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NEGATIVE FEEDBACK

33 Hide Post **3** Hide All Posts

0 Report as Spam **0** Unlike Page

Reported stats may be delayed from what appears on posts



Post Details



The Kenai, Alaska's Playground

Published by Jhasmine Nicely (?) · June 17 · 🌐

Just a normal day at the Ted Stevens Anchorage International Airport during the summer 😊

PC: The Alaska Life



🟢 **Get More Likes, Comments and Shares**
Boost this post for \$20 to reach up to 3,000 people.

135,643 people reached

[Boost Post](#)

Performance for Your Post

135,643 People Reached

4,118 Reactions, Comments & Shares

2,423 Like	1,182 On Post	1,241 On Shares
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139 Love	80 On Post	59 On Shares
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730 Haha	282 On Post	448 On Shares
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9 Wow	4 On Post	5 On Shares
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1 Sad	1 On Post	0 On Shares
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1 Angry	0 On Post	1 On Shares
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283 Comments	103 On Post	180 On Shares
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536 Shares	521 On Post	15 On Shares
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6,175 Post Clicks

3,656 Photo Views	2 Link Clicks	2,517 Other Clicks
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NEGATIVE FEEDBACK

46 Hide Post	15 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts



KENAI PENINSULA TOURISM MARKETING COUNCIL

ADDITIONAL MARKETING PROGRAM SALES





KPTMC MEMBER PROGRAMS:

- **Online Media Services**
- **Web Banners**
- **Enhanced Listings**
- **Online Packages**
- **Travel Show Co-Op**
- **Tok Kiosk**
- **Passport Coupons**



2017 MARKETING PROGRAMS



- **EXPANDED ONLINE MEDIA SERVICES**
- **WEB BANNERS & ENHANCED LISTINGS**
- **ONLINE PACKAGES**
- **CONSUMER TRAVEL SHOW CO-OP**
- **TOK KIOSK BROCHURE DISTRIBUTION**
- **PASSPORT COUPONS**

Kenai Peninsula Tourism
Marketing Council
phone (907) 262-5229
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Keith@kenaipeninsula.org
35571 Kenai Spur Hwy.
Soldotna, Alaska 99669
www.kenaipeninsula.org





CONSUMER SHOWS:

- **Adventure Travel Show, Los Angeles, California**
- **Great Alaska Sportsman Show**
- **Kenai Peninsula Sport Rec. and Trade Show**
- **NACTA Trade Show**





TASTE OF THE KENAI:

- March 24, 2018



Taste of the Kenai





KENAI PENINSULA TOURISM MARKETING COUNCIL



Official Travel Site of the [Kenai Peninsula Borough](#)


- [ABOUT THE KENAI](#)
- [THINGS TO DO](#)
- [PLACES TO STAY](#)
- [EVENTS](#)
- [PLANNING TOOLS](#)

[MEMBERS](#) [TRAVEL MEDIA](#) [CONTACT US](#)



WELCOME TO THE KENAI - ALASKA'S PLAYGROUND

[LEARN MORE](#)

GET THE **OFFICIAL GUIDE** TO THE **KENAI PENINSULA** 



KENAI PENINSULA.ORG



Ongoing Website Updates

Suggested Downloadable Itineraries
Themed and variety of lengths

What the Experts Say
Lonely Planet
Fodor's Travel
Budget Travel
Cruise Critic
AARP
Wikitravel

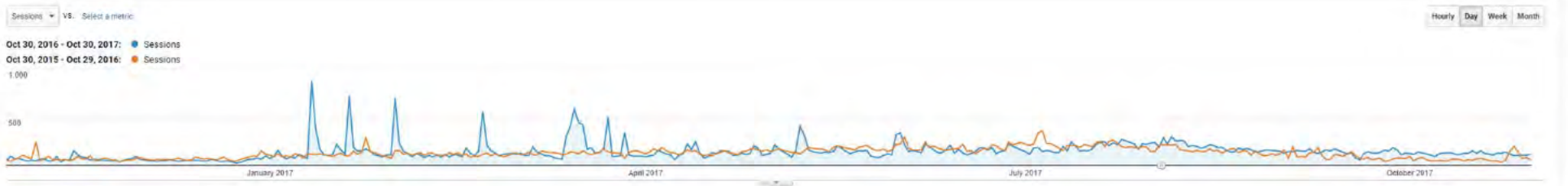
Specific Landing Pages





GOOGLE ANALYTICS – KENAIPENINSULA.ORG

October 30, 2016-October 20, 2017 (Over same period 2016)



Metric	Change (%)	Comparison
Sessions	13.13%	53,191 vs 47,017
Users	11.58%	42,168 vs 37,793
Pageviews	6.83%	147,213 vs 137,807
Pages / Session	-5.57%	2.77 vs 2.93
Avg. Session Duration	48.03%	00:04:19 vs 00:02:55
Bounce Rate	9.22%	55.15% vs 50.50%
% New Sessions	-0.83%	78.99% vs 79.64%



KPTMC TEAM

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





KPTMC BOARD OF DIRECTORS

EASTERN PENINSULA

- **Cindy Clock – Vice President**
 - Seward Chamber of Commerce
- **Danny Seavey**
 - Seavey's Iditaride
- **George Heim – Treasurer**
 - Alaska River Adventures





KPTMC BOARD OF DIRECTORS

SOUTHERN PENINSULA

- **Debbie Speakman**
 - Homer Chamber of Commerce
- **Laurel Hilts**
 - Seldovia Village Tribe
- **Mike Warburton**
 - Ocean Shores





KPTMC BOARD OF DIRECTORS

BOROUGH WIDE

- **Dale Bagley**
 - Kenai Peninsula Borough
- **Travis Taylor**
 - Premier Alaska Tours

KENAI PENINSULA TOURISM MARKETING COUNCIL





KPTMC BOARD OF DIRECTORS

CENTRAL PENINSULA

- **Johna Beech - President**
 - Kenai Chamber of Commerce & Visitor Center
- **Shanon Davis**
 - Soldotna Chamber of Commerce
- **Bill Sadler**
 - Soldotna B&B Lodge
- **Eric Dahlman**
 - Retail
- **Michelle Graves**
 - Jack White Real Estate

KENAI PENINSULA TOURISM MARKETING COUNCIL





**THANK YOU!
QUESTIONS?**