



**KENAI PENINSULA
TOURISM MARKETING
COUNCIL**

**FY17 1ST QUARTER
KPB STATUS REPORT**



LET'S TAKE A LOOK:

- **2016 Situation Analysis**
- **2016 Membership Campaign & Discovery Guide Sales**
- **Adventure World Travel Summit**
- **Alaska Travel Industry Association**
- **Social Media**
- **NEW Website Launch**





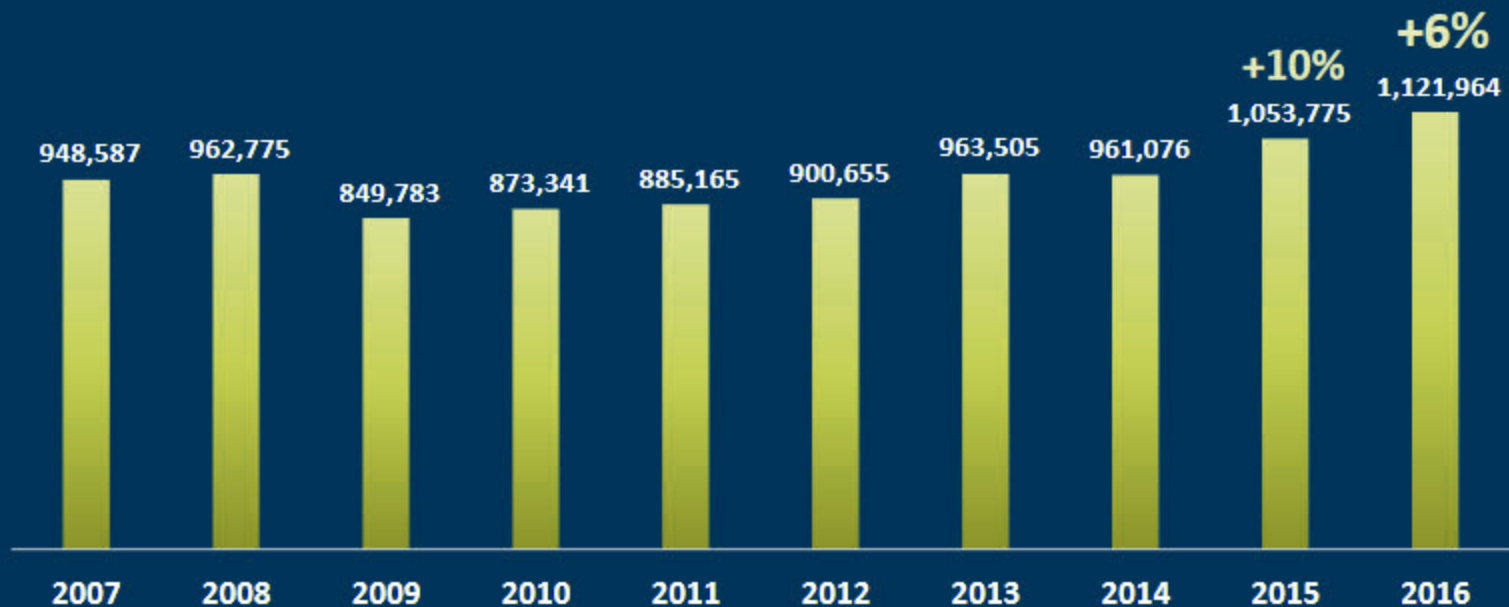
KENAI PENINSULA TOURISM MARKETING COUNCIL

**2016
SITUATION
ANAYSIS**





Outbound Domestic Air Passengers (May-Aug)



Sources: Alaska DOTPF, Juneau Airport, Ketchikan Airport, Alaska Airlines, Delta Air.



CA-AK Border Traffic (private vehicle occ; May-Aug)

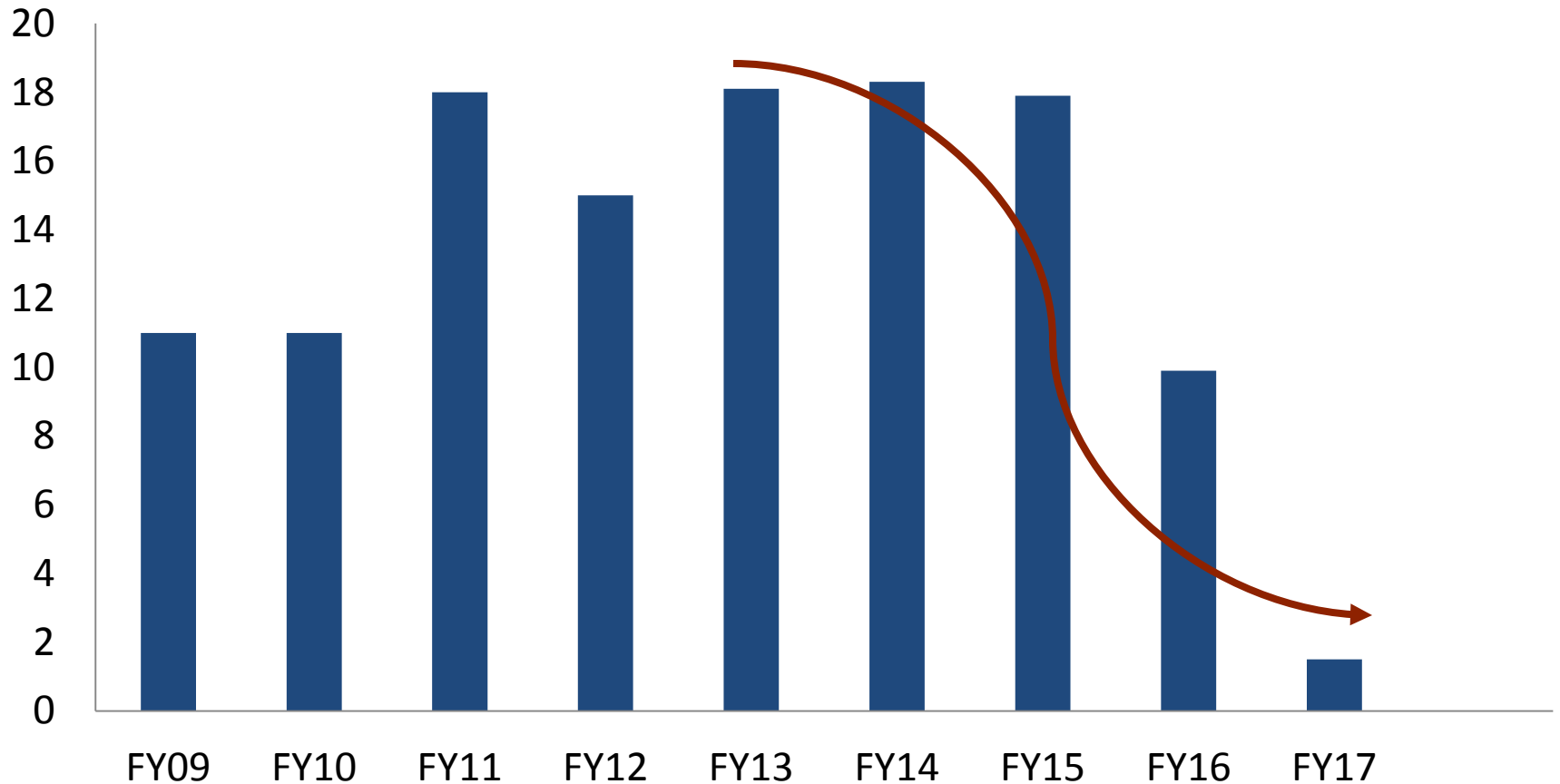


Source: US Customs and Border Protection; Yukon Dept of Culture



Alaska Tourism Marketing Budget levels 2009-2017

\$ millions





Tourism Improvement District

- A TID assessment is NOT a tax: industry self assessment authorized by state law
- Industry can vote to stop assessment
- Assesses businesses with revenue coming from travel and tourism business
- Assessments CAN be passed on to some or all of visitors / customers
- Allows for regional or local TIDs



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2017 KPTMC MEMBERSHIP & DISCOVERY GUIDE





2017 KPTMC

Membership To Date:

- **286 (413 Listings)**

2017 Membership Revenue Overview:

- **2017: \$53,550**
- **2016: \$36,600**

\$17,000 New Revenue

Kenai Peninsula Tourism Marketing Council



2017 MEMBERSHIP FORMS AND ADVERTISING PACKET

Official Kenai Peninsula
Vacation Planner and Website:
www.kenaipeninsula.org

"Diamond M Ranch Resort has had the pleasure of working with KPTMC for the past 10 years. They work hard to promote the Kenai Peninsula as the best destination in Alaska, and their marketing expertise provides advertising opportunities that would not otherwise be available to small business owners.

We are grateful for our partnership with KPTMC and look forward to working together for continued growth."

Blair & Ronna Martin, Owners
Diamond M Ranch Resort



The Kenai Peninsula Tourism Marketing Council is endorsed by the Kenai Peninsula Borough





2017 Discovery Guide Revenue:

- **2017: \$157,476**
- **2016: \$143,985**

\$13,500 New Revenue





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ADVENTURE TRAVEL WORLD SUMMIT



ADVENTURE TRAVEL
WORLD SUMMIT

ALASKA

ANCHORAGE · SEPTEMBER 19-22 · 2016

📅 Sep 19-22, 2016

📍 Anchorage, Alaska

🐦 #atws2016

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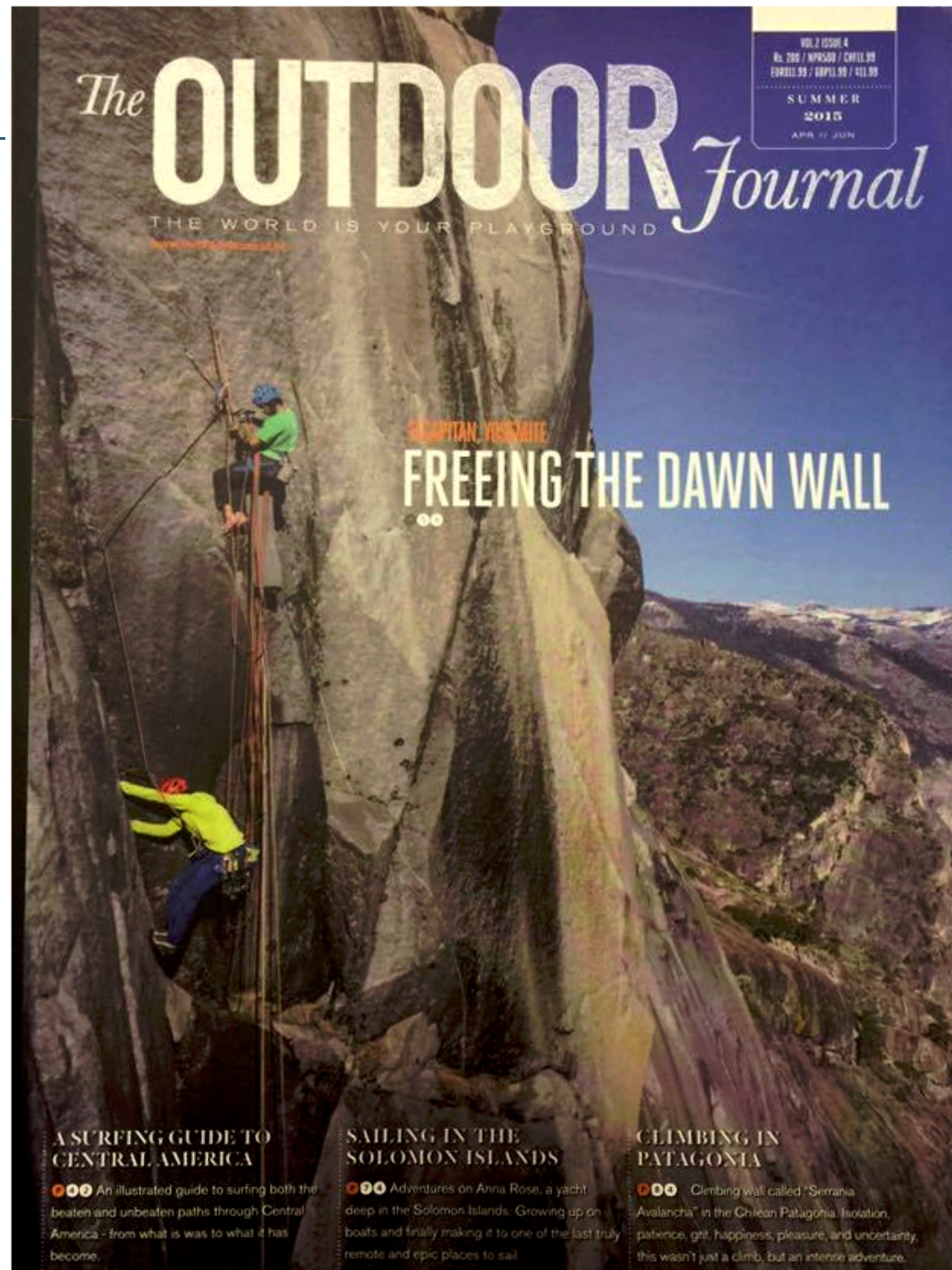
DAY OF ADVENTURE – MONDAY, SEPTEMBER 19TH

Visit Anchorage is extending a warm welcome to all 2016 ATWS delegates to explore Anchorage and the surrounding Southcentral Alaska area on a Day of Adventure. Each Day of Adventure is free of charge for all registered Summit delegates and includes



FAM Participants:

- Kelly Mwila, CEO - Alaska to Africa Travel, LLC
- Mary Stein and Stephanie Lee, both with Host Agency Review, Travel Trade
- Madhuri Chowdhury and Himraj Soin, both with The Outdoor Journal/USA and India





Day of Adventures:

- **DOA #1 - Cook Inlet Bear Viewing** – This group of 7 is flew over to Bear Mountain Lodge in Chinitna Bay for a day of late season bear viewing.
- **DOA #2 - Six Mile Creek Rafting** – This group of 8 went with Chugach Outdoor Center for the ride of their life on Six Mile Creek!
- **DOA #3 - Silver Salmon Fishing** – This group of 4 flew down to Kenai for Silver Fishing on the Kenai River.





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**ALASKA TRAVEL
INDUSTRY ASSOCIATION
CONVENTION**





WELCOME TO THE KENAI

PROUD SPONSORS OF ATIA'S 2016 COMMUNITY NIGHT:



Breeze Inn
SEWARD ALASKA



Center for Alaskan
Coastal Studies
Homer, Alaska



Soldotna
Alaska's Kenai River City

Seward.com
Alaska Starts Here.





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FLAT TIRE IN ALASKA

SOCIAL MEDIA





Facebook:

- 49,309 Fans
- Reach of 2,288,205
- Post engagement of 28,281

Blog:

- 8 Blogs & 2 Visitor Newsletters to over 7000 subscribers



The Kenai, Alaska's Playground

Published by Jhasmine Lamb [?] · October 22 at 5:00pm · 🌐

Can you squeeze any more #AlaskaStyle into this photo?! A glacier, fireweed, Alaskan dogs! Wohw!

PC: Banan Tarr Photography



9,345 people reached

Boost Post

👍 Like

💬 Comment

➦ Share



👍❤️😄 Charlie Brown, Diane Cox Bingham and 493 others

Top Comments *

61 shares



Write a comment...



Don Burton That's one of the coolest pics I've seen in a long time... Big Love to AK!





KENAI PENINSULA TOURISM MARKETING COUNCIL

WEBSITE





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

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[PLACES TO STAY](#)

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WELCOME TO THE KENAI - ALASKA'S PLAYGROUND

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www.KenaiPeninsula.org



GOOGLE ANALYTICS – KENAI PENINSULA.ORG

August 30th – October 13th, 2016

Sessions

1.04%

3,892 vs 3,852



Users

-10.15%

2,886 vs 3,212



Pageviews

29.99%

14,081 vs 10,832



Pages / Session

28.66%

3.62 vs 2.81



Avg. Session Duration

68.79%

00:05:01 vs 00:02:58



Bounce Rate

-6.91%

48.82% vs 52.44%

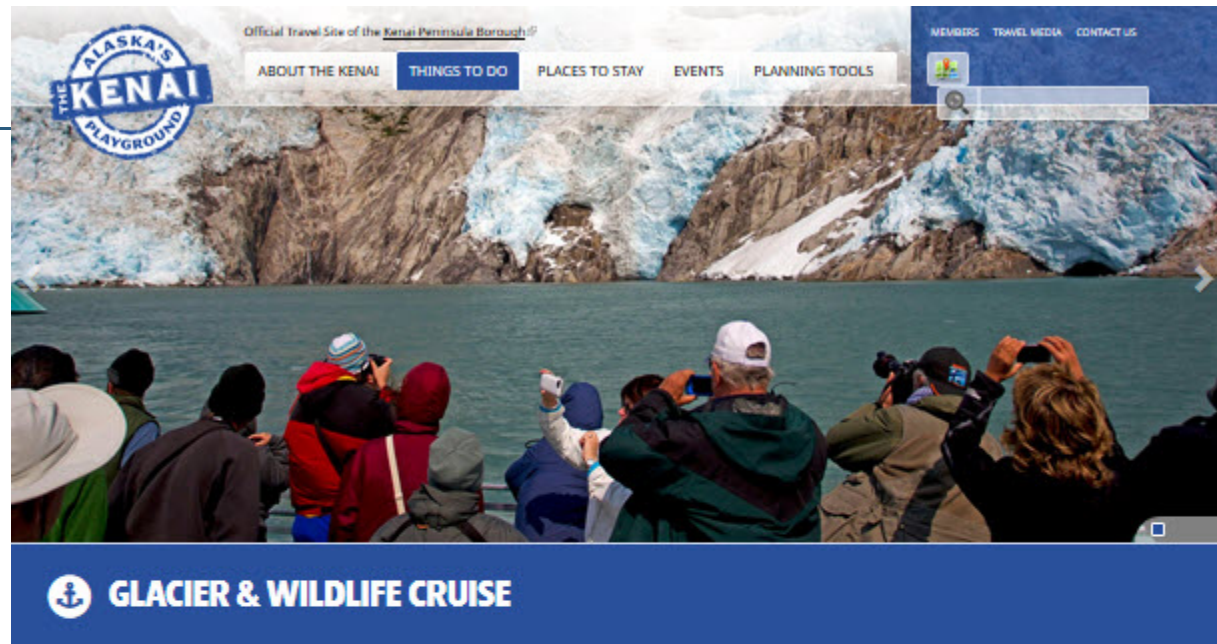




2017 Website Revenue:

- **2017: \$34,000**
- **2016: \$18,100**

\$15,900 New Revenue



Day cruises have long been a popular attraction for visitors to Alaska and The Kenai offers some of the best opportunities for enjoying these natural wonders up close and personal. The town of Seward is the launching point for a number of different glacier trips ranging from a short tour around Resurrection Bay to an all-day excursion into Aialik Bay or Northwestern Fjord. Homer, Alaska offers a number of wildlife cruises in Kachemak Bay State Park. Most cruises depart before noon but dinner cruises are often available. Remember that while you are enjoying glacial views from the comfort of the boat cabin, the closer you get to the glaciers the more the temperature drops, so dress in warm layers.



MAJOR MARINE TOURS

Community: Seward

Cruise with a park ranger into Kenai Fjords National Park to see abundant wildlife and glaciers. Reserve seating and all-weather gear.



KENAI FJORDS TOURS

Community: Seward

Alaska's #1 Wildlife & Glacier Cruise! We offer more itineraries taking you deep into Kenai Fjords National Park including scenic views of glaciers and wildlife.



ALASKA COASTAL MARINE TOURS

Community: Homer

Explore the beauty of Kachemak Bay and the Fjords of Sadie Cove and Tutka Bay with 3 hours to enjoy the beauty of small coastal towns and glaciers.



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Thank You!