



# ALASKA'S THE KENAI PLAYGROUND

**KENAI PENINSULA  
TOURISM MARKETING  
COUNCIL**

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**FY17 2ND & 3RD QUARTER  
KPB STATUS REPORT**





## **LET'S TAKE A LOOK:**

- **2016 KPB Tourism Update**
- **KPTMC Board and Staff Development**
- **Membership & Programs Update**
  - **Passport to Adventure**
- **Consumer Shows**
- **Taste of The Kenai**
- **Social Media**
- **KenaiPeninsula.org**
- **Brilliant Media**





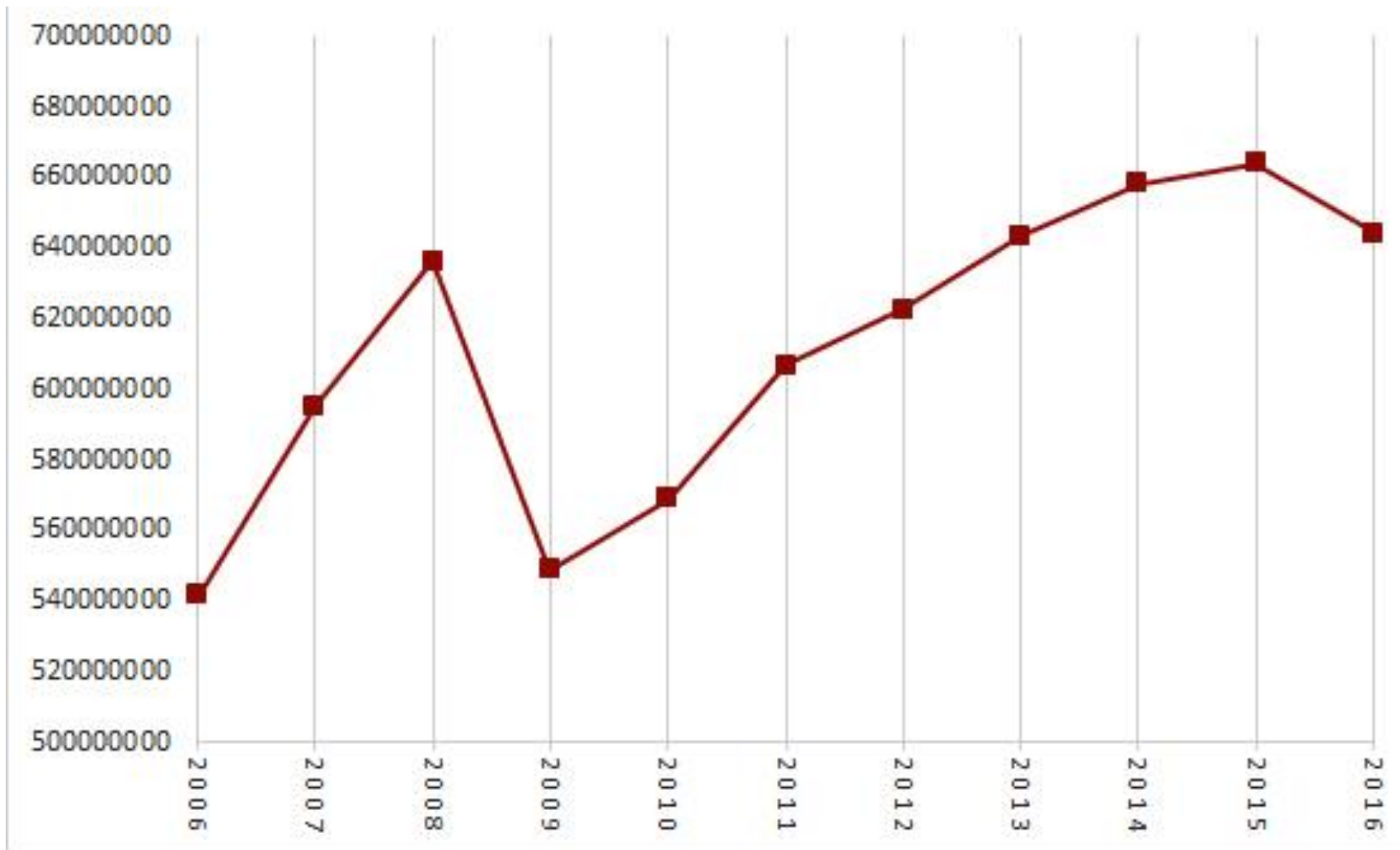
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# SITUATION ANALYSIS





## KPB 2<sup>nd</sup> and 3<sup>rd</sup> Quarter Taxable Sales 2006-2016





## Primary Tourism Taxable Sales

- Sightseeing Tours By Water and Fishing Charters
- Land Tours
- Car Rentals
- Travel Agencies
- Tour Operators
- Restaurants
- Accommodations
  - Hotels
  - Bed and Breakfasts
  - RV Parks





**KPB 2<sup>nd</sup> and 3<sup>rd</sup> Primary Tourism Sales 2016**

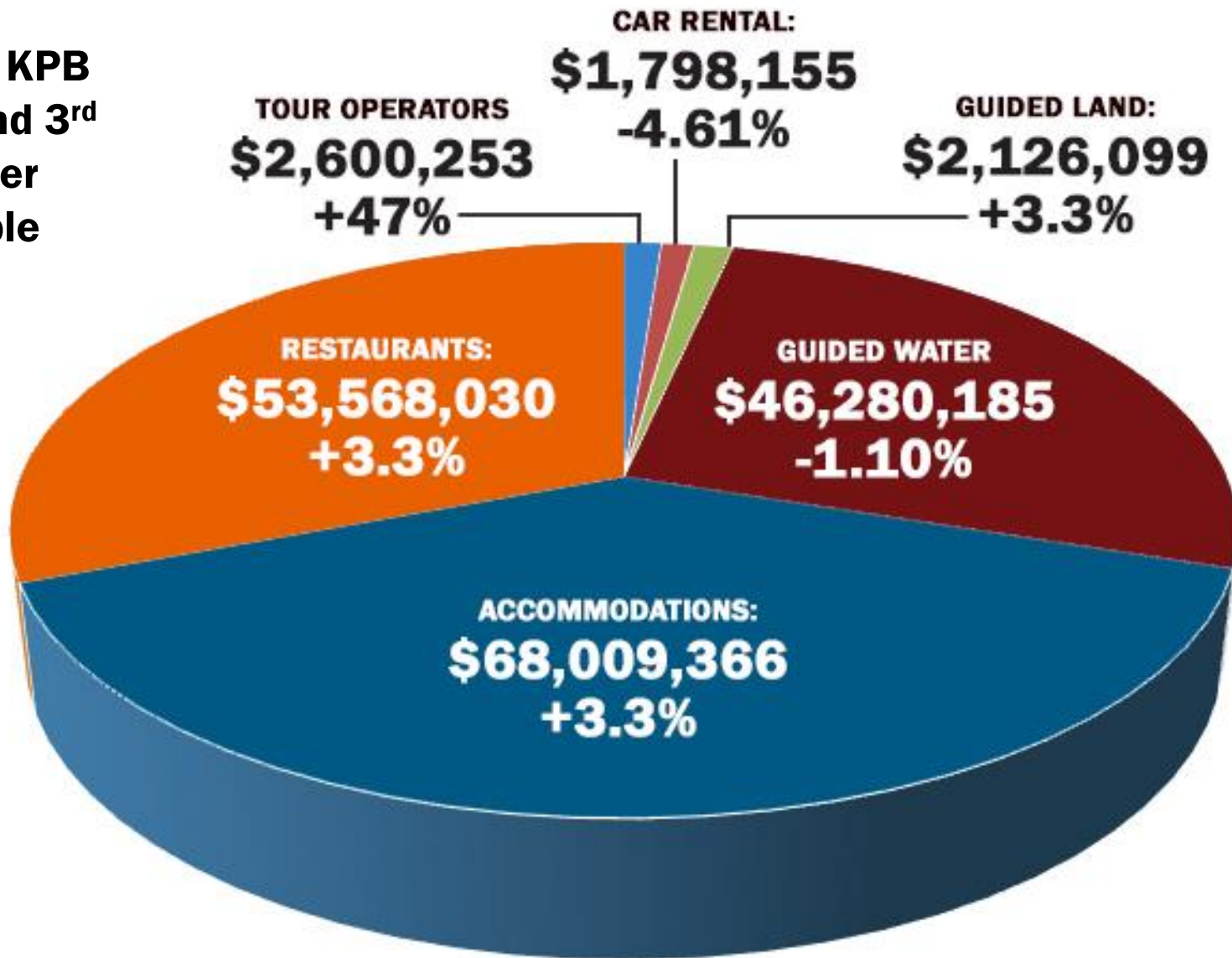
**\$175 Million**

**1.7% Increase over 2015**



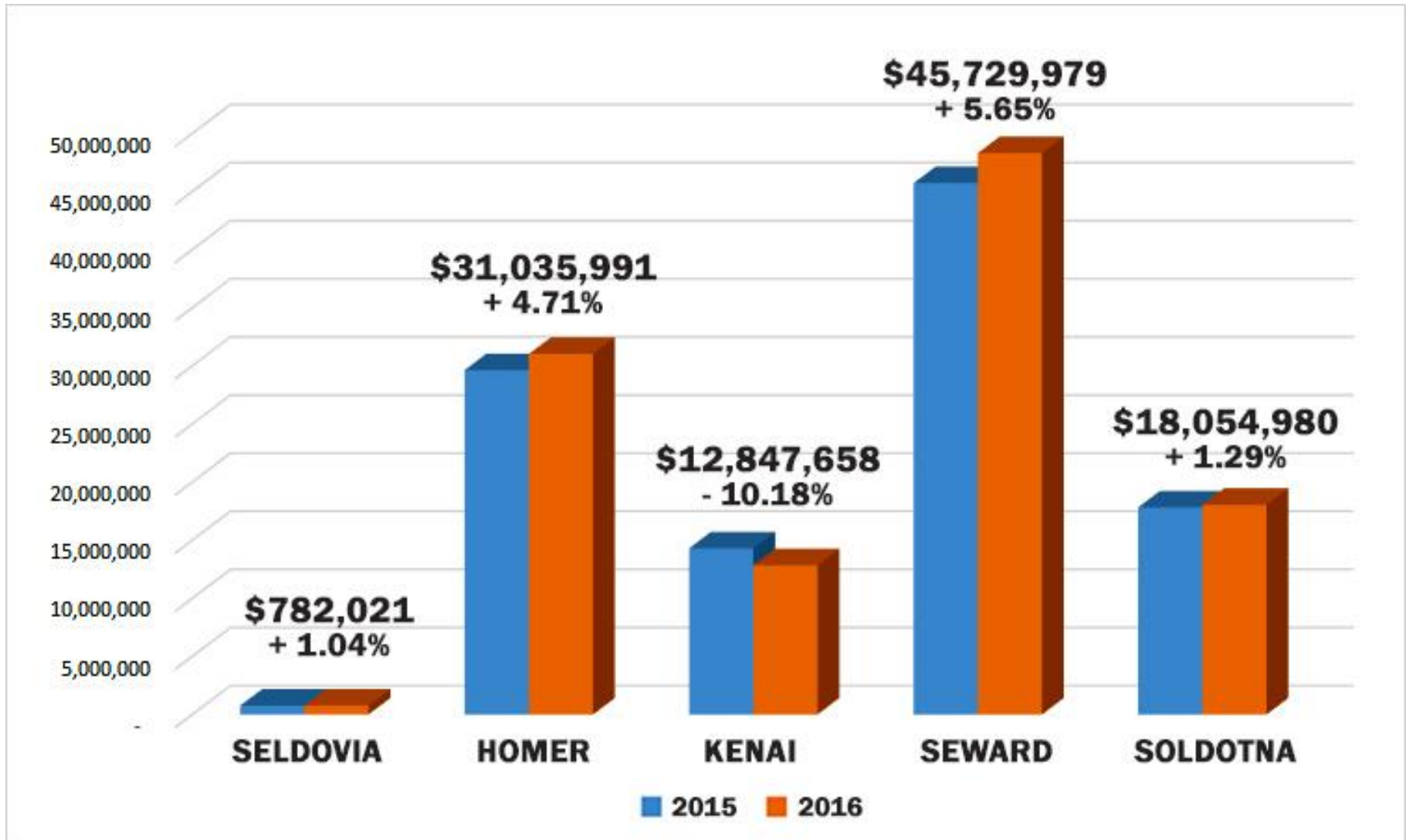


**2016 KP  
2<sup>nd</sup> and 3<sup>rd</sup>  
Quarter  
Taxable  
Sales**





## KPB 2<sup>nd</sup> and 3<sup>rd</sup> Primary Tourism Sales 2016







**Primary Tourism Sales Brought in over**

**\$5 Million**

**in Sales Tax to the KPB in 2016**

- **Primary Tourism Taxable Sales Increased by 3 Million in 2016 over 2015 and 18 Million in 2016 over 2014 (11% Increase)**



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# 2017 BOARD AND STAFF DEVELOPMENT





## 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

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## KPTMC BOARD OF DIRECTORS

# SOUTHERN PENINSULA

- **Karen Zak**
  - 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





## KPTMC BOARD OF DIRECTORS

### CENTRAL PENINSULA

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





## KPTMC STAFF

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





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**

**REVENUE: \$25,000**



## **2017 MARKETING PROGRAMS**



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

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Marketing Council  
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www.kenaipeninsula.org





## CONSUMER SHOWS:

- **Adventure Travel Show, Long Beach, California**
- **Great Alaska Sportsman Show**
- **Mat-Su Outdoorsman Show**
- **Fairbanks Outdoors Show**
- **Kenai Peninsula Sport Rec. and Trade Show**





## TASTE OF THE KENAI:

- 27 Vendors
- 350 Tickets Sold
- Over 30 Volunteers

**REVENUE: \$35,000**



# Taste of the Kenai





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# WILDLIFE VIEWING



# ALASKA STYLE



## Facebook:

- 56,346 Fans – ↑ 7,037
- Reach of 1,275,439
- Post engagement of 66,230

## Blog:

- 11 Blogs & 5 Visitor Newsletters to over 9000 subscribers



The Kenai, Alaska's Playground in Hope, Alaska.

Published by Jhasmine Nicely [?] · April 29 at 3:00pm · 🌐

You can't disagree with #Alaska's beauty ❤️

PC: Taylla (Instagram @tayllamarie)



7,421 people reached

Boost Post



Like



Comment



Share



Eagle River Expediting, Milton Meyer and 302 others

Top Comments ▾

53 shares



Write a comment...



**Kathleen Thornell Bowings** This is absolutely beautiful! Confirms our decision to stay 3 months last summer in AK....such a beautiful state!

Like · Reply · Message · Yesterday at 6:51am



**Debbie Granger Langston** Hope to visit next year! Beautiful

Like · Reply · Message · April 29 at 5:46pm

View 3 more comments



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



# GOOGLE ANALYTICS – KENAI PENINSULA.ORG

January 1<sup>st</sup> – March 30<sup>th</sup>, 2017 (Over same period 2016)

## Sessions

**42.25%**

15,694 vs 11,033



## Users

**42.46%**

12,984 vs 9,114



## Pageviews

**18.26%**

42,232 vs 35,711



## Avg. Session Duration

**-12.10%**

00:02:48 vs 00:03:11



## Bounce Rate

**25.71%**

57.65% vs 45.86%

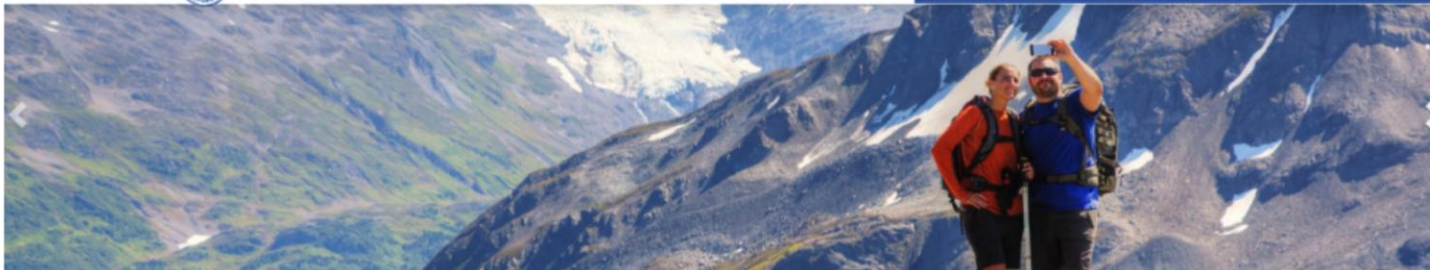


## % New Sessions

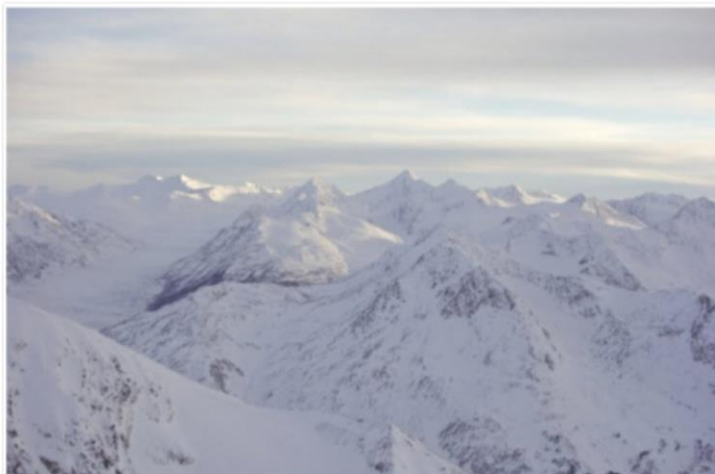
**1.81%**

81.61% vs 80.16%





## #THEKENAI BLOG



### VISIT THE GRANDIOSE TURNAGAIN PASS TO FALL IN LOVE WITH WINTER WONDERLAND ON THE KENAI

POSTED ON: WEDNESDAY, APRIL 19, 2017

TAGS: [ATTRACTIONS AND ACTIVITIES](#) [THE KENAI LIFESTYLE](#) [TRANSPORTATION](#) [TRAVEL TIPS AND PLANNING](#) [WILDLIFE](#)

Credit: Skimo Life This designated recreation area in the 6,908,540 acre Chugach National Forest is one of the Kenai Peninsula's most prized outdoor winter destination spots. The unlimited

#### ▼ CATEGORIES

Accommodations	8
Admin Post	0
Attractions and Activities	5
Fine Arts and Crafts	5
Fine Dining	4
Fishing	7
Food and Drink	4
Recipes	3
Shopping	2
The Kenai Lifestyle	10
To-Be Categorized	0
Transportation	8
Travel Tips and Planning	10
Wildlife	10

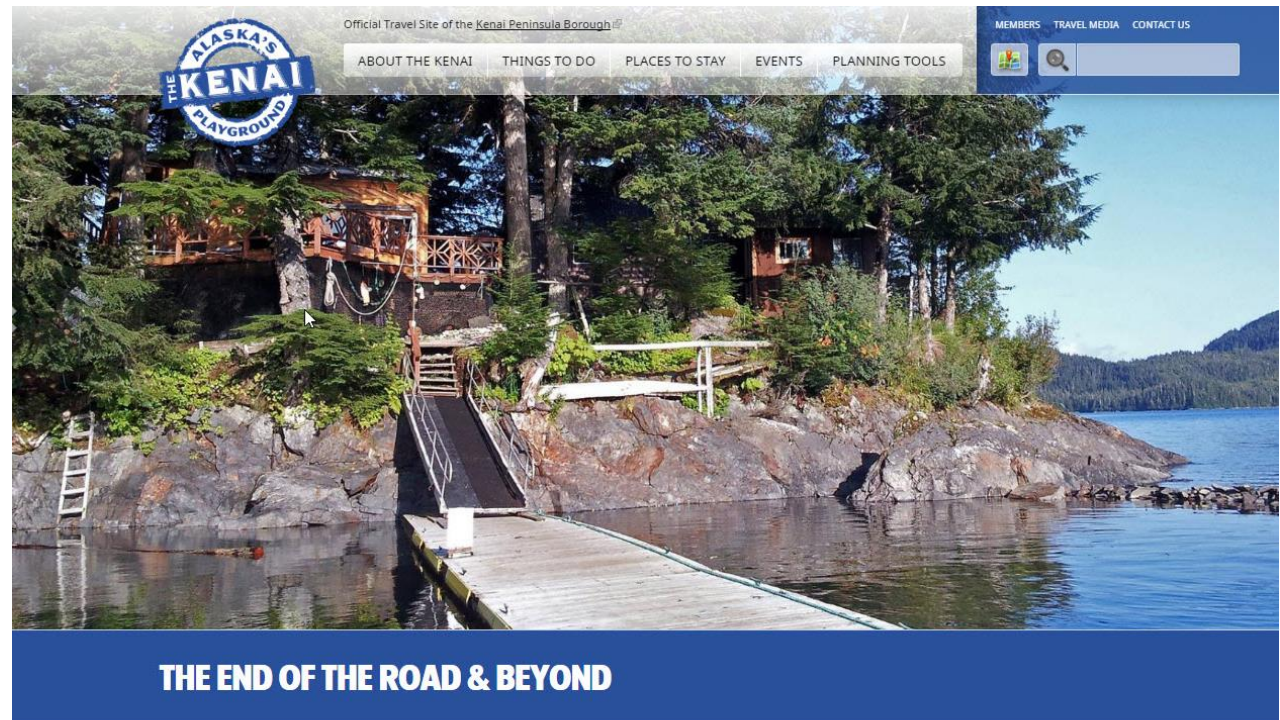
#### ARCHIVED





## ITINERARIES:

- Ultimate Adventure
- Bites & Brews
- End of the Road and Beyond
- Places Your Friends Have Never Been
- Accessible Wilderness Adventures
- Backcountry Lodges & Resorts
- Glacier Viewing
- History & Museums
- Ultimate RV'ing



### THE END OF THE ROAD & BEYOND

#### The End Of The Road & Beyond

*12 Nights, 13 Days Exploring The Kenai's Utterly Peaceful Remote Coastal Staycations*

Anchorage – Whittier – Seward – Homer – Halibut Cove – Seldovia

**DAY ONE:** Anchorage

Arrive in Anchorage, Alaska's largest city and the launching point for your Kenai Peninsula *End of the Road & Beyond* remote coastal adventure. Pick up a rental vehicle from [Innoko Rentals, LLC](#) or [ABC Motorhome Rentals](#).

Optional Activities:

- Learn about Alaska's profound history, traditions and culture at the Anchorage Museum or the Alaska Native Heritage Center
- Visit the Oscar Anderson House Museum or the Alaska Aviation Heritage Museum
- Explore nature and wildlife at the Alaska Zoo or the Alaska Botanical Garden
- Get above it all with a picturesque panoramic view over the city at Flattop Mountain

#### PDF ITINERARY

Download a PDF copy of this itinerary for personal use.

[Download](#)



## The End Of The Road & Beyond KENAI PENINSULA INTINERARY

Anchorage - Whittier - Seward  
Homer - Halibut Cove - Seldovia

12 Nights, 13 Days Exploring The Kenai's  
Perfectly Peaceful Remote Coastal Locations

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- Get above it all with a picturesque panoramic view over the city at Flattop Mountain
- Enjoy a scenic walk with fresh air and incredible views at the Tony Knowles Coastal Trail, Kincaid Park or the Delaney Park Strip
- Learn about the local culture and explore all that there is to do in the area with a visit to the local chamber

Overnight in Anchorage at any of these great hotels and motels listed [HERE](#). If you're looking for a resort lodging experience, head down to Girdwood (42 miles away) and stay at Alyeska Resort.

Yummy restaurants in Anchorage include Moose's Tooth Pub & Pizzeria, Jen's Restaurant, Table 6, Club Paris, Glacier Brewhouse, and Gwennie's Old Alaska Restaurant. If you choose to overnight in Girdwood, check out the local resort restaurants or try the Double Musky Inn, Jack Sprat, or The Bake Shop.

### DAY TWO & THREE: Whittier (61 miles) - Eshamy Bay Lodge (35 nautical miles)

#### Eshamy Bay Lodge

Depart Anchorage and head towards Whittier, where your final destination for the next two nights will be Eshamy Bay Lodge. You have the option to drive to Whittier and take a boat over to the lodge, or you can take a float plane to the lodge from Anchorage. If you decide to take





# BRILLIANT

media strategies

- Guiding Principals
- Target markets
- Building the Brand
- Strategies & Tactics



## Kenai Peninsula Tourism Marketing Council MARKETING REVIEW & RECOMMENDATIONS

January 2017





KENAI PENINSULA TOURISM MARKETING COUNCIL



**THANK YOU!  
QUESTIONS?**