



**KENAI PENINSULA  
TOURISM MARKETING  
COUNCIL**

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**FY19 PROPOSED  
KPB TOURISM  
MARKETING BUDGET**





KENAI PENINSULA TOURISM MARKETING COUNCIL

# **Destination Promotion:** An Engine of Economic Development







- **Fortune 500 Companies spend an average of **10%** of their net revenues on marketing**





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**KPB 2<sup>nd</sup> and 3<sup>rd</sup> Primary Tourism Sales 2017**

**\$175 Million**

**1% Increase over 2016**





**Tourism Sales Brought in OVER**

**\$6 Million**

**in Sales Tax to the Kenai Peninsula Borough in 2017**

- **Primary Tourism Taxable Sales Increased by \$19 Million from 2014 to 2017 (11% Increase)**



**2013-2017 Tourism Annual Sales Brought in OVER**

**\$1 Billion**

**in Taxable Revenue to the KPB**

- **This equates to over \$30 Million generated in sales tax monies into the KPB coffers with \$1.5 Million in Borough marketing expenses, a 1886% return on investment.**





- **FY19 KPB Marketing Investment Recommendation**  
**\$340,000**
- **5.6% Re-investment Of Net KPB Tourism Sales Tax Income**
  - The KPB will see a return of a minimum of \$4.50 for every dollar invested in tourism marketing.

## **FY19 KPB TOURISM MARKETING PROPOSAL**





# 2018 KPTMC BOARD TOURISM INDUSTRY LEADERS

- **Kelly Cooper**
  - KPB Assembly
- **Johna Beech**
  - Kenai Chamber of Commerce & VC
- **Cindy Clock**
  - Seward Chamber of Commerce
- **Eric Dahlman**
  - Seavey's IdidaRide Sled Dog Tours
- **Kelly Johnson**
  - Aspen Hotels, Soldotna
- **Courtney Larsen**
  - Adventure Guru
- **Danny Seavey**
  - Seavey's IdidaRide Sled Dog Tours
- **Laurel Hilts**
  - Alaska River Adventures
- **Shanon Davis**
  - Soldotna Chamber of Commerce
- **Pamela Parker**
  - Everything Bagels
- **Travis Taylor**
  - Premier Alaska Tours
- **Mike Warburton**
  - The Ocean Shores
- **Michael Bernard**
  - Kenaitze Indian Tribe
- **Debbie Speakman**
  - Homer Chamber of Commerce





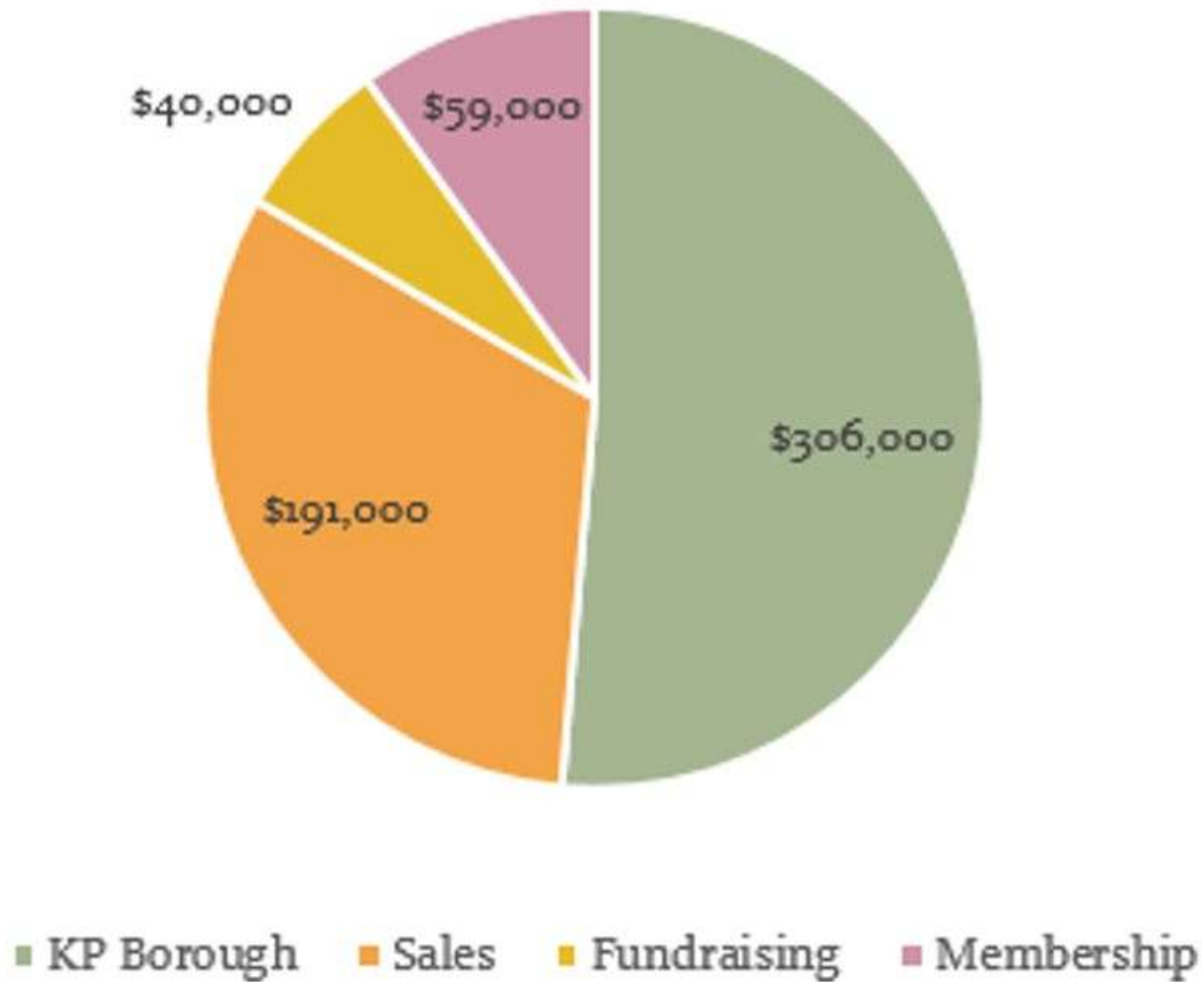
## KPTMC Marketing Team:

- Summer Lazenby, Executive Director
- Dennis Meadows, Director of Member Relations
- Kelly Martin, Bookkeeper
- Courtney Stanley, Loomis Sage Marketing
- Chris Jenness, Jenness Graphic Design





## KENAI PENINSULA TOURISM MARKETING COUNCIL

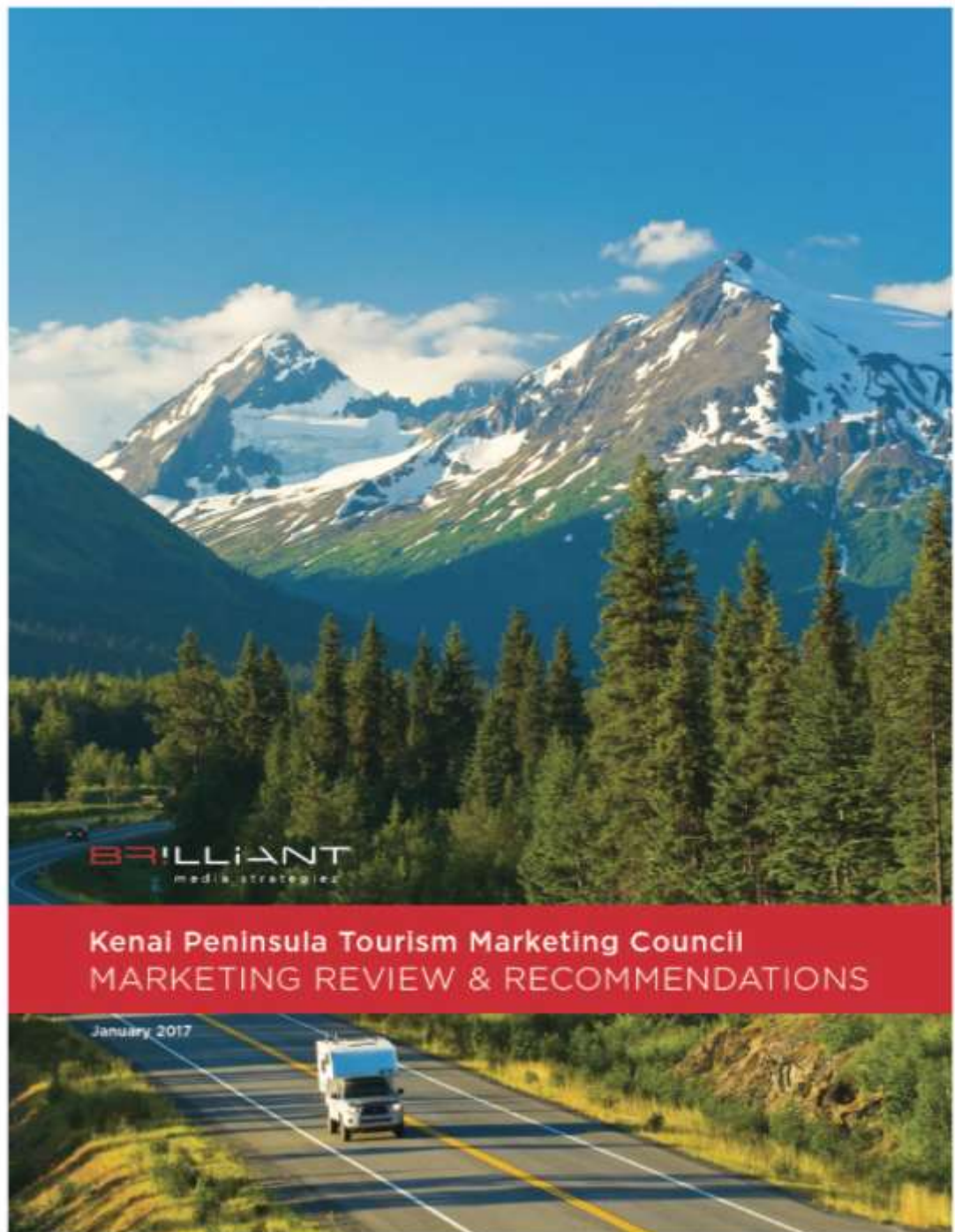


KPTMC is working under a Fiscal Year calendar; FY18 is the first year of this format.



**BRILLIANT**  
media strategies

- The FY19 Marketing Program was developed with insights from a marketing review by Brilliant Media Strategies









## COLLATERAL DISCOVERY GUIDE

KPTMC will *redesign*, produce, and distribute 100,000 copies of the 68-page Discovery Guide Kenai Peninsula Travel planner.

## PASSPORT TO THE KENAI

KPTMC will produce and distribute 20,000 “Passports” that encourage visitors to stop in each community on the Kenai Peninsula and provides coupons for area businesses.







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## PRINT ADVERTISING

LOCATED JUST SOUTH OF ANCHORAGE, NOTHING ABOUT THE KENAI IS FORMAL OR STUFFY. In fact, no other Alaskan destination offers such an up close and personal Alaska experience. With over 15,000 square miles of extraordinary adventure and excitement to choose from, even the rest of the state comes here when they need a reminder of why they moved to Alaska in the first place. That's why we are known as... **Alaska's Playground.**



# COME PLAY WITH US.

Visit [www.alaskasplayground.org](http://www.alaskasplayground.org) for Online Specials, a FREE Kenai Peninsula Travel Planner, and a FREE Passport to Adventure On The Kenai, stocked full of discount coupons for your visit.

**35571 Kenai Spur Hwy., Soldotna, AK 99669 • 800.535.3624**

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## MEDIA

- Host travel media familiarization (FAM) tours
- Working with Kenai Peninsula Suppliers to promote their products and experiences in a manner relevant to travel media





## CONSUMER SHOWS

- Great Alaska Sportsman Show
- LA Times Adventure Travel Show
- Soldotna Sport Rec and Trade Show





## INDUSTRY REPRESENTATION

- Alaska Tourism Marketing Industry Participation
- ATIA Convention







## TRAVEL TRADE

- IPW International Trade Show
- Product Development/FAM Tours

## TOK VISITOR KIOSK

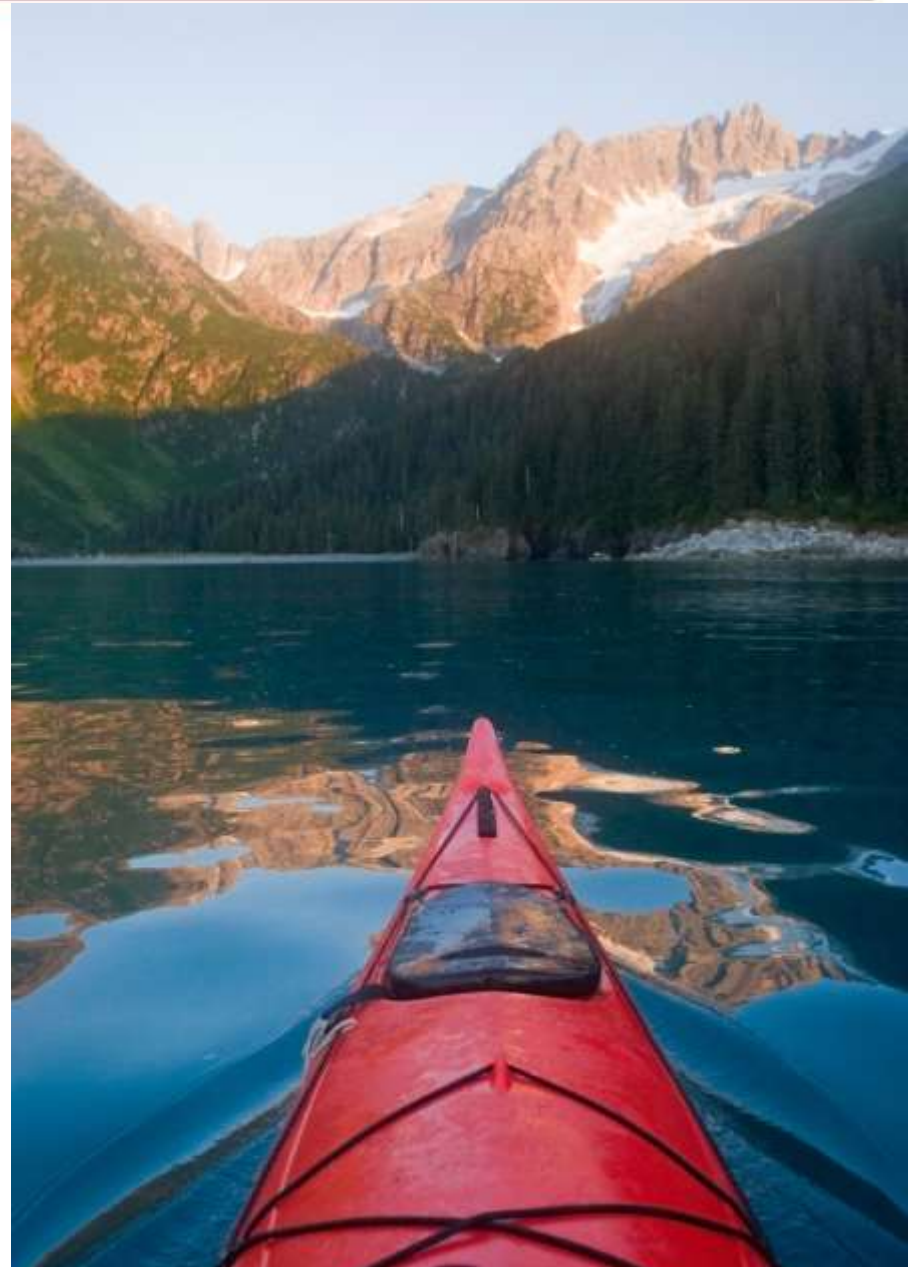
- Distributing Kenai Peninsula information to visitors as they cross the border





## SHOULDER SEASON MARKETING

- In April and September we will run spot market ads on radio stations and digital/print media that deliver the target audience of adults 18-54 efficiently and provide added value (free commercials, social media, etc.) in two 3-week flights on approximately 6-7 stations and 2-3 digital/print entities.







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## DIGITAL MARKETING: KenaiPeninsula.org

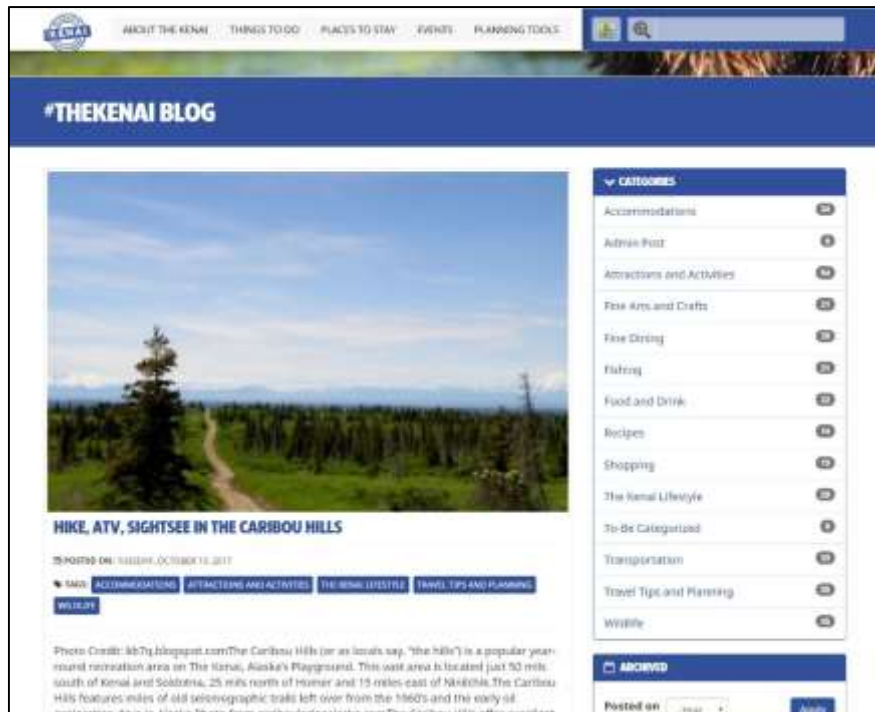
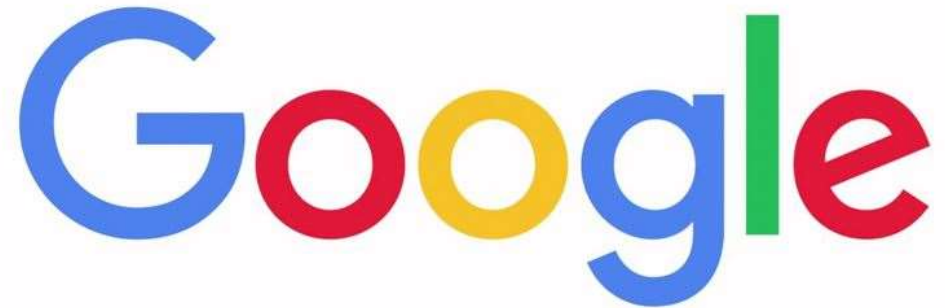






## DIGITAL MARKETING:

- Search Engine Marketing
- Visitor Newsletter & Vlog
- Banner Advertising





## SOCIAL MEDIA

- The Kenai, Alaska's Playground Facebook Page (134,000+ Followers)
- Instagram
- Promotions and Contests



The Kenai, Alaska's Playground is with Jacqui Michelle.

April 10 · 🌐

I KID YOU NOT! THERE WAS A BEAR, ON A JET SKI, ON A LAKE, IN #ALASKA!



**Get More Likes, Comments and Shares**

Boost this post for \$10 to reach up to 3,000 people.



80,335 people reached

**Boost Post**





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# Alaska & Kenai Peninsula Travel Outlook

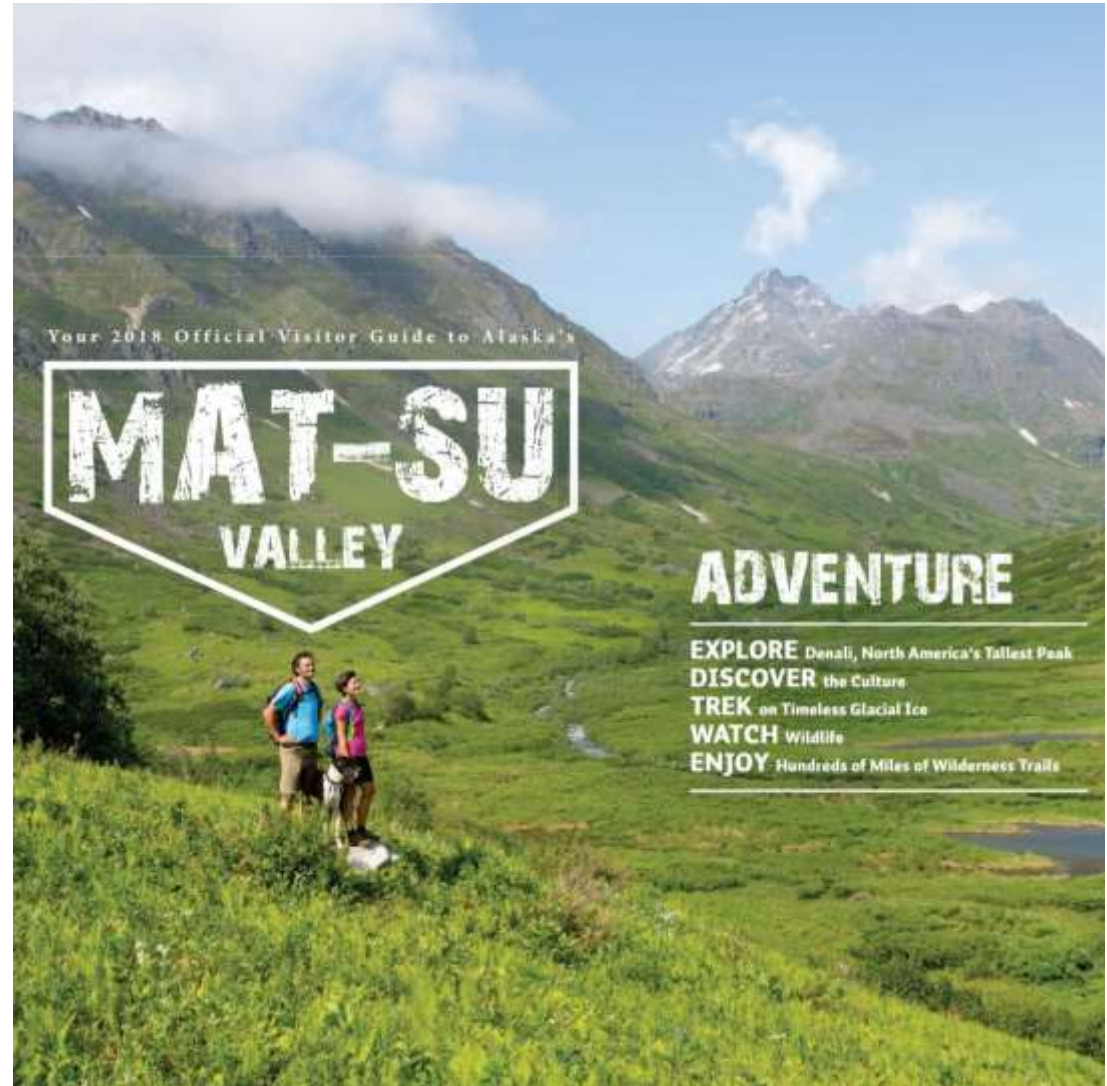






## OUR COMPETITION:

- **Juneau**  
**1.3 million**
- **Fairbanks**  
**3.7 million**
- **Mat-Su Borough**  
**\$890,000**
- **Valdez**  
**\$550,000**





- **FY19 KPB Marketing Investment Recommendation \$340,000**

- **KPTMC's core tourism marketing program leverages the borough's marketing dollars to maximize our mission to bring visitors to The Kenai. Tourism is a revenue generating machine for the Kenai Peninsula Borough and has significant impact on our regional economy and sales tax income.**







KENAI PENINSULA TOURISM MARKETING COUNCIL

# 25%

**Of the Kenai  
Peninsula's Sales  
Tax Comes from VISITORS**

