

KENAI PENINSULA BOROUGH

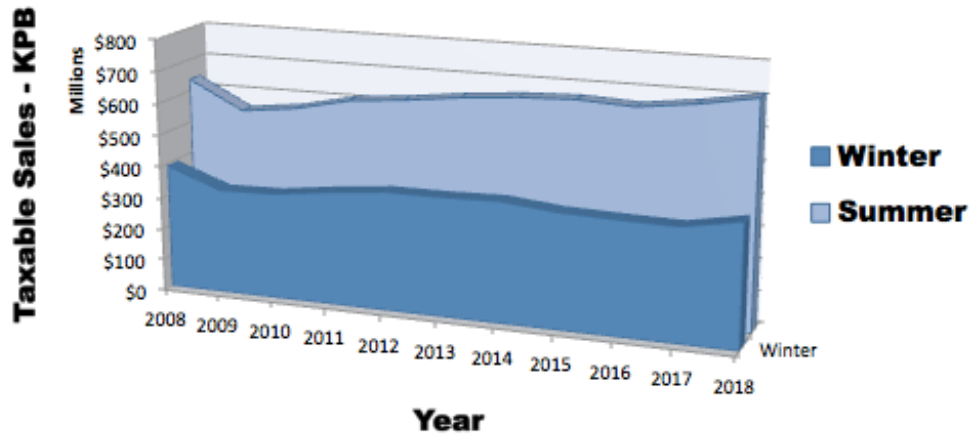


FUNDING REQUEST FY2020
#TOURISMMAKECENTS

Pamela Parker
Board President

"To promote, develop and coordinate visitation to the Kenai Peninsula, and create an awareness and understanding of tourism's effect on, and enhancement of, the local economy and residents' quality of life."

#ALASKASPLAYGROUND



"To promote, develop and coordinate visitation to the Kenai Peninsula, and create an awareness and understanding of tourism's effect on, and enhancement of, the local economy and residents' quality of life."



WHERE WE'VE BEEN

- **Board Leadership:** transitioned business owners & travel industry experts into executive committee roles
- **Discovery Guide:** reduced the number of guides printed in 2019 – drive visitors to our website and member sites
- **Digital Marketing:** ramped up digital marketing and online advertising efforts in FY19



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#DATA – AD WORDS

DIVINING POINT



Metric	This Report	Last Report	Change
Dates	3/18-4/15	2/19-3/18	
Analytics			
Total Sessions	44,852	2,716	1651%
Source/ Medium			
Direct*	33,535	861	3895%
Organic	982	1,396	-30%
Social	1,371	162	846%
Referral	251	86	292%
Return Users	1,042	237	440%
New Users	42,863	2,389	1794%

*Google Ads Logged As Direct

GOOGLE ADS



SAMPLE POSTS



4.5 days trip to Alaska
Apr 3, 2019, 9:55 PM

Helo Guys,

Me and my wife are planning to visit Alaska from 28th August (landing at 12:30 pm) till morning of 2nd September (departing at 12:30 am). Night of 1st Sept is morning of 2nd Sept. This is the itinerary that I am hoping to accomplish

→ 28th Aug: Arrive at ANC airport at 12:30 pm, and start driving towards Denali Park (~5 hours of drive). We plan to stay within 10 miles of the park entrance

→ 29th Aug: Reserve a transit bus 10 wonder lake (mile 84), and spend time at some selected 2-3 stops (not decided which stops yet). Spend the night at the same hotel as 28th August.

→ 30th Aug: Explore certain area in the park which are accessible by private vehicles (up to mile 15 - Savage River). We would like to start driving towards Talkeetna and spend the night there.

→ 31st Aug: Start driving south towards Anchorage, and explore Kenai Fjords National Park (~4.5 hrs drive), and take several stops at scenic points. Spend the night at Cooper Landing

→ 1st September: Do a 6 hour cruise from Kenai Fjords to view glaciers, whales etc. Fly back on the night of 1st September / early morning of 2nd September.

If you guys have visited Alaska before, can you please suggest additional/substitutions to this plan. I haven't booked any hotel stays yet. I have booked only car rental from ANC airport and drop back at ANC airport.

Thank you in advance,
Ajay Gupta

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Itinerary - Activity Input
Apr 4, 2019, 9:51 PM

My wife and I (early 40's) are planning full 10 days in Alaska for early July. We're flying into Anchorage where we'll rent a car for entire trip. Plan is to spend first full day in Anchorage, then drive to Denali for 2 full days in park.

Post Denali, we'll return south towards Kenai Peninsula to include Seward, Homer and Girdwood.

A few questions:

- Does this time allocation seem right? Are two full days in Denali enough? We really want to see and experience full outdoor beauty. While planning to use park transit, not the formal bus tour.
- Related, is it best to stay outside park, at entrance, or deep inside? Having trouble evaluating trade-offs.
- Where's the best place to kayak on this itinerary? We've seen many possible locations, what's difference in what we'll see?
- Same location question for white water rafting.
- Where's the best departure location for day cruise to view glaciers?
- Cost for trips to Kodiak/Katmai to see bears are higher than we want to spend for that activity. Any alternatives with fair chance for sightings?

Thank you!

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Alaska's Playground - Kenai

16,000 square miles of breathtaking scenery, abundant wildlife and outdoor adventures.



The Kenai, Alaska's Playground

The Kenai is up close and personal KPTMC Alaska's Playground

Planning a trip?
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Kenai Peninsula Travel Guide

An experience of a lifetime! 2019 Travel Guide to plan your Alaskan vacation.
Lodging, Attractions, Fishing, Wildlife Tours, Kayaking and more.

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Hotels, Activities & Wildlife
Kenai - Alaska's Playground
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2019 Travel Guide to plan your Alaskan vacation.
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World Renowned Fishing
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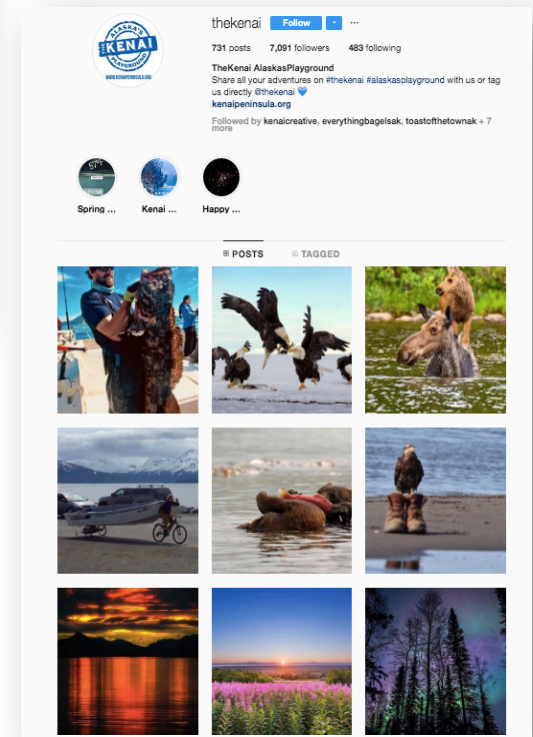
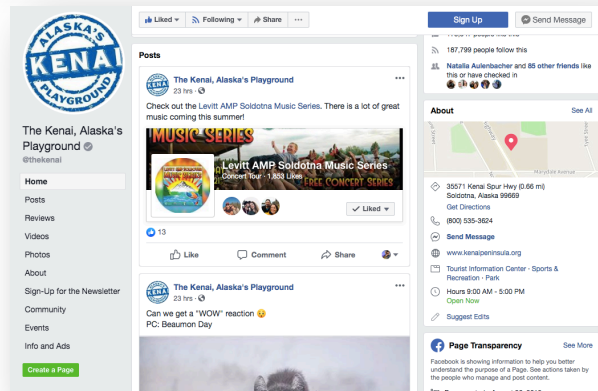
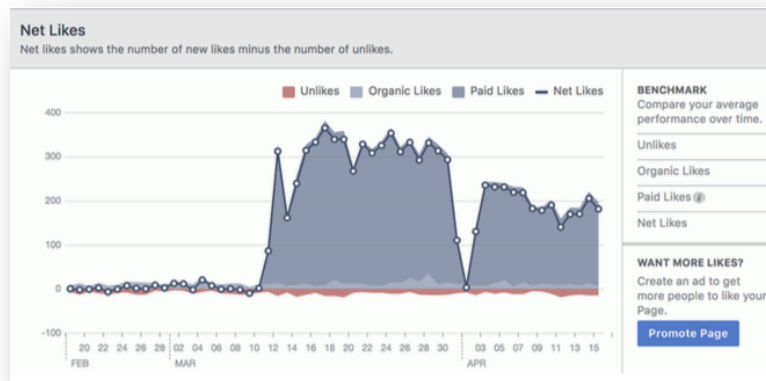
Best 2019 Guide for planning your Alaskan fishing trip. Experience the famous Kenai River.
King & Sockeye Salmon, Rainbow Trout, Dolly Varden and more!

Samples of Ad Copy

"To promote, develop and coordinate visitation to the Kenai Peninsula, and create an awareness and understanding of tourism's effect on, and enhancement of, the local economy and residents' quality of life."

#DATA – SOCIAL MEDIA

DIVINING POINT

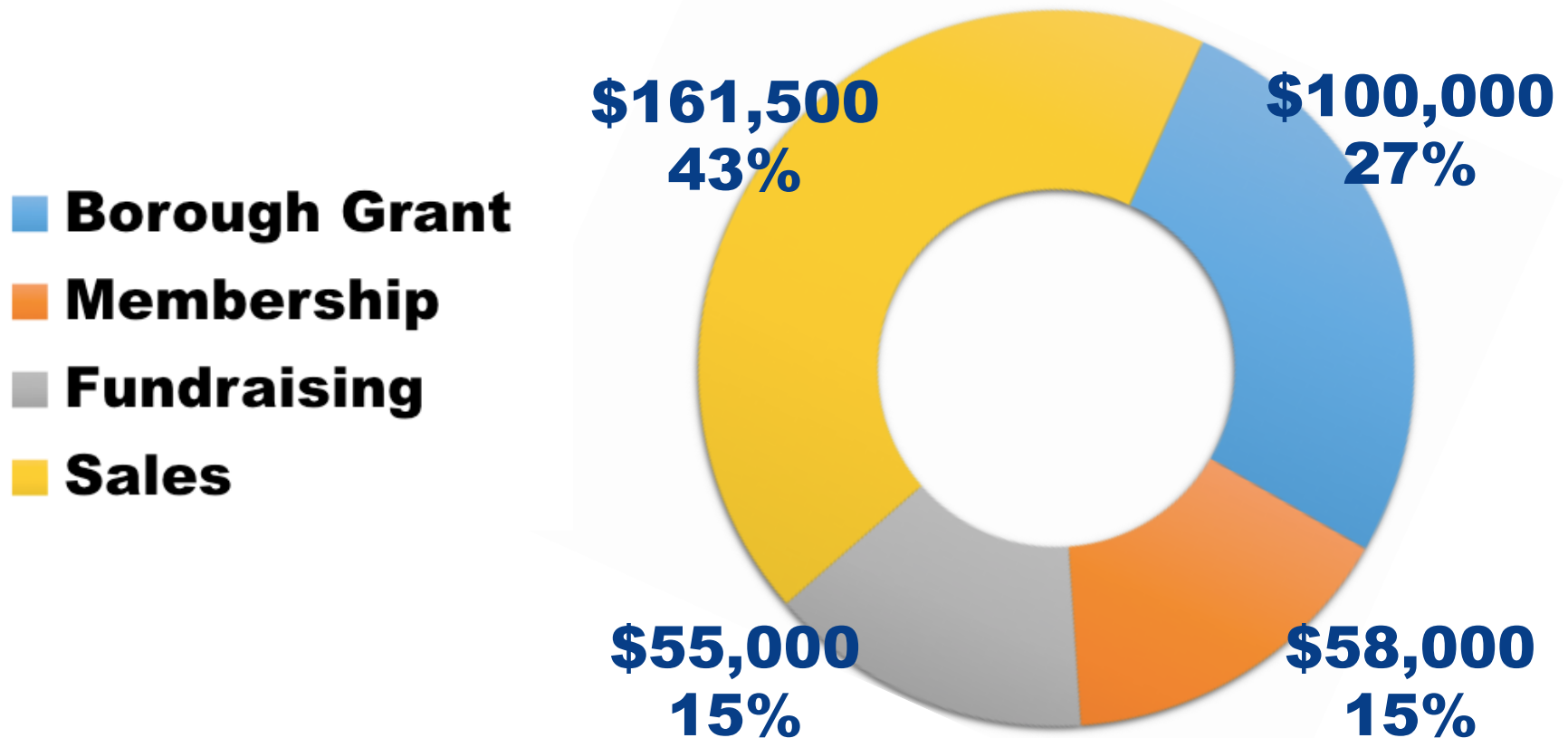


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INVESTMENT REQUEST



FY2020 Borough Investment Request: \$100,000



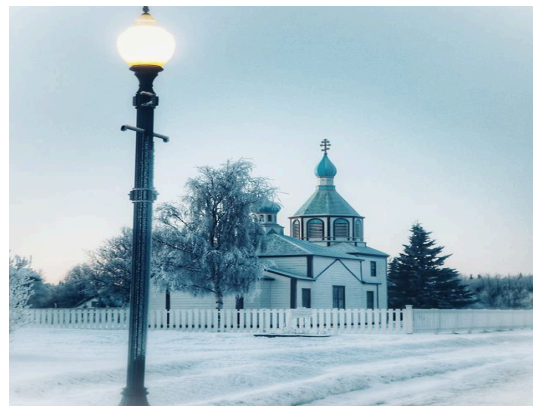
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WHERE WE'RE GOING



- Website: updates & repairs
- Discovery Guide: create a plan for moving forward
- Digital Marketing: increase online advertising & SEO

And... we're MOVING!



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THANK YOU



Pamela Parker

Board President

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