



Kenai Peninsula Tourism
Marketing Council

FY20 Progress

Develop and implement strategies for attracting online impressions.

SEARCH ENGINE OPTIMIZATION &
DIGITAL MONITORING

SOCIAL MEDIA CONTENT &
PAID ADVERTISING

Social Media Ads

The Kenai, Alaska's Playground

Published by Jhasmine Nicely [?] · February 8 · 🌐

Perfect timing!

PC: Teton Trail Photography

👍 Get More Likes, Comments and Shares

When you boost this post, you'll show it to more people.

210,071

People Reached

21,207

Engagements

Boost Post

Performance for Your Post

210,071

People Reached

15,015

Reactions, Comments & Shares

<div>8,466</div> <div>👍 Like</div>	<div>1,877</div> <div>On Post</div>	<div>6,589</div> <div>On Shares</div>
<div>4,067</div> <div>❤️ Love</div>	<div>819</div> <div>On Post</div>	<div>3,248</div> <div>On Shares</div>
<div>57</div> <div>😂 Haha</div>	<div>8</div> <div>On Post</div>	<div>49</div> <div>On Shares</div>
<div>218</div> <div>😲 Wow</div>	<div>50</div> <div>On Post</div>	<div>168</div> <div>On Shares</div>
<div>1</div> <div>😞 Sad</div>	<div>0</div> <div>On Post</div>	<div>1</div> <div>On Shares</div>
<div>1</div> <div>😡 Angry</div>	<div>0</div> <div>On Post</div>	<div>1</div> <div>On Shares</div>
<div>636</div> <div>Comments</div>	<div>101</div> <div>On Post</div>	<div>535</div> <div>On Shares</div>
<div>1,579</div> <div>Shares</div>	<div>1,579</div> <div>On Post</div>	<div>0</div> <div>On Shares</div>

6,192

Post Clicks

<div>2,303</div> <div>Photo Views</div>	<div>4</div> <div>Link Clicks</div>	<div>3,885</div> <div>Other Clicks</div>
---	-------------------------------------	--

NEGATIVE FEEDBACK

46

Hide Post

6

Hide All Posts

0

Report as Spam

0

Unlike Page

Reported stats may be delayed from what appears on posts

The Kenai, Alaska's Playground

221,324 Followers

Avg reach of 14,697 weekly

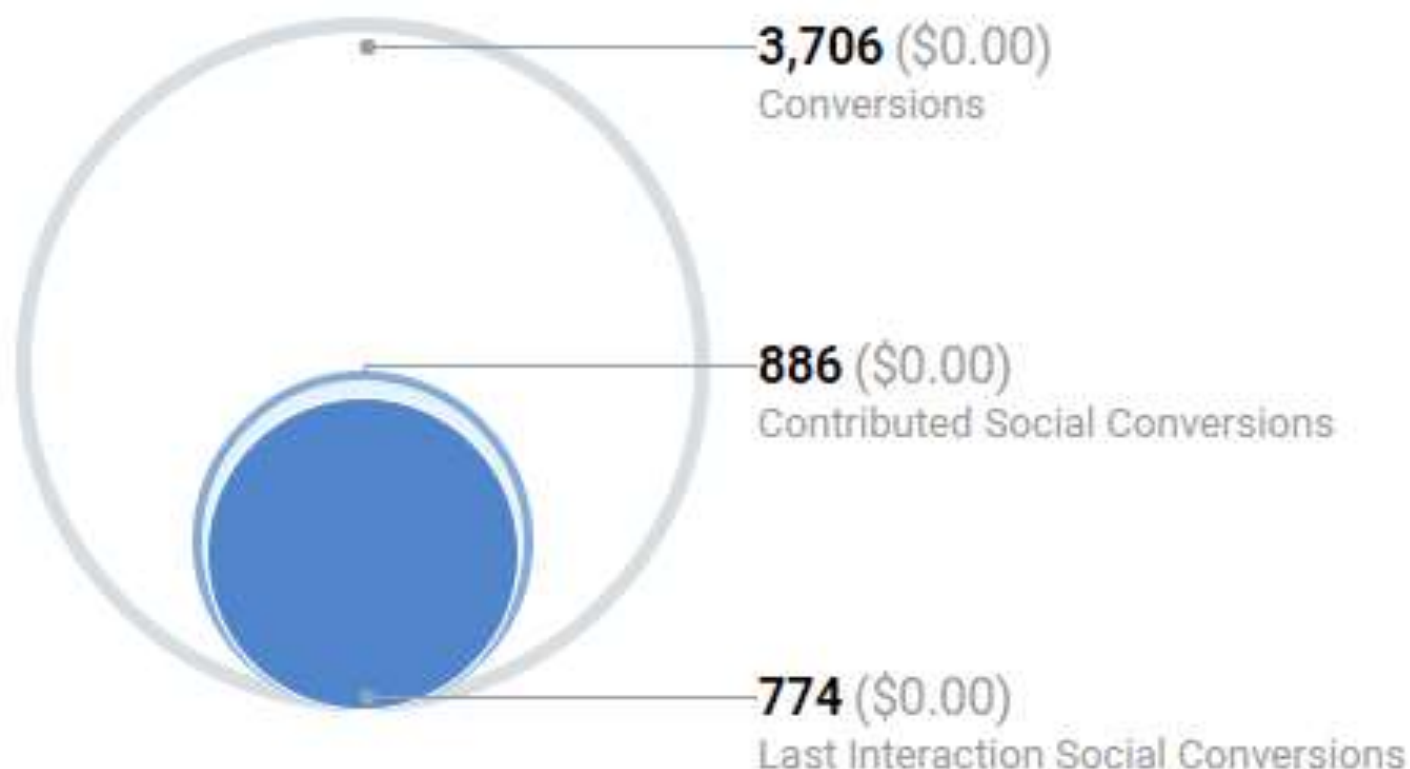
142,109 US

Roughly 8,937 Alaska

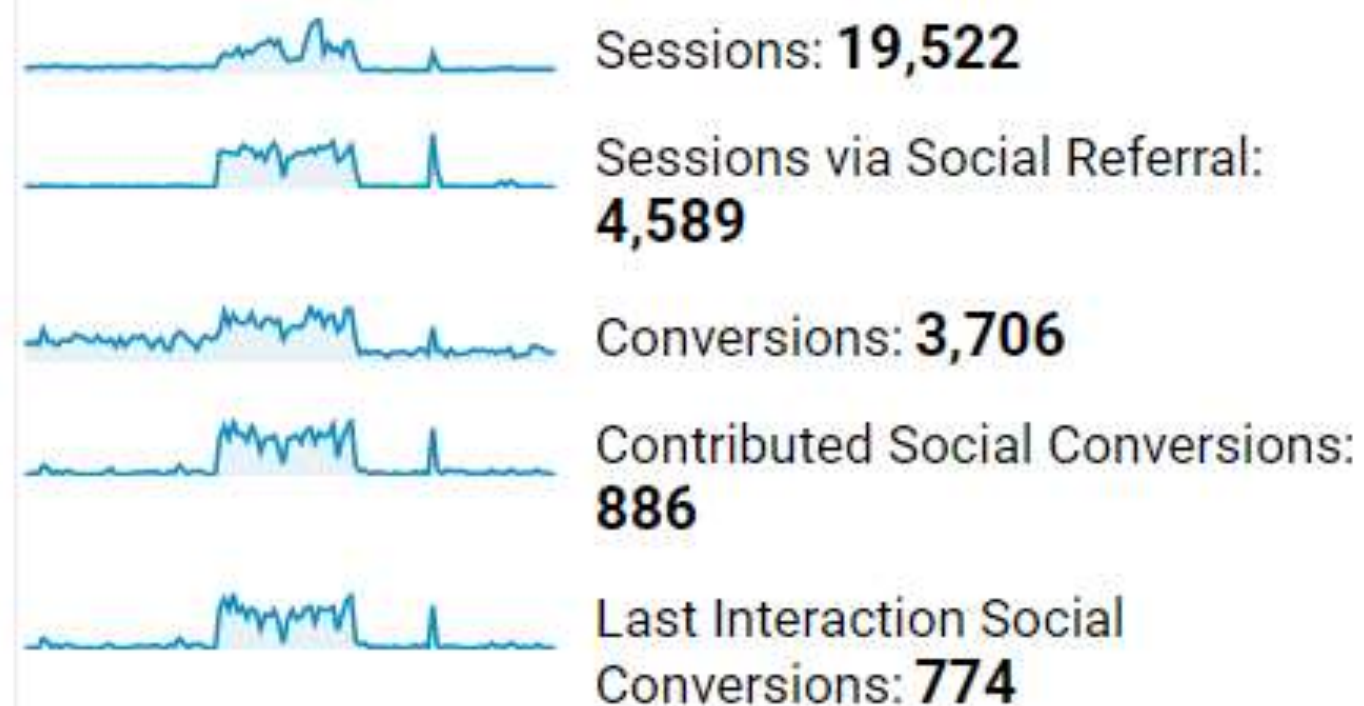
56% Women

43% Men

Social Value



Conversions



Social Sources

Social Network

Pages

Shared URL

Social Plugins

Social Network

Social Network

Sessions

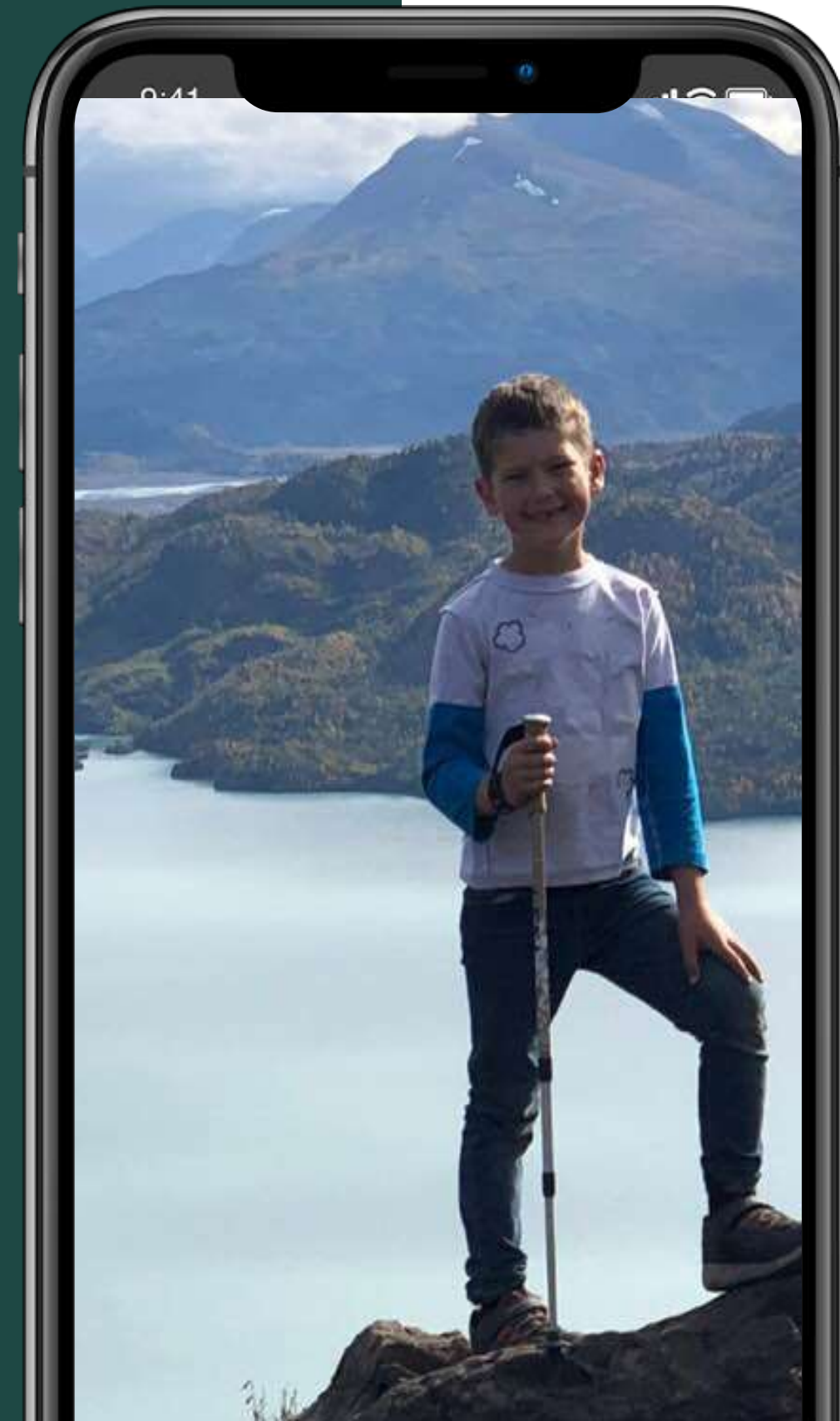
% Sessions

1.	Facebook	4,568	99.54%
2.	Instagram Stories	8	0.17%
3.	Instagram	5	0.11%
4.	Pinterest	5	0.11%
5.	YouTube	2	0.04%
6.	Twitter	1	0.02%

Google Ad Word & Social Media Ad
Conversions

Visitor Guide Requests
307

Facebook Followers
+853



Statewide 2019 Tourism #'s

Visit Anchorage

Record Breaking year!

2.5 % growth in flight passengers

12% growth in cruise arrivals



2019 Kenai Peninsula Tourism



Swan Lake Fire



**U.S. SBA declared Kenai Peninsula
area an "economic injury zone"
tourism down 20-30%**

2020 Record Tourism growth in Alaksa

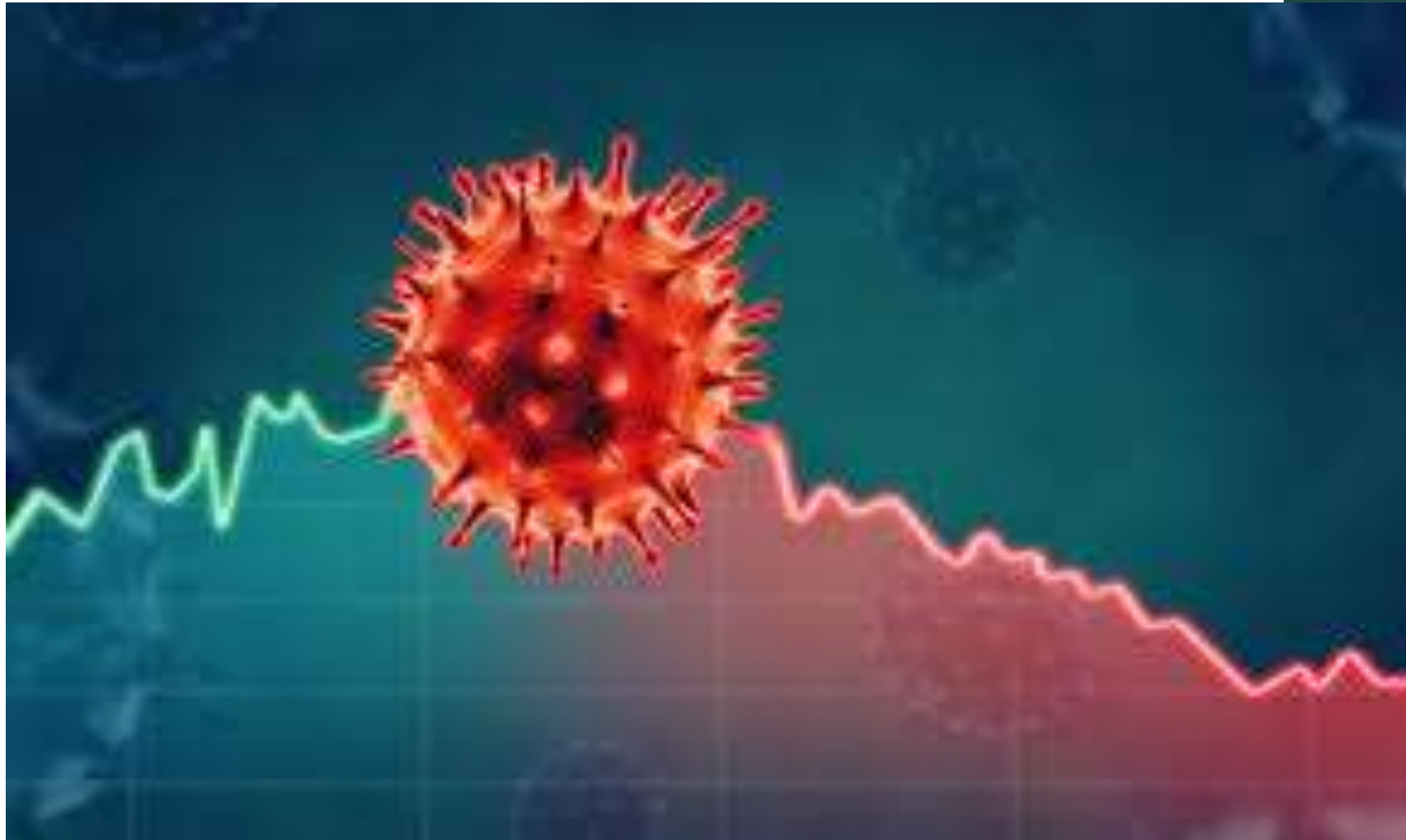
Expected 2020 Tourism #'s

- *Increase in flight capacity**
- *Increase in cross gulf sailing**
- *TV ad spots in lower 48**



Job Growth 2.2%

COVID 19



- Hotel bookings down 90%
- Holland America & Princess Cruises cancelled
- Refund of deposits
- Travel restrictions

KPTMC FUNDING

Memberships

Discovery Guide Ad Sales

Taste of the Kenai

Marketing Contract with KPB



MEMBERSHIP
RENEWAL

PARTNERING FOR RECOVERY

Online

Conversions

IF YOU DON'T RANK ON SEARCH ENGINES, YOU ARE INVISIBLE

Website: blogs, modifications to listings & behind the scenes modifications

Off-Website: guest posting, link building, drive traffic to website from external links.

SEO is powerful long term, it allows us to spend less money on Google search ads but it takes time to get to the top position for all strategic keywords. You lose traction if you are not constantly working on it.

BUSINESS PARTNERS DEPENDING ON US

MARKETING IS AN ESSENTIAL
BUSINESS EXPENSE

We cannot afford to fall off the map
for those looking to travel to or
around Alaska.

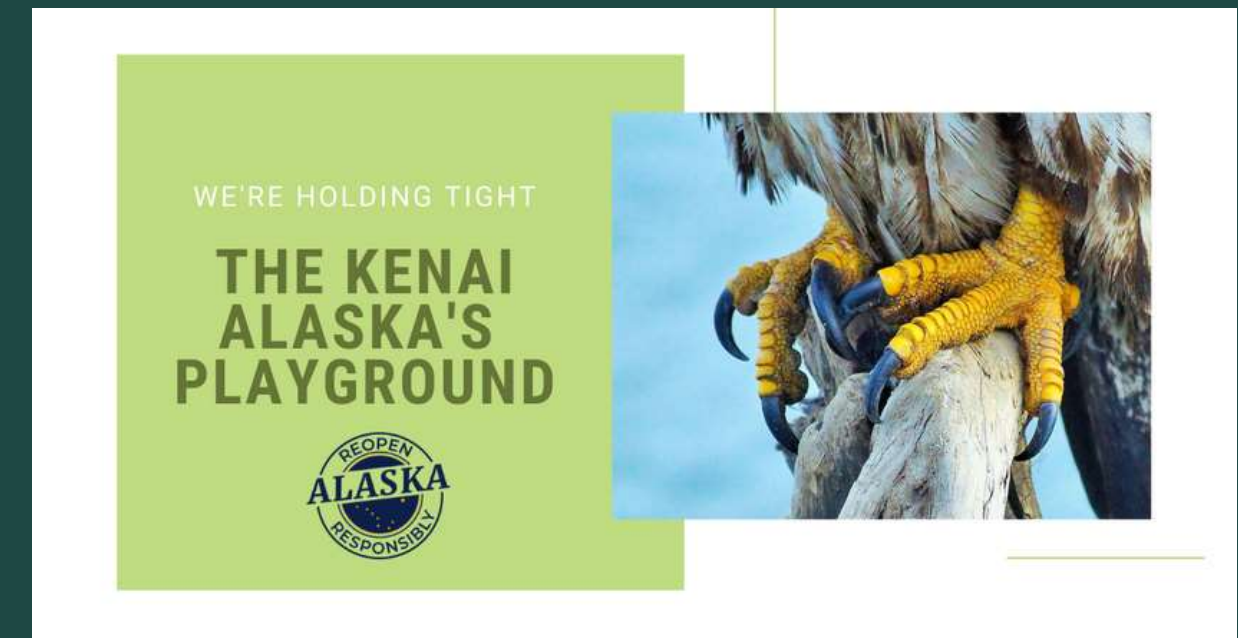
Increase visits from in state travelers

Promote year around activities and fall events

Sell warmer temperatures & winter recreation

LATE SUMMER
FALL
WINTER

THE KENAI PENINSULA COMMUNITIES ARE COVID SMART



BOARD OF DIRECTORS

EASTERN PENINSULA



CENTRAL PENINSULA



SOUTHERN PENINSULA



BOARD OF DIRECTORS

CENTRAL PENINSULA



CENTRAL PENINSULA



MEMBER AT LARGE



BOARD OF DIRECTORS

SOLDOTNA CHAMBER



KENAI CHAMBER



SEWARD CHAMBER



BOARD OF DIRECTORS

HOMER CHAMBER



ASSEMBLY REPRESENTATIVE



STAFF

**QUESTIONS?
COMMENTS?
LET US KNOW!**



**EXECUTIVE DIRECTOR
DEBBIE SPEAKMAN**



**OFFICE ASSISTANT
MONIQUE BURGIN**