

# FY21 KPB TOURISM MARKETING PROPOSAL

Kenai Peninsula Tourism Marketing Council





# MARKETING PROPOSAL

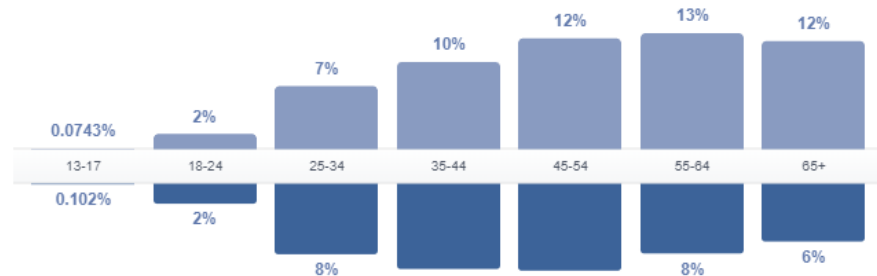
The people who follow your Page. This number is an estimate.

Women

56%  
Your Followers

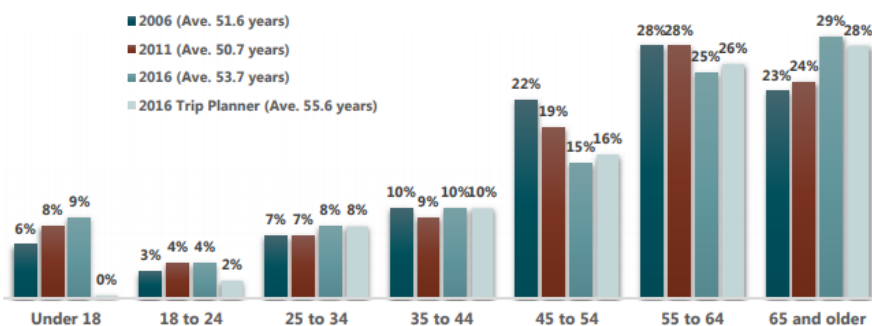
Men

44%  
Your Followers



Country	Your Followers	City	Your Followers	Language	Your Followers
United States of America	150,595	Anchorage, AK	5,274	English (US)	162,920
Canada	8,494	Soldotna, AK	1,556	Spanish	12,188
Mexico	6,491	Wasilla, AK	1,137	English (UK)	8,663
United Kingdom	2,689	New York, NY	1,092	French (France)	4,169
Brazil	2,688	Houston, TX	1,060	Spanish (Spain)	3,097
Italy	2,408	Kenai, AK	1,016	Portuguese (Brazil)	2,827
Australia	2,250	Mexico City, Mexico	991	Russian	2,554
India	2,140	Los Angeles, CA	882	Italian	2,312
Romania	1,882	San Antonio, TX	851	Romanian	1,959
France	1,712	Phoenix, AZ	774	German	1,795

**CHART 7.6 – Age of All Party Members; Trip Planner Age (2016 only)**  
All Visitors, 2006, 2011, and 2016



Our audience  
are Alaska's  
key  
visitor demographic

Note: Trip Planner was only asked in 2016.

# Cooperative Marketing



## Cooperative Marketing \$9,400

KPTMC expands its reach by investing in cooperative marketing opportunities with larger Alaska Destination Marketing Organizations (DMOs). The Kenai Peninsula becomes more visible through targeted marketing done by Alaska Tourism Industry Association (ATIA) and Visit Anchorage.

**ATIA** is Alaska's leading nonprofit membership association for the travel industry and contracts with the State of Alaska to promote tourism.

- Labels-Leads for people who will be visiting Alaska within the next two years. Touch point with qualified leads.
- Travel Alaska Banner Ad
- INFOX Travel Agent Mailing - Distribute promotional materials to 3,500 pre-identified travel agents with specific interests in selling Alaska.
- Travel Alaska Social Media Hosting - Alaska's Playground will "take over" Travel Alaska's social media with an established reach of over 440,000 followers

**Visit Anchorage** is a membership based DMO that markets both Anchorage and Alaska. Visit Anchorage contracts with the Municipality of Anchorage and its functions are funded by one-third of the bed tax collected by lodging facilities.

- Display Ad on Anchorage.net
- Wild Review Newsletter Insert - published three times a year the newsletter reaches members, media representatives, and local leaders.

## RADIO \$9,000

- iHeart digital streaming service ads
- Programming ads on various Alaska Public Radio and talk Radio Stations

# DIGITAL MARKETING

**Google AdWords** - Allows our team to focus on people who are searching for what we have to offer. One of the most effective methods of paid online advertising. Easy to track success with the ability to sharpen our scope over time.

**SEO Optimization** - Allows our team to improve the experience and usability of KenaiPeninsula.org.

Users trust search engines and having a presence in the top positions for keywords the user is searching, increases the web site's trust.

**www.KenaiPeninsula.org** - Continual updating and refreshing the online portal to Alaska's Playground is critical to keep people using KenaiPeninsula.org to plan their visit to Alaska.

**Visitor Newsletter & Blog** - Through leads provided by ATIA, Visit Anchorage and through KenaiPeninsula.org we can reach those who are planning their trip and offer expert advice and up to the moment information.

**Social Media** - Through Facebook, Instagram, Pinterest, Twitter and other platforms we reach Alaskans and potential visitors with both organic and paid content. Studies have shown that the different demographics utilize the various platforms for researching and planning thier travel.

**Professionally Produced Blogs** - The Kenai Peninsula is home to several professional writers, bloggers and photographers who can tell Alaska's Playground story that can be shared through all our digital channels. These stories can also be sent out through press released with the potential of being picked up by news outlets or popular publications.

**Graphic Design:** Professional design of ads for online distribution.

**Proposed Cost \$94,300**

## Digital Marketing 12 Month Breakdown

**Google AdWords: \$12,000**

**SEO: \$36,000**

**www.KenaiPeninsula.org \$3,000**

**Social Media Ads: \$12,000**

**Blog Creation \$1200**

**Graphic Design & Photography: \$2,500**

**Staff: \$14,000**



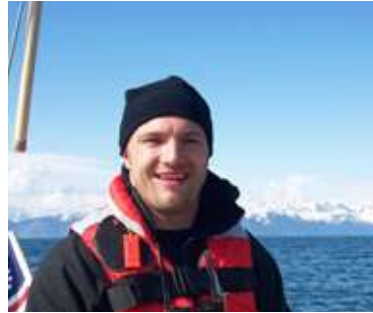
# ALASKA'S PLAYGROUND BOARD OF DIRECTORS



Mike Flores



Mike Warburton



Travis Taylor



Jason Bickling



Johna Beech



Brad Anderson



Tyson Cox



Kirsten McNeil



Dale Bagley



Shanon Davis



Carol Fraser



Executive Director  
Debbie Speakman