



Strategic Plan 2023-024

Mission

Create a vibrant visitor industry through authentic experiences that positively impact the communities where we live.

Vision

The Mat-Su Valley is the choice Alaskan destination to visit, experience and live.

PRIORITIES & OBJECTIVES

Sustainable Funding

- Consistently report and update borough assembly on activities and opportunities
- Identify supportive assembly candidates and coordinate annual candidate forum.
- Refresh annual Community Awareness campaign.
- Explore new and non-traditional revenue opportunities.
- Reinforce the economic impact and “shared community value” of the visitor industry through multiple channels to local residents

Support Tourism Infrastructure Development

- Advocate for Gateway Visitor Center.
- Advocate for South Denali Development.
- Support the Alaska Long Trail
- Inventory and prioritize new visitor infrastructure projects.
- Support Foundation fundraising efforts.
- Transition to broader Destination Management role.
- Seek and cultivate community partnerships.

Market and Brand the Destination

- Develop an effective marketing plan for all target markets guided by research.
- Deliver consistent messages and outstanding experiences.
- Incorporate “Stay another day” multi-day initiative.
- Coordinate and launch a new branding strategy to coincide with the opening of the Gateway Visitor Center

Grow and Engage Membership

- Expand member educational programming and networking events.
- Maximize member value with tools and cooperative marketing opportunities.
- Target and form partnerships and alliances that best leverage resources and promote initiatives.