



2025-2026 Strategic Plan

Mission

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

Vision

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

PRIORITIES AND OBJECTIVES

Sustainable Funding

- Consistently report and update the Borough Assembly on activities and opportunities.
- Identify supportive assembly candidates and coordinate annual candidate luncheon with the board of directors.
- Develop 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 Such As, But Not Limited To:

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

Market and Brand the Destination Outside of Alaska

- 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 and the Greater Community

- 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.
- Educate the public about the value of the CVB and the Gateway Visitor Center as a shared community asset.