

# FY22 Mat-Su CVB Annual Report



**“Recovery to Rebound”**



## From the Board Chair

As we transition from recovery mode following the summer of 2020 and rebound to pre-pandemic levels, the Mat-Su CVB has been a guiding force. Promoting our destination is vitally important now more than ever, as consumers are traveling again and looking for new destinations. As you'll find in this annual report, the Mat-Su CVB has a targeted and efficient marketing program that reaches all of our target markets, including Alaskans, through a variety of ways, including national advertisements, digital marketing and social media. The Mat-Su CVB also works with tour operators and travel agents throughout the year, as well as travel writers for stories both in print and online.



In FY22, the Mat-Su CVB completed a Sustainable Tourism Master Plan, through a grant from the Alaska Community Foundation. This important document provides a vision of the future of the Mat-Su tourism industry, and I encourage you to read it if you have not already. You can find it at [www.AlaskaVisit.com/MasterPlan](http://www.AlaskaVisit.com/MasterPlan).

The future is bright for our industry. We are a resilient group that has overcome unprecedented obstacles the last few years, and we've come back stronger. Your Mat-Su CVB Board of Directors and staff are dedicated to helping lead our industry forward, and we are always available to you, our members, for anything you might need.

Mark Fleenor, owner, Sheep Mountain Lodge  
Chair, Mat-Su CVB Board of Directors

## FY2022 Board of Directors

Board Chair  
Mark Fleenor,  
Sheep Mountain Lodge

Vice Chair  
Roberta Warner,  
Alaska Tour & Travel

Treasurer  
Travis Taylor,  
Premier Alaska Tours

Secretary  
Israel Mahay,  
Mahay's Jet Boat Adventures

At-large Executive Committee Member  
Mark Austin,  
Musk Ox Farm

Cole Chambers,  
Rusts Flying Service & K2 Aviation

Wes Hoskins,  
Mat-Su Trails & Parks Foundation

Fernando Salvador,  
Alaska Collection by Pursuit

Rick Peterson,  
McKinley Princess Wilderness Lodge

Heather Dudick,  
Alaska Railroad

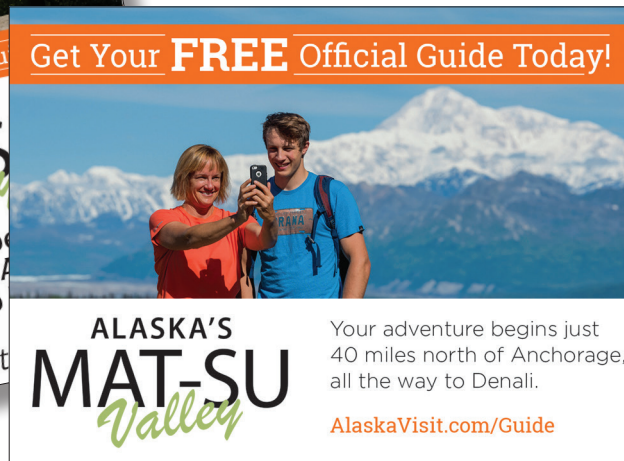
## Sustainable Tourism Master Plan completed

Through a \$100,000 ARPA nonprofit recovery grant from the Alaska Community Foundation, the Mat-Su CVB completed a Sustainable Tourism Master Plan that provides goals and strategies to grow the tourism industry, while benefiting local residents. This important plan is a road map for the future of tourism in the Mat-Su Valley. It identifies challenges our industry faces, and recommended steps needed for managing growth and sustainability. You can view it at [www.AlaskaVisit.com/MasterPlan](http://www.AlaskaVisit.com/MasterPlan).



## Promoting our destination to a national audience

The Mat-Su CVB placed display advertisements in national publications including AARP (below), Travel+Leisure (left), Outside (right) and Alaska Magazines, in addition to The Milepost.



**3,030**  
Visitor Guide requests  
directly from national ads

**26.6%**  
Increase in e-newsletter  
subscriptions

## Reaching Alaskans

Alaskans and their visiting friends and relatives are an important market. Reaching them and influencing them to visit helps bring revenue to our communities.

The Mat-Su CVB in-state marketing campaign was recognized as a national Destiny Awards finalist by the U.S. Travel Association in FY22. The award-winning campaign featured print, digital, social media and radio in Southcentral Alaska, generating 1 million impressions.





## AlaskaVisit.com continues to grow

AlaskaVisit.com is our most important marketing tool that continues to see rapid growth. The web site generated 321,000 sessions in FY22, an increase of more than 80 percent from FY21. By driving traffic to the site, we also give our members increase exposure. In FY22 we also invested in a new trail maps widget. We invest in pay-per-click advertising, search engine optimization and infrastructure development to make sure our visitors have information at their finger tips.



**80.5%**

**Total increase  
over FY21**

**321,000**

**Total visitor  
sessions**

**35%**

**Total increase in  
organic traffic**

## Reaching visitors through social media

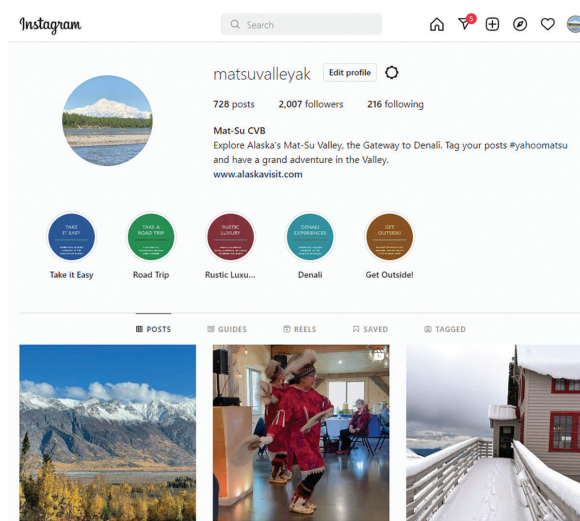
**2.7 million**

**Total reach  
across all social  
platforms**

**45,000**

**Engagements on  
Facebook,  
Instagram,  
Twitter**

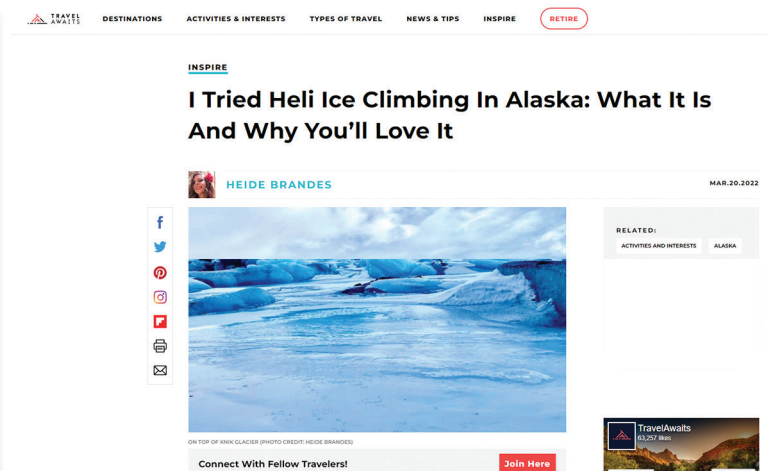
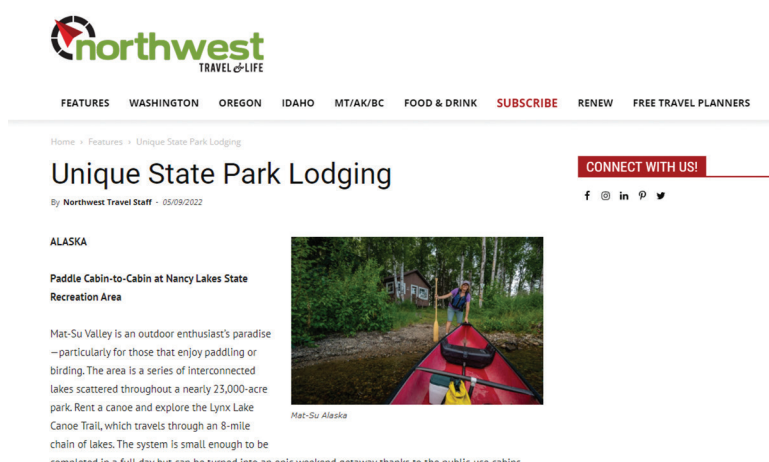
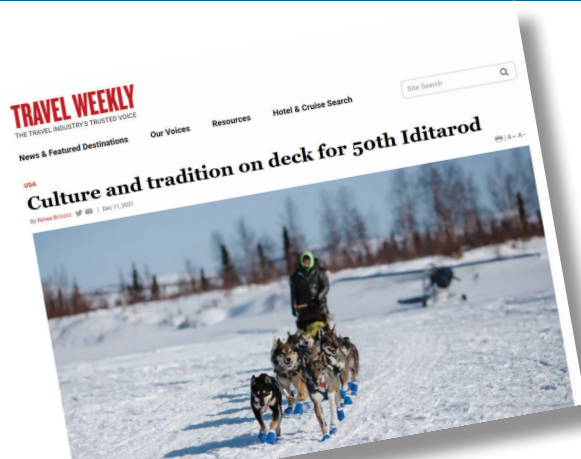
People look to social media for travel inspiration, so having a strong presence is important. In FY22, Mat-Su CVB's social media reach was 2.7 million, with more than 45,000 engagements on Facebook, Instagram, Twitter and YouTube.





# Telling Mat-Su's story

Travel writers tell the story of our destination, which inspires future visitors. In FY22, Mat-Su CVB assisted 25 national travel writers with Mat-Su itineraries, including the publications Travel Weekly and Northwest Travel & Life. Attending Alaska Media Road Show allows us to cultivate these relationships. We also work locally to promote activities and experiences to in-state readers.



## Travel trade sees rebound from pandemic

No segment of the tourism industry was hit harder than group tours. In FY22, the Mat-Su CVB attended the American Bus Association Marketplace and met with 24 tour operators, who indicated a strong rebound. Throughout

the fiscal year, the CVB provided trip planning assistance to 20 group tour operators and worked with local tour companies on itinerary and product development to lead the recover.

## Arctic Winter Games to welcome the world in 2024



Since the Mat-Su Borough was awarded the bid to host the 2024 Arctic Winter Games, the Mat-Su CVB has been working closely with the Host Society. Casey Ressler, Mat-Su CVB Marketing & Communications Manager, is a member of the Host Society's executive committee and sits on the board, and the CVB staff have assisted the Host Society on a variety of projects in preparation of the 2024 Arctic Winter Games. We are ready to welcome 2,000 athletes and 4,000 visitors, coaches, media and volunteers to the Mat-Su Valley.



## Membership is the backbone of Mat-Su CVB

### Providing tools for members' success

The success of the Mat-Su CVB relies on the success of our members, and that's why we provide a toolbox of resources, including cooperative advertising options, educational workshops, marketing programs and affordable digital marketing programs. We encourage you to take advantage of these!



### Cultural Tourism Marketing Summit



In January, Mat-Su CVB facilitated interviews with members and stakeholders and coordinated a Cultural Tourism Marketing Summit. The promotion of our culture and heritage remains a top priority for Mat-Su CVB.

227

Active Mat-Su  
CVB members

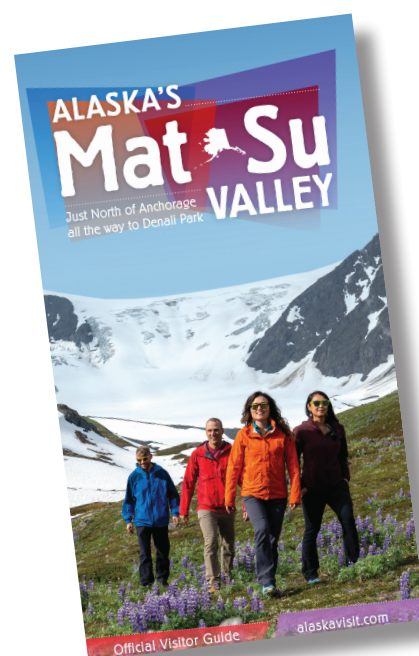
18

New members

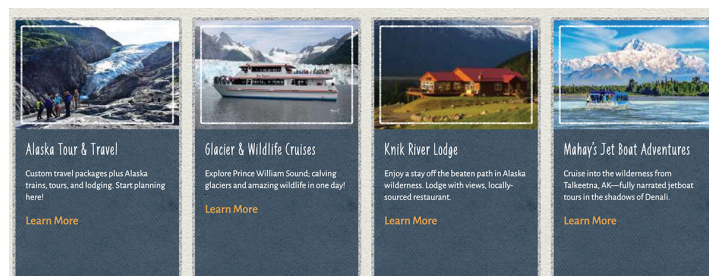
92%

Member retention  
rate

## Affordable marketing opportunities for members



After a reduced press run, the 2022 Mat-Su Visitor Guide returned to a full press run of 100,000 copies in FY22, due to increased demand. Every Mat-Su CVB member received a complimentary listing. Display advertising in the guide is among the most affordable in Alaska! These guides are distributed throughout Alaska, to tour operators and travel agents, at consumer and trade shows and through direct requests. Additionally, advertising options on AlaskaVisit.com give members the opportunity to use Mat-Su CVB's investment in online marketing to broaden their reach and attract more web site visitors and customers.





# Statement of Financial Position

## Statement of Financial Position (as of June 30, 2022)

### Assets

Current assets:	
Cash	\$170,210
Memberships and grants receivable	\$7,896
Prepaid expenses	<u>\$28,546</u>
Total current assets	\$206,652
Property and Equipment	
Furniture and equipment	\$73,716
Accumulated depreciation	<u>(\$73,716)</u>
Net property and equipment	<u>\$0</u>
Security Deposits	\$3,790
Total assets	\$210,442

### Liabilities and net assets

Current liabilities:	
Accounts payable	\$18,575
Payroll liabilities & deferred revenue	<u>\$86,911</u>
Total current liabilities	\$105,486
Unrestricted net assets	<u>\$104,956</u>
Total liabilities and net assets	\$210,442

*Per board policy, Mat-Su CVB's financial statements, accounting practices and reporting methods are audited every third year. The FY22 financial statements have not been audited.*

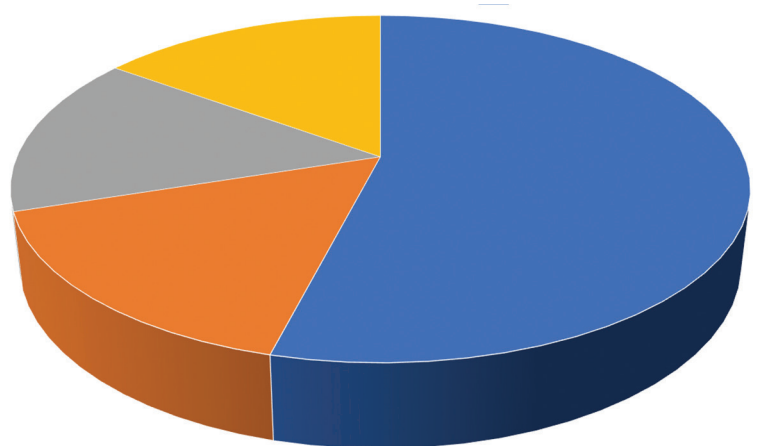
## FY22 Revenue Detail - \$359,198

Mat-Su Borough Grant Revenue*	\$0
Sustainable Tourism Master Plan Grant	\$100,000
DCCED Covid-safe Travel Grant	\$166,885
Membership Dues	\$32,442
Advertising Sales & Marketing Programs	\$54,478
Special Events & Fund-raisers	\$4,992
Interest	\$401
TOTAL REVENUE:	\$359,198

*\* Through the CARES Act, the Mat-Su Borough funded the CVB for two years in FY21 with a \$1.5 million grant.*

## FY22 Expenses by Division

Marketing	\$635,701	63%	
Membership	\$134,912	13%	
Operations	\$114,146	12%	
Administration	\$118,280	12%	



## Contact us!

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## Advocates for the tourism industry

*The Mat-Su CVB staff serves on numerous boards of directors, both locally and statewide, advocating for the Mat-Su tourism industry and our valued members.*





YAHOO!

# Mat-Su

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