

THE
MAT-SU
CONVENTION & VISITORS BUREAU



FY25 ANNUAL REPORT

FROM THE BOARD CHAIR

The Mat-Su CVB always makes significant achievements that translate to big wins for businesses and residents alike. Our FY25 wins will ensure ongoing tourism success.

The conclusion of a yearlong branding project has placed a comprehensive plan into the hands of The Mat-Su CVB. We now have a full range of marketing assets under a unifying logo and color scheme, with a messaging strategy that will direct future marketing efforts and better inform the world about the entire Mat-Su!



Another tremendous win was the creation of an ex-officio seat on The Mat-Su CVB Board. The Mat-Su Borough has been a supporting partner since the CVB's inception. The Mat-Su Borough Assembly recognizes the shared value we provide for The Mat-Su, and they continue as a strong partner each year. The new board seat ensures borough representation and input in our discourses as we map out future marketing strategies. I'm pleased to welcome the Mat-Su Borough's Community Development Director Jillian Morrissey onto the board.

The most visible win to anyone traveling to or from The Mat-Su is the Gateway Visitor Center construction. Momentum steadily built in FY25 until a ceremonial groundbreaking last spring kicked off the long-awaited project. This facility will help everyone explore The Mat-Su, on their terms. With completion scheduled for early 2026, we couldn't be more excited!

Mark Austin,
FY25 Board Chair, The Mat-Su CVB



FY25 BOARD OF DIRECTORS

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Mark Austin,
Musk Ox Farm

Vice Chair
Kierre Childers,
Revel Treks & Tours

Treasurer
Travis Taylor,
Premier Alaska Tours

Secretary
Jennifer Brandon-Hanks,
Alaska Glacier Lodge &
Alaska Helicopter Tours

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Alaska State Fair

Heather Dudick,
Alaska Railroad

Sam Dinges,
Alaska Trails

Mandy Garcia,
Salmon Berry Travel & Tours

Courtney Shaffer,
Talkeetna Air Taxi

Jeremy Sullivan,
Talkeetna Alaskan Lodge

Ex-Officio
Jillian Morrissey,
Mat-Su Borough

BREAKING GROUND

In April of 2025, The Mat-Su CVB joined the Mat-Su Borough, industry partners, local chamber representatives, and city council members for the official groundbreaking of the new Gateway Visitor Center. Scheduled for completion in early 2026, this facility will showcase The Mat-Su's communities, topography, history and culture to future visitors. The Gateway Visitor Center will also serve as a community hub for our residents.

SHARING THE MAT-SU THROUGH NATIONWIDE PROMOTION

Each year, The Mat-Su hosts visitors from across the United States (domestic travel). Raising national awareness of our destination is an essential part of our successful marketing plan. In FY25, The Mat-Su CVB maintained display advertising in nationally circulated travel publications, including AARP (right) and Alaska Magazine (below).



YAHOO! Mat-Su

Make the Mat-Su Valley your base camp for adventure!

Denali State Park • Talkeetna • Willow • Houston • Big Lake • Wasilla • Palmer
Knik River Valley • Hatcher Pass • Glacier View • Lake Louise

Request your free guide today!
www.alaskavisit.com/guide



MAT-SU Valley

Get Your **Free** Official Guide Today!

Your adventure begins just 40 miles north of Anchorage, all the way to Denali.

AlaskaVisit.com/ARP

3,544
Visitor Guide requests directly from national ads

48%
Increase in e-newsletter subscriptions

MARKETING TO IN-STATE TRAVELERS

Nobody loves Alaska more than Alaska residents. In-state travelers and visiting guests are an important market for The Mat-Su. Encouraging them to visit ensures revenue to our communities.

The Mat-Su CVB reaches Alaska residents through geotargeted digital display ads, radio advertising in South-central, streaming television, social media ad buys and at in-state travel and outdoor shows.

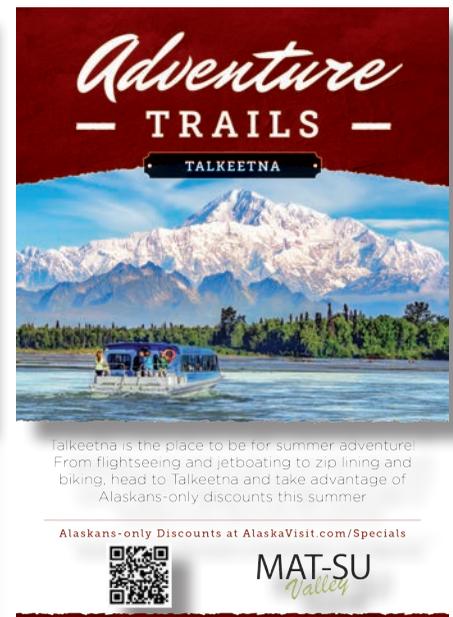


Hiking TRAILS PALMER

From the Butte to Sheep Mountain, Palmer and the Glenn Highway north is a hiker's paradise. Hit the trail this summer in the Mat-Su Valley!

Alaskans-only Discounts at AlaskaVisit.com/Specials

MAT-SU Valley



Adventure TRAILS TALKEETNA

Talkeetna is the place to be for summer adventure! From flightseeing and jetboating to zip lining and biking, head to Talkeetna and take advantage of Alaskans-only discounts this summer.

Alaskans-only Discounts at AlaskaVisit.com/Specials

MAT-SU Valley

ALASKAVISIT.COM IS OUR DIGITAL FLAGSHIP

AlaskaVisit.com continues to meet and exceed performance benchmarks. In FY25, The Mat-Su CVB increased the visibility of AlaskaVisit.com through PMAx campaigns which utilize our digital media assets to target Internet users who have shown an interest in visiting Alaska. This has helped drive down the cost per click to our site while increasing our conversion rate, which measures the effectiveness of each site visit. Site users averaged 1:12 spent on the site, above industry norms.



69%

Engagement rate

166,520

Total unique visitors

407,500

Page views

LEVERAGING SOCIAL MEDIA TO ENGAGE VISITORS

72.3K

Views on one top performing post

Social media is one of today's strongest inspirations for travel. In FY25, The Mat-Su CVB published over 400 social media posts, images and videos on Facebook, Instagram and YouTube.

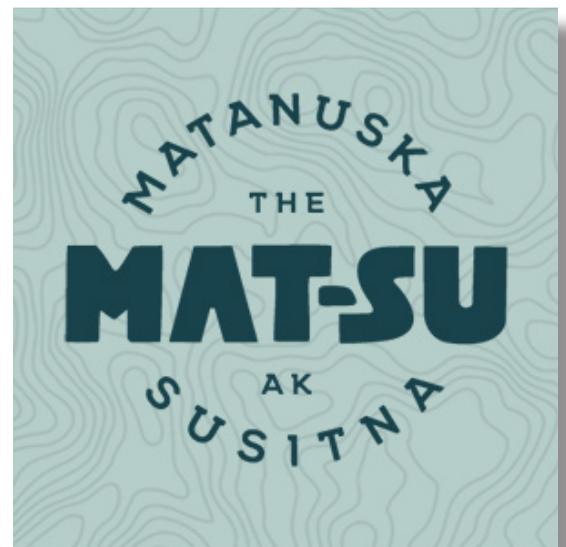
7.6K

Content views on YouTube

We also renamed our social media pages to "The Mat-Su, Alaska" to align our presence with the new brand. Our "Matanuska-Susitna" seal, one of our new brand assets, is prominently displayed on every platform.

144%

Reach increase on Instagram



PARTNERSHIPS THAT ELEVATE THE MAT-SU

Hosting successful travel writers in The Mat-Su empowers them to promote our destination in national journals. In FY25, award-winning writer Brandon Withrow visited for dog mushing, flightseeing, glacier trekking and more. [Travel+Leisure Magazine](#) and [CoolMaterial.com](#) both covered his experience.



The Mat-Su also hosted over 24 content creators on a TBEX Summit FAM tour. Coverage of that experience circulated on social media, in popular blog posts by writers like [Sidney Brown](#) and [Stacy Wittig](#), and an in-depth interview with Valerie Stimac, hosted on YouTube as a new in-

stallment on her [Alaska Seminar Series](#).

We also worked with local publications like the *Frontiersman*, *Anchorage Daily News* to promote The Mat-Su to in-state readers.

MORE TRAVEL TRADE EQUALS MORE VISITORS

The Mat-Su hosts a significant volume of packaged group tours each year. The Mat-Su CVB met with 22 tour operators at the American Bus Association Marketplace in Philadelphia, Pennsylvania to discuss itinerary plans in the upcoming years.

Brand USA's Latin America MegaFAM, and the India FAM. Sharing The Mat-Su with the 28 travel agents on these FAM tours boosted our visibility on an international scale.

We further extended our global reach to tour operators by working with the Alaska Travel Industry Association on FAM tours, including CANUSA,

Hosting and partnering with tour operators inspires them to spotlight more of The Mat-Su in their itineraries. It means more business for them and more visitors for The Mat-Su.

THE MAT-SU IDENTITY, ROOTED IN PLACES WE LOVE

The Mat-Su brand showcases our communities and highlights that draw visitors to this region. Attraction and community badges celebrate The Mat-Su's wide range of sites and adventures. The badges incorporate our new primary logo to tie them back to The Mat-Su umbrella, solidify our destination's identity, and help visitors grasp the vastness and diversity of The Mat-Su.



THE MAT-SU CVB FOCUSES ON MEMBER SUCCESS

Marketing opportunities for members

The success of The Mat-Su CVB relies on the success of our members, and that's why we provide a toolbox of resources to aid in promoting their business. These tools include cooperative advertising options, educational workshops, marketing campaigns and affordable digital marketing programs. Our staff are always available to assist with the utilization of these member benefits. Members are encouraged to take advantage of these resources!



248
Active Mat-Su CVB
members

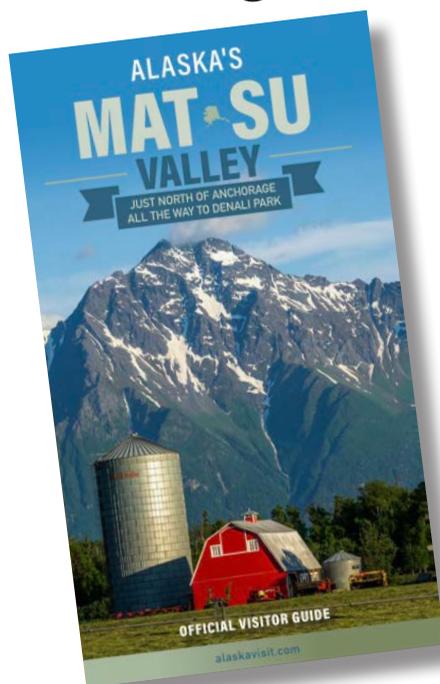
16
New members

Networking and educational events

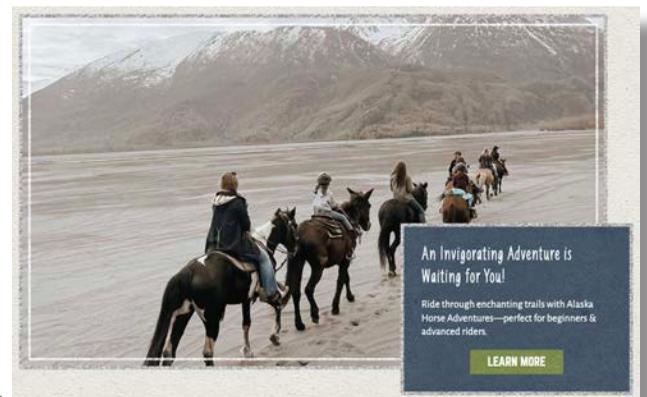
The Mat-Su CVB hosts several networking events throughout the year that lead to strong partnerships. In FY25, we hosted member luncheons in Talkeetna, Glacier View, and the Palmer/Wasilla area. Presentations included the expansion plans at Skeetawk, Mat-Su Trails and Parks Foundation projects, and utilizing social media influencers in your marketing. Our annual spring member barbecue was held at the historic Rebarchek barn, where members gathered to network ahead of the summer season.

90%
Member retention
rate

Promoting members in print and online



The 2025 Mat-Su Visitor Guide contained comprehensive trip planning information. This year, 75,000 copies were printed. 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

Financial Position (as of June 30, 2025)

<u>Assets</u>	
Current assets:	
Cash	\$195,118
Receivables	\$751
Prepaid expenses	\$40,863
Total current assets	\$236,733
Property and Equipment:	
Furniture and equipment	\$87,145
Accumulated depreciation	(\$79,716)
Net property and equipment	\$7,429
Security Deposits	\$8,190
Total assets	\$254,619

Liabilities and net assets

Current liabilities:	
Accounts payable	\$9,668
Payroll liabilities, deferred revenue	\$63,071
Total current liabilities	\$75,007
Unrestricted net assets	\$179,612
Total liabilities and net assets	\$254,619

Per board policy, The Mat-Su CVB's financial statements, accounting practices and reporting methods are audited every third year. The FY25 financial statements have not been audited.

CONTACT US

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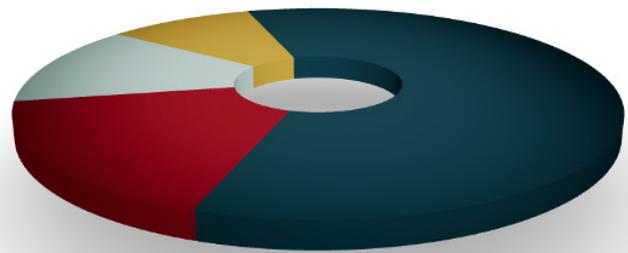
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FY25 Revenue Detail \$984,813

Mat-Su Borough Grant Revenue	\$825,000
Membership Dues	\$42,974
Advertising Sales & Marketing Programs	\$89,087
Special Events & Fund-raisers	\$23,766
Interest	\$3,986
TOTAL REVENUE:	\$984,813

FY25 Expenses by Division

Marketing	\$573,865	60%	
Administration	\$166,597	17%	
Membership	\$131,995	14%	
Operations	\$88,382	9%	



Advocates for the
tourism industry

The Mat-Su CVB staff has served on numerous boards of directors, both locally and statewide, advocating for The Mat-Su's tourism industry and our valued members.



THE MAT-SU ALASKA

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