

A background image of a misty, mountainous landscape with a calm lake in the foreground. The mountains are covered in evergreen trees and shrouded in a thick layer of fog or low clouds. The sky is a pale, hazy blue. The overall mood is serene and atmospheric.

# MAT-SU CVB MEMBERSHIP

# MANAGE YOUR MEMBERSHIP

1

## AT LEAST WEEKLY

- Read all Mat-Su CVB communications.
- Visit Mat-Su CVB's social media pages and review Casey's AMAZING posts.

2

## AT LEAST MONTHLY

- Login and make sure your AlaskaVisit.com listing content remains fresh.
- RSVP to Mat-Su CVB events. Attend as many as you can.
- Network with fellow members.

3

## EVERY SEASON

- Keep Mat-Su CVB updated on your new or products and services.
- Ask us how you can participate in Mat-Su CVB's current marketing efforts.

4

## ONCE A YEAR

- Renew your membership.
- Update your printed listing and advertising.
- Explore Mat-Su CVB digital advertising options
- Attend the Annual Meeting.

# BENEFITS

|   |  |   |  |  |
|---|--|---|--|--|
| Printed visitor guide listing & advertising         | Customizable full-page listing on AlaskaVisit.com        | Membership event hosting opportunities                  | Access to leads and site-generated referrals       | Digital advertising on AlaskaVisit.com |
| Representation at tradeshows                        | Booth-share opportunities                                | Cooperative advertising                                 | Media and tour operator referrals                  | FAM tour coordination                  |
| Member webinars and workshops                       | Travel writer hosting                                    | Mentions in Mat-Su CVB e-bulletins and newsletters      | Access to visitor statistics and travel research   | Special membership rate with ATIA      |
| Access to Mat-Su CVB owned marketing media          | A voting voice on elections and other membership matters | Eligibility to serve on Mat-Su CVB board and committees | Collateral presence in the Gateway Visitor Center  | Member directory access                |
| Inclusion in Mat-Su CVB's online calendar of events | Member networking and partner referrals                  | Participation in video projects                         | Participation and recognition at fundraiser events | Participation in photo shoots          |

# PRIORITIES

```
graph TD; A([PRIORITIES]) --> B[Cooperative advertising]; A --> C[Member webinars and workshops]; A --> D[Recognition at fundraiser events]; A --> E[Member networking and partner referrals]; A --> F[Participation in video projects];
```

Cooperative  
advertising

Member  
webinars and  
workshops

Recognition at  
fundraiser  
events

Member  
networking and  
partner referrals

Participation in  
video projects





## Marketing Mat-Su

YAHOO!  
**Mat-Su**

Mat-Su CVB 101 February 24, 2023

YAHOO!  
**Mat-Su**



# Marketing Mat-Su



Mat-Su CVB generates awareness and interest at the top of the marketing funnel, driving customers to the “action stage” where members see those leads convert to customers

# Marketing Mat-Su

- Targeted
- Efficient
- Research-driven
- As a team, we have a bigger combined reach



# AlaskaVisit.com

- Largest marketing investment
- Robust search engine optimization program
  - Drives organic traffic
- Targeted pay-per-click campaign
  - Delivering specific info users want
- Content creation

This is an extension of your web site!



YAHOO!  
**Mat-Su**

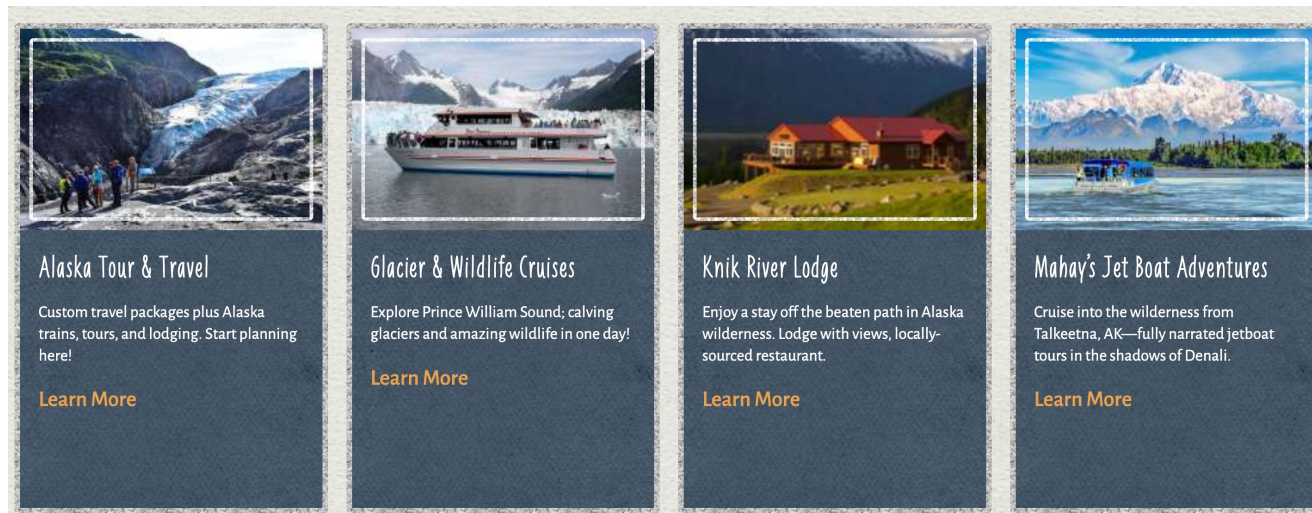
Mat-Su CVB 101    February 24, 2023

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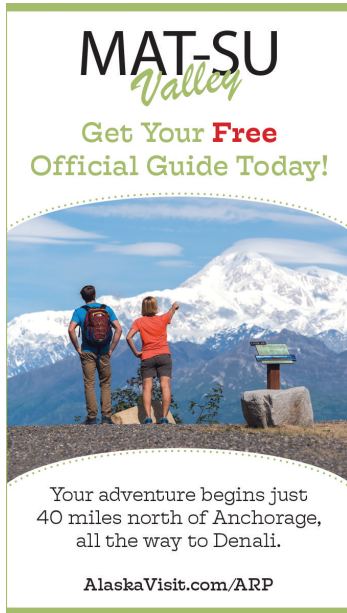


# AlaskaVisit.com

- DTN extends your reach!
- Leverages Mat-Su CVB investment
- Customizable packages that work for you



# National advertising



AARP Magazine  
Outside Magazine  
Travel+Leisure  
Alaska Magazine

**YAHOO!**  
**Mat-Su**

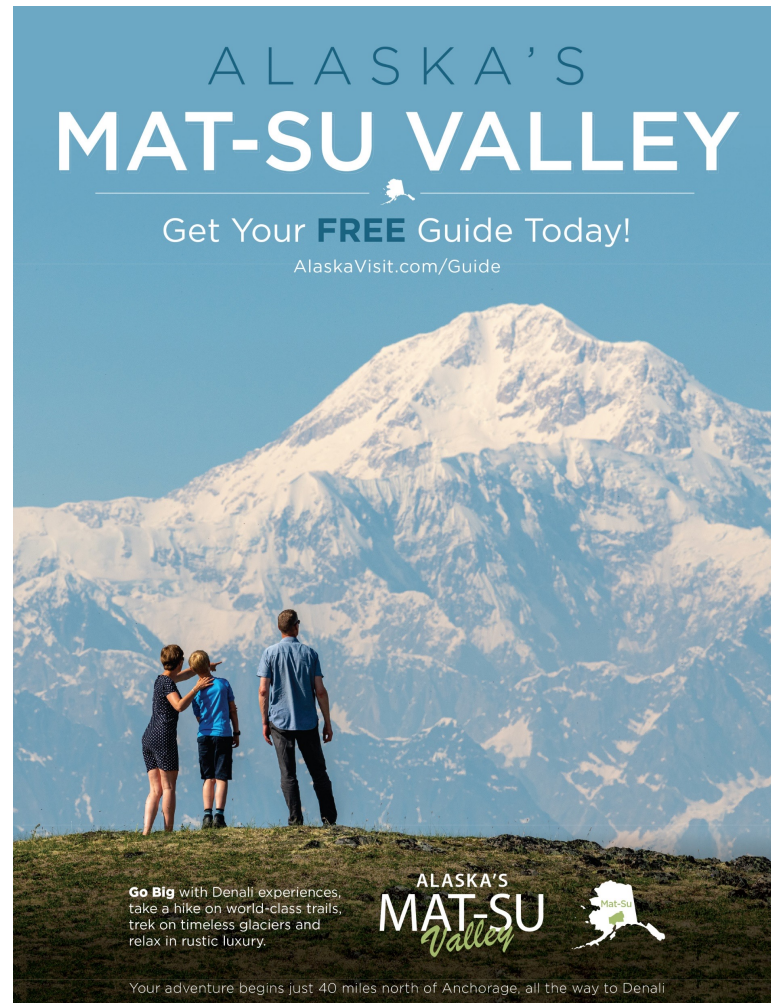
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**YAHOO!**  
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# National advertising

- State Vacation Planner
- Visit Anchorage Guide
- Explore Fairbanks Guide
  - These drive traffic to AlaskaVisit.com, and ultimately to you



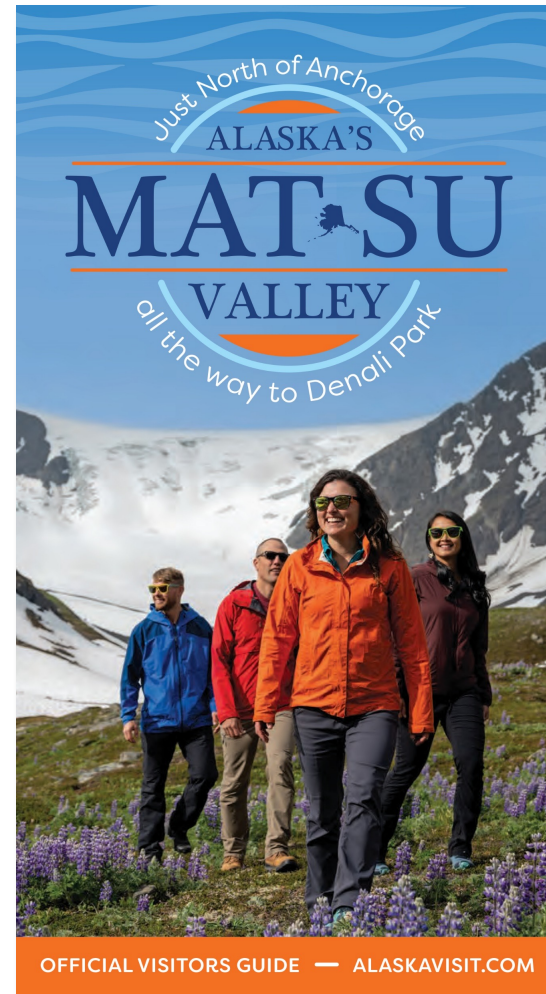
**YAHOO!**  
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Mat-Su CVB 101    February 24, 2023

**YAHOO!**  
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# Mat-Su Visitor Guide

- 100,000 guides printed
- Member listings
- Affordable advertising
- Distributed nationwide
- Research shows there is still demand for a printed visitor guide!



**YAHOO!**  
**Mat-Su**

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**YAHOO!**  
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# Co-op marketing opportunities

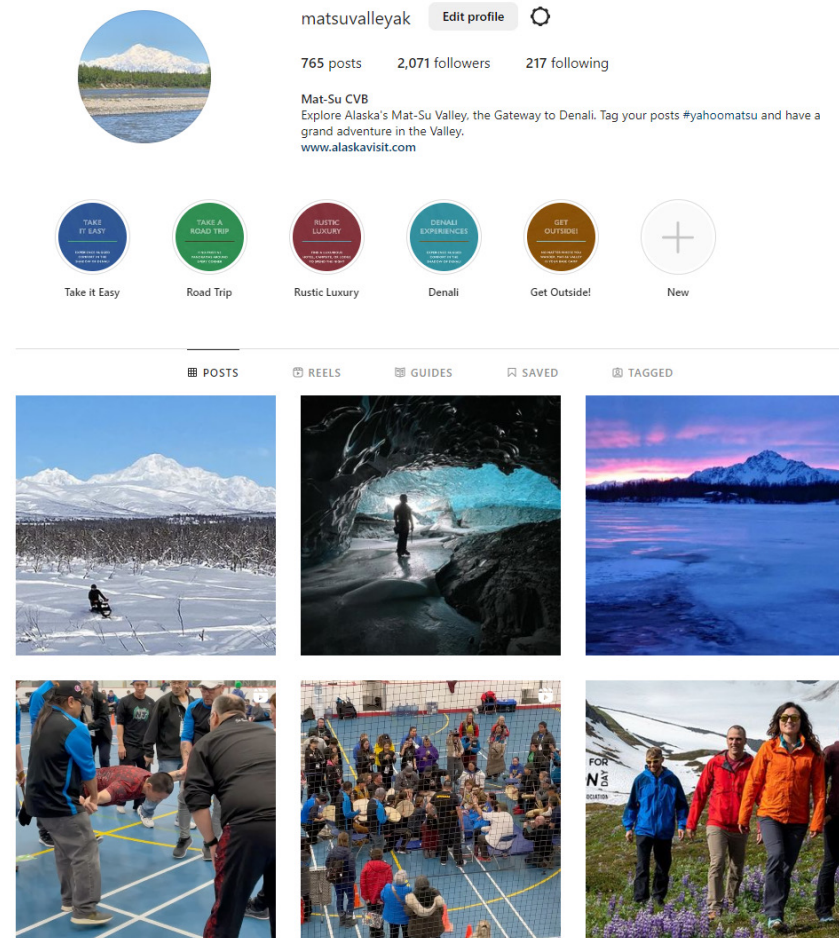


- Brochure distribution
- Booth share
- Developing relationships
- Affordable way to be in front of travelers who are actively planning



# Social media

- Paid and organic posts across multiple platforms
- Share members' posts
- User-generated content
- Video “walk-through”
- Creates awareness and interest
- Send us a few images!



**YAHOO!**  
**Mat-Su**

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**YAHOO!**  
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# Travel writers

- Our members help tell our destination's story
- Mat-Su CVB meets with writers at Alaska Media Road Show
- Hosts writers throughout the year on FAM trips



# Travel Trade

- Work with tour operators, travel agents and travel advisors
- Provide support, information and FAM trip opportunities






## Lastly, in-state marketing

- Comprehensive campaign
  - Online, Radio, Print, Digital ads
  - Social media
- “Trails” theme featuring communities
  - Adventure
  - Beers & Bites
  - Hiking

Brings Alaskans to your door!




# In-state marketing



*Adventure*  
— TRAILS —  
TALKEETNA

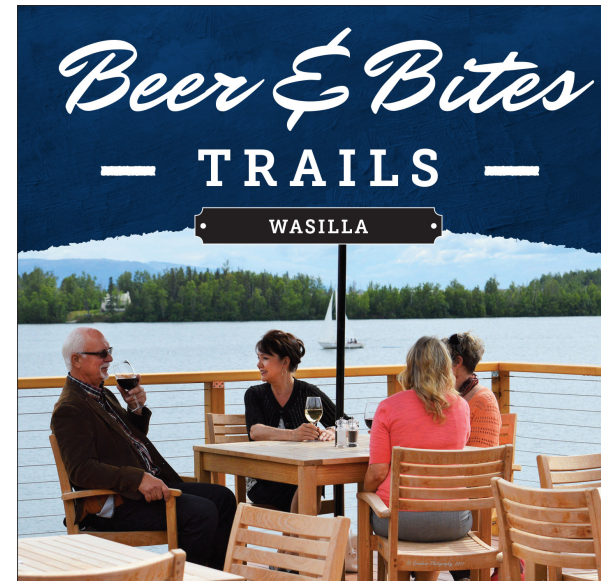
Talkeetna is the place to be for summer adventure! From flightseeing and jetboating to zip lining and biking, head to Talkeetna and take advantage of Alaskans-only discounts this summer

Alaskans-only Discounts at [AlaskaVisit.com/Specials](https://AlaskaVisit.com/Specials)



MAT-SU  
*Valley*


Mat-Su CVB 101



*Beer & Bites*  
— TRAILS —  
WASILLA

From fine dining to lakefront bites, Wasilla has a place for you. Stop by one of the microbreweries and get a growler to go. Take advantage of Alaskans-only specials this summer!

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MAT-SU  
*Valley*

February 24, 2023

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# In-state marketing



*Adventure*  
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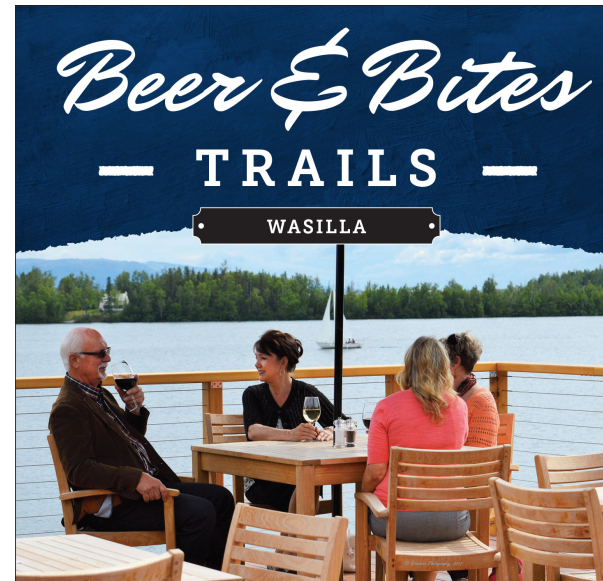
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MAT-SU  
*Valley*

February 24, 2023

YAHOO!  
**Mat-Su**

YAHOO!  
**Mat-Su**

Guess?  
What



**Tell us YOUR story,  
so WE can tell it too!**

Casey Ressler, Marketing & Communications Manager

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