

Mat-Su Convention & Visitors Bureau FY2019 Annual Report



“Growing Tourism”

Membership

Your membership is an investment in tourism promotion for the Mat-Su Valley. It supports our mission to “Grow Tourism” and leads to further economic development in our community.

Membership highlights

Hosted networking luncheons Hosted evening networking event
Hosted Summer Kick-Off One-on-one member meetings
Annual Beer and Wine Tasting & Travel Auction Extravelganza

Your continued membership allows the Mat-Su CVB to provide you with marketing tools that help your business grow and succeed. We offer many marketing opportunities to our members, including:

Web site listing with photos, links, descriptions and events

Print advertising in the visitor guide, as well as discounted co-op advertising rates in national publications

Online leads available through the partner Extranet

Digital advertising packages on AlaskaVisit.com

Free networking events

Familiarization trips with tour operators, travel agents and media

Cooperative brochure distribution at five Alaska shows and the Los Angeles Travel & Adventure Show



The annual Stars of the Industry membership luncheon honors businesses and organizations that have made significant contributions to the industry.

Mat-Su CVB represents your interests through membership with:



Tourism Promotion at a Glance

In-state market

Mat-Su Outdoorsman Show • Great Alaska Sportsman Show • Fairbanks Outdoors Show • PFD Fair • Alaska Summer Showcase

Shoulder season campaigns that target Southcentral Alaska residents and visiting friends and relatives



100,000 printed
Direct mailed to 60,000 leads purchased from ATIA
Distributed at consumer shows
Mailed to national travel agents
Distributed throughout Alaska
All members have a listing

Visitor Guide

Social Media

Social media allows us to reach a wide audience in a very cost-effective manner, and highlight the beautiful imagery of the Mat-Su Valley

Twitter: 1,024 followers ▲ 11 percent
Facebook: 12,614 likes ▲ 3.5 percent
Instagram: 1,137 followers ▲ 41 percent

#YahooMatSu

Through attending Alaska Media Road Show and community partnerships, we work with travel media to generate editorial coverage of the destination. In FY19, we provided assistance to more than 25 travel writers, and hosted extended Mat-Su trips for two journalists, resulting in coverage ranging from NY Magazine to AARP Magazine.

Media/PR

Travel Trade

40 one-on-one appointment at NTA and ABA conventions
Assistance and FAM trips for 25 additional operators
3,000 visitor guides mailed to national travel agents
Site inspections/assistance for Alaska-based operators

Booth at the Los Angeles Travel & Adventure Show
Visitor guide and web site
Printed advertising in three Alaska Magazine editions

Domestic Travelers

Digital Marketing AlaskaVisit.com



AlaskaVisit.com FY19 Statistics

Total sessions

137,430

▲ Increase of 23 percent

Unique users

109,192

▲ Increase of 22 percent

Page views

244,702

▲ Increase of 20 percent

Digital marketing strategy

Targeted search engine marketing (pay-per-click)

Search engine optimization

Geotargeted digital ad placements

Industry best practices for design

Content creation strategy

Content is king! Developing new and engaging content is important in driving web site traffic.

FY19 content additions

16 new pages added

46 blog posts with new content

20 videos



Member benefit: online advertising

Affordable online advertising is available on the Mat-Su CVB web site. In FY19, advertisers had 947,000 impressions and 4,500 clicks to their own web site via AlaskaVisit.com

FY2019 Financial Statements

Statement of Financial Position (as of June 30, 2019)

Assets

Current assets:	
Cash	\$22,433
Membership and grants receivable	\$8,720
Prepaid expenses	<u>\$48,281</u>
Total current assets:	\$79,434
Property and Equipment	
Furniture and equipment	\$73,716
Accumulated depreciation	<u>(\$73,321)</u>
Net property and equipment	<u>\$395</u>
Total assets	\$79,829

Liabilities and net assets

Current liabilities:	
Accounts payable	\$32,049
Payroll liabilities & Deferred Revenue	<u>\$47,912</u>
Total current liabilities	\$79,961
Unrestricted net assets	<u>(\$132)</u>
Total liabilities and net assets	\$79,829

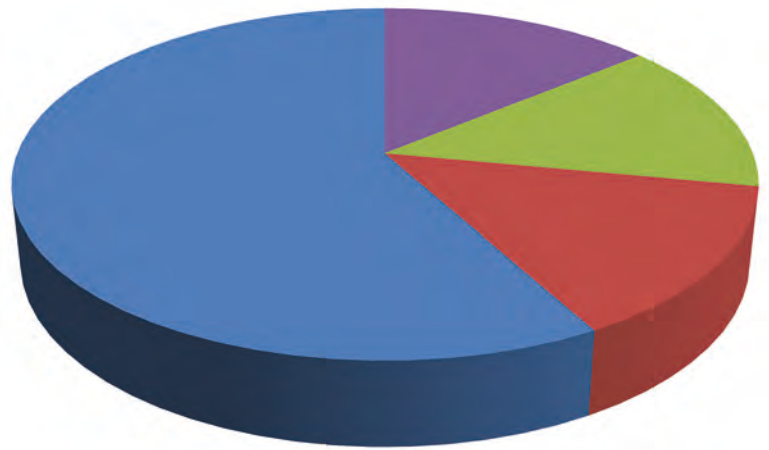
Per board policy, Mat-Su CVB's financial statements, accounting practices and reporting methods are audited every third year. The FY19 financial statements have not been audited.

FY19 Revenue Detail - \$882,516

Bed Tax Grant Revenue	\$747,500
Membership Dues	\$37,591
Sales and Marketing Programs	\$69,847
Special Events and Fundraisers	\$27,535
Interest	\$43
TOTAL REVENUE:	\$882,516

FY19 Expenses by Division

Marketing	\$464,621	55%	
Membership	\$141,006	16%	
Operations	\$129,356	15%	
Administration	\$122,517	14%	



YAHOO!
Mat-Su

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AlaskaVisit.com



Message from the Board Chair

It's been my absolute honor to serve as President of the Board of Directors for my fifth, and final, year in FY19. I have worked alongside bright and talented board members throughout the years, and their dedication to the tourism industry is a great asset.

I'd like to thank you for your membership with Mat-Su CVB. Your membership is an important investment, not only in this organization, but also the tourism industry. It allows us to offer affordable marketing opportunities for our members, it allows us to serve as your advocate on tourism related topics, and it allows us to promote the Mat-Su Valley as a premier visitor destination. All of those things are a return on your investment.

The Mat-Su CVB staff promotes the Valley at consumer shows like the Los Angeles Travel & Adven-



ture Show, at travel trade events like the National Tour Association Travel Exchange and throughout Alaska. This marketing plan is efficient and targeted, and allows us to reach a wide range of potential visitors for the best value.

Our largest investment is our web site, and I'm happy to report that in FY19, we saw continued

growth. More than 109,000 unique visitors came to the site, generating 137,430 sessions – an increase of 23 percent over FY18. Those web site visitors also visit your member listings and click through to your web site. We invest in search engine optimization, search engine marketing and development to ensure the sight remains an important planning tool and a source of information for our visitors.

The Mat-Su CVB staff and board of directors are passionate about our destination and committed to destination promotion that benefits our members, our communities and the economy of the Mat-Su Borough, because we know that tourism is everybody's business.

- Cheryl Metiva, Board Chair
Coming Attractions Theatre

2018-2019 Mat-Su CVB Board of Directors

Cheryl Metiva, Chair
Coming Attractions Theatre

Cole Chambers
K2 Aviation/Rust's

Mark Fleenor, Vice Chair
Sheep Mountain Lodge

Fernando Salvador
Pursuit/Alaska Collection

Roberta Warner, Treasurer
Knik River Lodge

Ina Mueller
Mat-Su Resort/Everett's

Mark Austin, Secretary
Musk Ox Farm

Collette Hand
Alaska's Harvest B&B

Israel Mahay,
Executive Committee
Mahay's Jet Boat Adventures

Dan Wilcock
Alaska Backcountry Adventure
Tours

Mat-Su CVB Staff

Bonnie Quill
President & CEO

Casey Ressler
Marketing & Communications
Manager

Justin Saunders
Membership Manager

Neil Campbell
Administrative Manager

