

Marketing report – Visitor Guide

2022 Visitor Guide

100,000 copies printed

56,000 mailed to high potential visitors

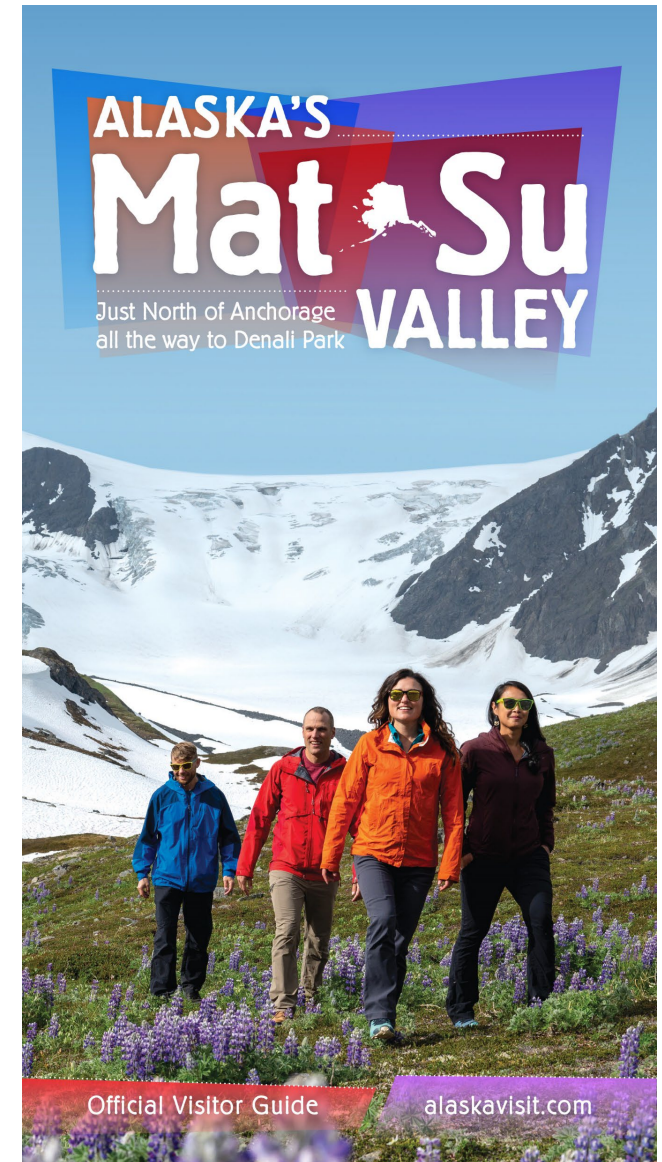
3,000 mailed to AARP leads

Distributed throughout Alaska

Distributed at national travel shows

2023 Visitor Guide

Printing in late December



Marketing report – AlaskaVisit.com

Largest marketing investment by Mat-Su CVB

Robust search engine optimization program

Targeted pay-per-click campaign

Content creation

More than 20 new pages added in 2022

33 blog entries in 2022

New photos added throughout site

Events calendar drives traffic



Marketing report – AlaskaVisit.com

Year to date

305,000 sessions – up 18.4 percent over 2021

485,000 pageviews

Organic search up 19 percent over 2021

Industry-wide, organic is down

Paid search is up 45 percent over 2021

Cost per click significantly lower
than industry averages



Marketing report – AlaskaVisit.com

New!

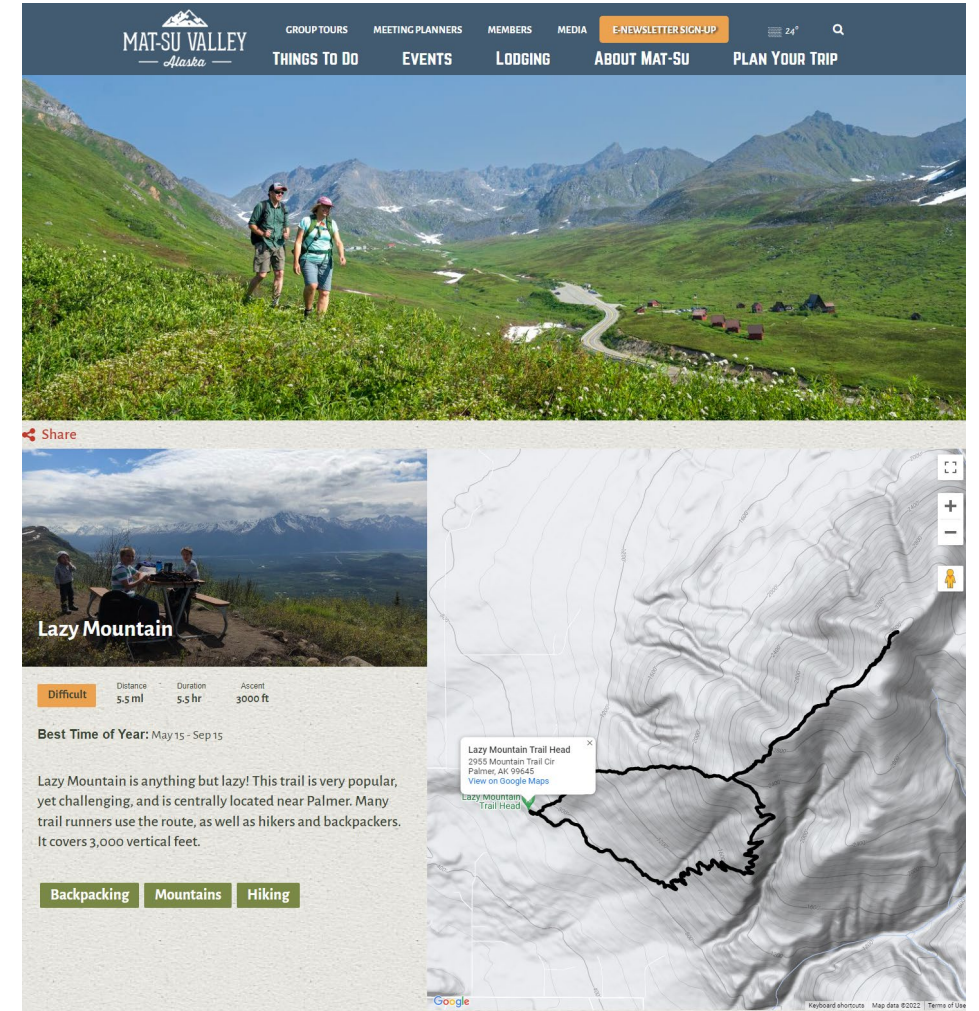
Trail map widget added in summer 2022

Gives users detailed trail maps

Integrated with Google Maps

Descriptions, categories, difficulty

Customizable



National advertising



AARP Magazine

3,000 leads generated

Outside Magazine

Travel+Leisure

Alaska Magazine

YAHOO!
Mat-Su

Mat-Su CVB Annual Meeting & Voice of the Membership

YAHOO!
Mat-Su

National advertising

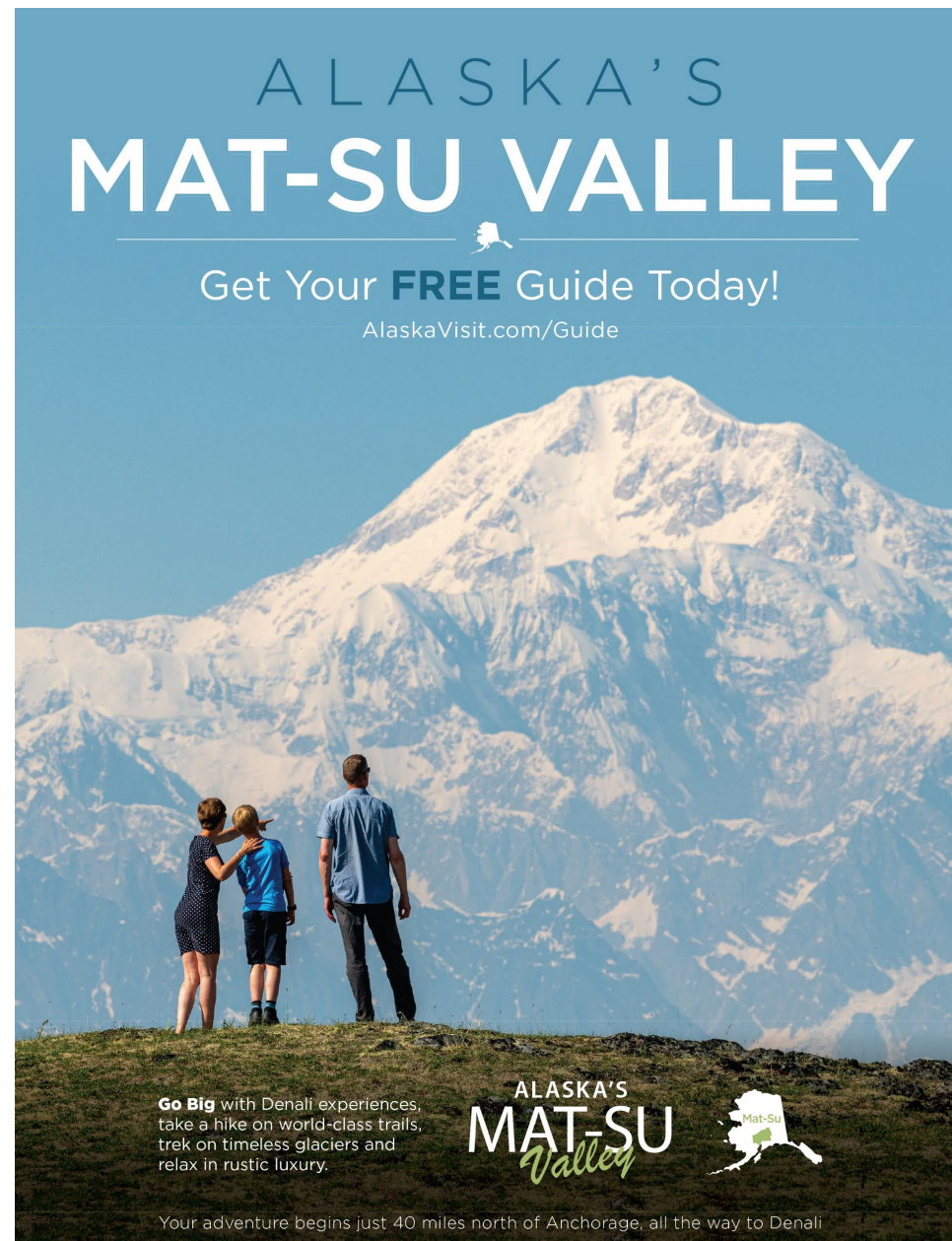
Full page ads in 2022

State Vacation Planner

Visit Anchorage Guide

Half-page ad in 2022

Explore Fairbanks Guide



YAHOO!
Mat-Su

Mat-Su CVB Annual Meeting & Voice of the Membership

YAHOO!
Mat-Su

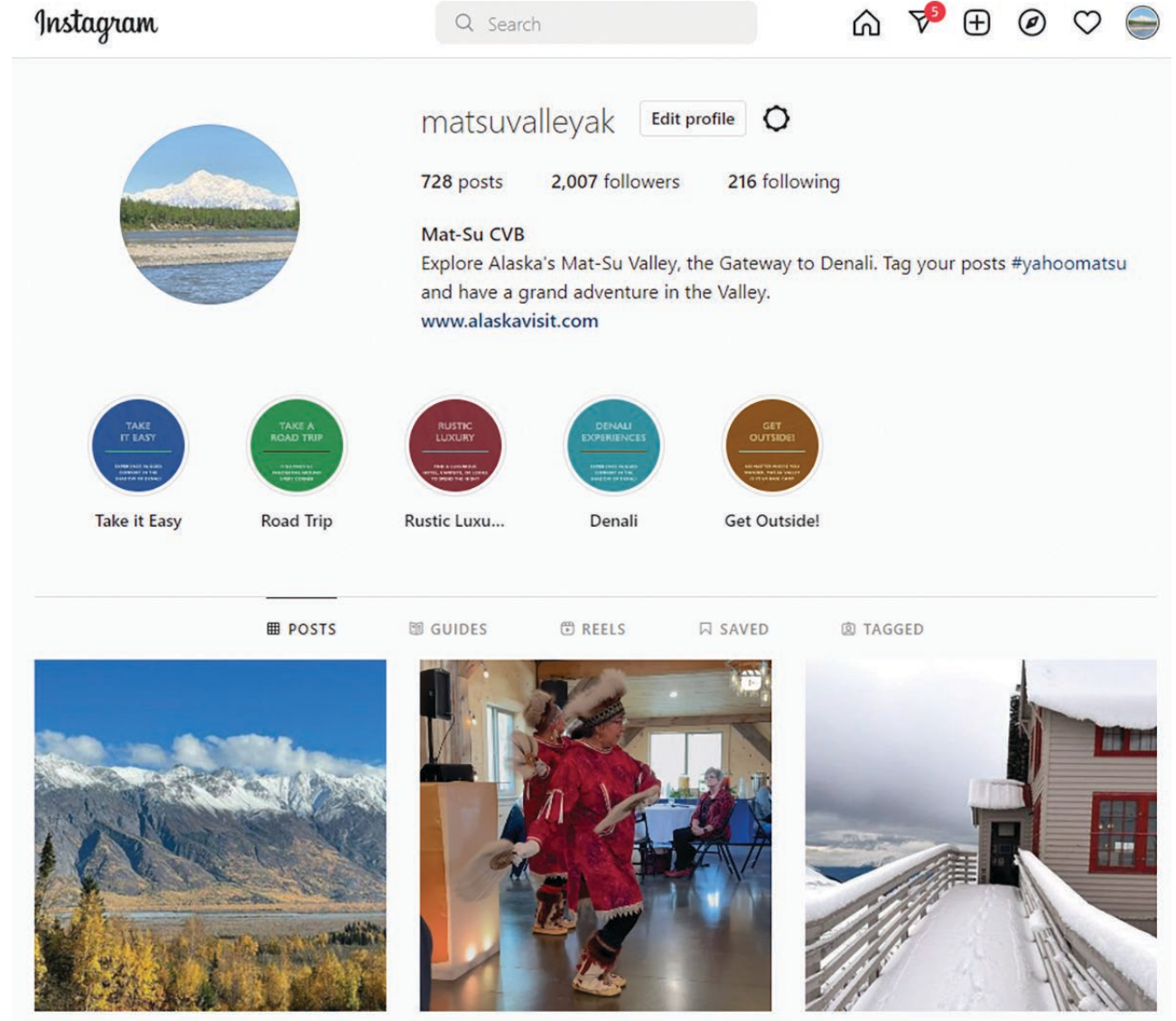
Social media

Paid and organic posts

In FY22, 2.7 million in total reach across all platforms

45,000 engagements on Facebook, Twitter and Instagram

Like and share!

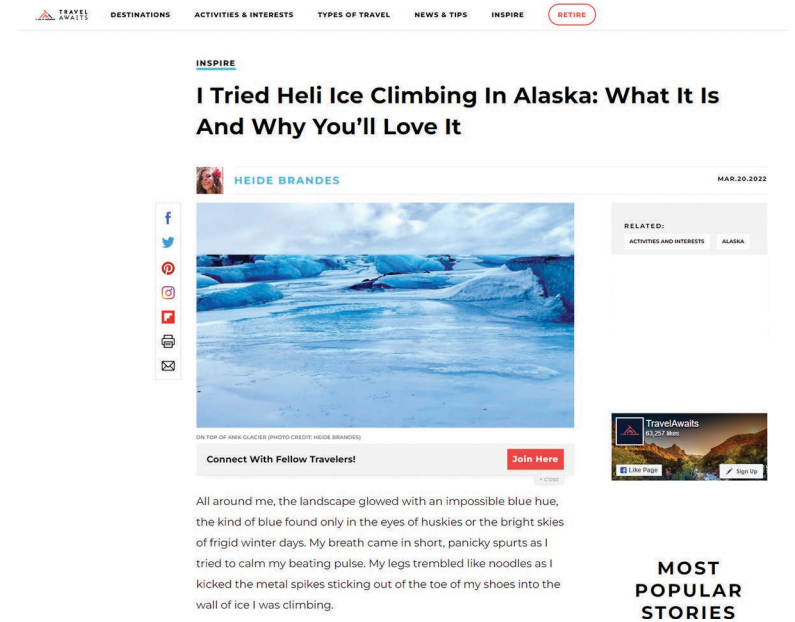


Travel writers

Attended Alaska Media Road Show

Assist journalists throughout the year

Stories appeared in Northwest Travel, Travel Weekly, CNN Travel, travel blogs and more



YAHOO!
Mat-Su

Mat-Su CVB Annual Meeting & Voice of the Membership

YAHOO!
Mat-Su

Travel Trade

ABA Marketplace

Ft. Worth, Texas in January

NTA Travel Exchange

Reno, NV earlier this week

Working with Visit Anchorage on Go West Mat-Su FAM in March

Provide support, FAM trip opportunities to travel trade

Lastly, in-state marketing

Comprehensive campaign

Online, Radio, Print, Digital ads


Social media

“Trails” theme featuring communities

Adventure

Beers & Bites

Hiking




A promotional poster for hiking in Palmer, Alaska. The top half has a dark green background with the word "Hiking" in a white script font, followed by "— TRAILS —" in a white sans-serif font. Below this, a dark green banner with white text reads "PALMER". The middle section features a photograph of a man and a woman hiking through a field of purple flowers, with a mountain in the background. The bottom section has a white background with text: "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!". Below the text is a QR code and the "MAT-SU Valley" logo. At the very bottom, a green banner reads "Alaskans-only Discounts at AlaskaVisit.com/Specials".

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](https://alaskavisit.com/specials)

 MAT-SU Valley

In-state marketing

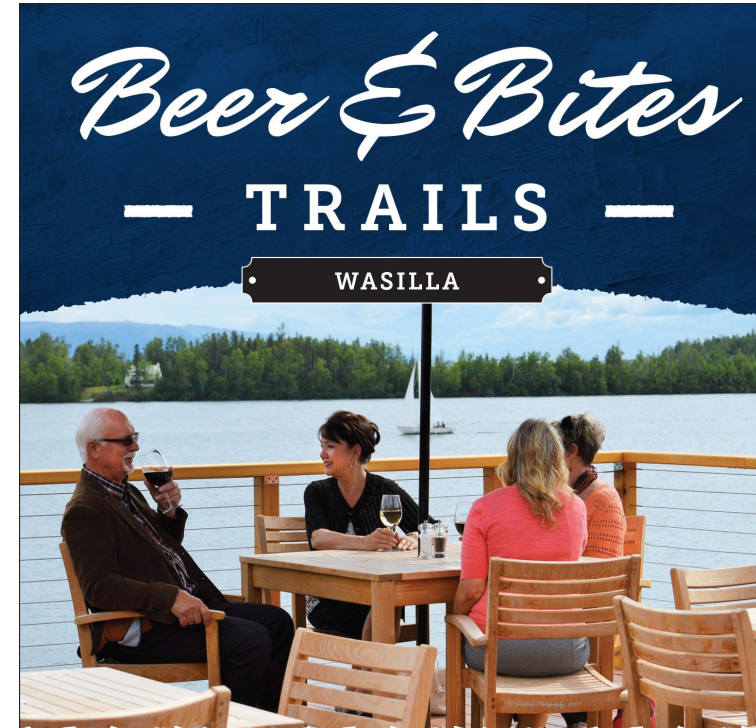


Talkeetna is the place to be for summer adventure! From flightseeing and jetboating to zip lining and biking, head to Talkeetna and take advantage of Alaskans-only discounts this summer

Alaskans-only Discounts at AlaskaVisit.com/Specials



MAT-SU
Valley



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!

Alaskans-only Discounts at AlaskaVisit.com/Specials



MAT-SU
Valley

In-state marketing



U.S. Travel Association Destiny Awards

Mat-Su CVB in-state campaign named **one** of **three** national finalists!

Campaign budget had to be less than \$1 million

Entire Mat-Su CVB budget is less than \$1 million!