

The Bureau Bulletin

A publication of the Mat-Su Convention & Visitors Bureau

Winter 2018

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Local tourism leaders honored at annual awards luncheon

The Mat-Su CVB honored six local businesses and individuals during the organization's Stars of the Industry luncheon Nov. 2 at Evangelo's.

The Lifetime Achievement Award was given to Steve Mahay of Mahay's Jet Boat Adventures in Talkeetna. Mahay is retiring after 40 years in tourism and has helped many Mat-Su tourism businesses throughout his four decades. Mahay's son, Israel, is taking over the family business in January.

The Cheechako Award honors a new business that has grown steadily and thrived in its early years. Alaska Horse Adventures was this year's recipient. They offer guided trail rides in the Butte and Knik River Valley area.

The Northern Lights Award was given

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Kim Sollien, left, and Stuart Liedner, right, of the Mat-Su Trails and Parks Foundation accept the Northern Lights Award from Justin Saunders of Mat-Su CVB.

BILL GEIST OFFERS MARKETING TIPS AND TRICKS



National tourism marketing expert Bill Geist talks to members of the Mat-Su CVB about how to best market themselves to today's travelers. Geist was the keynote speaker at the Mat-Su CVB Annual Meeting on Nov. 2 at Evangelo's.

**2018-2019
Mat-Su CVB
Board of Directors**

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From the Board Chair's desk

A look back, and a look forward

Happy holidays from the Mat-Su CVB! At this time of year, it's always time to reflect on the past year and to also ponder the future, and in a way, that was exactly how I felt with the recent Mat-Su CVB Board of Director elections in late October.

It made me reflect because Karen Harris and Craig Saunders termed off the board - Karen after serving 13 years and Craig after serving 9 years. They brought energy and a true passion for the tourism industry to the board, and both served as the chair of the board at one point, providing leadership and guidance to the organization.

Craig has been instrumental in moving the Gateway Visitor Center project forward in the last decade, and as chair of the Internet Committee, Karen has been instrumental in overseeing our web site's tremendous growth. Their contributions to the CVB and the local tourism industry as a whole cannot be understated.

I've been lucky to serve on the board with them for most of those years, but even more fortunate to develop deep friendships with them both, and I look forward to working with them again in the future. I'd like to thank them for being industry leaders and great ambassadors for our organization.



Cheryl Metiva

With Craig and Karen leaving the board, we welcome two new faces - Dan Wilcock of Alaska Backcountry Adventure Tours and Ina Mueller of Mat-Su Resort. They both have been involved with the CVB in recent years and I'm looking forward to the new ideas and fresh viewpoints they will bring.

On Jan. 8-9, the board will look to the future as we convene for our annual planning retreat. During these two days, we evaluate and prioritize our goals and objectives for the organization. It is very productive, and each year, the board and staff leave the retreat refreshed and energized for the upcoming year.

If you have something you'd like the board to consider during the retreat, please reach out to myself or any of the board members. We always welcome input and value feedback from the membership.

I hope you all have a very safe and happy holiday season and are ready to make 2019 the best year ever!

Cheryl Metiva (cherylm@catheatres.com) is the director of sales and marketing at the Extreme Fun Center and Valley Cinema, as well as the chair of the Mat-Su CVB Board of Directors.

Shake shake shake - picking up the pieces from the Nov. 30 earthquake

The morning of Friday, Nov. 30 started out much the same as every morning, until the ground started shaking and the 7.0 earthquake turned it into a day we won't soon forget.

The Mat-Su CVB office in downtown Palmer did not sustain any damage, and in fact, power was never lost.

In the weeks since, we have been amazed at the resiliency of Alaskans, as repairs to roads, schools and other crucial infrastructure took place in such an expedient manner. Even though it was the middle of winter, everyone came together to make things happen smoothly and efficiently. We are also extremely thankful that there were no major injuries from the

earthquake.

In the days after the earthquake we received inquiries from tour operators about any changes for the upcoming summer season due to earthquake damage. We have assured them that there will be no major consequences related to the earthquake, outside of possibly some road construction delays. Alaska will be ready to welcome summer visitors without a hitch!

If you suffered any damage or have any changes at your business related to the earthquake, please let us know about them. Please keep us informed by e-mailing casey@alaskavisit.com or calling us at 746-5000.

From the President & CEO

Mat-Su CVB membership offers marketing value

Have you developed your plan for success in 2019? Mat-Su CVB is ready to help you achieve your goals with education workshops, online tools, networking events and cooperative marketing programs to grow your business. This newsletter is full of opportunities to take advantage of membership.

We have scheduled education workshops for January and February focusing on two important topics: *Sustainable Tourism* in January and *Online Reviews* for February. Each session will give you comprehensive and relative examples you can apply to your business. These events are also an occasion to meet and network with other members. Many partnerships and cooperative relationships have been made at membership luncheons. Lodging members have created partnerships with snowmachine tour operators and dog kennels. Local receptive operators who attend discover new product to include in their packages. Each luncheon concludes with member



Bonnie Quill

announcements to broadcast news of your business offerings.

On page nine you will see the latest web site statistics for www.alaskavisit.com and the impressive increase in traffic over 2017. Our investment in search engine optimization and paid search efforts is reaching more visitors with your business listing. Have you logged on to the member extranet and updated your business listing? "Put the Extranet to work for you" on page six will guide you through the process or link to a six-part video tutorial to get you started.

You will also find archived newsletters and upcoming events posted along with co-op marketing opportunities and access to visitor leads. You can increase your exposure on the web site with one of several digital advertising packages offered through a partnership with Destination Travel Network (DTN) explained on page seven.

Mat-Su CVB has secured booth participation in five upcoming consumer travel and outdoor shows between

February and April. We offer members the most affordable option to distribute your brochures at these shows. This is a great way to reach residents planning for visiting friends and relatives. We also collect contact information from attendees to remarket to them via e-mail.

If you are anticipating hiring staff for the upcoming summer, register for the 2019 Mat-Su Employer Expo organized by the Mat-Su Job Center. Mat-Su CVB is a major sponsor of this successful event that takes place March 13 at the Mat-Su College. More than 800 job seekers attended last year and it is a great opportunity to meet and connect with local potential employees. You can request a registration form by emailing joseph.knowles@alaska.gov

Finally, did you know that the four full-time employees at Mat-Su CVB have over 58 collective years of knowledge working at the CVB. Staff are here as a valuable resource for members. Give us a call or set up an appointment to meet and discuss strategies to grow your tourism business in 2019.

Happy New Year!

Members elect 2 new board members and 2 incumbents

The Mat-Su CVB Board of Directors welcomed two new faces following the October elections, as Dan Wilcock of Alaska Backcountry Adventure Tours and Ina Mueller with Mat-Su Resort were elected by the membership to three-year terms.

The board also said good-bye to Karen Harris (Alaska Garden Gate B&B) and Craig Saunders (Iditarod Trailside Lodging), as they termed out. Both had served more than 10 years on the board.

Mat-Su CVB members passed a by-laws amendment last winter adopting a term limit of three consecutive three-year terms.

"Karen and Craig have given so much to the board and the tourism industry as a whole during the service, and they will be missed," said Bonnie Quill, Mat-Su CVB president and CEO. "We can't thank them enough for all they have contributed."

Two incumbents were also selected by the membership – Cheryl Metiva from the Extreme Fun Center, who will continue as board chair, and Mark Fleenor of Sheep Mountain Lodge, who will continue to serve as the vice chair.

The 10-person board also includes



The Mat-Su CVB membership elected Dan Wilcock of Alaska Backcountry Adventure Tours and Ina Mueller of Mat-Su Resort to the board of directors, along with incumbents Cheryl Metiva of Extreme Fun Center and Mark Fleenor of Sheep Mountain Lodge.

Robert Warner of Explore Tours (treasurer), Mark Austin of the Musk Ox Farm (secretary), Israel Mahay of Mahay's Jet Boat Adventures (executive committee member), Cole Chambers of Rust's/K2 Aviation, Fernando Salvador of the Alaska Collection by Pursuit/Talkeetna Alaskan



Lodge, and Collette Hand of Alaska Harvest B&B.

"I'd like to thank everyone who ran this year – it was very competitive and every candidate would have been a great addition to the board of directors," Quill said.

AWARDS

Continued from Page 1

to the Mat-Su Trails and Parks Foundation for its efforts in building and maintaining trails and related infrastructure throughout the Mat-Su Borough.

The Gold Star Award honors a business that has made significant contributions. Settlers Bay Golf Course and the Albatross Restaurant was this year's recipient for their work in hosting concerts, events for nonprofits and working to help establish the Settlers Bay Coastal Trail.

Cole Chambers of K2 Aviation was this year's Tourism Angel winner. Chambers is a member of the Mat-Su CVB board, is a charter board member of the Mat-Su Visitor Foundation, serves as the chapter president of the Alaska Travel Industry Association Anchorage Chapter and gives her time to many tourism-related causes.

The It Happens Award honors a business that took lemons and turned them into lemonade. This year, that went to Alaska Chinook Charters. With king salmon season shut down, they shifted and started offering eco tours as a way to not lose revenue. While fishing is still their primary focus, they adapted well in the face of adversity.



Mat-Su CVB President & CEO Bonnie Quill accepts a Best Idea Award from the Destination Marketing Association of the West (DMA West) at the organization's annual meeting.

Mat-Su CVB wins Best Idea Award at DMA West annual meeting

The Mat-Su CVB was one of four destination marketing organizations honored during the Destination Marketing Association of the West (DMA West) Education Summit in September in Boise, Idaho. The Best Idea program honors destination marketing organizations for innovative projects and creative marketing strategies.

Mat-Su CVB earned a Best Idea Award for its "Empowerment" project of video production. Four years ago, the CVB had budgeted for contracting video production for its marketing efforts. Internally, staff member Justin Saunders was producing great photography content in his spare time.

After discussions, the CVB purchased a professional camera and editing software and Saunders took on the challenge. He has produced more than 50 videos since, which are used on the CVB web site, blog, social media and

marketing campaigns such as being shown at the baggage claim area where visitors are first arriving in Alaska.

"Rather than just producing one video project, we empowered and challenged Justin and now we have a collection of videos to use in a variety of ways," said President & CEO Bonnie Quill.

Videos have also been produced showcasing member businesses, as well as tutorials for CVB members on how to better market themselves online. Saunders' video of the Iditarod won a national competition among CVBs in the past as well.

Other Best Idea Award winners were the Aspen (Colorado) Chamber Resort Association, Visit Santa Rosa (Calif.) and Visit Tri-Valley (Calif.).

DMA West is a regional professional association serving more than 150 destination marketing organizations in the west.



Alaska Horse Adventures owner Joshua Hale, left, accepts the Cheechako Award from Dan Wilcock of Alaska Backcountry Adventure Tours.

Happy holidays! The Mat-Su CVB office will be closed Dec. 24-Jan. 1 for the Christmas break. We will reopen with regular hours on Wednesday, Jan. 2.

Brochure distribution offered at 5 consumer shows

The Mat-Su CVB is offering co-op brochure distribution at four Alaska outdoor shows this spring, as well as offering booth share and brochure distribution at the Los Angeles Travel and Adventure Show in California.

The CVB will have a booth at the four Alaska shows – Mat-Su Outdoorsman Show, Great Alaska Sportsman Show, Alaska Summer Showcase and the Fairbanks Outdoors Show – which are tailored to visiting friends and relatives.

The Mat-Su CVB will also have a booth at the L.A. consumer show, which is the largest in the country and attracts more than 25,000 high potential visitors who are actively researching their trips at the show.

Members can have their brochures distributed at each show for just \$25 a show – or \$100 for all five if you sign-up early, a \$25 savings.

There is also an opportunity to be in the booth at the Los Angeles consumer show. For \$250, you can be in the booth and meeting with thousands of potential visitors. The participation fee does not include travel and expenses, and to participate your tour or product must be in the Mat-Su Borough.

At the four Alaska consumer shows, giveaways are also needed for the booth. If you donate a prize for one of the shows, such as a trip or an overnight stay, Mat-Su CVB will distribute your brochures for free.

For more information, interested members can e-mail casey@alaskavisit.com. To download a registration form, click [HERE](#).

Co-op marketing opportunities

Los Angeles Travel & Adventure Show
Feb. 16-17, Los Angeles Convention Center
\$250 booth share available

Mat-Su Outdoorsman Show
March 22-24, Menard Center

Alaska Summer Showcase
March 30, Alaska Native Heritage Center

Great Alaska Sportsman Show
April 4-7, Sullivan Arena

Fairbanks Outdoors Show
April 26-28, Carlson Center

Brochure distribution is available at all consumer shows in 2019 for \$25 each, or \$100 for all five.

Travel trade targeted at NTA, ABA, ITB

The Mat-Su CVB is meeting with tour operators at three national and international conventions, highlighting the Mat-Su Valley as a destination on statewide itineraries.

In January, Mat-Su CVB President & CEO Bonnie Quill attended the National Tour Association Travel Exchange event in Milwaukee, and she had 19 one-on-one meetings with tour operators.

Mat-Su CVB Marketing Manager Casey Ressler will attend the American Bus Association Marketplace event in Louisville, Ky., in late January.

“NTA and ABA attract two different sets of tour operators, but they all are already coming to Alaska or are looking to expand their Alaska product,” Ressler said. “It’s a good way for us to showcase new products or to just talk about why they should stay longer in the Mat-Su Valley.”

At both conventions, buyers and sellers request appointments through a scheduling program online, so that all appointments are highly qualified.

In March, Ressler will attend ITB in Berlin in a cooperative marketing program with the Alaska Travel Industry Association. ITB is the largest travel convention in the world.

“ITB has been very successful for us in the past, not only in meeting with tour operators from the UK and German-speaking Europe, but also generating coverage in German travel guides for Alaska,” Ressler said.

If you work with tour operators and have a new product or tour, please let Ressler know by e-mailing that information to casey@alaskavisit.com so he can include it in the appointments.

Mat-Su CVB meets with national travel writers

The Mat-Su CVB participated in the Alaska Media Road Show in Henderson, Nevada in late October, meeting with national travel writers and bloggers.

Alaska Media Road Show is organized by Thompson & Co., the state’s tourism public relations agency, and attracts writers and journalists from such outlets as USA Today, the New York Times, the New York Post and other top magazines, as well as industry leading bloggers.

“It’s always a great opportunity to tell the Mat-Su Valley’s story to prominent journalists,” said Bonnie Quill, Mat-Su CVB’s president and CEO who attended this year’s event. “We also make great contacts and develop relationships that pay off with coverage in the future.”

Typically, Mat-Su CVB conducts two press trips a year with writers it meets at Road Show. This summer, the CVB hosted Christy Woodrow, who has The Ordinary Traveler blog, and Susan Barnes, who produced a story including the Mat-Su Valley for Forbes magazine.

“Christy has a tremendous following on social media and posted several times about her trip in the Valley, while Susan produced more of a ‘traditional’ piece,” said Mat-Su CVB’s Casey Ressler. “It was a successful trip, and it all started by making contact with them at Alaska Media Road Show.”

The Mat-Su CVB also sponsored the social media awards at the event for the third time, giving the CVB more exposure with the travel writers.

2019 Visitor Guide now available

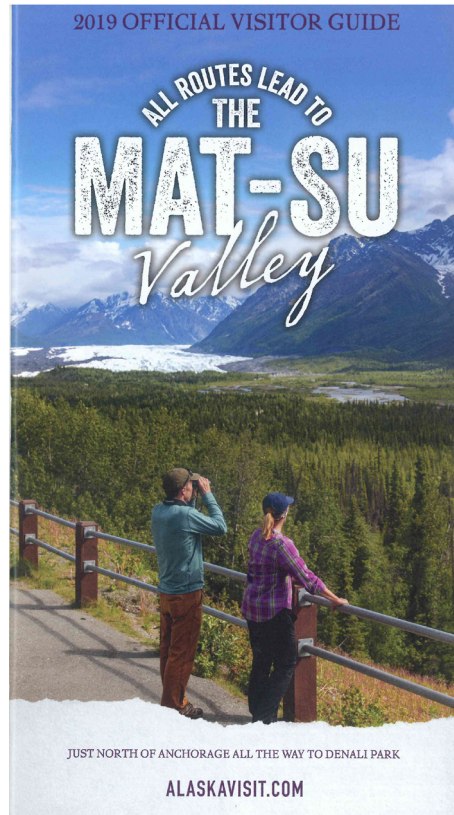
The 2019 Mat-Su Visitor Guide is hot off the press! The guide published in late October and copies are available for members to distribute at their business.

The guide features in-depth travel planning ideas, "local's tips," all new photography and listings for every Mat-Su CVB member. The printed guide is one of the CVB's top marketing tools.

"Even in today's digital world, there is always a place for a printed visitor guide," said Mat-Su CVB's Casey Ressler. "We distribute the guide to potential visitors, travel agents, travel media, tour operators and more."

Once again this year, 100,000 copies of the guide were printed. Of those, 3,500 are sent to high-producing travel agents identified by the Alaska Travel Industry Association; 50,000 are distributed to consumers through the ATIA leads program; and the rest are distributed through direct requests, at trade and consumer shows and in high traffic areas throughout Alaska.

If your business would like extra copies of the guide to distribute, please call 746-5000 or e-mail neil@alaskavisit.com.



Discounted Alaska Magazine co-op advertising available to members

Mat-Su CVB members can take advantage of discounted advertising in Alaska Magazine in 2019 thanks to a cooperative marketing program, and the deadline for the first issue is fast approaching.

Mat-Su CVB has committed to advertising in three issues, beginning with the March issue, and in return Alaska Magazine offers discounted rates to CVB members for the cooperative advertising pages. Ad rates on the co-op pages are discounted up to 25 percent for members.

All ad sales and design are handled directly by Alaska Magazine. The deadline for the March 2019 issue (Iditarod issue) is Dec. 29, but given the holiday season, Alaska Magazine said it is flexible until early January. The other two issues are the May road trip issue and the December/

January vacation planner issue.

"Alaska Magazine's readers are high-potential visitors who love everything about the state. Discounted advertising is a great member benefit we're able to offer in conjunction with Alaska Magazine," said Casey Ressler, Mat-Su CVB marketing manager.

According to research by Alaska Magazine, its readers spend more than \$4,000 on their Alaska vacations, and more than 60 percent of its readers plan to visit Alaska within the next three years. Ninety percent of their readers live in the Lower 48, including 36 percent in the West, which is one of Alaska's biggest markets.

For more information about the program or to schedule your ad, interested members can reach out to Alaska Magazine's Melissa Bradley directly at (907) 313-9110 or via e-mail at Melissa.bradley@alaskamagazine.com.



Put the Extranet to work for you

Make your "membership New Year's resolution" and start taking advantage of the Mat-Su CVB Member Extranet.

The Extranet is a portal that is like a marketing toolbox, filled with things you can use to make yourself stand out. From member listings to visitor guide leads, you can find everything in one easy-to-use place.

"There are a lot of very nice features available in the Extranet, but you have to log in to fully use them," Mat-Su CVB's Justin Saunders said. "I'm here to help you take advantage of this member benefit."

The Extranet, accessible by clicking [HERE](#), includes research documents, a member to member bulletin board and Mat-Su CVB announcements.

All of the visitor guide leads are stored there, giving you the contact information of people who have requested a Mat-Su guide and asked to have their information passed on to members matching the categories they are interested in.

"These are engaged, high potential visitors who want our members' information," Saunders said. "And you can download them all in one convenient place."

The Extranet also allows members to update their online listings, including photos, amenities, descriptions, TripAdvisor reviews, coupons and more. You can update them as often as you'd like - they go live after an approval process.

If your business hosts community events, there is a section where you can submit the event to be included on the Mat-Su CVB's calendar of events page.

If you want to learn more about the Extranet and how it can work for you, or if you've lost your log-in credentials, contact Saunders at justin@alaskavisit.com.

The Mat-Su CVB has also produced a six-part video tutorial to help you navigate the Extranet and learn about its many features. To access Lesson 1, click [HERE](#).

Boost your marketing efforts with online advertising

The Mat-Su CVB is offering digital advertising packages on its web site through a partnership with Destination Travel Network (DTN).

DTN is a strategic partner with Simpleview, the Mat-Su CVB's web site contractor. DTN offers enhanced listings, banner ads and text ads on www.alaskavisit.com.

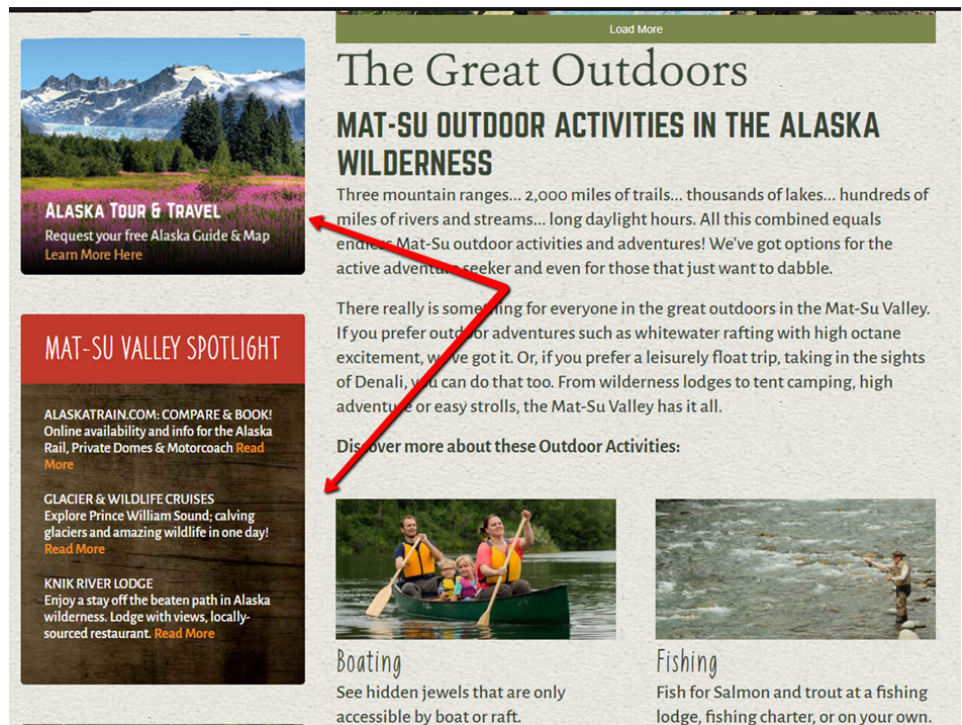
"Advertising online is an effective way of reaching visitors who are actively researching their trip and getting information about the Mat-Su Valley," said membership manager Justin Saunders. "This puts you right in front of them."

DTN handles all sales and ad designs for members. Saunders said representatives from DTN will reach out to Mat-Su CVB members directly, on the CVB's behalf.

"The partnership is great because it's like having an additional sales team," Saunders said.

So why should you consider a DTN package? The Mat-Su CVB's web site has generated more than 120,000 sessions from January 1 through November 30, an increase of 40 percent from 2017. By purchasing a DTN package, you are also leveraging Mat-Su CVB's marketing dollars.

"The web site is our top marketing



ALASKA TOUR & TRAVEL
Request your free Alaska Guide & Map
[Learn More Here](#)

MAT-SU VALLEY SPOTLIGHT
ALASKATRIP.COM: COMPARE & BOOK!
Online availability and info for the Alaska Rail, Private Domes & Motorcoach [Read More](#)
GLACIER & WILDLIFE CRUISES
Explore Prince William Sound; calving glaciers and amazing wildlife in one day! [Read More](#)
KNIK RIVER LODGE
Enjoy a stay off the beaten path in Alaska wilderness. Lodge with views, locally-sourced restaurant. [Read More](#)

The Great Outdoors
MAT-SU OUTDOOR ACTIVITIES IN THE ALASKA WILDERNESS
Three mountain ranges... 2,000 miles of trails... thousands of lakes... hundreds of miles of rivers and streams... long daylight hours. All this combined equals endless Mat-Su outdoor activities and adventures! We've got options for the active adventurer and even for those that just want to dabble.
There really is something for everyone in the great outdoors in the Mat-Su Valley. If you prefer outdoor adventures such as whitewater rafting with high octane excitement, we've got it. Or, if you prefer a leisurely float trip, taking in the sights of Denali, you can do that too. From wilderness lodges to tent camping, high adventure or easy strolls, the Mat-Su Valley has it all.
Discover more about these Outdoor Activities:

Boating
See hidden jewels that are only accessible by boat or raft.

Fishing
Fish for Salmon and trout at a fishing lodge, fishing charter, or on your own.

There are several different ways you can advertising on the Mat-Su CVB's web site, www.alaskavisit.com. These two are a banner ad (top) and a text ad (bottom).

tool, and we invest a lot in search engine marketing and search engine optimization to generate as many visits as possible," Saunders said.

For more information about DTN and opportunities to advertise on the Mat-Su CVB web site, contact Saunders at 746-5032 or justin@alaskavisit.com.

Save the date! Travel Auction set for April 12

Save the date – the popular Mat-Su CVB Beer & Wine Tasting Travel Auction ExTRAVELganza is set for April 12.

The popular event will take place once again at Evangelo's, and the planning stages are just starting. Information about donating, sponsoring or ticket purchase options will be coming in the next few weeks.

The auction is the largest fund-raiser of the year for the Mat-Su CVB, and a good time to boot. Donations range from cruises to coffee cards, and just about everything in between. Typically, tourism businesses from around Alaska have donated tours, overnights and activities to the auction, which also features local brewers and The Grape Tap pouring wine samples.

The popular MTA/Alaska Airlines Luggage Tag raffle is back as well. For \$20, you get a luggage tag and an entry into the raffle for two round-trip Alaska Airlines tickets. You don't have to be present to win the luggage tag raffle.

For more information about the travel auction or if you are interested in donating or sponsoring, interested members can contact Saunders at 746-5032 or justin@alaskavisit.com.

Membership luncheons kick off on January 11

Don't miss the Mat-Su CVB's upcoming membership luncheons and networking events, which kick off in January featuring a workshop from the Alaska Travel Industry Association.

The first luncheon of 2019 is set for Jan. 11 at noon at Evangelo's. Tanya Carlson from ATIA will be on hand to talk with members about "Sustainable Tourism Trends" and the Adventure Green Alaska initiative.

Membership luncheons are a great way to learn more about topics related to the tourism industry, and also to network with other members, Membership Manager Justin Saunders said.

The February luncheon is set for Feb. 8 at Turkey Red in downtown Palmer, and the topic will be "The Growing Importance of Online Reviews." You'll learn how to provide positive feedback online and take control of your reviews.

In March, the Mat-Su CVB is organizing its second annual evening exchange. Stay tuned for the date and location.

All luncheons are free to attend and open to the public. At both Evangelo's and Turkey Red, lunch is available to purchase directly from the restaurant.

News from the membership

Iditarod Trailside Lodging is offering bargain rates for your special event this winter. Whether you're looking for a great place to celebrate a birthday, anniversary, wedding, hold a business retreat, or you just want to get away from the crowds, make it happen in Alaska's wilderness. We're located on the Yentna River, 38 miles from the nearest road. Travel is by snowmachine or airplane only. We can arrange transportation if needed. We have three separate guest cabins that will sleep up to 18 guests. All of your meals are included. And bring a big appetite. Check us out at www.iditarodlodging.com.

Meier Kitchen is now open! Join us for mid-week soul food like our signature

fried chicken dinners the first Wednesday of the month or, beginning in January on Sundays for brunch. Resort guests are thrilled to enjoy delicious menus while taking in the views. Alaska's first championship disc golf course is nearly complete as we round out construction on the 16th hole this week. A full 18 holes, Meier Lake Disc Golf Course is sure to be this summer's most sought-after outing for Mat-Su visitors and locals alike! Looking for a special place for your group of 10+ to call home during your visit to Alaska? Visit us at www.meierlake.com to get a glimpse of our lux accommodations and spectacular surroundings. With room for up to 32 guests, we are the perfect base camp for all of your Alaskan adventures.

Alaska Backcountry Adventure Tours is excited to announce we have officially begun snowmachine tours! The rivers aren't all the way frozen yet so we cannot offer the all day glacier tours at this time but with all of this snow we have been getting we are offering half day tours out toward the Knik Glacier. We meet our clients at our shop in Palmer, get them fitted for gear, and then leave right from our location! The half day tour is a 3 hour ride that includes gorgeous scenery and chances to see wildlife and we can get views of Knik Glacier. We offer hot cocoa and snacks on this ride as well as water and we have all of the outer wear they will need. We can offer pick up and drop offs to/from Anchorage as needed.

Welcome these new members

Temsco Helicopters
Char Fisher
(907) 225-5141
www.temscoair.com

Alaska Glacier Experience
Eric Schaefer
(907) 795-5841
www.alaskaglacierexperience.net

Anchorage Helicopter Tours
Peter Schadee
(907) 272-7777
www.anchoragehelicoptertours.com

Alaska Private Touring
Pam Manderson
(907) 375-6582
www.alaskaprivatetouring.com

Talkeetna Eastside Getaway
Mary Anne Diebels
(907) 715-9293

Join a committee

Are you interested in making a difference and helping guide the local tourism industry? We invite you to join one of the Mat-Su CVB committees.

The Internet Committee focuses on the website and development projects; the Marketing Committee makes recommendations about marketing programs; and the Membership Committee helps with luncheon topics, member programs and more.

The marketing committee also meets once or twice a summer to provide input on the cover and theme of the visitor guide.

Committees typically meet a few times a year. The time commitment is minor but your impact can be large by serving on one of our committees.

If you are interested in serving, please contact Casey Ressler at casey@alaskavisit.com or Justin Saunders at justin@alaskavisit.com.

Stay connected to tell our story!



www.facebook.com/visitmatsu



www.twitter.com/visitmatsu



"yahoomatsu"
Channel



Instagram
[matsuvalleyak](https://www.instagram.com/matsuvalleyak)

Important upcoming dates

Dec. 24-Jan. 1	Mat-Su CVB office closed for holidays	
Jan. 8-9	Mat-Su CVB Board of Directors Planning Retreat	Alaska Harvest B&B
Jan. 11	Mat-Su CVB January Membership Luncheon ATIA "Sustainable Tourism Trends"	Evangelo's
Jan. 25-29	American Bus Association Marketplace Casey Ressler will attend	Louisville, KY
Feb. 8	Mat-Su CVB February Membership Luncheon "The Growing Importance of Online Reviews"	Turkey Red
Feb. 16-17	Los Angeles Travel & Adventure Show Mat-Su CVB will have a booth	L.A.
March 4-10	ITB Berlin Mat-Su CVB is partnering with ATIA and will attend	Berlin, Germany
March TBA	Mat-Su CVB March After Hours Event	Location TBA
March 13	Mat-Su Employer Expo Mat-Su CVB is a sponsor	Mat-Su College
March 22-24	Mat-Su Outdoorsman Show Mat-Su CVB will have a booth	Wasilla
April 4-7	Great Alaska Sportsman Show Mat-Su CVB will have a booth	Anchorage
April 12	Mat-Su CVB Beer & Wine Tasting Travel Auction ExTRAVELganza	Evangelo's
April 26-28	Fairbanks Outdoors Show Mat-Su CVB will have a booth	Fairbanks

AlaskaVisit.com statistics

January 1 - Dec. 17, 2018

Page views

228,786

Total sessions

126,646

(41 percent increase over 2017)

Unique users

98,873

(37 percent increase over 2017)

(25 percent increase over 2017)

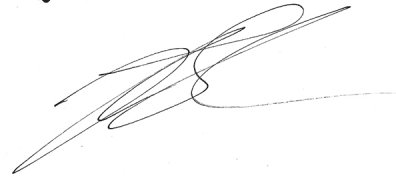
Interesting note: Mobile traffic is driving much of the growth in traffic. In 2018, 54 percent of overall site traffic (68,444 sessions) were on a mobile device. That's a 93 percent increase from mobile traffic in 2017.

*From the staff of the Mat-Su CVB, we wish
you all a very safe and happy holiday
season. Yahoo, Mat-Su!*

Bonnie Quill

Neil Campbell

Casey Rusk



YAHOO!
Mat-Su

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