



Valdez Tourism Task Force Business Feedback Survey

Thank you for taking the time to complete this survey from the Valdez Tourism Task Force.

The goal of this survey is to collect feedback from the broader Valdez business community on short-term and long-term needs related to tourism and marketing support.

This survey is for information gathering only and is not for formal decision making. In accordance with state law, all decisions of the task fore must be made in an open public session.

Please **complete by Thursday, March 26 at 5 p.m.** to allow time for staff to compile responses in advance of agenda publication for the April 1 task force meeting.

* Indicates required question

Email *

Your email

Name and Business Name (optional)

Your answer

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Destination Marketing and Visitor Industry Support for Local Businesses

When answering the questions in the next sections, please think of what a future Destination Marketing Organization (DMO) for Valdez could look like and what features may be included.

Please reflect on what services you've found beneficial from the VCVB in the past and what you hope an organization of this type will be able to provide the business community into the future.

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Business Type

Are you a business that directly provides a service to business and leisure travelers to Valdez? *

Yes

No

How would you categorize your business? (check all that apply) *

Hotel/ Motel Accommodations

RV/ Camping Accommodations

Bed and breakfast or Short-term rental

Retail

Food or Beverage (Restaurants/Bars/Breweries)

Tours/ Excursions

Outdoor Adventure

Transportation

Events

Support Services

Non-profit

Other: _____

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Past Valdez Convention and Visitors Bureau Services

Are you currently a member of the Valdez Convention and Visitors Bureau? *

- Yes
- No

If "no" - were you a member of the VCVB in the past?

- Yes
- No

Do you purchase an ad in the Valdez guidebook? *

- Yes
- No

What VCVB benefits or services did you take advantage of in the past? (check all * that apply)

- Listing in the Visitors Guide
- Display advertisement in the Visitors Guide
- Listing on the web site
- Information Center brochure distribution
- In state travel show brochure distribution
- Convention or event support
- Social media marketing
- Other: _____

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* Indicates required question

Imagining a Future Destination Marketing Organization

What do you feel is the primary role of an organization like the VCVB should be? *

Your answer

How can the a future tourism marketing organization best support you as a local business? *

Your answer

What are the most important benefits that the next tourism marketing organization can provide to your business? *

Your answer

If budget allowed, what marketing do you think the next destination marketing organization for Valdez should focus on? *

Your answer

Please rank the following marketing activities in order of importance. (Select 1 choice for each row- 1 is highest and 8 is lowest) *

	Website management including search engine management	Digital Marketing	Social Media Marketing, both organic and paid	Print advertising in Alaska focused travel guides	Recruitment of tour operators to include Valdez in their package itineraries	Direct consumer travel shows outside of Alaska	Direct consumer travel shows inside Alaska
Choice 1	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Choice 2	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Choice 3	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Choice 4	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Choice 5	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Choice 6	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Choice 7	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Choice 8	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



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Organizational Structure and Membership

Do you have comments or thoughts on organizational structure and membership? (preferred organization type, oversight, membership requirements, etc.)

Your answer

Related to membership, would you prefer opting into the services of a future organization through membership levels or a single membership level with an "a la carte" add on menu (such as social media, wall advertising, etc.)? *

- Prefer tiered membership levels with variable benefits
- Prefer single membership type with "a la carte" benefits paid for separately

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Interim Marketing and Traveler Outreach

The task force has been asked to identify immediate needs to help maintain essential marketing and outreach as they work to develop a new the next generation of destination marketing for Valdez.

The following items are currently being focused on:

- 2026 Travel Guide distribution.
- 2027 Travel Guide ad placement.
- Participation where and when space is available at in state trade shows.
- Updates to and transition of the Discover Valdez website.
- Coordination with organizations who help with Valdez brochure and guide distribution in other communities.

Please identify any other topics that you think need to be addressed immediately or support needs you have for the coming season.

Your answer

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