

# Valdez

## ALASKA

**EVEN MOTHER NATURE HAS FAVORITES!**



## HALF YEAR IN REVIEW:

- 2016 VALDEZ VACATION GUIDE
- 2015 VS 2016 YEAR TO DATE STATS.
- SUMMER & WINTER TOURISM MARKETING
- AK TOURISM MARKETING FOR ALL – NOT JUST VALDEZ
- WHAT'S UNDER DEVELOPMENT FOR 2017
- 2017 VACATION GUIDE PREVIEW

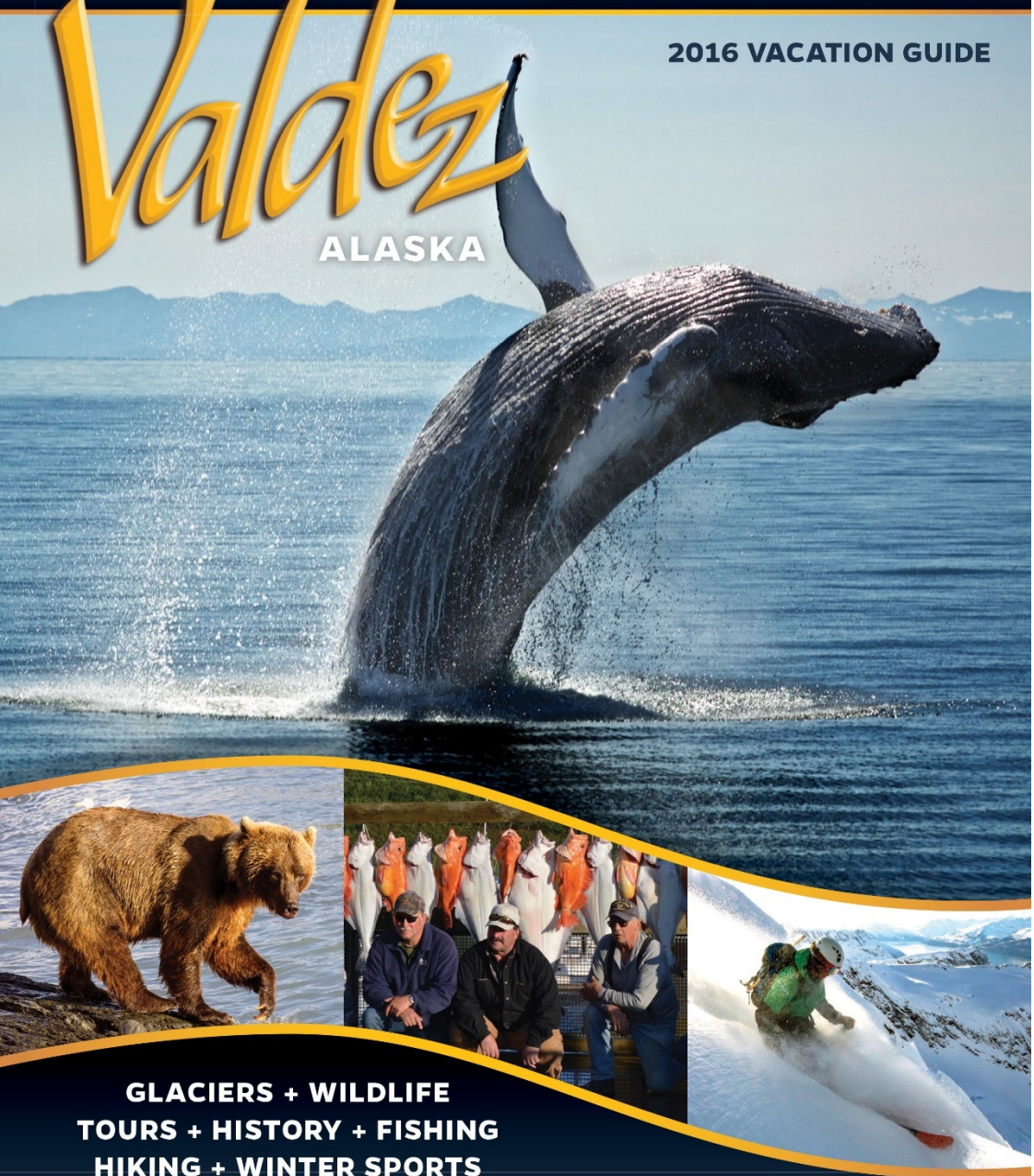


**EVEN MOTHER NATURE HAS FAVORITES!**

# Valdez

ALASKA

2016 VACATION GUIDE



GLACIERS + WILDLIFE  
TOURS + HISTORY + FISHING  
HIKING + WINTER SPORTS  
[WWW.VALDEZALASKA.ORG](http://WWW.VALDEZALASKA.ORG)

# 2016 VALDEZ VACATION GUIDE RUNS OUT AT 90,000 COPIES

PRINTED IN DECEMBER 2015  
REPRINTED 10,000 JULY 2016

TOTAL 2016 GUIDES 100,000

2017 GUIDE 100,000 COPIES  
STREET DATE OCTOBER 1 2016



# YEAR TO DATE 2015 VS YEAR TO DATE 2016

➤ VISITOR TRAFFIC UP BY 69.10%

**HOT SPOTS:** ANCHORAGE;  
FAIRBANKS; WASHINGTON;  
**OREGON**; CALIFORNIA;  
COLORADO; TEXAS; MINNESOTA;  
MICHIGAN; SWITZERLAND;  
FRANCE; CANADA; GERMANY;  
SPAIN; AUSTRALIA; U.K. & ITALY

➤ VACATION GUIDE DISTRIBUTION  
UP BY 647%

**HOT SPOTS:** TEXAS; **NEW YORK (99  
VS 333)**; CALIFORNIA; FLORIDA;  
MICHIGAN; AUSTRALIA; CANADA;  
GERMANY; SPAIN & U.K.



# VISITOR TRAFFIC IN REVIEW: GROWTH; DECLINE; FUTURE TARGETS.

## TOP GROWTH MARKETS:

EAST COAST 15%  
CHINA 15.4%  
FRANCE 18%  
COLORADO & GERMANY 20%  
SPAIN 46%  
ITALY 84 %  
**OREGON 91%**  
**JAPAN 216%**

## MARKET DECREASE:

FLORIDA 2%  
MONTANA 20%  
INDIANA 50%  
CANADA 12%

**ALASKA INCLUDED IN  
ALL TARGET  
MARKETING**

## 2016 TARGETTED

OREGON  
EAST COAST started in 2015  
CALIFORNIA  
CHINA started in 2015

## 2017 TARGET

COLORADO  
OREGON  
EAST COAST  
CALIFORNIA  
AUSTRALIA

## 2018 TARGET

COLORADO  
**TEXAS**  
EAST COAST / **CHICAGO?**  
CALIFORNIA

## 2017 INTERNATIONAL TARGET

CANADA  
  
2018: ASIA & EUROPE







# UNITED STATES

- |                  |                |
|------------------|----------------|
| 1. MAINE         | 6. CONNECTICUT |
| 2. NEW HAMPSHIRE | 7. NEW JERSEY  |
| 3. VERMONT       | 8. DELAWARE    |
| 4. MASSACHUSETTS | 9. MARYLAND    |
| 5. RHODE ISLAND  |                |

Drop

HOT

Drop

HOT

Sustaining

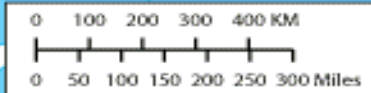
HOT

2018

drop

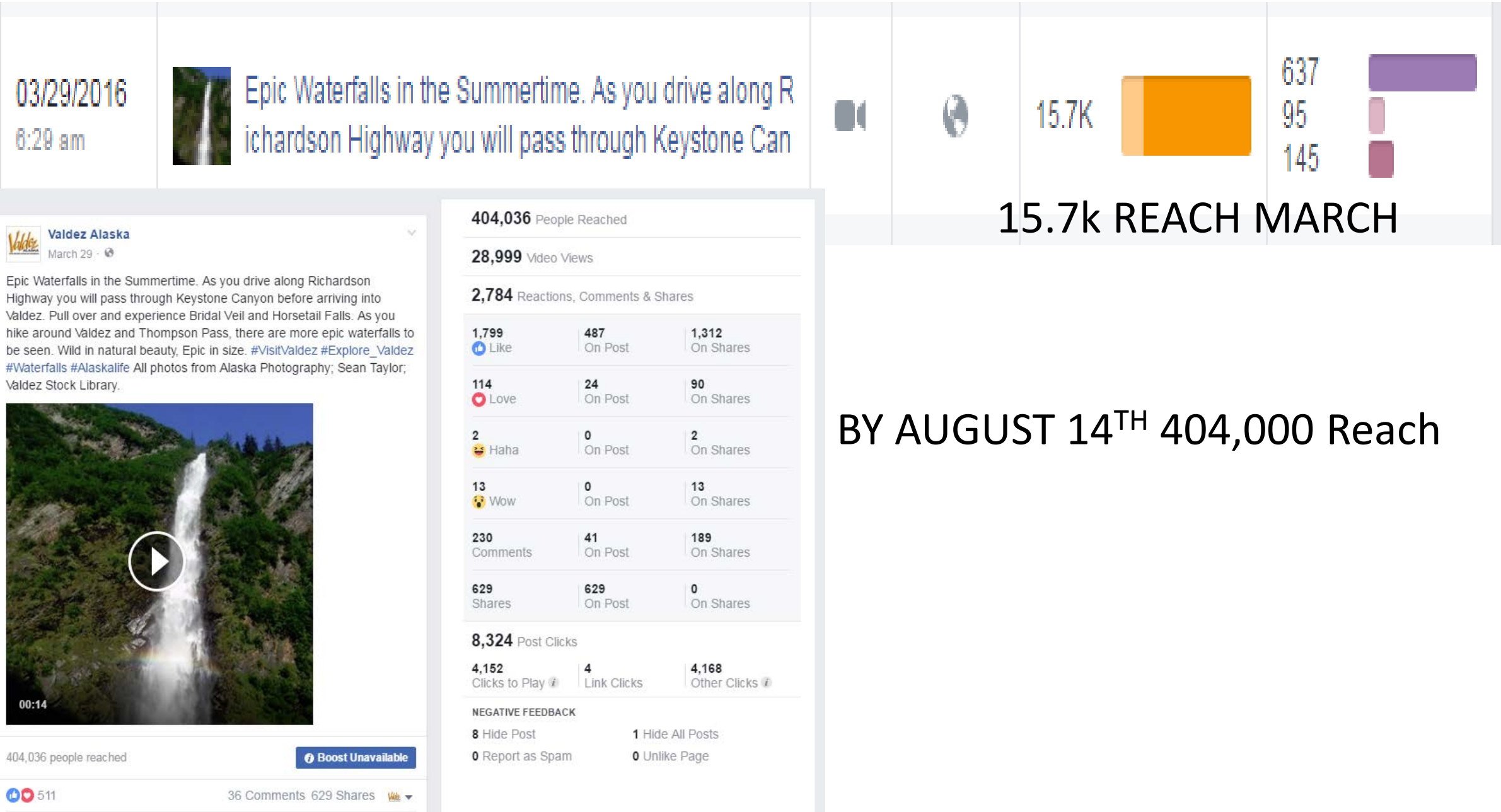
**LEGEND**

- Country Boundary
- State Boundary
- Major Road
- River
- Major City
- Sea Port
- Country Capital
- Airport
- Point of Interest





# EPIC CONTENT BRANDING RESULT “VIDEO”



# WINTER TOURISM MARKETING – ORGANIC “UNOFFICIAL NETWORKS”

## Post Details

Reported stats may be delayed from what appears on posts ✕



**Valdez Alaska**

August 10 at 11:33am · 🌐

Not only the greatest... but the most epic #POW and has #GNAR points for days!! Heli's aren't the only things that fly! #VisitValdez #Alaska #ThompsonPass @VisitValdez @Alaska



Thompson Pass, Alaska | The Greatest Place in the World to go Skiing.

**3,560** People Reached



**179** Reactions, Comments & Shares

**126**



Like

**45**

On Post

**81**

On Shares

**11**



Love

**6**

On Post

**5**

On Shares

**2**



Wow

**0**

On Post

**2**

On Shares

**7**

Comments

**3**

On Post

**4**

On Shares

**33**

Shares

**33**

On Post

**0**

On Shares

**164** Post Clicks

**0**

Photo Views

**73**

Link Clicks

**91**

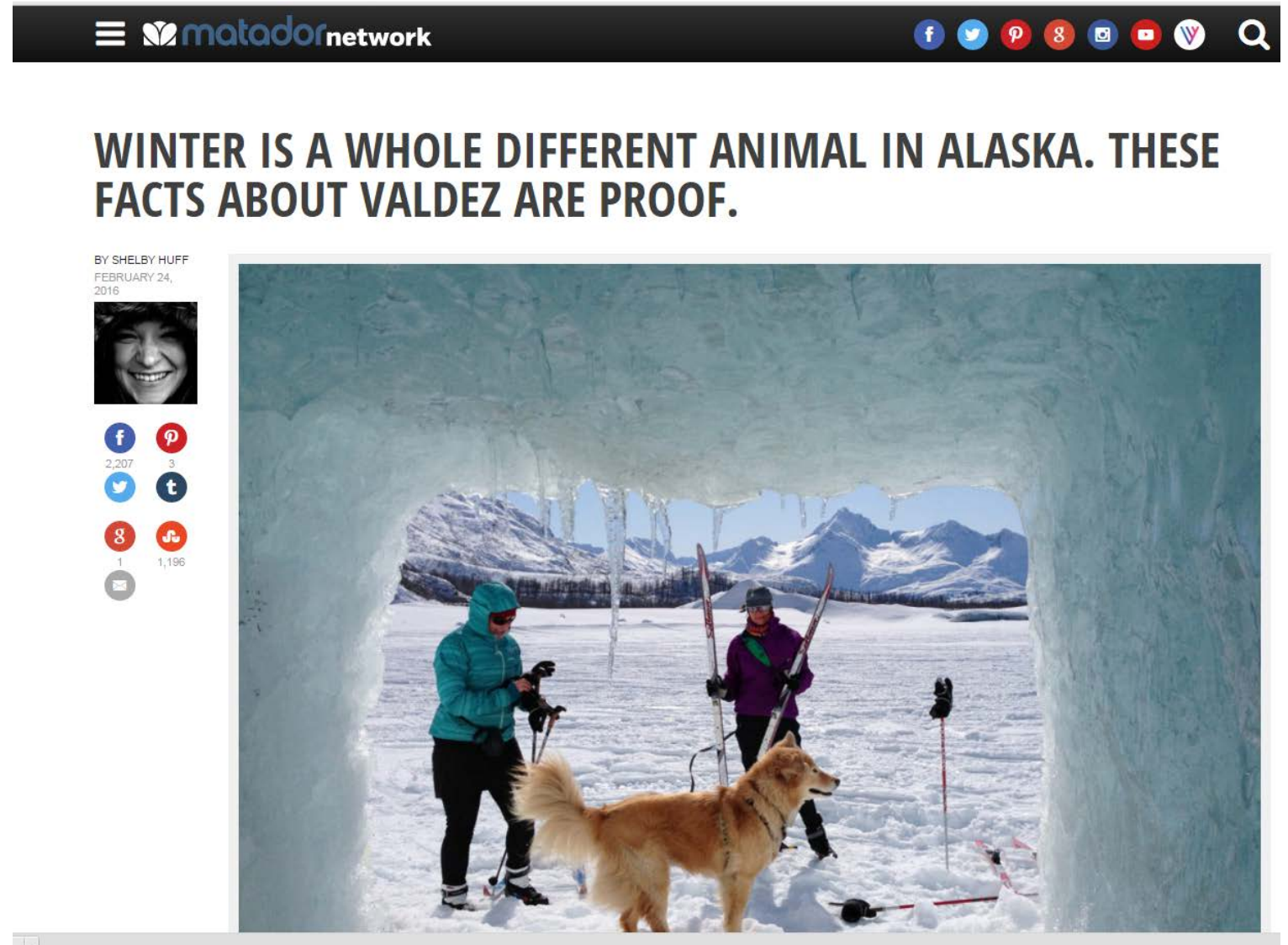
Other Clicks i



# WINTER CAMPAIGNS

Matador  
Network  
Content  
Branding  
Campaigns

Journalist via  
VCVB PR Firm



SUMMER CAMPAIGNS

# Matador Network Content Branding Campaigns

Journalist via  
VCVB PR Firm



**Matador Network** with Valdez Alaska

April 18 at 6:17am · 🌐

Valdez is set within one of the grandest landscapes on Earth. But that's not all it has going for it. [#VisitValdez](#) [#Alaska](#)



Valdez, Alaska is the coolest little town you've never heard of. Here's why.

Here are 13 reasons why it might just be one of the greatest (little) places on Earth.

[MATADORNETWORK.COM](http://MATADORNETWORK.COM)



# SUMMER CAMPAIGNS

## Matador Network

### Content Branding Results

#### Branded Content Posts













Reach: Organic / Paid



Post Clicks

Likes, Comments & Shares



Published	Page	Post	Type	Targeting	Reach	Engagement
04/25/2016 6:02 am	Matador Network	 Valdez is set within one of the			55.2K 	792 246  
04/18/2016 6:17 am	Matador Network	 Valdez is set within one of the			55.9K 	1.3K 833  

# *CHANGING THE WAY WE ENGAGE JOURNALISTS*

- WORKING DIRECTLY WITH VCVB PR FIRM
- REACHING 240 JOURNALIST DIRECTLY EACH QUARTER
- MAINTAINING A DATABASE OF JOURNALIST
- PRODUCING A MEDIA ENEWS EACH QUARTER jointly in partnership with Business Members.
- UTILISING JOURNALISTS ACROSS CAMPAIGNS (example: Matador Network)







Valdez Alaska

July 27 at 10:49am ·

12,549 REACH - CAME FROM THE VCVB  
QTR MEDIA ENEWS BLAST

Congratulations Black Ops Valdez on your story in Travel Weekly!

PC: Valdez Outfitters

#VisitValdez #Explore\_valdez #alaska #ski #snowboard #epic #wild  
#exciting #new #winter2017 #BlackOpsValdez #travelstoke



## New heli-ski package to visit rugged Chugach Mountains: Travel Weekly

Beginning next year, Black Ops Valdez is offering a private heli-ski package for skiers and snowboarders with intermediate to advanced skill levels.

TRAVELWEEKLY.COM

12,549 people reached

Boost Unavailable



Valdez Alaska

August 10 at 9:35am ·

UNAIDED – 4,357  
REACH

#VisitValdez #Explore\_valdez #Alaska



## Valdez Is One Of The Most Important Towns In Alaska, And It's Loaded With History

Home to the northernmost port in North America and the northernmost point of the coastal Pacific rain forest, this glacial mecca-land is truly unique.

ONLYINYOURSTATE.COM

4,357 people reached

Boost Unavailable

Like

Comment

Share



Linda C Mittleider, Kim Schafer-Davison and 75 others

Chronological

50 shares

Page

Messages

Notifications 4

Insights

Publishing Tools



Valdez  
Alaska ✓  
@valdez.alaska

Home

About

Quarterly Enewsletter

Photos

Reviews

Likes

Events

Brian Rhodes Photography

July 23 at 8:46am · 🌐

Little guy enjoying some pink salmon...

893 people reached

Boost Unavailable

Like

Comment

Share



Trish Jennings- Carver, Philip Howard and 32 others

Chronological ▾

View 2 more comments



**Sandra Hutzel** I love living there

Unlike · Reply · Message · 1 · July 25 at 10:39pm



**Ben Clark** Evan Stumpf has to be on the Alaska city list. Been reading about this town a lot and it seems dope and very "Alaska"

Unlike · Reply · Message · 2 · July 26 at 12:45am

4 Replies



Write a comment...







**Post Details** Reported stats may be delayed from what appears on posts

**Valdez Alaska**  
 August 11 at 10:54am · 🌐

Start planning your next adventure in Valdez, Alaska!  
 #VisitValdez #Alaska #winteriscoming #epic #stoked #wild

Winter in Valdez | ValdezAlaska.org  
 Valdez is one of the snow capitals of the world. With a long-standing reputation for great snow, more than 300 inches is measured annually in the city and 600 to 900 inches in nearby Thompson Pass! From beginner to expert, there is something for...  
 VALDEZALASKA.ORG

**1,029** People Reached

**35** Reactions, Comments & Shares

<b>23</b> Like	<b>15</b> On Post	<b>8</b> On Shares
<b>2</b> Love	<b>2</b> On Post	<b>0</b> On Shares
<b>1</b> Wow	<b>0</b> On Post	<b>1</b> On Shares
<b>1</b> Comments	<b>0</b> On Post	<b>1</b> On Shares
<b>8</b> Shares	<b>1</b> On Post	<b>7</b> On Shares

**53** Post Clicks

<b>0</b> Photo Views	<b>20</b> Link Clicks	<b>33</b> Other Clicks ⓘ
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**NEGATIVE FEEDBACK**

<b>2</b> Hide Post	<b>1</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page


Instagram winter  
ramp up August 2016

NEW HASH TAGS.  
 #TravelStoke #Stoked #wild #epic

Your Fans

People Reached

People Engaged

The people who have liked, commented on, or  your posts or engaged with your Page in the past 28 days.

Women

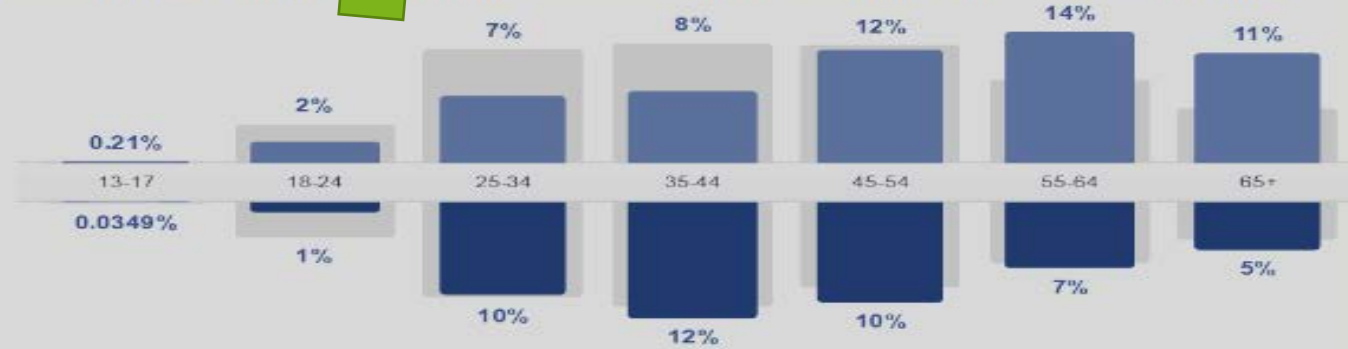
**54%**  
People Engaged

**55%**  
Your Fans

Men

**45%**  
People Engaged

**44%**  
Your Fans

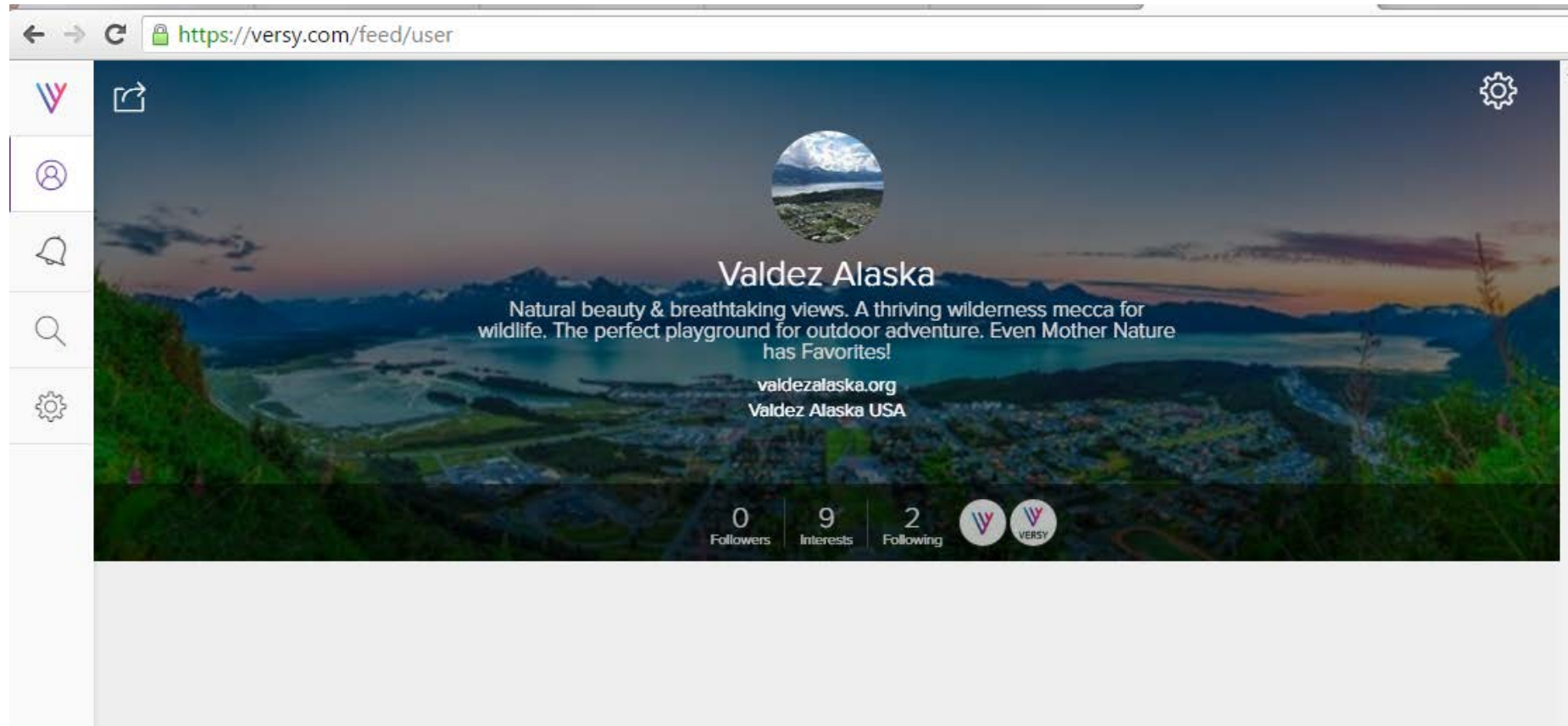


Country	People Enga...	City	People Enga...	Language	People Enga...
United States of America	2,622	Valdez, AK	255	English (US)	2,677
Chile	46	Anchorage, AK	199	English (UK)	51
Canada	33	Wasilla, AK	73	Spanish	47
Australia	21	Fairbanks, AK	53	Japanese	12
Japan	13	North Pole, AK	40	German	10
Philippines	10	Palmer, AK	20	Spanish (Spain)	9
Germany	8	Seattle, WA	16	Norwegian (Bokmal)	8
Norway	8	Boise, ID	14	Polish	8
United Kingdom	8	Portland, OR	14	Romanian	5
Italy	6	Santiago, Santiago Met...	14	Italian	5

See More



# NEW SOCIAL MEDIA & CONTENT MARKETING APP SITE. LIVE FEED CHAT - VERSY



NEW VALDEZ BLOG UNDER DEVELOPMENT (In-house)  
Coming Soon!



THIS IS HOW  
WE DO IT:

Vacation  
planning time -  
National



State



2016/2017  
EDITORIAL  
CALENDAR

AUGUST 2016	WINTER 100%	EVENTS
SEPTEMBER	WINTER 100%	EVENTS
OCTOBER	WINTER 100%	EVENTS
NOVEMBER	WINTER 50% + SUMMER 50%	EVENTS
DECEMBER	WINTER 50% + SUMMER 50%	EVENTS
JANUARY 2017	WINTER 50% + SUMMER 50%	EVENTS
FEBRUARY	WINTER 20% + SUMMER 80%	EVENTS
MARCH	WINTER 10% + SUMMER 90%	EVENTS
APRIL	SUMMER 100%	EVENTS
MAY	SUMMER 100%	EVENTS
JUNE	SUMMER 100%	EVENTS
JULY	SUMMER 100%	EVENTS





# STATE OF ALASKA TOURISM SERIOUS BUDGET CUTS

- CUTS STATE OF ALASKA VACATION PLANNER (500,000 copies)
- CUTS LEAD PROGRAM – CARD INSIDE STATE PLANNER
- CUTS YUKON & CANADA PRINT
- CUTS ALL TELEVISION CAMPAIGNS
- CUTS ALL INTERNATIONAL CAMPAIGNS
- CUTS INTERNATIONAL SALES MISSIONS
- CUTS FAM TOURS
- CUTS SHOWS BOTH CONSUMER & TRADE (KEPT IPW)
- AND MORE CUTS “POTENTIALLY” TO COME.

Future Outlook:

State to further develop website

TravelAlaska.com Evolving more into an online presence for Visitors.

More information to come in.....

WHERE DOES THAT LEAVE VALDEZ & OTHER COMMUNITIES WITHIN ALASKA?

WE ARE ALL ON OUR OWN TO FEND FOR OURSELVES.

NEW PROGRAMS NEED TO BE DEVELOPED AND INTRODUCED BY ALL VISITOR BUREAUS IN ORDER TO COMPETE IN THE STATE, NATIONAL AND INTERNATIONAL MARKETPLACE FOR VISITOR SHARE.



# 2017/18 VCVB **NEW** PROGRAM DEVELOPMENT FUNDING DEPENDANT





What is the plan for 2017, with the State cutting major programs.

1. 12 monthly 3-5 minute Webisodes featuring Valdez in reality.
2. 2-4 30 second Commercial teasers for distribution.
3. New App 2017.
4. Continue Media (Journalists) development.
5. Incorporate more Social Media distribution.
6. Reach central coast Consumers directly though travel shows.
7. Reach more trade International buyers & attend new Winter International Show
8. Ongoing development of Guide and website.
9. Ongoing development of 50 Fun Things to do in Valdez Flipbook product.
10. Seek out new marketing product for development.



# WEBISODES - 12

Series/episodes.

CASTING CALL FOR LOCAL  
COMMUNITY MEMBERS.

2 WILL BE SELECTED.

Distribution via YouTube, Vimeo,  
Matador Network current  
campaigns, Social Media.

**NATIONAL & INTERNATIONAL**

*The average American watches nearly five hours of video each day. They are **shifting to new technologies and devices** that make it easier for them to watch the content they want whenever and wherever is most convenient for them. As such, the definition of the **traditional TV home is evolving.***

*The data released by The Nielsen Company.*





# SEASONAL TEASERS

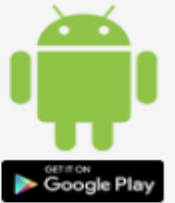
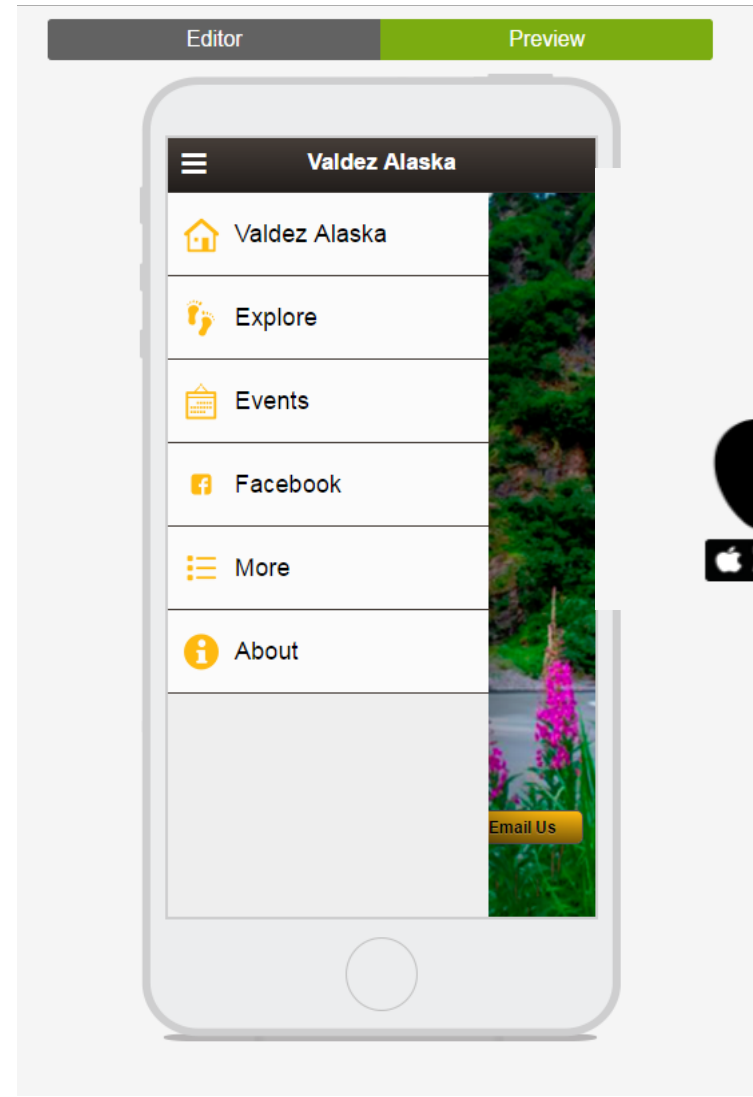
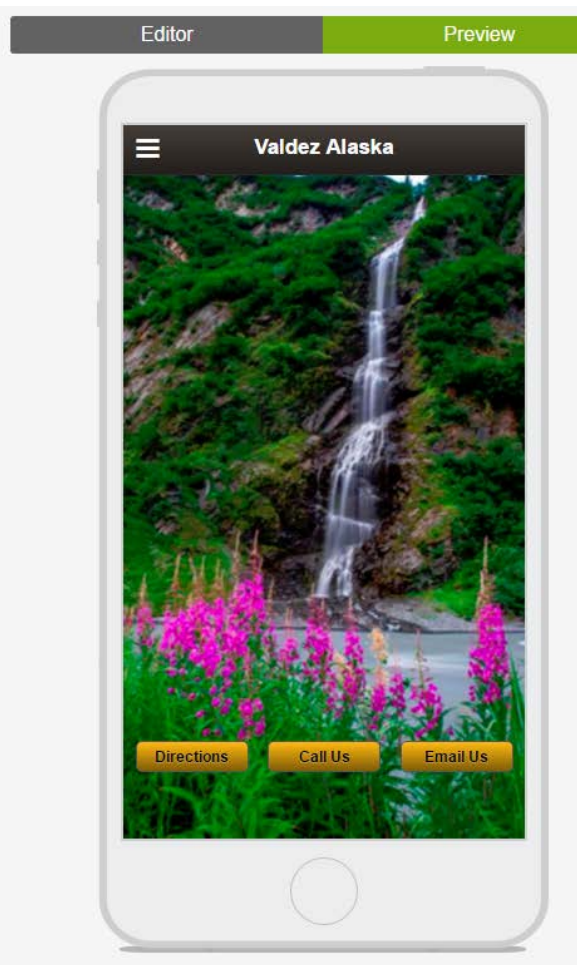
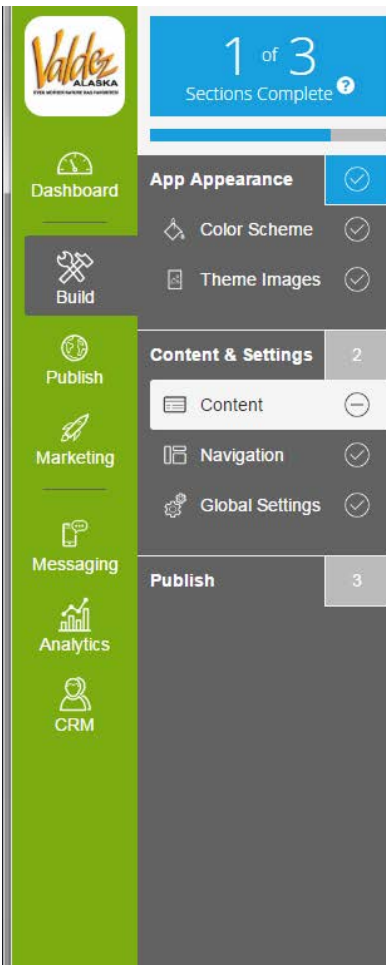
## Commercial

Promotional commercial teasers. Shot to brief.

- Distribution via YouTube, Vimeo, Matador Network current campaigns, Social Media.
- Trade & Consumer Shows – Thumb Drives/DVD's
- Available for Visitors & Valdez Community at the Center – **take home, share/spread the word.**



# VALDEZ NEW APP COMING IN 2017





## Request a Visitor's Guide

First Name \*

Last Name \*

Your Email \*

Address \*

Address 2


City \*

State

Zip/Post Code \*

Country \*

Choose Format \*

☐ Print ☒ Digital ☐ Print and DigitalI would like to receive more information on: 

Accommodation

Restaurants

Shopping

Tours & Attractions

Please email me your Quarterly Newsletter \*

- Select -

Expected Arrival Year

- None -

How did you find us?

REQUEST A  
VACATION  
GUIDEVacation Guide  
Get a FREE Valdez  
2016 Visitor's Guide

Stay connected:

Discover  
America  
.comVCVB WEBSITE  
LEAD  
GENERATOR  
PROGRAMS

DIRECT BUSINESS LEAD GENERATOR



CONSUMER MARKETING &amp; BUSINESS LEAD GENERATOR



# VCVB **VISUAL CONTENT** MARKETING & ADVERTISING STRATEGY

1. Strengthen brand identity and top-of-mind awareness;
2. Select cost-effective media (print & online);
3. Encourage residents to participate in digital campaigns;
4. Increase Adventure Corridor marketing products;
5. Continue to measure effectiveness, efficiency and track trends;
6. Drive traffic to [valdezalaska.org](http://valdezalaska.org) - increase demand on Guide.





YOUR SNEAK PEAK AT THE  
2017 VALDEZ VACATION GUIDE  
FRONT COVER



**EVEN MOTHER NATURE HAS FAVORITES!**

# Valdez

ALASKA

2017 VACATION GUIDE



**GLACIERS + WILDLIFE  
TOURS + HISTORY + FISHING  
HIKING + WINTER SPORTS  
[WWW.VALDEZALASKA.ORG](http://WWW.VALDEZALASKA.ORG)**



# THANK YOU!



PHOTOGRAPHS USED FOR THIS PRESENTATION WERE FROM  
ALASKA PHOTOGRAPHY CO.& GARY MINISH PHOTOGRAPHY –  
LOCAL VALDEZ BUSINESS MEMBERS OF THE VCVB.