

Valdez

ALASKA

EVEN MOTHER NATURE HAS FAVORITES!

2017 HALF YEAR IN REVIEW:

- 2017 VALDEZ VACATION GUIDE
- 2016 VS 2017 YEAR TO DATE STATS.
- WINTER TOURISM MARKETING
- AK TOURISM MARKETING FOR ALL – NOT JUST VALDEZ
- WHAT'S HAPPENING BEHIND THE SCENES IN 2017



EVEN MOTHER NATURE HAS FAVORITES!

Valdez

ALASKA

2017 VACATION GUIDE

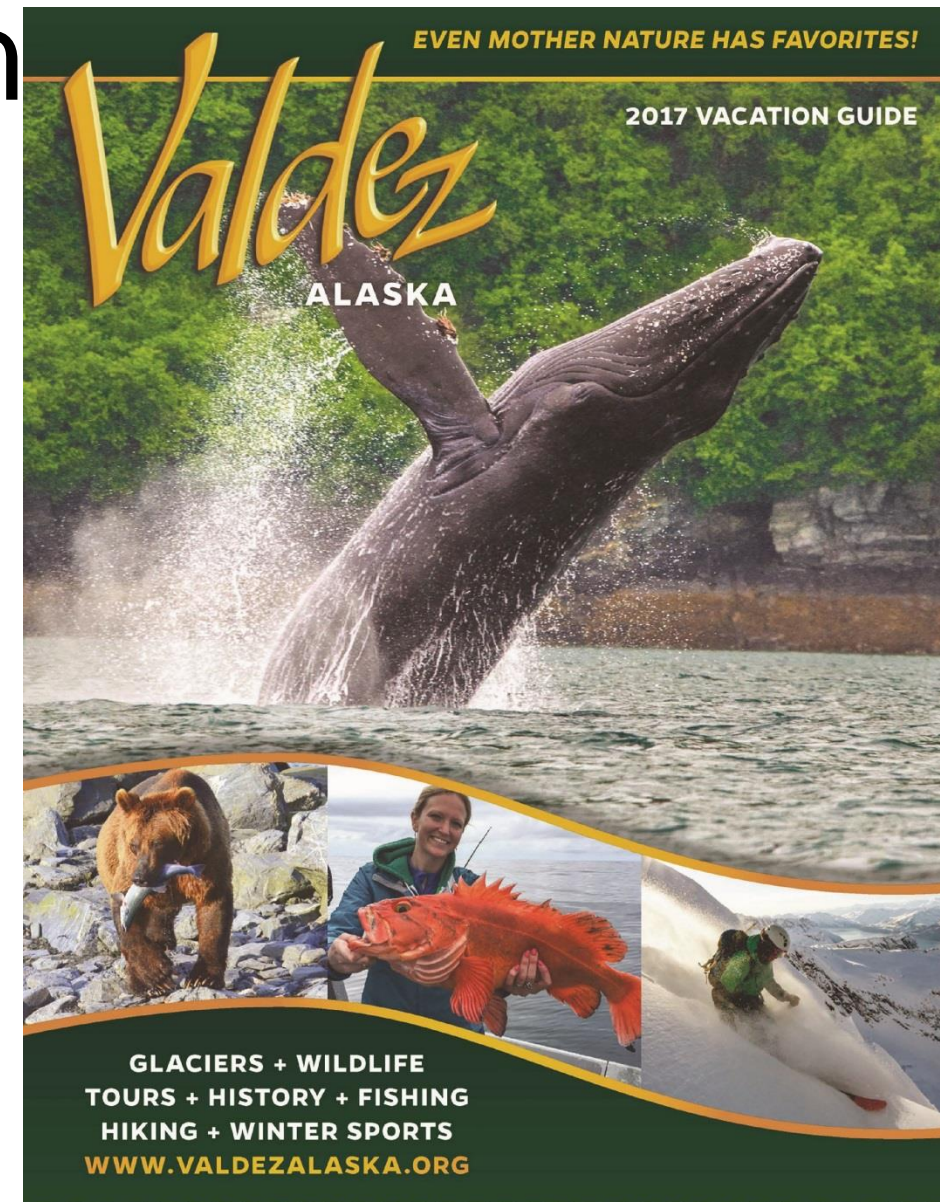
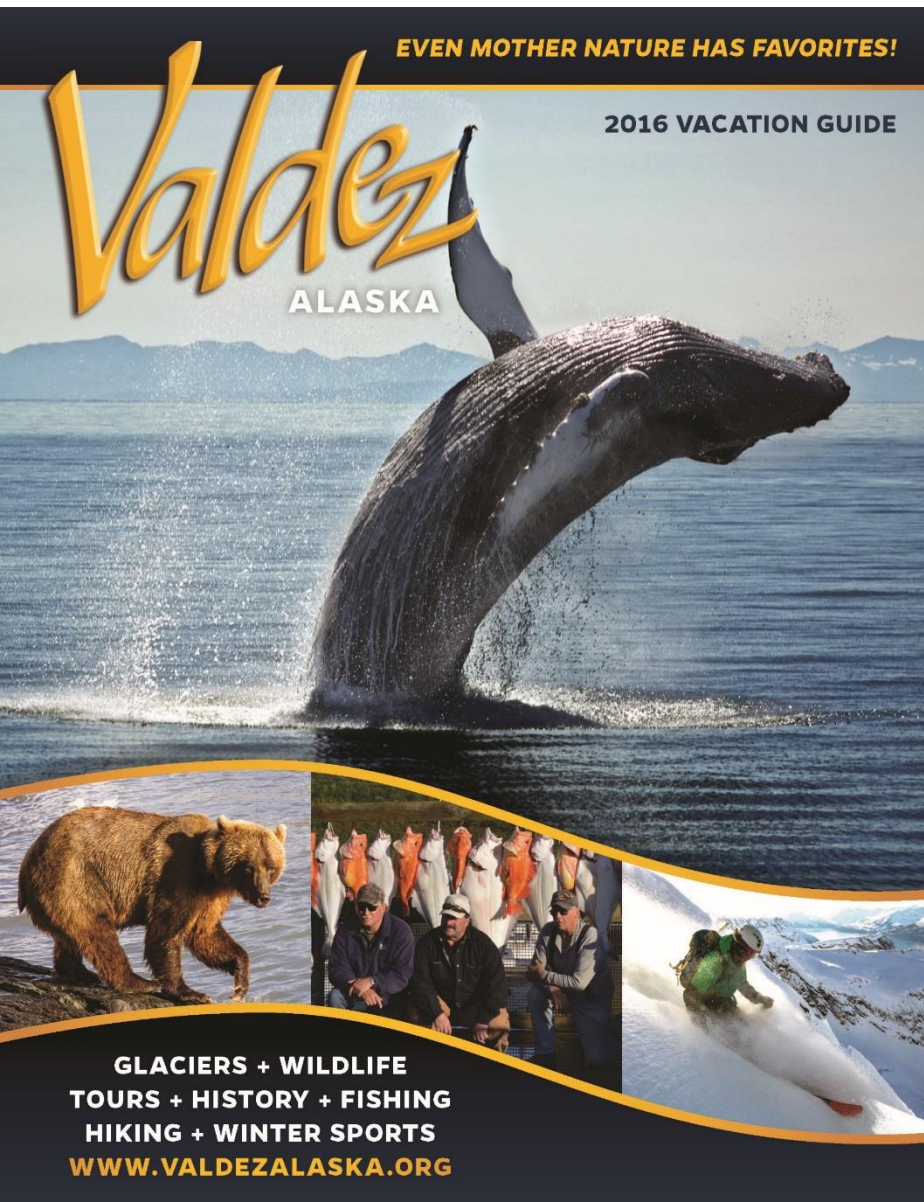
2017 VALDEZ VACATION GUIDE 100,000 COPIES PRINTED

HIT THE STREET ON TIME
OCTOBER 1ST 2016

TO DATE: 48,928
DISTRIBUTED

GLACIERS + WILDLIFE
TOURS + HISTORY + FISHING
HIKING + WINTER SPORTS
WWW.VALDEZALASKA.ORG

Creating DESTINATION BRAND Recognition



YEAR TO DATE 2017 VS 2016

➤ VISITOR TRAFFIC **UP** in:

Alaska by 42.81%

US National by 27.65%

International by 38.68%

2017 HOT SPOTS: VALDEZ;
COLORADO & OREGON;
GERMANY, CANADA & AUSTRALIA.

2016 HOT SPOTS WERE:

ANCHORAGE

CALIFORNIA

GERMANY

Overall 34% Increase from 2016



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% - CHANGING

**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 | |

HOT

HOT

HOT

Sustaining

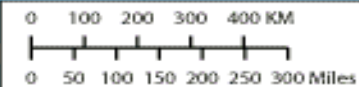
Drop

2018

drop

LEGEND

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



THIS IS HOW
WE DO IT:

Vacation
planning time -
National



State



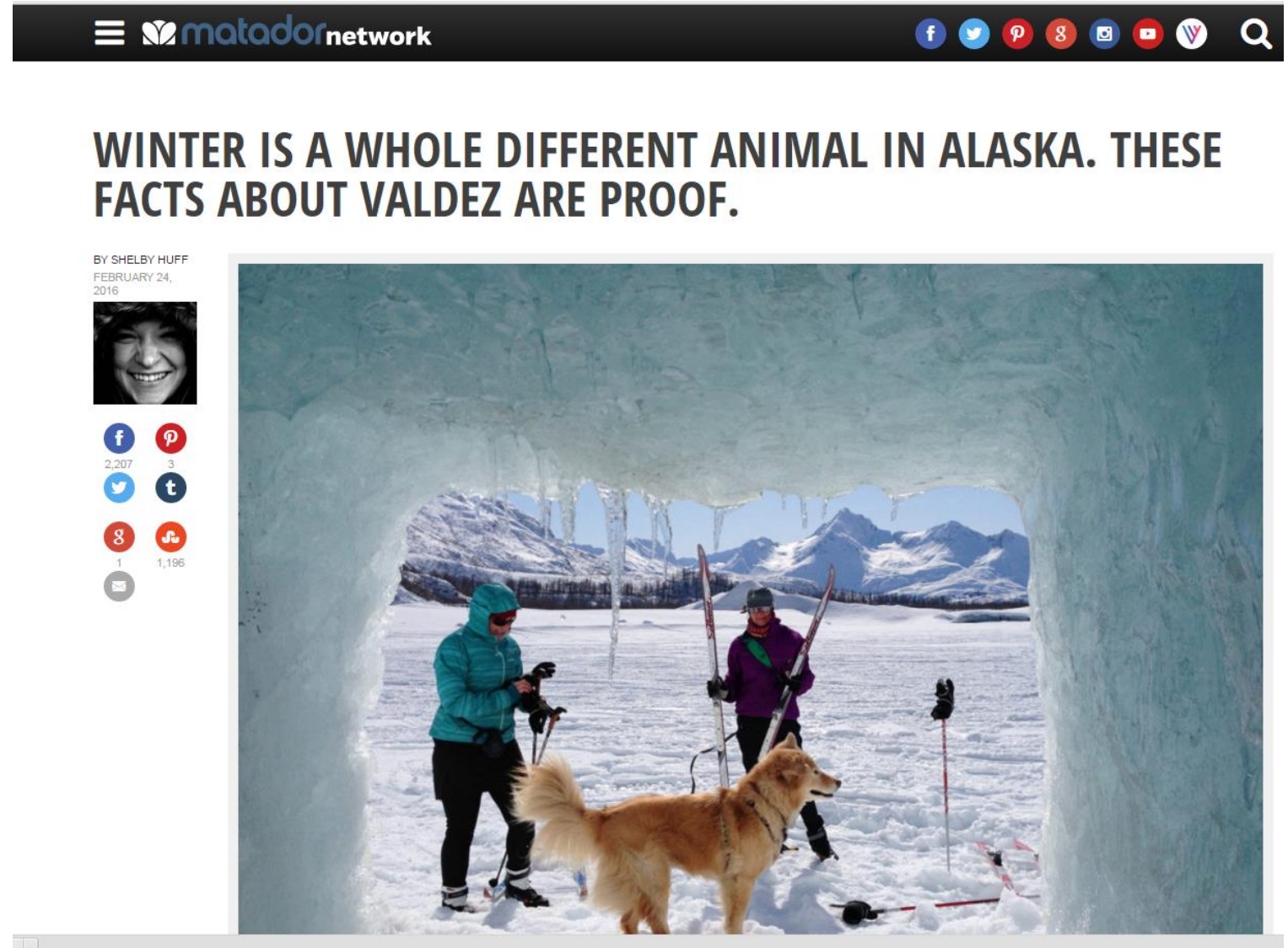
2016/2017
EDITORIAL
CALENDAR

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



Matador Network Content Branding Campaigns

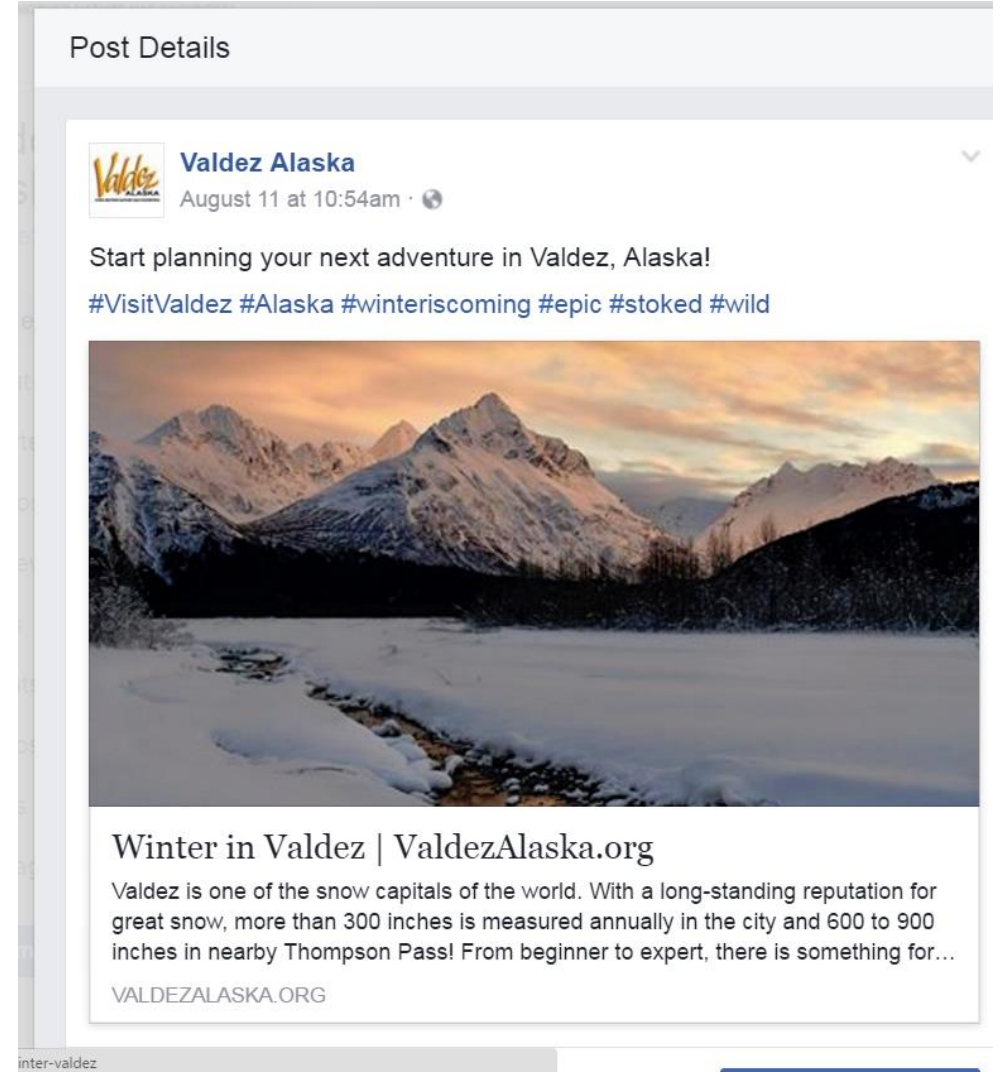
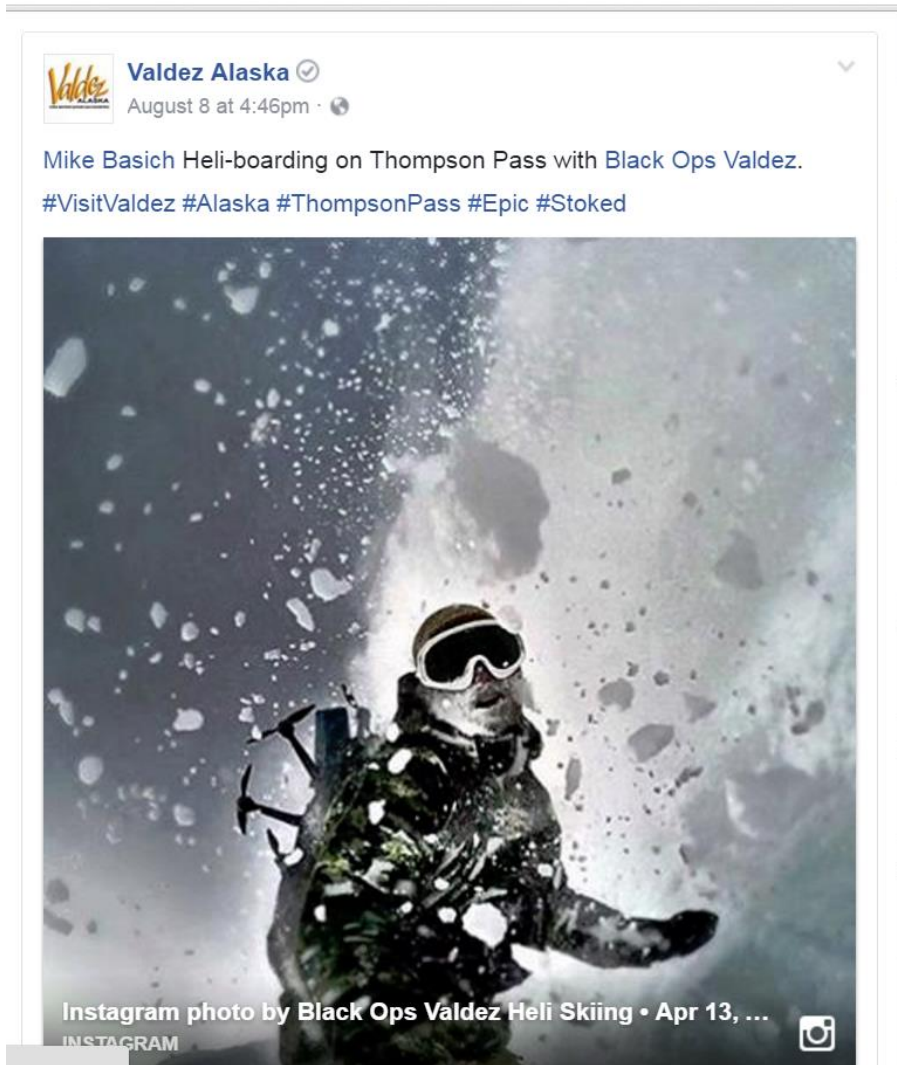
WINTER TOURISM CAMPAIGNS



CHANGING THE WAY WE ENGAGE JOURNALISTS

- WORKING DIRECTLY WITH VCVB PR FIRM.
- REACHING 240 (NOW 280) JOURNALIST DIRECTLY EACH QUARTER. (Changing to Half Yearly)
- MAINTAINING A DATABASE OF JOURNALIST
- PRODUCING A MEDIA ENEWS EACH QUARTER
- WORKING WITH BUSINESS MEMBERS.
- UTILISING JOURNALISTS ACROSS CAMPAIGNS (example: Matador Network)





Instagram & all Social Media winter
ramp up happens IN August 2016



Valdez Alaska added 3 new photos —

April 20 · 🌐

Everyone's safety is always the number one priority for [Black Ops Valdez](#) - so it's no surprise to see our hard working Coast Guard crew conduct an at sea safety boarding. After the safety check was completed, the Christian was allowed to continue its journey, with the Heli on board. As the Heli departs the Heli pad on top of the Christian with skiers on board, she sails away into the beautiful Prince William Sound. More about this historic event with [#BlackOpsValdez](#) coming over the following days. We hope to have a live facebook feed this coming Sunday! Stay tuned for more about this historic moment in Valdez Alaska. [#DontMissThis](#) [#DiscoverValdez](#) [#HeliYacht](#) [#ValdezHistoryinthemaking](#). [#TravelStoke](#) Matador Network



23,481 people reached

Not Boosted

645

15 Comments 77 Shares

Love Comment Share

23,481 People Reached

1,055 Reactions, Comments & Shares

886

Like

602

On Post

284

On Shares

40

Love

33

On Post

7

On Shares

10

Wow

10

On Post

0

On Shares

37

Comments

17

On Post

20

On Shares

83

Shares

77

On Post

6

On Shares

3,705 Post Clicks

2,294

Photo Views

1

Link Clicks

1,410

Other Clicks

NEGATIVE FEEDBACK

18 Hide Post

3 Hide All Posts

0 Report as Spam

0 Unlike Page

FACEBOOK
STORIES
WITH NEW
VALDEZ
PRODUCT.
MEMBERSHIP
BENEFITS
ACCESSED



STATE OF ALASKA TOURISM BUDGET STILL UNDER A CLOUD

- 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 VCVB **NEW** PROGRAM DEVELOPMENT UPDATE



Behind the Scenes.....

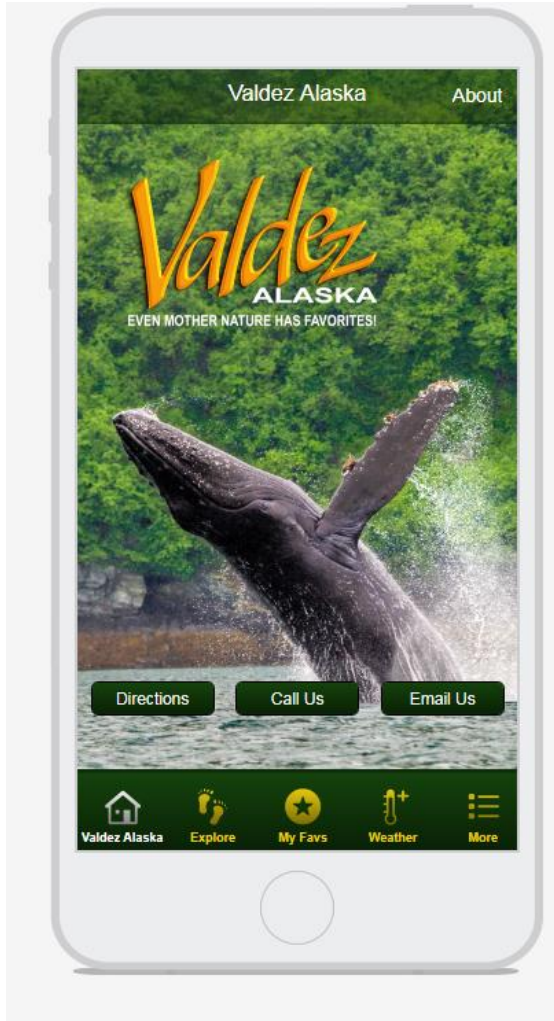
1. 12 monthly 3-5 minute Webisodes featuring Valdez in reality.
2. 2-4 30 second Commercial teasers for distribution.

CANCELLED ITEMS 1 & 2 DUE TO FUNDING RESTRICTIONS.

1. Continue Media (Journalists) development.
2. Incorporate more Social Media distribution & Live Feeds. **(Winter Op & Restaurant)**
3. Reaching Consumers directly though travel shows. **PDX/ANC/FBX/CO/NYC**
4. Reaching more trade International Buyers. **IPW D.C.**
5. Ongoing development of Guide and websites. **Visit Valdez Alaska launching 2018.**
6. Ongoing development of 50 Fun Things to do in Valdez Flipbook product.
7. Seeking out new marketing product for development.
8. Implemented new Marketing & Advertising Packages for Business purchase.
9. Implemented new Souvenir Collection for income generation. Using Local Artists, Photographers etc.
10. Reviewing the market place for Niche areas – Bird Watching - USA \$41Million



VALDEZ NEW APP LAUNCHED IN 2017



415 downloads

75% iOS

25% Android

172 Active Users.



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
GUIDE

Guide

Vacation Guide
Get a FREE Valdez
2016 Visitor's Guide

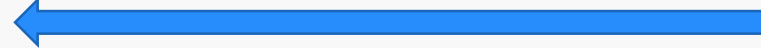
Stay connected:

Discover
America
.comVCVB WEBSITE
LEAD
GENERATOR
PROGRAMS

DIRECT BUSINESS LEAD GENERATOR



CONSUMER MARKETING & BUSINESS LEAD GENERATOR





DISCOVER HISTORY FOOD FESTIVALS LODGING SHOPPING SUMMER FUN! WINTER FUN!

Discover Valdez, Alaska

Even Mother Nature Has Favorites!



Road Trip!
Fishing,
Glaciers,
Wildlife
anyone?

READ MORE



Valdez – Bed
& Breakfast
– It's Social.

Here are a few tips, and you
can book directly with the
Hosts below. Go ahead

READ MORE



Alaska's
Adventure
Corridor

Drive: Proclaimed as one of
"America's Most Scenic
Roads" and known to
Alaskans as the "Adventure
Corridor."

Follow ...

VALDEZ ALASKA STORE

309 FAIRBANKS DRIVE

VALDEZ, ALASKA 99686

(907) 835 2984

WELCOME

TSHIRTS

SILVER COIN

HELI ART

CONTACT

SHIPPING & RETURNS



Located on Prince William Sound, this picturesque seaside town of approximately 4,025 residents sits on the north shore of Port Valdez, a deep-water fjord, and lies less than 25 miles from Columbia Glacier. Often known as the terminus of the trans-Alaska oil pipeline, Valdez is a popular destination for summer and winter



Valdez Alaska ✓

@valdez.alaska

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1

Liked ▾

Following ▾

Share

...

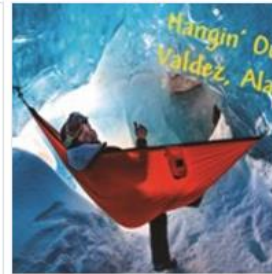
Use App

All Products

Share Collection



Add Product

Postcards - Stunning & Fun I...
\$2.00

Edit

Share

Field-Tested, Alaskan Approv...
\$25.00

Edit

Share

Snowflake T-Shirt - Black, Pin...
\$25.00

Edit

Share

National Beer Day Special! T...
\$20.00 was \$50.00

Edit

Share

Valdez Heli Art Iron On Patches
\$5.00

Edit

Share

Valdez Heli Art Fridge Magnets
\$3.00

Edit

Share

Valdez Heli Art Stickers
\$3.00

Edit

Share



LASTLY.....SPECIAL ANNOUNCEMENT/REQUEST

WE ARE REACHING OUT TO THE COMMUNITY ON BEHALF OF WARM SPRINGS
PRODUCTIONS CASTING DIRECTOR

Montana based television production company.
Mountain Men Show featured on the History Channel
Casting for Season VII
Casting Director arriving in July.

WE ARE SEARCHING FOR THE NEXT MOUNTAIN MAN LIVING IN THE
WILDERNESS HERE IN VALDEZ OR SURROUNDING AREA.
CONTACT THE VCVB FOR CASTING DIRECTOR CONTACT DETAILS.



THANK YOU!



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