



# Valdez

## ALASKA

**EVEN MOTHER NATURE HAS FAVORITES!**





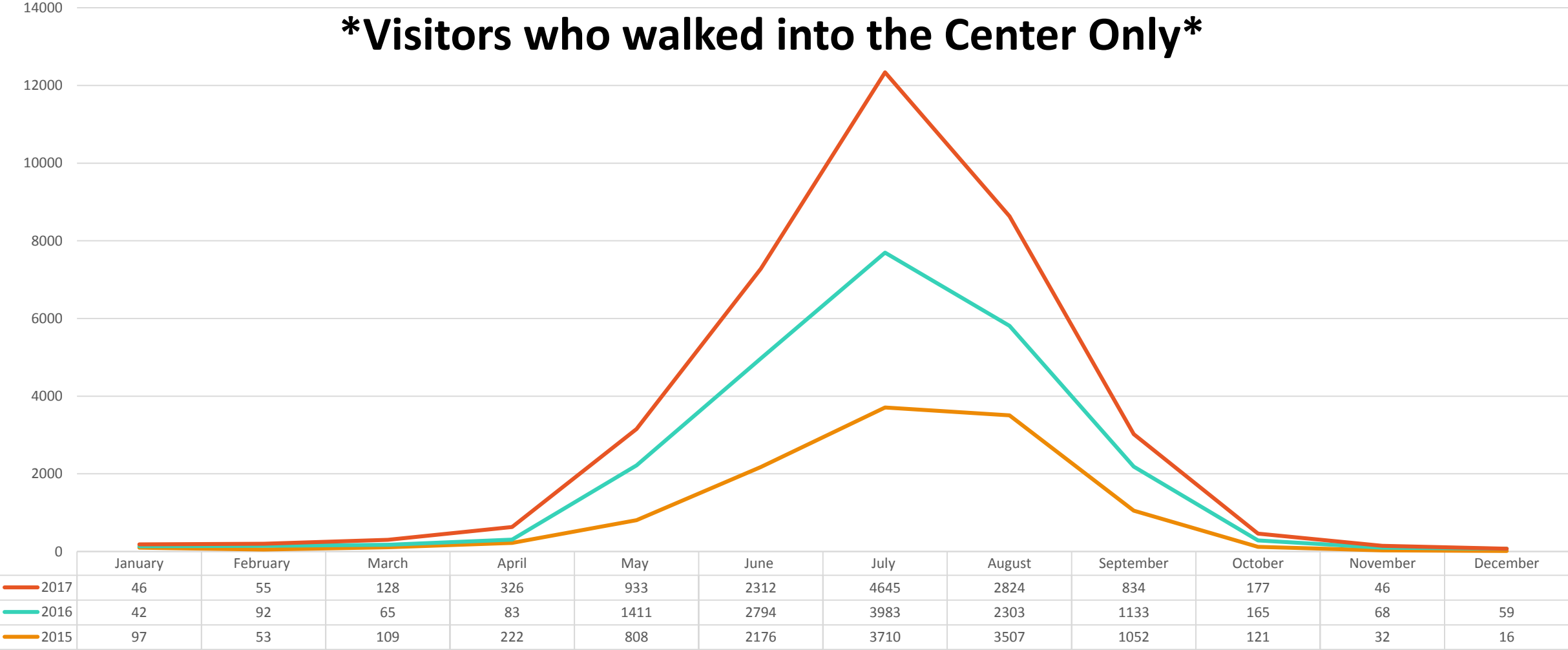
# 2017 Review Plus 2018 Outlook

- Visitor Traffic Trend & Guide Request Statistics
- 2017 Visual Print Content Marketing Campaigns
- 2018 Consumer Travel Show Schedule
- Winter Tourism Development
- New Products Launched in 2017
- Website & Online Development
- 2018 Outlook



# 3 Year Visitor Stats Report

**\*Visitors who walked into the Center Only\***



2015 2016 2017

12,326



# 2017 Visitor Center & Vacation Guide Stats.

- 2017 Visitor Traffic Increased by 3.43%
  - **2017 Hot Spots:** Valdez; Anchorage; Fairbanks; Palmer; California; Florida; Texas; New York; Washington
  - **2017 International Visitor Hot Spots;** Canada; Germany; Switzerland; Australia & France.
- Valdez Travel Planning Interest (Guide Requests) increased by 62.5%
  - **2017 Hot Spots:** California; Texas; Florida; Colorado; Arizona
  - **2017 International Hot Spots:** Canada; Germany; Australia; Netherlands & United Kingdom (UK)

Blue ink: VCVB Consumer Travel Shows

Red Ink: Noticeable growth areas.



# VISITOR TRAFFIC: GROWTH; DECLINE; FUTURE TARGETS.

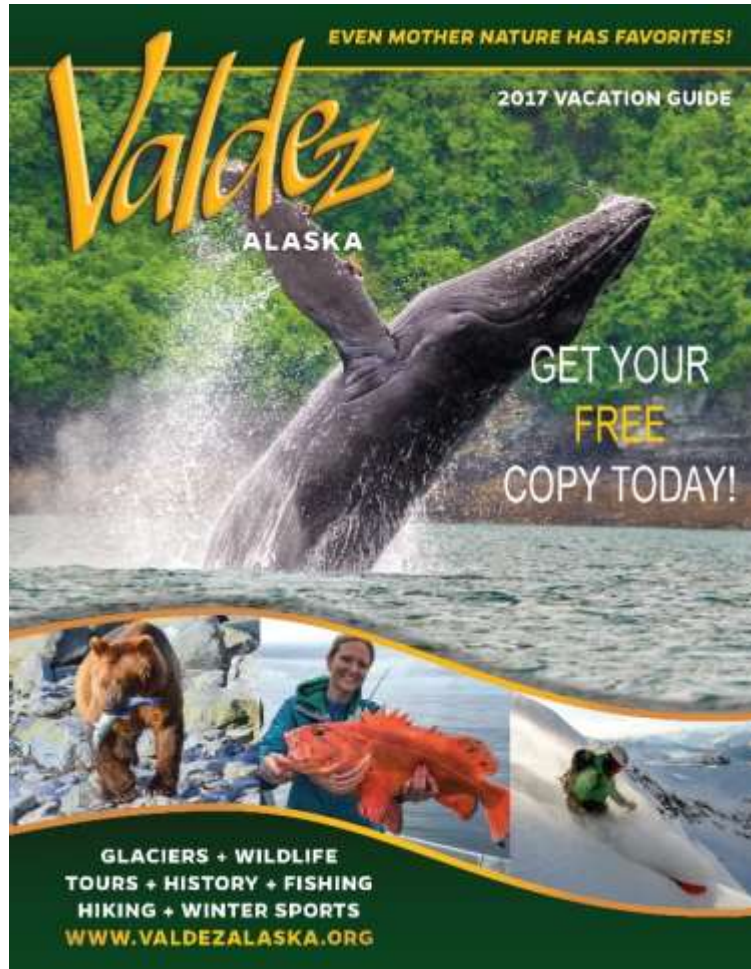
- 2017 Top Growth Markets:
  - PALMER; FLORIDA & FRANCE.
- 2016 Market decline that **recovered** in 2017.
  - FLORIDA & CANADA
- 2017 Target Markets were:
  - East Coast; West Coast; Central USA (Consumer); Europe & Asia (Trade) – **All experienced growth**
- **2018 Future Target Markets:**
  - West Coast; Asia Pacific; Latin America & Europe; and **New Orleans**



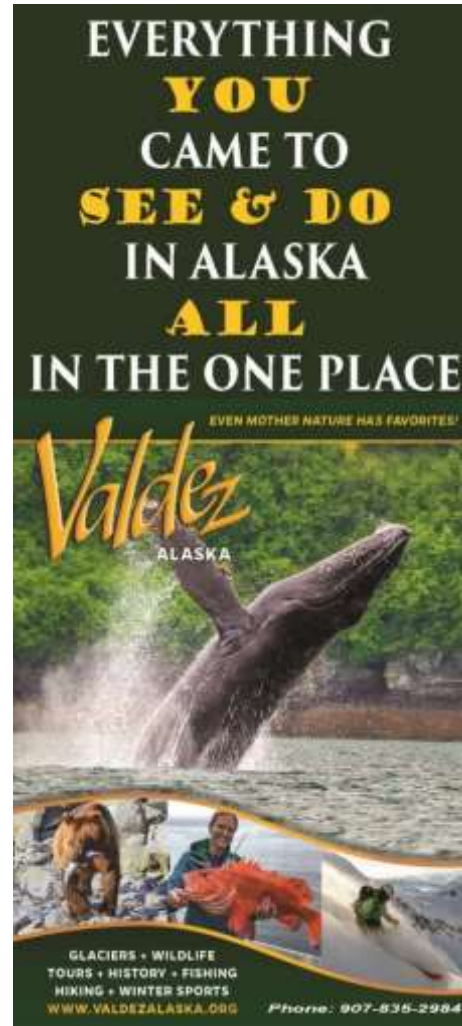


# 2017 Visual Content Marketing

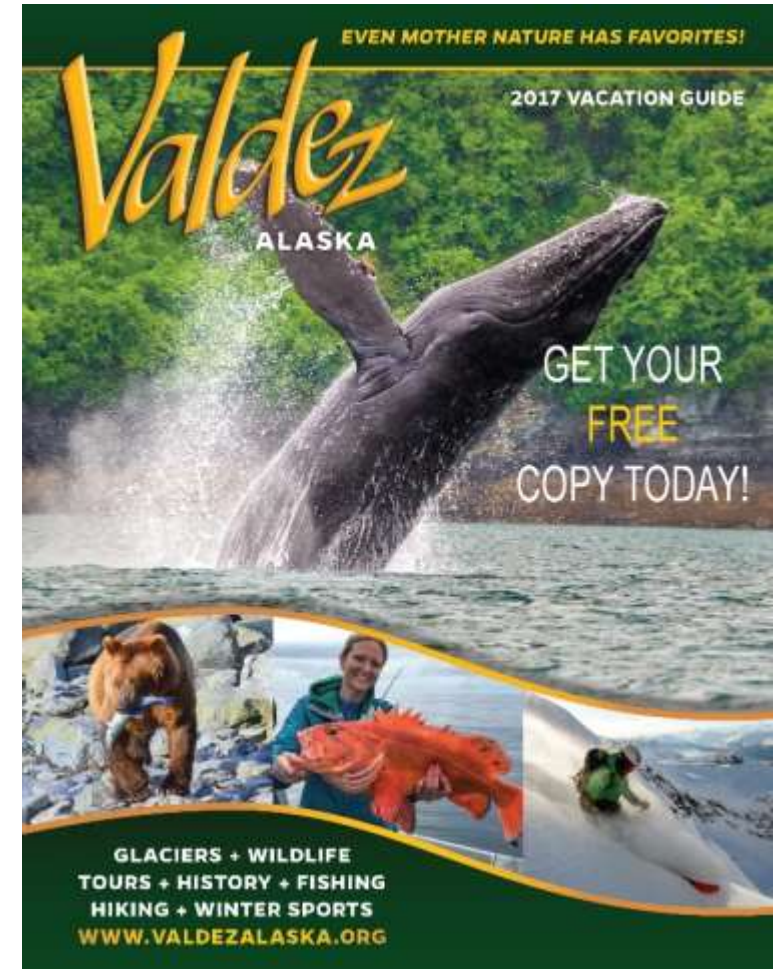
## PRINT FORMAT WITH CALL TO ACTION



NATIONAL CIRCULATION



USING PROVACTIVE  
ADWORDS



ALASKA RV NEWS  
(YUKON & CANADA)

# 2017 Visual Content Marketing

## PRINT FORMAT WITH CALL TO ACTION



**VALDEZ WINTER  
EVENTS 2017**

*march*

**Annual Mayors' Cup  
Snowmachine Race**

A 200-mile cross country race.

**Wounded Warrior  
Poker Run**

A 13-mile snowmachine race on a groomed course. This event is open to everyone including families, kids and beginners.

*april*

**The 27th Annual Mountain  
Man Hillclimb**

A snowmobile event held in Thompson Pass, this is a qualifying event for the Snowmobile Hill Climb World Championships.

Visit [www.valdezsnowmachineclub.com](http://www.valdezsnowmachineclub.com) for more info.

907.835.2984 | for current event info visit [WWW.VALDEZALASKA.ORG](http://WWW.VALDEZALASKA.ORG)

GET YOUR **free** VACATION GUIDE at [VALDEZALASKA.ORG](http://VALDEZALASKA.ORG)

Valdez ALASKA

f

IRON DOG PROGRAM



Get your **FREE** Vacation Guide today!

**Valdez**  
ALASKA  
EVEN MOTHER NATURE HAS FAVORITES

[www.valdezalaska.org](http://www.valdezalaska.org) Phone: 907-835-2984

**\$15,000 GRAND PRIZE IN BOTH THE SILVER & HALIBUT DERBY**

**OVER \$80,000 IN CASH & PRIZES**

**VALDEZ FISH DERBIES 2017**

**HALIBUT DERBY MAY 20 - SEP 3**

**SILVER SALMON DERBY JULY 22- SEP 3**  
BIG PRIZE FRIDAYS: JULY 28 & SEP 3

EVERY DERBY TICKET PURCHASED IS ENTERED IN A DRAWING TO WIN **\$10,000 CASH**

**WOMEN'S DERBY AUG 12**

**KIDS' DERBY JULY 22**

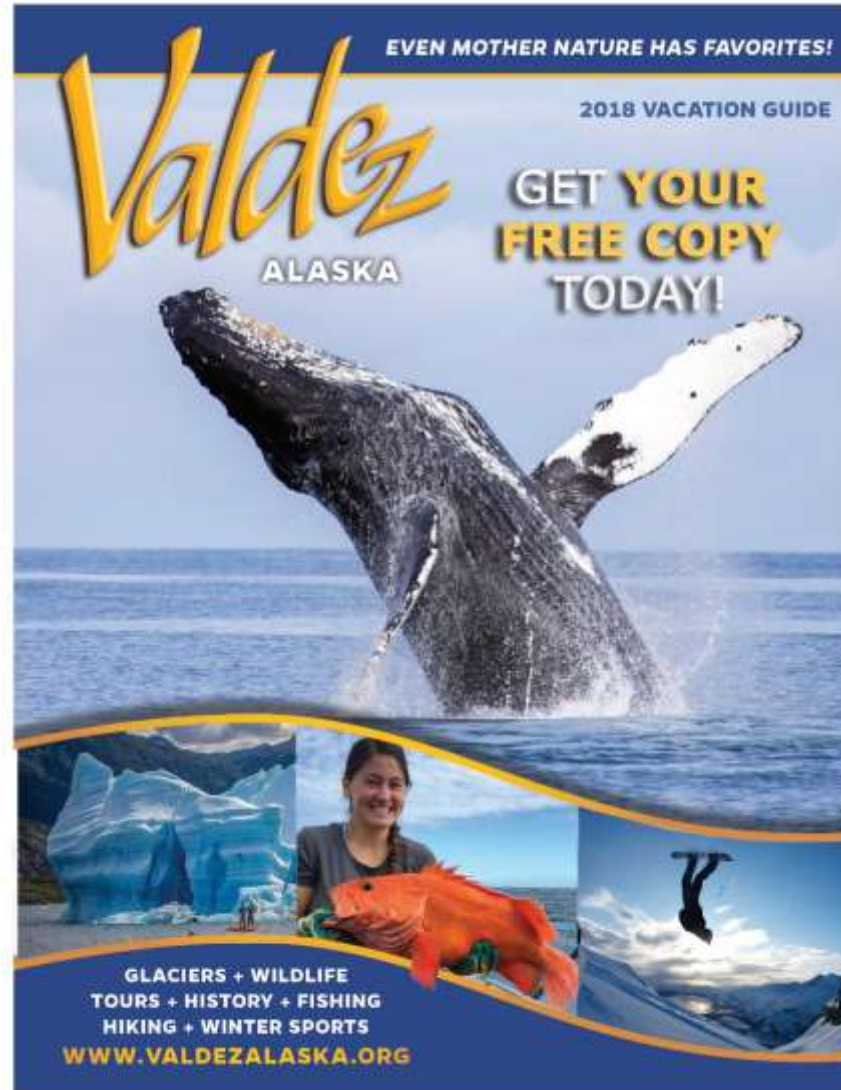
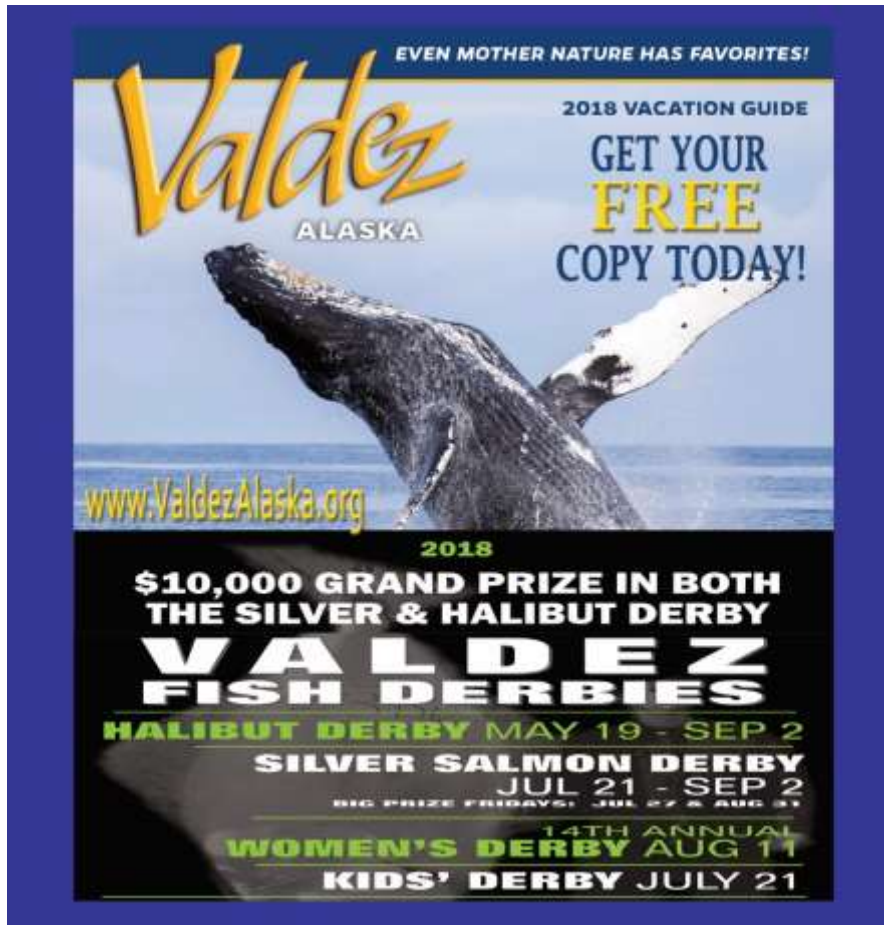
[WWW.VALDEZFISHERIES.COM](http://WWW.VALDEZFISHERIES.COM)

FISH ALASKA - 2017



# 2018 Visual Content Marketing PRINT FORMAT

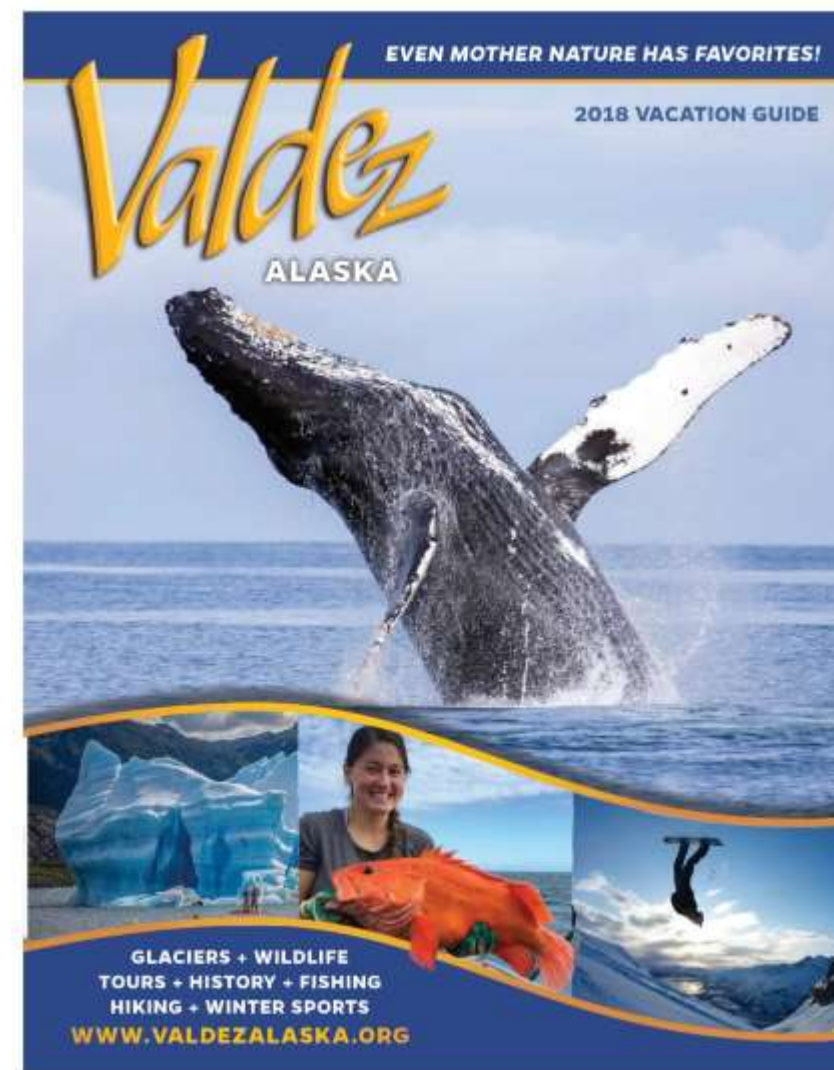
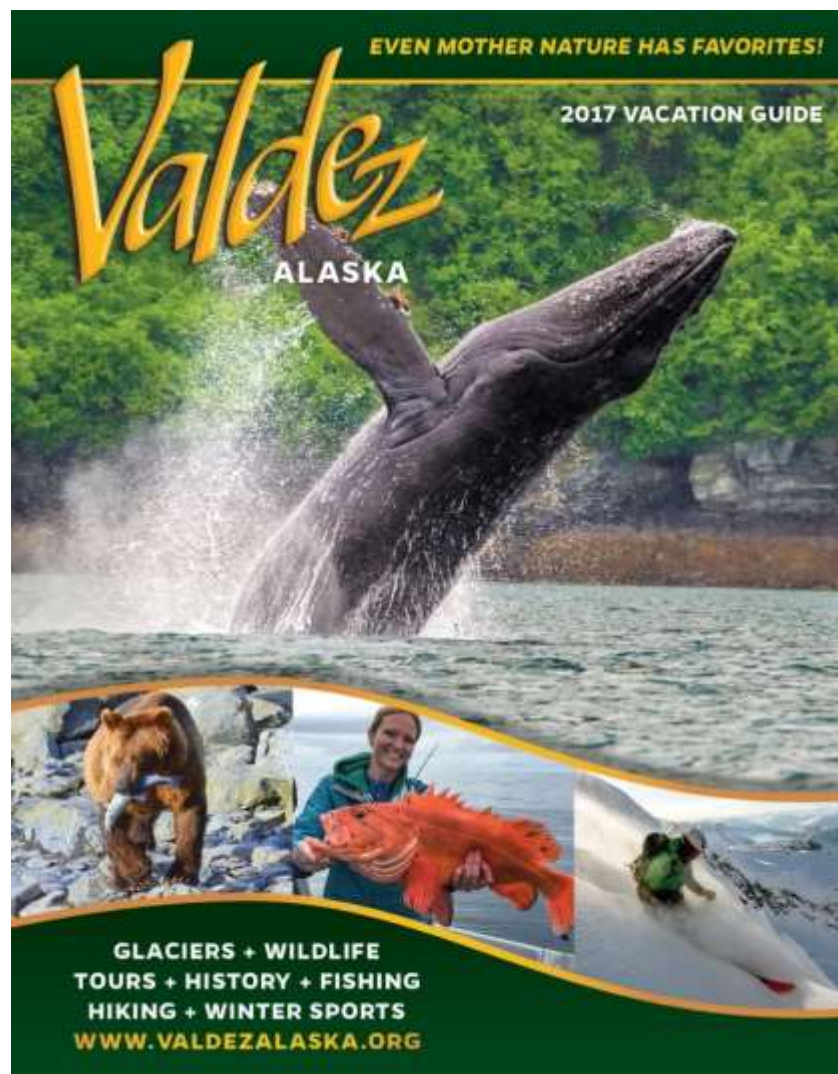
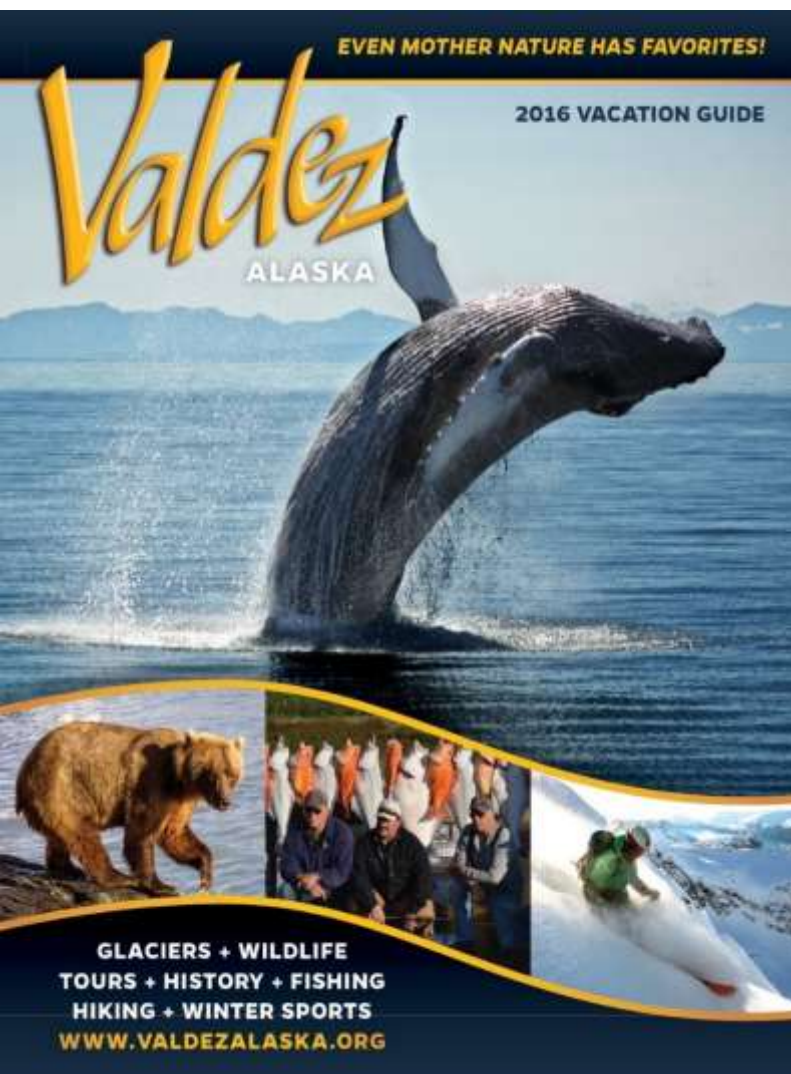
## FISH ALASKA - 2018



MORE TO COME FOR 2018



# Consistent Brand Message for 3 Years

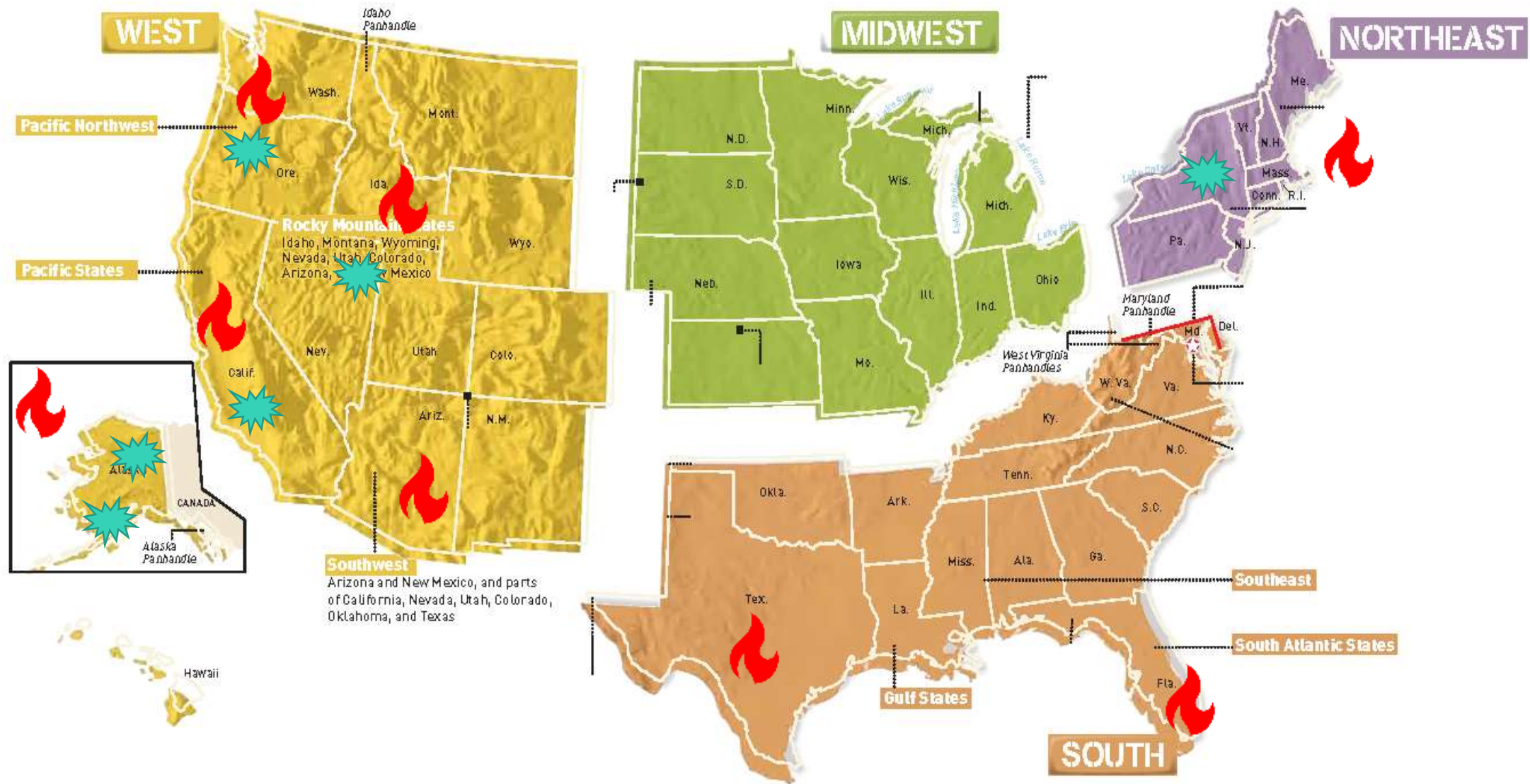


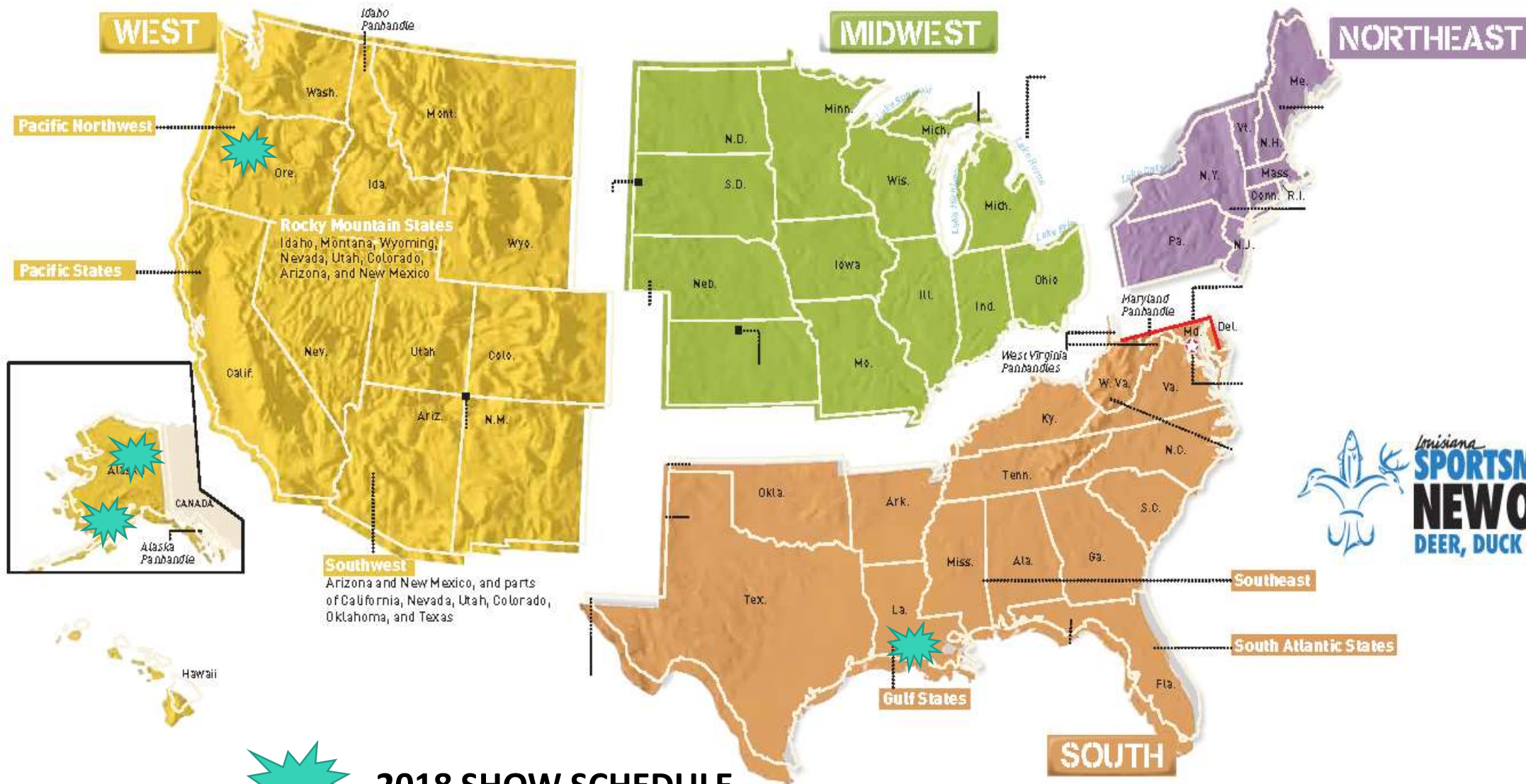
# 2017 & 2018 Consumer Travel Shows

- Marketing 101 = Product; Price; Position; **Promotion**: Performance
- Consumer Travel Shows are part of the “Promotional Investment” side of Marketing.
- Objectives are to educate and influence consumers during the promotional Show.
- How?
  - **Promote Valdez business members & expose content imagery. The VCVB represents Winter Operators as well during every show.**
- 2017
  - **(6 Shows) New York Times Travel Show; Pacific Northwest Sportsmen’s Show & Sport Fishing Show Portland; Travel & Adventure Show Los Angeles; Travel & Adventure Show Denver; Great Alaskan Sportsman Show Anchorage and the Fairbanks Outdoor Show.**









**2018 SHOW SCHEDULE**





# Winter Tourism Marketing Development

- Changed the way Winter Operators are represented in the 2017 & 2018 Guide (ACCESS THE TERRAIN)
- Relocated the Winter Operator listings from the back of the 2017 & 2018 Guide to the front winter creative section
- Implemented a large scale Winter Campaign
- 2017 Through Media Enews Campaigns, Winter Operators received exposure through Magazines – NY Times; Forbes; Cigar Aficionado; Robbs Report; Travel Weekly; and more...



# 2017 WINTER CAMPAIGN

## THEME: VALDEZ, ALASKA: LAND OF DREAMS

### Partners:

Matador Network; Thompson PR & the VCVB 2017 Winter Heli Operator Members.

### **Objectives:**

1. Affordable.
2. Social Media driven with focus on “Reach”.
3. Campaign refresh ability for Winter/Spring of 2018.
4. Financial investment by the 2017 VCVB Winter Heli Operator Members.
5. Target Markets: Canada; Japan; USA; Germany; France; Australia & United Kingdom.
6. Target Demographics: Male & Female Ages 30-65 years.
7. Content: Video; Story; Imagery.







## HELIS, NOT THE ONLY THINGS THAT FLY, BUT THEY HELP

With the Chugach Mountains and plenty of fresh powder beckoning to backcountry skiers and snowboarders, multiple heli-ski outfitters have set up shop in Valdez to offer their guiding services.

[Black Ops Valdez](#) offers a full range of skiing, snowboarding and ski touring options via helicopter, snowcat, snowmobile – even yacht. The company's new 72-foot yacht sails on Prince William Sound, providing accommodations, meals and of course helicopter access to the Chugach Mountains. In summer, yacht guests will be able to combine corn skiing with halibut fishing during a week trip. This winter a new remote basecamp in Thompson Pass also allows guests to sleep closer to the action in a heated Arctic Oven tent. Those looking for a more traditional bed can stay at the company's Robe Lake Lodge.

The oldest operation in Alaska and the pioneers of heli-skiing, [Valdez Heli-Ski Guides](#), is based out of the recently renovated Tsaina Lodge, offering upscale accommodations, fine dining and amenities in Thompson Pass. But guests come for the heli-skiing — either a seven-day package or a private trip. Guests have access to snowcat skiing if weather keeps the helicopters from flying.

Skiers and snowboarders on a budget may be drawn to [Alaska Snowboard Guides'](#) Classic package, which simply offers four hours of helicopter time over a seven-day period, plus guiding and safety equipment. Camping at the company's headquarters is allowed. Other ASG packages include accommodations in Valdez and some meals.

[Alaska Rendezvous Guides](#), based out of the Rendezvous Lodge 45 miles north of Valdez on Thompson Pass, accesses three distinct skiing zones far from the ocean meaning less wet heavy maritime snowpack and more flyable and skiable days. Seven-day packages guarantee skiers and snowboarders 30 runs throughout the week. Accommodations and meals at the lodge are included, plus local transportation and rentals. Three- or five-day custom packages and day trips are also available.

Photo Courtesy of Tim Bouchard

Distributed to 240 Journalists  
By Thompson PR. 2017 Winter Media  
Release with Invitation to Valdez.

## **Go Live Schedule: (includes the Market Teaser August 2<sup>nd</sup>)**

❄️ August 22<sup>nd</sup>:

Video release - Social Media.

❄️ August 25<sup>th</sup>:

Story with photography (Website & Social Media).

❄️ August 25<sup>th</sup>:

Video 2<sup>nd</sup> release on Matador website.

❄️ August 27<sup>th</sup>:

VCVB released Winter call to action. (Social Media)

❄️ August 29<sup>th</sup>:

New imagery and new story (Social Media)






VIDEO WILL BE AVAILABLE DURING PRESENTATION  
File too large for transfer to City Admin.

**Valdez Alaska** shared Matador Network's video. August 22 · 🌐

Valdez is ground zero for Alaskan heli-skiing, and experiencing the place and these mountains firsthand should be on every snow rider's bucket list. Book Now! Seats are limited. Access The Terrain with [Alaska Rendezvous Heli-Ski Guides](#) [Alaska Snowboard Guides](#) [Black Ops Valdez ...](#) See More



59,989 Views

**Matador Network** with Valdez Alaska. August 22 · Paid · 🌐

All you need is snow ❄️ 🏂

**16359 people** reached View Promotion

153 2 Comments

Love Comment Share

#### Performance for Your Post

16,359 People Reached

1,291 Video Views

157 Reactions and Comments

148 Like

5 Love

1 Haha

1 Wow

2 Comments

118 Post Clicks

2 Link Clicks

116 Other Clicks

#### NEGATIVE FEEDBACK

1 Hide Post

0 Hide All Posts

0 Report as Spam

0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

August 22<sup>nd</sup>. Video.  
Already had 59,989  
Views before VCVB  
shared & boosted the  
post. VCVB share  
reach 16,359  
Total for the day  
76,348....



SNOW

## Valdez, Alaska: Land of dreams

In partnership with **Valdez**



Cody Forest Doucette

August 25, 2017

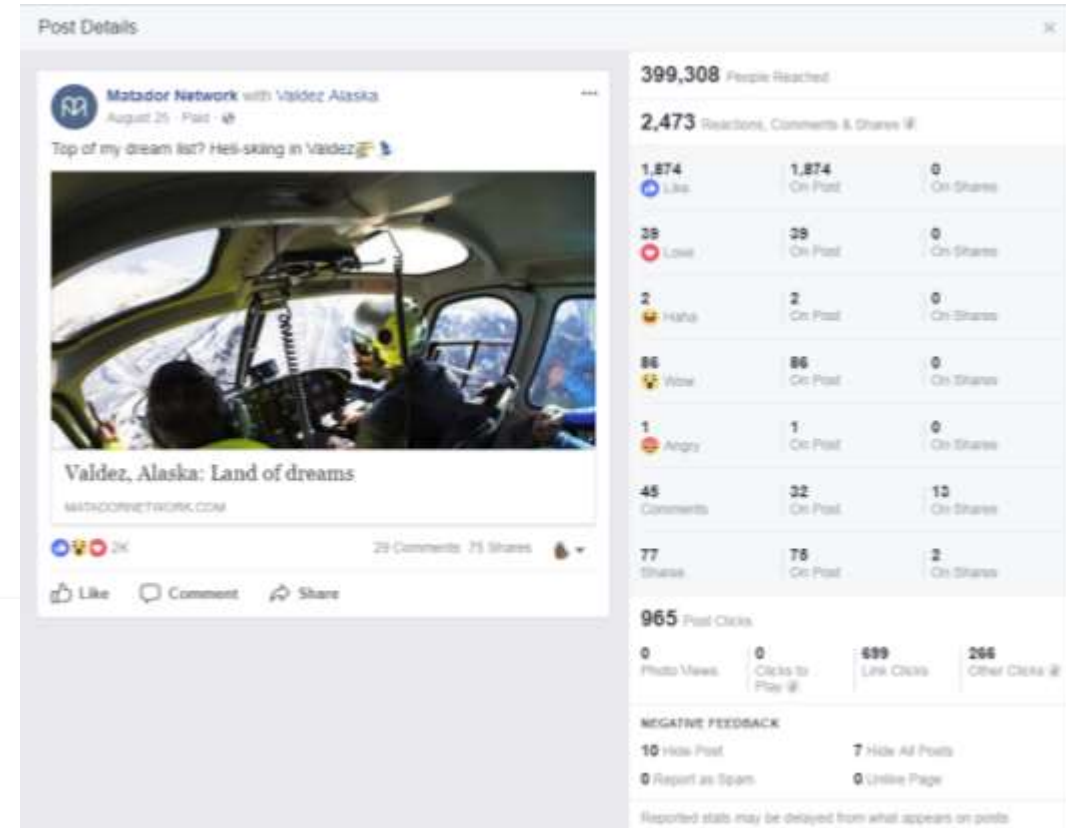


IT WAS A simple exercise my grandfather gave me: "Write down a list of your dreams." That list became the first page of my first journal nearly 20 years ago, and at the top of that list? Heli-skiing in Valdez.

Story & Imagery/Photo's  
went live August 25<sup>th</sup>

WEBSITE/ONLINE & SOCIAL MEDIA

# AUGUST 25<sup>TH</sup> REACH 399,308





Matador Network with Valdez Alaska

August 29 ·

Ice climbing up frozen waterfalls ❄️🧗‍♂️



9 incredible winter adventures to have in Valdez, Alaska

MATADORNETWORK.COM

4K

59 Comments 294 Shares

Like Comment Share

313,164 People Reached

4,693 Reactions, Comments & Shares ⓘ

3,719 Like	3,719 On Post	0 On Shares
165 Love	165 On Post	0 On Shares
2 Haha	2 On Post	0 On Shares
162 Wow	162 On Post	0 On Shares
95 Comments	82 On Post	13 On Shares
296 Shares	294 On Post	2 On Shares

1,422 Post Clicks

4 Photo Views	0 Clicks to Play ⓘ	927 Link Clicks	491 Other Clicks ⓘ
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NEGATIVE FEEDBACK

20 Hide Post	8 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

AUGUST 29<sup>TH</sup>  
REACH  
313,164





Valdez Alaska shared their album.

August 27 · 🌐

Book now!! You won't be disappointed with our experienced guides.

Alaska Rendezvous Heli-Ski Guides

Alaska Snowboard Guides

Black Ops Valdez

Valdez Heli-Ski Guides... See More



Valdez Alaska added 8 new photos to the album: Winter Dream Vacation.

August 2 · 🌐

Start planning now to visit Valdez in the Winter/Spring. Really the location for the best heli-skiing; snowboarding; snowmobiling; ice climbing; fat bike riding, cross-country skiing in the Chugach Mountains of Alaska.

29,337 people reached

View Promotion

Pietropaoli Julia, Nelly Clerc and 573 others

5 Comments

Like Comment Share

## Performance for Your Post

29,337 People Reached

602 Reactions, Comments &amp; Shares ⓘ

538



Like

517

On Post

21

On Shares

47



Love

46

On Post

1

On Shares

12



Wow

12

On Post

0

On Shares

5

Comments

5

On Post

0

On Shares

0

Shares

0

On Post

0

On Shares

1,546 Post Clicks

1,400

Photo Views

8

Link Clicks

138

Other Clicks ⓘ

## NEGATIVE FEEDBACK

3 Hide Post

2 Hide All Posts

0 Report as Spam

0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

**IMAGERY & CALL TO ACTION**  
**TEASER AUGUST 2<sup>ND</sup> (FIRST PHASE OUT)**  
**REPURPOSED/BOOSTED AUGUST 27<sup>TH</sup>**  
**REACH 29,337**

THIS POST HAS SINCE BEEN UPDATED  
 WITH ALL 2018 VCVB WINTER MEMBER  
 OPERATORS TAGGED AND RESHARED

**TOTAL CAMPAIGN REACH BY**  
**AUGUST 28th:**  
**818,157 and still counting.....**  
**Value: Cost PP reach- \$0.07**  
**(VCVB COV GRANT SHARE**  
**\$ 0.02 cents)**

## **Financial breakdown:**

- Matador donated \$40,000 towards their part of the campaign. (video production; web production; social media production; journalists time, etc.)
- VCVB FAM Budget \$ 7,724.42 (Journalists accommodation not comped & travel expenses)
- VCVB PR Budget \$ 7,990.69 (coordination of journalists and media release)
- VCVB Advertising Budget \$ 7,500 (this had been cut down from \$15,000)

***TOTAL VALUE OF the 2018 WINTER TOURISM MARKETING CAMPAIGN***  
***\$ 63,215.11 (VCVB Share: \$23,215.11)***

(does not include the Heli Operator business member investments - estimated to be over \$40,000 combined)

**\$103,215.11 Estimated**





# The 21 coolest ski towns in North America – 2018

## VALDEZ #3

*When putting together this list, the terrain features and quality of the local ski hill were definitely noted. But an equally important criterion was the story of each place.*

# Website & Online Marketing Development





# Winter in

*Really the location for the best  
Chugach Mountains of Alaska  
large powder bowls, longer c  
Valdez!*

Learn More 

## Summer

Rock Climbing Festival  
Last Frontier Theatre  
Conference  
Halibut Hullabaloo  
4th of July Celebrations  
Fireweed 400 Bike Race  
Silver Fish Derby Starts  
Kids Pink Salmon Derby Day  
Gold Rush Days  
RHR Music & Art Fest  
Women's Silver Derby Day  
Military Appreciation Day  
City of Valdez Events

## Fall

Valdez Fish Derby Ends  
Oktoberfest & Home Brew  
Comp.  
Annual Xmas Tree Lighting  
Ducks Unlimited Banquet  
Blues Cruise  
Quilt Festival 2018  
City of Valdez Events

## Winter

Ice Climbing Festival  
Qaniq XSKI Challenge  
Vegas in Valdez Archery  
Tournament  
Annual Community Xmas  
Show  
Elks Lodge Annual Xmas  
Bizaare  
New Years Fireworks  
City of Valdez Events

## Spring

Fly-In & Air Show  
Fat Bike Festival  
Mountain Man Hill Climb  
Frosty Fever Carnival  
Annual Mayors' Cup  
Snowmachine Race  
Snowkite Festival  
Hooping 4 Spring Basketball  
Tournament  
Arts Council Annual Picnic  
Valdez Fish Derby Starts  
City of Valdez Events

Scroll to Explore



Vacation Guide

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Mobile  
APP!



Stay connected:



MEMBERS ONLY, NO PUBLIC ACCESS.

BIZ Member Login ONLY

Photo by Gary Minish

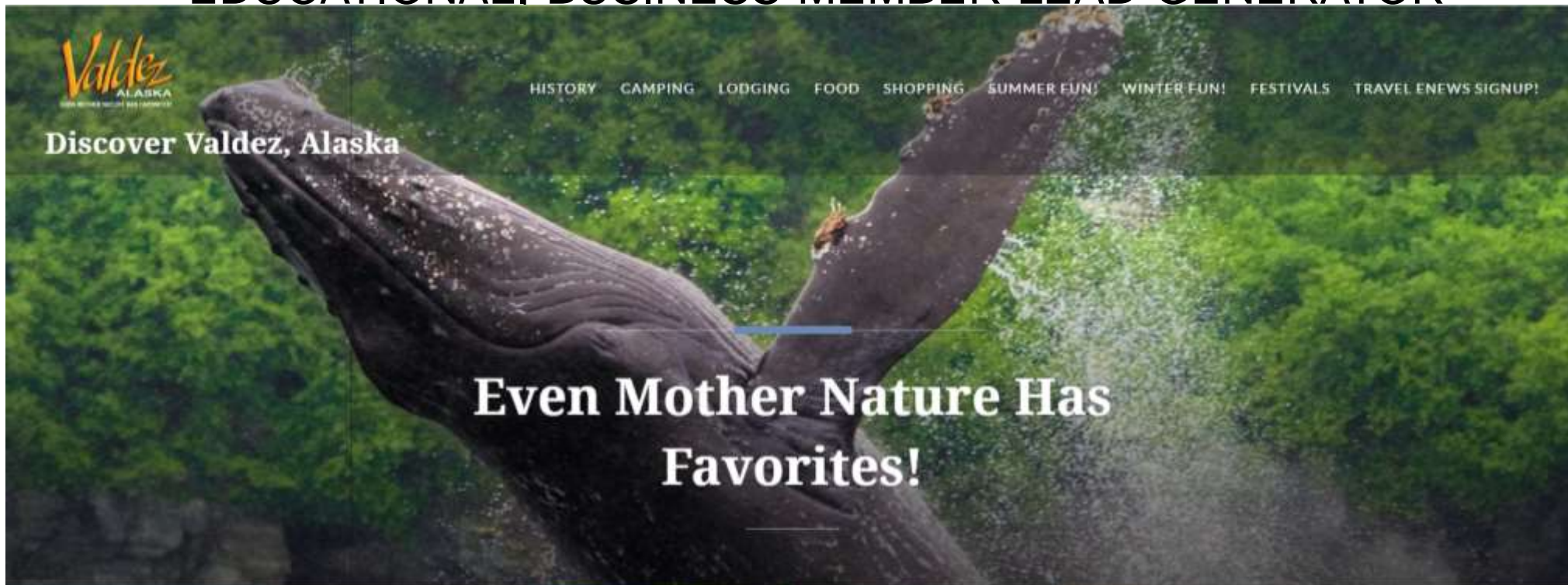
# NEW PRODUCTS LAUNCHED IN 2017





[WWW.DISCOVERVALDEZALASKA.ORG](http://WWW.DISCOVERVALDEZALASKA.ORG)

EDUCATIONAL: BUSINESS MEMBER LEAD GENERATOR



### Valdez, Alaska – Flips The Snow Switch!

Valdez and the surrounding  
Chukotka Mountains



### Road Trip!

Ever have a burning desire to visit Alaska? Or dreaming of fishing the waters of Alaska? The sights, the beauty, and the wildlife, the abundance of

[READ MORE](#)

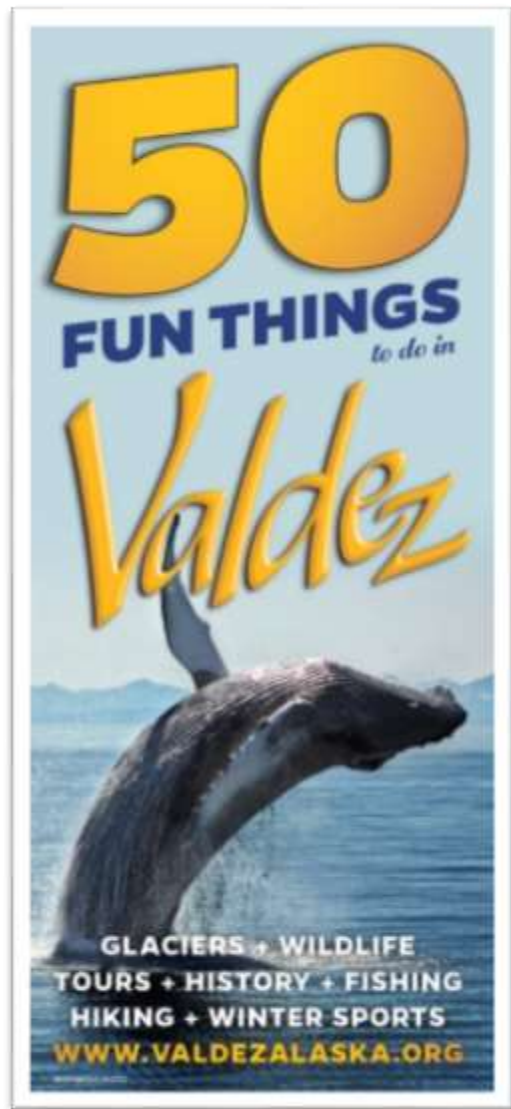


### Valdez – Bed & Breakfasts – It's Social.

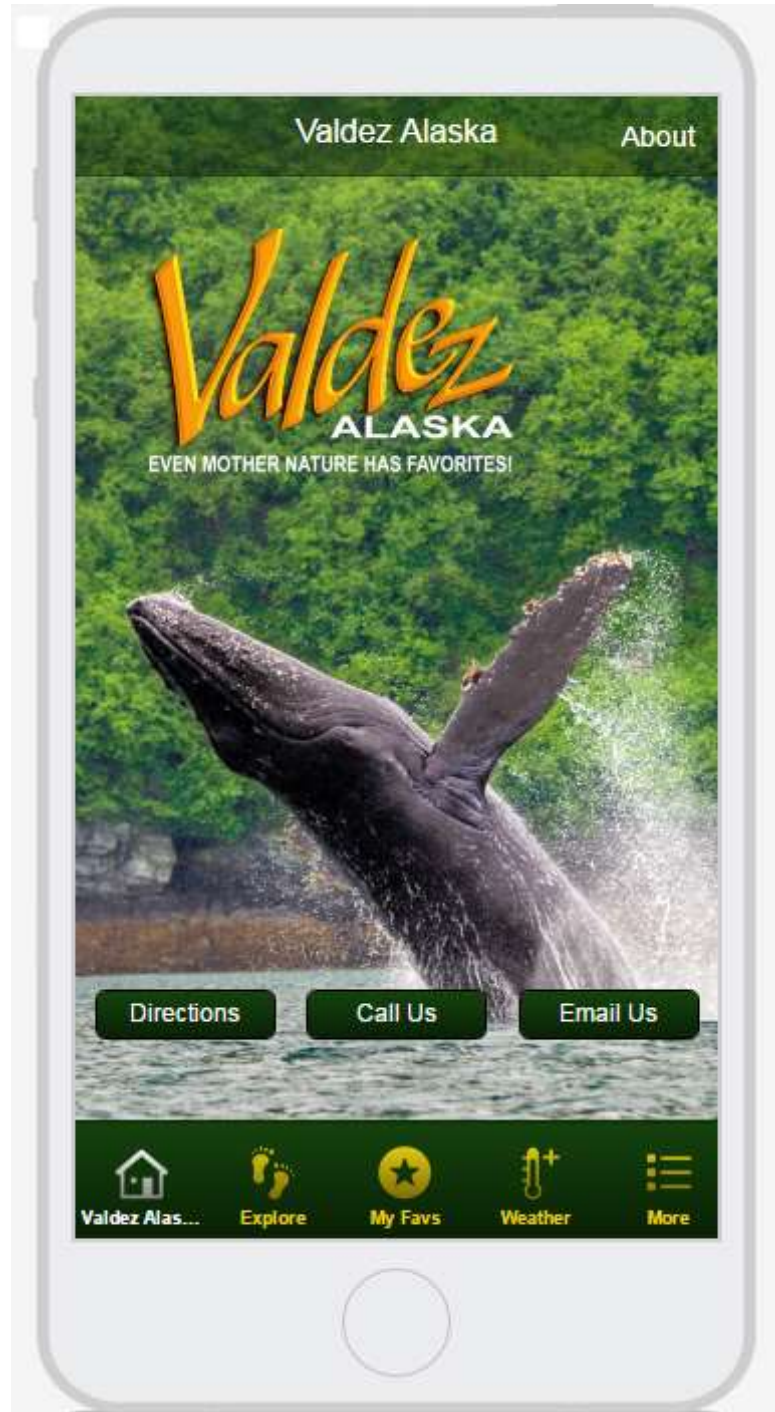
Here are a few tips, and

[READ MORE](#)





**Fun Things to do in Valdez Flip Book**  
**State & Local Distribution**



76% Apple  
IOS Users

24% Android  
Users

44% Form Submissions  
19% Bookings  
38% Messages

851 App Downloads



# 2017 Review Plus 2018 Outlook

- ❑ Continue with current programs while waiting for City to finish branding/comprehensive plan.
- ❑ Next 12 Months to 3 Years – Consult, research data, and develop Niche marketing opportunities. Partnering with Econ.Dev & Ports & Harbor.
  - Scuba Diving & Snorkeling (**\$11 Billion US Market**)
  - Birding (**\$41 Billion US Market**)
  - Outdoor Adventure Guiding & Photography Tours
  - Waterfalls
  - Marine Biology
  - Snow Kiting
- ❑ Assist the COV with future Cruise Ship planning
- ❑ Forward plan for a 2-3 day Oktoberfest 10<sup>th</sup> Anniversary Festival **Year 2020**



# THANK YOU!

PHOTOGRAPHS USED FOR THIS PRESENTATION WERE FROM ALASKA PHOTOGRAPHY CO.; TIM BOUCHARD (VCVB BOARD DIRECTOR/VALDEZ OUTFITTERS) AND GARY MINISH PHOTOGRAPHY. LOCAL VALDEZ BUSINESS MEMBERS OF THE VCVB.

