



State of Alaska Tourism

FY2015 Tourism Marketing and Advertising Services Plan

Domestic Target Market

Primary Target Market

- 45-65 years old
- Affluent
- Married
- College Educated
- Frequent Travelers
(Especially those who have taken a foreign vacation)

Niche Markets

- Adventure Travelers
- Highway Travelers



Advertising

Advertising Strategies

1. Increase interest in Alaska as a travel destination and inspire a desire to visit
2. Strengthen brand identity and top-of-mind awareness
3. Conduct a multi-pronged marketing campaign aimed at the highest potential visitors
4. Generate marketing leads and requests for trip-planning information
5. Select cost-effective media that supports the overall goal of attracting a diverse mix of visitors and travel types
6. Encourage residents, and their visiting friends and relatives, to travel throughout Alaska by providing travel-planning information within the state

Advertising Strategies

7. Continue cooperative marketing efforts that increase marketing dollars as well as pursue joint ventures/partnerships with other tourism organizations
8. Establish monitoring mechanisms to measure marketing program effectiveness and efficiency and track trends with high potential prospects and actual visitors
9. Provide tools and information to Alaska businesses to enhance individual marketing efforts
10. Drive traffic to TravelAlaska.com

Television Advertising

- Increase awareness and inspire a decision to visit on a large scale
- 30-second ads on national cable channels
- 10-second ads on nationally syndicated shows
- Online video and ads



Photography/Film Production

- Shoot new high-quality footage and expand film library to keep marketing materials fresh and up-to-date:
 - Videos
 - TV ads
 - Social media
 - Website
 - Collateral materials
 - Displays



Direct Response Program

Lead Generation

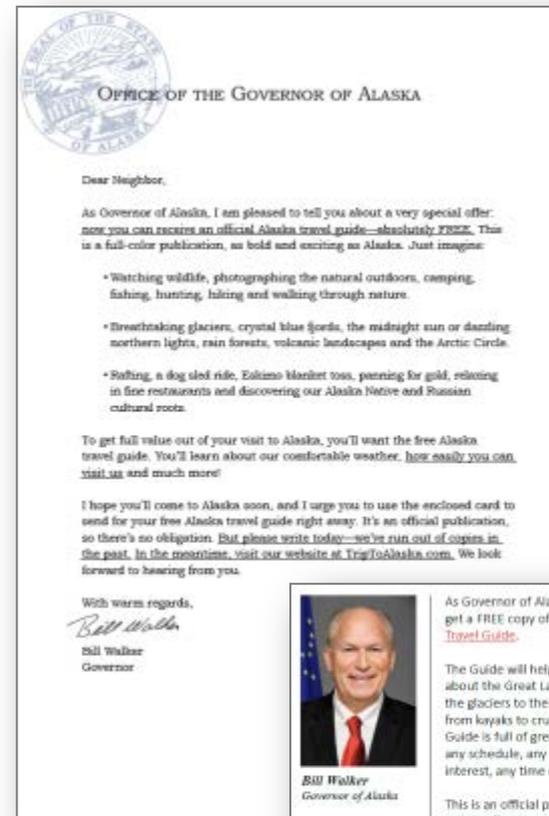
- Call to action: Request a free vacation planner
- Gather name, mailing address, email and interest information:
 - Business Reply Card, online questionnaire , third party request form
- Goal: Produce the greatest number of visitors at the lowest cost using direct mail, magazine ads, email and online ads

Website Marketing

- Call to action: Click for information on Alaska
- Provide links to content on TravelAlaska.com
- Goal: Generate clickthroughs to the website

Lead Generation / Direct Mail

- Printed Governor's packet sent to:
 - Past inquirer lists
 - Outside lists
- Email Governor's message delivered to:
 - Past inquirers
 - Purchased names



Lead Generation / Magazine

- Full-page ads
- Small space ads

Get the **Hottest** Book
From the Coolest State
It's FREE!



ALASKA

Get your **FREE** official book today

Alaska – the people, the places, the beauty. It's like nothing you've ever experienced before. Find out how easy it is to plan a visit. For a **FREE** official Alaska State Vacation Planner, simply mail the reply card or visit us online.

ALASKA
Beyond Your Dreams. Within Your Reach.

For a **FREE** Official State Vacation Planner, visit TravelAlaska.com/end

Get the **Hottest** Book From the
Coolest State
It's FREE!



ALASKA

For a **FREE** Official Alaska Travel Guide, visit us online or call toll-free
800-XXX-XXXX

TravelAlaska.com/xc

Lead Generation / Online Ads

- Generate leads through a wide variety of online sites and media sources:
 - Focus on travel-related networks
 - Optimize creative and placement throughout the campaign



Website Marketing

➔ Generate a minimum of 650,000 clickthroughs to TravelAlaska.com



Cooperative Programs

➔ Co-op Magazine Ads

THE BOOKS ARE FREE
THE ADVENTURE IS PRICELESS

GET YOUR FREE ALASKA AND YUKON GUIDES!

Go on an adventure you'll treasure the rest of your life. Request your FREE official travel guides today.

Return our reply card or request the guides online at
AlaskaYukon.org/xx

Get the **Hottest** Book From the **Coollest** State
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Visit AlaskaTripPlanning.com/cng or call 866-535-8000 to reserve your Official Alaska Vacation Guide

ALASKA
 Beyond Your Dreams. Within Your Reach.

<p>Contact us today for your FREE GUIDE</p> <p>SOLDOTNA</p> <p>807-262-1337</p> <p>www.visit Soldotna.com</p>	<p>Alaska - It's waiting for you.</p> <p>Great Alaska Vacations</p> <p>ALASKA</p> <p>866-268-0200</p> <p>AlaskaTravel.com</p>	<p>ALASKA'S PLAYGROUND</p> <p>EXPLORE THE KENAI</p> <p>Over 80,000 acres waiting for adventure. FREE vacation packages!</p> <p>1-800-535-3624</p> <p>www.knaipeninsula.org</p>
<p>BEST OF ALASKA</p> <p>877-258-4877 • KodiakExpedia.com/boal</p>	<p>Make the most of your vacation!</p> <p>Wrangell Alaska</p> <p>CHANGING WHEELS FROM THE TINYSTARS TRAVEL COMPANY. ONLINE REVIEWS: 4.9/5.0</p> <p>8-800-343-9785 • www.witagrill.com</p>	<p>SEE MORE OF ALASKA ON THE ALASKA MARINE HIGHWAY</p> <p>FerryAlaska.com/geo</p> <p>1-800-542-0066</p>
<p>BRUCE WILLIAM SOUND</p> <p>8-866-467-1887 • www.visitbrucewilliamsound.com</p>	<p>LIGHT ENERGY</p> <p>FAIRBANKS</p> <p>www.explorefairbanks.com</p>	<p>GLACIERS-WILDLIFE-WILDBENESS</p> <p>JUNEAU</p> <p>Juneau Convention & Visitors Bureau 877-981-2201</p> <p>www.traveljuneau.com/atia</p>



Social Media

Social Media Promotion

- **Oversee efforts on YouTube channel**
- **Coordinate with other state contractors on promotions conducted on Twitter, Facebook, Pinterest and Instagram**

The screenshot shows the YouTube channel page for "Travel Alaska". The channel banner features a scenic view of Alaska with the text "BEYOND YOUR DREAMS WITHIN YOUR REACH". The channel name "Travel Alaska" is prominently displayed, along with a "Subscribe" button showing 569 subscribers. The page layout includes a left sidebar with navigation options like "What to Watch", "BEST OF YOUTUBE", and "Browse channels". The main content area features a featured video titled "Alaska TV Ad - Beyond Your Dreams" with 58,619 views, and a section titled "Explore Alaska" with three video thumbnails: "Experience Alaska" (64,238 views), "Light It Up -- Winter in Alaska" (19,919 views), and "ALASKA - Beyond Your Dreams" (110,951 views). A "Popular channels on YouTube" sidebar on the right lists channels like Rosanna Parsino, CrazyRussianTec..., Epic Meal Time, Annoying Orange, HowToBasic, and Grant Thompson.



Collateral

State Vacation Planner

- Designed for those who are further along the purchase cycle:
 - High interest, high probability of traveling to Alaska
 - Directory of Alaska businesses allows consumers to finalize travel plans and book travel
 - 500,000 copies printed/distributed



Within Your Reach Brochure

- Designed for those trying to learn more about an Alaska vacation:
 - Transportation options
 - Regions of the state
 - Activities
 - Length of trip
 - Cost of an Alaska vacation
 - 325,000 copies printed/distributed

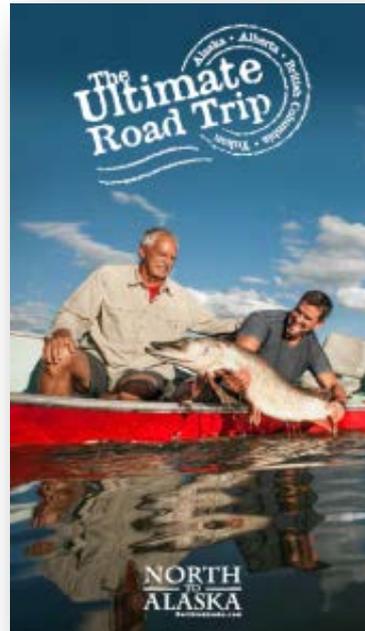




Partnership Marketing

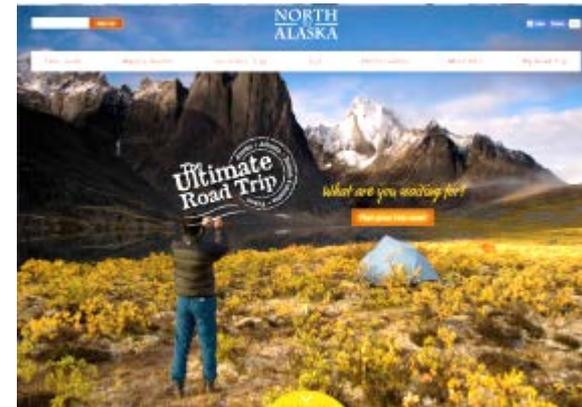
Partnership Programs

- Two primary programs:
 - Joint Alaska/Yukon
 - North to Alaska



Partnership Programs

- Components include:
 - Direct mail
 - Magazine and online advertising
 - Collateral
 - Social media
 - Consumer shows





In-State Marketing

In-State Promotion

- Encourage residents, and their visiting friends and relatives, to travel throughout Alaska
- Provide trip-planning information
 - Distribute State Vacation Planner within Alaska



Travel Trade

Trade Shows

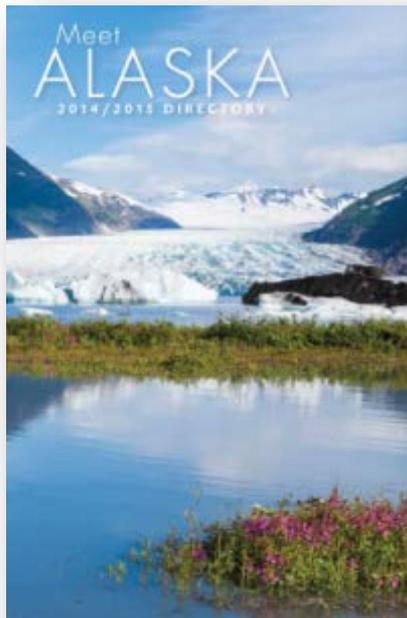
- Virtuoso Travel Week: Aug. 9-15, 2014
- ATTA World Summit: Oct. 6-9, 2014
- IMEX America: Oct. 14-16, 2014
- USTOA: Dec. 5-7, 2014
- ABA Marketplace: Jan. 10-13, 2015
- NTA Travel Exchange: Jan 18-22, 2015
- Go West Summit: Feb. 10-13, 2015
- Cruise Shipping Miami: March 16-19, 2015
- Cruise3Sixty: April 22-26, 2015

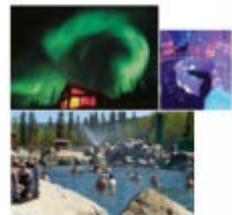


Travel Trade Tools

➤ Meet Alaska Directory:

- Distributed at domestic travel trade shows
- Directory is printed and included on jump drive distributed to travel trade
- Includes business name and description along with contact info, photos, and website



<p>Alaska Resort</p> <p>Alaska Resort is Alaska's premier destination, featuring the luxurious 304-room Grand Alaskan. Located just 40 miles from Anchorage, Alaska is your best choice for Alaska adventures year-round.</p> <p>The resort is located in the northernmost coastal temperate region and within close proximity of multiple national parks and world-class fishing on the Kenai Peninsula. Take note for fishing and biking start right from the hotel courtyard. In season, guests can hike near Murie and catch wild Alaskan salmon.</p> <p>The Alaska resort team offers everyone an opportunity to "live" an Alaskan moment — that special time in which time is length, guests can relax in a cabin and provide spectacular views of the surrounding valley. In the fall, guests can experience the Alaskan tradition — Queen Elizabeth Festival with panoramic views that rival the culinary experience. Queen Elizabeth is the recipient of the AAA Four Diamond Award and offers a rustic retreat on exquisite Alaska spruce and white spruce recognized wood.</p> <p>For the most accessible way to experience Alaska's wilderness with the support of the luxury of a 4000-class accommodation, choose Alaska Resort.</p>  <p>Contact:</p> <p>Representatives Suzanne Dyer Alaska Resort</p> <p>Mailing Address P.O. Box 343 Girdwood, AK 99507</p> <p>Physical Address 1300 Alyson Avenue Girdwood, AK 99507</p> <p>Telephone 907.754.0211</p> <p>Fax 907.754.2390</p> <p>Email 907.754.0211@alaskaresort.com 907.754.0211@alaskaresort.com</p> <p>Website www.alaskaresort.com</p> <p>See us at: Go Home USA</p> 	<p>Chena Hot Springs</p> <p>Visit Alaska's only year-round 100+ year-old hot springs resort! The natural outdoor mineral water falls (open 10-6, feature family pool for hot tubs and youth water tower).</p> <p>We offer 10 lodge rooms, a full service restaurant and lounge and Aurora Cafe for specialty coffee and snacks. Provide the activity center, local art resort activities including dog sled team, winter dog sled rides, horse-drawn sleigh rides, scenic viewing snow coach tours, guided snowmobile tours, summer dog-sled hire and guided ATV tours.</p> <p>The Aurora Ice Museum is available in combination with the Alaska Ice Bar was created in 2008. It is the only one of its kind in the world to use geothermal technology to keep it frozen year-round for Museum tours and Ice geothermal tours at 2:00, and 8:00, separate days.</p> <p>It's one of the best places on the planet to see northern light! Aurora viewing packages are available from Oct. 7-March 31.</p>  <p>Contact:</p> <p>Representatives Debra Fenne Chena Hot Springs</p> <p>Mailing Address P.O. Box 50740 Fairbanks, AK 99711</p> <p>Physical Address 1700 Chena Hot Springs Rd Fairbanks, AK 99712</p> <p>Telephone 907.464-6124</p> <p>Fax 907.464-6300</p> <p>Email info@chenaht.com info@chenaht.com</p> <p>Website www.chenaht.com</p> 
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International

International Marketing

➤ Provide tourism support to State of Alaska tourism representation offices in Australia, Germany, Japan, Korea and United Kingdom and developing markets (China, India, Mexico)

➤ Support may include:

- Specialty giveaway items
- Printed flyers
- Videos
- Photography



FAM Tours

- Conduct familiarization tours (FAMs) so international travel trade representatives from developing markets can experience Alaska first-hand – and increase their ability to sell Alaska travel





Alaska Department of
Commerce, Community, and
Economic Development

