



NORTH TO ALASKA

Highway Neighbors Conference
Valdez, AK / April 17, 2014

Today's Presentation

- Alaska Highway Marketing Goals & Strategies
- FY2014 North to Alaska Program Performance
- FY2015 North to Alaska Program

Goals & Objectives

Overall Goal

Maximize tourism revenue to each region and throughout rural communities from rubber-tire traffic driving through Canada to Alaska.

Objective #1

Increase the number of visitors who take the trip "North to Alaska."

Objective #2

Increase the average visitor spend.

Target Market

U.S. leisure travelers who:

- Have an interest in Alaska as their destination
- Are predisposed to driving vacations and longer road trips
- Have the time and money to travel for three weeks or more
- Are retired, 55 years or older with no children in the household
- Are highway travelers

Strategies



1. Position the drive “North to Alaska” as the Ultimate North American Road Trip because it offers a memorable experience unlike anywhere else.
2. Connect with the target market.
3. Use past results, research and industry trends to deliver highly qualified leads and visitors at the lowest cost.
4. Market the experience.
5. Make it easier for consumers to request information.

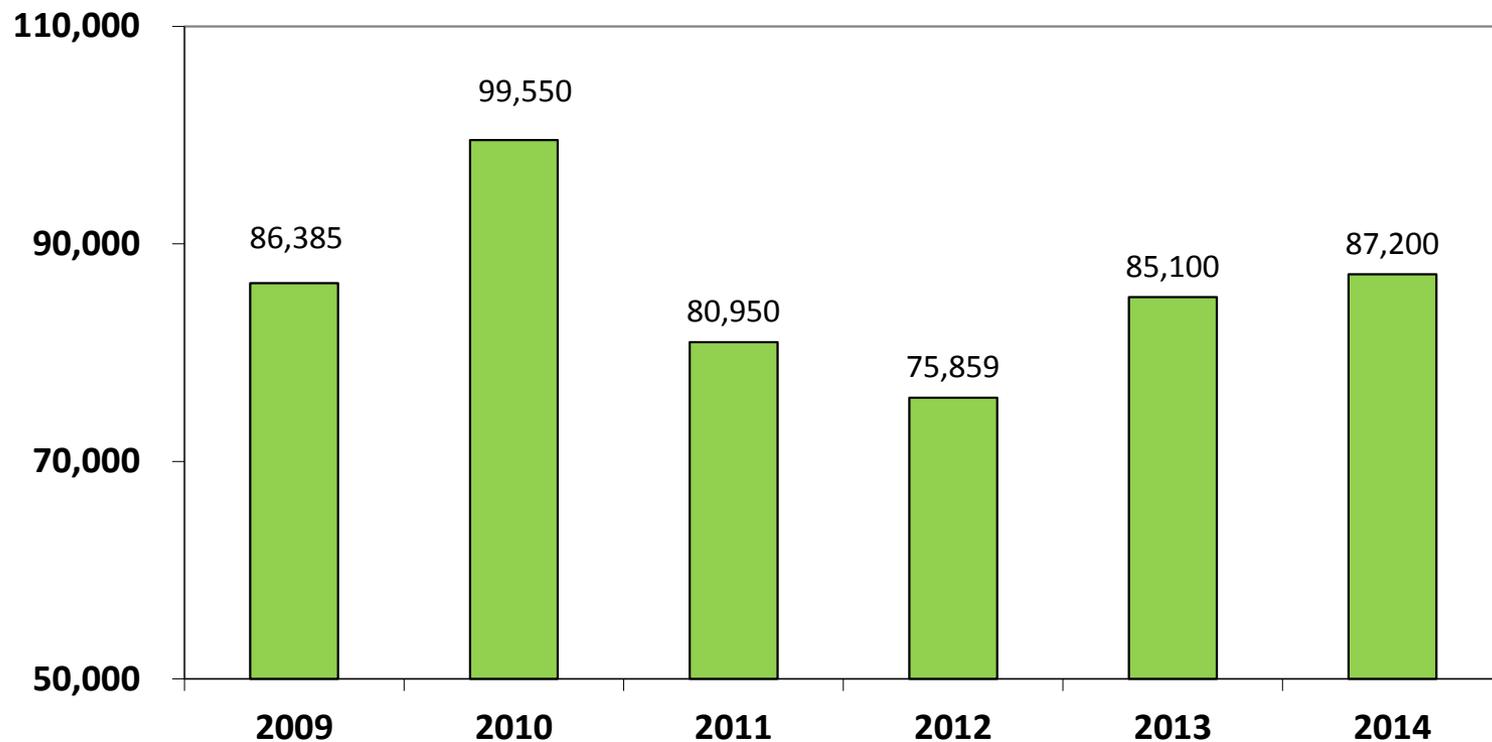
Strategies

6. Fulfill requests for information so those considering a trip to Alaska can visualize their vacation and begin planning a trip.
7. Continue to refine the NorthtoAlaska.com website to better represent the brand positioning and value proposition.
8. Inspire and interact with target market using social media to grow the number of people who are sharing information, content and images with others.
9. Meet face-to-face with consumers by attending one or more major RV trade shows.

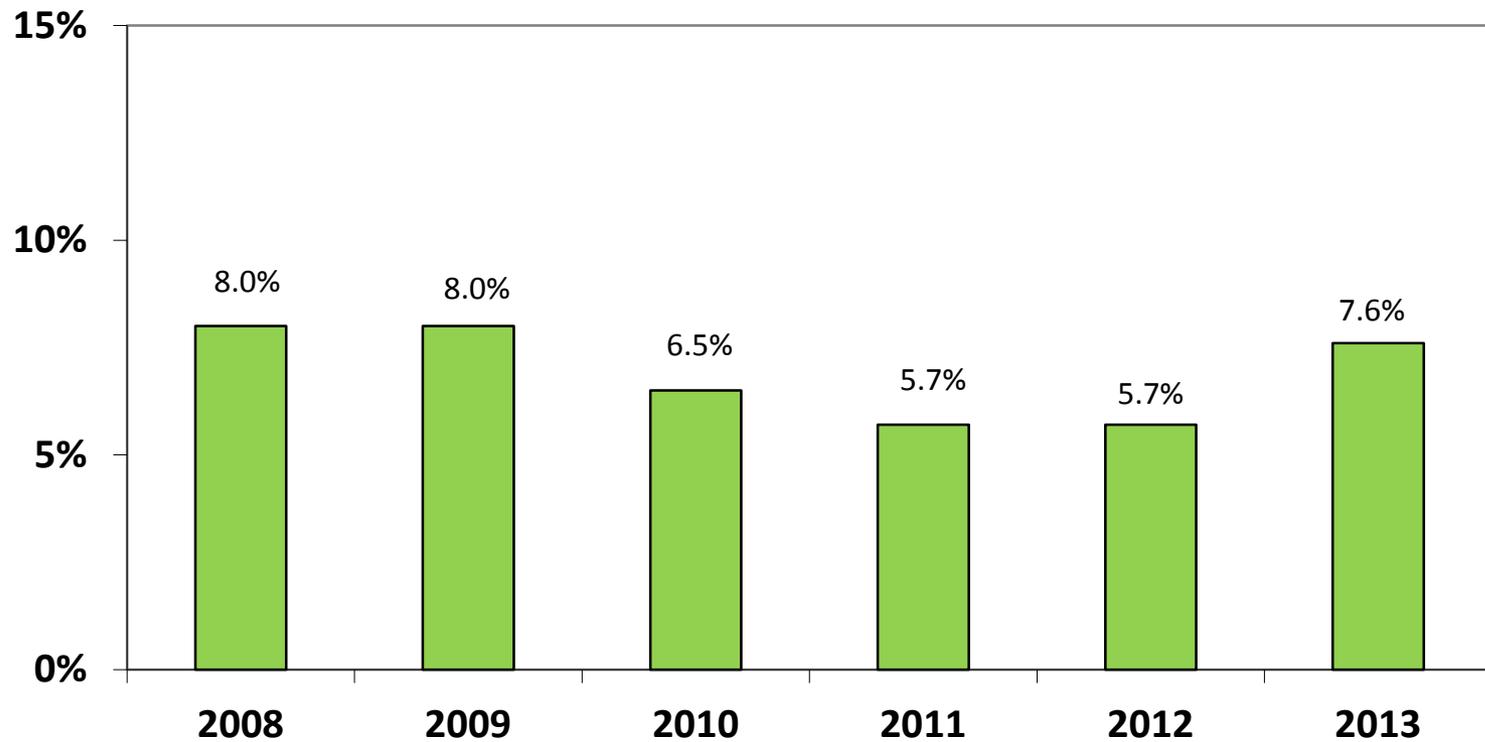
FY2014 Program Performance

➤ How is the program performing?

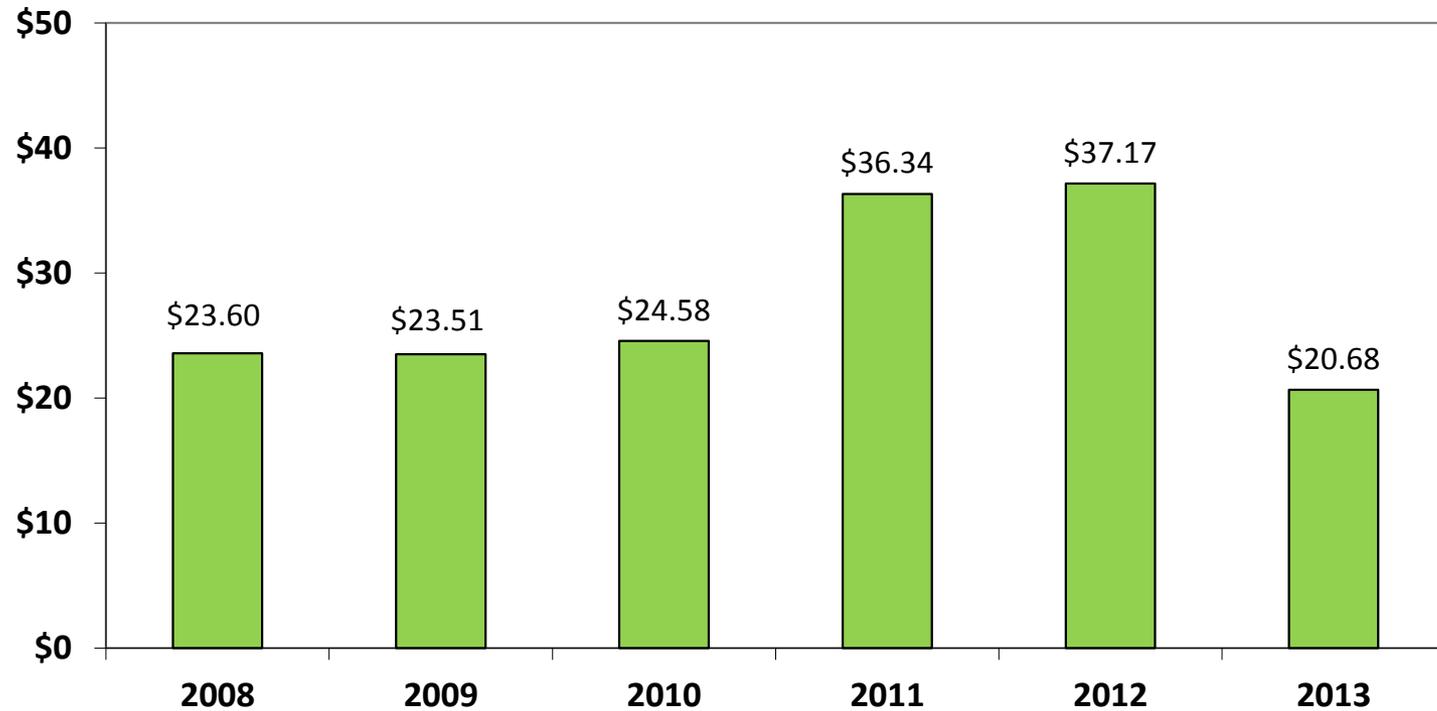
Generating Interest/Encouraging Action



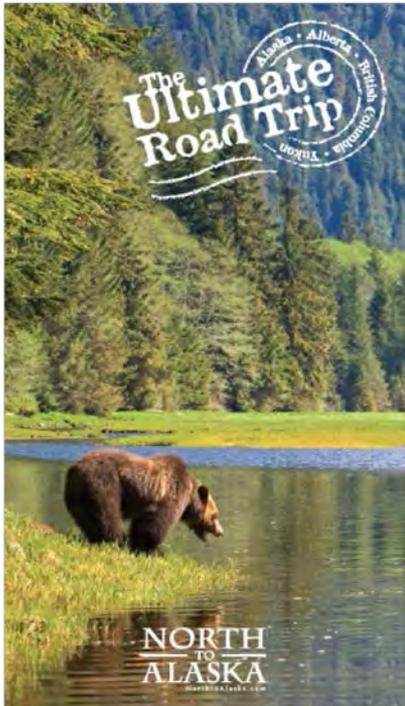
Conversion Rate



Cost of Conversion (per person)



Collateral is Influencing Travel Decisions



	2012 (n=309)	2013 (n=552)
Influenced selection of communities to visit	73%	71%
Increased the length of trip in order to see/do everything	41%	49%
Influenced decision to drive to Canada and Alaska	42%	54%
Influenced selection of driving routes or travel itinerary	70%	75%

Website is Influencing Travel Decisions

NORTH TO ALASKA

FREE GUIDE · MAPS & ROUTES · POINTS OF INTEREST · TIPS · GALLERY · DISTANCES · MORE INFO

From Alberta, Alaska, British Columbia and the Yukon

We invite you to take the ultimate North American road trip. Discover for yourself what makes driving North to Alaska so legendary. Our lands share a combined beauty and history that will introduce you to the treasured lands of the First Nations, gold rush history, and pioneer traditions - all hosted by some of the friendliest people you'll ever have the pleasure of meeting. The roads are open and well maintained. Every route offers hundreds of places to stop along the way to fish, hike, view wildlife, stock-up on sundries, dine, shop and relax.

This site is designed to offer planning suggestions as to where to go, how to get there, what to see, and what to do. And most of all, it's our direct invitation to you to drive North to Alaska and see the splendor of our mountains, glaciers, coastlines, rivers, wildlife and natural wilderness for yourself.

Free Guide: Our free guide is designed to help facilitate your journey and ignite your sense of adventure. [Request your free guide.](#)

Are you in a hurry or just can't wait to start planning your trip today? [Download your free guide now >>](#)

Our Trip North to Alaska

Get a firsthand account through videos, photos and notes - of five groups traveling different routes North to Alaska.

[See five different views of the Ultimate Road Trip!](#)

Ultimate Road Trip

THIS IS THE ROADTRIP OF A LIFETIME...

Home [Print this page](#) [Media Information](#) [Newsletter](#) [Back to top](#)

	2012 (n=309)	2013 (n=552)
Selection of communities to visit	62%	67%
Increased the length of trip in order to see/do everything	41%	46%
Decision to drive to Canada and Alaska	42%	45%
Influenced selection of driving routes or travel itinerary	70%	68%

Visitor Expenditures

	2012 (n=309)	2013 (n=552)
Alaska	\$3,799	\$3,480
B.C.	\$1,084	\$1,121
Alberta	\$ 936	\$1,007
Yukon	\$ 928	\$ 901

Ave. 2013 trip expenditure/per party = \$7,115 (\$6,029 in 2012)

Ave. 2013 trip length = 39.5 days, (43.5 days in 2012)

FY2014 Program Performed Well

- Goal was to generate 67,800 requests for highway travel information
 - 87,200 generated to date
 - Exceeded goal by roughly 30%

FY2015 Program

➤ What is the plan for FY2015?

Content Strategy

Continue Content Strategy established in FY2013: Use compelling images, messages and route information to inspire travelers to start planning a trip

- Use copy, imagery and graphics in a way that is friendly, inviting, fresh and fun
- Position the drive as the “The Ultimate [North American] Road Trip” that:
 - Connects you to memorable people and unique experiences unlike anywhere else
 - Satisfies the need for freedom and the desire to take your time
 - Offers scenic beauty, wide-open spaces and the opportunity to visit interesting small towns
 - Is an epic adventure
- Simplify the initial decision/planning process by focusing on three themed routes: Rocky Mountain, Gold Rush and Inside Passage
 - Encourage travelers to use a different route in each direction
 - Focus more on rural areas than urban ones

Content Strategy

- Entice travelers by presenting images of beautiful scenery, wildlife and wilderness as well as:
 - People engaging and having fun along the route, especially with scenic backdrops
 - People 55 years old and younger, in addition to multi-generational travelers
 - A variety of travel modes such as RVs, cars, ferries and, to a lesser degree, motorcycles
- Provide basic information on types of accommodations, visitor services and road conditions
- Encourage social sharing of stories and incorporate online comments into offline marketing

Creative

- Continue to use the proven governor/ministers letter for direct mail and email
- Update the map to mirror the North to Alaska Driving Guide
- Fact check the guide and make a few changes to images
- Create new online banner ads



Creative

- Update the BRC and online questionnaire by reducing the number of questions
 - Consumers are becoming more reluctant to provide information
 - Tourism North is not using data from most of the questions on the BRC card with the exception of the conversion study
 - Fewer online sources will agree to prequalifying questions
 - More questions = more visual clutter

Creative

Current Reply Card

<p>1. Have you decided to drive through Canada to Alaska? a. <input type="checkbox"/> Yes, most likely in 2014 b. <input type="checkbox"/> Yes, most likely in 2015 c. <input type="checkbox"/> Most likely in the next 3 years, but don't know when d. <input type="checkbox"/> Someday, but don't know when e. <input type="checkbox"/> Haven't decided</p> <p>2. Do you own a motorhome trailer/camper? a. <input type="checkbox"/> Yes b. <input type="checkbox"/> No</p> <p>3. Marital status a. <input type="checkbox"/> Single b. <input type="checkbox"/> Married</p> <p><input type="checkbox"/> Yes, I would like to receive additional Canada and Alaska information.</p> <p>E-mail: _____</p>	<p>4. Do you have children at home? a. <input type="checkbox"/> Yes b. <input type="checkbox"/> No</p> <p>5. How many vacations have you taken to a destination 2,000 miles or more from your home in the last 5 years? a. <input type="checkbox"/> None b. <input type="checkbox"/> 1-3 c. <input type="checkbox"/> 4+</p> <p>6. How many times have you previously visited Canada and Alaska? a. <input type="checkbox"/> None b. <input type="checkbox"/> 1-3 c. <input type="checkbox"/> 4+</p> <p>7. Highest level of education attained a. <input type="checkbox"/> High School b. <input type="checkbox"/> Attended College c. <input type="checkbox"/> Graduated College d. <input type="checkbox"/> Post Graduate</p> <p><i>Just mail this postage-paid card, and your FREE North To Alaska travel guide is on its way!</i></p>	<p>8. What is your age? _____</p> <p>Are you interested in:</p> <p>9. Travel to Canada and Alaska a. <input type="checkbox"/> by Air b. <input type="checkbox"/> by Car c. <input type="checkbox"/> by Cruiseship d. <input type="checkbox"/> by State Ferry e. <input type="checkbox"/> by Package Tour f. <input type="checkbox"/> by Motorhome/Trailer Camper</p> <p>10. Accommodations a. <input type="checkbox"/> Lodges, Resorts & Cabins b. <input type="checkbox"/> Hotels & Motels c. <input type="checkbox"/> Camping Facilities d. <input type="checkbox"/> Bed & Breakfasts</p>	<p>11. Activities in Canada and Alaska a. <input type="checkbox"/> Day Cruises b. <input type="checkbox"/> Native Cultural Attractions c. <input type="checkbox"/> Fishing d. <input type="checkbox"/> Flightseeing e. <input type="checkbox"/> Guided Hiking, Canoeing/Kayaking, Raft Trips f. <input type="checkbox"/> Wildlife/Nature Tours g. <input type="checkbox"/> Sightseeing/City Tours h. <input type="checkbox"/> Winter Activities</p>
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Proposed Reply Card

Please answer these questions so we can help you plan your Canada and Alaska vacation.

1. Have you decided to drive through Canada to Alaska?

- a. Yes, most likely in 2015
b. Yes, most likely in 2016
c. Most likely in the next 3 years, but don't know when
d. Someday, but don't know when
e. Haven't decided

2. Are you interested in traveling to Canada and Alaska

- a. by Air
b. by Car
c. by Cruiseship
d. by State Ferry
e. by Package Tour
f. by Motorhome/Trailer Camper

Yes, I would like to receive additional Canada and Alaska information. *Just mail this postage-paid card, and your FREE North To Alaska travel guide is on its way!*

E-mail: _____
Phone number: (_____) _____
Offer good while supplies last. 15-TNBR

Direct Response Advertising

- Direct Mail
- Online Ads, Newsletters and Emails
- Advertorials

Direct Mail

- A total of 287,300 direct mail pieces will be printed
- 87,300 will be mailed to “Alaska” and “North to Alaska” program past inquirers who:
 - Have decided to visit
 - Are interested in highway travel



Direct Mail

➤ 50,000 pieces will be mailed to back-test:

- Field and Stream

➤ 150,000 pieces will be mailed to prospect test lists:

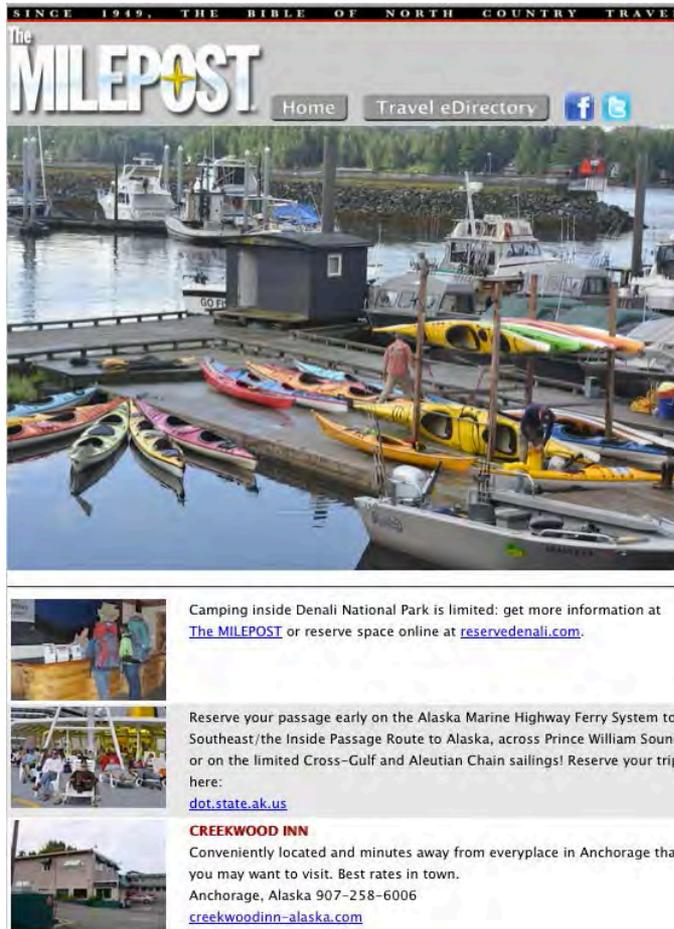
- Wealth Engine Outdoor Enthusiasts
- AARP
- Target Source
- North American Affinity Clubs
- National Geographic Society Enhanced

Email

- North to Alaska emails offering the guide and map will be sent to:
- 125,000 Tourism North inquirers who have decided to visit
 - 137,000 Alaska past inquirers who have decided to visit by highway
 - 15,000 members of RVIA

e-Newsletters and Banner Ads

Milepost



SINCE 1949, THE BIBLE OF NORTH COUNTRY TRAVEL

The **MILEPOST** Home Travel eDirectory  



 Camping inside Denali National Park is limited: get more information at [The MILEPOST](#) or reserve space online at reservedenali.com.

 Reserve your passage early on the Alaska Marine Highway Ferry System to Southeast/the Inside Passage Route to Alaska, across Prince William Sound or on the limited Cross-Gulf and Aleutian Chain sailings! Reserve your trip here: dot.state.ak.us

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newsletter subscribers

e-Newsletters and Banner Ads

Motorhome and Trailer Life

92,000 members each

Travel, tech and lifestyle for the RV enthusiast - MotorHome magazine

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TRAVEL • TECH • LIFESTYLE FOR THE RV ENTHUSIAST

MOTORHOME

ENEWS March 2013

Subscribe to MotorHome!

NEW!

CRUISE in COMFORT

Connect with us...

Happy spring Chris Gerber!

We hope you're planning some great trips for the year. Be sure to check out the 2013 Good Sam in Syracuse and Atlanta!

First-Timers Experience The Rally

It was day one of our very first Good Sam Rally, and we weren't sure what to expect. But I'm glad we went, and we'll definitely attend more rallies in the future.

[more >>](#)



Meet the new family friendly Impulse 31W!



Follow the road to adventure - Trailer Life

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TRAILER LIFE

FOLLOW THE ROAD TO ADVENTURE

ENEWS March 2013

Subscribe to Trailer Life!

NEW!

Connect with us... f t

Happy spring Chris Gerber!

Another RVing season is just around the corner, we hope you're ready!

Small Town South Carolina

South Carolina small towns with lower profiles than big-name Myrtle Beach, Hilton Head and Charleston offer up entertainment by the bushel and gorgeous scenery to boot.

[more >>](#)



The Sightseer 35G



Banner Ads

RVTravel.com



RVtravel.com
News, Information & Travel Advice for RVers



Sign up now

Our RVtravel.com newsletter was founded in 2001 and has been published every Saturday since with 60,000 weekly readers. In each online issue we publish news, information and advice to RVers about the RV lifestyle, plus tips about how to maintain their RVs. [Sign up now!](#)



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Read the Current Issue of RV Travel:
RV Travel Newsletter: March 1-March 7. Issue 627



Okay, folks, it's Saturday (again!), and that means another RVtravel.com newsletter. We've got another good one for you, packed with lots of great information about RVs and the RV lifestyle. Our news section, as usual, is packed.

And how about all those tech tips to keep your RV running smoothly and you out of the repair shop? We think you'll enjoy the issue and we hope you agree. And be sure to tell your RVer friends about it. **CLICK THE HEADLINE ABOVE TO READ IT.**



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Network of RV travel websites and blogs

Website

Travelguidesfree.com

The screenshot shows the TravelGuidesFree.com website interface. At the top, there is a navigation bar with links for Home, West, Midwest, Northeast, South Central, Southeast, Northwest, More, and All Guides. Below the navigation bar, there are three main steps: "Select Your Destination", "Order Free Travel Brochures", and "Go On Vacation". The "Select Your Destination" step is currently active, showing a list of attractions for Tempe, Arizona. The list includes: 1. Mill Avenue District, Downtown Tempe; 2. Big Surf Waterpark; 3. Desert Botanical Garden; 4. Arizona Mills; 5. Papago Park; 6. Phoenix Zoo; 7. SEA LIFE Arizona Aquarium; 8. Splash Playground at Tempe Beach Park; 9. Tempe Marketplace; 10. Tempe Town Lake. To the right of the list is a photo of three people hiking on a rocky trail. Below the list are tabs for Attractions, Photos, Video, and Map, and an "Add Brochure to Cart" button. At the bottom, there is a "Pick Your Destination" section with a list of states and a map of the United States. The states listed are: Alabama, Alaska, Arizona, Arkansas, California, Colorado, Connecticut, Delaware, Florida, Georgia, Kentucky, Louisiana, Maine, Maryland, Massachusetts, Michigan, Minnesota, Mississippi, Missouri, and Montana. There is also a promotional banner for the "2014 OKLAHOMA OUTDOOR GUIDE" and a "You Pick the Places, We'll Map Your Trip" banner.

Destination Travel Guide
Request Site

Alaska is #2 requested
destination

Advertorials

- ➔ Place North to Alaska ad in three travel-related publications
- ➔ Leverage the ad buy to negotiate advertorial/editorial space and discounted rates

Advertorial

North to Alaska

Call it the Ultimate North American Road Trip. The journey is flexible via Alberta, British Columbia and the Yukon. Whether by RV, car or motorcycle and on highways, ferry or both, this is a trip you will never forget.

It all goes back to the freedom of the open road – being able to change your destination, stopping whenever and wherever you want. Sharing stories and making memories along the way. From opportunities across 11 key connecting travel hubs, via America's highways and countryside, to scenic views and adventures, this trip is not just on the North, where you'll experience the beauty of the North, but also the beauty of the South.

Your biggest decision will be the route you take to the North. So we created our own experience based on the most beautiful routes, with scenic views of the North and South.

Whether you're a solo traveler or a family, you'll find the most beautiful routes through the North, with the most beautiful views of the North and South.

And all the more of the North is an amazing place to visit when you're on a road trip, and there are still plenty of routes left to explore.

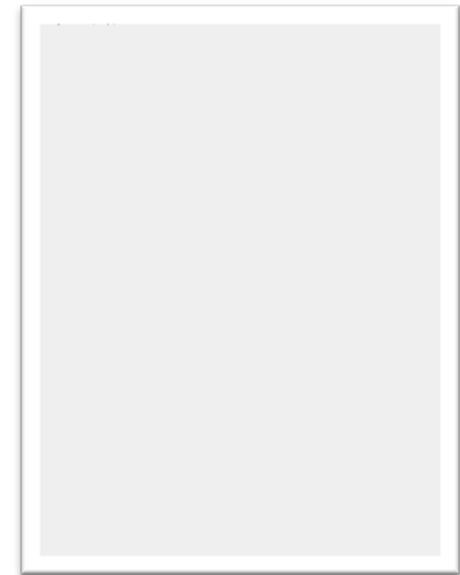
Get a free driving guide, visit www.northtoalaska.com



Order a Free Driving Guide
UltimateNorthAmericanRoadTrip.com/mth



NORTH to ALASKA
Learn how you can experience the Ultimate Road Trip through Canada to Alaska with our free Driving Guide.



Advertorials

- ➔ AAA Texas Journey
 - Circulation 1,000,000
 - Full-page

- ➔ Motorhome
 - Circulation 197,000
 - Expanded edition
 - Full-page

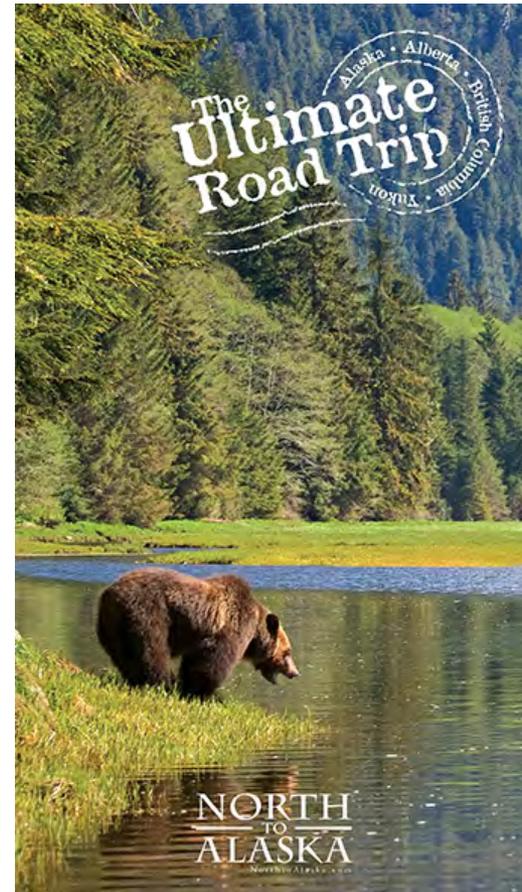
- ➔ Good Sam RV Travel Guide & Campground Directory
 - Circulation 400,000
 - Annual publication
 - One-third page



Driving Guide

➤ North to Alaska Driving Guide

- Print 115,000
- Offer downloadable guide



Map

➤ Milepost Map

- Redesign to mirror driving guide
- Replace some images and fact check editorial
- Print 67,000



Explore Along the Way

The Ultimate Road Trip

NORTH ALASKA

Trip Planning Distances

The MILEPOST® MILEAGE CHART

Approximate driving distances in miles between principal points by the most direct road(s) shown. Distances are rounded to the nearest mile.

From \ To	Alaska	Yukon	British Columbia	Alberta
Alaska				
Yukon				
British Columbia				
Alberta				

Alberta

British Columbia

Yukon

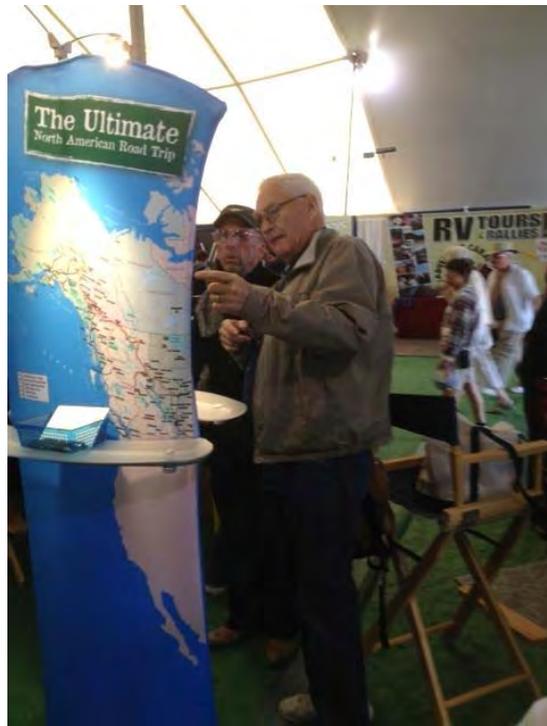
Alaska

Facebook

- Utilize the North to Alaska Facebook page as a mechanism for reaching past and potential highway travelers, generating conversation among consumers and sharing information that entices more people to make the trip north
- Increase the size of the community through Facebook ads
- Excite and engage the fan base through activities such as:
 - Promoted posts
 - Highlighting fan photos
 - Small giveaways
- Produce content by sponsoring a traveler to generate new and unique Facebook centric posts from the road

Trade Shows

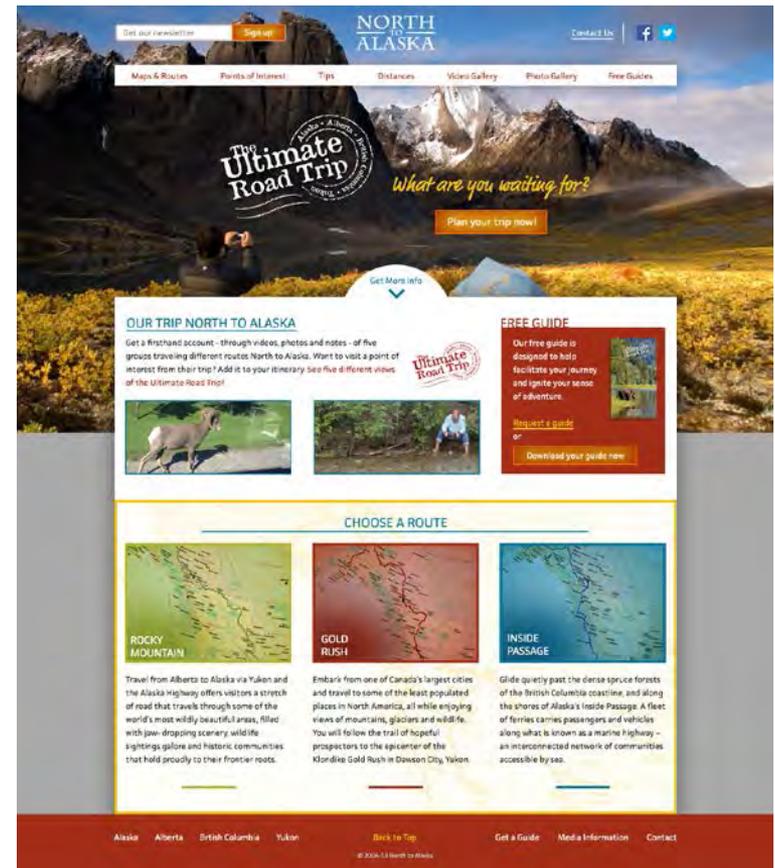
- Promote the Ultimate North American Road Trip at one or more RV shows



Website Plan

➤ NorthtoAlaska.com Development and Reporting

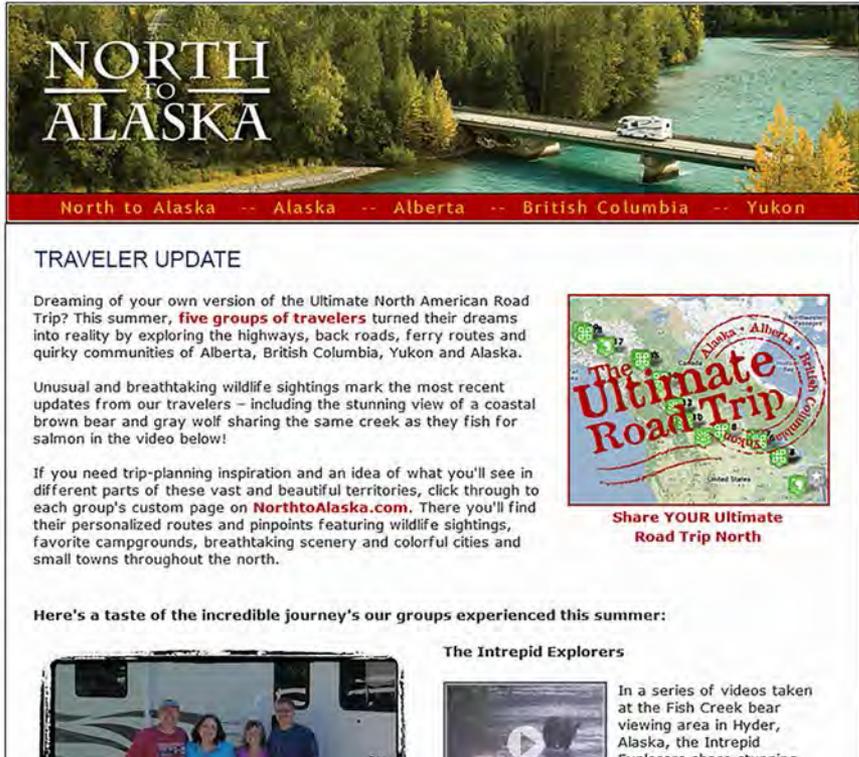
- Begin implementing changes identified in usability research
- Produce ePub guide
- Repeat *Ultimate Road Trip* promotion
- Improve site analytics and reporting



North to Alaska Newsletter

➤ eNewsletter

- Bimonthly distribution of *North to Alaska Newsletter* to continue dialog with potential and repeat travelers.
- Continue to target all new guide requesters and online subscribers as well as those from past four years that have a previous open history.
- Refresh newsletter design to complement current site and be more device-responsive.



NORTH TO ALASKA

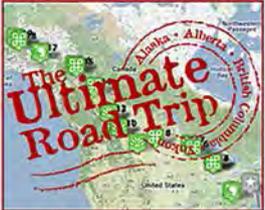
North to Alaska -- Alaska -- Alberta -- British Columbia -- Yukon

TRAVELER UPDATE

Dreaming of your own version of the Ultimate North American Road Trip? This summer, **five groups of travelers** turned their dreams into reality by exploring the highways, back roads, ferry routes and quirky communities of Alberta, British Columbia, Yukon and Alaska.

Unusual and breathtaking wildlife sightings mark the most recent updates from our travelers – including the stunning view of a coastal brown bear and gray wolf sharing the same creek as they fish for salmon in the video below!

If you need trip-planning inspiration and an idea of what you'll see in different parts of these vast and beautiful territories, click through to each group's custom page on NorthtoAlaska.com. There you'll find their personalized routes and pinpoints featuring wildlife sightings, favorite campgrounds, breathtaking scenery and colorful cities and small towns throughout the north.



Share YOUR Ultimate Road Trip North

Here's a taste of the incredible journey's our groups experienced this summer:

The Intrepid Explorers

In a series of videos taken at the Fish Creek bear viewing area in Hyder, Alaska, the Intrepid Explorers share stunning

FY2015 Budget

Direct Response Advertising	\$183,480
Collateral (Guide + Map)	66,000
Fulfillment	90,000
Social Media-Facebook Content, Ads, Promotion	65,000
Trade Shows	15,000
Overall Program Management, Expenditures, Travel	15,000
Research (Conversion Study)	29,200
Research (Guide Focus Groups)	10,000
Website Development/ eNewsletter / Web Research	76,320
Total	\$550,000



Thank you!

Alaska Department of
Commerce, Community, and
Economic Development

Contact: kathy.dunn@alaska.gov