

An aerial photograph of a coastal town and harbor. The town is built on a narrow strip of land, with a large marina filled with numerous sailboats and motorboats. The harbor is surrounded by a breakwater and a pier. The ocean is visible on the left, with waves breaking on a sandy beach. The sky is clear and blue.

Homer Chamber of Commerce & Visitor Center 2018 Marketing Report



01

Visitor Center open 12 months
1 Full Time Staff, 23 Volunteers

02

Jan 2018 to October 2018
15,785 Visitors

03

2 Satellite Visitor Centers
Baycrest Hill Kiosk, Spit Shack



Homer 2018

Travel Trends

RV Travel Increase

RV Rentals out of Anchorage for visitors traveling to Homer increased. Travelers arriving via the ALCAN increased.

Demographics

While the largest sector of visitors is still 65yr + we are seeing more 24-35hr olds.

Fishing and Bear Viewing still king

Visitors come to Homer for fishing and to view wildlife.



May & June 2018

**May started strong
June down 15%**

Across all tourism sectors we saw a 15% loss in visitors and revenue.

Possible culprits:

- i** Fishing in rivers poor on Peninsula
- i** State wide recession, 50% Homer travelers Alaskan
- i** State still losing 1,300 jobs annually
- i** One bright spot was dining which saw a small increase



January

- 2017: 248
- 2018: 231
 - -17

February

- 2017: 517
- 2017: 507
 - -7

March

- 2017: 1254
- 2017: 1132
 - -122

April

- 2017: 714
- 2018: 481
- -233

May

- 2017: 1282
- 2018: 1759
- +477

June

- 2017: 2707
- 2018: 2501
- -206



July

- 2017: 3764
- 2018: 4025
- +261

August

- 2017: 2785
- 2018: 3228
- +443

September

- 2017: 1071
- 2018: 1431
- +360



Where are our visitors coming from?

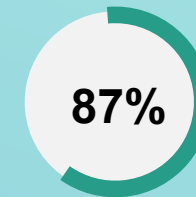
The majority of Homer's visitors are Alaskan. They come to Homer to see friends and family and for recreation.

California, Oregon, Washington and Colorado are 87% of U.S. Travelers

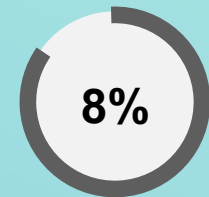
German speaking Europe, Australia, New Zealand, Asia and Latin America largest international markets.



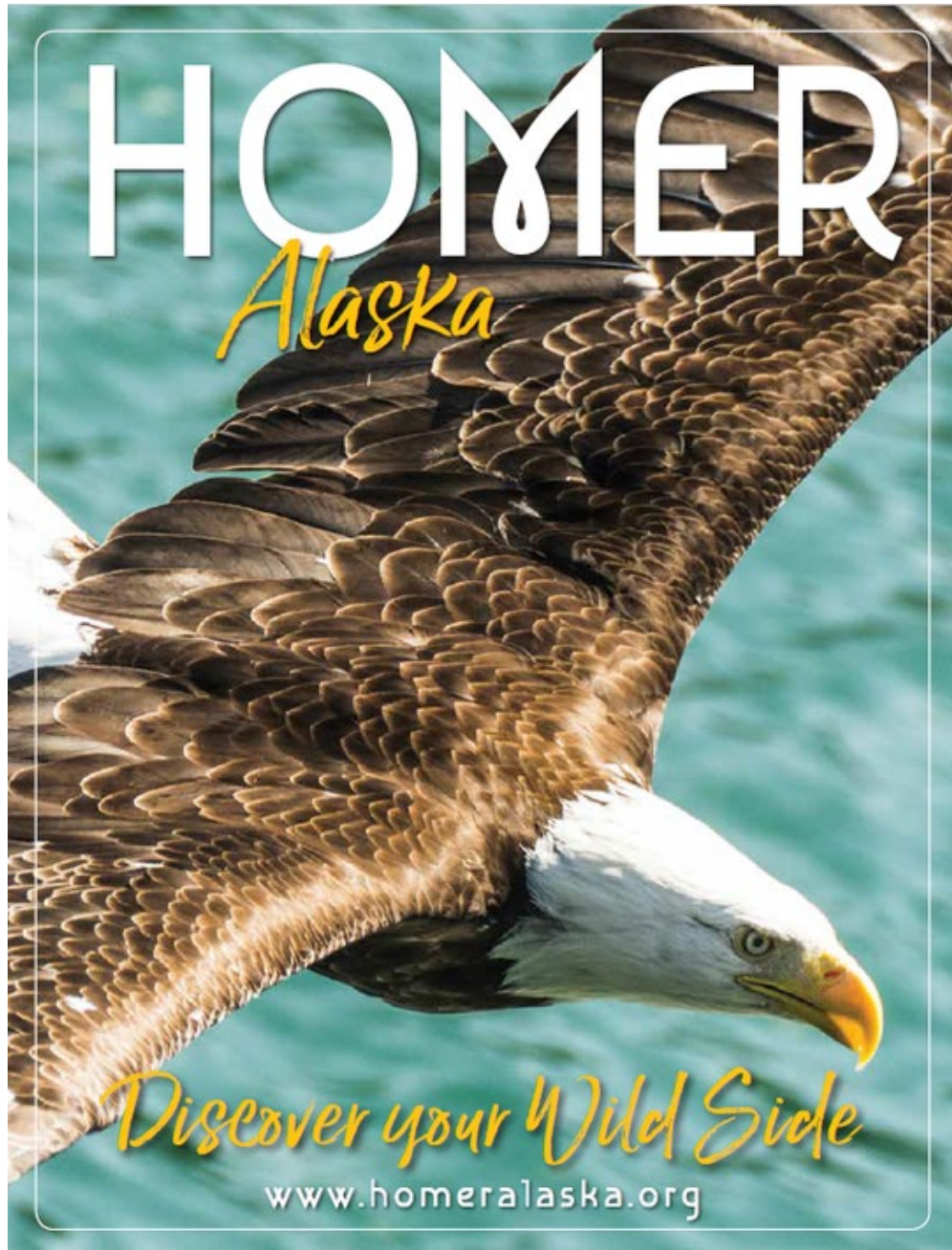
Alaska



Western US



Europe



Print Ads

→ Priority ad placement in publications that reach instate and highway travelers.



— TRAVEL —
ALASKA

Fish Alaska
MAGAZINE



Online Marketing

Our priority in marketing is where we get the best return on investment.

We get the best analytics and results from social media and web ads.





FUN STATS

562,800

Visitor to the Kenai 2017

326,500

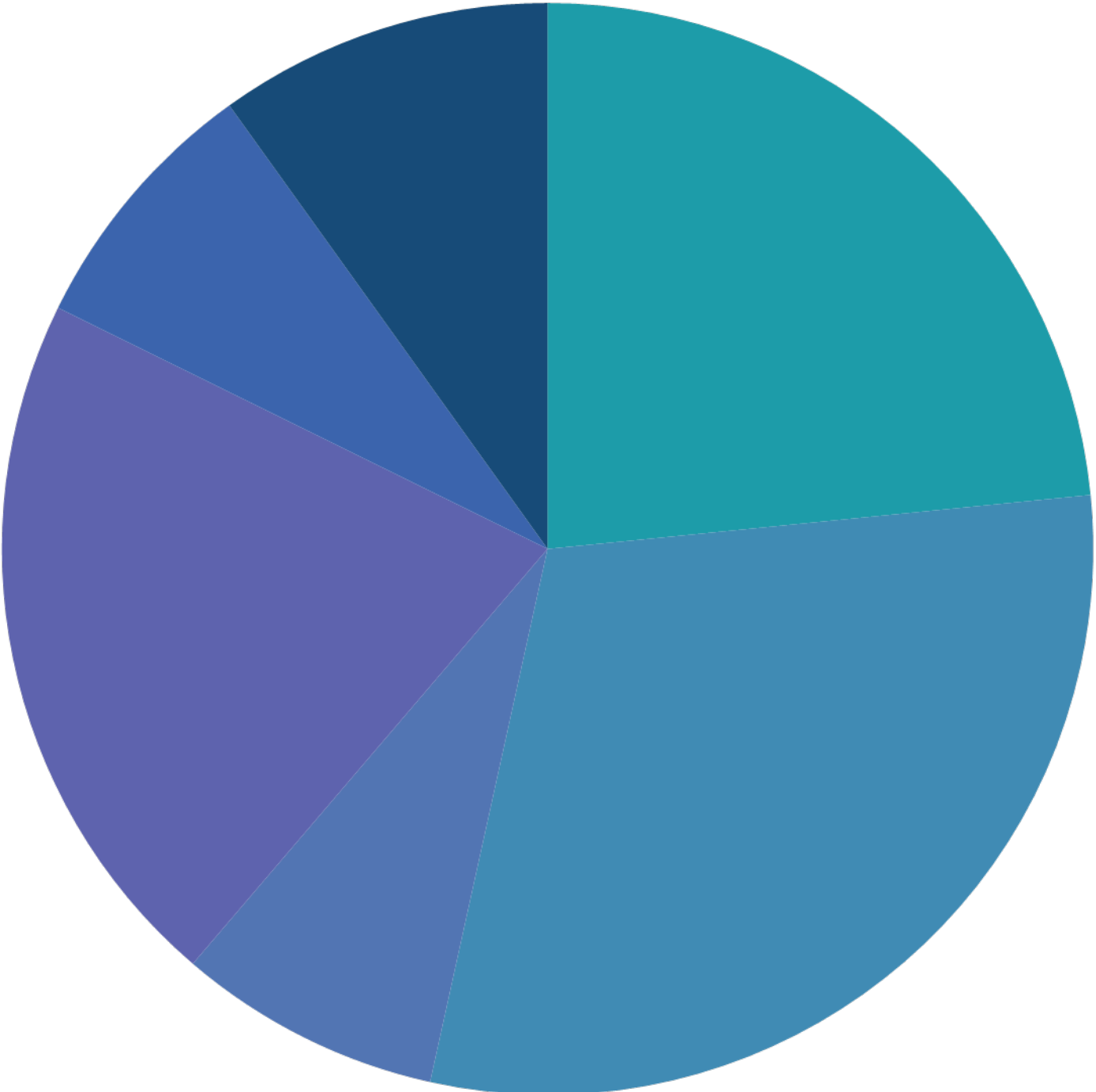
Come to AK by Air

36%

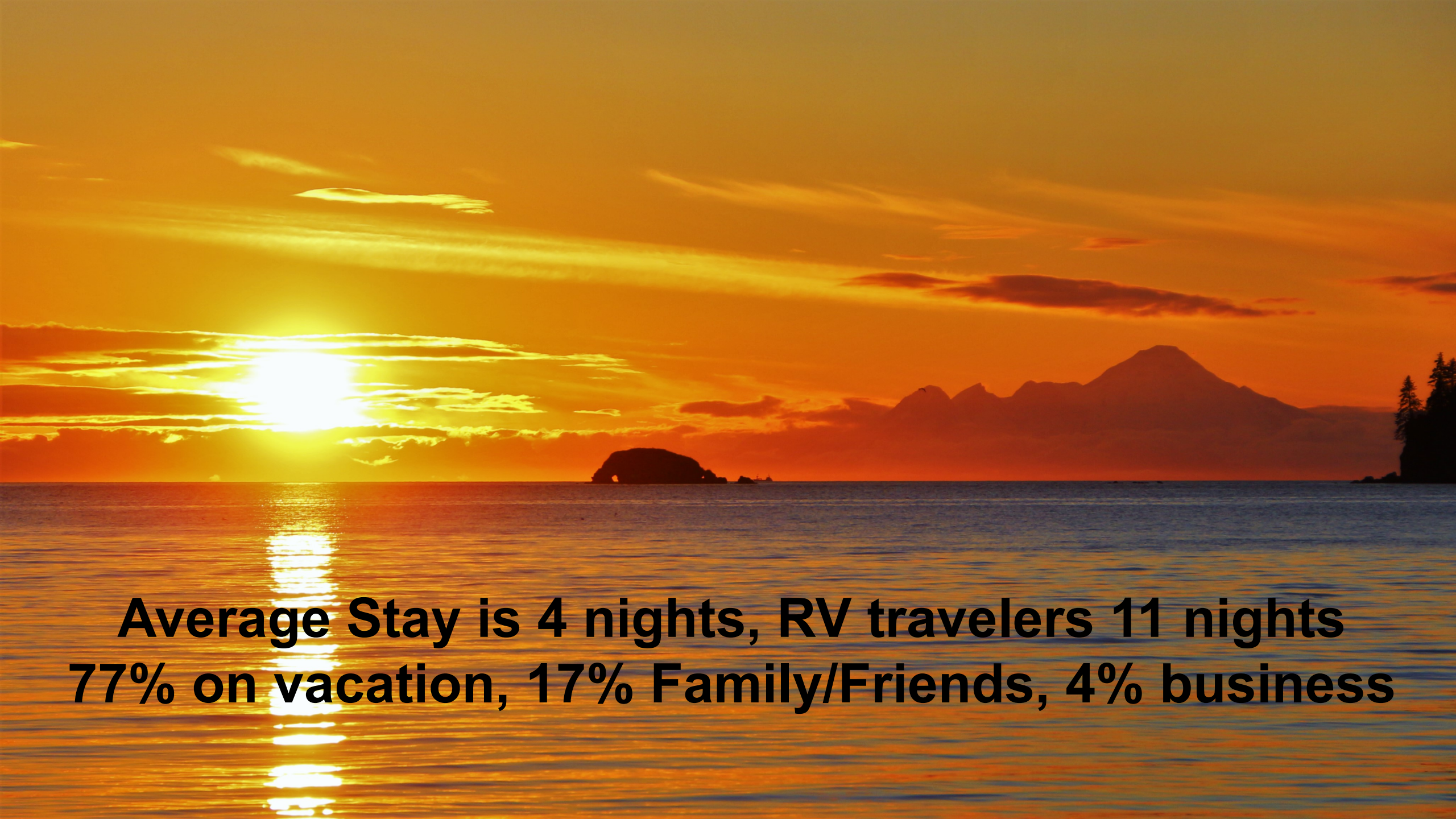
Of those visitors come
To Homer

Info from McDowell group Kenai Peninsula Visitor Profile and Economic
Impact Analysis, August 2017

On Average Visitors
To the Kenai Peninsula Spend
\$333/person



- Lodging \$78
- Tours \$100
- Gifts \$26
- Food & Beverage \$70
- Rental Car/Fuel \$26
- Other \$33



**Average Stay is 4 nights, RV travelers 11 nights
77% on vacation, 17% Family/Friends, 4% business**



More Fun Numbers Taxable Sales 2017 vs 2018

2017	2018
1st Quarter 27,594,373	1st Quarter 28,191,150
2nd Quarter 52,233,557	2nd Quarter 55,301,213
3rd Quarter 68,661,317	3rd Quarter 72,365,139
4th Quarter 31,464,620	4th Quarter TBD

Looking Forward

01 2019 Travelers

Projected to be a 17% increase !

02 Increase in Visitors

Projected to be over 2 million visitors

03 Cross Gulf Sailings

Cross Gulf estimated to increase 20%



04 ALCAN Travel

Projected to increase up to 28%

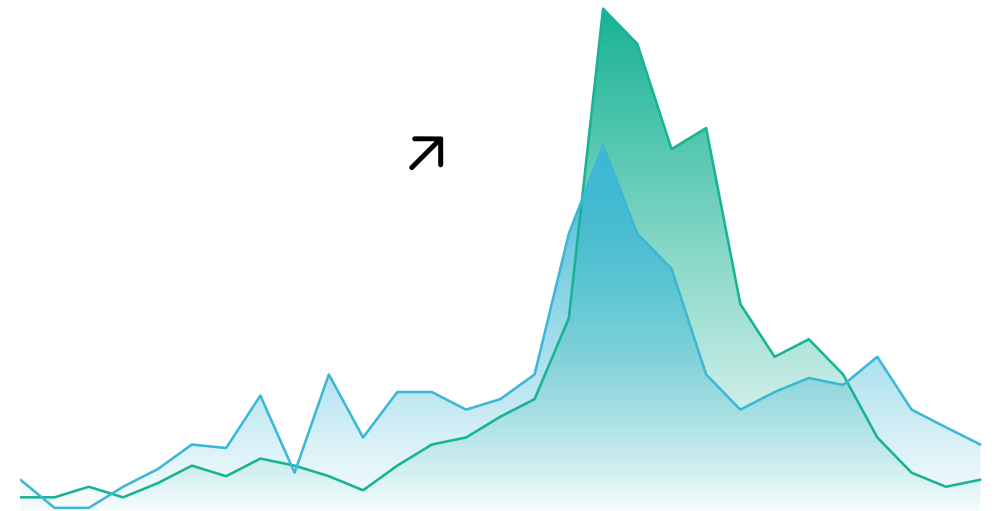
05 State-Wide Recession

Tourism sector the only sector that has not been effected by the recession.

06 1 in 10 jobs

At its peak (June-Aug tourism employs 52,000 people statewide.

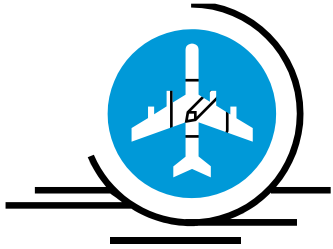
2019 MARKETING PLAN



They want it, we've got it



How are visitors to Homer booking travel?



Airline Website



Google



tripadvisor

Trip Advisor



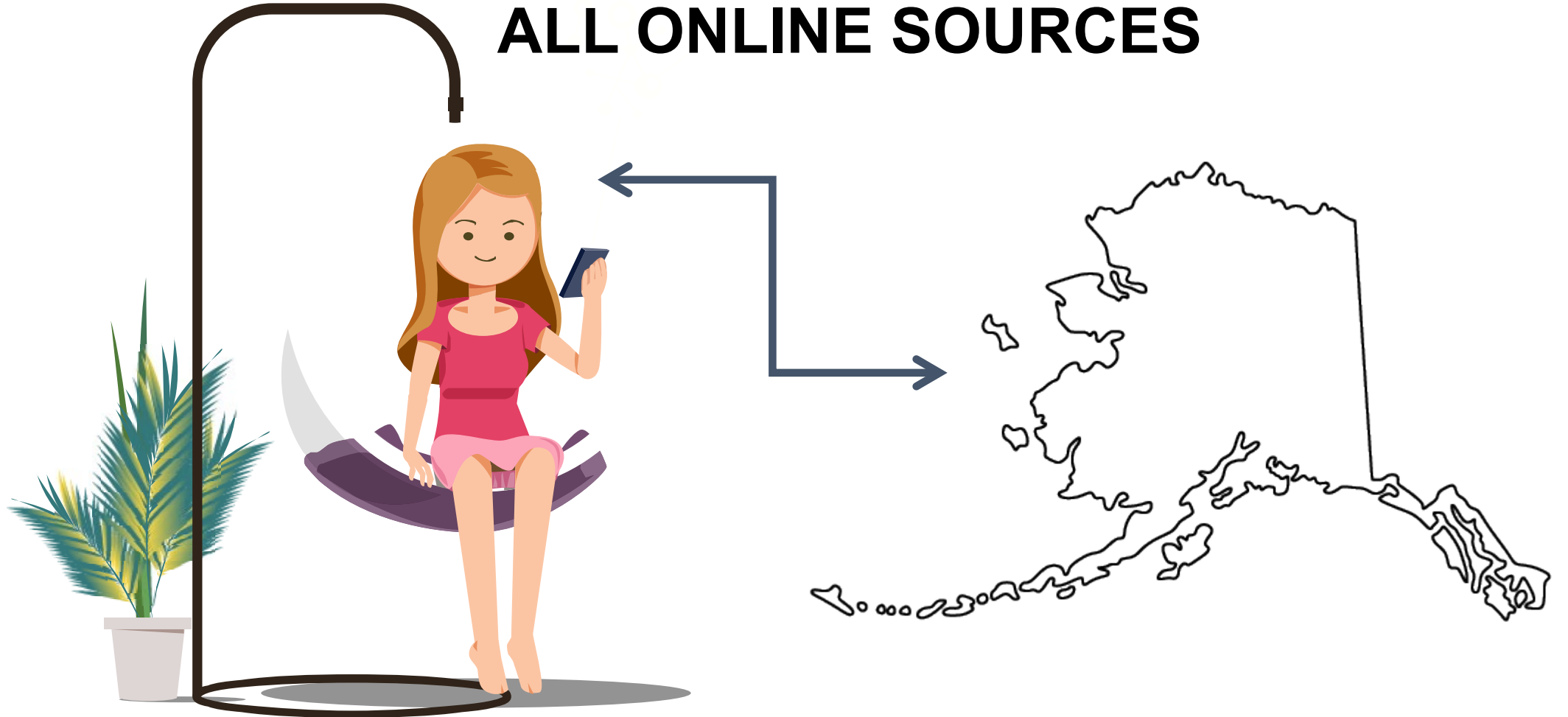
Facebook

**Cruise Line Website *Expedia *Travelocity *Yelp *Alaska.org
*CVB/Chambers *Instagram *Hotel/Lodge/RV Park *Priceline
*VRBO/AirBnB *CheapOAir *Alaska Marine Highway *Booking.com
*Tour Company Website *Costco *Lonely Planet *Orbitz
*VacationsToGo *Hotwire *CruiseCritic.com *Alaska App *Hotels.com
*Car/RV rentals website *Priceline *Twitter *ADF&G**

562,800 KPB Visitors

38 different ways they researched and booked their travel

ALL ONLINE SOURCES





**The focus in 2019 will be ad buys on high traffic Alaskan websites where we can partner with statewide entities.
Partnership to increase our reach**

Printed ad buys where
our RV and highway
travelers do their
research in key areas
in the Lower 48

The Milepost
Scenic Pathways
RV Clubs
Alaska RV Rentals



Support Local Events & Build on Chamber Events

Jackpot Halibut Derby



May 15-Sept 15
Advertised
Facebook
Website
Radio Ads
Magazine
Signage

Winter King



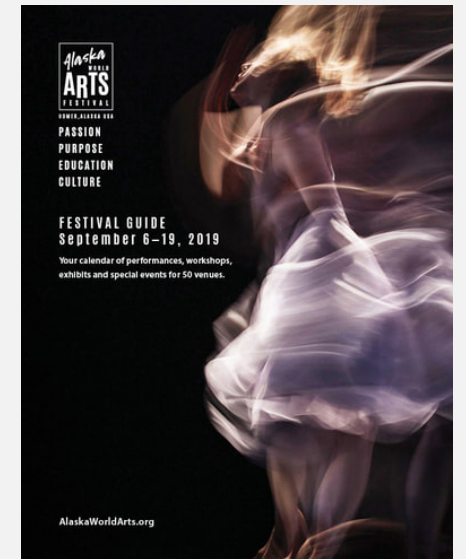
Saturday, March 23
Advertised
Facebook
Website
Radio Ads
Magazine
Signage

Kachemak Bay Shorebird Festival



May 9-12
Advertised
Facebook
Website
Signage
Financial Support

Alaska World Arts Festival



Sept 6-19, 2019
Financial Support

North Pacific Expeditions



Winter Tourism



