

# Homer City Council 2021/2022 Marketing Presentation



**HOMER**

CHAMBER OF COMMERCE  
& VISITOR CENTER

**2021 WAS A  
RECORD-  
BREAKING  
YEAR!**

**AND 2022 LOOKS THE SAME**



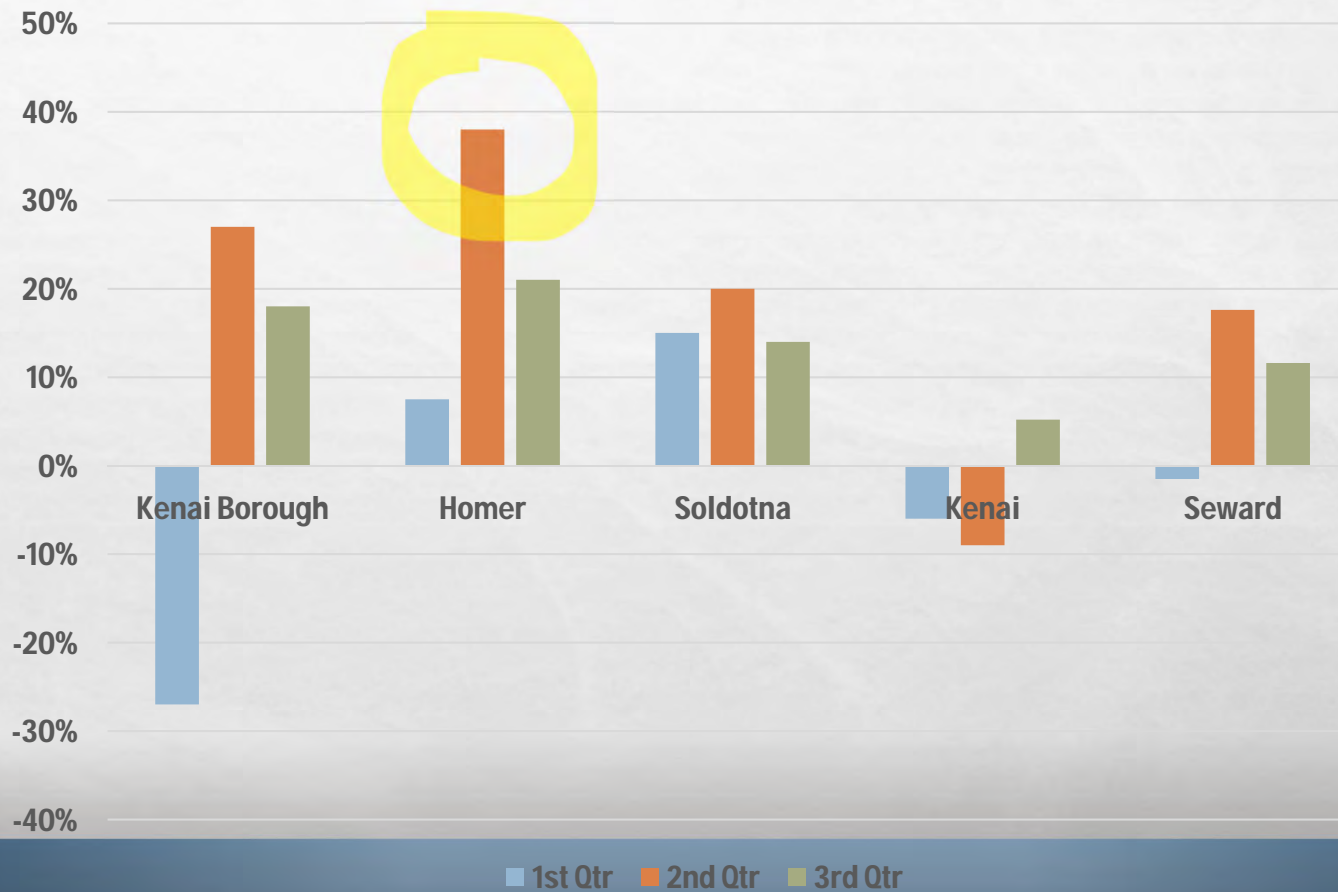


# LAND TRAVELERS HAVE DISCOVERED HOMER



# KPB 2021 ECONOMIC RECOVERY

Taxable Sales, Percent Change 2021 / 2019





# 2021 WINTER KING SALMON TOURNAMENT

- 1,562 ANGLERS
- 455 BOATS
- \$238,306 TOTAL PRIZE MONEY
- \$87,027 GRAND PRIZE FOR TOP FISH







**HOMER**  
2nd Annual  
*Peony Celebration 2021*  
July 9-24, 2021 . Homer, Alaska

Known as the "City of Peonies", Homer has 25 Peony farms growing these very popular, lovely flowers. Homer's long summer days, along with cool soils and glacier breezes, provide the ideal growing conditions to produce larger and more colorful blooms. Come see the Peonies at their most glorious state, in beautiful seaside setting, along with art exhibitions, great food & a celebration of Summer.

Homer Chamber of Commerce & Visitor's Center  
www.HomerAlaska.org . 907.235.7740




**HOMER**  
ALASKA

*Fourth of July*

*Come light the*  
**HOLIDAY TREE!**

Thursday, December 2, 5 to 7 pm

Festive Tree Lighting!  
Meet Santa Claus!  
Hot Chocolate & Snacks  
HS Choir Christmas Carols!



Sponsors:  
Alaska Peninsula Plumbing & Mechanical, Coastline Insurance, Dattoli Bay Landscaping, Homer Tackle Company, Conventions Photo Landsc. ENETAR, Homer Electric Association & The Seaside Village, Inc.

Homer Chamber of Commerce & Visitors Center  
**HOMER . ALASKA**  
201 Sterling Hwy . homeralaska.org . 907.235.7740



**HOMER**  
2021  
**FOOD FESTIVAL**



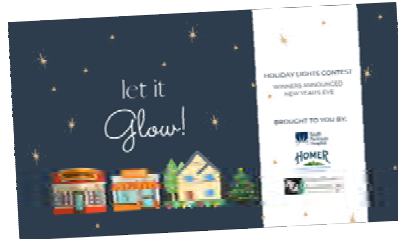

**VENDOR SIGN-UP FORM**

**Don't Be Crabby,  
Eat Something!**

# 2021 HCOCC EVENTS



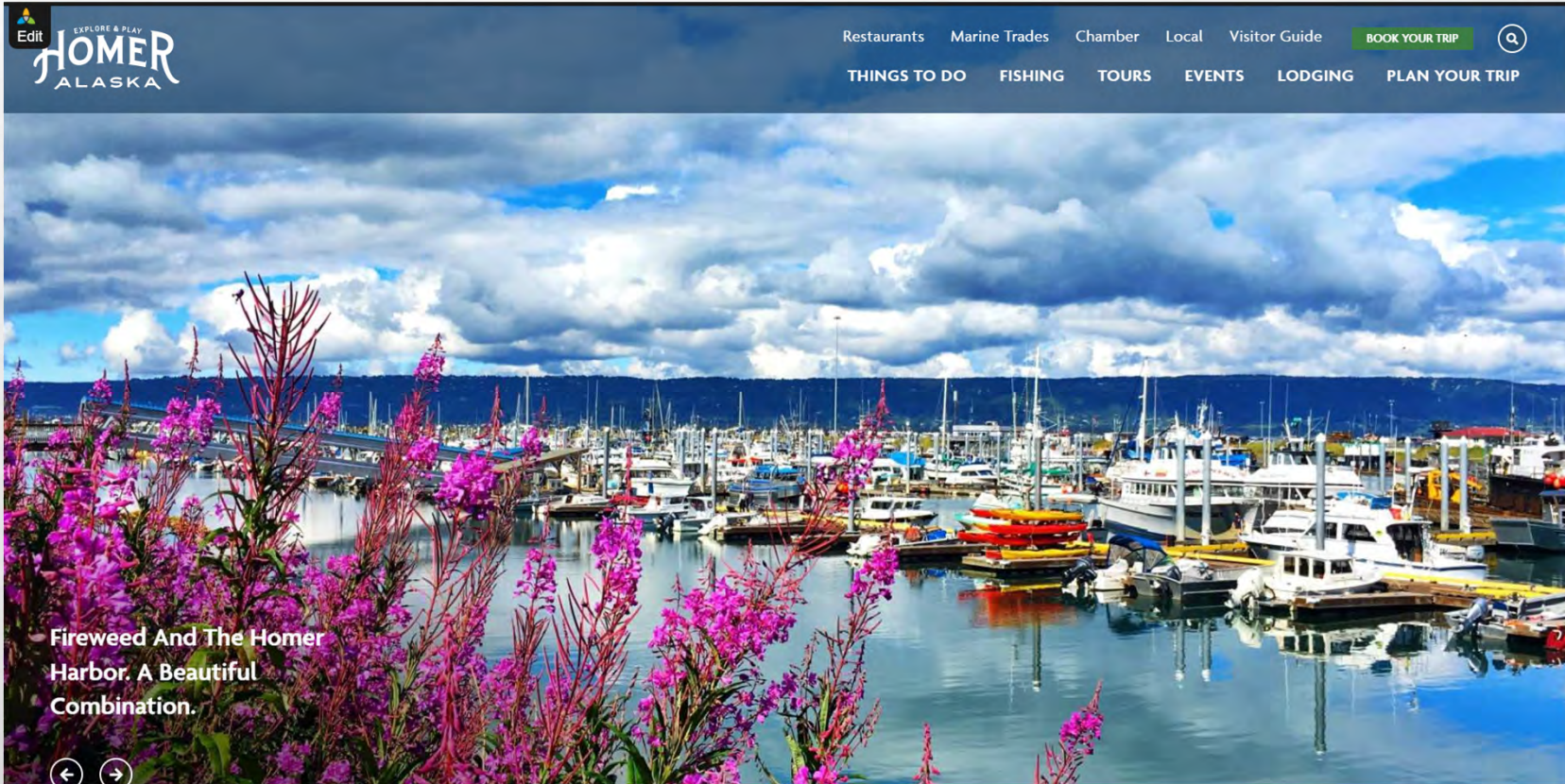




# HCOCC SUPPORTED EVENTS



# NEW HOMERALASKA.ORG WEBSITE





# BOOK DIRECT RESERVATION TOOL

**LODGINGS**      **ACTIVITIES**      **TRANSPORTATION**

16 PROPERTIES found on Jun 6th - Jun 12th

Change Your Dates: 06/06/2022 06/12/2022


FILTER BY: Average Rate/Night, Location, Lodging Type, Amenities

SORT BY: All

16 properties match your customized search criteria

SEARCH: Search...      DISPLAY: Grid List Map

**FEATURED MEMBER**



**Seafarer Suites**  
Lodging Type: All Lodging, Hotels  
320 W Pioneer Ave.  
Homer, AK

PHONE


Average Rate/Night  
**\$174<sup>00\*</sup>**

**BOOK >> DIRECT**

Map Website More Info

View Rates by Date

**FEATURED MEMBER**



**Driftwood Inn & Seaside Lodge**  
Lodging Type: All Lodging, Cottages, Hotels, Inns, Lodges, Motels, RV Park & Campgrounds, Vacation Rentals  
135 W Bunnell Ave  
Homer, AK

PHONE


Average Rate/Night  
**\$46<sup>00\*</sup>**

**BOOK >> DIRECT**

Map Website More Info

View Rates by Date

**FEATURED MEMBER**



**Salmonberry Suites**  
Lodging Type: All Lodging, Bed & Breakfasts  
3933 Main St.  
Homer, AK 99603

PHONE

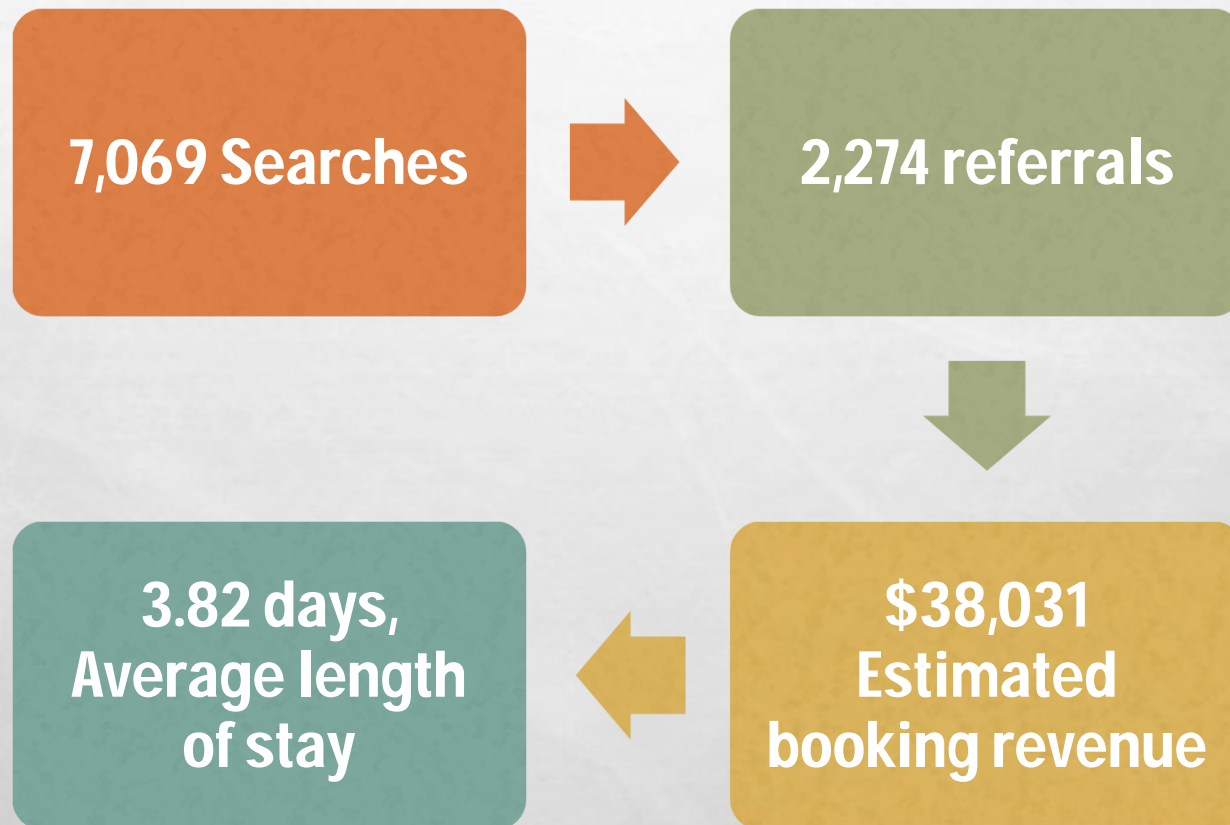
Average Rate/Night  
**\$200<sup>00\*</sup>**

**BOOK >> DIRECT**

Map Website More Info

View Rates by Date

# BOOK DIRECT RESERVATION TOOL





# BOOK DIRECT RESERVATION TOOL TOP U.S. STATES

**Alaska 24.2%**



**California 21.98%**

**North Carolina 10.51%**

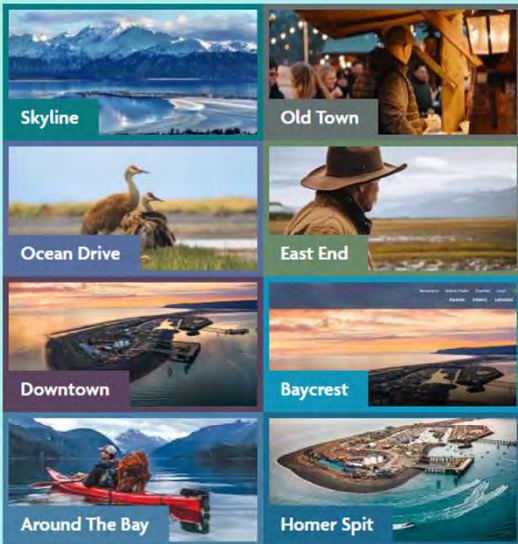
**Wisconsin 4.78%**

# INTERACTIVE MAP FOR HOMER NEIGHBORHOODS


## Neighborhoods Of Homer, Alaska

It's all here! Adventures of a lifetime, unique merchants, amazing animals and spectacular views await you in Homer's eight distinctive neighborhoods. Use our interactive map to help you plan your next visit.

[Our Neighborhoods →](#)



COAL BAY
Skyline
Old Town
Ocean Drive
East End
Downtown
Baycrest
Around the Bay
Homer Spit
X CLOSE









### Homer Spit

The Homer Spit is a long, narrow finger of land jutting 4.5 miles into Kachemak Bay. Dotted with businesses, the area caters to visitors and provides numerous recreation opportunities, from fishing and beachcombing to shopping and boating.


With glacier-studded mountains and crystal-clear water surrounding you, the tiny businesses and miles of beaches that make up the Spit also make for one of Homer's most beautiful features. Take long walks, take photos, check out the boats returning with their huge catches, or cast a line for salmon yourself at The Fishin' Hole—located near the boat harbor—which is stocked with kings and silvers. Toast your sea legs with a fishing charter for halibut and salmon. Head out on a guided sea kayaking trip, or hop a ferry across the bay to the quaint boardwalk-lined towns like Halibut Cove and Soldovia. The Spit also offers some of the best eagle viewing in the state—up to several hundred during certain times of the year! Extreme low tides (say a minus-15 foot) expose interesting sub-sea flora and fauna on beaches and harbor piers.


Since we weren't here when it formed, we rely on science, archeology and legend to know what caused the four-mile-long stretch of land that extends half way across Kachemak Bay near where the bay extends easterly from Cook Inlet. It is thought to be a moraine left behind by a long ago glacier that may have also been the creator of Kachemak Bay. The Spit was continuously reshaped by ocean currents until about 1000 years ago when early Alaska Natives began to inhabit it and re-inforced it in places to keep it from washing away. To this day, Homerites are keeping an eye on erosion and sandbagging as needed to prevent this vital piece of the town from being cut off from the mainland.


 Things To Do
 Fishing
 Tours
 Events
 Lodging
 Restaurants


Explore More →

Area Highlights:

  
Fishing

  
Homer Harbor

  
The Boardwalk

  
Kite Surfing



# COVID-SAFE TRAVEL GRANT GOALS



- 1. Reach out to Alaska residents in the Anchorage metro area and across the Kenai Peninsula to draw them to Homer promoting our events and summer activities.
- 2. Connect with people outside of Alaska who were looking for last minute travel plans to more COVID friendly destinations.
- 3. Create interest among travelers making plans for their 2022 vacations.
- 4. Invest in marketing tools that we can use long-term.

# COVID-SAFE TRAVEL GRANT

- RAN RADIO ADS AND USED DIGITAL MEDIA ADS IN ANCHORAGE AND KENAI/SOLDOTNA AREAS.
- RAN NATIONAL RADIO ADS TARGETING HIGH POTENTIAL TRAVELERS
- PLACED PRINT ADS IN NEWSPAPERS AND MAGAZINES SUCH AS FISH ALASKA AND EDIBLE ALASKA
- HIRED A SOCIAL MEDIA CONSULTANT TO BUILD OUT OUR FACEBOOK AND INSTAGRAM PAGES
- EXPANDED OUR ADVERTISING PARTNERSHIP WITH ATIA AND THEIR TRAVEL ALASKA WEBSITE
- ADDED MORE TOOLS TO OUR WEBSITE SUCH AS MAPPING APPS AND DIRECT RESERVATION TOOLS
- ADDED MORE IMAGES AND CONTENT FOR OUR NEW HOMER VISITOR GUIDE/MAGAZINE
- CREATED A TOURISM VIDEO THAT WILL BE FEATURED ON ALL OUR MARKETING PLATFORMS
- PURCHASED A TV MONITOR AND SOFTWARE FOR THE HOMER AIRPORT TO DISPLAY CITY & VISITOR INFORMATION, PROMOTE OUR LOCAL EVENTS AND SHOWCASE OUR LOCAL BUSINESSES





# HIGHLIGHTS OF THE MARKETING EFFORTS

- **WEBSITE USERS WERE UP 74%, PAGE VIEWS WERE UP 16%**
- **WEBSITE VISITORS FROM THE ANCHORAGE AREA WERE 10% OF TOTAL VISITORS BEFORE THIS EFFORT, AND WERE AT 26% BY THE END OF AUGUST**
- **DIGITAL ADVERTISING GENERATED OVER 5 MILLION IMPRESSIONS**
- **FACEBOOK GENERATED 775,231 IMPRESSIONS (+44%) AND 72,453 ENGAGEMENTS (+28%)**
- **INSTAGRAM GENERATED 391,386 IMPRESSIONS (+6,516%) AND 17,574 ENGAGEMENTS (+585,700%)**
- **TRAFFIC TO OUR MAIN VISITOR CENTER WAS BACK TO 2019 LEVELS AND OUR VOLUNTEERS SPENT MUCH OF THEIR TIME HELPING WITH LAST MINUTE ACCOMMODATION AND ACTIVITY PLANS.**





# SPIT VISITOR CENTER



# HOMER BUCKS

**In 2021 Over  
\$235,000  
of Homer Bucks Were  
Circulated in the Homer  
Economy**





# MARKETING HOMER

**HOMER**

CHAMBER OF COMMERCE  
& VISITOR CENTER

Amy Wood



## 2022 TRAVELERS SAY THEY WILL FOCUS ON FUN!

- INTEREST IN PURE LEISURE TRAVEL GREW TO 69.2%
- OVER 30% MORE AMERICANS EXPECT TO TAKE LEISURE TRIPS THIS YEAR THAN IN 2021
- AMERICAN TRAVELERS SAY THEY WILL ***PRIORITIZE HAVING FUN AT 75.8%***, OVER RELAXING, FINDING HAPPINESS AND ESCAPING STRESS

ATIA INDUSTRY OUTLOOK PRESENTATION





**FEATURED**



**FEB 12**

**Homer Winter Carnival Celebration**  
FEB 12, 2022 - FEB 13, 2022

**FEATURED**



**APR 09**

**Homer Winter King Salmon Tournament**  
APR 09, 2022 - APR 09, 2022

Homer, Alaska  
Homer, AK 99603

**FEATURED**



**MAY 05**

**Kachemak Bay Shorebird Festival**  
MAY 05, 2022 - MAY 08, 2022

Homer, Alaska  
Homer, AK 99603

**FEATURED**



**MAY 17**

**Homer Restaurant Week**  
MAY 17, 2022 - MAY 22, 2022

Homer, Alaska  
Homer, AK 99603

**FEATURED**



**JUN 18**

**Homer Food Truck Festival**  
JUN 18, 2022 - JUN 18, 2022

**FEATURED**



**JUL 04**

**Homer 4th Of July Parade**  
JUL 04, 2022

**FEATURED**



**JUL 09**

**3rd Annual Homer Peony Celebration**  
JUL 09, 2022 - JUL 30, 2022

**FEATURED**

Arts, Literature, Workshops  
Not all studios are open. Some may be practicing social distancing.



**SEP 10**

**Alaska World Arts Festival**  
SEP 10, 2022 - SEP 21, 2022

**FEATURED**



**DEC 01**

**Annual Holiday Tree Lighting Ceremony**  
DEC 01, 2022 - DEC 01, 2022

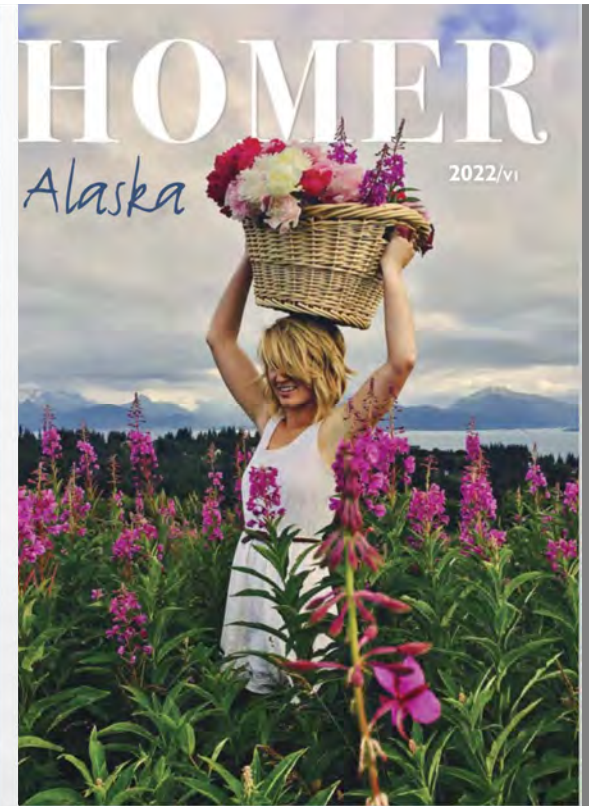
Homer Chamber of Commerce  
Homer, AK 99603

# 2022 MAJOR EVENTS



# HOMER VISITOR GUIDE & MAGAZINE

- UPGRADED COVER AND INSIDE PAPER STOCK
- REDESIGNED GUIDE USING MORE IMAGES AND LESS COPY.
- GOAL IS TO SHOW MORE OF THE ACTIVITIES YOU CAN FIND IN HOMER IN ADDITION TO OUR WORLD CLASS FISHING.
- WILL FEATURE THE HOMER NEIGHBORHOODS
- DIGITAL VERSION WILL BE ADDED TO THE WEBSITE WITH BUSINESS HYPERLINKS



# HOMER VISITOR GUIDE & MAGAZINE



**Welcome to Alaska!**

**Attractions:**  
 Kenai Fjords National Park  
 Homer Heritage Center  
 Homer Museum & Park  
 Homer Spit  
 Homer Senior Center  
 Homer High School  
 Homer Middle School  
 Homer Elementary School  
 Homer High School  
 Homer Middle School  
 Homer Elementary School  
 Homer Senior Center  
 Homer High School  
 Homer Middle School  
 Homer Elementary School

**Islands & Ocean Visitor Center**  
 The Islands & Ocean Visitor Center is a community gathering place for residents and visitors alike. It is located on the Homer Spit and is a great place to learn about the local marine life and the history of the Homer Spit. The center is open from 10:00 AM to 4:00 PM, Monday through Friday. Admission is free.

**The Puffin Museum & Park**  
 The Puffin Museum & Park is a community gathering place for residents and visitors alike. It is located on the Homer Spit and is a great place to learn about the local marine life and the history of the Homer Spit. The museum is open from 10:00 AM to 4:00 PM, Monday through Friday. Admission is free.



**Bear Viewing**

**Fighting Tours**  
 Fighting tours are a popular activity in Homer, Alaska. They provide a unique opportunity to see a bear in its natural habitat. The tours are led by experienced guides and are suitable for all ages. The fights are held at the Homer Spit and are a great way to learn about the local marine life and the history of the Homer Spit. The fights are held from 10:00 AM to 4:00 PM, Monday through Friday. Admission is free.

**Map of Homer, Alaska**

**Map of Homer, Alaska**



**Fishing**

**What's in Season | Softshell Fishing**

Month	May	June	July	August	September
Softshell	Yes	Yes	Yes	Yes	Yes
Salmon	Yes	Yes	Yes	Yes	Yes
Crab	Yes	Yes	Yes	Yes	Yes
Halibut	Yes	Yes	Yes	Yes	Yes
Seafood	Yes	Yes	Yes	Yes	Yes

**Homer Weather**  
 Average Summer Temp 48°F  
 Average Winter Temp 17°F  
 Annual Precipitation 50 inches  
 Annual Humidity 81 inches



**Destination Weddings**

Join guests for unique and beautiful weddings in the heart of Alaska. Choose from a variety of wedding venues, including the Homer Spit, the Homer Heritage Center, and the Homer Museum & Park. The Homer Spit is a great place to have a wedding, and the Homer Heritage Center is a beautiful venue for a wedding. The Homer Museum & Park is a great place to have a wedding, and the Homer Heritage Center is a beautiful venue for a wedding.

**Homer Venues, Caterers, Photographers & Flowers**

**Homer Venues, Caterers, Photographers & Flowers**





**SOCIAL MEDIA WILL BE USED MORE TO PROMOTE  
FUN ADVENTURES**

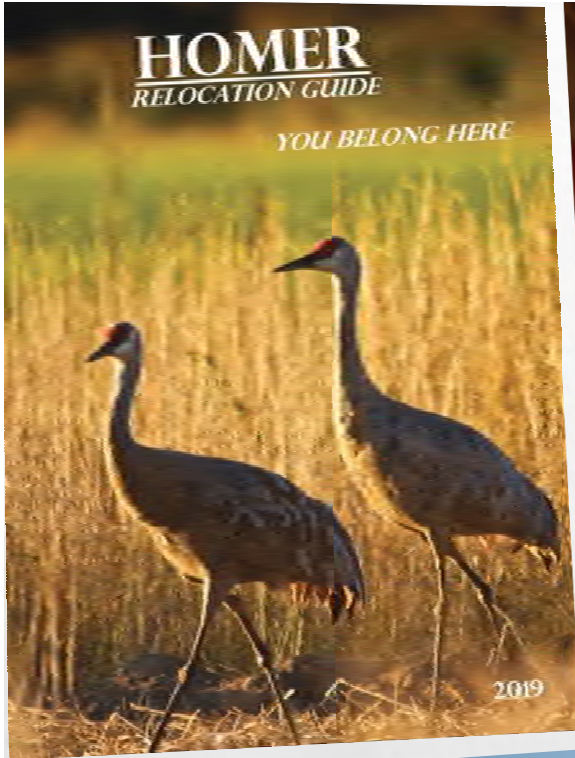






**RV AND CAMPING ARE A FAMILY FRIENDLY AND SAVE WAY TO VACATION**





# HOMER RELOCATION GUIDE



# HOMER TOURISM VIDEO







**HOMER**  
CHAMBER OF COMMERCE  
& VISITOR CENTER

**GROWING OUR PARTNERSHIP**



# THANK YOU!



*Any Questions?*