Homer City Council
2021/2022 Marketing Presentation
2021 WAS A RECORD-BREAKING YEAR!

AND 2022 LOOKS THE SAME
LAND TRAVELERS HAVE DISCOVERED HOMER

Those who show kindness to the traveler are never forgotten.

...Peter Fleming

Welcome to Homer
It's All Here.

PHOTOGRAPHER FRANK HASTINGS meets one of our Lakishian friends who seasonally grace Kachemak Bay.

ADVENTURE, ECOTOURISM + WILDERNESS EXPLORATION

THE WANDERING NOMAD

39
Taxable Sales, Percent Change 2021 / 2019

- Kenai Borough
- Homer
- Soldotna
- Kenai
- Seward

1st Qtr, 2nd Qtr, 3rd Qtr

-40% -30% -20% -10% 0% 10% 20% 30% 40% 50%
2021 WINTER KING SALMON TOURNAMENT

- 1,562 ANGLERS
- 455 BOATS
- $238,306 TOTAL PRIZE MONEY
- $87,027 GRAND PRIZE FOR TOP FISH
2021 HCOC EVENTS
HCOC SUPPORTED EVENTS
NEW HOMERALASKA.ORG WEBSITE

Fireweed And The Homer Harbor. A Beautiful Combination.
BOOK DIRECT RESERVATION TOOL
BOOK DIRECT RESERVATION TOOL

7,069 Searches → 2,274 referrals

3.82 days, Average length of stay → $38,031 Estimated booking revenue
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 ➔

- Skyline
- Old Town
- Ocean Drive
- East End
- Downtown
- Baycrest
- Around The Bay
- Homer Spit

Homer Spit

Homer Spit is a long, narrow finger of land jutting A.4 miles into Kachemak Bay. Dotted with businesses, the area offers is smokes and abundant opportunities for fishing and bird watching. With glacier-studded mountains and crystal clear waters surrounding you, the key businesses and miles of beaches that make up the half mile create a perfect environment for fishing, whale watching, hiking, biking, or exploring. Immensely beautiful, Homer Spit is a must-see after exploring the area’s other areas. With 20 miles of hiking trails, the Spit is a wonderful place for a bike ride or a leisurely walk. There are also several places to stay and eat, as well as numerous activities to choose from. You can even take a stroll along the shoreline and enjoy the beautiful views of the bay.

Since we weren’t there when it burned, we rely on science, archeology and legend to know what caused the fire on this long string of islands that extends half way across Kachemak Bay over which the key umbilical cord of the Spit reached. It is thought to have been left behind by a long ago glacier that may have been the creator of Kachemak Bay. The Spit was continuously reshaped by wind, current and ocean waves. It was in 1995 that a fire swept through the Spit and burned for 15 days before it was finally extinguished. To this day, Homer Spit is a wonderful place to experience the beauty of Alaska.
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
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
2022 MAJOR EVENTS

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

Homer Winter King Salmon Tournament
APR 09, 2022 - APR 09, 2022
Homer, Alaska
Homer, AK 99603

Kachemak Bay Shorebird Festival
MAY 05, 2022 - MAY 08, 2022
Homer, Alaska
Homer, AK 99603

Homer Restaurant Week
MAY 17, 2022 - MAY 22, 2022
Homer, Alaska
Homer, AK 99603

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

Homer 4th Of July Parade
JUL 04, 2022

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

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

Annual Holiday Tree Lighting Ceremony
DEC 01, 2022 - DEC 01, 2022
Homer Chamber of Commerce
Homer, AK 99603
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
SOCIAL MEDIA WILL BE USED MORE TO PROMOTE FUN ADVENTURES
RV AND CAMPING ARE A FAMILY FRIENDLY AND SAVE WAY TO VACATION
HOMER TOURISM VIDEO
GROWING OUR PARTNERSHIP
Any Questions?

THANK YOU!