

Homer Chamber of Commerce 2022 Marketing Presentation



@baldmountainair

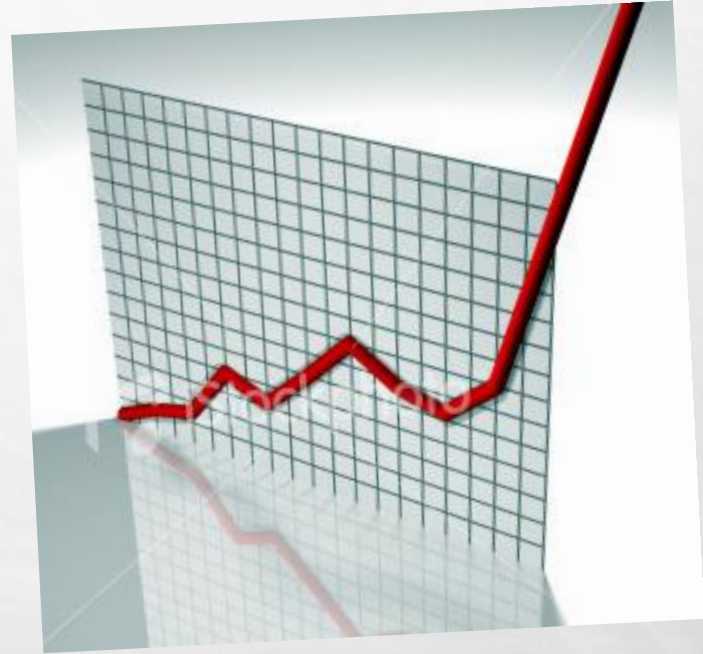
HOMER

CHAMBER OF COMMERCE
& VISITOR CENTER



2022 CONTINUED OUR RECORD- BREAKING TREND!

BUT OUR SUMMER WEATHER DIDN'T HELP



INTERNATIONAL VISITORS RETURNED

IT WAS GREAT TO SEE OUR FOREIGN VISITORS ONCE AGAIN. HERE ARE THE TOP COUNTRIES FROM OUR VISITOR LOG:

- CANADA
- GERMANY
- SWITZERLAND
- NETHERLANDS
- SPAIN



TOP 5 STATES THAT VISITED HOMER



California



Alaska



Texas



Florida



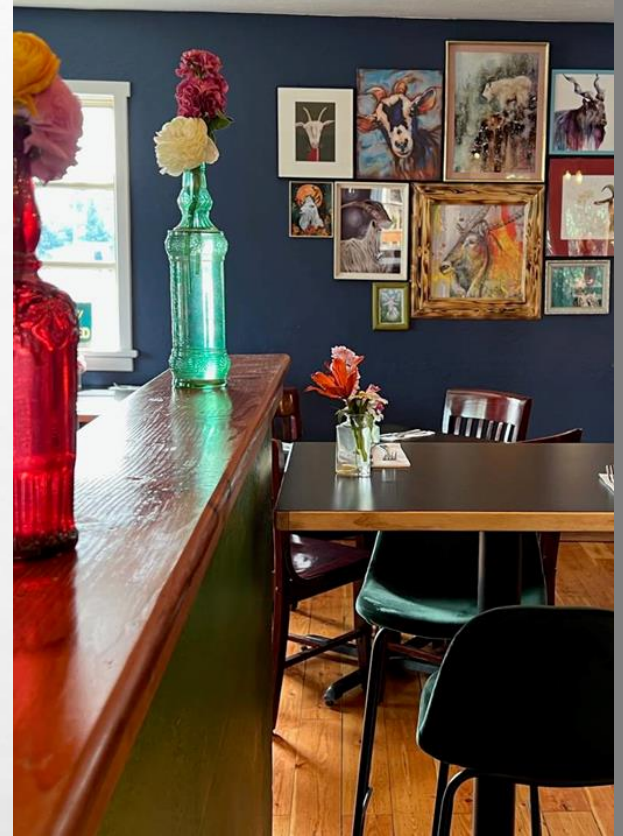
Colorado

THE FRIENDLIEST PLACES IN THE US, ACCORDING TO BOOKING.COM - 2022

1. NEWPORT, RHODE ISLAND
2. MADISON, WISCONSIN
3. HOMER, ALASKA
4. EUREKA SPRINGS, ARKANSAS
5. CAPE MAY, NEW JERSEY
6. LANCASTER, PENNSYLVANIA
7. YOSEMITE WEST, CALIFORNIA
8. VOLCANO, HAWAII
9. WACO, TEXAS
10. SEWARD, ALASKA



Forbes Magazine, Aug. 10, 2022



FOOD TOURISM

**ALASKA MAGAZINE (SEPT. 2022): HOMER IS *"FOODIE
CENTRAL"***

**ADN: *EMPANADAS, BAO, FRESH FAVORITES: HOMER'S
FOOD SCENE SEES AN INFUSION OF NEW OPTIONS***



HOMER IS ALASKA'S #1 BEAR VIEWING REGION



WINTER KING SALMON TOURNAMENT

THE LARGEST FISHING TOURNAMENT ON THE WEST COAST

2022

1,366 ANGLERS

408 BOATS

\$218,189 TOTAL PRIZE MONEY

\$84,619 GRAND PRIZE FOR TOP FISH

2021

1,562 ANGLERS

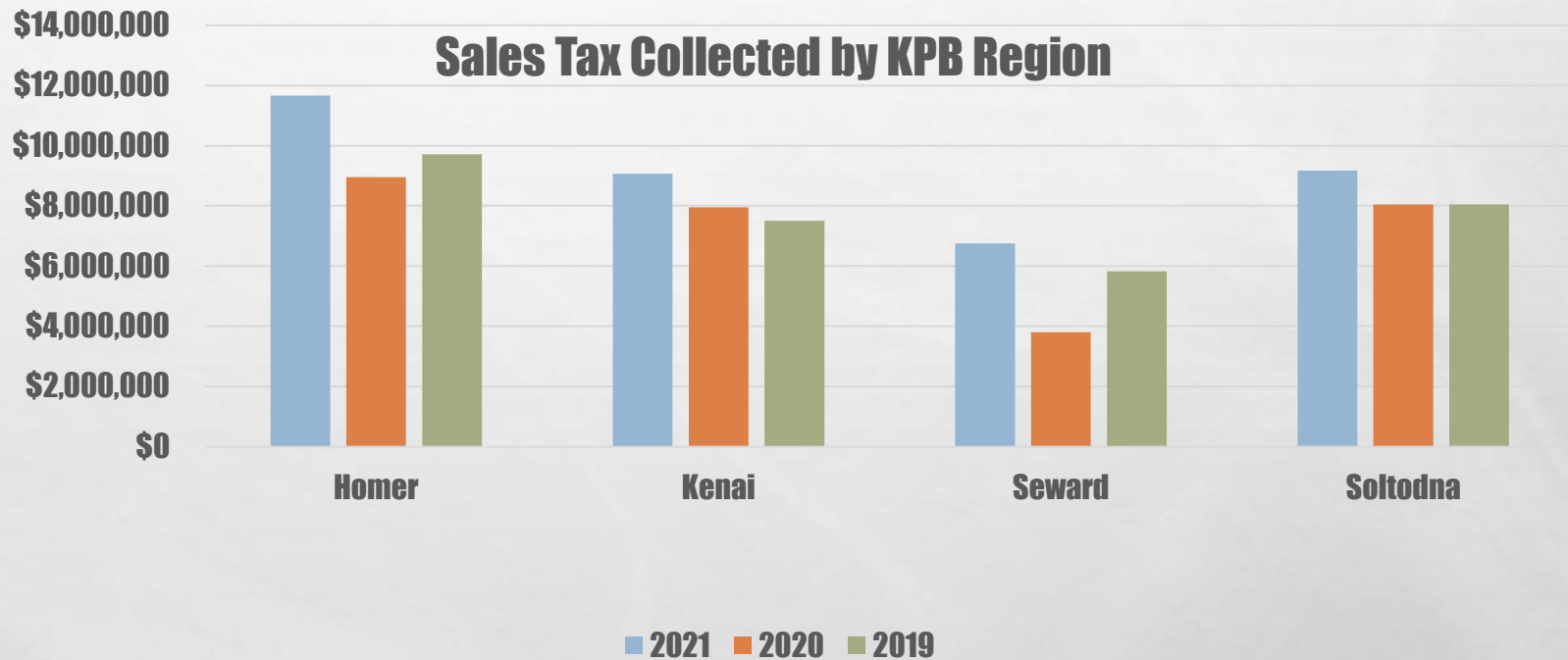
455 BOATS

\$238,306 TOTAL PRIZE MONEY

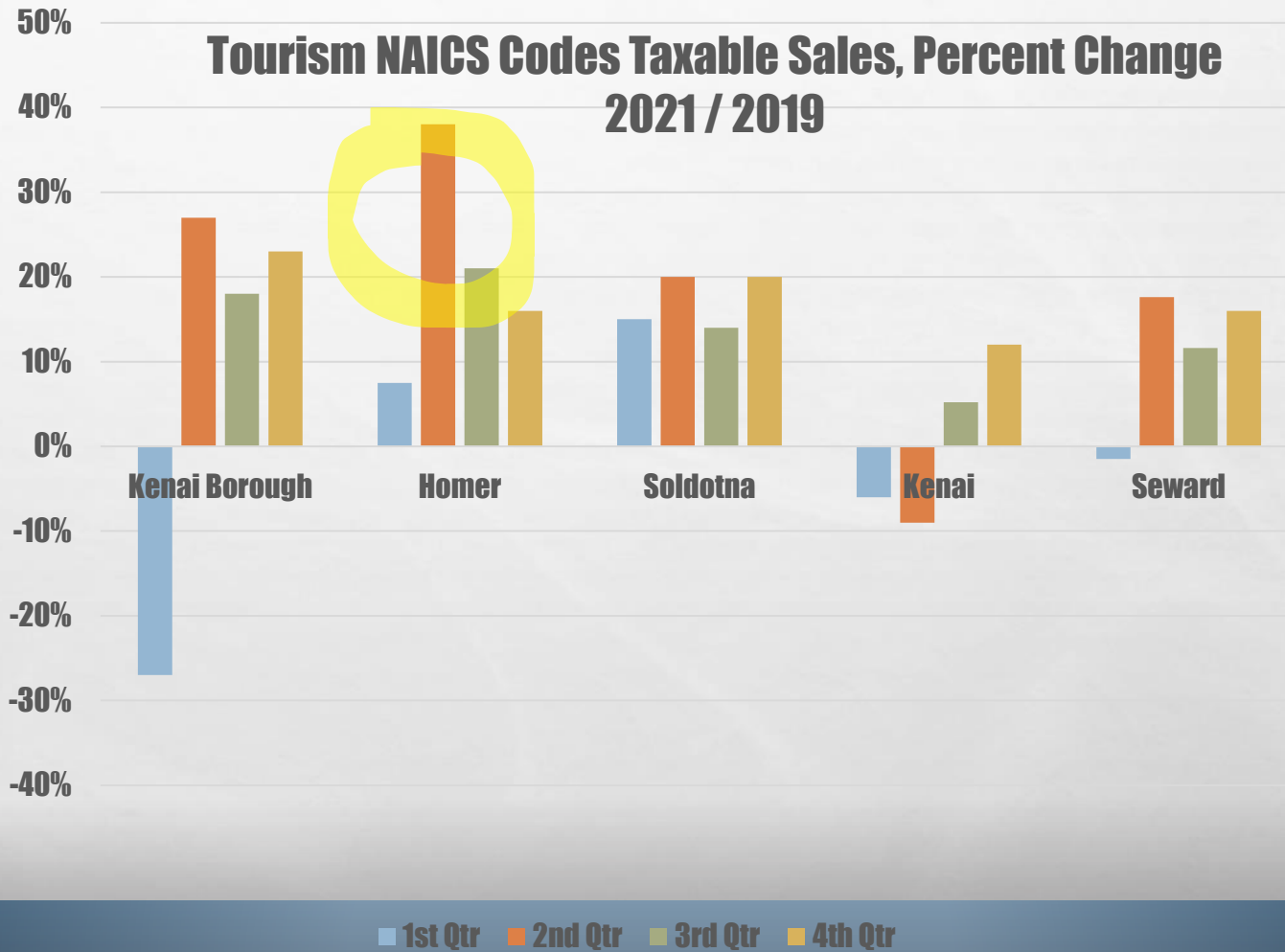
\$87,027 GRAND PRIZE FOR TOP FISH



SALES TAX COLLECTED 2019-2021



KPB 2021 ECONOMIC RECOVERY



HOMER

Alaska



HOMER
It's all here.

HomerAlaska.org
@visithomer

fishing · bear viewing · whale watching · wildlife tours · flight seeing · hiking · camping
kayaking · surfing · paddleboarding · diving · spearfishing · arts & culture · dining · weddings & events

HOMER
It's all here.

HomerAlaska.org
@visithomer

MARKETING HOMER

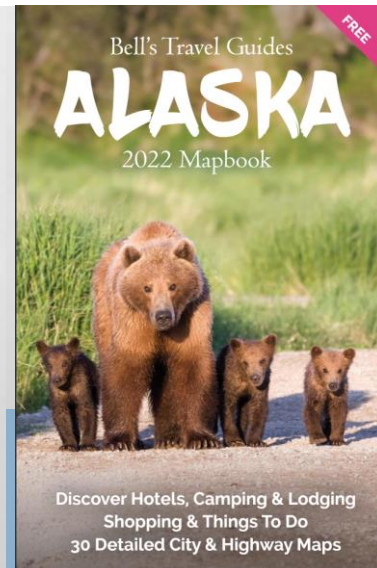
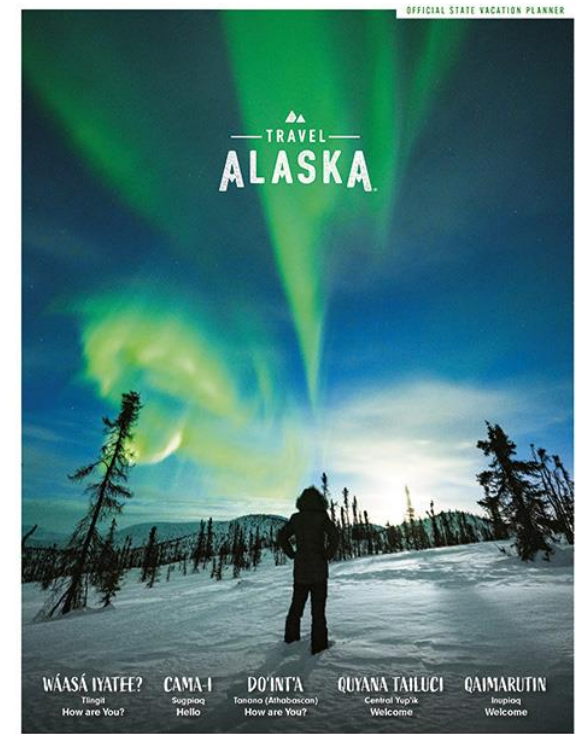
HOMER VISITOR GUIDE & MAGAZINE

- UPGRADED COVER AND INSIDE PAPER STOCK
- REDESIGNED GUIDE USING MORE IMAGES AND LESS COPY.
- GOAL IS TO SHOW THE DIVERSITY OF ACTIVITIES FOUND IN HOMER
- WILL FEATURE THE HOMER NEIGHBORHOODS
- DIGITAL VERSION WILL BE ADDED TO THE WEBSITE WITH BUSINESS HYPERLINKS
- 100,000 COPIES PRINTED & DISTRIBUTED THROUGHOUT ALASKA



MARKETING PARTNERS

- **ALASKA TRAVEL INDUSTRY ASSOCIATION**
- **TRAVELALASKA.COM**
- **ALASKA.ORG/ALASKA CHANNEL**
- **BELLS TRAVEL GUIDES & MAPS**
- **ALASKA RV**
- **PENINSULA'S BEST MAPS**













VISIT HOMER SOCIAL MEDIA PAGES

FACEBOOK

- **IMPRESSIONS – 4,958,009 +265%**
- **ENGAGEMENTS – 439,675 +255%**
- **POST LINK CLICKS – 23,728 +263%**
- **FANS 21,886 - +22%**

INSTAGRAM

- **IMPRESSIONS – 4,387,055 +719%**
- **ENGAGEMENTS – 232,766 +895%**
- **PROFILE ACTIONS – 369 +106%**
- **FOLLOWERS – 13,491 +196%**

 <p>Visit Homer Alaska Sun 8/7/2022 5:02 pm AKDT</p> <p>WARNING: This photo may inspire you to drop everything and buy a one-way ticket to Alaska. 🍷🍷: @akfishinggirl</p>  <p>Reach 143,779</p>	 <p>Visit Homer Alaska Tue 10/25/2022 12:20 pm AKDT</p> <p>This sunset scene lives in my head rent free. 🌅🍷 @neohumanity</p>  <p>Reach 78,865</p>	 <p>Visit Homer Alaska Tue 2/8/2022 9:06 am AKST</p> <p>Visit Homer, Alaska and have the adventure of a lifetime! What's your favorite thing to do here in Homer? ❤️</p> <p>Homer, Alaska ...It's All Here!</p>  <p>Reach 69,860</p>	 <p>visithomer Thu 4/28/2022 11:00 am AKDT</p> <p>When the shot is so good, it should be illegal. 🍷 This past February, participants of the @alanmurphyphotography...</p>  <p>Reach 61,041</p>	 <p>visithomer Fri 5/13/2022 11:11 am AKDT</p> <p>Did you know? The Homer Spit is the longest road into ocean waters in the entire world! 🍷 This natural gravel bar i...</p>  <p>Reach 58,413</p>
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**SOCIAL MEDIA WILL BE USED MORE TO PROMOTE
FUN ADVENTURES**



NEW HOMERALASKA.ORG WEBSITE



[Restaurants](#) [Marine Trades](#) [Chamber](#) [Local](#) [Visitor Guide](#)

[BOOK YOUR TRIP](#)



[THINGS TO DO](#) [FISHING](#) [TOURS](#) [EVENTS](#) [LODGING](#) [PLAN YOUR TRIP](#) [TRANSPORTATION](#) [BLOG](#)



It's All Here!

Welcome to Homer! There is a lot to do and see. We use water taxis and airplanes to get around Kachemak Bay, ride our bikes to work, and hike...

[Read More →](#)



MANAGE HOMER'S 4 VISITOR CENTERS

- MAIN VISITOR CENTER AT CHAMBER OFFICE
- HOMER AIRPORT
- BAYCREST KIOSK
- HOMER SPIT VISITOR CENTER



COMMUNITY EVENTS IMPROVE OUR QUALITY OF LIFE



HOMER
3rd Annual

Peony Celebration

July 8 to 30, 2022 · Homer, Alaska

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

Homer Chamber of Commerce
907.235.7740 · HomerAlaska.org

4TH OF JULY PARADE

THE FIRST 50 YEARS

CELEBRATING HOMER HIGH SCHOOL GRADUATES FROM 1940-1990

Pioneer Avenue 6 o'clock

HOMER
CHAMBER OF COMMERCE & VISITOR CENTER

homeralaska.org

Thank you to our sponsors:

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 Peonies Plumbing & Mechanical, Coastline Insurance, Dan's Bay Landscaping, Homer Tuff, Cemetery, Corwin's Photo Landing, ENOTAR, Homer Electric Association & The Seaside Village, Trib...

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

2nd Annual Homer Food Truck Festival

May 14 -15 2022 11am - 7pm

HOMER BAYCREST KOA CAMPGROUND

HOMER
CHAMBER OF COMMERCE & VISITOR CENTER

Updated information:
HomerAlaska.org
Homer Food Festival

HOMER
CHAMBER OF COMMERCE & VISITOR CENTER

PIONEER AVE TRICK OR TREAT

MONDAY, OCTOBER 31
4-6 PM

PIONEER AVE TRICK OR TREAT IS HAPPENING AND YOU ARE INVITED TO THE FUN. PUT ON YOUR BEST COSTUME AND TRICK OR TREAT THE NIGHT AWAY ON PIONEER AVE.

HAPPY HAUNTING

To view the Walking Map of participating businesses scan the QR code

LET'S ENJOY THIS SEASON!

Fall Festival 2022 at the Chamber

Enjoy the season of fall, with a fun filled event for the community

October 30, 2022
12 PM to 9 PM
Chamber Parking Lot

Zombie 5k Run, Animal Costume Contest, Business Scarecrow Decorating Contest, Haunted House, A Walk through the Woods, Food Trucks, Prizes and more...

Sponsored by:

Summit PT, Kachemak, Bay Running Club, Homer Chamber of Commerce, Homer Shores, Homer Animal Friends, Story Real Estate, Sirens Seafood, Parley, Beauty Peon Co-Op, Brasfield Accounting

SHOW LOVE,

SHOP LOCAL


COUPON BOOK

SMALL BUSINESS SATURDAY
NOVEMBER 26



2022 HCOC COMMUNITY EVENTS

HCOG SUPPORTED EVENTS


HOMER
Alaska's Art Destination
ALASKA WORLD ARTS FESTIVAL




SEPTEMBER 9 - 22, 2022
AlaskaWorldArts.org



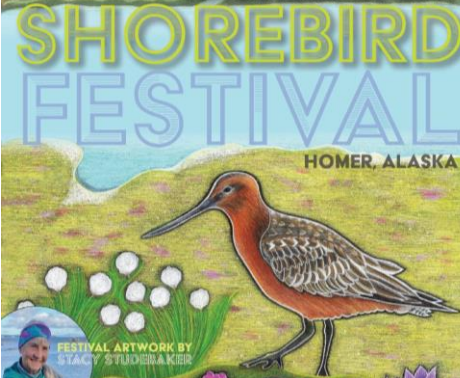
let it
Glow!




MAY 4TH - 8TH 2022



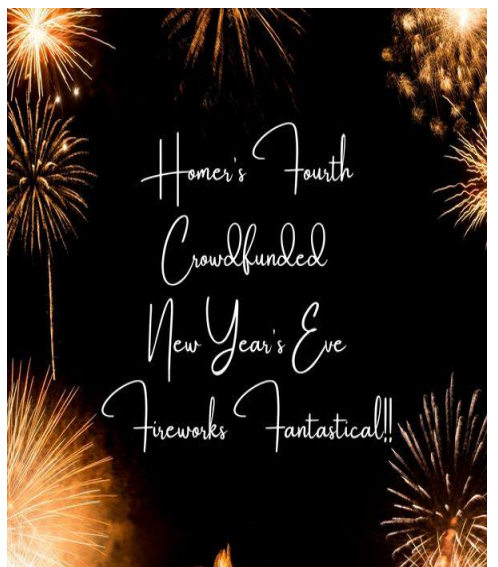
30TH ANNUAL
KACHEMAK BAY
SHOREBIRD
FESTIVAL
HOMER, ALASKA



FESTIVAL ARTWORK BY
STACY STUNDERAKER



Homer's Fourth
Crowdfunded
New Year's Eve
Fireworks Fantastical!!!





Ready your taste buds
for:

THE TASTE OF HOMER

MAY 13-20, 2023

*A Weeklong Celebration
of Homer's Vibrant
Culinary Arts*

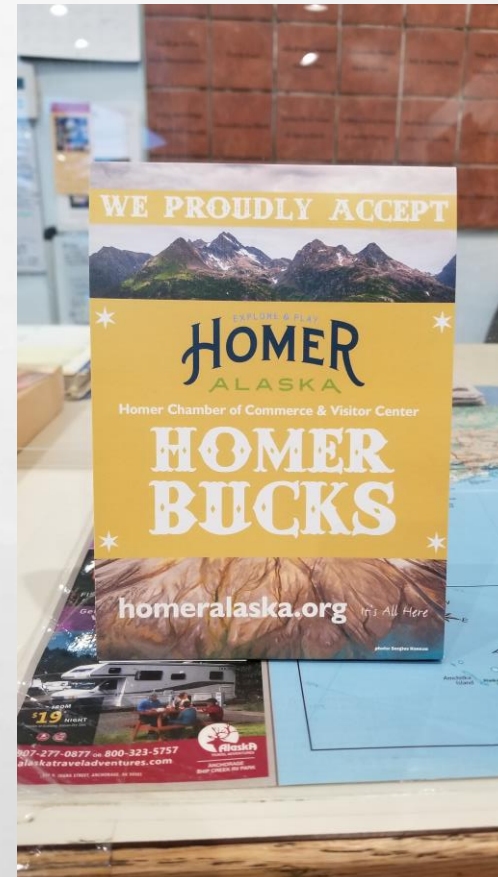


NEW EVENTS FOR 2023



HOMER BUCKS

**Over \$500,000
of Homer Bucks Were
Circulated in the Homer
Economy Since 2018.**



PARTNERING WITH MEMBERS AND HMTA TO PROMOTE HOMER AT TRADE SHOWS



Great Alaska Outdoor Show

Anchorage Boat Show



HOMER
2022 RELOCATION GUIDE

...you belong here

HOMER, ALASKA



HOMER RELOCATION GUIDE



2022 ECONOMIC DEVELOPMENT SUPPORT

- **ADVOCATED FOR THE LARGE VESSEL PORT EXPANSION PLAN**
- **HELPED GET A WORKFORCE HOUSING PROJECT TO DEAL WITH STAFFING SHORTAGES**
- **CHAMBER LUNCHEONS WERE PRIMARILY FOCUSED ON ECONOMIC DEVELOPMENT ISSUES**
- **FOCUSED ON BUILDING A STRONGER PARTNERSHIP WITH THE HOMER MARINE TRADES ASSOCIATION**
- **KEY ASPECT OF CHAMBER EVENTS IS TO DRIVE ECONOMIC ACTIVITY TO THE ENTIRE COMMUNITY**





HOMER

CHAMBER OF COMMERCE
& VISITOR CENTER

GROWING OUR PARTNERSHIP

THANK YOU!



Any Questions?