



## Alaska Tourism Marketing Board Board Meeting Packet

June 20, 2017  
Anchorage, Alaska

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# ALASKA TOURISM MARKETING BOARD

## AGENDA

June 20, 2017 | 1:00 pm ADT | Anchorage, AK

- |   |                        |
|---|------------------------|
| 1) Call to Order                                  | Colleen Stephens       |
| 2) Roll Call                                      | Andrea Rayt            |
| 3) Introduction of Guests                         | Colleen Stephens       |
| 4) Approval of Agenda                             | Colleen Stephens       |
| 5) Approval of Meeting Minutes                    | Colleen Stephens       |
| 6) Comments from Chair                            | Colleen Stephens       |
| a) Legislative update                             |                        |
| b) ATMB seats                                     |                        |
| 7) Comments from ATIA                             | Jillian Simpson        |
| a) RFP process - Advertising & PR contract awards |                        |
| b) Data migration                                 |                        |
| 8) Comments from DCCED                            | Brittney Cioni-Haywood |
| 9) Public Comments                                | Colleen Stephens       |
| 10) FY17 Marketing Program Update                 | Jillian Simpson        |
| 11) FY18 Marketing Plan Proposal                  | Jillian Simpson        |
| 12) Research Committee                            | Deb Hickok             |
| a) AVSP VII                                       |                        |
| b) How best to distribute AVSP                    |                        |
| 13) Segmentation Discussion                       | James Minton           |
| 14) Closing Comments                              | Colleen Stephens       |
| 15) Adjournment                                   | Colleen Stephens       |

### **Go- To Meeting Instructions**

**Online:** <https://global.gotomeeting.com/join/897142085> or

**Telephone:** (571) 317-3122 /**Access Code:** 897-142-085

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# *Alaska Tourism Marketing Board*

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## Meeting Minutes

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### MEETING DETAILS

**Date/Time:** March 23, 2017, 9:00 a.m. – 3:00 p.m. AKST

**Location:** The Prospector Hotel, Juneau

**Meeting Type:** Regular

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### ATTENDANCE

**Members Present:** Chuck Baird, Patti Mackey, Dennis McDonnell, Shanon Davis, James Minton, Bonnie Quill, Colleen Stephens, Mark Weakland, Thom McAleer, Ryan Binkley, Deborah Hansen, Deb Hickok, Kathy Hedges, Kori Goertz, Scott Habberstad, Ruth Rosewarne Kimerer, Linda Springmann, Britteny Cioni-Haywood

**Members Absent:** Bernie Karl, Senator Mia Costello

**Staff/Contractors/Guests:** Kathleen Fleming (Brilliant Media Strategies), Heather Haugland (McDowell Group), Jennifer Thompson (Thompson & Co.), Mike Dawley (Dawley & Associates), Dave Rouza (AKA Direct), Bob Koenitzer (McDowell Group), Tasha Bailey (McDowell Group)

**Quorum (9) attained?** Yes

**Meeting called to order by:** Colleen Stephens, Board Chair

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### CONSENT AGENDA

**MOTION to approve agenda** made by James Minton and seconded by Deborah Hansen. Motion PASSED.

**MOTION to approve minutes** made by James Minton and seconded by Kathy Hedges. Patti Mackey requested a correction of Sarah Leonard's last name under the Comments from ATIA CEO section. Motion PASSED.

### COOPERATIVE MARKETING POLICIES

**MOTION to change the wording under section General- Applies to all programs (b) of the Cooperative Marketing Policies document to say businesses cannot participate in coop marketing programs if participation in that coop program violates current state or federal law** made by James Minton and seconded by Deborah Hansen. Motion PASSED.

**ACTION:** Patti Mackey will present the modified language to the ATIA board at the March 24 meeting.

**ACTION:** ATIA staff will send out the marijuana flyer to membership.

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# *Alaska Tourism Marketing Board*

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## Meeting Minutes

### **FY17 MARKETING PROGRAM UPDATE**

**ACTION:** ATIA staff will work with AKA Direct to add annotations to the AKA Direct report for items that need clarification.

**ACTION:** ATIA staff will evaluate the option of rotating modules in the ACE training.

### **RESEARCH COMMITTEE**

**MOTION to distribute up to \$25,000 for the purpose of study in the State Tourism Office Website User Conversion Study** made by James Minton and seconded by Scott Habberstad. Motion PASSED.

### **VISITOR METRICS AND GOALS**

**ACTION:** Board members are to review the AVSP and provide suggestions at the next meeting.

### **DIRECTION TO COMMITTEES**

**ACTION:** The board will work through committees, ATIA staff and contractors to develop FY18 priorities.

- Committees will meet to discuss programs and budgets, identify where programs fit in with the goals and prioritize them.
- ATIA staff will develop a budget proposal from these priorities and present it to the board in June.

### **CLOSING COMMENTS**

**ACTION:** ATIA staff will send out a Doodle poll to determine who can attend the June 14 board meeting.

### **ADJOURNMENT**

**MOTION to adjourn** made by James Minton and seconded by Thom McAleer. Motion PASSED.

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### **BOARD MINUTES APPROVAL CONFIRMATION**

**Board Secretary Signature** (ATIA President & CEO, Sarah Leonard):

**Date Approved by Board:**

## ATMB Marketing Program FY 2017 - Summary Financials

Actuals Updated: April 30, 2017

Revenue:	Total			
	Budget	Actual	Variance	
Web Site	\$ 350,000	\$ 498,221	\$ 148,221	
Advertising	\$ 50,225	\$ 45,600	\$ (4,625)	
Leads	\$ 230,000	\$ 397,000	\$ 167,000	
Public Relations	\$ 40,500	\$ 32,000.00	\$ (8,500)	
Travel Trade	\$ 62,000	\$ 62,550.00	\$ 550	
North to Alaska	\$ -	\$ -	\$ -	
ATMB	\$ -	\$ -	\$ -	
<b>Total Revenue</b>	<b>\$ 732,725</b>	<b>\$ 1,035,371</b>	<b>\$ 302,646</b>	

Expenses:	Hard Costs		Service Fees		Budget		Actual		Unspent
	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	
Web Site	\$ 50,000	\$ 26,440	\$ 361,000	\$ 311,295	\$ 411,000	\$ 337,735	\$ 73,265		
Advertising	\$ 639,525	\$ 541,248	\$ 229,450	\$ 179,094	\$ 868,975	\$ 720,342	\$ 148,633		
Leads & Fullfillment	\$ 20,245	\$ 4,052	\$ 219,620	\$ 173,785	\$ 239,865	\$ 177,837	\$ 62,028		
Public Relations	\$ 66,000	\$ 18,360	\$ 307,500	\$ 229,929	\$ 373,500	\$ 248,289	\$ 125,211		
Travel Trade	\$ 116,900	\$ 84,663	\$ 45,000	\$ 35,286	\$ 161,900	\$ 119,948	\$ 41,952		
North to Alaska	\$ 5,750	\$ 1,399	\$ 1,200	\$ 1,079	\$ 6,950	\$ 2,478	\$ 4,472		
ATMB	\$ 5,000	\$ 10,243	\$ 16,000	\$ 13,451	\$ 21,000	\$ 23,694	\$ (2,694)		
Grant Admin	\$ 75,000	\$ 61,892	\$ 75,000	\$ 57,349	\$ 150,000	\$ 119,241	\$ 30,759		
<b>Total Expenses</b>	<b>\$ 978,420</b>	<b>\$ 748,297</b>	<b>\$ 1,254,770</b>	<b>\$ 1,001,268</b>	<b>\$ 2,233,190</b>	<b>\$ 1,749,565</b>	<b>\$ 483,625</b>		

<b>Net Revenue</b>	<b>\$ (1,500,465)</b>	<b>\$ (714,193)</b>
<b>SOA FY2017 Tourism Marketing Grant</b>	<b>\$ 1,500,000</b>	
<b>Unallocated Program Receipts</b>	<b>\$ (465)</b>	

Capital Grant FY2017/2018	Hard Costs		Service Fees		Budget		Actual	
	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual
AVSP - McDowell Group	\$ -	\$ -	\$ 350,000	\$ 350,000	\$ 350,000	\$ 350,000		
AVSP - ATIA Admin	\$ -	\$ -	\$ 5,000	\$ 5,413	\$ 5,000	\$ 5,413		
Website Study - Destination Analy:	\$ -	\$ -	\$ 25,000	\$ -	\$ 25,000	\$ -		
Website Study - Admin	\$ -	\$ -	\$ 2,500	\$ -	\$ 2,500	\$ -		
					<b>\$ 382,500</b>	<b>\$ 355,413</b>		
<b>SOA FY2017-2018 Tourism Capital Grant</b>					<b>\$ 665,246.00</b>			
<b>Unallocated Grant Funds</b>					<b>\$ 282,746.00</b>			

**Web**

**FY 2017**

**ATMB Marketing Program**

Actuals Updated: April 30, 2017

						<b>Total</b>	
						<b>Budget</b>	<b>Actual</b>
<b>Revenue:</b>	<b>Description</b>						
	Banner Ads, Travel Specials, Int'l Ads					\$ 150,000	\$ 272,821
	Business Listings					\$ 160,000	\$ 169,600
	Hottest Deals & Activity Email Newsletters					\$ 40,000	\$ 55,800
	<b>Total Revenue</b>					<b>\$ 350,000</b>	<b>\$ 498,221</b>
		<b>Hard Costs</b>		<b>Service Fees</b>			
		<b>Budget</b>	<b>Actual</b>	<b>Budget</b>	<b>Actual</b>	<b>Budget</b>	<b>Actual</b>
<b>Expenses:</b>	<b>Vendor</b>						
	Content Development	\$0	\$ -	\$53,000	\$ 37,502	\$ 53,000	\$ 37,502
	Hosting/Hardware/Software	\$45,000	\$ 23,465	\$40,000	\$ 33,330	\$ 85,000	\$ 56,796
	Maintenance	\$0	\$ -	\$60,000	\$ 50,000	\$ 60,000	\$ 50,000
	Apps	\$0	\$ -	\$7,000	\$ 5,830	\$ 7,000	\$ 5,830
	Int'l Maintenance	\$5,000	\$ 2,974	\$5,000	\$ 4,170	\$ 10,000	\$ 7,144
	Planner conversions & site updates	\$0	\$ -	\$15,000	\$ 12,500	\$ 15,000	\$ 12,500
	Newsletters (MAN & Segment)	\$0	\$ -	\$50,000	\$ 41,670	\$ 50,000	\$ 41,670
	Value newsletter	\$0	\$ -	\$12,000	\$ 10,000	\$ 12,000	\$ 10,000
	Sales admin	\$0	\$ -	\$40,000	\$ 41,334	\$ 40,000	\$ 41,334
	VP admin split	\$0	\$ -	\$10,000	\$ 8,330	\$ 10,000	\$ 8,330
	Monitoring & Reporting	\$0	\$ -	\$12,000	\$ 10,000	\$ 12,000	\$ 10,000
	Sell & Support Web Site Ads	\$0	\$ -	\$42,000	\$ 46,035	\$ 42,000	\$ 46,035
	Project Management	\$0	\$ -	\$15,000	\$ 10,594	\$ 15,000	\$ 10,594
	<b>Total Expenses</b>	<b>\$ 50,000</b>	<b>\$ 26,440</b>	<b>\$ 361,000</b>	<b>\$ 311,295</b>	<b>\$ 411,000</b>	<b>\$ 337,735</b>
<b>Net Revenue</b>						<b>\$ (61,000)</b>	<b>\$ 160,486</b>

# Advertising

FY 2017

# ATMB Marketing Program

Actuals Updated: April 30, 2017

								Total	
Description								Budget	Actual
Revenue:	You Don't Want to Miss This							\$ 16,725	\$ 22,400.00
	Trip Advisor Display Ads							\$ 11,500	\$ 8,700.00
	Facebook Ads							\$ 500	\$ 500.00
	Facebook Video Ads							\$ 500	\$ -
	DMO Custom video							\$ 6,500	\$ -
	Email Tile Ads							\$ 12,000	\$ 12,000.00
	Conversion study							\$ 2,500	\$ 2,000.00
<b>Total Revenue</b>								<b>\$ 50,225</b>	<b>\$ 45,600</b>
		Hard Costs		Service Fees					
		Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual
Expenses:	Digital Marketing Campaign	Brilliant	\$ 256,000	\$ 253,644	\$ 58,000	\$ 47,458	\$ 314,000	\$ 301,102	
	Cooperative Marketing Programs	Brilliant	\$ -	\$ -	\$ 10,000	\$ 8,181	\$ 10,000	\$ 8,181	
	Asset Management	Brilliant	\$ 3,000	\$ 1,863	\$ 7,000	\$ 5,724	\$ 10,000	\$ 7,587	
	Analysis and Reporting	Brilliant	\$ -	\$ -	\$ 31,000	\$ 25,362	\$ 31,000	\$ 25,362	
	SEO	Dawley	\$ -	\$ -	\$ 30,000	\$ 25,000	\$ 30,000	\$ 25,000	
	PPC	Dawley	\$ 340,000	\$ 245,042	\$ 39,000	\$ 28,000	\$ 379,000	\$ 273,042	
	Gov letter/new email	Dawley	\$ -	\$ -	\$ 8,000	\$ 6,669	\$ 8,000	\$ 6,669	
	Advertising support	Dawley	\$ -	\$ -	\$ 15,000	\$ 12,500	\$ 15,000	\$ 12,500	
	You Don't Want to Miss This	Brilliant	\$ 15,225	\$ 20,300	\$ 1,500	\$ 2,000	\$ 16,725	\$ 22,300	
	Trip Advisor Display Ads	Brilliant	\$ 10,400	\$ 10,000	\$ 1,100	\$ 1,100	\$ 11,500	\$ 11,100	
	Facebook Ads	Brilliant	\$ 400	\$ 400	\$ 100	\$ 100	\$ 500	\$ 500	
	Facebook Video Ads	Brilliant	\$ -	\$ -	\$ 500	\$ -	\$ 500	\$ -	
	Email Tiles Ads	Brilliant	\$ 10,000	\$ 10,000	\$ 2,000	\$ 2,000	\$ 12,000	\$ 12,000	
	DMO Custom video	Brilliant	\$ -	\$ -	\$ 5,750	\$ -	\$ 5,750	\$ -	
	User generated video	Brilliant	\$ 4,500	\$ -	\$ 5,500	\$ 4,454	\$ 10,000	\$ 4,454	
	ATIA Sales	ATIA	\$ -	\$ -	\$ 3,000	\$ 3,847	\$ 3,000	\$ 3,847	
	ATIA Project Management	ATIA	\$ -	\$ -	\$ 12,000	\$ 6,698	\$ 12,000	\$ 6,698	
<b>Total Expenses</b>			<b>\$ 639,525</b>	<b>\$ 541,248</b>	<b>\$ 229,450</b>	<b>\$ 179,094</b>	<b>\$ 868,975</b>	<b>\$ 720,342</b>	
<b>Net Revenue</b>								<b>\$ (818,750)</b>	<b>\$ (674,742)</b>

# Fullfillment/Leads

FY 2017

# ATMB Marketing Program

Actuals Updated: April 30, 2017

								Total	
								Budget	Actual
Revenue:	Description								
	Lead Sales (Email and Labels)							\$ 230,000	\$ 397,000
	<b>Total Revenue</b>							<b>\$ 230,000</b>	<b>\$ 397,000</b>
		Hard Costs		Service Fees					
Expenses:	Vendor	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual
FY16 Vacation Planner Fullfillment (July-Sept)	AKA Direct	\$16,545	\$ 4,052	\$21,620	\$ 21,620	\$ 38,165	\$ 25,672		
Leads Oct-June	AKA Direct	\$0	\$ -	\$27,000	\$ 21,000	\$ 27,000	\$ 21,000		
Database Admin Oct-June	AKA Direct	\$3,700	\$ -	\$50,500	\$ 39,277	\$ 54,200	\$ 39,277		
Reporting Oct- June	AKA Direct	\$0	\$ -	\$4,000	\$ 3,108	\$ 4,000	\$ 3,108		
Email Leads	Dawley	\$0	\$ -	\$70,000	\$ 58,330	\$ 70,000	\$ 58,330		
DMO Planner request	Dawley	\$0	\$ -	\$17,000	\$ 8,502	\$ 17,000	\$ 8,502		
Previous year	Dawley	\$0	\$ -	\$20,000	\$ 14,334	\$ 20,000	\$ 14,334		
Leads Sales Effort (sales/accounting)	ATIA	\$0	\$ -	\$6,500	\$ 5,801	\$ 6,500	\$ 5,801		
Project Management	ATIA	\$0	\$ -	\$3,000	\$ 1,813	\$ 3,000	\$ 1,813		
<b>Total Expenses</b>		<b>\$ 20,245</b>	<b>\$ 4,052</b>	<b>\$ 219,620</b>	<b>\$ 173,785</b>	<b>\$ 239,865</b>	<b>\$ 177,837</b>		
<b>Net Revenue</b>								<b>\$ (9,865)</b>	<b>\$ 219,163</b>



## Public Relations

FY 2017

## ATMB Marketing Program

Actuals Updated: April 30, 2017

								Total	
								Budget	Actual
Revenue:	Description	Sales Team							
	NYC Editor Briefings	ATIA						\$ 22,500	\$ 27,500.00
	Sponsored content in Alaska Travel News	ATIA						\$ 2,000	\$ 1,500.00
	Facebook hosting	ATIA						\$ 8,000	\$ 3,000.00
	Monthly twitter chat	ATIA						\$ 8,000	\$ -
<b>Total Revenue</b>								<b>\$ 40,500</b>	<b>\$ 32,000</b>
				Hard Costs		Service Fees			
Expenses:		Vendor	Budget	Actual	Budget	Actual	Budget	Actual	
	Media Assistance	Thompson	\$ 50,000	\$ 3,436	\$ 202,500	\$ 165,693	\$ 252,500	\$ 169,129	
	Media Outreach	Thompson	\$ -	\$ -	\$ 30,000	\$ 24,543	\$ 30,000	\$ 24,543	
	Alaska Media Roadshow	Thompson	\$ -	\$ -	\$ 5,000	\$ 4,095	\$ 5,000	\$ 4,095	
	Crisis Communication	Thompson	\$ -	\$ -	\$ 2,500	\$ 2,043	\$ 2,500	\$ 2,043	
	Monitoring and Reporting	Thompson	\$ 4,000	\$ 5,000	\$ 6,000	\$ 3,262	\$ 10,000	\$ 8,262	
	NYC Editor Briefings	Thompson	\$ 7,000	\$ 6,003	\$ 15,500	\$ 18,000	\$ 22,500	\$ 24,003	
	Sponsored content in Alaska Travel News	Thompson	\$ -	\$ -	\$ 1,200	\$ -	\$ 1,200	\$ -	
	Facebook hosting	Thompson	\$ -	\$ -	\$ 5,300	\$ 1,100	\$ 5,300	\$ 1,100	
	Monthly twitter chat	Thompson	\$ -	\$ -	\$ 8,000	\$ -	\$ 8,000	\$ -	
	ATIA Sales efforts	ATIA	\$ -	\$ -	\$ 3,000	\$ 971	\$ 3,000	\$ 971	
	ATIA Project Management & Media Assistance	ATIA	\$ -	\$ 2,602	\$ 20,000	\$ 7,010	\$ 20,000	\$ 9,612	
	Social Media	ATIA/Thompson	\$ 5,000	\$ 1,319	\$ 8,500	\$ 3,213	\$ 13,500	\$ 4,532	
	<b>Total Expenses</b>		<b>\$ 66,000</b>	<b>\$ 18,360</b>	<b>\$ 307,500</b>	<b>\$ 229,929</b>	<b>\$ 373,500</b>	<b>\$ 248,289</b>	
<b>Net Revenue</b>								<b>\$ (333,000)</b>	<b>\$ (216,289)</b>

# Travel Trade

FY 2017

# ATMB Marketing Program

Actuals Updated: April 30, 2017

		Total							
Description		Budget				Actual			
Revenue:	ABA	\$	4,000	\$	4,400	\$	4,000	\$	4,400
	NTA	\$	4,000	\$	4,000	\$	4,000	\$	4,000
	Infox	\$	10,000	\$	15,900	\$	10,000	\$	15,900
	Seatrade	\$	32,000	\$	26,250	\$	32,000	\$	26,250
	Meet Alaska Directory	\$	12,000	\$	12,000	\$	12,000	\$	12,000
<b>Total Revenue</b>		\$	62,000	\$	62,550	\$	62,000	\$	62,550
		Hard Costs				Service Fees			
Expenses:	Vendor	Budget		Actual		Budget		Actual	
	ACE	\$	5,000	\$	1,986	\$	-	\$	-
	Equator Learning	\$	5,000	\$	1,986	\$	-	\$	-
	Travel Trade Project Manangement, ACE srv, newsletters, trade Assistance	\$	-	\$	-	\$	42,000	\$	33,827
	ATIA	\$	-	\$	-	\$	42,000	\$	33,827
	ABA	\$	9,500	\$	11,481	\$	-	\$	-
	ATIA	\$	9,500	\$	11,481	\$	-	\$	-
	NTA	\$	12,400	\$	10,973	\$	-	\$	-
	ATIA	\$	12,400	\$	10,973	\$	-	\$	-
	USTOA	\$	5,600	\$	5,175	\$	-	\$	-
	ATIA	\$	5,600	\$	5,175	\$	-	\$	-
	IPW	\$	18,000	\$	8,931	\$	-	\$	-
	ATIA	\$	18,000	\$	8,931	\$	-	\$	-
	Seatrade	\$	36,500	\$	28,770	\$	-	\$	-
	ATIA	\$	36,500	\$	28,770	\$	-	\$	-
	Infox	\$	10,000	\$	13,366	\$	-	\$	-
	ATIA	\$	10,000	\$	13,366	\$	-	\$	-
	Meet AK Dir.	\$	1,000	\$	-	\$	-	\$	-
	ATIA	\$	1,000	\$	-	\$	-	\$	-
	Fulfillment	\$	5,000	\$	98	\$	-	\$	-
	ATIA	\$	5,000	\$	98	\$	-	\$	-
	2016 International Contractor Closing Exp	\$	3,000	\$	3,042	\$	-	\$	-
	Various	\$	3,000	\$	3,042	\$	-	\$	-
	FAMs/Trade Assist.	\$	10,000	\$	-	\$	-	\$	-
	ATIA	\$	10,000	\$	-	\$	-	\$	-
	ATIA Trade Sales	\$	-	\$	-	\$	3,000	\$	1,459
	ATIA	\$	-	\$	-	\$	3,000	\$	1,459
	Trade Database	\$	900	\$	840	\$	-	\$	-
	ATIA	\$	900	\$	840	\$	-	\$	-
<b>Total Expenses</b>		\$	116,900	\$	84,663	\$	45,000	\$	35,286
<b>Net Revenue</b>		\$	(99,900)	\$	(57,398)	\$	(99,900)	\$	(57,398)

North to Alaska

FY 2017

ATMB Marketing Program

Actuals Updated: April 30, 2017

								Total	
								Budget	Actual
Revenue:	Description								
	N/A							\$ -	\$ -
	Total Revenue							\$ -	\$ -
		Hard Costs		Service Fees					
		Budget	Actual	Budget	Actual	Budget	Actual		
Expenses:	Vendor								
	Web Site	\$3,750	\$ -	\$0	\$ -	\$ 3,750	\$ -		
	Collateral Shipping	\$2,000	\$ 1,399	\$0	\$ -	\$ 2,000	\$ 1,399		
	Project Management	\$0	\$ -	\$1,200	\$ 1,079	\$ 1,200	\$ 1,079		
	Total Expenses	\$ 5,750	\$ 1,399	\$ 1,200	\$ 1,079	\$ 6,950	\$ 2,478		
Net Revenue								\$ (6,950)	\$ (2,478)

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STATE OF ALASKA 2017-2018  
DEMOGRAPHIC RESPONSE ANALYSIS  
09/24/16 to 05/30/17  
BATCHES 0138 TO 0142

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Selection Criteria.....	Response.....	Current	...	% This Year	...	% Last Year	...	
1. Decided to visit	A. Yes, 2017	1,453	47%	46,698	48%	169,271	29%	
	B. Yes, 2018	783	25%	14,818	15%	79,140	14%	
	C. Likely in next 3 years	362	12%	16,527	17%	131,654	23%	
	D. Someday, don't know when	144	5%	6,793	7%	92,933	16%	
	E. Haven't decided	80	3%	3,464	4%	52,378	9%	
	No Response	264	9%	9,086	9%	69,241	12%	
2. Previously visited	A. Yes	562	18%	20,820	21%	109,991	19%	
	B. No	2,246	73%	67,160	69%	-	0%	A
	No Response	278	9%	9,406	10%	141,678	24%	
3. Children at home	A. Yes	750	24%	22,436	23%	129,389	22%	
	B. No	2,030	66%	64,523	66%	363,780	62%	
	No Response	306	10%	10,427	11%	90,973	16%	
4. Education	A. High school	378	12%	13,137	13%	85,628	15%	
	B. Attended college	610	20%	20,794	21%	115,563	20%	
	C. Graduated college	1,032	33%	30,895	32%	144,023	25%	
	D. Post graduate	728	24%	20,711	21%	101,730	17%	
	No Response	338	11%	11,849	12%	137,624	24%	
5. Age category	under 18	8	0%	193	0%	1,848	0%	
	18 to 24	60	2%	2,159	2%	13,193	2%	
	25 to 34	226	7%	8,349	9%	45,657	8%	
	35 to 44	325	11%	9,642	10%	46,117	8%	
	45 to 49	230	7%	7,734	8%	29,641	5%	
	50 to 54	287	9%	8,796	9%	39,398	7%	
	55 to 64	707	23%	22,234	23%	96,402	17%	
	65 and up	619	20%	20,584	21%	112,034	19%	
	No Response	624	20%	17,695	18%	198,863	34%	
6. Travel to Alaska	A. Air	1,539	50%	46,497	48%	265,633	46%	
	B. State Ferry	419	14%	15,693	16%	86,762	15%	
	C. Cruiseship	940	30%	32,393	33%	227,061	39%	
	D. Package tour	755	24%	28,285	29%	177,639	30%	
	E. Driving the Highway	1,004	33%	33,165	34%	144,214	25%	
	No Response	436	14%	13,083	13%	86,441	15%	
7. Accommodations	A. Lodges, resorts, cabins	1,603	52%	53,508	55%	286,789	49%	
	B. Hotels & motels	1,443	47%	46,241	47%	257,178	44%	
	C. Camping facilities	727	24%	25,183	26%	113,439	19%	
	D. Bed & breakfast	772	25%	25,975	27%	141,977	24%	
	E. AirBnB	446	14%	4,754	5%	0	0%	B
	No Response	744	24%	19,567	20%	166,098	28%	
8. Activities	A. Day cruises	1,788	58%	56,546	58%	289,568	50%	
	B. Native cultural	1,715	56%	51,784	53%	255,169	44%	
	C. Fishing	1,095	35%	34,225	35%	174,328	30%	
	D. Flightseeing	1,097	36%	33,668	35%	166,605	29%	
	E. Guided hike/canoe/raft	1,378	45%	39,997	41%	173,571	30%	
	F. Wildlife/nature tours	2,237	72%	66,583	68%	314,778	54%	
	G. Winter activities	422	14%	14,829	15%	85,651	15%	
	No Response	422	14%	13,588	14%	145,343	25%	
1st Responses	Total with demographics	3,086	100%	97,386	100%	583,153	100%	
Discriminant	1. Traveling independently	1,214	44%	37,633	43%	142,118	25%	
	2. On a package vacation	1,254	45%	40,180	46%	150,943	27%	
	3. Arriving and leaving by air	1,219	44%	38,840	44%	149,399	26%	
	4. Arriving and leaving by highw	644	23%	21,318	24%	80,995	14%	
	5. On a Winter Alaska vacation	949	34%	29,713	34%	136,879	24%	
Response Types	Internet	2,962	96%	92,544	95%	375,621	64%	C
	Bingo	124	4%	4,839	5%	30,110	5%	
Country	United States	2,637	95%	83,878	96%	560,934	99%	
	Canada	145	5%	3,799	4%	6,599	1%	
	Foreign	0	0%	0	0%	88	0%	
Phone Number	Yes	1,473	48%	49,277	51%	269,777	46%	
	No	1,613	52%	48,109	49%	313,376	54%	
E-mail Address	Yes	2,948	97%	87,502	91%	94,942	20%	

\*-----\*

STATE OF ALASKA 2017-2018  
 DEMOGRAPHIC RESPONSE ANALYSIS  
 09/24/16 to 05/30/17  
 BATCHES 0138 TO 0142

\*-----\*

Selection Criteria.....	Response.....	Current	...	% This Year	...	% Last Year	...	
	Opt-out	27	1%	5,823	6%	0	0%	D
	None	74	2%	2,815	3%	142,471	30%	
Total Foreign		113	100%	1,710	100%	2,523	100%	
Total		3,086	100%	97,386	100%	583,153	100%	
Leads Received	With Address	2,782	90%	87,677	90%	567,621	97%	
	Email-only	304	10%	9,709	10%	15,532	3%	
Downloadable Planners	Total Downloadable	2,925	100%	91,304	100%	29,338	100%	E
	Domestic	2,485	85%	77,901	85%	13,401	46%	
	Foreign	136	5%	3,701	4%	405	1%	
Travel Agents		37	100%	1,247	100%	12,992	100%	

A - Responses from last year also included other destinations visited.

B - Added on 3/22/17.

C - Response type from last year also included BRC #1, BRC #2, Write-in, 800 Phone#, fax and enveloped mail.

D - Last year opt-out was Unverified..

E - Last year included a "hardcopy" category.

**ATIA**  
**FY 17 Website Traffic & Lead Update**

June 12, 2017

Code	Description	Leads YTD	Leads Goal	% of Goal	Leads Since Last Report	Website Traffic YTD*
<b>General Inquiries</b>						
7001	Uncoded white mail	3				
7002	Codes prior to FY17 (except for those specified later)	3,001			15	21,282
7003	800 numbers on hold	1				
<b>Total Misc</b>		<b>3,005</b>			<b>15</b>	<b>21,282</b>
7004	Website general	34,898	40,000	87%	1,488	
<b>Total Website General</b>		<b>34,898</b>	<b>40,000</b>		<b>1,488</b>	<b>-</b>
<b>Direct Response</b>						
7125	Endless Vacation <b>Bonus Ad</b>	2	NA			78
7126	Previous Year advertising (6199-6235, 6520-6524)	3,312	NA		21	736
7127	Alaska Past Inquirers	4,409	12,000	37%	2	13,690
7133	Dunhill Travel Deals	2,455	3,500	70%	1	11,123
7134	Homeaway	733	5,800	13%	-	4,968
7135	VRBO	2,744	1,400	196%	1	12,464
7136	Facebook	4,588	2,500	184%	-	24,930
7137	Sunset eNewsletter	12	600	2%	-	91
7138	Family Motorcoach Assoc	3,676	2,000	184%	1	7,794
7139	Escalate (WomansOutdoorLife.com)	11,074	11,250	98%	-	14,973
7141	React2Media(Travel Networks)	3,630	3,000	121%	-	53,676
7142	HomeAway email (bonus)	1,072			1	4,742
7143	Facebook Retargeting	1,345	2,000	67%	-	8,619
7149	PPC Google Lead Gen	2,654	2,000	133%	268	23,262
7150	PPC Bing/Yahoo Lead Gen	1,144	1,200	95%	101	7,572
<b>Total Lead Generation</b>		<b>42,850</b>	<b>38,000</b>	<b>113%</b>	<b>396</b>	<b>188,718</b>
<b>1,136,692</b>						
<b>Traffic Generation</b>						
7005	PPC bing/Yahoo	5,936	5,800	102%	349	152,889
7006	PPC Google	12,305	12,500	98%	769	329,972
7152	Sherman's eNewsletter	78	70	111%	-	4,727
7153	Smarter Travel	15	10	150%	-	1,907
7154	Smarter Travel Dedicated eMail	79	40	198%	-	987
7155	Travel Spike Text Links	558	500	112%	-	10,688
7157	Sojern	18	10	180%	-	2,340
7158	Solve Media	8	10	80%	-	8,203
7159	Facebook	377	250	151%	-	66,228
7165	TravelSpike Tile Email (Coop)	277	200	139%	1	849
<b>Total Traffic Generation</b>		<b>19,651</b>	<b>19,390</b>	<b>101%</b>	<b>1,119</b>	<b>578,790</b>
<b>Total All Advertising Traffic &amp; Leads</b>		<b>100,404</b>	<b>97,390</b>	<b>103%</b>	<b>3,018</b>	<b>788,790</b>
<b>* Does not include website general</b>						

## ATIA FY 17 Website Traffic & Lead Update

June 12, 2017

	Leads YTD by State of Origin		Change Since Last Report
Alabama	1,475	1.5%	44
Alaska	374	0.4%	17
Arizona	2,171	2.2%	61
Arkansas	965	1.0%	21
California	8,193	8.2%	255
Colorado	2,093	2.1%	54
Connecticut	875	0.9%	26
Delaware	263	0.3%	4
District of Columbia	100	0.1%	5
Florida	7,285	7.3%	195
Georgia	2,870	2.9%	79
Hawaii	382	0.4%	15
Idaho	609	0.6%	14
Illinois	3,428	3.4%	110
Indiana	2,055	2.0%	34
Iowa	1,327	1.3%	35
Kansas	918	0.9%	35
Kentucky	1,275	1.3%	28
Louisiana	1,305	1.3%	37
Maine	535	0.5%	12
Maryland	1,317	1.3%	43
Massachusetts	1,459	1.5%	44
Michigan	3,456	3.4%	90
Minnesota	2,505	2.5%	85
Mississippi	787	0.8%	16
Missouri	2,090	2.1%	44
Montana	462	0.5%	11
Nebraska	654	0.7%	15
Nevada	840	0.8%	30
New Hampshire	520	0.5%	13
New Jersey	1,974	2.0%	65
New Mexico	589	0.6%	13
New York	4,411	4.4%	112
North Carolina	2,746	2.7%	85
North Dakota	282	0.3%	11
Ohio	3,433	3.4%	79
Oklahoma	1,279	1.3%	37
Oregon	1,601	1.6%	26
Penna	3,684	3.7%	82
Rhode Island	231	0.2%	5
South Carolina	1,331	1.3%	34
South Dakota	414	0.4%	6
Tennessee	1,956	1.9%	43
Texas	6,853	6.8%	249
Utah	826	0.8%	32
Vermont	278	0.3%	10
Virginia	2,153	2.1%	68
Washington	2,503	2.5%	96
West Virginia	564	0.6%	16
Wisconsin	2,722	2.7%	79
Wyoming	321	0.3%	8
US Terr.	254	0.3%	18
Canada	4,438	4.4%	186
Foreign	1,830	1.8%	120
unknown	1,143	1.1%	67
<b>Total</b>	<b>100,404</b>	<b>100.0%</b>	<b>3,018</b>

## DIRECT RESPONSE

Ads whose goal is to generate qualified leads.

Code	Media	Budget	Creative	Leads Delivered	Impressions Received	Answers to 1ab	CPR
7127	Alaska Past Inquirers	\$0	Governor Email	4,202	1,136,692	60%	\$0.00
7133	Dunhill Travel Deals	\$8,589	Banner Ads	2,454	32,500,000	54%	\$3.50
7134	Homeaway	\$50,000	Custom Email	1,801	46,600,000	41%	\$27.76
7135	VRBO	\$22,000	Custom Email	2,738	18,000,000	51%	\$8.04
7136	Facebook	\$17,500	Newsfeed Ads	4,587	3,838,216	54%	\$3.82
7137	Sunset eNewsletter	\$2,000	Banner Ads	12	208,200	58%	\$166.67
7138	Family Motorcoach Assoc	\$9,900	Custom Email	3,672	234,000	52%	\$2.70
7139	Escalate (WomansOutdoorLife.com)	\$59,800	Banner Ads	11,074	17,600,000	46%	\$5.40
7141	React2Media (Travel Networks)	\$12,000	Banner Ads	3,630	300,000,000	43%	\$3.31
7143	Facebook Retargeting	\$5,000	Newsfeed Ads	1,345	443,596	76%	\$3.72
TOTAL		\$186,789		35,515	420,560,704		\$5.26



## TRAFFIC GENERATION

### Ads that drive new interest and clicks to and within sections of travelalaska.com

Code		Media Budget	Creative	Clicks Received	Impression Received	Answers to 1ab	Cost per click
7152	Sherman's eNewsletter	\$2,600	Text Link	4,725	5,000,000	63%	\$0.55
7153	Smarter Travel	\$1,028	Banner Ads	1,907	1,600,000	60%	\$0.54
7154	Smarter Travel Dedicated Email *	\$5,000	Custom Email	974	500,000	61%	\$5.13
7155	Travel Spike Text Links	\$10,000	Contextual Content	13,455		58%	\$0.74
7165	Travel Spike Dedicated Email*	\$10,000	Custom Email	874	1,878,178	na	\$11.44
7157	Sojern	\$15,000	Banner Ad	2,340	2,765,355	59%	\$6.41
7158	Solve Media	\$15,000	Banner Ads with Captcha	8,203	919,234	88%	\$1.83
7159	Facebook**	\$20,465	Newsfeed Ads	90,152	10,395,830	66%	\$0.23
TOTAL		\$79,093		122,630	23,058,597		\$0.64

\*Partial Coop

\*\* Google Analytics Shows 66,134 Clicks

# **ALASKA TRAVEL INDUSTRY ASSOCIATION**

## **Advertising Report**

Prepared by Brilliant Media Strategies  
May, 2017

With one month left in the fiscal year the advertising has been completed.

### **Digital Advertising**

Prepared and submitted year-end report.

### **User Generated Videos**

Coordinated with PR contractor to solicit content from visitors. Video content from visitors will be monitored through June.

### **Transfer of Asset**

Prepared and submitted asset list and associated cost to move assets to ATIA.

### **Other Program Activities**

Other ongoing activities include closely monitoring performance, response-web traffic report updates, negotiating for make goods where appropriate and evaluating both solicited and non-solicited media proposals.

## **Thompson & Co. Public Relations Monthly Status Report to ATIA**

### **Status report for May 2017**

Thompson & Co. Public Relations provides monitoring services for the effectiveness of the public relations program in the form of this monthly activity report. This report provides a thorough update to the client on the tourism program's public relations efforts.

#### **Domestic Media Assistance**

In May, Thompson & Co. provided assistance to domestic travel editors, writers, journalists and broadcasters in the form of fact checking, answering questions or developing partial or complete press tours for travel writers, journalists and others focusing on specific seasons, activities or special events. Deliverables include:

- Media assistance at various levels to work to meet the annual goal of 200 journalists
  - As of June 1, Thompson & Co. has provided assistance to 380 of the 200 journalists goal for FY17.
- Assistance to media included:
  - David Swanson, freelance, editorial assistance
  - Gwen and Roger Pratesi, US News and World Report, itinerary assistance
  - Christine Gordon, freelance, itinerary assistance
  - Chris Solomon, freelance, itinerary assistance
  - Lindsay Meyers, Active Times, itinerary assistance
  - Eric Althoff, Washington Times, itinerary assistance
  - Sean Conneely, Home & Away, itinerary assistance
  - Daniel Peltier, Skift, editorial assistance
  - Erin Florio, Conde Nast Traveler, editorial assistance
  - Melissa Kravitz, freelance, itinerary assistance
  - Blake Snow, freelance/Paste Magazine, trip assistance request
  - Peggy Wolff, freelance, press trip request
  - Tracey Minkin, Coastal Living, editorial assistance
  - Susan Barnes, USA Today, editorial and photo assistance
  - Elissa Garay, freelance, editorial assistance
  - Lynn Seldon, freelance, press trip request
  - Fran Golden & David Molyneaux, Frommers, itinerary assistance
  - Matt Villano, freelance, interview assistance
  - Marilyn Green, TravelAge West, photo assistance

- Ann Yungmeyer, freelance, press trip request
- Deborah Hamilton-Lynne, freelance, itinerary assistance
- Eric Lucas, Alaska Air Beyond, editorial assistance
- Mary Jo Shore, Aventura magazine, itinerary assistance request
- Stephanie Geffner, Wedding Salon, advertising request
- Joan Gelfand, freelance, press trip request
- Ariel Imoto, Uheheu, social media partnership request
- Jeff Cutler, Out of Bounds: Alaska, editorial assistance
- Petra O'Neill, freelance, press trip request
- Cory Wray, Cannabis Classic, speaker request
- Tomoko Okazaki, Surf Magazine, press trip request
- Angela Schmidt, UAF, editorial assistance
- Katina Beniaris, Country Living, photo assistance
- Darbe Rotach, Medscape, photo assistance
- Meghan Moeller, Big Frame Talent, social media partnership request
- Helen-Anne Embry, freelance, press trip request
- Monika, WanderGirl, social media partnership request
- Kandace Selio, freelance, b-roll request
- Melanie Mackey, Influencer Management, social media partnership request
- Liz Carlson, Young Adventures, social media partnership request
- Jonas Katerkamp, Fly with me!, b-roll footage request
- Jen Rose Smith, Backpacker Magazine, photo assistance
- Terry Ward, freelance, media assistance
- Ethan Fletcher, Via Magazine, information request
- Elizabeth Hey, AAA Home & Away, itinerary assistance
- Tim Johnson, Toronto Star, itinerary assistance
- John Zada, freelance/BBC Travel, trip assistance request
- Jackie Williams, freelance/Women's Edition, editorial assistance
- Jessica Dodell Feder, Food Network Magazine, research and editorial assistance
- Stephanie Granada, freelance/Sunset magazine, editorial assistance
- Liza Weisstuch, Budget Travel, fact checking assistance
- Rosemary McClure, LA Times, AVSP

As of June 1, Thompson & Co. assisted 16 domestic media with access to the Barberstock image library.

- Meetings with ATIA staff

- Redirection on advertising requests
- Redirection of travel trade Barberstock media requests

### **International Media Assistance**

- Thompson & Co. assisted ATIA with international media assistance requests from May 1-8. Assistance was provided to the following:
  - Neha Ranavat, BCCL Worldwide, advertising request
  - Simon Parker, 1080 Media, trip assistance request
- Thompson & Co. assisted with 1 international Barberstock request

### **Media Outreach**

Thompson & Co. Public Relations seeks to place positive travel-related news about Alaska into the editorial channels of national media and occasionally, international media in conjunction with ATIA overseas offices. Deliverables, mainly carried out by T&C's New York office, include:

- Outreach plan to communication with media about Alaska travel update:
  - Wrote and distributed press release about new AVSP stats, conducted follow-up with journalists and coordinated interviews for ATIA President and CEO Sarah Leonard both instate and nationally.
- Proactive outreach to target publications update
  - Zeb Goodman, Passion Passport
- Coordinated what's new document for IPW 2017 attending media
- Quarterly e-news bulletin in conjunction with ATIA staff
  - During the month of May, there was no coordination of the quarterly e-news bulletin.
- Pay-to-play cooperative PR programs
  - Pay-to-play public relations programs included:
    - Sponsored content in Alaska Travel News Bulletin (\$500/quarterly)
    - Hosting Alaska Travel News Facebook (\$1,000/week)
    - #TravelAlaska Twitter chat (\$1,000/month)
    - Alaska Travel Editor Briefings in New York City - spring 2017 (\$2,500/partner)

- Social media coordination
  - Updated Twitter three times per week, Facebook three times per week and Instagram two times per week with additional posts the week of a Twitter chat to promote the chat.
  - Coordinated Alaska's sustainable tourism themed Twitter chat with co-hosts @AKontheGO and @GSTCouncil. The chat had a reach of over 812,000 and achieved over four million impressions. A total of 39 users participated in the chat which accumulated 258 posts using the hashtag.
  - Participated in three #TravelSkills Twitter chats which discussed the topics of bucket list travel, summer road trips and summer travel. The chat participation garnered 62 link clicks to TravelAlaska.com and an additional 32,867 impressions to the @AlaskaTravelNews Twitter page.

### **Alaska Media Road Show**

Thompson & Co. Public Relations is working with ATIA to develop a new concept for an event to take place in FY18 that will connect national media with Alaska tourism business and communities. Deliverable includes:

- Development of a new plan for reworked Alaska Media Road Show update.
- 

### **Crisis Communication**

Thompson & Co. Public Relations assists with coordinating and implementing communication during a crisis, such as an oil spill, volcanic eruption, earthquake, tourism boycott, etc. This may include working with ATIA staff in order to overcome negative travel stories or other information detrimental to the image of Alaska as a destination. Media assistance and crisis plan activation in the event of a full-scale crisis will be contracted separately.

Deliverables include:

- Update the ATIA Crisis Communications Plan
- Walk-through of crisis plan and media training with ATIA staff
  - TBD

### **Monitoring and Reporting: ROI**

The ROI goal in the form of direct ad value for FY17 is \$10 million. Thompson & Co. Public Relations will provide two ROI reports annually. Below are some articles generated during the month of May on behalf of ATIA:

1. San Francisco Chronicle, "Cold rush: Larger fleet sails for Alaskan waters"

URL: <http://www.sfchronicle.com/travel/article/Cold-rush-Larger-fleet-sails-for-Alaskan-waters-11176482.php?cmpid=twitter-premium>

Impressions: 23,927,096

Media Value: \$1,196,354.80

2. Chicago Tribune, "Creative Homer cooking hits the spot in Alaska's Kenai Peninsula"

URL: <http://www.chicagotribune.com/lifestyles/travel/ct-fork-homer-alaska-travel-0604-20170516-story.html>

Impressions: 23,927,096

Media Value: \$1,196,354.80

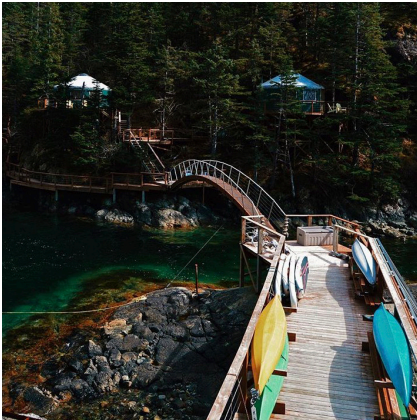
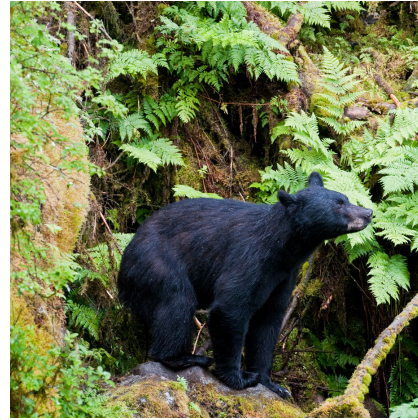
3. Skift, "Alaska Crosses Historic Tourism Threshold Without State Marketing Help"

URL: <https://skift.com/2017/05/15/alaska-crosses-historic-tourism-threshold-without-state-marketing-help/>

Impressions: 1,199,885

Media Value: \$11,998.85





**ALASKA**  
Beyond Your Dreams. Within Your Reach.

## SOCIAL MEDIA STATUS REPORT

M A Y 2 0 1 7

social media services & data collected by

THOMPSON & CO.  
PUBLIC RELATIONS



# T W I T T E R

## @alaskatravlnews

**141K** TWEET IMPRESSIONS

+22.1% from April

**38** MENTIONS

**155** TOTAL LINK CLICKS

AVERAGE **4.5k** IMPRESSIONS  
PER DAY IN APRIL

**+127**  
followers

**TOP TWEET IN MAY**  
5,969 total impressions

**3,725** total impressions

**3,609** total impressions

## VOCABULARY CHEAT SHEET

**IMPRESSIONS** / # of times a tweet appeared in a users feed

**MENTIONS** / when someone tags you in their tweet

**REACH** / # of unique users that saw the tweet

## #TRAVELALASKACHAT

Chat Topic: Sustainable Tourism

**4,229,106** TOTAL IMPRESSIONS

9 Link Clicks to AdventureGreenAlaska.com

**31.5k** ORGANIC IMPRESSIONS

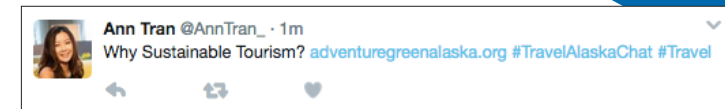
of the @alaskatravlnews page

**MAJOR PARTICIPANTS**

@AnnTran\_ 551k followers

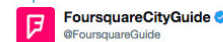
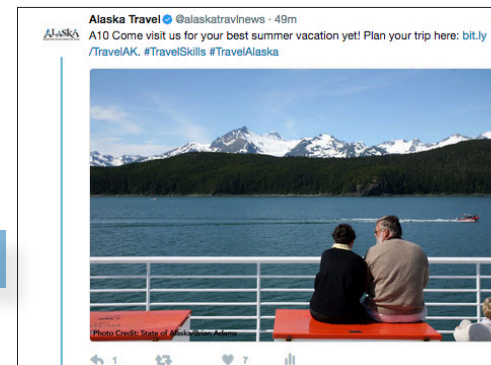
@Marilyn\_Res 69.5k followers

**812,816**  
total reach  
of travel chat



## #TRAVELSKILLS

The weekly #TravelSkills Twitter chat is hosted by travel bloggers, @cjmccginnis and @johnnyjet. May had three Travel Chats that @AlaskaTrvlNews participated in - bucket list travel, summer road trips and summer travel. We garnered valuable organic engagement which earned us **62 link clicks** to TravelAlaska.com and an additional **32,867 impressions**.



We noticed some great breweries in Anchorage - sounds like there is a lot of summer fun to be had in Alaska! [4sq.com/2rE0ku5](http://4sq.com/2rE0ku5)



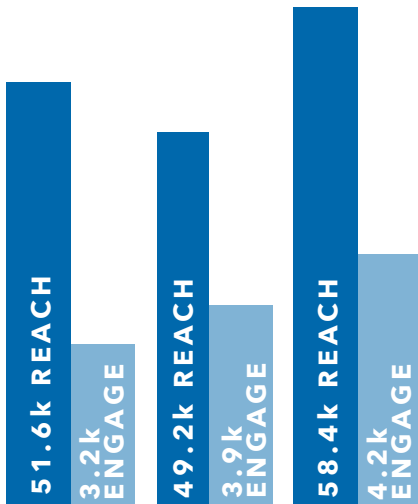
# FACEBOOK

## @AlaskaTravelNews

**+1,972  
NEW LIKES**  
+31% from April

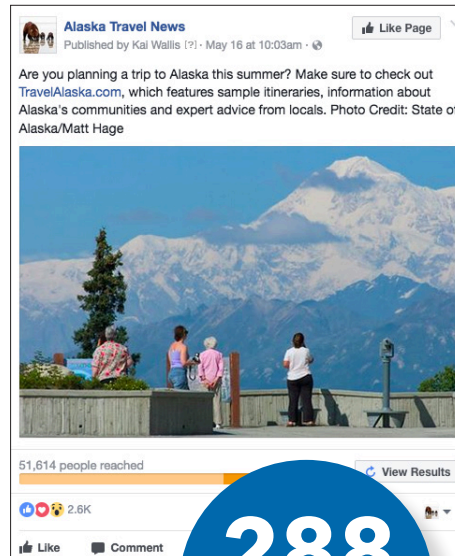
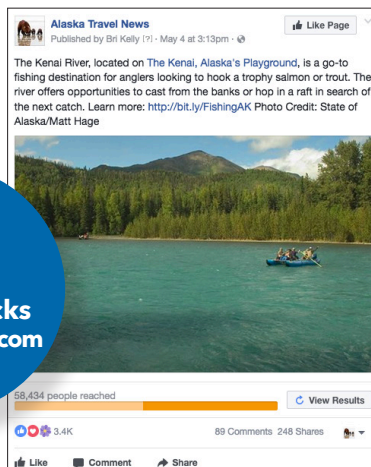
**137,235 REACH**  
**17 ACTIONS** (CLICKS TO WEBSITE  
FROM ABOUT ME SECTION)  
**26,142 ENGAGEMENT**

### BOOSTED POSTS



**PLANNING A TRIP** \$200 spent  
**CAMPING ADVENTURE** \$300 spent  
**KENAI RIVER** \$300 spent

**71**  
website clicks  
to travelalaska.com

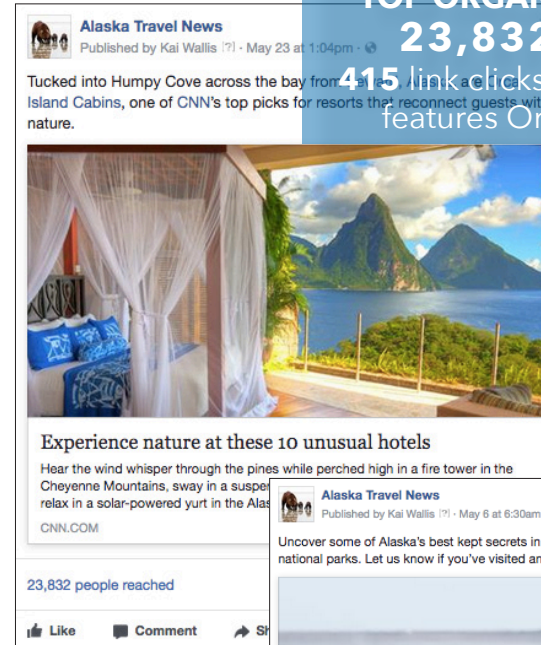


**288**  
website clicks  
to travelalaska.com

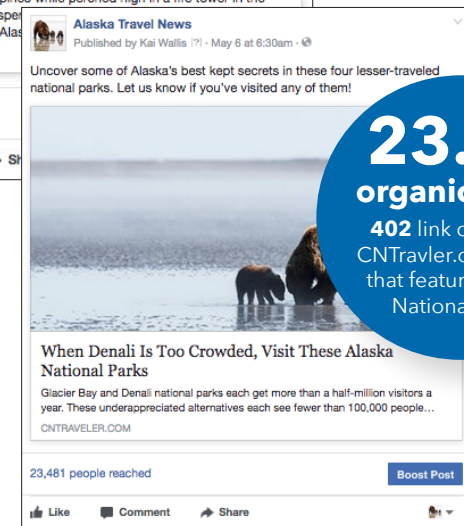
### OTHER TOP POSTS IN APRIL

Happy Mother's Day **21.9K** reach  
Favorite Alaska Seafood **20.4k** reach  
Trip Full of Adventure **15.3k** reach

**TOP ORGANIC POST IN MAY**  
**23,832** total reach  
**415** link clicks to CNN article that features Orca Island Cabins

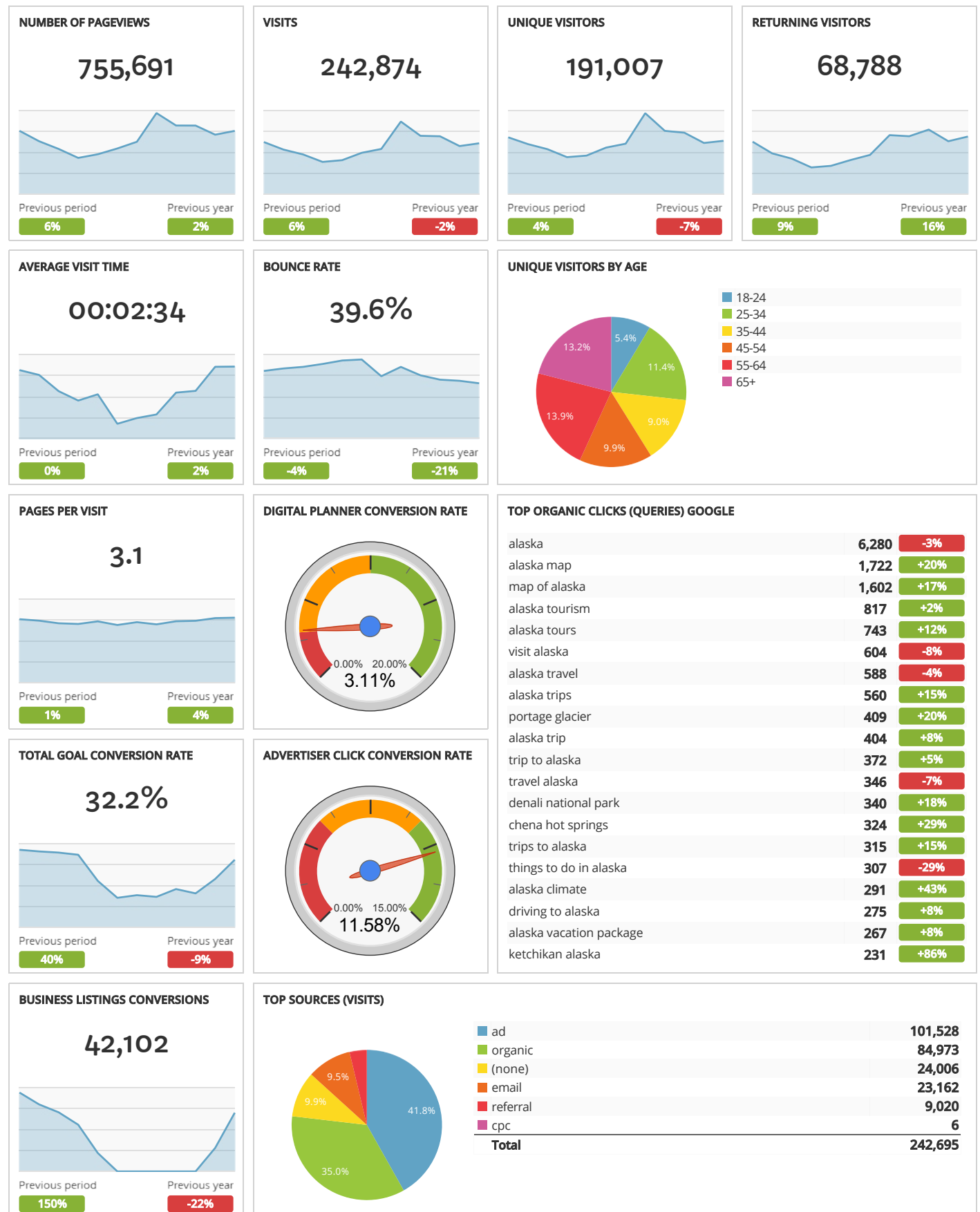


**23.4k**  
organic reach  
402 link clicks to a  
CNTravler.com article  
that features Alaska  
National Parks



# TravelAlaska.com Performance Dashboard

Report for May 1, 2017 - May 31, 2017



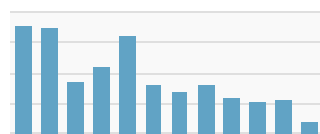
# My Alaska News

## MY ALASKA NEWS EMAILS SENT

449,952

## MY ALASKA NEWS OPEN RATE

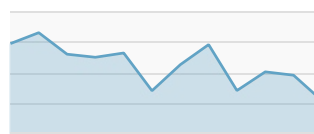
17.08%



Previous period: -17%  
Previous year: -42%

## MY ALASKA NEWS CLICK RATE

0.8%



Previous period: -44%  
Previous year: -63%

## MY ALASKA NEWS CLICK/OPEN RATE

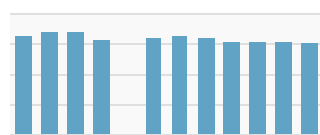
4.8%

## SEGMENT EMAILS SENT

252,596

## SEGMENT EMAIL OPEN RATE

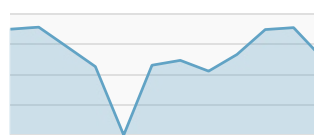
30.58%



Previous period: -1%  
Previous year: N/A

## SEGMENT EMAIL CLICK RATE

1.9%



Previous period: -28%  
Previous year: N/A

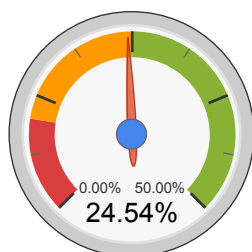
## SEGMENT EMAIL CLICK/OPEN RATE

6.3%

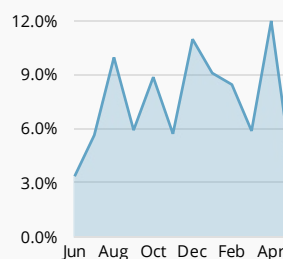
## EMAIL LEADS EMAILS SENT

81,969

## UNIQUE OPEN RATE



## USERS WHO CLICKED RATE (CLICKS/RECIPIENTS)



## EMAIL LEADS CLICK/OPEN RATE

16.6%





## ALL TRAFFIC

Month	Pageviews			Visits			Visitors			Bounce Rate			Average Pages per Visit		
Month	FY15	FY16	FY17	FY15	FY16	FY17	FY15	FY16	FY17	FY15	FY16	FY17	FY15	FY16	FY17
July	750,495	728,110	631,953	216,416	224,892	212,884	174,944	179,694	179,380	50.37%	52.88%	50.19%	3.47	3.24	2.97
August	697,821	670,863	539,697	205,154	217,486	189,664	160,839	176,365	161,085	50.82%	54.89%	51.32%	3.40	3.08	2.85
September	887,133	862,093	432,648	382,162	416,634	153,862	335,255	371,561	1	68.43%	70.78%	53.42%	2.32	2.07	2.81
October	801,790	718,929	476,174	284,093	270,394	162,199	240,936	231,622	138,063	57.90%	54.77%	55.89%	2.82	2.66	2.94
November	813,989	680,088	545,271	264,611	295,444	197,414	218,665	259,878	166,745	47.81%	68.00%	56.64%	3.08	2.30	2.76
December	935,693	818,888	625,618	409,943	375,797	215,836	364,452	331,760	180,730	69.61%	67.37%	44.62%	2.28	2.18	2.90
January	1,250,682	1,152,116	968,776	426,046	404,109	346,825	357,735	334,496	290,085	58.93%	49.41%	51.30%	2.94	2.85	2.79
February	1,279,024	928,355	819,866	537,348	327,101	278,797	460,145	274,990	226,784	66.35%	50.93%	45.28%	2.38	2.84	2.94
March	1,180,842	892,033	819,162	445,831	320,632	276,503	368,003	271,359	220,178	62.68%	51.77%	42.16%	2.65	2.78	2.96
April	986,603	753,351	710,192	412,368	252,222	229,648	353,023	208,714	183,397	68.43%	50.15%	41.34%	2.39	2.99	3.09
May	889,546	743,535	755,691	332,797	248,039	242,874	279,710	204,498	191,007	61.74%	50.05%	39.56%	2.67	3.00	3.11
June	752,279	756,375		232,952	248,861		183,875	203,554	0	52.42%	48.41%		3.23	3.04	
Total	11,225,897	9,704,736	7,325,048	4,149,721	3,601,611	2,506,506	3,497,582	3,048,491	1,937,455						
YTD	9,584,072	8,204,826	6,569,357	3,583,972	3,104,711	2,263,632	3,033,997	2,640,439	1,746,448	60.13%	57.10%	49.22%	2.77	2.70	2.90
Average	935,491	808,728	665,913	345,810	300,134	227,864	291,465	254,041	161,455	59.62%	55.78%	48.34%	2.71	2.69	2.92

Month	Organic Search Engine Referrals			Repeat Visitor Percentage			Average Time on Site			Multipage Visits			Average Pages/Multipage Visit		
Month	FY15	FY16	FY17	FY15	FY16	FY17	FY15	FY16	FY17	FY15	FY16	FY17	FY15	FY16	FY17
July	114,140	109,745	127,651	26.60%	28.60%	22.90%	2:52	2:49	2:30	107,407	105,969	106,038	5.97	5.75	4.95
August	102,210	106,253	111,244	29.30%	26.80%	22.30%	2:49	2:36	2:23	100,895	98,108	92,328	5.88	5.62	4.79
September	93,552	91,980	86,039	17.20%	19.80%	20.70%	1:41	1:26	2:18	120,649	121,740	71,669	5.19	4.66	4.89
October	94,151	82,486	75,855	24.90%	20.20%	20.80%	2:16	2:11	2:21	119,603	122,299	71,546	5.33	4.67	5.39
November	91,610	78,308	71,430	23.70%	22.40%	20.60%	2:38	1:41	2:07	138,100	94,542	85,599	4.98	5.07	5.06
December	92,863	82,126	75,938	14.40%	22.10%	21.70%	1:35	1:32	2:10	124,582	122,623	119,530	5.22	4.61	4.43
January	136,711	121,042	93,554	21.80%	22.00%	20.30%	2:24	2:32	2:11	174,977	204,439	168,904	5.71	4.66	4.68
February	117,488	104,676	77,062	24.30%	21.30%	25.00%	1:49	2:30	2:22	180,818	160,508	152,558	5.10	4.75	4.55
March	118,718	106,750	81,415	26.50%	20.90%	27.80%	2:05	2:23	2:23	166,384	154,641	159,929	5.42	4.70	4.39
April	102,079	105,613	77,853	24.70%	24.10%	27.50%	1:50	2:35	2:34	130,185	125,733	134,712	5.41	4.99	4.57
May	114,611	120,639	84,973	22.50%	24.00%	28.30%	2:04	2:31	2:34	127,328	123,895	146,793	5.37	5.00	4.49
June	113,550	119,430		29.50%	25.20%		2:42	2:33		110,839	128,387		5.69	4.95	
Total	1,291,683	1,229,048	963,014							1,601,766	1,562,885	1,309,605			
YTD	1,063,522	988,979	878,041	23.34%	22.82%	22.96%	2:11	2:13	2:19	1,363,599	1,310,602	1,162,812	5.40	4.89	4.70
Average	107,640	102,421	87,547	23.78%	23.12%	23.45%	2:13	2:16	2:21	133,480	130,240	119,055	5.42	4.91	4.68



## MOBILE

Month	Mobile Visits			Percent Mobile Visits			Mobile Bounce Rate			Desktop Bounce Rate			Mobile Pages Per Visit		
	FY15	FY16	FY17	FY15	FY16	FY17	FY15	FY16	FY17	FY15	FY16	FY17	FY15	FY16	FY17
July	43,707	59,102	69,476	20.2%	26.3%	32.6%	62.08%	61.94%	50.51%	44.40%	48.43%	46.18%	2.23	2.33	2.48
August	41,277	53,264	60,425	20.1%	24.5%	31.9%	61.67%	61.36%	51.09%	44.34%	37.75%	51.43%	2.23	2.31	2.38
September	74,630	92,840	46,210	19.5%	22.3%	30.0%	73.79%	73.22%	51.42%	67.68%	67.22%	54.28%	1.77	1.77	2.43
October	54,022	56,157	46,757	19.0%	20.8%	28.8%	64.52%	57.24%	56.09%	54.72%	51.31%	57.51%	2.10	2.31	2.48
November	62,562	69,631	60,148	23.6%	23.6%	30.5%	54.54%	68.22%	55.79%	46.20%	63.03%	58.61%	2.26	1.97	2.39
December	44,208	98,435	73,550	17.3%	26.2%	34.1%	59.31%	68.99%	41.14%	74.41%	64.69%	48.98%	2.18	1.98	2.48
January	89,441	107,206	103,809	21.0%	26.5%	29.9%	63.70%	52.69%	51.28%	53.86%	47.28%	53.43%	2.24	2.49	2.33
February	106,398	77,597	83,833	19.8%	23.7%	30.1%	69.84%	49.81%	46.92%	61.96%	47.01%	45.48%	1.91	2.50	2.45
March	93,742	78,870	89,970	21.0%	24.6%	32.5%	68.85%	51.90%	45.19%	58.80%	48.86%	41.28%	2.04	2.42	2.33
April	69,794	60,958	77,240	16.9%	24.2%	33.6%	71.43%	50.43%	44.34%	63.67%	47.43%	40.54%	1.93	2.52	2.41
May	77,169	65,838	80,444	23.2%	26.5%	33.1%	72.34%	50.04%	42.65%	58.64%	47.48%	38.54%	1.90	2.51	2.48
June	56,473	76,445		24.2%	30.7%		61.43%	49.94%		48.87%	49.50%		2.31	2.52	
Total	813,423	896,343	791,862												
YTD	679,781	754,060	711,418	19.9%	24.3%	31.4%	65.0%	59.6%	49.4%	57.0%	52.3%	49.8%	2.09	2.26	2.42
Average	67,785	74,695	71,987	20.5%	25.0%	31.6%	65.3%	58.0%	48.8%	56.5%	51.7%	48.8%	2.09	2.30	2.42

## PLANNER/ADS

Month	Planner Request Confirmation			Text Ad Click-Thrus			Average Clicks Per Ad		
	FY15	FY16	FY17	FY15	FY16	FY17	FY15	FY16	FY17
July	7,424	6,301	6,737	42,030	38,673	44,057	44	41	50
August	7,443	5,516	6,013	39,101	36,201	31,908	41	38	36
September	26,735	38,090	5,037	34,349	30,420	25,303	36	32	29
October	30,741	63,401	7,076	38,151	35,302	13,937	42	41	41
November	54,975	23,517	11,217	37,786	31,941	21,139	42	37	63
December	37,321	59,525	11,968	31,779	45,945	25,937	35	53	63
January	43,003	71,879	18,906	53,295	65,739	39,699	59	76	91
February	53,755	43,526	22,878	43,564	49,872	33,232	48	58	75
March	38,447	35,399	14,690	44,245	45,479	40,954	49	53	88
April	27,455	16,804	8,328	44,644	42,414	48,937	50	49	94
May	17,297	7,627	7,565	45,067	45,047	49,829	50	52	90
June	6,393	7,486		37,782	49,726		42	58	
Total	350,989	379,071	120,415	491,793	516,759	374,932	540	589	719
YTD	327,299	363,958	112,850	408,944	421,986	325,103	448	479	630
Average	29,249	31,589	10,947	40,983	43,063	34,085	45	49	65