



# SOUTHEAST ALASKA TOURISM COUNCIL 2018 UPDATE

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*Alaska's Inside Passage*  
*Boundless*



# Who We Are

A regional collaborative of local destination marketing organizations (DMOs)



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- Full marketing partners
  - Ketchikan Visitors Bureau
  - City & Borough of Wrangell
  - Petersburg Chamber of Commerce
  - Travel Juneau
  - Visit Sitka | Sitka Chamber
  - Haines Convention & Visitors Bureau
  - Skagway Convention & Visitors Bureau
  - Alaska Marine Highway System



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- Associate Marketing Partner
  - Gustavus Visitors Association

# Our Mission

To efficiently and effectively promote  
Southeast Alaska as a visitor destination



# Our Focus

To stimulate independent travel to the region and to emphasize the area's diverse experiences



# Our Public Persona

ALASKA'S INSIDE PASSAGE

[www.alaskasinsidepassage.com](http://www.alaskasinsidepassage.com)



Alaska's Inside Passage



akinsidepassage



AlaskasInsidePassage



# Our Verbal Brand



*Boundless*



# Our 2018 Marketing Strategy



# Our Target Audience

- Adventure travelers
- Wildlife viewers
- Culture visitors
- Sportfishers



Get **Plan Now!**   
Inside

*Alaska's Inside Passage*  
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# Key Elements

1

- Make improvements to existing website

2

- Purchase Google/Bing ad words to drive traffic to site

3

- Utilize co-op marketing opportunities on [TravelAlaska.com](http://TravelAlaska.com)

# Key Elements

a

- Listings ads on TravelAlaska.com

b

- Banner ads on TravelAlaska.com

c

- Listing ad in 2018 Alaska State Planner

# Key Elements

4

- Continue to build awareness through Facebook page

5

- Establish an Instagram page for Alaska's Inside Passage

6

- Access travel journalists through membership in NATJA



# Delivering Results

## JANUARY 2018 WEBSITE STATS

2,182 site visits (up 1,695 over Jan 2017)

172 guide orders (up 140 over Jan 2017)

# Extend Your Reach

**Alaska's Inside Passage**  
Boundaries of

You've never heard thunder like this

Home | Communities to Explore | Getting Around | Events | Vacation Guides | Press Room

## Welcome to Alaska's Inside Passage

Click on a Community link to learn more

Southwest Alaska — a network of sheltered waterways, sparsely settled towns, snow-capped mountains, glacier-fed rivers, and small, beautiful coastal communities, all within America's largest national forest and connected by the unique Alaska Mailer Highway ferry system. We believe it's the most beautiful place on Earth. But don't take our word. Find out for yourself.

### Alaska Wildlife and Adventure

Home to all the swiftest Alaska adventures visitors expect — brown and black bear viewing, moose and humpback whale watching, glacier floating and mudboating, hiking wilderness trails, and all the heart-pounding experiences one vacation can handle.

### Charming Towns, Extensive Activities

Explore Southeast Alaska's charming towns: the Juneau, Alaska's wilderness capital city, home to the most accessible glaciers in the state; Or Skagway, where the jaw-dropping gold rush history; Or Sitka is the prettiest location on the coast; Haines, where there are more glaciers than people; Or Wrangell, home to Great Bear; and Ketchikan, famous for its totem poles, float planes, and outstanding sport fishing for wild Alaska salmon and halibut; Or Juneau fishing village with a vibrant Norwegian and Alaska native heritage; Or Gustavus, the gateway to Glacier Bay National Park.

### Plan your trip to Alaska's Inside Passage

Rich in wilderness, wildlife, culture, and history, Alaska's Inside Passage is yours to enjoy. Start planning your journey with the following guides today.

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**Alaska's Inside Passage**  
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## PETERSBURG

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### Welcome To Petersburg

Petersburg is a small, vibrant town rich in Alaskan wilderness, history, and scenic beauty. Located on the northern tip of wooded Mitkof Island in the heart of the Tongass National Forest, the charm of this quiet, coastal town is derived from its friendly people and the surrounding Alaska wilderness. Here, you can relax away from the crowds, as the town is just a part of and far from major ships, which are unable to navigate the Wrangell Narrows, a winding, scenic waterway between Mitkof and Agassiz islands. Locally, Petersburg's history is a traditional fishing community that proudly celebrates its Norwegian heritage and still makes its living from the sea, with commercial and pleasure boats dotting the water.

- INTRODUCTION
- ACTIVE ADVENTURE
- CAMPING/RECREATION
- CULTURE/HERITAGE
- GLACIERS & OTHER NATURAL WONDERS
- SHOPPING
- SPORT FISHING
- WILDLIFE
- FUN FACTS

For more information, go to [petersburg.org](http://petersburg.org)

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**ALASKA SEAPLANES**  
SCHEDULED & CHARTER FLIGHTS  
COMMERCIAL & WEA PLANS

ALASKA SEAPLANES  
Based in Juneau  
517 Building Suite  
508.548.4141 ALASKA.COM



QUESTIONS?



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