

## MARKETING OUR DESTINATION

- Hosted Go West Summit, an international meeting of tour operators and suppliers representing 32 countries. The meeting provided a platform for delegates to meet with local businesses and experience our state and its product firsthand.
- Hosted Adventure Travel World Summit, bringing 850 domestic and international adventure travel suppliers, buyers and journalists to our destination and shattering previous attendance records.
- Largest meeting held in 2016: Ducks Unlimited, with 1,200 delegates and an estimated impact of \$1.4 million. It was an unprecedented third visit for a group that rarely meets in the same place twice.
- Hosted three meeting planner familiarization tours in 2016, including the largest on record representing \$10 million in potential business.

## BOOKING TOP MEETINGS

Meetings mean business. This is just a sample of the meetings booked to bring thousands of delegates from across Alaska and around the world to our destination in years to come.

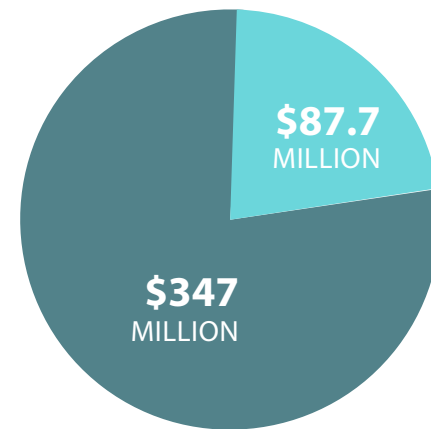
Arrival	Group	Attendance (outside ANC)	E EI
10/18/2017	Alaska Federation of Natives	3,500	\$3,576,043
4/13/2018	National Indian Child Welfare Association	1,100	\$1,507,684
9/21/2018	United States Handball Association	1,200	\$1,168,992
4/24/2019	Conference of Radiation Control Program Directors	500	\$1,153,356
9/22/2019	International Association of Women Police	800	\$961,040
5/31/2020	National Congress of American Indians	1,400	\$1,969,529
5/20/2021	Western Association of College and University Business Officers	600	\$1,178,087

## 2016 TOURISM

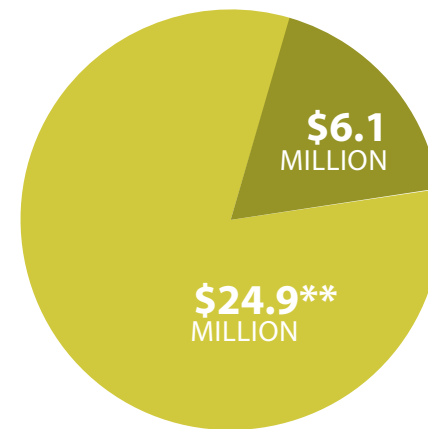
### BENEFITS FOR THE MUNICIPALITY

- While 85% of the state's two million visitors come to Alaska during the summer months, tourism doesn't stop when summer ends. Fall, winter and spring bring the bulk of meeting and convention delegates to our destination.
- The average spend for a visitor in Alaska is \$941 per person, not including the cost of cruises or airfare.

### TRAVELERS MEAN BUSINESS IN OUR COMMUNITY



### VISITORS PAY TAXES\*



LEISURE EEI  
MEETINGS EEI

ROOM TAXES  
RV, CAR RENTAL TAX

E EI = estimated economic impact

\*Projected as of January 15, 2017  
\*\*the MOA room tax is 12%

- Room taxes support municipal services with one-third going to the MOA general fund. The remainder is split between servicing the bond debt of the Anchorage Convention Centers and the municipality's destination marketing contract.
- Nearly one-half (49%) of the state's leisure and hospitality jobs are found within the Municipality of Anchorage (17,200 out of 35,000 jobs). *State of Alaska, Department of Labor (Alaska Economic Trends, Jan. 2017)*
- With support from more than 100 tourism-related businesses, the 2016 Visitor Industry Charity Walk distributed \$39,000 to 50 charities. The 5K walk also secured a multi-year sponsor, a first in the 17-year history of the event.

# REPORT TO THE COMMUNITY

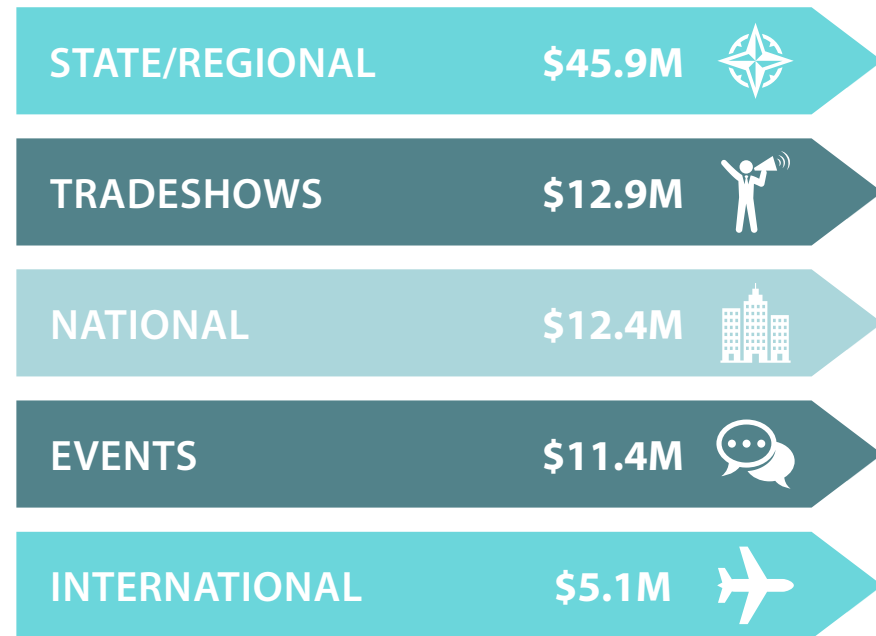
JANUARY 19, 2017



visit  anchorage

## BRINGING DOLLARS TO THE DOORSTEP

By maximizing attendance, meetings in the municipality generated an estimated economic impact (EEI) of \$87.7 million.



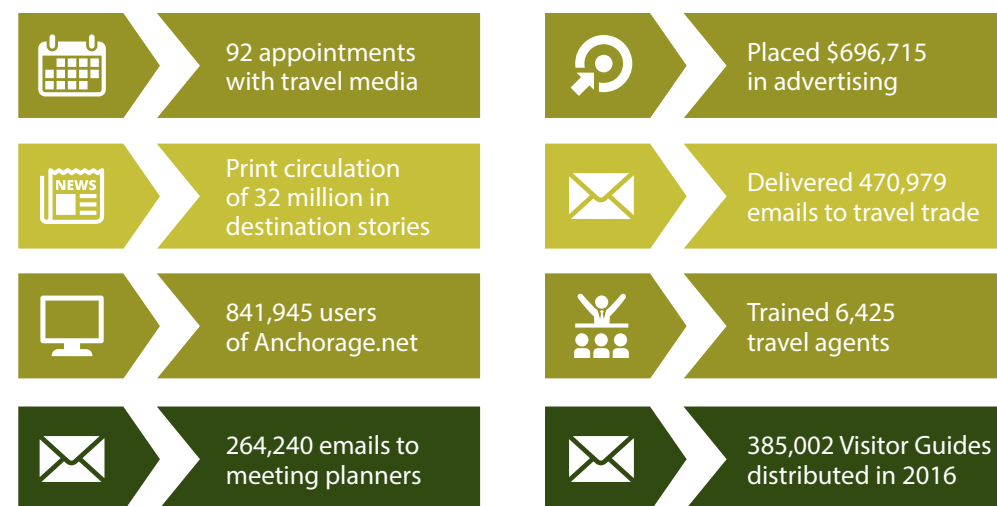
## FINDING FUTURE MEETINGS

It takes research and relationship building to find and foster new meetings business. It's what keeps lodging rooms and the convention centers busy in years ahead.

- \$86.7 million in future meetings and conventions on the books
- 388 new meeting accounts opened
- 277 requests for proposals sent to meeting planners in 2016

## STAYING TOP-OF-MIND WITH TRAVELERS

Engaging with journalists, meeting planners and travel professionals keeps Anchorage a top travel destination with consumers.



## PUTTING FEET ON THE STREET

As stewards of the convention centers, Visit Anchorage ensures the facilities best serve conventions and the community, and operate efficiently.

- 165,339 Dena'ina Center attendees in 2016
- 136,307 Egan Center attendees in 2016
- 568 events hosted at convention centers

### OUR MISSION: DESTINATION MARKETING

As the city's destination marketing organization, Visit Anchorage is charged with bringing business to the Municipality of Anchorage.

We strive to ensure Anchorage remains top-of-mind with visitors, meeting planners and travel trade professionals. Our work amplifies the Anchorage brand and distinguishes our destination in a crowded, competitive landscape.

## ANCHORAGE ACCOLADES

- Anchorage was selected by National Geographic as a "Best of the World" destination for 2017. The list includes 21 destinations around the globe.
- AAA included Anchorage in its top 10 domestic summer travel destinations. The list was based on AAA bookings for travel June 1 through Aug. 15, 2016.
- Expedia placed Anchorage on its "15 Best Places to Experience American Culture," noting the city's diverse makeup and cultural attractions.
- Visit Anchorage earned the Destination Partner of the Year award from the National Association of Career Travel Agents.

## ENSURING FUTURE BUSINESS

Trade shows generate future business by driving the interest of travel trade and consumers. Visit Anchorage generated the following business leads based on trade shows in these categories:



## CREATING A WELCOMING ANCHORAGE

A great trip begins with friendly, knowledgeable frontline staff and volunteers. Visit Anchorage helps train the first people travelers are likely to meet during their stay.

- 175,920 people traveled through Visit Anchorage's information centers and were assisted by 100 volunteers.
- Trained 1,323 workers in Visit Anchorage's ambassador program
- Hosted annual Frontline Training Tradeshow with 500 people in attendance
- Provided 10 trainings for our visitor information center volunteers and staff

## WORKING WITH DECISION MAKERS

Familiarization tours give key decision makers the chance to explore our destination firsthand.

