

# 2015 REPORT TO THE COMMUNITY

As the city's destination marketing organization, Visit Anchorage is charged with bringing business to the Municipality of Anchorage. 2015 was an exceptional year, marked by the organization's 40th anniversary and national recognition for its accomplishments. We look forward to 2016, delivering results and remaining top-of-mind with meeting planners, travel trade professionals and potential visitors.



## NOTABLES

- Won Meetings & Conventions magazine's Gold Service Award for the 22nd time in our history
- Earned a silver Davey Award for the 2015 edition of The Official Guide to Anchorage
- Secured the Travelers' Choice Award from TripAdvisor naming Anchorage as one of the top 10 "Destinations on the Rise in 2015"
- Celebrated the 25th annual Big Wild Life Trivia Contest

## MEETINGS

- Largest meeting held in 2015: Alaska Federation of Natives (3,400 attendees)
- Opened 155 new qualified meeting accounts

### Top national meetings booked for future years:

- June 2016: Ducks Unlimited / 1,200 delegates / \$1,556,643 EEI\*
- September 2017: IEEE Ocean Engineering Society / 1,500 delegates / \$2,672,650 EEI
- October 2018: U.S. Handball Association / 1,200 delegates / \$1,168,992 EEI
- July 2019: Uniform Law Commission / 500 delegates / \$487,080 EEI

\*EEI = Estimated Economic Impact

## CONSUMER

- 450,000 Visitor Guides printed
- 100,000 Restaurant Guides distributed
- 974,850 unique visitors to anchorage.net
- 174,596 people assisted at Visit Anchorage's information centers
- 71 volunteers donated 10,187 hours to serving visitors at the information centers

## FACILITIES

- Held 617 events in the Dena'ina and Egan convention centers
- Eight out of 10 users of the centers rated their overall impressions as very satisfied
- Since opening in 2008, the Dena'ina Center has hosted more than 1.5 million guests
- CIVIC Ventures refinanced convention center bonds, realizing significant annual savings

## TRAVEL TRADE

- Trained 6,034 travel agents
- Reached 928,824 trade and consumer show attendees
- Met with 2,675 tour operators
- Generated 4,900 leads from outside domestic travel trade shows

## MEMBERSHIP

- Ended 2015 with 986 members
- 90% retention rate
- 41 member networking and educational events
- 1,671 workers received Visit Anchorage's ambassador training

## MEDIA

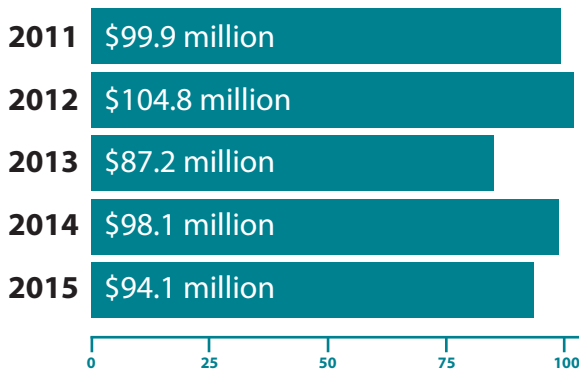
- Launched new image-laden, content-driven, mobile-friendly website in the fall of 2015
- Advertising equivalency: \$12.8 million
- 206 one-on-one appointments with domestic and international media
- 89 travel media hosted in Anchorage on familiarization trips

# BIG MEETINGS COMING IN 2016

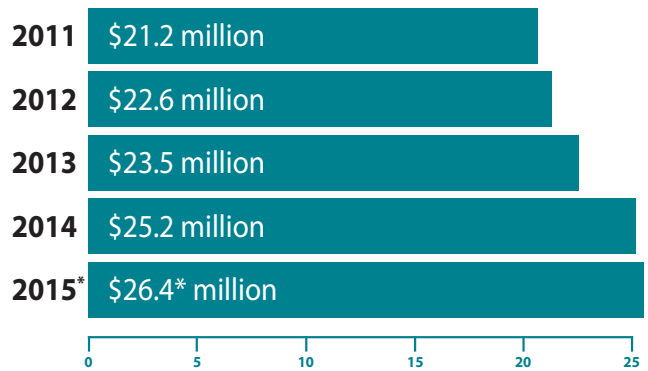
Month	Group	Meeting Type	Room Attendees	EEl Value
January	Alaska Marine Science Symposium	Regional	600	\$705,637
February	Go West Summit	International	550	\$1,044,580
April	UAA Alaska Native Studies Conference	International	500	\$487,080
April	US Academic Decathlon National Competition	National	1,000	\$974,160
May	Ducks Unlimited Annual Meeting	National	1,200	\$1,556,643
June	Council of State & Territorial Epidemiologists Annual Meeting	National	800	\$1,142,751
September	Adventure Travel Trade Association - World Summit	International	700	\$827,281
October	Alaska Travel Industry Association Annual Convention	Regional	650	\$1,063,255

## STATISTICS

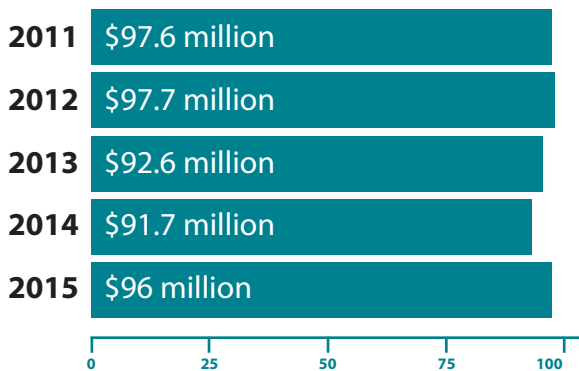
### Meetings Held 2011 -2015



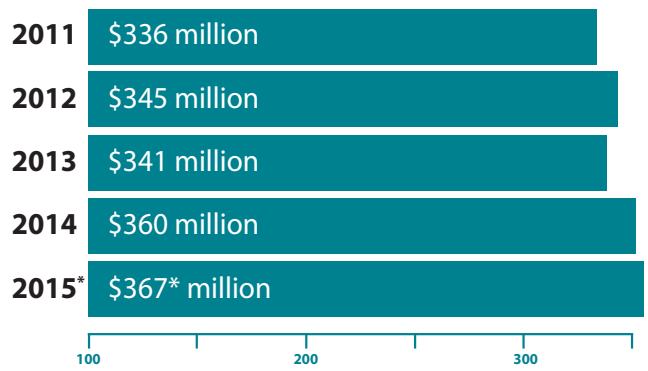
### Bed Tax Collection 2011 -2015



### Meetings Sold 2011 -2015



### Leisure Estimated Economic Impact



\*projected as of Jan. 18, 2016