



BOARD OF DIRECTORS REPORT -2024

4TH QUARTER

TABLE OF CONTENTS

1...	Executive Insights & Spotlights
5...	Strategic Initiatives Report
14...	Supplemental Reports
20...	Financial Reports
25...	Performance Measures

Executive Insights and Spotlights – Q4, 2024

President's Office

The President's Office was busy in the fourth quarter with government affairs before municipal officeholders and many opportunities to share Visit Anchorage and tourism with our leaders. There was an Assembly work-session focused on Visit Anchorage in November, the continued public process on a proposed sales tax to fund civic works, and an Anchorage Chamber 'Make it Monday' forum that featured J. Saupe and other AAA partners. We also featured Mayor LaFrance at the December Membership Luncheon.

In addition to a November Board of Directors meeting, the President's Office supported 17 organization committees and other meetings. We hosted a double celebration with staff and members recognizing retirement for Kathy Dunn (previously VP of Communications) and two promotions- Linda Brandon (VP - Destination Services) and Jack Bonney (VP - Communications). We completed the 2024 Board of Directors Election and finalized the 2025 Annual Plan for distribution in January. Board meetings have been scheduled through the end of 2025 and the annual board calendar distributed. Planning details for the 2025 Board Planning Retreat are well underway. Staff updated the master board directory with terms, categories and other information to assist the incoming Board Chair board in appointment, officer and committee recommendations.

The President's Office acted on several government and community concerns, including hosting a Q4 hotelier/homeless meeting with our city homelessness policy advisor and Anchorage Police Department representatives. We advocated the board-approved changes to transportation regulations for tour operators and provided testimony in support of the Project Anchorage initiative.

The effort and time necessary to fully integrate the 2025 budget into our new accounting software and provide the necessary access and training to all departments was implemented this quarter. Controller Angela Johnstone updated Visit Anchorage's accounting and reporting systems while managing through an unusually demanding workload as we continue to search for an accounting assistant. Complicating the effort to close out 2024 reporting is the continued late and inaccurate reporting from the MOA, coupled with delinquent payments.

Several staffing changes took place in Q4, including (as noted above) the promotions of Jack Bonney and Linda Brandon to VP - Communications and VP - Destination Services respectively, and Rebecca Hilton was hired as Visitor Services Director. We enter 2025 with depth of talent throughout the organization.

Facilities Management

The accounting software transition for ASM Global remains an issue and their financial reports continue to be delayed, resulting in the Facilities Management Committee expressing concern about the lack of information. ASM Management is confident that the end of year financials will be significantly better than the budget despite the delay with the software conversion. B. LaLonde, J. Johnstone and J. Saupe

continue to push for financials, but with recognition that ASM is equally anxious to have this process complete.

The Anchorage Convention Centers, along with the assistance and under the guidance of Visit Anchorage, finalized their updated logo in Q4. The new logo was developed to be distinct to the Centers but still work well when used alongside Visit Anchorage's branding, and the logo beautifully meets that objective.

For some of the larger capital projects- the Barrel Glazing project to permanently repair the leaking addition of the Egan Center (connecting to the Performing Arts Center) is well underway, it is approximately 50% complete. This connector to the Performing Arts Center had been rarely used in recent years due to the leaks and insulation dropping from the steel frame members. The three new state-of-the-art Alto-Shaam ovens for the Egan Center were delivered and are in the process of being installed, they will replace the 30+-year-old ovens that were losing their functionality and experiencing increasing maintenance expenses, and with difficulty in locating spare parts. A new wheelchair lift for the Egan Center has been received and will negate the need to install a 24- to 32-foot-long ramp to accommodate wheelchair bound clients who desire access to an elevated stage. Received in November, this lift was promptly put into service.

Communications

Production of the Official Guide to Anchorage

The 45th edition of the Visitor Guide arrives at the start of 2025. Design and production of the 250,000 copies of this edition was a major focus for the COMM department in Q4. The new Guide includes updated photography and information throughout; it also expanded with added features on responsible travel, Alaska Native cultures, Anchorage neighborhoods, and perspectives from Anchorage residents.

Media Relations

Prominent print editorial placements for Anchorage included Travel + Leisure's 50 Best Places to Travel in 2025. The feature gained a second and third life as both the Today Show and Weather Channel broadcasts featured interviews with the magazine's editor and shared more images and video furnished through our media relations efforts. Alaska Media Road Show included 22 one-on-one appointments with prominent travel journalists and creators. This year also featured the stories of several Anchorage-area designers with a lunchtime show of their apparel. The Road Show also led directly to several clips featuring off-peak visitation to Anchorage, including a fall feature on TODAY online and skiing features in CNN Travel and Travel Pulse.

Advertising Tests

Visit Anchorage continues to test, measure, and adapt in an ever-shifting advertising landscape. By constantly reassessing tried and tested advertising opportunities and mixing in new opportunities, we're able to best share Anchorage with the best-qualified future travelers. An example: our Q4 campaign with the news aggregator app Flipboard included video and written content, newsletter sponsorships, and display ads, for a combined 7.7 million impressions. We'll continue to assess new opportunities in 2025, with possible expansion of advertising on streaming platforms using video assets available in the wake of 2024 projects.

Heyi Days

Layered atop regular advertising commitments before national travelers and encouraging in-state winter visitation, the Heyi Days promotion highlighted community events, markets, and outdoor activities clustered between mid-November and the end of December.

Q4, Communications Metrics:

- Total Digital Impressions generated: 171,765,322
- Website Users: 719,300
- Organic Sessions: 166,893
- Website Referrals: 47,494

Destination Services

Sales Cycle

Sales for the 45th edition of the Visitor Guide, Anchorage.net digital ads, and the Restaurant Guide all overlapped in Q4. Completion of Visitor Guide advertising sales in Q4 ended with \$202,435 in revenue for the 45th edition. Restaurant Guide advertising sales will conclude in January.

Industry Events

Member events in Q4 include a Business Exchange at BlueWater Basecamp, a Monthly Membership Luncheon + Winter Tourism Showcase (146 attendees), Holiday Open House (150 attendees), and the annual Volunteer Appreciation Luncheon in December with featured speaker Mayor LaFrance discussing the priorities and strategies to build a stronger future for Anchorage. We completed the 2025 Member Events calendar for publication and have outlined topics and themes for the first quarter Monthly Membership Luncheons, second quarter's Seymour Awards Banquet, and other member-facing activities.

Visit Anchorage in the Community

We participated in 40 community events throughout the year, including nine new events. Our fourth quarter events included Trick or Treat Street, First Fridays, Holiday Tree Lighting, Solstice Tree Tour, and New Years Eve celebration. We are maintaining strong community ties throughout the year.

Q4, Destination Services Metrics:

- Net Members: 701 (*10 members with Introductory Membership Dues*)
- New Members in Q4: 6 (*63 new members in 2024*)
- Non-renewals in Q4: 9
- Advertising Revenue (Annual Total): \$155,240
- Visitor Guide Ad Sales (Annual Total): \$224,948
- Member Dues (Annual Total): \$279,366
- Visitors to Visitor Information Centers in Q4: 12,603
- Annual total of 191,698 people through the Visitor Information Centers, 8% increase from 2023.

Sales Department

Conventions and meetings ended 2024 with a 13% increase in Conventions Sold. Notable national meetings booked in Q4 are the National Tribal Child Support Association with 300 delegates in September 2026, and the Fiber Broadband Association with 150 delegates in July 2025. Conventions Held in 2024 were the second highest in Visit Anchorage's history with \$118.3 Million in estimated direct attendee spending. 2025 is off to a strong start with \$18 Million already on the books and year-end estimates in line with 2024.

The three Meeting Planner FAM programs in 2024 had an impressive booking ratio of 40%, the industry average is 10%. There is an additional \$15.6 Million in potential bookings that are pending decision. Introduced in 2024 was an Incentive Planner FAM and Ski.com FAM.

The Tourism Sales team accomplished 31 programs in Q4 that focused on Travel Trade education via a variety of both new and already proven sales channels. 10,654 Travel agents received Anchorage destination training in Q4 and the Tourism Sales team met with nearly 719 travel trade; 59 Travel trade were FAM'd on travel products in Anchorage and Southcentral. 75 Partners participated in Sales programs including tradeshow, events, live training presentations, webinars, FAM tours, product development programs, hosted events, and business-to-business meetings, appointments, and conferences.

The Tourism Sales team hosted no less than 4 FAMS in the month of December and traveled to meet with tour operators and travel trade to educate and engage trade on new products and year-round growth potential with Visit Anchorage member products at Cruise World, WTM, USTOA, Signature Travel Conference, The TRAVURSITY Travel Conference series, Travel Allies, AAA Northeast Conference, Cruise Planners, Railbookers Summit (to name a few), and creating over 3,000 leads to Members while simultaneously hosting multiple travel trade on local products in Anchorage.

Q4, Sales Metrics:

- Convention Bookings in Q4: 49
- Qualified New Accounts in Q4: 67
- Request for Proposals in Q4: 62 (*representing \$33,039,522 in potential economic impact*)
- Conventions Serviced in Q4: 87
- Travel Trade Trained in Q4: 2,207 (*EOY total 10,654*)
- Travel Trade Appointments in Q4: 719 (*EOY total 4,003*)
- Referrals Sent to Members in Q4: 3,165 (*EOY total 18,946*)
- Travel Trade hosted on member products in Q4: 48 (*EOY total 250*)
- Visit Anchorage Member Engagements in Q4: 75 (*EOY total 238*)

Strategic Initiatives Quarterly Status Report, Q4

Destination Marketing

A. Focus on attracting new traveler types through marketing and communications.

- National media placements included:
 - iHeart (streaming TV and podcast)
 - Meta (Facebook / Instagram)
 - Pinterest
 - Pandora
 - Spotify
 - YouTube
 - Iditarod.com
 - TravelGuidesFree.com
 - TravelAlaska.com
 - Travel Spike
 - Travelzoo
 - Dunhill Travel
 - GoTravel Sites
 - Aki
 - Tripadvisor
 - Expedia
 - Epsilon
 - Flipboard
 - Hopper
 - StackAdapt
 - Programmatic
 - Mountain News/On the Snow
 - Google
 - Bing
 - Traveling w/ Denella Ri'chard
- Publications included:
 - AARP (Pacific SW, Pacific NW, and Great Lakes Regions)
 - Alaska Magazine
 - AAA Via California
 - Conde Nast Traveler
 - Sunset Magazine
 - Outside Magazine
 - Origin Magazine 1889
- Meeting ads included Google retargeting, Cvent, Meetings News Northwest, PCMA, Smart Meetings, USAE, and ConventionPlanIt.
- Travel trade advertising included ATIA INFOX Travel Agent mailing, Cruise Planners digital and email, and Collette Tours co-op.
- National email placements included:
 - TravelAlaska.com
 - Luxury Link
 - Dunhill Travel
 - Fodor's
 - FlyerTalk
 - Ski
 - Shermans Travel
 - Freeskier
 - Smarter Travel
 - Oyster
 - Northwest Travel
 - Winni Wanderer
 - Travel Awaits
 - Flipboard
 - Backpacker
 - AirFareWatchDog
 - BookingBuddy
 - Portland Monthly
 - Seattle Escapes
 - Mommy Poppins National Parks
 - Outdoors
- In-state promotion included 5th Avenue Mall skybridge sign, ADN, Alaska Business Monthly, Alaska Travelgram, iHeart radio (Anchorage and Fairbanks), iHeart email (statewide), Kenai Peninsula radio, Broadway Alaska Playbill, and digital advertising.
- Hosted freelance travel writer, Scott Laird. His outlets include Conde Nast Traveler, Fodors, TravelPulse, and TripSavvy.
- Assisted 34 Journalists, remotely.
- Sponsored and attended Alaska Media Road Show; held 22 appointments with journalists and shared Anchorage seasons and culture through a fashion show that featured local design.
- Earned placement on the Weather Channel as a top travel destination in 2025, based on Travel + Leisure 50 Best Places to Travel.
- Continued work with Sparkloft Media for additional paid and organic presence on social channels. With campaigns running in Q4, paid social impressions totaled 7.6 million impressions. E-newsletter ads generated 2,331 signups.
- Hosted the TBEX Summit America 2024 bringing together creators and industry leaders to network, exchange knowledge and explore the latest trends and strategies. monitored 93 creators using a third-party tracking platform. Content posted from Sept. 19- Oct. 25 garnered 1 million impressions.

- Designed and produced the 45th edition of the Official Guide to Anchorage, available in Q1 2025.
- Launched an Anchorage giveaway promotion with several national media partners highlighting northern lights, glaciers, and cultural centers. Giveaway will result in additional consumer e-newsletter subscribers.
- Interviewed four people in Q4 for the Anchorage Stories video series including:
 - ✓ Kristel Komakhuk, Anchorage resident and AFN attendee
 - ✓ Ira Edwards, Alaska resident and adaptive skier
 - ✓ Ell and James Embree, Alaska residents and outdoor and cultural enthusiasts
 - ✓ Debora Keller and Bittencourt Souto, leisure travelers enjoying New Years Eve and an aurora viewing tour.
- Distributed 38,692 Visitor Guides from the fulfillment house and 3,056 were viewed digitally on Issuu.com. Guide distribution included select airports and key markets.
- There were 1,508 combined views of other Visit Anchorage publications on Issuu.com in Q4 (Neighborhood Guide, Restaurant Guide, Travel Trade Planner, and Meeting Planner Guide).
- Continued the MailMap integrated marketing program with the Portland fulfillment house to further maximize direct mail efforts including informed delivery, QR codes, social media, and online follow-up. Results for Q4 show 256,987 total ad displays, 1.10% engagement rate, 93,513 online follow-ups, and 77,414 social media follow-ups.
- Updated e-newsletter template in Q4. Continued to send e-newsletters in Q4 to national consumers (3 total), local Alaskans (3 total), and membership (7 total). Also distributed weekly emails to consumer leads from the state and sent follow-up emails from visitors to the Visitor Information Centers encouraging them to stay connected with Visit Anchorage. Third party email sends noted above.
- Organic sessions on Anchorage.net are down 4.8% YOY in Q4.
- Q4 Cost per Conversion: \$4.46
- Q4 Enhancements to Anchorage.net include:
 - ✓ Addition of a fifth ad position for member advertisers, 2025 advertiser updates
 - ✓ Creation of blogs for Anchorage Is ... video series
 - ✓ Seasonal content updates to half a dozen blog posts
 - ✓ Final polish and setup for 3 new blog posts in Q1 2025
 - ✓ Began upgrade/development of Anchorage.net compare venue tool.
- Advised by website developer that GA4 website performance reporting was initially configured in a way that increased the reported pageviews and engaged sessions for Anchorage.net mobile and tablet traffic to key landing pages in 2024. This did not impact total sessions, users, engagement time, desktop traffic, or visits to certain page types such as the home page, business and event listings, articles, and blogs.
- Assisted 12,603 visitors with trip planning and travel booking at the Visitor Information Centers.
- Two blogs were published on Anchorage.net in Q4: "Heyi Days Four Ways: Celebrate Anchorage's Winter Magic" and "Holiday Gift Guide".
- Distributed 1,501 Visitor Guides, 1,920 Restaurant Guides, and 787 Neighborhood Guides locally from the Visitor Information Centers and Anchorage corporate office.
- Developed digital and print ads, profile sheets, attendance promoter sheets, event invitations and welcome signs, stickers, magnets, postcards, canvas tote bags, Heyi Days logo, posters, and rack cards, digital invitations, AFN magnets and coffee cups, water bottles, t-shirts, beanies, membership media kit, and other creative for all departments and programs.

B. Focus on high-yield group tourism through marketing, communications, and travel trade.

- Continued development of the SendSites meeting proposal platform.
- Hosted the Washington, DC Holiday Sales Blitz with 85 top clients at three functions.
- Hosted the Northeast Sales Blitz with 35 meeting professionals at three functions in New York City, Philadelphia and Pittsburgh. Received one RFP with two other clients stating they planned to send an RFP in the near future.
- Hosted the Texas Sales Blitz with 35 meeting professionals at three functions in Dallas, Houston and Plano. 2 members/partners participated.
- Hosted the Southern California Sales Blitz with 30 meeting professionals at three functions in Santa Ana, Venice, and San Diego.
- Made 12 sales calls in Seattle and Portland. Met with the meeting planner for the National Indian Child Welfare Association about revisions to their 2028 RFP. Checked out three new venues for the 2025 Pacific Northwest Sales Blitz.
- Hosted Holiday Luncheon for 12 American Bar Association meeting professionals in Chicago.
- Attended Smart Meetings National in Newport. 158 Meeting professionals and suppliers attended; 25 appointments with meeting planners and received 3 new accounts which may have potential future business for Anchorage.
- Attended Smart Meetings National in Phoenix with a 50/50 mix of 150 meeting professionals and suppliers.
- Attended the Northstar Small & Boutique Meetings program in South Lake Tahoe. 65 Meeting professionals and 65 suppliers attended, we had 21 appointments with meeting professionals and returned with 10 qualified sales leads; received 2 RFP's at the program and will be receiving at least another 3 soon.
- Attended the Northstar Luxury & Wellness Meetings program in Newport Beach. 52 Meetings professionals and 50 suppliers attended and we had 22 appointments with meeting professionals; returned with 16 qualified sales leads.
- Attended Connect DC in Washington, DC. 160 Meeting professionals and 250 suppliers attended and we had 31 one-to-one appointments; received 3 RFP's.
- Attended Connect Southeast in Greenville. 119 Meeting professionals and 148 suppliers attended and we had 37 one-to-one appointments; received 2 RFP's.
- Attended Connect Pacific Northwest in Seattle. 51 Meetings professionals and 45 suppliers attended and we had 30 appointments with meeting professionals and returned with 8 qualified sales leads; received 4 RFP's.
- Attended the Meetings Today Live! program in Nassau, Bahamas. 35 Meetings professionals and 30 suppliers attended and we had 22 appointments with meeting professionals and returned with 14 qualified sales leads; received 1 RFP.
- Attended and networked at the PCMA Greater Midwestern Chapter's Bowl Bash in Chicago with 258 meeting professionals.
- Attended PCMA New York Holiday Kickoff and ACE Awards in New York as a Platinum Sponsor with 125 association executives.
- Attended the SITE SoCal Holiday Event & Charity Gala in Carlsbad. 588 Participants attended and 276 of them being meeting planners.
- Attended and sponsored table and award presentation at the PCMA Northern California Chapter's BAMIE Awards. The event was sold out with 350 meeting industry attendees. Member

'Logistics' generously helped with decorations for our table creating an upscale Aurora vibe. Networked at the inaugural Destinations Celebrations Conventions Reps of the West (CReW) trade show event, with 200 attendees and more than 50 cities exhibiting.

- Exhibited at IMEX America in Las Vegas. A combined 5,758 buyers from 75 countries and 3,500 companies exhibited. Visit Anchorage booths received 220 card swipes. Visit Anchorage and 7 participating members/partners had a combined 122 appointments.
- Exhibited in the ASM Global Pavilion at IAEE Expo! Expo! in Los Angeles. 235 Exhibitors and 279 hosted buyers attended.
- Exhibited at the Association Forum Holiday Showcase in Chicago. 2,200 Qualified meeting professionals and association executives attended, and 2 member/partners participated.
- Participated in SITE Chicago Chapter Holly Trolley event in conjunction with Holiday Showcase with 200 incentive planners.
- Hosted Ski.com FAM with 19 trip leaders and two Ski.com employees.
- Conducted site inspections for the following associations:
 - ✓ World Molecular Imaging Society (booked 1,000 delegates; September/October 2025)
 - ✓ National Association of State Aviation Officials (booked 320 delegates; September 2025)
 - ✓ IEEE Computer Society (bidding for 300 delegates; September 2027). Decision due December 2025.
 - ✓ Medical Equipment Repair Associates (bidding for 80 delegates; September/October 2025, decision due January 2025).
- Our convention support services were provided for the Alaska Federation of Natives (AFN) Annual Convention that welcomed 3,500 delegates in October 2024. This included sponsoring the event at the Denali level and coordinating key meetings between the Municipality of Anchorage and AFN leadership. To foster community engagement, informational letters were sent to our local member businesses, along with welcome buttons and a convention flyer. Welcome banners were displayed at the Alaska Center for the Performing Arts skywalk and 5th Avenue Mall skybridge. Throughout the convention, our information booth at the Dena'ina Center was staffed, distributing themed, collectible magnets featuring artwork by an Alaska Native artist. In collaboration with member Caffè D'arte, complimentary coffee service was also provided for attendees.
- Additionally, support was provided for the First Alaskans Institute Elders & Youth Conference, which welcomed 1,350 delegates in October 2024, by organizing welcome signs for member storefronts, providing meeting materials for delegate bags, and coordinating parking support to ensure a seamless event experience.
- Q4 Sales programs, Visit Anchorage met with over 700 travel trade at:

▪ Cruise Planners	▪ AAA North West	▪ USTOA	▪ Signature Travel Conf
▪ Travursity Series	▪ Ski.com FAM	▪ Collette Tours	▪ Travel Agency Owners Forum
▪ Cruise World	▪ Go WEST FAM	▪ VAX Webinar	▪ PTANA Baltimore
▪ Travel Allies	▪ AWE FAM	▪ AK Cruise SD	▪ Questex program
▪ WTM UK	▪ AWE December	▪ AAA Threads	
▪ ITB Asia	▪ FAM	▪ US Canada Experience	
▪ ASTA Chapters	▪ KeyCon	▪ NTA Trex	
▪ Tourism Cares	▪ Railbookers		
- The Sales team hosted Destination Training at many of the above listed programs throughout the U.S. in 1st and 2nd tier cities via events and trade shows including: ASTA Chapter in Raleigh, Travursity in Chicago, St Louis, Indianapolis, Orlando, and via webinars domestically and in New Zealand, The Netherlands, London & Singapore, reaching 2,207 travel trade.

- In December the Sales team hosted and assisted 48 domestic and international travel trade in Southcentral Alaska and Anchorage area with activities and attractions:
 - 8 Go West for 3 nights and 4 days in Southcentral Alaska
 - 22+2 Ski.com Group leaders
 - 8 AAA Northeast FAM
 - 8 Anchorage Wild Expert FAM
- Imported 24 RFPs from the Cvent platform into the Meeting Sales module.
- Provided Anchorage materials for MPI Chicago, VUSA Germany emails and VAX, Cruise Planners page sponsorships.
- Used new video wall system at IAEE trade show booth at LA Live.

C. Initiate local campaigns to Anchorage residents on the economic, social, and environmental value of tourism.

- In-state media placements included radio, digital ads, and 5th Avenue Mall signage.
- Local iHeart radio media campaign continued in Q4, with a focus on establishing Visit Anchorage as the expert on what to see and do in Anchorage. The campaign also drives traffic to the Calendar of Events on Anchorage.net.
- Placed digital welcome signage in the Ted Stevens Anchorage International Airport (ANC) for 13 groups including AFN, First Alaskans Institute, ASAA, Episcopal Diocese of Alaska, JALBTCX, Association of Alaska School Boards, NAEOP, and Alaska Rural Water Association.
- Included Value of Tourism messaging as appropriate during Visit Anchorage participation in community events.
- Drafted advertorial content on Visit Anchorage and the value of tourism for future publication in Alaska Business Monthly.
- Finalized print ad creative and planned local advertising marking the 50th anniversary of Visit Anchorage in 2025.
- In-state organic sessions on Anchorage.net totaled 54,658 in Q4.
- Managed the online and printed Calendar of Events for October, November, and December.

D. Support the creation of marketing assets and share with Anchorage tourism businesses.

- Finalized five “Anchorage Is” videos and 10 Visit Anchorage stories for YouTube, Anchorage.net, and for our sales presentations.
- Added 18 users to Barberstock online asset library and added 62 new images to the online photo gallery.
- Posted 328 consumer leads in the Member Account Center in Q4.
- Tourism Sales provided 265 lead referrals for Visit Anchorage stakeholders in Q4.
- Convention Sales provided 44 lead referrals for Visit Anchorage stakeholders in Q4.
- Added/updated 9,007 accounts, contacts, traces, meeting profiles and leads in the Meetings Sales and Travel/Tour CRM modules.
- Added/updated 2,111 accounts, contacts, traces, and listings in the Member/Partner CRM module.
- Imported 12 trade show attendee lists into the Travel/Tour CRM module.
- Ongoing response to ‘Ask-a-Local’ and social media inquiries.
- Captured photos at Visit Anchorage events including membership luncheons, business exchanges, and sales events.

- Continued use of Crowdriff platform, making photos and videos from visitors and residents available to Visit Anchorage for website and other marketing use.
- Updated photo shoot lists and contracted with photographers to secure cross-country skiing competition images as well as winter recreation images.
- Received more than 100 images from Heyi Days and winter event photo shoots. Also licensed 25 photos from two additional photographers for wildlife and winter content.

Destination Management

A. Recognize the role of tourism management and development in overall destination marketing.

- Continued work as part of Project Anchorage, including participating in the Project Selection Committee and the Coalition Group. Provided written testimony in advance of two Assembly meetings and contributed to communications via the AAA group.
- Coordinated a Q4 hotelier safety meeting on homelessness with the MOA's homelessness policy advisor and several members of the Anchorage Police Department.
- Continued participation on numerous community boards and committees working to improve the "quality of place" and provide visitor and resident amenities.

B. Communicate strategy and enhance stakeholder collaboration.

- J. Saupe accepted the role as Vice Chair of ATIA's board of directors during their annual convention and trade show, term through October 2025.
- Met with the MOA's incoming Economic Development policy contractor (Bill Popp) to provide a general tourism update and had specific discussions on tour operator transportation regulations, homelessness, Project Anchorage, and Visit Anchorage's tourism promotions contract renewal.

C. Engage the entire community on behalf of travel and tourism.

- Presented Visit Anchorage updates and supported Project Anchorage through a presentation with other AAA members at the Anchorage Chamber Make it Monday forum.
- Promoted inaugural year of Heyi Days to help the community celebrate winter and further develop the many activities available between Thanksgiving and New Years.
- Welcomed meeting/event participants to Anchorage through digital airport signage. The signs make participants feel welcome and raise awareness among residents of the groups who are visiting Anchorage.
- Prepared and distributed electronic ballot and e-communications for our Board of Directors election to members. We received a 28% response rate, a growth of one percent from the prior (first e-ballot) year. The 7 newly elected members will be seated in January.
- Continued Meeting Champions ad campaign, recognizing local partners that bring meetings to Anchorage.
- Anchorage iHeart radio sponsorship of the "What's Up 907" feature and local campaign that includes live talent reads highlighting anchorage.net and things to do in Anchorage.
- Ongoing participation in the ATIA Marketing Committee, including a committee co-chair, a full marketing committee member, and several sub-committee members. Continue to have active

roles in Advertising, Website, Cultural Awareness, Travel Trade, Sustainability, Public Relations, Research, and Government Relations sub-committees.

- Completed the 2025 Visit Anchorage Wall Calendar for members that highlights when Visit Anchorage Business Exchanges and Monthly Membership Luncheon events will take place. The calendar also notes when FAMS will take place in Anchorage, along with various sales missions, trade shows, consumer shows, and training events being conducted in the U.S. and overseas.
- Community outreach via participation in our support of First Friday, Trick or Treat Street, Holiday Tree Lighting, Solstice Tree Tour and New Years Eve Celebration.
- Supported a variety of different local charities and organizations through attendance, sponsorships and/or providing gift baskets or other items for auctions including Ten Chefs, Anchorage Museum, Mayor's Charity Ball, and AFN.
- Board/Staff Volunteer events in Q4: Visit Anchorage Team raised funds in support of the Special Olympics Alaska Polar Plunge with a handful of board members/staff taking the plunge on December 14; private board/staff soup service with The Dirty Apron/Anchorage School District Partnership making soup in bulk for West Anchorage High School students who need warm and nourishing meals.
- Participated in committees and meetings with AEDC, Anchorage Chamber of Commerce, Anchorage Downtown Partnership, Eagle River Nature Center, Alaska Humanities Forum, Anchorage Parks Foundation, ATIA, Anchorage Fur Rondy, and more.

D. Conduct and share industry, market, and social tourism research.

- Hosted three Monthly Membership Luncheons including photographer and guide Carl Johnson who shared his adventures and facts about chasing the northern lights, and it being one of the top reasons people want to visit Alaska in the winter. This luncheon included members highlighting all the activities to do in the winter. Alaska Native Heritage Center discussed the value of ANHC for our community and the importance of the ANHC being an educational resource for Alaska Natives. Mayor LaFrance spoke about her administration's priorities and strategies to build a stronger future for the Municipality of Anchorage.
- Prepared monthly tourism recap articles sharing top-line performance stats and market analysis.
- Met with San Francisco Federal Reserve representatives with AEDC and other Alaska industries to discuss Anchorage economy and industry trends and concerns.
- The Anchorage Air Visitor Profile & Economic Impact Study conducted by McKinley Research Group continues at the Ted Stevens Anchorage International Airport.
- Planned special seminar on air visitor profile findings for Q1 2025 alongside Report to the Community for in February.

E. Address labor issues through "Built in Anchorage" solutions.

- Posted business job postings on Anchorage.net and promoted with digital ads.

F. Support tourism innovation, entrepreneurship, and investment.

- Shared news of new hotel development and expanded tourism offerings with media and stakeholders.
- Met with newer businesses and provided recommendations to support their success.

Destination Development

A. Optimize Anchorage trail system to accommodate various traveler segments.

- Ongoing support for trail wayfinding and regulations to invite commercial enterprises to exist alongside/in parks and trails.
- Provided support to various trail development and/or improvement efforts, including advocacy for state/federal funding and local initiatives to buildout trail-oriented facilities.

B. Create more multiday, packaged, and immersive itineraries and experiences, focusing on shoulder/winter.

- Promoted Heyi Days and encouraged local community members to build upon the existing seasonal events in late November and through December to attract more visitors outside Anchorage during an off-peak period.

C. Identify and support creation of high-yield, uniquely Anchorage elevated experiences.

- Ongoing work and conversations; no quarter-specific activities to report.

D. Work with cruise companies to encourage longer pre- and post- cruise stays.

- Sponsored and participated with the Alaska Railroad in Railbookers Summit Conference
- Visit Anchorage sales efforts included cruise industry programs to support industry recovery through education and sales efforts at Cruise Planners Lunch & Learn, Cruise World, and Cruise Planners Convention.
- Registered to sponsor Holland America Princess HAP Alaska Cruise & Travel in Seattle & Vancouver BC in Q1.

E. Address transportation challenges in and around Anchorage.

- Exhausted 100% of the ARPA transportation grant with remaining funds provided to the Girdwood Shuttle.

F. Improve and standardize wayfinding.

- Signed 2025 agreement with Anchorage Parks Foundation in support of wayfinding project that will leverage MOA bond funding passed in 2024. These funds will further the work underway for wayfinding that can be used broadly for other projects to present consistency in the destination and increase recognition of the Indigenous heritage in Southcentral Alaska.

G. Train local businesses in product and experience development based on consumer demand.

- The ARPA Cultural Training grant expired before we were able to design a program in collaboration with the Alaska Native Heritage Center; however, Visit Anchorage funds remain in the 2025 budget to continue efforts to achieve a cultural training program, and we will continue our efforts.

H. Provide training and incentives to encourage more sustainable tourism.

- Developed new responsible travel spread for the 45th edition of the Official Guide to Anchorage, arriving Q1 2025.
- Continued work on sustainable tourism video to be launched in Q1 2025.
- Recertified as an Adventure Green Alaska business.

- Participation in sustainability committee of ATIA.

I. Plan for future use of bed taxes currently supporting Convention Centers' bond debt, operating costs, and capital reserves.

- Ongoing discussions around future Convention Centers needs, improvements, and changes to the Convention Centers flow of funds.

SUPPLEMENTAL REPORTS

THROUGH Q4 2024

TABLE OF CONTENTS

- 15...GA4 Report YOY (Web Analytics)
- 17...Conventions and Meetings Canceled
- 17...Sales Pace Report
- 18...New Member Report
- 18...Non-Renewal Member Report
- 19...Industry Partner Report

All Users Add comparison +

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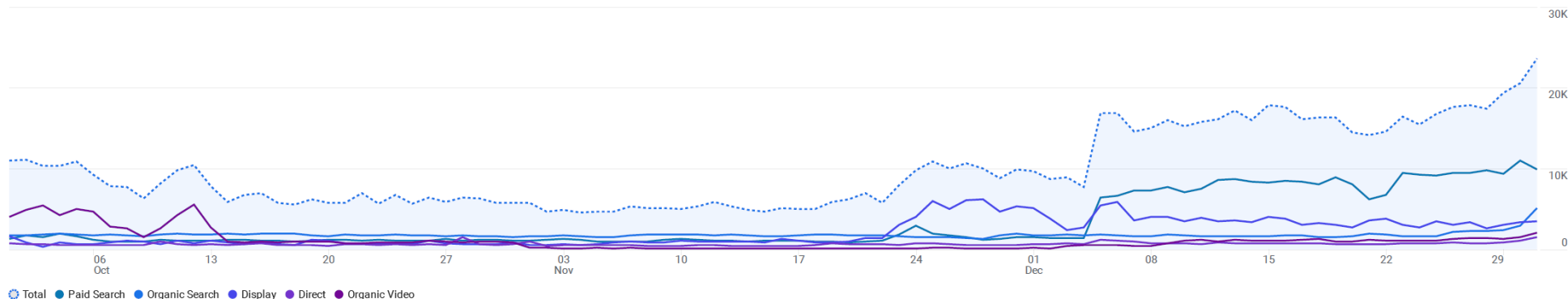
Custom Oct 1 - Dec 31, 2024
Compare: Oct 1 - Dec 31, 2023

Traffic acquisition: Session primary channel group (Default Channel Group) ✓

Add filter +

Sessions by Session primary channel group (Default Channel Group) over time

Day



Search...

Rows per page: 25 1-12 of 12

Session primary...Channel Group)	↓ Sessions	Engaged sessions	Engagement rate	Average engagement time per session	Events per session	Event count All events	Key events All events	Session key event rate All events	Total revenue
SHOW ALL ROWS									
Total	905,978 vs. 468,355 ↑ 93.44%	474,758 vs. 308,612 ↑ 53.84%	52.4% vs. 65.89% ↓ -20.47%	29s vs. 56.48 ↓ -46.9%	7.56 vs. 9.87 ↓ -23.32%	6,853,721 vs. 4,620,699 ↑ 48.33%	62,904.00 vs. 64,891.00 ↓ -3.06%	4.12% vs. 7.86% ↓ -47.61%	\$0.00 vs. \$0.00
1 Paid Search									
Oct 1 - Dec 31, 2024	309,958	156,260	50.41%	28s	7.20	2,231,236	20,076.00	3.61%	\$0.00
Oct 1 - Dec 31, 2023	113,346	82,258	72.57%	1m 13s	11.93	1,352,481	21,210.00	10.27%	\$0.00
% change	173.46%	89.96%	-30.53%	-60.84%	-39.67%	64.97%	-5.35%	-64.83%	0%
2 Display									
Oct 1 - Dec 31, 2024	193,977	61,427	31.67%	6s	3.99	774,031	711.00	0.25%	\$0.00
Oct 1 - Dec 31, 2023	43,490	16,286	37.45%	13s	5.18	225,464	589.00	0.82%	\$0.00
% change	346.03%	277.18%	-15.44%	-50.04%	-23.03%	243.31%	20.71%	-70.11%	0%
3 Organic Search									
Oct 1 - Dec 31, 2024	166,893	129,026	77.31%	1m 06s	13.63	2,275,333	32,370.00	12.17%	\$0.00
Oct 1 - Dec 31, 2023	175,341	139,441	79.53%	1m 09s	11.63	2,038,892	32,522.00	10.73%	\$0.00
% change	-4.82%	-7.47%	-2.79%	-3.26%	17.25%	11.6%	-0.47%	13.37%	0%

4	Organic Video									
	Oct 1 - Dec 31, 2024	102,391	51,198	50%	6s	3.90	399,559	157.00	0.06%	\$0.00
	Oct 1 - Dec 31, 2023	19,524	8,070	41.33%	13s	4.02	78,444	8.00	0.04%	\$0.00
	% change	424.44%	534.42%	20.97%	-51.36%	-2.88%	409.36%	1,862.5%	68.89%	0%
5	Direct									
	Oct 1 - Dec 31, 2024	60,311	32,054	53.15%	33s	8.63	520,551	4,386.00	4.68%	\$0.00
	Oct 1 - Dec 31, 2023	67,402	35,267	52.32%	35s	7.57	509,913	5,748.00	4.85%	\$0.00
	% change	-10.52%	-9.11%	1.58%	-6.25%	14.09%	2.09%	-23.7%	-3.46%	0%
6	Referral									
	Oct 1 - Dec 31, 2024	32,491	18,124	55.78%	36s	8.36	271,710	2,020.00	4.12%	\$0.00
	Oct 1 - Dec 31, 2023	16,582	10,899	65.73%	1m 09s	10.60	175,848	2,036.00	8.12%	\$0.00
	% change	95.94%	66.29%	-15.13%	-47.58%	-21.14%	54.51%	-0.79%	-49.23%	0%
7	Email									
	Oct 1 - Dec 31, 2024	20,238	13,180	65.13%	58s	10.65	215,532	2,194.00	6.9%	\$0.00
	Oct 1 - Dec 31, 2023	19,765	12,770	64.61%	1m 03s	9.43	186,452	2,218.00	7.54%	\$0.00
	% change	2.39%	3.21%	0.8%	-8.51%	12.89%	15.6%	-1.08%	-8.49%	0%
8	Organic Social									
	Oct 1 - Dec 31, 2024	13,700	5,309	38.75%	14s	5.68	77,825	406.00	2.15%	\$0.00
	Oct 1 - Dec 31, 2023	2,199	1,655	75.26%	38s	8.38	18,433	209.00	5.68%	\$0.00
	% change	523.01%	220.79%	-48.51%	-61.58%	-32.23%	322.2%	94.26%	-62.25%	0%
9	Unassigned									
	Oct 1 - Dec 31, 2024	6,248	1,304	20.87%	1m 02s	8.87	55,440	511.00	4.74%	\$0.00
	Oct 1 - Dec 31, 2023	3,170	616	19.43%	1m 10s	8.36	26,491	350.00	5.43%	\$0.00
	% change	97.1%	111.69%	7.4%	-11.06%	6.18%	109.28%	46%	-12.69%	0%
10	Paid Other									
	Oct 1 - Dec 31, 2024	4,391	1,403	31.95%	10s	4.34	19,071	36.00	0.61%	\$0.00
	Oct 1 - Dec 31, 2023	1,753	441	25.16%	1s	3.49	6,116	0.00	0%	\$0.00
	% change	150.48%	218.14%	27.01%	554.18%	24.49%	211.82%	0%	0%	0%
11	Paid Social									
	Oct 1 - Dec 31, 2024	1,351	725	53.66%	20s	7.61	10,281	37.00	2.37%	\$0.00
	Oct 1 - Dec 31, 2023	671	79	11.77%	1s	3.22	2,160	1.00	0.15%	\$0.00
	% change	101.34%	817.72%	355.8%	1,156.69%	136.4%	375.97%	3,600%	1,489.34%	0%
12	Organic Shopping									
	Oct 1 - Dec 31, 2024	888	466	52.48%	0s	3.55	3,152	0.00	0%	\$0.00
	Oct 1 - Dec 31, 2023	1	1	100%	1s	5.00	5	0.00	0%	\$0.00
	% change	88,700%	46,500%	-47.52%	-91.78%	-29.01%	62,940%	0%	0%	0%

SALES

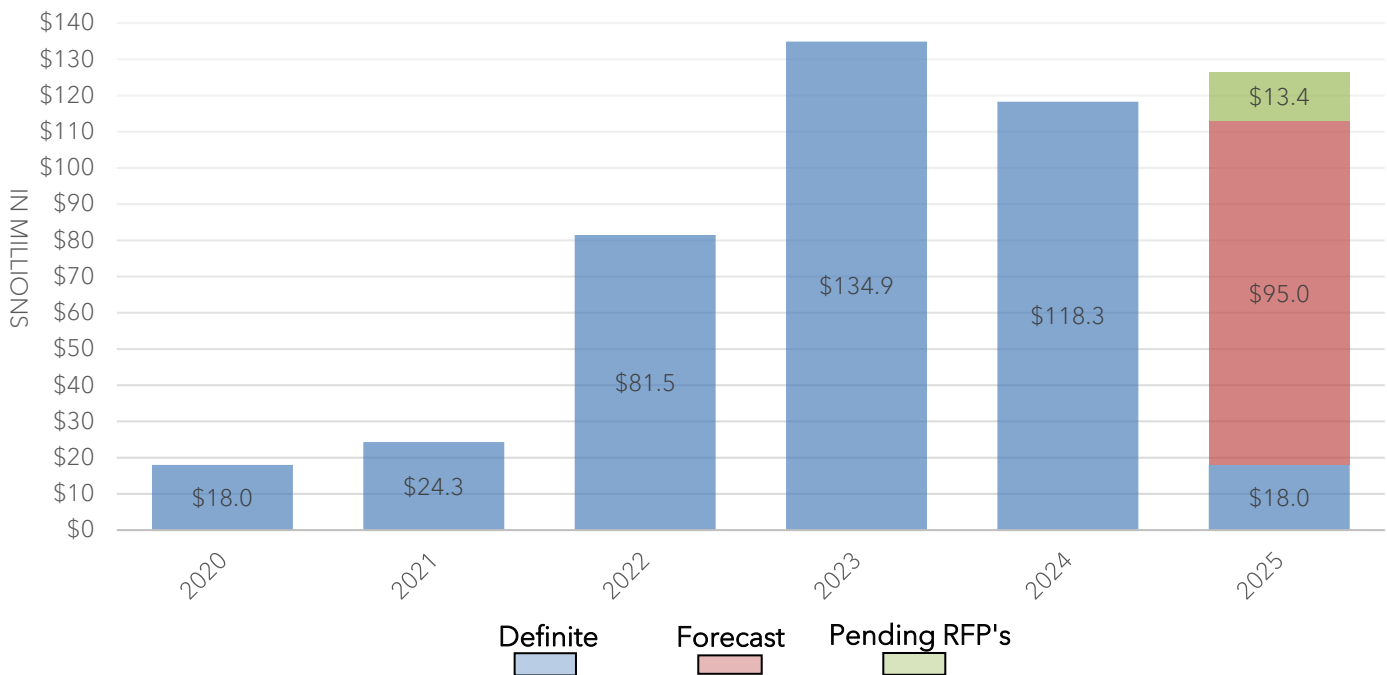
Conventions / Meetings Canceled

**The quarter is when an event is canceled, not when the event was scheduled.*

	# of Events Canceled*	Out-of-town Attendees	Local Attendees	Estimated Direct Attendee Spending
Q1	1	150	0	\$198,405
Q2	0	0	0	\$0
Q3	2	71	21	\$80,446
Q4	0	0	0	\$0

Convention Sales Pace Report

As of December 2024



Source of Economic Impact Calculations Tourism Economics, an Oxford Economics Company

Formula models are based on event type, destination-level data, hotel rates, tax rates and impact multipliers unique to Anchorage. Models are refreshed annually using nine complementary data sources.

Destination Services

New Member Report

October - December

6 New Members

Date Joined	Account Name	Category Name	Region
Oct-24	Alaska Adventure Media Group	Services/Visitor	Statewide
Nov-24	Alaska Chopped and Chowdered	Dining	Anchorage
Oct-24	Casa Rentals AK	Trip Planning & Vacation Packages	Anchorage
Oct-24	Greatland Graphics	Services/Visitor	Anchorage
Oct-24	Her Alaska Travels	Trip Planning & Vacation Packages	Anchorage
Dec-24	Salted Roots Basecamp	Accommodations	Anchorage

Non-Renewal Member Report

October - December

Date Joined	Account Name	Region	Reason for not renewing	Dues
May-22	Alaska Adventure Cabins	Homer Area	Change to marketing plan/budget	\$400
Jul-21	Brilliant Connection Consulting	Anchorage	Out of Business	\$400
Sep-18	El Green-Go's	Anchorage	No Response	\$400
Sep-17	Erickson Unlimited	Anchorage	No Response	\$220
Oct-22	Into the Woods Alaska	Anchorage	No Response	\$400
Jan-23	jodyo.photos	Anchorage	Other	\$400
May-23	Kantishna Gallery	Mt. McKinley/Denali Area	No Response	\$400
Apr-18	Matanuska Brewing Anchorage	Anchorage	No longer a restaurant	\$400
Jan-22	Remote Alaska Air	Anchorage	No Response	\$400

Total 'Out-of-Business' in Q4: 1
 Total 'Other Cancels' in Q4: 8
 TOTAL Combined-
 (Out of Business + Other) in Q4: 9
 Total Dues in Q4: \$3,420

2024 Retention Rate: 85%
 2024 Retention Rate adjusted for OOB: 86%

3rd Quarter 2024 Net Membership: 704
 New Members in Q4: 6
 Non-renewing Members in Q4: 9
 Q4 2024 Net Membership: 701 Members

Industry Partner Report

New Members	2024	2023	2022	2021	2020	2019	2018	2017	2016
Q1	12	25	19	8	25	25	21	37	17
Total Dues	\$5,085	\$9,675	\$8,610	\$2,800	\$9,075	\$9,535	\$8,443	\$13,847	\$7,098
Q2	28	18	24	20	1	19	21	18	22
Total Dues	\$9,455	\$7,188	\$10,448	\$7,200	\$550	\$7,992	\$9,940	\$7,410	\$7,848
Q3	17	11	11	5	7	19	30	11	25
Total Dues	\$8,173	\$5,715	\$5,910	\$2,300	\$3,200	\$7,084	\$11,105	\$5,377	\$9,835
Q4	6	4	2	1	1	7	16	11	23
Total Dues	\$1,797	\$1,735	\$1,225	\$600	\$300	\$2,825	\$6,203	\$4,600	\$9,185
Sub-Total	62	58	56	34	34	70	88	77	87
Total Dues	\$24,510	\$24,313	\$26,193	\$12,900	\$13,125	\$27,436	\$35,691	\$31,234	\$33,966
Renewals	2024	2023	2022	2021	2020	2019	2018	2017	2016
Q1	0	1	4	56	204	212	218	171	160
Total Dues	\$0	\$400	\$2,120	\$10,080	\$89,441	\$88,746	\$82,635	\$72,447	\$78,979
Q2	474	423	470	437	148	224	236	252	240
Total Dues	\$192,770	\$199,392	\$222,390	\$148,228	\$27,294	\$101,425	\$106,807	\$101,638	\$100,330
Q3	151	191	150	279	182	187	195	241	214
Total Dues	\$64,042	\$93,554	\$72,063	\$113,076	\$21,747	\$73,191	\$71,373	\$95,634	\$85,190
Q4	2	11	0	25	155	148	147	164	158
Total Dues	\$600	\$4,707	\$0	\$10,979	\$21,084	\$72,256	\$68,662	\$73,948	\$65,469
Sub-Total	627	626	624	797	689	771	796	828	778
Total Dues	\$257,412	\$298,053	\$296,573	\$282,363	\$159,565	\$335,618	\$329,477	\$343,667	\$329,968
Sub Total (new + renewals)	\$281,922	\$322,366	\$322,766	\$295,263	\$172,690	\$363,054	\$365,168	\$374,901	\$363,934
Early Discount & Fees	(\$6,489)	(\$5,996)	(\$5,103)	(\$3,899)	(\$2,876)	(\$4,714)	(\$3,192)	(\$4,461)	(\$4,799)
Acct. Adjustment									
Total Revenue	\$279,366	\$317,662	\$291,364	\$169,814	\$358,340	\$361,976	\$370,440	\$359,135	\$369,957
Goal	\$325,000	\$325,000	\$250,000	\$375,000	\$372,000	\$360,000	\$360,000	\$366,000	\$360,000

VISIT ANCHORAGE FINANCIAL REPORTS

THROUGH
NOVEMBER 2024

BALANCE SHEET
INCOME STATEMENT

Visit Anchorage Balance Sheet

November, 2024

	Year To Date 11/30/2024 Current Year Balance	Prior Year To Date 11/30/2023 Prior Year
Assets		
Current Assets		
Operating Reserves		
Cash	2,231,236	156,005
Short Term Cash Investments	7,934,718	6,475,652
Total Operating Reserves	10,165,954	6,631,657
Accounts Receivable		
Due From MOA - Bed Tax	50	4,953,516
Due From MOA - Retainage	603,881	1,287,900
Due to MOA - ACC	1,452,339	1,332,826
Due From ASM - ACC	1,452,339	1,332,826
Accounts Recievable	134,210	46,727
Accrued & Other Receivables	986	3,374
Allowance for Doubtful Accounts	3,261	3,260
Total Accounts Receivable	735,866	6,288,257
Prepays & Deposits	580,737	569,001
Total Current Assets	11,482,557	13,488,915
Restricted Investments	101,890	101,866
Property, Plant & Equipment		
Furniture and Equipment	115,071	169,307
Buildings	2,470,063	2,516,673
Intangible	21,410	41,172
Leasehold Improvements	3,744	5,194
Total Property, Plant & Equipment	2,610,288	2,732,346
Total Assets	14,194,735	16,323,127
Liabilities		
Current Liabilities		
Accounts Payable	534,090	841,631
Other Accounts Payable	116,993	85,593
Accrued Personnel Expenses	259,683	134,078
Deferred Revenues/Special Projects	64,600	49,000
Total Current Liabilities	975,366	1,110,302
Total Liabilities	975,366	1,110,302
Net Assets		
Net Assets	15,658,448	13,882,947
Change In Net Assets	(2,439,078)	1,329,878
Total Net Assets	13,219,370	15,212,825

Visit Anchorage Budget vs Actual YTD

Report generated January 21, 2025

	Budget 11/30/2024 2024 BoD Supplement	Actual 11/30/2024	Budget Diff	01/01/2023 Through 11/30/2023 Actual	Year Ending 12/31/2024 Actual	2024 BoD Supplement
Operating Revenues						
Bed Tax Revenue	13,210,596	10,285,463	(2,925,133)	12,862,278	10,285,463	13,834,306
Members' Dues	323,900	280,569	(43,332)	302,867	281,118	323,700
Member Advertising Revenues						
Internet Income	117,500	125,355	7,856	118,972	125,155	117,500
LED/Video Board Revenue	22,500	23,286	785	23,252	23,286	22,500
Packages & Specials	950	1,030	81	662	1,030	950
Published Directories & Guides	0	0	0	17,286	5,625	0
Total Member Advertising Revenues	140,950	149,671	8,722	160,172	155,096	140,950
Cost of Goods Sold						
Internet Expense	10,000	8,975	1,025	10,700	8,975	13,000
Published Directories and Guides	0	54,381	(54,382)	112,509	54,381	85,000
Total Cost of Goods Sold	10,000	63,356	(53,357)	123,209	63,356	98,000
Total Operating Revenues	13,665,446	10,652,347	(3,013,100)	13,202,108	10,658,321	14,200,956
Operating Expenses						
Personnel						
Salaries	2,874,291	2,766,032	(108,259)	2,340,280	3,336,618	3,138,598
Taxes	275,146	236,578	(38,569)	205,925	269,637	300,159
Benefits	807,643	649,855	(157,787)	598,723	711,585	881,064
Total Personnel	3,957,080	3,652,465	(304,615)	3,144,928	4,317,840	4,319,821
Operations						
Recruiting & Training	22,917	45,625	22,708	20,405	48,610	25,001
Building Operations & Maintenance	135,666	165,463	29,796	310,415	174,695	148,000
Depreciation & Amortization	123,750	114,825	(8,924)	76,368	123,632	135,000
Equipment Lease & Maintenance	22,917	22,015	(902)	25,319	23,862	25,000
Office Supplies	22,917	15,415	(7,502)	12,936	15,679	25,000
Information Technology Hardware & Software	132,917	110,132	(22,784)	103,702	121,517	145,000
Postage & Communications	45,833	43,428	(2,406)	48,789	44,743	50,000
Professional Fees & Insurance	114,583	55,129	(59,454)	172,221	62,632	125,000
Vehicle/Mileage	9,167	3,916	(5,251)	13,852	4,009	10,000
Total Operations	630,667	575,948	(54,719)	784,007	619,379	688,001

Visit Anchorage Budget vs Actual YTD

Report generated January 21, 2025

	Budget 11/30/2024	Actual 11/30/2024	Budget Diff	01/01/2023 Through 11/30/2023	Year Ending 12/31/2024	
	2024 BoD Supplement			Actual	Actual	2024 BoD Supplement
Promotions and Memberships						
Trade Shows & Trainings	1,249,550	1,461,392	211,842	989,233	1,528,440	1,285,150
Sales Calls, Blitzes & Missions	1,052,350	670,643	(381,707)	412,810	678,458	1,117,100
Convention Services & Attendance Promoters	379,500	514,964	135,465	428,883	515,114	380,000
FAM's and Site Visits	793,800	661,332	(132,468)	492,401	742,740	822,300
Sales Outsourcing & Marketing Support	272,670	214,267	(58,405)	120,401	224,052	293,668
Media Advertising	1,823,200	1,617,237	(205,962)	1,597,566	1,632,604	1,855,200
Public Relations	151,000	176,921	25,920	94,445	181,241	152,000
Website Development	2,514,775	2,199,025	(315,749)	1,613,103	2,671,895	2,672,275
Collaterals & Cordials	733,865	536,442	(197,423)	327,460	683,842	825,735
Research & Lead Development	637,010	208,154	(428,857)	241,512	288,354	642,210
Industry Dues & Subscriptions	157,009	77,920	(79,088)	60,490	78,920	158,200
Industry & Marketing Conferences/Education	158,650	83,376	(75,274)	87,219	83,376	158,650
Local Promotion & Participation	186,200	226,269	40,069	155,153	231,876	208,300
Community Outreach	73,000	20,279	(52,720)	4,883	21,702	83,000
Member Events & Services	235,304	154,391	(80,914)	110,461	162,063	282,600
Visitor Services	129,330	26,120	(103,210)	40,420	26,564	134,970
Board Support & Government Affairs	55,500	87,012	31,511	62,163	87,012	84,500
VG Lead Development & Fulfillment	278,400	215,828	(62,571)	160,067	229,207	340,000
Total Promotions and Memberships	10,881,113	9,151,572	(1,729,541)	6,998,670	10,067,460	11,495,858
Total Operating Expenses	15,468,860	13,379,985	(2,088,875)	10,927,605	15,004,679	16,503,680
Visitor Guide						
VG Revenue	0	221,801	(221,801)	0	221,676	0
VG Expenses	0	98,662	98,662	340,080	128,263	0
Total Visitor Guide	0	(123,139)	(123,139)	340,080	(93,413)	0
Other Income and Gains						
Grants & Special Projects Revenue	10,000	19,600	9,600	110,000	19,600	10,000
Dividend & Interest Income	180,500	258,149	77,649	254,434	258,149	195,500
Other Income	1,815	0	(1,815)	797	55	2,000
Total Other Income and Gains	192,315	277,749	85,434	365,231	277,804	207,500

Visit Anchorage Budget vs Actual YTD

Report generated January 21, 2025

	Budget 11/30/2024 2024 BoD Supplement	Actual 11/30/2024	Budget Diff	01/01/2023 Through 11/30/2023 Actual	Year Ending 12/31/2024 Actual	2024 BoD Supplement
Other Expenses and Losses						
Grants & Special Projects Expense	277,275	102,695	(174,580)	11,000	259,860	284,300
Prior Period Expense	0	0	0	5,481	0	0
Late Fees	0	123	123	0	250	0
Bank Fees	18,333	14,119	(4,214)	13,069	14,119	19,667
MOA CARES & ARPA Expenses	10,000	0	(10,000)	90,400	9,600	10,000
Bond Debt, Retainage Offset	1,222,742	0	(1,222,742)	1,100,039	0	1,222,741
Moving Expenses	0	(3,830)	(3,830)	120,555	(3,830)	0
Other/Misc Expenses	2,750	1,971	(778)	7,150	2,971	3,000
Total Other Expenses and Losses	1,531,100	115,078	(1,416,021)	1,347,694	282,970	1,539,708
Net Surplus (Deficit)	(3,142,199)	(2,439,079)	703,120	1,329,877	(4,255,761)	(3,634,931)
Convention Centers						
Egan						
Expenses Posted by Egan	2,484,268	1,238,435	(1,245,833)	2,069,205	1,238,435	2,718,307
Revenues Posted by Egan	(1,685,171)	(966,948)	718,223	(1,628,456)	(966,948)	(1,855,041)
Revenues - Accrued to Match Egan Expenses	(799,097)	(271,487)	527,610	(440,749)	(271,487)	(863,266)
Total Egan	0	0	0	0	0	0
Dena'Ina						
Revenues Posted by Dena'Ina	(4,199,678)	(3,013,806)	1,185,872	(5,022,791)	(3,013,806)	(5,022,935)
Expenses Posted by Dena'Ina	4,964,485	3,503,137	(1,461,347)	5,449,022	3,503,137	5,647,447
Revenues - Accrued to Match Dena'Ina Expenses	(764,807)	(489,331)	275,475	(426,231)	(489,331)	(624,512)
Total Dena'Ina	0	0	0	0	0	0
Total Convention Centers	0	0	0	0	0	0

2024 Performance Measures, through Q4

Sales - Conventions and Meetings					
Estimated Direct Attendee Spending in Meetings and Conventions					
Conventions Sold	2024 Actual (YTD)	2023 Actual (YTD)	% Change	2024 Goal	% Goal
International	\$5,112,506	\$16,965,688			
National	\$11,286,879	\$13,349,304			
Regional	\$5,060,935	\$7,224,478			
State	\$64,382,399	\$45,842,668			
State Sporting Events	\$21,678,826	\$11,105,634			
Trade Show (Local)	\$10,676,222	\$10,282,684			
TOTAL	\$118,197,767	\$104,770,456	13%	\$110,000,000	107%
Conventions Held	2024 Actual (YTD)	2023 Actual (YTD)	% Change		
International	\$4,797,837	\$20,956,580			
National	\$9,168,017	\$12,446,973			
Regional	\$6,282,815	\$6,143,099			
State	\$65,273,150	\$57,585,017			
State Sporting Events	\$21,678,826	\$25,315,515			
Trade Show (Local)	\$11,129,742	\$12,360,032			
TOTAL	\$118,330,387	\$134,807,216	-12%		N/A
Conventions Held	Number of Meetings	Out of Town Attendance	Local Attendance	Estimated Direct Attendee Spending	
2024 Year-to-Date	463	65,035	512,240	\$118,330,387	
2023 Year-to-Date	505	70,933	324,204	\$134,807,216	
2022 Year-to-Date	312	52,709	324,281	\$81,508,753	
2021 Year-to-Date	121	15,828	52,367	\$24,271,593	
2020 Year-to-Date	148	11,659	38,575	\$17,993,269	
2019 Year-to-Date	443	60,050	262,219	\$100,009,136	
Sales Activities - Conventions and Meetings	Q1	Q2	Q3	Q4	YTD
Meeting Planners on Visit Anchorage sponsored Familiarization visits	21	18	42	21	102
Number of organizations who have sent one or more persons to scout and assess Anchorage's suitability as a meeting site for their events/conventions.	1	1	1	4	7
Conventions Serviced	92	45	62	87	286
Requests For Proposal (RFP)	84	48	61	62	255
Bid Presentations	0	0	0	0	0
Attendance Promoters	0	4	2	1	7
International Trade Shows Attended & Number of Resulting Leads	0	0	0	0	0
Domestic Trade Shows (Outside Alaska) Attended & Number of Resulting Leads	2 and 138	2 and 755	5 and 793	3 and 811	12 and 2,497
Domestic Trade Shows (Inside Alaska) Attended & Number of Resulting Leads	0	0	0	0	0
Additional Meetings Statistics					
Number/Estimated Direct Attendee Spending of Conventions Cancellations, 2024	\$0	\$55,721	\$223,130	\$0	\$278,851
Number/Estimated Direct Attendee Spending of Conventions Cancellations, 2025	\$0	\$0	\$0	\$0	\$0
Number/Estimated Direct Attendee Spending of Conventions Cancellations, 2026	\$0	\$0	\$0	\$0	\$0
Number/Estimated Direct Attendee Spending of Conventions Cancellations, 2027	\$0	\$0	\$0	\$0	\$0
Number/Estimated Direct Attendee Spending of Conventions Cancellations, 2028	\$0	\$0	\$0	\$0	\$0
Number/Estimated Direct Attendee Spending of Conventions Cancellations, 2029	\$0	\$0	\$0	\$0	\$0
Estimated Direct Attendee Spending of Confirmed Convention Bookings, 2024	\$29,470,404	\$35,570,510	\$22,734,528	\$30,554,945	\$118,330,387
Estimated Direct Attendee Spending of Confirmed Convention Bookings, 2025	\$3,036,913	\$8,013,186	\$6,219,200	\$706,048	\$17,975,347
Estimated Direct Attendee Spending of Confirmed Convention Bookings, 2026	\$0	\$866,037	\$996,279	\$0	\$1,862,316
Estimated Direct Attendee Spending of Confirmed Convention Bookings, 2027	\$0	\$0	\$0	\$0	\$0
Estimated Direct Attendee Spending of Confirmed Convention Bookings, 2028	\$0	\$0	\$0	\$0	\$0
Estimated Direct Attendee Spending of Confirmed Convention Bookings, 2029	\$0	\$0	\$0	\$0	\$0

Anchorage Convention Centers					
Combined Centers - Contracts signed in current quarter	Q1	Q2	Q3	Q4	YTD
Convention Center Confirmed Bookings, 2024 and EIC	\$407,110	\$978,044	\$776,052	\$120,818	\$2,282,024
Convention Center Confirmed Bookings, 2025 and EIC	\$71,755	\$778,400	\$487,600	\$108,475	\$1,446,230
Convention Center Confirmed Bookings, 2026 or beyond and EIC	\$90,000	\$0	\$109,500	\$0	\$199,500
Convention Center Confirmed Bookings, 2027 or beyond and EIC	\$0	\$0	\$57,500	\$0	\$57,500
Convention Center Confirmed Bookings, 2028 or beyond and EIC	\$0	\$0	\$0	\$0	\$0
Convention Center Confirmed Bookings, 2029 or beyond and EIC	\$0	\$0	\$0	\$0	\$0
* Quarterly bookings include contracts signed during the quarter for all events that are defined as a convention, meeting, or conference; whether it is a lead from Visit Anchorage, ASM, or organically.					
Egan Center- # of Attendees					
Number of Actual Convention Center Attendees, 2024	13,279	11,154	12,142	14,102	50,677
Number of Actual Convention Center Attendees, 2023	17,444	24,464	32,407	15,728	90,043
Number of Actual Convention Center Attendees, 2022	13,636	30,260	28,881	13,661	86,438
Number of Actual Convention Center Attendees, 2021	0	3,082	10,936	6,994	21,012
Number of Actual Convention Center Attendees, 2020	15,703	0	0	0	15,703
Number of Actual Convention Center Attendees, 2019	20,167	27,739	52,562	14,279	114,747
Number of Actual Convention Center Attendees, 2018	22,694	34,191	43,967	13,308	114,160
Number of Actual Convention Center Attendees, 2017	24,271	31,840	41,621	20,303	118,035
Number of Actual Convention Center Attendees, 2016	34,393	37,261	40,503	24,150	136,307
Number of Actual Convention Center Attendees, 2015	26,229	32,628	36,764	23,845	119,466
Number of Actual Convention Center Attendees, 2014	32,864	33,705	39,912	24,899	131,380
Dena'ina Center- # of Attendees					
Number of Actual Convention Center Attendees, 2024	25,641	25,780	11,554	42,269	105,244
Number of Actual Convention Center Attendees, 2023	28,910	31,066	27,785	45,812	133,573
Number of Actual Convention Center Attendees, 2022	24,464	35,782	25,480	53,684	139,410
Number of Actual Convention Center Attendees, 2021	125	1,279	9,463	11,242	22,109
Number of Actual Convention Center Attendees, 2020	27,964	40	275	24	28,303
Number of Actual Convention Center Attendees, 2019	32,456	53,777	26,352	44,863	157,448
* 2020-21 were effected by covid-19 pandemic, resulting in meeting restrictions.					
Sales -Travel Trade					
Tour Operator reps participating in Visit Anchorage sponsored FAM visits	9	22	23	30	84
Cruise reps participating in Visit Anchorage sponsored FAM visits	7	25	23	29	84
International Trade Shows Attended by Visit Anchorage staff	10	5	1	6	22
Leads Resulting from International Trade Shows	467	3,330	120	770	4,687
Domestic Trade Shows (Outside Alaska) Attended by Visit Anchorage staff	42	14	7	25	88
Leads Resulting from Outside Domestic Trade Shows	1,801	9,324	752	2,382	14,259
Domestic Trade Shows (Inside Alaska) attended by Visit Anchorage staff	0	1	1	1	3
Leads resulting from Alaska Domestic Trade Shows	0	156	215	12	383
Travel Agents Trained	3,202	3,897	1,348	2,207	10,654
Number of Travel Agent and Tour Operator Appointments Held	1,930	602	752	719	4,003
Communications (COMM)					
Number of travel writers Visit Anchorage staff hosted/assisted	22	39	33	35	129
Media circulation - Alaska Market	0	0	0	0	0
Media circulation - Domestic (non-AK print, digital, broadcast)	347,396,974	54,409,999	53,850,428	129,697,549	585,354,950
Media circulation - International	12,818,885	757,700	20,000	1,700,000	15,296,585
Number of qualified digital clips	16	18	19	12	65
Ad equivalency - Alaska	0	0	0	0	0
Ad equivalency - Domestic (newspaper)	\$303,877	\$0	\$0	\$0	303,877
Ad equivalency - Domestic (magazine)	\$1,117,510	\$152,986	\$94,500	\$17,360	\$1,382,356
Ad equivalency - Domestic (broadcast)	\$0	\$0	\$0	\$0	\$0
Ad equivalency - International (newspaper, magazine, broadcast)	\$168,000	\$35,600	\$3,000	\$0	\$206,600
Total Ad Equivalency					\$1,892,833

Advertising Expenses, Impressions (Print vs Digital)	Q1	Q2	Q3	Q4	YTD
Ad Expenses - Print <i>*Trued up Q3 based on actuals</i>	\$89,278	\$75,366	\$103,211	\$145,789	\$413,645
Ad Impressions - Print	4,921,246	2,317,546	6,893,533	5,119,043	19,251,368
Ad Expenses - Digital (PPC, internet, third-party e-communications) <i>*Trued up Q3 based on actuals</i>	\$365,008	\$1,377,145	\$934,931	\$1,004,631	\$3,681,715
Ad Impressions - Digital (PPC, internet, third-party e-communications)	36,598,995	96,035,862	49,749,960	171,765,322	354,150,139
Official Guide to Anchorage Distribution					
Visitor Guide Fulfillment (Individual consumers/Consumer shows/Other bulk)	41,811	13,745	11,383	38,692	105,631
Anchorage.net Engagement					
Sessions	591,300	1,154,735	803,830	905,978	3,455,843
Non-local, Non-bounce, New sessions. <i>*Trued up Q2, Website EEI multiplier of x56 was used to calculate instead of base numbers</i>	381,965	592,978	459,754	433,497	1,868,194
Pages per Session	2.31	1.96	2.11	1.81	2.05
Average Session Duration/Ave Engagement Time Per Session	1:06	:40	:51	:29	:47
Engagement Rate	70.43%	56.78%	65.68%	52.40%	61.32%
Website Estimated Economic Impact to Anchorage (ROI)	\$21,360,976	\$33,206,768	\$25,746,224	\$24,275,832	\$104,589,800
Referrals from Business Listings (clicks to member websites, emails to members & phone calls to members)	83,890	94,260	85,224	47,494	310,868
Member Ad Clicks	12,881	13,268	13,729	9,410	49,288
Print Visitor Guide Orders	4,989	4,164	3,497	3,010	15,660
Destination Services					
Anchorage Workers Receiving Visit Anchorage's Ambassador Training					
Cab Drivers	0	0	0	0	0
Tour Bus Drivers	0	0	0	0	0
Hotel Workers (includes concierge visits/updates)	95	143	151	51	440
Gift Shop Workers (Front line)	0	0	0	0	0
Restaurant Wait Staff (Front line)	0	0	0	0	0
Tour Operators	0	0	0	0	0
Other - Attractions and Various Businesses receiving training	0	0	0	0	0
Visit Anchorage Staff & Volunteer Trainings Attendance (In-service, orientations, etc.)	84	112	103	46	345
Visitor Information Centers (VIC)					
Number of Visits to Visitor Information Centers (VICs)	12,073	67,239	99,783	12,603	191,698
Visitor Guide (VG) distributed thru VICs	2,418	8,818	11,658	1,501	24,395
Restaurant Directory distributed thru VICs	2,616	7,806	13,275	1,920	25,617
Neighborhood Guide distributed thru VICs	1,301	4,742	6,869	787	13,699
Volunteers on call	73	80	80	79	79
Active volunteers	28	48	56	28	28
New volunteers	1	8	5	0	14
Retired volunteers	4	0	1	0	5
Volunteer hours	1,132	2,078	2,296	1,002	6,508
Paid VIC staff hours	1,659	2,434	1,938	1,334	7,365
Monthly calendars - ordered	2,400	4,200	4,500	2,400	13,500
Monthly calendars - used	1,799	4,144	4,254	1,027	11,224