



February 6, 2016

Dear Madam Mayor and Members of the Haines Borough Assembly,

There has been discussion over the last few meetings of the Haines Tourism Department - Marketing Budget. I would like to introduce a few items to help members understand how marketing dollars work and how the Tourism Dept. manages, a small budget, in the land of marketing.

I have attached the Marketing budget of past and of 2016. Please recognize the cuts - in particular the missing line item of Web Marketing.

I have attached examples and costs of some of our running ads. These ads are to scale and I have included price information including if the cost is associated with a co-op, which shrinks our cost more. I have also included some notes next to various ads identifying the cost of what the same ad would run in more of the established magazines.

Over the years Haines Tourism has carefully chosen print ads, and now online ads, to find the most coverage for our dollar. As print marketing is less important and online marketing takes the front seat, we will see a lot of these dollars go in new directions. In particular I would like to see Haines paper advertisements focus on the higher end magazines like Outside, Sierra, Backpacker, Audubon, and Powder. Currently as you will see in the attached portfolio, these magazines are out of our reach unless we receive Co-Op rates with the State.

As we are discussing the current budget amendment and look into the next FY17 budget cycle, I offer this portfolio to educate members on the current expenses of advertising and how far a budget of \$102,000 will go. Currently I am working with a \$77,000 without the web marketing line item.

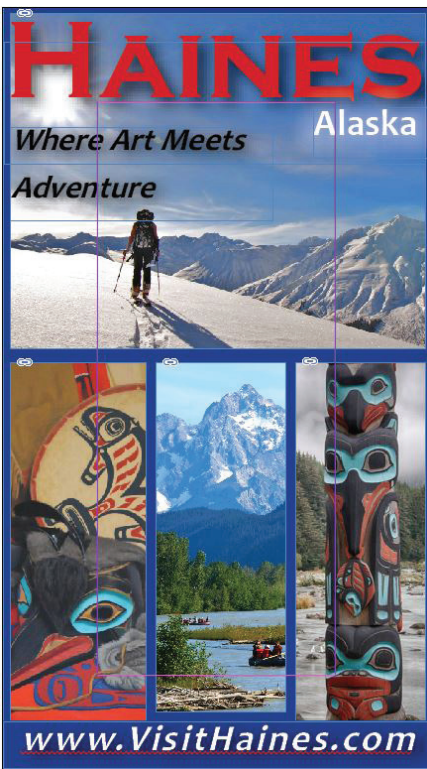
Thank you,
Leslie Ross

2015 Advertising Budget (note missing Web Marketing Line)

TOURISM			
	FY13	FY14	FY15
OBJECT DESCRIPTION	BUDGET	BUDGET	Status Quo
<u>ADVERTISING</u>			
Haines Vacation Planner	12,350	12,860	13,160
Canadian/Yukon Advert. (Minus Yukon Planner & Whitehorse Bro	9,283	9,543	10,270
Yukon Planner	1,100	1,100	1,100
Whitehorse Brochure Ad, 2001 1/4 page	1,450	1,450	1,450
Regional Ads (minus Skagway Brochure Ad)	4,225	3,702	3,702
Skagway Brochure Ad, 2001 1/4 page	1,150	1,150	1,150
Major Print Publications (Minus the following Ads)	3,700	6,744	8,118
Milepost Ad, back page	15,000	15,000	15,300
AMHS/Ferry Schedule	-	-	-
AMHS/Ferry Schedule - community co-op ad page	4,100	5,300	-
Trailer Life/Woodalls	-	-	-
Alaska State Vacation Planner, 2" Ad	3,330	3,330	3,380
AAA Western Canada/AK Tourbook	-	-	-
Alaska Magazine	3,660	1,250	-
Sunset Magazine (Includes ATIA Co-op ad)	7,940	7,400	7,400
Web Marketing	21,995	21,995	22,295
Local Ads & PR	11,590	10,350	7,250
Brochure Distribution Services	2,025	2,275	2,275
Conference supplies and media kits (Pins & Pens)	3,000	3,000	3,000
Professional Web Ads	-	-	-
Ad production/design	-	-	-
ATIA Co-op ads	-	-	-
Golden Circle Promotional Book	4,000	-	-
Other Advertising	3,000	8,000	3,000
	112,898	114,449	102,850

2016 Advertising Budget (note missing Web Marketing Line)

		5,625
23 02-00 7340	<u>ADVERTISING</u>	
	Haines Vacation Planner	13,160
	Canadian/Yukon Advert. (Minus Yukon Planner & Whitehorse Brochure)	10,270
	Yukon Planner	1,100
	Whitehorse Brochure Ad, 2001 1/4 page	1,450
	Regional Ads (minus Skagway Brochure Ad)	3,702
	Skagway Brochure Ad, 2001 1/4 page	1,150
	Major Print Publications (Minus the following Ads)	8,118
	Milepost Ad, back page	15,300
	AMHS/Ferry Schedule - community co-op ad page	-
	Alaska State Vacation Planner, 2" Ad	3,380
	Alaska Magazine	-
	Sunset Magazine (Includes ATIA Co-op ad)	7,400
	Web Marketing	-
	Local Ads & PR	7,250
	Brochure Distribution Services	2,275
	Conference supplies and media kits (Pins & Pens)	3,000
	Other Advertising	295
		77,850



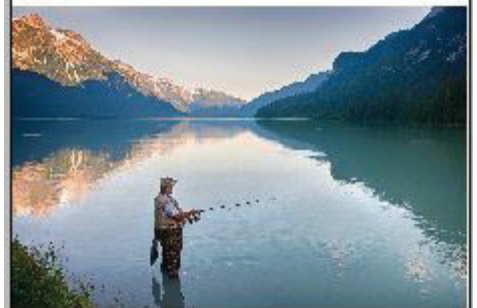
Sunset Magazine
Pacific Northwest Travel Planner, April 2016
1/6 pg (2"x4")
\$ 2425
(with Co-Op Discount from State)



Where adventure is an art



....and art is an adventure



www.VisitHaines.com



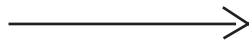
800-458-3579 | 907-766-2234
hcvb@haines.ak.us



Sunset Magazine
March, 2016
2"x2.25"
\$ 1600 (with Co-Op)



Total Budget for 5 advertisements
with Sunset :
\$8480



North West Travel Magazine
Jan-Feb 1/3pg (2"x8")
\$ 1238

4 ads/ yr = \$5547



Just a quick,
beautiful
drive
or ferry ride

HAINES

Where the road ends your
adventure begins

Upcoming Events

- February TBD
Dick Hotch Basketball Tournament
- March 17-25th
Free Ride World Tour Ski/Board Competition
- April TBD
Big Air Competition, SEAK Fair Spring Fling
- April 21-23
TIA Yukon Annual Spring Conference
- April 22-24
Contract Bridge Tournament

www.visithaines.com

800-458-3579 | 907-766-2234



Skiing
Brewery
Water Access
Art
Distillery
Fun
Fun
Fun

HAINES

Where the road ends,
your adventure begins



www.visithaines.com
For more information:
800-458-3579 | 907-766-2234
hcvb@haines.ak.us



A beautiful drive or ferry trip for:

- fall fishing
- boating the Inside Passage
- backcountry skiing
- hand crafted beer and spirit
- eagle viewing
- art galleries & local stores

Upcoming Events

- Nov 9 - 15: Alaska Bald Eagle Festival
- Dec 11- 12: Haines Holiday Celebration
- Jan 16-18: Alcan 200 Road Rally

good neighbours

Yukon Advertising in North of the Ordinary

1/3 page (7.25 x 3)

\$ 1295 (4 times a year)

This same size ad in Sierra Magazine \$15,000.

Once a year we can get in with the Alaska Co-op with Sierra for \$4000

HAINES
Alaska

Where
adventure
is an art
....and art is an adventure

800-458-3579 | 907-766-2234
www.visithaines.com
hcvb@haines.ak.us

Alaska Magazine
1/6 page (2.22"x 4.66")
\$ 1008 (4 times a year)

Our ideal market would be Outside Magazine or Sierra Magazine.

This same size ad in Outside would be \$22,000.

Once a year we can get in with the Alaska Co-op for less or get into the Traveler Section for \$ 3,300.

HAINES
Alaska

Winter is here...
we're just
waiting for you!

www.visithaines.com

Upcoming Events
January 15-16,
Alcan 200
February TBA:
Dick Hotch
Basketball
March 17-25th:
Freeride World Tour

Yukon News
1/6 page (3"x 6")
5-6 times/yr

HAINES
The Adventure Capital of Alaska



Discover Your Wild Side

Trip Advisor
Online Marketing Campaign
\$ 6500

(Ideally this would be \$10000)

HAINES
The Adventure Capital of Alaska

A scenic view of a snow-capped mountain peak in the background. In the foreground, a river flows through a lush green forest. A raft with several people is on the river, and another raft is visible in the distance. The text "Explore The Road Less Traveled" is overlaid on the right side of the image.

**Explore
The Road
Less Traveled**

HAINES
The Adventure Capital of Alaska

**Explore
The Road
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A scenic view of a snow-capped mountain peak in the background. In the foreground, a river flows through a lush green forest. A raft with several people is on the river, and another raft is visible in the distance. The text "Explore The Road Less Traveled" is overlaid on the right side of the image.

Northwest Boat and Harbor

Last minute special.

Back cover and One Page Center

\$ 2000 (normally \$7200)

HAINES

The Adventure Capital of Alaska



.....Explore The Port Less Traveled

Haines is the starting point to all of your Alaska adventures. Nestled at the top of the Inside Passage with easy access to the Yukon, Skagway, and Juneau. A unforgettable place with more artists per capita than any town in Southeast Alaska. Adventures, museums, native Tlingit culture, wildlife, and jaw dropping scenery await you. Be it fishing, hiking, rafting, gallery and museum hopping, or simply sipping at our award winning brewery and distillery, in Haines.....adventure awaits



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