

# DISCOVER KODIAK ALASKA UNTAMED™

Travelers to Alaska seek a land as big and wild as their dreams where bears chase fish across salmon streams and whales breach alongside kayaks. Kodiak Island delivers that experience. Accessible only by air or ferry, the Kodiak archipelago remains relatively untouched by tourism and is a place proud of its historical commercial fishing industry and Native culture. Visitor's fish for halibut, salmon and rockfish, view the magnificent Kodiak bear or hike mountains that rise to 4,000 feet. Bird watching in coastal wetlands is unlike anywhere else in the world. History buffs explore WWII bunkers and gun sites. Downtown modern motels and B&Bs provide comfort; unique shops and galleries surprise shoppers; dinner is the fresh catch of the day. Crowds? Not in Kodiak!

For any follow questions or interviews contact: Chastity Starrett, 907-486-4782 or [member@kodiak.org](mailto:member@kodiak.org)

## **WHAT IS DISCOVER KODIAK?**

A convention & visitors bureau is an organization charged with promoting a specific geographic area as a visitor destination, thereby improving the local economy through increased visitor spending, creation of jobs and expansion of the local tax base. We have one main focus, and that is the visitors industry. We have three prime responsibilities, to encourage groups to hold meetings, conventions and trade shows in the area it represents, to assist those groups with meeting preparations and provide services while their meeting is in progress, and to encourage visitors to visit and enjoy the historic, cultural and recreational opportunities the community offers.

## **OUR TARGET CONSUMER**

Any Age Group, Male, Female, Single, Married, Family, Business.

We have a target audience to anyone with a passion for the outdoors. Kodiak offers first-class or casual accommodations, adventure travel, attractions, bird watching, cuisine & wine, culture & heritage, Eco Tours, family travel, hunting & fishing, mature travel, sports and recreation.

## **TOURISM IN KODIAK**

- 30% of visitors are repeat
- Participation in activities: Shopping (72%), Museums (39%), Wildlife Viewing (36%), Northern Lights (33%), Fishing (10%).
- Trip planning takes place an average of 5.6 months ahead of time
- 72% used the internet for booking
- Visitors came from: Western US (36%), Southern US (20%), Midwest (11%), International (25%).
- Demographics: Average age is 47.8 & Average Income is \$108 K

# DESTINATION INFORMATION

**4,500 AVERAGE MONTHLY PAGE VIEWS**

**3,210 AVERAGE MONTHLY UNIQUE VISITORS**



**OVER 20,000 SOCIAL MEDIA FOLLOWERS**



**DiscoverKodiak**



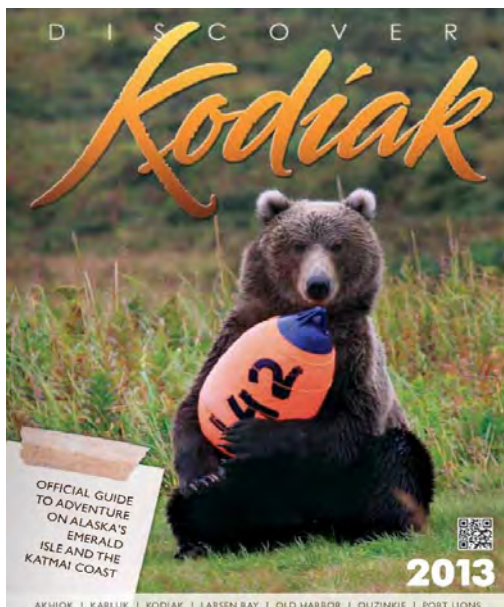
**#DiscoverKodiak**



**KodiakAlaska**

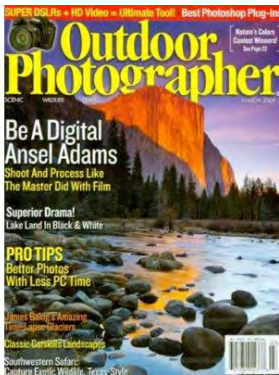


**Kodiak Island Alaska**



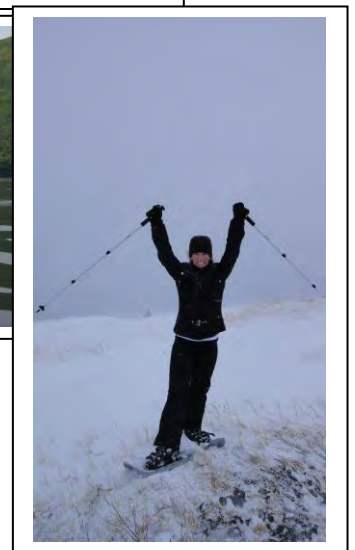
**35,000 + PRINT AUDIENCE**

## FEATURED ARTICLES IN



### Our Highlights Are:

- Kayaking
- Bear Viewing
- Hiking
- Photography
- Nature
- Wilderness Lodges
- Fishing
- Family Friendly Activities
- Surfing
- Backpacking Adventures
- Coastal and Rural Living
- Destination Weddings & Honeymoons
- Business Conventions



## RECENT KODIAK HEADLINES



Brian and JJ flew down to Kodiak with Dr. Fermento and were met by a rare clear sunny day and by Kodiak Island Brewing Company brewer and manager Ben Millstein. Millstein pulled up in his Subaru Baja and said something along the lines of "It's too nice of a day, let's just go hiking. I want to get on top of the mountain." All the guys agreed to take advantage of the opportunity, so spent the first part of the day surrounded by emerald green mountains and a 360 degree view of the harbor and surrounding ocean. A wind farm on the mountainside supplies 20 percent of Kodiak's power. The first stop after the hike was to Rendezvous Bar & Grill, where Kodiak's Sarah Pale Ale is on tap. After, the guys headed to the brewery itself, which is downtown near the harbor, and photographed six more. JJ described the brewery as nautical-themed, with actual ship masts built into the structure. A final stop by Henry's Great Alaska Restaurant was necessary to photograph the final beer, Liquid Sunshine.

Brian and JJ had only wonderful things to say about Millstein:

"Ben was one of the coolest guys and he made us feel really welcome. He's more concerned about making beer for his community than sending it off the island. Kodiak has one of the biggest and coolest decorated tap rooms that we've seen so far. The tanks are named after his daughters and his wife. He's well-spoken and obviously very well integrated into the community. He knew a lot about the wind power."

The New York Times  
Friday, July 19, 2013

Travel Guides  
**Alaska**

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NORTH AMERICA > UNITED STATES > ALASKA > OVERVIEW

### Alaska

#### Overview

#### Where to Go

Destinations (0)

#### Alaska Map

#### Multimedia



#### Cabin-Hopping in Alaska

The public-use cabins in Alaska are scenically located along lakes, atop mountains or on coastal islands.

### It's a Bear's World in Kodiak, Alaska

By TED O'CALLAHAN



Photographs by Kim Hubbard for The New York Times

There are many ways to see bears in Alaska. On Kodiak Island, you can live among them.

Side Show

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## POPULAR KODIAK EVENTS

(dates subject to change)

- **Kodiak Whale Festival: Late April**
- **Chocolate Lover's Fling: May 19**
- **Kodiak Crab Festival: May 24-27**
- **Chocolate Lover's Fling: May 19**
- **Warm August Nights Music Festival: First weekend of August.**
- **Kodiak Color Run: Mid-August**
- **Run the Rock Marathon & Half Marathon: Late October**
- **Social Media Marketing, brought to you by Discover Kodiak: November 22**