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## Chamber Launches *World's Richest Waters* Tourism Marketing Campaign

A “Cordova Tourism Marketing & Destination Strategy Community Presentation” via Zoom is set for October 19, 5:30pm AK and will feature experts from Cordova Chamber, Spawn Ideas, Crosscurrent Collective, and more to present Cordova's new targeted tourism marketing and free tools for local businesses (Zoom registration link can be found on the [events calendar at cordovachamber.com](#) and on [Facebook.com/CordovaChamber](#)).

**October 4, 2021 (Cordova, Alaska)** - Thanks to a generous \$376,000 grant from the Alaska Department of Commerce, Community, and Economic Development (DCCED), the Cordova Chamber of Commerce this summer launched a destination travel marketing effort that promises new economic development for years to come.

The “World's Richest Waters” campaign -- first conceived ten years ago by Prince William Sound Science Center -- has since garnered wide buy-in and support from many key organizations and business partners in Cordova. The campaign seeks to lay the groundwork for the Cordova / Prince William Sound region to return to historic visitor levels of approximately 80,000 people per year (with the eventual goal of 100,000+ annual visitors). This summer (June - August), the campaign got off to a strong start by achieving more than 13 million campaign-related media impressions, with ads delivered in Alaska and the lower 48 across print publications, public radio, Facebook, YouTube, Google, Instagram, and other media platforms.

Results of the campaign and future plans will be discussed in a *Cordova Tourism Marketing & Destination Strategy Community Presentation* via Zoom, set for **October 19, 5:30pm AK**. A Zoom registration link can be found on the [events calendar at cordovachamber.com](#) and on [Facebook.com/CordovaChamber](#). Cordova Chamber of Commerce invites all businesses and individuals interested in learning more about and leveraging the momentum created by this investment in inspirational marketing. “Building tourism demand isn’t done with the flip of a switch or the launch of a campaign,” said Chamber executive director, Cathy Renfeldt. “This campaign has laid a strong foundation, and we’re excited to take this significant step alongside Cordova's dynamic business community.”

The target population for the campaign was the Free Independent Traveler segment, ages 35-64, which leans women as travel planners who: 1) have a household income \$100k+, 2) prefer trips 8-14 days long, and 3) who enjoy scenery/nature + new experiences/places +

consumption of local culture / businesses. The Chamber directly messaged to these travelers - people who appreciate creating their own itineraries and arranging their own travel plans away from large groups.

“Our research tells us that branding our region as the World’s Richest Waters right now will create new excitement and curiosity about Alaska,” said Chamber executive director Cathy Renfeldt. “Perhaps the most important outcome of the campaign was that it generated excitement about healthy economic diversification and helped us identify and name the core community values that are most important for Cordova to retain as we grow our economy.” The process also created local conversations and new levels of planning and engagement by community stakeholders, and garnered buy-in from many key organizations and partners in Cordova. “We feel this campaign will lead to short- and long-term benefits for Cordova, the broader region, and the state,” said Renfeldt.

### **Additional major campaign achievements include:**

- The delivery of a short- and long-term destination development strategy & toolkit for our region by Crosscurrent Collective, complete with regional (and Alaska) research, local interviews, and buy-in from many local and PWS businesses (coordination by Cordova Chamber of Commerce).
- Increased inquiries and reservations for local lodging and tour operators over 2021, with seeds planted for future growth (including via campaign co-marketing with local businesses).
- The launch of a rich, new destination travel website ([visitcordova.com](http://visitcordova.com) / [cordovachamber.com](http://cordovachamber.com)), with a corresponding 900 percent spike in tourism-related web traffic.
- Campaign media results including the total delivery of over 13.3M impressions (10 million in the L48 alone), 91k clicks, and 5.3k website engagements.
- Creation of new destination travel planning guide, along with additional new marketing materials (trifold brochures, social media videos, lamp post banners, etc).
- Local co-marketing efforts with the Copper River / Prince William Sound Marketing Association, Prince William Sound Science Center, and more.
- Launch of new “Visit Cordova” social media channels (Facebook & Instagram).
- A free Destination Toolkit filled with resources for local businesses to leverage and adopt this new strategy and join in efforts to market Cordova with one voice.

### **About the Chamber**

The Cordova Chamber of Commerce is governed by a 16-member board of directors and is comprised of a diverse group of business members. In addition to operating the Cordova Visitors Center, the Chamber’s work is divided into four main program areas: quality of life enhancement, economic development, destination marketing, and business support.

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