



**NOME CHAMBER OF COMMERCE**

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***NOME CONVENTION & VISITORS BUREAU***

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cc: Paul G. Kosto, Nome Chamber of Commerce Executive Director

TO: Glenn Steckman, City Manager

DATE: January, 2022

City Council Members  
Mayor John Handeland

FROM: Drew McCann, Director  
Nome Convention & Visitors Bureau

SUBJECT: 2nd Quarter  
FY 2021/22

## **INTRODUCTION**

The following lists the highlights of the goals and accomplishments for the Nome Convention and Visitors Bureau (CVB) during The City of Nome 2nd Quarter FY 2021-22 October, November, December 2021. The purpose of this memo is to inform the City of Nome on the progress of the CVB operations and to provide a historical record of activities for CVB staff as reference for future planning. The COVID-19 pandemic has continued to have major impacts on CVB operations.

## **STAFFING**

The Visitor Center (VC) maintained operations with our current staff of two during this period. The hours operated during this time were Monday thru Friday from 9:00am to 5:00pm. The VC did not have the need for additional staffing due to slower in person traffic during the off-season for tourism.

## **INQUIRIES AND TRAFFIC COUNT**

Visitors in the VC: **150 (below average)**  
Phone Inquiries: **80 (below average)**  
Email Requests: **281 (above average)**  
Website Visitors: **55,010 (above average)**  
Webpage views: **91,505 (above average)**  
Visitor Countries: **94 (above average)**

There was a significant increase in traffic to our website, even when compared to summer months when people are usually more interested in travel to Nome. We have made significant changes to our site to keep it updated, fresh, and relevant and that seems to be paying off. We also have integrated forms into our website such as the Iditarod Housing Form that helps attract visitors to our site.

Due to a shift in how visitors like to interact with DMOs, I expect the reduced phone calls to continue and communication via email and social media to increase over time. We are able to provide more tangible benefits and information to requestors when we have an easy method of transferring information back and forth.

## **COMPLETED VISITOR PROMOTION ACTIVITIES**

The 2022 Visitor Guide production process was completed during this time and the printed guides should arrive in January. The guides will also be dispersed to Anchorage Brochure Distribution and they will provide further distribution of the guides around the state. We also completed a new town map that will come with 5000 copies to provide visitors in Nome as well as be incorporated into the 20,000 visitor guides that are being printed.

Our advertising in the Alaska Map was completed using the 3 Days 3 Ways marketing campaign. We also arranged advertising in the Alaska Travel Guide and Fly Alaska Magazines as well as their social media channels.

We have continued to support visitors coming for Iditarod thru our Iditarod Housing Form. We have been able to connect several residents to those seeking housing during the Iditarod, but still have a waiting list.

We have continued to provide City PSA updates on COVID-19 and other matters thru our community bulletin section of the website. We have also maintained a community calendar and hope to continue to encourage organizations hosting events to send it to us so that we can list it.

## **PLANNED VISITOR PROMOTION ACTIVITIES**

Staff will attend an Alaska Travel Industry Association (ATIA) Industry Event and Trade Show in January. The event provides many notable speakers in the tourism industry as well as provide a great opportunity for networking and learning from other destination marketing organizations (DMOS).

The Visitor Center is preparing for several activities during February and March.

Those are:

- The Arctic Eagle/Patriot Military Exercise will take place from February 22<sup>nd</sup> thru March 6<sup>th</sup>. We expect to see ~125 people per day in Nome from this exercise. They will be dining in town during the evenings at local restaurants and we will be providing a list of places to eat to them as well as any information about Nome.
- The Iron Dog Snowmobile Race will host a Nome Halfway Ceremony on Tuesday, February 22<sup>nd</sup> at the Nome Mini Convention Center. It will have a subway sandwich dinner and award ceremony. We expect to see racers, fans, sponsors and media coverage personnel in Nome during this time.
- The Iditarod, including the events surrounding Iditarod in Nome will be taking place from the March 11<sup>th</sup> thru 20<sup>th</sup> and we plan to work with local companies to do the advertising and produce the Iditarod Events Calendar.

The VC is planning to build a historic community walking tour and accompanying audio tour. This will be a multi organization project. This will likely start in the next quarter but will not be completed until the end of year. The model that we're currently looking at is similar to the Audio Walking Tour provided in Juneau.