



# Kenai Peninsula Tourism Marketing Council joins CIRCAC

The Kenai Peninsula is one of Alaska's most beautiful destinations and with more than 24,752 square miles to work with, the recreational possibilities are endless. Whether it's bear watching in Lake Clark National Park, kayaking in Kenai Fjords National Park, or jumping aboard a whistle stop tour on the Alaska Railroad, it's a one-of-a-kind destination with something for everyone.

Guiding potential visitors to the Kenai Peninsula region is the job of Shanon Davis (pictured below right) who has been the Kenai Peninsula Tourism Marketing Council's (KPTMC) Executive Director for the past 12 years. Davis, who describes herself as a "home grown girl," was born and raised in Soldotna, and gained marketing experience working three years for the Soldotna Chamber of Commerce.

"People have to decide on a destination before they do their research and they are bombarded with messages," she said. "Our competition is the world, and the rest of Alaska."

The KPTMC's primary target audience is independent travelers, excited about getting off the beaten track, striking out into the wilderness, and taking advantage of local businesses, restaurants, tours, and accommodations.

Even with so much to do, so many things to see, and so many places to go, Davis says the greatest challenge to enticing visitors is planting the seed and the name of "Kenai" in somebody's head.

An offshoot of the Kenai Peninsula Economic Development District, the KPTMC is the newest member organization to join CIRCAC's Tourism Group. Davis submitted application for the KPTMC to join CIRCAC because improving quality of life is a primary component of both organization's Missions. "What's good for the Peninsula is good for all," she said.

Altogether, CIRCAC represents 13 stakeholder groups including, along with Tourism, Recreation, Environmental, Alaska Native, Commercial Fishing and Aquaculture interests groups and organizations, as well as the Cities of Homer, Kenai, Seldovia and Kodiak; the Kodiak Island and Kenai Peninsula Boroughs and the Municipality of Anchorage. This broad representation assures a diversity of interests are well represented on the Board of Directors.

Any organizations interested in joining CIRCAC as a Participating Stakeholder Group can learn more or download an application from CIRCAC's website at: [www.circac.org/who-we-are/stakeholder-groups/](http://www.circac.org/who-we-are/stakeholder-groups/) or call 907.283.7222.

