



PROFESSIONAL SERVICES

# Sustaining Growth for Seasonal Tourism

## KEY METRICS



**+70%**  
Revenue



**+7x**  
ROAS

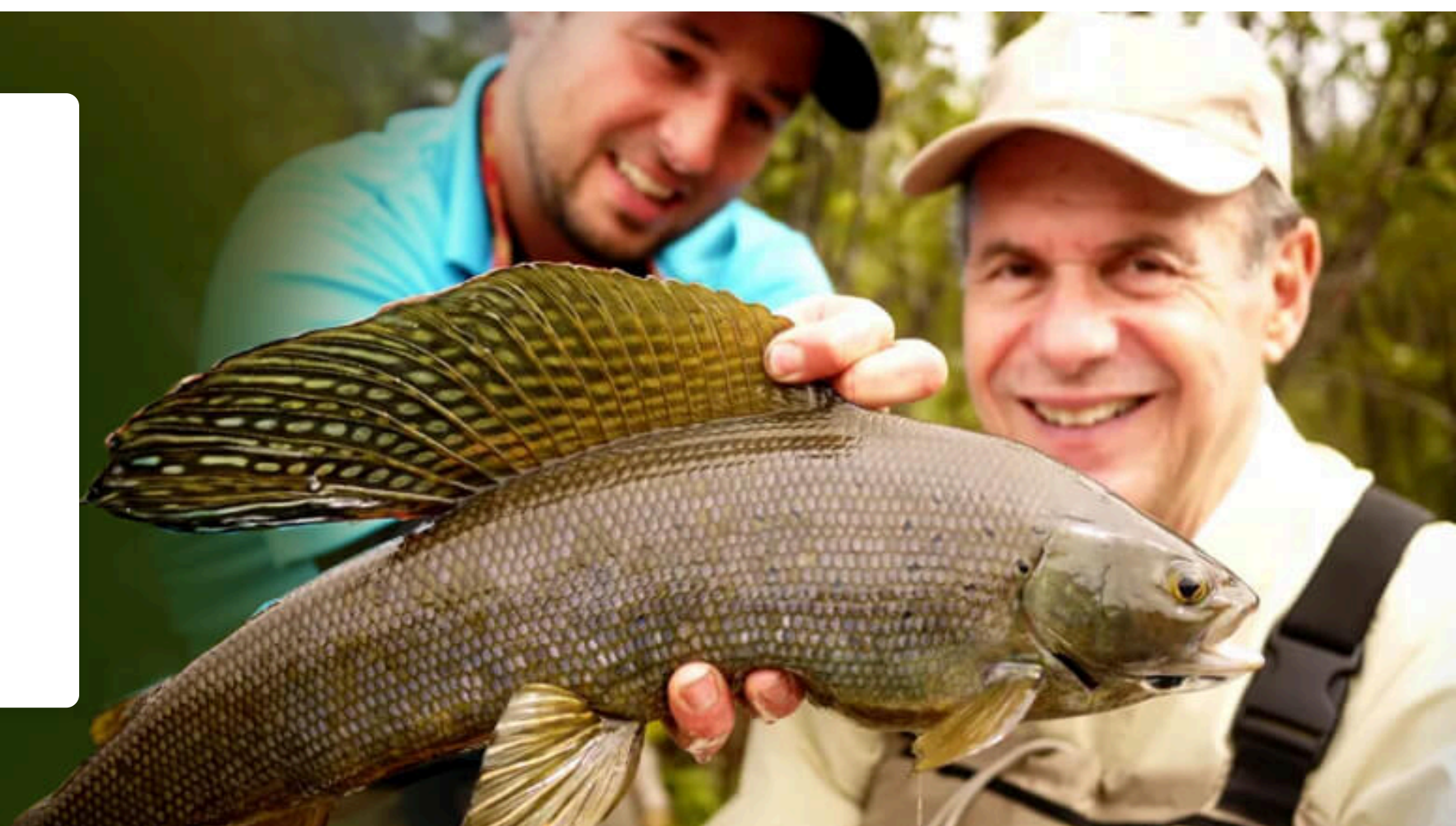


**+57%**  
Clicks

The outdoor adventure and guided fishing industry can get territorial, with companies vying to gain the trust of customers visiting from different regions and countries. Businesses need to demonstrate expertise and increase visibility to attract new clients. Without a robust online presence, even the most experienced outfitters can struggle to differentiate themselves and reach their target audience. This case study explores how Logical Position helped a regional tour guide business define its online brand appeal for over 13 years.

## ABOUT ALASKA FISHING & RAFTING ADVENTURE

**Alaska Fishing & Rafting Adventures** is a year-round guided fishing and outdoor adventure company based in Fairbanks, Alaska. The company curates best-in-class guided experiences and emphasizes sustainable tourism and environmental ethics, shaping its ethos as stewards of the cherished landscape. The team consists of local, highly skilled guides who are deeply familiar with the region's waters and backcountry, ensuring an exceptional experience for their clients.



## Challenges

With a limited tourism window, primarily during the milder months, Alaska Fishing & Rafting Adventures needed a diversified offering to attract visitors throughout the year. Engaging users with unique winter activities and specialized wildlife excursions required continual refinement. Additionally, the remoteness of many destinations meant that companies needed to assist clients with complex travel arrangements, ensuring a seamless booking process and enhancing the overall customer experience.



## Strategy Development

To exceed campaign goals, our management team focused on increasing conversions to maximize return on investment. We ensured sustainable campaign expansion through reliable conversion tracking and data-driven bid adjustments.



## Account Structure & Keyword Strategy

To align with seasonality and demand, campaigns were segmented by service—fishing, dog mushing, and Northern Lights tours—with a stronger emphasis on fishing...as the hook. New creative assets were introduced quarterly to keep messaging fresh and relevant.

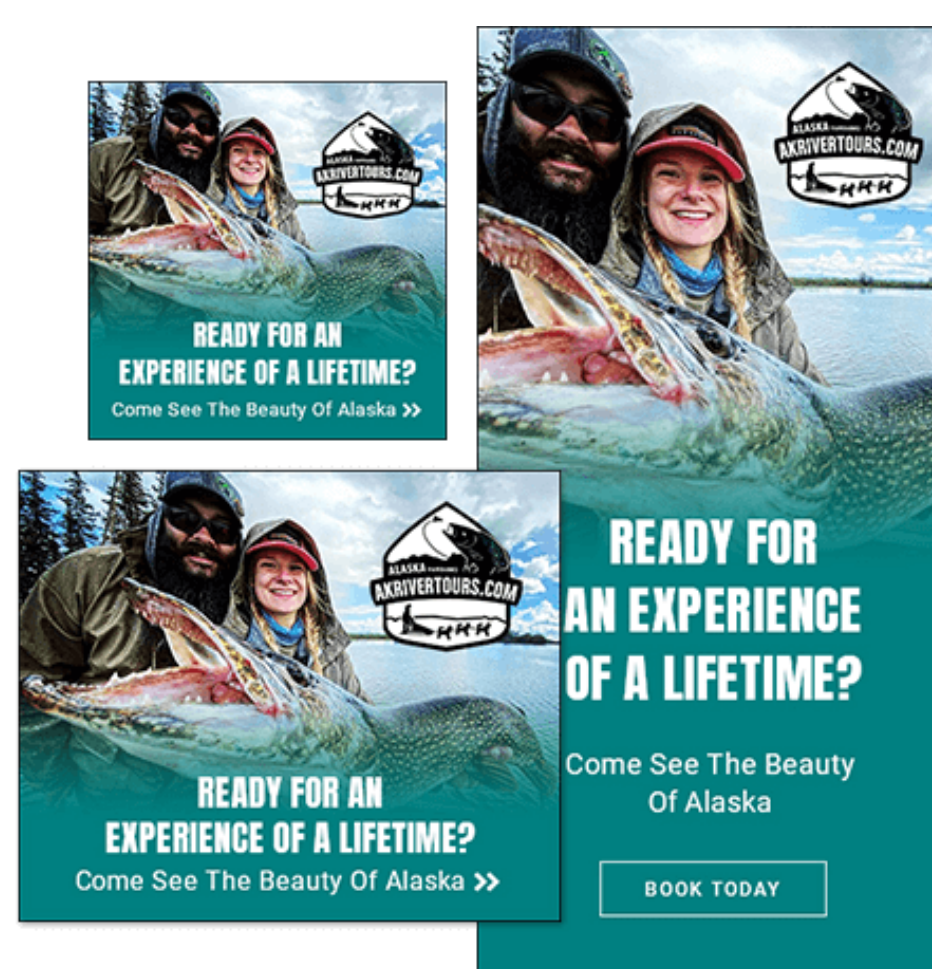
Regular keyword performance reviews allowed us to shift budget from low-performing search terms and invest more in high-converting opportunities. Search reports were closely monitored to confirm traffic relevance, ensuring every click had strong potential to convert.

To expand brand awareness and fill remarketing audiences, demand generation campaigns leveraged YouTube videos and display ads to attract new site visitors. Paid social ads used look-alike audiences to introduce the brand to potential customers early in their research and discovery phase, increasing brand recall when they were ready to book.

## Bid Adjustments for High-Impact Segments

- Increased bids to capitalize on strong conversion trends.
- Adjusted demographic targeting to reach high-converting users.
- Optimized device bids between mobile and desktop based on data.

By continuously refining these strategies, we strengthened Alaska Fish & Rafting Adventure's digital presence, driving higher engagement, increased bookings, and a more efficient return on ad spend.



## IMPACT

Since 2013, our partnership has allowed Alaska Fishing & Rafting Adventures to focus on delivering unforgettable outdoor experiences while LP handled the marketing side of the business. By optimizing its online presence, our campaigns attracted new customers, increased brand awareness, and boosted bookings, enabling the company to grow without the burden of marketing logistics.

## Tips For Achieving Similar Results

- Optimize Booking & Customer Inquiries** – Streamline online reservations and track inquiries to improve customer experience while capturing valuable data to refine marketing campaigns.
- Tailor & Expand Your Marketing Reach** – Segment campaigns by service to adapt to seasonal demand and use a mix of video, social, and demand-generation ads to engage audiences and build early brand awareness.
- Refresh Creative Regularly** – Tell YOUR story and update ads monthly or quarterly to align with seasonal changes and keep content intriguing. The best creative advice is to keep testing new creative assets.
- Balance Automation & Personalization** – Leverage automation for efficiency but maintain human touchpoints for personalized customer interactions to build rapport with clients looking for a well-curated experience.

Is your business ready to cast a wider net and reel in more customers? Hook into success by reaching out to our team of marketing specialists today!

[Learn More](#)

Ready to Find Out What Makes Us Different?

[GET STARTED NOW](#)



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