

Vamos a
tucson

CAPITALIZE ON THE
GROWING **MEXICO** MARKET



HOW TO WORK WITH VISIT TUCSON TO PROMOTE YOUR BUSINESS IN MEXICO



SIGN-UP

Sign-up to our online Regatta Travel Solutions reservation system with special rates for the Mexico visitor.



OFFER

Offer group rates and discounts to make our group tour packages more attractive.



PARTICIPATE

Participate in Mexico trade shows and sponsor events.



REGISTER FOR "MEXICO READY"

Register your front-line staff and management for our educational workshop, "Mexico Ready".



ADVERTISE

Advertise your business through our marketing tools and co-op programs.



Through a comprehensive marketing program, Visit Tucson helps local merchants and tourism partners position their businesses to be preferred establishments for Mexico visitors, and persuade Mexico consumers to come to Tucson, stay longer and, consequently, improve the economic impact on the region.

\$976.4
MILLION

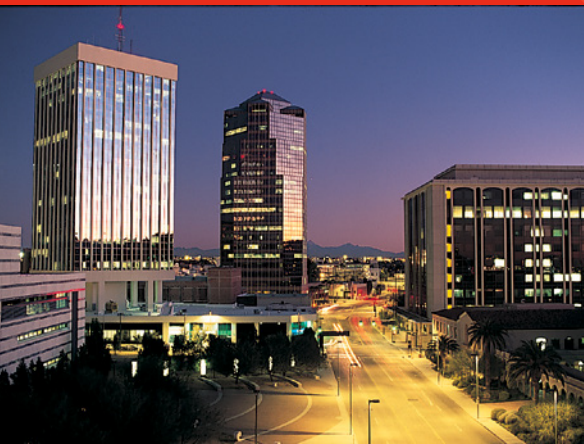
Mexican visitors spend \$976.4 million a year in Tucson.

24
MILLION

24 million Mexican visitors come to Arizona every year.

64%

64% of visitors come for leisure, shopping, vacation, and medical services.



VISIT TUCSON MEXICO MARKETING PROGRAM

Visit Tucson has developed a comprehensive Mexico marketing program designed to provide you, our Tucson partners, with opportunities to reach the huge Mexico market and to constantly inform Mexico's consumer of what Tucson has to offer.



Through this highly successful and widely recognized marketing program, **Visit Tucson** promotes its partners in Mexico, develops marketing strategies, and operates two visitor centers in two of the most important cities in Sonora - Hermosillo and Cd. Obregón. The goal is to reach consumers before they travel to Tucson.

Visit Tucson, in partnership with the University of Arizona Terry J. Lundgren Center for Retailing, offers a free "Mexico Ready" workshop to retailers, hotels, resorts, and service industries. This workshop is designed to help our partners better understand the economic impact of the Mexico market, the travel preferences and behaviors of the Mexican consumer, and learn how to capture a share of this market.



MEXICO VISITOR CENTERS SERVICES



HOTEL RESERVATIONS

We use the Regatta Travel Solutions online reservations system to make hotel reservations for our customers in Mexico who stop in to our visitor centers in Hermosillo and Cd. Obregón.



TUCSON INFORMATION

Our visitor centers in Hermosillo and Cd. Obregón offer rack space to display brochures, promotions, and other information about your business. The Mexican traveler also receives a shopping bag filled with brochures, coupons, and special offers from our Tucson business partners.



GROUP PACKAGES

Bilingual staff members at our visitor centers in Hermosillo and Cd. Obregón are dedicated to promote Tucson group packages to different audiences. Each package is tailored to the needs of the group, such as education, summer camps, shopping, sports, and other topics. These packages are offered to student groups, organizations, and businesses, among others; they might include transportation, lodging and meals, tickets to events, or business presentations. We encourage partners to work with our tourism industry businesses to create packages for us to promote in Mexico.



MEXICO MARKETING OPPORTUNITIES



TRADE SHOWS

An opportunity to interact and present your product/service two times a year to thousands of consumers in Mexico.



PRINT MEDIA

As another opportunity to efficiently advertise your company we work with major publications such as *El Imparcial* newspaper and other highly regarded print media.



SOCIAL MEDIA

To engage thousands of consumers we use Facebook and Twitter in Mexico. We constantly post any stores' special offers, hotel packages, and Tucson events through these networks.



RADIO

Through radio promotional programs we engage consumers in Mexico. This provides another avenue to build our 34,000+ email database used in campaigns, such as our quarterly newsletter, monthly e-blasts targeting Mexico consumers, and more.



DIGITAL BILLBOARDS

We use electronic billboards to support our marketing campaigns. These billboards use video and allow us to change our message as needed.



E-NEWSLETTER

We send monthly emails to thousands of consumers in our Mexico database promoting events, attractions, and shopping.



WEBSITE

VamosATucson.com is a very effective marketing tool. The website is not only in Spanish, but most importantly, is adapted to the interests of our consumers when promoting shopping, events, and attractions.



VISIT TUCSON CO-OP PROGRAMS



OFFICIAL TRAVEL GUIDE

20,000 copies of our Spanish language *Visit Tucson: Official Travel Guide* are distributed in Mexico several times a year. The guides are hand-delivered to key consumers and business owners in Sonora and Sinaloa. An electronic version is also available at VamosATucson.com.



HOME-TO-HOME DISTRIBUTION

Visit Tucson partners have an opportunity to distribute brochures/flyers in key residential areas in Hermosillo, Cd. Obregón, San Carlos, Culiacán, Los Mochis, and Nogales by participating in our distribution marketing campaign.



TUCSON TELEVISION SHOW

Through a partnership with Megacable, the largest cable operator in Sonora, we produce a weekly, 30-minute TV show featuring Tucson's shopping, dining, and attractions. The program highlights different aspects of Tucson that are of interest to our Mexico visitor. Partners participating in this TV show also receive a copy of the show to be used for their own marketing purposes.





Visit Tucson

100 S. Church Ave.
Tucson, Arizona 85701
Tel. (520) 624 1817

**Vamos a Tucson Visitor Center
Hermosillo**

Ave. Revolución # 113 D. Esq. con
Jalisco
Col. Centro. Hermosillo, Sonora
Tel. (520) 225 0531 | (662) 213 7282

**Vamos a Tucson Visitor Center
Cd. Obregón**

Ave. Sinaloa 528 (entre Yaqui y Mayo)
Cd. Obregón, Sonora
Tel. (520) 762 7517 | (664) 413 6648