



Visit Prescott

2020–2021 Strategic Recovery Plan

Priority	Boom	Business As Usual	Bust
Must Do	<ul style="list-style-type: none"> Increase advertising budget with more digital and TV. Safe/responsible visitation. Market to the Valley. Flexibility to meet communications demands for the city/visitors. 	<ul style="list-style-type: none"> True West. Real Adventure. Tagline with consistency. Tourism team up meetings with stakeholders and TAC. Consistent communication and outreach to stakeholders. Market and promote the destination with whatever budget is given to us. 	<ul style="list-style-type: none"> Consistent communication and outreach to stakeholders: offers to assist, provide tools, resources, and ideas. Create a landing page for crisis situations with tools for businesses and residents. Promote bars, restaurants to go, pick up. Historic Whiskey Row support in a responsible way: virtual tours, social promotion, story telling. Conservative spending in advertising/marketing. Pulling back when needed and renegotiation of agreements.
Should Do	<ul style="list-style-type: none"> First domestic markets: AZ, SoCal, Denver, and expanding markets. Pull unknown or lesser known resources out of the tool box to use and promote: parking garage, less popular hiking trails, outdoor/indoor spaces, spaces with patios. Solo advertising campaign, individual press visits/FAM's. Shift marketing dollars for shoulder season. 	<ul style="list-style-type: none"> Promotion of assets: Whiskey Row with heavy focus on historic, new, different experiences. Mid-week business focus to level out the peak times with the slow times. Fly markets: LAX and DIA. Consistent communication and outreach to stakeholders. Updates, education, opportunities, etc. 	<ul style="list-style-type: none"> Outreach with AOT, AzLTA, U.S. Travel Association resources, communicating marketing plans and programs to stakeholders. More delegation and trust with staff and consultant decision making and problem solving. More communication with city officials and leaders to explain the importance of tourism for the destination. Crisis communication plan needed.
Nice to Do	<ul style="list-style-type: none"> International marketing. Travel/trade shows, media events. 	<ul style="list-style-type: none"> Itinerary planning with other destinations to focus on extended stays in Northern Arizona. Mayor Town Halls virtually or in person at least once per month. 	<ul style="list-style-type: none"> More staff (Use of contracted firm). Organizing assets: images, website, press releases, updating as needed. Separation between tourism staff time and city programming.

Windsocks		Boom	Bust
Public Health: sustained reduction in case counts for 30 days in our feeder markets, top 5: Phoenix, Tucson, San Diego, Denver, LA https://usafacts.org/covid-recovery-hub/		Yes	No
Economic: Monthly consumer spending at minimum 0.2% growth two months running, per BEA https://www.bea.gov/data/consumer-spending/main		Yes	No
Economic: Simple Moving Average for Dow Jones U.S. Travel & Tourism Total Stock Market Index at or above 7,000 https://www.marketwatch.com/investing/index/dwcttr/charts?countrycode=xx&mod=mw_quote_advanced		Yes	No
Travel Intent: Arrivalist Weekly Travel Index week-over-week change up for 8 consecutive weeks		Yes	No
Travel Intent: Google trends search query for "az hotel" at or above March 14, 2020 level https://trends.google.com/trends/explore?date=today%203-m&geo=US&q=az%20hotel		Yes	No
Local: Anecdotal increase in accommodation bookings (Info comes from STR report sent monthly)		Yes	No
Local: Increase in destination website traffic (Google analytics)		Yes	No



Response Teams

Focus	Lead	Team	Resources
Marketing Strategies	<ul style="list-style-type: none"> Marketing Firm (HH) 	<ul style="list-style-type: none"> Tourism Staff Members 	<ul style="list-style-type: none"> Research, AOT co-op, analytics and reports, Destination Partners (STR, Brand USA, etc)
Destination Strategies	<ul style="list-style-type: none"> Director of Tourism 	<ul style="list-style-type: none"> Tourism Staff Members 	<ul style="list-style-type: none"> Research/Data, AOT feedback, TAC, Visitor Center data
Organizational / Collaboration Strategies	<ul style="list-style-type: none"> Tourism & Community Outreach Manager 	<ul style="list-style-type: none"> Tourism Staff Members 	<ul style="list-style-type: none"> TAC, Chamber of Commerce, Prescott Downtown Partnership
Monitoring / Communications	<ul style="list-style-type: none"> Tourism & Community Outreach Manage 	<ul style="list-style-type: none"> Tourism Staff Members 	<ul style="list-style-type: none"> TAC, Chamber of Commerce, Prescott Downtown Partnership

Communication Plan

Topic	Audience	Frequency	Mode
Windssocks	<ul style="list-style-type: none"> Regional partners Leadership 	Monthly	<ul style="list-style-type: none"> TAC Stakeholder Newsletter (quarterly) Announcements as needed
Scenario Changes (Boom, Bust, Business as Usual)	<ul style="list-style-type: none"> Staff, TAC Hospitality & Tourism Stakeholders Leadership 	As Needed	<ul style="list-style-type: none"> Email Newsletter Announcements as needed
Strategic Initiative Status	<ul style="list-style-type: none"> TAC H&T Stakeholders Leadership 	February & Summer	<ul style="list-style-type: none"> In person, follow up email summary
Travel & Visitor Trends	<ul style="list-style-type: none"> H&T Stakeholders Leadership 	As Needed	<ul style="list-style-type: none"> Email