

STRATEGIC RECOVERY



Coraggio Group + AOT

How? Why? What?

- AOT saw a need when Covid hit
- Coraggio Group presented at the virtual Governor's Conference
- Offered in AOT co-op: \$20,000 value per destination
- Help us have a roadmap, direction for the changing winds
- Strategic Recovery Plan to be used for any scenario



Windssocks

Windssocks are used to measure the wind speed and determine which way the wind is blowing.

We use them to help us determine next steps in our recovery plan.

Our windsocks focus on: public health, economic indicators, travel intent, and local information.



Priorities

We all learned a lot in 2020 and one of the biggest things: flexibility. Knowing what our priorities are and being flexible, helps us to shift when the windssocks tell us.

They're broken down into three categories:

- **Boom- when the wind is blowing in the right direction (surplus of funds, increase in budget, etc.)**
- **Business As Usual- we'll do these no matter what**
- **Bust- when the windssocks are bad (recession, pandemic, catastrophe)**

How we react to them is based on our priorities:

- **Must Do**
- **Should Do**
- **Nice to Do**

From these priorities, we were able to create strategies, resources, and teams to execute them.



Response Team Focus

It'll take a dedicated effort by all parties to incorporate the strategic recovery plan and put it fully into action.

The priorities of focus include:

- **Marketing strategies**
- **Destination strategies**
- **Organizational/Collaboration strategies**
- **Monitoring/Communications**

Team members include:

- **Tourism Department**
- **Marketing Firm**

Resources include:

- **TAC**
- **Research & Data**
- **AOT: partnership and co-op advertising**
- **Chamber of Commerce**
- **Prescott Downtown Partnership**
- **Industry partners: other communities, Brand USA, etc.**



Communication Plan

This is where we take everything we worked on, researched, and considered for the tourism team and will share by:

- **Topic:** windsocks, scenarios (boom, bust, business as usual), trends
- **Audience:** leadership, regional partners, staff, TAC, council
- **Frequency:** varies by topic
- **Mode:** TAC, newsletter, announcements, emails, in person meetings,

The communication plan can be used no matter the situation, and will provide clear direction for all parties involved.



STRATEGIC RECOVERY STRATEGY

Visit Prescott- Tourism Office



Windssocks	Public Health	Economic	Travel Intent/Local Pulse
Priorities	Must Do	Should Do	Nice to Do
Response Team Focus	Marketing/ Destination	Organization/ Collaboration	Monitoring/ Communications
Communication Plan	Windssocks	Scenario Changes	Travel/Visitor Trends