



**TOURISM TEAM UP
SEPTEMBER 2021**



Meet the Visit Prescott Team

Community Outreach, Economic Development & Tourism

John Heiney



Community Outreach Manager

Ann Steward



*Tourism & Economic
Initiatives Manager*

Cristina Binkley



*Tourism & Economic
Initiatives Coordinator*

Heather Hermen



*Consultant
Front Burner Media*

Tourism Advisory Committee (TAC)

TAC Committee Members Advise on matters related to marketing, promotion, and programming.
They are also charged with administering the annual TAC/PAAHC grants to organizations.

Margo Christensen
Chairwoman

Matt Brassard
Vice Chair

Linda Nichols
Secretary

Stephen Bracety

Jim Dawson

Charlie Mormino

Debra Rocha

Peter Gebauer

Robert F. Coombs

Peter Gebauer

Edd Kellerman

Councilman Clark Tenney
Council Liaison

The City of Prescott Tourism Office - *Visit Prescott*

Destination Management Organization: A destination marketing organization (DMO) is an organization which promotes a location as an attractive travel destination. It can be member or non-member based.

- Responsible for promoting an area as an attractive travel destination, and enhancing the public image.
- Develops long term travel and tourism strategy for the destination.
- Creates marketing and public relations plans and campaigns.
- Creating tax revenue that benefits the community.
- Improving quality of life.
- Promotes the destination as a whole, not just one sector.



City Updates

BY: JOHN HEINEY

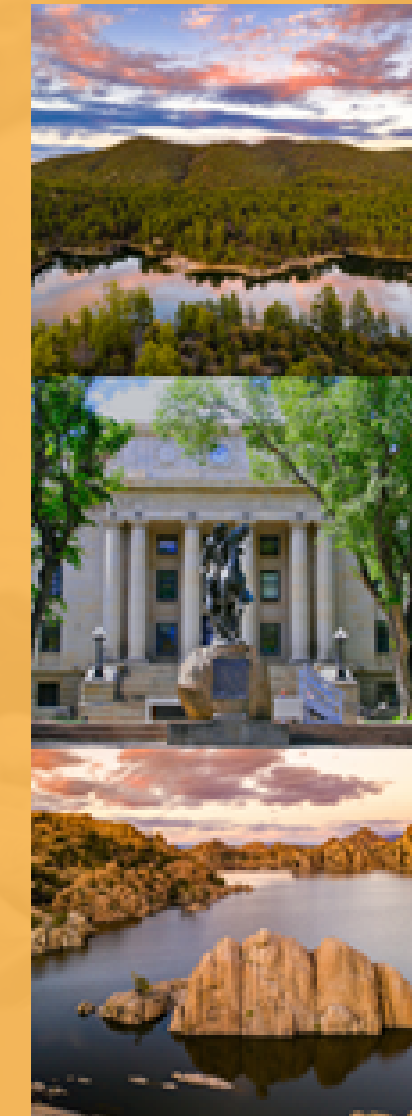


- Placer AI
- Granite Creek
- North Prescott Master Plan
- New Downtown Kiosk Maps
- Airport Update

Tourism Updates

PreCovid-19 & Pandemic Messaging Recovery Planning

- Arizona Office of Tourism (AOT) Rural Co-Op
- Multi-Media Marketing Plan
- Crisis/Urgent communications to stakeholders as well as support
- All marketing campaigns paused and/or discontinued
- Coordinated AZ Takeout Week and local take out directory
- Reinvigorated Shop Local campaign
- Participated in Yavapai Safe campaign
- Publicity on Responsible Recreation Across Arizona
- Launched Shop/Visit Safe and Responsibly campaign
- Brochure Fulfillment has continued
- Travel Writers & Media Influencers
- Travel and Trade shows - virtual
- Digital Geo-Targeting campaign – on streaming networks.
 - Results re-enforced the in-state drive market and the number of visitors going north to cooler temperatures
-



Visit Prescott

RESPONSIBLY · RESPECTFULLY

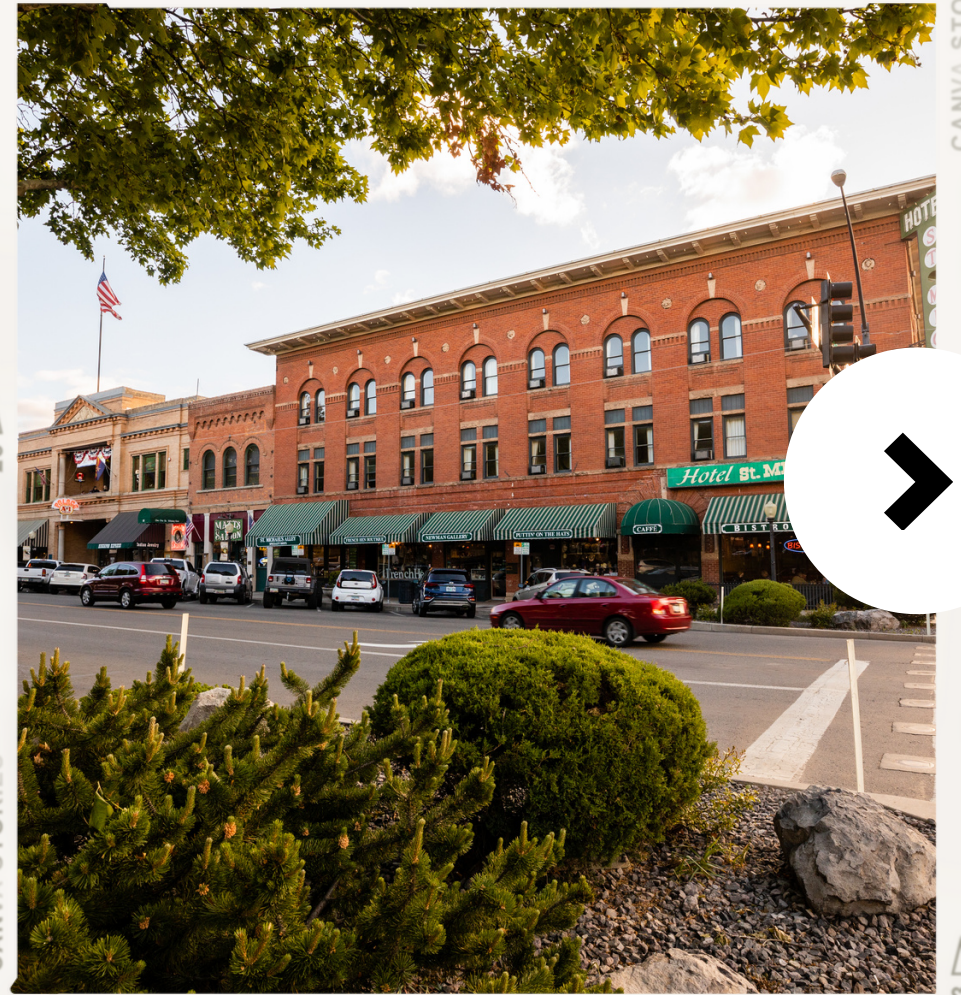
We invite visitors to enjoy Prescott and all it has to offer while staying safe and healthy. Let's work together to stop the spread while enjoying an unforgettable Prescott experience.



visit-prescott.com

Some of this is still taking place...

FY 2021-22 MARKETING PLAN



Our Audience

Top Markets:

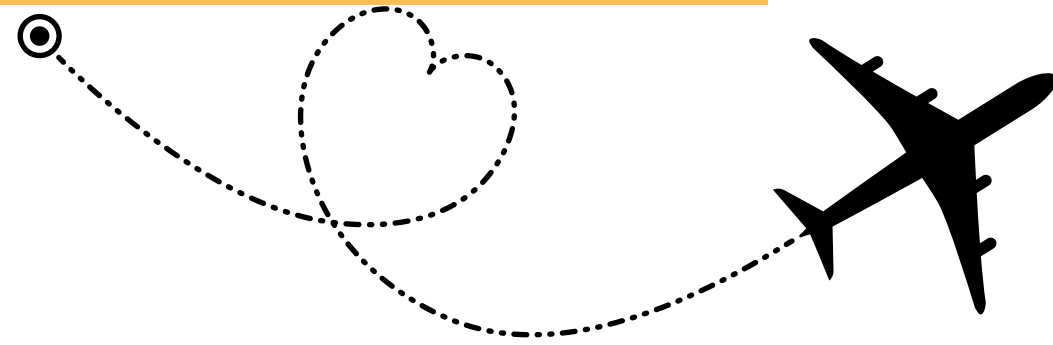
1. Phoenix Metro
2. LA/Southern California
3. Midwest

- Denver market launched spring 2020
 - COVID-19: state drive market, neighboring states, domestic, international still 18-24 months

Other Key Domestic Markets: Tucson, Las Vegas

Top International Markets:

Canada, Germany, UK, and Australia





Destination Marketing Snapshot

Visitor Profile

North Central Arizona

- ✓ 91% leisure travel
- ✓ 65% non-resident
- ✓ \$828 spend per party, party size 2.8
- ✓ 46.7 average age

Data: Arizona Office of Tourism
Visitor Profile 2019, tourism.az.gov

Destination Marketing Snapshot

Top Activities

North Central Arizona

- ✓ Shopping
- ✓ Hiking
- ✓ National/State Parks
- ✓ Landmarks/historic sites



Destination Marketing Plan

- AOT Co-operative Marketing Plan- \$75,000 investment
- Sparklight geo-targeting, geo-fencing, event marketing in AZ and Denver
- Public Relations
- Social Media
- Various print publications and digital campaigns through the fiscal year



Destination Marketing Plan

- Arizona Office of Tourism (AOT) Co-op:
- AAA Arizona, Southern Cal., Northern Cal., Denver: year-round, holiday special sections, a newsletter with 1.2 million subscribers, digital ads, and more
- Experience AZ: Fall/Winter, Spring/Summer
- AZ Drive Guide Winter
- Grand Canyon Journal- year-round, digital, print, lead generation
- Lamar billboards: Phoenix, LA, Palm Springs
- Sojern real-time intention digital marketing
- Texas Monthly trip planner
- Los Angeles Magazine
- ROVA Magazine



Prescott
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TRUE WEST. REAL ADVENTURE.



Visit Prescott for outdoor adventure, rich history,
culinary exploration, local brews & more.
www.visit-prescott.com

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Ad Samples: City Guide True West

Destination Marketing Plan

Sparklight: Average monthly impressions of over 150,000 per month.

Top Cities

City	Region	Impressions
Tucson	Arizona	72,650
Scottsdale	Arizona	29,877
Phoenix	Arizona	1,572
Mesa	Arizona	1,069
Paradise Valley	Arizona	913
Los Angeles	California	216
Gilbert	Arizona	177
Chandler	Arizona	132
Tucson Estates	Arizona	108

THEMED APPROACH



August-October
Fall Feels & Local Brews



November - January
Holiday Action, New Year's Resolutions



February- April
Trip Planning, Spring Break



May - July
Summer Fun

Destination Marketing Plan



Advertising

- Pay for It
- Builds Exposure
- Guaranteed Placement
- Complete Creative Control
- Ads are Visual
- More Expensive
- Visit Our Website

Public Relations

- Earned
- Builds Trust & Awareness
- No Guarantee
- Tells a Story Through Words & Images
- Less Expensive
- This is Why You Should Visit

Stories

25 Best Things to Do in Prescott, AZ

By VI Staff on September 1, 2021 - Updated



Courtesy of tiva48 - Fotolia.com

Prescott was the former territorial capital of the state of [Arizona](#). Located nearly equidistant from [Phoenix](#), [Sedona](#), and [Flagstaff](#), the town has a historic downtown business district, old and stately Victorian homes, great [restaurants](#), [wedding venues](#), and more. The town's pioneer history runs deep with many old saloons and other remnants of the gold rush. In addition to the historical attractions around town, Prescott is located close to Prescott National Forest and the Granite Dells, which offer a plethora of outdoor activities. Here are the best things to do in Prescott, AZ on your [day trip](#) or [weekend getaway](#). Hours/availability may have changed.

The Crazy Tourist

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14 Best Things to Do in Prescott (AZ)

Positively brimming to capacity with culture, history and natural beauty, Prescott also has its fair share of contemporary style and amenities, which makes it the best of both worlds in many ways.

Surrounded by mountainous pine forests which may seem more like upland Colorado than central Arizona, Prescott has always been a retreat for fed-up Arizonans who just can't take the heat for one more minute.

With plenty to see and do within walking distance, or just a short drive away, filling up your schedule won't be difficult.

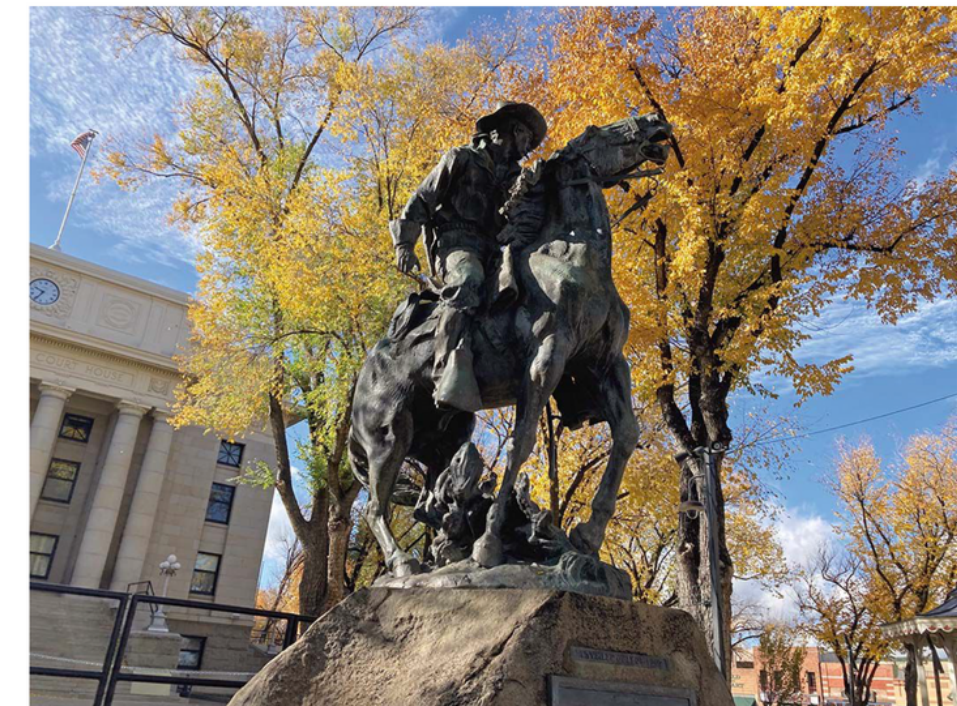
Below are 14 things to do in Prescott that shouldn't be missed.

1. Sharlot Hall Museum



Top 10 True Western Towns of 2021

True West February/March 2021 | [Peter Corbett](#) | [f](#) [t](#)



Standing Tall

Despite the pandemic, American Western towns remain strong and determined to be better than ever in 2021.

SOCIAL MEDIA - Favorite Posts, Handles & Hashtags

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#visitprescott #visitprescottaz #prescottaz #prescottarizona #prescottevents
#thingstodoprescott #prescottfoodie #truewestrealadventure #arizonalife



Visit Prescott, Arizona

Published by Heather Baskins-Hermen · Just now ·

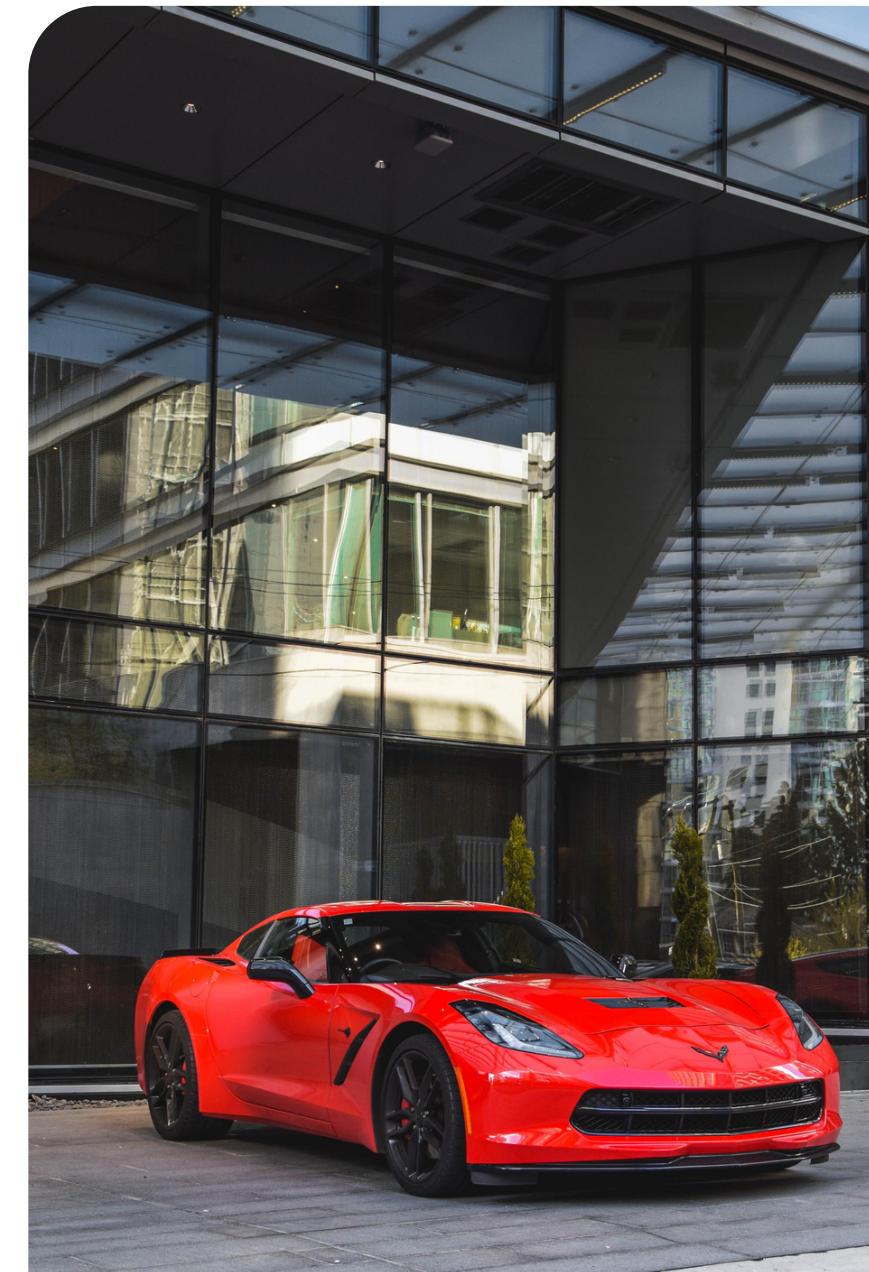
We ❤️ this and you will too!



The Down Lo - Travel and Food Blog

22 hrs ·

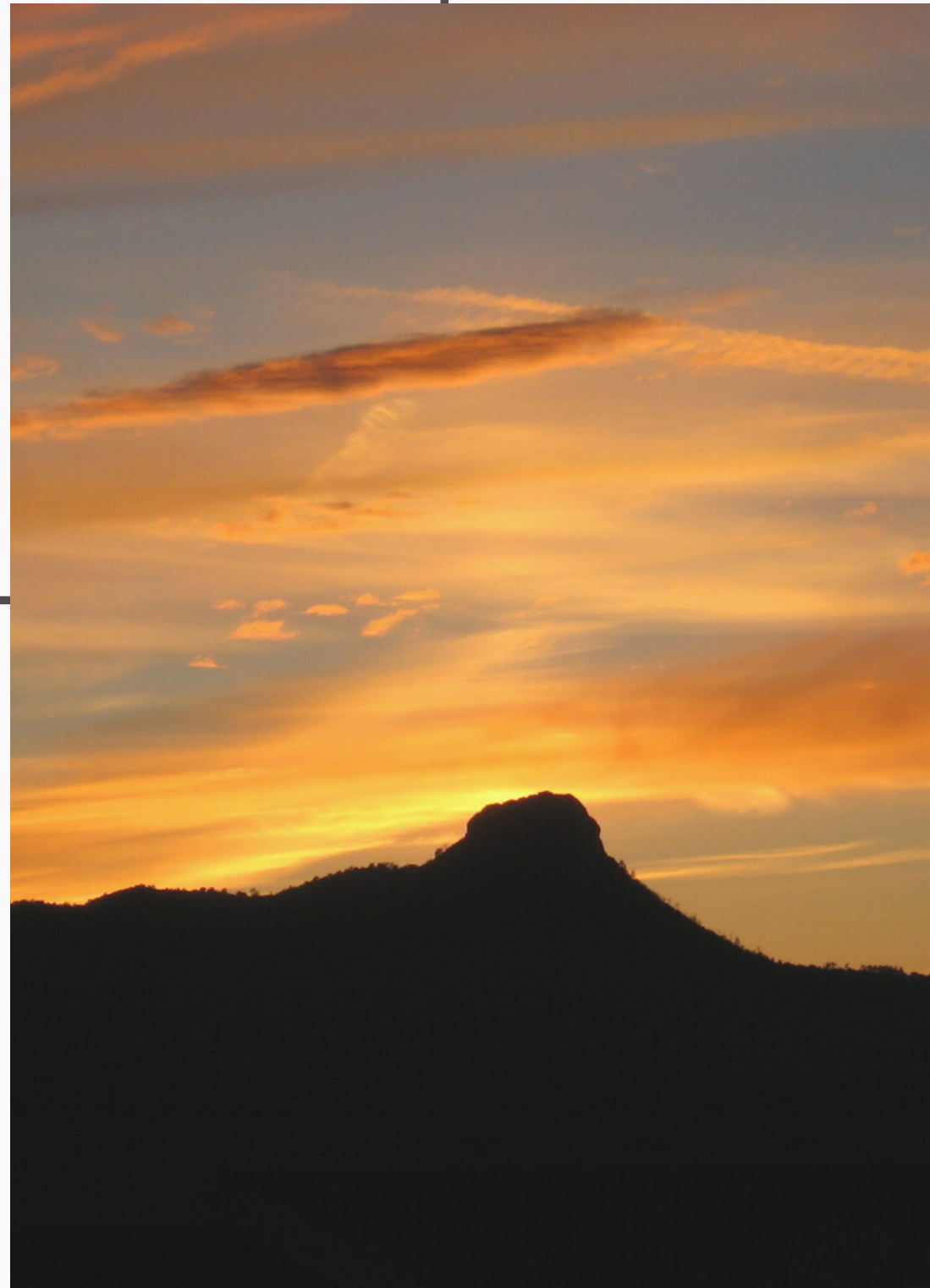
Watson Lake is the most incredible place you've never heard of.



OTHER INITIATIVES:

- Charitable Travel
- Chamber of Commerce Quarterly Calendar
- Adventure Elevate Sedona, November 16-18
- Travel Classics West Media Day November 18, Scottsdale
- Go West Summit
- Media events in San Francisco, LA, and more.





We're adding more marketing. In the coming month, we'll be announcing an added program to our current plan. We'll share it as soon as it's available!

Destination Marketing Plan



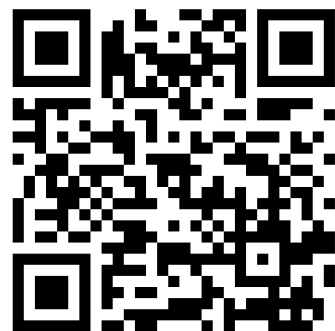
What We Need From You:

- Pictures
- Content
- Story Ideas
- Updated business info and events on www.visit-prescott.com
- Your industry/media rates
- Your contact info

ToolKit

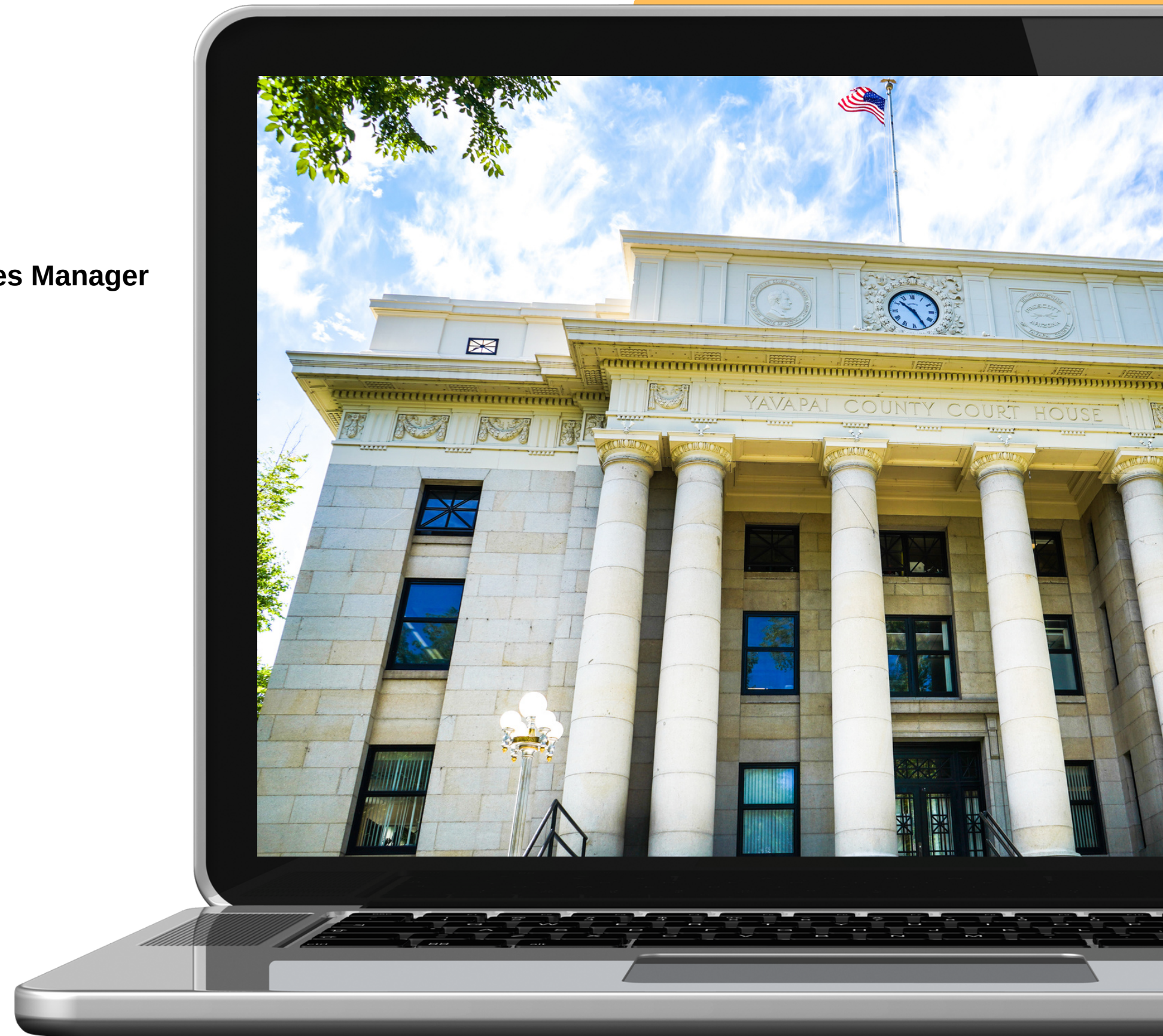
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Any Questions?



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