



TOURISM TEAM UP

Summer 2022

 201 S. Cortez Street

TEAM UP AGENDA

- What is a DMO?
- Bed Tax
- Benefits and Responsibilities of a Tourism Office
- Strategic Planning
- Visit vs. Experience
- Save the Date - Next Tourism Team Up
- Q & A

MEET THE TEAM



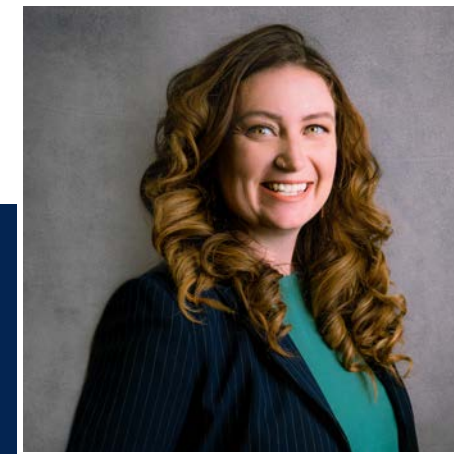
John Heiney

COMMUNITY OUTREACH MANAGER



Ann Steward

TOURISM & ECONOMIC
INITIATIVES MANAGER



Cristina Binkley

TOURISM & ECONOMIC
INITIATIVES COORDINATOR



Heather Herman

CONSULTANT
FRONT BURNER MEDIA

WHAT IS A DMO?

DESTINATION MARKETING ORGANIZATION

- Responsible for promoting an area as an attractive travel destination
- Enhance the public image
- Develop long-term travel and tourism strategy for the destination
- Creates marketing and public relations campaigns
- Generates tax revenue that benefits the whole community
- Improves the quality of life of local residents
- Serve as the local expert on all there is to see and do for visitors
- Serve as the official point of contact for planners, tour operators, and tourists
- We actively solicit media and travel trade professionals
 - meeting planners
 - leisure
 - meetings & conventions,
 - sports events, and tours

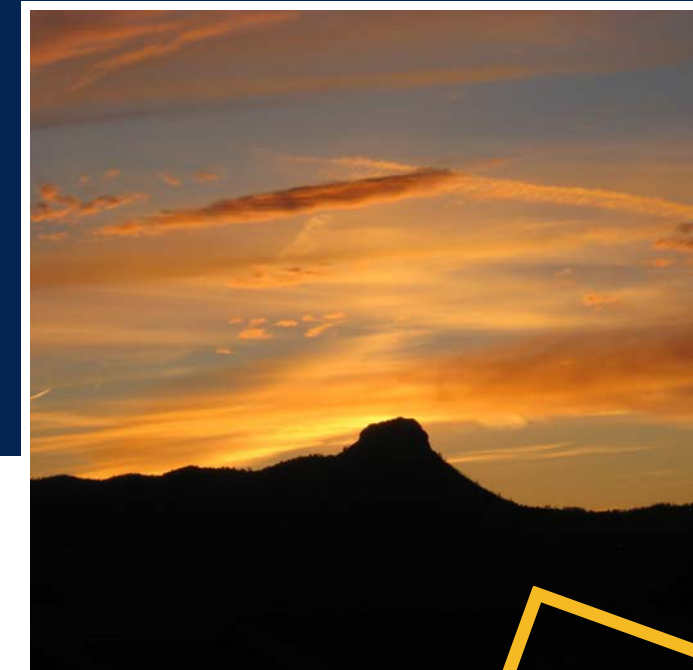
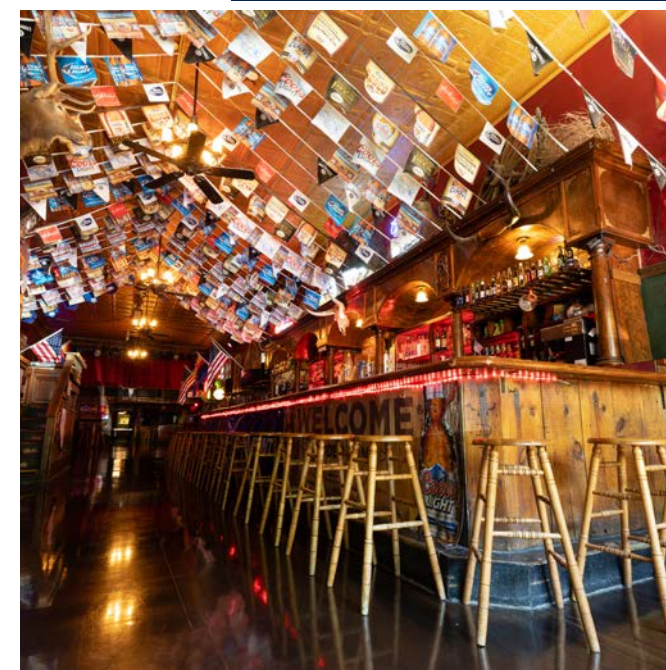
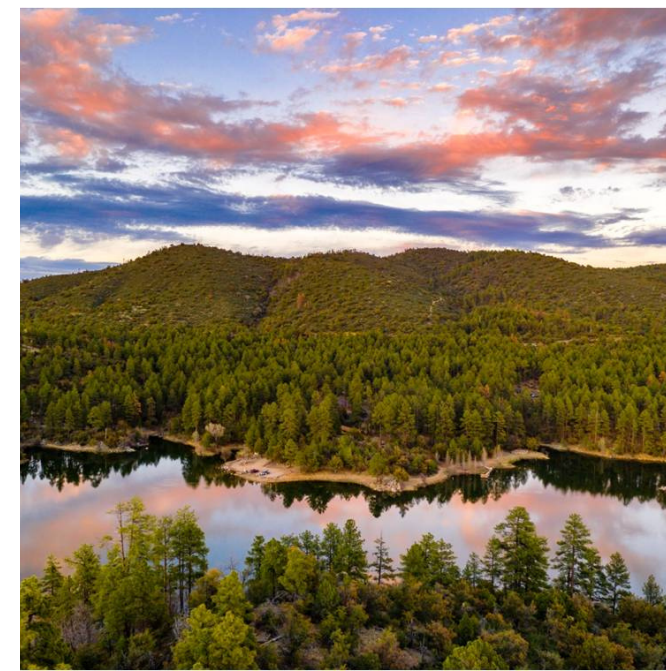
All destinations compete for visitors and money.

Simply, our job for the City of Prescott is to help market, manage, and make the destination successful for many years to come.



TYPICAL TASKS OF A DMO

- Facilitates Communication, Connections & Collaborations with
 - Visitors
 - Stakeholders
 - Community Partners
- Maintaining and promoting a Visitor Website
- Maintain Inventory of Prescott Assets & Attractions
- Stakeholder Visits & Welcoming New Businesses
- Providing a Meeting Planner Kit
- Coordinate FAMs (familiarization trip)
- Coordinate Travel Writer/Media Visits
- Ongoing Sales Effort
- Participate in Travel Trade & Media Shows
- Work with Local Event Organizers to Help Promote their Events
- Provide giftbags, lure brochures and swag





OUR DMO AT A GLANCE

- Non-Member Based
- Funding comes from Bed Tax
- Partners with Arizona Office of Tourism (AOT)
- Partners with Arizona Lodging & Tourism Association (AzLTA)
- Partners with US Travel Association (USTA)
- Local Resource for State Policies & Legislation affecting hospitality and tourism stakeholders

OUR AREAS OF FOCUS:

SEGMENTS

- Leisure Travel
- Sports Tournaments
- Meetings & Events

ASSETS

- Outdoor Recreation
- Museums
- History & Culture
- Arizona's Christmas City
- World's Oldest Rodeo



BENEFITS & RESPONSIBILITIES OF THE TOURISM OFFICE

- Visitor Data
- Stakeholder Support
- Collaborations
- Marketing Assistance
- Business Retention Visits
- Community Connections



TAC

TOURISM ADVISORY COMMITTEE

TAC Committee Members Advise:

- marketing
- promotion
- programming
- use of bed tax
- They are also charged with administering the annual TAC/PAAHC grants

OUR MEMBERS

Margo Christensen
Chairwoman

Matt Brassard
Vice Chair

Linda Nichols
Secretary

Stephen Bracety

Jim Dawson

Lisa Hayes

Debra Rocha

Dennis Gallagher

Robert F. Coombs

Edd Kellerman

Councilman Clark Tenney
Council Liaison



3 YEAR TERMS

Members include:

Hospitality Stakeholders

Museum Directors

Restaurant & Bar Owners
& Citizens

U.S. TRAVEL
ASSOCIATION®

ARIZONA
OFFICE OF TOURISM

EVERYBODY'S HOMETOWN
PRESCOTT
ARIZONA
CHAMBER of COMMERCE



Arizona's
Christmas
City
PRESCOTT, AZ

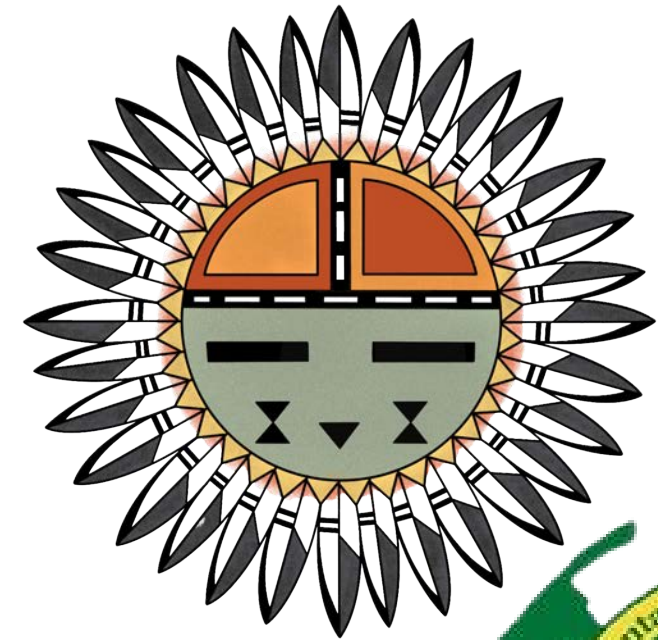


Since 1888

WORLD'S OLDEST RODEO®



ART & HERITAGE OF THE AMERICAN WEST
PHIPPEN MUSEUM



Our Partners in Tourism

Start here



Arizona State Pays the City of Prescott

DMO is required to use 75% of the funds for marketing to attract more visitors.

Funds may also be used for capital projects, recreation services and destination management

Bed Tax can also contribute to grants, special events, and community attractions

Contingency Set Aside for Continued Destination Support

The Whole Community Benefits

DMO Efforts Draw Visitors to Prescott

Visitors Pay 3% Transient Occupancy Tax (Bed Tax)

State Collects the Tax

BED TAX

Recent Community Projects Paid for by Tourism Dollars

IMPROVEMENTS SINCE 1990

- Downtown Parking Garage Maintenance
- Downtown Kiosk Maps
- Downtown Courtesy Cans
- Downtown Newspaper Stands
- Special Events Overtime
- Whiskey Row Alley Archways
- Pickleball Court Restrooms
- Constellation Trailhead Restrooms
- Watson Lake Park Improvements
- Granite Creek Park Improvements
- Pioneer Park Improvements
- Heritage Park Improvements
- Ken Lindley Improvements
- Skatepark
- Prescott High School Tennis Courts
- Portable Band Shell
- Kayla's Hands Playground



Antelope Hills Golf Course



Goldwater Lake



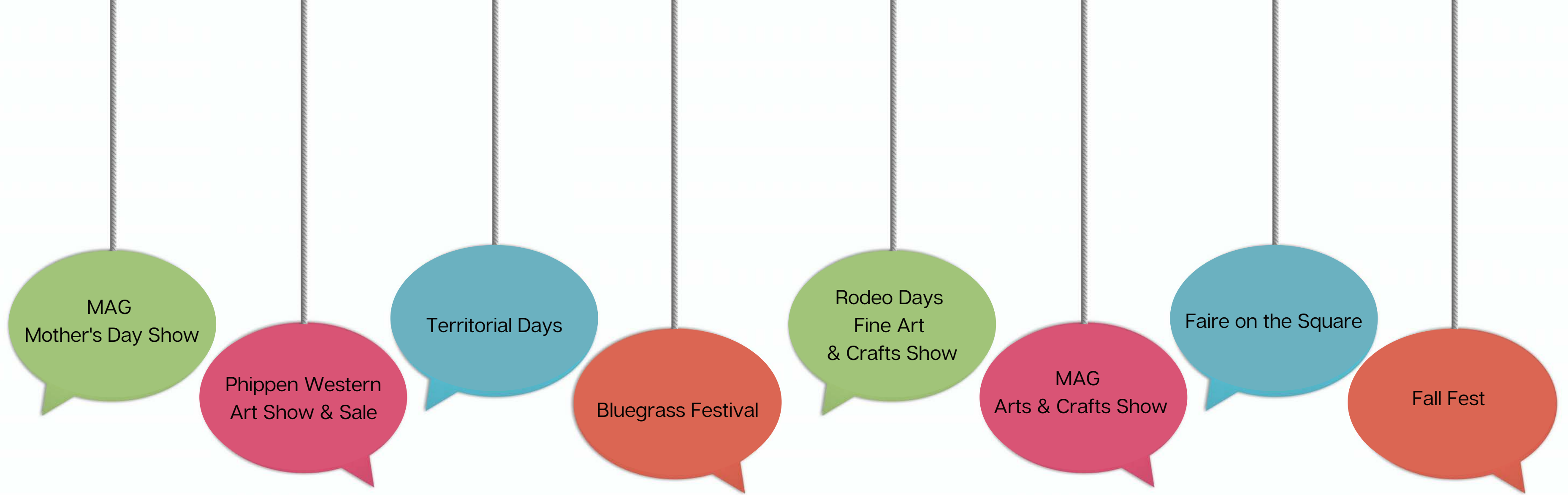
Watson Lake



Local Tourism DMO Efforts Have Statewide Impact



AOT – The Arizona Office of Tourism Reports that 'Arizona Tourism' provides annual tax savings of \$986 for every Arizona household and has supported over 160,500 industry jobs.



Prescott is known for its arts & crafts shows. There are 8 signature shows that have occurred for many years. IN 2019, the combined effort of these shows generated \$45 million in visitor spending, and \$5 million in tax revenue for a total economic impact of \$67,085,604.





Arizona's
Christmas
City
PRESCOTT, AZ

During the 2021 - 2022 Christmas Season, the Christmas City Organizers and the various events generated \$35 million in visitor spending, and \$3 million in tax revenue for a total economic impact of \$51,970,915





SPORTS DATA & INFO

In 2021 Prescott hosted 31 sports tournaments and 566 teams, with \$2.64 Million in direct spending.

Adult & Youth Sports

Outdoor & Indoor Options



Logos displayed include:
- Prescott Pickleball Association
- Yavapai Soccer Cup
- Triple Crown Sports
- USGSA
- AFA Softball
- North Alliance Youth Sports
- Baseball Showcase
- Over the Line
- Independent Softball Association (ISA)
- NCS
- Senior Softball USA
- Mountain State Baseball Association (MSBA)



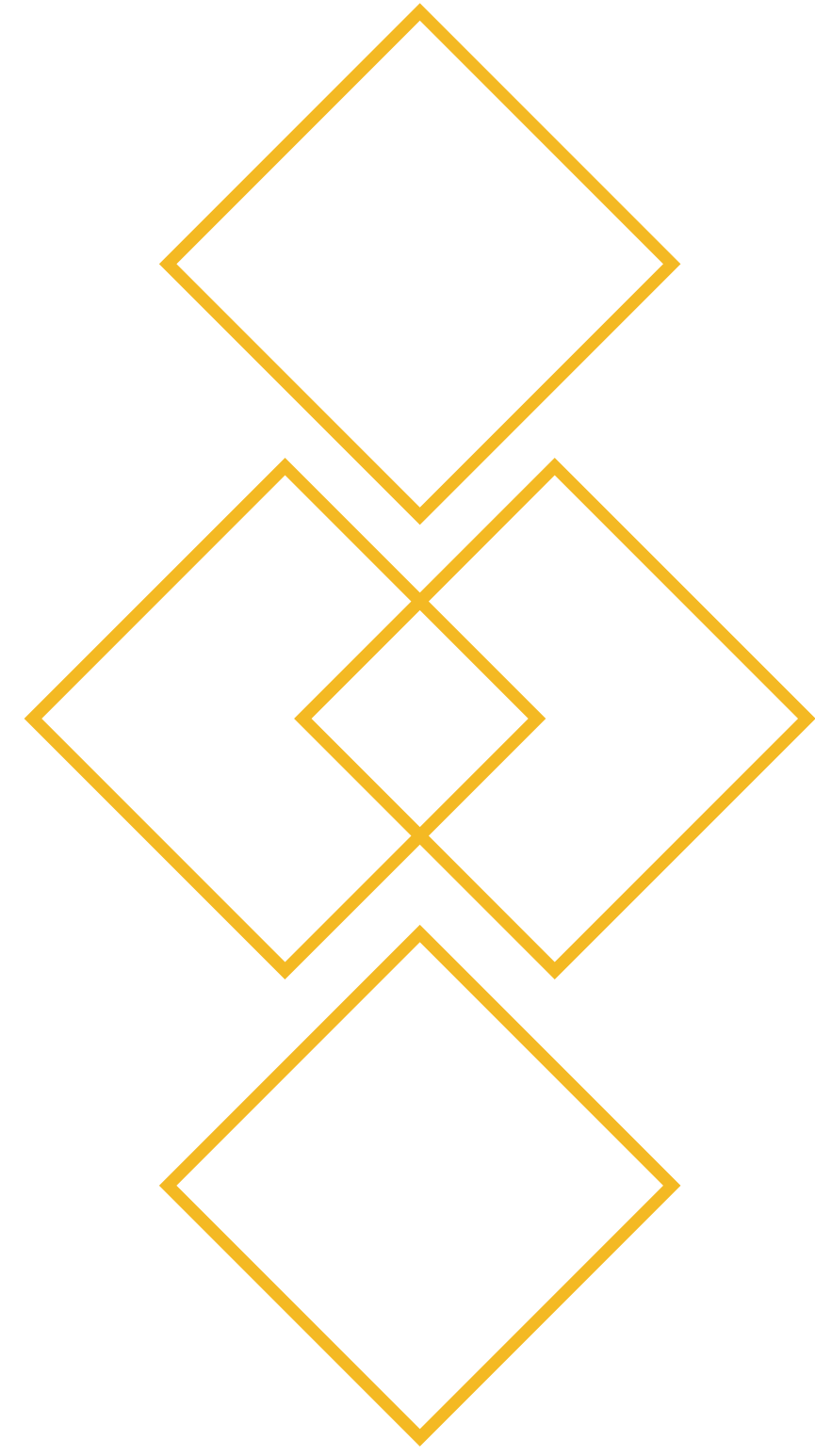
OUR 3 YEAR STRATEGIC PLAN

COMPLETED MARCH OF 2022



36 Survey Respondents

12 One-on-One Interviews



WORDS TO DESCRIBE THE TOURISM OFFICE'S IDEAL REPUTATION



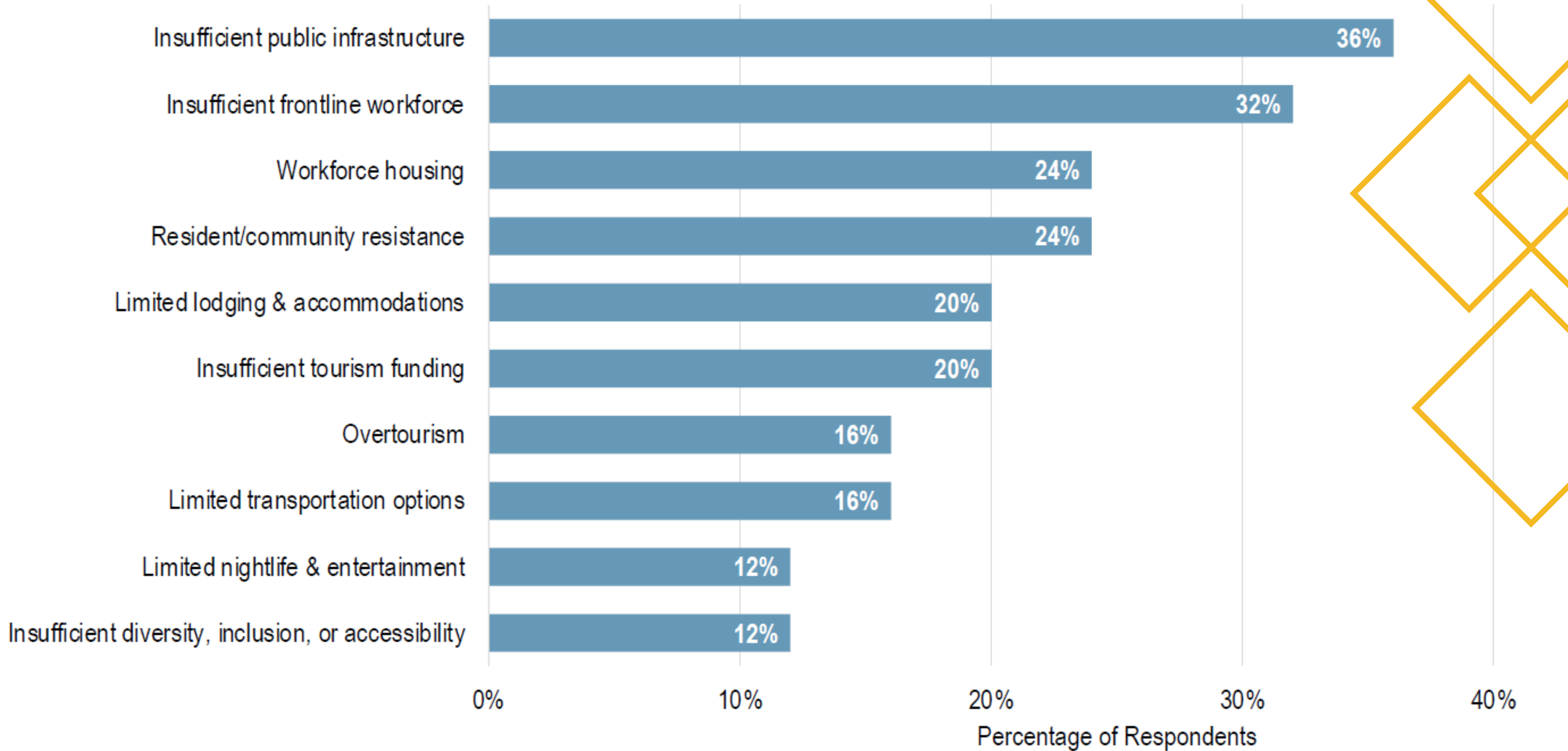
Some Stakeholder Comments:

"I don't exactly know what the Tourism Office Does"

"Engaging stakeholders is very important, there is an opportunity to get more input from members of the community"

"I need a better understanding of the distinction between the Office of Tourism and the Chamber"

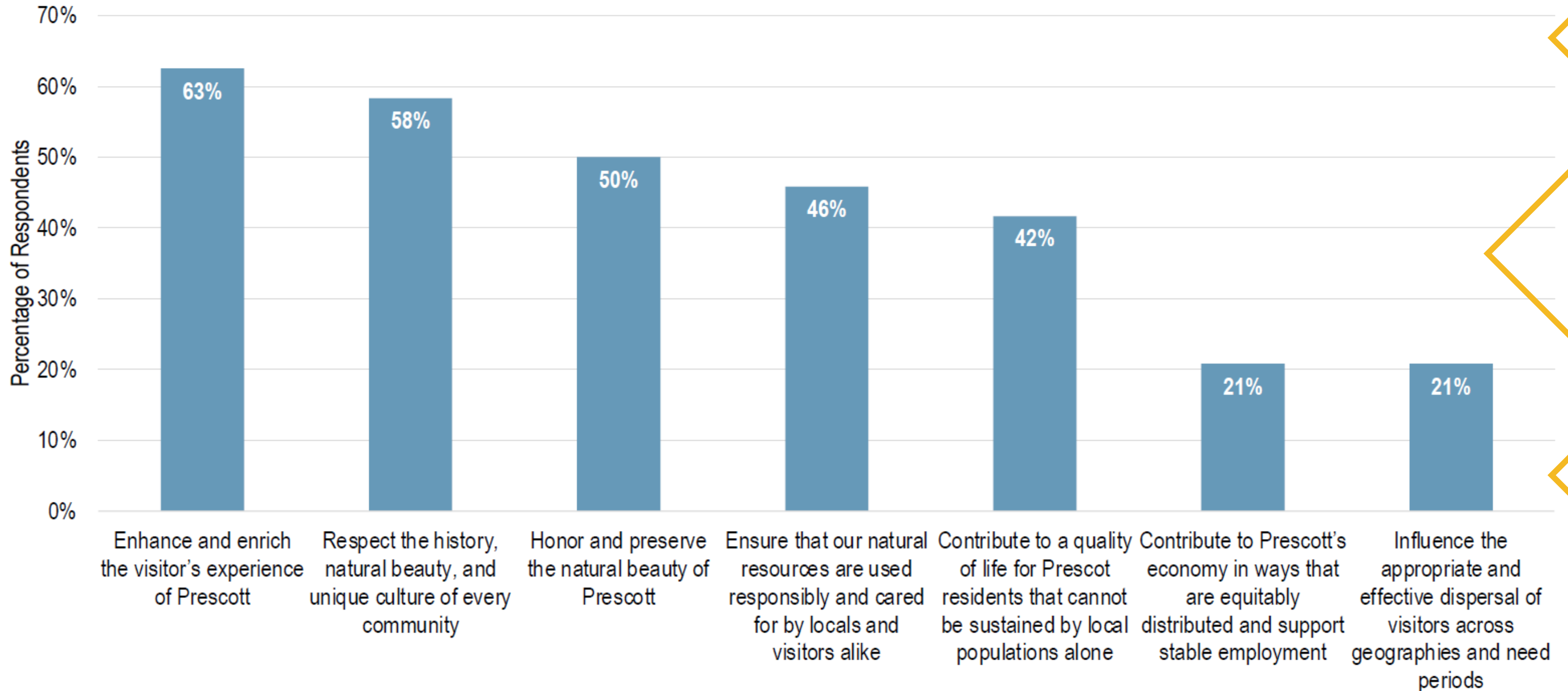
CHALLENGES TO PRESCOTT AS A DESTINATION



STEWARDSHIP

What areas of emphasis do you believe to be most important for the long-term (success or sustainability) of Prescott's tourism industry:

N = 24



STRATEGIC PLANNING

Our Vision: Prescott is a welcoming and unforgettable year-round destination attracting visitors seeking to experience authentic Western heritage and unparalleled natural beauty.

Our Mission: We attract visitors to Prescott and enhance our community's quality of life by inspiring a love and respect for our natural beauty, rich history, and hometown atmosphere.

Guiding Principles:

1. Engage residents and industry stakeholders
2. Enhance, enrich and simplify the visitor experience
3. Emphasize the quality of visitors over the quantity of tourists
4. Consider the impact of our work on existing infrastructure and community resources
5. Support the responsible use of our natural resources and assets
6. Seek to enhance the quality of life and increase economic opportunity
7. Preserve our community's exceptional hospitality and create an environment that is welcoming to all



Experience Prescott

True West. Real Adventure.



FORMALLY VISIT PRESCOTT

We don't just want any and every tourist, We want visitors who want to cherish, celebrate and honor everything that makes Prescott great.

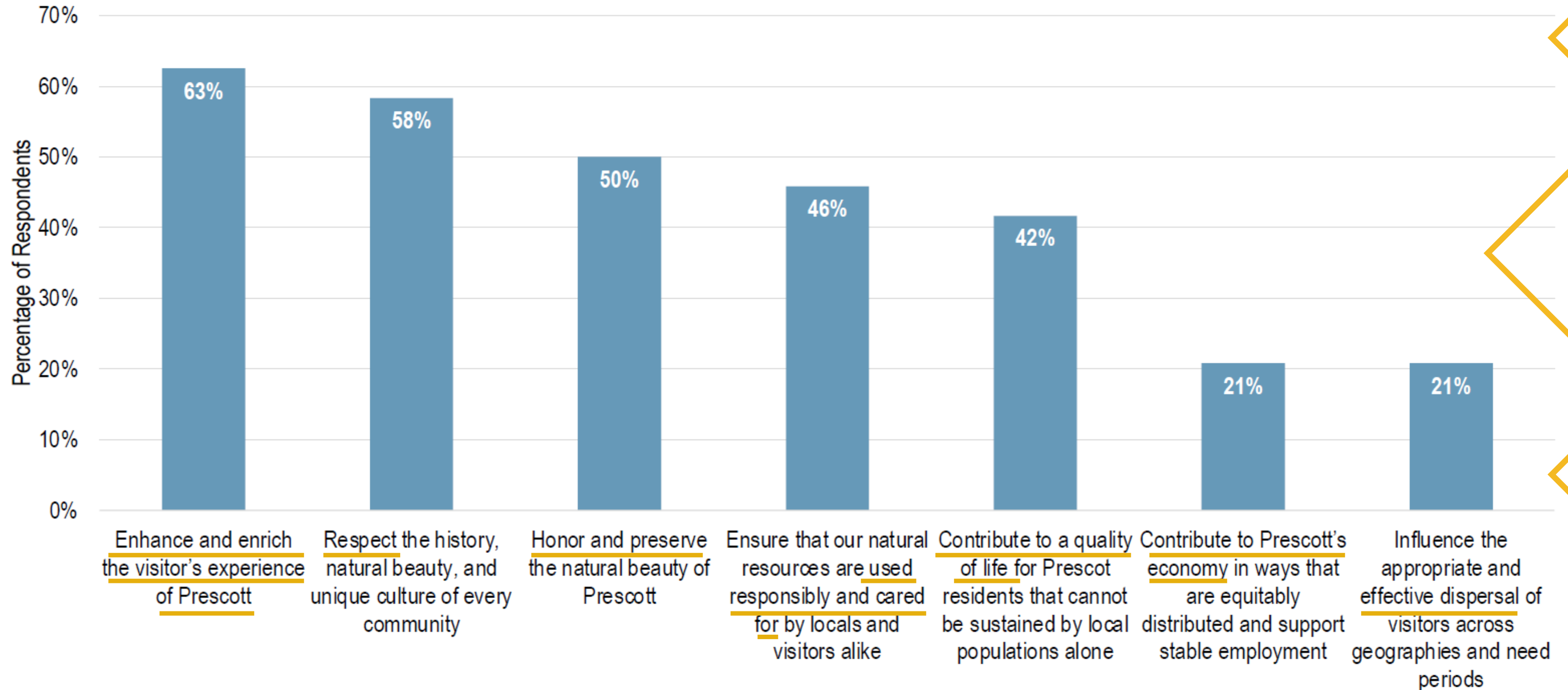
EXPERIENCE PRESCOTT

The goal is quality over quantity. We seek to increase a higher average spend per visitor. We would like to see people stay longer and experience everything Prescott has to offer. The goal is to move towards sustainable tourism and experience-driven marketing.

STEWARDSHIP

What areas of emphasis do you believe to be most important for the long-term (success or sustainability) of Prescott's tourism industry:

N = 24



#APPRECIATEAZ

No 1 | PLAN AHEAD & PREPARE



No 2 | STICK TO TRAILS



No 3 | TRASH YOUR TRASH



No 4 | LEAVE WHAT YOU FIND



No 5 | BE CAREFUL WITH FIRE



No 6 | RESPECT WILDLIFE



No 7 | SHARE THE OUTDOORS



ARIZONA
OFFICE OF TOURISM

WHAT'S NEXT FOR US?

NEW WEBSITE

- Launch by January 2023
- Stakeholder Features
 - Extranet
- Book Direct
- E-Newsletters
- Upcoming Events



2022 - 2023

- New Lure Brochure
- New Anthem Video
- Updated Christmas City Photographs



2023 - 2025

- Improved Wayfinding
- Mid-Week Visitation Campaigns
- Increase Meetings & Conferences

HOW TO SUPPORT THE TOURISM OFFICE



LIKE, FOLLOW, SHARE & TAG

@ExperiencePrescott

#prescottaz

#experienceprescott

#appreciateaz



SEND US YOUR CONTENT

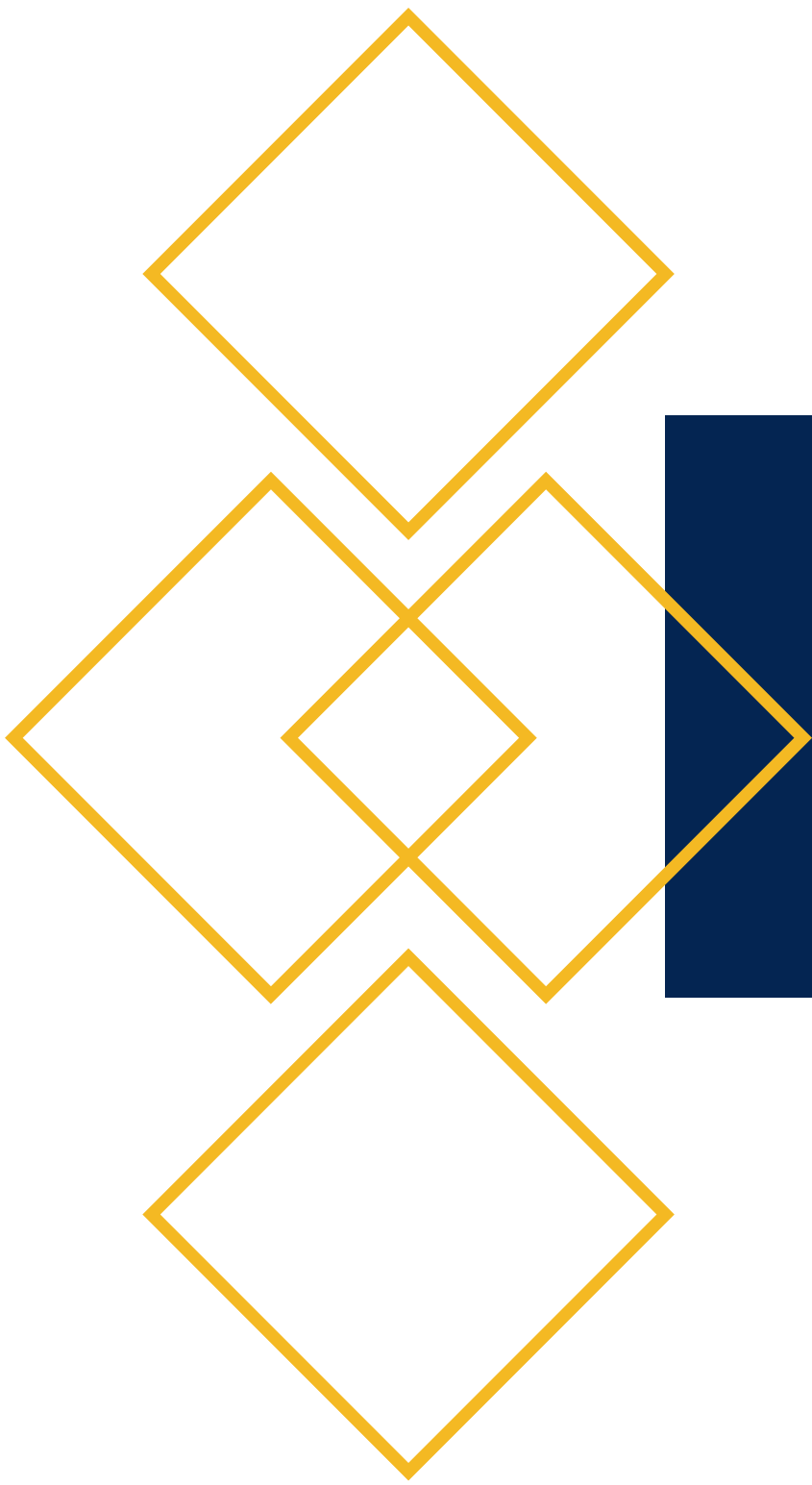
Awards, New Releases,
Discounts, Promos etc.

We want to see it all.



EXTEND OUR MESSAGING

Sign up for our
newsletters & e-blasts.
Share with your followers.



QUESTIONS???



MARK YOUR CALENDARS

Next Tourism Team Up is:

Wednesday, October 12th 2pm

Featuring the Director of the Arizona Office of Tourism
2022 - 2023 Marketing Plan





THANK YOU

From the Office of Tourism

