



*Experience Prescott*  
OFFICE OF TOURISM



# TOURISM TEAM UP

Fall 2022

 201 S. Cortez Street

# TEAM UP AGENDA

- State Update from AOT
- Prescott's 2023 Marketing Plan
- High Value Traveler Personas
- Social Media Tips
- 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

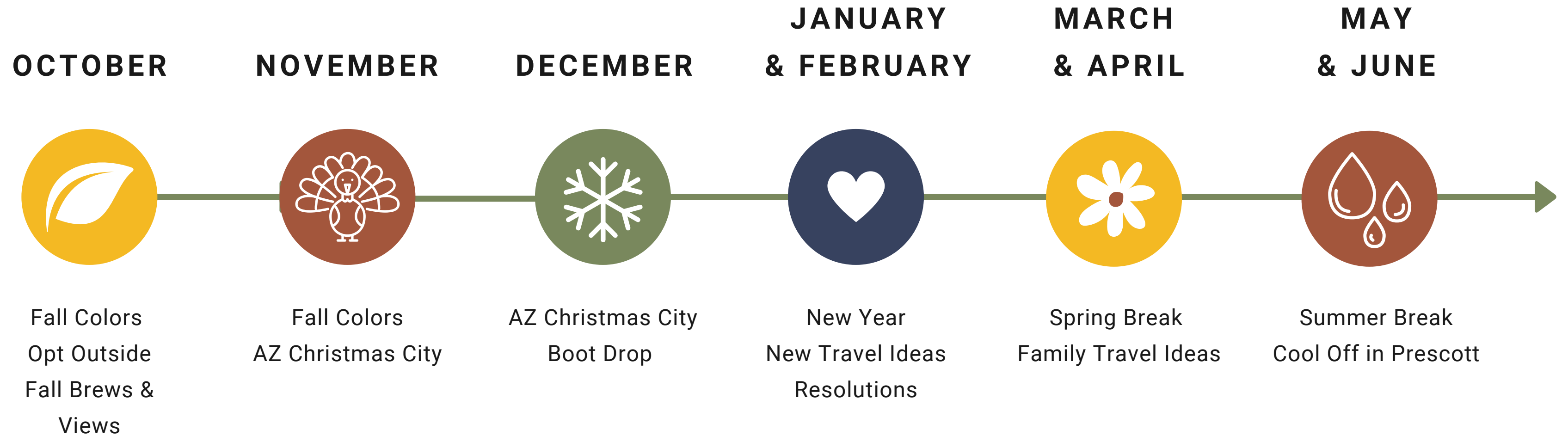


**Heather Herman**

CONSULTANT  
FRONT BURNER MEDIA

# PR THEMES

## Posting Topics & Seasonal Marketing Themes



# 2022/2023 MARKETING SCHEDULE

Who & Where We Are Advertising...

## OCTOBER

- Near
- Go Travel Sites
- Spearfish
- Travel Guide Group
- Sedona Now
- Social Media
- Hosted Media
- Vancouver Media

## NOVEMBER

- Near
- Go Travel Sites
- Spearfish
- Travel Guide Group
- San Diego Mag.
- Adara
- Sedona Now
- Social Media
- Hosted Media

## DECEMBER

- Near
- Go Travel Sites
- Spearfish
- Travel Guide Group
- San Diego Mag.
- Adara
- Sedona Now
- Social Media
- Hosted Media
- Google Ads

## JANUARY

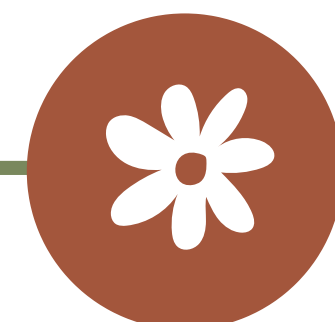
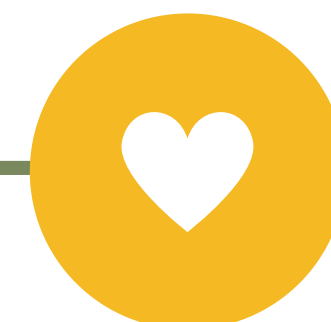
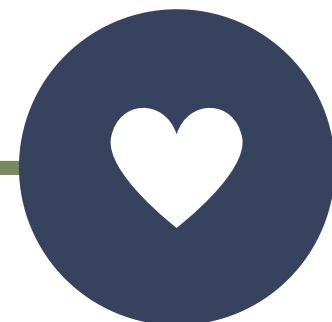
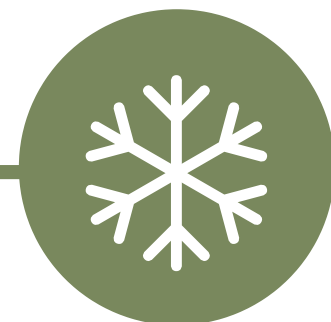
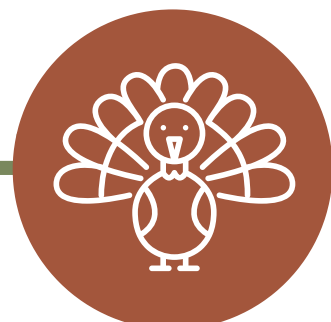
- Near
- Go Travel Sites
- Spearfish
- Travel Guide Group
- San Diego Mag.
- Adara
- AAA Texas
- AAA AZ
- Texas Monthly
- Sedona Now
- Social Media
- Hosted Media
- Google Ads

## FEBRUARY

- Near
- Go Travel Sites
- Spearfish
- Travel Guide Group
- San Diego Mag.
- Adara
- AAA Texas
- AAA AZ
- Texas Monthly
- AAA SoCal
- AAA AZ/NCA
- Sedona Now
- Social Media
- Hosted Media
- Google Ads
- Travel & adventure Show
- Go West Summit

## MARCH

- Near
- Go Travel Sites
- Spearfish
- Travel Guide Group
- San Diego Mag.
- Adara
- AAA Texas
- AAA AZ
- Texas Monthly
- AAA SoCal
- Sedona Now
- Social Media
- Hosted Media
- Google Ads



# 2022/2023 MARKETING SCHEDULE CONTINUED

Who we are advertising with..

## APRIL

- Near
- Go Travel Sites
- Travel Guide Group
- Sedona Now
- Social Media
- Hosted Media
- Google Ads

## MAY

- Near
- Go Travel Sites
- Travel Guide Group
- Sedona Now
- Social Media
- Hosted Media
- Google Ads

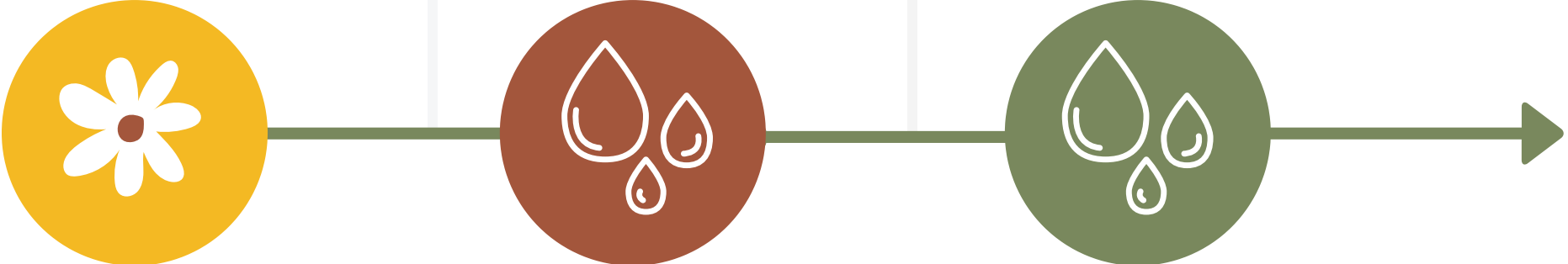
## JUNE

- Near
- Go Travel Sites
- Travel Guide Group
- Sedona Now
- Social Media
- Hosted Media
- Google Ads



## ADDITIONAL ITEMS OF WORK

- Dean Runyan & Associates  
Economic Impact Research Study
- IBCCES Autism & Sensory  
Certification Program for Prescott
- Translation Services
- Content Creation by Teresa Bitler
- New Destination Brochure Creation
- Trade Booth Display Creation





# PRESCOTT VISITOR PROFILE

## Commonalities of Our Most Frequent Traveler



**Average Spend**  
Per Person on  
Domestic Overnight:  
\$231 (majority on  
lodging)

### FOODIE

**Main Purpose of Visit:**  
friends/relatives,  
touring, outdoors,  
special event

### HISTORY

**Top States of Origin:**  
Arizona, California,  
Florida, New York,  
Texas

**Top Cities of Origin:**  
Phoenix, LA, NY,  
Chicago

### ADVENTUROUS

75% of overnight travelers  
are repeat visitors

59% of overnight travelers  
had visited in the last  
12 months

### CULTURE

### EXPERIENCE

Average length of  
stay: 2.2 nights

Length of trip  
planning: the majority  
of visitors took 3-5  
months to plan

### WESTERN

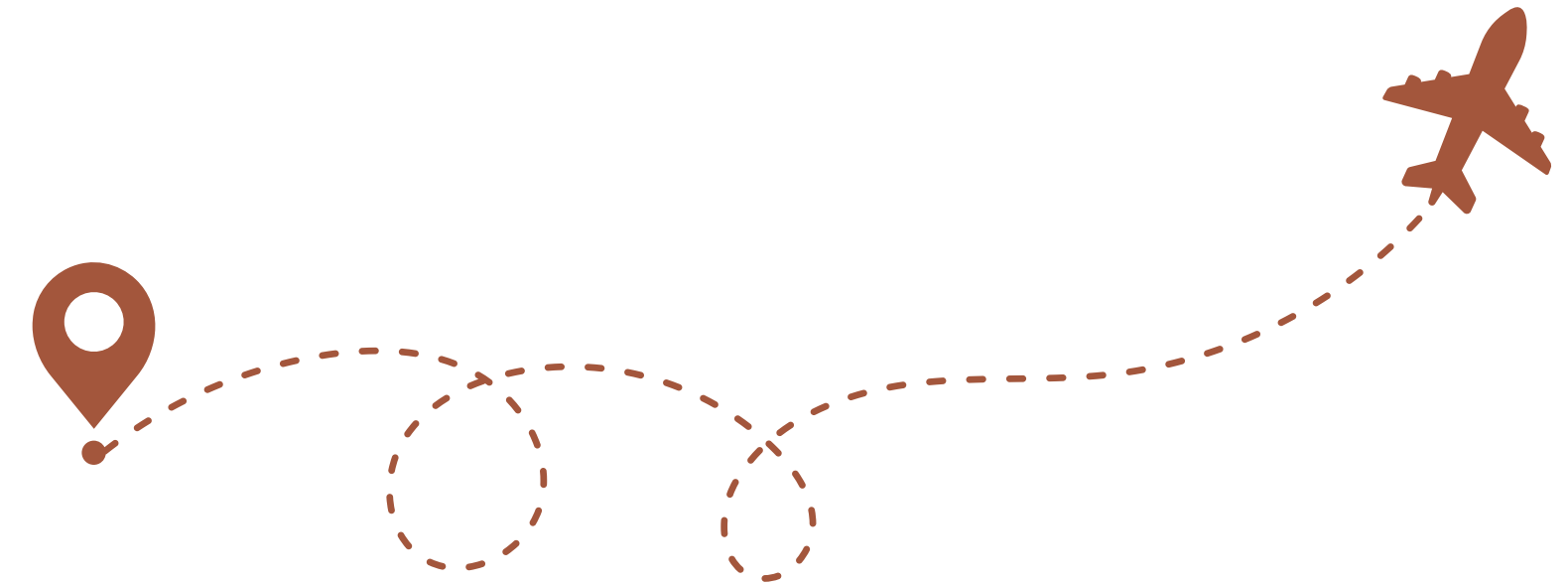
# PRESCOTT VISITOR PROFILE

## Commonalities of Our Most Frequent Traveler

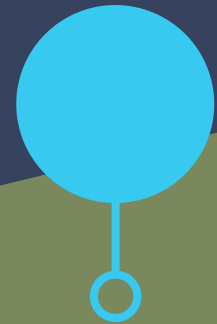
### Top 10 Activities:

1. Sightseeing
2. Shopping
3. Attending a celebration
4. Landmark/historic site
5. Hiking/backpacking
6. Business/convention
7. National/state park
8. Attended/participated in sports event for teenager
9. Attended/participated in amateur sports event
10. Attended/participated in sports event for kids

By using this data we target visitors showcasing our assets: Outdoor recreation, historic resources, wonderful events, and welcoming community.

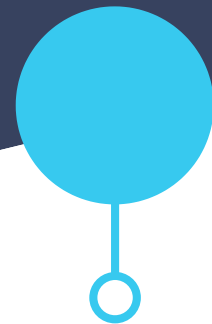


# TRAVELER PERSONAS



## NATURAL HISTORY LOVERS

"I like nature, but I also like culture - like old culture, old buildings or historic sites. Those are my favorite things."



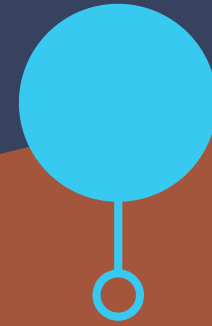
## WILD BUNCH

"My ideal trip with kids includes both relaxation and adventure, and a whole lot of good food."



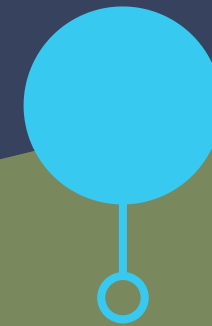
## LUXURY TRAVELERS

"Safety and comfort are most important to me when I travel. It's stressful if my entire trip is not planned in advance."



## FOODIES WITHOUT PRETENSE

"I like to be active while enjoying modern comforts and eat and drink something a little indulgent when I'm traveling."



## SELF CARE SEEKERS

"Having an opportunity to relax is valuable. I don't want to feel like I need a vacation when I get back from my vacation."

## TRAVELER PERSONA HANDOUT

Courtesy of AOT & Experience Prescott

A quick guide to targeted marketing...



# SOCIAL MEDIA TIPS

Let's raise each other up! Community Over Competition



## **POST DAILY**

Industry Standard  
Requires a Minimum of  
One Post Daily  
(Per Platform)



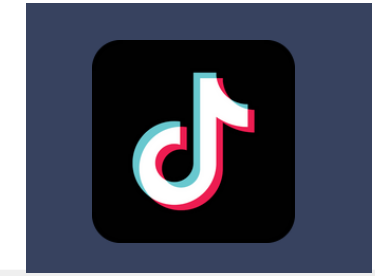
## **VERTICAL FORMAT VIDEO**

Tiktoks & Reels  
are the way of the future.  
Short Videos less than 30  
seconds in length are ideal.



## **TAG LOCATIONS & INDUSTRY PARTNERS**

Using Tags & Sharing  
Content is Trending  
Better than Hashtags



## **COLLABORATE**

Giveaways  
Freebies  
Social Shout Outs  
Account Takeovers

# #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 & Video Content



### 2023 - 2025

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

# HOW TO SUPPORT THE OFFICE OF TOURISM



**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**

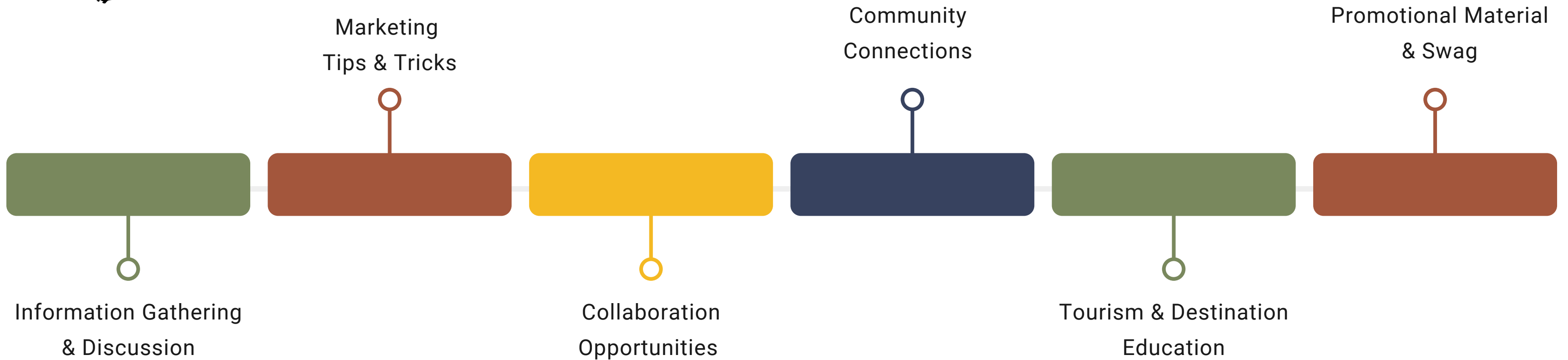
**Sign up for our newsletters  
& e-blasts. Share with your  
followers.**

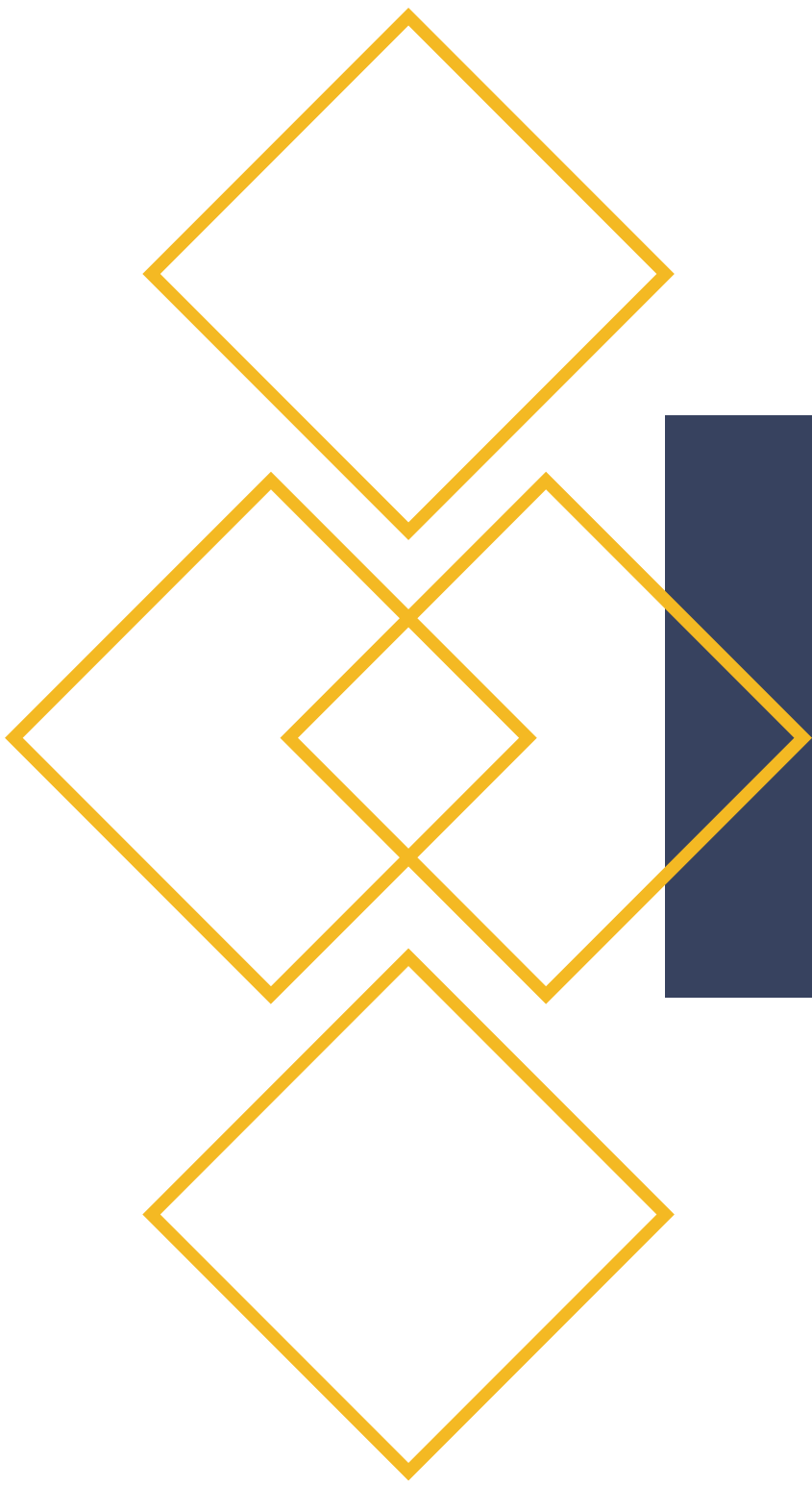


*How we can support you...*

## STAKEHOLDER VISITS

Schedule a 1-on-1 with Office of Tourism Staff





*questions!*



# MARK YOUR CALENDARS

Next Tourism Team Up is:  
**Wednesday, February 8th, 2023**





*Thank You*  
From the Office of Tourism

