



VISIT YUMA

ANNUAL REPORT

Yuma
ARIZONA

FY2023

Visit Yuma Mission Statement

Visit Yuma supports the promotion and development of tourism through industry collaboration, strategic partnerships, and embracing its diverse communities.

Visit Yuma Vision Statement

Through the intrigue of history, the beauty of nature, and the promise of adventure, Yuma is the Arizona oasis for those seeking to reinvigorate the soul.

BOARD OF DIRECTORS

Regina Twomey *chair 2024*
APS
(2024)

Kimberly Kahl *ex-officio*
Yuma County Chamber of Commerce

Shay Andres *co-chair 2024*
secretary / treasurer 2023
Yuma Regional Medical Center
(2026)

Mike Lutes
Lutes Casino
(2025)

Ashley Herrington *secretary / treasurer 2024*
Arizona Western College
(2024)

Chris Morris, *appointee*
City of Yuma

Bill Evans chair 2023
Palms RV Resort
(2026)

Yvonne Peach
Historic Coronado Motor Hotel
& Yuma Landing Bar & Grill
(2025)

Flora Llamas co-chair 2023
Yuma Living Management
(2026)

Deidre Schuman
Gowan Company
(2025)

Jeff Andrews
Westerner Products
(2024)

Louis Scott
Del Outdoor Advertising
(2024)

Darlene Firestone
Holiday Inn Express
(2025)

Adele Sandberg
AEA Federal Credit Union
(2026)

Wayne Gale
1st Bank Yuma
(2023)

TEAM
*AS OF
NOVEMBER 2023



Marcus Carney
Executive Director



Alberto Chee
Operations Specialist



Leslie Fain
Operations Manager



Cheryl Lee
Visitor Information Specialist



Rebecca LeVesque
Visitor Information Specialist



Leslie McClendon
Tourism Sales Manager



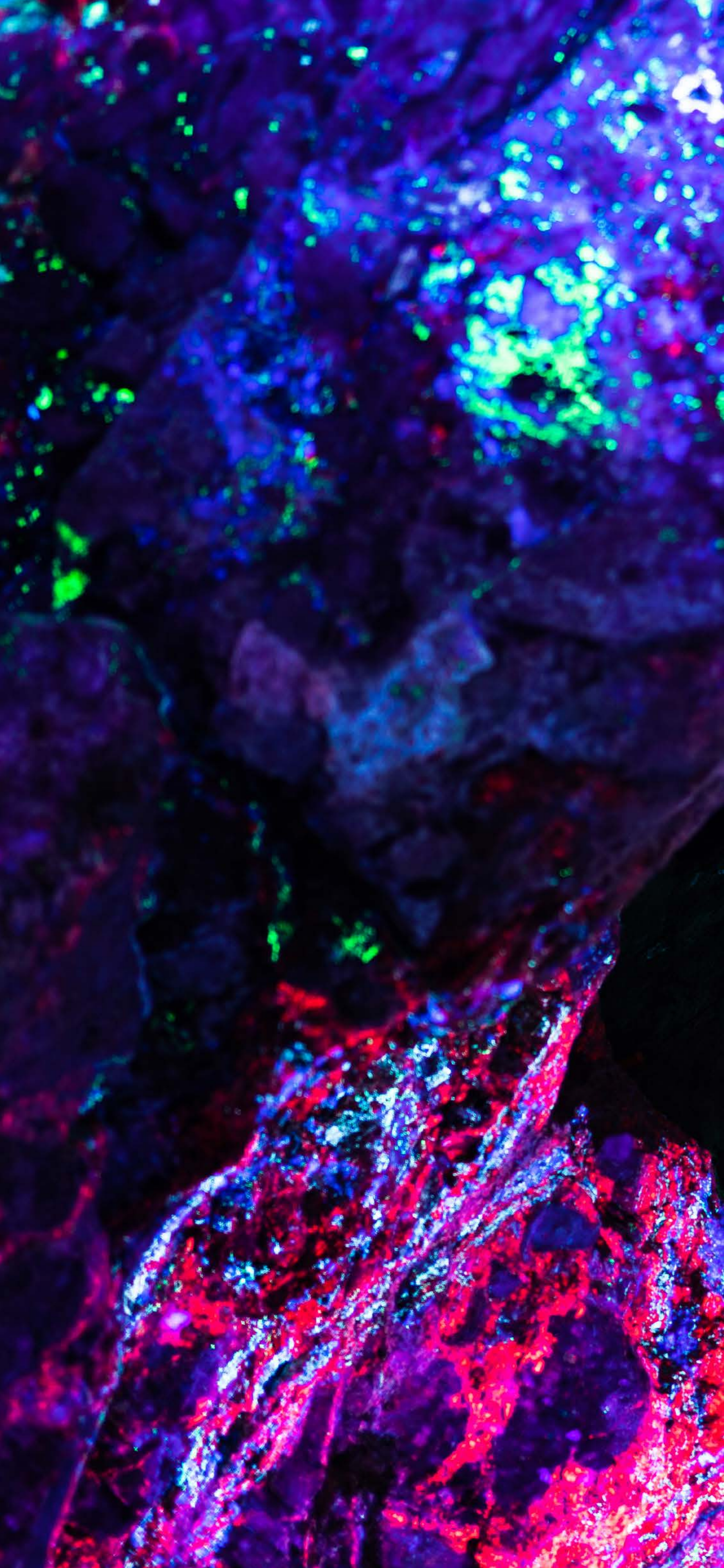
Tiarra McClendon
Visitor Information Specialist



Joe Teposte
Membership Liaison



Terri Young
Business Administrator



LETTER FROM MARCUS

It is one of the greatest honors to serve our community. Visit Yuma has a dedicated team passionate about Yuma. The honor to encourage travelers in their time in Yuma to find a new restaurant, their new favorite hotel or a memorable attraction is something that guides our team daily. Our efforts to shift to a marketing, sales and services organization are seeing success.

In 2022 we have focused on our partnerships. Working to better our relationships and offerings with other local community minded organizations such as the Yuma County Chamber of Commerce, the Greater Yuma Economic Development Corporation, Yuma Crossing National Heritage Area, 4FrontED and many other amazing organizations serving Yuma County. We have also worked to support entrepreneurs and businesses large and small across all of Yuma County to find benefit from membership with Visit Yuma.

Serving our community requires us to further improve and develop our relationships with organizations within our industry, building better relationships with the Arizona Office of Tourism, DMA West, Destinations International, MPI Sunbelt Chapter, Future Partners, Visit Widgit, Dean Runyan, Wildjoy, Destination America, Arizona Anti-Trafficking Network, STR, Airdna, and more.

Our most pivotal relationships we continue to build are with our future visitors. This past year we expanded upon our relationship with JayRay Advertising & PR to work on our Travel Guide, PR efforts and marketing.

This past year Yuma had incredible new additions with the Children’s Museum, Yuma Tours & Adventures, and Get Axed opening, and improvements to Paradise Casino and Cocopah’s Wild River. And looking to the future we have 213 rooms under construction, the Colorado King opening soon, a Spaceport and the expansion of the San Luis Port of Entry.

We can only do this because we have a dedicated group of leaders in our Board of Directors and staff dedicated to improving our community. We look forward to continuing to serve Yuma!





SALES

1850 BOOKED ROOMS
225 APPOINTMENTS

TOP TOUR PARTNERS
TUMBLEWEED TOURS
DAYTRIPPERS
DESTINATION
AMERICA



LESLIE MCCLENDON
2023 STARS OF
THE INDUSTRY
TOURISM MANAGER
OF THE YEAR

We continue to work to bring qualified leads to help fill our meeting space, event venues and hotel rooms. We work to bring meeting planners from the region by participating with MPI Arizona Sunbelt Chapter. Our primary focus continues to be to find more tour operators and product developers to include Yuma as an overnight stop as they plan their Southwest tour. Located perfectly for tour group stops, we look to generate more opportunities in the future.

EVENTS

ELECTRIC
LIGHT PARADE



93 ENTRIES
40,000 ATTENDEES

NATIONAL TRAVEL
& TOURISM WEEK
OPEN HOUSE



VISITOR INFORMATION CENTER



10,000 VISITORS

Yuma's Visitor Information Center continues to serve our community by helping our visitors find their perfect additions to their trip and time in Yuma. Our focus for the gift shop continues to be to support locally made memorable products and gift ideas that will remind them of their trip to Yuma. We added Pupcakes by Donna and artwork by Daniel Padilla.

We work to further our local partnerships with businesses and attractions to encourage visitors to spend more time with more Yuma businesses.

MEMBERSHIP

354

TOTAL MEMBERS

63 DINING

31 RV PARKS

23 ACCOMMODATION

38 NONPROFIT



Our mission at Visit Yuma far exceeds Tourism. At its core, our mission is to work with our membership, our community partners, and our supporters to enrich the lives of everyone living in the Desert Southwest. During the past year, Visit Yuma has hyper-focused on improving the community. We have established SAFE Training workshops to educate our community on ways to combat human trafficking.

We look to continue to grow our membership reach to businesses impacted by and impacting the tourism industry.

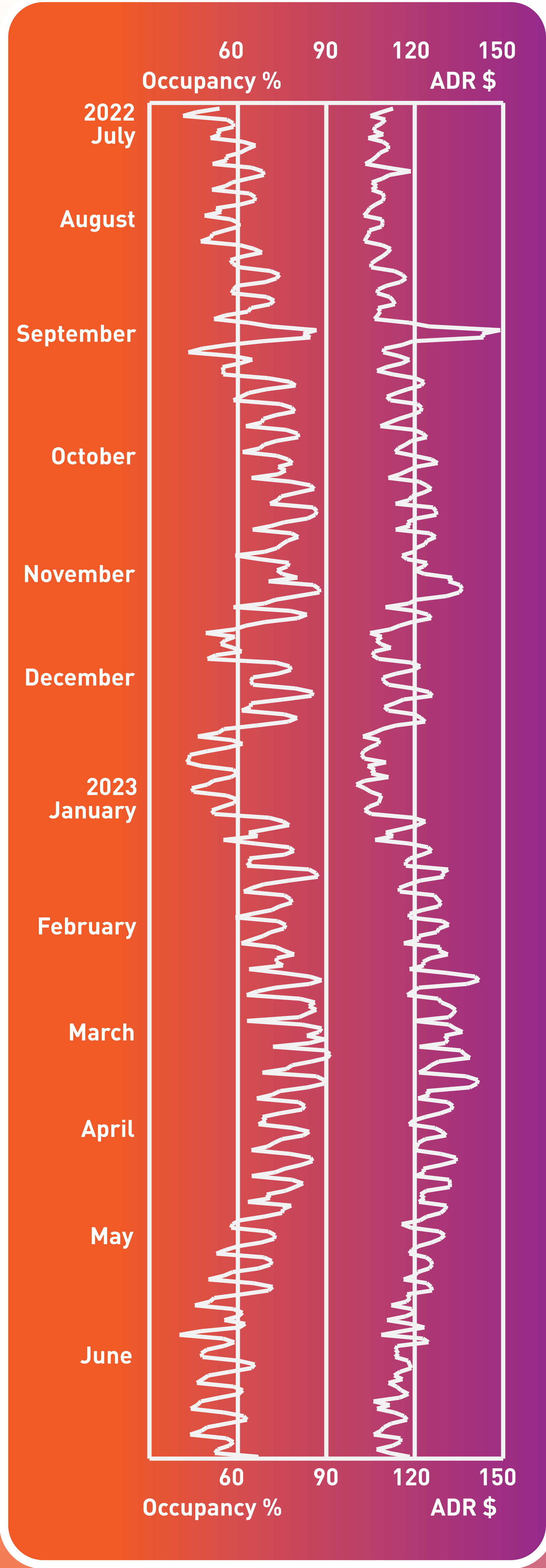


STR

3601 ROOMS

40 HOTELS

*213 ROOMS UNDER CONSTRUCTION



STR is a report of our hotels in the Yuma marketplace. The two data points shared here are Occupancy percentage which measures the total number of hotel rooms filled each night against the total number of rooms available (3,601 in Yuma) for every night and annually, our annual Occupancy is 66.97% with lows in the summer and highs in winter. The second data point is ADR or Average Daily Rate, this is the cost of the room averaged by all the rooms booked for the night, our annual ADR is \$118.31. The chart here has both measurements on a range of 0-150, Occupancy chart is a percentage (%) and ADR is a dollar (\$) figure.

AIRDNA

496 FULL HOME

*377 SEPTEMBER 2022

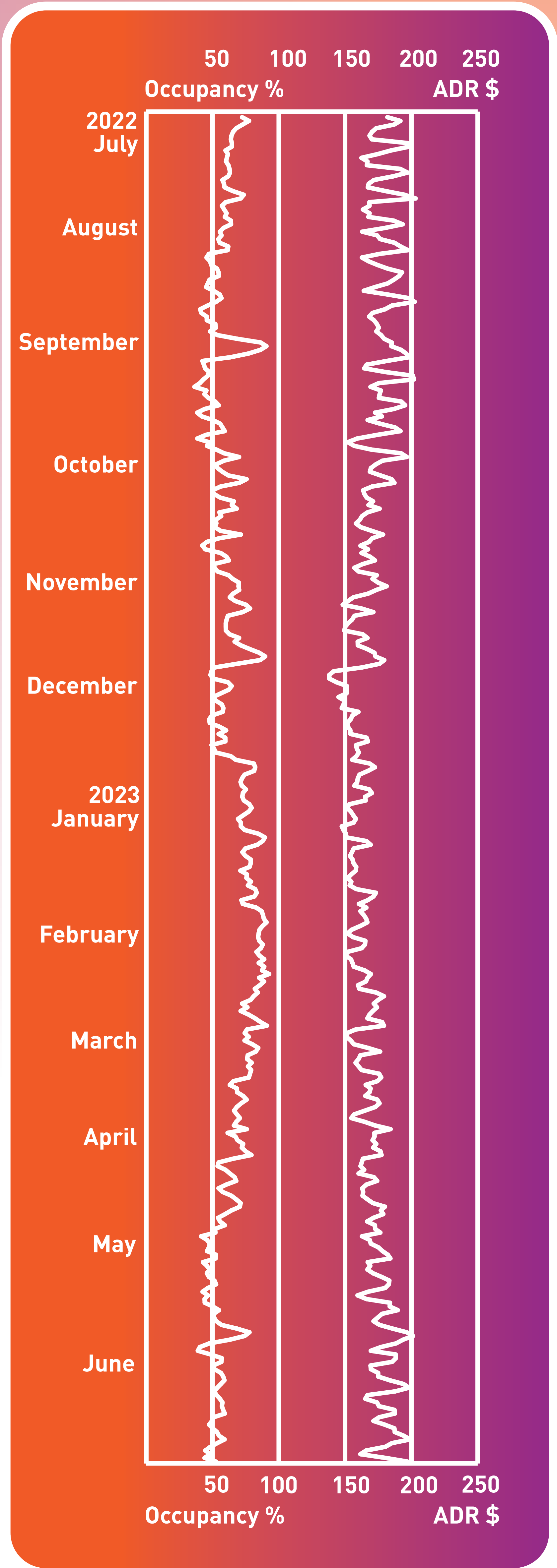
64 SHARED ROOMS

*52 SEPTEMBER 2022

*AS OF SEPTEMBER 2023

Airdna is a report of all available listings on Airbnb and VRBO. Listings are across Yuma County with the majority in Yuma’s city limits. Similar to STR the two data points shared here are Occupancy percentage measuring the total number of rentals filled each night against the rentals available (560 in Yuma), our annual Occupancy is 62.99% with lows in the summer and highs in winter. The second data point is ADR or Average Daily Rate, this is the cost of the rentals averaged by all the rentals booked for the night, our annual ADR is \$170.36.

The chart here has both measurements on a range of 0-250, Occupancy chart is a percentage (%) and ADR is a dollar (\$) figure. An Entire Place rental means the guest has no shared common areas and a Private Room rental will have shared common areas such as bathrooms, living rooms or kitchens. Different than STR the Airdna data here includes total rentals, which may be hotel-comp which is studio or 1 bedroom (156 listings), 2 bedroom (120), 3 bedroom (156), 4+ bedroom (68), and shared rooms (64). Totaling approximately 1,200 available rooms across all rentals. Additionally different than STR and hotel reports is rentals in Airdna may not be available daily, meaning total rentals available may vary from day to day. Yuma’s available rentals have grown incredibly, 30.53% YoY and a 2 year growth of 140.34% in available rentals.



DEAN RUNYAN ECONOMIC IMPACT REPORT

SPENDING

| | | |
|---------|----------|---------|
| VISITOR | \$549.4M | (13.4%) |
| OTHER | \$36.9M | (31.6%) |
| TOTAL | \$586.3M | (14.4%) |

| | | |
|------------|------------|---------|
| EARNINGS | \$187.1M | (15.2%) |
| EMPLOYMENT | 5,390 JOBS | (9.8%) |

TAX REVENUE

| | | |
|-------|---------|---------|
| STATE | \$25.0M | (18%) |
| LOCAL | \$29.2M | (16.2%) |
| TOTAL | \$54.2M | (17%) |

The Dean Runyan Economic Impact Report gives us the total spending and jobs numbers within the entirety of the hospitality sector in Yuma County.

HOSPITALITY TAX

\$8,986,154.82

*FY2023 COLLECTION

The 2% Hospitality Tax is collected at hotels, restaurants and bars and goes to fund the City of Yuma Parks and Recreation, Yuma Crossing National Heritage Area, and Visit Yuma. In November 2023 voters approved renewal for 15 years.

YES ON
PROP 417

YesForYuma.com



MARKETING

VISIT ARIZONA
INITIATIVE

\$500,000 AWARDED

SOAK UP
EVERY MINUTE

*AWARD WINNING



BEST MARKETING
CAMPAIGN RURAL



HELLO. I'M YUMA.

The Visit Arizona Initiative is a grant program through the Arizona Office of Tourism, it allowed us to work with JayRay to market Yuma across our drive and fly markets to encourage weekend travel during our peak season and shoulder season travel to our drive market. The grant allowed us to run a visitor intercept study, create a new video campaign and place advertisements across digital, social, print and billboards advertising locations. Soak Up Every Minute was the primary campaign run from Summer 2022 to Summer 2023. Hello. I'm Yuma launched as a video series on June 30, 2023.

92.8 MILLION
PEOPLE REACHED

MARKETS REACHED

DENVER LOS ANGELES NEVADA
SAN FRANCISCO OAKLAND SAN JOSE
SEATTLE ALASKA BRITISH COLUMBIA
IDAHO MONTANA OREGON WASHINGTON
WYOMING MEXICALI PHOENIX SAN DIEGO
TUCSON

SAMPLES



Yuma
ARIZONA

APROVECHA
CADA
MOMENTO.

ARIZONA
THE GRAND CANYON STATE

YUMASUMMER.COM



Yuma
ARIZONA

SOAK UP EVERY MINUTE.

YUMAWINTERS.COM



Yuma
ARIZONA

SOAK UP
EVERY MINUTE.

EXPLORE NOW

SOAK UP
EVERY MINUTE.

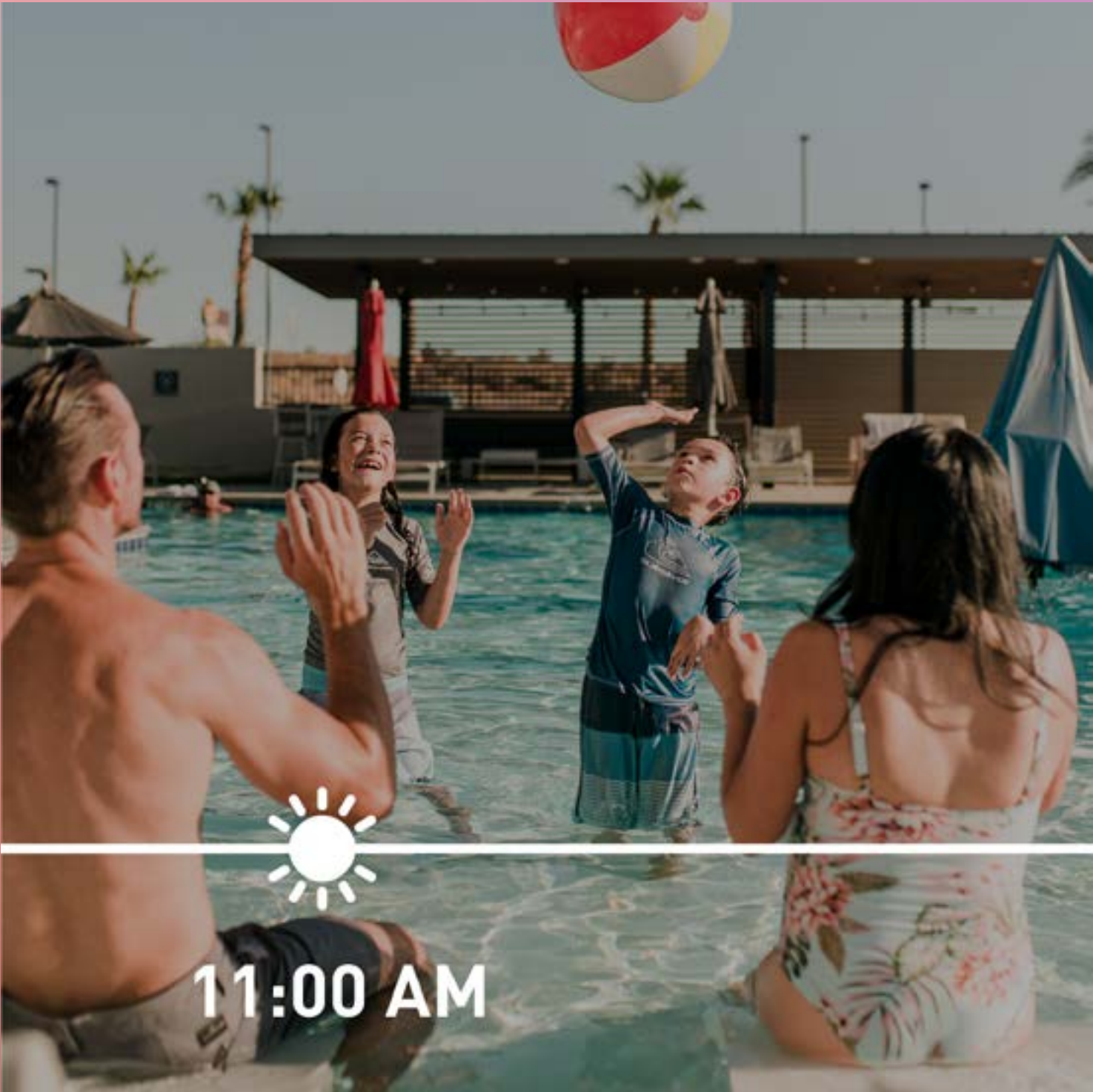
Yuma
ARIZONA


ARIZONA
THE GRAND CANYON STATE



8:30 AM
DESERT HIKE

EXPLORE NOW

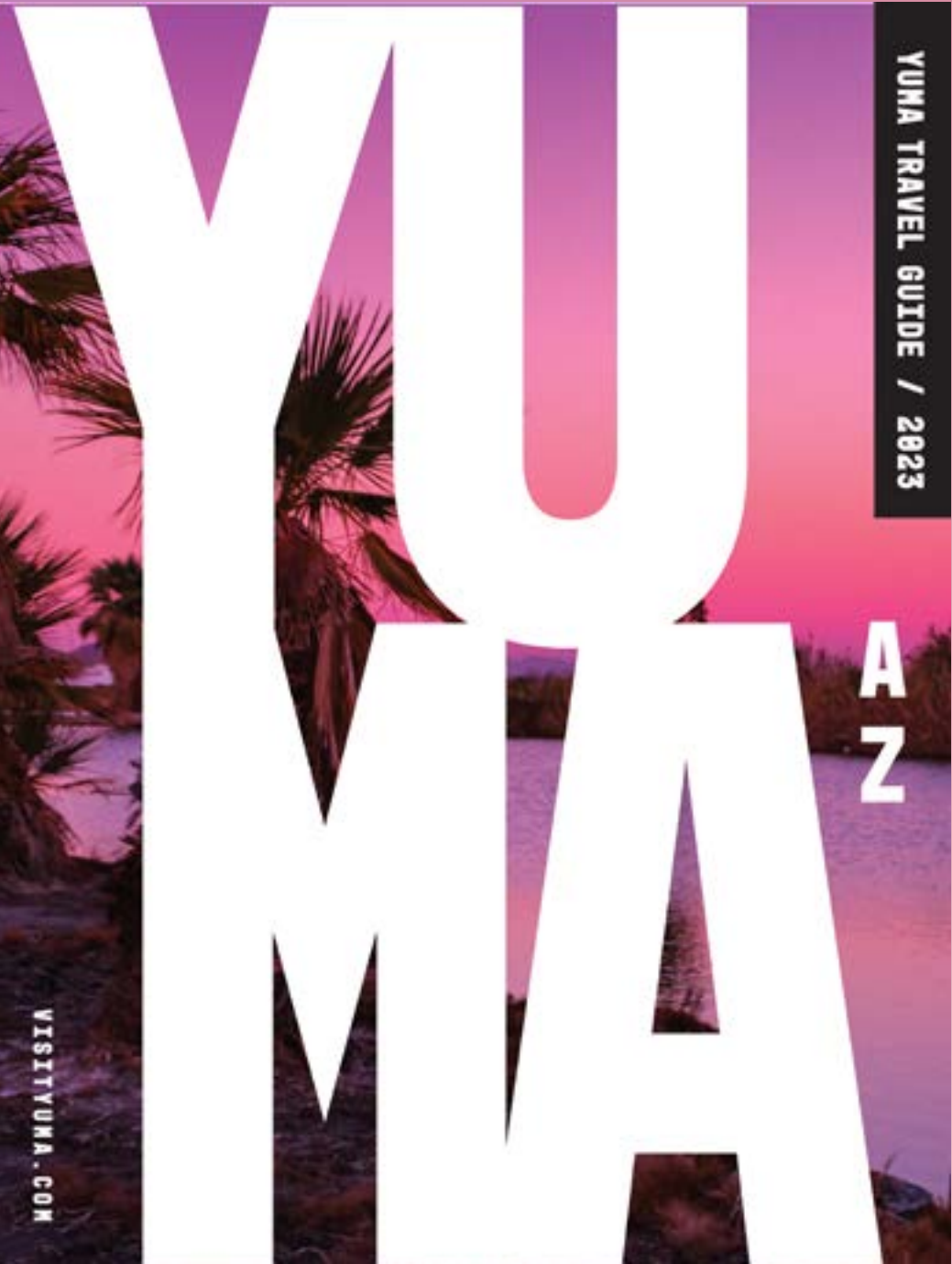




11:00 AM

TRAVEL GUIDE

***AWARD WINNING TRAVEL GUIDE**



WEBSITE

365K USERS 488K SESSIONS
2:15 DURATION

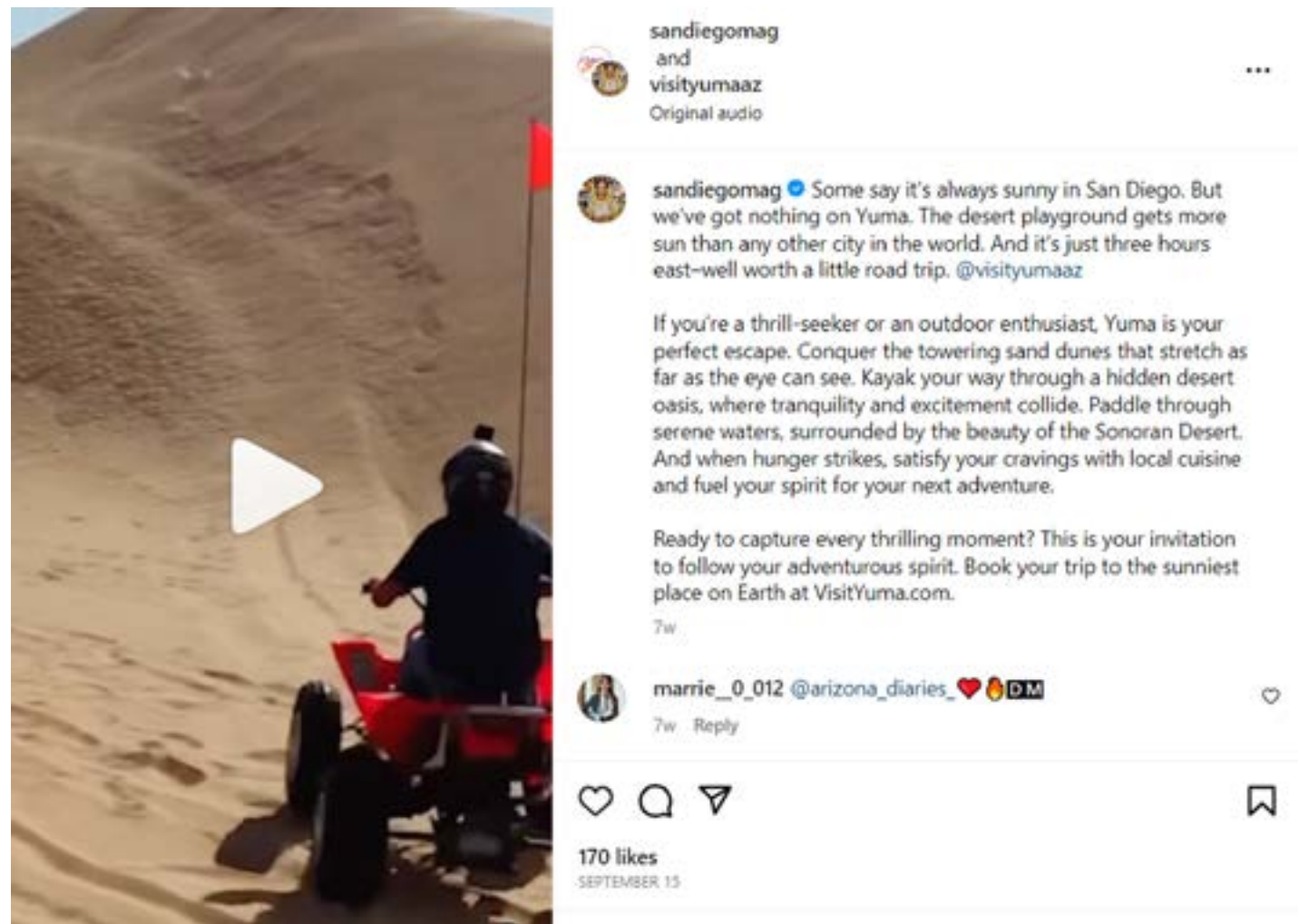
APP

10,259 USERS 11,331 SESSIONS
3:04 DURATION

PR

We work with JayRay on our PR efforts on a monthly basis. JayRay contacts and represents Visit Yuma to travel media to help us share our stories of the incredible reasons to visit Yuma year round. This relationship allows us to build relationships within the travel media industry to get Yuma top-of-mind to writers and influencers for future coverage.

SOCIAL



FOLLOWERS
FACEBOOK 20,326
INSTAGRAM 36,839
TIKTOK 1,255





FIND US

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VISITYUMA.COM

