

ARIZONA

OFFICE OF TOURISM

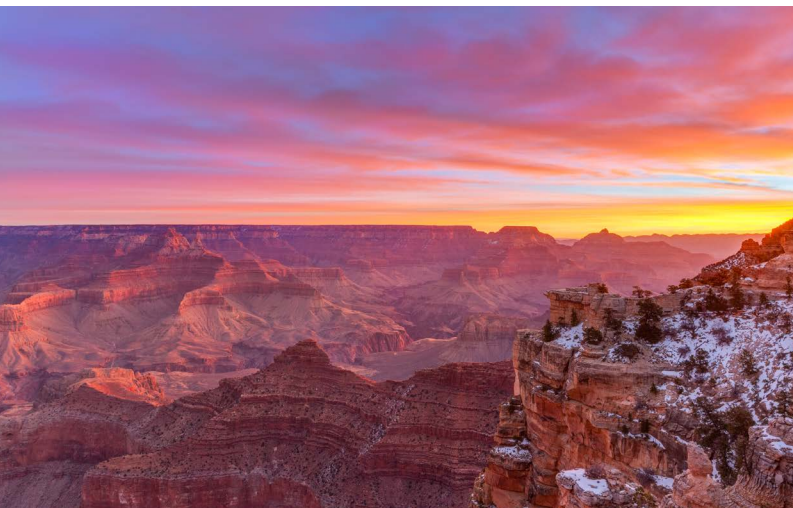


Stakeholder Advisory Panel Summit
January 13, 2021

On January 13, 2021 Arizona Office of Tourism (AOT) hosted a discussion with the Advisory Committee that helped lay the foundation for the Tourism Strategic Recovery Plan. The purpose of the discussion was twofold:

- ① For AOT to provide a summary of what has been achieved in Q1/Q2 and what work lies ahead for Q3/Q4.
- ② For participants to provide input on what has worked and what is needed in the months ahead.

For AOT's records, this document provides a recap of the discussion.



Q1/Q2 Achievements

AOT staff shared key achievements in the first two quarters of plan implementation, organized by the focus areas.

Accelerate leisure travel activity statewide

- Launched and expanded Rediscover Arizona campaign.
- Promoted Arizona Wine Regions in national publications & kicked off in-state marketing campaign.
- Supported Arizona Restaurant Week.
- Sponsored campaigns with both Arizona Restaurant Association (ARA) and Arizona Lodging & Tourism Association (AZLTA) to promote their recovery initiatives.
- Sponsored projects for two trail associations promoting responsible outdoor recreation.

Stabilize visitor volume in urban centers

- Launched multi-channel “Arizona Meetings Mean Business” campaign.
- Facilitated conversations between Arizona pro sports teams and the Arizona Department of Health Services.
- Relaunched Consumer Digital Newsletter.
- Promoted resort staycations as part of Rediscover Arizona campaign.

Reinvigorate and strengthen tourism in rural and Tribal areas

- Partnered with rural DMOs to customize destination promotion.
 - Partnered with state and federal partners on the creation and promotion of a Responsible Recreation website.
 - Created itineraries as a part of joint marketing effort with 4 Corners states.
 - Launched Appreciate AZ campaign.
 - Developed a dedicated web page to inform visitors of travel restrictions on Tribal Lands in Arizona.
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Q3/Q4 Efforts

AOT staff shared key efforts anticipated for the first half of 2021, organized by the focus areas.

Accelerate leisure travel activity statewide

- Continue promotion of Rediscover Arizona visitor campaign.
- Provide increased visibility to residents and visitors of COVID-19 safety measures through VisitArizona.com site.
- Continue to promote outdoor recreation through AOT’s Opt Outside content hub.

Stabilize visitor volume in urban centers

- Launch options for urban partners to participate in co-op opportunities.
- Work with hotel chains to create and promote packages for frontline workers.
- Develop “how-to” resources to assist attractions in creating and promoting virtual content and experiences.
- Share sports teams’ campaigns on mask-wearing and responsible event attendance.
- Expand and polish accessibility resources on VisitArizona.com.

Reinvigorate and strengthen tourism in rural and Tribal areas

- Continue ongoing promotion of Appreciate AZ principles and development of education program.
 - Continue ongoing outreach through webinars on best practices, industry data and AOT promotional efforts.
 - Develop itineraries promoting lesser-visited areas of state, with a focus on tribal areas.
 - Conduct a survey of Tribes and Tribal Attractions to align marketing goals and promotion strategies.
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Advisory Group Input

Participants were asked two sets of questions: one set that looked back at the past six months from July 2020 to January 2021, and one set that looks forward to the future. The questions and responses are:

What has worked? Why? What hasn't worked? What would address the shortcoming?

What has worked:

- AOT's Rural Co-op marketing tactics:
 - Local First Arizona has worked well for rural communities to develop branding and messaging, and community profiles.
 - Madden's work to retarget efforts for DMOs has been effective.
- Recruitment of remote workers to beautiful Arizona locales has helped to sustain the communities.
- Outdoor recreation has been a huge driver for tourism, and the Leave No Trace program has been a good vehicle to share how to take care of the outdoors even better.
- Promoting outdoor spaces and activities including patio dining, outdoor shopping, and outdoor meeting space has been a boost.
- Creating a DMO meetings campaign was helpful to keep locations top of mind with meeting planners.
- The Rediscover Arizona campaign was effective for rural destinations.
- Continuing to work with the Network for Arizona Trails helps support marketing and caring for these trails for all types of outdoor recreation.
- Some rural communities have shifted focus to promotion of outdoor activities and to digital marketing.

What hasn't worked, or could be further investigated:

- Some communities may need more education to find funding and focus on branding.
- There is more education needed for people to properly engage with the outdoors, especially with activities like 4X4.
- How can we ensure that information campaigns are applied in rural areas and in smaller communities?
- Coordinate with smaller newspapers and Local First to have a Restaurant Week event in smaller rural places.

What do you need from AOT? What do your communities need moving forward? How can we work together as we move forward?

What do you need from AOT?

- Can AOT be a clearing house for best practices?
- Can AOT provide information on partnerships between rural destinations and marketing firms?
- Can AOT help run metrics on Expedia campaigns and share the findings?
- Continue rural promotion through Local First.
- Continue communications and community outreach.
- Continue the work on job opportunities that started at the beginning of the pandemic.

What do your communities need moving forward?

- Smaller communities need some extra promotion as they get overlooked by some high profile destinations like Sedona.
- Ensure the AOT campaigns remain strong in rural communities.
- Rural communities need support with technical services like video and photography.

How can we work together as we move forward?

- Communities can share their program of work and media plan with AOT to enhance partnerships.
- We can create a task force comprised of attractions, retail, etc. to deepen understanding of the needs of this major economic driver.
- Continue to collaborate on media, missions, trade shows, cost mitigation.
- Work with Arizona Wine Growers Association to have members be ambassadors of AOT's marketing campaigns like Appreciate AZ.
- There has been a surge of golfing. How can we keep it at the forefront?
- When borders reopen, we'll want to work together to reinvigorate visitation from Mexico and Canada.



Next Steps

There are three key actions anticipated as Arizona moves into 2021:

- ① AOT anticipates implementing the actions identified above, informed by the input from the Advisory Committee.
 - ② AOT will begin developing a three-year strategic plan that will also continue the recovery work, in addition to serving as a road map for Arizona tourism's next few years.
 - ③ AOT will work with the Governor's office to host the Governor's Conference on Tourism, anticipated for early August 2021. This will likely be a hybrid event with some in-person offerings that adhere to COVID-conscious guidelines and some virtual offerings.
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Participants

Advisory Group invitees included:

- Mayor Mila Besich, Superior
- Kate Birchler, Macerich Shopping Centers
- Lauren Bouton, Governor's Office
- Bob Broscheid, Arizona State Parks
- Brent DeRaad, Visit Tucson
- Lorne Edwards, Visit Phoenix
- Marc Garcia, Visit Mesa
- Heidi Hansen, City of Flagstaff
- Heather Hermen, Front Burner Media
- Lee Hillson, Royal Palms Resort & Spa
- Sasha Howell, Off Madison Avenue
- Brian Jump, REI
- Bruce Lange, Hospitality and Resort Solutions LLC
- Lonnie Lillie, Ambiente Sedona
- Blessing McAnlis Vasquez, Discover Salt River
- Tom Moulton, Southern Arizona Attractions Alliance
- Deb Ostreicher, Phoenix Sky Harbor International Airport
- Kris Pothier, Arizona Wine Growers Association
- Tom Sadler, Arizona Sports and Tourism Authority

- Mayor Cal Sheehy, Lake Havasu and London Bridge Resort
- Ben Stewart, Office of U.S. Senator Kyrsten Sinema
- James Surveyor, Experience Hopi
- Senator Michelle Ugenti-Rita, Arizona State Senator

Participating staff from Arizona Office of Tourism included:

- Debbie Johnson, Director
- Becky Blaine, Deputy Director
- Kiva Couchon, Director of Industry Affairs
- Alix Skelpsa Ridgway, Director of Government & Community Affairs

Coraggio Group consulting team included:

- Trevor Cartright, Partner
- Stacy Humphrey, Associate Principal