



The Marketing Cooperative

FY 2015

5/6/14



The Marketing Cooperative

Program

- Promote travel to communities and regions outside of Metro Phoenix and Tucson
- Leverage community partnerships to enhance reach and exposure
- Broaden communities' marketing efforts



The Marketing Cooperative

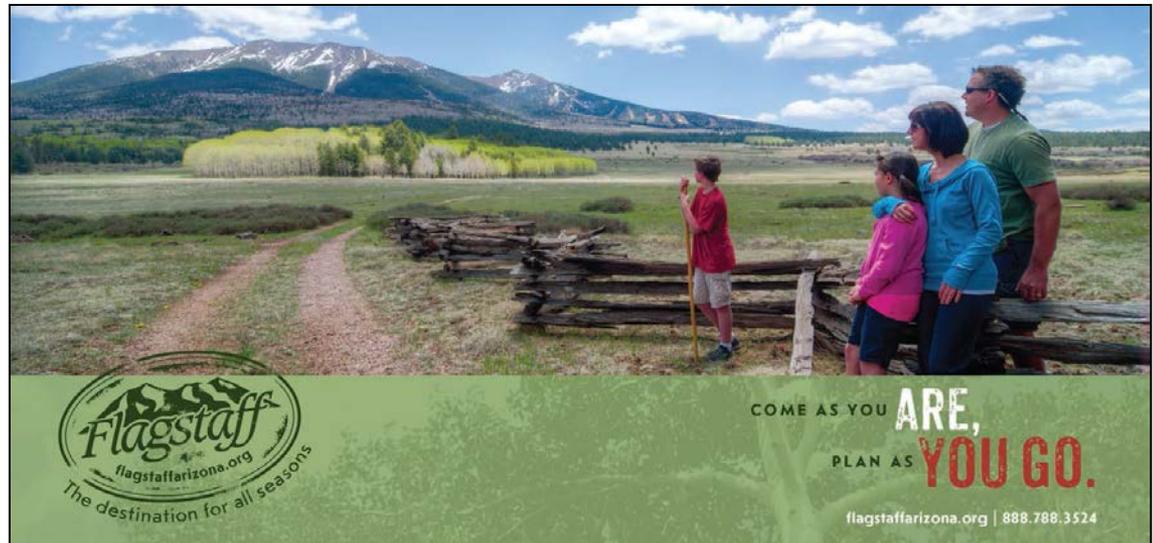
Guidelines

- Eligibility: Rural DMOs, Tribes, Regions, Statewide Tourism Associations
- Negotiated media buys and reduced rates (50%)
- Available Media: Magazines, Newsprint, Outdoor, Online, AOT Publications, Trade and Media Missions, and Visitor Studies
- Webinar – May 14th **Applications Due – June 6th**

The Marketing Cooperative

New for FY15

- Tourism Research - Intercept Study
- Ad Template
- Co-Branded Ad Options
- New Media Opportunities



The Marketing Cooperative

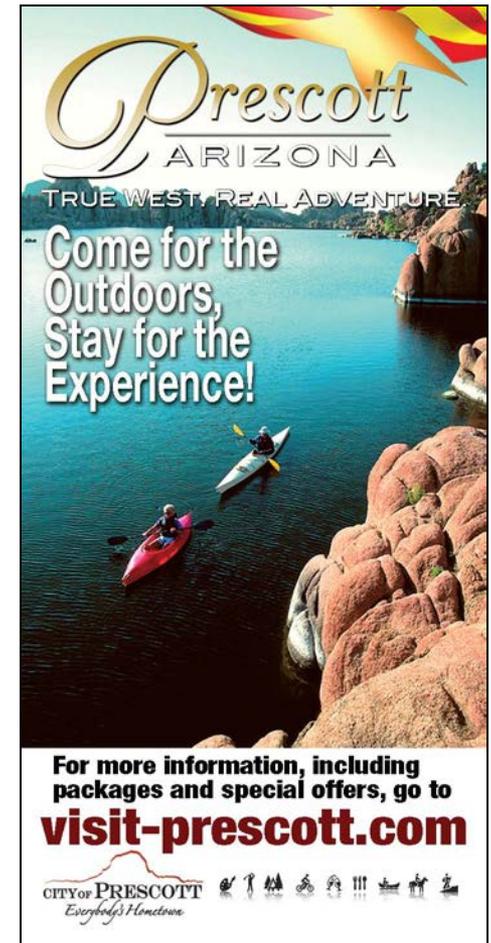
FY 15 Campaign

September 1, 2014 – August 31, 2015

Target Drive Markets

Primary: Los Angeles, Phoenix, Tucson

Secondary: Canada, Las Vegas, San Diego



The Marketing Cooperative

Primary Audience

Baby Boomers

Age: 48 - 66

HHI: \$50,000+, emphasis \$75,000 +

With and Without Children in Household

Secondary Audience

- Generation X'ers

- Age: 36 - 47

- HHI: \$50,000,
emphasis \$75,000+

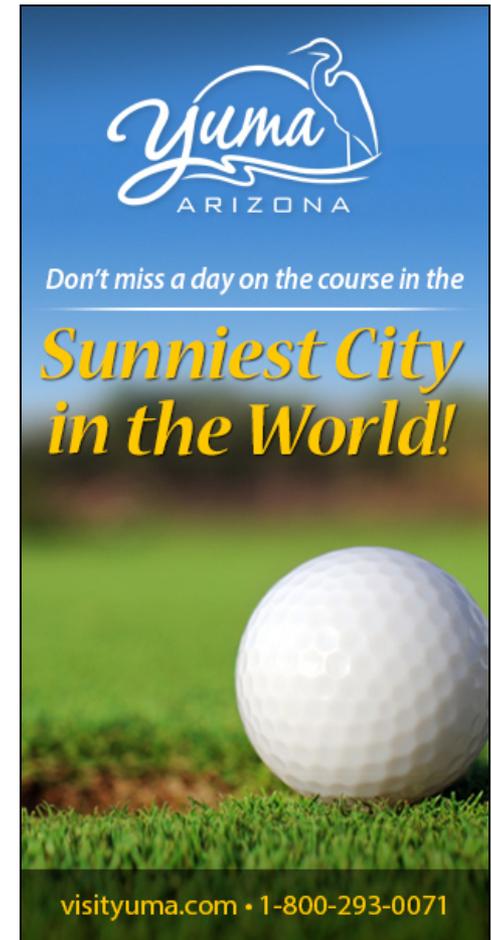
- With, and Without
Children in Household

- Generation Y (late set)

- Age: 27-35

- HHI: \$50,000,
emphasis on \$75,000+

- With and Without
Children in Household



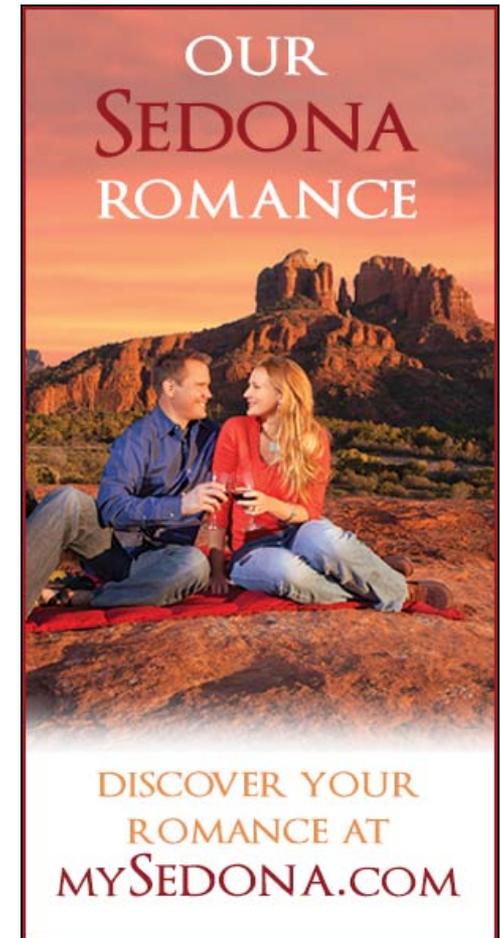
The Marketing Cooperative

FY14 Budget

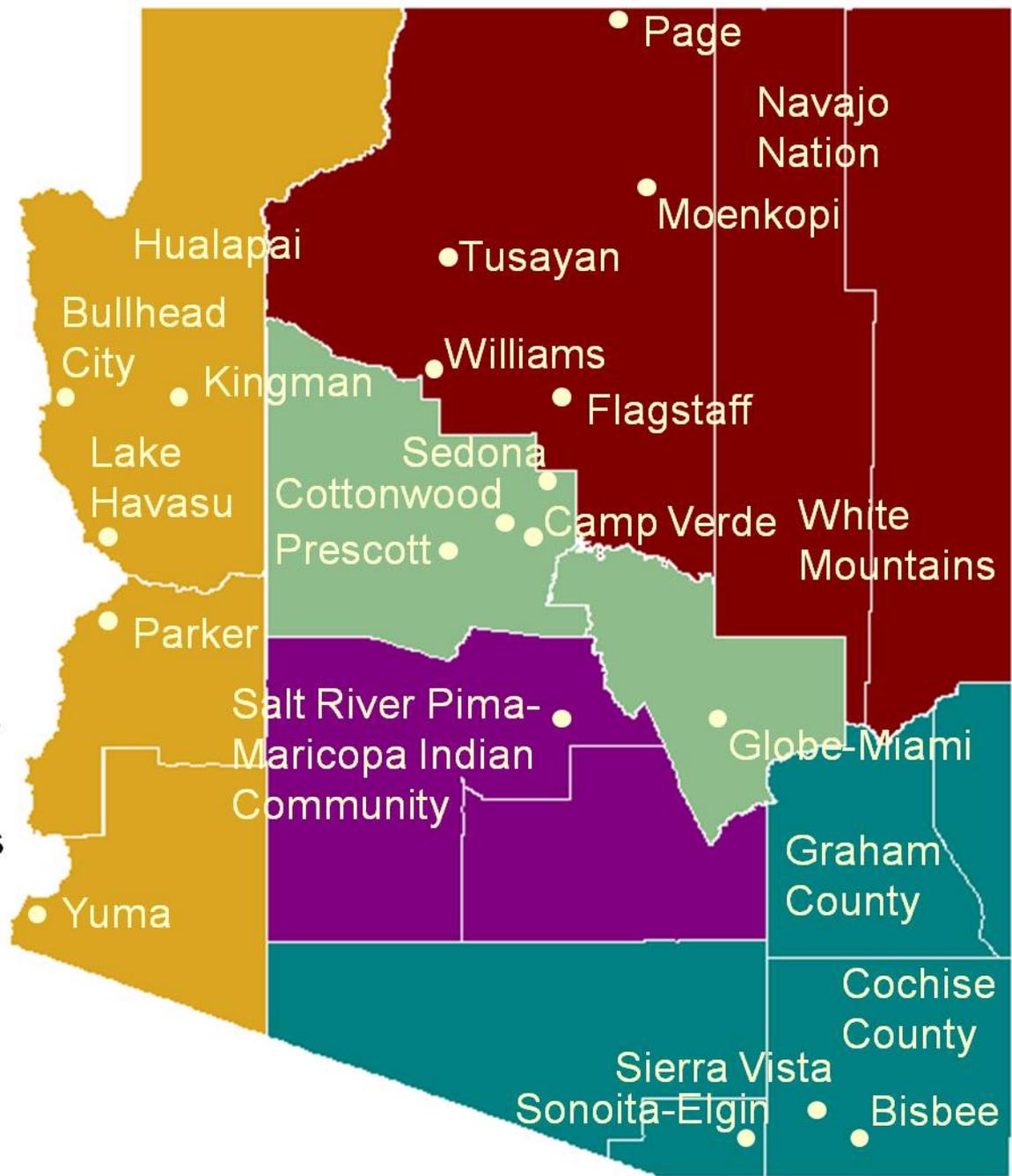
Partners' Contributions:	480,000
AOT Match and Anchor Ads:	<u>1,000,000</u>
Total Campaign Spend:	\$1,480,000

FY14 Partners

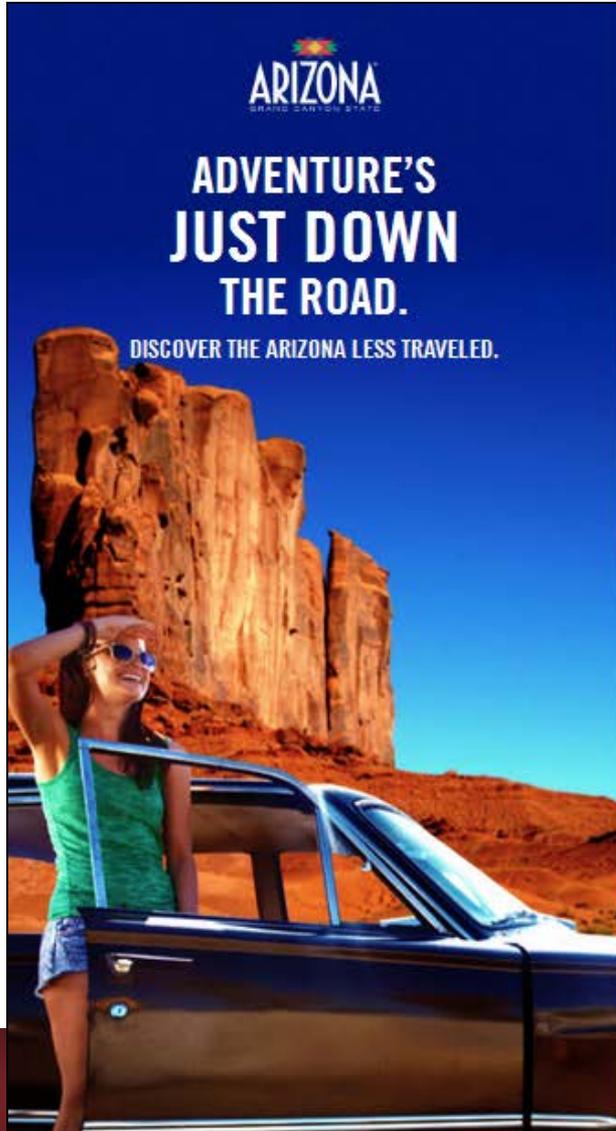
25 partners (18 rural communities, 4 tribes, 2 regional partnerships, 1 statewide tourism association)



Arizona
Association of
RV Parks and
Campgrounds



Co-op Campaign Landing Page: ArizonaGuide.com/Adventure

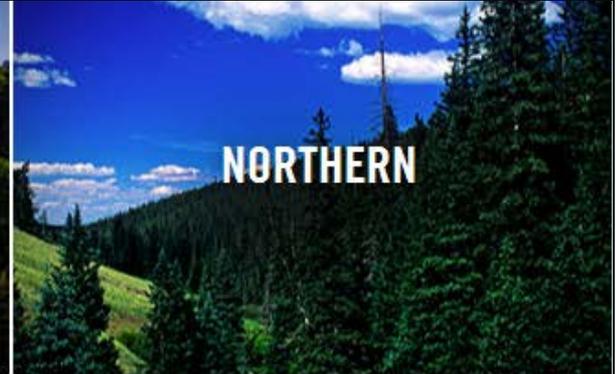
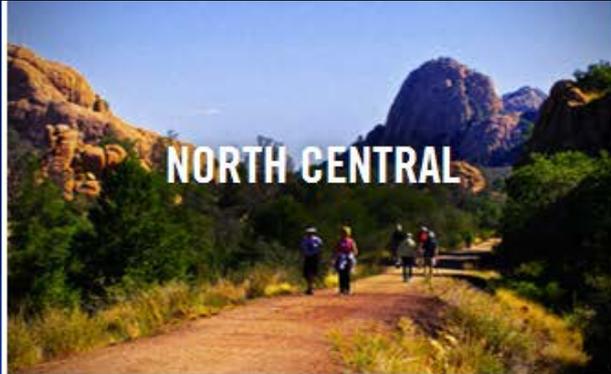


ARIZONA
GRAND CANYON STATE

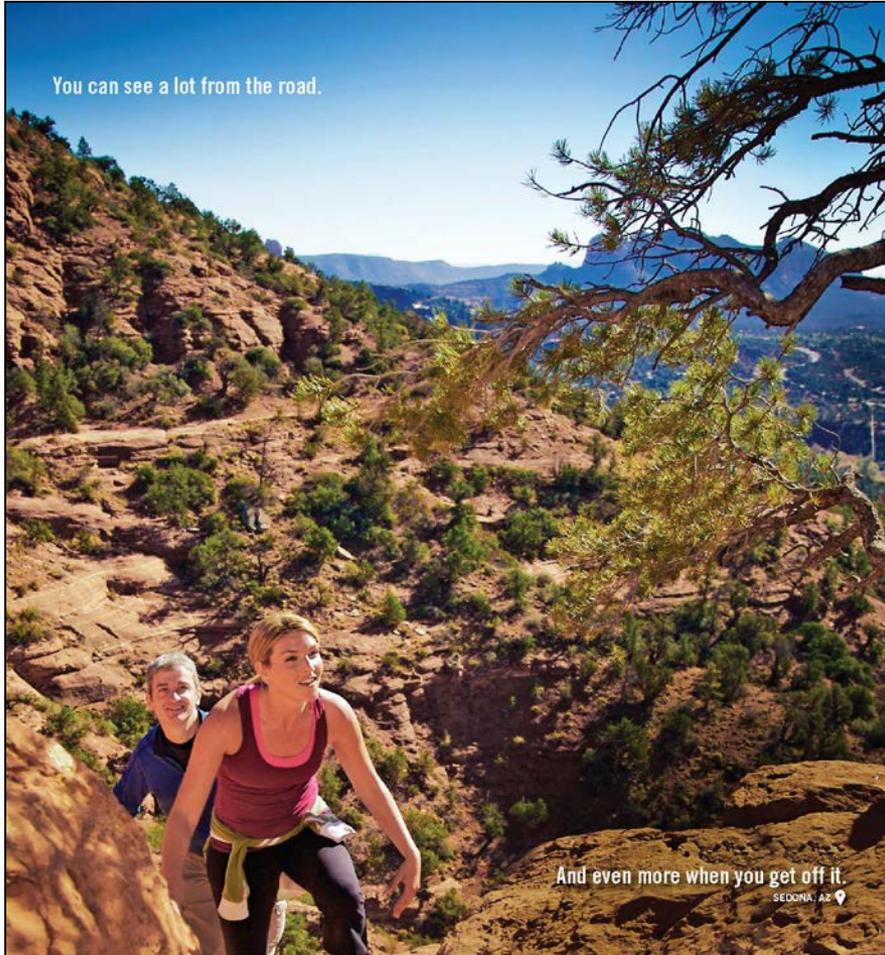
**ADVENTURE'S
JUST DOWN
THE ROAD.**

DISCOVER THE ARIZONA LESS TRAVELED.

A woman in a green tank top and sunglasses leans out of the open window of a classic convertible car, driving through a desert landscape with large red rock formations under a clear blue sky.



Co-op Campaign Print Ads



You can see a lot from the road.

And even more when you get off it.
SEDONA, AZ

Hit the open road. Discover the Arizona *less traveled*.
Visit arizonaguide.com/adventure or call 1.866.XXX.XXXX.



You can see for miles and miles.

Without driving too many.
SONITA, AZ

Hit the open road. Discover the Arizona *less traveled*.
Visit arizonaguide.com/adventure or call 1.866.XXX.XXXX.



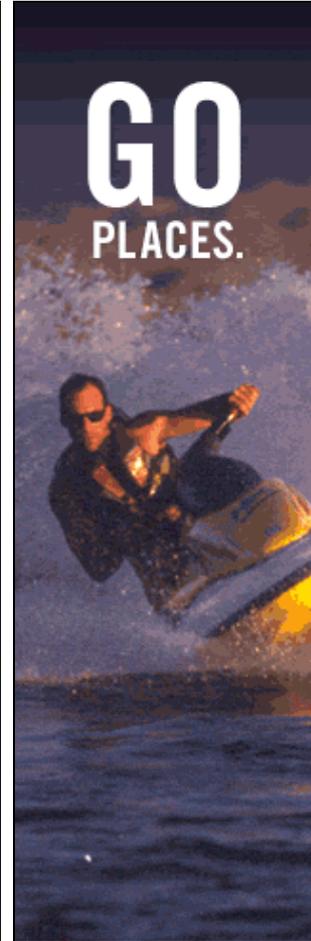
Co-op Campaign Print Ad and Banners



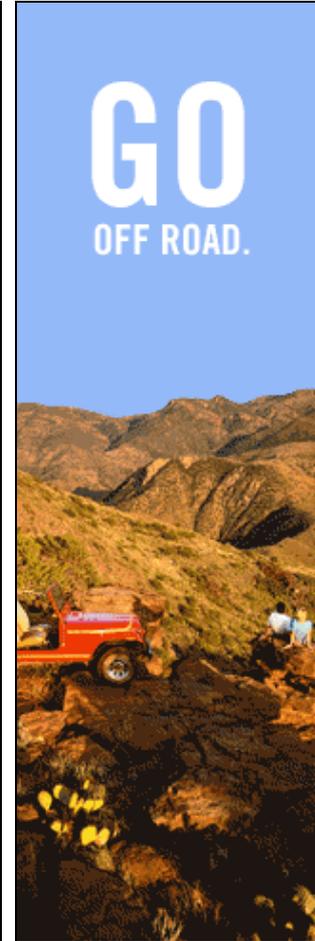
Hit the open road. Discover the Arizona *less traveled.*
Visit arizonaguide.com/adventure or call 1.866.XXX.XXXX.



DISCOVER
THE ARIZONA
LESS TRAVELED.



DISCOVER
THE ARIZONA
LESS TRAVELED.



DISCOVER
THE ARIZONA
LESS TRAVELED.

Arizona Republic Insert

DISCOVER

THE ARIZONA LESS TRAVELED.

Visit arizonaguide.com/adventure

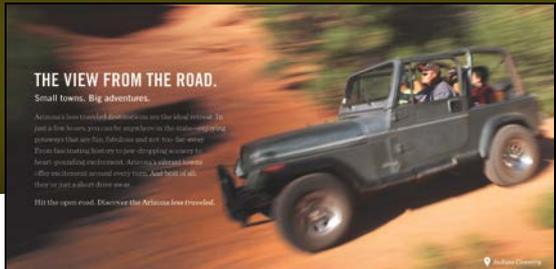


Get Up and Go—Arizona Road Trips

REFINED
Extravagant Relaxation

RUGGED
Exciting Adventures

RIGHT DOWN THE ROAD
Small Towns With Big Adventures



THE VIEW FROM THE ROAD.

Small towns. Big adventures.

Arizona has countless adventures on the open road. Hit the open road, discover the Arizona less traveled. From the scenic beauty of the desert to the rugged beauty of the mountains, there are endless adventures that you can enjoy. Discover the Arizona less traveled. From the scenic beauty of the desert to the rugged beauty of the mountains, there are endless adventures that you can enjoy.

Hit the open road. Discover the Arizona less traveled.



ENJOY FALL COLOR AND MILE-HIGH FUN IN FLAGSTAFF.

Often hailed as Arizona's capital autumn, Flagstaff is the best place to enjoy fall in the Southwest.

ARIZONA'S REFINED SIDE. LUXURY AND LEISURE.

Arizona's less-traveled destinations offer some of the most luxurious leisure activities in the Southwest. Whether you're looking for a quiet getaway or a more active vacation, Arizona has it all. From the scenic beauty of the desert to the rugged beauty of the mountains, there are endless adventures that you can enjoy.



RUGGED ADVENTURE AWAITS.

Arizona's less traveled destinations offer the perfect excuse to go outside and play.

From the scenic beauty of the desert to the rugged beauty of the mountains, there are endless adventures that you can enjoy. Whether you're looking for a quiet getaway or a more active vacation, Arizona has it all.



"WET" YOUR APPETITE FOR FUN IN LAKE HAVASU.

One of the adventures in Lake Havasu, located along the Colorado River's beautiful shoreline and boasting 60 continuous miles of lake and river waters. Dabbed the "Thermal Water Capital of the World," Lake Havasu's crystal blue waters make water play easy with options including water-skiing, fishing, jet skiing, parasailing, kayaking and paddleboarding. For a change of scenery, pick up an ATV and explore the surrounding desert. Or head west to the Hill Williams National Wildlife Refuge. Or take a trip back in time and visit the London Bridge—a landmark imported from halfway around the world. It's Arizona's second largest attraction after the Grand Canyon, and it's a great place to take a 45-minute walking tour to hear about its colorful history.



When the sun goes down, the tempo picks up—you can get your fill of fun at local microbreweries and charming boutique shops, or ferry over the river to try your luck at the Havasu Landing Casino Lakeside Resort. To plan your trip, visit www.godisillness.com.

ENJOY FALL COLOR AND MILE-HIGH FUN IN FLAGSTAFF.
CONFERENCES FROM PAGE 1
Beer lovers should be in Flagstaff on October 14 for the annual Platteville Oktoberfest. If you think this festive season isn't complete without being spoiled, add a walking tour of Platteville's haunted places to your fall itinerary. Experience the sights of the city's picturesque past and chance to encounter with local speakers. Renewed guided tours of haunted buildings depart from the Platteville Visitor Center throughout the month of October. Call 800-842-7209 for tour times and more details.

For a family-friendly autumn experience where pumpkin carving is the main event, visit The Arboretum at Flagstaff and enjoy the Pumpkin Walk, October 26, 4 p.m. to 8 p.m. The event includes pumpkin carving and an after-dark walk lit only by the light of glowing jack-o-lanterns.

For more fall events and tips for your autumn getaway, visit www.flagstaffonline.org.