

Recorded Webinar Call In Instructions

- Dial 888-203-1112
- Replay Passcode: 253615057#

AOT's FY17 Marketing Outlook Webinar

Reminders:

- Please mute your phone
- Please do not put call on hold
- Please ask questions via chat feature

AOT's FY17 Marketing Outlook Webinar

- **Ralph Coleman, Jr.** – Director of Research
- **Karen Cahn** – Sr. Director of Marketing
- **Tony Alba** – Director of Media Relations
- **Becky Blaine** – Director of Travel and Trade Relations

AOT's Marketing Strategy

- Global Scale (local, national, international)
- Innovative Campaigns
- Economic Driver
- Only Statewide Tourism Marketing
- Integrated Marketing Approach
- Research Based Marketing
- Life Stage Targeting
- Brand Partnerships
- Key Strategic Brand Pillars

AOT's Brand Pillars

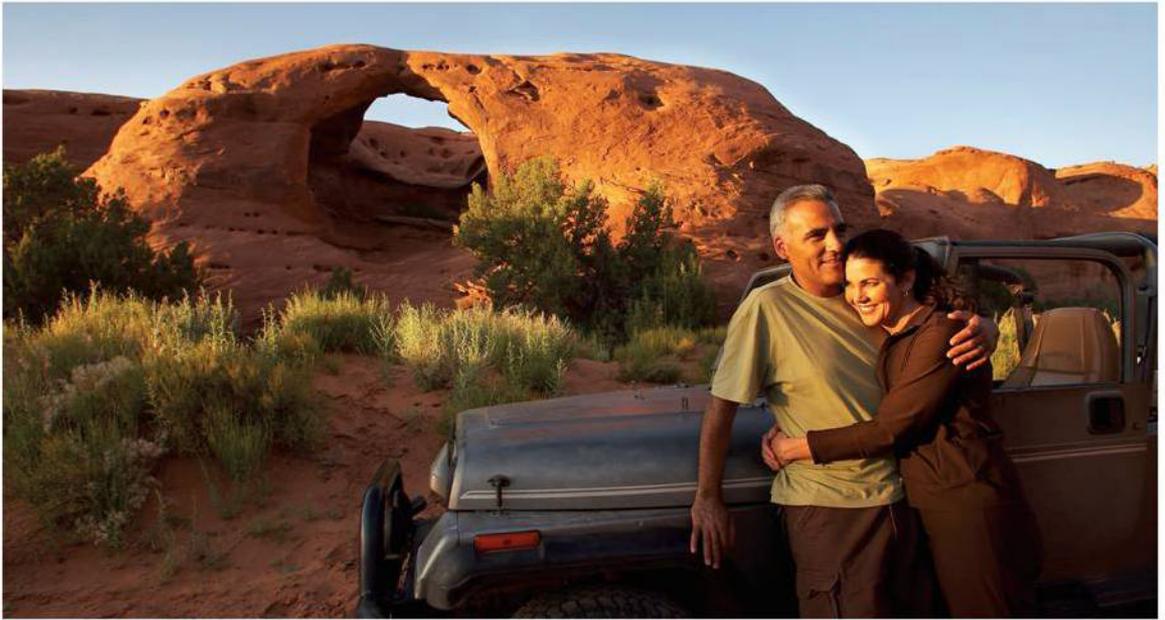
- **Adventure** – adult and family experiences
- **Wellness** – different meaning for everyone
- **Heritage and Culture** – tribal, western, hispanic
- **Culinary** – food, wine, beer, agricultural story

AOT's Marketing Strategy

- Continuation of National Campaign Success
- Additional Target City
- National Parks Service Centennial
- Final Four 2017
- Rural Marketing Co-op Program
- Consumer Travel Shows
- New Consumer Website
- More Customized Individual Media Visits
- Growth of our Travel Trade Program

www.tourism.az.gov

- Archived Webinar, Marketing Plans, and FAQ's



Research



What We Do

- Acquire, Analyze and Communicate Information
- **Track Domestic and International Indicators**
 - Visitation Statistics
 - Economic Impacts
- **FY17 Plan**
 - Spending Profiles and Booking Methods
 - New Vendors and Tools

Target Cities Analysis

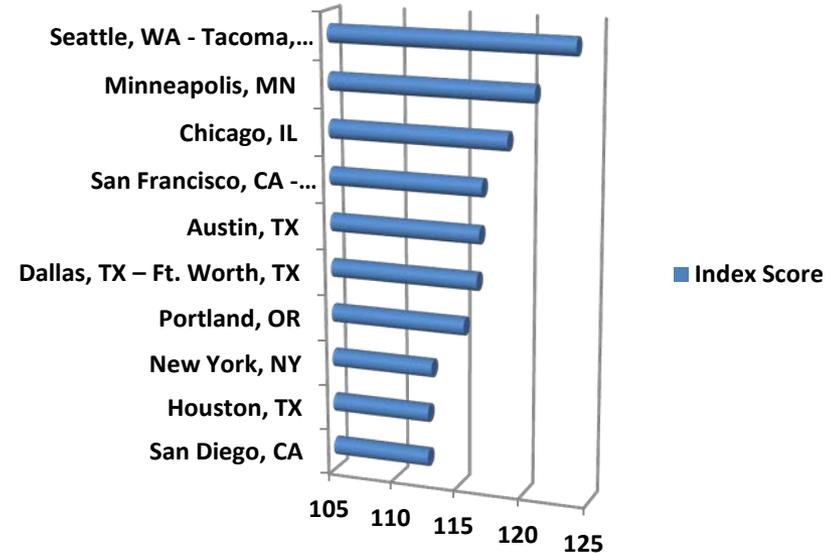
- 41 Metropolitan Areas
- **Five Categories**
 - Visitation and Engagement
 - Propensity to Travel
 - Economy in Market
 - Mobility
 - Influence of Media in Market



Analysis Findings

Metropolitan Area	Index Score
Seattle, WA - Tacoma, WA	123.62
Minneapolis, MN	120.65
Chicago, IL	118.65
San Francisco, CA - Oakland, CA - San Jose, CA	116.75
Austin, TX	116.57
Dallas, TX – Ft. Worth, TX	116.39
Portland, OR	115.4
New York, NY	112.89
Houston, TX	112.59
San Diego, CA	112.57

Target Cities

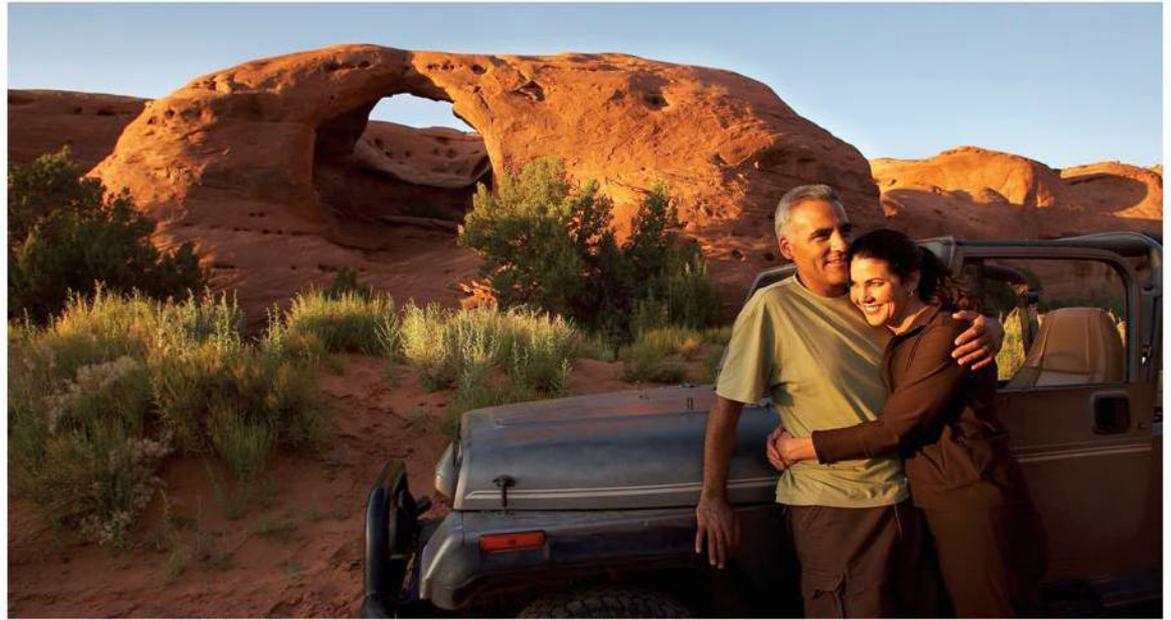


AOT Performance

- **FY14/15 Ad Effectiveness**
 - National Campaign ROI \$310/\$1 Invested
 - National, Chicago, and Seattle campaigns ROI \$269/ \$1 Invested
- **FY14/15 AZ Perception**
 - AZ vs.CA, FL, TX, CO, UT, and NM on average AZ is better place to:
 - Retire, Own a Second Home, Live, Attend College and Start a Career
- **Arrivalist**
 - “Measure the Way Media Moves Us”

Contact Us:

- **Ralph Coleman, Jr.** – Director of Research
 - rcoleman@tourism.az.gov
- **Colleen Floyd** – Research Manager
 - cfloyd@tourism.az.gov



Marketing



FY17 Campaigns

Six Campaigns

- National
- Target Cities
- International
- Spring Training
- Coop/Rural
- Summer

Key Performance Indicators

- Engaged visitor traffic to the AOT consumer site VisitArizona.com
- Official State Visitor Guides (OSVG) requests/downloads
- eNewsletter sign-ups
- Phone inquiries

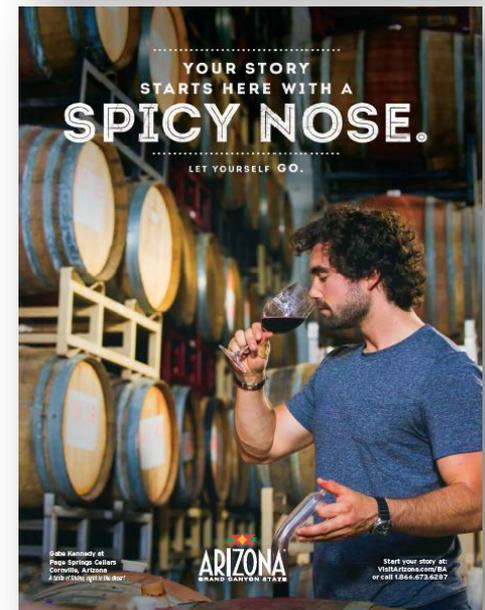
Campaigns

National

- October through April
- Arizona Expedition – *the Story Continues*

Arizona Expedition Results

- 50,000,000 Plus Program Impressions
- More than 1 Million Video Views with Over 61% Video Through Rate
- 36,934 Plus Hours of Fully Viewed Video
- 3,863,558 Social Media Impressions
- Media Events – One World Trade Center and Chicago
- 100+ National Press attended
- Amazing Assets
- Beginning of Valuable Partnerships
- Amplification
- Milk VR Platform – in 500 Best Buys stores nationwide
- Won Regional GOLD ADDY – moving to Nationals



Campaigns

Target Cities

- *October through March*
- Primary: Chicago, Seattle, San Francisco
- Secondary: Minneapolis, Austin, Portland
- Traditional elements
- Street activations

Random Acts of Sunshine®

- Registered trademark
- Demonstrates Arizona as welcoming
- Part of all campaigns
- Surprise and delight potential visitors
- Variety of items and value
- More to come...



National Parks Centennial

- **National Parks of Arizona**
 - Parks in the Pines Birthday Bash, Flagstaff, August 20th
- **Partnering with MacGillivray Freeman Films, Expedia and IMAX theaters:**
 - Ad placements on Expedia
 - Sweepstakes on Expedia
 - Expedia email blast
 - Social media between all partners
 - Activations at theaters
 - Additional opportunities in motion

Travel and Adventure Shows

- Chicago – January 14 & 15, 2017
- Los Angeles – February 18 & 19, 2017



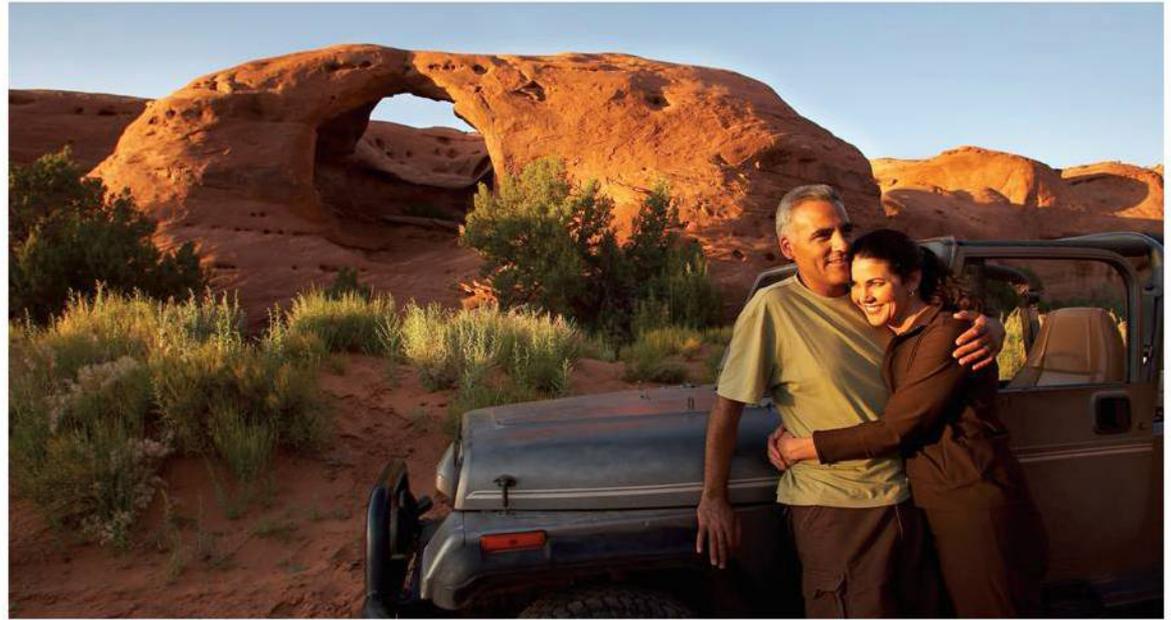
Arizona's Booth at the Travel and Adventure Show – Chicago, 2016

The Grand Pitch

- Submit your great idea by **June 15th**
- Three finalists will be asked to present at the Governor's Conference in July
- You can win up to \$100,000 in marketing dollars!!

Contact Us:

- **Karen Cahn** – Sr. Director of Marketing
– kcahn@tourism.az.gov
- **Jamie Daer** – Sr. Marketing Manager
– jdaer@tourism.az.gov
- **Mitzu Ganley** – Digital Marketing Manager
– mganley@tourism.az.gov
- **Loretta Belonio** – Fulfillment/Visitor Services Manager
– lbelonio@tourism.az.gov



Media Relations



Media Relations

- **Goal:** To Generate Earned Media for Arizona as a Travel Destination
- **Key International Markets:**
 - Canada (ConnectWorldWide_Canada)
 - China (Avia Reps)
 - France (Express Conseil)
 - Germany (Kaus Media Services)
 - Mexico (ConnectWorldWide_Mexico)
 - United Kingdom (Hills Balfour)

FY17 Markets

- **AOT will conduct media outreach in the following markets:**
 - San Francisco (September)
 - New York (October)
 - Germany (January) - Tentative
 - Toronto/Montreal (March)
 - Target Cities Outreach in Austin, Chicago, Minneapolis, Portland, San Francisco

Partner Opportunities

- Vancouver Media Marketplace (August) Cost: \$1,000
- China Trade and Media Mission (October) Cost: \$2,500
- Arizona Media Marketplace (November) Cost: \$250
- Mexico Trade and Media Mission (January) Cost: \$1,500
- Los Angeles Media Marketplace (February) Cost: \$1,000
- U.K./Ireland Media Mission (May) Cost: \$2,000
- France Media Mission (May) Cost: \$2,000

Press Trips

- Travel Classics Pre-Tours and Individual Trips
(November)
- International Media Tour (date and location TBD)
- Individual Media Itineraries (on going)

Help Us Help You

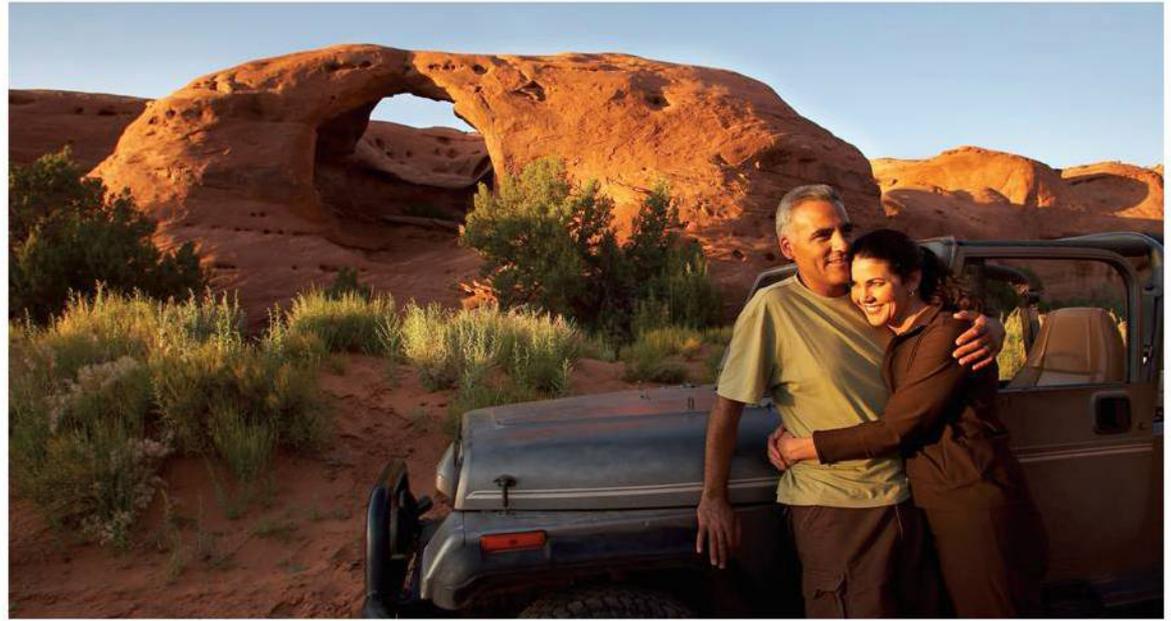
Please continue to send us your information so we can share all the great things about Arizona with our international media reps.

- News Releases
- Newsletters
- Images
- Videos
- Awards
- New openings and attractions

Send to Media-info@tourism.az.gov

Contact Us:

- **Tony Alba** – Director of Media Relations
 - U.S. and Canada
 - talba@tourism.az.gov
- **Kim Todd** – Media Relations Manager
 - China, France, Mexico, U.K.
 - ktodd@tourism.az.gov
- **Marjorie Magnusson** – Public Relations Manager
 - Germany/Calendar of Events
 - mmagnusson@tourism.az.gov
- **General Information** (newsletters, press releases, images)
 - Media-info@tourism.az.gov



Travel and Trade Relations



Travel and Trade Relations

- **Goal:** To Generate Leads for DMO Partners and Position Arizona as a Vibrant and Affordable Travel Destination
- **Key markets:**
 - United States
 - Canada
 - Mexico
 - China
 - Germany
 - United Kingdom
- **Other markets:**
 - Japan
 - Australia
 - France
 - India

Trade Outreach

- **AOT will conduct trade outreach in the following markets with events and/or tradeshows:**
 - L.A. Sales Mission – European Receptive Operators (August)
 - Vancouver – Trade Media (August)
 - Hermosillo, Mexico (October)
 - China Trade & Media Mission (October)
 - New!** – U.K. – WTM (November)
 - New!** – China – CITM (November)
 - Mexico City/Guadalajara Trade & Media Mission (January)
 - Go West Summit (February)
 - NTA Trex (February)
 - New!** – Germany – ITB (March)
 - International – IPW (June)
 - TAP in Tucson (June)

Partner Opportunities

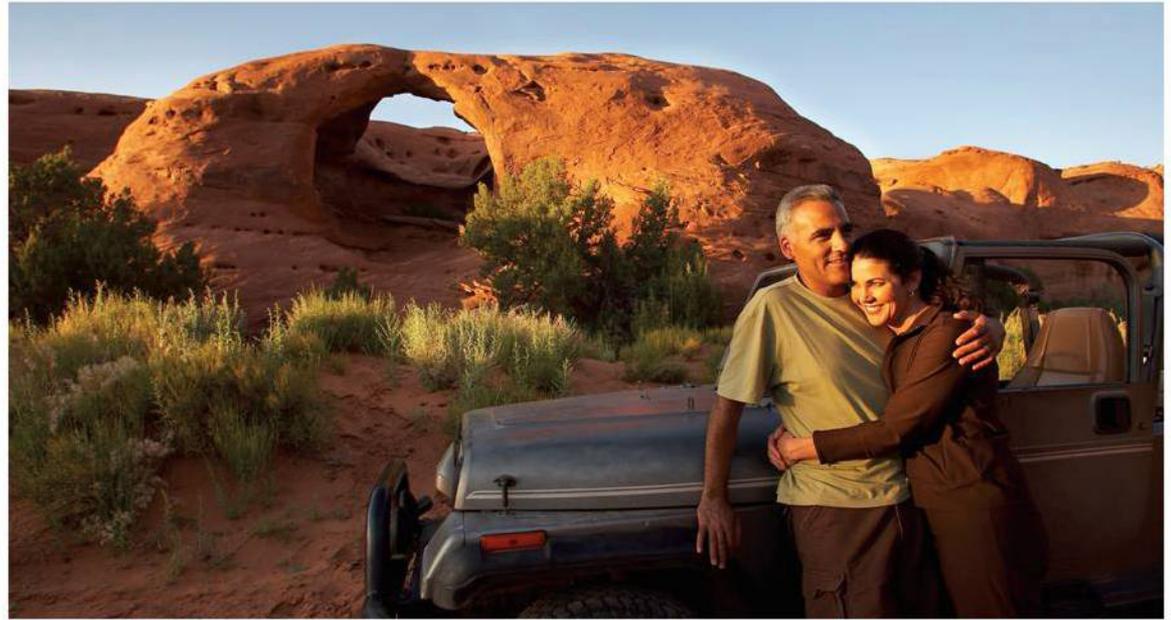
- L.A. Sales Mission – AOT Dinner (August) Cost: \$500
- Arizona Showcase Mexico (October) Cost: \$900 - \$2,500
- WTM London (November) Cost: \$5,000 (1st), \$2,500 (2nd & 3rd)
- China Trade and Media Mission (October) Cost: \$2,500
- Mexico Trade and Media Mission (January) Cost: \$1,500
- ITB Berlin (March) Cost: \$5,000 (1st), \$2,500 (2nd & 3rd)

FAM Trips

- Mexico Product Development FAM Tour (November)
- NTA Product Development FAM Tour (November)
- Canadian Key Buyer FAM Tour (Spring - tentative)
- China Product Development FAM Tour (March)
- AAA/CAA Culinary & Outdoor Adventures FAM Tour (April)
- Domestic/Int'l History & Culture FAM Tour (May)

Contact Us:

- **Becky Blaine** – Director of Travel and Trade Relations
 - bblaine@tourism.az.gov
- **Jennifer Sutcliffe** – Trade Relations Manager
 - jsutcliffe@tourism.az.gov



Q & A



Upcoming AOT Events and Activities

- **Rural/Marketing Co-Operative Deadline**
 - June 17, 2016, 5:00 p.m. (MST)
- **Governor's Conference on Tourism**
 - July 11-13, 2016
 - Westin La Paloma, Tucson
 - www.aztourismconference.com