



Nogales, AZ

North Central  
Regional  
Workshop

April 2014



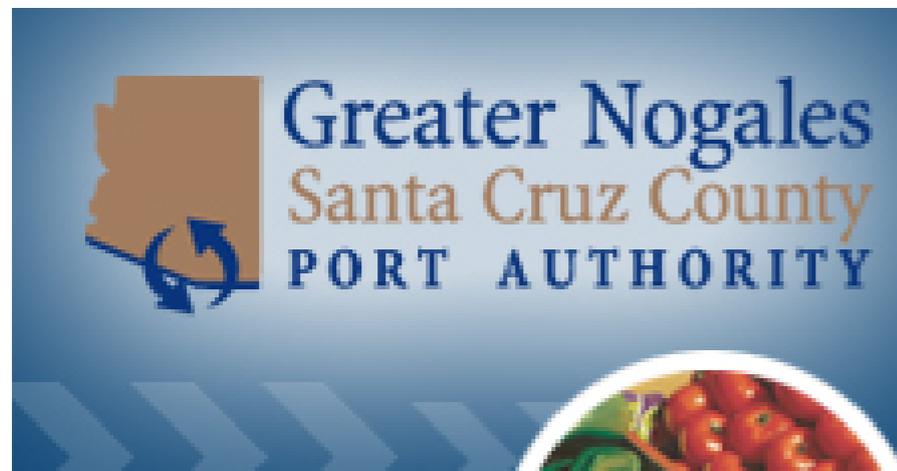
# Nogales



NOGALES COMMUNITY DEVELOPMENT  
BUILDING COMMUNITY. ENRICHING LIVES.



Fresh Produce  
ASSOCIATION OF THE AMERICAS



Downtown Merchants

Nogales Santa Cruz County  
Tourism Alliance

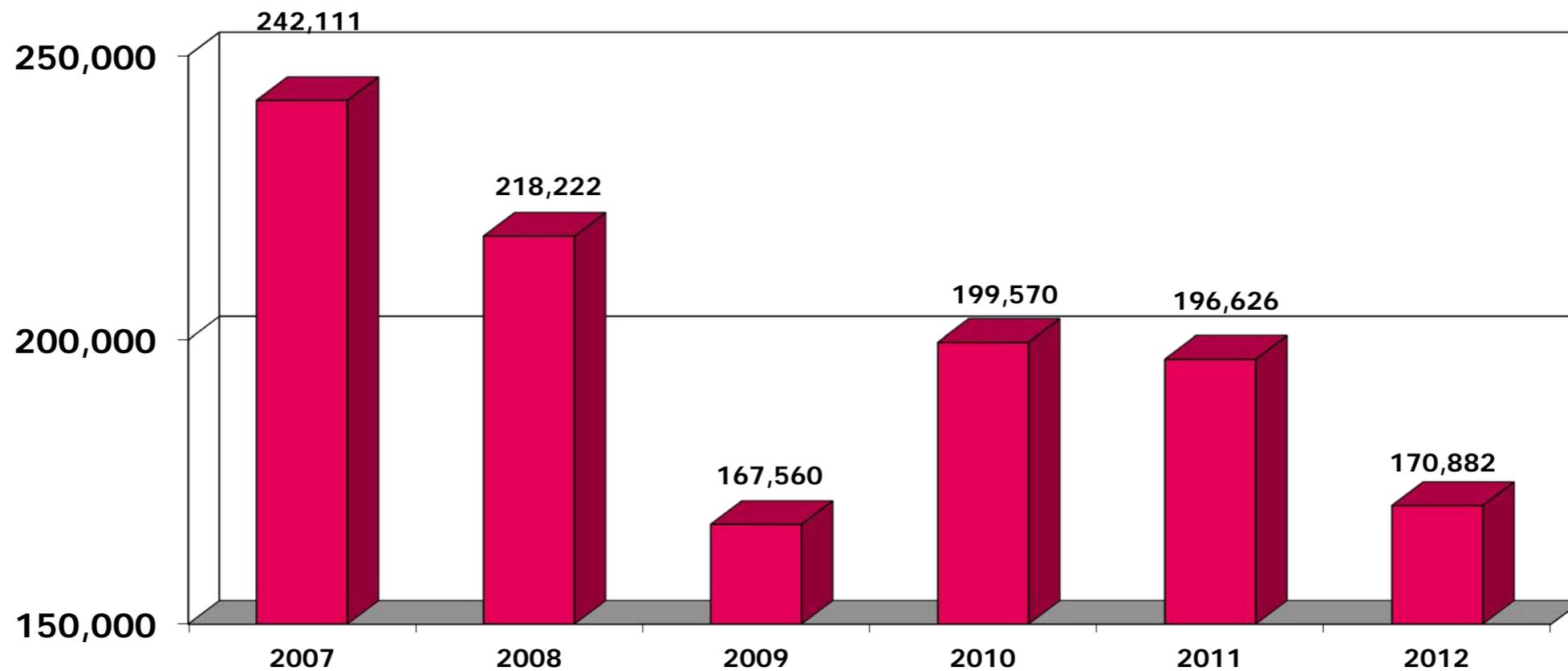
# Nogales



# Santa Cruz Co. Lodging Demand

30% decline  
since 2007

## Annual Room Demand



Source: Smith Travel Research 1997-2012

# Lodging Performance 2012

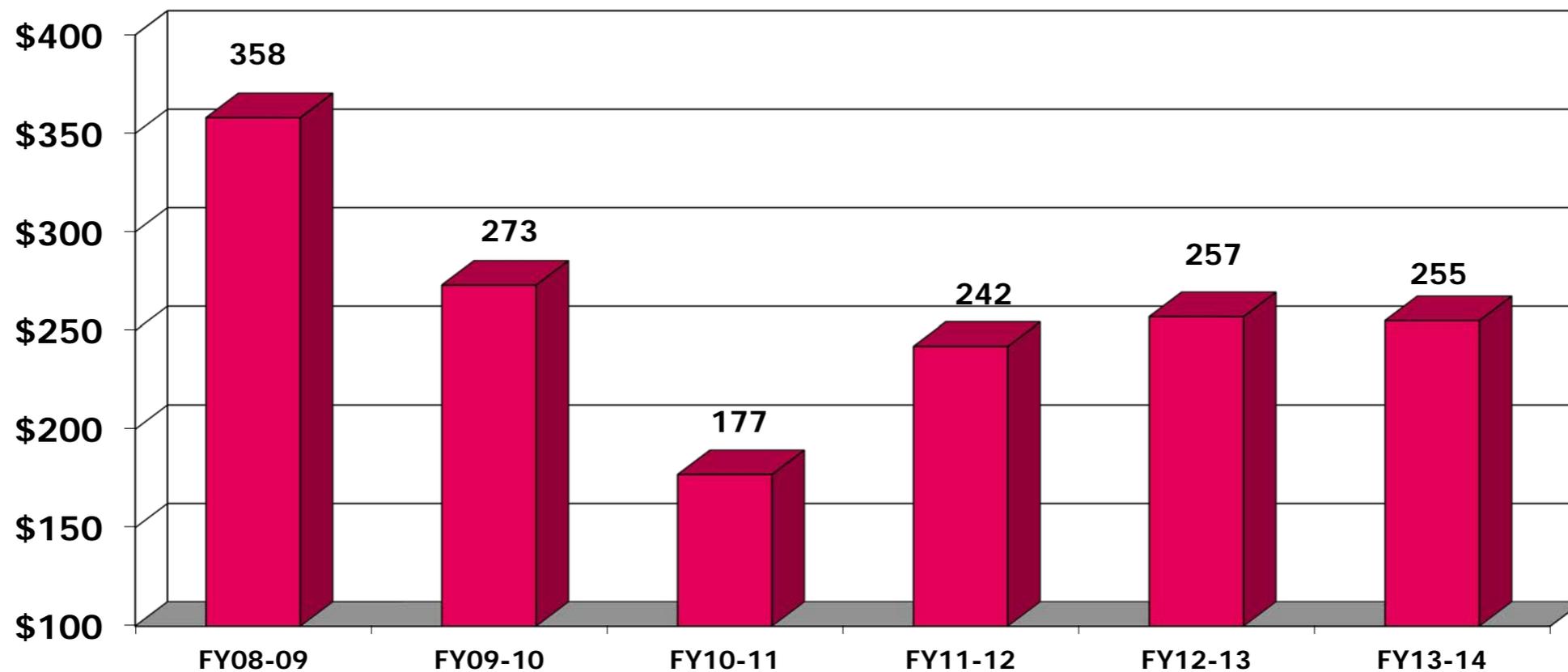
Santa Cruz Co.  
is 13 points  
below AZ avg.

Santa Cruz Co.  
had 12% drop in  
rate.

	Santa Cruz Co.	Arizona	U.S.A.
Occupancy	44.0%	57.5%	61.4%
Occ Change	-11.9%	.3%	2.5%
ADR – Avg. Daily Rate	\$70.16	\$97.10	\$106.10
ADR Change	-2.3%	1.8%	4.2%
Demand	170	23,568	1,087,169
Demand Change	-13.1%	.6%	3.0%

# Nogales Bed Tax Collections

**Bed Tax Collections  
(\$000)**



# Mission and Tracks

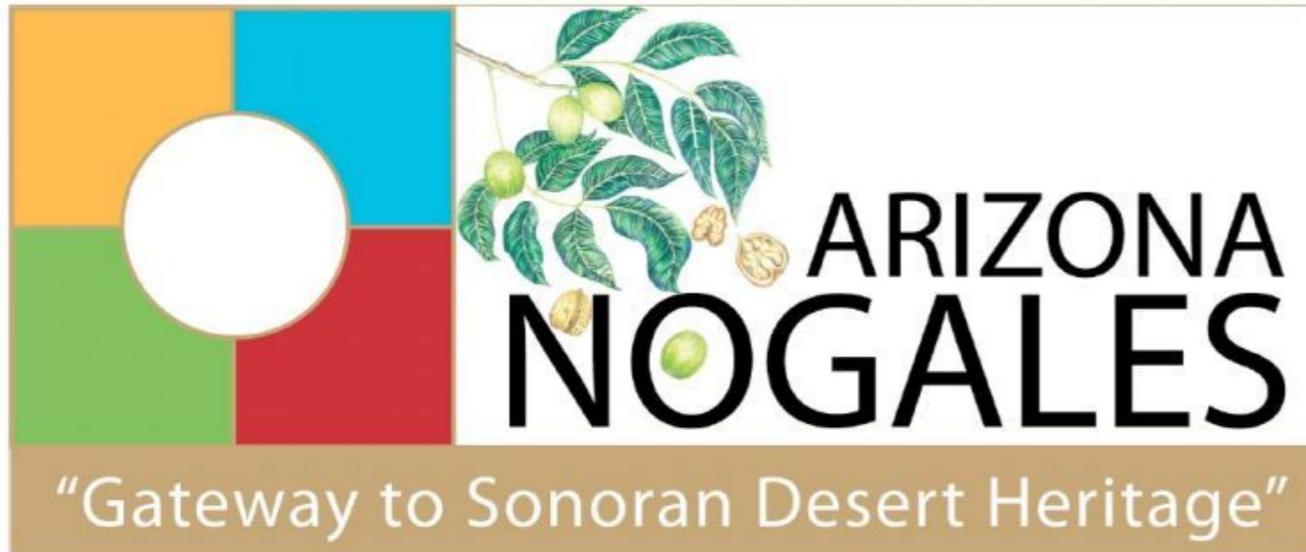
**Mission:** To attract the type of visitor spending that results in sustainable and significant economic and quality of life benefits for Nogales businesses and residents.

- Target
- Develop
- Operate

# Target

- Prioritize deployment of resources
- Refine key messaging/brand position
- Maximize Public Relations
- Expand Web presence
- Direct initial marketing efforts to AZ residents
- Use national norms to determine funding

# Refine the Nogales Brand



# Yuma, AZ



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## WELCOME TO YUMA

On the Colorado River in the southwest corner of Arizona, Yuma's been at the crossroads for centuries.

### Nature, history and the river that brought them to life

Yuma's geography shaped the Southwest. Because this was the safest spot to cross the Colorado River, all roads led to Yuma for travelers from Spanish explorers to Okies fleeing the Dust Bowl.

Today Yuma is a vibrant multicultural community that celebrates its rich heritage, surrounded by wide-open spaces and pristine desert scenery - all with a river running through it.

### Sunny skies are just the beginning

With more sunshine than any other city on earth, Yuma is a natural for all kinds of outdoor activities, from boating to golf to off-roading. Plan a visit around one of our great festivals or take a day trip south of the border. And when the sun goes down, you'll still find plenty to do, including gaming at three great casinos.

With so much to do, you'll want to stick around - and we've got accommodations for every budget, from more 23,000 RV spots to nearly 4,000 hotel rooms.

### Visitors Guide



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### Yuma, AZ Weather

Sunniest City in the U.S.A

91°

Yuma, Arizona  
Partly Cloudy



# Target Visitors to S. AZ

	Arizona	Tucson & Southern AZ
Shopping	31.3%	30.7%
<b>National/ State Parks</b>	20.8%	<b>22.4%</b>
Fine Dining	23.1%	21.6%
<b>Landmarks/ Historic Sites</b>	17.1%	<b>19.2%</b>
<b>Museum</b>	12.5%	<b>15.4%</b>
Casino	17.4%	14.3%
Swimming	14.3%	14.3%
Hiking/ Backpacking	13.8%	12%
Bar/ Disco/ Nightclub	13.5%	10.4%
<b>Art Gallery</b>	9%	<b>8.8%</b>
Zoo	5.2%	8%
Fair/ Exhibition/ Festival	5.6%	7.4%

Source: Longwoods International

# Allocation of Resources

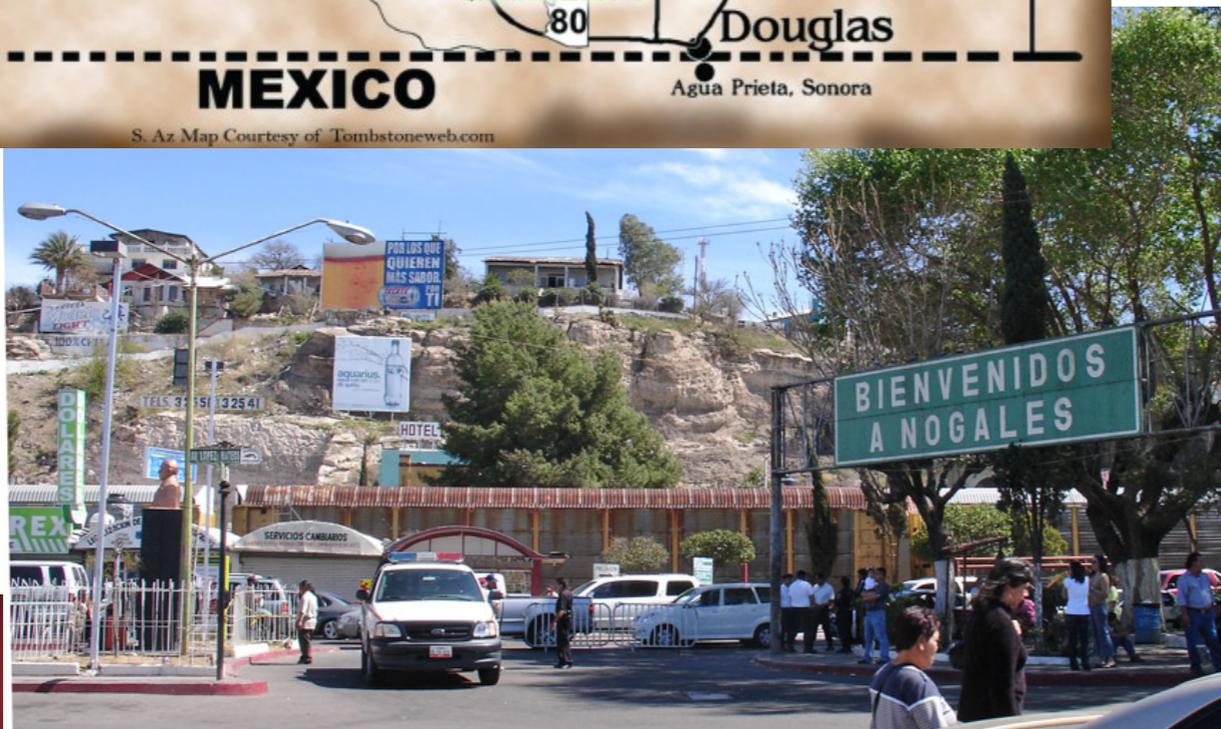
Destination management organization with budget under \$500,000

- 60% - Advertising and Public Relations
- 10% - Website Management
- 25% - Collateral Development and Distribution
- 5% - Trade Shows

# Develop

- Launch Product Development Working Group
- Integrate Ambos Nogales assets
- Think regionally with Southern AZ
- Engage non-traditional partners to develop Nogales experiences

# Ambos Nogales & Regional



# Operate

- Move towards national norms for tourism investment
- Leverage resources
- Formalize Tourism Advisory Group
- Reorient visitor center focus
- Expand regional connections

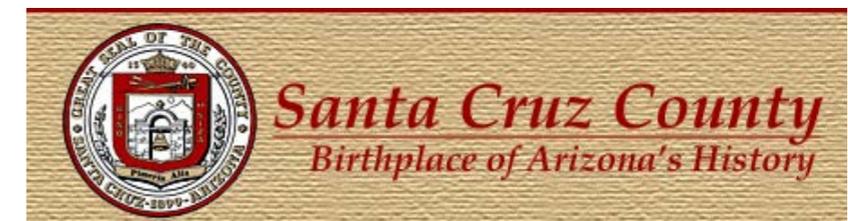
# Nogales potential funding

**Invest \$260,000 Bed Tax**

**10% = \$25,500**

**30% = \$76,500**

**60% = \$153,000**



# Develop Tourism Advisory Council

- Mayor Garino and Nogales City Council created the **Economic Development Tourism Advisory Board**, a centralized tourism committee to work on behalf of the community to work towards the enhancement of tourism for this area.

**Economic Development & Tourism Advisory  
Board**  
[CON Charter § 3 Sec. 7]

# Visitor Center

Establish a  
Visitor Center  
in Downtown  
Nogales





**Laura Franco French**  
**Director, Community Relations**  
**602-364-3720**  
**[lfrench@azot.gov](mailto:lfrench@azot.gov)**