ARIZONA
THE GRAND CANYON STATE
+
OFF MADISON AVE

FY22 RURAL MARKETING COOPERATIVE PROGRAM

FY22 Rural Marketing Cooperative Program Webinar

As a reminder, the guidelines/application/affidavit, instructions, media, additional opportunities and the link to the online selection form and webinar recording can be found here:

- Go to **Tourism.az.gov**
- At the top navigation, click on **Advertising & Branding**
- Click on **Rural Marketing Co-op Program**

Please Note: If you are not able to commit at this time to the program due to budget constraints, but you anticipate that marketing funds will be available later in the year, please submit just an application only by 7/23, so that we know you're interested in participating. If and when your marketing funds become available, you may contact us at that time and choose from remaining marketing opportunities at a 50% match.

Affidavit has changed this year and will be required to participate in the program for FY22

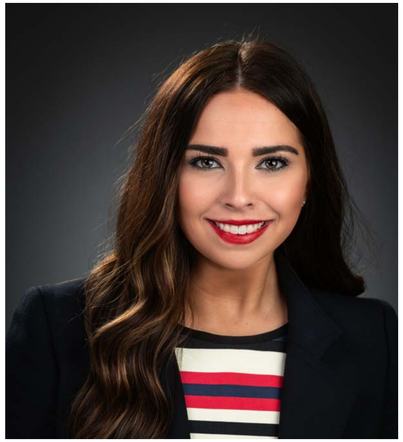
We'll be starting momentarily. If you have questions, please use the Q&A feature at the bottom of your screen to submit your questions.

PRESENTERS

Jamie Daer
Director of Advertising
Arizona Office of Tourism

Kari Roberg
Sr. Research Manager
Arizona Office of Tourism

Becky Blaine
Deputy Director
Arizona Office of Tourism



Alix Skelpsa Ridgway
Director, Government & Community
Arizona Office of Tourism

Keri Bieber
Media Director
Off Madison Ave

Kriss Scheid
Media Supervisor
Off Madison Ave

PRESENTERS

Local First Arizona

Liza Noland
Director – Rural Programs

Dean Runyan Assoc

Jordan Bohlander
Project Manager

Casual Astronaut

Jeff Ficker
Chief Creative Officer

Miles Media Group

Hanna Berglund
Account Director

AGENDA

- Application Process
- Program Overview
- Digital Media
- Print Media
- Outdoor Media
- Additional Opportunities

APPLICATION PROCESS

APPLICATION PROCESS OVERVIEW

Eligibility

- Arizona Rural DMOs, Tribal Entities, Regional Partnerships, Statewide Tourism Associations
- A DMO is defined as an incorporated not-for-profit organization or governmental unit that is responsible for tourism promotion and marketing of a destination on a year-round basis. Only one DMO can participate per city, town or region.
- 501(c)3 or (c)6 non-profit status
- Must have a tourism website and fulfillment piece for the applicant or regional partnership
- A fully-executed Designation of Destination Marketing Organization Affidavit is required for participation in the program

What is considered rural?

A rural DMO is defined as located outside Pima and Maricopa counties or a DMO located in Ajo, Gila Bend or Why

What is a statewide tourism association?

A tourism association that represents the entire state such as Arizona Dude Ranch Association, or Arizona Bed & Breakfast Association

What is a regional partnership?

A partnership that consists of a minimum of three DMOs that promote a minimum of three communities as a single regional tourist destination. Each regional participant must be the designated DMO for its respective community.

E.g., Benson, Bisbee, Cochise County, Douglas, Sierra Vista, Tombstone and Willcox = Cochise County Tourism Council

What is the benefit of participating?

Negotiated buys and a 50% match or 1:1 match up to $75,000. In other words, if you spend $75,000, AOT will match, and the plan will be worth $150,000

Applications Due – July 23, 2021 by 5:00 p.m. (PST)

APPLICATION PROCESS OVERVIEW

Rates & Billing

- Partners pay half-net rate and work directly with the publishers.

Opportunity Selection Form

- The online selection form can be found here: https://aot-rural-campaign.herokuapp.com/
- The selection form offers media opportunities for each phase of the consumer flow at various budget ranges
- Final selection results will be based on available funding, availability of each opportunity and if partner participation minimums are met.

Program Submission Check Sheet

- ❑ Application form (applicant information)
- ❑ Designation of DMO Affidavit in support of the application (1 per partner)
- ❑ Completed/submitted online selection form receipt

Email copies of these three forms to Jamie Daer at jdaer@tourism.az.gov

APPLICATION PROCESS DISCLAIMER

Please Note: If you are not able to commit to the program at this time due to budget constraints, but you anticipate that marketing funds will be available later in the year, **please submit just an application only by 7/23 so that we know you're interested in participating.**

If and when your marketing funds become available, you may contact us at that time and choose from **remaining marketing opportunities at a 50% match.**

PROGRAM OVERVIEW

FY21 RURAL MARKETING CO-OP BUDGET

FY21 Budget

Partners' Contributions:	$786,838
AOT Match and Anchor Ads:	$959,834.50
Total Campaign Spend:	$1,746.672.50

Partners

30 partners consisting of rural communities, tribes, and regional partnerships

FY22 Proposed Budget - $1,000,000.00

FY21 LEARNINGS

- **Partner minimums** will continue to be implemented to ensure there is enough support across any publisher during any given month
- Continued tracking with **Arrivalist pixels** is helpful to gain insights and gauge success
- New **drive market digital** opportunities were included and received high interest
- **Shared print opportunities** were of less interest than in years past
- Billboards in key markets were of interest, however due to COVID-19, **airport billboards** naturally declined
- **Community programs** such as Local First Arizona and Hownd were included and saw strong participation
- **Coraggio and research opportunities** included to help communities through COVID-19 also saw strong participation

FY22 UPDATES

- The program will continue to include more local and drive/short fly market opportunities
- All digital media will continue to be tracked by implementing Arrivalist pixels where possible
- Updated online selection process for FY22 with login and save functionality
- Opportunities that haven't been selected in multiple years have been removed
- Print opportunities will be individual only to allow for more flexibility in timing and ad sizes
- Out-of-home will focus on street level and highway units to maximize impressions to location population
- AOT has raised the maximum budget per partner to $75,000. However, AOT reserves the right to lower the maximum spend per partner to ensure that there are enough funds remaining in the rural marketing budget for AOT anchor efforts if needed
- In accordance with the program guidelines, AOT requires that our brand mark accompany the partner's logo on all partner placements* and on all partner website homepage *Exceptions apply
- Approval of new creative by AOT is required
- Prepayment of a media plan may be recommended by AOT if a participant has had challenges meeting deadlines and payment requirements

FY22 PROGRAM OVERVIEW

Strategic Goals

- Increase visitation
- Return visitation
- Increase visitor spending

Objectives

- Drive overnight visitation
- Deliver a cohesive message to visitors to create a larger statewide impact
- Secure partnerships and opportunities

The Rural Marketing Co-op opportunities are offered to support and align with your overall marketing strategy

FY22 PROGRAM OVERVIEW

Partner Campaign Timing

- September 2021 – August 2022

AOT Anchor Campaign Timing

- Primary: October 2021 – April 2022
- Secondary: May – August 2022

Target Audiences

- Adults 45-64, HHI of $50,000+ with emphasis on $75,000+
- Adults 35-44, HHI of $50,000+ with emphasis on $75,000+

Target Markets

- Arizona
- Regional

FY22 PROGRAM EFFECTIVENESS

- All digital media will have an Arrivalist tracking pixel
- AOT will work with each publisher to place the tracking pixel
- Research to provide digital performance reports to each participant
- Due to the specific nature of the Rural Marketing Cooperative, once opportunities are approved, no changes or cancelations are allowed without AOT approval

HOLISTIC MEDIA PLAN

The Rural Marketing Co-op opportunities are offered to support and align with your overall marketing strategy

Build excitement and desire to experience your destination and its offerings

- Geo-targeting
- Contextual Targeting
- Podcast
- OOH
- Print
- TV

Intending to travel and looking at vacation destination options

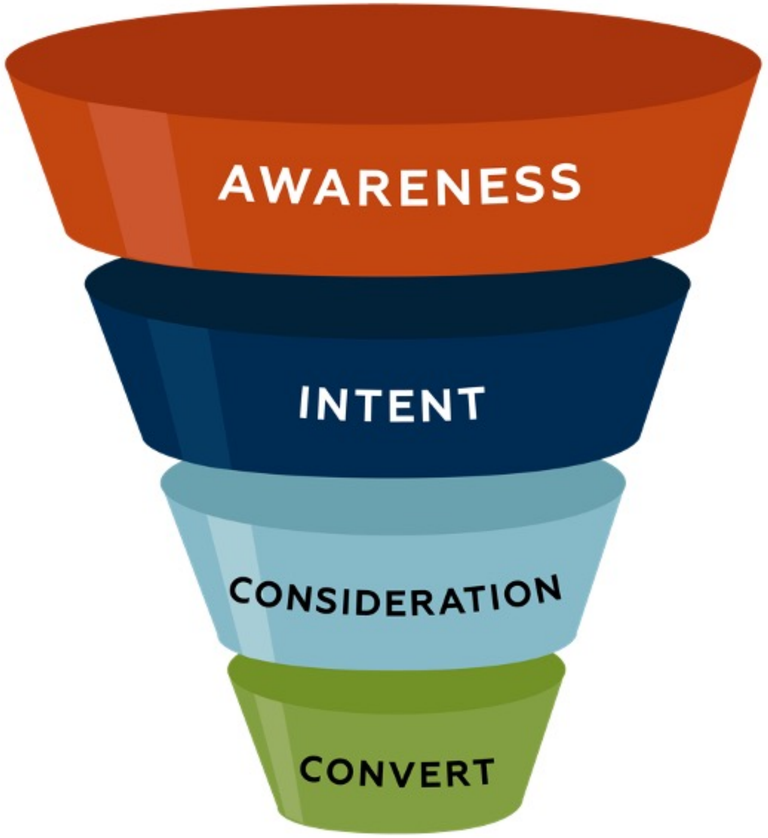
- Travel Focused Targeting
- Behavioral Targeting
- Search Targeting

Actively searching for travel tips and information to help finalize their decision

- OTA
- Search Targeting

Booking a trip to your destination

- Retargeting Banners
- Search Targeting



LET'S GET STARTED

If you have questions, please submit them via the Q&A feature and we'll answer them after the presentation.

DIGITAL MEDIA OFFERINGS

TRAVEL ENDEMIC AUDIENCE FOCUS

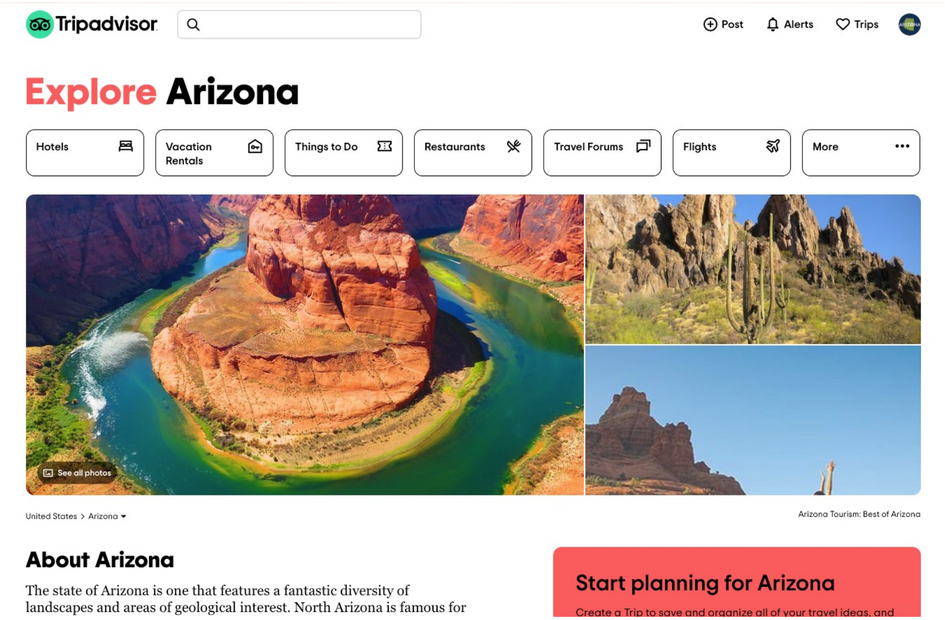
Overview: Contextually targeted display banners.

Contextual targeting allows advertisers to display relevant ads based on the website's content rather than using the data about the visitor.

Rationale: Intercept and inspire an engaged travel audience while they are consuming travel-related content.

Available Partners*:

- TripAdvisor
- Sojern
- Go Travel Sites
- American Airlines



*As a reminder, details about each publisher/placement can be found on the online selection form.

LOCAL & DRIVE MARKET

Overview: Email and digital banner options with local and drive-market publishers

Rationale: Partners have the opportunity to place display banner ads and send emails based on audience targeting and geography to hone-in on specific target locations and reduce impression waste.

Digital is a very good option right now in-light of Covid-19 as digital is easy to pause, shift and switch messaging quickly.

Available Partners*:

- AAA (multi-market)
- AZ Big Media
- AZ Highways
- LA Magazine
- San Diego Magazine
- Phoenix New Times
- Texas Monthly
- USA Today Network/AZ Republic digital

*As a reminder, details about each publisher/placement can be found on the online selection form.

PROGRAMMATIC AUDIENCE TARGETED DISPLAY ADS

Overview: Programmatic audience targeting with cross-device display banners

Rationale: Partners have the opportunity to purchase display banners targeted to a specific audience exhibiting behaviors that indicate they are likely to travel to Arizona or are interested in specific activities Arizona can offer.

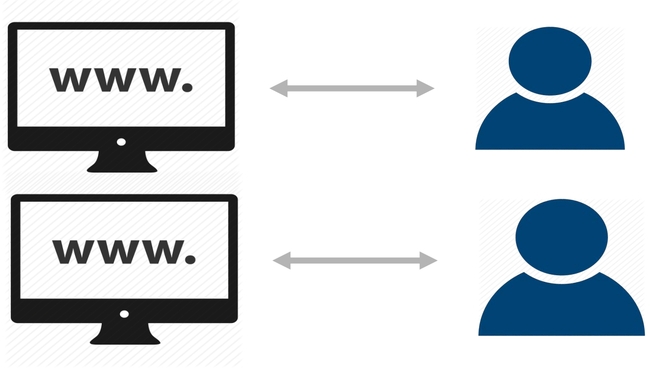
Available Partners*:

- Huddled Masses
- Madden Media
- Miles Media
- Quantcast
- Sojern
- Viant
- Spearfish
- Drako

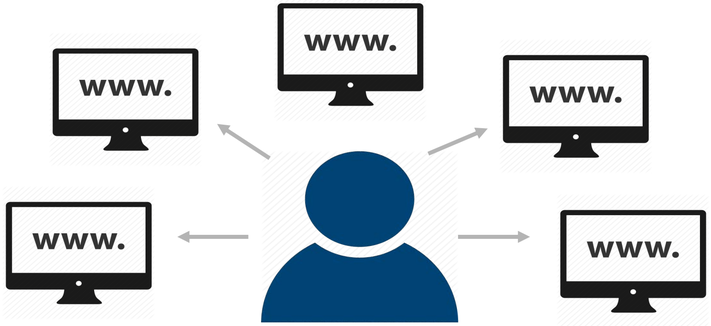
*As a reminder, details about each publisher/placement can be found on the online selection form.

PROGRAMMATIC AUDIENCE TARGETED DISPLAY ADS

- Programmatic is an automated way to buy digital advertising using real time bidding (RTB) to deliver relevant ads to the right audience
- By using machine learning, we find the right audience across all potential websites which provide us with multiple advantages
  - More inventory = greater reach
  - Allows for more precise targeting than many site direct buys can offer
- Travelers visit dozens of websites daily and buying site direct may result in missing valuable travelers
- Programmatic buying gives us the ability to optimize towards the travelers who take the action we want, i.e., our primary KPIs



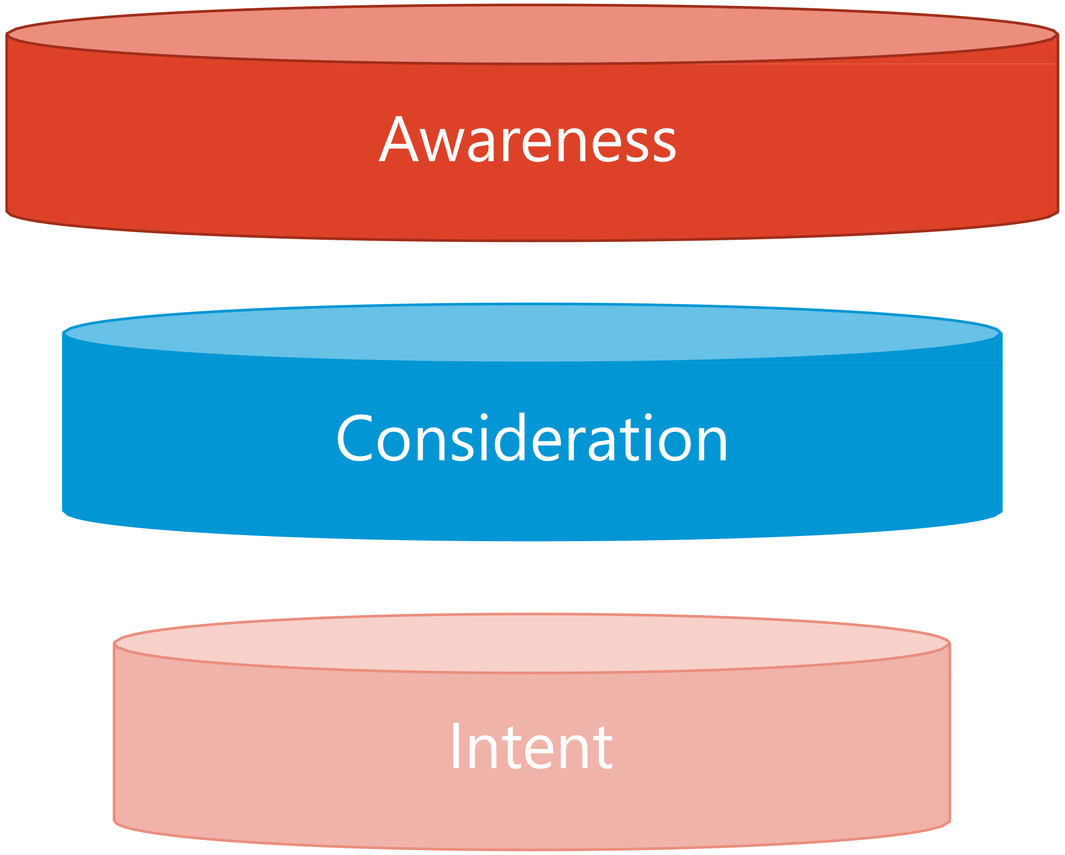
Direct Buying



Programmatic

MILES PROGRAMMATIC DIGITAL

- This new cooperative marketing program will reach travelers at **all stages** of the travel planning process
- This approach relies on **first-party data** instead of third-party data sources allowing advertisers to access the most qualified audience of travelers
- Partner advertising will be featured and retargeted to potential travelers on **various third-party websites** (not VisitArizona.com) based on browsing history



MILES PROGRAMMATIC DIGITAL

Campaign Details

- Objective
  - Build awareness of Arizona tourism and your brand with a qualified audience of new and return visitors
- Goals/KPIs
  - Display + Native: Site traffic
    - Measured through a pixel that would be placed on media landing page (on visitarizona.com)
  - Video: Video Completion Rate
- Tactics
  - Display + Native – standard banner sizes, formatted native ads
  - Pre-Roll video – :15 and/or :30 video spots
- Geographic Targeting
  - Drive market

Audience Targeting

- Travel Enthusiasts/Intenders
- Mix of prospecting, demographic, behavioral, and contextual targeting to reach a highly qualified audience and optimize towards converters
- **For Example:** We will build targeting segments with key attributes
  - Outdoor Adventurer
    - Demographic = A25-64
    - Behavioral = Adventure Travel, Adventure Seekers, Travel & Outdoors Enthusiasts
    - Contextual = Outdoor, Nature, Adventure Travel

MILES PROGRAMMATIC DIGITAL

Bronze Package	Total NET Cost	Co-op Partner Cost	Notes
Display + Native Package	$2,500.00	**$1,250.00**	Native + Display - Includes a mix of Prospecting, Retargeting, Look-a-like audience, Contextual, Behavioral/Demographic. Optimizations towards retargeting the qualified audience reaching visitarizona.com will prioritize highest performing assets.
Total	**$2,500.00**	**$1,250.00**	**Added Value: 33k-83k impressions**

Silver Package	Total NET Cost	Co-op Partner Cost	Notes
Display + Native Package	$6,000.00	**$3,000.00**	Native + Display - Includes a mix of Prospecting, Retargeting, Look-a-like audience, Contextual, Behavioral/Demographic. Optimizations towards retargeting the qualified audience reaching visitarizona.com will prioritize highest performing assets.
Total	**$6,000.00**	**$3,000.00**	**Added Value: 80k-210k impressions**

Gold Package	Total NET Cost	Co-op Partner Cost	Notes
Display + Native Package	$6,000.00	**$3,000.00**	Native + Display - Includes a mix of Prospecting, Retargeting, Look-a-like audience, Contextual, Behavioral/Demographic. Optimizations towards retargeting the qualified audience reaching visitarizona.com will prioritize highest performing assets.
Pre-roll Video Package	$5,000.00	**$2,500.00**	Pre-roll - Prospecting, Retargeting, Look-a-like audience, Contextual, Behavioral/Demographic, PMP
Total	**$11,000.00**	**$5,500.00**	**Added Value: 111k-279k impressions**

Platinum Package	Total NET Cost	Co-op Partner Cost	Notes
Display + Native Package	$15,000.00	**$7,500.00**	Native + Display - Includes a mix of Prospecting, Retargeting, Look-a-like audience, Contextual, Behavioral/Demographic. Optimizations towards retargeting the qualified audience reaching visitarizona.com will prioritize highest performing assets.
Total	**$15,000.00**	**$7,500.00**	**Added Value: 200k-500k impressions**

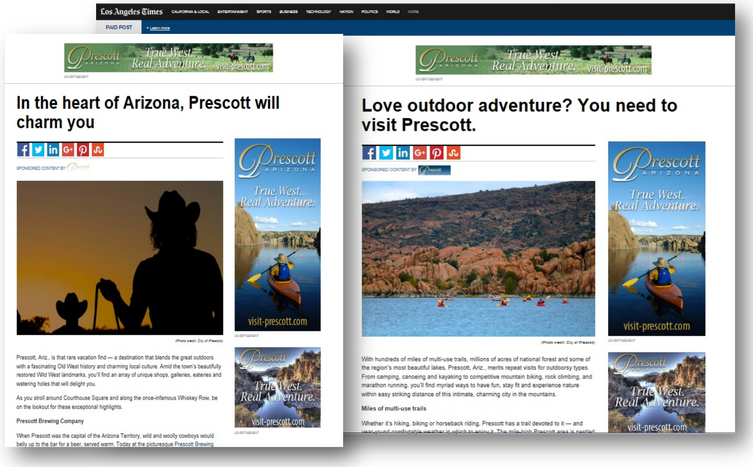
CUSTOM CONTENT

Overview: Build rich stories and content focused on your destination to inspire and engage potential travelers.

Rationale: Partners have the opportunity to create custom content stories, blogs or trip guides in conjunction with the publishers below to build awareness of their destination and its unique offerings. The publishers also distribute the custom content to their core audiences.

Available Partners*:

- Texas Monthly
- Visit USA Parks
- Casual Astronaut
- Herrmann Global
- Bandwango



*As a reminder, details about each publisher/placement can be found on the online selection form.

CONNECTED TV

Overview: Connected TV is internet-connected television where the typical delivery of content is through a device like Roku. Video ads appear in the content (show) stream, very much like traditional television viewing, once a "show" is selected and played. Connected TV allows us to target an actual audience, not a program or channel.

Rationale: Inspire potential travelers while they are watching TV via connected devices. Connected TV is typically more efficient than terrestrial TV

Available Partners*:

- Madden Media
- Viant
- Huddled Masses

*As a reminder, details about each publisher/placement can be found on the online selection form.

STREAMING AUDIO

Overview: Streaming radio :15 or :30 audio spots

Rationale: Message your audience while they are listening to an audio streaming service like Spotify, Pandora, iHeart, etc.

Available Partners*:

- Viant
- Huddled Masses

*As a reminder, details about each publisher/placement can be found on the online selection form.

PRINT OFFERINGS

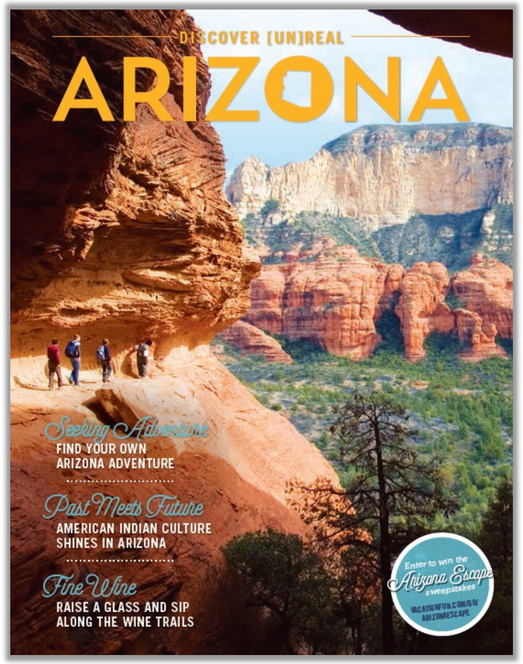
IN-STATE PRINT

Overview: Individual print opportunities available

Rationale: Reach Arizona residents and get them to explore more destinations in their own state and support local businesses.

Available Partners*:

- AZ Big Media
- Experience AZ
- Tucson Lifestyle
- Visit Tucson
- Grand Canyon Journal
- Phoenix Magazine
- Phoenix Travel Guide
- Pride Guide



*As a reminder, details about each publisher/placement can be found on the online selection form.

DRIVE MARKET/TARGET CITY PRINT

Overview: Shared and individual print opportunities available

Rationale: Reach potential travelers in drive markets/target cities as research is showing travelers may be more likely to travel by car vs. airline in the near future.

Available Partners*:

- LA Magazine
- San Diego Magazine
- Texas Monthly
- Arizona Republic

*As a reminder, details about each publisher/placement can be found on the online selection form.

TRAVEL PRINT

Overview: Individual print opportunities available

Rationale: Capture the attention of travelers who are consuming information through these travel-focused print publications

Available Partners*:

- AAA (multi-market)
- AZ State RV Travel Guide
- Arizona Drive Guide
- AZ Highways
- AZ Republic
- AZ Official State Travel Guide
- ROVA Magazine

*As a reminder, details about each publisher/placement can be found on the online selection form.

**American Airlines and West Jet are not currently publishing

ARIZONA OFFICIAL STATE TRAVEL GUIDE

FY22
PRINT MARKETING OPPORTUNITIES

Publish Date: September 2022; distribution runs through August 2023

Materials due 4/1/2022

Official State Travel Guide

- 400k printed copies
- Digital guide
- iPad App

Official State Travel Map

- 400k printed copies

ARIZONA OFFICIAL STATE TRAVEL GUIDE

Products Available	Net Rate	Partner Rate (50%)	Timeframe	Added Value
OSTG Full Page Ad Premium Placement	$14,500	**$7,250**	September 2022 Break, In-market Sept. 2022–Aug. 2023	One free basic listing comes with any display ad purchase ($400 value)
OSTG Full Page Ad	$11,600	**$5,800**		
OSTG Half Page Ad	$7,540	**$3,770**		
OSTG Quarter Page Ad	$4,350	**$2,175**		
OSTG Enhanced Listing	$600	**$300**		Additional listings can be added at 50% discount, $300 Net, **$150 Partner Rate**
OSTG Basic Listing	$400	**$200**		Additional listings can be added at 50% discount, $200 Net, **$100 Partner Rate**

ARIZONA OFFICIAL STATE MAP

Products Available	Net Rate	Partner Rate (50%)	Timeframe	Added Value
Official State Map Full Panel	$14,975	**$7,487.50**	September 2022 Break, In-market Sept. 2022–Aug. 2023	Includes one free listing ($635 value)
Official State Map Half Panel	$8,490	**$4,245**		Includes one free listing ($635 value)
Official State Map Listing	$635	**$317.50**		Additional listings available at 50% discount ($317.50 net, **$158.75 partner rate**)

OUT-OF-HOME OFFERINGS

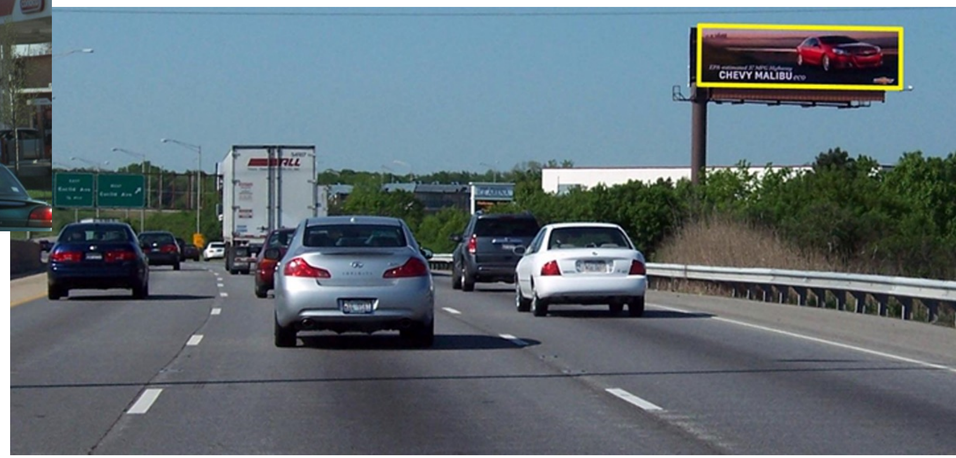
MARKET-SPECIFIC OUTDOOR

Overview: Packages based on pricing and impressions will be offered by market, exact locations will be selected once the overall plan is approved.

Rationale: Street side and highway units can target consumers moving around their area.

Markets:

- AZ - Bullhead
- AZ - Yuma
- CA - Los Angeles
- CA - Palm Springs
- CA - San Bernardino
- CO - Denver
- IL - Chicago
- TX - Dallas



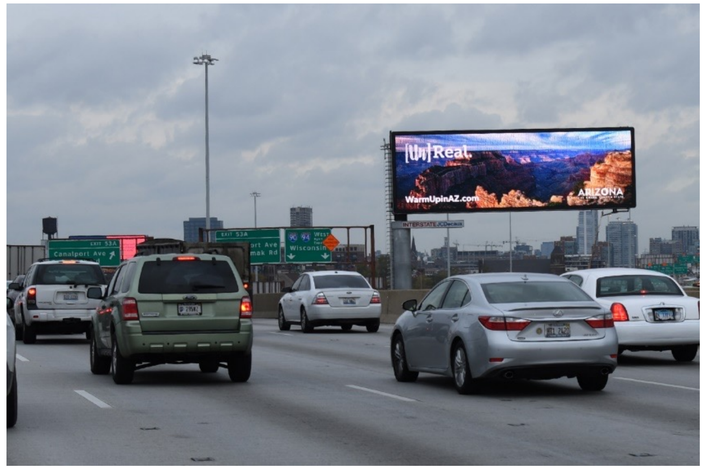
DIGITAL OUTDOOR

Overview: Shared rotator space on digital out-of-home. Partners have the opportunity to place out-of-home digital display ads with vendors in specific markets. Each month, 3 partners minimum will share a bank of impressions with creative for each partner rotating evenly.

Rationale: Digital out-of-home placements allow partners to advertise both in and out of market to capture the attention of locals, visitors, and potential visitors.

Available Partners*:

- Lamar



*As a reminder, details about each publisher/placement can be found on the online selection form.

TRADE & MEDIA OFFERINGS

TRADE & MEDIA SALES MISSIONS

Due to COVID-19 and the uncertainty around international travel, AOT recognizes the need for flexible planning options.

This year, the Trade and Media team is offering the option to register for domestic and international credits to be applied to future events/missions that are not yet planned/finalized.

Do not sign up for these credits to apply to events that have stated pricing and dates. These credits are only for TBD events.

Credits cannot be combined or stacked.

- Domestic: $300 maximum for event or 50% match, whichever is less
- International: $1,250 maximum for an AOT international mission or can be applied towards your Brand USA Global Marketplace platform renewal/subscription.

GO WEST SUMMIT

Date: February 2022, TBC

Location: Reno/Tahoe, NV (In-person)

Cost: Varies - Rural Co-op Partners will need to register themselves and then create an invoice to chargeback AOT for half of the registration cost – up to $900.

Visit https://www.gowestsummit.com/ for more information.

AOT Contact: Jessica Mitchell Remington, jmitchell@tourism.az.gov

TRAVEL CLASSICS WEST - SCOTTSDALE

Date: November 18, 2021

Location: ADERO Scottsdale, Arizona (In-person)

Cost: $300 for a media marketplace exhibit table only (this is separate from any conference sponsorships with Maren Rudolph). Rural co-op price is$150.

Audience: Local AZ media are invited to the marketplace as well as the U.S. and Canada based freelance travel writers and editors who are attending the conference.

AOT Contact: Becky Blaine, bblaine@tourism.az.gov

SAN FRANCISCO MEDIA MISSION

Date: February 2022, TBC around Giants Fan Fest

Location: San Francisco, CA (In-person)

Participants: Open to DMO PR staff and tourism suppliers

Cost: $600 plus travel expenses and shipping. Rural Co-op price is $300.

AOT Contact: Becky Blaine, bblaine@tourism.az.gov

U.S. TRAVEL ASSOCIATION'S IPW SHOW

Date: June 4-8, 2022

Location: Orlando, FL (In-person)

Cost: Varies by exhibit size. For more information on IPW pricing, visit https://www.ipw.com/sites/default/files/2020-05/ipw2021_registration_fees_exhibitors.pdf

AOT Booth Co-op: AOT invites rural/tribal DMOs to sit in the AOT booth and share appointments at an affordable price. Space will be limited to (1) delegate per DMO on a first come/first served basis. Please note, this is not your own booth and does not include travel costs to Orlando. The cost is a $5,000 value, which covers the badge and shared space in the AOT booth. Rural co-op price is a 50% discount = $2,500 to be paid by the DMO.

Visit www.ustravel.org for more information and to register.

AOT Contact: Becky Blaine, bblaine@tourism.az.gov or Joanna Tejeda at jtejeda@tourism.az.gov

BRAND USA TRAVEL WEEK

Date: October 25-28, 2021

Location: London

Audience: UK Tour operators / there is no media component to Travel Week

Cost: $7,000 – you can apply only one (1) rural co-op international credit of $1,250 to this show.

AOT Contact: Jessica Mitchell Remington, jmitchell@tourism.az.gov

MEXICO TRADE AND MEDIA MISSION

Date: January 2022, TBC

Location: Mexico City & Monterrey (In-person)

Participants: Open to any Arizona Tourism supplier

Cost: $2,500 per delegate plus travel expenses and shipping. Rural co-op price is $1,250 which equals (1) international credit.

AOT Contact: Joanna Tejeda, jtejeda@tourism.az.gov

UK MEDIA MISSION

Date: April 2022, TBD

Location: London + 1 other location TBD (In-person)

Participants: Participation is open to statewide tourism suppliers. Preference will be given to Arizona CVBs, Chambers, DMOs first

Audience: London Based UK Media

Cost: $2,500 per DMO / 1 delegate per DMO. Contact AOT if you wish to bring more than one delegate.

AOT Contact: Kim Todd, ktodd@tourism.az.gov

ADDITIONAL TRADE MISSIONS TBD

UK Trade Mission

Germany Trade Mission

TRIBAL TOURISM

23RD ANNUAL AMERICAN INDIAN TOURISM CONFERENCE

Date: October 25-28, 2021

Location: Fort McDowell Yavapai Nation – We-Ko-Pa Casino Resort

Cost: Costs vary depending on level of participation, $525 to $875. All registration information is available on https://www.aianta.org/aitc/ .

Rural co-op price is a 50% discount up to $437. You must register yourself and send AOT an invoice to be reimbursed.

AOT Contact: Dawn Melvin, dmelvin@tourism.az.gov

RESEARCH OFFERING

NEAR MOBILE LOCATION DATA RESEARCH

Overview: AOT is offering mobile location data provided by Near (formerly Uber Media) with the intention of improving demographic and visitor behavior intelligence.

- Data will include visitor segments, top origin markets, top points of interest, demographics by visitor segment, audience affinity profiles, and heatmap of in-market movements.
- Data will be provided in a dashboard format
- Data will be provided in a six-month or full-year time period (customized by community) with monthly updates.
- Data looks at visitors who live at least 50 miles from the destination.
- Price will be based on population of destination and frequency of updates.

DEAN RUNYAN ASSOCIATES ECONOMIC IMPACT RESEARCH

Overview: AOT is offering economic impact reporting provided by Dean Runyan Associates with the aim of understanding the direct economic impact of tourism.

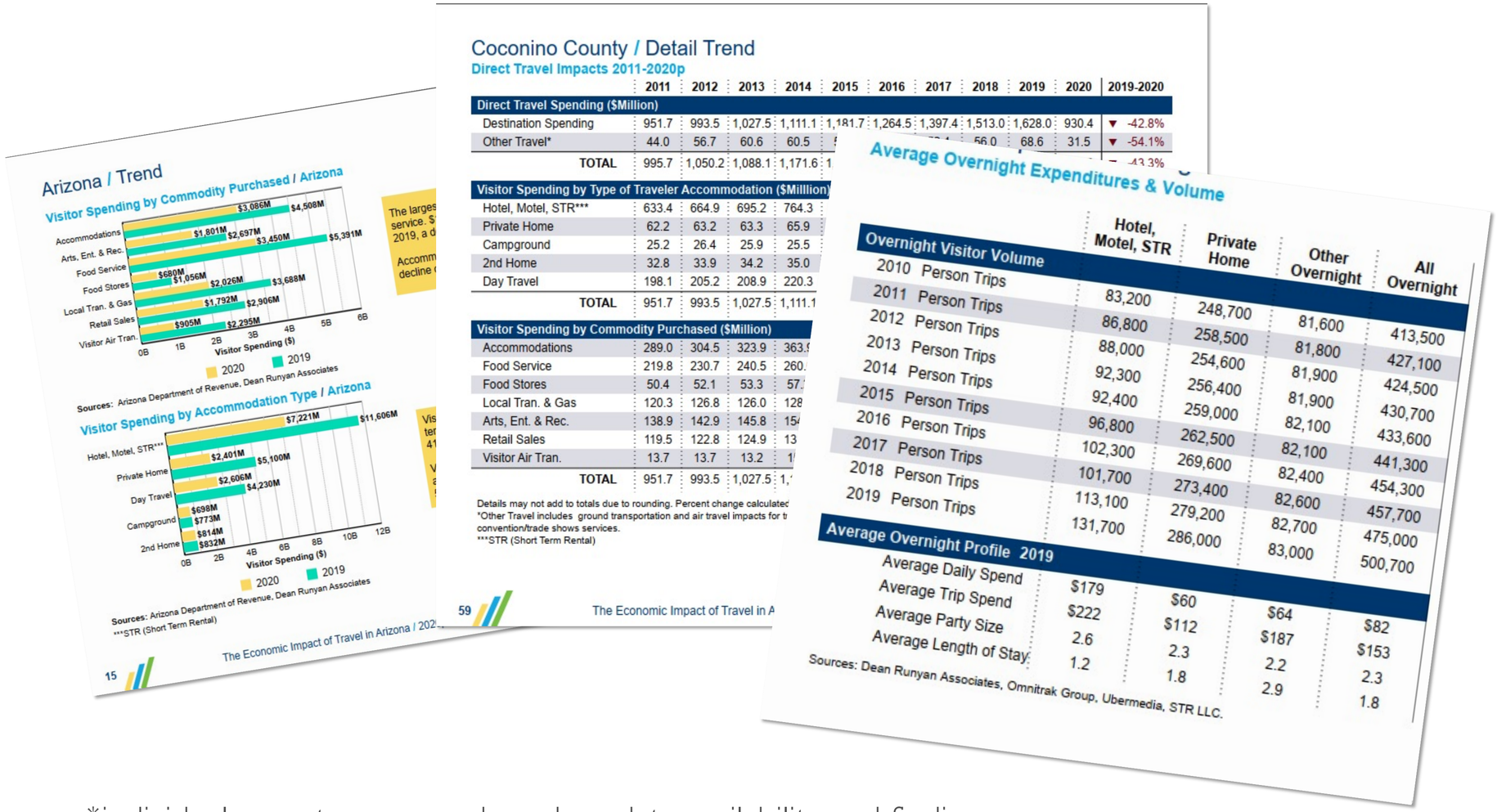
- Direct economic impact report provides travel-generated spending, earnings, employment, and tax receipts

- Data is provided as a written document in pdf format. A variety of tables and graphics will be included that provide findings for various breakouts.

- Data from 2016-2020 will be provided. Additional years can be provided upon request (AOT will not match additional cost).

- Option to add on overnight visitor volume estimate

DEAN RUNYAN ASSOCIATES ECONOMIC IMPACT RESEARCH



Arizona / Trend

Visitor Spending by Commodity Purchased / Arizona

Sources: Arizona Department of Revenue, Dean Runyan Associates

Visitor Spending by Accommodation Type / Arizona

Sources: Arizona Department of Revenue, Dean Runyan Associates
***STR (Short Term Rental)

15 The Economic Impact of Travel in Arizona / 202

Coconino County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending ($Million)											
Destination Spending	951.7	993.5	1,027.5	1,111.1	1,181.7	1,264.5	1,397.4	1,513.0	1,628.0	930.4	▼ -42.8%
Other Travel*	44.0	56.7	60.6	60.5				56.0	68.6	31.5	▼ -54.1%
TOTAL	995.7	1,050.2	1,088.1	1,171.6							-43.3%
Visitor Spending by Type of Traveler Accommodation ($Milllion)											
Hotel, Motel, STR***	633.4	664.9	695.2	764.3							
Private Home	62.2	63.2	63.3	65.9							
Campground	25.2	26.4	25.9	25.5							
2nd Home	32.8	33.9	34.2	35.0							
Day Travel	198.1	205.2	208.9	220.3							
TOTAL	951.7	993.5	1,027.5	1,111.1							
Visitor Spending by Commodity Purchased ($Million)											
Accommodations	289.0	304.5	323.9	363.9							
Food Service	219.8	230.7	240.5	260.							
Food Stores	50.4	52.1	53.3	57.							
Local Tran. & Gas	120.3	126.8	126.0	128							
Arts, Ent. & Rec.	138.9	142.9	145.8	154							
Retail Sales	119.5	122.8	124.9	13							
Visitor Air Tran.	13.7	13.7	13.2	1							
TOTAL	951.7	993.5	1,027.5	1,							

Details may not add to totals due to rounding. Percent change calculated
*Other Travel includes ground transportation and air travel impacts for t
convention/trade shows services.
***STR (Short Term Rental)

59 The Economic Impact of Travel in A

Average Overnight Expenditures & Volume

	Hotel, Motel, STR	Private Home	Other Overnight	All Overnight
Overnight Visitor Volume				
2010 Person Trips	83,200	248,700	81,600	413,500
2011 Person Trips	86,800	258,500	81,800	427,100
2012 Person Trips	88,000	254,600	81,900	424,500
2013 Person Trips	92,300	256,400	81,900	430,700
2014 Person Trips	92,400	259,000	82,100	433,600
2015 Person Trips	96,800	262,500	82,100	441,300
2016 Person Trips	102,300	269,600	82,400	454,300
2017 Person Trips	101,700	273,400	82,600	457,700
2018 Person Trips	113,100	279,200	82,700	475,000
2019 Person Trips	131,700	286,000	83,000	500,700
Average Overnight Profile 2019				
Average Daily Spend	$179	$60	$64	$82
Average Trip Spend	$222	$112	$187	$153
Average Party Size	2.6	2.3	2.2	2.3
Average Length of Stay	1.2	1.8	2.9	1.8

Sources: Dean Runyan Associates, Omnitrak Group, Ubermedia, STR LLC.

*individual reports may vary based on data availability and findings

ADDITIONAL OFFERINGS

CROWDRIFF

Overview: Customized content platform to acquire images and content. Available exclusively to Arizona Rural partners who have not previously used CrowdRiff.

Rationale:

CrowdRiff will allow you to:

- Leverage UGC (User-Generated Content) today for your marketing: website, ads, social media & print
- Automatically tag and search across all of your visual assets, owned & earned
- Connect directly to the state of Arizona
- Increase website performance: 4X increase time on site, 30% decrease in bounce rate
- September 1, 2021 start date for annual license.

HOWND

Local business foot traffic and cash generation platform

Overview: Hownd is an effortless, zero-risk foot traffic & cash generating platform for merchants in the Entertainment & Tourism, F&B and Health & Beauty spaces.

Hownd is a risk-free way to promote your offers and drive foot traffic to businesses in your community.

Hownd makes it easy for people to buy **support vouchers and get promotions now**, either through your own website, social media, email or through their MyHownd mobile app.

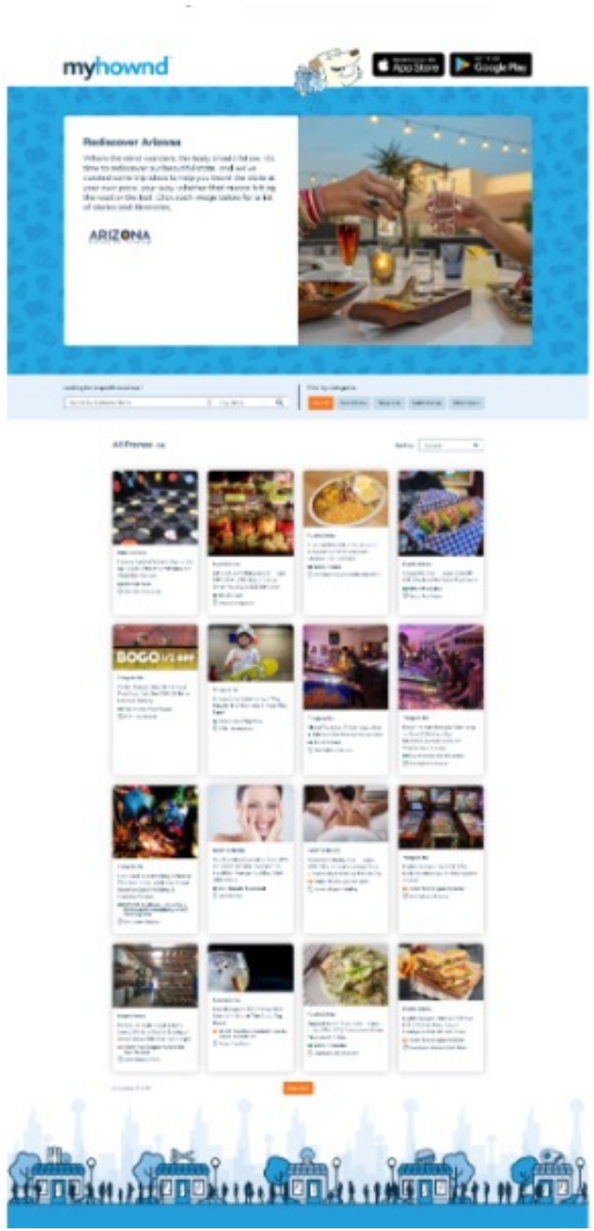
Now, more than ever, Arizona's rural communities need all the support they can get to boost tourism, drive more foot traffic to local businesses, and not only protect but grow their tax base. Hownd is prepared and eager to help!

HOWND

Included With All Marketing Investment Options:

- Fully managed end-to-end email campaign including lists, content development, graphics development, testing, email distribution
- All merchant outreach, selling, onboarding, engagement, activation of promotional offers
- Creation of Promotional/Buy Now Offers Portals
- Creation of MyHownd app carousel for location-specific offers
- Fully managed consumer advertising with attribution
- Fully managed public relations
- Comprehensive quarterly reporting

For questions or more information, please contact Eric Keosky-Smith, eric@hownd.com or Larry Fleischman, larry@hownd.com



LOCAL FIRST AZ COMMUNITY BRAND DEVELOPMENT

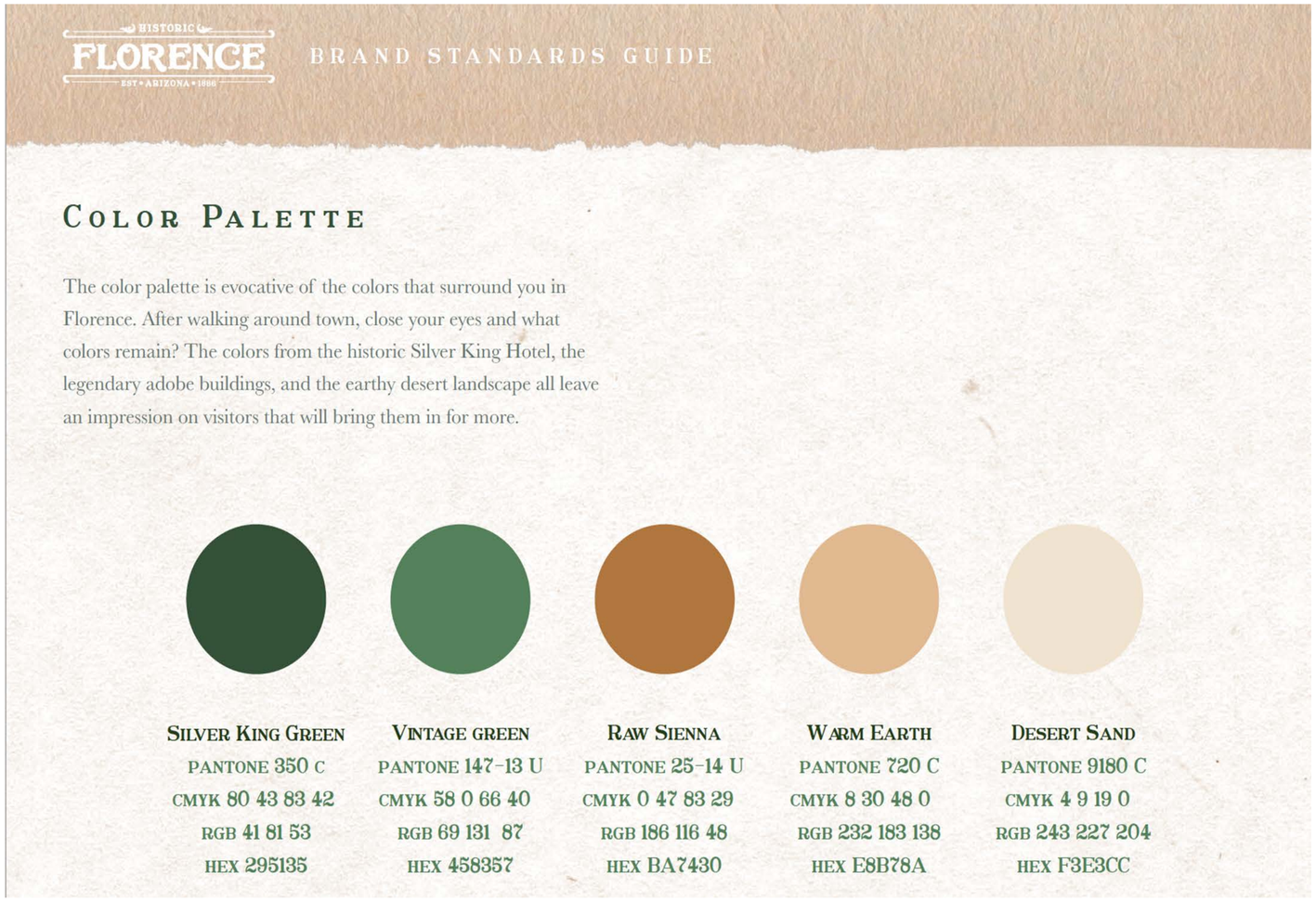
Marketing Strategies:

Local First AZ provides assistance with various phases of community brand development, marketing and planning

- Branding
- Design
- Community profile

LOCAL FIRST AZ BRANDING

HISTORIC
FLORENCE
EST • ARIZONA • 1866



HISTORIC FLORENCE EST • ARIZONA • 1866 BRAND STANDARDS GUIDE

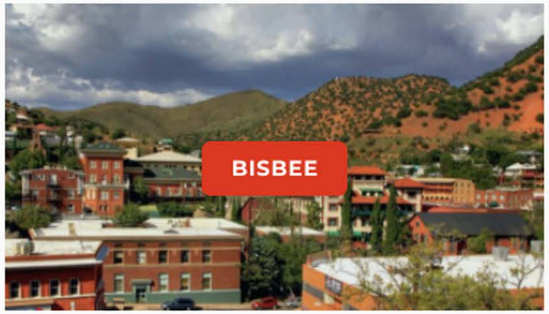
Color Palette

The color palette is evocative of the colors that surround you in Florence. After walking around town, close your eyes and what colors remain? The colors from the historic Silver King Hotel, the legendary adobe buildings, and the earthy desert landscape all leave an impression on visitors that will bring them in for more.

Silver King Green	Vintage green	Raw Sienna	Warm Earth	Desert Sand
PANTONE 350 C	PANTONE 147-13 U	PANTONE 25-14 U	PANTONE 720 C	PANTONE 9180 C
CMYK 80 43 83 42	CMYK 58 0 66 40	CMYK 0 47 83 29	CMYK 8 30 48 0	CMYK 4 9 19 0
RGB 41 81 53	RGB 69 131 87	RGB 186 116 48	RGB 232 183 138	RGB 243 227 204
HEX 295135	HEX 458357	HEX BA7430	HEX E8B78A	HEX F3E3CC

LOCAL FIRST AZ DESIGN

LOCAL FIRST AZ COMMUNITY PROFILE/RURALAZ.COM



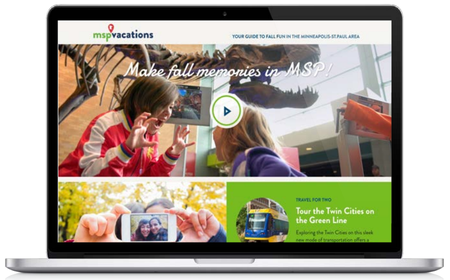
CASUAL ASTRONAUT

Overview: Casual Astronaut is a **content and digital marketing agency** that helps destinations create quality content that connects with travelers.

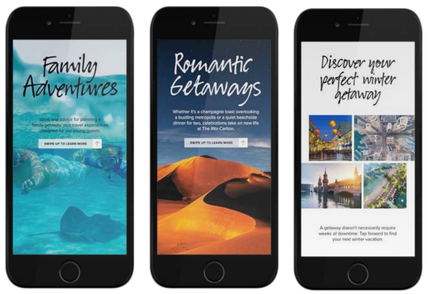
From DMOs to hospitality groups, we're proud of the work we do to support each client's unique objectives and vision.

Travel Is Our Specialty

WEBSITES

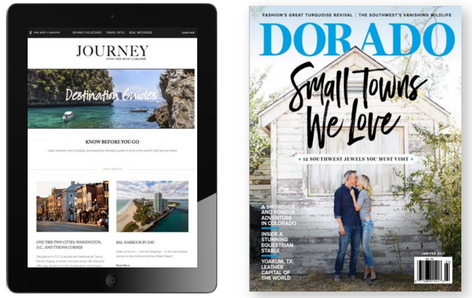


SOCIAL MEDIA



DIGITAL MARKETING

CONTENT PROGRAMS



CASUAL ASTRONAUT

Rural Co-op Packages: We're excited to help Arizona's rural destinations achieve their awareness, engagement and conversion goals with the following packages.

Content Services

Content Marketing Strategy & Creation: Tier 1

- An executable roadmap for the creation and distribution of content on your site, along with a sample editorial calendar with potential story ideas
- 8 articles, search-engine optimized with imagery

Cost: $10,160 ($5,080 partner cost)

Content Marketing Strategy & Creation: Tier 2

- An executable roadmap for the creation and distribution of content on your site, along with a sample editorial calendar with potential story ideas
- 15 articles, search-engine optimized with imagery

Cost: $16,550 ($8,275 partner cost)

Social Media Services

Social Media Content Strategy: Tier 1

- Annual social content strategy, including the roles, goals and identified target audiences for each recommended social media channel — along with a sample social content calendar
- 20 total social posts across 2 platforms (10 per platform) per month

Cost: $7,935 ($3,967.50 partner cost)

Social Media Content Strategy: Tier 2

- Annual social content strategy, including the roles, goals and identified target audiences for each recommended social media channel — along with a sample social content calendar
- 45 total social posts across 3 platforms (15 per platform) per month

Cost: $14,295 ($7,147.50 partner cost)

CASUAL ASTRONAUT

Rural Co-op Packages: We're excited to help Arizona's rural destinations achieve their awareness, engagement and conversion goals with the following packages.

Digital Marketing Services

- **Website Technical Audit**
  A report, outlining potential technical issues or concerns as well as recommendations for addressing these issues
- **Digital Marketing Audit**
  An audit report, with recommendations for campaign updates, landing page(s) and Google Tag Manager opportunities
- **Digital Content Distribution Strategy** An executable content distribution plan with recommended channels, frequency, required creative assets and a proposed media budget

Cost: $9,275 ($4,637.50 partner cost)

Additional information: https://offmadison.box.com/s/lrlghjlcb1fu7fyifxq7wpvzxoatacui

MILES DESTINATION OPTIMIZATION

Marketing Strategies: Claim your online presence and harness the power of multiple online travel information sites

Destination Optimization aims to improve the quality of your market's organic representation across the major travel search and planning products, including Google, Yelp and TripAdvisor.

- Improve community representation & economic success
- Educate & empower local industry partners
- Extend content beyond owned channels & media
- Inspire confidence with travelers and locals alike

MILES DESTINATION OPTIMIZATION

AUDIT

Comprehensive Destination Audit

- Google Travel
  - Top Things to Do
  - Hotel & Vacation Rentals Finder
  - Recent photos
- Google Maps & Street View
- Business Listings on Google, Yelp & TripAdvisor

ACTIVATION

Activation Program

- Priority action items identified & addressed
- Submission of critical missing data & locations
- Trackable distribution of DMO's high-quality photos
- Training on tools and best practices
- Results reporting

TRAINING & SUPPORT

Local Business Education & Support

- Two virtual training workshops
- VALUE ADDED Local Marketing Academy
- Assistance to claim business profiles
- One-on-one support from program specialists

MILES DESTINATION OPTIMIZATION

Pricing Tier	Standard Rate	After AOT 50% Match
Small/Rural DMOs • Up to 250 business listings audited: Google (all) + Yelp (attractions, dining & accommodations) & Trip Advisor (hotels) • Up to 75 DMO-owned images added to locations on Google Maps	$8,000	**$4,000**
Single-Market DMOs • Up to 500 business listings audited: Google (all) + Yelp (attractions, dining & accommodations) & Trip Advisor (hotels) • Up to 150 DMO-owned images added to locations on Google Maps	$13,000	**$6,500**
County, Region, Major Metro DMOs • Up to 1,000 business listings audited: Google (all) + Yelp (attractions, dining & accommodations) & Trip Advisor (hotels) • Up to 200 DMO-owned images added to locations on Google Maps	$18,000	**$9,000**

ARIZONA VISITOR CENTER PROGRAM (AVIC)

Overview: Visitor centers play a vital role in how we promote Arizona as a travel destination. These centers often serve as a traveler's first stop, giving communities the opportunity to provide a positive first impression of Arizona. Your center is essential to how we promote local, regional and statewide attractions, destinations, dining options and hospitality amenities.

Visitor centers that complete the application process and achieve official Arizona Visitor Information Center accreditation will be listed in the following AOT consumer-marketing resources:

- Listing on VisitArizona.com (2.8 million visits annually)
- Listing on Visit Arizona App (installed on nearly 13,000 mobile devices)
- Arizona Official State Travel Guide/map (distribution exceeding 400,000)

Additionally, you will be supplied with:

- AVIC marketing materials and resources to ensure your ability to continue to provide great visitor information.

***If you are already part of the AVIC program, you do not need to select this tactic again as part of the rural co-op**

For questions or more information, please contact Alix Ridgway, Director of Government and Community Affairs, aridgway@tourism.az.gov.

TRANSLATION SERVICES

Overview: Participants can buy translations services for:

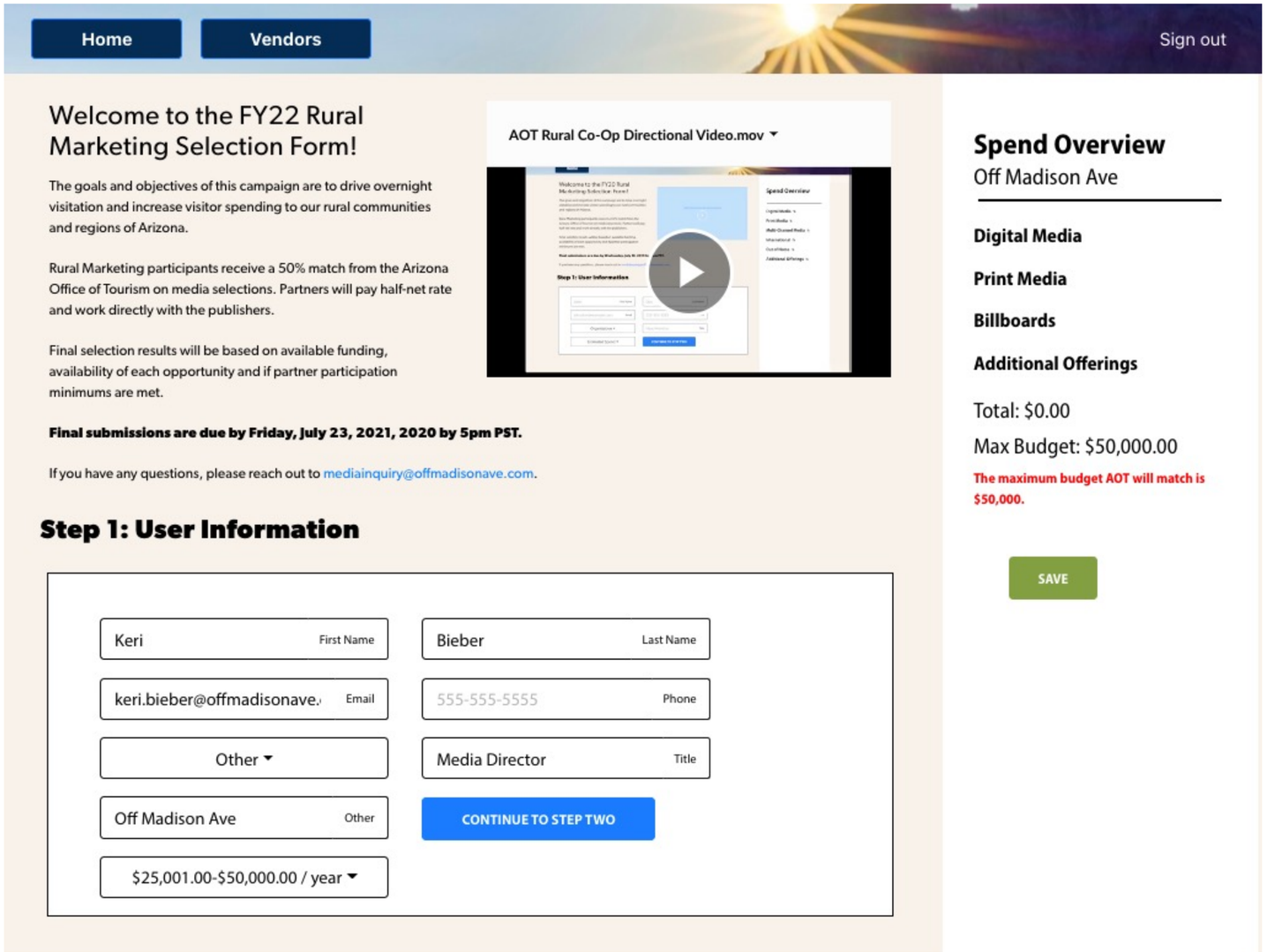
- German
- Chinese
- French
- Spanish
- Japanese

Translated materials can include brochures, website content, ads, restaurant menus and visitor signage.

Custom quotes will be provided to fit your needs.

NEXT STEPS

ONLINE SELECTION FORM



SELECTION FORM TIPS & TRICKS

- You will need to set up a user account to access the form this year
- This login and password will allow you to save your selections
- Save your selections often
- Your running total will tally on the right side of the form as you make your selections
- If you want to skip a section, use the grey arrows on the left
- A back button is at the bottom of each page
- Some programs are multi-month opportunities and we ask you to **select the first month only**
- Please be sure to read the details for your selections as there are specific notes on timing, cost and participation minimums
- Reminder the maximum budget AOT will match has been raised to **$75,000 per partner**

GUIDE FOR CO-OP SUCCESS

By committing to this program, you are agreeing to provide the necessary assets, sign contracts with publishers and work directly with publishers on billing in a timely manner. Your attention to these components is required.

1. Once you receive your selection approval, reach out to publishers to set up your campaign
2. Work with publishers to sign any contracts and provide billing information.
3. Request specs and deadlines from publishers
4. Provide assets and content by the publisher deadline
5. Publisher sends invoice directly to partner for partner to pay
6. Request reporting from publisher at end of campaign or during depending on your preference

TROUBLESHOOTING GUIDE

Contact Jamie & Keri and JDaer@tourism.az.gov AND Keri.Bieber@offmadisionave.com.

•**Creative issues** (I need help creating assets) –Please contact us at least three weeks prior to your placement deadline in order for us help with creative and get assets to the publisher on time.

•**I'm a new employee** and I need to know what selections were made.

•**My placement needs to be moved** – First, contact Jamie & Keri to discuss why the placement needs to be moved. Then reach out to your publisher and copy Jamie & Keri on the communication chain.*

•**My placement needs to be cancelled** - First, contact Jamie & Keri to discuss why the placement needs to be cancelled. Then reach out to your publisher and copy Jamie & Keri on the communication chain.*

•**I need billing help** – First, reach out to the publisher contact. If the issue cannot be resolved directly with the publisher, contact Jamie & Keri.

*As a reminder, AOT needs to know when placements are moved or cancelled as they will need to adjust their orders and billing accordingly for the 50% match.

TROUBLESHOOTING GUIDE

We want this program to be as easy for you as possible and do understand that sometimes unforeseen issues crop up. Here is a list of common needs and what to do if you need assistance at any time throughout the program.

Contact Jamie Daer @ JDaer@tourism.az.gov

- **How do I get my creative reviewed and approved?**

Contact Keri Bieber - Keri.Bieber@offmadisionave.com

- **I forgot who the publisher contact is.**
- **I can't reach the publisher.**

MEDIA OFFICE HOURS

Custom Office Hours – Schedule yours at mediainquiry@offmadisonave.com

Why Media Office Hours?

- Help strategically align rural selections with current marketing strategy and goals
- Allows partners to reach out to the OMA media team to ask any questions or get any advice on their selections
- Prevent partners from being overwhelmed while going through their selections
- Create a more streamlined process during the Rural campaign selection process

FINAL REMINDERS

- All program forms are available at https://tourism.az.gov/rural-marketing-co-op-program/
- Applications, affidavit and selections are due July 23, 2021 by 5 p.m. PST
- Approvals will be sent to partners in early August*
- Due to the specific nature of the Rural Marketing Cooperative, once opportunities are approved, no changes or cancellations are allowed without the approval of AOT

*Award approval and announcement are contingent upon approval of the State FY22 budget

CONTACT DETAILS

- Deputy Director– Becky Blaine, bblaine@tourism.az.gov
- Director of Advertising – Jamie Daer, jdaer@tourism.az.gov
- Sr. Research Manager– Kari Roberg, kroberg@tourism.az.gov
- Online Selection Form Questions: Keri Bieber, keri.bieber@offmadisonave.com
- Director of Government and Community Affairs (AVIC Program)- Alix Ridgway, aridgway@tourism.az.gov.

Q&A

APPENDIX

DMO AFFIDAVIT PROCESSES

How does a community identify a DMO?

•a) Consult and/or decide what organization or entity will be designed as the DMO for a specific community.

•b) Evaluate whether the designating entity already has an "Official Action" that can be referenced where the entity has designated themselves and authorizes a signatory.

•c) If an "Official Action" exists - provide a copy to AOT with a completed DMO Affidavit from the authorized signatory to aridgway@tourism.az.gov

•d) If no "Official Action" exists - the designating entity needs to enter into an "Official Action" with itself and reference an authorized signatory within the action. The authorized signatory from the designating entity can then fill out the DMO Affidavit and return all items to aridgway@tourism.az.gov

DMO AFFIDAVIT PROCESSES

How to fill out the DMO Affidavit

a) The Designating Entity - If the designating entity (municipality, county, and/or tribe) is the DMO here are the steps to submit a DMO Affidavit.

i) Evaluate whether the designating entity already has an “Official Action” that can be referenced where the entity has designated themselves and authorizes a signatory.

ii) If an “Official Action” exists - provide a copy to AOT with a completed DMO Affidavit from the authorized signatory to aridgway@tourism.az.gov

iii) If no “Official Action” exists - the designating entity needs to enter into an "Official Action” with itself and reference an authorized signatory within the action. The authorized signatory from the designating entity can then fill out the DMO Affidavit and return all items to aridgway@tourism.az.gov

DMO AFFIDAVIT PROCESSES

How to fill out the DMO Affidavit

b) Local Chamber, Non-Profit, Marketing Organization, etc. - If the designating entity is not the DMO, here are the steps to submit an DMO Affidavit.

i) Evaluate whether the designating entity already has an "Official Action" that references the designated DMO and authorizes a signatory.

ii) If an "Official Action" exists - provide a copy to AOT with a completed DMO Affidavit from the authorized signatory.

iii) If no "Official Action" exists - the designating entity needs to complete an "Official Action" (contract, resolution, ordinance or tribal action) and reference designated DMO and authorize a signatory within the action. The authorized signatory from the designating entity can then fill out the DMO Affidavit and return all items to aridgway@tourism.az.gov

Link to Affidavit: https://offmadison.box.com/s/x6a7fkjybrcjoparc6ig60otd1zgiwh7

DMO AFFIDAVIT PROCESSES

Helpful Tips to Fill Out the DMO Affidavit

Who signs the DMO Affidavit?

- The designating entity's (the municipality, county, or tribe) authorized signatory. Example: City Manager, Mayor, Tourism Manager, Economic Development Manager, etc.

What is an "Official Action"?

- An "Official Action" is a resolution, ordinance, contract or tribal action.

Who creates the "Official Action"?

- The designating entity (municipality, county or tribe) would initiate the "Official Action".

What needs to be included in the "Official Action"?

- Statement of recognition from the designating entity
- Signatory authority granted to an individual tied to the designating entity

DMO AFFIDAVIT FAQS

What is a Destination Marketing Organization (DMO)?

- AOT defines a DMO as a not-for-profit organization or governmental unit that is responsible for the tourism promotion and marketing of a destination on a year-round basis. DMOs must have 1) a dedicated tourism marketing budget and 2) a website/microsite and/or social media presence.

Who designates a DMO?

- AOT does not designate DMOs. It is the responsibility of the municipality, county, or tribal entity to designate either themselves or another organization if they intend to participate in AOT's programs.
- Example: City of Arizona designates themselves as the Destination Management Organization (DMO) for the City of Arizona. OR City of Arizona designates Explore Arizona as the Destination Marketing Organization for the City of Arizona. *There can be many variations of this example.

Who needs to fill out a DMO Affidavit?

- If your community participates in AOT's programs (Rural Co-op, Prop 302, FAM Trips, Trade & Media Missions, etc.) you will need to submit a DMO Affidavit with your application and/or paperwork.

DMO AFFIDAVIT FAQS

When is the DMO Affidavit due?

- Your community's DMO Affidavit is due before you submit an application to participate in an AOT program. If you aren't sure about your community's participation status, please consider submitting a DMO Affidavit annually as a best practice.
- If you have already submitted your community's FY22 Prop 302 Application you have until September 30, 2021, to submit your DMO Affidavit. If you are planning on submitting a Rural Co-op Application or interest form - your community DMO Affidavit is due September 30, 2021.

Why is AOT requesting an annual DMO Affidavit?

- Historically, AOT has requested an affidavit certifying DMO status for each AOT program participant (Rural Co-op, Prop 302, etc.) Due to the number of programs and opportunities available throughout the year, AOT has decided to implement a yearly DMO Affidavit as a best practice. This new policy will help protect DMO status for communities and ensure that AOT is working with the appropriate entity on destination marketing for that community.

****AOT is happy to review any draft resolutions, ordinances, contracts or tribal agreements prior to enactment.***