The Arizona Governor's Conference on Tourism
Self-Care Seekers or the Wild Bunch?

Arizona’s High-Value Marketing Personas
ARIZONA OFFICE OF TOURISM
TRAVELER PERSONAS
RESEARCH

PRESENTATION OF FINDINGS
July 14, 2022

Destination Analysts
RESEARCH OVERVIEW & OBJECTIVES

• Identify high value traveler personas who are efficient to convert and represent the highest positive impact

• Explore Arizona’s assets, experiences and attributes that motivate visitation

• Determine how to reach and inspire high value traveler personas
1. Highest Value Personas Identification Survey
2. Destination Perception Survey of High Value Personas
3. In-Depth Interviews of High Value Personas
Research Methodology

Highest Value Personas Identification Survey

• 21 traveler personas tested

• Survey designed to include:
  o A screener that determined the appropriate sample of survey respondents, based on general travel behaviors
  o A persona identification question set
  o An Arizona high value persona identification question set

• Nationally representative sample

• 2,007 total completed surveys
RESEARCH METHODOLOGY

Arizona Destination Perception Survey

• Understand current perceptions of Arizona as a leisure destination from the perspective of Arizona’s high value personas
• Explore messaging that would motivate visitation
• Identify as at least one of Arizona’s high value personas
• 3,004 total completed surveys
RESEARCH METHODOLOGY

In-Depth Interviews of High Value Personas

- More deeply explore high value personas’ interests, motivations and perceptions
- Online video conference
- 45-minutes each
- 16 total interviews
IDENTIFYING ARIZONA’S HIGH VALUE PERSONAS
• Bucket Listers
• Desert Doers
• Fit & Fabulous
• Foodies without Pretense
• Hardcore Outdoors People
• Luxury Travelers
• Natural History Lovers
• Nature Watchers
• Newbies
• Nostalgists
• Park Explorers

• Road Trippers
• Rural-ists
• RVers
• Small Town Charm Seeker
• Self-Care Seeker
• Sports Viewers
• Sun Chasers
• The Wild Bunch
• Unplugged
• Wine Tourist
HIGHEST VALUE PERSONAS RECOMMENDED FOR ARIZONA

- Natural History Lovers
- Luxury Travelers
- Self-Care Seekers
- Wild Bunch
- Foodies Without Pretense
A x B + C = ARIZONA HIGH VALUE INDEX

( Likelihood to take a leisure trip to Arizona in the next 3 years ) x ( Excitement to take a leisure trip to Arizona ) + ( Agreement with “Arizona is Perfect for Me” ) = INDEX SCORE
ARIZONA
HIGH VALUE INDEX METRICS FOR EACH PERSONA
Likelihood to take a leisure trip to Arizona in the next 3 years

<table>
<thead>
<tr>
<th>Segment</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Self-Care Seekers</td>
<td>76.1%</td>
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<tr>
<td>The Wild Bunch</td>
<td>74.1%</td>
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<td>Natural History Lovers</td>
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<tr>
<td>Fit &amp; Fabulous</td>
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<td>Newbies</td>
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<tr>
<td>Hardcore Outdoors People</td>
<td>38.2%</td>
</tr>
<tr>
<td>Unplugged</td>
<td>23.4%</td>
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</table>

Question: In the NEXT THREE (3) YEARS, how likely are you to take a leisure trip anywhere in the State of Arizona?
Level of excitement to take a leisure trip to Arizona

Question: How exciting would you find the idea of taking a leisure trip to the State of Arizona? Please use the eleven-point scale below, where 0 means “Totally unexciting” and 10 equals a “Extremely exciting”
Agreement with “Arizona is Perfect for Me”

Top 2 Box Score (% who “Generally Agree” or “Strongly Agree”)

- Natural History Lovers: 20.9% Generally agree, 50.5% Strongly agree
- Self-Care Seekers: 30.6% Generally agree, 40.1% Strongly agree
- The Wild Bunch: 31.5% Generally agree, 38.4% Strongly agree
- Desert Doers: 33.7% Generally agree, 35.3% Strongly agree
- Fit & Fabulous: 30.5% Generally agree, 37.2% Strongly agree
- Sun Chasers: 27.2% Generally agree, 40.3% Strongly agree
- Luxury Travelers: 20.4% Generally agree, 45.5% Strongly agree
- Foodies without Pretense: 23.0% Generally agree, 42.8% Strongly agree
- Newbies: 27.6% Generally agree, 38.0% Strongly agree
- RVers: 31.6% Generally agree, 33.3% Strongly agree
- Rural-ists: 28.4% Generally agree, 35.3% Strongly agree
- Sports Viewers: 28.8% Generally agree, 32.8% Strongly agree
- Road Trippers: 22.6% Generally agree, 38.8% Strongly agree
- Wine Tourist: 31.2% Generally agree, 29.7% Strongly agree
- Bucket Listers: 29.4% Generally agree, 30.7% Strongly agree
- Park Explorers: 30.0% Generally agree, 27.0% Strongly agree
- Nostalgists: 27.2% Generally agree, 26.5% Strongly agree
- Nature Watchers: 25.1% Generally agree, 27.3% Strongly agree
- Small Town Charm Seeker: 25.5% Generally agree, 23.7% Strongly agree
- Hardcore Outdoors People: 26.8% Generally agree, 17.6% Strongly agree
- Unplugged: 19.9% Generally agree, 8.1% Strongly agree

Question: How much do you agree with the following statement? An Arizona vacation is a perfect fit for travelers like me.
ARIZONA’S HIGH VALUE PERSONAS ALSO

• Agreement with the statements:

  • “It is important that I travel in a manner that protects the environment”
  
  • “I frequently act purposefully to protect the environment of the places I visit”
  
  • “It is important that I travel in a manner that respects the cultural values of the places I visit”

• The overlap of selected personas with other personas tested
HIGHEST VALUE PERSONAS RECOMMENDED FOR ARIZONA
NATURAL HISTORY LOVERS

912 COMPLETED SURVEYS.

Dominant Motivation: Arts & Culture

Travelers who seek out destinations with geographic, human and/or other biological significance
NATURAL HISTORY LOVERS  Who they are

**Gender**
Female: 43.6%
Male: 55.4%
Non-binary/Transgender: 0.9%

**Average Age: 44.8**
Millennial or younger: 49.0%
Gen X: 28.2%
Boomer or older: 22.8%

**Household Income**
$140,204

**Average number of leisure trips in the past twelve months**
3.2

**Marital Status**
Married/partnered: 77.6%
Single: 16.8%
Children under 18: 59.8%

**Ethnicity**
Caucasian: 78.3%
Non-Caucasian: 21.7%

**Physical, Visual, Auditory or Cognitive Disability**
Disability: 23.5%

**Top MSAs**
Los Angeles-Long Beach, CA 7.2%
New York, NY-NJ 5.7%
Orlando, FL 3.6%
Chicago, IL 3.5%
Atlanta, GA 2.7%
Dallas-Fort Worth, TX 2.5%

**Average number of expected leisure trips in the next two years**
4.6
“I would try to stay outside as much as we can because we’ve been working from home. I also love exploring different cultures when we travel. I don’t like doing just touristy stuff.”

- Natural History Lover
Arizona’s affordability, along with its abundance of activities, sets it apart from other destinations for this audience.

Social media and YouTube were mentioned as the best way for Arizona to reach this persona and motivate them to visit.

“In Arizona you will find both beautiful nature and also unique indigenous culture.”

“A trip that includes new and unique experiences, friendships, getting an understanding of new cultures—that would help me appreciate the time I’m in Arizona and really embrace it.”

“YouTube is not limited like a 30 second ad on TV. You can make a very long beautiful advertisement. I watch them a lot.”
Important Attributes for Destination Selection vs. Rating of Arizona’s Attributes
(Top 2 Box Score of those who rated “Important” or “Extremely important” vs. Top 2 Box Score of those who rated “Good” or “Very good” with Arizona)

- “Important” or “Extremely important” to Destination Selection
- “Good” or “Very good” with Arizona

Familiarity with Arizona as a Place to Visit
(Top 3 Box Score—% selecting “slightly familiar,” “familiar,” or “extremely familiar”)
84.1%

Visited Arizona in the Past 5 Years
57.5%

Top Reasons for Not Visiting Arizona in the Past 5 Years (% of non-recent visitors)

- A trip to Arizona requires a lot of days: 26.4%
- Too hot/weather: 25.9%
- I haven’t heard anything new about the destination: 17.3%
- It is less interesting than other destinations: 16.8%
- Doesn’t fit the type of travel experience I’m seeking: 14.9%
- Been there, done that: 12.3%

Experiences to share on social media, Healthy and wellness activities, Romantic atmosphere, Opportunities for time with friends, Easy to get to, Affordability, Art & cultural attractions, Great restaurant and food scene, Scenic beauty, Visiting iconic or famous attractions, Opportunity for adventure, Opportunity for family time, Opportunity for education, Welcoming atmosphere, Chance to “get away from it all,” Seeing new things, Overall diversity (people, experiences, etc.)

Top 2 Box Score with Arizona

- 69% 71% 74% 73% 75% 78% 82% 83% 84% 84% 84% 86% 86% 87% 88% 88% 91% 92%
- 68% 71% 71% 76% 74% 80% 77% 84% 75% 79% 78% 82% 83% 79% 84% 87%
“Arizona is very unique. There are lots of cultural things in the state – it is the most important and distinctive thing about Arizona.”

-Natural History Lover
KEY TAKEAWAYS

NATURAL HISTORY LOVERS

How to Market to Natural History Lovers

• Convenience, simplicity, new and enjoyable sum up the top general travel desires for Natural History Lovers. They want easy travel planning and logistics and while in-market they want to focus on new, unique and enjoyable experiences which include both cultural and outdoor activities.

• The indigenous history and landscape of Arizona set the state apart from other destinations for this audience and should be highlighted in market messaging to this group.

• Social media advertisements are the best way to reach these travelers, particularly Facebook and YouTube.
LUXURY TRAVELERS

866 COMPLETED SURVEYS.

Dominant Motivation: Luxury Experiences

Travelers who select destinations based on luxury travel options and can afford them
**Luxury Travelers: Who they are**

**Gender**
- Female: 39.8%
- Male: 59.9%
- Non-binary/Transgender: 0.4%

**Average Age: 50.6**
- Millennial or younger: 35.2%
- Gen X: 27.7%
- Boomer or older: 37.1%

**Household Income**
$237,649

**Marital Status**
- Married/partnered: 84.5%
- Single: 11.7%
- Children under 18: 51.4%

**Ethnicity**
- Caucasian: 77.0%
- Non-Caucasian: 23.0%

**Physical, Visual, Auditory or Cognitive Disability**
- Disability: 21.6%

**Average number of leisure trips in the past twelve months**
- 3.6

**Top MSAs**
- Los Angeles-Long Beach, CA: 8.2%
- San Francisco-Oakland, CA: 5.4%
- New York, NY-NJ: 4.8%
- Phoenix-Mesa, AZ: 3.6%
- Atlanta, GA: 2.9%
- Chicago, IL/Philadelphia, PA-NJ/Dallas-Ft. Worth, TX: 2.7%

**Average number of expected leisure trips in the next two years**
- 5.4
Safety, comfort and a hassle-free travel journey are the most important aspects to Luxury Travelers when they travel.

These Luxury Travelers’ ideal trip centers around opportunities for relaxation, preferably in a warm weather environment.

“How smooth the trip goes is important to me, I try to plan everything in advance, I’m talking about transportation, airfare, hotel, activities and amenities”

“On my ideal trip I want to go somewhere that has opportunities to relax so I can unwind, but I also like stimulation.”
“Safety and comfort are most important to me when I travel. It’s stressful if my entire trip is not planned in advance.”
**Place of Stay**
- 5-star hotels or resorts: 53.0%
- 4-star hotels or resorts: 51.6%
- 3-star hotels: 14.1%
- Boutique hotels: 12.5%
- Historic hotels: 11.8%

**Length of Stay**
- 5.4 Days on Average

**Travel Party**
- Spouse or significant other: 79.0%
- Children 12 and under: 24.9%
- Children 13-17: 19.8%
- Friend(s): 16.4%
- Other family members: 6.9%

**Average Daily Spending**
- $638.34 Per Travel Party

**Top Arizona Activities**
- Visit National Parks: 40.3%
- Dine in restaurants: 36.7%
- Visit a historic/archaeological park: 22.1%
- Relax by the pool: 21.6%
- Experience American Indian culture: 19.8%
- Hiking in the desert: 17.7%
- Hiking in the mountains: 17.1%
- Shopping: 16.6%
- Wine tasting: 14.0%
- Go to spas: 13.8%
- Golf: 12.2%
- Bars and nightlife: 9.5%
- Visit a brewery: 8.7%
- Watch sporting events: 8.1%
- Cross something off my bucket list: 7.6%
LUXURY TRAVELERS
566 COMPLETED SURVEYS.

The summary at right describes the key characteristics of all Luxury Travelers.

KEY TAKEAWAYS

How to Market to Luxury Travelers

• Pre-planning their trips to ensure maximized comfort and convenience is a top priority for Luxury Travelers. As such, messaging about the ease of access to the state will increase their consideration of Arizona for a future trip.

• The primary experiential desires of this group would be relaxation, rejuvenation and escape in a warm weather setting which Arizona can certainly deliver on.

• While Arizona’s incredible scenic beauty is considered a major draw for this group, showing the accessibility of these natural assets from an urban hub that offers a variety of activities and experiences (such as dining, museums, theater performances, shopping, nightlife, professional sporting events and laying by the pool) will appeal to them.
SELF-CARE SEEKERS

1,401 COMPLETED SURVEYS.

Dominant Motivation: Wellness

Spa treatments are the center pieces of these travelers’ trips
SELF-CARE SEEKERS  Who they are

Gender
Female: 45.0%
Male: 54.0%
Non-binary/Transgender: 1.0%

Average Age: 40.2
Millennial or younger: 60.0%
Gen X: 27.6%
Boomer or older: 12.4%

Household Income
$126,898

Marital Status
Married/partnered: 73.2%
Single: 21.6%
Children under 18: 66.7%

Ethnicity
Caucasian: 71.9%
Non-Caucasian: 28.1%

Physical, Visual, Auditory or Cognitive Disability
Disability: 19.2%

Top MSAs
Los Angeles-Long Beach, CA 6.9%
New York, NY-NJ 5.7%
Orlando, FL 3.9%
Chicago, IL 3.7%
Atlanta, GA 3.4%
Dallas-Fort Worth, TX/Washington DC-MD-VA 2.7%

Average number of leisure trips in the past twelve months
3.0

Average number of expected leisure trips in the next two years
4.3
“If you don’t like beautiful landscapes, warm weather, getting outside and walking around and exploring someplace amazing, then don’t go to Arizona.”

-Self-Care Seeker
Self-Care Seekers are most motivated to travel for relaxation, self-care and rejuvenation experiences.

While this persona demonstrates multiple travel interests, a common theme underlying these interests is relaxation.

“Quality and comfort are major factors. I set my budget ahead of time, but I’m willing to spend more for a better experience.”

“Having an opportunity to truly relax is so valuable. I don’t want to feel like I need a vacation when I get back from my vacation.”
“Nightlife is not a top motivator. To me that’s not relaxing and relaxation is what I’m most looking for in a trip right now.”

-Self-Care Seeker
The summary at right describes the key characteristics of all Self-Care Seekers.

**KEY TAKEAWAYS**

**How to Market to Self-Care Seeker**

- Self-Care Seekers love to include spa experiences in their travel plans but almost more importantly their main travel motivation is relaxation and being able to relieve stress.

- Unique to Self-Care Seekers is their higher propensity to consider quality, comfort and time when choosing a travel destination. These travelers may be big spenders or may be traveling on a budget, but they are willing to spend more for quality experiences that directly impact their comfort and time.

- To inspire leisure travel, Self-Care Seekers can be reached through social media marketing, particularly Instagram and general word of mouth.
WILD BUNCH

1,219 COMPLETED SURVEYS.

Dominant Motivation: Family Togetherness

Families that love spending time together outdoors
### WILD BUNCH: Who they are

**Gender**
- Female: 47.1%
- Male: 52.0%
- Non-binary/Transgender: 0.9%

**Average Age: 39.0**
- Millennial or younger: 60.5%
- Gen X: 34.8%
- Boomer or older: 4.7%

**Household Income**
- $127,685

**Ethnicity**
- Caucasian: 77.7%
- Non-Caucasian: 22.3%

**Physical, Visual, Auditory or Cognitive Disability**
- Disability: 18.4%

**Marital Status**
- Married/partnered: 86.0%
- Single: 9.0%
- Children under 18: 100.0%

### Average number of leisure trips in the past twelve months
- 3.0

### Average number of expected leisure trips in the next two years
- 4.2

**Top MSAs**
- Los Angeles-Long Beach, CA: 6.7%
- New York, NY-NJ: 5.6%
- Chicago, IL: 4.2%
- Orlando, FL: 3.5%
- Dallas-Fort Worth, TX: 2.9%
- Houston, TX/San Francisco-Oakland, CA: 2.7%
While Wild Bunch travelers primarily like to engage in outdoor recreational opportunities with their younger children on their trips, they also seek out other experiences that provide opportunities for relaxation in addition to adventure.

Ease and convenience can not be discounted with this persona.

“When picking places to travel to I consider kid friendly locations, but I am not necessarily looking for kid centered locations.”

“Ease and convenience are important. Ease of getting to the destination. Ease of traveling from the airport to our hotel are things I consider.”
“We want our family with us, but we also want to do adult things—experiences that my husband and I will enjoy, not just kid centered things.”

-Wild Bunch
“My ideal trip with the kids includes both relaxation and adventure, and a whole lot of good food.”

-Wild Bunch
The summary at right describes the key characteristics of all Wild Bunch.

1,219 COMPLETED SURVEYS.

The Wild Bunch's primary motivation for travel is spending time together as a family unit outdoors, therefore family oriented outdoor experiences—particularly ones that are unique to Arizona—should be the anchor to any advertisements targeting this audience.

Show the family dynamic in advertising, but do not make the focus kid-only attractions. This audience also seeks out experiences that cater to the parents' travel desires such as great dining, cultural activities and exploring a downtown setting.

Positioning Arizona as a place for both adventure and relaxation. Current perceptions of the state amongst this group focus heavily on opportunities for relaxation while opportunities for adventure are not well known.

Provide itineraries for Wild Bunch travelers to give them a better idea of the multi-faceted offerings of the state. This will also make travel planning easier for this group, which they will appreciate.
FOODIES WITHOUT PRETENSE

2,432 COMPLETED SURVEYS.

Dominant Motivation: Culinary and Food Scene

Authentic, “down home” regional cuisines, and experiences like farm-to-table and street food, drive these travelers’ choices.
FOODIES WITHOUT PRETENSE

Gender
Female: 49.6%
Male: 49.5%
Non-binary/Transgender: 0.9%

Average Age: 45.5
Millennial or younger: 47.0%
Gen X: 26.9%
Boomer or older: 26.1%

Household Income
$129,046

Marital Status
Married/partnered: 73.9%
Single: 19.7%
Children under 18: 52.1%

Ethnicity
Caucasian: 75.8%
Non-Caucasian: 24.2%

Physical, Visual, Auditory or Cognitive Disability
Disability: 17.4%

Top MSAs
Los Angeles-Long Beach, CA 5.7%
New York, NY-NJ 4.7%
Chicago, IL 3.9%
Orlando, FL 2.7%
San Francisco-Oakland, CA 2.7%
Philadelphia, PA-NJ 2.4%

Average number of leisure trips in the past twelve months: 3.0

Average number of expected leisure trips in the next two years: 4.6
TRAVELER PROFILE – FOODIES WITHOUT PRETENSE

“Food is the #1 factor!”

“As soon as I know where I am going, I start planning where will I stay and where will I eat.”

“I like stimulus and beautiful places where I can enjoy tasting a variety of new things.”

Foodies Without Pretense said that a destination’s local food scene plays a large part in their leisure trips, particularly food experiences with a variety of options and good reviews.

Word of mouth recommendations and online research are the top sources of destination inspiration for this group.
When asked what they know about Arizona’s food culture, respondents mentioned being largely unfamiliar but assumed Mexican/Latin cuisine like tacos were prevalent.

Aside from food, Foodies Without Pretense would be most excited to explore Native American history and experience nature with activities like hiking if visiting Arizona.

“I love broad ranging ethnic cuisines, wide variety of food types. I love fine wines, but I don’t think Arizona is known for having wine.”

“The best travel experiences are experiences specific to the area that I can’t get anywhere else.”
“I like learning new things and I like seeing new things. I also like to be active while enjoying modern comforts and, of course, eat and drink something a little indulgent when I’m traveling.”

-Foodies Without Pretense
The summary at right describes the key characteristics of all Foodies without Pretense.

2,432 COMPLETED SURVEYS.

FOODIES WITHOUT PRETENSE

How to Market to Foodies Without Pretense

• Unsurprisingly, Foodies Without Pretense said that a destination’s local food scene is important to how they select destinations to visit. However, this audience’s familiarity with Arizona’s food experiences is low and centers around an assumption that Mexican/Latin cuisine being prevalent in the state. Since this audience seeks out variety in their travel food experiences, more needs to be done to educate this group about Arizona’s other cuisines and food-related offerings.

• In addition to food, when asked what was most important to them when they travel, this group also mentioned cleanliness, good service, safety, affordability and weather. Like other traveler personas, Foodies Without Pretense also seek out unique/local experiences. Approachable outdoor experiences (e.g., day hikes and scenic drives) are also desired by this audience.

• Travelers listed Instagram and YouTube as the best way for Arizona reach them to motivate them to visit. Yelp and Google Maps were also mentioned as key planning resources for finding food experiences when traveling.
ARIZONA DESTINATION BRAND
Question: Briefly describe what (if anything) about Arizona makes you want to visit there. Even if you are unfamiliar with Arizona, answer based on your current perceptions.
Base: All persona respondents. 2,202 completed surveys.
Important Attributes to Destination Selection vs Association of Attributes with Arizona
Top 2 Box Score—% Rating each as “Important” or “Extremely important” vs. % selecting “Good” or “Very good” with Arizona

BRAND STRENGTHS AND OPPORTUNITIES

Important Attributes to Destination Selection vs Association of Attributes with Arizona
Top 2 Box Score—% Rating each as “Important” or “Extremely important” vs. % selecting “Good” or “Very good” with Arizona

Questions 1: How important would each generally be to how you would select the places you would visit? Please use the scale below. 2: Please rate Arizona as a leisure destination for the following attributes using the scale below. Even if you are unfamiliar with Arizona please answer based on your current perceptions. Base: All respondents. 3,000 completed surveys.
What aspects of Arizona should be prioritized in communications to travelers like you?

“Show me experiences people don’t think of for Arizona and mention how easy it is to do these things. That is the winning argument. You can do the best things with a lot less money for a lot less hassle.”
thank you
HIGHEST VALUE PERSONAS RECOMMENDED FOR ARIZONA

- Natural History Lovers
- Luxury Travelers
- Self-Care Seekers
- Wild Bunch
- Foodies Without Pretense
50+ Identified Travel Personas developed by Destination Analysts

Identify a select # of High-Value Personas for Arizona

How do these personas perceive the Arizona destination brand?

What is the most effective way to market to and convert high-value personas?

Develop and test ad creative and content that speaks to this audience and Arizona’s tourism goals.

Integrate target personas and key messaging tactics throughout domestic marketing efforts

Increase incremental travel and ROI
BENEFITS OF MARKETING SEGMENTATION

- Spend efficiency
- Ad effectiveness
- Right place, right audience, right message
- Opportunity for learning
- Build a connection
- More tax revenue and higher ROI
AD EFFECTIVENESS SHOWING ALL THE RIGHT SIGNS

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<th>Foodies without Pretense</th>
<th>Natural History Lovers</th>
<th>Spa Fanatics</th>
<th>Wild Bunch</th>
<th>Luxury Travelers</th>
<th>Others</th>
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Unaware A2Z Travel
Ad-Aware A2Z Travel
The high value personas will be a cornerstone for AOT’s FY23 marketing plan.

But there was an opportunity to **gather foundational learnings** months in advance.
QUESTIONS WE SEEK TO UNDERSTAND

- Do these five (5) personas vet out as valuable and engaged?
- Do some outperform and/or underperform?
- Is there a natural hierarchy?
- Do certain messages resonate with each persona?
- Are there geographic-specific learnings?
STEP 1
BUILD CONTENT TAILORED TO EACH PERSONA
NATURAL HISTORY LOVERS

Insight: Enrichment and inspiration come from stepping outside of the familiar and taking in new surroundings and cultures.

Fresh air is calling.

Where culture is indigenous.
LUXURY TRAVELERS

Insight: Luxury for this segment is about the quality of the experience, not the cost of it.

An exceptional pairing.

Don’t just check in. Arrive.
SELF-CARE SEEKERS

Insight: Spa treatments are a part of self-care, but they are not the only desired experience.
WILD BUNCH

**Insight:** Sharing unique experiences together as a family make for meaningful, life-long memories.

Together is better here.

Get wild in the west.
FOODIES WITHOUT PRETENSE

Insight: Good food plays a pivotal role in a new travel experience, and oftentimes it is not fancy, complicated or expensive.
STEP 2
TEST THE CONTENT
STRATEGY

1. CRAWL
   - Start with the best testing ground
   - Budget allowing, leverage 3rd party partners like programmatic.

2. WALK
   - Dial up with digital platforms.
   - Create, optimize and test owned content.

3. RUN
   - Apply to full-funnel marketing channels, including upper funnel awareness.
The process will take time, energy and focus.

(Just like any relationship worth investing in.)
TESTING CHANNELS

SEARCH
SOCIAL
NATIVE
PROGRAMMATIC
PAID SOCIAL A/B TEST

A

Visit Arizona
Sponsored •
An exceptional pairing.

visitarizona.com
Make your next escape unforgettable.

B

Visit Arizona
Sponsored •
Don’t just check in. Arrive.

visitarizona.com
Perfect weather awaits
Rediscover Arizona

Flight #2 Performance Insights (5/16-6/13)

AOT CTR benchmark: 0.77%
Platform CTR benchmark: 0.90%

<table>
<thead>
<tr>
<th>Creative</th>
<th>Impressions</th>
<th>Clicks</th>
<th>Click Rate</th>
<th>%+- Flight #1</th>
</tr>
</thead>
<tbody>
<tr>
<td>A - An exceptional pairing.</td>
<td>18,989</td>
<td>298</td>
<td>1.57%</td>
<td>0.38%</td>
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<tr>
<td>B - Don’t just check in. Arrive.</td>
<td>3,141</td>
<td>20</td>
<td>0.64%</td>
<td>-0.20%</td>
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</tbody>
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Flight #3 Recommendation
OMA recommends continuing A creative that is far exceeding benchmarks. For the underperforming B creative, OMA recommends keeping the headline and swapping the image.
REVIEW & OPTIMIZE IN 4 WEEK INCREMENTS
PROGRAMMATIC A/B TEST

Flight #2 Performance Insights (5/16-6/13)

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>A - An exceptional pairing.</td>
<td>365,792</td>
<td>525</td>
<td>0.14%</td>
<td>-0.04%</td>
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<td>B - Don’t just check in. Arrive.</td>
<td>587,264</td>
<td>865</td>
<td>0.15%</td>
<td>-0.03%</td>
</tr>
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</table>

AOT CTR benchmark: 0.14%
Platform CTR benchmark: 0.09%

Flight #3 Recommendation
With performance on par or above AOT and platform benchmarks and no statistical winner determined, OMA recommends no changes for flight #3 to continue observing performance.
STEP 3

KEY LEARNINGS (SO FAR!)
INITIAL LEARNINGS

• Every persona group is exhibiting strong digital marketing viability, with at least one ad performing above both AOT & platform benchmarks.

• Not every ad performs consistently platform to platform. Each platform has a different audience, and those audiences don’t always prefer the same ads.

• Persona testing has shed light on additional content and imagery needs.
IF YOU WANT TO TRY THIS YOURSELF, WE RECOMMEND:

• **Start with your managed platforms**: Search and Social

• **In Search, create duplicate ad sets dialed in specifically to the five (5) high value persona groups** based on their profiles and interest cues. See how the “tests” perform in relation to the benchmarks of your evergreen search efforts.

• **In Social, create A/B ads for every persona to test**. After they marinate for 4-5 weeks*, look at the CTR compared to your benchmarks and optimize by swapping out the underperforming ads.

*Your testing window may vary based on how quickly you reach statistical significance.*
Takeaways

1. Sometimes we are too close to judge

We all have our own experiences and biases. Align with your goals, but use research and your own data when you can. It’s nice to step back and hear what your visitors are saying.
Takeaways

2 Steal like an artist

Use this research to build on! This research is for you too. Now that you know these personas, what about your destination will be really appealing? How will you reach them?
Takeaways

High-value = the best fit

Since we can’t market to everyone, we want the best visitors. The ones who will care for our destination and be a net benefit to our communities.
Arizona is so diverse that it’s impossible to create a one-size-fits-all set of personas. These are the best for the state as a whole, but which ones fit your destination?
Takeaways

5

This is a long-term relationship

It takes time to build awareness of a destination with the right personas, with the right content, in the right channels, over time.