



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

A person with a backpack stands on a rocky ledge, looking out over a vast canyon with layered rock formations and green vegetation. The scene is captured in a wide-angle shot, emphasizing the scale of the landscape.

**1. Highest Value Personas
Identification Survey**

**2. Destination Perception Survey
of High Value Personas**

**3. In-Depth Interviews of High
Value Personas**

**Research
Components**

RESEARCH METHODOLOGY

Highest Value Personas Identification Survey

- 21 traveler personas tested
- Survey designed to include:
 - A screener that determined the appropriate sample of survey respondents, based on general travel behaviors
 - A persona identification question set
 - An Arizona high value persona identification question set
- Nationally representative sample
- 2,007 total completed surveys

RESEARCH METHODOLOGY

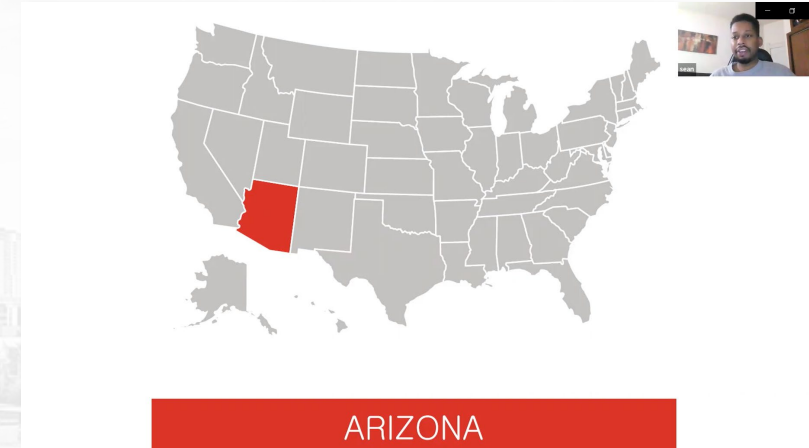
Arizona Destination Perception Survey

- 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



- Where Epic Reunions Happen
- Together is Better Here
- It's 80 Degrees Somewhere
- Poolside One Day, Powder the Next
- Where Culture is Indigenous
- Americana, Arizona Style
- Where Centered Meets Scenic



IDENTIFYING ARIZONA'S HIGH VALUE PERSONAS

A group of young people are taking a selfie outdoors. One person in the foreground is holding a smartphone up to take the photo. They are all smiling and looking at the camera. The background is slightly blurred, showing more people and some greenery.

TRAVELER PERSONAS TESTED

- **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

$$\left(\begin{array}{l} \text{Likelihood to take} \\ \text{a leisure trip to} \\ \text{Arizona in the next} \\ \text{3 years} \end{array} \right) \times \left(\begin{array}{l} \text{Excitement to} \\ \text{take a leisure trip} \\ \text{to Arizona} \end{array} \right) + \left(\begin{array}{l} \text{Agreement with} \\ \text{"Arizona is} \\ \text{Perfect for Me"} \end{array} \right) = \begin{array}{l} \text{INDEX} \\ \text{SCORE} \end{array}$$

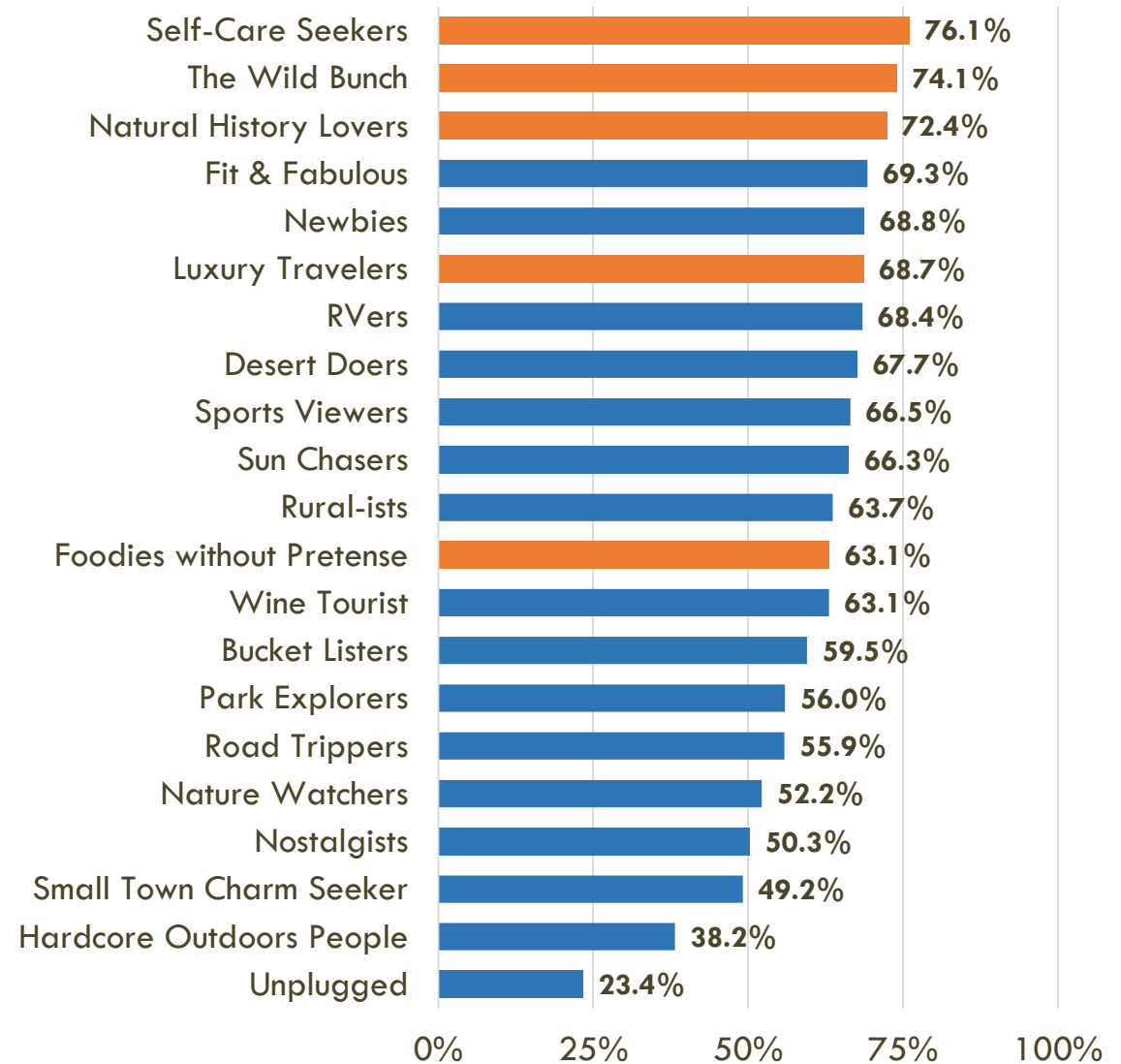


ARIZONA

HIGH VALUE INDEX METRICS FOR EACH PERSONA

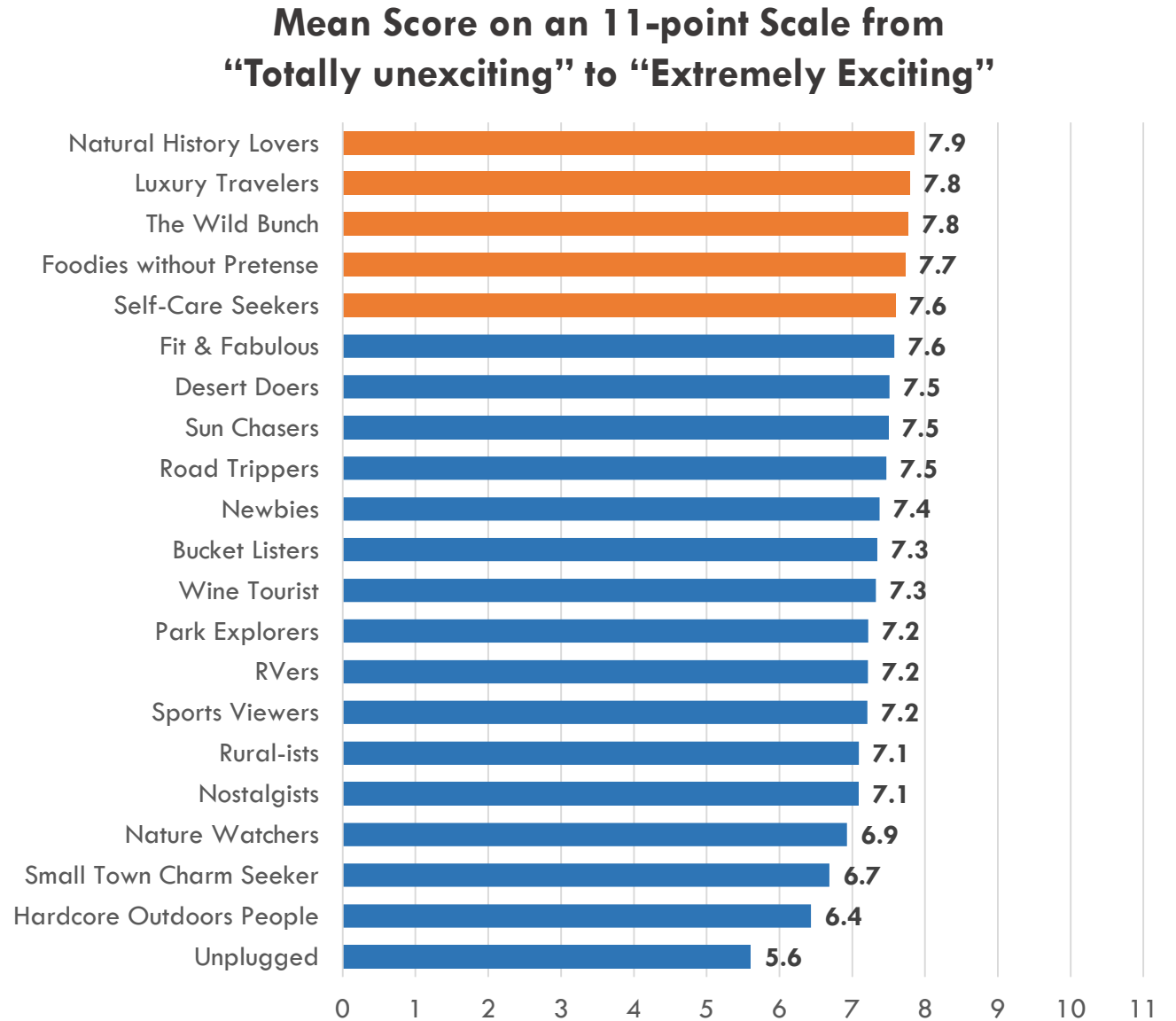
Likelihood to take a leisure trip to Arizona in the next 3 years

Top 2 Box Score (% who are “Likely” or “Extremely likely”)



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

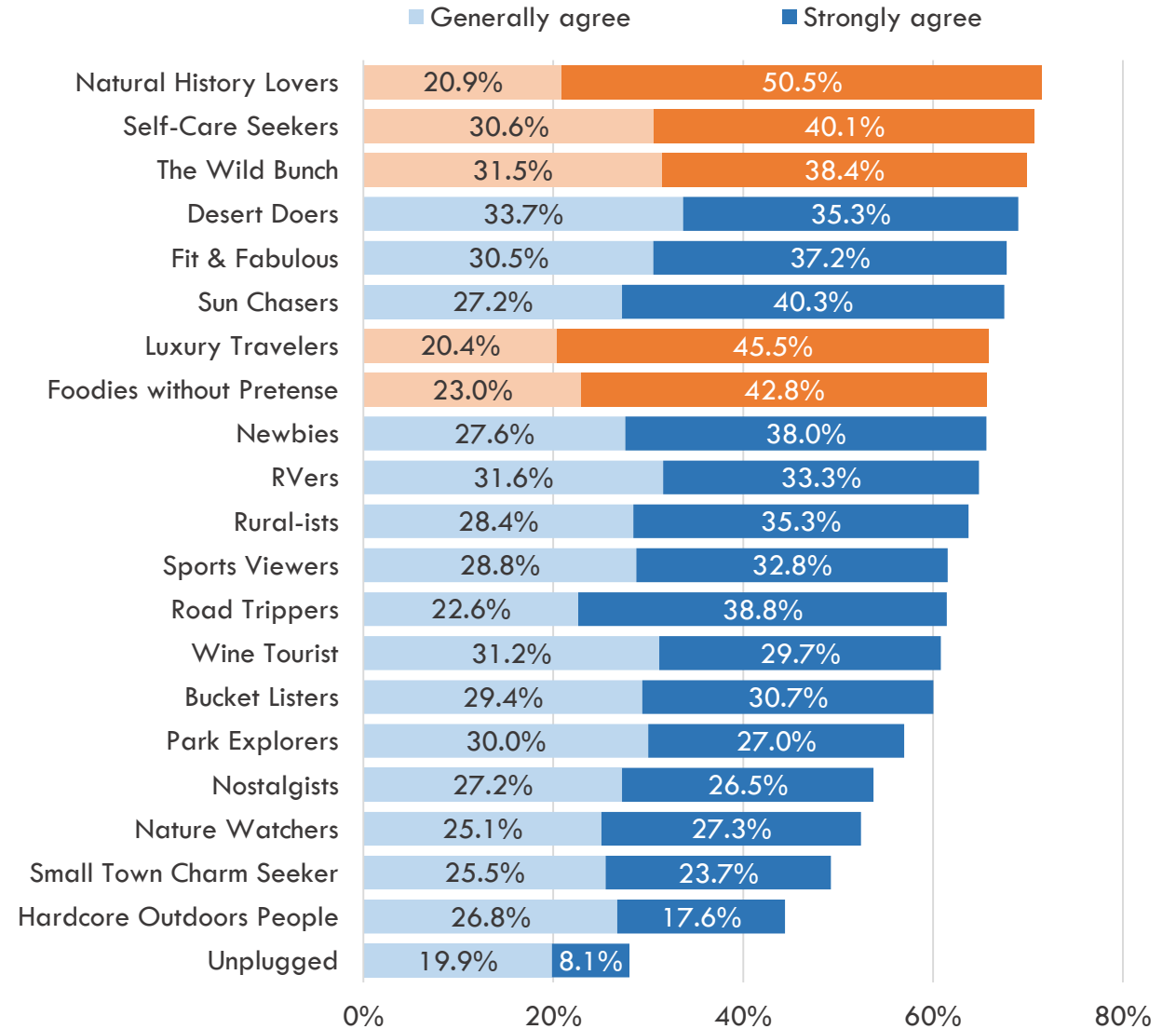
Level of excitement to take a leisure trip to Arizona



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”

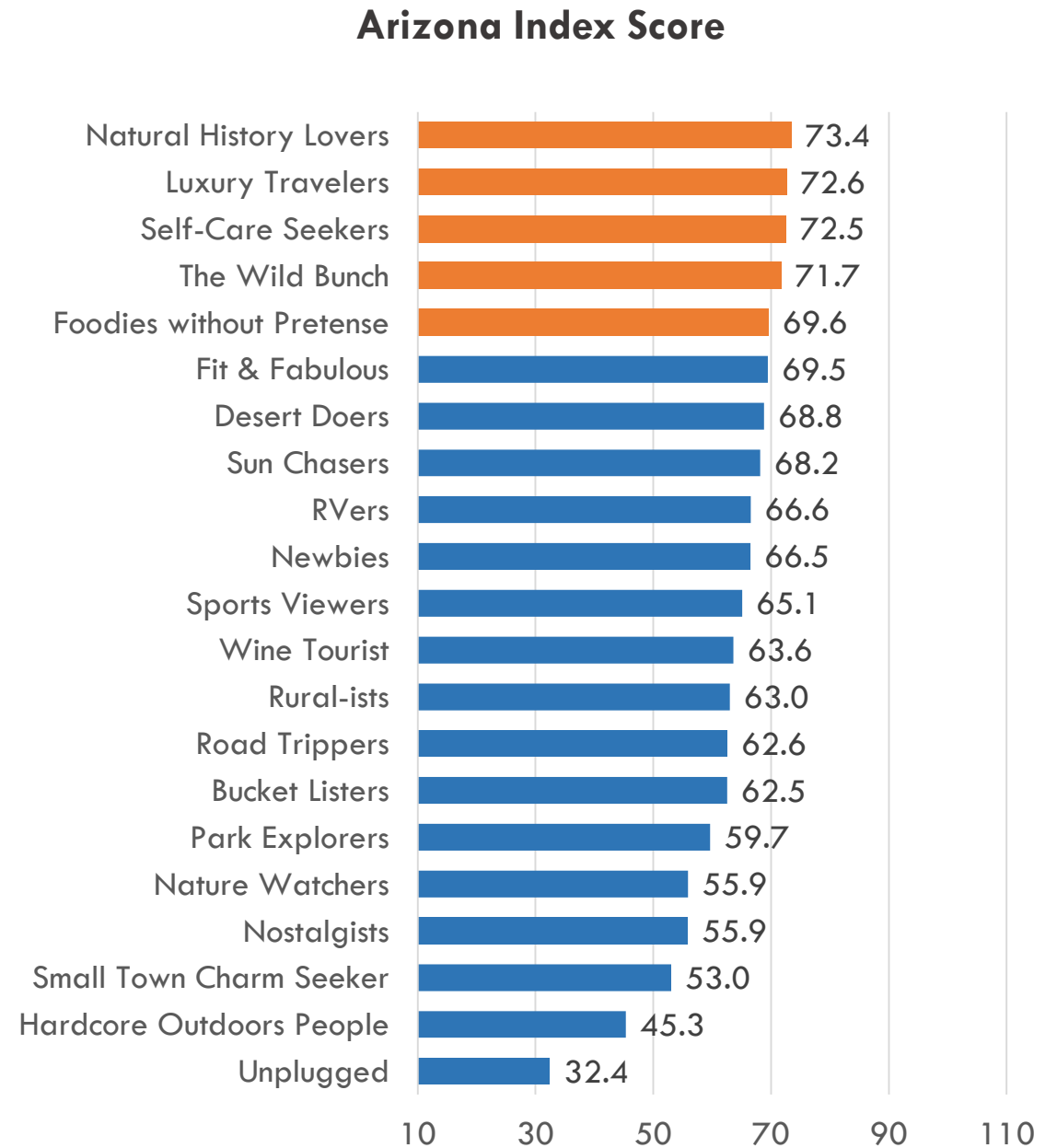
Agreement with
“Arizona is
Perfect for Me”

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



Question: How much do you agree with the following statement? An Arizona vacation is a perfect fit for travelers like me.

Arizona High Value Index Score



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

A person wearing a backpack and a hat stands on a rocky ledge, looking down at a vibrant green river flowing through a deep, layered canyon. The rock walls are rugged and show distinct horizontal strata. The scene is captured from a high angle, emphasizing the scale of the canyon.

HIGHEST VALUE PERSONAS RECOMMENDED FOR ARIZONA

A woman and a young girl are looking at a tablet together. The woman is pointing at the screen, and the girl is looking intently. They are in a museum or gallery, with various artifacts and displays visible in the background. The image is overlaid with a teal gradient.

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%



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



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



Ethnicity
Caucasian: 78.3%
Non-Caucasian: 21.7%



Household Income
\$140,204



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



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



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



Average number of expected leisure trips in the **next two years**



“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

MARKETING ARIZONA – NATURAL HISTORY LOVERS

“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.”

Arizona’s affordability, along with it’s 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.

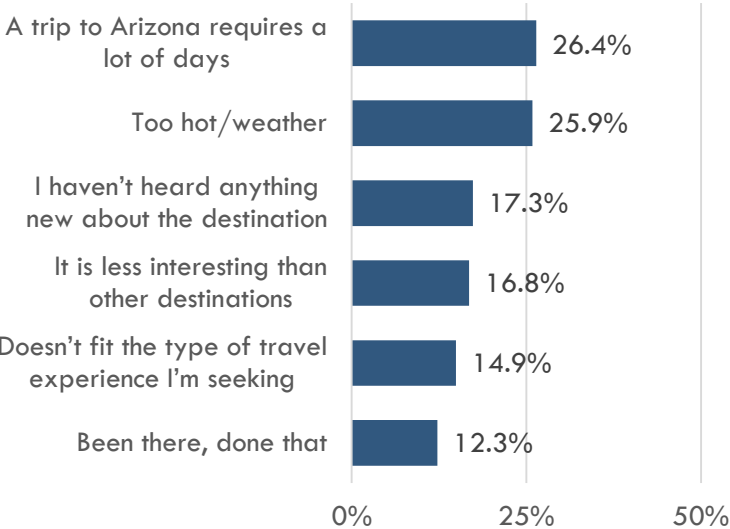
Familiarity with Arizona as a Place to Visit
(Top 3 Box Score—% selecting “slightly familiar,” “familiar,” or “extremely familiar”) **84.1%**



Visited Arizona in the Past 5 Years **57.5%**



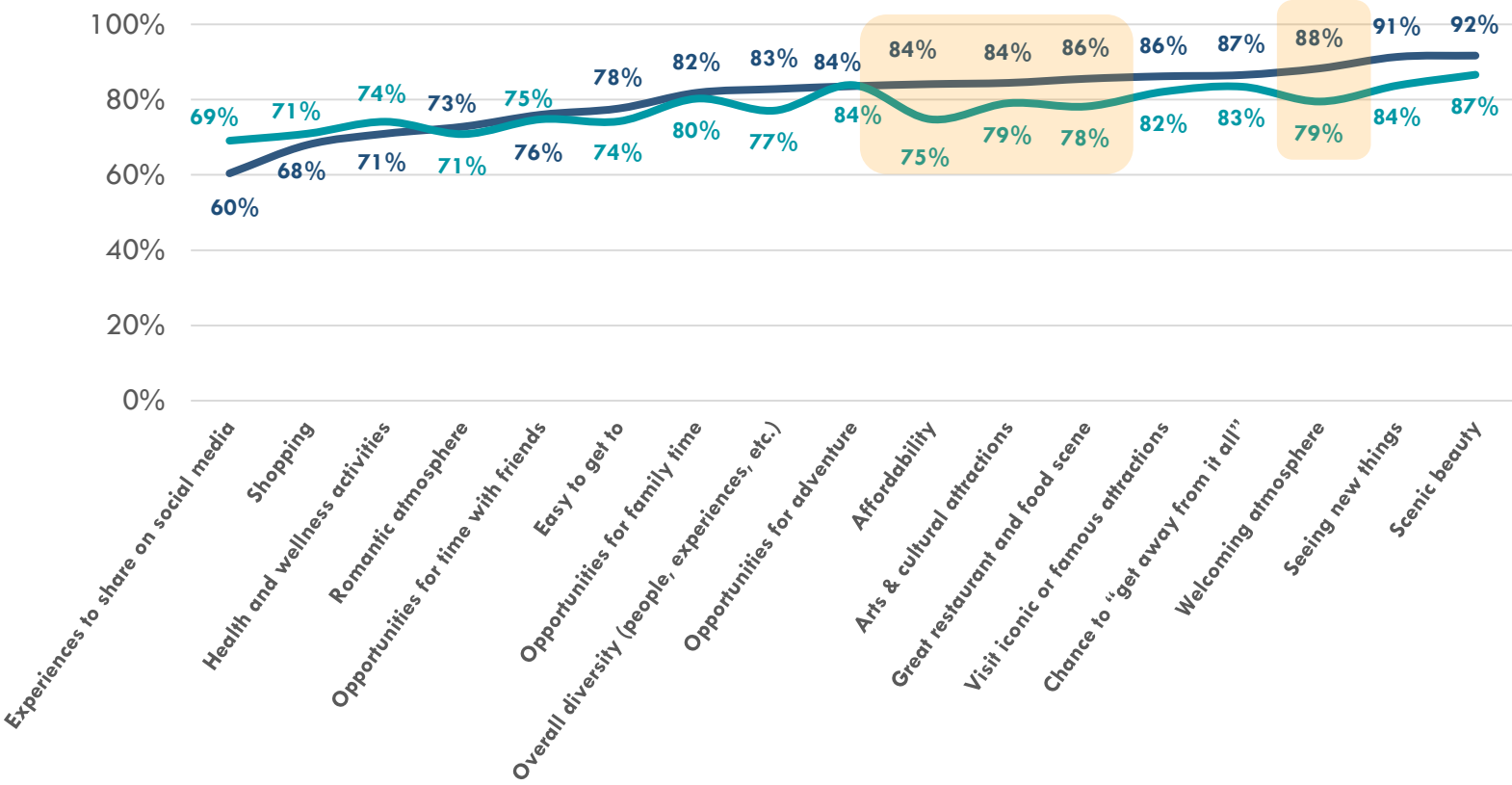
Top Reasons for Not Visiting Arizona in the Past 5 Years
(% of non-recent visitors)



Important Attributes for Destination Selection vs. Rating of Arizona's Attributes

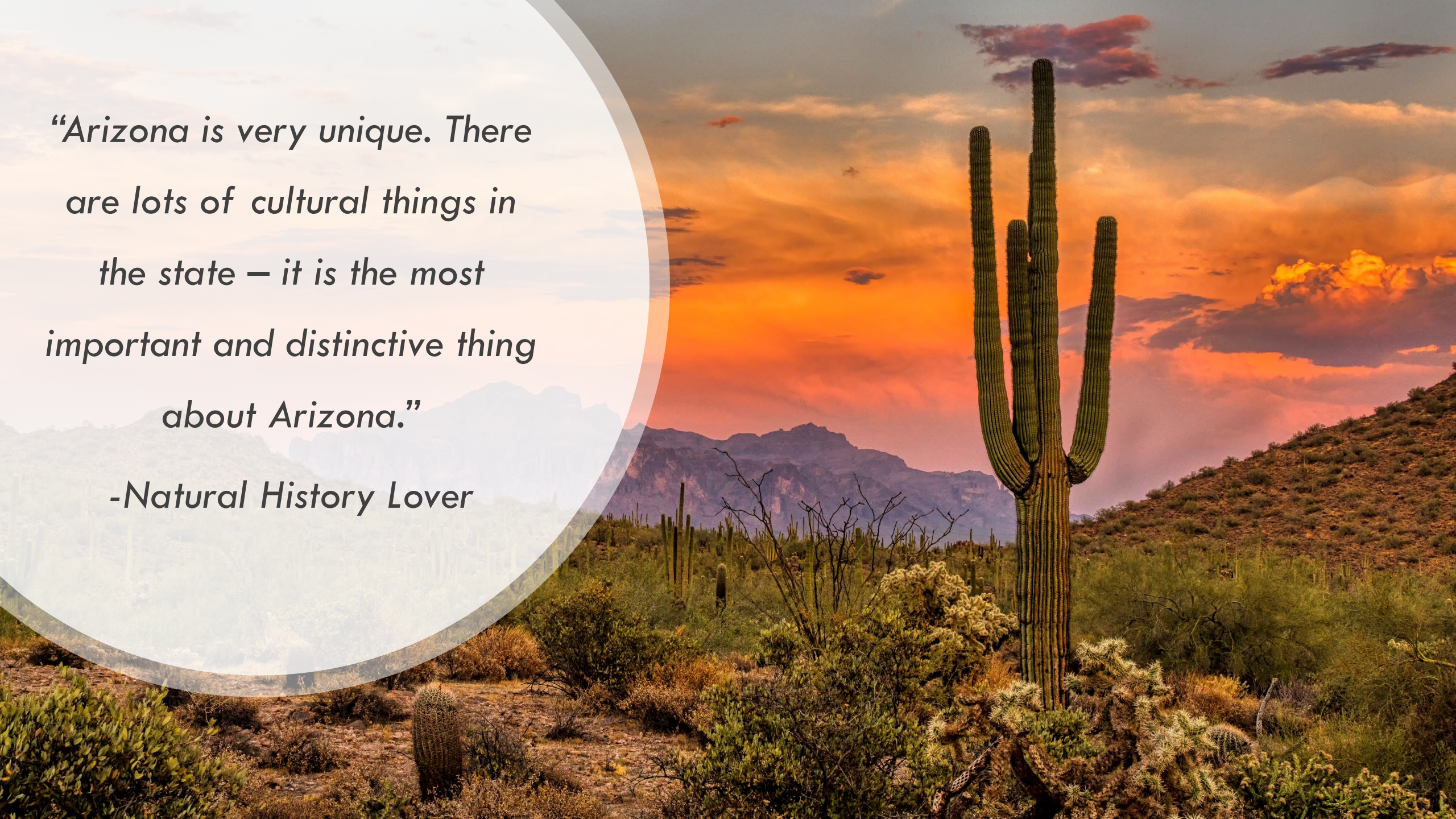
(Top 2 Box Score of those who rated “Important” or “Extremely important” vs. Top 2 Box Score of those who rated “Good” or “Very good” with Arizona)

— "Important" or "Extremely important" to Destination Selection
— "Good" or "Very good" with Arizona



“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





NATURAL HISTORY LOVERS

912 COMPLETED SURVEYS.

KEY TAKEAWAYS

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.

A man and a woman are relaxing on the deck of a yacht. The man is sitting up, smiling, and the woman is lying down, wearing a straw hat and sunglasses. They are both wearing light-colored clothing. The background shows the blue water of the sea and the yacht's railing. A semi-transparent teal overlay covers the left side of the image, where the text is located.

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%



Marital Status

Married/partnered: 84.5%
Single: 11.7%
Children under 18: 51.4%



Average Age: 50.6

Millennial or younger: 35.2%
Gen X: 27.7%
Boomer or older: 37.1%



Ethnicity

Caucasian: 77.0%
Non-Caucasian: 23.0%



Household Income

\$237,649



Physical, Visual, Auditory or Cognitive Disability

Disability: 21.6%



Top MSAs

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



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



Average number of
expected leisure trips
in the **next two years**

TRAVELER PROFILE – LUXURY TRAVELER

Safety, comfort and a hassle-free travel journey are the most important aspects to Luxury Travelers when they travel.

“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”

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

“On my ideal trip I want to go somewhere that has opportunities to relax so I can unwind, but I also like stimulation.”

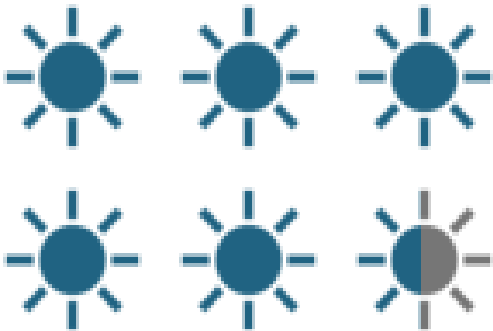
*“Safety and comfort are
most important to me
when I travel. It’s stressful
if my entire trip is not
planned in advance.”*



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

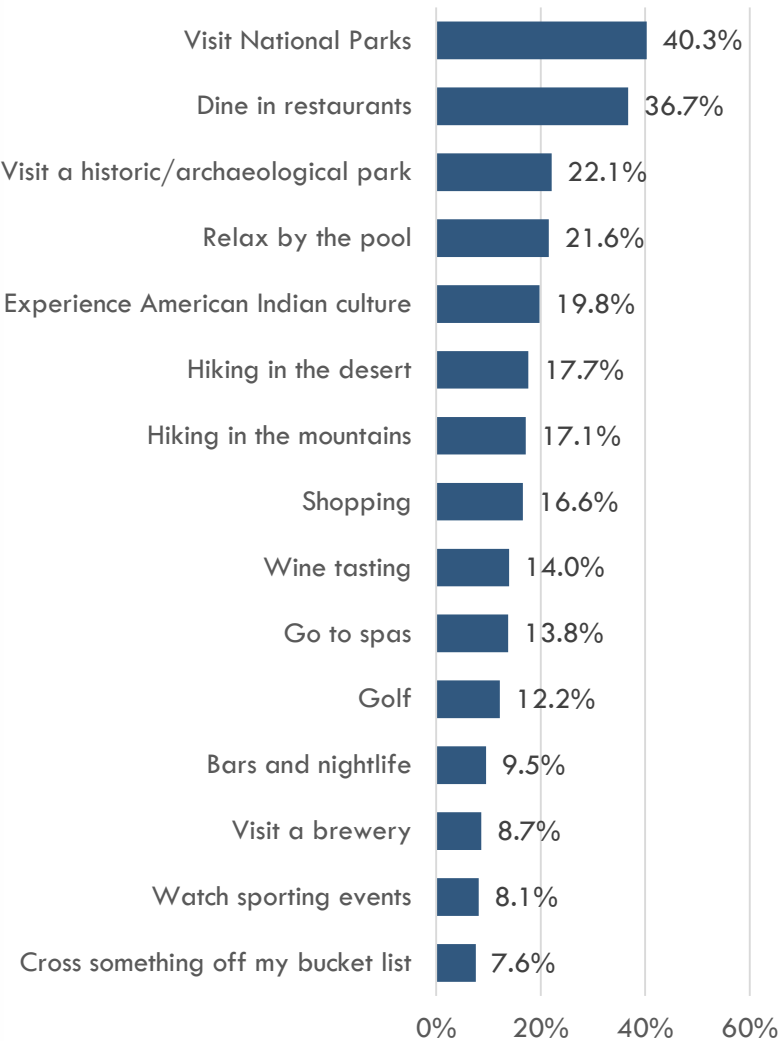
Travel Party

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



Top Arizona Activities



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.

A woman is lying down in a spa treatment room, her head resting on a blue towel. She is looking up with a relaxed expression. In the background, another person is lying down, and a small table with lit candles is visible. The room is dimly lit, creating a serene atmosphere.

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%



Marital Status

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



Average Age: 40.2

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



Ethnicity

Caucasian: 71.9%
Non-Caucasian: 28.1%



Household Income

\$126,898



Physical, Visual, Auditory or Cognitive Disability

Disability: 19.2%



Top MSAs


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



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



**Average number of
expected leisure trips
in the next two years**



*“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


TRAVELER PROFILE – SELF-CARE SEEKERS

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

SELF-CARE SEEKERS

1,401 COMPLETED SURVEYS.

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**



Gender

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



Marital Status

Married/partnered: 86.0%
Single: 9.0%
Children under 18: 100.0%



Average Age: 39.0

Millennial or younger: 60.5%
Gen X: 34.8%
Boomer or older: 4.7%



Ethnicity

Caucasian: 77.7%
Non-Caucasian: 22.3%



Household Income

\$127,685



Physical, Visual, Auditory or Cognitive Disability

Disability: 18.4%



Top MSAs

Los Angeles-Long Beach, CA	6.7%	Orlando, FL	3.5%
New York, NY-NJ	5.6%	Dallas-Fort Worth, TX	2.9%
Chicago, IL	4.2%	Houston, TX/San Francisco-Oakland, CA	2.7%



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



Average number of
expected leisure trips
in the **next two years**

TRAVELER PROFILE – WILD BUNCH

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





WILD BUNCH

1,219 COMPLETED SURVEYS.

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

KEY TAKEAWAYS

How To Market To the Wild Bunch

- 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.

The background of the slide is a photograph of several people sitting at a table, eating and using their smartphones. The image is partially covered by a semi-transparent teal overlay on the left side, which contains the text. The people are seen from the chest up, and their hands are visible holding the phones. The food on the plates is blurred, focusing attention on the people and their devices.

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%



Marital Status

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



Average Age: 45.5

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



Ethnicity

Caucasian: 75.8%
Non-Caucasian: 24.2%



Household Income

\$129,046



Physical, Visual, Auditory or Cognitive Disability

Disability: 17.4%



Top MSAs

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



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



**Average number of
expected leisure trips
in the next two years**

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.

MARKETING ARIZONA – FOODIES WITHOUT PRETENSE

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



FOODIES WITHOUT PRETENSE

2,432 COMPLETED SURVEYS.

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

KEY TAKEAWAYS

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.

A photograph of a modern, single-story building with a light-colored, textured stucco finish. The building features a prominent wooden pergola structure on its right side, made of thick, dark logs. In the foreground, there are several large Saguaro cacti, including one with two arms and another with three arms. A low, rounded cactus is in the bottom left corner. The ground is covered in gravel and some small plants. The sky is a clear, deep blue, suggesting dusk or dawn. The overall aesthetic is modern and desert-themed.

ARIZONA DESTINATION BRAND

TOP ARIZONA ASSOCIATIONS

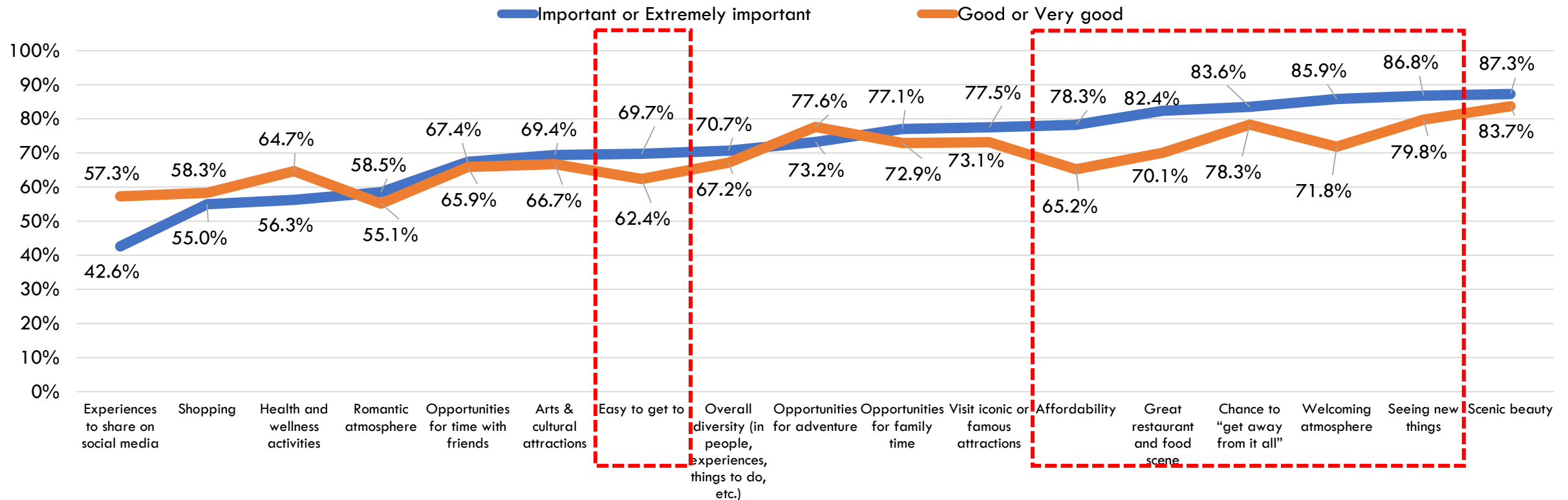


Question: Briefly describe what (if anything) about Arizona makes you want to visit there. Even if you are unfamiliar with Arizona, answer based on your current perceptions.
Base: All persona respondents. 2,202 completed surveys.

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

GCOT PERSONA CONTENT & MARKETING STRATEGY

ARIZONA
THE GRAND CANYON STATE

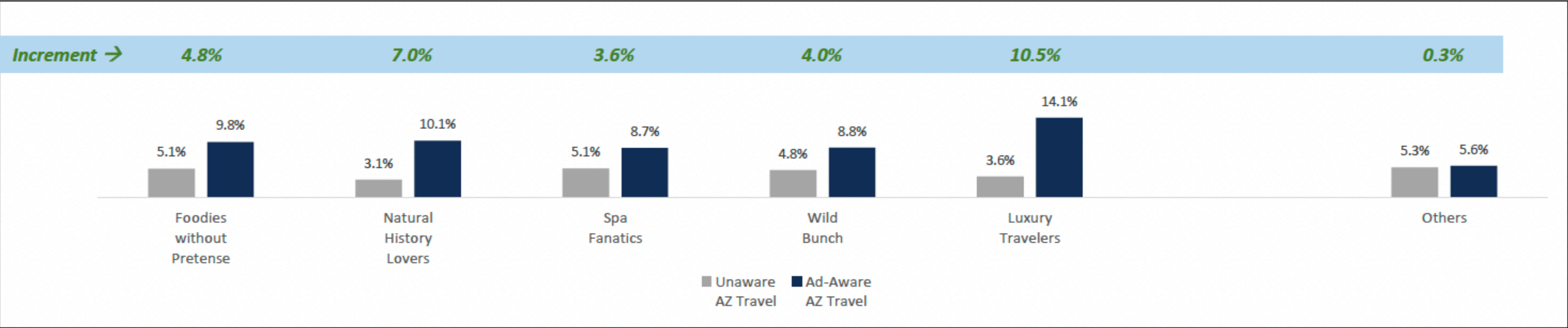




BENEFITS OF MARKETING SEGMENTATION

- 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



	Foodies without Pretense	Natural History Lovers	Spa Fanatics	Wild Bunch	Luxury Travelers		Others
Traveling HHs	21,479,052	14,245,133	23,353,679	17,296,471	3,139,746		54,217,456
Ad Awareness	62%	62%	65%	62%	59%		30%
Ad-Aware HHs	13,253,746	8,803,036	15,245,353	10,671,886	1,857,720		16,377,281
Incremental Travel	4.8%	7.0%	3.6%	4.0%	10.5%		0.3%
Incremental Traveling HHs	630,461	614,667	556,357	423,454	195,042		45,382

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.

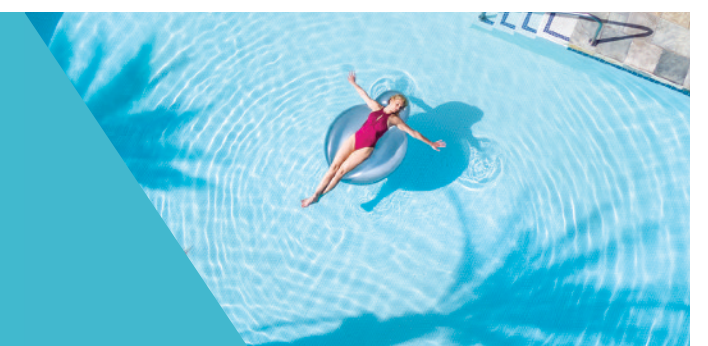
Natural History Lovers



Luxury Travelers



Self-Care Seekers



Wild Bunch



Foodies without Pretense





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**?

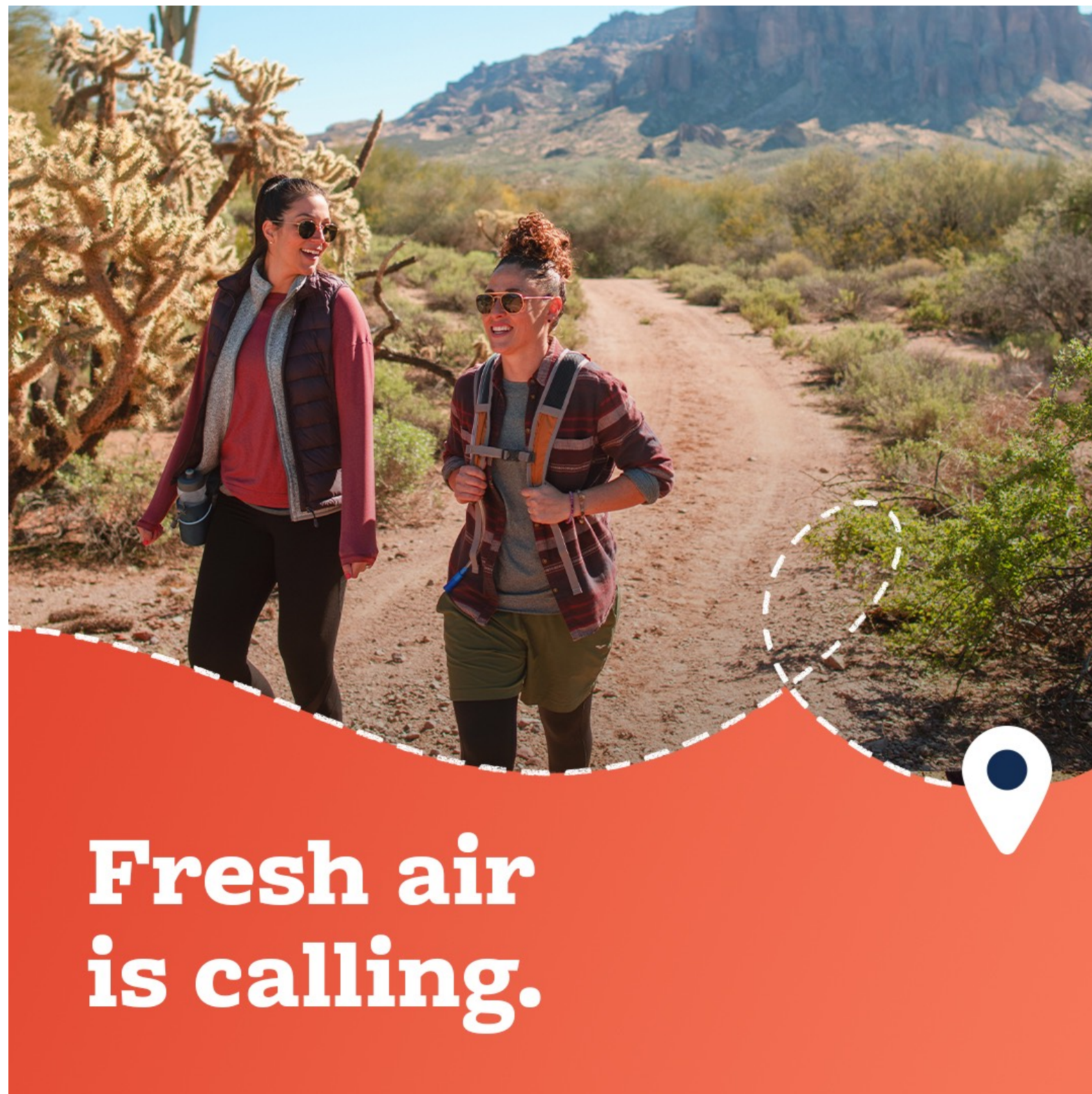
A full-page background image featuring a person standing on a large, layered rock formation. The rock is a light tan color with distinct horizontal strata. The person is small in comparison to the rock, wearing a dark jacket and light-colored pants. The sky is a clear, vibrant blue. In the foreground, there are some green bushes on the left and some trees on the right. The overall scene is bright and clear, suggesting a sunny day.

STEP 1

BUILD CONTENT TAILORED TO EACH PERSONA

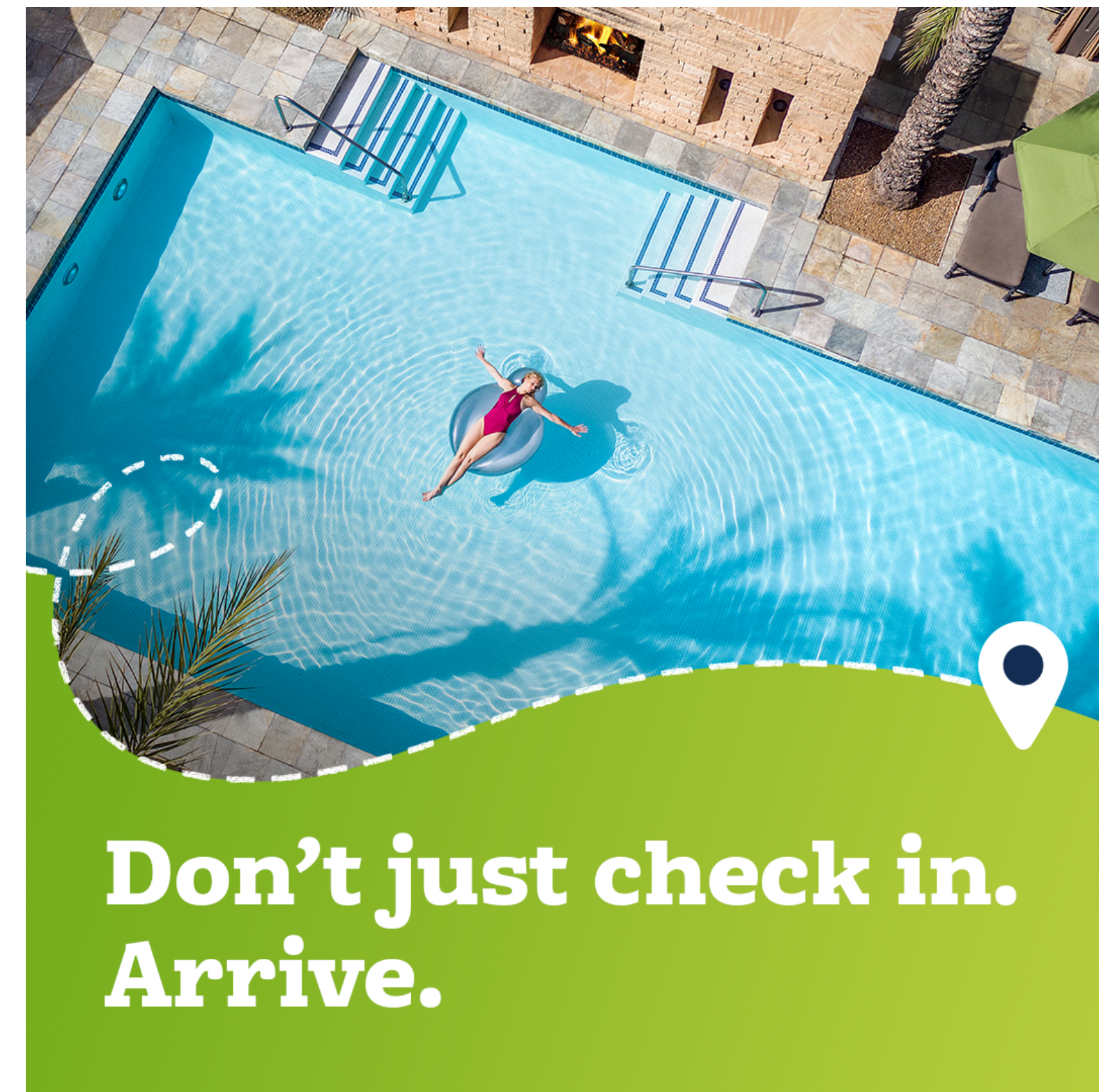
NATURAL HISTORY LOVERS

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



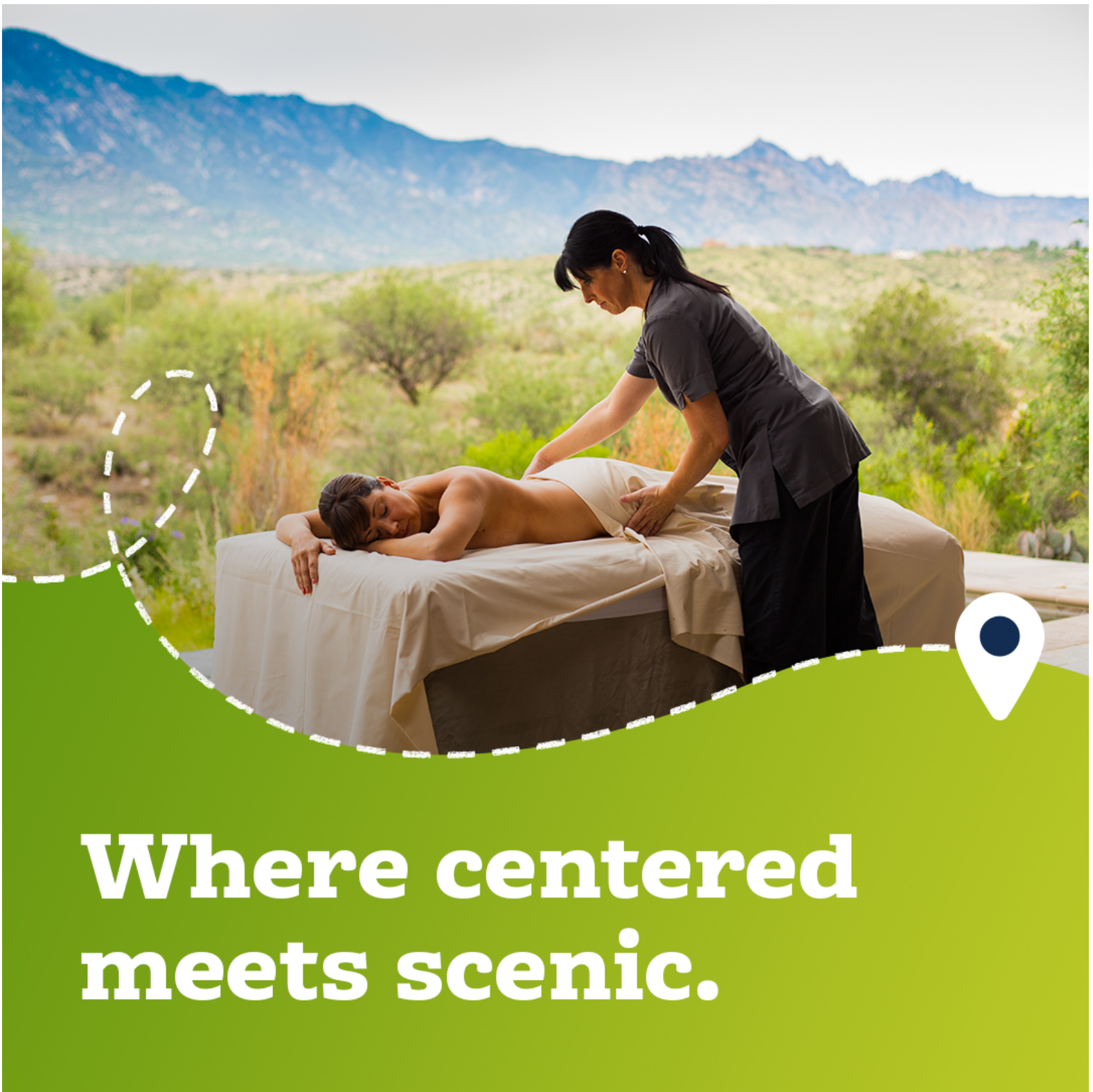
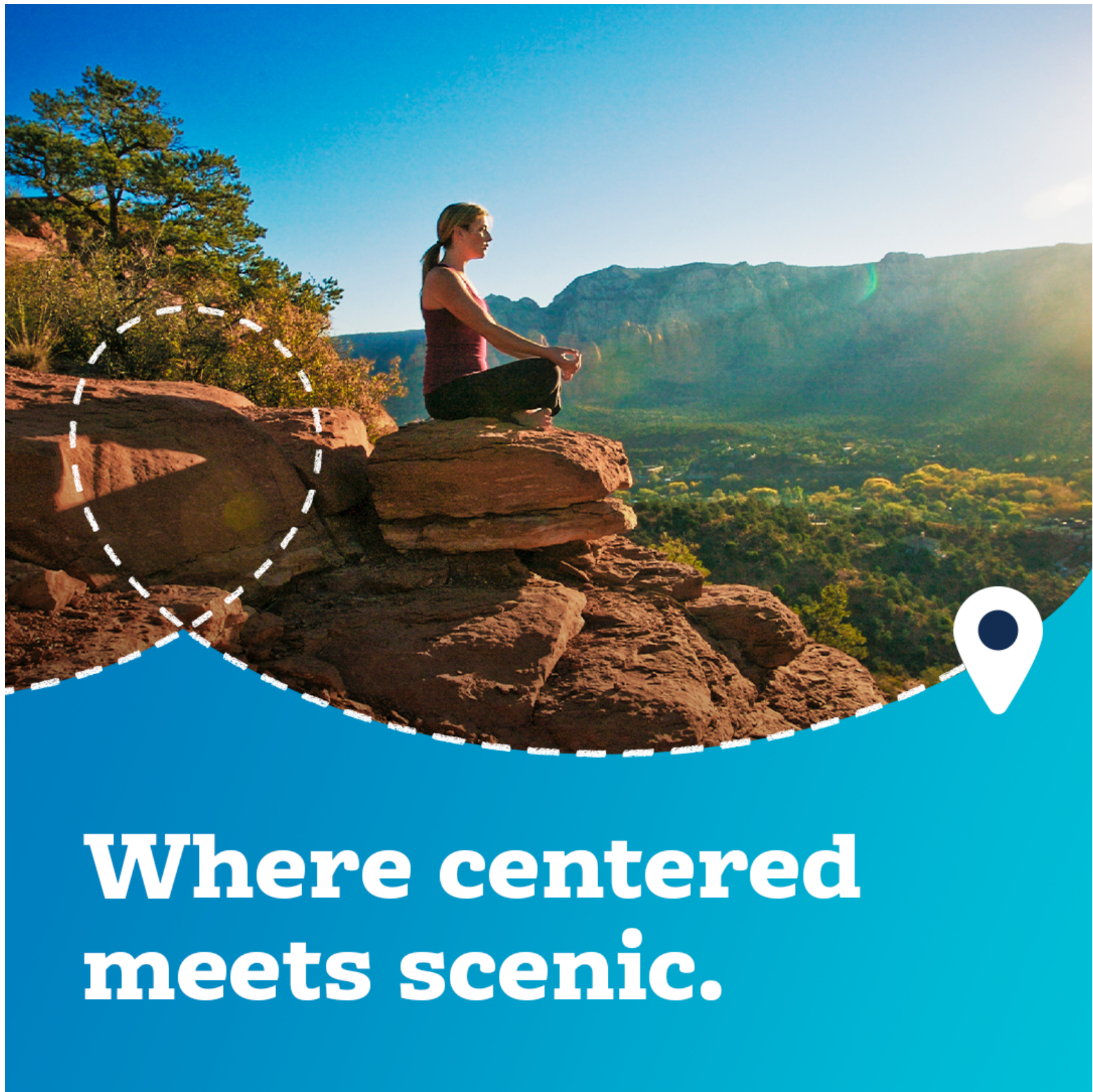
LUXURY TRAVELERS

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



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.



**Foodie.
Not fancy.**



**Far from everything.
Including ordinary.**

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.

PROCESS: THE OPPOSITE OF SET IT & FORGET IT

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



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...

X

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B



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...

X

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

Creative	Impressions	Clicks	Click Rate	%+- Flight #1
A - An exceptional pairing.	18,989	298	1.57%	0.38%
B - Don't just check in. Arrive.	3,141	20	0.64%	-0.20%

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

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

A

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B

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A

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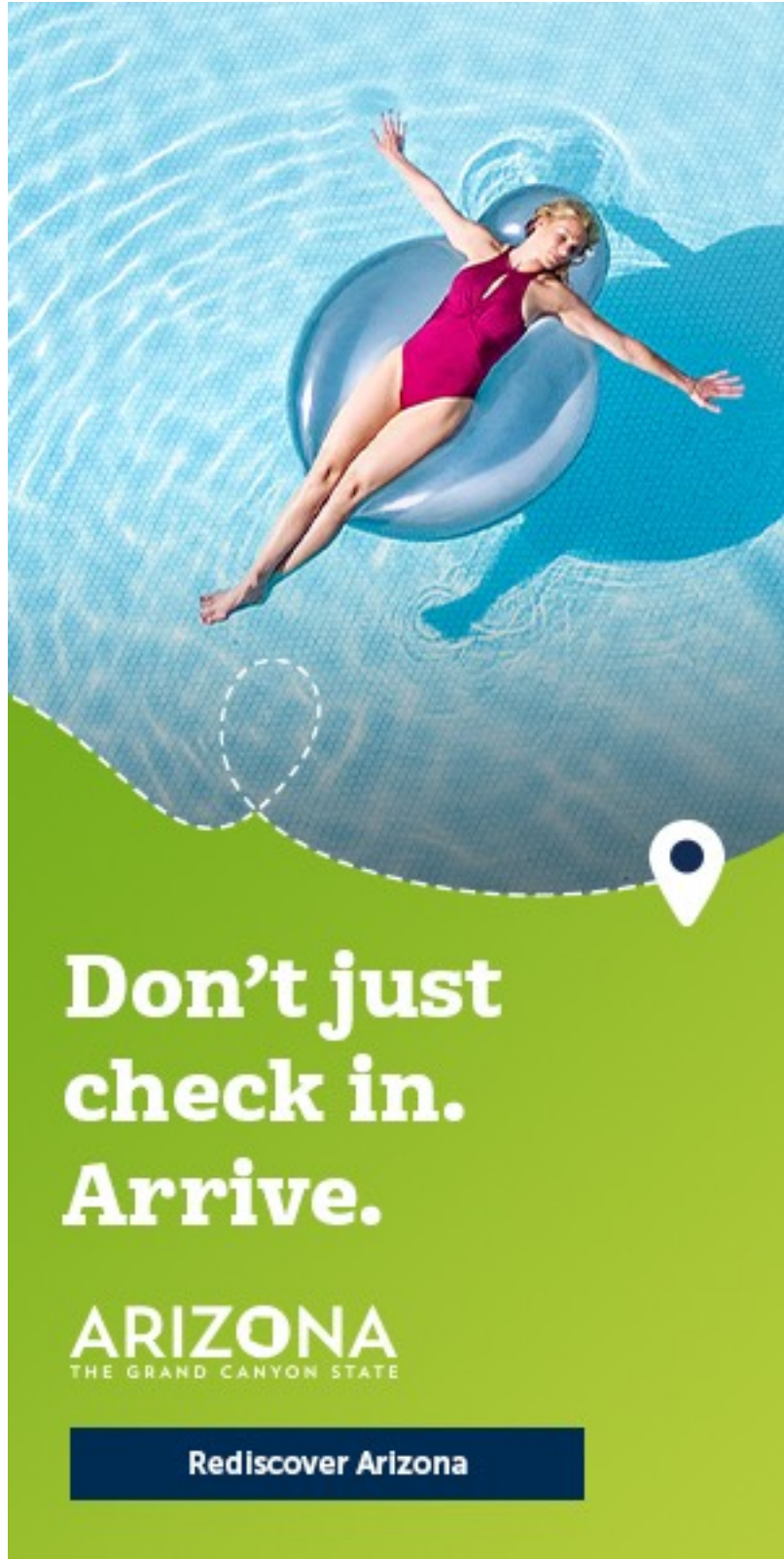
Learn more

PROGRAMMATIC A/B TEST

A



B



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

Creative	Impressions	Clicks	Click Rate	%+- Flight #1
A - An exceptional pairing.	365,792	525	0.14%	-0.04%
B - Don't just check in. Arrive.	587,264	865	0.15%	-0.03%

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.*

ARIZONA
THE GRAND CANYON STATE



OFF
MADISON
AVE

THANK YOU

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

3

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.

Takeaways

4

Build to suit

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.