



2023 ARIZONA GOVERNOR'S
CONFERENCE ON TOURISM

ARIZONA
OFFICE OF TOURISM

FY24 AOT Marketing Cooperative Program

The Session is open to DMOs, Tribes & Statewide Tourism Associations only.

The guidelines, application/affidavit instructions, 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**
- Or use your smart phone to **scan the QR code** that links directly to the dedicated page
- If joining us by phone, please use the **Q&A** feature at the bottom of your screen to submit your questions.





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Cooperative Program

Purpose

The Arizona Office of Tourism is committed to supporting state-wide tourism and assisting the state's rural communities, regional partnerships and tribal nations in these efforts.

The cooperative marketing program provides partners viable options that fit within their needs and available budgets, including:

- Access to integrated marketing opportunities
- Research
- Branding opportunities
- Access to valuable tools to support tourism efforts

Through this campaign, approved DMOs can access integrated marketing opportunities and receive advertising rates subsidized at 50% of cost.

FY24 Goals & Objectives

Strategic Goals

- Increase visitation
- Increase 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 that benefit AZ communities



Program Details

Net Rate & Billing

- Participants pay 50% of the net rate of selections and AOT pays the other half. So, if a participant spends \$20,000, AOT will match \$20,000 = \$40,000 in total purchases
- Participants spend cannot exceed \$50,000
- Participants work directly with the publishers. AOT will only intervene if there are issues with the publisher

Online Selection Form

- Program offerings are available for review and selection via an online selection form found here: <https://www.aotrurmarketing.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 Details

Affidavit

- A fully-executed Designation of Destination Marketing Organization Affidavit is required by September 1, 2023, and an official action must be in effect by **July 1, 2023**.
- If a current affidavit is on file with AOT, another one does not need to be submitted.

Application

- A completed and signed application must be submitted via a [Google Form application](#)
- The affidavit, application and selection sheet form can be found on tourism.az.gov, Advertising & Branding, Rural Marketing Co-op Program

Program Updates

- A name change – the program is now called the AOT Cooperative Marketing Program.
- The program spend is back to \$50,000 – pre-pandemic spend cap
- The closing date for submission of materials is **July 24, 2023**
- DMOs who have a current affidavit on file with AOT **DO NOT** have to submit a new affidavit. Affidavits only need to be resubmitted if DMO status changes
- Those who want to participate in AOT programs must have a DMO designation affidavit on file with AOT by September 1, 2023, and an official action must be in effect by July 1, 2023
- Counties with less than 3,000,000 residents are now eligible to participate in the program.
- Welcome Pima County!



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Am I Eligible?

Program Eligibility

Who is Eligible?

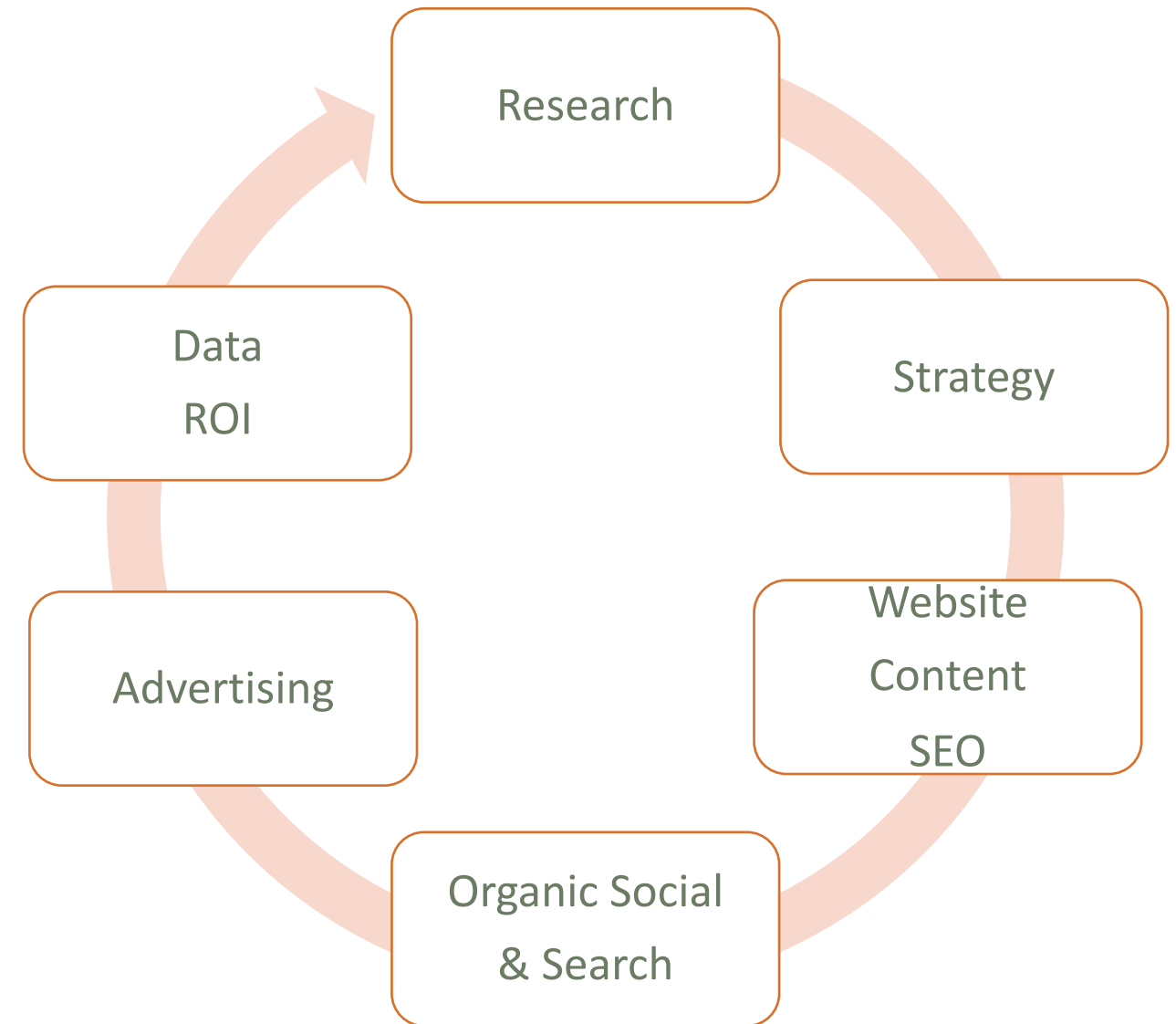
- Arizona DMOs, Tribal Entities, Regional Partnerships, Statewide Tourism Associations
- A **DMO** is defined as an incorporated not-for-profit 501(c)3 or 501(c)6 organization or governmental unit that is responsible for tourism promotion and marketing of a destination on a year-round basis and located in counties **with less than 3,000,000 residents as determined by the 2020 Decennial Census.**
- **A Tribal Entity** who wishes to market existing tourism attractions and tourism facilities
- **An Arizona-based Regional Partnership** which consists of a minimum of three (3) DMOs that promote a minimum of three (3) communities as a single regional tourist destination.
- **Only one regional partnership can participate per region.**
- Each regional participant must be the designated DMO for its respective community. Regional partnerships must have a tourism website or microsite that promotes each regional participant in an equitable manner.
- **An Arizona-based statewide tourism association** that represents entities that rely on tourism-related business for a majority and/or more than 50% of their income
- All eligible participants must have a tourism website or microsite, fulfillment piece, and a social media presence for the applicant or regional partnership



Am I Ready?

Where is my destination right now?

- Determine your needs and constraints (e.g., budget, bandwidth, time)
- Start/continue to build the foundation.
- Play the long game
- Keep going!



Start where you are.

Crawl

Walk

Run

Research

- Location data
- Visitor data
- Economic Impact studies

Strategy

- Strategic planning
- Branding

Content

- Website
- Content
- SEO
- Newsletter

Organic

- Social Media channels
- Organic search

Advertising

- Marketing plans
- Media Plans
- Testing

Measurement

- ROI
- Optimizations



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How to be
successful.

Rules of Engagement

By committing to this program, you are agreeing to the following:

- Provide the necessary assets to fulfill your commitment on time.
- Sign contracts with publishers and execute each program as stated in your submission.
- Communicate any issues or changes to AOT for approval prior to implementing any changes to the approved program.
- Work directly with publishers on billing in a timely manner.
- Your attention to these components is required. Future eligibility for the program may be revoked from partners who do not follow these requirements.

Guide for co-op success



FY24 Program effectiveness

Research to provide digital performance reports to each participant.

Co-op participants should work with their selected publishers to receive regular performance reports and a wrap-up report.

Due to the specific nature of the Cooperative Marketing Cooperative, once opportunities are approved, no changes or cancelations are allowed without AOT approval and notifying OMA.

Program Submission checklist

Program Submission Checklist

- ☐ A fully-executed Designation of Destination Marketing Organization Affidavit is required by September 1, 2023*
- ☐ A completed and signed application form submitted by **July 24, 2023 by 5:00 p.m. MST**
- ☐ A completed online offerings selection sheet submitted by **July 24, 2023 by 5:00 p.m. MST**
- ☐ The affidavit, application and selection sheet form can be found on tourism.az.gov, **Advertising & Branding, Rural Marketing Co-op Program**
- ☐ ***Tribal Nations have a different Affidavit process – please contact Alix Ridgway - aridgway@tourism.az.gov**



Annual Survey Data

Co-op Annual Survey

Offerings are directly influenced by survey responses and feedback

27 complete responses

When asked what challenges the co-op can help address, respondents wrote in the following:

Additional reach

Quality ads

Leveraging ads on limited budget

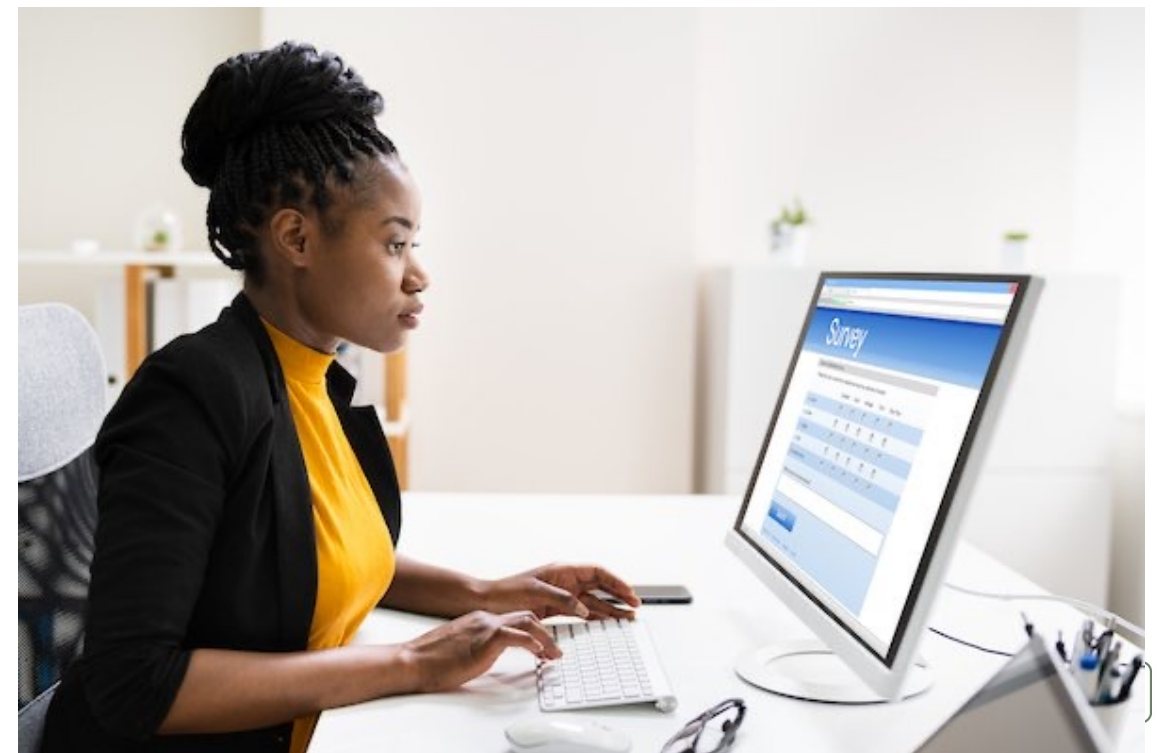
Channels with the greatest ROI

Ad options that cover a whole year or longer period-of-time

More drive market opportunities

Strategy development/assessment

Tracking/consistent performance reporting on ads

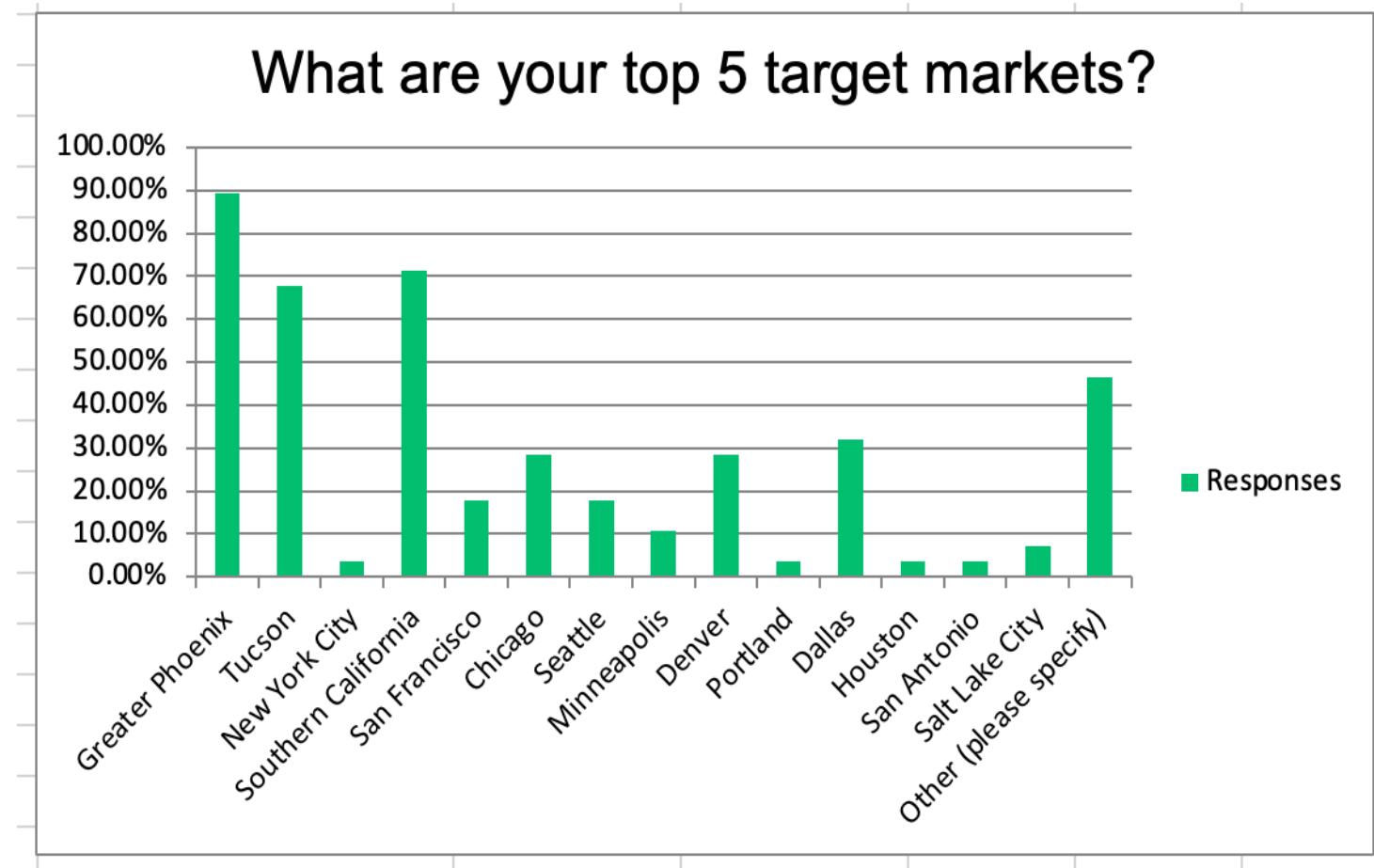


Co-op Annual Survey

Cities most DMOs are marketing to:

- Greater Phoenix (89%)
- Southern California (71%)
- Tucson (68%)

Las Vegas was the most common response for other cities DMOs are marketing to.



Co-op Annual Survey

Top audiences

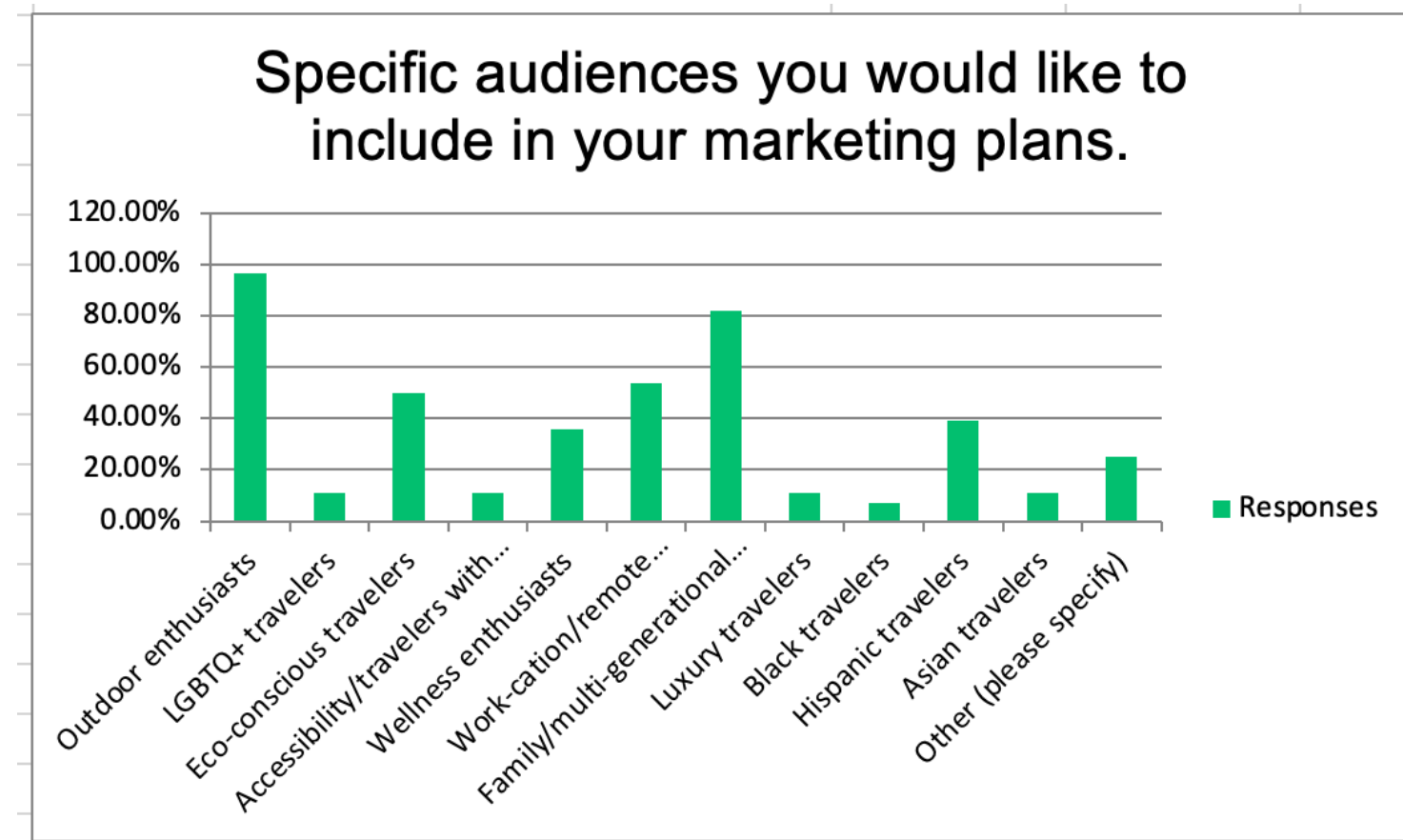
Niche audiences that respondents would most like to pursue or better understand:

Outdoor Enthusiasts (96%)

Family/Multi-generational travelers (82%)

Work-cation/remote workers (53%)

Eco-conscious travelers (50%)



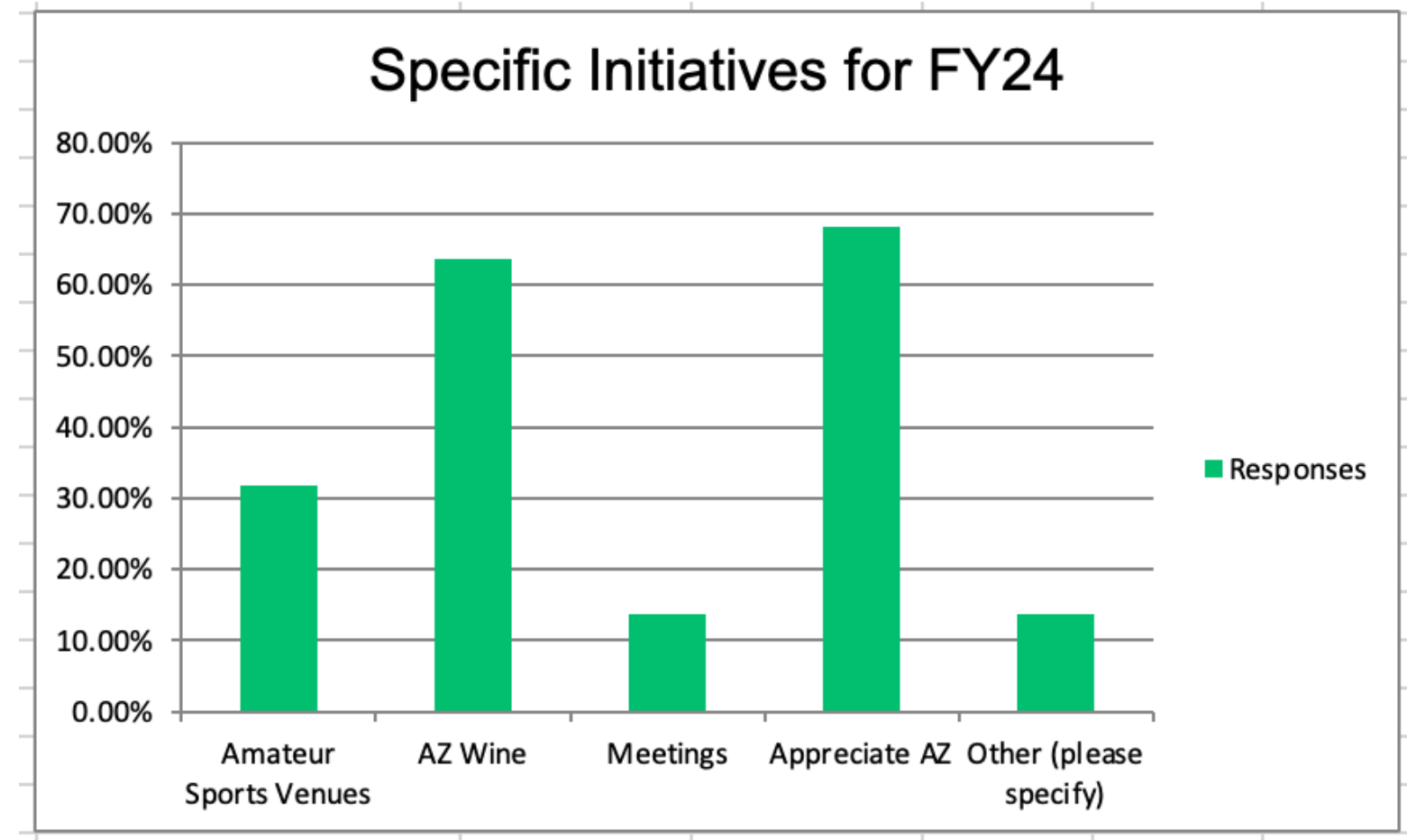
Co-op Annual Survey

Specific Initiatives for FY24:

Appreciate AZ/Sustainability/responsible travelers (68%)

Arizona Wine (64%)

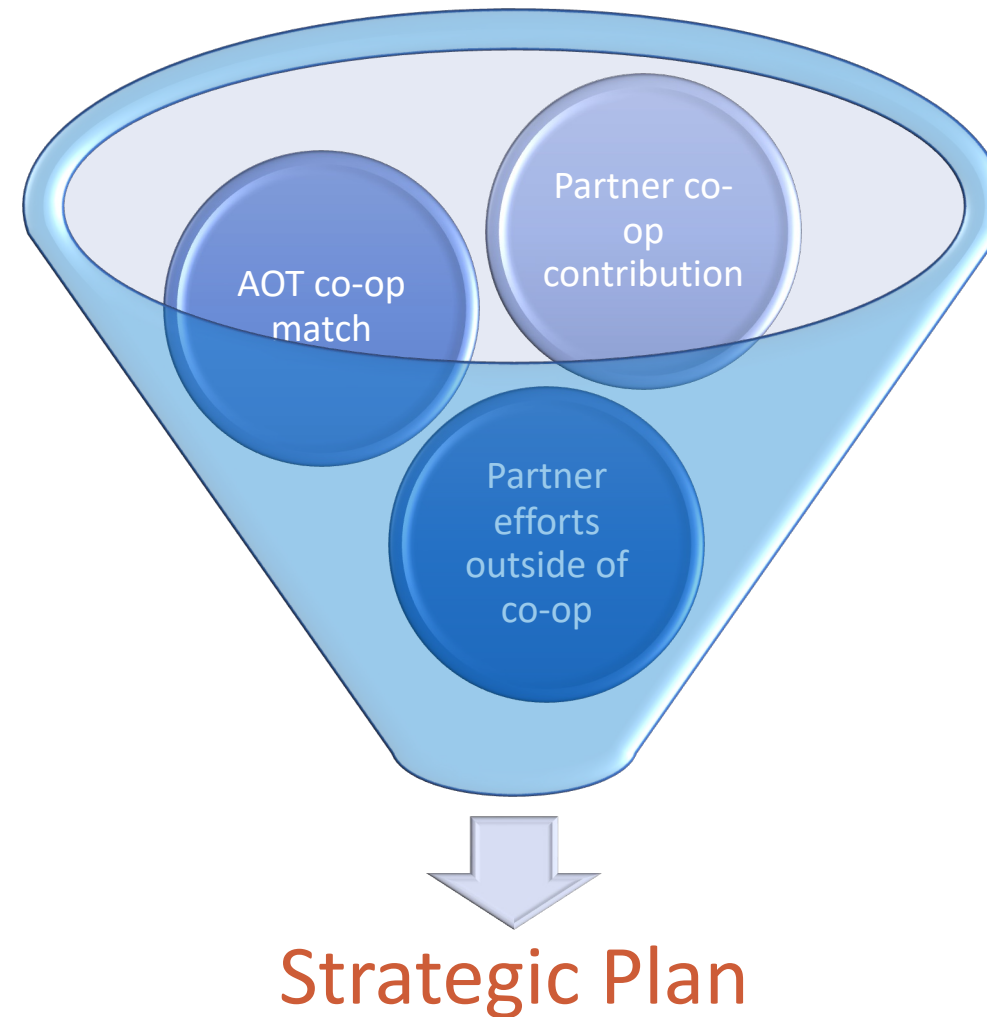
Sports travel (32%)





FY24 Program

The Cooperative Marketing opportunities are offered to support your existing efforts and align with your overall marketing strategy



FY24 program overview

Targeting	Arizona & Regional Markets International
Timing	September 1, 2023 through August 31, 2024
Audiences	Adults 35-64 HHI of \$50K+ with an emphasis on \$75K+ AOT High Value Target Personas

High Value Personas



NATURAL HISTORY LOVERS



SELF-CARE SEEKERS



FOODIES WITHOUT PRETENSE



LUXURY TRAVELERS



WILD BUNCH

FY24 updates

- The maximum budget per partner will be \$50,000 for this year.
- A Custom Products Section has been added to assist with various Marketing services. The maximum match will be \$5,000.
- Digital and OOH Vendors have been sorted by service offering, opposed to publisher name.
- In accordance with the program guidelines, AOT requires that our brand mark accompany the partner's logo on all partner placements, where there is room, and on all partner website homepage.
- Approval of new creative by AOT is required in order to receive your matching funds.



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Review of offerings

Research Offerings

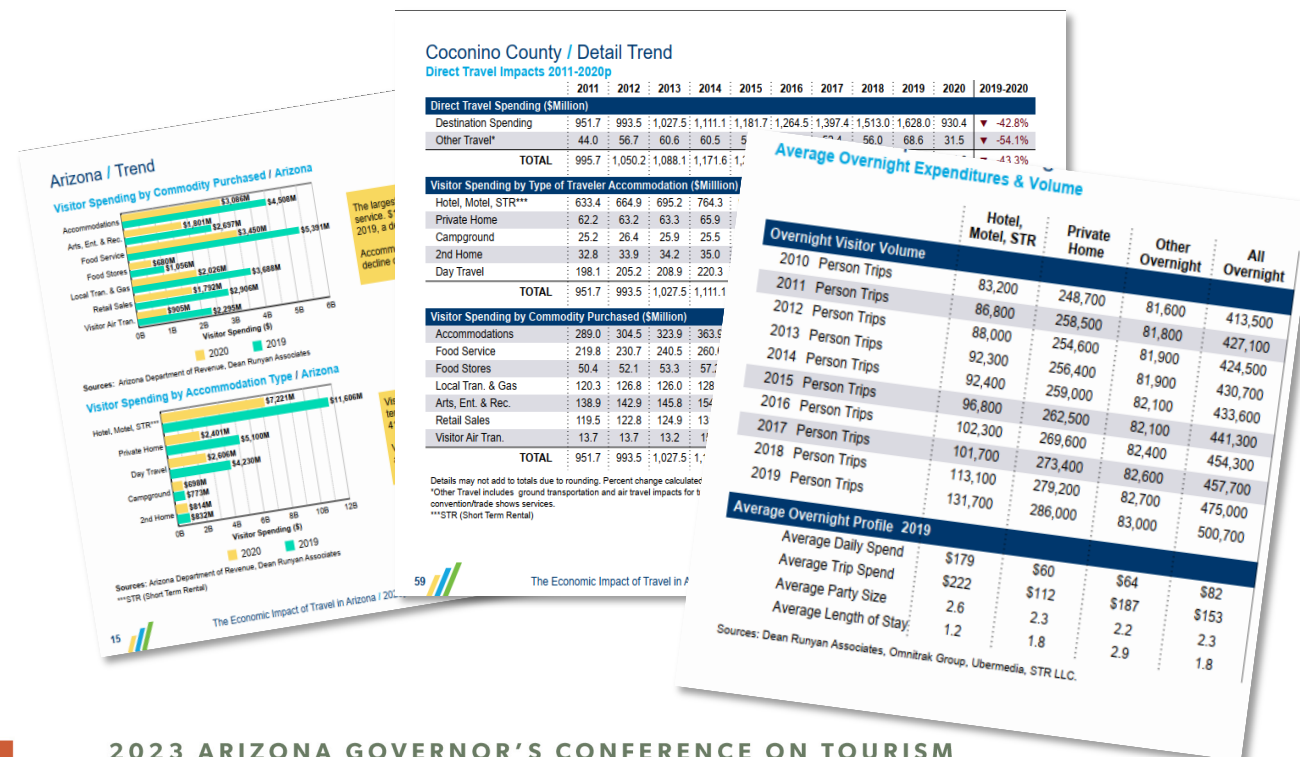
Economic Impact Reports - Dean Runyon - This offering allows partners to commission a custom economic impact report that is specific to your destination and uses the same methodology as the state data that AOT reports.

Location Data - Near: Leverage human movement data to understand visitor behavior, make more strategic decisions and advertise to specific visitor segments

Economic impact reports

- Total Travel Spending
- Jobs
- Earnings
- Tax Revenue

- Spending breakouts by:
- Accommodation Type
- Hotel/short-term rental guests
- Campers
- Day travelers
- Private home (friends & relatives)
- Vacation home (2nd home)
- Commodity Purchased
- Accommodations
- Retail
- Dining, etc.

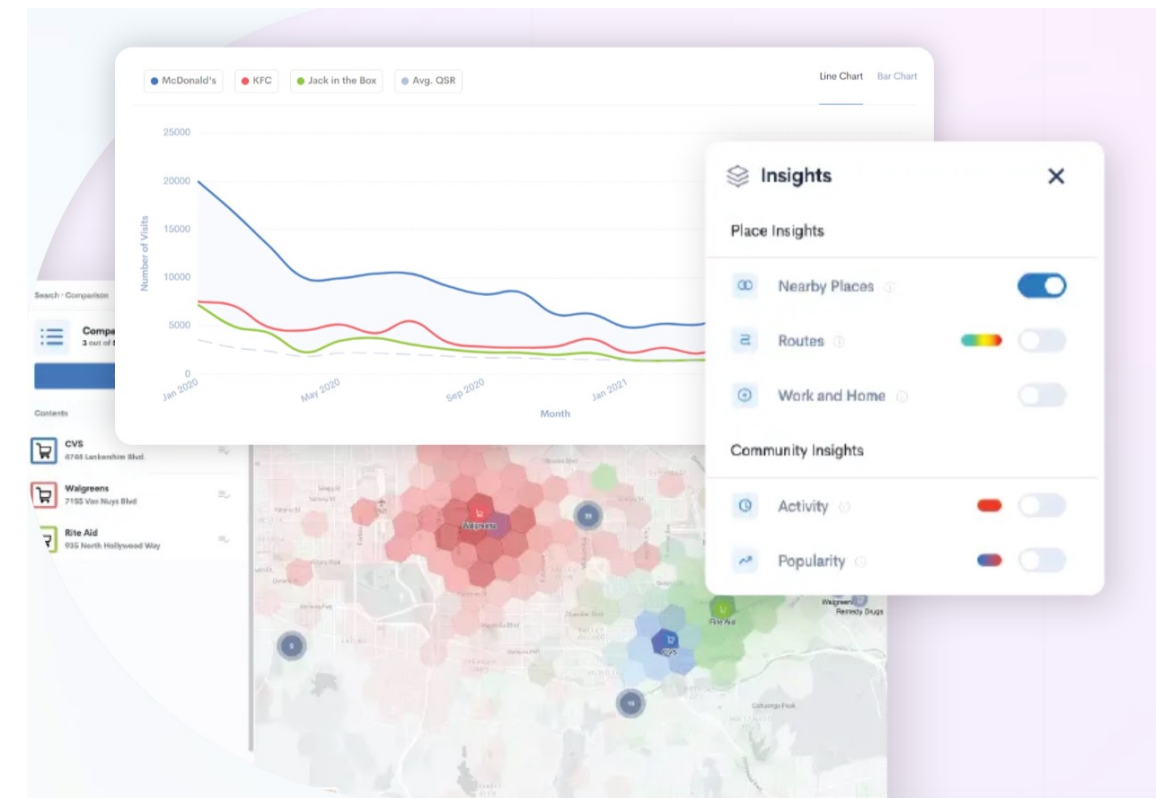


Near mobile location data research

Leverage human movement data to understand visitor behavior, make more strategic decisions and advertise to specific visitor segments

An online platform to easily monitor visitation trends and share reports with community stakeholders.

Total pricing for rural destinations varies per population size.



Branding & Strategy

Strategic Planning - Coraggio Group: Meet with experts to work through Strategic Planning, Growth Strategy, Market Research, etc.

Brand Development - Local First: Assistance with various phases of community brand development, graphic design, and community promotion.

Online Community Profile – Local First: Develop an online community profile housed at ruralaz.com that captures lifestyle, history, arts & culture, outdoor attractions, dining, and lodging

Integrated Marketing Stack – Madden – Build a marketing strategy using a foundational stack of media strategies.

Search Engine Optimization (SEO) - Madden: Search engine optimization (SEO), is the foundation to every website, and should be the foundation to every good marketing plan.

Coraggio Group

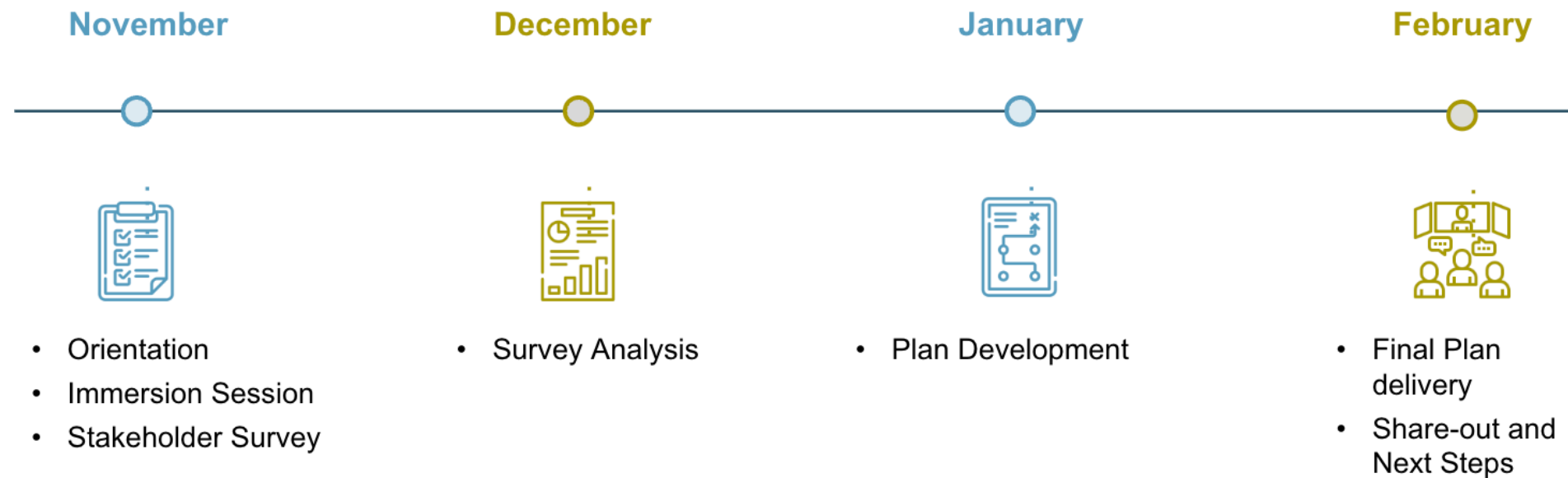
Overview: The Destination Strategic Planning Cohort program is an intensive, facilitated process that delivers a detailed and comprehensive recovery plan for a destination, including specific ways to track recovery stages, consider new options, and form actionable strategies.

Participating destinations will work together with a cohort of other destinations to foster collaborative learning via a series of facilitated online workshops. Each destination will also be assigned a consultant coach who will work with them between workshops to ensure they stay on track through the planning process.

Get Clear. Get Focused. Get Moving.TM

Coraggio Group

Project Timeline



Coraggio Group

Straight-forward, streamlined strategy framework



Vision

What is the ideal future state we are trying to create for our destination?



Areas of Focus (3)

What must be accomplished over the planning horizon?



Mission

What is our purpose as an organization?



Success Measures (6)

How will we measure success?



Position

What unique & sustainable value do we deliver as a destination?



Strategic Actions (9)

What collective actions do we need to take that are transformative in nature?

Coraggio Group

Gila Valley Tourism Strategic Plan Strategic Direction 2022-2024



Vision A place that transforms the heart through the wonder of nature, the adventure of exploration and the spirit of community.	Mission Through consistent marketing and responsible destination development, we set the expectation of what the Gila Valley experience is all about in a purposeful and unified way.	Position Gila Valley is the ideal destination for travelers who want: <ul style="list-style-type: none"> • Unspoiled, rugged, and exclusive access to nature and outdoor recreation. • Abundant geological diversity with access to seven different ecological zones. • An unequalled connection to the cosmos through <u>breath taking</u> night skies, world-renowned telescopes and science experiences. • A multitude of engaging, family friendly events with unique culinary experiences. • A friendly small town community vibe.
Focus Area Expand and amplify the Gila Valley brand.	Success Measures <ul style="list-style-type: none"> • Improved Brand Recall/Awareness • Increased Weekend Occupancy 	Strategic Actions <ul style="list-style-type: none"> • Develop itineraries that support weekend occupancy increase • Improve social media and web presence • Finalize experience/asset inventory, then promote tourism asset map
Focus Area Develop, strengthen and further engage strategic partnerships.	Success Measures <ul style="list-style-type: none"> • Net gain in y/y formal partnerships • Increased participation/retention in cooperative marketing opportunities 	Strategic Actions <ul style="list-style-type: none"> • Define formal partnership criteria and identify new partnerships that meet those criteria. • Convene an annual industry event (AKA: Gila Valley Tourism Conference) to help align stakeholders • Deepen cooperative partnership with AOT
Focus Area Support the improvement of tourism products, assets and experiences.	Success Measures <ul style="list-style-type: none"> • Year over year increase in number of improvements • Improved industry perception of tourism assets and experiences. 	Strategic Actions <ul style="list-style-type: none"> • Develop asset assessment tool, implement assessment process • Develop and implement a program that incentivizes improvements and new experience development • Identify funding streams that support tourism businesses' efforts to make improvements

Local first Arizona - brand development

Strategic Marketing Elements to support communities in differentiating themselves as tourist destinations

- Branding
- Visual marketing identity
- Logo and Brand Standards guidebooks
- Community profiles



Content Development

Content Development - Madden: Build rich stories and content focused on your destination to inspire and engage potential travelers.

Content Marketing - Herman Global – Content platform designed to help travelers increase their positive impact on rural destinations and connect with local communities that are uncrowded, lesser known, and undiscovered

Digital + Content Marketing Strategy - Casual Astronaut: These programs help destinations create quality content that connects with travelers

Travel Passport - Bandwango: a travel technology platform that empowers DMOs to offer dynamically curated, digitally delivered access to places and experiences for both visitors and locals to enjoy.

Website Design/Maintenance – Go Travel Sites: Offering a fully featured website with an integrated front-end CMS for updates, content production services, and real-time customer service.



— Additional offerings

Crowdriff

Overview: The CrowdRiff program will allow co-op partners to effectively discover and activate the most engaging visual content from the social web, while inspiring conversations around their brand. This will allow partners to increase their overall social and digital efficiency, activate their brand across seasons, and deliver real-time content through every marketing channel.

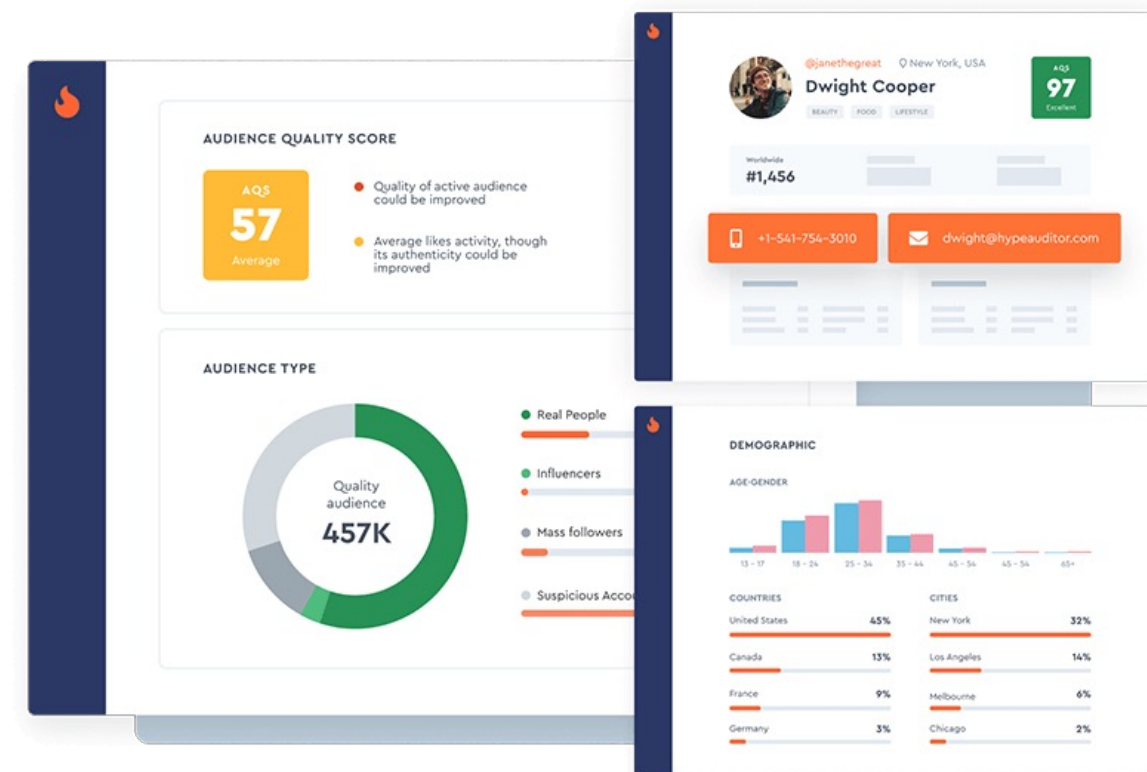
- Intelligent Social Content
- Photo and Video Uploading, 100 GB of storage
- Hashtag Rights Management
- Owned and Social Photo Auto Keywording
- Quality Filtering + Smart Curation
- Gallery Insights & Unlimited Web Galleries
- Live Photo Wall
- Sidekick
- Training & Onboarding, Phone & Email Support, Implementation Support, Dedicated Account Manager





HypeAuditor

A tool that allows customers to pull reports on various social media accounts as a part of influencer marketing campaigns. The reports provide insight into potential influencers to help communities make informed decisions.





Enhance Accessibility + Differentiate Your Destination



Training, certification, and ongoing support from a credible source



DMOs/CVBs can **champion a destination-wide certification**



This **growing market** of autistic and sensitive travelers is looking for destinations who have options and long-term partners to ensure **sustainability**.

>> The goal is to provide a range of options for **visitors to stay and play** where they feel safe, welcomed, and can make lasting memories.



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)

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**

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.



Advertising Offerings

Advertising strategy

Target potential Arizona visitors to create preference for Arizona as a premium destination and increase visitation to communities, tribal lands and regions across Arizona.

Focus media to reach, inspire and engage target audiences through synergistic, relevant and efficient channels at key stages of travel.

Combine the efforts of co-op partners to create a cohesive story of Arizona's communities to potential visitors.

Provide affordable options for partners that expand their individual marketing campaigns.

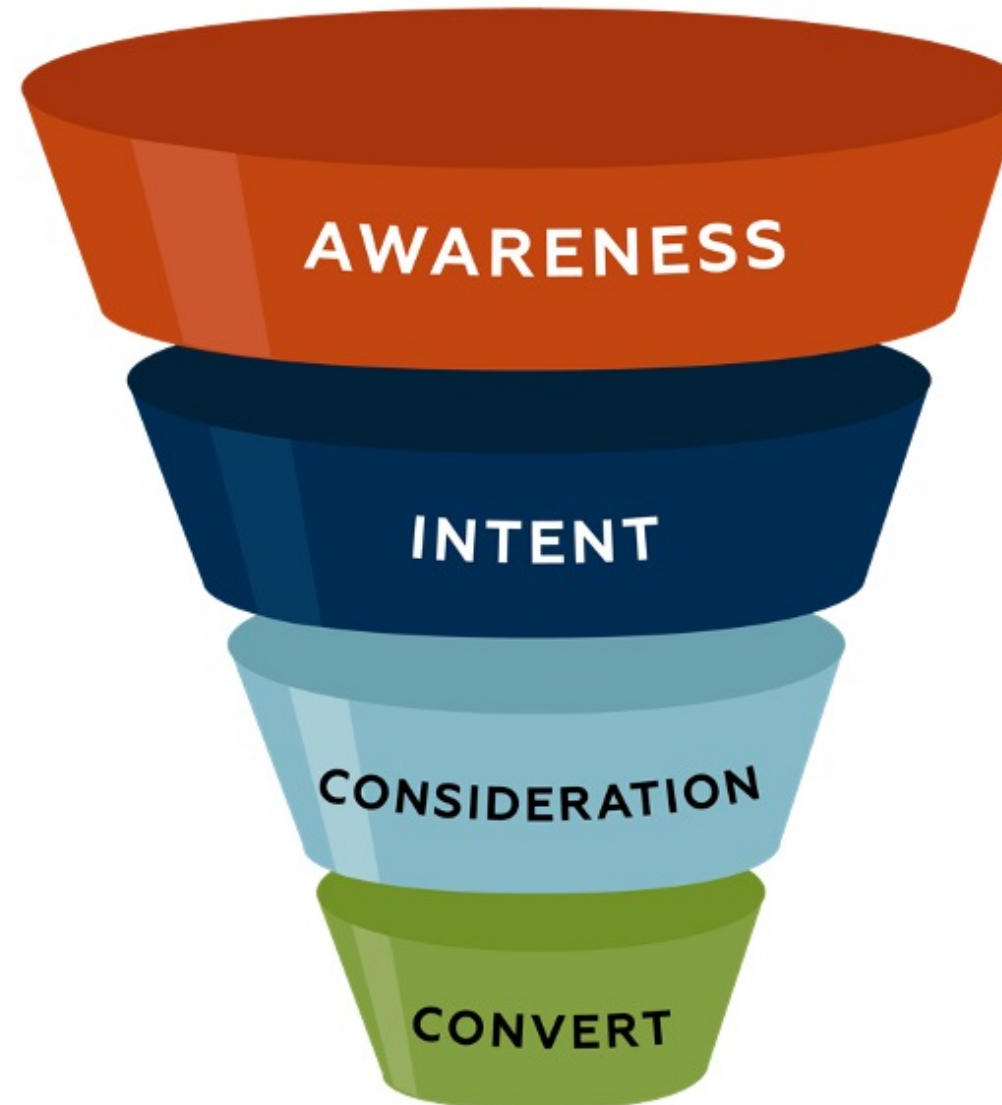
Holistic Media Plan

Build excitement and desire to experience your destination and its offerings

Intending to travel and looking at vacation destination options

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

Booking a trip to your destination



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

- Travel Focused Targeting
- Behavioral Targeting
- Search Targeting

- OTA
- Search Targeting

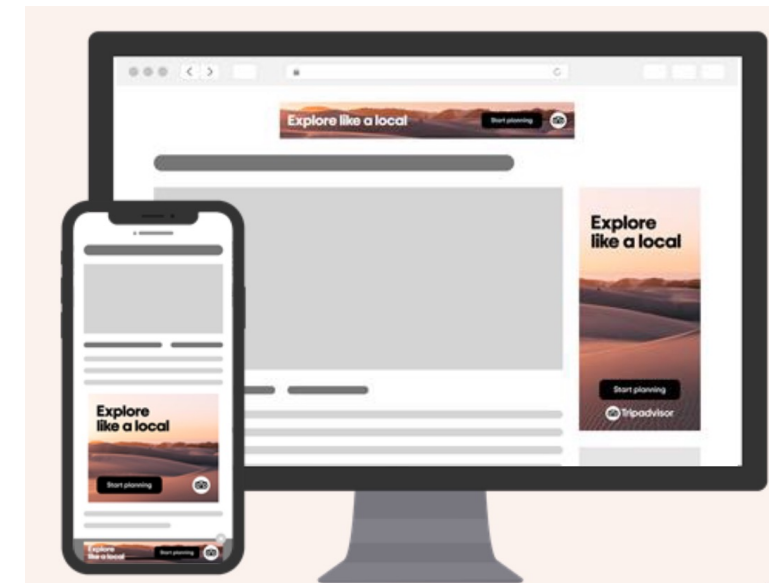
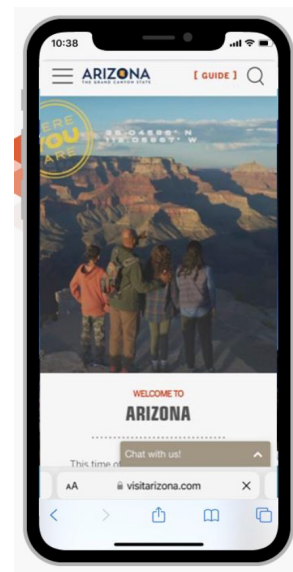
- Retargeting Banners
- Search Targeting

Digital Media

Overview: Focus advertising efforts based on audience targeting and geography to hone-in on specific target markets and reduce impression waste. Customize messaging and offerings to core target market audiences. Contextually targeted display banners on travel related sites/content.

Offerings: Emails, Digital Banners, eNewsletters, Programmatic Buys, Connected TV, Streaming Audio, Travel-endemic sites, digital video.

Digital Display: 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.



Digital Media

Native advertising is the use of paid ads that match the look, feel, and function of the media format in which they appear. Long format providing the ability to tell a longer, richer story.

Connected TV is internet-connected television where the typical delivery of content is through a device like Roku, AppleTV, etc. 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.

Streaming Audio: Message your audience while they are listening to an audio streaming service like Spotify, Pandora, iHeart, etc. using :15 or :30 audio ads.



5 Amazing Alternative Adventures in Arizona

Planning a road trip to Arizona? Here are some options for creating an alternate route in case unforeseen circumstances arise.

SPONSORED BY VISIT ARIZONA

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

Print

Overview: Advertising in magazines can be a fantastic method to reach new customers and raise brand awareness. Magazines are well-liked by both customers and businesses, and they offer a number of advertising opportunities

Offerings: Publications included will cover In-state, Drive and Target cities, Travel focused publications and Travel guides.

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



Billboards

Overview: Billboard advertising is effective for building brand awareness. This is because it broadcasts your destination to as many people as possible.

Billboards tend to have the highest number of views and impressions when compared to other marketing methods.

Offerings include Airports, Expressways, Gas Stations, and DOOH.

- **DOOH** is a Programmatic way to buy impression-based Digital screens that rotate throughout the target location.
- **Gas Station** media offers static posters or :15 TV ads, geo-targeted.



Custom Products

We realize that you may need some specialized assistance with tourism marketing services that are not part of the existing offerings, so AOT will offer a 50% match for services that you can purchase directly, up to \$5,000.00.

Services may include:

- Graphic Design
- Asset creation (copy, video, b-roll)
- Printing
- Translation
- Website
- Photography
- Video production





Trade + Media opportunities

Trade & Media sales missions

The Trade and Media team will continue to offer participation opportunities for both national and international trade and media initiatives.

Offerings this year span the US, Mexico, Germany and the UK.

Trade & Media Offerings – US

25th American Indian Tourism Conference – Oct. 2-5, 2023,
Durant, OK

Self-Registration

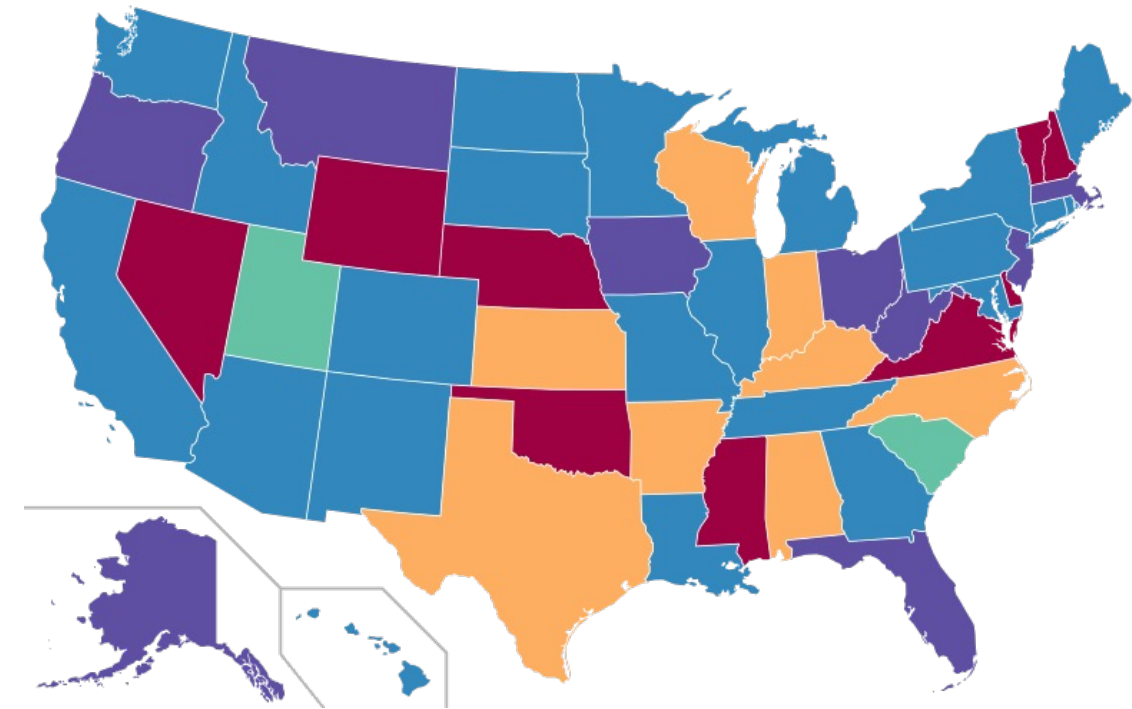
Go West Summit – Feb. 26-29, 2024, Lake Tahoe, NV

Self-Registration

Match up to \$1,500 per DMO

US Travel Association's IPW – May 3-7, 2024, Los Angeles, CA

Co-op Rate \$2,500 (cover bade and shared space at AOT booth



Trade & Media Offerings – Europe

Brand USA Travel Week UK & Europe – Oct. 16-19, 2023, London, England
Self-Registration
\$7,500 per exhibitor; \$2,000 for additional delegate
Co-op Cap on Trade \$1,500

German Trade Mission – Nov. 2023, TBD
Co-op Rate \$1,250 per DMO/1 delegate per DMO

ITB Berlin – March 5-7, 2024, Berlin, Germany
AOT Trade booth presence in 2024
Co-op Rate \$2,000 per DMO



Trade & Media Offerings – Mexico

Mexico Trade & Media Sales Mission – April 2024 tentative, Mexico City and Monterrey, Mexico

Co-op Rate \$450 for one city; \$900 for both cities





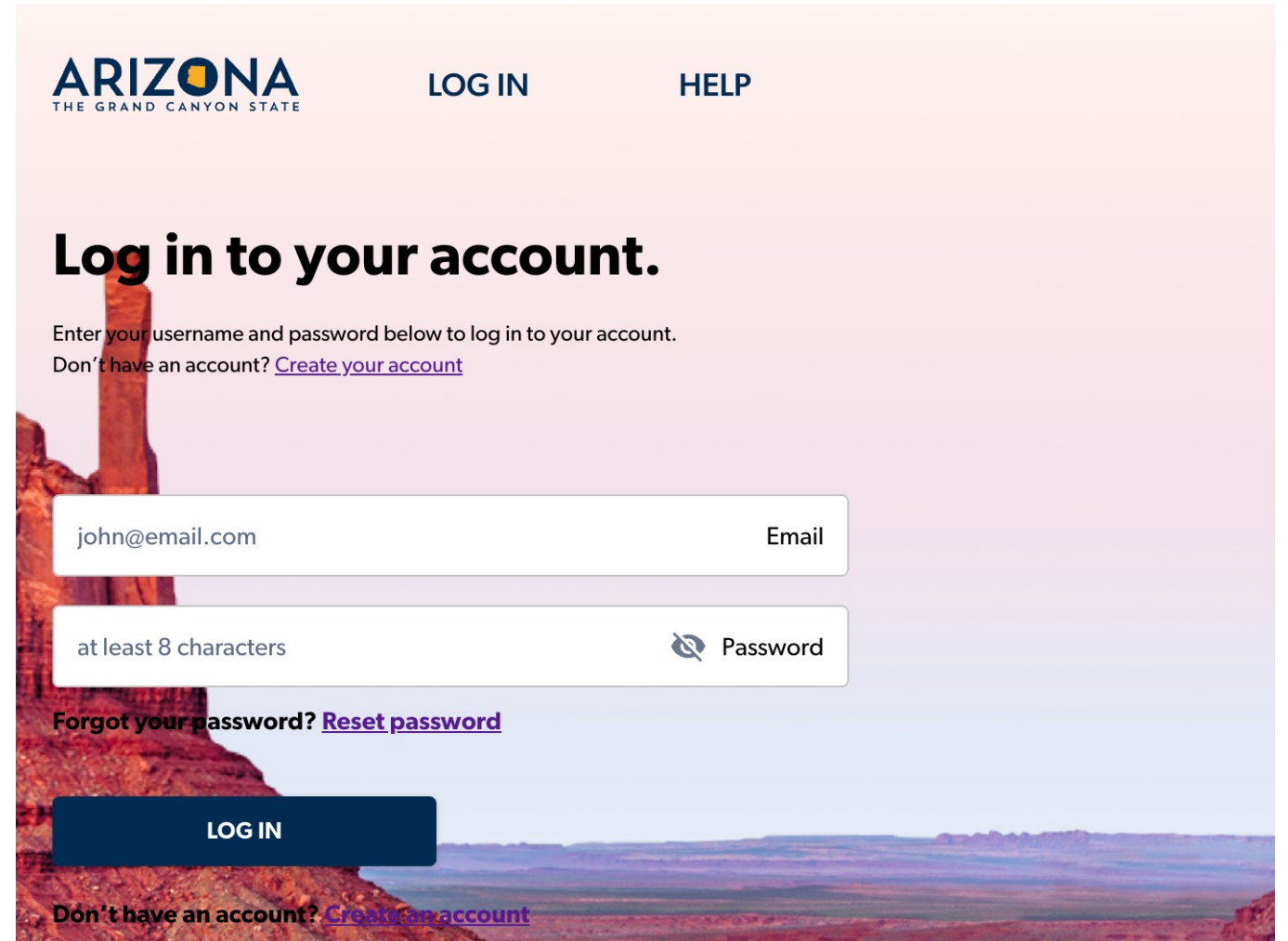
Selection Website

Online selection form

WEBSITE:

<https://www.aotruralmarketing.com/>

- Create an account
- Set your password (write it down!!)
- Create "Team"
- Set Budget
- Watch the how-to video
- Make your selections
- Submit for approval

A screenshot of the Arizona Office of Tourism's login page. The page has a light pink header with the Arizona logo (THE GRAND CANYON STATE) on the left, and 'LOG IN' and 'HELP' links on the right. The main heading is 'Log in to your account.' followed by instructions to enter username and password, and a link to 'Create your account'. Below this are two input fields: one for 'Email' containing 'john@email.com' and another for 'Password' with a strength indicator 'at least 8 characters' and a toggle icon. A 'LOG IN' button is positioned below the password field. At the bottom, there is a link to 'Reset password' and another link to 'Create an account'. The background of the page features a scenic view of the Grand Canyon.

ARIZONA
THE GRAND CANYON STATE

LOG IN HELP

Log in to your account.

Enter your username and password below to log in to your account.
Don't have an account? [Create your account](#)

john@email.com Email

at least 8 characters Password

Forgot your password? [Reset password](#)

LOG IN

Don't have an account? [Create an account](#)

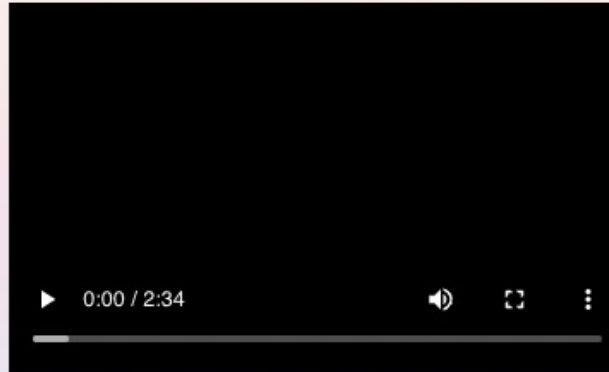
FY24 Cooperative Marketing Selection Form

The AOT Cooperative Marketing Program is administered by the Arizona Office of Tourism (AOT) for the purpose of expanding travel and tourism related activities in communities throughout Arizona.

Cooperative Marketing participants receive a 50% match from the Arizona Office of Tourism on media selections. Partners will pay half-net rate and work directly with the publishers.

Final selection results will be based on available funding, availability of each opportunity and if partner participation minimums are met.

Final submissions are due by July 28, 2023 at 5:00PM. If you have any questions, please reach out to mediainquiry@offmadisonave.com.



Select Program Year

FY24

Complete the steps below to build your media plan.

Select among the offerings below.

1 Digital Media

2 Print Media

3 Billboards

4 Additional Offerings

5 Custom Products

6 Review & Submit

Step 1: Select your Digital Media options

[SKIP DIGITAL MEDIA >](#)

OMA Team

Max Budget: \$50,000

Max budget AOT will match is \$50,000

Digital Media

Content Marketing - Herrmann Global /Visit USA Parks: \$13,500 X

Digital Display - Sojern : \$3,000 X

Content Marketing - Herrmann Global /Visit USA Parks: \$4,000 X

Digital Display - Sojern : \$7,500 X

Print Media

Southern Trails Auto Tour Brochure: \$1,000 X

Southern Trails Auto Tour Brochure: \$1,000 X

Phoenix New Times : \$600 X

Phoenix New Times : \$1,100 X

Other

Economic Impact Research - Dean Runyan : \$3,250 X

Strategic Planning Session - Coraggio Group: \$2,000 X

Total

\$40,950

REVIEW AND SUBMIT

Selection form tips & tricks

If you participated in FY23:

- Your username and password are the same
- Your selections will be available for reference

If you are new in FY24, You will need to set up a user account to access the form.

- 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

You can now select multiple offerings per Publisher:

- To do this - Click Add button, select the issue you want to add, click Add to Buy. Repeat these steps to add a second insertion.

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 is **\$50,000 per partner.**

Final reminders

All program forms are available at <https://tourism.az.gov/rural-marketing-co-op-program/>

Online Application and selection sheet receipt are due July 24, 2023, by 5 p.m. PST.
Email receipt to Jamie Daer @ jdaer@tourism.az.gov

Approvals will be sent to partners in early August 2023

Due to the specific nature of the Cooperative Marketing Program, once opportunities are approved, no changes or cancellations are allowed without the approval of AOT

Media office hours: July 19, 20, 21

- Help strategically align rural selections with current marketing strategy and goals
- Allows partners to work directly with the OMA media team to ask questions or get 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
- Get help with website selection process
- Schedule yours at mediainquiry@offmadisonave.com



— Questions



Appendix

Contact details

Director of Advertising – Jamie Daer jdaer@tourism.az.gov

Research Director – Brittany Augustine baugustine@tourism.az.gov

Online Selection Form Questions –

Keri Bieber keri.bieber@offmadisonave.com

Kriss Scheid kriss.scheid@offmadisonave.com

Deputy Director – Alix Ridgway aridgway@tourism.az.gov

Contact details – Trade & Media

Dawn Melvin – dmelvin@tourism.az.gov

Jessica Remington – jmitchell@tourism.az.gov

Joanna Tejeda – jtejada@tourism.az.gov

Kim Todd – ktodd@tourism.az.gov



Additional Help

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.

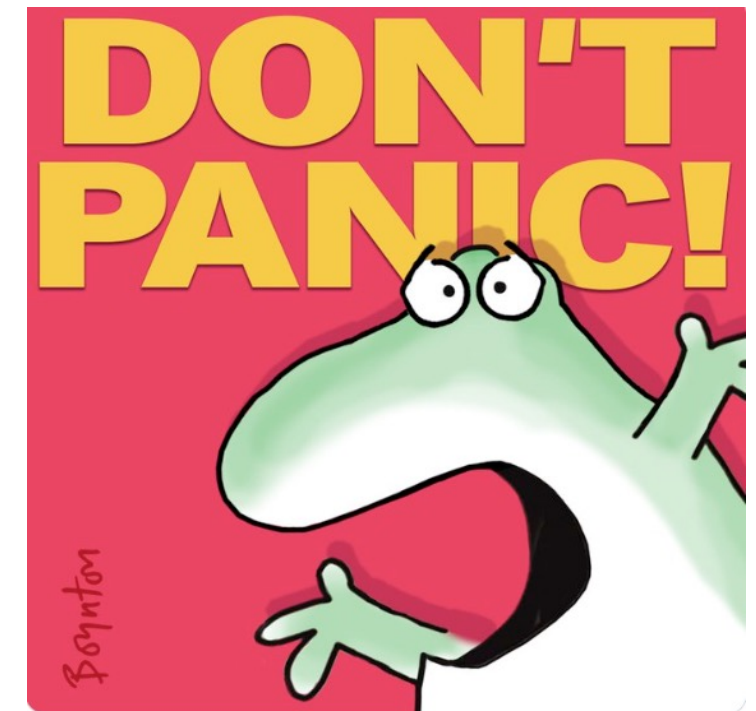
Contact Jamie Daer - JDaer@tourism.az.gov

How do I get my creative reviewed and approved?

Contact Kriss Scheid- Kriss.Scheid@offmadisionave.com

I forgot who the publisher contact is.

I can't reach the publisher.



Troubleshooting guide

Contact 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.



Glossary of advertising terms

<https://offmadison.box.com/s/8kgb2nr52vl4jxzmkhrzlqu0vx38d6l1>



Application & AFFIDAVIT process

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

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

- Evaluate whether the designating entity already has an “Official Action” that can be referenced where the entity has designated themselves and authorizes a signatory.
- If an “Official Action” exists - provide a copy to AOT with a completed DMO Affidavit from the authorized signatory to aridgway@tourism.az.gov
- 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

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

- Evaluate whether the designating entity already has an “Official Action” that references the designated DMO and authorizes a signatory.
- If an “Official Action” exists - provide a copy to AOT with a completed DMO Affidavit from the authorized signatory.
- 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

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 FY24 Prop 302 Application you have until September 1, 2023, to submit your DMO Affidavit. If you are planning on submitting a Co-op Application or interest form - your community DMO Affidavit is also due September 1, 2023.

Why is AOT requesting an annual DMO Affidavit?

- Historically, AOT has requested an affidavit certifying DMO status for each AOT program participant (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.***

DMO Designation Process

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) proof a dedicated tourism marketing budget; 2) a website/microsite; and a 3) social media presence.

Who designates a DMO?

AOT does not designate DMOs. It is the responsibility of the municipality or county 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.

Why is the DMO Designation Process relevant to my community?

Implemented in 2021, DMO designation ensures that AOT is working with the community-designated destination marketing organization.

This process protects the community's DMO status and ability to apply for AOT's programs.

The DMO Designation Process is currently an administrative process, but will become a rule within the Arizona Administrative Code in 2023.

What is needed for DMO Designation?

Three pieces of paperwork are needed for DMO Designation: Proof of a dedicated tourism marketing budget, copy of an "Official Action" and a DMO Coversheet and Designation Affidavit.

An "Official Action" is needed for DMO Designation - this can be a resolution, ordinance or other action that a municipality and/or county deems is official states who is the DMO for the community and authorizes a signatory to complete the DMO Designation paperwork.

**AOT is happy to review any draft resolutions, ordinances or contract agreements prior to enactment. Please email aridgway@tourism.az.gov with any questions.*



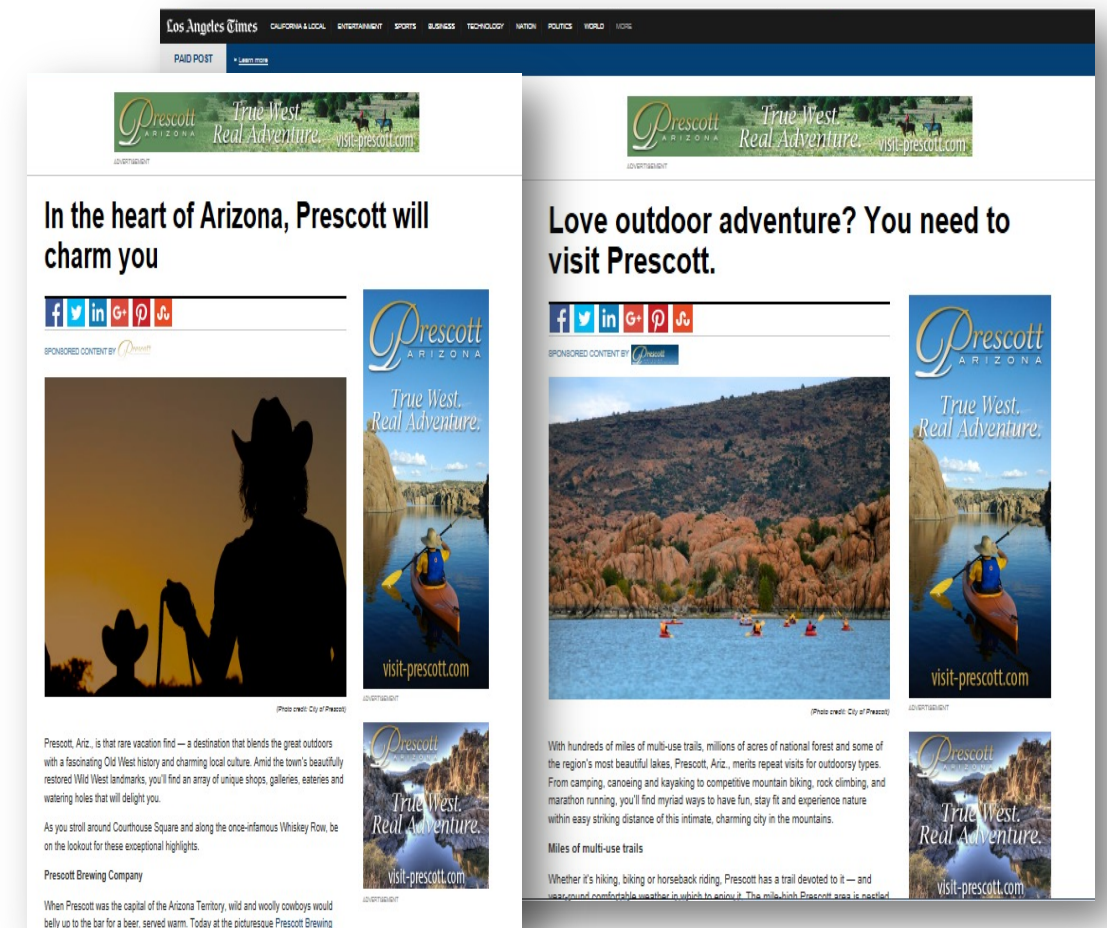
— Media Offerings Details

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.

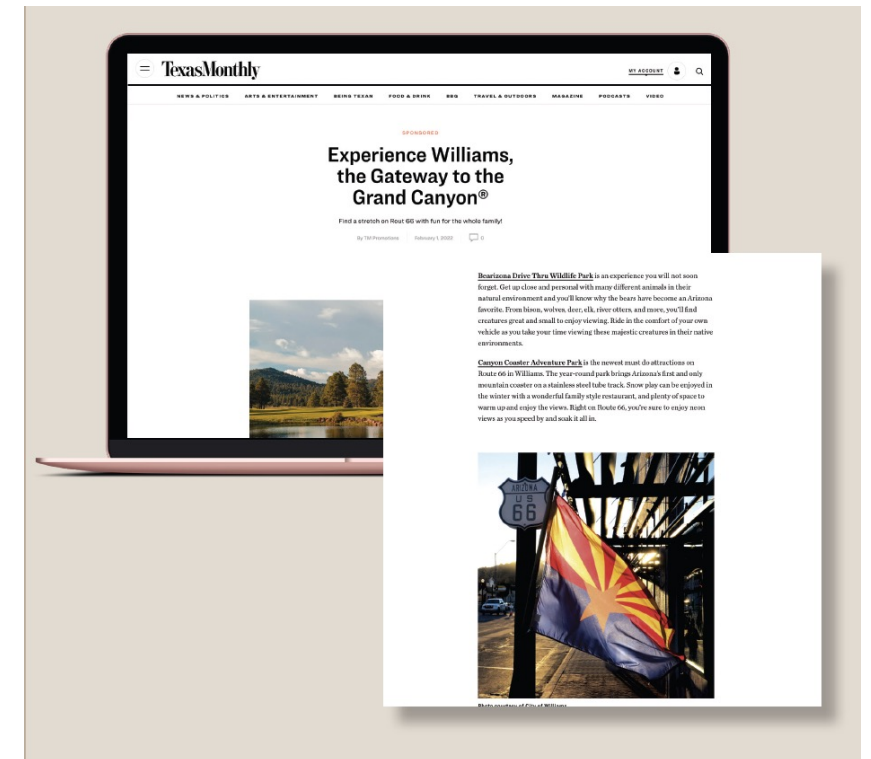
Details about each publisher/placement can be found on the online selection form.



Local & Drive market

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

Rationale: Focus advertising efforts based on audience targeting and geography to hone-in on specific target markets and reduce impression waste. Customize messaging and offerings to core target market audiences.



Search Engine Optimization (SEO)

Overview: Search engine optimization (SEO), is the foundation to every website, and should be the foundation to every good marketing plan. SEO is a treasure trove of data and information that can help website owners both keep track of their own site, as well as provide key insights into the performance of competitors.

Rationale: Before you spend money driving paid media to your website, it is critical to ensure that you have a good handle on your SEO efforts

Programmatic audience targeted display ads

Overview: Programmatic audience targeting with cross-device display banners

Rationale: 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.



Programmatic audience targeted display ads

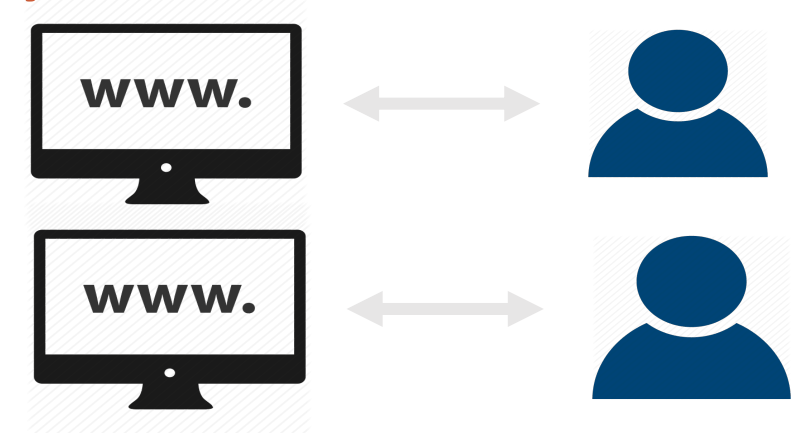
Programmatic is an automated way to buy digital advertising using real-time bidding (RTB) to deliver relevant ads to the right audience.

By using machine learning, we find the right audience across all potential websites which provide us with multiple advantages

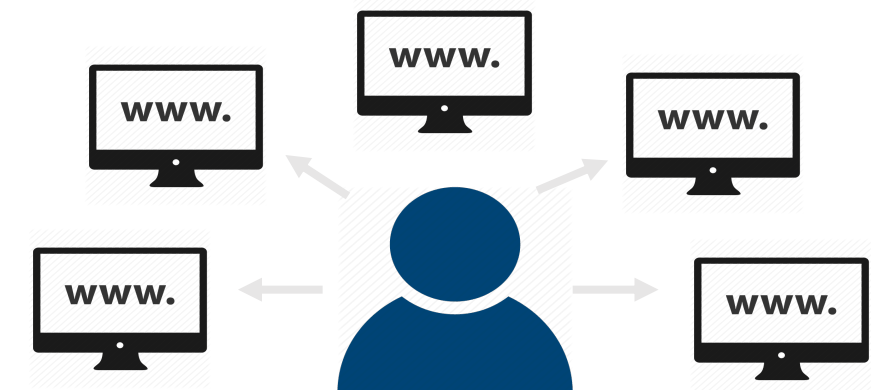
- More inventory = greater reach
- Allows for more precise targeting than many site direct buys can offer

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

Audience targeted online video ads

Overview: Audience targeting with digital video

Rationale: Do more than tell potential travelers about your destination – show them fully immersive video units.



Native Advertising

Overview: Native advertising is the use of paid ads that match the look, feel, and function of the media format in which they appear.

Generally, native ads are delivered as recommended content on a web page.

Rationale: Engage real travelers with highly viewable ads that seamlessly integrate into any site.



Add Tumacácori National Historic Park to Your Bucket List

Come check out the Tohono O'odham and Spanish Missionary history of the Park, the adjacent Santa Cruz riparian area, the Anza trail, tours and more.

SPONSORED BY VISIT ARIZONA



5 Amazing Alternative Adventures in Arizona

Planning a road trip to Arizona? Here are some options for creating an alternate route in case unforeseen circumstances arise.

SPONSORED BY VISIT ARIZONA

Native Advertising

The primary difference between display ads (banners) and native ads is that native ads tend to feel more seamless and **“blend in”** with the surrounding content; they are non-disruptive and look as though they are part of the editorial flow of the page they’re displayed on.

Over the years, several studies have analyzed the effectiveness of native ads, and primarily, consumers are **53% more willing to engage with a native ad** than a display ad. Often, this is because they combat ad fatigue.



SPONSORED CONTENT

The Best Flavorful Food in Arizona

By *Visit Arizona* — Arizona is making waves on the culinary scene. Check out these delicious, infamous spots that will make your foodie taste buds go wild.

SPONSORED

ad content by *Visit Arizona*

7 Ways to Wellness, Arizona-Style

Want all the perks of a wellness retreat, minus the commitment? Arizona’s natural spaces have you covered with easy ways to rejuvenate you. See here!



Connected TV

Overview: Connected TV is internet-connected television where the typical delivery of content is through a device like Roku, AppleTV, etc. 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



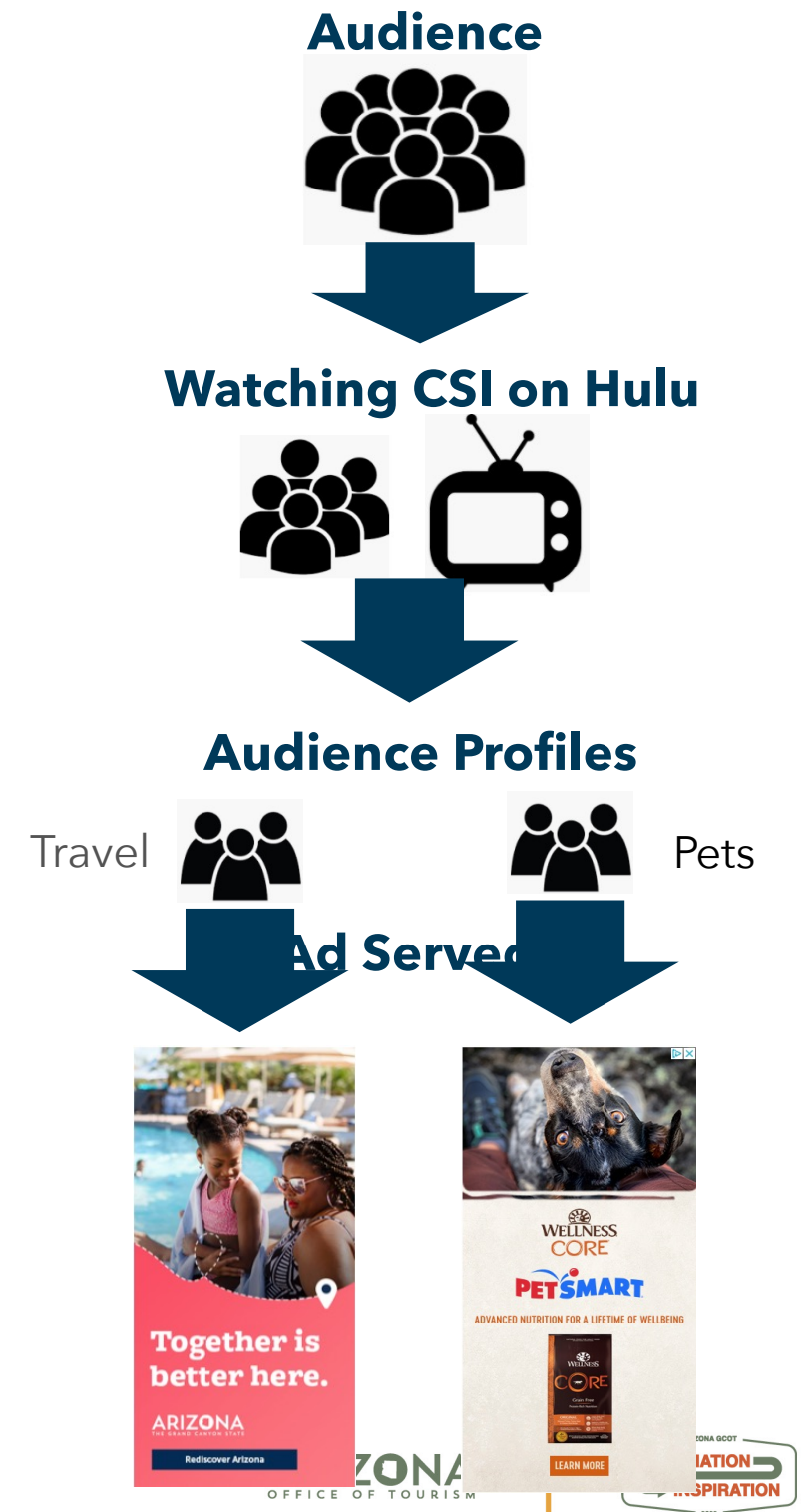
Connected TV

What is it?

- Connected TV is internet connected television where the typical delivery of content is through a device that supports apps in a dedicated user interface.
- An example is a Roku device playing a Hulu app that offers the *"Only Murders in the Building"* series.

How does it work?

- Connected TV advertising is the ability to show different ads to different households while they are watching the same program at the same time
- This allows advertisers to target households based on their characteristics; CTV enables advertisers to make a one-to-one connection.



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.

Listeners carry these channels with them at all times via their mobile devices revolutionizing audio advertising, allowing destinations to reach potential travelers anywhere they are, any time they're listening.





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Thank you