



Tourism Bureau Marketing & Public Relations Plan Executive Summary 2011

SEDONA PROGRAM GOALS- Marketing

1. To increase the awareness of Sedona's destination brand
2. To increase Sedona destination travel spending
3. To increase the number of Sedona overnights and longer leisure trips with emphasis on mid-week and off-peak travel
4. To increase visitor inquiries over the previous year

SEDONA PROGRAM GOALS- Public Relations

1. To increase the awareness of Sedona and tourism on a local, national, and international level
2. Aggressively utilize social media to promote Sedona as a premier destination
3. Continue with theme based approach, with complete integration with marketing and sales
4. Focus on Festivals/Events

SEDONA TARGET CONSUMER MARKETS

GEOGRAPHIC:

Primary:

Travel decision-makers in the drive markets of:

- Arizona
- Southern California

Secondary:

- Visitors/convention attendees to Phoenix
- Visitors to Arizona (pre/post events)
- New York, Florida, Illinois and Texas
- International markets of Canada, Germany and Japan
- Target markets identified by the Arizona Office of Tourism

DEMOGRAPHIC:

Primary:

- Age 35-54
- Household Incomes \$100,000 +
- Couples
- College-educated

The primary target audience is the affluent 35+ year old, one child couple, who are residents of Arizona and California, and who are inclined to take 3+ overnight leisure trips per year.

Secondary:

- Age 55+
- Household Incomes \$100,000 +
- Couples
- College-educated
- Possibly retired

The secondary target consists of a slightly older, 55+ year old couple/individual, without children living at home, who is affluent and is likely to take 3+ overnight leisure trips per year. They are possibly retired or are working part-time for pleasure.

I. ADVERTISING/ MARKETING

Primary Targets: Residents of Arizona and Southern California, County/City priorities: Phoenix (Maricopa); Orange County, San Diego County

TV:

1. Television: August
2. Sedona Now TV: Promoting Visitor Center services in-room in Sedona: Ongoing

Print:

1. Arizona Official State Visitors Guide: Annual Guide, Arizona Office of Tourism fulfillment piece
2. West Annual Magazine: Annual Guide, Arizona Office of Tourism Japanese fulfillment piece
3. Canadian Traveller: Annual Guide, Arizona Office of Tourism Canadian fulfillment piece
4. Fiesta Bowl Entertainment Guide print ad, along with aggressive social media and call campaign: December 2010 & January 2011
5. Arizona Pride Guide: Annual Guide, Gay and Lesbian travel market
6. Scottsdale Arabian Horse Show in February: Complete sponsorship includes:
 - a. Full page 4-color ad in coffee table style program book
 - b. Arena signage
 - c. Inclusion in email blast
 - d. Daily PA announcements
 - e. TV ads
 - f. Patron and exhibitor bag stuffers
7. Barrett Jackson Show in January: Complete sponsorship includes:
 - a. Sedona promotion in email blasts to bidders
 - b. Designation as an Official Sponsor on all marketing materials
8. Arizona KEY Magazine: Monthly, plus March Spring Training issue
9. TUI & FTI – Sedona feature in TUI and FTI German tour operator catalogues
10. High-end lifestyle magazine ads (with member co-op) and innovative value-added packages to market to higher-income consumers including:
 - a. Scottsdale Catalogues
 - b. Western Art & Architecture Magazine
 - c. Jet Set Magazine
 - d. Pilot Magazine
11. Territorial Times Newspaper: Sedona advertorial targeting captive audience of passengers on the Grand Canyon Railway

Radio:

1. KUGO Travel Radio – Grand Canyon area visitors with Sedona segment: 6 month campaign

Direct Marketing:

1. Arizona Republic Wrap: Winter, Summer, Fall (7,400 non-subscribers in target zip codes)

Consumer shows:

1. L.A. Times Travel & Adventure Show: March
2. AZ Highways Travel Show: May

VisitSedona.com development & enhancements:

1. Search Engine Optimization
2. Online Experience Sedona Guide – using turn-page technology
3. Continued focus on deals/discounts and packaging opportunities for members to post
4. Enhance online calendar of events

Internet Marketing:

1. LATimes.com email blast
2. ChicagoTribune.com email blast
3. Summer Internet campaign
4. Winter Internet campaign
5. Experience Sedona Guide on iPad
6. Facebook advertising based on monthly themes to correlate with public relations efforts
7. Go-Arizona.com advertising
8. Grand Canyon pay-per-click Internet campaign: May – August
9. Spring Training pay-per-click Internet campaign: February – March
10. Monthly consumer E-newsletter to VisitSedona.com opt-in database (70,000+ subscribers)
11. Interest-based emails to VisitSedona.com opt-in database
 - a. Renew Your Spirit theme: January
 - b. Outdoor & Adventure theme: March
 - c. Culinary & Wine theme: May
 - d. Summer Escape theme: July
 - e. Art & Harvest theme: September

II. PUBLIC RELATIONS

Primary Targets: Regional, National, and International media. Targeted publications include: Travel & Lifestyle, art publications, outdoor recreation, travel guidebooks, daily newspapers.

1. Distribute press releases and e-newsletter monthly
2. Distribute story ideas and conduct ongoing media familiarization tours (monthly)
3. Participate in Arizona Media Marketplace
4. Participate in Media Missions
5. Utilize media clipping service to measure media coverage- online, print, television and radio
6. Focus on festivals and events with themed months (tie-in packages online)
7. Utilize social media to target individuals by interest, location, state, and more. Example - Bowl game advertising performed from December 24-January 7 received over 900,000 impressions and over 400 clicks. Affordable way to reach most popular site in the world- Facebook has surpassed Google in usage

III. TRAVEL INDUSTRY

Primary Targets: Receptive tour operators, wholesale tour operators and travel agents in the following markets: domestic, international (focus on: Canada, Germany and Japan)

OBJECTIVES

1. Increase coverage in regional and international travel trade publications of Sedona as an overnight travel destination
2. Strengthen, support and complement the overall strategic marketing plan by obtaining public relations coverage with key travel trade media too expensive to buy as part of the advertising budget
3. Educate the travel trade about breadth, scope and diversity of Sedona and the Verde Valley
4. Generate awareness of the Sedona brand position
5. Convince travel trade media to position Sedona as an ideal small meetings and Free Independent Traveler (FIT) destination
6. Focus on Pre/Post trips to Sedona by targeting convention attendees in the Phoenix area

TACTICS

1. Attend Go West Summit: February
2. Attend TIA's International PowWow: May
3. Sales missions to Las Vegas (April) and Los Angeles (August)
4. Distribute What's New Tour Operator E-Newsletter: Quarterly
5. Enhance groups/meetings pages on VisitSedona.com and promote Request for Proposal Opportunity
6. Utilize Arizona Office of Tourism media contacts to distribute press releases and timely information in Canada, France, Mexico, Germany and the UK to reach consumers as well as travel trade industry

IV. CONCIERGE

Primary Target: Career Concierge working in the various resorts and hotels in the Greater Phoenix area

1. Monthly E-newsletter: 400+ opted-in subscribers
2. FAM Tours in conjunction with Key Magazine: June and October

V. SPECIAL PROJECTS

Sedona-Verde Valley Regional Marketing:

1. Pre/Post Phoenix Convention Campaign: Targets meeting planners who have booked conventions in Phoenix through a series of postcard mailings, offering a variety of services to the planner that will entice their convention attendees to visit Sedona before or after their convention/meeting
2. Promotion and continued enhancements of www.SedonaVerdeValley.org website

Sedona/Scottsdale Partnership:

1. Member packaging opportunities on VisitSedona.com and Scottsdale-Sedona.com

Sedona/Flagstaff Partnership:

1. Joint sales missions/sales calls

Arizona Centennial Celebration:

1. Together with the City of Sedona, develop Sedona's celebration of the 100th birthday of our state (2/14/2012)

Collateral:

1. Publish annual Experience Sedona Guide
2. Sedona Brand Postcards: 200,000 quantity, for free distribution to members
3. Distribute newly-branded directional rack card – How to get to Sedona
4. Distribute branded English, German, French and Japanese Lure Brochures
5. Distribute guides and brochures to Phoenix Sky Harbor Airport, Tucson Airport, State Visitor Centers, hotel concierges, other appropriate venues

VI. RESEARCH

1. Continue subscription to Smith Travel Research
2. Conduct Sedona Visitor Profile study through online surveys
3. Attendance at WACVB Tech Summit
4. Attendance at Arizona Office of Tourism's annual Governor's Conference on Tourism

New Programs/Initiatives for 2011

Media Professionals

New media missions added in 2011: Los Angeles, Chicago and Texas

Online Visitor Survey

Published quarterly analysis of data collected from monthly survey blasts.

SMS Text Marketing

Database building and aggressive text marketing campaigns.

Experience Sedona Guide iPad application

Another avenue for consumers to find Sedona destination information.

Development of Affinity Groups

Sedona Area Restaurant Association is currently gaining members, Sedona Young Professionals have met more than 6 times and will continue to grow in 2011.

Sedona Brand

Evolution of Sedona's brand image will be in development.