



Tourism Bureau Marketing & Public Relations Plan Executive Summary 2010

SEDONA PROGRAM GOALS

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 TARGET CONSUMER MARKETS (based on most recent research)

GEOGRAPHIC:

Primary:

Travel decision-makers in the drive markets of:

- Arizona
- Las Vegas
- Southern California

Secondary:

- Visitors/convention attendees to Phoenix
- Visitors to Arizona (pre/post events)
- Midwest, Texas & International (Canada, Germany, Japan)
- Target markets identified by the Arizona Office of Tourism

DEMOGRAPHIC:

Primary:

- Age 44-55
- Household Incomes \$100,000 +
- Couples
- College-educated

The primary target audience is the affluent 45+ year old, one child couple who are residents of the southwest region and who are inclined to take 3+ overnight leisure trips per year.

Secondary:

- Age 55+
- Household Incomes \$75,000 +
- Couples
- College-educated
- Possibly retired

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

I. ADVERTISING/ MARKETING

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

TV:

1. Cox Cable: Phoenix, Las Vegas, Southern California: May, June, July
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. W'est 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 ad: January
5. Arizona Pride Guide: Annual Guide
6. Scottsdale Arabian Horse Show in February: Complete sponsorship includes:
 - a. Full page 4-color ad, arena sign, banner ads, daily PA announcements
7. Madden Preprint Spring Insert: January distribution includes:
 - a. Chicago Tribune, Dallas Morning News, Denver Post & Rocky Mountain News, Detroit News & Free Press, Los Angeles Newspaper Group, Orange County Register, Suburban Chicago Newspapers, San Francisco Madden Media direct mailer program
8. Madden Preprint AZ In-state Insert: May distribution includes:
 - a. Phoenix & Tucson Madden Media direct mailer program
9. Madden Preprint Fall Insert: October distribution includes:
 - a. Albuquerque Journal, Chicago Tribune, Dallas Morning News, Denver Post & Rocky Mountain News, Las Vegas Review-Journal, Minneapolis Star Tribune, New York Newsday, San Diego Union-Tribune, Seattle Times & Post Intelligencer, Suburban Chicago Newspapers
10. Sunset Magazine – Southwest & Mountain region distribution: May
11. Sunset Magazine – Southwest region distribution: August
12. Arizona KEY Magazine: Monthly, plus March Spring Training issue
13. TUI – Bi-Annual German tour operator brochure
14. FTI – Bi-Annual German tour operator brochure

Direct Marketing:

1. Arizona Republic Wrap direct mail campaign: Monthly (7,400 non-subscribers in target zip codes)
2. Brochure distribution in Arizona Office of Tourism's travel packets: One month (month TBD)

Internet Marketing:

1. Go-Arizona.com advertising
2. Enhanced listings on Facebook.com, Twitter.com Flickr.com, and YouTube.com
3. Grand Canyon pay-per-click Internet campaign: May – August
4. Spring Training pay-per-click Internet campaign: February – March
5. Monthly consumer E-newsletter to VisitSedona.com opt-in database (50,000)
6. Sunset.com: Banner ads; Text boxes w/ images and link to VisitSedona.com (4-month campaign)
7. Quarterly interest-based emails to VisitSedona.com opt-in database (examples of interests include: Arts & Culture, Deals & Discounts, Outdoor Recreation, Festivals & Events)
8. iBrochure – Madden Media internet fulfillment tool
9. Direct Email Campaigns:
 - a. 30 Days of Sedona Giveaways theme: January – February (300,000 opt-in subscribers)
 - b. Arizona Office of Tourism Monthly E-newsletters: AOT database: Featured destination in January and June (200,000+ opt-in subscribers)
 - c. Outdoor & Adventure theme: AOT database: March (approx. 6,000 opt-in subscribers)
 - d. Culinary & Wine theme: AOT database: May (approx. 6,000 opt-in subscribers)
 - e. Summer Escape theme: AOT database: July (approx. 6,000 opt-in subscribers)
 - f. Art & Harvest theme: AOT database: September (approx. 6,000 opt-in subscribers)

Concierge:

1. Monthly E-newsletter to concierge in Greater Phoenix area (200 subscribers)

2. Arizona KEY Magazine Concierge Tradeshow: November
3. FAM Tours in conjunction with Key Magazine: June and October
4. Sedona Showcase for Sedona concierge and frontliners: June

VisitSedona.com development & enhancements:

1. Search Engine Optimization
2. Live chat, enhanced packaging, videos
3. Online Experience Sedona Guide – using turn-page technology
4. Continued focus on deals/discounts and packaging opportunities for members to post
5. Enhance online calendar of events
6. ExperienceSedona.com website – development of user generated content

II. PUBLIC RELATIONS

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

1. Distribute regular press releases (monthly)
2. Distribute story ideas and conduct ongoing media familiarization tours (monthly)
3. Participate in Arizona Media Marketplace
4. Participate in Sedona/Scottsdale FAM tour
5. Utilize media clipping service to measure media coverage
6. Focus on festivals and events with themed months (tie-in packages online)

III. SEDONA TARGET TRAVEL INDUSTRY MARKETS

Primary Targets: Receptive tour operators, wholesale tour operators and travel agents in the following markets: domestic, international (focus on: United Kingdom, Europe, Asia, and Canada)

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 STB Strategic Marketing Plan by obtaining public relations coverage with key 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 Greater Phoenix area

TACTICS

1. Attend AAA Travel Show: January
2. Attend Go West Summit: February
3. Attend Spotlight on the Southwest: April
4. Attend TIA's International PowWow: May
5. AZ Highways Travel Show: May
6. Horizon Air Phoenix Call Center Training: July
7. Sales missions to Las Vegas (April) and Los Angeles: August
8. Distribute What's New Tour Operator E-Newsletter: Quarterly

IV. REGIONAL PROGRAMS

Sedona-Verde Valley

1. Pre/Post Phoenix Convention Campaign: Targeting meeting planners who have booked conventions in Phoenix
2. 55+ residential snowbird campaign in Greater Phoenix area
3. 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 call
2. Cross promotion with Horizon Air

V. RESEARCH

1. Continue subscription to Smith Travel Research
2. Conduct Sedona Visitor Profile study through online surveys

VI. SEDONA PUBLICATIONS / PROMOTIONS

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

New Programs/Initiatives for 2010

Celebration event for completion of SR 179 construction

1. Consumer: Festival event with series of activities to be held in June (date TBD)
2. Travel Industry Professionals
 - a. E-Newsletter to travel industry professionals
 - b. FAM tours for concierge
3. Media Professionals
 - a. Media event with key statewide leaders and photo-op
 - b. FAM Tours for media
 - c. Regular press releases

Create more co-ops for local businesses

Need top 5 target publications from Affinity Groups & Marketing Committee.

Enhance Scottsdale/Sedona Alliance

Goal: To capture higher percentage of Scottsdale visitors during their peak season (December – April).

Internet Kiosk Program – Kiosk system is complete, but under utilized by businesses. It is placed in the Uptown Visitor Center (inside and outside) and at the USFS Ranger Station in VOC.

Development of Affinity Groups - The Sustainable tourism group is in the initial planning stages to promote sustainable businesses and business practices. The Verde Valley Wine Consortium is in progress and the COC is a member. Other Affinity Group ideas include a restaurateurs group as well as a Young Professionals.