

Program of Work - Destination Marketing & Sales 2012													
	January	February	March	April	May	June	July	August	September	October	November	December	
Advertising & Marketing	<i>2012 Brand Launch & Collateral Development</i>												
	2012 Experience Sedona Guide												
	West Annual Magazine												
	Canadian Traveler Annual Guide												
	AOT Official State Visitors Guide												
	ESG Distribution at Sky Harbor Airport, Arizona Concierge, AAA												
	Sedona Now TV												
	Arizona Pride Guide												
	KUGO Radio												
	Territorial Times												
	Concierge Promotion & Presentations												
	<i>LA Travel & Adventure Show</i>	<i>AZ Highways/AAA Travel Show</i>											
	Bowl Marketing & Fiesta Bowl Entertainment Guide Ad (Nov-Jan)												
Key Magazine	Key Magazine	Key Magazine + Spring Training	Key Magazine	Key Magazine	Key Magazine & FAM	Key Magazine	Key Magazine	Key Magazine	Key Magazine	Key Magazine	Key Magazine & Video	Key Magazine	
<i>Madden Media Insert</i>					<i>Sunset Magazine Package</i>						<i>Sunset Magazine Package</i>		
Internet	<i>VisitSedona.com & VisitSedona.mobi Re-brand</i>												
	Online Calendar of Events												
	Search Engine Optimization for www.VisitSedona.com												
	Online Deals & Discounts Page												
	Online Experience Sedona Guide & iPad - Using Turn Page Technology & Tracking												
	Continued enhancement through social media sites: Facebook, Twitter, Flickr, Youtube												
	<i>SMS Blasts</i>												
	Go-Arizona.com Advertising												
	<i>Weddings Marketing</i>												
	<i>AOT e-newsletter</i>					<i>AOT e-newsletter</i>							
	<i>Brand Launch thru Facebook</i>												
	Interest-Based Email		Interest-Based Email		Interest-Based Email		Interest-Based Email		Interest-Based Email		Interest-Based Email		Interest-Based Email
	Sedona e-Newsletter	Sedona e-Newsletter	Sedona e-Newsletter	Sedona e-Newsletter	Sedona e-Newsletter	Sedona e-Newsletter	Sedona e-Newsletter	Sedona e-Newsletter	Sedona e-Newsletter	Sedona e-Newsletter	Sedona e-Newsletter	Sedona e-Newsletter	Sedona e-Newsletter
	Spring Training Pay Per Click Campaign				Grand Canyon Pay Per Click Summer Campaign								
Regional Programs	Website Content Development and Enhancements on www.SedonaVerdeValley.org												
	Fulfillment for Sedona Verde Valley visitor inquiries												
	Partnership development with Sedona - Flagstaff CVB: Focus on travel industry												
	Partnership development with Sedona - Scottsdale CVB: Focus on Media FAM trips												
	Smith Travel Research Hospitality Trend Report												
Research/ Education/ Training	<i>PRIZM Study</i>												
	Visitor Study			Visitor Study			Visitor Study			Visitor Study			
			WACVB Tech Summit					AOT's Governor's Conference on Tourism					

Italicized = New program

Green = Cooperative marketing program

Italicized/Green = New co-op marketing program

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Travel/Trade Industry Marketing	Ongoing Trade FAMS												
	U.S. Domestic Motorcoach Marketing Program												
				Las Vegas Sales Mission (receptive operator focus)									
		Go West Summit Tradeshow		US Travel Assn's International POW WOW Tradeshow					Los Angeles Sales Mission (receptive operator focus)			Canada Sales Mission (tour operator travel agents focus)	
Corporate/Meetings Marketing	Enhance groups/meeting pages on VisitSedona.com and promote Request for Proposal Opportunity												
	<i>Pre/Post Phoenix Convention Campaign & Meeting Planners Initiative</i>												
											<i>IMEX America (incentive travels meetings event focus)</i>		

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