



## **Tourism Bureau Marketing, Sales & Public Relations Plan Executive Summary 2012**

### **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; Families; Groups of friends and singles
- College-educated

The primary target audience is the affluent 35+ year old; residents of Arizona and California; 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.

### **ADVERTISING/ MARKETING**

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

#### **TV:**

1. 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 mail campaign: December 2011 & January 2012
5. Arizona Pride Guide: Annual Guide, Gay and Lesbian travel market
6. Arizona KEY Magazine: Monthly, plus March Spring Training issue
7. Territorial Times Newspaper: Sedona advertorial targeting captive audience of passengers on the Grand Canyon Railway
8. Sunset Magazine: Print advertising and online marketing package: May and November
9. Madden Media Spring Insert & Integrated package: 4 months of multi-media outreach (print, direct mail, online): January start, to primary and secondary geographic targets

#### **Radio:**

1. KUGO Travel Radio – Grand Canyon area visitors with Sedona segment: 12 month campaign

#### **Consumer shows:**

1. Los Angeles Travel & Adventure Show: January
2. AZ Highways/AAA Travel Show: February

#### **VisitSedona.com development & enhancements:**

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

#### **Internet Marketing:**

1. Facebook brand launch in Q1
2. Weddings Marketing via the Internet
3. Arizona Office of Tourism e-newsletter: January, reaches 50,000+ subscribers
4. Arizona Office of Tourism e-newsletter: May, reaches 295,000+ subscribers
5. Summer Internet campaign
6. Winter Internet campaign
7. Facebook advertising based on monthly themes to correlate with public relations efforts & additional promotional efforts
8. SMS text – ongoing text blasts to market events and timely information
9. Go-Arizona.com advertising
10. Grand Canyon pay-per-click Internet campaign: May – August
11. Spring Training pay-per-click Internet campaign: February – March
12. Monthly consumer E-newsletter to VisitSedona.com opt-in database (70,000+ subscribers)
13. Interest-based emails to VisitSedona.com opt-in database
  - a. Renewal & Well-being theme: January
  - b. Outdoor Adventure theme: March

- c. Culinary & Wine theme: May
- d. Summer Escape/Family Travel theme: July
- e. Art & Harvest theme: September
- f. Making Memories in Sedona theme: November

## **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

## **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); planners in small meetings and incentives market

### 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 FAM trips to Sedona by targeting meeting planners holding conventions/meetings in the Phoenix area

### TACTICS

1. Attend Go West Summit: February
2. Attend TIA's International PowWow: April
3. Sales missions to Las Vegas (April) and Los Angeles (August)
4. Attend IMEX America (incentive travel and meetings focus): October
5. Attend Canada Sales Mission: November
6. Distribute What's New Tour Operator E-Newsletter: Quarterly
7. Enhance groups/meetings pages on VisitSedona.com and promote Request for Proposal Opportunity
8. 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

## **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
3. "Sue Stops By" promotional video shot in Sedona: November

## **SPECIAL PROJECTS**

### **Sedona-Verde Valley Regional Marketing:**

1. Promotion and continued enhancements of [www.SedonaVerdeValley.org](http://www.SedonaVerdeValley.org) website and continued fulfillment of requests for information

### **Sedona/Scottsdale Partnership:**

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

### **Sedona/Flagstaff Partnership:**

1. Joint sales missions/sales calls

### **USA Today's Best of the Road 2012:**

1. Small destination competition for Beauty, Patriotism, Friendliness, Fun, and Food

### **Arizona Centennial Celebration:**

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

### **Collateral:**

1. Publish annual Experience Sedona Guide
2. Distribute guides and brochures to Phoenix Sky Harbor Airport, Tucson Airport, State Visitor Centers, hotel concierges, other appropriate venues
3. Develop new brand collateral:
  - Chamber business cards and identity packet
  - Sedona Brand Postcards: For free distribution to members
  - Rack card – How to get to Sedona
  - English, German, French and Japanese Lure Brochures
  - Tradeshow and Consumer show banners

## **RESEARCH**

1. Continue subscription to Smith Travel Research
2. Continue conducting monthly Sedona Visitor Profile online surveys with development of quarterly executive summaries
3. Develop PRIZM and visitor conversion studies
3. Attendance at WACVB Tech Summit
4. Attendance at Arizona Office of Tourism's annual Governor's Conference on Tourism