



FLAGSTAFF CVB
ANNUAL REPORT FY 2014
AND MARKETING PLAN FY 2015



FLAGSTAFF CONVENTION & VISITORS BUREAU

211 W. Aspen Ave. | Flagstaff, AZ 86001 | 928.213.2910 | 800.217.2367

MISSION

Convention and Visitors Bureau

To develop, promote and maintain Flagstaff as a year-round destination with professional visitor services that will benefit the community economically, environmentally and socially.

Visitor Center

To introduce and educate visitors about the vast tourism opportunities within Flagstaff and the surrounding areas, and to increase the frequency of visits to Flagstaff and length of stay.

VISION

Convention and Visitors Bureau

Flagstaff is recognized as the destination for all seasons.

Visitor Center

Flagstaff Visitor Center is recognized for providing exceptional visitor services.

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EXECUTIVE SUMMARY

This past FY 2014 the Flagstaff Convention and Visitors Bureau (CVB) successfully implemented a new website and reimagining campaign. This was no small feat. Since we're known as the destination for all seasons, all marketing and promotions now change with the coming of each of those seasons. The CVB made several presentations locally as well as nationally about the reimagining campaign and were invited to speak at various events and meetings on topics related to the tourism industry.

Flagstaff experienced huge increases in each of our key tourism industry measurements. Tourism tax revenues increased **more than 6%** and occupancy, revenue per available room (RevPAR) and average daily rate (ADR) each reached record levels. This is great news for our stakeholders and community partners.

As you read through this annual report and marketing plan, you will learn more about our marketing and promotions, public relations, sales, and visitor services accomplishments from the past year. You will also read about our FY 2015 goals which will be equally challenging but rewarding. Our work at the CVB has continued to make huge positive impacts in our community and has established Flagstaff as a premier travel destination.

Happy reading!

Sincerely,



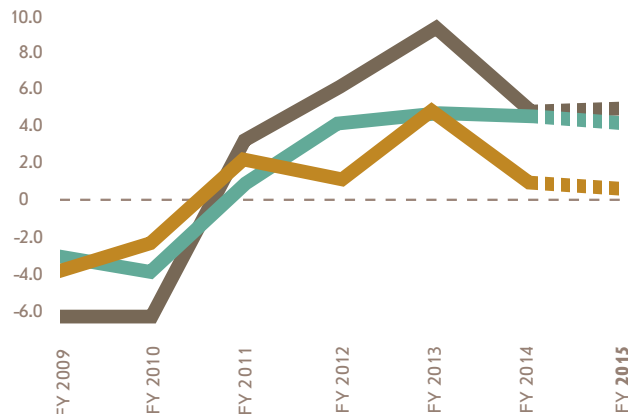
Heidi Hansen
CVB Director



INDUSTRY STATS FY 2014

The CVB tracks industry trends and statistics in order to make well-informed decisions on different marketing strategies, from media type to type of traveler.

Tourism Industry Measures



STR 2015 Forecast

RevPar **4.9%**
ADR **4.2%**
Occupancy **0.6%**



Bed, Board and Booze (BBB) tax collections increased **6.07%** in FY 2014

FY 12 \$5,559,563

FY 13 \$5,903,018

FY 14 \$6,261,106

FY 2014 Arrivals/Departures

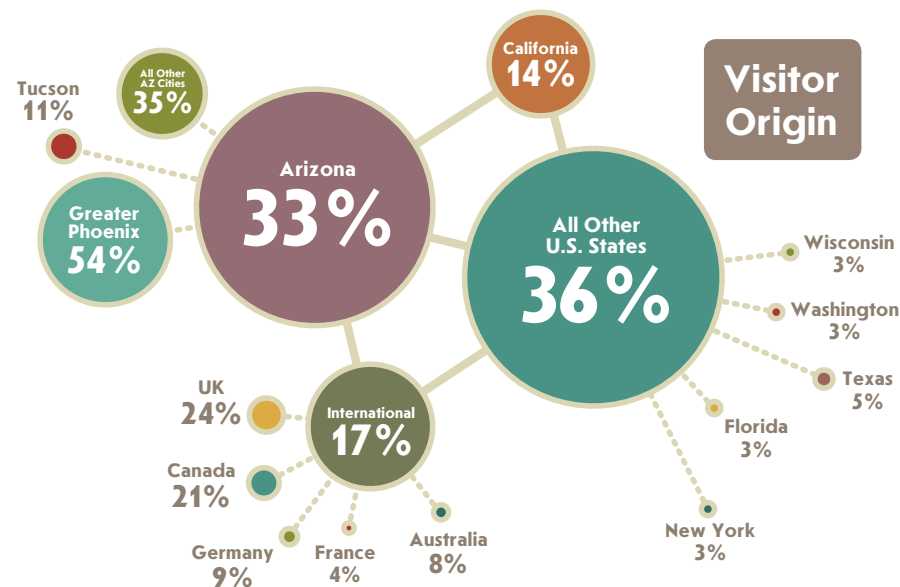


Enplanements
60,930



Embarkments
19,709

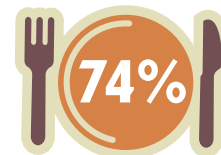
Debarbments
19,402



Source: 2008-2009 Flagstaff Visitor Study by Northern Arizona University's Hospitality Research and Resource Center

Visitor Top Activities

Dining Out



Visiting Cultural and/or Historic Sites **61%**

Visiting National and State Parks **58%**

Shopping **45%**

Hiking/Trails **43%**

Visiting Museums **43%**



CVB Awards Received

Arizona Governor's Tourism Awards

Innovative Promotions for Flagstaff Reimaging

Arizona Interactive Marketing Association

Best Display Ad

MARCOM Awards - Platinum Winner

Branding Refresh

MARCOM Awards - Gold Winner

Advertising Campaign

Communicator Awards - Gold Award

Outdoor Advertising

Communicator Awards - Silver Award

Destination Website

Communicator Awards - Silver Award

Integrated Branding Campaign

MARKETING FY 2014

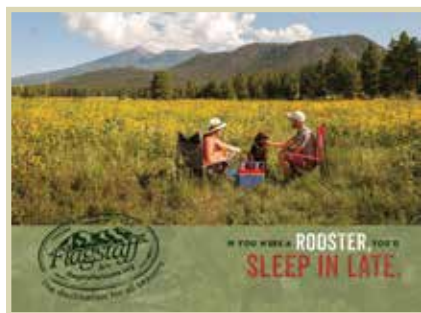
The CVB engages in a strong marketing mix to reach new and returning visitors from across the globe. While FY 2015 efforts will continue to focus on our largest inbound market, the Phoenix Metro area, how we reach them will be adjusted slightly to more integrated strategies.

Advertising campaign

129 print ads



274 online and mobile ads



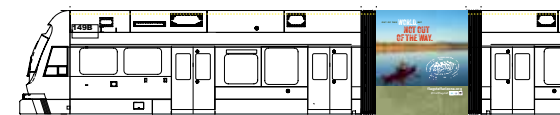
mobile ads



Outdoor advertising



4 light rail wraps



4 metro king kong wraps



Production shoots

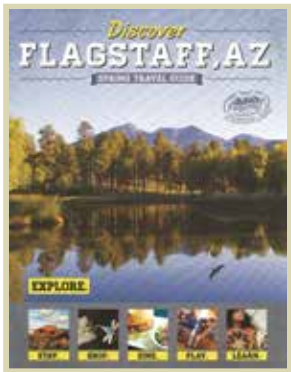
138 TV spots



10 destination videos produced



14 photo shoots



10,010
Spring Travel
Guides
distributed

7,117
Spring Training
website visits

150,000
Visitor Guides
distributed

40,108
Visitor Guide
webpage visits



Consumer Tradeshow Schedule

August 2014
Arizona League
of Cities

October 2014
AAA Travel Show

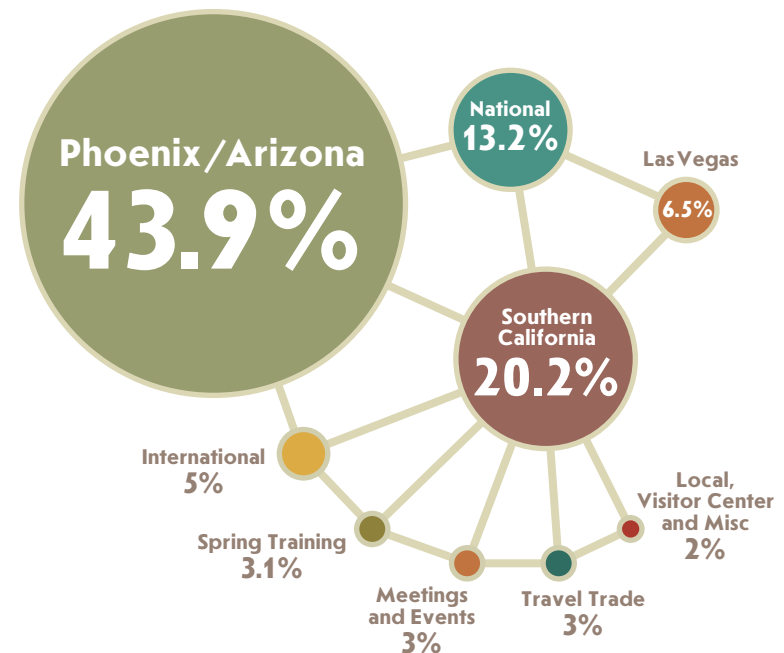
May 2015
National Train Day



MARKETING GOALS FY 2015

- ✓ **Continue** strategic collaboration between Visitor Services, Sales, Public Relations, and Marketing programs to create a cohesive destination message.
- ✓ **Implement** an innovative, comprehensive, and aggressive media plan in targeted markets utilizing a mix of advertising media.
- ✓ **Post** video content online at least six (6) times throughout the year.

FY 2015 Allocation by Market

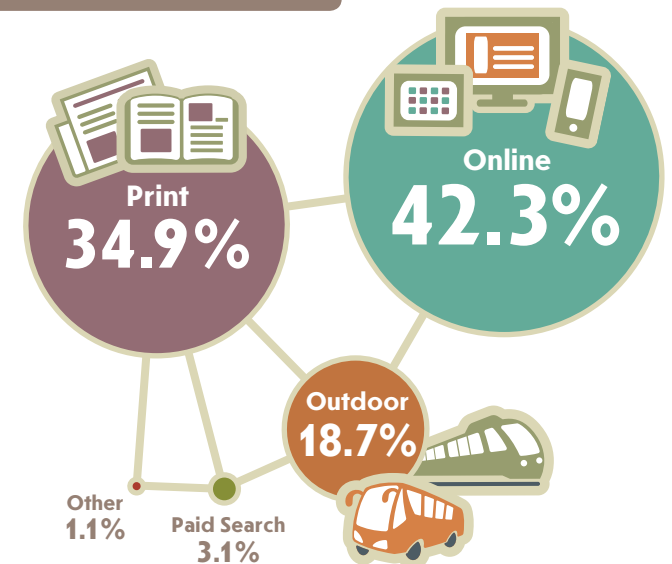


Total Advertising
Budget
\$525,000

FY 2015 Allocation by Medium

The Flagstaff Cool Zone was installed in downtown Phoenix July 2014 to complement print, online and outdoor placements.

#visitcool



ONLINE MARKETING FY 2014

The CVB engages visitors through a variety of interactive elements, including the website which is the lead call to action on almost all advertising placements.



New website launched along with mobile site

Total sessions = **311,430**

Page views = **1,456,276**

Session duration = **3:27**



36% web visits are from a mobile device

Top 5 Countries of Origin

-  **1 USA**
-  **2 Australia**
-  **3 UK**
-  **4 Canada**
-  **5 Japan**

Top 5 Pages Visited

- 1 Accommodations**
- 2 Dining & Nightlife**
- 3 Things to Do**
- 4 Local Attractions**
- 5 Request a Visitor Guide**

15 unique landing pages
3 micro sites developed



Flagstaff365.com received **65,020** sessions with average session duration of **2:30**

SOCIAL MEDIA FY 2014

The CVB has a robust and engaged social media presence. This past year Facebook contests were launched and more hashtags programs initiated.



9.6% increase in **Facebook** fans
46,474 total fans



17.5% increase in **Twitter** followers
5,265 total followers



15.7% increase in **YouTube** views
94,972 total views



Launched **Google+**, **LinkedIn** and **Pinterest** profiles



LIKE



4 Facebook giveaways receiving **1,700** entries and **705** new likes

"The CVB has been a valuable partner for Peak Events and our two new festivals. The contests they have facilitated have made it possible for us to reach people we couldn't have on our own."

Debbi Grogan, Peak Events



ONLINE MARKETING AND SOCIAL MEDIA GOALS FY 2015

- ☒ **Increase** fan/follower engagement by 3%.
- ☒ **Utilize** landing pages and interactive elements on website to provide content which speaks to the user needs and optimizes the visitor experience.
- ☒ **Establish** destination blog utilizing professional bloggers.

TRAVEL TRADE FY 2014

The CVB provides guidance and assistance to travel trade professionals around the world to increase product inventory and travel to Flagstaff.

34 leads generated resulting in **11,687** room nights

Conducted **5** sales missions and attended **5** trade shows to meet with **494** travel trade professionals



Completed **Australian**

product inventory, meeting with **22** operators

Coordinated **12** FAMs for **81** travel professionals from...



Secured **2** new Student Group tours

"The group is ready to move forward. I appreciate your willingness to provide a great itinerary and suggestions. **You certainly helped make this possible.**"

U.S. Based Student Tour Operator



Travel + Tradeshow Schedule

August 2014

Los Angeles Sales Mission

October 2014

Europe Sales Mission

November 2014

Canada Sales Mission

January 2015

NTA Travel Exchange

February 2015

Australia Sales Mission

April 2015

Las Vegas Sales Mission

May 2015

NAJRTO Summit

June 2015

International Pow Wow

Met with **50** stakeholders



TRAVEL TRADE GOALS FY 2015

- ✓ **Foster** student tour interest in Flagstaff and secure two new student group tours.
- ✓ **Secure** new tour or FIT itineraries with three Australian tour operators.
- ✓ **Increase** international bookings by 1% and utilize tracking form to show performance to stakeholders.
- ✓ **Conduct** 1:1 sales meetings with minimum of 50 stakeholders.

MEETINGS+EVENTS FY 2014

The meetings and events program promotes Flagstaff as a premier meetings destination by working directly with meeting planners and event organizers to help them select Flagstaff and achieve their goals.

98 leads generated resulting in **15,222** room nights

Conducted **34**
site visits and
met with **58**
stakeholders

Assisted with **52** conferences including Cool Stars, Mustang Club Pony Drive, and NAU Merriam-Powell Center for Environmental Research

"[The CVB] has been incredibly helpful to the planning committee for the Eighth International Conference on Mycorrhiza, which will bring between 400 and 700 international guests to Flagstaff in 2015. We appreciate [their] responsiveness and knowledge, which is very much helping the planning committee to organize an event that will showcase Flagstaff's tremendous historical and cultural heritage and reflect well on NAU. **The Flagstaff Convention and Visitors Bureau is a wonderful resource.**"

Lara Schmit, meeting planner



Bookings by Market

"Meetings and events create value for individuals, businesses and the cities that host them."

Best Jobs 2014 Rankings, U.S. News & World Report, February 2014



MEETINGS AND EVENTS GOALS FY 2015

- ✓ **Grow** niche markets of Astronomy, Biotech and Sciences with 1% increase in leads.
- ✓ **Educate** 12 local businesses regarding CVB services.
- ✓ **Improve** online presence of meeting resources through website.



Travel + Tradeshow Schedule

August 2014
AZMPI Conference

September 2014
Small Meetings Market

October 2014
Destination Arizona

November 2014
Phoenix Sales Mission

February 2015
Native American Sales Mission

March 2015
DMAI Destination Showcase
Gore Sales Mission



Meetings Mean Business

PUBLIC RELATIONS FY 2014

The public relations program works directly with media, pitching story ideas, hosting press trips and responding to inquiries to garner positive editorial coverage for the destination and generating interest in Flagstaff.

Hosted **61** journalists,
19 domestic and **42**
international, on **46**
individual press trips
and **2** group trips



Met with a total of **209**
journalists face to face at
media missions, trade
shows and events

Assisted with more than **65**
pieces of editorial coverage

Earned PR value = **\$1,726,092**
Total circulation
of earned media = **1,560,740,639**

10 issues of reimagined **InfoBytes** were distributed, with an
average open rate of **30.9%**

15 "Note from the Director" Coffee Klatch e-newsletters
distributed with an average open rate of **31.13%**

Two German tourists walk into a bar...

"Two German tourists
came in clutching [a CVB earned]
news article and wanted to meet
Meister Urs. It was very cool."

Michael Marquess,
Founder and Chief Beer Officer
Mother Road Brewing Company

Recognition

Named **Best 4th of July Town** by **Travel+Leisure Magazine** (June 2014)

One of the **18 Most Underrated Cities in the U.S.**
by **The Huffington Post** (May 2014)

2014 Best Places to Live and Work by
Sunset Magazine (February 2014)

Silver award for **Bicycle Friendly Community** by
the **League of American Cyclists** (2014)



Travel + Tradeshaw Schedule

August 2014

Vancouver Media
Marketplace

November 2014

Arizona Media
Marketplace

January 2015

Los Angeles
Media Marketplace

February 2015

Australia
Media Mission

May 2015

UK and France
Media Mission

June 2015

International
Pow Wow



PUBLIC RELATIONS GOALS FY 2015

- ☒ Increase PR value by 2%.
- ☒ Develop quarterly media e-newsletter.

VISITOR SERVICES FY 2014

The Visitor Center provides excellent customer service to visitors and the community while assisting them with area information, guides, brochures, park passes, Route 66 Passports and souvenirs to help make their stay memorable.

Number of
guests assisted
84,958

"Visit here first!
Excellent facility with very helpful staff. [Their] knowledge of the area was superb. Also an excellent gift/souvenir shop."

TripAdvisor review

Guest satisfaction rate of **98.1%**

9,866 Visitor Guide fulfillments



Top 5 States Visitor Guide Fulfilled

- 1 California**
- 2 Arizona**
- 3 Texas**
- 4 Florida**
- 5 New York**

Top 5 Countries Visitor Guide Fulfilled

- | | |
|---|--------------------|
|  | 1 Germany |
|  | 2 Canada |
|  | 3 UK |
|  | 4 France |
|  | 5 Australia |



Average
TripAdvisor
rating of
4.44
out of 5



VISITOR CENTER GOALS FY 2015

- ☒ **Increase** walk-ins by 1% through enhanced programming.
- ☒ **Participate** in Visitor Profile Study.
- ☒ **Improve** quality and functionality of station platform.
- ☒ **Enhance** referral program through stronger hotel staff engagement.
- ☒ **Participate** in development of Southside Historic District Walking Tour brochure.
- ☒ **Monitor and measure** TripAdvisor satisfaction ratings to project positive image.

865 Grand
Canyon passes
sold

Stamped
1,289
Route 66
Passports



Redeemed
203
referral cards

Sold **60**
America
the Beautiful
passes

FILM FY 2014

The goal of the Flagstaff Film Office is to increase the awareness of the region as a premier film and media production location for feature, still photo and commercial shoots.

8 productions generating more than **200** room nights



69 inquiries for film and media production

"Wish we had someone like you in all of the cities we film in. It would make our lives much easier!"

Laura Rammelsburg
Candeo Media, LLC



Helped lead development of the **Northern Arizona Film Collaborative**

Joined the **Arizona Film and Media Coalition (AFMC)** Board

COMMUNITY RELATIONS FY 2014

The CVB staff actively participates in our local community and region. Through building these relationships we have continued to share our message about the quality of life our industry provides Flagstaff.

Conducted **14** local, regional and national speaking engagements on behalf of Flagstaff



Served on **20** boards and organizations



Distributed **436** CVB window clings and **3,600** bookmarks

Met with **65+** attendees at monthly **Coffee Klatch** with the Director



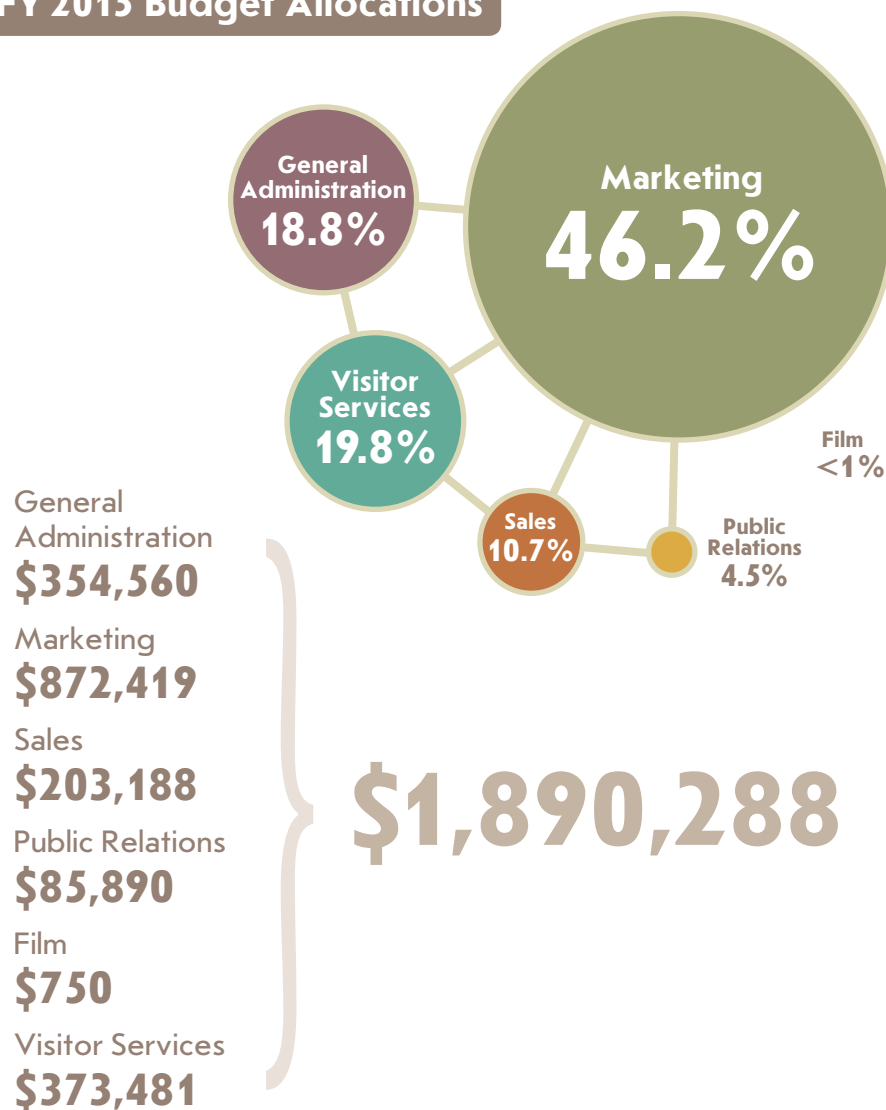
COMMUNITY RELATIONS GOALS FY 2015

- ✓ **Continue** to partner with the AOT, AzLTA, Convention and Visitor Bureaus, Chambers of Commerce and all other memberships that are pertinent to the growth of our programs in Flagstaff.
- ✓ **Continue** to participate on local board, alliances and such to spread the message about Flagstaff and what tourism means to our quality of life.

BUDGET FY 2015

The CVB generated more than \$6 million in BBB revenues in FY 2014. Of those funds, 30% is allocated for tourism marketing and visitor services activities.

FY 2015 Budget Allocations



DIRECTORY

STAFF

CVB DIRECTOR

Heidi Hansen
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ADMINISTRATIVE SPECIALIST

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VISITOR CENTER MANAGER

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VISITOR CENTER STAFF

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Andy Boyd
Anna Good
Marie Green
Carolyn Pinnick
Craig Rose

FLAGSTAFF TOURISM COMMISSION

CHAIR

Jamey Hasapis

VICE CHAIR

Mark Price

Ruben Abeyta
Dino Dulbson
Jean Hockman
Lori Pappas
Minesh Patel
Kevin Schindler
Susan Shields

FLAGSTAFF CITY COUNCIL

MAYOR

Jerry Nabours

VICE MAYOR

Coral Evans

Celia Barotz
Karla Brewster
Jeff Oravits
Scott Overton
Mark Woodson

FLAGSTAFF CONVENTION AND VISITORS BUREAU

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visitorcenter@flagstaffaz.gov

FLAGSTAFF CITY HALL

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SOCIAL MEDIA

VisitFlagstaff
 FlagstaffArizona
 FlagstaffTourism
 VisitFlagstaff
 Flagstaff Convention and Visitors Bureau

