April 23, 2019

Dear Industry Partners and Friends,

I hope this note finds you well.

The winter season has come to an end - sort of. Arizona Snowbowl received a whopping seasonal snow total of 331 inches and plans to be open through early May - so there is that. But, spring is upon us despite the base on the mountain and we are gearing-up for a great festival season in Flagstaff. Some of the festivals are already anticipating a record year for attendance - Blues and Brews has already sold out all VIP tickets for their June event. We have been pushing out 'festivals' message to the drive market via owned, earned and paid media, along with our partners' efforts, we feel that this combined effort has been impactful.

What's in a moniker? Well, a moniker, as it pertains to tourism organizations, is a name that is most often used as consumer-facing name recognition. For example, the tourism marketing arm for Scottsdale uses the moniker of 'Experience Scottsdale.' Effective Thursday, April 18, the Flagstaff Convention and Visitors Bureau will be use the moniker 'Discover Flagstaff.' Where will you see this D.B.A (Doing business as)? Well, you will now see it in our logo as the web address; you would see it on any of our creative at trade shows; business cards; mentioned in media articles and with quotes; and, on our new website - now live - along with a few other strategic locations. The reason for the updated moniker is that we want a D.B.A. that better reflects who we are and our mission. So if and when you see Discover Flagstaff, remember, it is your friends at the Convention and Visitors Bureau.

As you know, our Coffee Klatch is the second Friday of every month. We use this time to not only talk about what Discover Flagstaff is doing to drive visitation and economic impact for the community but we get some incredible minds in the room to brainstorm on sales and marketing ideas for anyone who wants the input for their business. There have been stakeholders leave the meetings with valuable industry information, invigorated and with new ideas for their business which they have implemented to some level of success. I
want to personally invite you to the Friday, May 10, 8:30 a.m. Coffee Klatch. The new location is at the Downtown Library - they have wonderful meeting space which can hold more people than the Milligan House conference room. Remember that this is an informal gathering around the topic of tourism in Flagstaff and we provide coffee and pastries. The conversation is always robust and you are sure to walk away with some valuable information, whether it is provided by me or one of your fellow stakeholders.

Please continue reading and learn more about what exciting things are happening at the CVB and tourism in Flagstaff.

Thank you and I will see you out and about in Flagstaff.

Best regards,

Trace Ward
Director

Marketing

Discover Flagstaff!

A fully redesigned, responsive and very versatile website -- Flagstaffarizona.org -- went live April 18 and has many improvements and fresh approaches. Please take the time to familiarize yourself with the new asset and share your thoughts.

A few quick highlights:

- The Partners & Stakeholder page is more user friendly providing you easy access to research, meeting dates, the ease of RSVPing, Visitor Guide listing forms and special event information including the upcoming National Travel and Tourism Week and the eco-Tourism Service Day.
- The new responsive design detects the user's device and adjusts the imagery for
an optimum user experience.

- Google optimizes websites that are responsive.
- The intuitive navigation is easy with the help of a "hamburger menu" that condenses information.
- The large and rich graphics are engaging.
- There's even more use of video, which is now included as the home page hero shot enabling us to tell a robust and panoramic Flagstaff story very succinctly, ultimately encouraging extended time on site.
- Widgets have been added and some include:
  - Booking functions are in two distinct formats - top right corner as a "bed" icon and also strategically placed "Book Your Stay" throughout the site on various landing pages.
  - A mashup which provides more engaging layouts to again extend time on site.
  - Domain discoverflagstaff has been secured and redirects to flagstaffarizona.org which has tremendous search engine optimization (SEO) value.
  - A new CMS provides full content control over HTML.

**Media & Film Relations**

**Earned Media Highlights: Travel & Leisure, Sunset Magazine, BA High Life**

Discover Flagstaff participated in an Arizona Office of Tourism media mission that produced Travel & Leisure article, *The Best Places to Travel in May*, from writer, Pat Doherty, reaching 3.17 million.

On a Route 66 assignment, Melissa Lawford and Amy Harrity from *BA High Life*, were hosted by Discover Flagstaff and the Arizona Office of Tourism. A six-page comprehensive article, *Mayor of the Mother Road,* covers Angel Delgadillo’s efforts to keep Route 66 a viable tourist experience, along with ideas on what to see and do while driving the Mother Road. This edition of *BA High Life* is on board all British Airways flights. The magazine reaches an estimated 3.6 million readers monthly. Please contact us for an electronic copy of the compelling story mentioning Galaxy Diner milkshakes, Mother Road Brewing and the behind the scenes Route 66 work of NAU archivist, Sean Evans.

Now available, Sunset Magazine’s April issue, featuring a two-page feature article titled, *One Perfect Day in Flagstaff*. Sunset Magazine’s circulation is more than 1.2 million and this is the result of a Discover Flagstaff press trip with travel writer, Allison Young.
A renaissance has hit this Arizona mountain community, elevating it beyond the outdoors.

By Allison Young

The (flagstaff) Convention and Visitors Bureau
450 East Aspen Avenue
Flagstaff, AZ 86001

Stay Connected

Flagstaff Convention and Visitors Bureau | CVB@flagstaffaz.gov | flagstaffarizona.org
211 W Aspen Avenue Flagstaff, AZ 86001

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