CORRECTION to airport story below reflects service to Denver and DFW airports.

Dear Industry Partners and Friends,

Thank you for tuning in to our quarterly issue of Flagstaff Revisited . . . a newsletter created to highlight industry statistics and trends in Flagstaff and the overall tourism industry, as well as topics supporting Flagstaff's Economic Vitality.

This winter has been good for precipitation and that means winter snowplay visitation. Recently, the General Manager of Snowbowl spoke to the Tourism Commission, [https://flagstaffaz.swagit.com/play/02262019-2452](https://flagstaffaz.swagit.com/play/02262019-2452), and told the group that this is likely to be one of the best years on record in terms of attendance at the ski resort. Checking in with our traditional accommodations partners, most have reported increases over last year for the winter months. The destination accommodations metrics suggest the same: Occupancy up 5.4% and average daily rates up 11.1%.

Diversifying our messaging, driving authentic channels such as earned media, running sweepstakes to gain maximum engagement with our social media fans and working with the travel trade to keep our brand in front of the international markets is still the strategy. We are getting lots of traction from marketing all that is unique and authentic to Flagstaff - this can be seen in not only the metrics but in the BBB tax collection, the sales tax collection and the increased attendance levels for our attractions.

Stay tuned-in to the rest of the information in this quarterly newsletter and see how Economic Vitality is winning for Flagstaff.

Best regards,

[Signature]

Trace Ward
CVB Director

Flagstaff Airport
Expanded air service to DEN AND DFW airports
We all need more time in our day and Flagstaff Airport just carved out extra hours for all to benefit. Beginning March 31, United Airlines will fly non-stop from Flagstaff to Denver twice daily. It gets better. American Airlines has also responded to demand and will fly twice daily, non-stop, to DFW, beginning April 2. Reasons to visit Sky Harbor just lessened (saves at least five hours of drive time R/T), and reasons to travel more just amplified. Denver and Dallas/Fort Worth airports are major hubs that will certainly transport more domestic and international visitors into Flagstaff which further supports the approximate 8,000 jobs relying on tourism.

A new convenience store opened near the airport offering services including fuel which provides the terminal's rental car companies a quicker response time when refueling cars.

Marketing:
Niche programming
Dog-Gone Friendly at 7,000'
More and more visitors are traveling with their fur babies and these travelers are creating itineraries often built around this pet-centric craze.

Flagstaff recognizes this growing trend and is rewarding overnight visitors that have their four-legged friend in tow with a FREE eco-friendly dog bowl. Visitors need to stay one night at a pet-friendly hotel and present their accommodation's receipt (from the night prior) at the Flagstaff Visitor Center. Supplies are limited. When they're gone, they're dog-gone.
Owned, earned and paid media are supporting this campaign. January's results are impressive with a .64% click-thru-rate and more than 3,000 website views.

Stay & Play
In December, nearly 300,000 metro-Phoenix addresses received a Flagstaff Stay & Play four-page supplement delivered as an insert in The Arizona Republic. The insert was a co-op with The Arizona Snowbowl which included content supporting their Stay Free package which has been estimated to result in approximately 5,000 room nights. Additional Flagstaff content supported dining, breweries, stay and play responsibly, and sweepstakes.

Flagstaff City - Coconino County Public Library:
Something's Cooking and so much more
We've all heard about book clubs, but Flagstaff puts a twist on this popular meeting by adding another popular theme - Cook Book Club. Certainly more than a traditional library, Flagstaff libraries also offer after school programs with crafts and "bad art" contests, and cell phone charging cables are on-loan while patrons remain inside the library.

Community Investment:
Business Attraction
The Business Attraction Manager and Mayor Evans attended the Maricopa Association of Governments Economic Mexico Mission to Mexico City. Staff had several meetings to build relationships and continue to stimulate economic development and tourism with Arizona's top trading partner, Mexico. We connected with key leaders from the business community and newly elected officials to support key commerce corridors that connect Arizona and Mexico.

Excitement builds with the anticipation of construction beginning in Spring 2019 of the new Arizona Veterans Home. This project will bring 60 new beds for veterans and 80 new jobs to the Flagstaff area.

Business Retention
A Call to Innovators and Creative Problem Solvers
The Innovate Waste Challenge invites people to start a business by diverting material from the landfill and converting that material into a product, service or process. The Challenge awards $8,000 in cash prizes to the winner, and the cash prize is intended to be used to further develop the winning business idea.

Business Retention is coordinating the program in collaboration with Sustainability because tons of material go into our landfill each year to be buried which is ultimately unsustainable. By diverting material from the landfill, finding other ways to reuse or creating processes to reuse material, the City of Flagstaff is fostering new business and being good stewards. The team has grown to include the Moonshot Program at NACET, Northern Arizona University, Coconino Community College, and the Small Business Development Center.

On April 6th, applicants will pitch their ideas and the winner of the Innovate Waste Challenge will be announced. This exciting program is hopefully the first of many
challenges to turn local ideas into thriving businesses.

Flagstaff Visitor Center:
Skating in a Winter Wonderland and A Decadent Walk

Two winter events were recently hosted at the Visitor Center:

- Skate at the Station, December 15 - January 5, provided a partnership with Shadows Foundation to bring this free skating opportunity to downtown as part of the Winter Wonderland experience.

- The Flagstaff Chocolate Walk, February 9, invited locals and visitors to downtown to explore, shop and dine. In its sixth year, it never gets old listening to guests comments as they discover something new downtown.

Mark your calendar as the Visitor Center will host local artists and musicians during First Friday Artwalk beginning in April, and the Annual Train Day event is May 11, 10am to 2pm.