TOURISM DOLLARS ARE ESSENTIAL TO THE CITY'S ECONOMY

- $563 million dollars
- 9,000+ Jobs
- New dollars into the local economy
- Acts like an 'export business'
- Ripple effect
- Creates small businesses and spurs entrepreneurship
Flagstaff

discoverflagstaff.com

Arizona's destination for all seasons

Is a beloved travel brand
What we will accomplish with the business roundtable meetings.

• Seek to better understand
• Exchange best practices
• Exchange resources
• Coordinate efforts
The following markets have been identified as the markets with the most potential to have an immediate positive impact on the visitor economy:

• Drive-market (Arizona, Southern California, SE Nevada)
• Direct-Flight Markets (Denver, Dallas)
• Meetings & Conventions Market
• In-market customers
DRIVE MARKET

- Familiarity
- Low economic barrier
- Quick decision window
- Based on weather conditions
- Outdoor adventure
- Pets
- Travel companions
DIRECT-FLIGHT MARKETS

• Business travel, visiting friends and family, and leisure customers on these direct flights

• Meetings and conventions market relies on these direct flights for their attendees
MEETINGS & CONVENTIONS

• Strong pent-up demand

• Contractual obligations to hotels
IN-MARKET CUSTOMERS

• Strong repeat visitor base

• Was on track to hit 140K walk-ins

• The Historic Train Station is an attraction
We love our international visitors
Being nimble... it's among the things Discover Flagstaff does best!
Phoenix will continue be our number one market.

Top-of-mind awareness is paramount while pent-up demand is increasing.

Phoenix Magazine
May issue, back cover
Staying Top of Mind with our Drive-market
Staying top-of-mind with our direct-flight markets
DISCOVER THE BEST STRETCH OF ROUTE 66

Top 6 Must-Dos:
1. Journey history’s milestones with the Walk This Talk audio tour.
2. Visit the world-famous road house The Museum Club.
3. Cruise preserved stretches of authentic Route 66.
4. Enjoy the many restaurants, brewerries and stores adorning the Mother Road.
5. Capture the perfect photo with a Mother Road mural or sign.
6. Stay at a motorcourt hotel.

*When travel restrictions are lifted and partners are open.*
Carry-out & Settle in
Local messaging and geo fencing
Flagstaff Local – My Actions Matter… more than ever!

We know our locals are taking care of each other. We’ve seen the amazing videos and heard heartwarming stories of meals delivered to our front-line support teams, secluded outdoor walks that include picking up trash, buying online from our community businesses, homeschooling children, and a whole lot more of genuine goodness.

We want to hear from you. Share your actions here.
Save the date: May 2
Orpheum Theater is hosting a live virtual concert from local band Tow’rs. This is partially sponsored by Discover Flagstaff.
Staycation

Family-fun activities unique to Flagstaff...

Gateway Here

Romance or Family

...✓

You have the fun; leave the cleaning to us.

Creative Spirits

Virtual Painting Events

Paint your reality.

Beer Trail

Awesome ales, beautiful brews, and endless trails.

Nature Walks

At the Arboretum

Roam miles of scenic pathways.

Flagstaff Authors

Bookcation

Venture near and far — accomplished, thrilling, lively, passionate...

Foodie

I'll have two of those.

Goodness abounds and awaits you as our chefs know home-cooking has run its course.

Museum of Northern Arizona

Online Events

A treasure worth seeing.

Walking Tours

Ready, set, go...

...for links and more ideas visit

discoverflagstaff.com/staycation
Join Us

NATIONAL TRAVEL & TOURISM WEEK
MAY 3–9, 2020

Join us in honoring Flagstaff’s hotels, restaurants, bars, nightclubs, campgrounds, and attractions.

Our entire community benefits from travel and tourism as it enhances our overall quality of life.

Flagstaff is a great place to visit and an even better place to live.

See how you can make it even better by visiting:
FREE

2020 online listings for BBB collecting stakeholders and tourism-related non-profits & 2021 printed Visitor Guide.
Creating demand in the drive-market
AFTER THAT

These

8 AWARD-WINNING BREWERIES & THE FLAGSTAFF BREWERY TRAIL

GET OUTDOORS

FLAGSTAFF'S MOUNTAINS ARE CALLING

WIPE the SMILE on your FACE

TASTE NEARLY 200 RESTAURANTS AND 9 AWARD-WINNING BREWERIES WITH 10 LOCATIONS

PLAN YOUR STAY:
- Flagstaff’s festival calendar
- Enter for your chance-to-win sweepstake prizes

Adhere to safe travel protocols, businesses may offer limited services.
We're excited to see you!

TRAILS
If you think you've Peaked, we've got plenty more that are green and less unseen!

7 Wonders
It's everywhere you want to be in one place!

Dining
Get the dish on these hot restaurants downtown

Accommodations
Relax. Rest. Eat. Repeat. This never goes out of style.
Additional targeted tactics for MKTG

• Increase Trip Advisor posting frequency and add more reviews of Flagstaff businesses

• Get Outdoors Sweepstakes will raise awareness and increase desirability for traveling to Flagstaff

• Providing updates to several trip planner website such as Lonely Planet, Grand Circle, Travelocity and Expedia
Earned Media

- **Earned Media:**
  - News Releases: campaigns, attractions
  - Support Sales with meetings and conferences

- **Press Trips:**
  - Reschedule writers that may cancelled due to COVID-19
  - Schedule new press trips
  - Schedule Arizona Office of Tourism FAMS

- **Industry Communication:**
  - Constant Contact (Industry Updates, Coffee Klatch, Note from the Director)
  - Arizona Office of Tourism Updates
  - Northern Arizona Communicator Meetings
Meetings & Events
Tactics for Meeting Sales:

• Local & Drive Markets: Print & Digital, Sales Missions
• Meet & Reconnect/Meet in a Grand Destination/Bring your meetings home to Flagstaff Messages
• Flight Markets: Dallas/Denver, Trade Shows and Digital
• FAM Trips with Relationship Builders
• Re-Booking Incentive Program
• Conference Badge Program
Conference Badge Program

• Free opportunity to get in front of conference attendees
• Program will be advertised to conference attendees in Flagstaff
• Goal: Get groups out into the community
• Contact Jessica Young to sign up
Global Travel Trade
What Motorcoach Tour Operators are saying

Domestic Tour Operators are cancelling tours through July/August. Cancellations are now being seen through Fall 2020. Virtually all international tour groups have cancelled through year-end, and don't expect a rebound until Spring 2021 at the earliest.

<table>
<thead>
<tr>
<th>2019 USA Visitation</th>
<th>2020 USA Visitation Projections – Down 23% in Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>USA 49%</td>
<td>Asia down 32.6%</td>
</tr>
<tr>
<td>Europe 20%</td>
<td>Europe down 29%</td>
</tr>
<tr>
<td>Asia 15%</td>
<td>Canada down 19%</td>
</tr>
<tr>
<td></td>
<td>Mexico down 18%</td>
</tr>
</tbody>
</table>
PhocusWright Survey

Reasons Trips were changed/cancelled:
1. Afraid of getting ill at the destination
2. Afraid of being quarantined at the destination or upon returning home
3. Afraid that parts of destination will still be closed
4. Afraid of becoming ill during transit

Current Travel Plans . . .

<table>
<thead>
<tr>
<th></th>
<th>USA</th>
<th>UK</th>
<th>Ger</th>
<th>France</th>
</tr>
</thead>
<tbody>
<tr>
<td>Postponing current trip</td>
<td>33%</td>
<td>39%</td>
<td>25%</td>
<td>37%</td>
</tr>
<tr>
<td>Cancelling trip</td>
<td>29%</td>
<td>30%</td>
<td>36%</td>
<td>26%</td>
</tr>
<tr>
<td>Traveling in 1 – 6 months</td>
<td>61%</td>
<td>48%</td>
<td>64%</td>
<td>71%</td>
</tr>
<tr>
<td>Staycation Instead</td>
<td>22%</td>
<td>15%</td>
<td>14%</td>
<td>9%</td>
</tr>
</tbody>
</table>
On A Good Note . . .

- Per Le Journal des Femmes, USA is #1 dream destination
- 74% of Americans feel safe to travel in next six months
- Travelers do NOT believe crossing borders will make them any sicker than if they stay home
- National Park Service withdraws CUA increase plans
- Tour Operators are using this time to create new itineraries with unique inclusions
On a Good Note . . .

- UK is predicted to be first overseas market to rebound
- 49% of Chinese plan to travel overseas in 2020
- Once borders open, Canada/Mexico will follow drive market
- President Trump announced plans to re-open National Parks
- Consumers are wanting small towns, local experiences, National Parks, Eco-tourism, and outdoor adventure
- We may start seeing smaller “groups” rather than large motorcoach tours – paying higher rates
What do travelers want . . .?

• Infection rates to drop – is it safe to travel?
• Reduction of barriers/restrictions
  Strict sanitation measures that are known to visitors
• Destinations to honestly communicate improvements in infection rate/testing
  *Best Ever Vacation

What should your messaging be . . .?

• Dream, Plan, and Book NOW
• Include Value Adds
• Refund/Voucher program to rebook easily
• Inspiring Videos, Images. and Ideas
  *Price integrity

DISCOVER FLAGSTAFF TRADE OPPORTUNITIES

• Online Websites (OTAs)
• Group Dining Flyer (Restaurants)
• Trade Newsletter – what’s new with you?
• Co-Op Marketing opportunities for International Markets
  *Fams, Trade Shows …
Visitor Services
Welcome Back Visitors

Are there changes to your business that you want visitors to know about?

- Open house – tentatively May 27th
- Speaking opportunities

Are there ways we can help you when you reopen?

- Exhibit opportunities
- Current information to visitors
Business Retention and Expansion
What to do

- OODA = Orient Observe Decide Act
- Rediscover purpose
- Regroup teams
- Reset present and bearings
- Get Lean
- Go
RESOURCES

Arizona Office of Tourism I Sign up for Tourism Tuesday at tourism.az.gov

U.S. Travel Association I USTravel.org

Destinations International I destinationsinternational.org

Arizona Restaurant Association I azrestaurant.org

Arizona Lodging & Tourism Association I azlta.com

Destination Analysts I destinationanalyst.com

Brand USA I thebrandusa.com

City of Flagstaff Business Retention and Expansion Manager, John Saltonstall
Office 928-213-2966 or Cell 928-606-9430 or Email jsaltonstall@flagstaffaz.gov
Thank you