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
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 to be our number one market.

Top-of-mind awareness is paramount while pent-up demand is increasing.
CRITIC'S CHOICE
Favorite Arizona Food Town
PHOENIX MAGAZINE, JANUARY 2018

WIPE the SMILE on your FACE

TASTE NEARLY 200 RESTAURANTS AND EIGHT AWARD-WINNING BREWERIES WITH TEN LOCATIONS

#wipethesmile
Social Media:

Discover Flagstaff
Published by Sean Huerta | April 27 at 4:00 PM
Have you been missing your favorite Flagstaff authentic Italian restaurant? Fat Olives is open again for curbside pickup from 3-8 p.m. and you’ll be sure to #WipeTheSmileOnYourFace from home. Also be sure to check out owner John Conley on the Food Network’s “Diners, Drive-ins, and Dives” for a special coronavirus version of the show; “Takeout: Flavortown Comes Home.”
https://www.flagstaffarizona.org/wipethesmile/fat-olives/

Discover Flagstaff
Published by Sean Huerta | April 10 at 11:32 AM
Missing your favorite Flagstaff restaurants? Fortunately, we have recipes to tide you over until you can come back and visit. Discover how you can make MartAnne’s Burrito Palace’s delicious Chilaquiles with Green Sauce and #WipeTheSmileOnYourFace from home today.
https://www.flagstaffarizona.org/wipethesmile/martannes/

Discover Flagstaff
Published by Sean Huerta | April 28 at 6:00 PM
Several months ago travel blog writer Brandon Malzes of Kitchen Konfidence visited Flagstaff and reviewed several restaurants including MartAnne’s Burrito Palace. Tourist Home All Day Cafe” and Cilantro Latin Kitchen. Take a read and we will look forward to seeing you visit our mountain town when we are all back on our feet. #freshbrewedblog
https://www.flagstaffarizona.org/blogs/taste-of-flagstaff
Social Media:

Discover Flagstaff
Published by Mike Russell
February 14 -

Flagstaff, Arizona - a Craft Beer City presents this epic collaboration of our 8 breweries. This new Mexican Vienna Style Lager has roots in Flagstaff! Home to the San Francisco Peaks, ponderosa pines, fresh air and a collaborative group of award-winning breweries aptly named The Flag Nine Brewers.

Historic Brewing Company
Wanderlust Brewing Company
Dark Sky Brewing Company
Mother Road Beer Mother Road Beer... See More

Discover Flagstaff
Published by Sean Hoheize
March 12 -

Spring is in the air and what better way to celebrate the change in seasons than the Spring Equinox Beer Dinner at Historic Barrel + Bottle House - Flagstaff, each ticket includes 4 courses, 4 oz beers, a wine tasting, and a raffle ticket for 1 of 3 raffle baskets.
https://www.brownpapertickets.com/event/4527691...
9 FLAGSTAFF BREWERIES
WE’LL BE WAITING FOR YOU.
Staying Top of Mind with our Drive-market

DISCOVER FLAGSTAFF

WE LOOK FORWARD TO YOUR VISIT WHEN WE’RE ALL BACK ON OUR FEET.
Some ads have had as strong as a .21 click-thru-rate!
Carry-out & Settle in
Local messaging and geo fencing
Outdoors begs for thirst quenching
Outdoors begs for thirst quenching

America’s Ale Trails

The outdoors is the perfect place to enjoy a cold, refreshing beer. Flagstaff, Arizona is home to several award-winning breweries, providing perfect refreshment for your outdoor adventures.

1. **Altitude Brewing Co.**
   - Located in the heart of Flagstaff, this brewery is known for its craft beers and lively atmosphere.

2. **Sixth Street Brewing Co.**
   - Celebrates its 20th anniversary in 2023, offering a variety of beers inspired by the history and culture of Flagstaff.

3. **Director’s Cut Distillery**
   - Not just a brewery, this establishment also offers a range of spirits made from local ingredients.

4. **The Oatman Brewery**
   - Known for its unique and flavorful beers, this brewery uses locally sourced ingredients.

5. **Prospect Brewery**
   - Offers a rotating selection of beers, allowing you to try something new with each visit.

6. **Telfer's Pub & Brewery**
   - A great spot for both beer and food, with a menu that includes burgers and pub fare.

7. **Barley & Hops**
   - Known for its tap list, this brewery features a variety of guest beers from local and regional breweries.

8. **Blue Moon**
   - A popular spot for both locals and tourists, offering a cozy and welcoming atmosphere.

9. **Flagstaff Beer Co.**
   - A favorite among beer lovers, this brewery offers a range of styles and flavors.

10. **Four Corners Brewery**
    - Located just outside of Flagstaff, this brewery boasts a diverse beer selection and a relaxed outdoor seating area.

Each of these breweries offers a unique experience, perfect for outdoor enthusiasts looking to quench their thirst in style.
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.
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:

FLAGSTAFF LOCAL.COM
My actions matter
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 ...

MUSEUM OF NORTHERN ARIZONA
online events
A treasure worth seeing.

Foodie
I'LL HAVE TWO OF THOSE.
Goodness abounds and awaits you as our chefs know home-cooking has run its course.

Walking Tours
Ready, set, go ...

... for links and more ideas visit
discoverflagstaff.com/staycation
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

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

CRITIC’S CHOICE
Favorite Arizona Food Town
ENRICH MAGAZINE

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.

#wipesasmile
Over-the-Top programming
Segments airing:

• **Pizzicletta at DSB** – June 16
• **Annex and Criollo** – June 19
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.
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
Meeting & Convention Ads

GET OUT AND MEET IN A
GRAND DESTINATION

CONTACT JESSICA YOUNG, SALES AND MARKETING MANAGER – MEETINGS AND EVENTS • 928-213-2920 • MEETINFLAGSTAFF.ORG

Flagstaff
discoverflagstaff.com
Arizona’s destination for all seasons
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 reopening for dine in?

- Dessert promotion
- Display opportunities when we reopen
- Current information to visitors
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