



Discover Flagstaff

March 20, 2020

Dear Industry Partners and Friends,

We care deeply and want to keep you informed as it relates to the Flagstaff travel and tourism industry. As you know, the Flagstaff City Mayor, Coral Evans, issued a proclamation deemed necessary for the protection of life and property in the City of Flagstaff closing businesses and establishments effective March 17, 2020 at 8 p.m. through April 1, 2020 11:59 p.m. Please review this new update regarding accommodations, **[click to read the City of Flagstaff News Release Closures and Cancellations: Guidance for Hotels and Motels.](#)**

At Discover Flagstaff, the approach to our marketing strategy is a genuine one, supporting the Center for Disease Control (CDC) messaging. Our goal is to keep Flagstaff top-of-mind while leveraging outdoor experiences that allow social distancing as well as encouraging carry-out dining and online local shopping options. Marketing tactics are nimble and targeting the local Flagstaff audience and the drive market of metro-Phoenix and Southern California. A series of messages supporting businesses have pushed-out through owned, earned, social and paid media platforms including billboards in metro-Phoenix and southern California, digital ads including geo-fencing, network television :30 commercials, and banner ads (which are already seeing strong conversions) and of course relevant website content.

Resources:

- [Discover Flagstaff](#)
- [Downtown Business Alliance](#)
- [Center for Disease Control \(CDC\)](#)
- [Arizona Department of Health Services](#)
- [US Travel Association](#)
- [Visit Arizona](#)
- [Arizona Office of Tourism Communication Toolkit](#)

The Discover Flagstaff Office and Flagstaff Visitor Center are closed to the public until April 1, 2020 with this small but mighty staff working remotely committed to strategically and effectively market Flagstaff .

Thank you,

Trace Ward,
Discover Flagstaff CVB Director



DO THE FIVE

Help stop coronavirus

- 1 **HANDS** Wash them often
- 2 **ELBOW** Cough into it
- 3 **FACE** Don't touch it
- 4 **FEET** Stay more than 3ft apart
- 5 **FEEL** sick? Stay home



CONNECT WITH US

