

# **CITY OF PRESCOTT**

## **Office of Tourism**

**CITY COUNCIL PRESENTATION**  
**October 26, 2010**

# Professional Experience

- 27 years of sales & marketing experience in travel & tourism:
- 8 years with Arizona Office of Tourism:
  - Deputy Director (Marketing)
  - Director of Travel Industry Marketing
  - International Marketing Manager
- \$7.5m annual marketing budget



# Professional Experience

- Advertising/Marketing services agencies specializing in travel & tourism



# Professional Experience

- Tourism Marketing Consultant
  - Sedona Chamber of Commerce
  - Fountain Hills Chamber of Commerce
  - Puerto Peñasco CVB
  - Grupo Vidanta (resorts, real estate, airport)



# Importance of Tourism to Prescott

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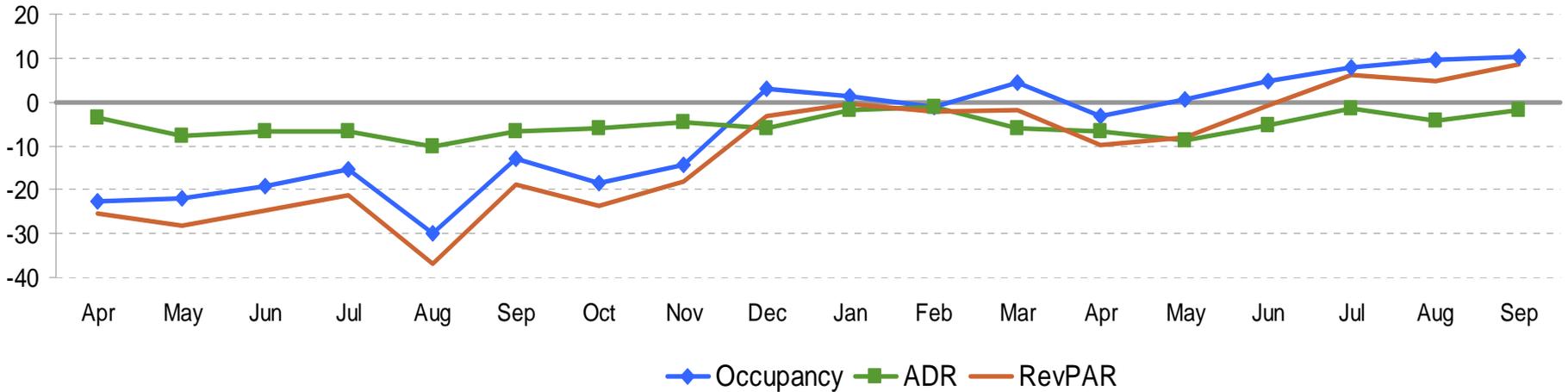
## NAU 2009 Study

- \$295 million in total economic impact
- \$23 million in taxes
- 3693 direct jobs / 4,761 induced



# Latest Numbers:

## Monthly Percent Change



# Latest Numbers

| Transient Lodging (Bed Tax) |            |            |         |            |         |            |         |
|-----------------------------|------------|------------|---------|------------|---------|------------|---------|
| Cash                        |            |            | %       |            | %       |            | %       |
| Receipts                    | FY 11      | FY 10      | Change  | FY 09      | Change  | FY 08**    | Change  |
| July                        | 43,743.65  | 44,272.03  | -1.19%  | 53,812.63  | -17.73% | 44,405.86  | 21.18%  |
| August                      | 51,964.00  | 53,511.70  | -2.89%  | 76,752.69  | -30.28% | 41,562.66  | 84.67%  |
| September                   | 42,097.00  | 41,125.03  | 2.36%   | 63,646.68  | -35.39% | 43,646.11  | 45.82%  |
| October                     |            | 38,535.00  |         | 51,518.66  | -25.20% | 36,283.71  | 41.99%  |
| November                    |            | 38,062.00  |         | 51,341.64  | -25.87% | 37,804.26  | 35.81%  |
| December                    |            | 27,997.76  |         | 40,794.36  | -31.37% | 28,776.34  | 41.76%  |
| January                     |            | 28,824.30  |         | 35,796.31  | -19.48% | 26,823.73  | 33.45%  |
| February                    |            | 26,769.00  |         | 28,280.28  | -5.34%  | 42,353.38  | -33.23% |
| March                       |            | 28,596.00  |         | 32,293.34  | -11.45% | 37,681.97  | -14.30% |
| April                       |            | 32,409.00  |         | 35,882.45  | -9.68%  | 52,410.13  | -31.54% |
| May                         |            | 39,756.00  |         | 34,622.10  | 14.83%  | 55,818.48  | -37.97% |
| June                        |            | 41,716.05  |         | 49,975.09  | -16.53% | 62,889.09  | -20.53% |
| Total:                      | 137,804.65 | 441,573.87 | -68.79% | 554,716.23 | -20.40% | 510,455.72 | 8.67%   |

\*\* 1st month of the 3% transient lodging tax rate was Feb 08

# Structure of New Department

- Tourism
  - Film Office/ED
  - Public Affairs
  - Special Events



# Branding (Identity) Challenge

## ■ Multiple Identities

- World's Oldest Rodeo
- Everybody's Hometown
- Mile High City
- Arizona's Christmas City
- Where History Lives On!

**Result:** Fractured brand identity,

No clear positioning against competition



# Destination Branding

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Basic questions to be answered during the branding process:

- What do we want to be known for?
- How can we stand out from the competition (positioning?)
- What emotions are associated with our name?



# Destination Branding

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“In the 21<sup>st</sup> century cities will increasingly compete on the value that they provide in terms of their physical, service and experiential offer, their heritage, their ambitions, and their character. In short: they will compete on their brand and will develop in line with it.”

Malcolm Allan, *“placebrands”*



# Destination Branding

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What it is **not**:

- Logo
- Tagline
- Theme for advertising

What it is:

- Communicating and delivering a value proposition / promise



# Our Challenge

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- Strong occupancy on summer weekends
- Low occupancy mid-week and shoulder seasons
- Creative packaging of tourism assets
  - Sell the destination & the experience
  - Increase length of stay & spending
  - Address potentially negative perceptions

# Solutions

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- Destination Branding
- Direct Marketing / Direct Response
- Websites
- Social Media
- Direct Sales
- Greater cooperation between stakeholder groups
- Identify & develop additional destination drivers

**From:** Prescott Office Of Tourism [mailto:PrescottOfficeOfTourism@targetforce.net]

**Sent:** Monday, October 18, 2010 9:19 AM

**To:** Ima Golfer

**Subject:** Prescott Golf Getaways from \$199, Must Book by October 31

You recently registered with a network website to receive special online offers.  
To no longer receive messages, please [use this link to remove your subscription.](#)

**HURRY! INCREDIBLE RATES ON FALL GOLF GETAWAYS END OCT. 31!**



You can hear the whispers of history around every corner, telling the tale of this cowboy capital. And though our history is our main attraction, our story doesn't end at the picturesque Courthouse Plaza. It continues in the rolling fairways of our beautiful golf courses, in the inspiration of our galleries, shops and museums, and in the beauty of our parks, lakes and miles of hiking, biking and walking trails.

Stay a while and make our story yours with special rates and offers from select hotels.

\*Per tax. Valid seven days a week through 10/31/2010. Subject to availability.

Golf Getaway  
Packages for two  
Starting at \$199\*

Includes two nights  
accommodations, round of golf  
for two and more!

**LEARN MORE**

PARTICIPATING HOTELS

Come for the culture. **Stay for the birdies.**



[1] [2] [3]

PARTICIPATING HOTELS



UPCOMING EVENTS

**OCTOBER 2010**

Prescott Farmers Market Yavapai College  
Parking Lot

"Artist At Work: The Kenneth M. Freeman  
Legacy Exhibition" Phippen Museum

"Death and Erasers" Prescott College

Autumn Sensations Mountain Artists Guild & Gallery

KidZoo Heritage Park Zoo

Spotlight on Dorothy Ray & Jim Antonius Mountain  
Artists Guild & Gallery

"The Dixie Swim Club" Prescott Fine Arts Association

"Celebrating Prescott Style"

"How Splendid Is Our Past" Sharlot Hall Museum  
Prescott Museum Exhibit

You can feel the energy of the crisp, cool air as soon as you step on the first tee. And, as you play the always-lush fairways and pristine greens, you realize that you have discovered the hidden gem of Arizona's golf scene. In our courses you'll find a year-round challenge. In our galleries, shops and museums, you'll find inspiration. And in our parks, lakes and miles of hiking, biking and walking trails, you'll find unsurpassed beauty.

*Discover Prescott this fall with a Golf Getaway for two.*

Tell us a little about yourself...

First Name  Last Name

Address  City  State  Zip Code

Email address

To keep up to date on all that Prescott has to offer, please visit [www.visit-prescott.com](http://www.visit-prescott.com)



# Seasonal advertising targeting Phoenix/Scottsdale residents & visitors



## SNAPSHOT

Arizona's state of the mountainous peaks of Prescott is located in Northern Arizona. Prescott area is a rich history of culture, art, and scenic views.

Photo by: David Beal and Peter Rosenberg

shop | dine | art | golf | hike | explore

## PRESCOTT OVERVIEW

Prescott is nestled comfortably within a temperate, mile-high forest setting. Just 90 minutes north of Phoenix, "Everybody's Hometown" is an ideal destination for golfers, outdoor adventure seekers, and western history buffs.

With an annual daytime average of about 70 degrees, Prescott enjoys over 300 days of sunshine. From its majestic rock formations at Granite Dells to five area lakes in more than 450 miles of well groomed hiking, biking and horseback riding trails, Prescott knows no boundaries for exploring the area's stunning natural beauty.

The downtown Courthouse Plaza is Prescott's historic heart. For over a century, visitors and locals have enjoyed congregating and relaxing among towering oaks and manicured grounds. The plaza is bordered by the famous Whiskey Row, known to have hosted the likes of Wyatt Earp and Doc Holiday—and still hosts eclectic boutiques, galleries, antique shops, and a selection of restaurants.

As Arizona's former territorial capital, Prescott has maintained a strong connection to its Old West roots. Decors are available to lead free walking tours featuring many of the area's 800 buildings currently on the National Register of Historic Places. Plus, first top-notch museums offer thoughtfully curated collections and exhibits, recalling the territorial days, Victorian Era, and regional Native American life.

Prescott is "Arizona's Christmas City" and December draws thousands of visitors to its annual Christmas Parade, Courthouse Lighting, and Aztec Music Festival.

Any time of year, there's always something to do in Prescott.



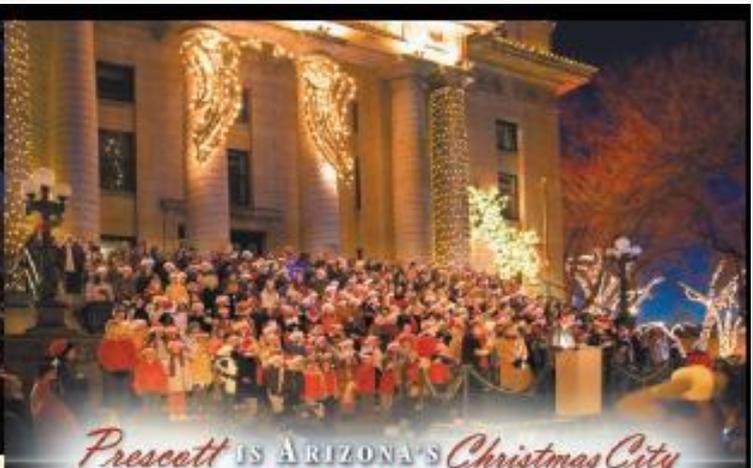
## EVENTS

- Nov 21 - Dec 23** World's Largest Geopetal Wagon @ Prescott Race
- Nov 25 - Jan 1** Wild Lights Holiday Display @ Heritage Park Zoo
- Nov 22** Electric Light Parade @ Prescott Courthouse Plaza 6:00pm
- Dec 4** Christmas Parade & Courthouse Lighting @ Prescott Courthouse Plaza
- Dec 8** Aztec Music Showcase @ Prescott Courthouse Plaza, 5:30-8:30pm
- Dec 12** Carols @ the Aztec @ Heritage Park Zoo
- Dec 17 - 18** New Year's Winter Concert @ Prescott Courthouse Plaza

**360** Local Businesses  
CHECK OUT OUR RICH MEDIA PANEL



800.268.7534  
visit-prescott.com



## Prescott is Arizona's Christmas City

### December 4 • 28<sup>TH</sup> ANNUAL PRESCOTT CHRISTMAS PARADE

Prescott Courthouse Plaza, 1:00 pm  
Save a visit to Arizona's Christmas City for this festive and elaborate parade through downtown Prescott.

### December 4 • 56<sup>TH</sup> ANNUAL PRESCOTT COURTHOUSE CHRISTMAS LIGHTING

Prescott Courthouse Plaza, 6:00 pm  
Carols and other seasonal festivities make this annual event one of the most popular in the Prescott area.

### December 10 • AZTEC NIGHT

Various Prescott locations  
More than 100 musical groups will perform in the stores downtown for this popular, annual holiday event.



See us online at:  
[www.visit-prescott.com](http://www.visit-prescott.com)

to learn more about what Prescott has to offer.



Photo by: David Beal and Peter Rosenberg

**PRESCOTT - Arizona's Christmas City**

In the minds of holiday revelers "Christmas" and "Arizona" rarely conjure up images of dancing sugar plums.

But in mile-high Prescott, just 90 minutes north of metro Phoenix, the yuletide spirit crackles like a tawdry fire, conjuring up memories of perfect family holidays past. So much so that Prescott was designated "Arizona's Christmas City" by Governor Rose Mofford in the late 1980s.

Holiday festivities in "Everybody's Hometown" get underway in late November leading up to three signature events: the heavily attended 28th Annual Christmas Parade, followed by the 65th Annual Courthouse Lighting ceremony, with caroling and a reading of the Christmas story, and the Akor Musical Showcases, a night of incredible eclectic music. Walk into almost any downtown store and catch blues, big band, folk, steel drum, and pop performances. The event is free to the public.



For more holiday event information in Prescott, please go to [www.visit-prescott.com](http://www.visit-prescott.com)

**Prescott Holiday Events****November 21 — December 25**

World's Largest Gingerbread Village  
Prescott Resort

*The largest gingerbread village in America adorns the lobby of the Prescott Resort. More than 100 gingerbread structures are on display in a winter wonderland.*

**November 25 — January 1**

Wild Lights Holiday Display  
Heritage Park Zoo

*The zoo will be lit up for the holidays every Friday and Saturday night from Nov. 25 until Jan. 1.*

**November 27**

Electric Light Parade  
Prescott Courthouse Plaza, 6:00 pm

*Go there and watch the lighted costumes and floats in this annual festive parade, decorated for the holiday season.*

**December 3**

Saturday Night on the Town - A Cowboy Christmas  
Prescott Fine Arts Association, 7:30 pm

*The best of the area Cowboy Poets and musicians will share Christmas poems, stories and songs from the prairie and ranches.*

**December 4**

Christmas Parade and Courthouse Lighting

*Santa visits Arizona's Christmas City in the fun and festive parade around Prescott's Courthouse Plaza.*

**December 4**

Frontier Christmas Open House

Shelton Hall Museum, 6:00 to 9:30 pm

*Step back in time with living history interpreters at Shelton Hall Museum as they capture the spirit of Christmas past.*

**December 10**

Akor Musical Showcases

Various Prescott locations, 5:30 to 8:30 pm.

*Local merchants open their doors and host over 100 of the area's entertainers for this downtown open house. It was the various shops, galleries and boutiques while enjoying a variety of music and entertainment and indulging in delectable treats.*

**December 12**

Santa with the Animals

*Santa Claus pays a visit to the Heritage Park Zoological Sanctuary.*

**December 12**

Prescott Pops: Merry Christmas & All That Jazz

Yavapai College Performance Hall, 3:00 pm

*The Prescott Pops enter in the holiday season with their own unique style. Paul Manz, conductor.*

**December 17**

Plaid Tidings

Yavapai College Performance Hall, 7:30 pm

*Enjoy the best of the Broadway smash hit "Snow White," tied up in a festive package with a big Christmas bow on top.*

**December 17—15**

Elves Weekend Downtown

Prescott Courthouse Plaza

*Come on down and join the fun and activities! There will be strolling carolers and musicians, special promotions and refreshments in the shops, plus parading with random acts of kindness, and shops open late for your last-minute purchases!*



■ Focusing on Festivals and Events to drive shoulder season visitation:

# Website

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- Rebranded existing (PACT) website
- Increased Content
- Images/Video showing people & action
- Packages
- Media Resources
- Redesign website **after** branding process



# Websites

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- City of Prescott website  
[www.cityofprescott.net](http://www.cityofprescott.net)
    - 8,000 - 12,000 unique visitors per week
  - City of Prescott Office of Tourism website  
[www.visit-prescott.com](http://www.visit-prescott.com)
    - 2,000-3,000 unique visitors per week
- Total: 10,00 to 15,000 visitors per week!**



# Direct Sales

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- Groups (corporate retreats, small groups, team building, etc.)
- Tour Operators: domestic & international
  - National Tour Association (NTA): Nov. 2010
  - Go West Summit: February 2011
  - International Pow Wow: May 2011



# INTERLUDE TOURS

*Enriching Your Life Through Travel*

## Prescott & Sedona

A Western Red Rock Getaway

*March 14-19, 2011*

*6 days ~ 5 nights*

Welcome to "Red Rock Country"! Visit the two most beautiful locations that characterize the old west, Sedona and Prescott, Arizona. Located in Arizona's high desert you will find the colorful and breathtaking Sedona. Characterized by massive red-rock formations, as well as the contrasting riparian areas of the stunning Oak Creek Canyon. The area surrounding this beloved community is considered as beautiful as many of the west's national parks. Many of the old western cowboy movies were filmed here.

While in Arizona's Central Mountains, amid the largest stand of ponderosa pines in the world, you will find Prescott, rich with culture, containing nearly 800 buildings in the National Register of Historic Places, including many beautifully restored Victorian-era homes and bungalows. Its granite courthouse set among green lawns and spreading trees re-connects the Midwestern and New England background of Prescott's early pioneers.



**CITY OF PRESCOTT**  
ARIZONA  
*Everybody's Hometown*

# Media Outreach

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- Arizona Media Marketplace: Oct. 28, Phoenix
  - Meetings with 30-40 travel writers
- Media Resources on Website
- Media Inquiries:
  - AOT
  - Direct
  - Referrals

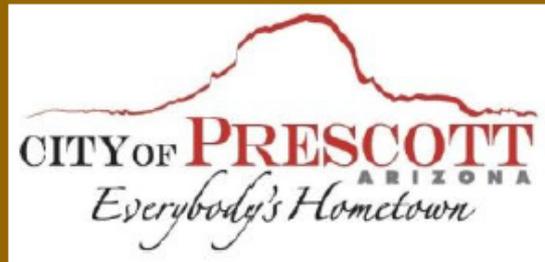
**From:** City of Prescott-Office of Tourism

**Subject:** October Newsletter

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You may [unsubscribe](#) if you no longer wish to receive our emails.



Welcome to the October edition of the Office of Tourism newsletter!

**By the Numbers**

After two years of significant drops in all of our basic indicators (Occupancy, ADR and RevPAR), it is encouraging to finally start seeing some positive numbers. According to the latest STR report, occupancy has been growing since May, slowly at first with only a 0.6% increase in May, followed by 4.7% in June, 7.8% in July and according to the latest report, 9.6% in August. RevPAR shows a

# Tourism Advisory Council

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- Representation from:

- Lodging (PALA)
- Dining (PAI)
- Arts (PAAHC)
- Downtown (PDP)
- Chamber of Commerce
- Museums

Total: 7



# Contact:

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Don Prince

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City of Prescott

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