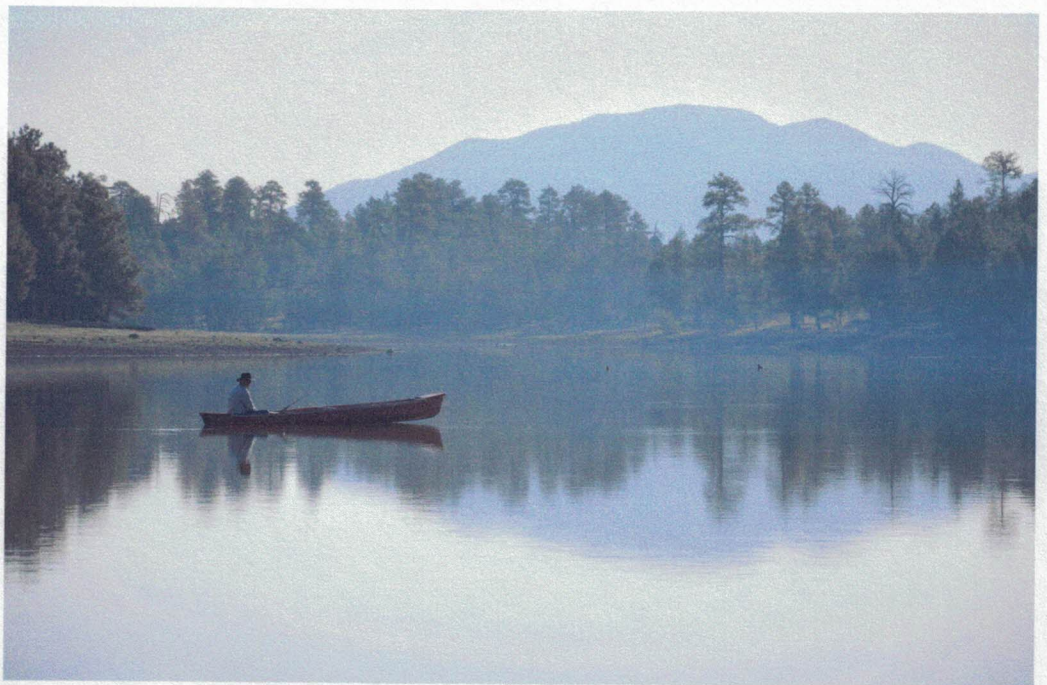


CITY OF WILLIAMS- MARKETING UPDATE



8/9/18

Presented by: Heather Hermen, Front Burner
Media

Public relations, advertising, AOT rural co-op, and more

City of Williams- Marketing Update

PRESENTED BY: HEATHER HERMEN, FRONT BURNER MEDIA

2017/18 Review 2018/19 Kick Off- Marketing and Public Relations

What happened in Fiscal Year 2017/18?

- Strategic marketing with metrics: drive traffic to ExperienceWilliams.com to increase visitor awareness, drive in person visitors to the Official Visitor Center as the #1 spot to stop when they arrive. Results? Highest visitor numbers at the Visitor Center ever!
- Strategic marketing with metrics: we want to drive traffic to the website and point visitors to the Official Visitor Center as the #1 spot to stop when they arrive.
 - ⇒ Ended 2017 with the highest number of visitors at the center to date: over 97,000!
In 2018 we aim to surpass the 100,000 mark.
- Website traffic in 2017 reached 157,000 users. 2018 is on course to reach over 200,000 users and over a half-million page views.
- The home page and "Things to Do" are the most popular pages to visit.
- We welcomed travel writers and media from Mexico, Canada, California, New York, China, and Arizona over the last fiscal year.
- We visited with media and travel/tour operator professionals in China, Canada, Germany, London, Denver, NYC, and California.
- We shared over 50 qualified tour operator leads for overnight stays, dining, and activities to be added to itineraries.
- Attended IPW in Denver May 19-23. Michelle Campbell with the Visitor Center attended as well to help with media representation of Williams.

Challenges/Obstacles:

- Lack of inventory.
- Competitive bidding with Flagstaff. Rates in our area tend to fluctuate so much that tour operators will bypass Williams because of the rates, sometimes the quality, and options for newer rooms in Flagstaff.

What's coming in Fiscal Year 2018/19?

- Partnership with Art Walk in Williams- more exposure, another reason to visit Williams. Adding content to the website, creating a new brochure, and will include in select advertising campaigns and markets.
- Channel 12, Arizona Midday paid partnership: first air date August 17, morning snippets on Today show, during commercial breaks in Arizona, 1 hour segment on Arizona Midday- ALL Williams. Featuring: Route 66, Colors of the West, Historic Yellow House, Grand

Canyon Railway, Elephant Rocks Golf Course, Wild West Junction, Italian Bistro & GC Wine Tasting, Bearizona. Will repeat multiple times over 2018. Social media campaign, digital pieces: reach nearly 4 million in the marketplace.

- Channel 3 and 5 paid partnership: 2018/2019 fiscal year purchase includes 4 on location live broadcasts with content we generate and set up: Tree Lightning, Polar, Winter escape, Spring break/outdoor recreation, car shows, summer fun, etc. Lifetime of the campaign will reach nearly 25 million. Includes social, digital, email, and TV.
- AOT co-op includes:
 - USA Today digital targeting
 - Canadian newspaper inserts in 8 different regions/cities with qualified email leads
 - National Parks Media partnership with digital advertising campaign and qualified email leads
 - Official Arizona State Visitor Guide and map: over 300,000 copies printed
 - LA Travel Magazine with digital
 - San Diego Magazine print with email leads
 - AAA Via Magazine- full page for holidays and spring
 - AAA Westways- full page for holidays
 - Phoenix Magazine
 - TripAdvisor digital ad campaign
 - Departures UK- full page general destination promotion
- In person travel/trade and media representation:
 - Germany: September 23-28, Hamburg, Munich, Berlin- meeting with journalists in each city for in person pitch and promotion
 - Vancouver: October 24-28- in person promotion and pitch to media and travel/trade professionals
 - December: possible China trip for promotion (moved from the spring)
 - February: Chicago- Adventure Travel Show with Arizona
 - May: UK- travel/trade and media in person promotion and pitch
 - June: Los Angeles, IPW

For the 2018/19 Fiscal Year of marketing and public relations, the goals remain the same:

- Continue to promote the destination as a year round location to visit
- Show off our assets
- Encourage more visitors to spend the night
- Make Williams the first stop before visiting the Grand Canyon, and the place they come back to after visiting the Grand Canyon
- Go after our drive markets more than ever before

	July	August	Sept.	October	Nov.	Dec.	January	February	March	April	May	June
Theme	Summer Escape-Cool Temps.	Summer Escape-Cooler	Fall Colors/Food, Wine & Brew	Fall Colors/Food, Wine & Brew	Historic Williams	Holiday Wonderland	Winter Adventure	Historic Williams	Spring Break/Family Travel	Spring Break/Family Travel	Summer Escape-Cooler	Summer Escape-Cooler
Williams Events	Steam to the Canyon, 4th of July Parade, ArtWalk	Steam to the Canyon, Cool Country Cruise In, ArtWalk	Steam to Canyon, ArtWalk	Pumpkin Train/Howly Growly BZ, ArtWalk	Mt. Village/Polar Express (AZ Media Mktplace- Heather attends)	Mt. Village/Polar Express			Spring Break	Steam to the Canyon, Carnival	ArtWalk	Rodeos, Steam to Canyon, Roping, ArtWalk
AZ Events	Prescott Rodeo		Sedona Wine Fest	Annual Cowboy Art. Exhibit	Mortimer Farms Pumpkin Fest.	North Pole Experience	Bowl Games	WM Open, Sedona Marathon	Spring Training, Golf Classic	Phx. Fair, AZ Wine Growers Fest	Verde Valley Fair	Flag. Chili Cook Off
Story Ideas	Cool temps. Cool activities	Cool temps. Cool activities	Leaf peep and eat	Leaf peep and eat	Historic Williams	Winter Wonderland in AZ	Winter Retreat	Winter Retreat	Spring Break Escape	Spring Break Escape	Historic Williams	Historic Williams
Target Pub. by Ed. Calendars	Sunset Magazine- Travel Issue for September	Summer Travel- SD, LA, NY, CO, OH, IL	AZ Republic Food issue	Chicago Tribune- pitch for Holidays issue in Dec.	LA Times- Holidays and Christmas	LA Times- Holidays and Christmas	AZ Republic, Sunset mag- travel	Nat. Geo Travel, Food- June issue	SD Union Tribun- spring and early summ. Travel	Midwest Living- pitch Christmas early	Denver Post- summer travel	Westways- travel
Target Markets	AZ, CA, NV, TX, CO, OH, IL, NY, Europe, Canada	AZ, CA, NV, TX, CO, OH, IL, NY, Europe, Canada	AZ, CA, NV, TX, CO, OH, IL, NY, Europe, Canada	AZ, CA, NV, TX, CO, OH, IL, NY, Europe, Canada	AZ, CA, NV, TX, CO, OH, IL, NY, Europe, Canada	AZ, CA, NV, TX, CO, OH, IL, NY, Europe, Canada	AZ, CA, NV, TX, CO, OH, IL, NY, Europe, Canada	AZ, CA, NV, TX, CO, OH, IL, NY, Europe, Canada	AZ, CA, NV, TX, CO, OH, IL, NY, Europe, Canada	AZ, CA, NV, TX, CO, OH, IL, NY, Europe, Canada	AZ, CA, NV, TX, CO, OH, IL, NY, Europe, Canada	AZ, CA, NV, TX, CO, OH, IL, NY, Europe, Canada
FAM's	Individual Press Trips	Individual Press Trips	Individual Press Trips	Individual and Group- partner w/another destination	Individual Press Trips	Individual Press Trips	Individual Press Trips	Individual and Group- partner w/another destination	Individual Press Trips	Individual and Group- partner w/another destination	Individual Press Trips	Individual Press Trips
Ongoing Pubs. & Journalists for Inclusion	<p>Arizona Republic, Phoenix Magazine, AZ Daily Sun, PhoenixBites.com, Roger Naylor, Christine Bailey, Roaming Boomers, Arizona Foothills Magazine, Phoenix 411, AZCentral.com, Sunset Magazine and Sunset.com, Washington Post, Chicago Tribune, USA Today, San Diego Tribune, LA Times, Natl. Geographic Traveler, Dallas Morning News, True West</p>											

Month		Publications/Social/Online									
July		Key Magazine									
	AZFamily/CBS5	Arizona Midday/Channel 12		Key Magazine		Key Magazine					
August	AZFamily/CBS5	Canadian Travel Insert		Route Magazine		Social Influencer campaign with Visit USA Parks- 250K social audience					
September	AZFamily/CBS5	Canadian Travel Insert		Phoenix Mag.		Key Magazine		USAToday- behavioral targeting- AOT		LA Travel Mag.	
October	AZFamily/CBS5	TripAdvisor- Content target: AZ, TX, NM, UT, CO, CA.		National Parks Media email: 200K subscribers		Arizona Midday Repeat		USAToday- behavioral targeting- AOT			
November	AZFamily/CBS5	TripAdvisor- Content target: AZ, TX, NM, UT, CO, CA.		Canadian Newspaper Insert- AOT		Key Magazine		USAToday- behavioral targeting- AOT			
December	AZFamily/CBS5	AZ Hwys		Winter Visitor Guide- AZ Republic		TripAdvisor- TX, NM, UT, CO, CA- AOT		USAToday- behavioral targeting- AOT			
January	AZFamily/CBS5	Grand Canyon Journal 1/2pg		GC Journal Content		Key Magazine- winter promotion, banner ads, content		USAToday- behavioral targeting- AOT			
February	AZFamily/CBS5	TripAdvisor- TX, NM, UT, CO, CA- AOT									
March	AZFamily/CBS5	Los Angeles Travel Mag.		Arizona Highways		AZCentral Display/Mobile Banners		AAA Westways		USAToday- behavioral targeting- AOT	
April	AZFamily/CBS5	Outside Magazine		Key Magazine		Grand Canyon Journal- 1/2pg- AOT		Departures UK		Departures UK	
May	AZFamily/CBS5	Departures UK									

June	AZFamily/CBS5	Grand Canyon Journal- 1/2pg. AOT	Key Magazine	
<p>Annual: Arizona Official Visitor Guide, Arizona Official Visitor Map, Experience AZ Fall/Winter, Experience AZ Spring/Summer, Key Magazine- annual agreement, full page monthly, Key Magazine banner ads, MyGrandCanyonPark.com 2018/19 online advertising, National Parks Official Newsletter- Nov. & Spring in 2018/19, Lead generation with MyNationalParks.com- guaranteed minimum of 5,000. 2017 yielded nearly 8,000 email signups.</p>				
<p>Travel/Trade & Media: Germany Sept., Vancouver Oct., Possible China in Dec., Chicago Feb., Mexico April, May UK, June LA for IPW.</p>				