

# October 2009 Marketing Report



CONVENTION AND VISITORS BUREAU  

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211 West Aspen Avenue ▲ Flagstaff, Arizona 86001-5399 USA

## MARKETATIONS SEPTEMBER REPORT

### Publications / Collateral Material

- Continued work on the 2010 Flagstaff Visitor Guide:
  - Sent out request for bids to printers and selected vendor.
  - Recruited renewal and new listings.
  - Worked on overall layout and design.
- Received delivery of the 2009/2010 Fall-Winter Calendar of Events and disseminated to various tourism organizations in Flagstaff.
- Designed and printed weekly editions of “Flagstaff Happenings” and distributed to various locations around town.

### Online/Web

- Created a special page to highlight the Flagstaff Visitor Center’s Haunted Walking Tours at [http://www.flagstaffarizona.org/discovering\\_haunted-tours.html](http://www.flagstaffarizona.org/discovering_haunted-tours.html)
- [www.FlagstaffArizona.org](http://www.FlagstaffArizona.org) received 28,466 visits; 21,490 unique visitors; average visit length is 4:51.
- Google AdWords performance: All online campaigns received 2,655 clicks; click thru rate of 0.42%; average cost per click of \$0.79
- Continued posting videos to the Flagstaff Tourism channel on [www.youtube.com](http://www.youtube.com/user/FlagstaffTourism) (<http://www.youtube.com/user/FlagstaffTourism>). Channel has received 2,082 views to date.
- Continued daily presence on [www.twitter.com/VisitFlagstaff](http://www.twitter.com/VisitFlagstaff) with 1,357 people following the updates. Links posted on Twitter generated 389 clicks to the Flagstaff CVB and various stakeholder’s web sites.
- Continued daily presence on [www.facebook.com](http://www.facebook.com) (Fan Page for Flagstaff, Arizona) with 11,573 fans.
- Sent weekly “Flagstaff Happenings” e-mail communication to 2,557 subscribers featuring upcoming events.

### Miscellaneous

- Designed and printed display materials for the CVB and Airport for CityFest.

- Coordinated with the City's Community Investment section on collateral materials and overall branding/messaging.
- Developed a streamlined process with CVB staff, Visitor Center staff and Direct Impressions Business Services (CVB mail house) to collect consumer e-mail addresses in order to enhance the CVB's consumer database and allow us to communicate with travelers on a regular basis.

**Web Visit Report**  
**(Numbers Reflect the Number of Visits to www.flagstaffarizona.org)**

	July	August	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	March	April	May	June	YTD Totals
<b>FY10</b>													
#Visits	53,252	43,967	30,578										127,797
Variance to LY	55.94%	48.17%	19.96%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	
Unique Visits	39,088	32,776	22,921										94,785
Variance to LY	52.26%	47.13%	16.46%										
Avg. Visit Duration (seconds)	289	271	290										
Variance to LY	-9.69%	-14.76%	0.00%										
<b>FY09</b>													
#Visits	34,150	29,674	25,491	25,928	21,523	30,363	31,243	27,764	31,056	34,266	41,163	42,410	375,031
Variance to LY	2.24%	-0.88%	-1.37%	4.69%	-2.01%	15.45%	n/a***	-6.53%	9.82%	47.08%	48.85%	37.22%	
Unique Visits	25,672	22,277	19,682										
Avg. Visit Duration	317	311	290										
<b>FY08</b>													
# Visits	33,402	29,938	25,846	24,767	21,965	26,300		29,703	28,278	23,298	27,654	30,906	302,057
Variance to LY	n/a*	33.11%	19.11%	8.16%	9.69%	24.92%	n/a***	11.41%	-4.47%	-12.83%	-7.78%	-0.36%	
<b>FY07</b>													
# Visits	no data	22,492	21,699	22,898	20,025	21,053	29,158	26,660	29,600	26,728	29,986	31,017	281,316
Variance to LY	n/a*	n/a**	n/a**	n/a**	n/a**	n/a**	n/a**	n/a**	n/a**	n/a**	n/a**	n/a*	
<b>FY06</b>													
# Visits	44,435	39,044	34,372	36,582	28,004	37,785	43,685	41,286	53,811	44,547	48,778	no data	452,329
Variance to LY	10.02%	16.65%	24.14%	26.23%	13.42%	30.87%	27.00%	29.94%	41.75%	25.15%	24.02%	n/a*	
<b>FY05</b>													
# Visits	40,389	33,470	27,689	28,980	24,691	28,873	34,397	31,773	37,961	35,594	39,331	41,582	404,730
Variance to LY							24.81%	3.26%	2.86%	7.55%	9.28%	5.07%	
<b>FY04</b>													
# Visits	n/a	n/a	n/a	n/a	n/a	n/a	27,559	30,770	36,905	33,095	35,992	39,576	203,897
Variance to LY													

\* Due to problems with the ISP, website tracking was not available in June and July 2006.

\*\* Due to problems with service, the CVB changed its ISP in August 2006. The new service provider used a new tracking mechanism, which calculated visits differently.

\*\*\* Due to problems with the ISP, website tracking was not available in January 2008

## Flagstaff CVB Online Advertising September 2009

**DotConnect September 2009 (ads were not up for the entire month)**

Campaign	Impressions	CTR%	Clicks
AZCentral.com	38,162	0.27%	129
AZFamily.com	19,226	0.13%	24
LA.com	36,875	0.11%	41
Grand Total	94,263	0.17%	194

**Google AdWords September 2009**

Campaign	Impressions	CTR%	Clicks	CPC
Fall Colors – PHX Market	68,116	0.88%	599	\$0.83
General Campaign	88,489	1.43%	1,263	\$0.71
Horizon Air Campaign	516,523	0.20%	1,083	\$0.85

**Ads:**

**Fall for Flagstaff**

Crisp Autumn Air, Changing Leaves  
Experience Fall in the High Country  
[www.flagstaffarizona.org](http://www.flagstaffarizona.org)

**Grand Canyon Base Camp**

Great Lodging, Dining & Nightlife  
Explore the Canyon & more from here  
[www.flagstaffarizona.org](http://www.flagstaffarizona.org)

**Grand Canyon Now Closer**

New Flights from LAX to Flagstaff  
Put Grand Canyon in your back bard  
[www.flagstaffarizona.org](http://www.flagstaffarizona.org)

CTR = Click Thru Rate

CPC = Cost per Click



## States Generating More than 20 Calls in September 2009

	State	# of Calls	Total Calls	% Total Calls
Sep-08	AZ	140	400	35.00
	CA	56	400	14.00
	FL	19	400	4.75
	OH	19	400	4.75
	NY	29	400	7.25
		263	400	65.75

## Top Publications/Advertisements Generating Phone Calls in September 2009

Publication	# of Calls
Sunset Magazine	14
AAA AZ/NM Tour Book	11
LA Magazine	10



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## **Advertising Insertions & Marketing Programs Beginning in November 2009**

### **Arizona Republic**

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Run Dates: November 15, 22, 29

### **DotConnect (online newspaper advertising)**

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Run Dates: October 2009

### **Google AdWords (standard campaign + holiday)**

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Run Dates: October 2009

### **Arizona Cardinals Game Day Program**

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Run Dates: November 1, 15

### **Arizona Cardinals :30 Radio Spots**

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Run Dates: November 1, 8, 15, 22, 29

# October 2009 Ad Insertions



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Average summer high: 82°  
{ Not bad for Arizona. }

Situated at a cool 7,000 feet in the mountains midway between Sedona and the world's grandest canyon, Flagstaff is the perfect hub for your Northern Arizona adventure.

*Flagstaff* The destination for all seasons  
flagstaffarizona.org | 800.519.9123

**Sunset Magazine**  
October 2009



Average Fall  
Temperature: 63°

Fall is just one season here.  
{ But wow, what a season. }

The crisp mountain air is closer than you think. Incredibly closer. Amazingly crisper. Situated between Sedona and the world's grandest canyon, Flagstaff is the getaway you'll fall for.

*Flagstaff* The destination for all seasons  
flagstaffarizona.org | 800.754.6571

**Arizona Republic**  
October 4, 11

Fall is just one season here.  
 { But wow, what a season! }

The crisp mountain air of autumn is closer than you think. Incredibly closer. Amazingly crisper. Situated between Sedona and the world's grandest canyon, Flagstaff is the getaway you'll fall for.

*Flagstaff* The destination for all seasons  
 flagstaffarizona.org | 800.789.8534

**Eight Magazine**  
 September 2009

The route to good times.  
 { That's got real lück. }

Ob Sie auf zwei oder mehr Rädern unterwegs sind, in Flagstaff finden Sie die Nostalgie der Route 66, schöne Unterkünfte und tolle Essen. Attraktionen wie der Grand Canyon, das Gebiet der Navajo und Sedona sind von hier aus ebenfalls gut zu erreichen. Planen Sie Ihren Aufenthalt unter [www.flagstaffarizona.org](http://www.flagstaffarizona.org) oder Tel. +1 (928) 774-9541.

*Flagstaff*  
 The destination for all seasons

**America Journal**  
 September/October 2009



Visit historic  
downtown.  
{ It's simply  
haunting. }



*Flagstaff*

The destination  
for all seasons



Haunted Tours  
October 2-30



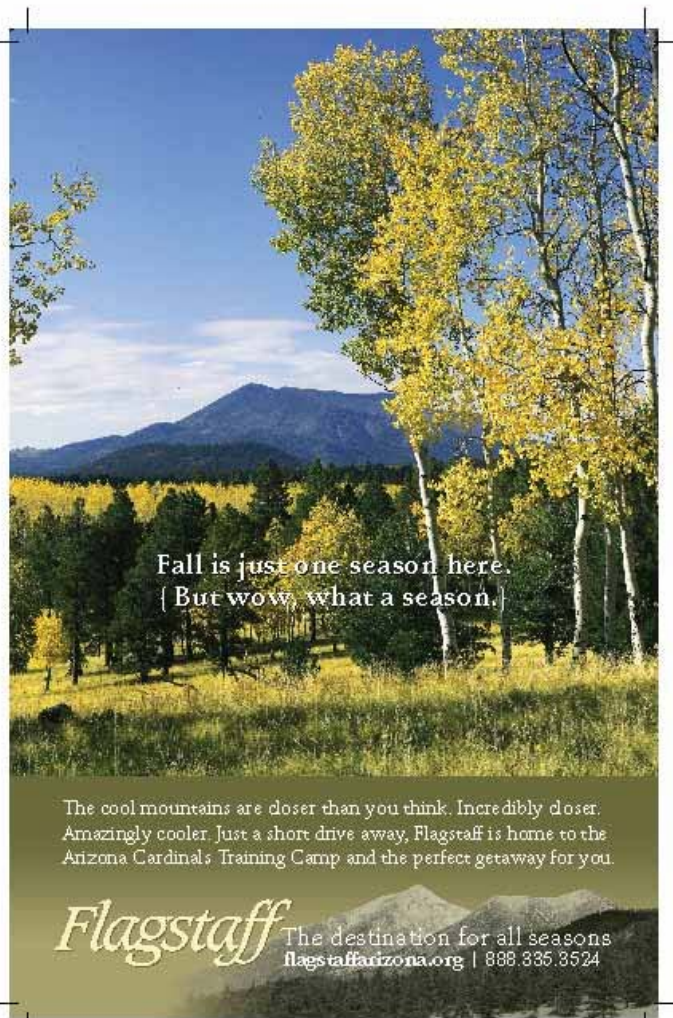
Fall is just one season here.  
{ But wow, what a season. }

*Flagstaff*

The destination for all seasons

Fly nonstop  
from LAX! *Horizon Air*

DotConnect – Phoenix & Los Angeles



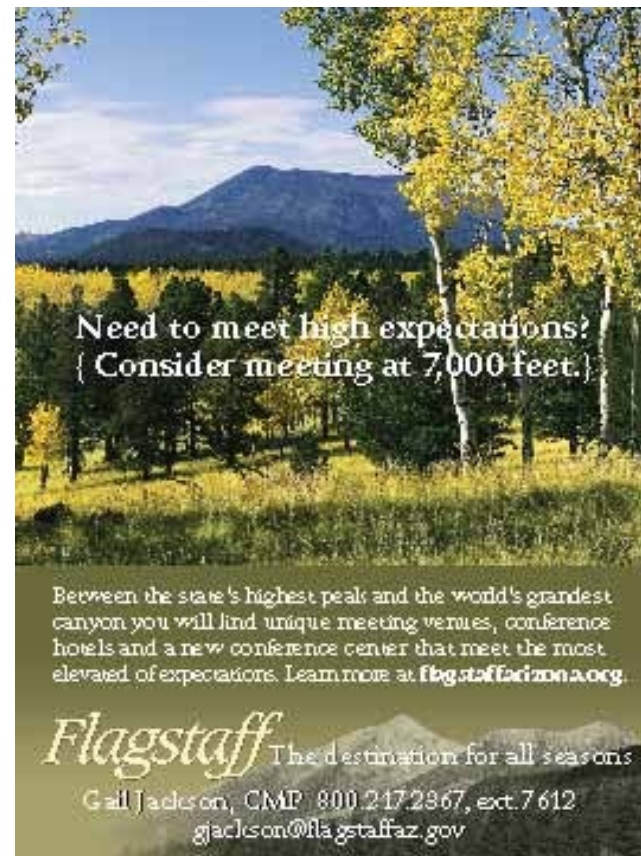
Fall is just one season here.  
{ But wow, what a season. }

The cool mountains are closer than you think. Incredibly closer. Amazingly cooler. Just a short drive away, Flagstaff is home to the Arizona Cardinals Training Camp and the perfect getaway for you.

*Flagstaff* The destination for all seasons  
flagstaffarizona.org | 888.335.3524

**2009 AZ Cardinals KICKOFF / Full page ad #2 of 4  
Flagstaff CVB**

**Arizona Cardinals Program**  
October 2009



Need to meet high expectations?  
{ Consider meeting at 7,000 feet. }

Between the state's highest peak and the world's grandest canyon you will find unique meeting venues, conference hotels and a new conference center that meet the most elevated of expectations. Learn more at [flagstaffarizona.org](http://flagstaffarizona.org).

*Flagstaff* The destination for all seasons

Call Jackson, CMP 800.217.2867, ext. 7612  
gjackson@flagstaffaz.gov

**MPI Southern CA Online  
Newsletter**  
October 2009