

## Welcome

Barney Helmick, Airport Director welcomed the Commissioners and staff to the Airport.

Heidi Hansen, Economic Vitality Director also welcomed the Commissioners and Staff and our new CVB Director, Trace Ward.

## Tourism Industry Trend

*Visitors by state:*

- Arizona 40%
- Other US States %49
- International %11

Trace Ward, CVB Director was introduced and gave a small background of his career.

What's Trending in the world of Destination Marketing?

- Buying habits of travelers in today's technology-rich environment
- Travelers are looking for something different, new, and adventurous.
- With visa waiver program and growing middle class economy in some countries we are seeing growth potential in the international market
- Meetings Market is cyclical and 2016/2017 are predicted to be a seller's market
- Search Engine Marketing g (SEM) is going toward storytelling and away from banner ads.

It is Flagstaff's Time!

## F16 Goals and FY17 Direction

*Marketing & Creative Services*

- Base Budget: Shifts within budget to cover: Online Booking referrals, Social Media Mgmt.,and Staff Training
- 1x Requests: Route 66 Promotion and Consumer Shows/Activations

**Discussion:**

Possibility of creating Elevator wraps for businesses in Phoenix. Commissioners liked the idea.

NAU – Discussion on how to get more alumni to Flagstaff for events

Grand Canyon – Flagstaff designated as the official “Arizona’s Winter Wonderland”

Commissioners like the Route 66 ideas and gave some suggestions of possible things to do.

*Public Relations*

- Base Budget: PIW, AOT Vancouver, AOT UK, AOT France, Australia Media Mission with Visit USA, AOT Los Angeles Media Marketplace, Book Passage Travel Writers Conference, and Phoenix Media Missions
- 1x Requests: New York Media Event, NATJA Membership fee and attend conference, Funds to hire agencies to schedule appointments in France and funds to host a small pre-conference media networking event
- Wish List: increase FAM Budget, and Professional Development

#### Discussion:

Possibility of hiring a blogger, suggested was some professional and/or local blogger for the CVB.

Commissioners would like more money for Public Relations to do more.

#### *Film*

Continue to educate local on the Film Permit Process and assist with film inquiries.

#### Discussion:

Commissioners would like a list of films that have been filmed in Flagstaff

Film Commission – discussion with Mandy Metzger

#### *Meeting/Events*

Base: Diversity Marketplace, SMMC (Small Market Meetings) Conference, Destination Arizona, Connect/Collaborate Marketplace, RCMA, HAMAI MET (Gore Sales Mission), Native American Sales Mission, Phoenix Sales Missions, MPI EduCon

#### Discussion:

Continue discussion on Destination Arizona.

#### *Travel Trade*

Base: French Sales Mission, (NTA Domestic Group Tour), Germany ITB, Australia – Visit USA Expos (Increase sponsorship), Go West Summit, IPW, Los Angeles and Las Vegas Sales Mission, UK Sales Mission, and Arizona Showcase

#### Discussion:

Discussion to rotate NTA and ABA shows

#### Visitor Services

Base: Increase walk-ins by 1%, Enhance website to include retail, add a mobile device charging station, and continue to monitor and measure TripAdvisor and Survey Satisfaction ratings.

#### Discussion:

Upcoming Events:

- CVB Holiday Party – December 14<sup>th</sup>; 4:30-6:30 p.m. at the Oakmont.
- Tourism Commission Meeting: January 5; 1:30 p.m. at City Hall; CVB Budget