



Board of Supervisors Report

24 January 2025

PROMOTIONAL CONTENT

PRINT MEDIA

- AOT CO-OP

- Sojern
- Arizona RV Guide
- Arizona Highways
- Smithsonian
- Arizona Drive Guide
- AAA Banner Ad
- Visit USA Parks

- NON AOT CO-OP

- ROVA Magazine
- Airstream Life
- Arizona Official Vacation Guide
- Cornell Living Bird Magazine



PROMOTIONAL CONTENT

SMITHSONIAN

SMITHSONIAN

Recent Ancient Egyptian Temple's Brilliant Colors, Newly Revealed Beneath Layers of Dust and Soot

Experts are carefully uncovering traces of the original paint and fragments of gold leaf that once adorned the 2,000-year-old Temple of Edfu


Sonja Anderson
Daily Correspondent
September 20, 2024



MOST POPULAR

1. Archaeologists Say They've Solved the Mystery of a Lead Coffin Discovered Beneath Notre-Dame

... temple walls' reliefs were restored to their original colors by a team of researchers from the University of Würzburg



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ARIZONA
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Explore COCHISE

Arizona State Parks
KARTCHNER CAVERNS STATE PARK

PROMOTIONAL CONTENT

SMITHSONIAN

- FULL CAMPAIGN REPORT

Report Dates: October 1 - December 31, 2024

Line item	IO Goal (Full Campaign)	Impressions Served	Clicks	CTR	Video Starts	Video Completions	Video Completion Rate
Video Package	127,660	129,702	4,756	3.67%	102,323	83,303	81%
Standard Display Banners	285,714	312,735	379	0.12%	N/A	N/A	0%
All Placements	413,374	442,437	5,135	1.16%	102,323	83,303	81%

Source: Google Ad Manager

SOCIAL MEDIA

FACEBOOK

Explore Cochise
Published by Angela Chandler
18 October at 10:00

Willcox Wine Festival
Oct 18 @ 6:00 pm - Oct 20 @ 5:00 pm
\$20 - \$45
<https://willcoxwinecountry.org/.../willcox-wine-festival.../>
#explorecochise #explorewillcox




WILLCOXWINECOUNTRY.ORG
Willcox Wine Festival - Oct. 2024 - Willcox Wine Country
Oct. 18 - 20 - Willcox Wine Country Spring Festival! Join us and taste wines from Arizona's pre...

See insights and ads **Boost post**

2

Explore Cochise
Published by Angela Chandler
23h

Apacheria
Geronimo Trail
Saturday, 11-16-2024
Douglas, Arizona
#explorecochise #exploredouglas




Take a look at your Facebook event draft
We pulled details from your post into a draft event that you can use to get word out.

See event draft

2 1 share


Explore Cochise
Published by Angela Chandler
30 October at 10:03

Copper Queen- Bisbee, Arizona
#explorecochise #explorebisbee



Explore Cochise
Published by Angela Chandler
5 October

Kartchner Caverns - 2024 Star Party Schedule
October 5 from 1-9 p.m. with guest speaker from 5-6 p.m.

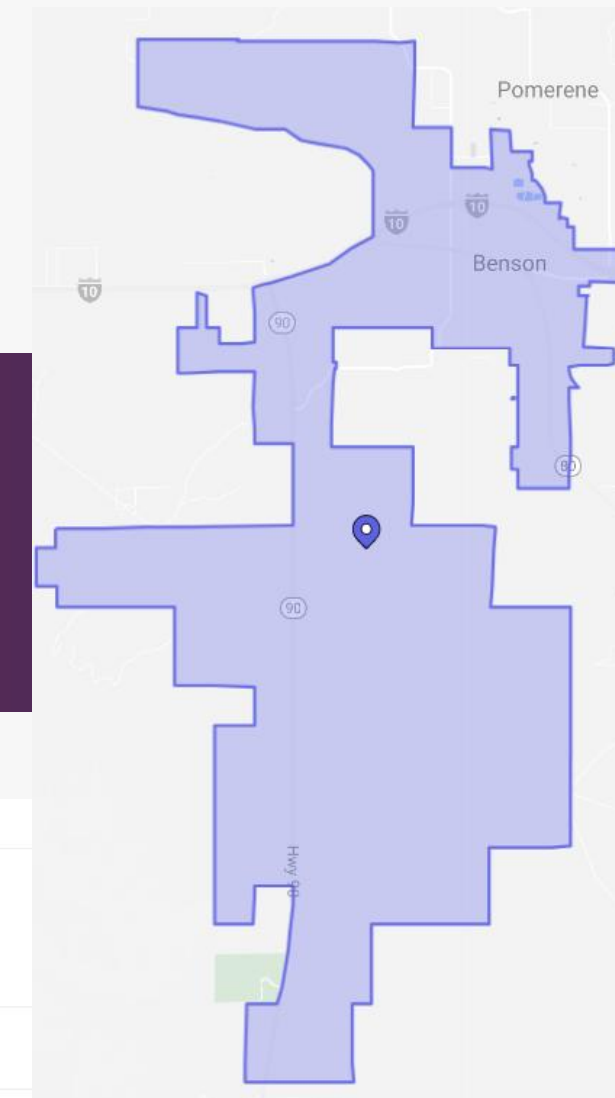


AZSTATEPARKS.COM
Arizona State Parks & Trails
Learn more about Arizona State Parks including historic sites and miles of hiking and OHV trails.

See insights and ads **Boost post**

PLACER DATA

BENSON



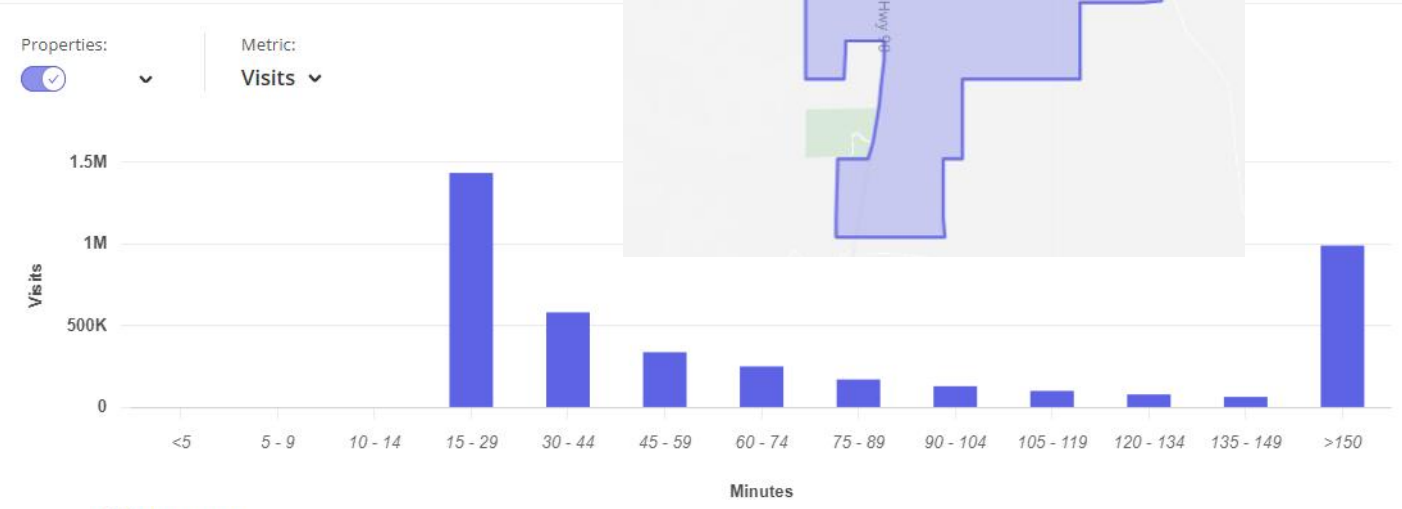
Average Stay	181 min
Median Stay	47 min

Metrics

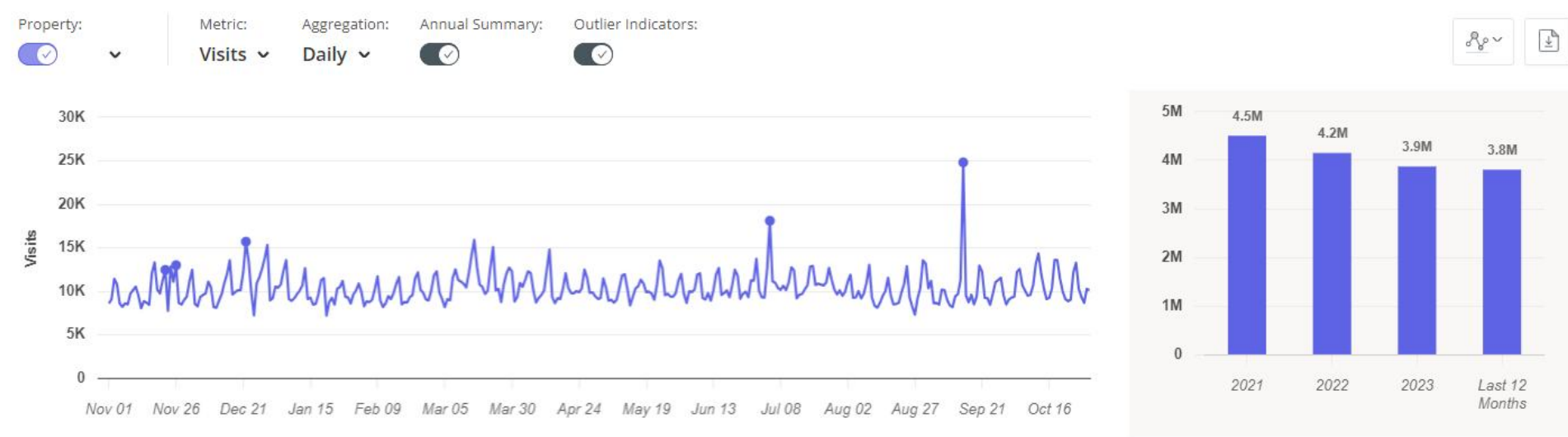
Property: Benson, AZ / Benson, AZ

Visits	3.8M	Panel Visits	174K
Visitors	857.9K	Visits YoY	-4%
Visit Frequency	4.38	Visits Yo2Y	-9.2%
Avg. Dwell Time	181 min	Visits Yo3Y	-14.3%

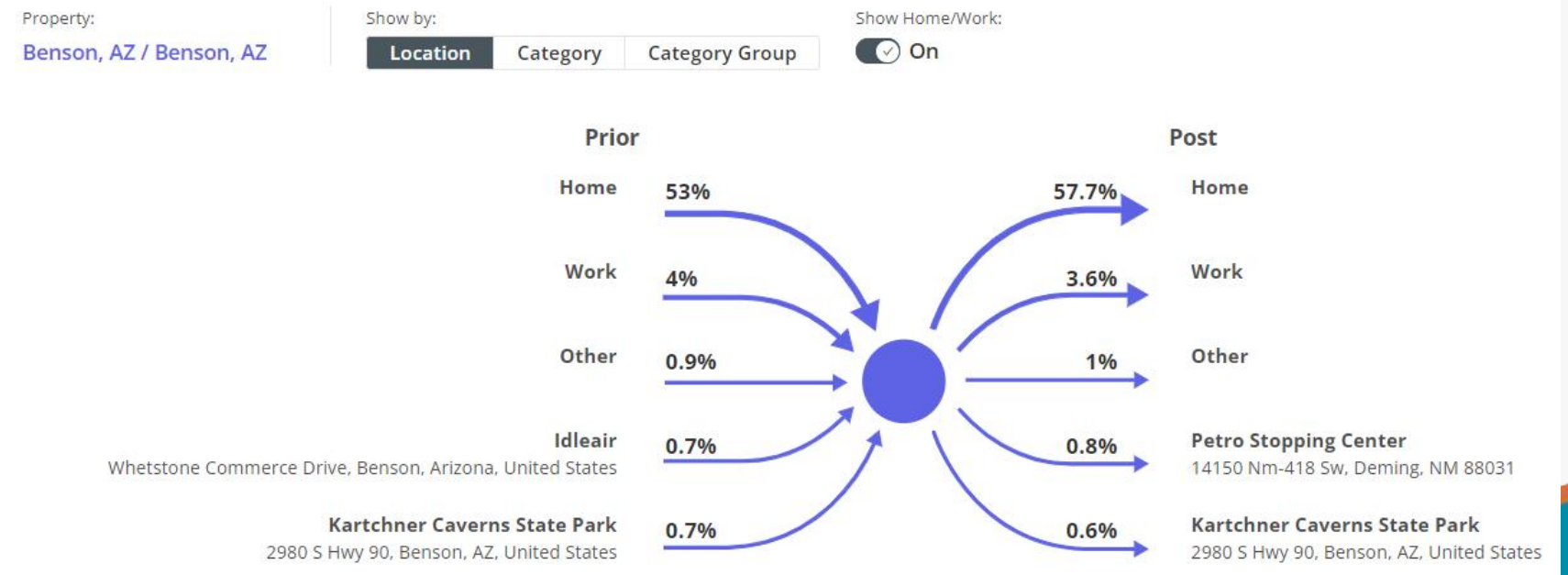
Visit Duration



Visits Trend

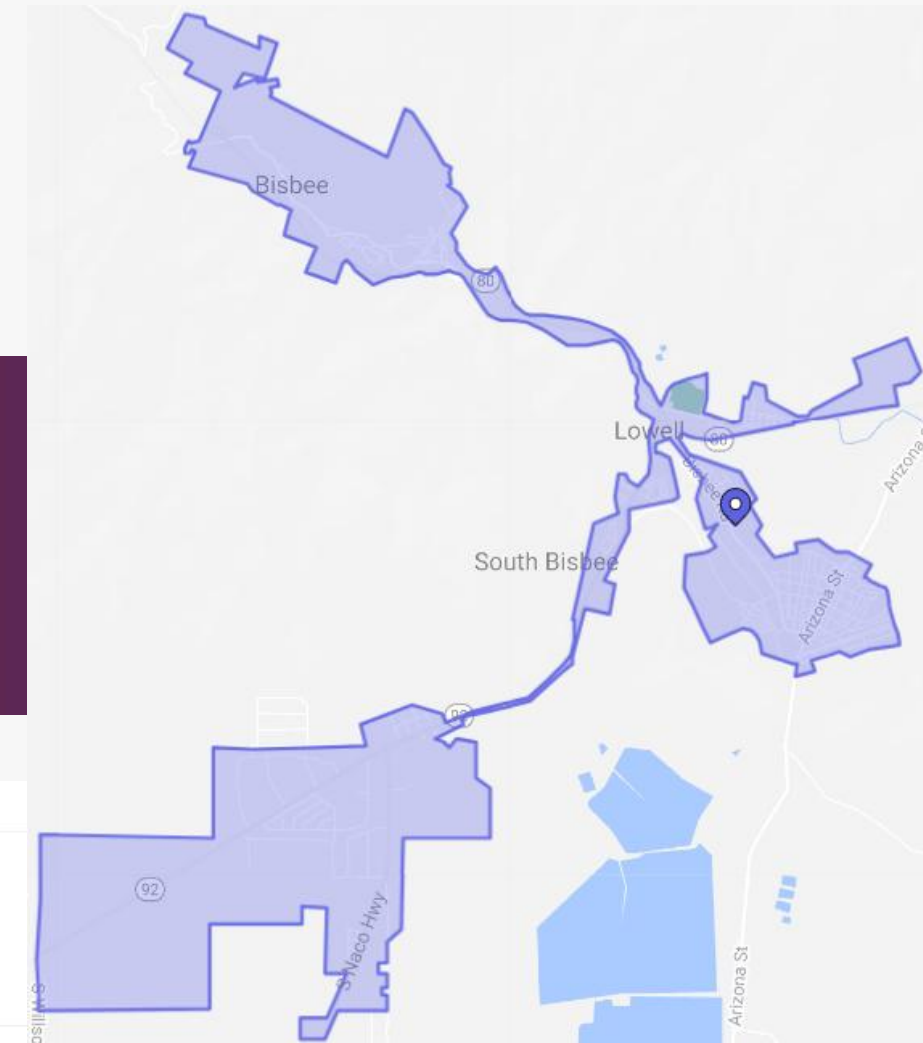


Visitor Journey



PLACER DATA

BISBEE



Metrics

Property:
Bisbee / Bisbee, AZ

Visits	1.5M	Panel Visits	62.5K
Visitors	319.5K	Visits YoY	-0.8%
Visit Frequency	4.87	Visits Yo2Y	-2.1%
Avg. Dwell Time	249 min	Visits Yo3Y	-14.6%

Visit Duration

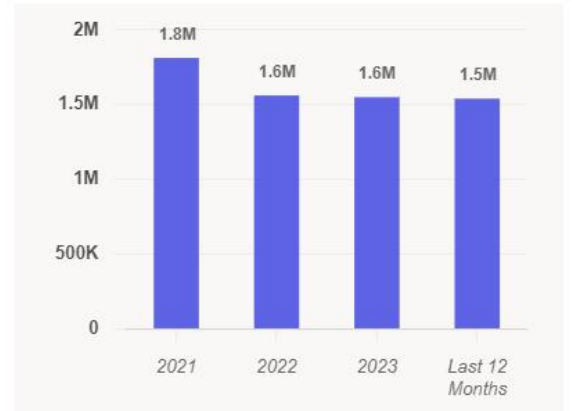
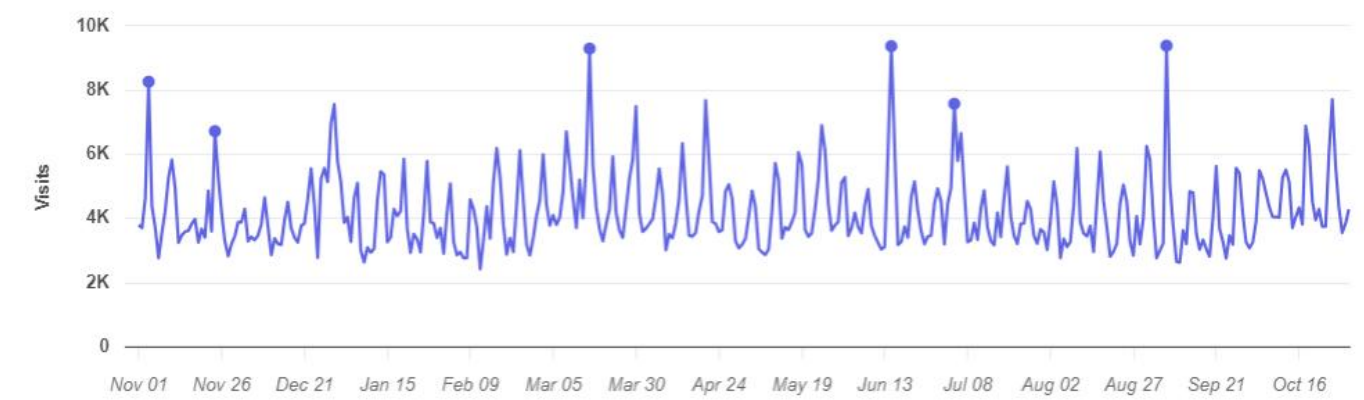
Properties: Metric: Visits



Average Stay	249 min
Median Stay	94 min

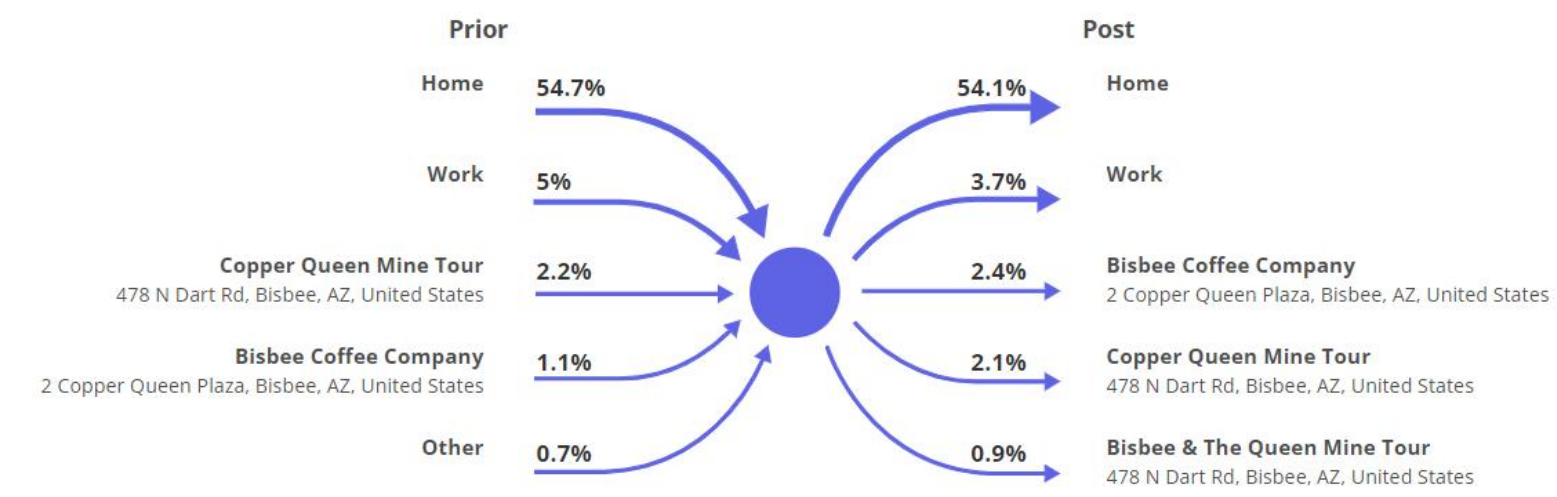
Visits Trend

Property: Metric: Visits Aggregation: Daily Annual Summary: Outlier Indicators:



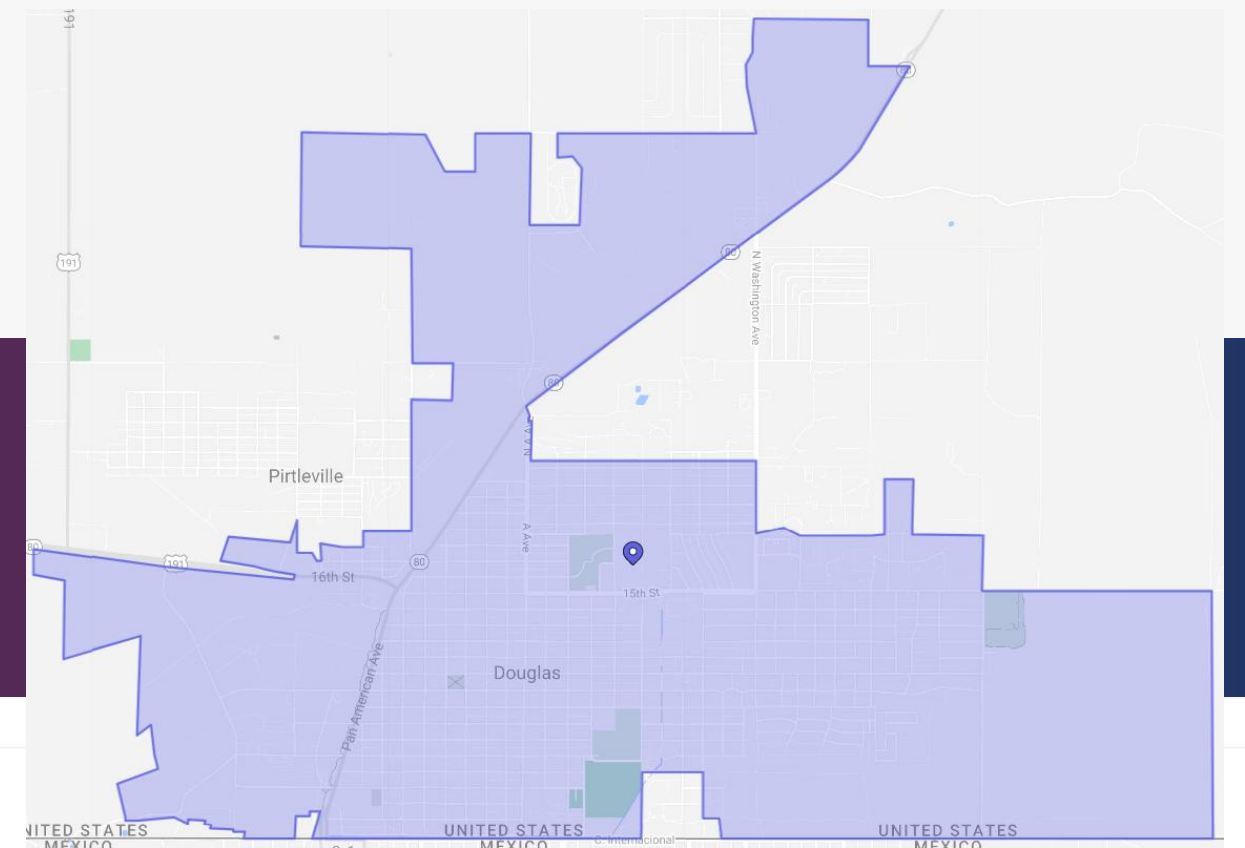
Visitor Journey

Property: Bisbee / Bisbee, AZ Show by: Location Category Category Group Show Home/Work: On



PLACER DATA

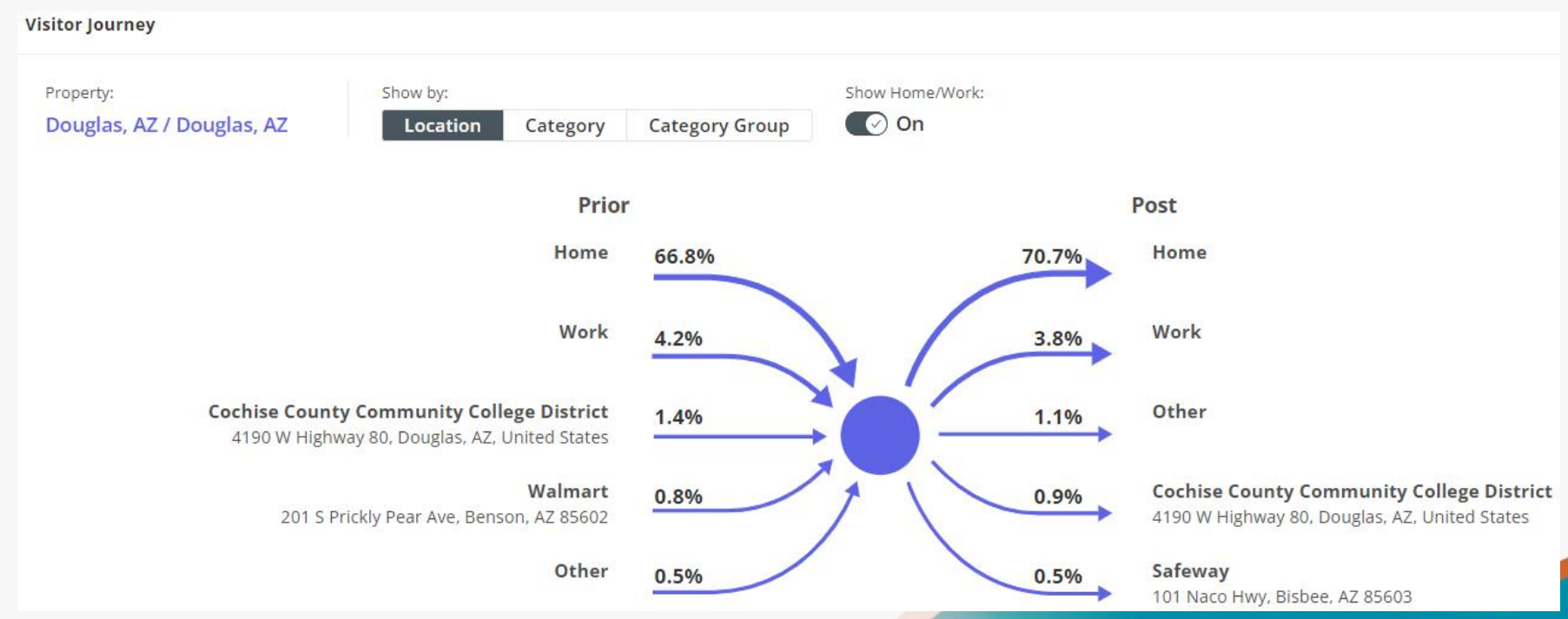
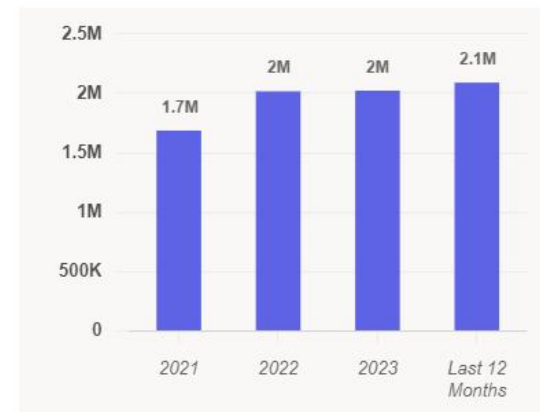
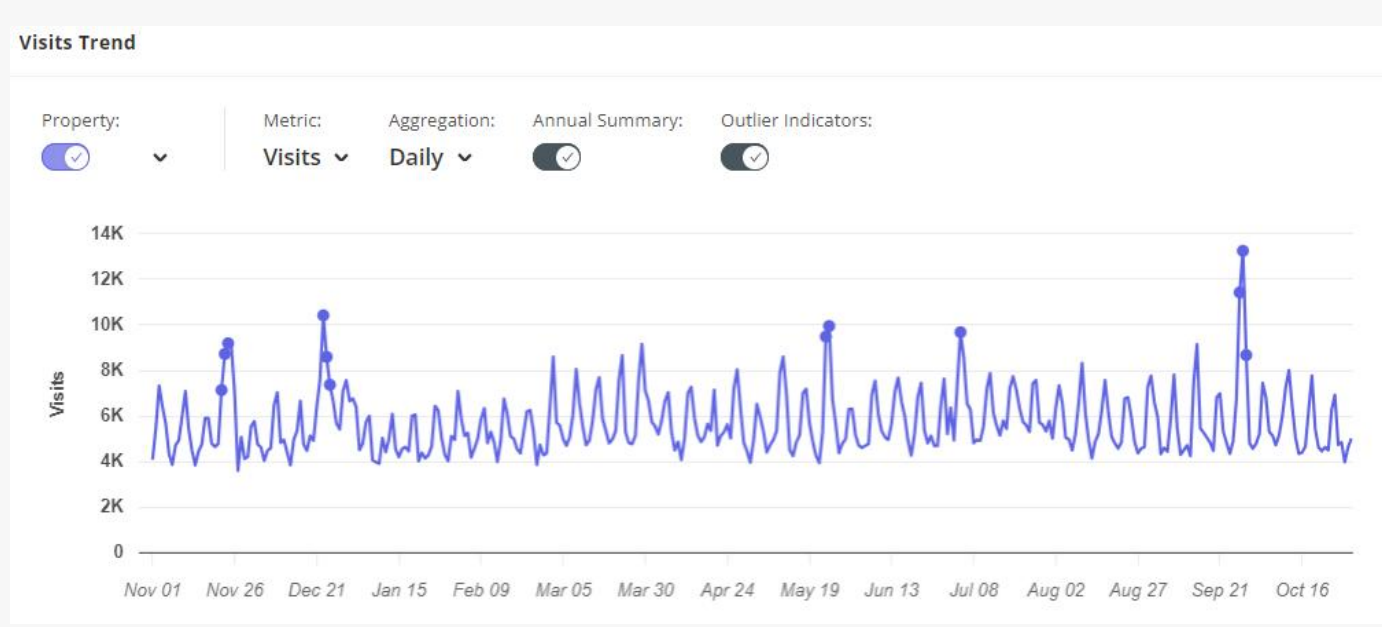
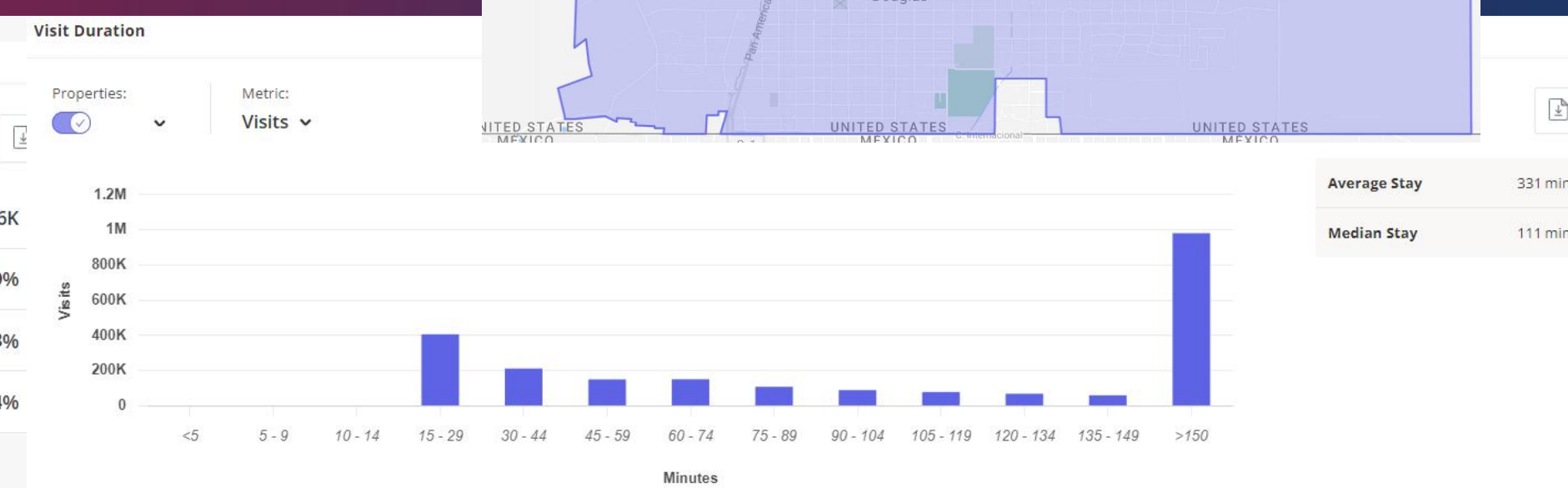
DOUGLAS



Metrics

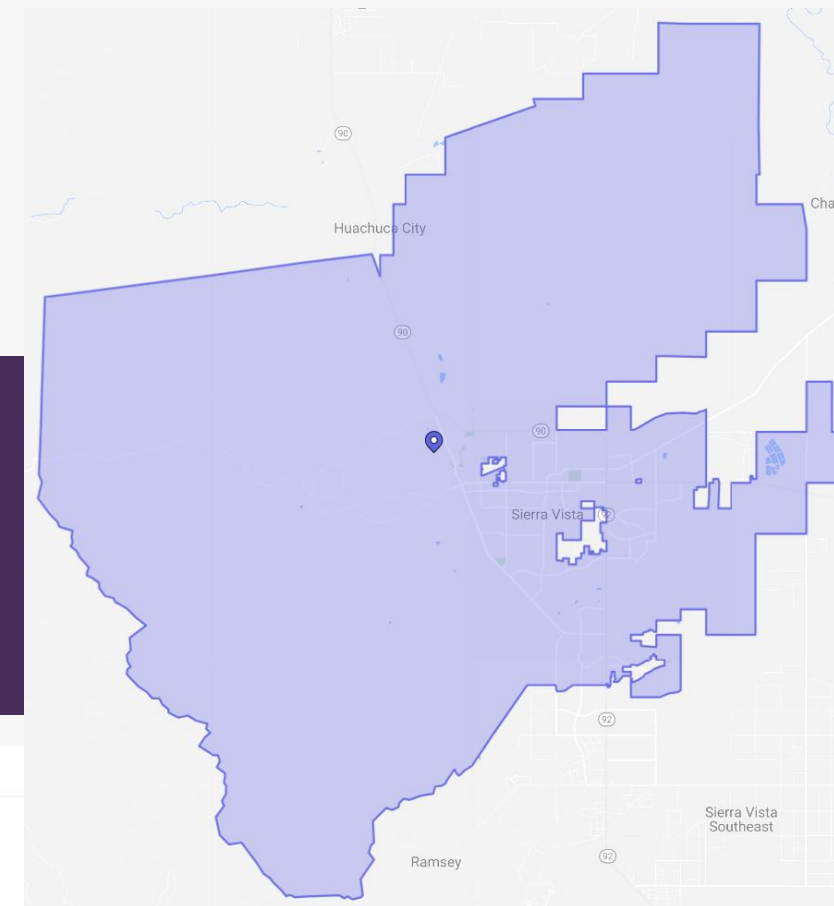
Property: Douglas, AZ / Douglas, AZ

Visits	2.1M	Panel Visits	80.6K
Visitors	198.5K	Visits YoY	+2.9%
Visit Frequency	9.94	Visits Yo2Y	+5.3%
Avg. Dwell Time	331 min	Visits Yo3Y	+30.4%



PLACER DATA

SIERRA VISTA



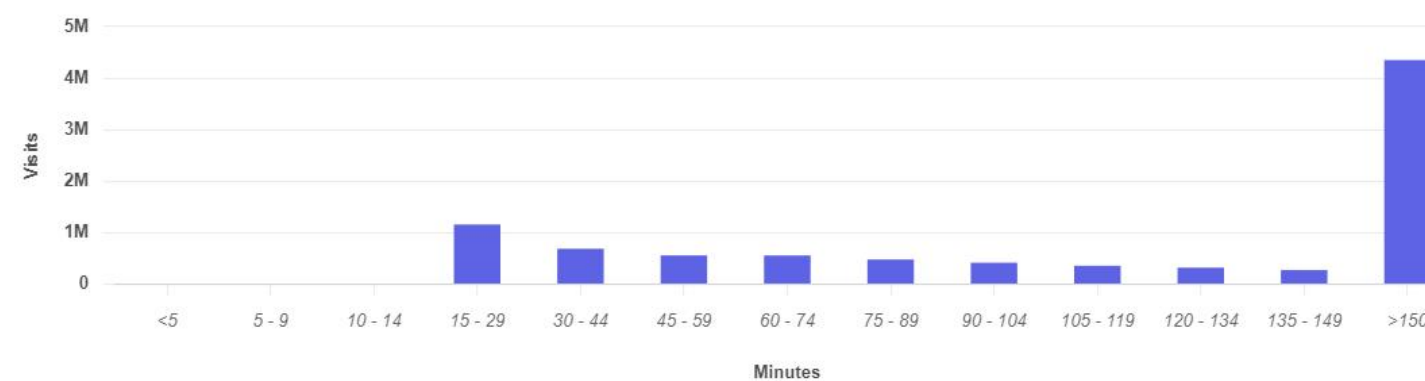
Metrics

Property:
Sierra Vista / Sierra Vista, AZ

Visits	7.8M	Panel Visits	334.4K
Visitors	460.8K	Visits YoY	-12.4%
Visit Frequency	16.52	Visits Yo2Y	-15.9%
Avg. Dwell Time	390 min	Visits Yo3Y	-18.2%

Visit Duration

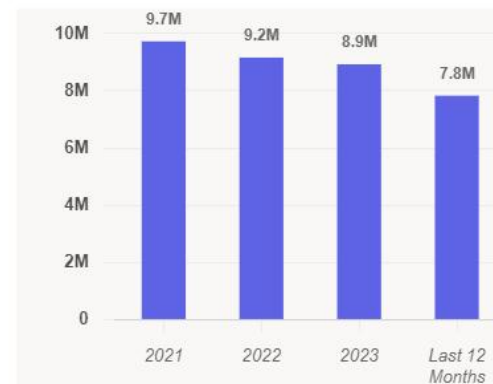
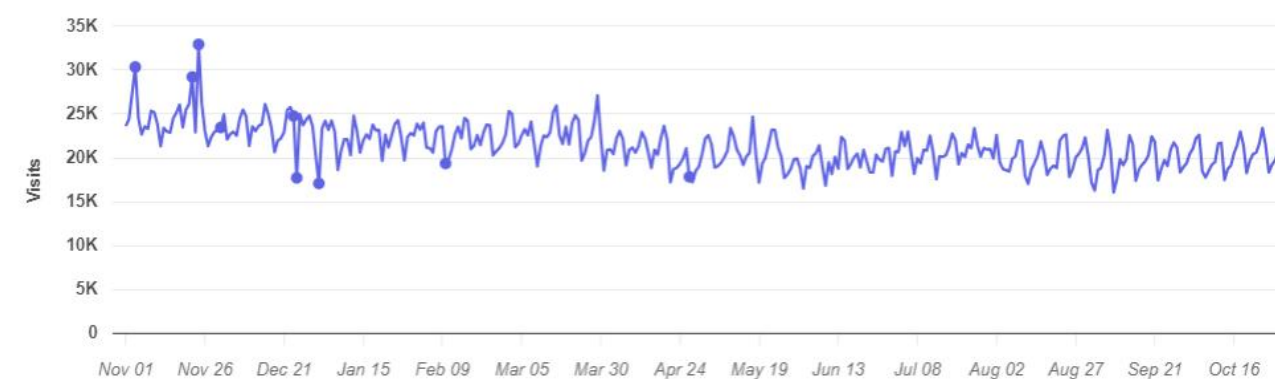
Properties: Metric: Visits



Average Stay 390 min
Median Stay 137 min

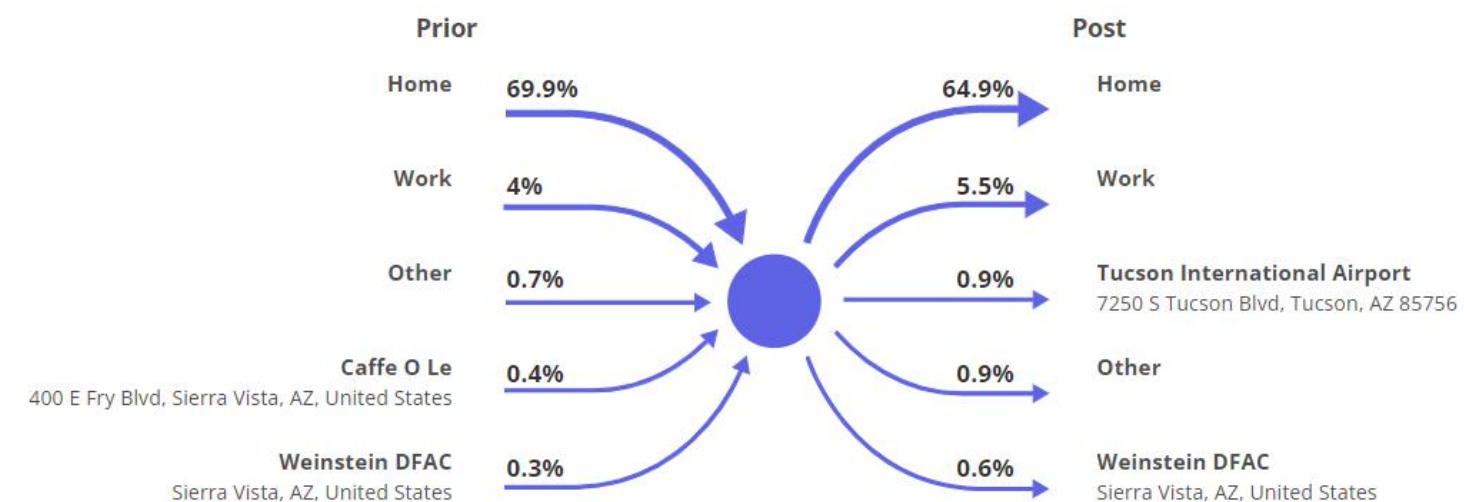
Visits Trend

Property: Metric: Visits Aggregation: Daily Annual Summary: Outlier Indicators:



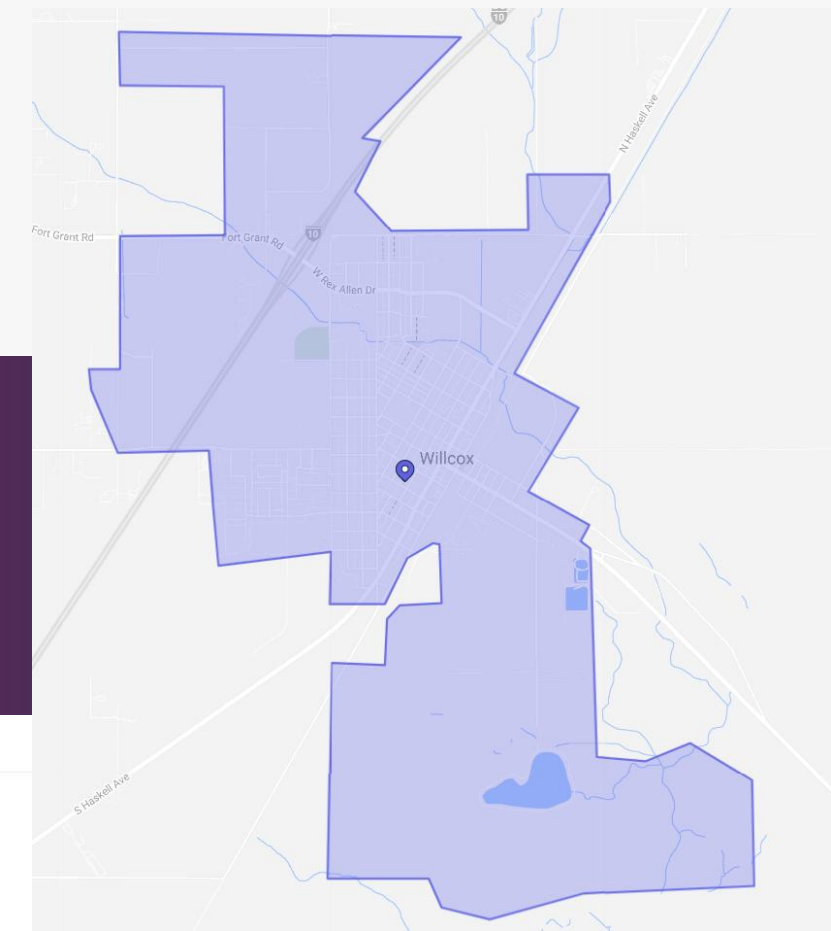
Visitor Journey

Property: Sierra Vista / Sierra Vista, AZ Show by: Location Category Category Group Show Home/Work: On



PLACER DATA

WILLCOX



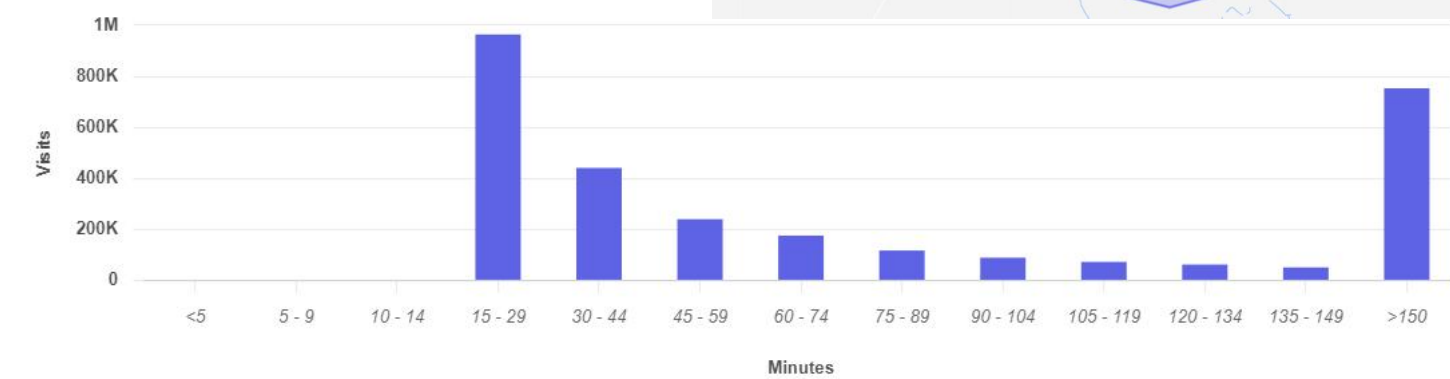
Metrics

Property:
Willcox, AZ / Willcox, AZ

Visits	2.7M	Panel Visits	127.2K
Visitors	763.2K	Visits YoY	+3.3%
Visit Frequency	3.61	Visits Yo2Y	-1.6%
Avg. Dwell Time	171 min	Visits Yo3Y	-9.5%

Visit Duration

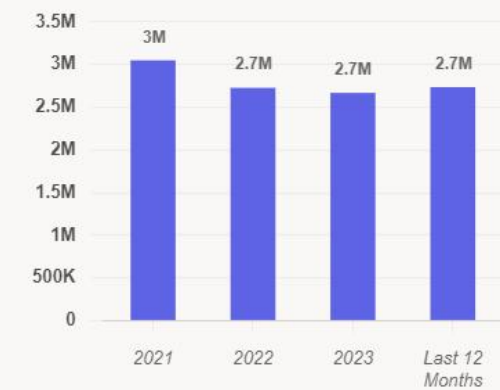
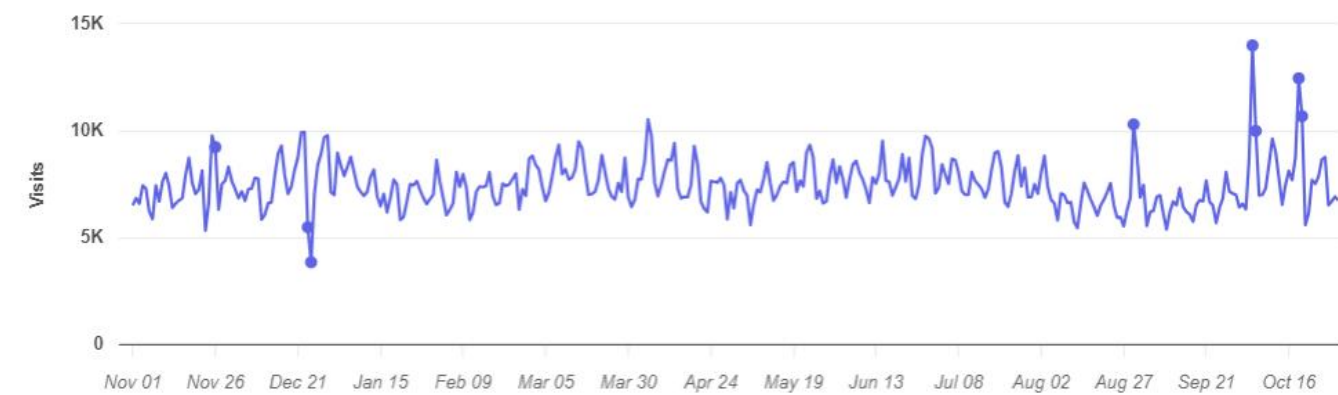
Properties: Metric: Visits



Average Stay	171 min
Median Stay	49 min

Visits Trend

Property: Metric: Visits Aggregation: Daily Annual Summary: Outlier Indicators:



Visitor Journey

Property: Willcox, AZ / Willcox, AZ Show by: Location Category Category Group Show Home/Work: On

