

# Visit Arizona Initiative Marketing Grant

## Northern Arizona Astrotourism

January 2022 – December 2023

### **PARTNERS**

Discover Flagstaff

Lowell Observatory

Meteor Crater

### **SCOPE OF WORK**

The partners will create and manage a two-year campaign promoting Northern Arizona Astrotourism. The partners will meet periodically throughout the project to track metrics and strategize additional opportunities to promote the campaign. Two main marketing efforts will help achieve the project goals:

#### **Digital Media Placement**

Display banners, native ads, and video advertisements will be distributed on Google, YouTube, and Facebook, targeting in-market and out-of-market tourists to promote Flagstaff as an astrotourism destination and to position Lowell Observatory and Meteor Crater as major points of interest. In-Market Tourists are defined as new devices within a 100-mile radius of Flagstaff. Out-of-Market Tourists are defined as adults 18+ who are planning or have booked a trip to Northern Arizona, with targeted segments including travel history, travel bookings, travel sites visited, travel search behavior, past credit card purchase data, search keywords, audience contextual data, and social media data.

#### **Audio/Visual**

Lowell Observatory, Meteor Crater, and Discover Flagstaff will collaborate on a content media plan with a videographer to create a continuing series of high-impact promotional videos to position northern Arizona and Flagstaff as an astrotourism destination. A total of five videos will be disseminated on digital media advertisements throughout Google, YouTube, and Facebook, and will be displayed on the landing page created for digital advertisements on [flagstaffarizona.org](http://flagstaffarizona.org). These videos will include daytime and nighttime drone and steadicam scenery footage of Flagstaff, Lowell Observatory, and Meteor Crater; and footage of guests engaging with telescopes, exhibits, and nature.

These two marketing elements will be deployed over two years at a cost of \$10,000 per month.