

Council Presentation on Tourism Commission



May 24, 2022



Tourism Commission Authority



There is hereby established a City Tourism Commission. There shall be seven (7) voting members of said Commission who shall meet as hereinafter provided to consider and recommend programs for the expenditure of the tourism portion of the Bed, Board and Beverage Tax allocated under Chapter 3-06, Hospitality Industry Tax Revenues.



Discover Flagstaff + Visitor Center



The mission of the Discover Flagstaff Team is to develop, promote and maintain Flagstaff as a year-round destination with professional visitor Services that will benefit the community economically, environmentally and socially.



The Bed, Board and Beverage Tax

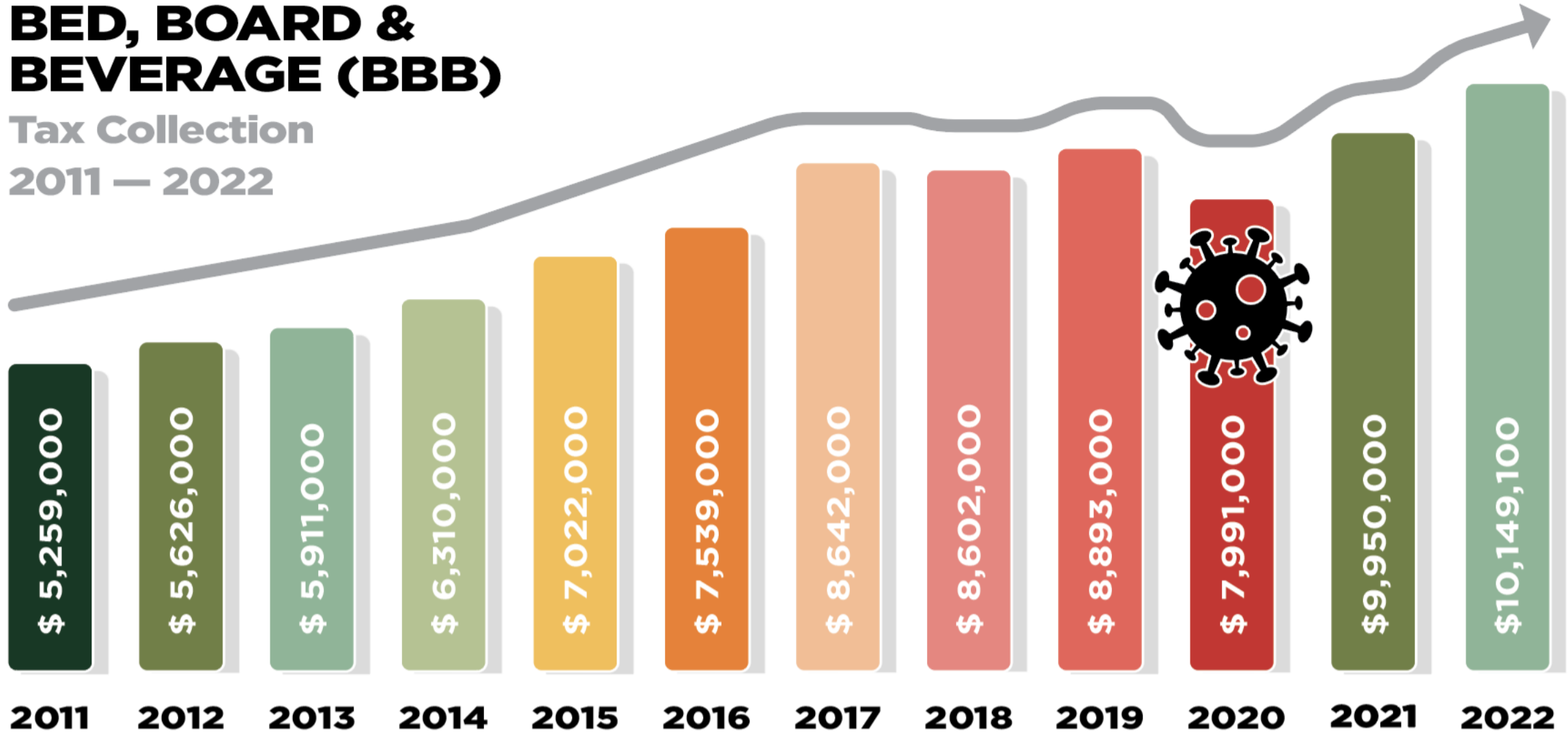
We are THE driving force behind increasing our tourism economy. This can be measured by referring to the BBB tax collection but it is so much more...



The Bed, Board and Beverage Tax

BED, BOARD & BEVERAGE (BBB)

Tax Collection
2011 — 2022



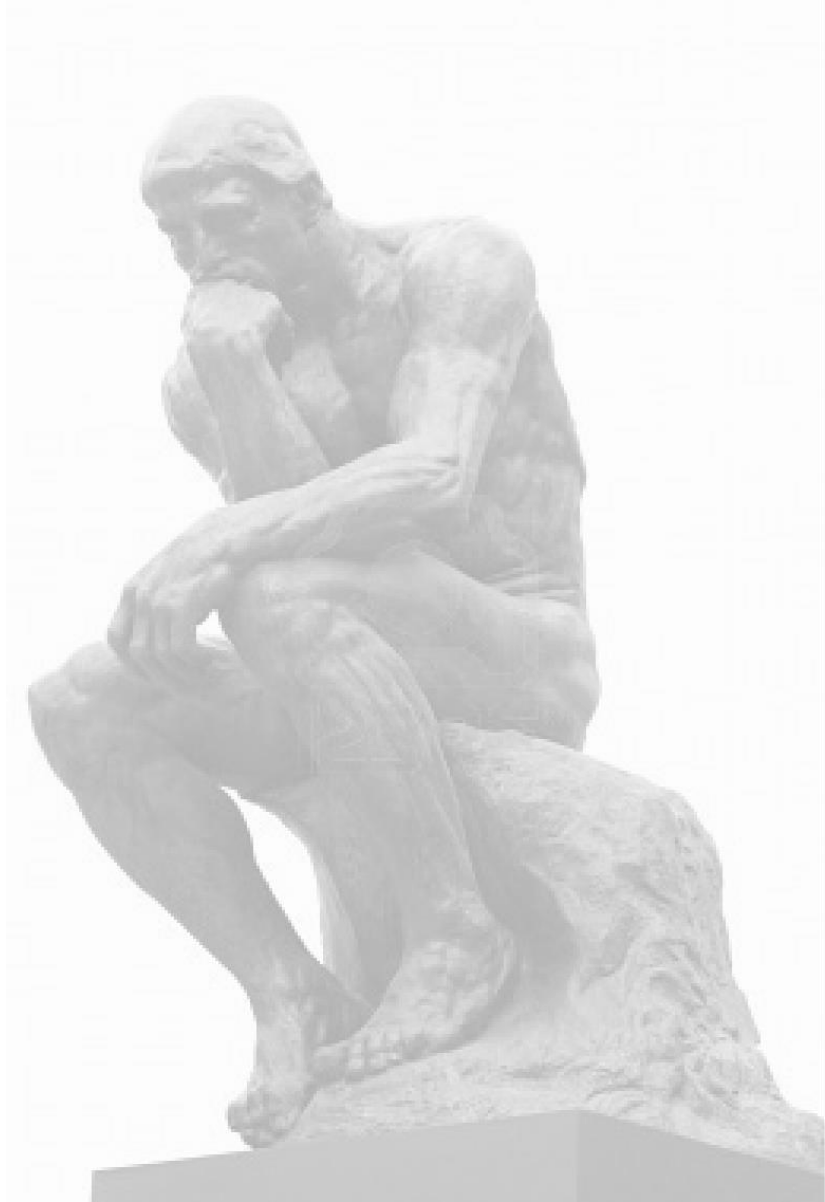


Our Philosophy



The wild places and natural wonders of Flagstaff and the surrounding area make our destination unique and attractive to the visiting public, but it is the people of Flagstaff that create the culture, institutions, and attractions that truly take care of and welcome our visitors.

We take a holistic approach to visitor marketing and managing the tourism economy, with the stakeholders and community in mind every step of the way.





Discover Flagstaff



Vertical Markets, Demographics, Psychographics and Behavioral Motivators (in normal times)

- Meetings and Conventions: 5% of the visitor economy
- International Market: 15% of the visitor economy
- Domestic Market: 80% of the visitor economy

(Includes: United States origin leisure visitors, visiting friends and family, individual business travel, majority of film crews)



Discover Flagstaff



The stakeholders and community light our path but data and best practices guide our tactics

- Visitor intercept study every five years in partnership with NAU's College of Business
- Website and other owned media analytics: page views, time on site, click-throughs, etc.
- Analytics and anecdotal data from interacting with the public on social media platforms
- A/B testing in real-time with consumer facing creative and messaging
- Aggregating accommodations data: Average daily rates, occupancy, rate per available room
- Digital ad serving with in-market attribution
- Arizona Office of Tourism data collection, aggregation and packaging



Visitor Days from visitors who reside 50+ miles from Flagstaff

Jan 1- May 8 2019 vs 2022

January 8th, January 16th

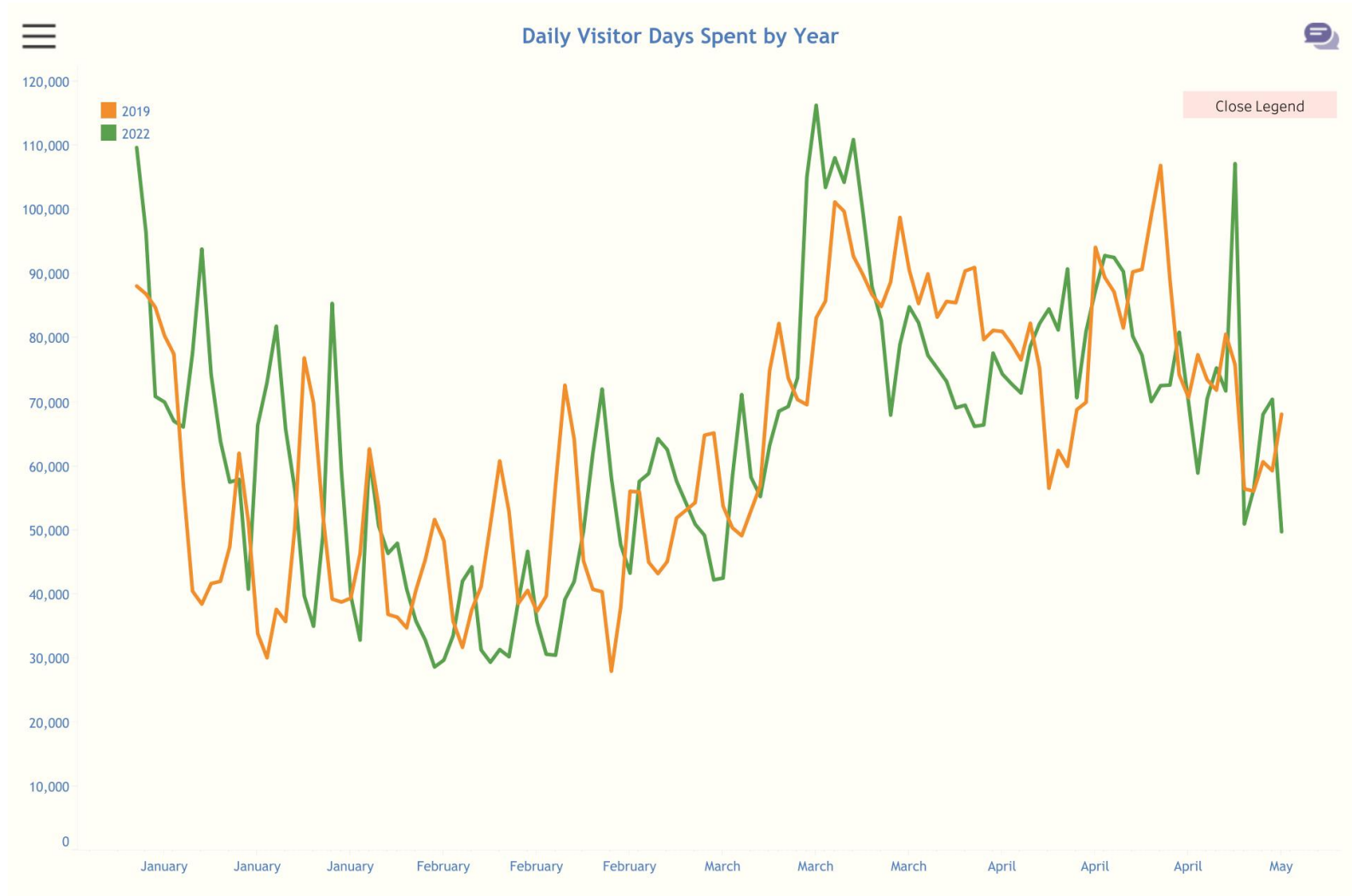
January 22nd , surpassed 2019 levels

Feb 21- March 12- slightly lower foot traffic

March 14-¹⁸ surpassed 2019 levels

March 22- April 21 under 2019 levels

April 28th above 2019 levels

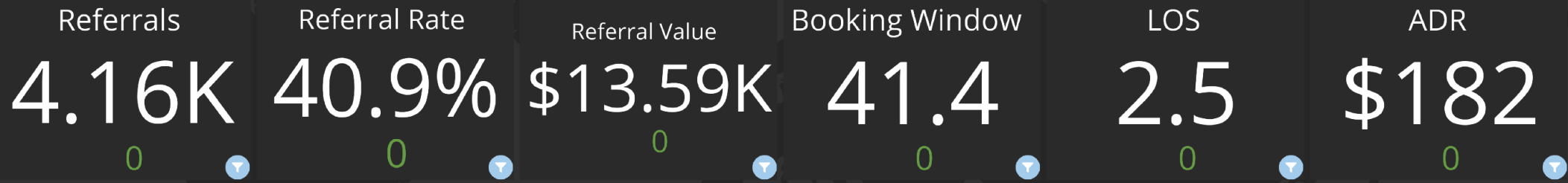




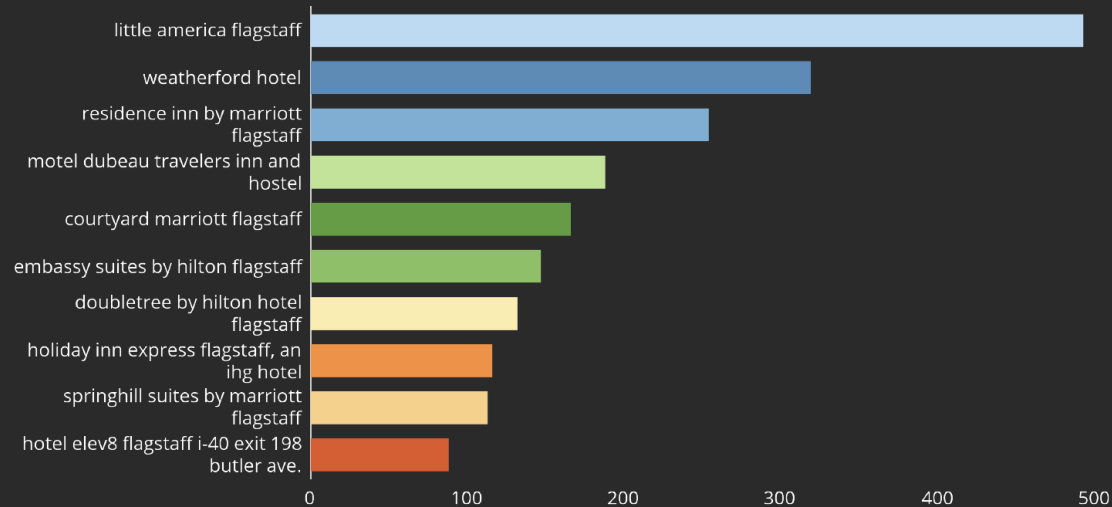
Rootrez



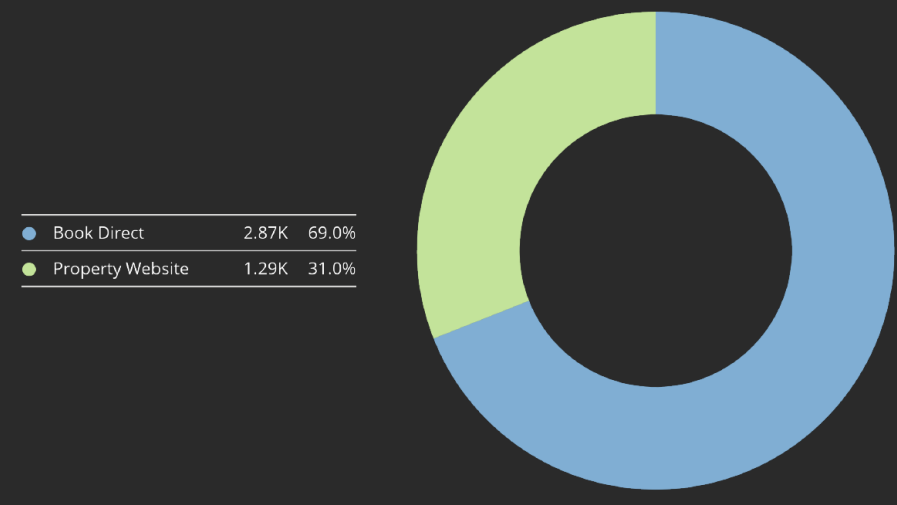
Referral Performance Summary



Top 10 Properties (Referrals)



Referral Link Type





Tourism Commission



Discover Flagstaff hosts an Annual Stakeholder Meeting





Tourism Commission



Terry Madeksza, Chair



Jennifer Grogan, Vice-Chair



Lynda Fleischer



Ellen Jimenez



Joe O'Donnell



Jennifer Rolley



Jonathan Stone

The Tourism Commission gives us perspective... operational perspective, community perspective and visitor perspective.

We meet monthly and collaborate on an annual strategic direct sales and marketing plan each January for the following fiscal year.



Terry Madeksza
Tourism Commission Chair



Community Perspective





SWOT Analysis



STRENGTHS

Food Culture, festivals, seasonality, arts, Grand Canyon and monuments, San Francisco Peaks, Route 66/Walk This Talk, dark skies, high altitude, historic downtown, outdoor adventure, Lunar Legacy, Native American Culture, world's largest contiguous Ponderosa forest, college town, LEAF-ometer, website, sustainability, responsible tourism, Flagstaff Brewery Culture, road trips and tree bathing

WEAKNESSES

Traffic, perception of winter recreation, off seasons, workforce, lack of luxury accommodations and full-service spas, transportation services and media assets



SWOT Analysis



OPPORTUNITIES

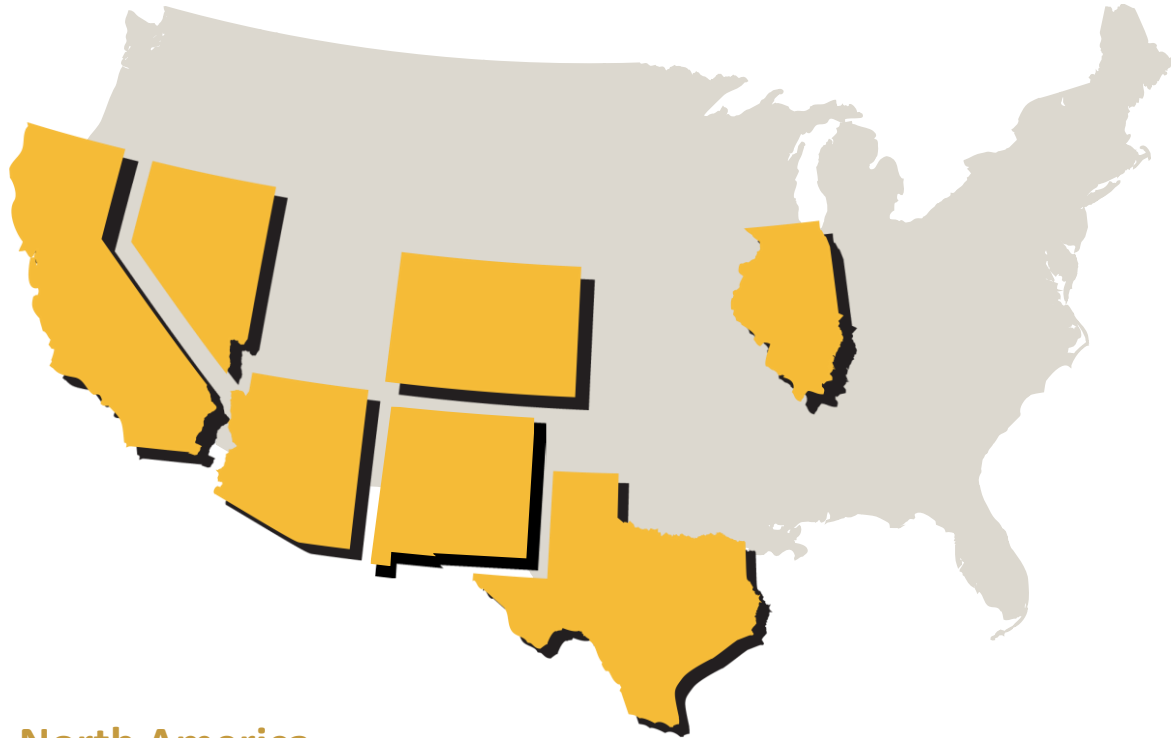
City of 7 Wonders, medium haul and international visitors, new air service DEN/DFW (SFO), AZ Snowbowl, Lowell Observatory, new hotels and businesses, gastronomy/craft beer, arts, winter recreation, high altitude training, state growth, sustainability, responsible tourism, SNOW-ometer, tree bathing, diversity, multi-generational, creative campaigns with cutting-edge ideas (NFTs), influencers, social takeovers, Film, Christmas city and our safe community

THREATS

Economy, I-17 traffic, climate change, pandemic, supply chain, crime, negative press, travel shut-downs



Domestic and International Travel



North America

- CANADA
 - Snowbirds visiting Valley; Budget-conscious (exchange rate – 27%); March – October
- MEXICO
 - Wealthier segment; ski market; shopping; family; Winter



Overseas

- UK
 - Strongest, most consistent & resilient market; Individual travel Year-round
- GERMANY
 - Strong, less-resilient to political rhetoric; Individual travel April – October
- FRANCE
 - Budget-conscious; Loves the Southwest; 85% tour groups Summer
- AUSTRALIA
 - Not much affects their travel plans; Year-round



Marketing Rule of 5



**A campaign with 5 or more tactics above is
Formula for Success**

Social Media

- + digital ads
- + web presence
- + earned media
- + traditional media/advertising
- + special events
- + international/
domestic travel trade
- + partnerships
- + visitor center
- + community



Pre-Pandemic



Every astronaut who walked on the Moon trained in Flagstaff.
Now you can walk in their footsteps.

Flagstaff
discoverflagstaff.com
Arizona's destination for all seasons

Daily nonstop flights to/from Flagstaff Airport (FLG)
Request a FREE Visitor Guide | discoverflagstaff.com

Breakfast in Flagstaff...

Arrive at the **Grand Canyon** before lunch.

Flagstaff
flagstaffarizona.org
The destination for all seasons

ARIZONA
GRAND CANYON STATE
ExploreMoreAZ.com

LAX/FLG nonstop flights
beginning May 5.

Photo: **Grand Canyon Café** on Route 66 in historic downtown Flagstaff.

a spectacle of festivals
all summer & fall

Flagstaff
flagstaffarizona.org
The destination for all seasons

3-4 | Flagstaff Hullabaloo
10 | Flagstaff Blues & Brews Music Festival
10 | Made in the Shade Beer Tasting Festival
24 | Pride in the Pines

flagstaffarizona.org | Photographed at The Arboretum at Flagstaff

June:



Traditional and non-traditional Accommodations Metrics

Year Ending	2019
Occupancy	72.6%
Av. Daily Rate	\$105.81
Revenue per Room	\$76.77



BBB Collection was at an all-time high...



\$ 8,893,000



Pandemic



CARRY-OUT & SETTLE IN

It's easy to enjoy Flagstaff's restaurants. And, if you want to try hand-crafting them at home, visit discoverflagstaff.com/wipethemile to learn your favorite local chefs recipes.



PLEASE STAY, PLAY DISTANCE & MASK RESPONSIBLY discoverflagstaff.com

Please adhere to required CDC healthcare travel guidelines, business recommendations and varied hours, and fire restrictions. Stay, play, distance and mask responsibly.



Traditional and non-traditional Accommodations Metrics

Year Ending 2020	2019	2020
Occupancy	72.6%	58.5%
Av. Daily Rate	\$105.81	\$90.08
Revenue per Room	\$76.77	\$52.71



BBB Collection took a hit...

\$ 7,991,000



As we recover from the Pandemic...



BE FIRE AWARE
KNOW BEFORE YOU GO
FIRE RESTRICTIONS IN EFFECT

STAY & PLAY RESPONSIBLY

8 NATIONAL PARKS & MONUMENTS
WITHIN A SHORT, SCENIC DRIVE

STAY & PLAY RESPONSIBLY

WE POUR OUR HEARTS INTO CRAFT BREWS

8 AWARD-WINNING BREWERIES AND FLAGSTAFF BREWERY TRAIL

BOOK YOUR ROOM NOW!

ARIZONA THE GRAND CANYON STATE ExploreMoreAZ.com

2022 Festivals
FLAGSTAFF, AZ

8 MUST-EXPERIENCE Festivals

BOOK YOUR ACCOMMODATIONS EARLY!

ARIZONA THE GRAND CANYON STATE ExploreMoreAZ.com

May	20-22 OVERLAND EXPO
June	2-16 SHAKESPEARE FESTIVAL
	4-5 HULLABALOO
	4-5 WOOL & FIBER FESTIVAL
	10-11 STATE'S LARGEST BLUES & BREWS MUSIC FESTIVAL
	11-12 MADE IN THE SHADE BEER TASTING FESTIVAL
	18 PRIDE IN THE PINES
	18-19 FOLK FESTIVAL

MORE 2022 FESTIVALS AT [DISCOVERFLAGSTAFF.COM](https://discoverflagstaff.com)

STAY & PLAY RESPONSIBLY

FLAGSTAFF, THE CITY OF 7 WONDERS PRESENTS:
The world's first international dark sky city.

WUPATKI NATIONAL MONUMENT

STAY & PLAY RESPONSIBLY

Keep our wild places **WILD.** Learn how.

STAY & PLAY RESPONSIBLY



Traditional and non-traditional Accommodations Metrics

Year Ending	2019	2020	2021
Occupancy	72.6%	58.5%	73.3%
Av. Daily Rate	\$105.81	\$90.08	\$122.66
Revenue per Room	\$76.77	\$52.71	\$89.96



Projected BBB Collection for FY22



\$10,149,100



The power of showing by example...




To make a donation to the
Flagstaff Trails Initiative,
text **wild4flag** to 44321,
or visit PLEDGEWILD.COM.

ON THE PATH
TO CARBON
NEUTRALITY



FLAGSTAFF • AZ



Southwest

SAN FRANCISCO PEAKS

12,800 FT Elevation



Destination Stewardship



- ⊘ Campfires, charcoal and wood-fired stoves are prohibited in city parks, open spaces and outside of developed recreation sites. Propane devices with on/off switches are still allowed for outdoor cooking within developed recreation sites cleared of all flammable materials.
- ⊘ Smoking and use of e-cigarettes are prohibited in all public places except within enclosed vehicles and buildings.
- ⊘ The sale or use of fireworks is prohibited at all times.

FIRE SAFETY TIPS

- ✓ Check for dragging chains or tow straps as they could spark a wildfire.
- ✓ Avoid parking in grassy areas where a hot muffler may spark a wildfire.
- ✓ Only use designated open forest roads and trails. Pick up a FREE copy of the Coconino National Forest Motor Vehicle Use Map at the Flagstaff Visitor Center (1 E. Route 66) or visit fs.usda.gov/coconino.

To learn more, scan the code or visit discoverflagstaff.com/fireaware



STAY & PLAY RESPONSIBLY
Keep our forests beautiful, take your trash with you. Remember LEAVE NO TRACE.

ENTER FOR A CHANCE-TO-WIN ENJOY A MOUNTAIN GETAWAY AT 7,000'

Prize includes a one-night stay for two at the new High Country Motor Lodge, admission to Lowell Observatory, a FlagTag AZ experience, and a meal at Bow Wow Street Dogs. A \$400 value!

ENTER NOW AT: azcentral.com/contests

Enjoy winter responsibly.

Be prepared. Travel with emergency supplies. Tell someone where you're going and your plans to return. 	Leave no trace. If you bring a sled, be sure to take it home. Sleds are not recyclable! Use this guide to properly dispose of trash: recyclebycity.com/flagstaff
Respect property. • Do not play on private lands. • Keep your public lands clean. • No parking or stopping along roadways. 	Spend the night. Weather is unpredictable. Plan to stay overnight.
Safety first. Locate designated snow play areas in advance. If you should become lost in adverse conditions, remain where you are and wait for Search & Rescue. 	Have an alternative plan. Snow play areas full? Catch a movie or explore a local attraction. #FLAGSTAFF 365 EVENTS CALENDAR flagstaff365.com

Please adhere to required CDC healthcare travel guidelines.

WASH YOUR HANDS OFFER FOOD CONTACT COVER YOUR MOUTH AND NOSE WHEN COUGHING OR SNEEZING CLEAN AND DISINFECT

FOR MORE INFORMATION VISIT: FLAGSTAFF365.COM/PLAN-YOUR-TRIP

SIGN UP FOR EMERGENCY NOTIFICATIONS WITH COCONINO COUNTY coconino.az.gov/ready

ARIZONA'S Winter Wonderland FLAGSTAFF

FLAGSTAFF Winter Recreation

SNOWPLAY MAP 2021-2022 • DISCOVERFLAGSTAFF.COM

CALL THE FLAGSTAFF WINTER SNOWPLAY HOTLINE: **1-844-256-SNOW** FOR UP-TO-DATE SNOWPLAY INFORMATION

STAY PLAY DISTANCE & MASK RESPONSIBLY

REMEMBER TO HUG-A-TREE



The Hug-A-Tree rabbit reminds you that while enjoying the forest, mountains and the beautiful but quickly changing weather, be sure to:

1. Tell someone where you are going and when you expect to return.
2. Hug-A-Tree (stay put!) should you become lost.
3. Always carry the Ten Essentials in your pack with a charged cell phone and battery charger:

- plenty of water
- food and energy snacks
- extra clothing
- map and compass/GPS
- headlamp or flashlight
- first aid kit
- shelter material or space blanket
- spare batteries for GPS/flashlight
- pocket knife or multi tool
- whistle or signal mirror

When back country exploring during winter, add these essentials:

- shovel
- avalanche beacon
- avalanche probe
- extra pair of warm socks and gloves



FLAGSTAFF LOCAL

My actions matter

Flagstaff Local
Published by Mike Russell • May 6 at 11:40 AM •

This is National Travel & Tourism week and "this is how we choose to celebrate" says CVB director Trace Ward, by doing a service day cleanup effort and inviting our tourism partners. #flagstafflocal #MyActionsMatter #NTTW22



Milligan House

May 6 at 11:23 AM •

This week the city teams at [Discover Flagstaff](#) and [Flagstaff Sustainability Office](#) got some friends together and completed a clean-up SERVICE DAY south of the M... See more



Discover Flagstaff Leaning In



COOL CAREERS. COOL PEOPLE. COOL MOUNTAINS.

- State Retirement
- Healthcare Benefits
- 11 Paid Holidays (that's not a typo)
- Vacation Package
- First-Time Homebuyer Assistance
- Paid Parental Leave
- Four Seasons
- Outdoor Adventure (it's epic!)
- Diverse Population
- Great Schools
- Mountain Town Vibe
- Smile More

We check all the boxes.
Apply at FlagstaffCityCareers.com

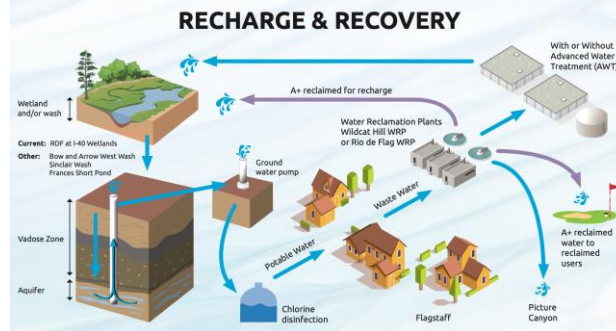
Video

April is Water Awareness Month

Save Water! Win Prizes!

Take the national mayor's water conservation pledge!

More information about events and prizes at flagstaff.az.gov/WAM



INFORMATION TECHNOLOGY

CITY OF FLAGSTAFF

2022 City of Flagstaff's MINIMUM WAGE

On July 1, 2017, a new hourly minimum wage was established within the city limits of Flagstaff, AZ. Effective January 1, 2022, Flagstaff's minimum wage is \$13.50 per hour and for tipped employees, the minimum wage is \$13.00 per hour.

AS AN EMPLOYER:

- Pay employees no less than the hourly minimum wage.
- Post the required Flagstaff minimum wage poster.
- Provide written notice to employees about rights.
- Retaliation Prohibited.
- Keep all payroll records for 4 years of all hours worked & all days worked for each employee.

AS AN EMPLOYEE:

- Right to rest or to be paid no less than the current minimum wage.
- Right to file a complaint to the City's Office of Labor Standards.
- Right to be provided written notice of the minimum wage rights.
- Retaliation protection for exercising your rights, informing others or assisting others.

YEAR	HOURLY MINIMUM WAGE	HOURLY TIPPED MINIMUM WAGE
2021	\$15.00*	\$12.00
2020	\$15.00*	\$12.00
2019	TBD by CPI*	\$2.00**
2018	TBD by CPI*	\$1.50**
2017	TBD by CPI*	\$1.00**
2016 and thereafter	Price Index (CPI)**	Same as Hourly Minimum Wage

For questions or to report a complaint, please call 928.213.2071 or email laborstandards@flagstaff.az.gov.
Visit www.flagstaff.az.gov/minwage for additional information.

Housing Gap Analysis

7,976 market rate houses are needed to free up pressure on the Flagstaff's housing stock and catch up with population growth.

12,072 lower income households are living in less-than-ideal housing situations such as paying too much in rent and unable to advance through the housing continuum.

MARKET RATE HOUSING 7,976

ADVANCING THROUGH THE HOUSING CONTINUUM

The Budget Team

CITY OF FLAGSTAFF



PONDEROSA PARK

CLOSED DUE TO FLOODING

Safety Tip: Know where your children are at all times, do not let them play near channels, creeks or streams when water is rising.

For more info: flagstaff.az.gov | @COFRecreation | <https://fb.gy/2jy2zv>

PARKS, RECREATION & OPEN SPACE



Awards



Arizona Office of Tourism
Governor's Award
Best Tourism Partnership Award
Pledge for the Wild



Hospitality Sales and Marketing Association (HSMAI)
Adrian Award
Best Website Design & Development
Discoverflagstaff.com



Destination Marketing Association (DMI) West
Best Idea Award
Discover Flagstaff
Flagstaff Lunar Legacy



Arizona Office of Tourism
Governor's Award
Best Tourism Partnership Award
Flagstaff Lunar Legacy





A look forward...

- Drive-Markets will continue to be the most important recovery origins
- Flight-Markets will grow in importance
- Engaging visitors in our carbon neutrality goal and sustainable tourism
- Astro Tourism
- All of the key drivers



Discover Flagstaff



Thank You