



CITY OF FLAGSTAFF – DISCOVER FLAGSTAFF – CHOOSE FLAGSTAFF - PROSE





# Target Audience

## Psychographics:

History buff, adventure seekers, road trippers, cultural explorers, photography enthusiasts, vintage and nostalgia enthusiasts, movie buff

## Demographics:

Baby boomers, retirees, empty nesters, young families

## Geographies:

**Domestic:** Drive and flight markets including metro-Phoenix, Tucson, southern California, Albuquerque, Denver, Dallas, Utah and Las Vegas

**International:** Germany, UK, Canada, Mexico, France, Benelux, Australia





# Significant dates:

- *March 2024 – Discover Flagstaff begins centennial marketing for our destination*
- *Sept. 2024 – Route 66 street mural repaint with Centennial messaging*
- **October 2025** – Discover Flagstaff’s annual marketing meeting, special appearance by Angel and Vilma Delgadillo
- **Nov. 11, 2025** – Regional AZ DMO’s kick-off centennial celebration
- **TBA** – FLG Fire Dept and Hall of Flame
- **Jan 2026 – June 2027 – ADOT Signage up**
- **June 6, 2026 – Flagstaff Event is in the works...**
- **July 4, 2026** – America’s 250-year celebration
- **Nov. 11, 2026** – The Centennial celebration date
- **Nov. 11, 2026** – Veteran’s Day
- **Aug. 2027** – Discover Flagstaff concludes centennial marketing

*TBA – Arizona Office of Tourism marketing plan*

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# Strategy

## Objectives and Tactics

March 2024 – August 2027

**Create and establish visitation demand** by positioning Flagstaff as a four-season experience with **historical significance of the route**, highlight unique experiences including proximity to the Grand Canyon and the city's Americana allure.

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### Value Proposition Statement:

**“The only 7,000’ elevation, pine fresh, dark sky city on the Mother Road”**





## Tactics March 2024 – August 2027

- Earned Media
- Events
- Library
- Owned Media
- Paid Media
- PROSE – Car Club
- Publications
- Sales – Meetings/Events/Conferences & Travel Trade
- Signage – ADOT, business window clings
- Social Media
- Visitor Center
- Website



[Home](#) > [Things to Do](#) > [Route 66](#)  
**EXPLORE ONE-OF-A-KIND ROUTE 66  
ATTRACTIONS IN FLAGSTAFF**





# Tactics

March 2024 – August 2027

## Walk This Talk Tour:

### WHO EVER HEARD OF THIS LOST HIGHWAY?

Flagstaff's little-known original alignment of Route 66





# Tactics

March 2024 – August 2027

## NOSTALGIC ROAD TRIP

*See what great activities are customized to fit your #Flagstaffhoroscope.*



LEO

Leo's tend to live in big cities, so the escape to Flagstaff for some mountain fresh air is much needed by the time they get here. Leo's ride **Snowbowl's Arizona Gondola** in order to get the best view in Flagstaff. After joyrides on the gondola, Leo's can't help but stop at **Galaxy Diner** to refuel and to indulge in some locally sourced noshing, topped off by the best milkshakes in town. Leo, being sentimental, swing by the **Warner's Nursery** and **Viola's Flower Garden** on their way to the **Flagstaff Pulliam Airport** to take some of the native plants home as a pleasant reminder of the beautiful scenery they left behind, but certainly look forward to returning to. The sentimental Leo's will share their plant gifts with others upon their return home and encourage friends and family to go visit or join the next trip. And, because of the 'leaders' they are... they make sure they tell everyone about their stay.



**PISCES**  
PISCES NEVER TRAVEL WITHOUT THEIR WHOLE FAMILY, dogs included of course. In this shortage of Poodles, they'll bring their dog along. They'll enjoy the playground and the dog park. After working hard, they'll enjoy a hot tub. After working hard, they'll enjoy a hot tub. After working hard, they'll enjoy a hot tub.

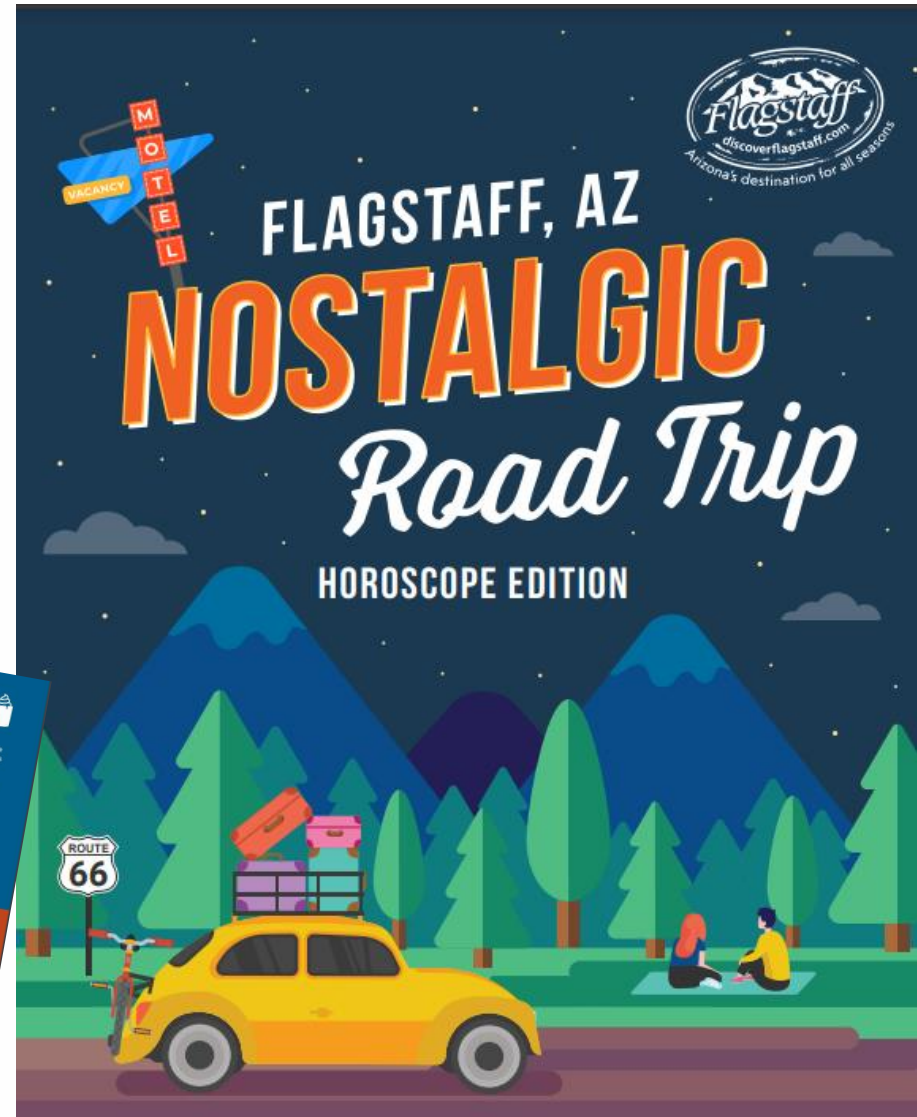
**TAURUS**  
TAURUS LOVE GETTING OUTSIDE. They like to keep grounded, so planning some camping in our Ponderosa Pine Forest feels natural. Taurus are always some practical before having fun climbing trees and bringing a new guitar from AZ. They'll enjoy the dog park and the dog park.

**GEMINI**  
GEMINI ARE OLD SOULS and will have the urge to hop in a snowmobile and cruise about Flagstaff's rich history. This morning tour to the side, Gemini, with some friends for Gemini's commiseration, about the Alpine Parkway, each night on their 8 hour evening sessions. They'll enjoy the dog park and the dog park.

**CANCER**  
CANCER ARE FOREVER ACTIVE, thoughtful, and eco-friendly. Did you know, Cancer die headfirst into water through the sky at Flagstaff Extreme Adventure Course. Though the course starts their day climbing mountains by hiking the nearby trails and park up trails. They always find joy in leaving a station better than they found it. After their Ponderosa Pine Forest car ride, they head back to town to charge their car at one of the many electric car charging stations available to the public. After charging their car off at the Flagstaff, AZ, charging station, they head off to enjoy the extensive region offered at the Flagstaff museum. Inspired by the beauty that Flagstaff offers, Cancer spends the remainder of their evening following the Public Art Walk with their admiring the murals around town as the sun sets over the mountains. Cancer is proud to be a part of the community that shares so many of their same values.

**LEO**  
LEO'S TEND TO LIVE IN BIG CITIES, so the escape to Flagstaff for some mountain fresh air is much needed by the time they get here. Leo's ride Snowbowl's Arizona Gondola in order to get the best view in Flagstaff. After joyrides on the gondola, Leo's can't help but stop at Galaxy Diner to refuel and to indulge in some locally sourced noshing, topped off by the best milkshakes in town. Leo, being sentimental, swing by the Warner's Nursery and Viola's Flower Garden on their way to the Flagstaff Pulliam Airport to take some of the native plants home as a pleasant reminder of the beautiful scenery they left behind, but certainly look forward to returning to. The sentimental Leo's will share their plant gifts with others upon their return home and encourage friends and family to go visit or join the next trip. And, because of the 'leaders' they are... they make sure they tell everyone about their stay.

**VIROGO**  
VIROGO LOVE THE SNOW. But not being in the snow, they love to come during winter. They'll enjoy the dog park and the dog park.



## Tactics

March 2024 – August 2027

## Beautification:

### Route 66 Medallion Shields

- FUTS Fences along Route 66
- 13 shields have been installed with more to come
- Working with ADOT to apply vinyl wraps on Traffic Signal Cabinets along Route 66





**Tactics** March 2024 – August 2027

# Continued beautification of Route 66...

Fixing broken fencing along the route and adding shields





**Tactics** March 2024 – August 2027

## Continued beautification of Route 66...

Possible partnership with El Pueblo Motel





# Tactics March 2024 – August 2027

## Signage Enhancements



ADOT Signage  
Elevation | Scale: 1 1/2" = 1'-0"

Manufacture and Install Thirty Six (36) S/F, NON-LIT, Aluminum Signs for Existing poles

Aluminum fabricated signs routed in custom shape with 3M Controltac vinyl printed graphics with overlamine. Digital prints are per provided vector files.

Band and bracket hardware used for mounting signs onto ADOT poles

Digital print (NZ)

### Proposed Route 66 Centennial sign placements on ADOT vertical sign posts along Route 66.

Orientation is going East on Route 66. All signs are intended to be back to back facing east and west.



#### Proposed 18 locations:

- Rt. 66 / Woodlands Village Blvd  
Right side vertical pole
- Rt. 66 / Verde  
Right side vertical pole
- Rt. 66 / Riordan  
Right side vertical pole
- Rt. 66 / Switzer Canyon  
Left side vertical pole
- Rt. 66 / Milton  
Right side vertical pole
- Rt. 66 / Ponderosa Pkwy  
Right side vertical pole
- Rt. 66 / Milton  
Left side vertical pole
- Rt. 66 / Arrowhead Ave  
Right side vertical pole
- Rt. 66 / Butler  
Right side vertical pole
- Rt. 66 / First St  
Left side vertical pole
- Rt. 66 / Humphreys  
Right side vertical pole
- Rt. 66 / Fourth St  
Right side vertical pole
- Rt. 66 / Humphreys  
Left side vertical pole
- Rt. 66 / Postal Ave  
Right side vertical pole
- Rt. 66 / Beaver Street  
Right side vertical pole
- Rt. 66 / Steves Blvd  
Right side vertical pole
- Rt. 66 / San Francisco  
Right side vertical pole
- Rt. 66 / Fanning  
Left side vertical pole

Total of 36 signs



NOTE: 2 S/F signs per pole

**NOAZ**  
NORTHERN ARIZONA SIGNS

1914 West Kibbitt Lane  
Flagstaff, Arizona 86004  
www.NOAZ.com  
(888) 779-2008  
email@noaz.com

**ROUTE 66 CENTENNIAL SIGNS**  
Flagstaff, AZ

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**Job #:**  
2E-

**Spec #:**  
HN14485

**REP:**  
H. Nickerson

**Drawn By:**  
K. Alvarado

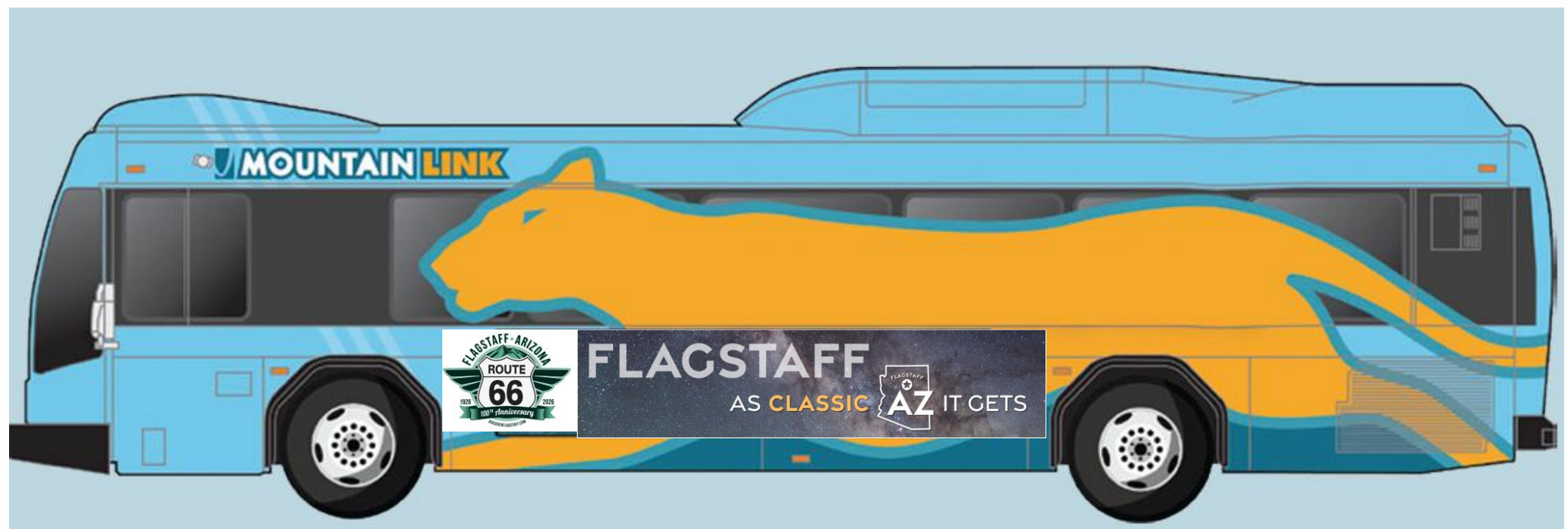
**Date:** 10/09/24  
**REV:**

**Sheet:**  
1 | 3



# Tactics March 2024 – August 2027

**Mountain Line Bus Wraps:**  
**We will have Route 66 Centennial themed wraps installed**





**Tactics** March 2024 – August 2027

# Keepsake Publications & Flip Books:



**FLAGSTAFF ARIZONA**  
**ROUTE 66**  
 1926 2026  
 100<sup>th</sup> Anniversary  
 discoverflagstaff.com

## 100th Anniversary

COMMEMORATIVE MAGAZINE

The Arizona Daily Sun will be collaborating with Discover Flagstaff to produce a commemorative magazine in April 2025 celebrating the centennial Anniversary of Route 66 - The Mother Road. The magazine will be filled with stories about Route 66 as well as maps, local attractions and additional area highlights to inspire and motivate overnight visitation.

**PUBLISHES: APRIL 26, 2025**  
**SALES DEADLINE: MARCH 12, 2025**

**FULL PAGE** with 30K impressions at **\$980**  
**HALF PAGE** with 20K impressions at **\$680**

Additional magazine distribution will include target markets of Los Angeles and Dallas.

Contact Zachary Meier with questions and to book an ad.  
 Zmeier@azdailysun.com

ARIZONA **DAILY SUN**



**Tactics** March 2024 – August 2027

## **Sales (Meetings, Events & Conferences):**

- **Target Car Clubs, Motorcycle Clubs and Historical Associations/Groups -**
  - Create a Brochure for Route 66 Day Drives for clubs to include in registration bags
  - Marketing to promote bookings in 2026
- **Trade Shows –**
  - Rt. 66 Centennial talking points, website and itinerary ideas
- **Target Past Clubs and Groups for Repeat Business -**
  - Sending information that helps them choose Flagstaff





**Tactics** March 2024 – August 2027

## International Travel Trade:

### Talking points, website, itineraries

- Secure **international blogs & ad opportunities**
- International Travel Trade **Newsletters**
- Special Travel Agent Trainings on the Rt. 66 product
- Marketing at **trade shows, missions and familiarization tours**
- Maximize AOT co-op efforts and partnerships

### Trade Shows/Missions

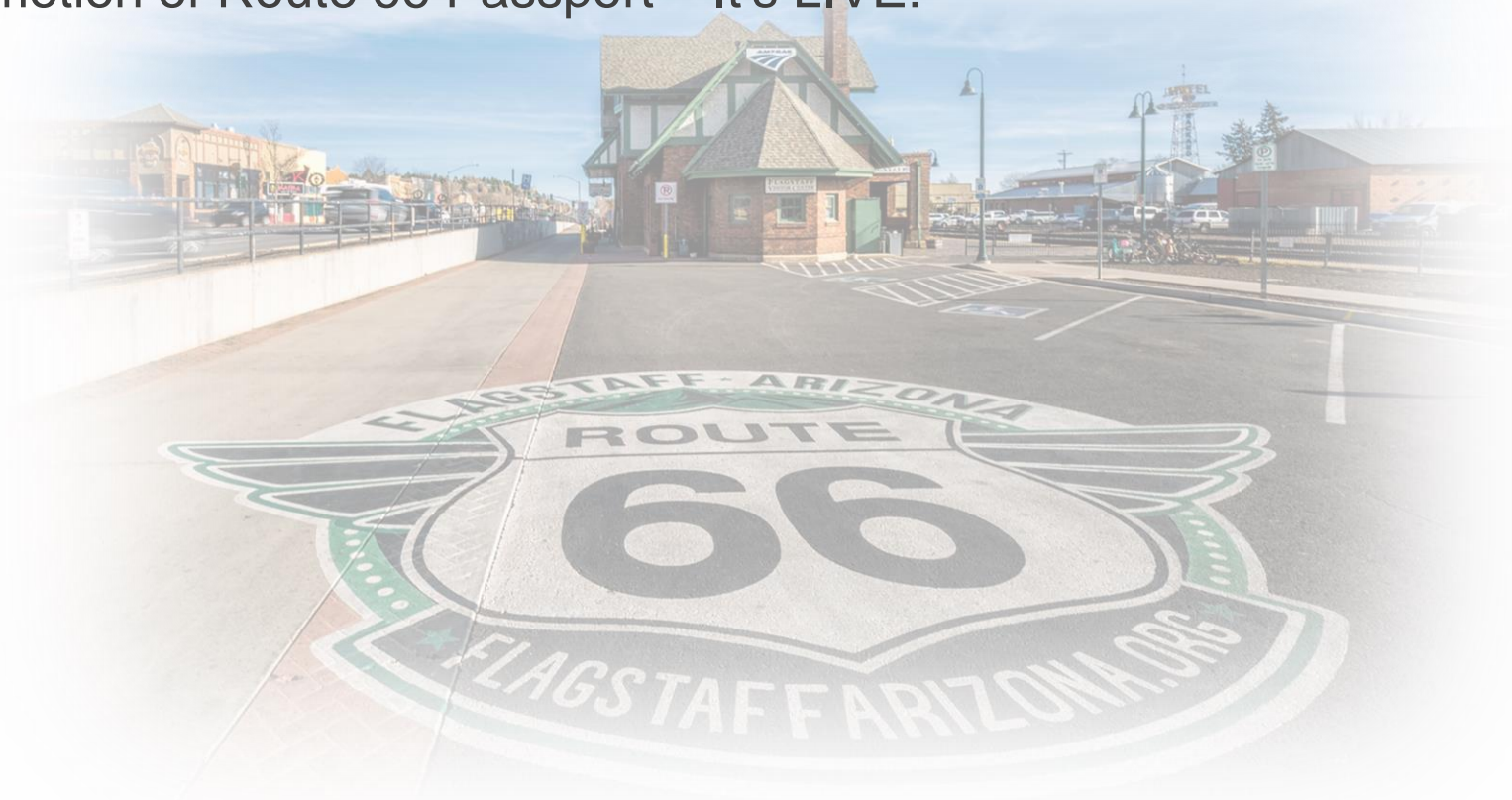
- AOT LA Sales Mission
- Go West Summit Lake Tahoe
- AOT Mexico Sales Mission
- IPW Chicago
- 2025/2026 Trade Shows/Missions



**Tactics** March 2024 – August 2027

## Visitor Services:

- Centennial merchandise in the Visitor Center gift shop
- Route 66 Mural REFRESHED!
- History event at the Visitor Center
- Educate Visitors on Route 66 Landmarks and photo ops in Flagstaff
- Promotion of Route 66 Passport – It's LIVE!





**Tactics** March 2024 – August 2027

## **Co-op efforts with Arizona Office of Tourism (AOT):**

Overarching map of the Route 66 and when Flagstaff is mentioned, our website will be able to link out.

**ARIZONA**  
OFFICE OF TOURISM





# FLAGSTAFF

AS CLASSIC  IT GETS

The main title "FLAGSTAFF" is in large, white, sans-serif capital letters. Below it, the phrase "AS CLASSIC" is in white, followed by a white outline of the state of Arizona containing a white star, and then "IT GETS" in white. The background is a dark, starry night sky with the Milky Way galaxy visible.