



City of Prescott

Tourism Advisory Committee

August 9, 2023 | 11:00 AM

117 W. Goodwin Street

Prescott Chamber of Commerce Upstairs Conference Room

Prescott, AZ 86303

MINUTES

1. CALL TO ORDER

Chair Christensen called the meeting to order at 11:01 a.m.

2. ROLL CALL

2.) Roll Call:

Margo Christensen - Chair

Matt Brassard - Vice Chair

Steve Bracety - Member (Absent)

Jim Dawson - Member

Dennis Gallagher - Member

Lisa Hayes - Member (Arrived at 11:15 a.m.)

Edd Kellerman - Member

Ken Leja - Member (Absent)

Linda Nichols - Member

Debra Rocha - Member

3. DISCUSSION & ACTION ITEMS

- A. Presentation & Discussion Regarding Smith Travel Research (STR) and Bed Tax Discussion.

Ann Steward presented the end-of-the-year numbers for Bed Tax. She also reported the year-over-year findings for 2021, 2020 & 2019. John Heiney reported that June 2023 was our highest month of the year.

- B. Discussion Regarding Upcoming Meeting Schedule.

TAC Regular Meeting 11:00 AM – September 13th

TAC Regular Meeting 11:00 AM – October 18th, 2023

TOURISM TEAM UP – LOCATION TBD – October 18th 2:30 PM

Holiday Party – November 8th

- C. Presentation & Discussion Regarding Option to Combine the TAC/PAAHC Grant Process.

Recommended Action: MOVE to approve or deny the proposal to combine the TAC/ PAAHC grant process into one combined 'Tourism Grants' to streamline staff time and workflow

Linda Nichols asked if the third party could organize the packets and if the committee could still score the events. John Heiney thinks it's an all-or-nothing option. Dennis Gallagher asked if there was an organization locally that would understand the events and the community. Margo Christensen mentioned that outsourcing would remove staff and TAC from potentially having conflicts of interest. Lisa Hayes said combining TAC/PAAHC makes complete sense to me. She asked if we could budget a part-time administrator. Matt Brassard thinks combining the process for one year and re-evaluating. Jim Dawson said combining the TAC/PAAHC makes a lot of sense. Then he asked if a third-party organization would charge a flat-based fee. Jim's recommendation is to hold off on the vote until we have more information on outsourcing. Ann Steward mentioned that City Staff would need to do an official RFP and accept bids for an third-party grant organization.

MOTION BY MEMBER HAYES TO APPROVE COMBINING THE TAC/PAAHC GRANT PROCESS; SECONDED BY VICE CHAIR BRASSARD: PASSED (8 - 0)

4. UPDATES

- A. Announcements & Updates from Staff.

John Heiney mentioned the 2025 General Plan Upcoming Meeting. He also invited TAC members to participate in the discussion about the widening of SR89. Our Sister City Carborca won an award. The election results are completed. Mayor Phil Goode, Cathy Rusing, Connie Contelme, Ted Gambogi & Lois Fruhwirth – November 28th will be their first official day.

Ann Steward – Presented about the Mexico/Arizona Travel Conference, and how AOT is supporting Travel to and from Mexico. She mentioned that the staff met the new AOT Director at GCOT this summer. Our visitor center reported great numbers for July: 1259 phone calls were received. 30 international guests.

HeatherHerman provided an update about data and statistics. See attached.

Mike Kelly – Mentioned that his main goal has been creating KPIs and generating mid-week business. He is establishing his workflow and has generated about 70 leads/contacts in the past two months. He has two tournaments: girls' and men's fastpitch. He has signed up for Noland Academy to help with lead generation for event organizers.

Cristina Binkley – Cristina presented current data for the month of July for Facebook, Instagram, Pinterest, & LinkedIn. She mentioned the Google Ad results and the social media soiree on November 1st.

Ryan Harlow – Reintroduced himself and mentioned that his main goal is bringing teams into town and coordinating the fields. He mentioned that it is the end of the Tournament season. Labor Day weekend is the next big tournament coming up this year. He is already looking to fill the 2024 calendar.

AZ tourism statistics:

- \$77million a day spent by visitors in 2022
- \$3.98billion in tax revenue
- Lessens the burden of AZ residents by \$878 per person
- 2022: 140,000 passengers per day at Sky Harbor
- 2023 will surpass all travel numbers at the airport, to date, the record was 46.9million in 2015, and 2023 will surpass 50million
- 75% of the customers are staying and visiting AZ
- International visitation has surpassed the record before and is at recovery for the airport
- Frontier has doubled their offerings out of Sky Harbor
- American Airlines claims PHX as the 5th largest hub, up from 6th

National Travel & Tourism Office:

David Huether

- International visitation at the highest of 80 million in 2019, 51 million in 2022 and trending to reach close to 70 million in 2023
- AZ has 55% better visitation for intl. travelers than the rest of the west coast
- Canada, Mexico, Europe will be fully recovered in 2024
- China recovery closer to 2027
- Launched a Survey of International Air Travelers (SIAT) to break down more statistics for travel to the US:
 - Trade.gov/travel-and-tourism-research
 - Breakdown of quarterly travel, in AZ, by city, spending, activities participated in, how much money spent by each traveler, party size, and more.
 - Top markets for visitation: UK, Germany, France, Italy.
 - Arizona is ranked 36th in the US for international visitation

Regenerative Tourism: place based, community centered. Taking a systems approach and offering creative solutions, working alongside the community.

Example of search for visitation:

Visitors took more time to plan their trip, 180 days or more scored the highest at 27.6%. Highest age demographic 25-29, 30-34, 55-64. Average size of the group: 2, traveling with spouse or partner, and solo travel close behind with 35%, compared to 42.5%. Top activities: national parks, monuments, sightseeing, small towns/countryside, shopping. Avg. HHI \$89,192

ADT Co-op:

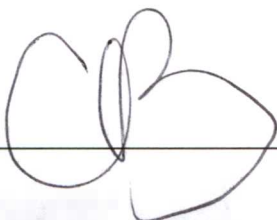
- Lead generation with Go Travel sites
- Content marketing with Visit USA Parks, US and Germany
- Digital remarketing with Madden Media for visitors who were on VisitArizona and didn't follow through on plans
- Digital repeat visitor program with Spearfish

- B. Updates & Announcements from Tourism Advisory Committee Members.
TAC members want to see the following two items on a future agenda: May & August TAC minutes, and a Placer Report for the Airport.

5. **ADJOURNMENT**

Chairwoman Christensen adjourned the meeting at 12:26pm.

ATTEST:




MARGO CHRISTENSEN, Chair