



QUARTERLY PROGRESS REPORT

January through March 2014

Submitted To: Amanda Jacobs, Economic Development Manager

By: Brent DeRaad, President/CEO

In accordance with Resolution No. (R) 12-37

Visit Tucson will initiate, implement and administer a comprehensive sales, promotion and advertising program to attract an increasing number of convention delegates and vacationing tourists to the Town, thereby providing revenues to the community through transient rental and sales taxes, and contributing to the overall economic growth and continued viability of the tourism and hospitality industry. Below is data on activity that Visit Tucson has addressed through this quarter and fiscal year.

Ongoing focuses for Visit Tucson will be attracting meetings and leisure travelers to Hilton El Conquistador and other Town hotels, bringing competitions to the Oro Valley Aquatic Center, endurance events to the Town and marketing attractions, including Tohono Chul Park.

Key Measures of Performance	Adopted FY 2014	Current Quarter	Year-to-Date	FYTD 2012-13
Convention Sales				
Sales Leads	255	101	246	239
Site Inspections	26	8	25	24
Future Bookings	16	7	24	24
Room Nights of Future Bookings	9,500	4,059	12,202	13,119
Travel Industry Sales				
Leads/Services	35	9	18	32
Promote to Targeted Tour Operator Clients	500	162	1,020	1,164
Impressions Via Tour Operator Catalogs	750,000	76,200	945,000	2,007,600
Marketing				
Generate Inquiries from Primary Markets	75,000	29,234	58,358	57,276
Unique Visitors to MTCVB Website	1.3 M	550,914	1,140,199	919,063
Unique Visitors to Oro Valley via MTCVB Website	10,000	13,594	25,833	9,543

Visit Tucson's 2013-14 Budgeted Revenue

	Budget	Percentage
Pima County:	\$3,150,000	45%
City of Tucson:	\$2,976,178	42%
Town of Oro Valley:	\$120,000	2%
Pascua Yaqui Nation:	\$75,000	1%
Tohono O'odham Nation:	\$75,000	1%
Private Sector:	<u>\$640,919</u>	<u>9%</u>
Total:	\$7,037,097	100%

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January-March 2014 Oro Valley Highlights
Page 2

Additional 2013-14 Visit Tucson Performance Measures

- 1. Oro Valley will be featured in the Official Visitors Guide, along with the surrounding jurisdictions.**

Result: Page 10 of Visit Tucson’s 2014 Official Visitors Guide is dedicated to “Oro Valley/Northwest.” The guide, which was distributed initially in January 2014, features Hilton El Conquistador Resort, Tohono Chul, Catalina State Park, Oro Valley Aquatic Center and The Golf Club at Vistoso.

- 2. Provide Oro Valley with a minimum of ½-page ad in Official Visitors Guide.**

Result: Oro Valley’s ½-page advertisement is on page 55 of the visitors guide.

- 3. Promote Oro Valley events and attractions on CVB’s website & social media sites.**

Result:

- Created an Oro Valley microsite within our website:
<http://www.visittucson.org/about/oro-valley/>
- Blog—El Charro Oro Valley: <http://www.visittucson.org/about/blog/post/2009/17/El-Charro-Oro-Valley/57/>
- Oro Valley Holiday Festival of the Arts: <http://www.visittucson.org/includes/calendar-of-events/Oro-Valley-Holiday-Festival-of-the-Arts/2197/?fromMenu=0>
- Oro Valley Classics & Oldies: <http://www.visittucson.org/includes/calendar-of-events/Oro-Valley-Classics-Oldies-Car-Show-Music-Festival/1691/?fromMenu=0>
- 2nd Saturdays at Steam Pump Ranch: <http://www.visittucson.org/includes/calendar-of-events/2nd-Saturdays-at-Steam-Pump-Ranch/3776/?fromMenu=0>
- U.S. National Synchronized Swimming Championships: <http://www.visittucson.org/includes/calendar-of-events/U-S-National-Synchronized-Swimming-Championships/3784/?fromMenu=0>
- Arizona Distance Classic: <http://www.visittucson.org/includes/calendar-of-events/Arizona-Distance-Classic-Half-Marathon-Quarter-Marathon-and-Splendido-5K-presented-by-Northwest-Me/481/?fromMenu=0>

- 4. Feature Oro Valley’s aquatic facility in online sports facility guide.**

Result: Oro Valley Aquatic Center has been featured on Visit Tucson Sports’ online sports facility guide throughout 2013-14: <http://www.visittucson.org/listings/Oro-Valley-Aquatic-Center/24470/?fromMenu=1141&maxshow=10&showsportssearch=1>

- 5. Town officials may attend trade shows with Visit Tucson staff at the expense of the Town.**

Result: Three Town staff members traveled with Visit Tucson Sports to the United States Aquatic Symposium in Anaheim, Calif., in September 2013, to promote Oro Valley Aquatic Center as a venue for regional and national swimming competitions. Town staff paid their own travel expenses. Visit Tucson Sports covered booth expenses for this show, along with its travel costs.



January-March 2014 Oro Valley Highlights
Page 3

- 6. Consult with Town staff & officials on tourism sales & marketing initiatives, including, but not limited to, promoting Town venues to special event operators, Mexico & leisure marketing, & group sales initiatives.**

Results:

Oro Valley Microsite: Per discussions with Town officials, Visit Tucson created an Oro Valley microsite (www.visitorovalley.org), with content, video, photography and site hosting provided by Visit Tucson.

Oro Valley Video: Visit Tucson shot footage of Oro Valley attractions and tourism attributes, which was edited into a 30-second Oro Valley video that was shown at Mayor Hiremath's State of the Town address in September and which resides on the Oro Valley microsite we created.

Oro Valley Aquatic Center: Visit Tucson Sports markets the Oro Valley Aquatic Center as a site for state, regional and national events in cooperation with Town staff.

Tucson-Mexico Trade Coalition Meetings: Vice Mayor Lou Waters and Councilman Joe Hornat participate in our Tucson-Mexico Trade Coalition meetings geared toward identifying and capitalizing on trade opportunities between Pima County and the Mexican states of Sonora and Sinaloa.

Mexico Trade Mission: Thank you to Vice Mayor Waters and Councilman Hornat for participating in our trade delegation to trip to Mexico in September 2013. These meetings foster trade opportunities, create relationships and promote tourism, from which Tucson and Oro Valley can benefit.

- 7. One Town official will serve on Visit Tucson's board of directors.**

Result: Vice Mayor Lou Waters has been an active participant on Visit Tucson's board of directors in 2013-14.

Meetings Economic Impact: Per the convention sales metrics listed on page 1, the economic impact of 24 meetings booked by the Hilton El Conquistador Resort from Visit Tucson leads from July 1, 2013 through March 31, 2014 is \$3,705,854.