



**QUARTERLY PROGRESS REPORT**

April through June 2015

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 2015	Current Quarter	FYTD 2015	FYTD 2014
<b>Convention Sales</b>				
Sales Leads	255	99	361	337
Site Inspections	28	8	29	44
Future Bookings	23	8	32	34
Room Nights of Future Bookings	10,500	3,306	13,866	18,108
<b>Travel Industry Sales</b>				
Leads/Services	35	12	41	35
Promote to Targeted Tour Operator Clients	500	258	1,124	1,396
Impressions Via Tour Operator Catalogs	750,000	235,000	2,447,100	1,636,000
<b>Marketing</b>				
Unique Visitors to Visit Tucson Website	1 M	286,953	1,653,107	1,476,087
Unique Visitors to Oro Valley via Visit Tucson Website	20,000	8,917	35,946	31,110

**Visit Tucson’s 2014-15 Budgeted Revenue**

	Budget	Percentage
Pima County:	\$3,200,000	45%
City of Tucson:	\$2,921,623	41%
Town of Oro Valley:	\$175,000	2%
Pascua Yaqui Nation:	\$75,000	1%
Tohono O’odham Nation:	\$75,000	1%
Private Sector:	<u>\$690,850</u>	<u>10%</u>
<b>Total:</b>	<b>\$7,137,473</b>	<b>100%</b>

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**Additional 2014-15 Visit Tucson Performance Measures**

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

Result: The 2015 Official Visitors Guide was published in February including information about Oro Valley and its tourism assets, including Hilton El Conquistador Resort, which is on the cover of the Planners Edition of the guide, and a page focusing on several Oro Valley attractions (page 14). Value of ½ page of content is \$6,315. Value of cover of travel planners guide is \$10,000.

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

Result: Oro Valley has a ½-page advertisement in the 2015 Official Visitors Guide, located on page 45. Cost to purchase ½-page ad is \$6,315.

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

Recent Results: Facebook post for Oro Valley Aquatic Center:

<https://www.facebook.com/VisitTucson/photos/a.143388342376521.23956.126921947356494/836364196412262/?type=1>



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Facebook post for Oro Valley Parks and Recreation:

<https://www.facebook.com/VisitTucson/photos/a.143388342376521.23956.126921947356494/828695393845809/?type=1>

**Visit Tucson**  
 Published by Sprout Social [?] · May 30 at 12:00pm ·

Join the Town of Oro Valley Parks and Recreation Department for the annual nighttime, flashlight hike on June 6! #FreeYourself - <http://bit.ly/1KxAA5G>

9,392 people reached Boost Post

Like · Comment · Share · 337 6 91

Post for Troon Golf: <https://www.facebook.com/VisitTucson/posts/815617738486908>

**Visit Tucson** shared Troon Golf's photo.  
 Published by Deborah Melcher [?] · April 30 · Edited ·

Average golfers! Take heart - Jumbo cups make golf more fun and less frustrating. Try it during the month of May at Pusch Ridge Golf Course.

Troon Golf at Pusch Ridge Golf Course

Beginning May 2, golfers are invited to play Hack Golf at Pusch Ridge Golf Course. Hack Golf is played much like the traditional game with one major difference... Your target is a 15-inch cup. Events will take place every Friday and Saturday in the month of May.

Visit <http://bit.ly/1IsFBu8> or call 520.544.1771 for more information. #GolfsFun

1,632 people reached Boost Post

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**4. Feature the Oro Valley Aquatic Center in Visit Tucson’s online sports facility guide.**

Result: Visit Tucson featured the Oro Valley Aquatic Center in Visit Tucson Sports’ online sports facility guide throughout the first three quarters of the 2014-15 fiscal year:

<http://www.visittucson.org/sports/facilities/aquaov/>

**5. Town officials may attend trade shows with Visit Tucson staff at the expense of the Town, except for the United States Sports Convention. Visit Tucson will cover the registration fees for Town officials.**

Result: Angel Natal, Director of Visit Tucson Sports, operated a booth at the Rock ‘n’ Roll Marathon, Jan. 17-18, 2015, to promote the Arizona Distance Classic.

**6. Host [www.visitorovalley.org](http://www.visitorovalley.org) and update the site based on information provided by the Town’s Economic Development Manager or Webmaster.**

Result: A thorough list of accommodations, arts & entertainment, outdoor recreation and restaurants is listed on the website. Visit Tucson works with Town staff to update information on this website.

**7. Provide total tourism-based direct spending and total tourism-based impact numbers from Visit Tucson Sports events held in Oro Valley.**

Result:

**USTA Summer Junior Tennis Camp**

<u>Room Nights</u>	<u>Primary Property</u>	<u>Spending</u>	<u>Month</u>
249	Hilton El Conquistador	\$140,587	July 2014

**AZ Swimming Age Group Championships**

<u>Room Nights</u>	<u>Primary Property</u>	<u>Spending</u>	<u>Month</u>
533	Multiple in Oro Valley	\$135,191	March 2015

**Canadian Youth Baseball Spring Training**

<u>Room Nights</u>	<u>Primary Property</u>	<u>Spending</u>	<u>Month</u>
56	Hilton El Conquistador	\$21,114	March 2015

**Arizona Distance Classic**

<u>Room Nights</u>	<u>Primary Property</u>	<u>Spending</u>	<u>Month</u>
578	Hilton & other OV hotels	\$269,349	March 2015

**Arizona Swimming 2015 Short Course Age Group State Championship**

<u>Room Nights</u>	<u>Primary Property</u>	<u>Spending</u>	<u>Month</u>
533	Hilton & other OV hotels	\$135,191	April 2015

**USMS Arizona State SCY Swim Meet**

<u>Room Nights</u>	<u>Primary Property</u>	<u>Spending</u>	<u>Month</u>
90	Hilton & other OV hotels	\$33,625	April 2015

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**FAST Mayflower Meet**

<u>Room Nights</u>	<u>Primary Property</u>	<u>Spending</u>	<u>Month</u>
156	Hilton & other OV hotels	\$55,067	May 2015

Total Room Nights: 2,195

Total Spending: \$790,124

**8. Rebate 5% (\$8,750) of Oro Valley’s 2014-15 investment in Visit Tucson into tourism-related activities that benefit the Town.**

Result:

**\$8,000** – Visit Tucson paid \$8,000 of a \$20,000 page in the December 2014 edition of *EnRoute*, Air Canada’s in-flight magazine -- <http://enroute.aircanada.com/en/magazine/three-canadian-slopes-that-are-off-the-beaten-tracks>. The page ran as part of an Arizona Canadian campaign. The insert was also placed in the *Ottawa Citizen*, *Toronto Star*, *Calgary Herald*, *Vancouver Sun*, *Vancouver Province* and *Montreal Gazette*. Circulation was 685,000 and readership was 2.7 million—December 2014.

**\$4,800** – Rock ‘n’ Roll Marathon expo costs in Las Vegas and Phoenix to promote Arizona Distance Classic—December 2014 and January 2015.

**\$1,400** – Rented restroom trailer for Arizona Swimming Age Group State Swim Meet—March 2015.

**\$1,250** – Arizona Distance Classic, OV Bucks for participants—March 2015.

**\$1,000** – Masters Swimming Event—April 2015.

**\$16,450** – Total cash invested by Visit Tucson in 2014-15 Oro Valley initiatives

**9. 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.**

Result: We have ongoing conversations among Town staff and Visit Tucson’s marketing and sports personnel to discuss opportunities to promote the Town’s tourism attributes and book sports events.

**10. One Town official will serve on Visit Tucson’s board of directors.**

Result: Vice Mayor Lou Waters is an active participant on Visit Tucson’s board of directors.

**Meetings Economic Impact:** Per the convention sales metrics listed on page 1, the economic impact of 32 meetings booked between July 1, 2014 – June 30, 2015 by the Hilton El Conquistador Resort and the Red Lion Inn & Suites Tucson North from Visit Tucson leads is \$4,447,023.

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#### Google Travel & Successful 2014-15 Recapped at Visit Tucson's Annual Meeting

- Thank you to the Oro Valley representatives who attended Visit Tucson's annual meeting at the Tucson Convention Center arena on June 10.
- Visit Tucson discussed top accomplishments from FY 2014-15 and provided a preview of 2015-16 priorities at its annual meeting.
- Visit Tucson also unveiled a new Tucson promotional video set to country music star Randy Houser's hit song "Top of the World" and covered marketing highlights from the past year.
- A [recent article](#) in *Inside Tucson Business* recapped many of the event's highlights, as well as a look at Visit Tucson's plans for the 2015-16 fiscal year.
- Additionally, Google's Shaun Aukland served as the meeting's keynote speaker and provided more than 200 Visit Tucson stakeholders with background on how to increase their presence and relevance on Google.

#### Oro Valley Approves 3-Year Contract with Visit Tucson

- Thank you to the Oro Valley Town Council, which approved a new 3-year destination marketing agreement with Visit Tucson at its June 3 meeting.
- The agreement took effect July 1 and will continue through June 30, 2018.
- Visit Tucson will continue to market the Town as an ideal destination for leisure travel, meetings and events. We also promote Oro Valley tourism-related businesses to leisure travelers, meeting planners, travel professionals, event operators and travel media.
- We are proud to deliver a strong return on the Town's investment and look forward to continuing the relationship for many years to come. Thank you!