100 South Church Avenue 520.624.1817
Tucson, Arizona 85701 800.638.8350
visitTucson.org f. 520.884.7804

QUARTERLY PROGRESS REPORT
January through March 2016
Submitted To: Amanda Jacobs, Economic Development Manager
By: Brent DeRaad, President/CEO
In accordance with Resolution No. (R) 15-42

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 El Conquistador Golf & Tennis and Tohono Chul Park.

Key Measures of Performance	Adopted FY 2016	Current Quarter	FYTD 2016	FYTD 2015
Convention Sales				
Sales Leads	255	120	281	262
Site Inspections	28	12	51	21
Future Bookings	23	10	30	24
Room Nights of Future Bookings	10,500	2,184	10,603	10,560
Travel Industry Sales				
Bookings/Services	35	24	35	29
Promote to Targeted Tour Operator Clients	750	224	890	866
Impressions Via Tour Operator Catalogs	1,000,000	1,643,200	2,033,200	2,200,000
Marketing				
Unique Visitors to Visit Tucson Website	1,100,000	337,174	786,453	1,366,154
Unique Visitors to Oro Valley via Visit Tucson Website	25,000	6,984	18,672	27,029

Visit Tucson's 2015-16 Budgeted Revenue

	Budget	Percentage
City of Tucson:	$3,312,627	43%
Pima County:	$3,200,000	42%
Town of Oro Valley:	$215,000	3%
Pascua Yaqui Nation:	$75,000	1%
Tohono O'odham Nation:	$75,000	1%
Private Sector:	$756,550	10%
Total:	**$7,634,177**	**100%**

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Additional 2015-16 Visit Tucson Performance Measures

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

Result: Oro Valley and the northwest corridor are featured on page 21 of the 2016 Official Visitors Guide, which was published in late January 2016. Oro Valley assets are also mentioned on the following pages of the guide:

- Page 11: El Conquistador Golf & Tennis, Pusch Ridge and Golf Club at Vistoso
- Page 17: Catalina State Park and Canada del Oro Riverfront Park
- Page 28: Arizona Distance Classic
- Page 30: Oro Valley Holiday Festival of the Arts
- Page 31: Town of Oro Valley—1/2-page ad (upgrade from 1/3-page ad per contract)
- Page 33: Hilton El Conquistador Resort—paid 1/2-page ad
- Page 36: Red Lion Inn & Suites, member listing
- Page 38: Hilton El Conquistador Resort, member listing
- Page 39: Arizona Distance Classic, member listing
- Page 41: Tohono Chul, member listing
- Page 42: Tohono Chul—paid 1/6-page ad
- Page 42: Panera Bread, member listing
- Page 43: Noble Hops, member listing
- Page 44: Tohono Chul Garden Bistro, member listing
- Page 45: El Charro Café, member listing & Noble Hops, 2nd member listing
- Page 53: Greater Oro Valley Chamber of Commerce, member listing
- Page 56: Oro Valley on metro Tucson map
- Page 59: Oro Valley on regional map

Professional Planners' Edition (Meeting Planners)
Same as above, plus:

- Page 64: Tohono Chul photo
- Page 65: Tohono Chul mention
- Page 68: El Conquistador Golf & Tennis photo
- Page 80: Hilton El Conquistador Resort—paid ½-page advertorial & paid ½-page ad
- Page 83: Hilton El Conquistador Resort, meeting-space specs
- Page 90: Tohono Chul, meeting-space specs
- Page 92: Noble Hops, member listing

2. **Provide Oro Valley with a 1/3-page ad in the printed 2016 Official Visitors Guide & a full-page ad in the iPad version of the guide.**

Result: A half-page ad was provided (page 31) to the Town in the printed guide. The iPad version will be completed in spring 2016.

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3. **Promote Oro Valley events and attractions on Visit Tucson's website and social media sites. Information will be provided by Economic Development division staff or by New Media Developer.**

Results:

Visit Tucson (Facebook)
March 23 at 9:55am ·

This Saturday, Summit Hut and the towns of Oro Valley and Marana will host, Move Across 2 Ranges, a hiking challenge to explore nature and get active! Registration includes: Event Day Support, Snacks, Trail Passport, Raffle Entry, Access to Trailheads and Ticket to Packet Pick-up Party & "Managed the Move" After Party at Catalina State Park. For more information: http://bit.ly/1RmrUNU

Tucson AZ @VisitTucsonAZ Feb 19
Bring friends & family to Catalina State Park tomorrow and enjoy an outdoor concert! - http://bit.ly/1o3LLe7

Tucson AZ @VisitTucsonAZ Feb 16
This Saturday, come out for the Oro Valley Cruise, BBQ, & Blues Festival: http://bit.ly/1o37bZ1

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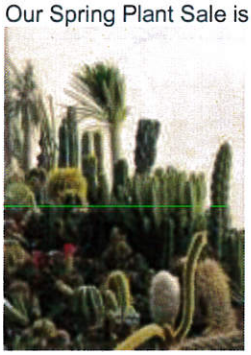
Promote Oro Valley events and attractions on Visit Tucson's website and social media sites. Information will be provided by Economic Development division staff or by New Media Developer (continued):

Tucson AZ Retweeted

HiltonElConquistador @HiltonElCon Mar 24
Make reservations for our spectacular Easter Brunch! Call: (520) 544-5000 or online at: http://www.hiltonelconquistador.com/Holidays

Tucson AZ Retweeted

Tohono Chul @TohonoChulPark Mar 17
Our Spring Plant Sale is this Saturday & Sunday. Huge selection of native & hardy plants! http://bit.ly/1VCkQAG



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

Result: The Oro Valley Aquatic Center is featured year-round in Visit Tucson Sports' online sports facility guide: http://www.visittucson.org/sports/facilities/aquaov/

5. **Produce a finished video of Oro Valley Aquatic Center and Oro Valley Community and Recreation Center and El Conquistador Golf and Tennis, which can be used on Visit Tucson's website, Oro Valley's website and promoting the destination to special event operators.**

Result: Town staff has requested that Visit Tucson create the finished video prior to the State of the Town luncheon in October 2016. Visit Tucson has shot some video for this production and will continue to gather footage in the coming months. This video is expected to be at least 90 seconds long and encompass hiking and other destination elements in addition to the aquatic center, golf and tennis.

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6. **Provide quarterly reports with monthly breakouts of unique visitors to the VisitOroValley.org microsite to the New Media Developer and Economic Development Manager for these relevant pages:**

http://www.visittucson.org/about/oro-valley/
http://www.visittucson.org/about/oro-valley/accommodations/
http://www.visittucson.org/about/oro-valley/restaurants/
http://www.visittucson.org/about/oro-valley/arts-entertainment/
http://www.visittucson.org/about/oro-valley/outdoor-recreation/

The report should include the following information: 1) total users for the month; 2) demographics, including age and gender; 3) location (top 10); 4) technology (top 10), including browser & operating system and mobile device & mobile operating system; 5) top 10 referrals to VisitOroValley.org microsite; 6) page views; 7) bounce rate; and 8) average session duration.

Result: This January-March 2016 report is being provided to Town staff.

7. **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 with those fees counting toward the tourism-activities rebate to the Town.**

Results:

Arizona Distance Classic—In January 2016, Amanda Jacobs, the Town's Economic Development Manager, Amanda Jacobs, and representatives from Hilton El Conquistador Resort and M3Sports (Arizona Distance Classic) promoted the Arizona Distance Classic to runners at the Rock 'n' Roll Marathon in Phoenix. Visit Tucson paid the $1,668 for the expo booth and all participants paid their own travel expenses.

8. **Host www.visitorovalley.org and update the site based on information provided by the Economic Development Manager or New Media Developer.**

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.

9. **Promote Oro Valley as a winter training destination for cycling and swimming on Visit Tucson's website and social media sites.**

Result:

- Winter training at Oro Valley Aquatic Center is featured at: http://www.visittucson.org/about/oro-valley/winter-training-capital/ and http://www.visittucson.org/about/winter-training-capital/training-in-tucson/
- Oro Valley is featured as an ideal destination for cycling, running and hiking at: http://www.visittucson.org/about/winter-training-capital/training/cycling/

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

Result: The direct spending in Oro Valley from sports events that were held between July 1, 2015 and March 31, 2016 is $1,632,582 based on 2,334 visitors filling 2,877 room nights. Tourism-related sports events held in Oro Valley between Jan. 1 and March 31, 2016, include: Arizona Distance Classic and the Arizona Short Course Age Group Championship.

11. **Scout Steam Pump Ranch and other Oro Valley destinations for film opportunities.**

Result: No new activity occurred between January 1 and March 31, 2016.

12. **Provide information on equipment, crew and local suppliers, as needed, to producers of film, television and commercial projects considering shooting in Oro Valley.**

Result: Film Tucson provides information about Oro Valley on an ongoing basis to producers of independent films, commercials, reality television series and photo shoots, who are scouting locations in southern Arizona.

13. **Rebate 5% ($10,750) of Oro Valley's 2015-16 investment in Visit Tucson into tourism-related activities that benefit the Town.**

Result:
$1,300 – tradeshow booth at American Swim Coaches Association world clinic in Cleveland (September)
$2,700 – tradeshow booth at Rock 'n' Roll Las Vegas Marathon expo (November)
$1,668 – tradeshow booth at Rock 'n' Roll Phoenix Marathon expo (January)
$1,250 – Arizona Distance Classic—OV Bucks for runners (March)
$6,918 – Total

14. **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.

15. **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 20 meetings booked between July 1, 2015 and March 31, 2016 by the Hilton El Conquistador Resort and the Red Lion Inn & Suites Tucson North from Visit Tucson leads is $2,707,555.

Major League Soccer (MLS) Preseason in Tucson: New to Oro Valley this year was the opportunity to house teams participating in Major League Soccer Preseason in Tucson. Sporting Kansas City and the Columbus Crew stayed at Hilton El Conquistador Resort in February generating more than 900 room nights and $225,000 in spending on resort rooms and food and beverages.

Additionally, these teams practiced at Naranja Park during their stays in Oro Valley.

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Major League Soccer (MLS) Preseason in Tucson (continued): Visit Tucson and Pima County have partnered for the past three years to invest in bringing in Major League Soccer teams to train and scrimmage during the first two weeks of February. Additional teams come to our region during the last two weeks of February to participate in the annual Desert Diamond Cup preseason tournament at Kino Sports Complex and to train for the MLS regular season. We were pleased to include Oro Valley this year.

Visit Tucson Tourism Update: Visit Tucson purchased a full-page ad in the Sunday, Feb. 7, 2016 *Arizona Daily Star* and dedicated it to promoting its work to generate sports tourism economic impact in Tucson, Oro Valley and unincorporated Pima County. Visit Tucson included a sidebar article on the U.S. Synchronized Swimming Championships coming to Oro Valley Aquatic Center. Additionally, the Arizona Distance Classic was mentioned (enclosed). Value: $500.

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Jan 1, 2016 - Mar 31, 2016

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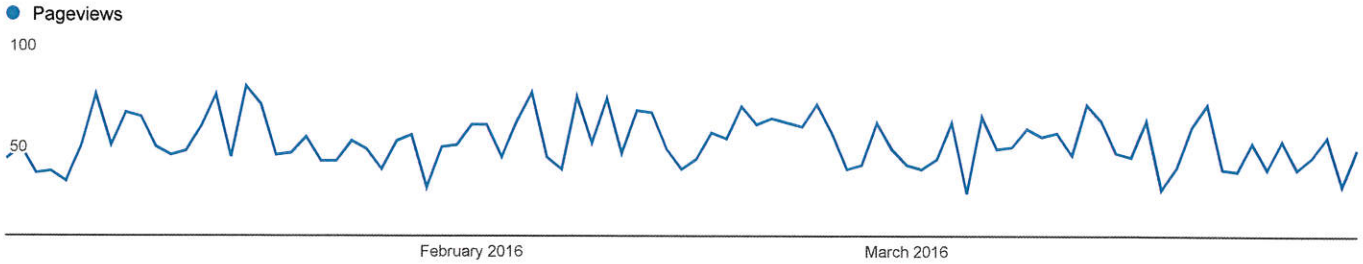

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1.	/oro-valley/	**4,232**(100.00%)	3,468(100.00%)	00:01:10	38.60%	19.99%

Rows 1 - 1 of 1

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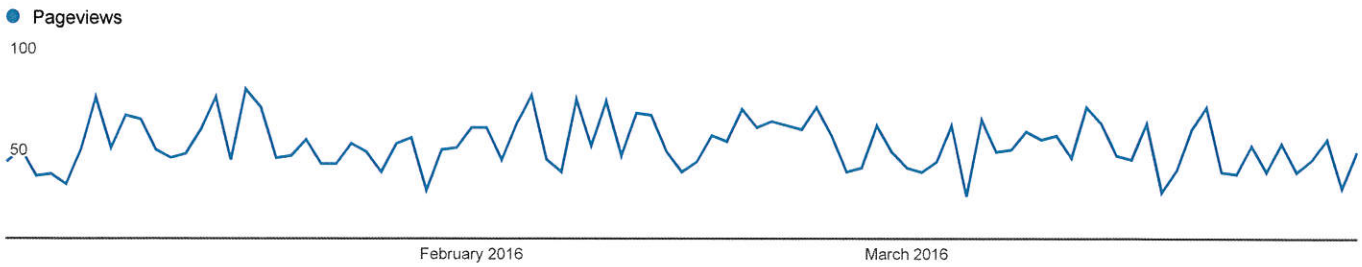

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			2,832 % of Total: 0.24% (1,189,391)	2,322 % of Total: 0.25% (937,011)	00:01:15 Avg for View: 00:01:46 (-29.18%)	36.45% Avg for View: 43.98% (-17.11%)	19.00% Avg for View: 35.15% (-45.96%)
1.	/oro-valley/	55-64	**803** (28.35%)	685 (29.50%)	00:01:14	42.86%	18.31%
2.	/oro-valley/	65+	**768** (27.12%)	613 (26.40%)	00:01:14	20.55%	16.67%
3.	/oro-valley/	45-54	**535** (18.89%)	402 (17.31%)	00:01:12	24.59%	17.38%
4.	/oro-valley/	25-34	**338** (11.94%)	277 (11.93%)	00:01:14	45.24%	20.12%
5.	/oro-valley/	35-44	**250** (8.83%)	223 (9.60%)	00:01:20	57.14%	24.40%
6.	/oro-valley/	18-24	**138** (4.87%)	122 (5.25%)	00:01:30	62.50%	29.71%

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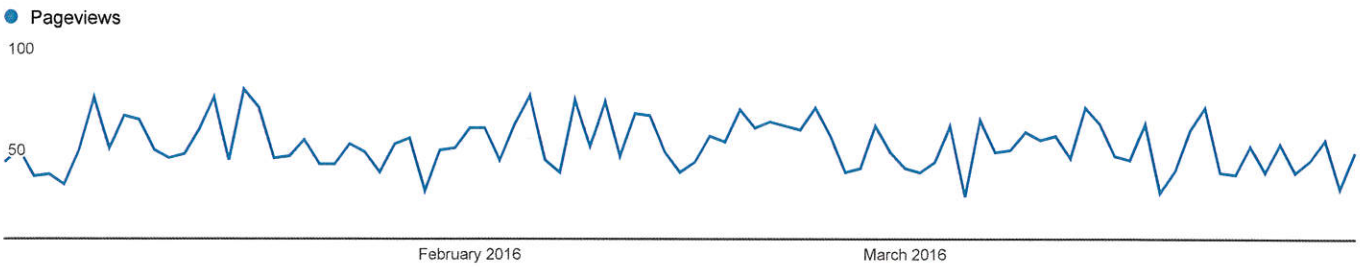

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Page path level 2	Gender	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit
		2,948 % of Total: 0.25% (1,189,391)	2,404 % of Total: 0.26% (937,011)	00:01:15 Avg for View: 00:01:46 (-28.97%)	35.28% Avg for View: 43.98% (-19.78%)	18.76% Avg for View: 35.15% (-46.64%)
1. /oro-valley/	female	**1,733 (58.79%)**	1,413 (58.78%)	00:01:19	34.02%	18.29%
2. /oro-valley/	male	**1,215 (41.21%)**	991 (41.22%)	00:01:10	37.12%	19.42%

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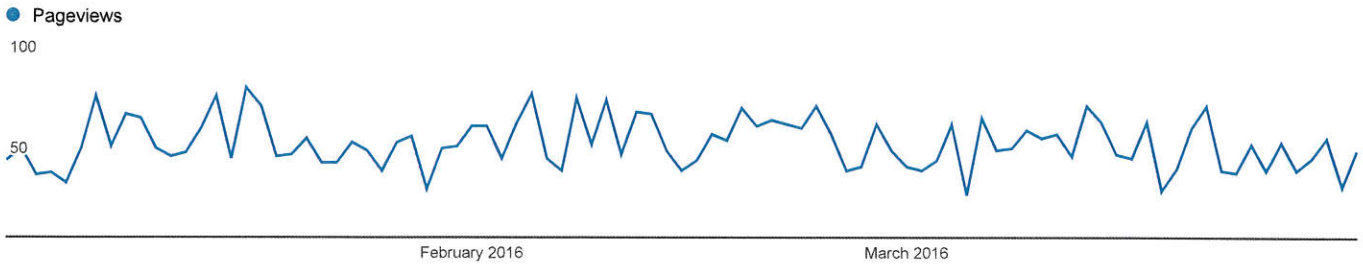

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			4,247 % of Total: 0.36% (1,189,391)	3,507 % of Total: 0.37% (937,011)	00:01:11 Avg for View: 00:01:46 (-32.28%)	34.72% Avg for View: 43.98% (-21.04%)	19.78% Avg for View: 35.15% (-43.74%)
1.	/oro-valley/	Tucson	**407** (9.58%)	327 (9.32%)	00:00:53	40.91%	22.85%
2.	/oro-valley/	Oro Valley	**279** (6.57%)	236 (6.73%)	00:01:27	28.17%	29.03%
3.	/oro-valley/	Phoenix	**199** (4.69%)	162 (4.62%)	00:01:08	54.29%	28.14%
4.	/oro-valley/	Casas Adobes	**100** (2.35%)	88 (2.51%)	00:00:42	40.00%	24.00%
5.	/oro-valley/	Portland	**66** (1.55%)	54 (1.54%)	00:00:53	0.00%	12.12%
6.	/oro-valley/	Catalina Foothills	**64** (1.51%)	57 (1.63%)	00:01:34	28.57%	15.62%
7.	/oro-valley/	Los Angeles	**54** (1.27%)	46 (1.31%)	00:02:13	41.18%	27.78%
8.	/oro-valley/	Scottsdale	**52** (1.22%)	44 (1.25%)	00:01:55	0.00%	15.38%
9.	/oro-valley/	Seattle	**46** (1.08%)	41 (1.17%)	00:02:00	37.50%	21.74%
10.	/oro-valley/	Kansas City	**39** (0.92%)	29 (0.83%)	00:01:37	0.00%	5.13%

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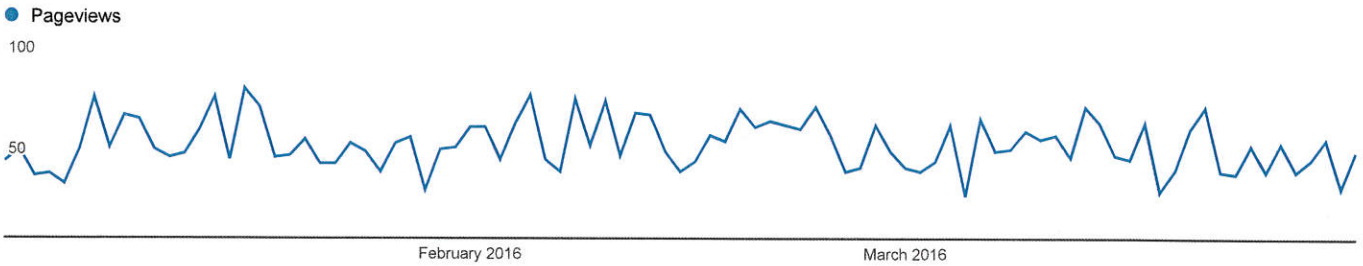

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	Page path level 2	Browser	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit
			4,195 % of Total: 0.35% (1,189,391)	3,444 % of Total: 0.37% (937,011)	00:01:11 Avg for View: 00:01:46 (-32.30%)	35.10% Avg for View: 43.98% (-20.20%)	18.76% Avg for View: 35.15% (-46.63%)
1.	/oro-valley/	Chrome	**1,490** (35.52%)	1,153 (33.48%)	00:01:11	38.36%	17.65%
2.	/oro-valley/	Safari	**1,327** (31.63%)	1,151 (33.42%)	00:01:18	37.57%	22.16%
3.	/oro-valley/	Internet Explorer	**785** (18.71%)	636 (18.47%)	00:01:10	22.22%	13.50%
4.	/oro-valley/	Firefox	**336** (8.01%)	285 (8.28%)	00:01:07	21.88%	20.24%
5.	/oro-valley/	Edge	**164** (3.91%)	138 (4.01%)	00:00:47	40.00%	13.41%
6.	/oro-valley/	Amazon Silk	**37** (0.88%)	29 (0.84%)	00:01:08	28.57%	32.43%
7.	/oro-valley/	Safari (in-app)	**30** (0.72%)	29 (0.84%)	00:00:41	60.00%	46.67%
8.	/oro-valley/	Android Browser	**22** (0.52%)	19 (0.55%)	00:01:28	40.00%	36.36%
9.	/oro-valley/	BlackBerry	**2** (0.05%)	2 (0.06%)	00:00:22	0.00%	0.00%
10.	/oro-valley/	Opera	**2** (0.05%)	2 (0.06%)	00:04:24	0.00%	0.00%

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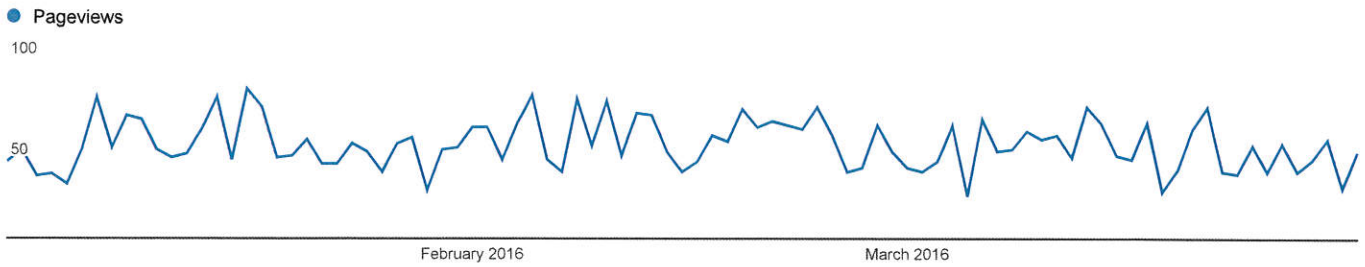

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			4,197 % of Total: 0.35% (1,189,391)	3,446 % of Total: 0.37% (937,011)	00:01:12 Avg for View: 00:01:46 (-32.26%)	35.02% Avg for View: 43.98% (-20.36%)	18.85% Avg for View: 35.15% (-46.39%)
1.	/oro-valley/	(not set)	**3,766** **(89.73%)**	3,087 (89.58%)	00:01:12	36.61%	19.04%
2.	/oro-valley/	/	**93** **(2.22%)**	74 (2.15%)	00:01:58	14.29%	18.28%
3.	/oro-valley/	/content.cfm	**46** **(1.10%)**	42 (1.22%)	00:00:55	0.00%	17.39%
4.	/oro-valley/	/weather.cfm	**30** **(0.71%)**	24 (0.70%)	00:01:37	0.00%	23.33%
5.	/oro-valley/	/places-to-visit/tucson-southern-arizona/tucson	**27** **(0.64%)**	20 (0.58%)	00:00:42	0.00%	7.41%
6.	/oro-valley/	/events/sports/mls/	**24** **(0.57%)**	15 (0.44%)	00:00:52	0.00%	12.50%
7.	/oro-valley/	/Tourism-g60950-Tucson_Arizona-Vacations.html	**22** **(0.52%)**	22 (0.64%)	00:00:45	0.00%	31.82%
8.	/oro-valley/	/your-solutions/websites/	**10** **(0.24%)**	8 (0.23%)	00:00:13	0.00%	0.00%
9.	/oro-valley/	/calendardetail.cfm	**8** **(0.19%)**	7 (0.20%)	00:01:14	0.00%	25.00%
10.	/oro-valley/	/hotels/local-things-to-do/tusce-courtyard-tucson-williams-centre/	**8** **(0.19%)**	8 (0.23%)	00:01:04	0.00%	25.00%

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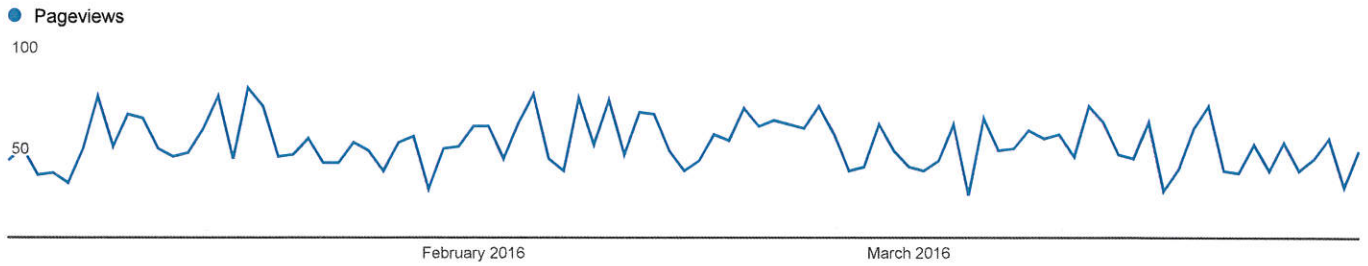

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	Page path level 2	Device Category	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit
			4,195 % of Total: 0.35% (1,189,391)	3,444 % of Total: 0.37% (937,011)	00:01:11 Avg for View: 00:01:46 (-32.30%)	35.17% Avg for View: 43.98% (-20.03%)	18.76% Avg for View: 35.15% (-46.63%)
1.	/oro-valley/	desktop	**2,819 (67.20%)**	2,309 (67.04%)	00:01:08	31.20%	16.35%
2.	/oro-valley/	tablet	**1,003 (23.91%)**	846 (24.56%)	00:01:13	28.83%	20.24%
3.	/oro-valley/	mobile	**373 (8.89%)**	289 (8.39%)	00:01:41	50.45%	32.98%

Rows 1 - 3 of 3

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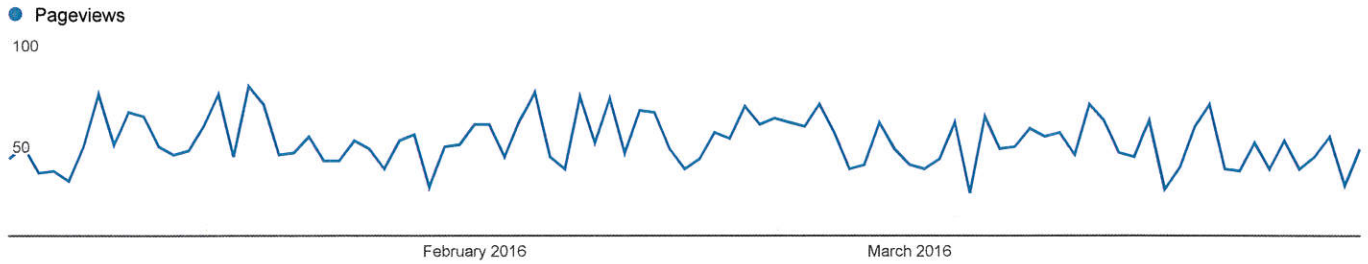
Content Drilldown

Jan 1, 2016 - Mar 31, 2016

ALL » PAGE PATH LEVEL 1: /about/ » PAGE PATH LEVEL 2: /oro-valley/

All Users
0.36% Pageviews

Explorer



Page path level 3	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit
	4,232 % of Total: 0.36% (1,189,391)	3,468 % of Total: 0.37% (937,011)	00:01:10 Avg for View: 00:01:46 (-33.81%)	38.60% Avg for View: 43.98% (-12.23%)	19.99% Avg for View: 35.15% (-43.13%)
1. /	**1,472** (34.78%)	1,184 (34.14%)	00:01:02	25.26%	16.78%
2. /accommodations/	**984** (23.25%)	813 (23.44%)	00:01:12	48.42%	19.51%
3. /arts-entertainment/	**634** (14.98%)	540 (15.57%)	00:01:24	59.52%	19.72%
4. /restaurants/	**549** (12.97%)	411 (11.85%)	00:01:02	47.92%	24.77%
5. /outdoor-recreation/	**492** (11.63%)	426 (12.28%)	00:01:25	37.50%	27.03%
6. /winter-training-capital/	**95** (2.24%)	89 (2.57%)	00:01:03	40.00%	13.68%
7. /?maxshow=10	**4** (0.09%)	3 (0.09%)	00:00:30	0.00%	0.00%
8. /business/	**1** (0.02%)	1 (0.03%)	00:00:05	0.00%	0.00%
9. /swimming/	**1** (0.02%)	1 (0.03%)	00:00:24	0.00%	0.00%

Rows 1 - 9 of 9

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Oro Valley Analytics January 2016

- Outbound Links - 107
- Winter Training Capital: Oro Valley Bicycling – 9
- Oro-Valley-Aquatic-Center -6

(**122**)

Business Listings (1282):

- Arizona-ATV-Adventures - 476
- Greater-Oro-Valley-Chamber-of-Commerce - 21
- Hilton-Tucson-El-Conquistador-Golf-Tennis-Resort – 283
- Red Lion Inn Suites – 39
- Oro-Valley-Aquatic-Center -34
- Sanofi -3
- Tohono-Chul (includes Garden Bistro & Greenhouse listings) - 377
- Tucson-Golf-Vacations-L-L-C - 5
- Western-National-Parks-Association-Store – 44

Oro Valley Section (1413):

- Homepage- 1413
- About -487
- Accommodations –380
- Restaurants - 151
- Arts & Entertainment - 207
- Outdoor Adventure – 160
- Winter Training Capitol – 28

Total = 2817

Oro Valley Analytics February 2016

- Outbound Links – 94
- Winter Training Capital: Oro Valley Bicycling – 5
- Oro-Valley-Aquatic-Center -2

(101)

Business Listings (1296):

- Arizona-ATV-Adventures - 538
- Greater-Oro-Valley-Chamber-of-Commerce - 14
- Hilton-Tucson-El-Conquistador-Golf-Tennis-Resort – 248
- Red Lion Inn Suites – 36
- Oro-Valley-Aquatic-Center -57
- Sanofi -5
- Oro Valley Bikes -7
- Tohono-Chul (includes Garden Bistro & Greenhouse listings) - 342
- Tucson-Golf-Vacations-L-L-C - 8
- Western-National-Parks-Association-Store – 41

Oro Valley Section (1479):

- Homepage- 1479
- About -560
- Accommodations –312
- Restaurants - 171
- Arts & Entertainment - 213
- Outdoor Adventure – 182
- Winter Training Capital – 41

Total = 2876

Oro Valley Analytics March 2016

- Outbound Links – 109
- Winter Training Capital: Oro Valley Bicycling – 13
- Oro-Valley-Aquatic-Center -7

(**129**)

Business Listings (1229):

- Arizona-ATV-Adventures - 520
- Greater-Oro-Valley-Chamber-of-Commerce - 15
- Hilton-Tucson-El-Conquistador-Golf-Tennis-Resort – 194
- Red Lion Inn Suites – 22
- Oro-Valley-Aquatic-Center -57
- Sanofi -3
- Oro Valley Bikes -5
- Tohono-Chul (includes Garden Bistro & Greenhouse listings) - 371
- Tucson-Golf-Vacations-L-L-C - 5
- Western-National-Parks-Association-Store – 37

Oro Valley Section (1337):

- Homepage- 1337
- About -425
- Accommodations –292
- Restaurants - 227
- Arts & Entertainment - 214
- Outdoor Adventure – 150
- Winter Training Capital – 26

Total = 2695