Branding Prescott

Presented by

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Prescott’s Branding Challenge

Fractured Brand Identity:
- Everyone’s Hometown
- Arizona’s Christmas City
- Arizona’s Mile High City
- Home of the World’s Oldest Rodeo
- Whiskey Row
- Arizona’s First Territorial Capital
- Cowboy Capital of the American West
Branding Challenges

- Nationally ranked retirement destination
- Promoted for years with the tagline: “History Lives On”
- Popular with visitors 55 and up
- Not so popular with younger demographics
- Political/Community opposition to community re-branding
Other Challenges

- Proximity to Phoenix
- Access
- Competing destinations with larger budgets
- Highly seasonal, event-driven community
- Mid week & off season hotel occupancy low
- Conference center & resort not in city
- Only lodging properties in city contribute to marketing via bed tax
Tourism Assets

- Wealth of history (150 years)
- Historic attractions
- Prescott National Forest
- City trails (50 miles), 4 Lakes (3 in city)
- Unique geography (Granite Dells)
- Thriving visual and performing arts scene
Tourism Drivers

- Western Heritage
  - Rodeo, Whiskey Row, Museums, etc.

- Outdoor Recreation
  - Trails (City & PNF), Lakes, Granite Dells, Mountains, Golf, Parks and Ball Fields

- Arts & Culture
  - Art Galleries
  - Concerts
  - Theatrical performances
Goals

Compete effectively for:

- Younger, more active visitors
- High value older demographics (boomers) with interest in arts/culture/outdoors
- New hotels/attractions
Process

- Agency Staff
- Tourism Advisory Committee
- Ad Agency support for design & creative
New Brand

[Image of Prescott logo]

visit-prescott.com
Prescott's more than 450 miles of groomed trails and amazing rock climbing locations...

causeth prest to label us as a "Top Outdoor Adventure Town!"
Whiskey Row - a vibrant center of activity in downtown Prescott

Find a great place to eat, or simply cool your heels and people-watch.
Prescott
ARIZONA
TRUE WEST. REAL ADVENTURE.

Five Lakes.
450 miles of groomed trails.
1.25 million acres of National Forest.
What are you waiting for?
For a complete list of festivals,
events and special offers go to
visit-prescott.com

CITY OF PRESCOTT
ARIZONA
OFFICE OF TOURISM

Courtesy of Trena Wilf
Marketing Initiatives

- New Website including mobile & tablet
- Lodging search/referral
- New ads
- Videos
- Focus on Social Media
- Direct sales effort with Phoenix-based Sales Manager
Results

- Bed Tax collections up 39% in four years
- Off season lodging up (+ 14% Jan-Mar, during our slowest months)
- Mid week lodging improving (YTD: Occupancy up 8%, RevPAR up 13%)
- Investors looking to build new hotels
- YPIT building new Casino, Resort