

# Experience Prescott

## Strategic Plan



### VISION

Prescott is a welcoming and unforgettable year-round destination attracting visitors seeking to experience authentic Western heritage and unparalleled natural beauty.



### MISSION

We attract visitors to Prescott and enhance our community's quality of life by inspiring a love and respect for our natural beauty, rich history, and hometown atmosphere.



### GUIDING PRINCIPLES

Our work to promote the destination and support the growth of our tourism industry must:

1. Engage residents and industry stakeholders
2. Enhance, enrich, and simplify the visitor experience
3. Emphasize the quality of visitors over the quantity of tourists
4. Consider the impact of our work on existing infrastructure and community resources
5. Support the responsible use of our natural resources and assets
6. Seek to enhance our quality of life and increase economic opportunity
7. Preserve our community's exceptional hospitality and create an environment that is welcoming to all



### AREA OF FOCUS

**Grow and Build Sales & Marketing Infrastructure**



### SUCCESS MEASURES

- Increase in room nights mid-week (occupancy rates)
- Maintain bed tax revenue
- Increase in owned/earned media engagement



### INITIATIVES

- Hire a dedicated Group Sales Manager with specific focus on mid-week and shoulder season opportunities
- Develop a sales and marketing strategy
- Continue to support current events through enhanced promotion and fiscal support
- Establish a data analytics program to target niche attraction markets and visitor segments



**Improve Visitor Access & Experience**

- Increase in Prescott's destination net promoter score (NPS)
- Increase in visitor wayfinding, such as info kiosks, attraction maps, and online tools

**Sustain a Healthy Level of Tourism**

- Increase in the number of new and repeat annual visitors
- Increase in the number of shoulder season and mid-week visitors
- Increase in direct and indirect visitor spend

**Enhance Community & Stakeholder Engagement**

- Increase in the number of newsletter clicks or open rate
- Increase in the Office of Tourism partner satisfaction score
- Increase in the number of attendees at community "team ups" and town halls

- Develop a strategic marketing campaign to attract visitors mid-week
- Establish a tradeshow and meeting planner engagement program focused on small trade associations/groups
- Complete a shoulder season gap analysis and asset mapping study

- Hire a dedicated Community Relations Coordinator
- Establish a tourism attractions promotion, celebration, and awareness program
- Develop a Communications Strategy to better share economic impact data and industry developments to decision-makers, the community, and industry stakeholders