



Pinal County Tourism Proposal August 2016

Arizona
Trail



Presented to the Pinal County Board of Supervisors
Presented by: Systems Technology Staffing
and Career Horizons

Pinal County is a great place to

Live



Work

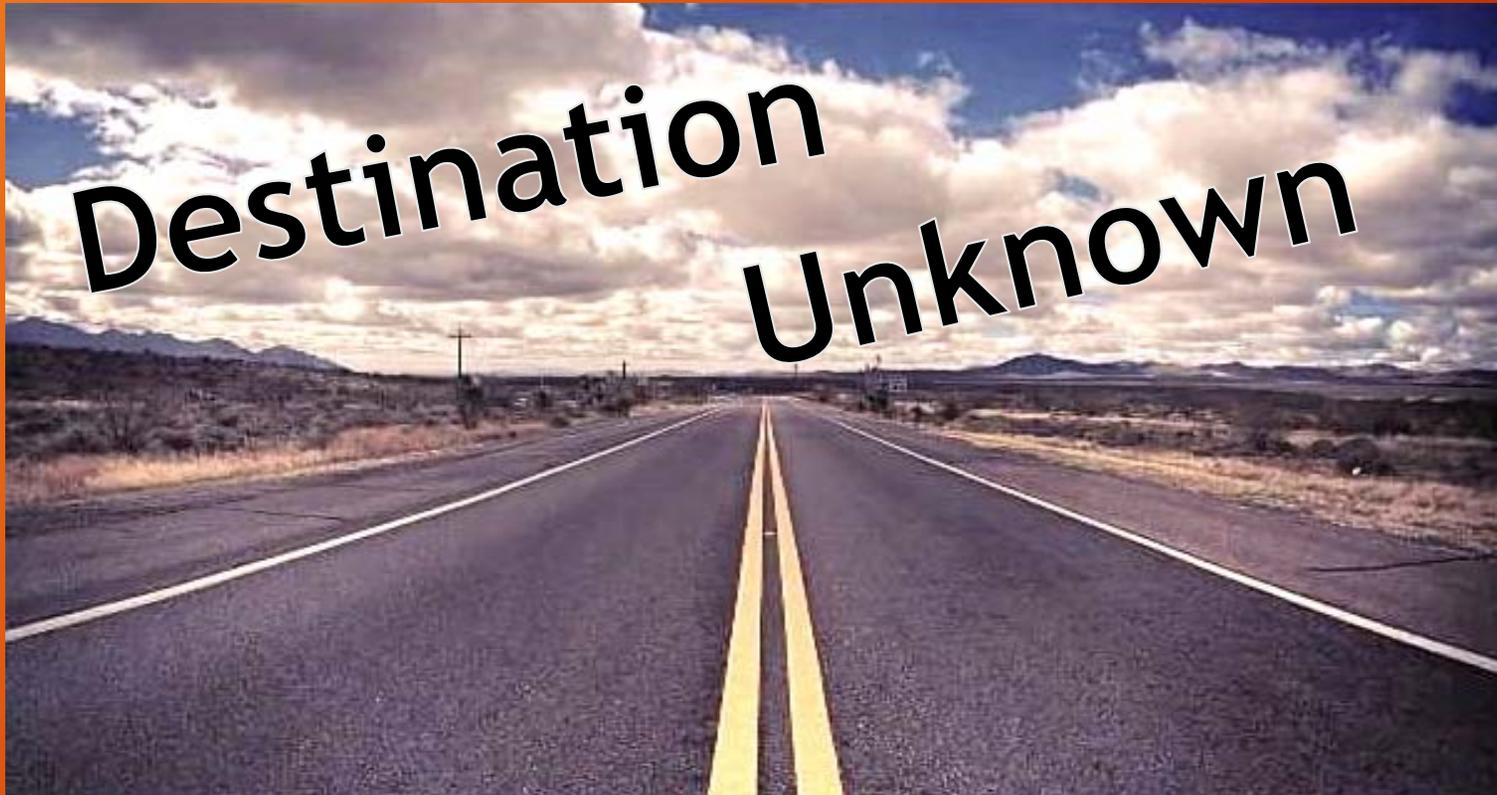


and Play

Pinal County has lots of things to see and do



But we have a problem...



Our attractions are hidden gems

Our Solution:

Attract more visitors by building a destination brand for Pinal County



Economic Impact of the Travel Industry in Arizona

Arizona's warm weather and magnificent natural beauty made tourism the number one export industry in Arizona in 2015.

42.1 million people visited Arizona in 2015.

Visitors spent \$21 billion in the state.

The money spent by visitors supports jobs and generates tax revenue.

The \$2.99 billion in 2015 tax revenue = an annual tax savings of \$1,180 for every Arizona household.

AOT estimates Visitors spent \$ 568 million visiting Pinal County in 2015.*

Local tax receipts (County and towns) \$21.2 million*



* Dean Runyan Associates

County Direct Travel Spending in 2015*

	\$Million		\$Million
Apache	102	Mohave	484
Cochise	302	Navajo	283
Coconino	1,182	Pima	2,241
Gila	268	Pinal	568
Graham/Greenlee	61	Santa Cruz	258
La Paz	136	Yavapai	707
Maricopa	10,074	Yuma	575

* Dean Runyan Associates

Strengthening tourism in Pinal County will produce additional benefits:

- ❖ Support efforts to attract and retain businesses
- ❖ Create a market for new attractions, accommodations and retail stores
- ❖ Provide additional jobs
- ❖ Educate residents about the benefits of tourism
- ❖ Support community development

Our Proven Process for Strengthening Tourism



Surveys provide the data to build an effective Marketing Plan.



What we learned from analyzing surveys in the Copper Corridor:

- The most frequent comment: “I don’t know what there is to see or do.”
- Target visitors by interests, not age groups
- Visitors want itineraries that relate to their interests
- A regional approach gives people more options for things to do
- Branding draws people interested in a region’s assets

Pinal's State Park Visitors

Boyce Thompson	85,913
Lost Dutchman	160,940
McFarland	9,123
Oracle	6,852
Picacho Peak	98,607
County Total	361,435
Arizona Total	2,660,680

We employ the following strategies for success

Engage stakeholders in activities and plans to promote tourism

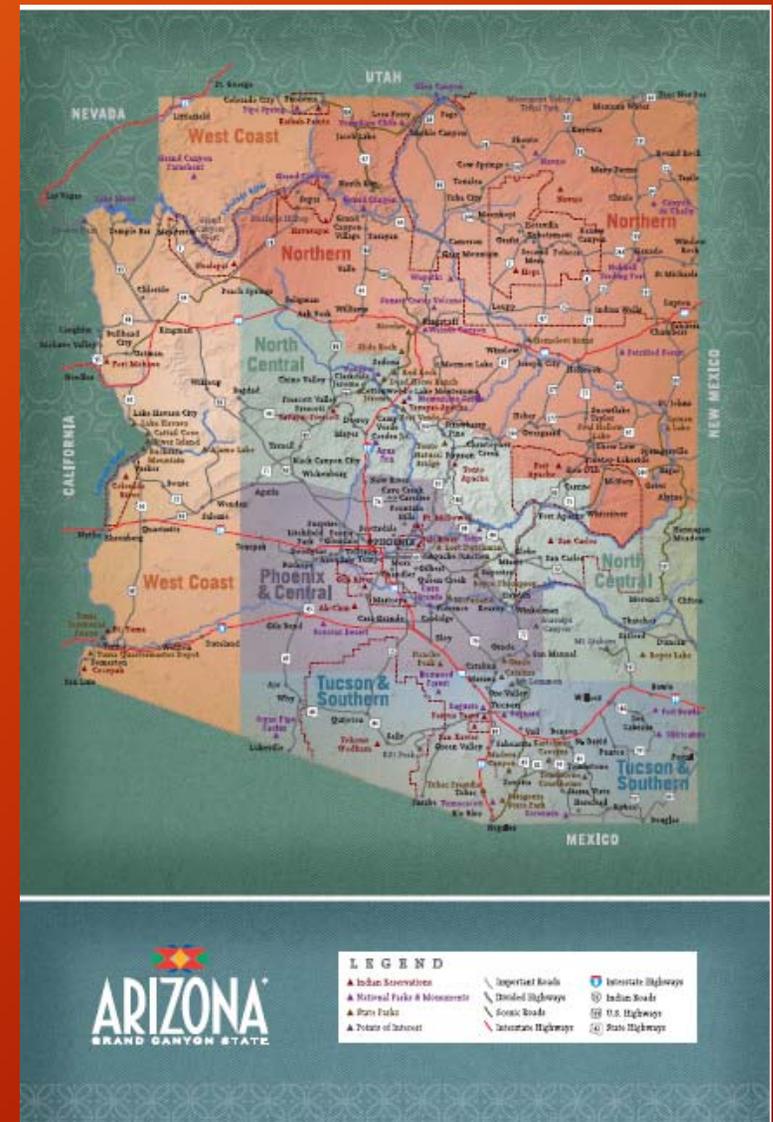
Collaborate with local businesses, area attractions, AOT, ASU, Chambers, EDOs, AZ Lodging & Tourism Association, NAU

Conduct surveys to analyze who visits and what they like to do

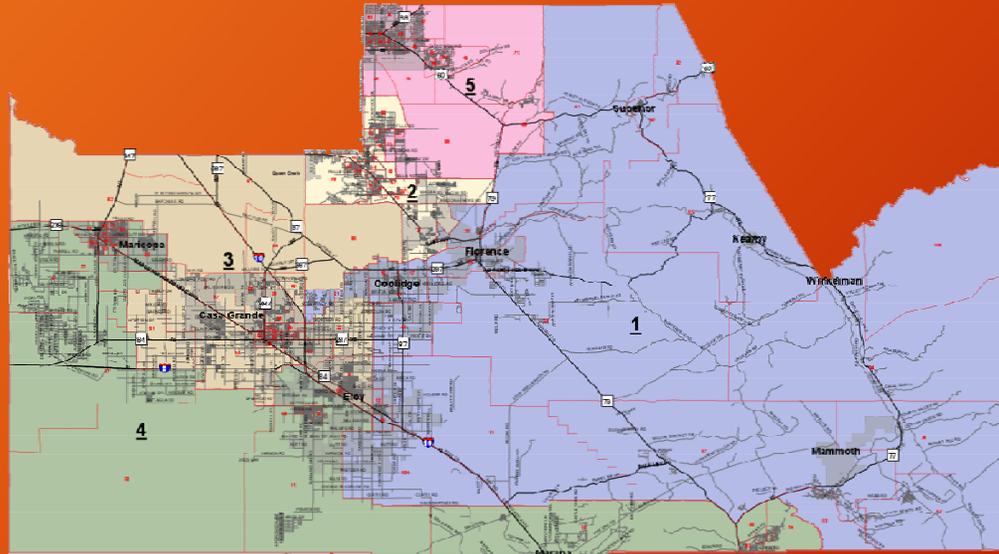
Encourage Tourism Teams to think regionally for greater impact:
Visitors will do more and stay longer

Arizona Office of Tourism identifies 5 unique Regions:

1. West Coast – Yuma, Mohave, La Paz
2. Northern – Coconino, Navajo, Apache
3. North Central – Yavapai, Gila, Graham, Greenlee
4. Phoenix & Central – Maricopa, Pinal
↕ = Marketing
5. Tucson & Southern – Pima, Cochise, Santa Cruz



Pinal County Supervisor Districts



Advantages of using Tourism Regions:

- Promotes ways for visitors to do more and stay longer
- Easily build itineraries for day or weekend trips
- Could instill healthy competition between districts
- Best way to obtain grants from outside sources, offset costs

Deliverables

A county-wide marketing action plan

Workshops for entrepreneurs and small businesses on marketing, social media, and co-op advertising

Produce a digital regional map that identify events and attractions

A Pinal County Tourism website

Customer Resource Management (CRM) updates the website event calendar, social media and visitor centers from community input



PROPOSED Web Page

[Home Page](#)



Current History of Mining.



Superstition Mountains
And Lost Dutchman Park.



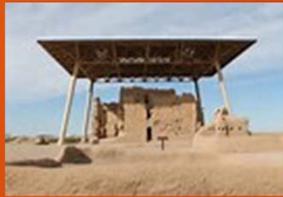
Florence, Arizona home
of most historic buildings.



Oracle, Arizona – Arizona Zip Line Adventures
offers the longest & fastest zip line.



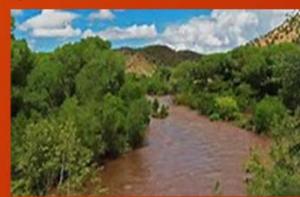
The majestic Apache Leap where legends tell of the brave
Apaches leaping the cliffs rather than being captured by
the U.S. Cavalry.



Casa Grande Ruins in Coolidge, AZ.



Billy the Kid kills 1st man in
Fort Grant, Arizona.



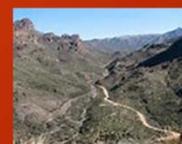
The Gila River runs east to west
across Pinal County.



The Ore Cart Trail features ore carts and
kiosks with information about each
location.



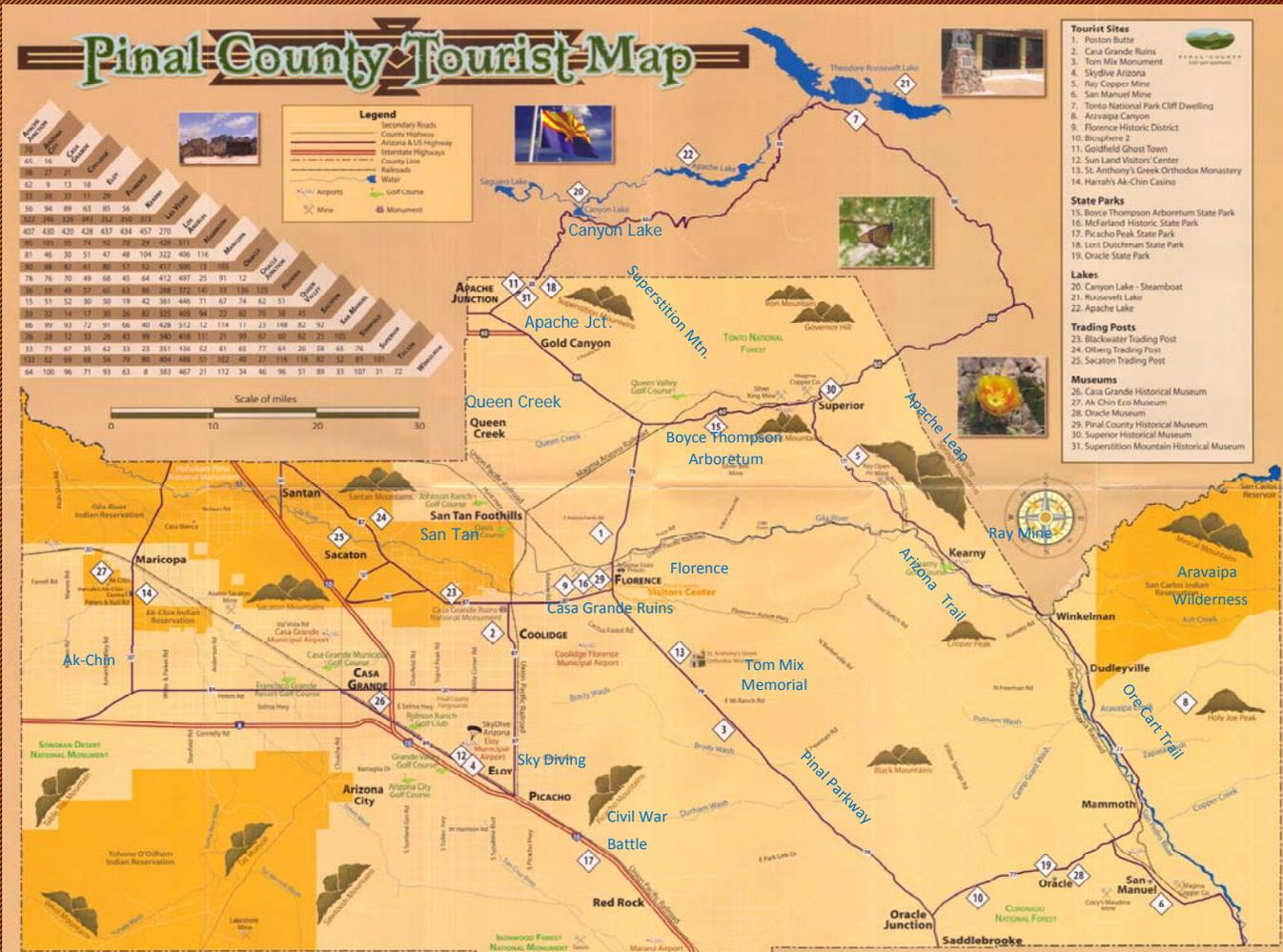
Boyce Thompson Arboretum,
55 miles east of Phoenix. The park
offers a variety of foliage, with
guided tours.



The Arizona Trail is one of
11 National Trails. From
Utah to Mexico, and
through Pinal County.

Want to know more about
each picture?

Just point and click to see
What is there and *Where*
it is located.



Maps describe locations of attractions

Points of interest

Home

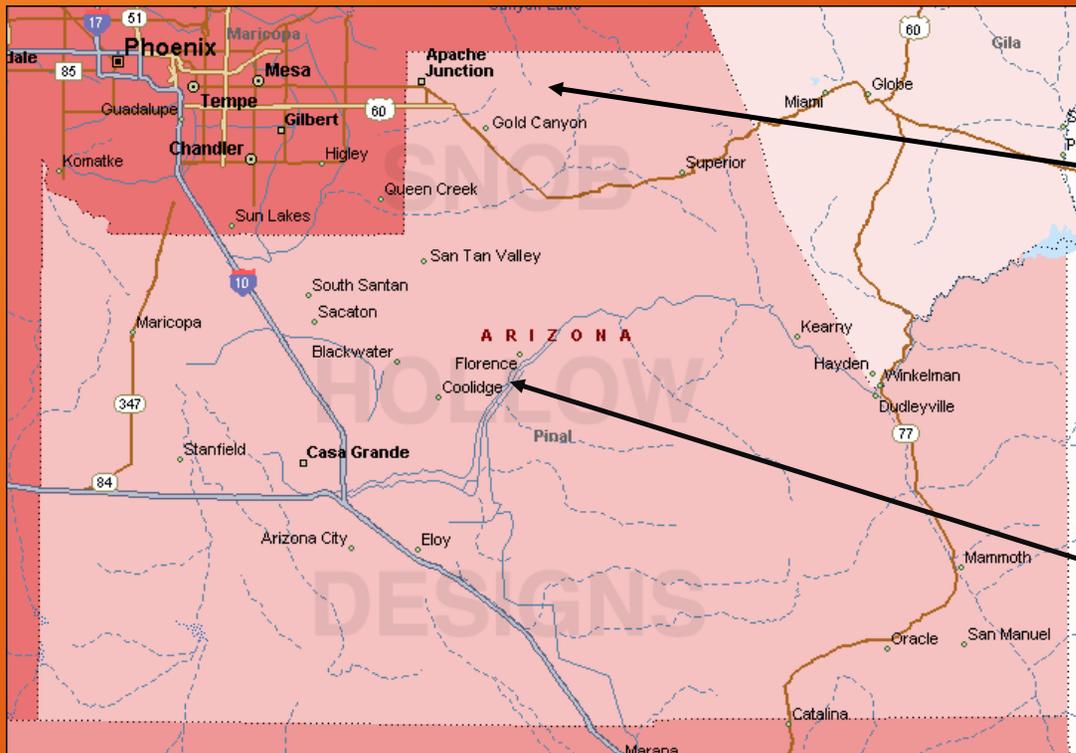
About Us

Events/Attractions

Products

Contact Us

Type in a location



Superstition Mountains



Casa Grande Ruins

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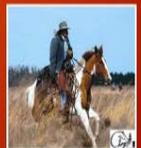
Customer Resource Management (CRM) for updating the website event calendar, social media and visitor centers from the communities

Pinal County is a great place to

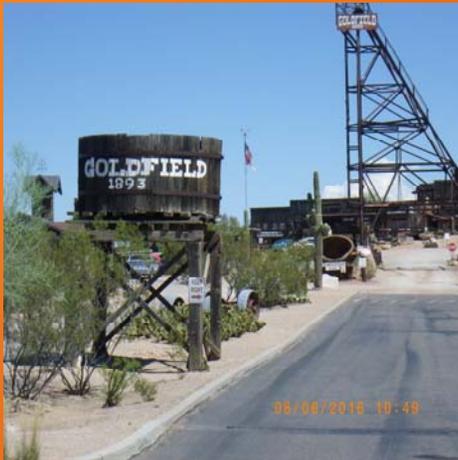
Live



Work



and Play



The
End

