

City of Sierra Vista

Tourism Marketing Program

- *Current Strategies*
 - *Measurable Results*
- 
- A stylized graphic of a mountain range is positioned in the bottom right corner of the slide. It features three distinct peaks. The foreground peak is a solid green color. Behind it, a white peak is visible, and further back, another white peak is partially obscured. The mountains are set against a solid blue background.

Travel by the Numbers

- **Tourism is Arizona's #1 export industry**
 - *40.9 million visitors to the state*
 - *\$23.9 billion in spending*
 - *\$3.4 billion in tax revenue*
 - *167,200 jobs*

**= \$738 annual tax saving
for every Arizonan!**



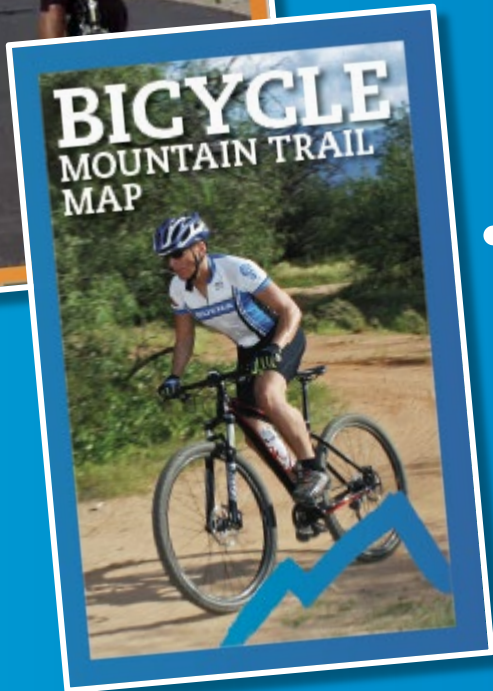
Cochise County Travel Data

- Industry jobs = 3,210 (~6.3% of workforce)
- Visitors to Cochise County spent \$313 million
- Generated \$14.7 million in *local* taxes



= \$117 annual
tax savings for
every Cochise
County
resident!

Brand Strategy Development



- **Discovery process**
 - *Written surveys*
 - *Interviews & Focus Groups*
 - *Qualitative Perception Study*
 - *Research*
 - *Profiling*
 - *Consumer Awareness*
- **Participants**
 - *Community*
 - *Consumers*
 - *Competition*

Attraction Attributes

- Temperate climate
- Outdoor recreation
- Mountains/Views
- Atmosphere



**Work|Life
Balance**

**Sierra Vista
ARIZONA**

Discover life elevated. Sierra Vista's top global technology gives businesses and entrepreneurs a leading edge advantage. And at a cool 4,300-foot elevation, finding a work/life balance is second nature.

www.SierraVistaAZBusiness.com (520) 439-2184

Brand Platform

Target Audience

For those seeking an ideal climate and dynamic opportunity,

Frame of Reference

the high desert City of Sierra Vista enjoys the unmatched ecological diversity and topographic complexity of the Sky Islands

Point of Difference

and adds the richness of a commercial hub to a pristine and distinguished natural environment,

Benefit

allowing nature, business, and culture (hummingbirds, unmanned birds, and snowbirds) to thrive.

Graphic & Strapline



Target Markets

Geographic


- *Phoenix Metro*
- *TX Major Metros*
- *Greater NYC*
- *Greater Tucson*
- *SoCal*
- *Florida*
- *Colorado*

Demographic

- *Generational*
 - ✓ *Millennials*
 - ✓ *Gen X*
 - ✓ *Boomers*
- *Education*
 - ✓ *Bachelor's +*
- *AHH \$75k+*
- *Women ...and men*

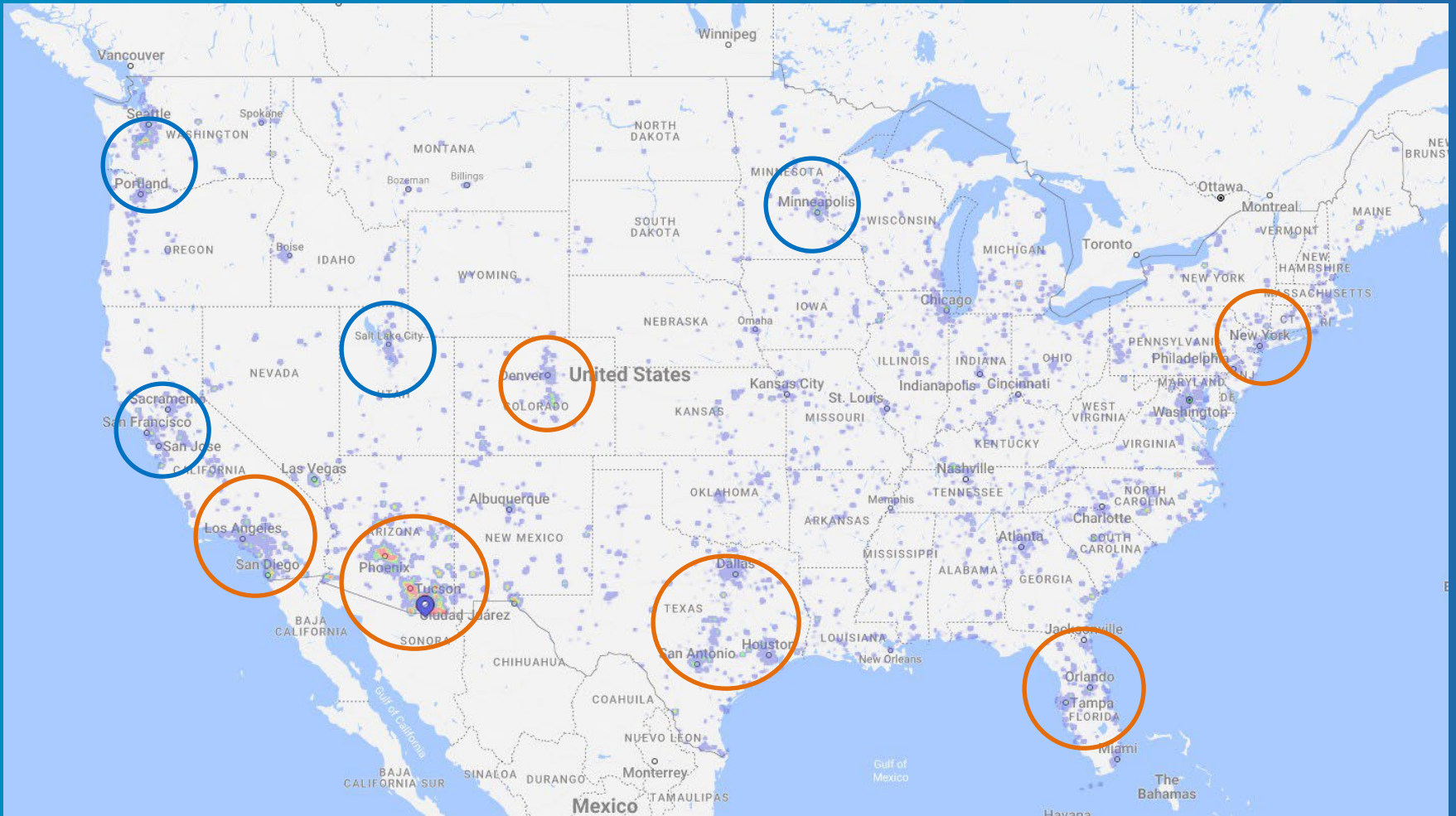
Psychographic

- *Outdoors*
 - ✓ *Bicycling*
 - ✓ *Hiking*
 - ✓ *Birding*
- *Wine/Culinary*
- *Extreme Sports*



**Demographic and
Psychographic
targets reach
nationwide**

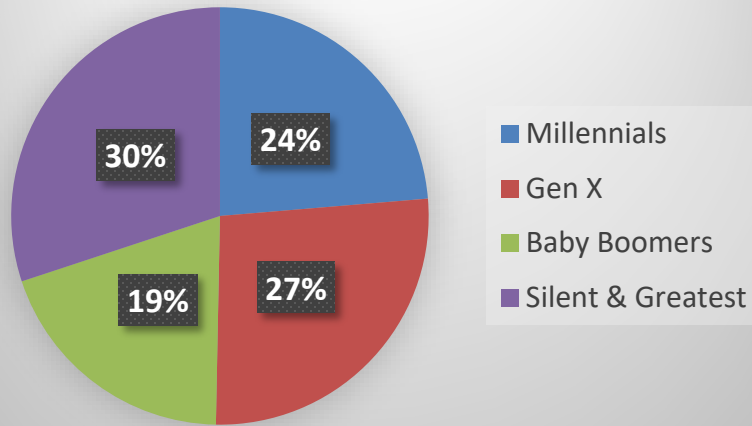
Visitor Heat Map



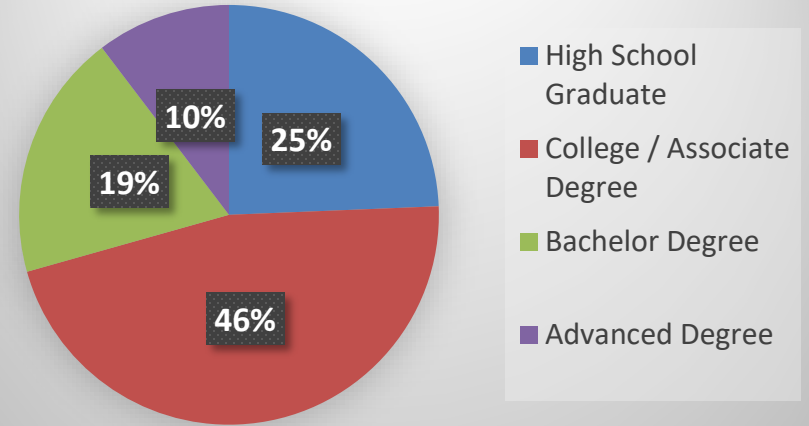
472,205 Visitors

Audience Profile

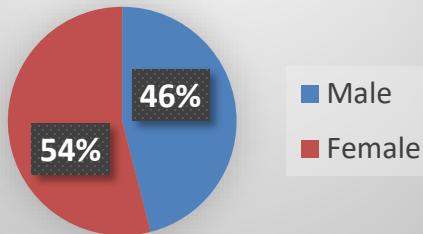
Age



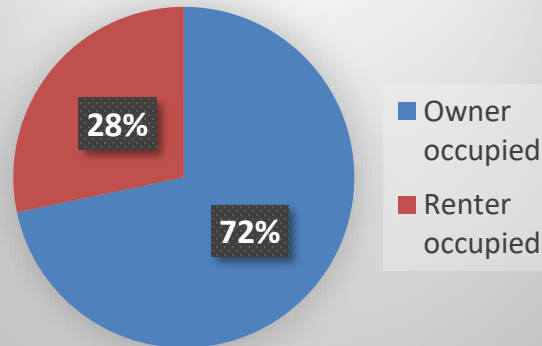
Education Level



Gender

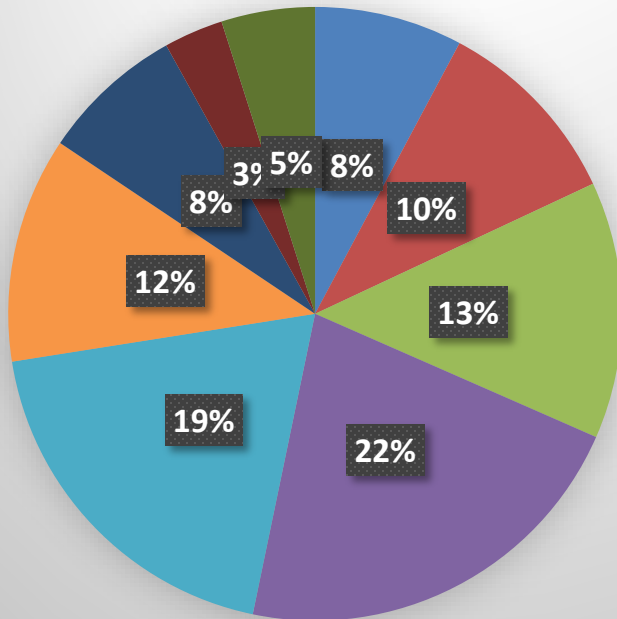


Home Ownership



Audience Profile

Household Income



- \$40K - \$45K
- \$45K - \$50K
- \$50K - \$60K
- \$60K - \$75K
- \$75K - \$100K
- \$100K - \$125K
- \$125K - \$150K
- \$150K - \$200K
- >\$200K

**\$75k+ income
= 46.7%**

Visitor Profile (CY2022)

(Tucson & Southern Region)

Activity Grouping	Region	U.S. Norm
Outdoor Activities	51%	48%
Entertainment Activities	47%	55%
Cultural Activities	34%	29%
Sporting Activities	18%	24%
Business Activities	14%	18%

Activities/Experiences	Region	U.S. norm
Sightseeing	19%	16%
Hiking/Backpacking	16%	7%
Museum	15%	10%
National/State Park	14%	7%
Nature Tours/Wildlife & Bird Watching	10%	7%

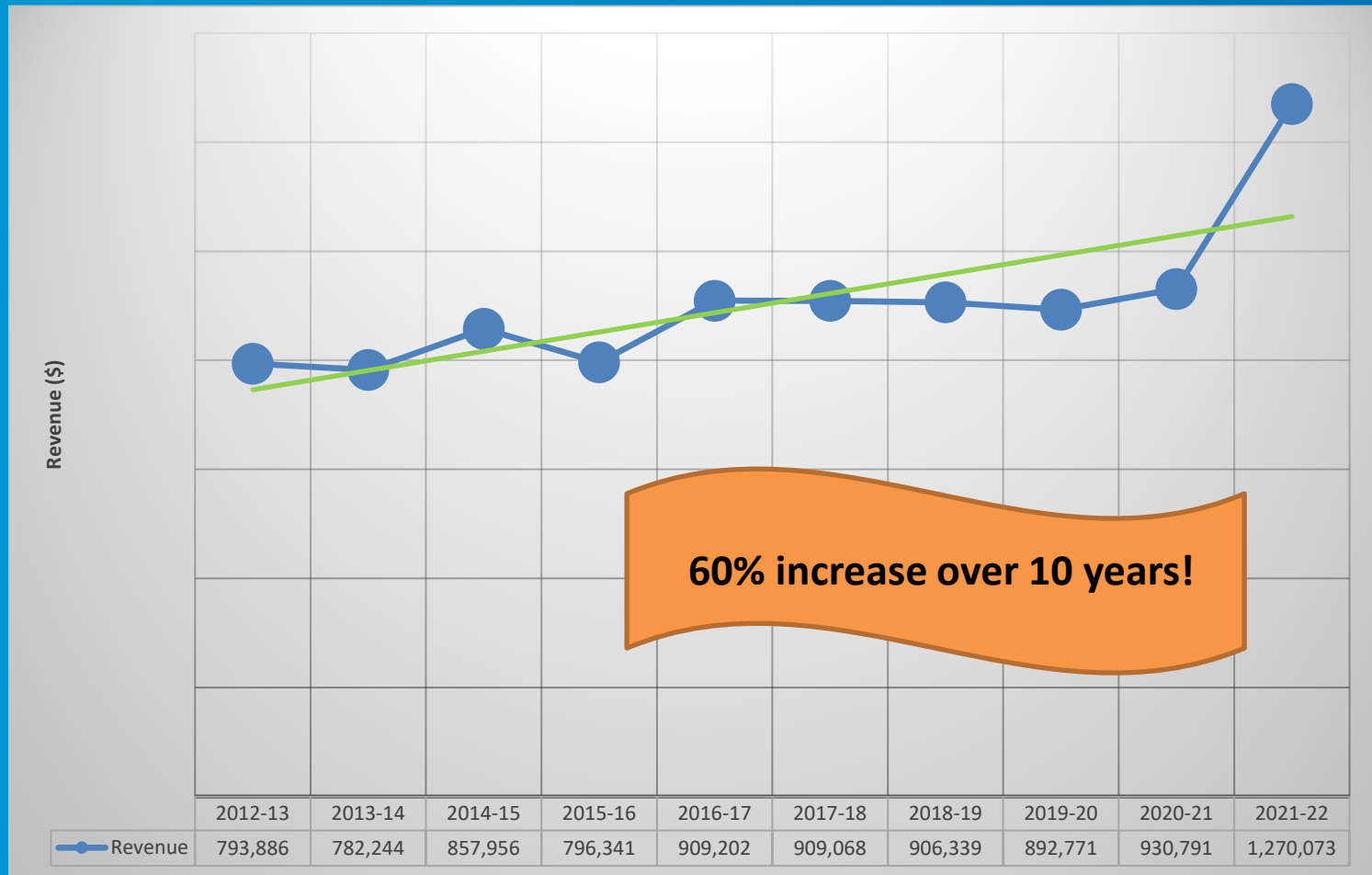


Visitation (CY2022)

- **Coronado National Memorial**
 - *131,360 visitors | +1.2%*
- **Kartchner Caverns State Park**
 - *136,270 visitors | +30.8%*

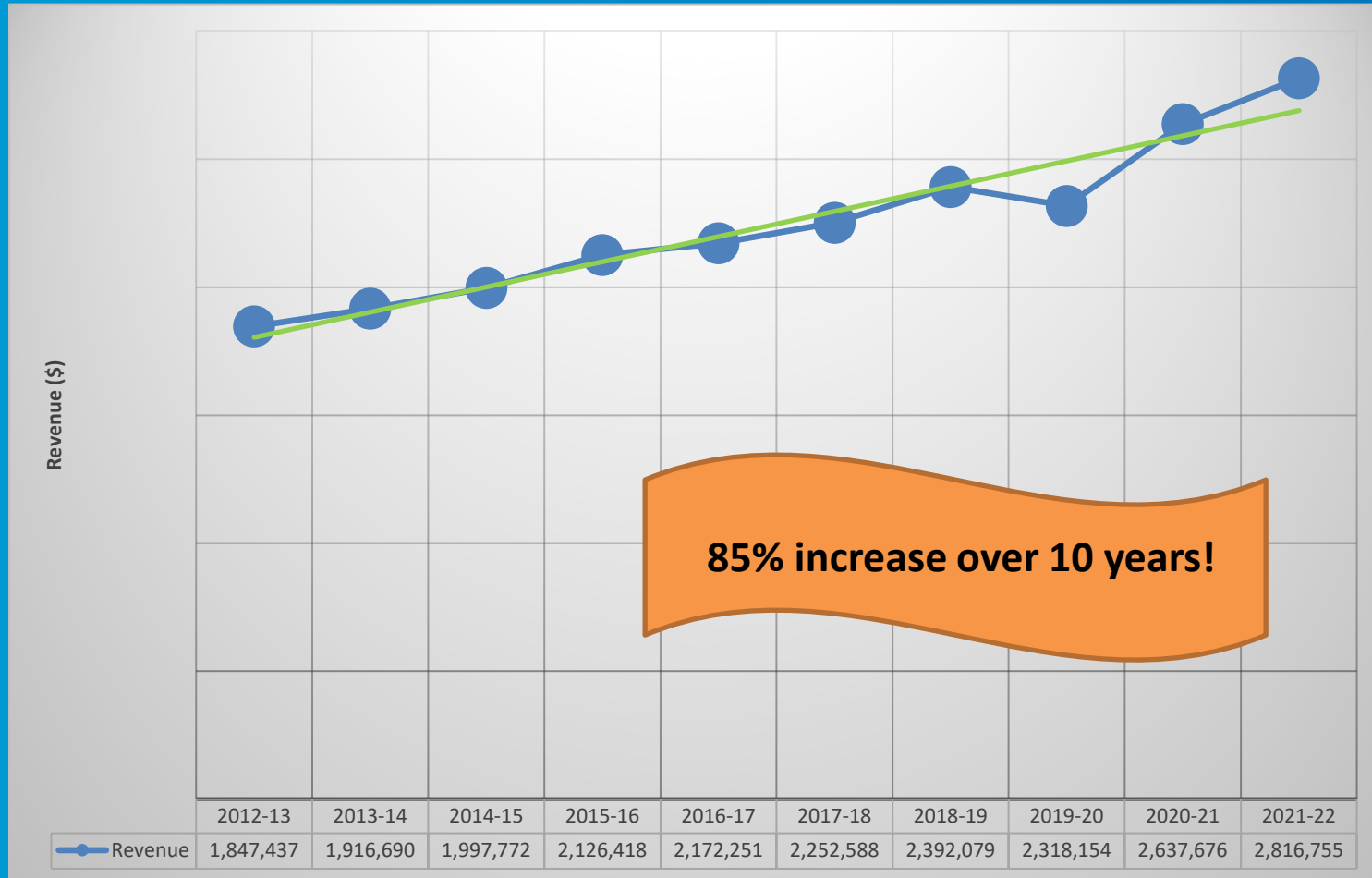


Extended Stay Tax Revenue



2.02M Visits (12 months)

Restaurant & Bar Tax Revenue





Land here.

Just because they said "Go West" doesn't mean you can't **GO EAST.**



Discover South...

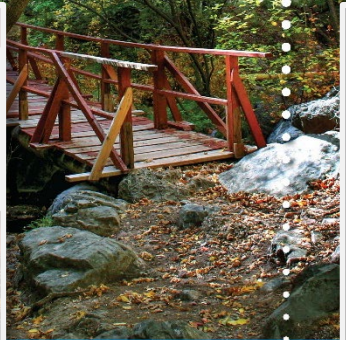
Big Adventure. Arizona. Small Dot.

Discover an Arizona where mountains soar, vineyards beckon, and adventures are extraordinary. Get your Adventure Guide now!
 VisitSierraVista.com | 800-288-3861

Take a road trip and discover a different Arizona, a place where mountains soar and blue skies give way to starry nights. Discover Sierra Vista. Less than 3 hours from Phoenix via I-10 East.
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Go Big



EXTRAORDINARY SKIES. UNCOMMON GROUND.

In Sierra Vista, we don't believe in watered-down anything. Hike big mountains, shred big trails, chow down on big flavor and wash it back with a big brew, then kick back under a big sky a'blazin'. Sierra Vista, Arizona. Small dot. Big adventure.

...boot or spend a relaxing afternoon...
 ...nearby Parker Canyon Lake. Sierra Vista's Sky Islands, is a year-round, cool second nature. Discover Sierra Vista.
 800-288-3861

Cool temperatures and shady canyons soar above the high desert and make for extraordinary biodiversity in Sierra Vista's backyard. Elevate your birding experience in Arizona's official Hummingbird Capital and discover some of the 350+ bird species that stop over or stay all year. Plan now for the 2023 Southwest Wings Summer Festival (August 2-5).
 VisitSierraVista.com | 800-288-3861



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Pictures: Cooper's Hawk