



MEMORANDUM

Date: July 9, 2021

To: The Honorable Chair and Members
Pima County Board of Supervisors

From: C.H. Huckelberry
County Administrator

A handwritten signature in black ink, appearing to read "CHH", is written over the printed name "C.H. Huckelberry".

Re: **Visit Tucson Update July 9, 2021**

At the July 6, 2021 Board of Supervisors Meeting, Supervisor Grijalva requested additional information regarding actions of the Metropolitan Tucson Convention and Visitors Bureau also known as Visit Tucson.

Attached is their most recent Board of Directors update dated July 9, 2021, which describes a number of activities that are occurring regarding Visit Tucson. I have asked Visit Tucson's President and CEO Brent DeRaad to ensure that all members of the Board receive this updated addition to the Visit Tucson Board of Directors.

Board of Supervisors Chair, Sharon Bronson, is a member of Visit Tucson's Board of Directors.

CHH/anc

Attachment

c: Jan Leshar, Chief Deputy County Administrator
Carmine DeBonis, Jr., Deputy County Administrator for Public Works
Francisco García, MD, MPH, Deputy County Administrator & Chief Medical Officer,
Health and Community Services
Diane Frisch, Director, Attractions and Tourism

TO: Visit Tucson Board of Directors

FROM: Brent DeRaad, President & CEO and Vanessa Bechtol, Vice President of Strategic Initiatives

RE: Board of Directors' Update

DATE: July 9, 2021

SUMMARY

- Tucson ranked #20 in America's Best Cities report.
- Visit Tucson's successful Stay N' Play summer Instagram campaign.
- Visit Tucson presented "Gastronomic Experience" to Mexico media.
- Mexico media placements generate \$50,000 in value.
- HelmsBriscoe annual business conference recap.
- Tucson film and television activity is heating up this summer.

Tucson Ranked #20 in 2021 America's Best Cities Report

- On June 30, Resonance Consultancy released its annual report of America's Best Cities, in which Tucson jumped up to number 20, after ranking 41st last year.
- Tucson ranked #10 in both the Weather and Parks & Outdoors subcategories.
- The 2021 America's Best Cities Report ranks the nation's best cities using Resonance Consultancy's unique combination of statistical performance and qualitative evaluations by locals and visitors in 23 areas grouped into six core categories.
- To request a free digital copy of the 2021 America's Best Cities report, [click here](#).

Visit Tucson's Successful Stay N' Play Summer Instagram Campaign

- Our communications team, specifically social media manager James Jefferies, devised a very effective Stay N' Play summer lodging giveaway on our Instagram channel that is generating a lot of interest from locals in metro Tucson staycations.
- In May and June, The Graduate Tucson, Hotel McCoy, JW Marriott Tucson Starr Pass Resort & Spa, and The Westin La Paloma Resort each offered a free summer getaway, which we promoted via Instagram generating 22,000 engagements. Engagements include likes, comments, direct shares and bookmarks.
- Each giveaway takes the form of an Instagram post that runs for 11 days until we choose a winner from a randomly selected comment. To win, a follower must like the post, follow the property mentioned in the post, then tag a friend in the comments.
- On July 2 we started the next giveaway featuring El Conquistador Tucson, A Hilton Resort, and will then collaborate with Hacienda Del Sol Guest Ranch Resort and White Stallion Ranch.

Visit Tucson Presented "Gastronomic Experience" to Mexico Media

- On July 1, Visit Tucson partnered with the Arizona Office of Tourism on its Experience Arizona series with a virtual event called Gastronomic Experience.
- Gastronomic Experience featured chef Maria Mazon of BOCA Tacos Y Tequila, who promoted metro Tucson as a culinary destination during an interactive cooking demonstration.
- Guests from top Mexico media outlets, including De Aire/Accent, Epicuristas Mx, El Universal, Invertour, Cocina Fácil/Vanidades, and Radio Fórmula, prepared salsas with chef Mazon.

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Mexico Media Placements Generate \$50,000 in Value

- Visit Tucson's Mexico Marketing department has been busy working with various media outlets in Mexico.
- On May 21, Reforma (Nationwide Mexico), El Norte (Monterrey), and Mural (Guadalajara) newspapers published articles featuring Kartchner Caverns State Park, the Tucson City of Gastronomy, and Sonoita-Elgin wineries and vineyards. Online coverage was also included and featured Reforma, El Norte, Mural, El Souvenir, and ViveUSA. The media value of the print and online circulation to 9.7 million people exceeded \$28,000.
- On July 4, metro Tucson was also featured in a full-page article, [Tucson, An Eden in Arizona](#), in the print and digital travel sections of Reforma, Mural, and El Norte newspapers. The article featured the Tucson City of Gastronomy, BOCA Tacos Y Tequila, Barrio Bread, Miraval Resort & Spa, Hacienda del Sol Guest Ranch Resort, Casino del Sol, Arizona-Sonora Desert Museum, and Saguaro National Park. The media value of the print and online circulation to 15.3 million people totaled \$25,000.
- This coverage will help in our efforts to spur visitation from Mexico visitors to Tucson and southern Arizona once the U.S.-Mexico border reopens fully—hopefully later this month.

HelmsBriscoe Annual Business Conference Recap

- Visit Tucson National Sales Managers Joy Johnson and Brooke Sauer sold metro Tucson at the HelmsBriscoe Annual Business Conference in Dallas, June 28-30.
- The hybrid event included 250 HelmsBriscoe associates in person and 450 virtual, and 500 suppliers in person and 75 virtual. HelmsBriscoe is one of the world's largest third-party meeting planning companies and is a strong partner to us at Visit Tucson.
- Joy and Brooke conducted 37 appointments over HB's two-day Partner Fair.
- The conference has resulted in four leads so far, with several more expected in the coming weeks.

Tucson Film and Television Activity is Heating Up This Summer

- For the second time in three years, Film Tucson assisted the popular Paramount Channel TV series BAR RESCUE, bringing in \$50,000 in local spending and 48 room nights at Westin La Paloma Resort. The Tucson episode will air in fall 2021.
- Next month, the new Discovery Channel series "R.V. THERE YET?" will film in Tucson and southern Arizona. This new show will explore Tombstone and Saguaro National Park, as well as other regional attractions that have not yet been determined.
- Tucson will soon receive another visit from Andrew Zimmern (he was here with the Travel Channel's BIZARRE FOODS back in 2009 and 2016) as part of his new show FAMILY DINNER which will air on the new Magnolia Channel. This new show will feature Zimmern "breaking bread" with strangers across the nation to hear their stories through their food.
- Film Tucson is assisting Fireball, the trendy cinnamon whiskey, for a secret filmed event taking place on July 16. Although the entire spectacle is being kept under wraps (for now), social media ads created by Fireball for this special happening have already been spotted on Facebook, Reddit, and Instagram. Film Tucson is coordinating with Tucson Police and City of Tucson Parks and Recreation to assist with the logistics.