

August 17, 2018

Advertising and Media Summary

Tombstone Chamber of Commerce
2017-2018



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The Tombstone Chamber of Commerce was organized to advance the general welfare and prosperity of the Tombstone area. Whether you realize it or not, the Tombstone Chamber has been very successful in promoting Tombstone tourism, and business community, year round. Cities all over the world have seen advantages in having a Chamber of Commerce. We hope you do too! Included, herein, is a summary of our 2017 — 2018 Marketing and Advertising campaign, thru April 30, 2018:

The Chamber has been advertising in the following venues:

- ▲ ***Where Magazine** Distribution of 130,000 annually reaching over 630,000 readers a year (Tucson, Tubac, Phoenix, Scottsdale areas)

- ▲ **KOLD-13 Tucson - PROMOTED EVENTS - Helldorado Days, Wild West Days, Rose Festival**
 - HIGHLIGHTS
 - 13,000 to 15,000+ people reached with each event-related post on social media ◦ High engagement- Over 1 ,300 clicks on AZ Weekend post.
 - Representation on KOLD Weather Forecasts to drive Tombstone traffic.
 - *All promoted at no charge in a good faith effort to demonstrate how KOLD can help TOMBSTONE grow

- ▲ **AZ Weekend Vigilante Days:**
 - Reach – 13,439 people reached
 - Reactions – 101
 - Shares – 23
 - Likes – 56

- ▲ **AZ Weekend Wild West Days:**
 - Reach – 15,871 people reached
 - Reactions – 170
 - Shares – 28
 - Likes – 110

- ▲ **AZ Weekend Rose Festival:**
 - Reach – 14,356 people reached
 - Reactions – 303
 - Shares – 95
 - Likes – 157

- ▲ **AZ Weekend Wyatt Earp Days:**
 - Reach – 3,510 people reached
 - Reactions – 65
 - Shares – 15
 - Likes – 26

- ▲ **AZ Weekend Tombstone 25th Anniversary:**
 - Reach – 101,316 people reached
 - Reactions – 3,856
 - Shares – 725
 - Likes – 2,198

- ▲ ***(3) Clear Channel Billboards** (Interstates 10 & 8, over a 4-week period our billboards delivered 11,630,257 impressions according to the TAB Outdoor Ratings)

▲ **The AZ State RV Travel Guide, sanctioned by AOT**

- Read by 200,000 snowbird and RVer viewers annually
- 10,065 online impressions YTD

▲ **KVOA 4 Tucson**

Viewership of our contracted program —Nelson ratings estimate 6,072,000 in viewership.

- Tombstone Community page 9,643 Page views KVOA Community Page: 21,928 Page Views
- Free advertising on their sister channel Cozi-TV. — 336,000 viewership annually
- Snapchat - Buffalo Soldiers/4th of July Wyatt Earp Days doc Holidays/Christmas/new year's. Views 27,183
 - 178,608 past year impressions
 - 164,648 impressions with 559 clicks in 2017
 - This year schedule 500,00 unique visitors

▲ **Arizona State Visitors Guide** 450,000 annual circulation (**AOT Publication**) Arizona statewide, circulation in hotels/motels & Chambers of Commerce across the US, AAA)

▲ **Sierra Vista Herald:** Total market Coverage: 105,000 plus 50,000 Discover Cochise

▲ **Weekly E Mail Blast News** Update to Chamber Membership, Local Newspapers and other area Chambers totaling a minimum of 5200 annual news blasts.

▲ **Phone calls and Mailers:** The Chamber receives an average of 300 phone calls per month with 85% requesting information on Tombstone. An average of 65 mailers are mailed monthly to individuals requesting brochures about Tombstone. Nearly 1000 brochures are mailed out monthly to other Chambers of Commerce, attracting tourists and locals to Tombstone.

▲ **Southern AZ guide** ▲ **Rack cards** - 431 ,000 distributed all over Arizona (Phoenix Area, Tucson/Nogales, Benson Willcox, Yuma, Grand Canyon area and Las Cruces) in 1,007 locations (averaging 165 cards per site, per month)

▲ **Fearns Tucson and Southern Arizona Traveler Info Guide/Map** — 150,000 distributions annually to 900 sites.

▲ **Madden Media – Canadian Market**

1. online presence:

- 20,626 unique page views
- 11,373 from Facebook
- 13,220 sweeps entries
- 64,09% sweeps conversion

2. Facebook lead generation campaign:

- o 481,970 impressions
- o 5,394 registrations
- o (1.12% open rate)
- o 10,668 clicks (2.21% lick-through rate)

3. E-mail marketing

Email blasts: 77,629 delivered, 6,770 opens (8.72% open rate), 1,495 clicks (1.93% click-through rate)

E- ZINE BLAST: 34,474 Delivered, 2,472 opens (7.17% open rate), 113 clicks (0.3% click though rate

Website & Social Media

TombstoneChamber.com*	FY2016	FY 2017	FY 2018
Average Monthly Visitors	14,687	15,400	17,710
Average Monthly Page Views	44,062	58,266	64,092
Annual Website Visitors	176,250	178,400	183,740
WebCam Unique Page Views		45,224	28,435
Website Email Request for Information		374	679

Website Demographics	FY 2016	FY 2017	FY 2018
U.S. Based Visitors	78.38%	86.74%	85.63%
Women	54.07%	53.90%	55.06%
Men	45.93%	46.10%	44.94%
Age Group: 65+	25.79%	24.53%	26.03%
Age Group: 55-64	29.23%	28.95%	30.02%
Age Group: 45-54	18000.00%	17.40%	20.06%
Age Group: 35-44	13.02%	12.68%	13.04%
Age Group: 25-34	9.54%	11.42%	10.85%

www.Facebook.com	FY 2016	FY 2017	FY 2018
TombstoneChamberofCommere	1321	1733	2296
boothillgraveyardtombstone	1068	1539	1623
TombstoneHistoricDistrict	2361	2754	3493
TombstoneAZHistory		573	910
preservetombstoneaz (NEW)	0	291	621
TOTAL NUMBER OF FANS	4750	6890	8943

Tombstone Chamber has provided advertising for the following events and activities:

- ▲ Promote Chamber Membership - via Facebook (Chamber, Tombstone Historic District/Tombstone Courthouse, Boothill), from the office, Boothill and on the Chamber's website.
- ▲ KOVA Fan of the Day
- ▲ Tombstone Vigilante Days
- ▲ Rendezvous of the Gunfighters Event
- ▲ Wyatt Earp Vendetta Ride Days
- ▲ Helldorado Days
- ▲ Showdown in Tombstone
- ▲ Annual Wild West Days
- ▲ Salute to the Buffalo Soldiers Days
- ▲ Tombstone State Parks/Tombstone Court House
- ▲ Arizona Rangers
- ▲ Tombstone Repertory
- ▲ Wyatt Earp Days
- ▲ Local Halloween in the Park
- ▲ Legion of the Silver Rose Induction Ceremony
- ▲ Rose Tree Festival
- ▲ Arizona HOG Rally
- ▲ Local December/Christmas Events:
 - Allen St. Christmas tree
 - Allen St. Decorations ◦ Cocoa for Christmas,
 - Courthouse Lighting of the Luminaries,
 - Light Parade,
 - Toys for Tombstone toy drive
 - Santa in the Park
- ▲ Tombstone Historic Homes tour
- ▲ Gunfight in Tombstone
- ▲ Tombstone Annual Quilt Show
- ▲ Tombstone Association of the Arts: Open Show for Artists
- ▲ Wild West Days
- ▲ Salute to the Buffalo Soldier
- ▲ Tombstone at Twilight
- ▲ American Legion Mother's Day Dance
- ▲ Amerind Foundation Events
- ▲ True West Magazine

Collaborations, meetings and activities:

- A Coordinated with:
- Cameo Ladies
 - Tombstone Volunteer Fire Dept.
 - Tombstone Cowboy Church
 - Toys for Tots

- Tombstone Steampunk Society ◦ Tombstone Lion's Club
 - Tombstone Vigilantes
 - Tombstone Vigilettes
 - The American Legion Post 24
 - Helldorado, Inc.
 - Tombstone Forward
 - Cameo Lady's
 - Rosetree Committee
 - Tombstone Association of the Arts
 - Tombstone Knights of Columbus
 - Tombstone Repertory Company
 - 2016 Arizona HOG Rally
 - Great American Adventures
 - Various Tombstone Merchants regarding Tombstone December/Christmas activities. ▲
- Collaborated with Cochise College Small Business Development Center regarding class offerings.
- ▲ In collaboration with State Park Service regarding exhibits and renovations at the Tombstone Courthouse Museum.
 - ▲ Attended Cochise County Tourism Council
 - ▲ Attended Southern Arizona Attraction Alliance Meetings
 - ▲ In collaboration with Metropolitan Tucson Convention & Visitor's Bureau
 - ▲ In collaboration with Greater Phoenix Convention & Visitor Bureau
 - ▲ In collaboration with Arizona Workforce Group of Cochise County
 - ▲ E-Mail contact with Cochise County Chambers of Commerce & Visitor Centers ▲ City of Tombstone
 - Distribution of Printed materials (City of Tombstone took this over in March of 2017) * .■
 - 5000 Where to Eat and Drink brochures
 - 15000 Maps
 - 5000 Event & Accommodation brochures ■ 5000
- Things to See & Do brochures ▲ In contact with:
- AZ State Parks
 - Arizona Highways
 - AZ Weekly Tourism Guide
 - Sierra Vista Herald to obtain free advertising.
 - Also accessing various free websites such as: ■ eventful . whofish
 - arizonaadventures
 - arizonakids
 - explorecochise

Other Advertising

- ❖ Monthly informational E-mails to all Cochise County Lodgings (including Bed & Breakfasts, Motels, Hotels, RV Parks, Guest Ranches & Vacation Homes, Chambers of Commerce of Southern AZ)
- ❖ Guided Tours by request.

New Advertising

▲ Madden Media – Canadian Market

In Conclusion, it's easy to say that Tombstone is a city with a recognizable brand, a brand we must protect... This isn't a fly-by-night venture; it's a daily responsibility that is more than just purchasing some ad space. It's important to know about the history and community of Tombstone along with current market trends. It is important to continue to invest in the process of reacquaintance and introduction of our image to those young and old alike, with a focus on keeping our name and history alive for travelers.