



Marketing & Sales - SCC&TB Partner Programs

Co-Op Channel	Program Description	Target Audience	Cost	SCC&TB Response Rates/ Stats	Industry Standard Response Rates	Timing	Next Steps
Digital	VisitSedona.com Banner Ads: Over 1.3 million unique sessions/visits and over 4.2 million total page views (FY16). Consistently ranks at the top of Page 1 in Google for hundreds of Sedona search terms. 73% of users are new = new customers for you! Ads display on all mobile devices.	Visitor	Home Page (857,000 page views/yr): \$300/mo & \$600/mo Where to Stay (318,000 page views/yr): \$175/mo Where to Stay, Hotels/Motels/Resorts (153,000 page views/yr): \$175/mo Where to Stay, B&Bs (38,000 page views/yr): \$100/mo	Home Page (top banner placement) Avg CTR = .24% Where to Stay Avg CTR = .87% Where to Stay, Hotels/Motels/Resorts Avg CTR = 1.3% Where to Stay, B&Bs Avg CTR = .92%	0.17% CTR (DoubleClick/Google April 2016 Benchmark Report)	Available year-round	Contact Michelle Conway @ SCC&TB (928) 204-1123, Ext 115
	Consumer eNewsletter "Discover Sedona" Ads: Get in front of 150,000+ opted-in subscribers from all over the country with a display ad in the highlighted "Discover Sedona" section. - Body Copy: 100 characters or less (including spaces) - Title: 25 characters or less (including spaces) - Photo or Logo: JPG files only, sized at 190x143 pixels - Live Link: Either to your website or an email address	Visitor	\$75/ad or \$.83/click	.38% CTR	N/A	3 spaces per month	Contact Michelle Conway @ SCC&TB (928) 204-1123, Ext 115
	Trip Advisor: Program is being analyzed and revamped (NEW content modules, expanded exposure). Anticipated launch late Winter.	Visitor	TBD	TBD	TBD	TBD	Revised program in development. Michelle will present at upcoming SLC meeting.
	Enhanced Listings on VisitSedona.com: Strengthen your listings to attract more attention: - Increase listing descriptions to 500 characters - Add anchor text within a listing - Add video links - Guest blog opportunities	Visitor	\$50/feature	N/A	N/A	Available year-round	Contact Teri Ruiz @ SCC&TB (928) 204-1123, Ext 120
	Online Booking Engine: Let aRes online reservation service on VisitSedona.com take reservations for you. Your property will have: - a robust description - an image gallery - descriptions for individual rooms - property and room type amenities - location information on Google maps	Visitor	10-18% commission structure for hoteliers; 0% commission solution for SCC&TB Partner properties with up to 20 rooms	aRes on VisitSedona.com sees an avg \$17,000 in sales/month	N/A	Available year-round	Contact Courtney Brockmeyer @ aRes (619) 501-7018
	Additional Categories on VisitSedona.com: Purchase additional category listings for your business to increase your exposure. These additional categories will also reside in the annual ESG.	Visitor	\$100/category	N/A	N/A	Available year-round	Contact Teri Ruiz @ SCC&TB (928) 204-1123, Ext 120
	Category Listings: Keep your lodging property descriptions up-to-date. Your categories are automatically displayed on VisitSedona.com and in the Experience Sedona Guide.	Visitor	FREE	N/A	N/A	Available year-round	Contact Teri Ruiz @ SCC&TB (928) 204-1123, Ext 120
	Social Media: Find the criteria on SedonaChamber.com, and learn how to share your information on our social media outlets.	Visitor	FREE	Visit Sedona Facebook: 100,600 followers @SedonaAZ Twitter: 9,664 followers @Visit Sedona Instagram: 21,000 followers	N/A	Available year-round	Contact Kegn Moorcroft @ SCC&TB (928) 204-1123, Ext 170
	VisitSedona.com Special Offers: List your deals and discounts on VisitSedona.com - the official Sedona Tourism website. Can include a photo. There is a limit of two deals per listing allowed at any given time.	Visitor	FREE	Special Offer page = 43,000 page views/year	N/A	Available year-round	Contact Sheryl Curtis @ SCC&TB (928) 204-1123, Ext 130

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Digital	Travel Trade, Meeting Sales & Media Info Kit: Get your electronic brochure, floor plans and photos distributed to professionals via our sales missions and one-on-one sales efforts. Contact us for details.	Tour Operators, Meeting and Planner Professionals, Media	Price varies	N/A	N/A	Available year-round	Travel Trade: Sachiko Sado (928) 204-1123, Ext 160 Meeting Sales: Joanne Pineau (928) 204-1123, Ext 165 Media: Kegn Moorcroft (928) 204-1123, Ext 170
	Travel Trade Industry eNewsletter: Get your information sent to over 3,200 tour operators. Submissions must be relevant to travel industry trade professionals.	Travel Trade Industry Professionals	FREE	Avg 34% Open Rate	13-15% Open Rate (AOT)	Sent once per quarter	Watch Chamber e-News for deadlines. Contact Sachiko Sado @ SCC&TB (928) 204-1123, Ext 160
	Meeting Planner eNewsletter: Get your information sent to over 2,300 meeting planners. Submissions must be relevant to group and meeting professionals.	Group and Meeting Professionals	FREE	Avg 26% Open Rate	13-15% Open Rate (AOT)	Sent once per quarter	Watch Chamber e-News for deadlines. Contact Joanne Pineau @ SCC&TB (928) 204-1123, Ext 165
Print	Experience Sedona Guide - Advertising: 275,000 (extra 25,000!) printed and delivered in March 2017 = 660,000 readers annually, PLUS online edition (nearly 3.1 million page views FY16!) The ESG is the primary fulfillment piece for phone, mail and Internet requests. Unlimited online viewing on VisitSedona.com and VacationFun.com. Distributed at Arizona visitor centers, airports (Phoenix, Mesa and Tucson), hotels and attractions in Sedona, tour operators, media outlets, and travel agencies.	Visitor	Various Rates	65% of those who receive the ESG take a Sedona trip within the year.	N/A	Early Bird Deadline for Space Closes 10/21 (5% discount)	Contact Dan Carter @ Madden Media (480) 638-3774 Multiple ad sizes available.
	ESG Brochure Mailing Program: Insert your brochures into every ESG that is mailed for free at request by potential Sedona visitors. We are currently averaging 3,500 mailed ESGs per month.	Visitor	\$350/mo or \$.10/brochure \$200/mo or \$.06/brochure for ESG advertisers	65% of those who receive the ESG take a Sedona trip within the year.	N/A	Available year-round	Contact Michelle Conway @ SCC&TB (928) 204-1123, Ext 115 6 spaces left.
	AAA Highroads Magazine - Advertising: Co-op advertising will be developed for a full page, 4-color ad in this AAA Arizona early summer edition. Circulation = 535,000 plus a digital edition.	In-State Resident	\$2,000 each per 3 advertisers	N/A	N/A	May-June 2017 insertion	Program in development. Michelle will present at upcoming SLC meeting.
	Brochure Display at the Visitor Center: Make sure your brochures are available at the official Visitor Center. 4" x 9" max size, 6" stack or 100 count. Drop them off at the Visitor Center (89A and Forest Road).	Visitor	FREE	Serving over 305,000 visitors each year.	N/A	Available year-round	Contact Donna Retegan @ SCC&TB (928) 204-1123, Ext 135
	Destination Event Planner - Advertising: 2,500 copies printed and delivered in March 2017 = 6,000 readers annually, PLUS online edition! Distributed to wedding planners, meeting planners, and group coordinators, along with tour operators, media, travel agents, and at trade shows.	Groups/ Meetings	Various Rates	N/A	N/A	Early Bird Deadline for Space Closes 10/21 (5% discount)	Contact Dan Carter @ Madden Media (480) 638-3774 Multiple ad sizes available.
Video	Video Footage Purchase: Purchase 2-3 minutes of award-winning footage from the SCC&TB's Sedona Anthem video. This high-value production shoot took a full week and hours upon hours, with professional models, as we trekked throughout our city to capture the outstanding scenic footage. Partners will have unlimited usage rights to footage and talent for four years from original shoot date of 7/1/15.	Visitor	\$400 one-time	N/A	N/A	Available year-round	Contact Michelle Conway @ SCC&TB (928) 204-1123, Ext 115 Unlimited number of purchases.

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Product Development	<p>Walk Sedona Program: Walk Sedona is promoted through signage and postcards in all area hotels, in-room TV spots, public relations, social media, and digital mapping with WalkSedona.com.</p> <p>You can participate by purchasing the signage package which includes:</p> <ul style="list-style-type: none"> - One (1) large contemporary double-side poster stand, customized with your logo positioned on the map at the location of your business - Two (2) literature pocket attachments - Two (2) full-color, 22"x28" posters (Art Walk & Sedona Events) 	Visitor In-Market	\$650 one-time	N/A	N/A	Available year-round	Contact Michelle Conway @ SCC&TB (928) 204-1123, Ext 115 Unlimited number of purchases.
Tradeshows	<p>ABA Marketplace: With more than 140,000 pre-scheduled appointments and 800 pre-qualified operators, ABA's Annual Meeting & Marketplace offers a year's worth of sales meetings in one week.</p>	Travel Trade Industry Professionals	TBD		N/A	January 14 - 17, 2017	Contact Sachiko Sado @ SCC&TB (928) 204-1123, Ext. 160
	<p>Go West Summit: Suppliers representing destinations, properties and attractions from the American West and international tour operators participate in multi-day networking sessions and appointments.</p>	Travel Trade Industry Professionals	TBD		N/A	February 13 - 16, 2017	Contact Sachiko Sado @ SCC&TB (928) 204-1123, Ext. 160
	<p>IPW: Make sure your business is top-of-mind with travel trade professionals. Opportunity to join the SCC&TB booth at US Travel Association's IPW. IPW will be held in Washington D.C. from June 3-7, 2017. As a booth partner, you will have access to travel trade appointments, the media marketplace, and all of the networking and educational opportunities.</p>	Travel Trade Industry Professionals	\$3,000	At IPW 2016, the SCC&TB conducted 85 appointments with international and national tour operators and met with 75 media professionals.	N/A	June 3 - 7, 2017	Contact Sachiko Sado @ SCC&TB (928) 204-1123, Ext. 160 Payment due by November 10.
	<p>IMEX: Join the SCC&TB at IMEX America - the largest meetings business focused tradeshow in the U.S. Booth raffle prize provide a secondary opportunity to promote your business.</p>	Meeting Professionals	TBD	At IMEX 2015, the SCC&TB met with more than 130 meeting professionals.	N/A	Oct-17	Contact Joanne Pineau @ SCC&TB (928) 204-1123, Ext. 165
Sedona Verde Valley Regional Marketing	<p>SedonaVerdeValley.org and SedonaVerdeValley.NatGeoTourism.com All SVVTC partners can list their businesses for free on these two websites! PLUS, additional exposure as noted below.</p>	Sedona Verde Valley Visitors	FREE			Available year-round	Contact Gabe Seder @ SVVTC info@svvtc.org or visit: svvtc.org/partner-with-svvtc
	<p>Silver Partners receive all of the above, PLUS a dedicated full business page, which includes:</p> <ul style="list-style-type: none"> - 500 word business description - Large photo - Business logo - List of services and amenities - Phone, email, website, address - Business hours - Location on interactive map - Contact form - URL 	Sedona Verde Valley Visitors	\$300/year		N/A	Available year-round	Contact Gabe Seder @ SVVTC info@svvtc.org or visit: svvtc.org/partner-with-svvtc
	<p>Gold Partners receive all of the above, PLUS:</p> <ul style="list-style-type: none"> - SVVTC website featured listings - Home page feature on National Geographic website - Featured listing on National Geographic website - SVVTC website advertising - SVVTC blog posts - 1 per year - Social Media - featured once per month - SVV Visitor eNewsletter - featured in "Community Spotlight" section - Inclusion in Digital Visitor Information Kit 	Sedona Verde Valley Visitors	\$1,500/year		N/A	Available year-round	Contact Gabe Seder @ SVVTC info@svvtc.org or visit: svvtc.org/partner-with-svvtc
Sedona Verde Valley Regional Marketing	<p>Platinum Partners receive all of the above, PLUS:</p> <ul style="list-style-type: none"> - Featured at GeoTourism Partner in SVV Visitor eNewsletter - Full page ad in Discover the Verde Valley visitor guide - 10,000 printed each year - Recognized as supporters at bottom of both websites with links to partners' sites 	Sedona Verde Valley Visitors	\$3,000/year		N/A	Available year-round	Contact Gabe Seder @ SVVTC info@svvtc.org or visit: svvtc.org/partner-with-svvtc