



# Intersect between Tourism-Related Events & Economic Development

Current Status, Gaps, and Opportunities

Planners and Economic Developers Partnership Exchange  
Maricopa Association of Governments  
October 29, 2014

# How Tourism-Related Events.....



Waste Management Phoenix Open  
(563,008 fans)



Spring Training  
15 Cactus League Teams  
(1.686 million fans, \$422 million direct spending)



Barrett-Jackson Car Auction  
(40,000 attendees)



Phoenix Convention Center  
*One of top twenty in the nation*



SuperBowl NFL  
(*\$500.6 million economic impact, 2008 most watched TV program*)



Arabian Horse Show, Business Conferences, and more.



NASCAR Sprint Cup Series

# ...Promote Business Development



Waste Management Phoenix Open  
(563,008 fans)



Spring Training  
15 Cactus League Teams  
(1.686 million fans, \$422 million direct spending)



Barrett-Jackson Car Auction  
(40,000 attendees)



Phoenix Convention Center  
*One of top twenty in the nation*



SuperBowl NFL  
(*\$500.6 million economic impact, 2008 most watched TV program*)



Arabian Horse Show, Business Conferences, and more.

## Direct Investment

- Foreign
- Domestic

## Business Relocation

- Satellite Offices
- Headquarters

## Business Expansion

- Move Operations
- Expand Markets

NASCAR Sprint Cup Series

# Intersect of Tourism-Related Events & Economic Development

## Purpose:

- Existing Interaction and Strategies
- Gaps and Opportunities
- Evaluate Need for Stakeholder Group

## Survey (17 Respondents )

- Economic Development Entities
- Destination Marketing Organizations
- Chambers of Commerce
- Business Associations

Response Rate 22.7%

## Interviews (7 Agencies)



# Current Intersects and Strategies



# Tourism and ED Entities Collaborate The Most during Special Tourism Events

How does your organization collaborate during special events to help promote business/economic development?

Ranked by Level of Agency Interaction:

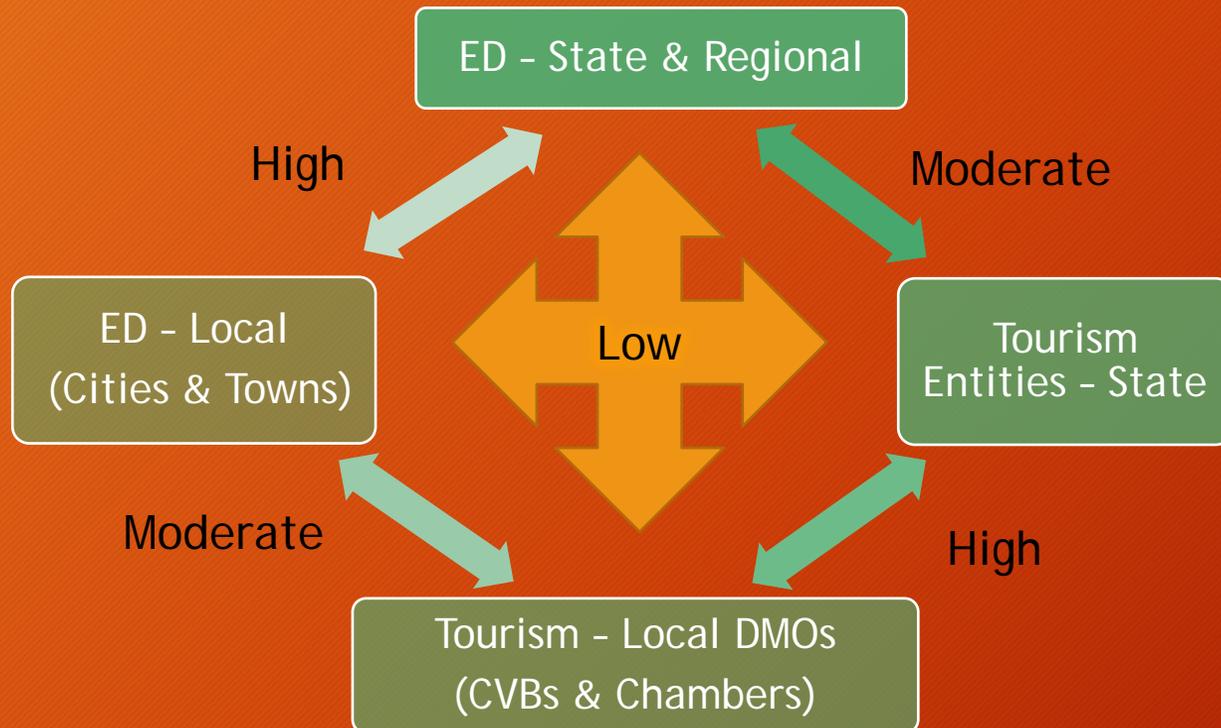
1. Special Events Planning
2. Marketing Campaigns
3. Business Networks



# Current Intersects and Strategies

## *Structured and Unstructured*

How often does your organization meet, or interact with other entities on economic development-related activities or major events?



### Opportunities to engage

- City/Town Economic Development and State-level Tourism Entities.
- Local Tourism and State/Regional Economic Development Entities.

# Current Intersects and Strategies

## *Structured Partnerships and Events*

### MOU Strategic Alliance

*(Ad. campaigns, research, trade shows, and tours) Partners: ACA, AOT, Arizona Chamber of Commerce, CABC*

### ExecuTour Packages

*Lead: GPEC, Partners: ACA, SRP, cities and communities in Greater Phoenix area, others*

### Co-op Marketing Campaign

*Lead: ACA, Partners: urban areas, cities, towns, businesses*

### Tourism Marketing Campaigns and DMOs

*Lead: AOT, Partners: DMOs (CVBs, chambers, tourism offices), others*

# Current Intersects and Strategies

## *Structured Partnerships and Events*

### Workshops in Border Communities

*Lead: TTCA Partners: ACA, AMC, AOT, ADOT, Border Communities*

### Velocity Process

*City of Phoenix, TTCA, ACA, AMC, AOT, MAG, Universities, business representatives*

### Advocacy

*AOT, ACA, GPEC, DMOs, AzLTA*

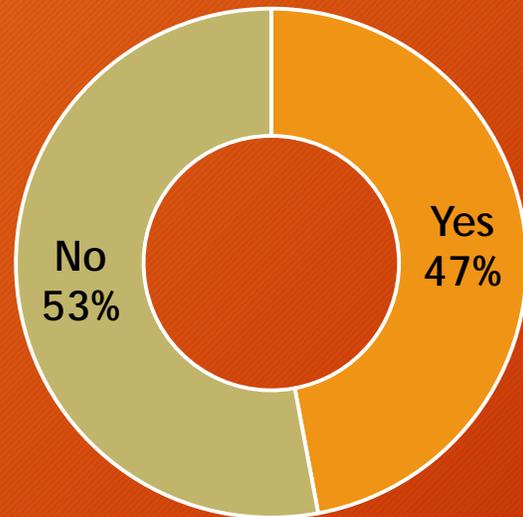
### Super Bowl XLIX

*Lead: Super Bowl Committee, Partners: City of Glendale, Glendale CVB, AOT, GPEC, city economic development offices, DMOs, chambers of commerce*

# Gaps and Opportunities

# 47% Respondents Market Special Events to Out-of-State Businesses

Do you currently market special events to out-of-state businesses?



## Comment from Survey

"Have Tourism message incorporate economic development message that includes regional overview and quality of life."

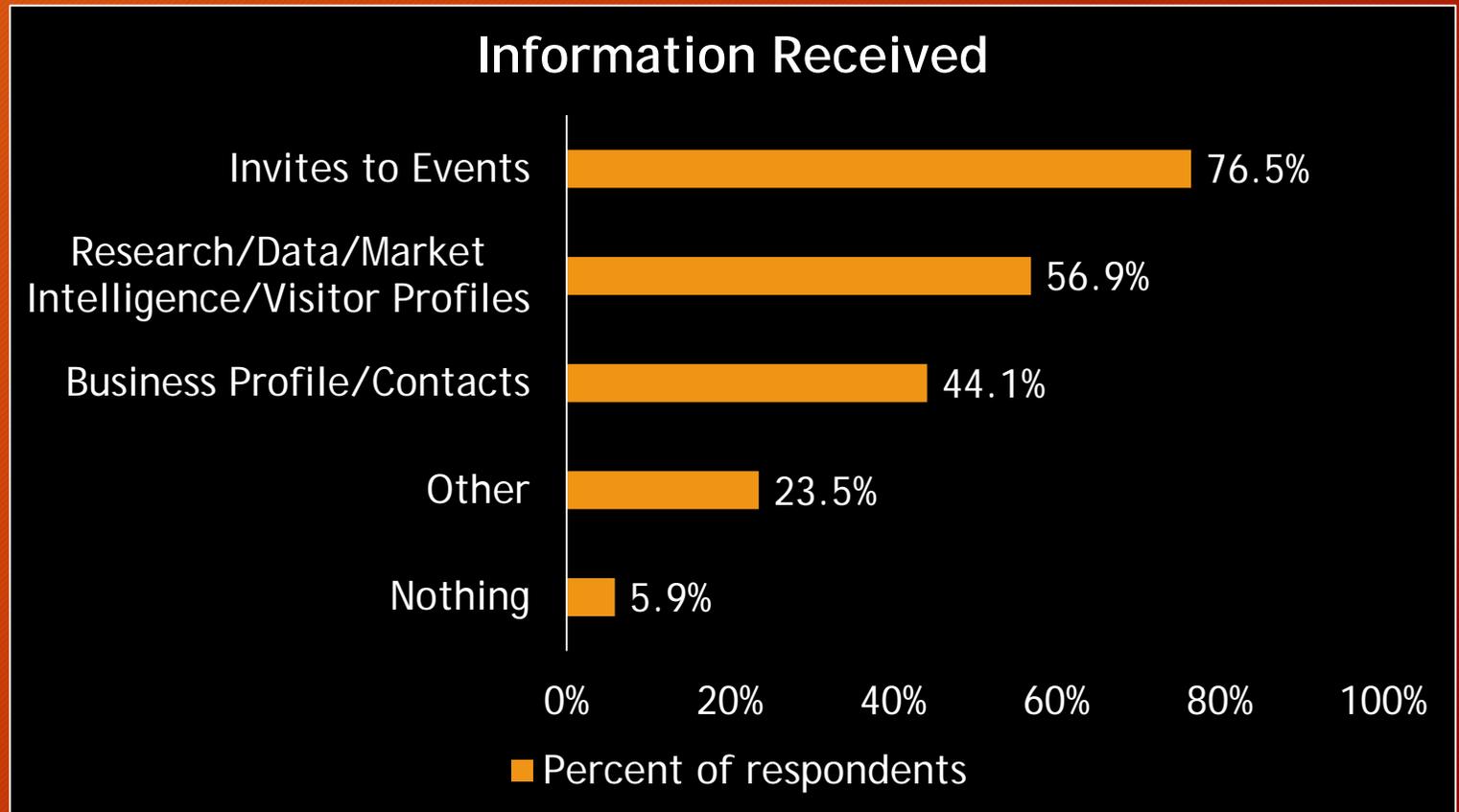
"Market via website, social media, e-mail, and digital advertising."

# Event Invites Most Shared Information

## Comment from Survey

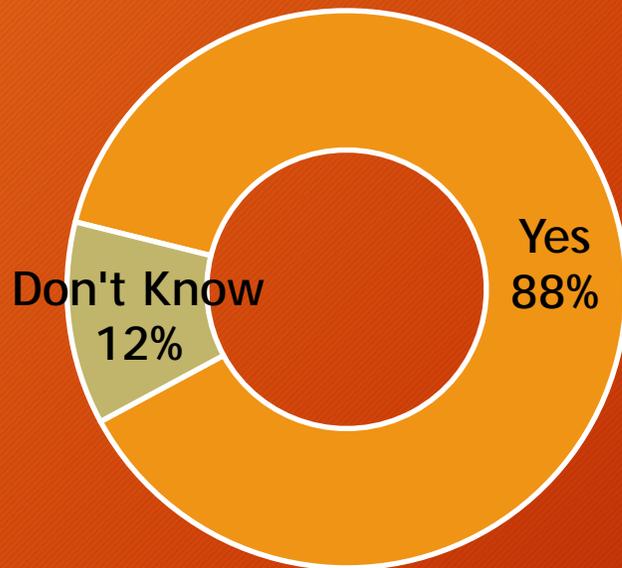
“Engage participants not just share results/product.”

“Coordinating a tool which would be the vessel to share information.”



# 88% Respondents Think Opportunity to Collaborate Exists

In your opinion, does an opportunity exist for tourism and business development organizations to collaborate to increase economic development opportunities in the Greater Phoenix Region?



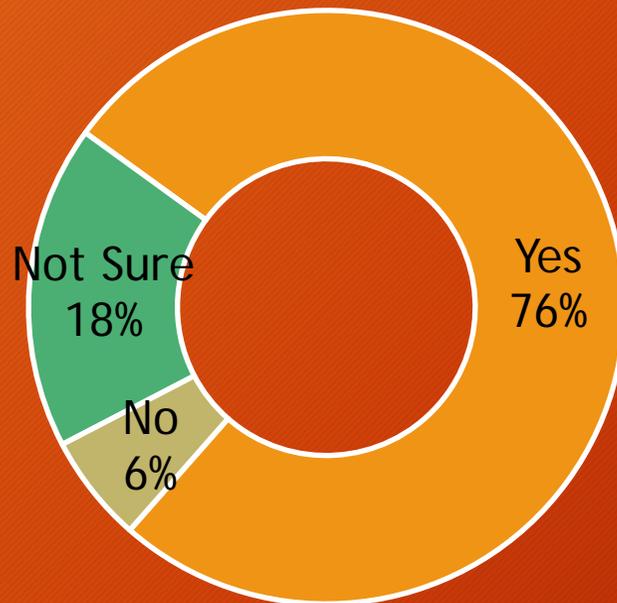
## Comment from Survey

"Should organize a large Tourism 2 Business conference, and share information at least once per year."

"There are great opportunities in our own backyard."

# 76% Respondents Feel There is a Need to Develop a Stakeholder Group.

Do you feel there is a need to develop a tourism and business development stakeholders group to discuss a possible collaboration and opportunities pertaining to economic development initiatives?



## Comment from Survey

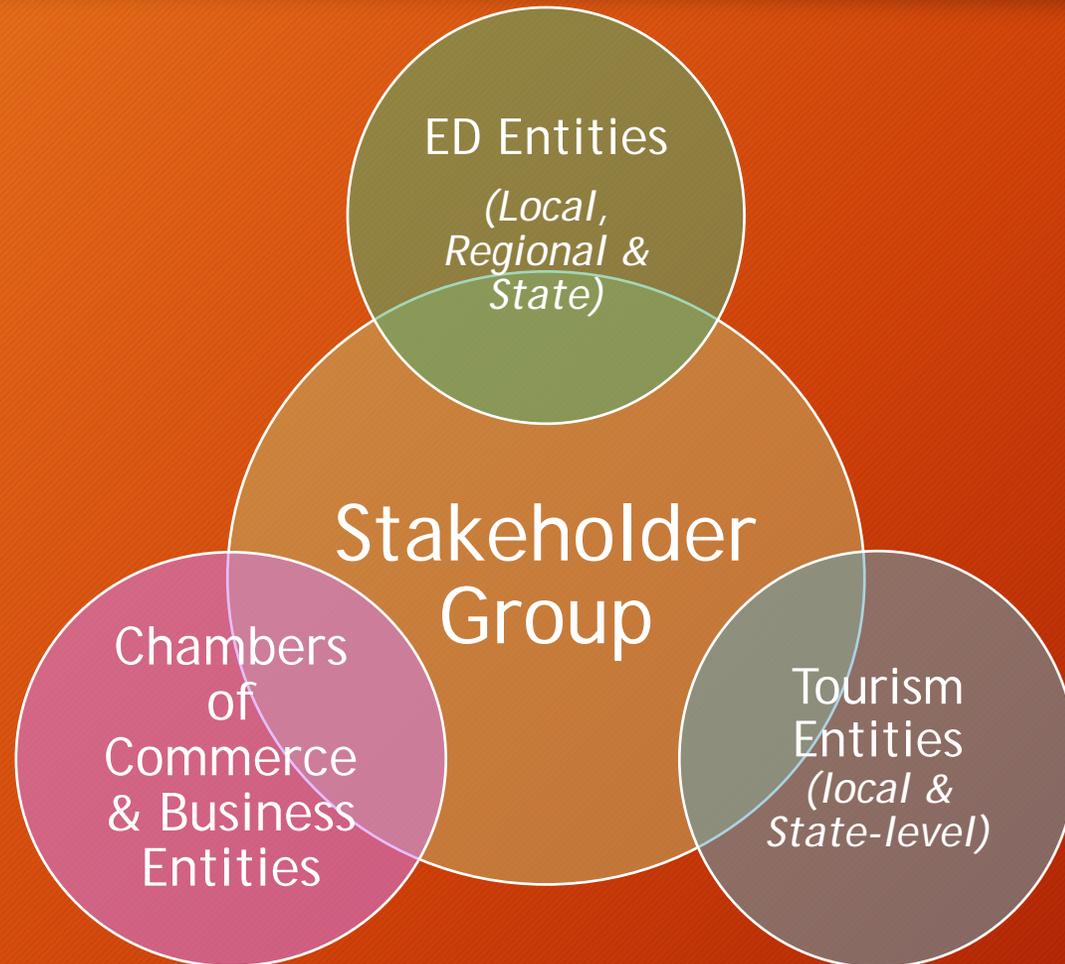
"Quarterly or semi-annually."

"There is a tourism coalition group that already exists and could easily add other stakeholders as appropriate."

# Respondents' Suggestions on Role of Stakeholder Group

- Provide forum for interaction
  - DMO/CVB and ED agencies
  - Local and state-level entities
- Marketing/Branding
  - Collaborate on a single “regional/state” marketing message that includes tourism and business aspects.
- “Engage” versus “Share”
  - Action-oriented
  - Solicit input on programs, and projects that are regional in nature.
- Set-up a structure
  - Build on existing interaction like previous Super Bowl.
  - Structure can be used to engage state, regional, and local entities during special events that have regional impacts.

# Structure of Stakeholder Group.



Engage ED & Tourism Entities  
at the Local, Regional & State-level.



//

They [special tourism-related events and economic development activities] are so incredibly compatible and have never been leveraged collectively to secure opportunity.

//

*Survey Respondent about ED/Tourism Interaction*

**For More Information on Study Contact:**

Lora Mwaniki-Lyman  
lmlyman@azmag.gov  
(602) 452-5003  
www.azmag.gov

