



Town of Wickenburg

Economic Development and Transportation Advisory Committee

FY 2026 AMENDED ANNUAL MARKETING STRATEGY

1. STRATEGIC OBJECTIVES

- Strengthen Wickenburg's Brand Presence
- Increase Overall Visitation to Support the Local Economy
- Boost the Average Length of Stay for Visitors
- Enhance Visitor Engagement through Targeted Outreach

2. TARGET MARKETS

- **Western & Upper Midwestern United States:** Wyoming, Montana, Wisconsin, Idaho
 - Wickenburg's Appeal: Winter travel trends; outdoor interest
- **Neighboring States:** Nevada, California, Colorado, New Mexico, Utah
 - Wickenburg's Appeal: Short getaways; peaceful retreats
- **Arizona:** Phoenix, Glendale, Peoria, Surprise, Avondale, Goodyear, Prescott, Prescott Valley, Scottsdale, Tempe
 - Wickenburg's Appeal: Ideal for day/weekend trips; history and outdoor activities
- **International:** Canada, Mexico, United Kingdom, Germany, France, Australia
 - Wickenburg's Appeal: Authentic Western heritage; scenic desert landscape

3. VISITOR PROFILES

- **Out of the Region**
 - "Active Retiree and Travel Enthusiast"
 - Typically, 50–70 years old, retired or nearing retirement, with middle-to-high incomes and disposable travel budgets.
 - "Snowbirds" from colder Western regions seeking warm-weather escapes centered around outdoor activities, Western history, and cultural experiences.
 - Motivated by a desire to relax and explore, they prefer frequent, short getaways during the winter months.



- **In-Region**
 - “Family Vacationer and Weekend Explorer”
 - Typically, 25–45 years old, made up of working professionals and middle-class families from Arizona’s metro areas and nearby states.
 - Seek quick, convenient weekend escapes focused on outdoor adventures, family activities, and vibrant local events.
 - Motivated by a need to unwind and spend quality time with loved ones, they are drawn to Wickenburg’s natural beauty and Western heritage.
- **International**
 - “The Global Explorer”
 - Typically, 30–65 years old, including professionals, retirees, and seasoned travelers from international markets.
 - Drawn to immersive cultural experiences, Western history, nature, and photography, often planning longer stays as part of a larger Southwest U.S. itinerary.
 - Motivated by a desire for authentic American Western experiences, they seek meaningful connections with local culture, traditions, and storytelling.

4. MESSAGING STRATEGY

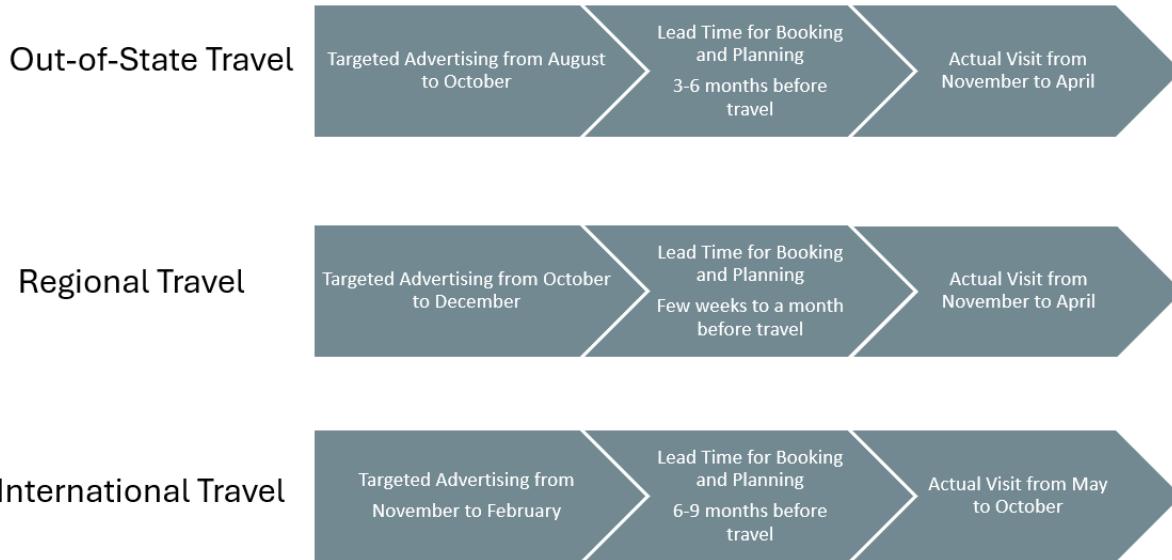
- **Call to Action:**
 - “Discover Wickenburg – where the spirit of the West comes to life”
- **Key Messaging Pillars:**
 - Authentic Western heritage
 - Outdoor recreation and adventure
 - Vibrant arts, events, and cultural experiences
- **Mission Alignment:**
 - Market Wickenburg as a destination for exploration and immersive experiences
 - Highlight Western heritage and unique charm



5. MARKETING CHANNELS

Channel	Strategy Highlights
Digital Media	Targeted Online Advertising and Search Engine Optimization
Traditional Media	Print Publications and Outdoor Advertising
Broadcast & Streaming	Radio, Digital Audio Platforms, and Television
Influencer & Partnerships	Collaborations with Influencers, Tours, and Local Partners

6. OPTIMAL ADVERTISING TIMING



7. PERFORMANCE METRICS

- Ad Performance:** Impressions and Click-Through Rates
- Visitor Engagement:** Tourism Traffic Growth
- Economic Impact:** Local Lodging Tax Revenue



8. ARIZONA REGIONAL MARKET PLAN

- **Timeline:** December 2025 to June 2026
- **Target Markets:** Phoenix metro area and nearby in-state-drive markets
- **Budget:** \$30,000 from Bed Tax Contingency Funds
- **Objective:** Increase day trips and overnight stays, fill hotel inventory, and leverage seasonal events
- **Media Allocation:**
 - Paid Media – \$26,500 (89%): Google Paid Search, Meta (Instagram/Facebook), Retargeting, Display/Geofencing, YouTube/CTV
 - Content & Partnerships – \$3,500 (11%): Influencers, Local Bloggers, Paid Promotion of Strategic Content & Itineraries
