

Hi all,

I just wanted to send a wrap up email with some info on what's coming up as well as some news:

-) This weekend, Super 8 corporate is sending a TV crew on motorcycles to film Route 66. The Williams Super 8 will be filmed, the crew will stay with them, and then the Mayor will meet up with them Saturday afternoon to get some footage of Route 66.
-) Sunday, Rudolf Feiner, on assignment from Germany to cover unique golf courses in Arizona, will meet up with Scott to play a few holes and photograph the course. He'll then spend the night and ride the train on Monday.
-) Next Wednesday, we'll welcome a media tour with AOT of 8 journalists I met with in China when I was there last. They'll ride the train, and spend the night. Many of them are social influencers who will be WeChatting, and posting to their Chinese social channels, no doubt reaching millions.
-) On May 16, I've been invited to participate in a UK travel trade mission with Experience Scottsdale. They've invited limited partners around the state to one on one meetings with travel trade operators they are bringing to Arizona. I'll be pitching Williams on its own to get the most mileage from the attendance.
-) The ArtWalk brochure has arrived and it was redesigned by my designer, 5,000 copies printed, and we will begin promoting it heavily.
-) On June 13 and 14, we'll have Arizona Midday back in Williams to film new locations for a July 1 airing: Grand Canyon Brewery & Distillery, Bayou by You, Trapper's Rendezvous, The Gallery in Williams (ArtWalk discussion as well), Bearizona, Cowen's amazing Route 66 museum, and the Mayor for his one of a kind welcome to Williams.
-) Switching gears to a bit of a reality check- we need to be aware of trends toward a travel recession. This article was shared today by the Arizona Office of Tourism, I encourage you to check it out: <https://www.phocuswire.com/Travel-recession-opinion-MMGY-Clayton-Reid-part-2>. Some of these key ideas moving forward to protect a destination are things we'll be doing in the new fiscal year: investing in our brand voice with more storytelling, visual appeal, and content. We also want that content to be flexible and not found only on the website. By investing in more storytelling through video, TV, and a variety of online content we can do this. As the article closes with, growth doesn't last forever and we shouldn't necessarily be afraid, but have a little anxiety. I think that anxiety can move us towards being more aggressive, continuing to maximize our investment, and targeting our visitors even more directly.

That's it for now. Please feel free to reach out if you have any questions or need more information.

Thank you,
Heather Hermen
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