

Fall 2017 Partnership with Apache Junction

ASU Project Cities

AJ Tourism Plan

TDM 372 - Tourism Planning

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Project Cities



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Presentation Outline

- Goals/Objectives
- Findings
- Suggestions
- Implementation
- Additional
Considerations

Goals & Objectives

Goal: Identify issues that are key to increasing Apache Junction's visibility as a tourism destination

Objective: Create a tourism plan to help identify next steps to strengthening Apache Junction's tourism brand

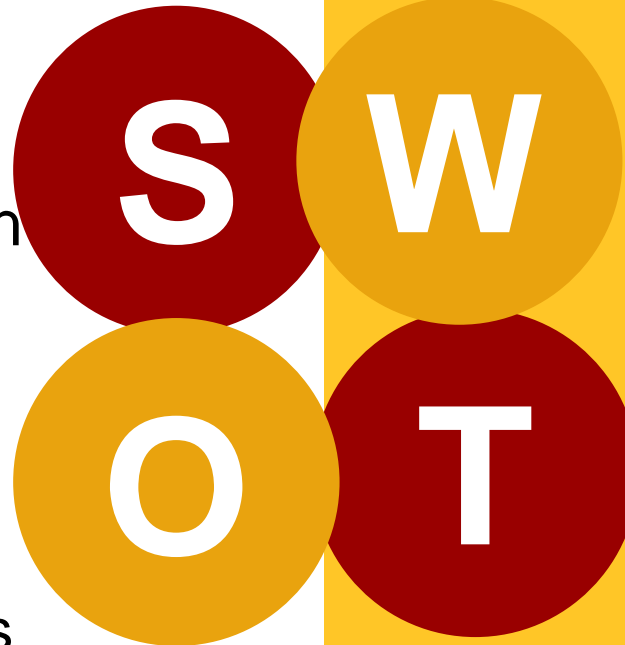
Findings

Strengths:

- Close proximity to natural resources and strong western feel

Opportunities:

- Growing niche tourism markets & opportunity to brand and market through social media



Weaknesses:

- Lack of strong brand & limited built attractions and entertainment

Threats:

- Internal attitude discrepancy towards tourism in Apache Junction

Suggestions

Maintain and Increase Outdoor and Western Brand

Make use of the resources already present in/near Apache Junction

Market accessibility of natural resource attractions

Expand marketing toward adventure tourists

Why adventure tourists?

Adventure travel market growing in both number of travelers and average spending

Adventure travelers...

Are young – average age 36

Plan their travels online and recommend trips via social media

Read traditional travel publications like National Geographic Traveler, but also popular media publications like Cosmopolitan, Vogue, and Men's Health

Implementation

Multi-platform marketing to **reach target market**, that includes:

Social media sites such as Facebook, Twitter, Instagram and travel blogs

Including frequent posting and interaction

Integrate social media into the Apache Junction website

Potential to market via lifestyle magazines/websites

Continue to work with #VisitAZ and #VisitPHX on co-branding

**Long Term Items
to Consider
for
Accommodating
Future Tourism
Growth**

Lodging

Develop branded hotels

Many online hotel reviews project Apache Junction in a negative light

Develop long term stay options

Food and Beverage

Continue to develop a downtown area

Work to add a variety of restaurants

These will help increase marketability to new demographics

**Long Term Items
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Future Tourism
Growth**

Build Community

Establish places for new tourism employees to live

Create family-friendly communities

Create events to bring together full time and winter residents

This will help attract new employees for a growing tourism industry

Thank you!

Questions? Contact Dr. Jordan -
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ASU Sustainable Cities
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Project Cities

