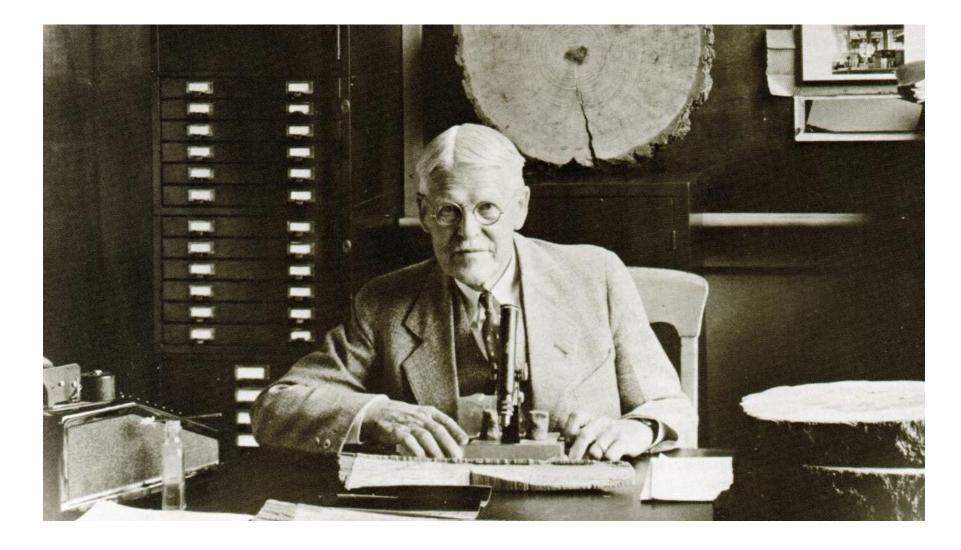




The UA played a pivotal role in the Space Race to land a man on the moon.







The science of tree rings was invented at the University of Arizona













#### **UA ATTRACTIONS**



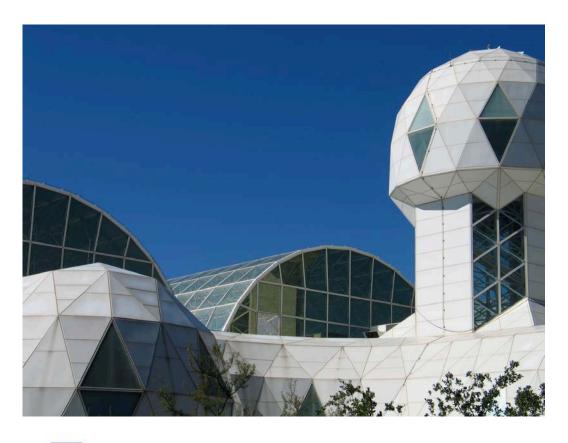
- 25 Attractions both on campus and off campus
- John Denker first brought the group together in February 2016
- Coordinate marketing, produced brochure with map for "general public" campus visitors





#### **UA ATTRACTIONS**

#### **College of Science Outreach Sites**



- Flandrau Science Center & Planetarium
- Biosphere 2
- Richard F. Caris Mirror Lab
- Tree Ring Lab
- Tumamoc Hill
- Mt. Lemmon SkyCenter









#### **TOURISM IN SOUTHERN ARIZONA**

- \$2.3 Billion Annual Direct Travel Spending in Pima County (2017)
- 25,500 travel related jobs in Pima County
- UA Annual Budget 2016-17: \$1.3 Billion
- UA Jobs: ~11,000
- State of Arizona, Pima County, City of Tucson work together. Now UA works with our regional partners.





#### **TOURISM IN SOUTHERN ARIZONA**

- Visit Tucson
- Southern Arizona Attractions Alliance (SAAA)
- Pima County Office of Attractions & Tourism





### TOURISM IN SOUTHERN ARIZONA Visit Tucson



- Promotes regional tourism works with resorts, attractions, shows, facilities, restaurants, etc.
- Funded by Pima County and the City of Tucson
- Strong and growing partnership with UA
- John Denker on the Board for Visit Tucson

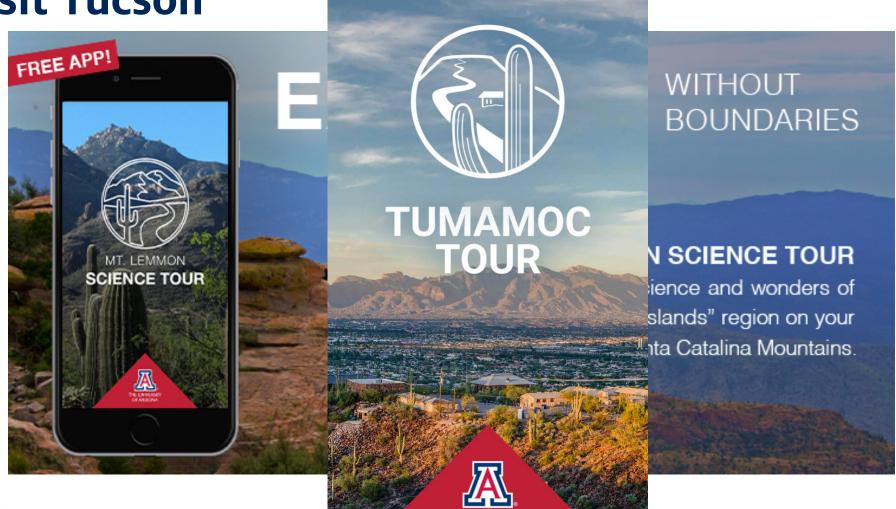




#### **TOURISM IN SOUTHERN ARIZONA**

**Visit Tucson** 

THE UNIVERSITY OF ARIZONA





### **TOURISM IN SOUTHERN ARIZONA**Visit Tucson

- Visit Tucson budget last year: \$8.1 million
- Return On Investment: \$25 for every \$1 invested in Visit Tucson to promote regional tourism

### **Conclusion: Marketing Works!**





### TOURISM IN SOUTHERN ARIZONA Southern Arizona Attractions Alliance (SAAA)

- 86 different Attractions in Southern Arizona, from Tucson to Tombstone to Bisbee
- UA Attractions joined SAAA in 2017
- Strong and growing partnership with UA
- Wendi Rountree and Shipherd Reed on the Board of SAAA.
- Produce "Tucson Attractions" Passport every year to promote regional attractions
- Rolling out digital promotion platform to reach visitors on their phones: ExploreTucsonAttractions.com





### WHAT DOES UA OFFER OUR PARTNERS? A unique experience – captivating stories







### WHAT DOES UA OFFER OUR PARTNERS? A unique experience – captivating stories

- Professionals know: tourists are looking for something they can't find anywhere else
- UA delivers "unique" in spades, especially for science tourism
- Each outreach site is an opportunity to tell our fascinating science stories





### WHAT DOES UA OFFER OUR PARTNERS? A unique experience – captivating stories

- Nobody else has a Biosphere 2
- Nobody else has a Mirror Lab
- Nobody else has the original Tree Ring Lab
- Nobody else has Tumamoc Hill
- Nobody else has a SkyCenter
- Nobody else leads NASA missions
- Few have their own Science Center & Planetarium









Explore Arizona Expo and Storytelling Event

Mesa Convention Center May 12, 2018

Organized by KJZZ, Phoenix Public Radio





# Recap: Stories + Attractions + Partnerships= Building the UA Brand

- UA offers one-of-a-kind experiences
- Visit Tucson and SAAA want visitors to have those experiences, and to tell their friends and family
- Visitors become our "brand ambassadors"
- When people in Arizona and the USA and the world know what we do here, we'll attract the best students





#### The Power of Partnering

- Partners help us tell our stories.
- Many kinds of external partners, they all amplify our voice.
- Who can you partner with?





## Thank you for your time and attention Any Questions?

Special Thanks To:

UA College of Science
Joaquin Ruiz, Vice President for Innovation, Dean
Elliott Cheu, Associate Dean
Kellee Campbell, Executive Director, Flandrau Science Center &
Planetarium

Marketing & Brand Management
John Denker, Senior Director of Marketing
Misha Harrison, Creative Director
Adrienne Barela, Copywriter/Content Manager





### THANK YOU TO OUR SPONSORS



