Fall 2017 Partnership with Apache Junction

ASU Project Cities
AJ Tourism Plan
TDM 372 - Tourism Planning
Siena Muller, Rocío Sanchez, Diana Hernandez – Students of Dr. Evan Jordan
### Full list of contributors to tourism plan

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Presentation Outline

- Goals/Objectives
- Findings
- Suggestions
- Implementation
- Additional Considerations
**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 to Consider for Accommodating 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 - evan.jordan@asu.edu