

How Arizona Tourism Reached Spring Training Visitors Beyond the Ballpark

Client: Arizona Office of Tourism (AOT)

EXECUTIVE SUMMARY

During Arizona's Spring Training season, the Arizona Office of Tourism needed to reach visitors beyond the ballpark and influence travel decisions throughout their stay. APM developed a custom hospitality network spanning hotels and motels across the Phoenix metro area, placing messaging directly in front of travelers during high-dwell planning moments. The campaign generated more than 1.56 million impressions while extending engagement beyond game day.

CHALLENGE

- Increase awareness of Spring Training games
 - Reach visitors while they are actively planning activities
 - Promote tourism experiences beyond the ballpark
 - Extend visitor engagement throughout their stay
 - Deliver messaging in high-traffic environments with strong dwell time
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AUDIENCE

- Leisure travelers attending Spring Training
- Families planning local activities
- Visitors making daily tourism decisions during their stay

STRATEGY

- Reach visitors during high-dwell planning moments
 - influence decisions after arrival, not just before travel
 - Extend engagement beyond the ballpark experience
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WHY IT WORKS

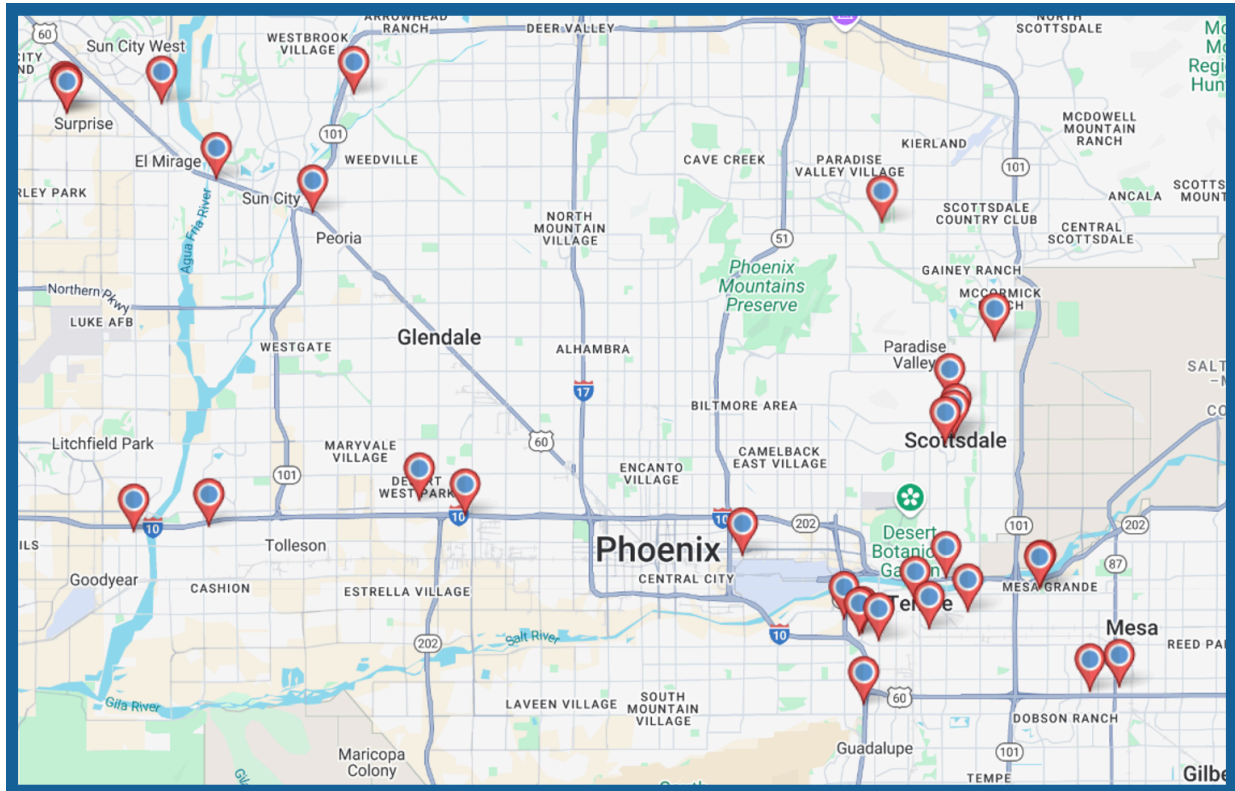
- Audience-first network design
- Reached travelers during decision-making moments
- Customized venue selection based on visitor behavior
- Extended campaign impact beyond Spring Training venues

CAMPAIGN RESULTS

- 31 Hotel & Motel Locations
- 6 Week Flight
- 1.56 Million Total Impressions
- 520,800 Added Value Impressions
- \$11,625 Added Value

AUDIENCE REACHED

- Spring Training Visitors
- Leisure Travelers
- Families
- Tourism Seekers



SOLUTION

The Arizona Office of Tourism Spring Training campaign successfully connected with travelers during one of the state's busiest tourism seasons, generating significant visibility and engagement among visitors throughout the Phoenix Metro area. Creative messaging encouraged visitors to enjoy both Spring Training games and Arizona's broader tourism offerings.

Through a six-week alternative campaign, the **Self-Standing Banners in 31 Hotels and Motels**, generated more than 1.56 million impressions, helping visitors discover Spring Training events while encouraging exploration of Arizona's many local attractions.

This campaign provided the client with additional value in impression exposure and campaign investment at **520,800 added value impressions** and **\$11,625 in added value cost**.

REACTIONS

“We are so excited it's time for Spring baseball! Can't wait to attend a few games!”

“We're happy to promote the baseball games, it is one of the best times of year in Arizona!”



KEY TAKEAWAY

Traditional sports sponsorships reach fans during the game. APM's hospitality network reached visitors before and after the event, influencing decisions throughout their stay. By focusing on audience behavior rather than venue type, Arizona Tourism extended campaign impact beyond the ballpark and into the broader travel experience

CONCLUSION

The Arizona Office of Tourism's Spring Training campaign successfully leveraged All Points Media's hospitality network to connect with visitors during one of Arizona's most important tourism seasons. Through strategic hotel and motel placements, compelling creatives, and targeted geographic coverage, the campaign generated high volume impressions and boosted Arizona's tourism economy.