

# TESTIMONIAL Flagstaff Visitors Bureau



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*Flagstaff Visitors Bureau used light rail center sections along with Instagram and a hashtag to drive awareness of having fun in Flagstaff. Consumers were asked to take photos in front of Light Rail commuter train center section advertisements and upload them to their Instagram website with the hashtag #visitflagstaff. Participants could win trips, hotels stays, and apparel from local Flagstaff stores.*

*The Visitor’s Bureau used multiple designs that illustrated points of interest and events. They had 10-15 unique visitors come to their social media site and dedicated URL each day. During the 3 month campaign, the client received over 1000 new visitors tracked via I.P. address.*

## **Audience**

Adults 18+

## **Media Mix**

Light Rail  
Center Sections  
Social Media

## **Market**

Phoenix

## **Objective**

Flagstaff wanted to remind adults in Phoenix that they were a great choice for in-state travel and vacation options.

## **Rationale**

Flagstaff used Instagram to hold a contest where people were asked to post pictures of themselves in front of their advertisement on Phoenix Light Rail center sections.