

PROJECT SNOWBIRD

Chairperson: Will Klein

Project Snowbird: Goals for Strengthening Arizona's Canadian Tourism and Economic Relationships

Goal 1: Quantify and Track the Economic Impact of Canadian Snowbird Tourism

- **Objective:** Develop a comprehensive method for tracking and quantifying the full economic impact of Canadian Snowbird tourism on Arizona's economy.
- **Action:** Collaborate with state agencies, tourism boards, and research institutions to gather and analyze data on Canadian Snowbird spending, investments, and contributions to local economies.
- **Target Audience:** Arizona tourism and economic development agencies, local businesses, research institutions, and the Canadian tourism sector.

Goal 2: Increase Awareness of Arizona as a Premier Snowbird Destination

- **Objective:** Promote Arizona as the top destination for Canadian Snowbirds, showcasing not only the traditional sun and golf but also the state's wide variety of activities and attractions.
- **Action:** Develop targeted marketing campaigns highlighting Arizona's diverse offerings such as outdoor activities (hiking, skiing, biking), world-class dining, entertainment, shopping, and cultural experiences.
- **Target Audience:** Canadian Snowbirds, Canadian tourism agencies, travel agents, and Arizona-based tourism organizations.

Goal 3: Strengthen Arizona's Marketing Efforts to Compete with Other Sunbelt States

- **Objective:** Ensure Arizona maintains and grows its share of the Canadian Snowbird market, positioning itself against competitors like Florida, California, and Texas.
- **Action:** Implement a strategic marketing campaign with specific budget allocations aimed at attracting Canadian tourists and Snowbirds, focusing on the unique lifestyle, attractions, and benefits of Arizona.

- **Target Audience:** Canadian Snowbirds, tourism marketing experts, Arizona-based travel and tourism agencies.

Goal 4: Advocate for Recognition of Snowbirds as Key Tourists in Arizona's Economic Strategy

- **Objective:** Ensure that Canadian Snowbirds are recognized as a vital segment of Arizona's tourism economy, not just seasonal visitors but as long-term contributors to the state's financial well-being.
- **Action:** Work with state and local government entities to adjust tourism classifications, ensuring Snowbirds are properly recognized and included in economic reports, tourism statistics, and funding strategies.
- **Target Audience:** Arizona government agencies, local chambers of commerce, and economic development boards.

Goal 5: Promote Snowbird Contributions Beyond Tourism (Real Estate, Investment, Local Services)

- **Objective:** Highlight the broader economic impact of Canadian Snowbirds who invest in real estate, contribute to the local job market, and support various service sectors.
- **Action:** Showcase the financial contributions Snowbirds make to Arizona through their second homes, purchases of goods and services (e.g., interior design, property management), and taxes.
- **Target Audience:** Real estate agents, property management companies, local service providers, and Arizona government officials.

Goal 6: Foster Stronger Partnerships with Canadian Travel and Tourism Organizations

- **Objective:** Build stronger relationships with Canadian tourism organizations, travel agents, and travel influencers to promote Arizona as a key Snowbird destination.
- **Action:** Develop partnerships with Canadian tourism boards and travel agencies to collaborate on joint marketing campaigns, media outreach, and Snowbird-specific travel packages.
- **Target Audience:** Canadian tourism organizations, travel agencies, and Arizona tourism agencies.

Goal 7: Develop Specialized Services and Packages for Canadian Snowbirds

- **Objective:** Ensure that Arizona's tourism and service industries provide specialized services that cater to the needs of Canadian Snowbirds, enhancing their overall experience.
- **Action:** Work with Arizona's hospitality industry to develop Snowbird-specific packages, including extended-stay accommodations, transportation, healthcare, and recreational activities.
- **Target Audience:** Arizona-based tourism businesses, local service providers, Canadian travel agencies, and Snowbirds.

Goal 8: Promote the Arizona-Sonora Connection for Snowbirds

- **Objective:** Leverage Arizona's proximity to Sonora, Mexico, to enhance the experience of Canadian Snowbirds who may wish to explore cross-border travel for leisure and leisure-based activities.
- **Action:** Highlight the benefits of Arizona-Sonora travel, including easy access to Sonora's beaches, resorts, and cultural experiences, along with special promotions for Snowbirds who travel to both regions.
- **Target Audience:** Canadian Snowbirds, Arizona and Sonora-based tourism agencies, travel agents, and local businesses.

Goal 9: Strengthen the Relationship Between Arizona and Canadian Snowbird Communities

- **Objective:** Foster a stronger sense of community among Canadian Snowbirds in Arizona to enhance their overall experience and encourage repeat visits.
- **Action:** Organize events, networking opportunities, and Snowbird-centric activities that connect Canadian residents and visitors in Arizona, such as Canadian-themed festivals, meet-ups, and local community service projects.
- **Target Audience:** Canadian Snowbirds, Arizona tourism agencies, and community organizations.

Goal 10: Develop Long-Term Strategies for Snowbird Retention and Growth

- **Objective:** Create long-term strategies that ensure continued growth of the Snowbird market, especially as Canada's aging population may see increased migration to warmer climates.
- **Action:** Partner with Canadian demographic researchers, retirement planning experts, and tourism agencies to analyze trends and develop a strategy for attracting and retaining Snowbird visitors and residents.
- **Target Audience:** Canadian Snowbirds, Arizona-based businesses, real estate agents, and tourism development agencies.

Conclusion

Project Snowbird aims to continue nurturing the long-standing and significant economic relationship between Arizona and Canada, with an emphasis on the growing role of Canadian Snowbirds. By quantifying their economic contributions, promoting Arizona's diverse offerings, and fostering specialized services and packages, the initiative seeks to ensure Arizona maintains its competitive edge in attracting and retaining this vital tourism market.

Through targeted marketing, strategic partnerships, and community-building efforts, **Project Snowbird** will help position Arizona as the premier Snowbird destination, maximizing the economic benefits of Canadian tourism and enhancing the state's cultural and economic ties with Canada.

PROJECT SNOWBIRD

The CABC's Project Snowbird is one of the most important initiatives, as Canadian tourism is historically the catalyst for the strong Arizona-Canada relationship that exists today.

Canadians have been coming to the state to escape harsh winters since Arizona's territorial days. While visiting, Snowbirds saw the opportunities for ranching and mining and settled down creating settlements that later became towns and or cities, like Douglas and Chandler. Canadian Snowbird foreign direct investment dates back and today remains a major contributor to Arizona's economic base.

The real amount of the Canadian economic contribution into Arizona, is difficult, but not impossible to track. Project Snowbird hopes to encourage tracking, quantifying and recognizing the dollar amount of how much the state's economy grows when Snowbirds are visiting. These gathered statistics will assist in deducing patterns and trends of the visiting Snowbird, further assisting private, public and educational entities in their marketing strategies. Proactive efforts in research and marketing will help to further our tourism and business relationships with our neighbor to the North.

With competing international countries and sunbelt states like Florida, California, Nevada and Texas, Arizona is positioned to take advantage and grow this Canadian tourism market or lose market share to these states and countries. These states have long-term strategies and big budgets allocated to large marketing campaigns that showcase their tourism packages to Canadian Snowbirds, and that also offer many other tourism incentives other than the usual sun and golf. Throughout the state of Arizona there is fine dining, world-class concerts/shows, shopping and outdoor activities. Canadian Snowbirds staying in Arizona, often go to Sonora, Mexico to enjoy its sandy beaches. Likewise they come to Arizona and enjoy the Tribal Nation's casinos luxurious resorts. The Grand Canyon isn't the only draw to Arizona and Canadians love to come and enjoy the hundreds of nature trails for hiking, biking, lakes for boating, paddle boarding, and snow skiing and winter sports in nearby Flagstaff.

There are nearly 1,000,000 Canadian short-term tourists visiting the state each year. Over 100,000 Snowbird residences are owned or rented, and should be counted as Canadian Snowbird tourists. The residential tourists have a much broader economic impact with a usual extended stay. Snowbirds with second homes in Arizona, bring in an even larger amount of investment into the state. With these homes, larger purchases are made with services like interior design, landscaping, property management, and cleaning, as well as furniture, water, electric, automobiles, taxes and more. Extended stay visitors, whether it's for six months or less, utilize local medical care, food, entertainment, dining/shopping, and other services. Their contributions to the economic base while visiting, are much greater for a longer period of time. Snowbirds should be considered as tourists not visitors, and counted as such.