

Where do visitor dollars

Proposed 1% Transient Occupancy Tax Increase (aka Bed Tax) will generate approximately \$220,000.

These dollars will be utilized by the Lake Havasu City Convention & Visitors Bureau, with the guidance of the Hospitality Association, on the following:

- **\$150,000**—television advertising in So. California, Arizona and Nevada
- **\$50,000**—Internet advertising for visitors in So. California, Arizona, Nevada, Utah, Oregon and Colorado
- **\$20,000**—additional sales calls to travel agents, tour groups, meeting and event planners in So. California, Arizona and Nevada



**VOTE YES ON
TOURISM**

The economic impact of tourism in Lake Havasu City helps our local community enjoy a unique quality of life unparalleled in other areas.

WHY VOTE YES ON A HOTEL BED TAX INCREASE?

**IT IS ONLY PAID BY VISITORS
TO BENEFIT OUR
COMMUNITY & LOCAL ECONOMY**

AND

**THE LAKE HAVASU CITY ECONOMY
DEPENDS ON VISITOR SPENDING**

- Fewer visitors dramatically impact our economy
- They are looking for less expensive vacations with more options
- Hotels & restaurants must offer lower rates and prices in order to compete
- Lower rates & prices mean less visitor taxes collected
- Lower visitor taxes collected means less money to advertise Lake Havasu City as a destination point
- Competition for visitor dollars is stronger than ever because of all of these factors
- By benefiting our community we create a better place for our visitors to come to—it is a win-win for everyone

The lodging industry understands the importance of taxing an additional 1% (paid by visitors) in order to ensure effective advertising campaigns to continue to attract visitors to Lake Havasu City.

**THIS IS NOT A TAX ON
LOCAL RESIDENTS**

**WHAT DID THE CVB DO FOR THE LAKE
HAVASU CITY COMMUNITY IN 2008-2009?**

- Developed a new dynamic website - increased visitor traffic to the new site by approximately 41%, increased page views by 66%
- Produced electronic and print editorial stories about Lake Havasu City generating \$4.7 million worth of advertising dollars
- Placed \$125,707 in print advertising generating over 10 million impressions
- CVB staff participated in trade shows and sales missions generating more interest in Lake Havasu City
- The CVB has over 5,000 fans on Facebook, almost 500 followers on Twitter and hundreds of Lake Havasu photos on Flickr
- Partnered with the State Film Office to bring Piranha 3D to Lake Havasu City for 4 months of filming—the production company spent in excess of \$18 million locally & created hundreds of short-term jobs for residents
- Sponsored 21 events with over 7,000 participants in addition to more than 123,000 spectators
- Sent 28,298 emails to our opt-in email list resulting in 37% of the recipients reading the information
- Generated 14 meeting planner leads representing approximately 1,500 room nights and potential lodging revenue of \$211,559
- Painted the inside & outside of the Visitor Information Center creating a welcoming first impression for our visitors

- Provided information to over 70,000 visitors coming through our Visitor Information Center
- Responded to almost 10,000 email & phone requests for additional information from potential visitors
- Implemented performance indicators and performance measurements for CVB marketing programs

**This was done with a
20% reduction in funds &
staff**

**Funds for 2009-2010 are
projected to be even less because
of the market conditions outlined
previously.**

**An increase of 1% in Transient
Occupancy Tax (PAID ONLY BY
VISITORS) will generate enough
revenue (approximately
\$220,000) for the CVB to have an
aggressive advertising campaign
online, on television, in print and
in person. This additional revenue
will only be used for promoting
Lake Havasu City as a prime
destination point for visitors.**