

Vision

The Agritainment Capital of the World, Queen Creek, Arizona offers a unique blend of agricultural heritage and entertainment experiences that appeal to all generations.

Mission

Promote the destination of Queen Creek for the benefit of residents and local businesses through marketing, partnership and community collaboration.

Position

Proudly committed to its roots, Queen Creek is a growing community where visitors can:

- Connect with the Town's agricultural history through family-friendly entertainment at one-of-a-kind agritainment destinations,
- Travel through a uniquely and beautifully planned community designed to preserve its neighborly and small-town feel,
- Be welcomed into the Town's equestrian culture, atmosphere and events; where visitors can feel like they are a part of the Town's equestrian identity even if they don't ride, and
- Escape the city, reconnect with rural life, and make incredible memories.

Goal 1:

Establish the Queen Creek Tourism Program

Objectives

- Increase annual tourism-related sales taxes by 3% YOY
- Increase economic impact by 3% by Year 2

Initiatives

- Define Tourism Team roles, responsibilities and resources to include the working relationship with Explore Queen Creek
- Establish performance metrics
- Align and optimize partner relationships

Goal 2:

Craft Queen Creek's Destination Identity

Objectives

- Post 4 new pieces of unique-to-QC web content
- Increase social media audience by 20% by Year 2

Initiatives

- Own Queen Creek's identity as the "Agritainment Capitol of the World"
- Define the tone and voice for Queen Creek tourism marketing efforts
- Understand and differentiate Queen Creek from our Phoenix metro-area neighbors

Goal 3:

Encourage & Promote Festivals & Events

Objectives

- Add 2 new private or third party produced events in key categories by Year 2
- Increase the number of event days each year by 10%

Initiatives

- Evaluate current events and festivals for gaps and opportunities
- Create resources to encourage events and festivals
- Identify principles/guidelines for the promotion of events and festivals

Goal 4:

Establish a Collaborative Destination Marketing Strategy

Objectives

- Increase overnight visitors by 15% YOY
- Increase web traffic by 15% YOY

Initiatives

- Determine key marketing messages through collaborative quarterly destination meetings.
- Work with a marketing strategy consultant to develop a two-year marketing plan