

December 2011 – February 2012

MARKETING UPDATE



Online Marketing

- Monitor pages for Horseshoe Park on tourism sites including:

- Yelp

- TripAdvisor

- Promote the Town on sites including:

- Town Facebook (1,600+ followers)

- HPEC Facebook (1,399 followers)

- Twitter (520 followers)

- Town's website

- (78,802 visits from Nov-Jan)



Partnership Marketing


- Signage for partner events including:
 - Heritage Festival @ Schnepf Farms
 - Harvest of the Oil @ Olive Mill
- Postings on Facebook & Twitter for all submitted partner events
- Town calendar lists for all submitted partner events
- HPEC banners displayed @ partner locations
- Trunk or Treat flier displayed @ partner locations



Feature Articles

Agritourism focused articles in:

- *SW U.S./Hawaii Travel* blog
- *Phoenix, Food & Finance* blog
- *BootsnAll One-Stop Indie Travel Guide*



Paid Advertising for the Town

Advertising that extended the Town's brand as a destination included:

- Mesa Visitors Guide*
- Phoenix Valley Guide & Map*
- Gateway to the East Valley*
- Valley Guide Magazine*
- Arizona Drive Guide*
- Sunset Magazine*
- AAA Magazine, Arizona as featured destination*

TOWN OF QUEEN CREEK ARIZONA



Find yourself surrounded by beautiful mountain views and small-town friendliness as you enjoy shopping, dining and unique entertainment opportunities in Queen Creek, including extraordinary experiences offered at Horseshoe Park & Equestrian Centre, Schnepf Farms, Queen Creek Performing Arts Center, Queen Creek Olive Mill and Barney Family Sports Complex.



CONVENIENCE OF THE CITY, COMFORT OF THE COUNTRY

www.queencreek.org

TOWN OF QUEEN CREEK ARIZONA



Horseshoe Park & Equestrian Centre
Schnepf Farms • Queen Creek Olive Mill
Queen Creek Performing Arts Center
Barney Family Sports Complex

**COMFORT OF THE COUNTRY,
CONVENIENCE OF THE CITY**

www.queencreek.org



Tourism Fulfillment

- Readers may request additional information about the Town
 - 365 requests from *Sunset Magazine* readers
 - 75 requests from Mesa CVB
- Fulfilling requests with:
 - Letter of thanks/welcome from the Mayor
 - HPEC calendar of events
 - Tourism brochure (*next*)

TOWN OF QUEEN CREEK ARIZONA



Rich natural recreation.
Farm-to-table experiences.
Equestrian excitement.
Queen Creek provides memories
for visitors of all ages.



For information, community news and events
visit QueenCreek.org or call 480-358-3000.

CONVENIENCE OF THE CITY, COMFORT OF THE COUNTRY

ATTRACTIONS

BARNEY FAMILY SPORTS COMPLEX

22050 E. Queen Creek Rd, 480-677-2372, barneyindoorsports.com

This exciting indoor sports complex hosts soccer, volleyball, flag football and roller hockey competitions, and offers day camps, classes and sports leagues for a variety of ages.

HORSESHOE PARK & EQUESTRIAN CENTRE

20464 E. Riggs Rd, 480-358-3710, queencreek.org/hpec

Hosts events of both the English and Western equestrian persuasion, as well as festivals, carnivals and more. Offering activities year-round, most events are free for spectators.

QUEEN CREEK OLIVE MILL

25062 S. Meridian Rd, 480-888-9290, queencreekolivemill.com

A family owned, working farm growing and pressing olives for the production of high-quality extra virgin olive oil. Offers an Olive Oil 101 tour and a gourmet marketplace featuring their oils, wines, bath and body products, olive wood kitchenware and more. Their bistro offers a farm-to-table experience with the option to dine in the olive grove.

QUEEN CREEK PERFORMING ARTS CENTER

22149 E. Ocotillo Rd, 480-987-SHOW (7469), qcpac.com

Broadway-quality theater, spectacular plays and entertaining musical acts. Packed with shows from national tours, such as CATS and SPAMALOT, to country music, including Lady Antebellum and Little Big Town.

SCHNEPF FARMS

24618 S. Rittenhouse Rd, 480-987-3100, schneppfarms.com

Family owned and operated since 1941, this is the largest agri-tourist destination in the state. Come pick your own organic peaches and vegetables, take a tour of their 300-acre farm, pick up homemade cinnamon rolls and fresh pies in their Country Store & Bakery, visit the farm animals, take a train ride or enjoy one of their many farm festivals and dining experiences.

SHOPPING AND DINING

From small, family owned boutiques to large-scale superstores, Queen Creek has a number of shopping centers, including our historic Town Center area. For local businesses and community information, contact the Queen Creek Chamber of Commerce at 480-888-1709 or info@queencreekchamber.com.

NATURE

Queen Creek is known for its beautiful, well-manicured parks, including Desert Mountain Park and Founders' Park. Miles of trails in the area provide safe travel by foot or horseback through the Queen Creek and Sonoqui washes and San Tan Mountains. Maps of trails and parks are available at queencreek.org.

www.QueenCreek.org



Paid Advertising for Horseshoe Park

Advertising that promoted the park as a destination/place to hold an event included:

- *Pacific Coast Journal*
- *Quarter Horse News*
- *Cutting Horse Chatter*
- *Sports Destination Management*



HORSESHOE PARK & EQUESTRIAN CENTRE

National Reined Cow Horse Association

Arizona Cutting Horse Association

Arizona Reined Cow Horse Association

Arizona Reining Horse Association

Hershberger Performance Horse Sale

Joan Usher Barrel Racing

Dynamite Arena World Series Team Roping

Coleman Equestrian Productions Hunter/Jumper



NOT YOUR AVERAGE HORSEPLAY

Each of these prestigious organizations have decided to call Horseshoe Park & Equestrian Centre home for their events. One of the best new professional-level facilities in the western United States, see what Horseshoe Park and our outstanding staff can do for your event!

Horseshoe Park & Equestrian Centre
480-358-3710 · www.queencreek.org/hpec
www.facebook.com/horseshoepark

QUEEN CREEK, ARIZONA

Questions?

