

# SUCCESS STORY



## ROGERS, ARKANSAS

2017 was a year of massive change in destination marketing for Visit Rogers and its partners. Home to Northwest Arkansas' largest hotel and convention center, the DMO's efforts had a singular focus: fill that hotel and center, create compression in local and area hotels, and call it a day. Funded by a 2% lodging tax, the bureau's marketing focused on heads in beds and featured highly informational content.

City, Chamber of Commerce and DMO leadership recognized and acted upon the need for a more comprehensive destination marketing strategy highlighting quality of place assets and creating awareness of Rogers as a destination for corporate, retiree, relocation, meetings and leisure visitors. A responsive website launched in September 2017 features inspirational content based upon stories and articles highlighting locals and their businesses, with activity-based sections leading to information and web links to local businesses. The visually impactful site encourages all visitors to travel to and extend their stay in Rogers.

An increase in the lodging tax from 2% to 3% was approved allowing Visit Rogers to expand targeted sales and marketing efforts. Visitor research from Longwoods International provided leaders with valuable economic impact and visitor profile data to inform future marketing and tourism development decisions. Finally, in 2018, Visit Rogers was the only Arkansas DMO to partner with the Google DMO Content program, improving Rogers content in the expanding and influential Google Visitor ecosystem. These actions have resulted in higher awareness of Rogers as a destination for all types of visitors, increased sales efforts, enhanced customer understanding, and elevated destination marketing leadership for the city and Visit Rogers.



## IMPACT STATEMENT

The City of Rogers has invested millions of dollars in projects that redefine Rogers as a world class destination for business, tourists, retirees and relocators. Along with improved streets, fire and police facilities, public and private dollars created and enhanced the Rogers Aquatic Center, Regional Sports Park, Veterans Sports Park, city hard surface and mountain bike trails, The Railyard Bike Park, and Lake Atalanta.

Rogers is part of a thriving Northwest Arkansas region providing an exceptional quality of life for residents. The major municipalities of Fayetteville, Springdale, Rogers and Bentonville anchor a growing MSA of over 527,000 people with a median age of 33.8. Lauded by Forbes, U.S. News & World Reports, USA Today and many other sources for its successes, and home to the University of Arkansas, Tyson Foods, JB Hunt Trucking and Hunt Ventures, and Walmart, Northwest Arkansas welcomes 34 new residents every day to enjoy its trails, culture, outdoors, entertainment, craft beer and food, all at a cost of living 18% lower than the national average and a 2.8% unemployment rate.

