

Tourism Update



**FOUNTAIN
HILLS**



Tourism Highlights

- Hotel Occupancy: 66%
- 52,000 new website visitors
- 1.1 million Facebook views (+612%)
- 14 million Wildjoy campaign impressions
- 10 professional tourism videos produced
- 116,584 Fountain Live Feed/Earth Cam views

Tourism marketing efforts increased Fountain Hills visibility, supported local businesses, and helped drive overnight visitation.



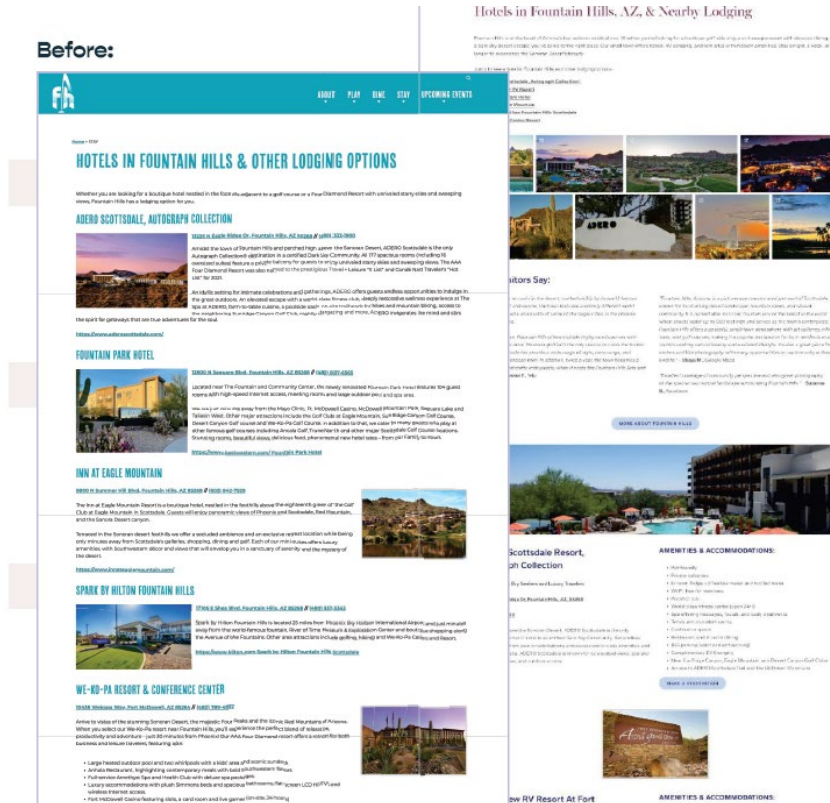
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Experience Fountain Hills Website Viewership



Top 5 AZ	Top 5 National
Phoenix	Los Angeles
Scottsdale	Las Vegas
Fountain Hills	Denver
Mesa	New York
Chandler	Chicago

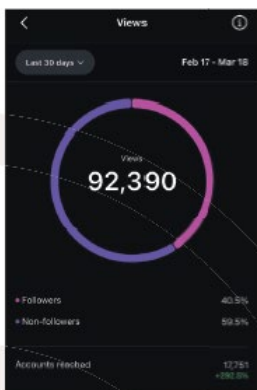
Hotels and Resorts



- Improved web page
- December 1 – May 15, 2026 vs Last Year
 - 96,309 visits to hotel pages (+81%), indicating increased interest in overnight stays and lodging.



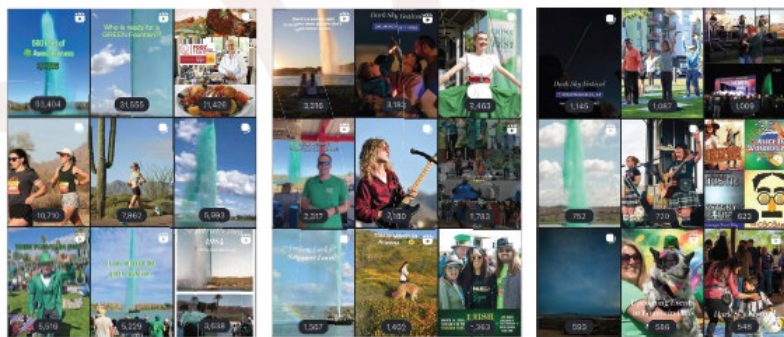
Instagram: Record Breaking 30-Days



92k Instagram post, Reel, & page views
vs. the typical 32k-42k monthly views in 2025



Growing audience between the ages of 25-34
with actions that lead to in-person visits



What's working: Consistent organic posts, Collaborative posts with the Town, influencers, & businesses, & community engagement.

Record Breaking Performance

July 1, 2025 – May 15, 2026

- Instagram
 - 3 full months of audience being primarily in the 25 – 34 age range
 - Unique account views on Instagram increased by 46% year-over-year
 - Total Instagram page/post views increased by 64%
 - Followers include AZ, United States, Canada, Mexico and the United Kingdom
- Facebook
 - 1.1 million Facebook views expanded Fountain Hills' reach to potential visitors across Arizona and key out-of-state markets.
 - Gained 38% more followers
 - Facebook reels drove 255,000 views, which is a 781% increase from last year



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Prop 202 Grants



- Fort McDowell Yavapai Nation
 - FY26 – No Funding
 - FY27 – Submitted application/Award notifications in August 2027
- Salt River Pima Maricopa Indian Community
 - FY26 - \$50,000 for Music Fest
 - FY27 – waiting for invitation to apply
- Gila River Indian Community
 - FY26 – No Town Funding, pass-through for FH Chamber
 - FY27 – Did not apply

Prop 302 Grant



- Arizona Office of Tourism
 - **Secured \$76,628.40**
 - Leveraged grant dollars to fund advertising, videos, media relations, and produced annual visitors guide.
- **FY27 – \$90,588.29 (estimate)**





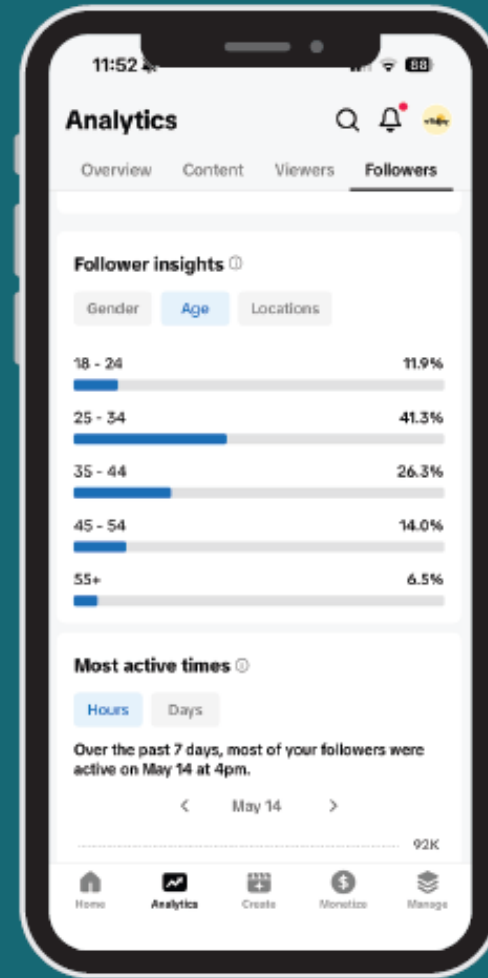
Wildjoy Campaign Results

- Over 14 million impressions
- Largest DMO campaign in Wildjoy history
- Targeted regional visitors seeking day trips and overnight stays

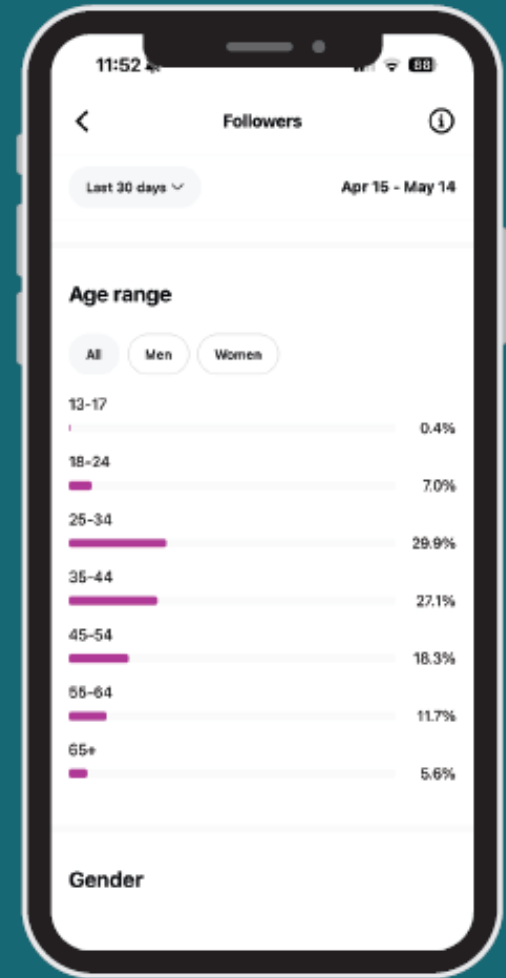
*“We’ve been working with Experience Fountain Hills for a few years now and just completed our annual ’25-’26 campaign which led to our **biggest campaign reach in Wildjoy history for a DMO at over 12 million views**. Looking to the future, we are going to be designing our campaigns with fun, easy to do ideas to get our community over to Fountain Hills to find their Wildjoy.” Lacy Cain, Founder*

wildjoy™

CURRENT DEMOGRAPHICS



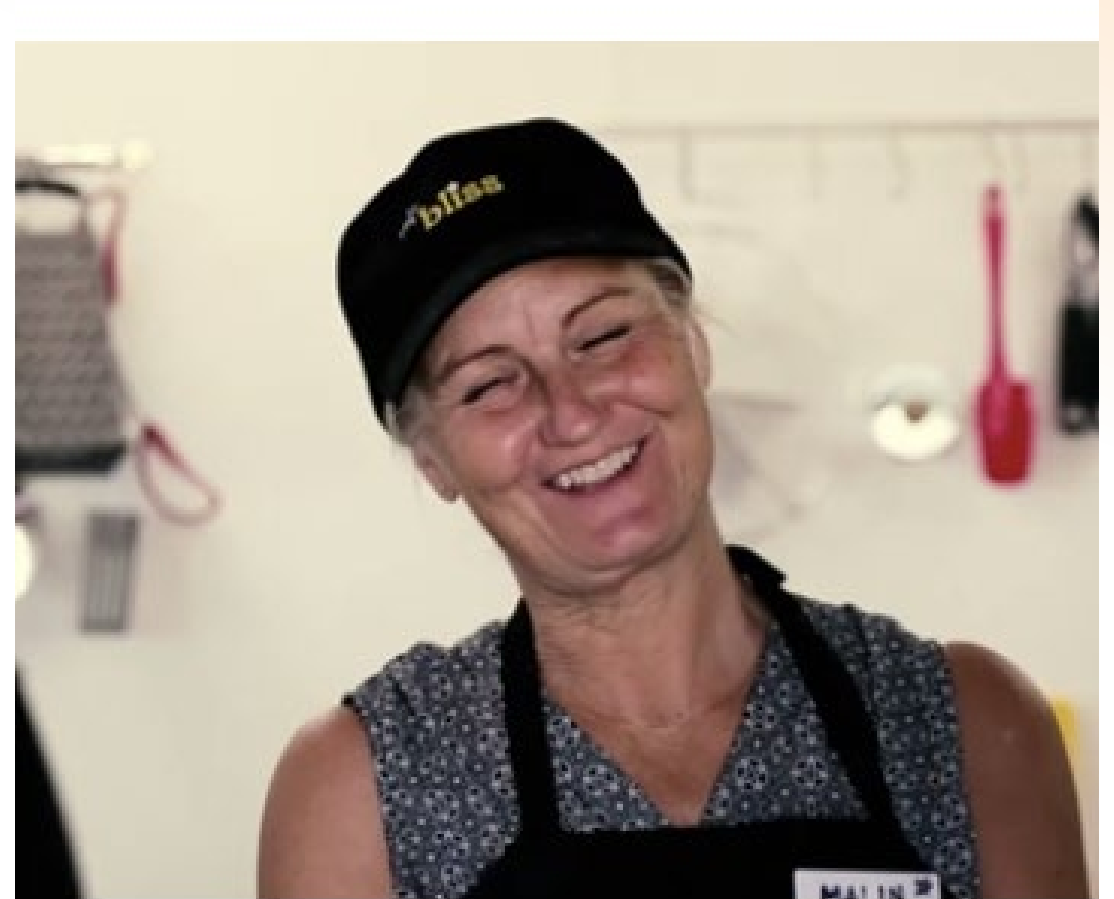
TIKTOK



INSTAGRAM

Tourism Supports Local Businesses

- Tourism marketing highlighted:
 - Restaurants
 - Retail Shops
 - Hotels
 - Events
 - Attractions
- Featured businesses included:
 - ADERO and Inn at Eagle Mountain
 - Arrivederci
 - El Encanto de la Fuente
 - Phil's Filling Station
 - Saddlebronc
 - Put A Handle On Your Candle
 - Café Bliss
 - Cards of Fountain Hills
 - Dark Sky Discovery Center Telescope Installation (*separate funding*)



Tourism Supports Local Businesses and Events

- Professional Photography
 - Nature/Beauty
 - Events
 - Irish Fest
 - Music Fest
 - Dark Sky Festival
 - Retail
 - Avenue of the Fountains
 - P39 Apothecary and Gifts
 - Shopping
 - Restaurants
 - Euro Pizza
 - El Encanto de la Fuente
 - Batchelor's Pad BBQ
 - Georgies
 - Mountain View Kitchen
 - Café Bliss



Night Sky Tourist

- International Observe the Moon
- Geminid Meteor Shower Watch Party
- Partnership with ADERO
- Private Events
 - 80% visitors to Fountain Hills
 - Star Dudes conducted 147 gigs
- Last Hike Report
 - Sun City West – dined at Euro and stayed at Fountain Park Hotel
 - Lake Havasu
 - Montana/Girl's Weekend in FH





Conferences at the Community Center

- Museum Association of Arizona
 - Registered Attendees: 87
 - Room Blocks: Fountain Park Hotel and Spark by Hilton
 - Rooms Secured: 0 at Spark; 2 at Fountain Park
- Arizona Municipal Clerks Association Conference *(hosted over 12 years in FH)*
 - July 14 – 16, 2026
 - Estimated Attendees: 120
 - Room Block: ADERO Scottsdale



Advertising



Experience
FOUNTAIN HILLS

Naturally
Adventurous

Wake up to desert sunrises, unwind under star-filled skies, and slow things down in Fountain Hills. From trail rides to all-terrain tours, your outdoor adventure awaits.

ExperienceFountainHills.org



Experience
FOUNTAIN HILLS

Naturally
Unwind

Discover an unforgettable evening in Fountain Hills — where food, music, and culture meet. Unwind and explore our local eateries, enjoy live music, or take in an evening of theater.

ExperienceFountainHills.org



FY26 Tourism Takeaways

- Tourism marketing reached record audiences.
- Grant funding expanded marketing efforts without relying solely on local resources.
- Fountain Hills continues to grow its visibility as a destination that supports local businesses and the local economy.





Looking Ahead FY27

- Expanded video marketing
- Website Enhancements
- Conference Recruitment
- Seasonal campaigns
- Support and promotion of International Dark Sky Discovery Center
- Continued support for local businesses





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