



Growth Strategy: Americana Motor Hotel

Strategy:

- Target Audience: Lives in Northern Arizona, mostly female, 18-35 age range, most likely works remote (has time to travel), no kids
- Interests: Snowboarding/skiing, photography, travel, the outdoors, exploration/adventure, being eco-friendly

Hashtags + Keywords:

- Route 66
- Flagstaff hotels
- Travel Arizona
- Visit flagstaff
- Things to do in Flagstaff

Accounts:

- discoverflagstaff
- azsnowbowl
- jess.kresti96
- arizonatravelideas
- selma_explores

Locations:

- Flagstaff
- Sedona
- Prescott
- Grand Canyon
- Arizona