

FLAGSTAFF OKTOBERFEST

2025 WRAP-UP REPORT



OVERVIEW



DATE

SATURDAY, OCTOBER 4, 2025

LOCATION

WHEELER PARK - FLAGSTAFF, AZ

WEATHER

H- 64/L- 37, SUNNY W/ LIGHT BREEZE

ATTENDANCE

6,700+

VENDORS

38

SOCIAL MEDIA

INSTAGRAM

- JULY: 3,400 VIEWS
 - +590% FROM JUNE
- AUGUST: 15,000 VIEWS
 - +348% FROM JULY
- SEPTEMBER: 63,000 VIEWS
 - +316% FROM AUGUST

INSTAGRAM ADS

- 4,206 LINK CLICKS
- 146,747 VIEWS
- 110,062 REACH

TOP PERFORMING VIEWS: 5.3K



flagoktoberfest Flights to Germany: 🇩🇪👉
Tickets to Flagstaff Oktoberfest: 🍷👉 under \$... more

SPONSOR HIGHLIGHTS:



SOCIAL MEDIA

FACEBOOK

- **ORGANIC (AUG-OCT):**
 - 268,000 VIEWS
 - 133,200 REACH
 - 2,200 INTERACTIONS
 - 3,400 LINK CLICKS

FACEBOOK ADS

- 31,081 VIEWS
- 16,683 REACHED
- 8,114 ENGAGEMENTS
- 593 LINK CLICKS

TOP PERFORMING VIEWS: 39.6K

Flagstaff Oktoberfest
September 22 · 📍

🐦 📸 Make it a family day at Flagstaff Oktoberfest! 🍷🍷

- ✅ Kids 12 & under get FREE entry
- ✅ FREE root beer floats + photobooth fun 📷
- ✅ Bounce houses & face painting to keep the kids smiling 😊
- ✅ Food, drinks & live music for everyone! 🍷🍷

The 16th Annual Flagstaff Oktoberfest, Saturday October 4th from 10 am to 9 pm, is the fall festival you don't want to miss! 🍷🍷

#FlagstaffOktoberfest #FamilyFun #FallFestival



FAMILY FUN
at Flagstaff Oktoberfest

KIDS 12 & UNDER
GET FREE ENTRY

FREE
PHOTOBOOTH

BOUNCE HOUSES
AVAILABLE
(PAYMENT REQUIRED)

FACE PAINTING
BOOTH
(PAYMENT REQUIRED)

FREE ROOT BEER
FLOATS FOR KIDS
12 & UNDER

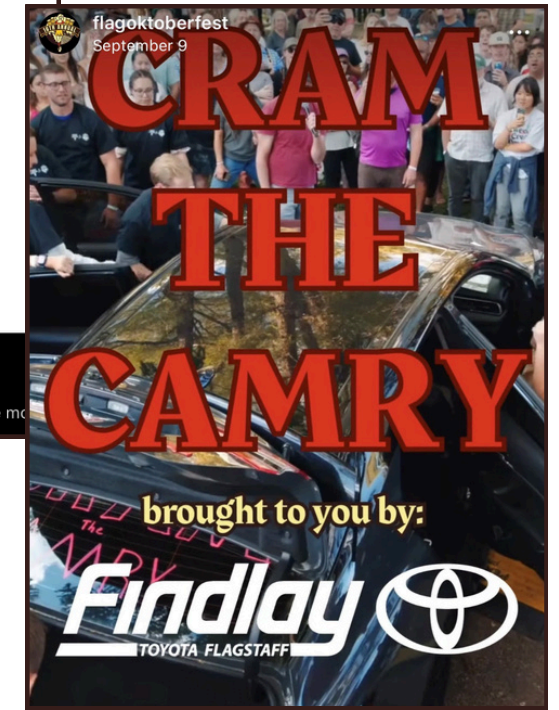
16TH ANNUAL
OKTOBERFEST
FLAGSTAFF, AZ

Discover Flagstaff, High Country Humane and 78 others · 17 comments · 25 shares

SPONSOR HIGHLIGHTS:



Flagstaff Oktoberfest
Jul 16 · 📍
Thank you for your continued support! — with Pon... See more



WEBSITE ANALYTICS

(AUGUST-OCTOBER)

18,000

FIRST-TIME USERS

41,000

RETURNING USERS

NOTABLE INCREASE IN WEB TRAFFIC DURING THE EVENT AND AD CAMPAIGN PERIOD

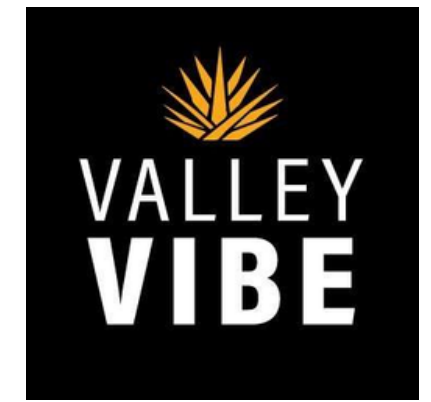
MEDIA COVERAGE



FEATURED ARTICLES & PHOTOS IN:

ARIZONA
DAILY SUN
Serving Flagstaff and northern Arizona since 1883

PHOENIX
MAGAZINE



**TheCopper
Courier**

MENTIONS IN:

Flagstaff
BUSINESS NEWS
Northern Arizona's Locally Owned Newspaper serving Sedona, Williams & Winslow


SIGNALS
signalsaz.com

fabAZ
fabulousARIZONA.com

PARTNERSHIPS & COLLABORATIONS:





CONTENT	VIEWS	LIKES	COMMENTS	SHARES	SAVES
IG Post	335,875	5,700	68	7,500	5,100
Tiktok Post	303,000	19,000	91	8,835	13,000
IG Post	149,391	1,800	32	302	66
IG Story	5,032	14	0	0	0
IG Story	11,068	20	0	0	0
Facebook Post	5,918	21	1	4	1

PARTNERSHIPS & COLLABORATIONS:



PAID MEDIA

- **PRINT ADS:**
 - 1.16M+ IMPRESSIONS
 - (PHOENIX NEW TIMES, PHOENIX MAGAZINE, ALBUQUERQUE MAGAZINE, ARIZONA REPUBLIC)
- **DIGITAL ADS:**
 - GENERAL: 768,268 IMPRESSIONS | 2,100 CLICKS | 0.32% CTR
 - SWEEPSTAKES: 42,518 IMPRESSIONS | 201 CLICKS | 0.47% CTR
 - BILLBOARD: 225,111 VIEWS

PUBLIC RELATIONS

- **FEATURED IN FLAGSTAFF BUSINESS NEWS OCTOBER ARTICLE:**
 - “CHANGING FALL COLORS & LEAF-OMETER BRING AUTUMN VISITORS”

PARTNERSHIPS & COLLABORATIONS:

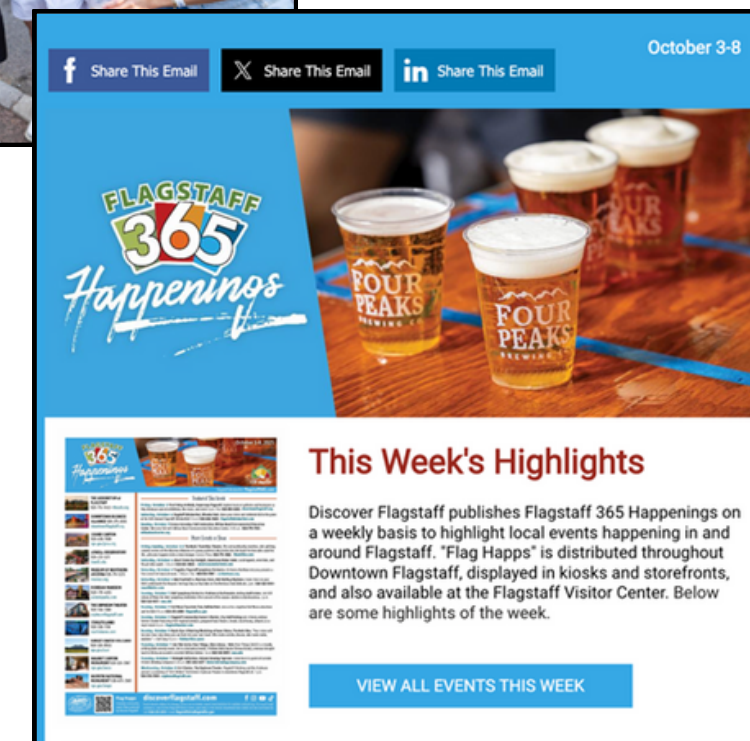


OWNED MEDIA

- **SOCIAL MEDIA (COMBINED ACROSS PLATFORMS):**
 - REACH: ~21,983 | ENGAGEMENTS: 675
- **EMAIL:**
 - 7,388 SENDS | 40.1% OPEN RATE | 2% CTR
- **WEBSITE:**
 - FLAGSTAFF FESTIVALS PAGE: 29,147 VIEWS (+30% YOY)
 - OKTOBERFEST PAGE: 3,131 VIEWS (+14% YOY)
 - TOTAL OKTOBERFEST-RELATED VIEWS: 3,411

EMAIL CAMPAIGNS

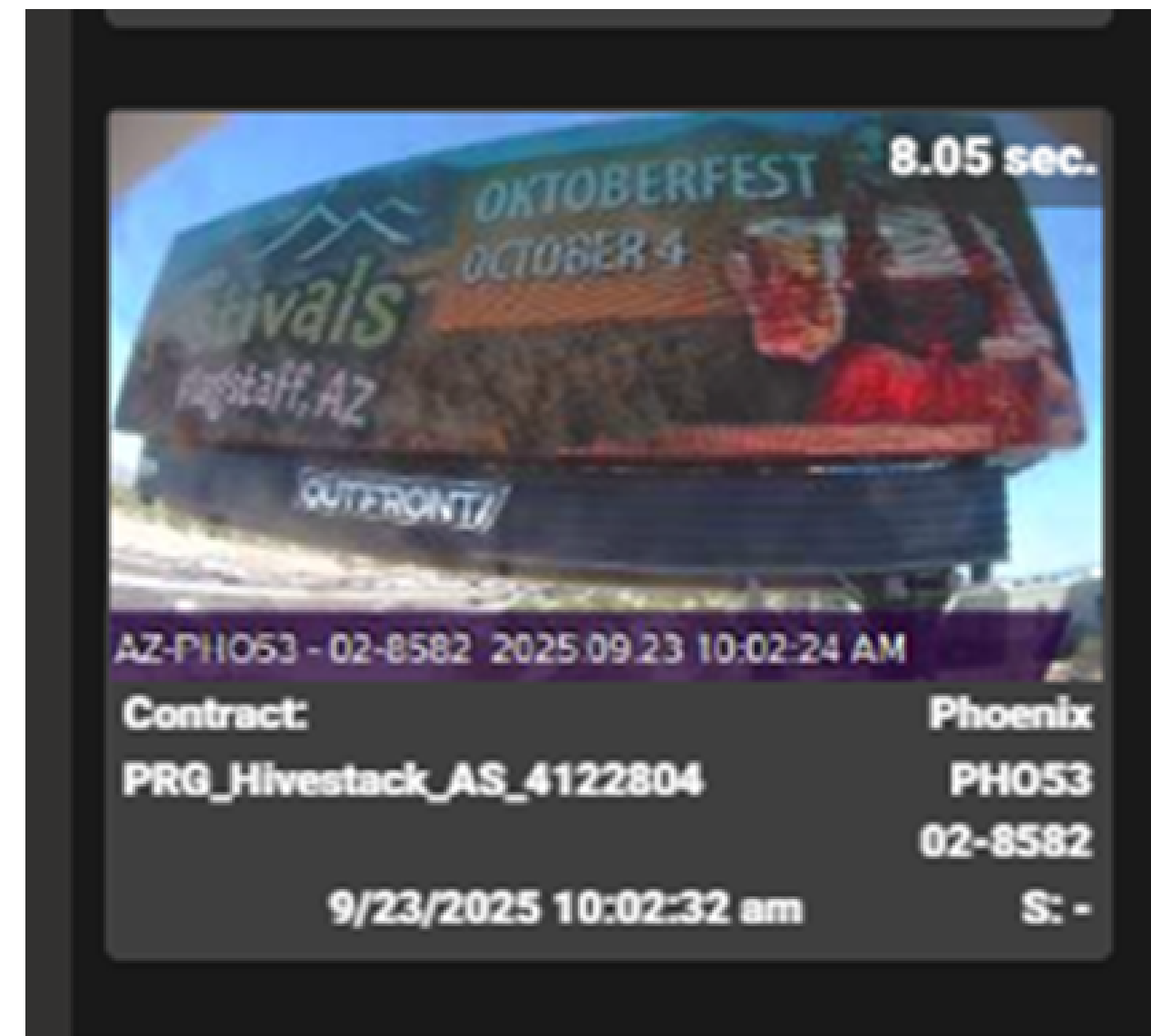
- **DISCOVER FLAGSTAFF: REACH 30,184 (FEATURED IN MULTIPLE EVENT LISTINGS)**
- **FLAGSTAFF LOCAL: REACH 1,429 | 45% OPEN RATE | 2% CTR | TOP CLICKED LINK (SEPT 2025)**



PARTNERSHIPS & COLLABORATIONS:



BILLBOARDS: 225,111 VIEWS



PARTNERSHIPS & COLLABORATIONS:



BANNER ADS & WEBSITE TAKEOVERS

- WEBSITES BANNER ADS (PER STATION)
 - FROM 9/4 TO 10/4
- WEBSITE TAKEOVERS (PER STATION)
 - FROM 9/20 TO 10/4
- BANNER ADS DURING TICKET GIVEAWAYS
- 20 X 30-SEC AD SPOTS (PER STATION)
- 70 X 15-SEC AD SPOTS (PER STATION)



PARTNERSHIPS & COLLABORATIONS:



**TRUCK AD:
1 AD IN PRESCOTT &
1 AD IN FLAGSTAFF
FOR ONE MONTH**



PRINT & PHYSICAL MARKETING

POSTERS

75

FLYERS

925

HANDBILLS

2,500

**EVENT
BANNERS**

3 LOCATIONS





COMMUNITY ENGAGEMENT

NAU COMMUNITY FAIR

PARTICIPATED IN THE NAU COMMUNITY FAIR
(DISTRIBUTED 250 FLYERS, 150 TICKETS).

PRINTED MARKETING DISTRIBUTION

FIRST FRIDAY OF OCTOBER
ARTWALK AND NAU FOOTBALL GAME
LOCAL RESTAURANTS AND BARS
LOCAL RETAIL SPOTS
ALL LOCAL HOTELS FRONT DESK

FLAGSTAFF OKTOBERFEST SPONSORS

BUD LIGHT

NÜTRL
Vodka. Seltzer. Real Juice.



CUTWATER



optimum.





**WANT TO SPONSOR
THE 2026 FESTIVAL?**



SATURDAY, OCTOBER 3, 2026

CONTACT JENNIFER TODAY:

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928-606-7600

WWW.FLAGSTAFFOKTOBERFEST.COM

