



## ***AOT in Action***

Welcome to AOT in Action, your weekly e-newsletter from the Arizona Office of Tourism (AOT).

### **A Message from Director Sherry Henry:**

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Good afternoon,

Congratulations to the Seattle Seahawks and New England Patriots who will play each other in Super Bowl XLIX on Feb. 1! Interestingly, AOT selected Seattle as one of our target cities for our winter campaign. We look forward to welcoming fans from both destinations to our amazing state.

Just one week before the Super Bowl returns to the Grand Canyon State, Arizona will host the Pro Bowl at Glendale's University of Phoenix Stadium on Jan. 25. This marks the first time Arizona has hosted this exciting event that mixes NFC and AFC players. Football fans from across the country will travel to Arizona to take part in this ultimate football experience.

Be sure to check out the new [Western Spirit: Scottsdale's Museum of the West](#) that opened on Jan. 15. The \$11.4 million museum tells the stories of 19 Western states through interactive experiences, art, artifacts, memorabilia and events. We are thrilled to add this unique and engaging Western experience to the world-class attractions and museums in Arizona.

Have a great week,

Sherry Henry  
Director, Arizona Office of Tourism

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### **AOT News**

#### **Join AOT for Brazil Sales and Media Mission**

AOT is pleased to invite Arizona DMOs and tourism suppliers to participate in a sales and media mission in Sao Paulo, Campinas and Rio de Janeiro, three of the most important cities for doing travel trade business in Brazil, March 15-20. The Arizona delegation will meet one-on-one with tour operators and media professionals, as well as host evening events for optimal networking

and educational opportunities with the Brazilian travel trade. This is a great opportunity for participants to meet with an estimated 100 key travel agents, tour operators, media professionals and other related travel trade professionals in this important market. The registration fee is \$2,000 per delegate and does not include travel or shipping expenses. For more information, please contact Travel Industry Marketing Manager Jennifer Sutcliffe at [jsutcliffe@azot.gov](mailto:jsutcliffe@azot.gov) or 602-364-3693 or Media Relations Manager – International Kimberly Todd at [ktodd@azot.gov](mailto:ktodd@azot.gov) or 602-364-3305.

### **Reach the Mexico Market During AOT's Mission to Mexico City and Cancun**

Arizona tourism suppliers are invited to participate in a sales and media mission to Mexico with AOT March 2-6. This mission will target tour operators, travel agents, and media during appointments, destination trainings, and a luncheon seminar in Mexico City. In Cancun, trade delegates will provide destination trainings for agents at two of the largest online travel agencies in Mexico – Best Day and Price Travel. The registration fee is \$1,500 for trade delegates and \$750 for media delegates, which does not include travel and shipping expenses. The deadline for participation is Feb. 2. For more information, please contact Trade and Media Relations Manager Kristin Swanson at [kswanson@azot.gov](mailto:kswanson@azot.gov) or 602-364-3696.

### **Free Arizona Indian Festival Debuts During Super Bowl Week**

As part of the Arizona Super Bowl Host Committee's line-up of events, the Arizona American Indian Tourism Association (AAITA) will debut the Arizona Indian Festival at Scottsdale Civic Center Park Jan. 29-31 from 10 a.m. to 6 p.m. Attendees of all ages will explore the culture of the diverse American Indian tribes that are indigenous to Arizona through a unique showcase of authentic culture and resources. Tribes will present their traditional dwellings, arts, crafts and entertainment at this family-friendly event that is free and open to the public. Tribal Tourism Relations Manager Dawn Melvin is working with the AAITA to promote the event to residents and tourists. For more information, visit [www.ArizonaIndianTourism.org](http://www.ArizonaIndianTourism.org).

### **Immersive Arizona Tourism Campaign Transports Chicagoans to Warmer Weather**

AOT brought Arizona vacations to life in Chicago this month as part of its Target Cities campaign. Residents in the chilly temperatures stepped into an Arizona vacation, literally, when AOT took over a train station and brought a mobile Grand Canyon experience to the Windy City. [Read Full Press Release](#).

To promote Arizona's mild winter weather and the diverse travel experiences the state has to offer, AOT outfitted Chicago's Fullerton Station with its Station Domination initiative, covering most of the station with scenic imagery of Arizona's landscapes – from floor graphics to ceiling displays and everything in between. Brand ambassadors bestowed "Random Acts of Sunshine," giving out free coffee and other gifts, including complimentary hotel nights, rounds of golf and spa treatments, to showcase Arizona's reputation for hospitality.

Chicago residents also encountered an Airstream mobile travel experience throughout the city and at major events that emulated an Arizona vacation at the Grand Canyon. From a welcome sign that greeted guests to rock walls and rocky terrain, the Airstream transported visitors at every turn and allowed them to take pictures and feel like they were experiencing the iconic natural wonder. Brand ambassadors at the Station Domination and in the Airstream encouraged individuals to visit [www.WarmUpinAZ.com](http://www.WarmUpinAZ.com) and [www.AZGrandTour.com](http://www.AZGrandTour.com).

## **Call for 2015 Arizona Calendar of Event information!**

The Arizona Calendar of Events is posted on [www.VisitArizona.com](http://www.VisitArizona.com) for the convenience of visitors, residents and media. Events through March 2015 are posted at this point. Please send events for the remainder of 2015. Information needed for each event includes the date (including the year), community, event title, event venue, description and public contact website and/or phone number. Information can be emailed to Marjorie Magnusson at [mmagnusson@azot.gov](mailto:mmagnusson@azot.gov) or faxed to Marjorie's attention at 602-364-3702.

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## **Upcoming Events & Activities**

### **Brazil Media Tour**

Date: February 22-28

Locations: Phoenix, Flagstaff, Grand Canyon, Sedona, Tucson, Tubac and Scottsdale

### **RTO Summit West**

Date: February 25-26

Location: Marina del Ray, CA

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## **Industry News**

### **U.S. Hotel Occupancy Up**

The U.S. hotel industry recorded positive results in the three key performance measurements during the week of Jan. 4-10, 2015, according to data from STR, Inc.

In year-over-year measurements, the industry's occupancy rose 1.0 percent to 49.9 percent. Average daily rate increased 4.0 percent to finish the week at \$110.30. Revenue per available room for the week was up 5.1 percent to finish at \$55.07.

Among the Top 25 Markets, New Orleans, Louisiana, reported the only double-digit occupancy increase, rising 12.5 percent to 53.8 percent. Philadelphia, Pennsylvania-New Jersey, recorded the only double-digit occupancy decrease, falling 12.8 percent to 46.9 percent during the week.

St. Louis, Missouri-Illinois, reported the highest ADR increase (+9.8 percent to \$87.49). San Francisco/San Mateo, California, followed with a 7.3-percent increase to \$166.73 in ADR. The largest ADR decrease for the week was recorded by Los Angeles/Long Beach, California (-4.4 percent to \$145.20).

Four of the Top 25 Markets reported double-digit RevPAR gains: New Orleans (+19.6 percent to \$67.32); Orlando, Florida (+17.2 percent to \$79.49); Phoenix, Arizona (+14.2 percent to \$72.95); and Seattle, Washington (+12.6 percent to \$63.07). Philadelphia reported the largest RevPAR decrease for the week, falling 14.3 percent to \$50.55. (*Hotel News Resource, Jan. 15*)

## **How 8 Arizona Airports are Prepping for Super Bowl XLIX**

Airports throughout the Valley are preparing for a significant increase in out-of-town visitors for Super Bowl XLIX, which takes place on Feb. 1 at University of Phoenix Stadium in Glendale.

According to the Federal Aviation Administration and airport officials, the weekend is sure to be one of the busiest ever at local airports. Planning has been under way since last year's game.

Expected are about 1,200 additional private aircraft, which along with commercial flights and charters are likely to bring an additional 100,000 people to the Phoenix area for the football game.

And the game is not the only big event that weekend. The Waste Management Phoenix Open also is taking place at TPC of Scottsdale, an event that even without the Super Bowl attracts numerous visitors from out of town.

FAA Spokesman Ian Gregor said the agency has held multiple meetings with Phoenix Sky Harbor, Scottsdale, Phoenix Deer Valley, Phoenix Goodyear, Glendale Municipal, Phoenix-Mesa Gateway, and Chandler Municipal airport officials and fixed base operators, who handle flights at each field.

The fixed-base operators are establishing procedures, known as Prior Permission Required, or PPR, to manage the arrival and departure demands for the Super Bowl.

PPR is a reservations system designed to smooth out large spikes of general, or private, aviation traffic into a manageable flow for both the FBOs and air traffic operations. It spreads out arrivals and departures instead of cramming them all into a handful of time periods.

Gregor said the agency also has developed an operational airspace plan with dedicated northbound departure routes out of Scottsdale and Deer Valley to expedite traffic from both airports. Officials have assessed the expected arrival and departure rates for all Phoenix area airports to ensure the control towers, approach controls and en route centers will be able to handle the volume.

The FAA also is working with air traffic control personnel, providing training and planning extended operating hours.

According to airport operators, people arrive in town at different times, but they all want to leave at once.

Only two airports in the area, Sky Harbor and Phoenix-Mesa Gateway, handle passengers on commercial airliners. The remainder of the fields are for general aviation, a term used to describe private aircraft use.

### ***Scottsdale Airport***

**Plans or upgrades in preparation for the Super Bowl:** Scottsdale Airport, like other Valley airports, has worked with the FAA, Super Bowl Transportation Committee and local, state and federal agencies on creating its respective airport operations plans, according to Aviation Planning and Outreach Coordinator Sarah Ferrara. She said the Scottsdale operations plan will

be published soon at [www.scottsdaleairport.com/azsuperbowl](http://www.scottsdaleairport.com/azsuperbowl), with information on what visitors need to know when flying in for Super Bowl. Flying into Scottsdale Airport will follow normal procedures, but departures will be established using a reservation system that will take effect at halftime of the game and continue through Feb. 2.

**Money spent related to Super Bowl:** None. Ferrara says the airport is responsible for maintaining the safety and security of the facility at all times, "so we are keeping up with our normal maintenance routine and schedule." There are no specific projects planned just because of Super Bowl.

**Expected increase in flights:** For Super Bowl weekend in 2008 (Thursday through Tuesday), Scottsdale Airport experienced about a 54 percent increase in airport operations compared with that weekend the year before. Ferrara says the airport expects a similar increase in operations for this year's Super Bowl weekend.

#### ***Phoenix Deer Valley Airport***

**Plans or upgrades:** No physical changes are being made to Phoenix Deer Valley Airport, but there is significant planning and preparation in coordination with other Valley airports and the FAA, said Julie Rodriguez, public information manager for Phoenix's three airports. Phoenix Deer Valley is the busiest general-aviation airport in the United States, she said. Phoenix Deer Valley has two fixed-base operators (FBOs), Cutter and Atlantic, which will provide fueling, ground service, rental car and ground transportation and other services for pilots, flight crew and their passengers (such as catering, etc.).

**Money spent:** Nothing additional.

**Expected increase in flights:** Last Super Bowl, Phoenix Deer Valley Airport hosted approximately 200 additional aircraft, which flew in for the event and parked overnight. Additional aircraft flew in and dropped off passengers, then picked them up after the game. Deer Valley can accommodate more than 200 additional aircraft; the actual number will depend on the size of the planes.

#### ***Goodyear Airport***

**Plans or upgrades:** Similar to Deer Valley, there have been no physical changes made to the facilities for the Super Bowl, however Goodyear is making significant procedural preparations for the event. Staff at Goodyear works closely with its fixed base operator (FBO) Lux Air, the FAA and other partners to maximize the available space for accommodating additional aircraft. As far as rental cars, Goodyear is accustomed to offering rental-car services for events such as NASCAR. It tracks when customers are arriving and expecting a rental car and arranges for delivery at that time. There are also overflow parking areas available for rental car and ground transportation staging. Phoenix Goodyear's FBO Lux Air plays an important role, providing fueling, ground service, rental car and ground transportation and other services for pilots, flight crew and their passengers (such as catering, etc.).

**Money spent:** Nothing additional.

**Expected increase in flights:** Goodyear can handle 140-150 additional aircraft (aircraft that aren't based at Goodyear) for the event. During the last Super Bowl, Goodyear accommodated

about 100 aircraft for the event. Some parked overnight and others dropped off passengers at Goodyear then came back after the game to pick them up.

### ***Phoenix Sky Harbor International Airport***

**Plans or upgrades:** Sky Harbor expects more than 4 million passengers between the end of December, when the college bowl games begin, and early February when Super Bowl and Phoenix Open visitors depart. The busiest day at Sky Harbor will be Feb. 2, the day after Super Bowl, said Julie Rodriguez, public information manager. The airport will see an estimated 60 percent increase in passengers, mostly departures. On an average day, Phoenix Sky Harbor serves about 115,000 passengers. Officials anticipate approximately 180,000 passengers on Feb. 2. On an average day, Phoenix Sky Harbor has approximately 1,200 takeoffs and landings. Officials anticipate 1,600 takeoffs and landings on Feb. 2, the day after Super Bowl. The airport is planning for increased traffic at the Rental Car Center, restaurants and shops are planning to remain open longer, and more taxicabs will be available. The airport also is creating staging areas and a curb management plan for limousines and shuttles.

**Money spent:** Sky Harbor relies on passengers traveling to and from Phoenix to generate the revenues needed to operate the airport, Rodriguez said. Events like the Super Bowl bring thousands of additional passengers through the airport who spend money at restaurants, shops, car-rental facilities and other airport services. These event-related airport revenues more than offset any additional staffing needs, security and other costs associated with hosting an event such as this.

**Expected increase in flights:** Arrivals for the game will be spaced throughout the week, airport officials say. But departures will be congested, especially the day after the game. On Feb. 2, Sky Harbor is expecting a 60 percent increase in passengers, from 115,000 to 180,000. It is expecting 400 additional takeoffs as well, up to 1,600. The airport also is expecting 100 charter flights and 250 private jets.

### ***Glendale Municipal Airport***

**Plans or upgrades:** "There's a beautiful, new, black runway with fresh paint markings, and it was by happenstance," said Walter Fix, the airport's director. The runway was recently repaved as part of the Arizona Department of Transportation's pavement preservation program, though the project was unrelated to the Super Bowl. It also will be creating extra parking on the south side of the airport for Super Bowl visitors.

**Money spent:** None directly associated with the game. However, the airport has been spending time to find a new tenant to operate the in-airport café, which should be up and running in time for the game.

**Expected increase in flights:** They won't know for certain until reservations start coming in once the playing teams are announced, Fix said, but he's sure they'll be operating at capacity, which is 100 jets at a time. There also may be a blimp operator working out of the airport, an unusual sight that Fix is eager to pin down.

### ***Mesa's Falcon Field Airport***

**Plans or upgrades:** A series of projects from its improvement program will be completed in October, including installation of runway lights, runway-pavement rehabilitation, and an expanded FBO.

**Money spent:** It is finalizing the costs of Super Bowl-related marketing, including print and online advertising, social media and promotion at the annual National Business Aviation Association conference in October.

**Expected increase in flights:** Falcon Field is not requiring pilots to make a reservation through the PPR, so there may be an unanticipated increase due to pilots who decide to fly on short notice. It saw almost 6,000 takeoffs and landings the week of the 2008 game, though it is impossible to tell which were Super Bowl-related. The airport has two runways and two helicopter pads, so it plans to be busy with corporate jets, private aircraft and more.

#### ***Phoenix-Mesa Gateway Airport***

**Plans or upgrades:** The ramp was made 15 feet longer last year in order to get planes closer to the FBO, but the upgrade was part of its capital-improvements plan and not game-related, according to airport spokesman Brian Sexton.

**Money spent:** It will rent additional equipment such as ice machines and refrigerators for catering storage for the week, though the associated costs are not yet known.

**Expected increase in flights:** About 85 aircraft stayed with the airport during the 2008 Super Bowl, and it is anticipating a similar turnout.

#### ***Chandler Municipal Airport***

**Plans or upgrades:** The airport has completed more than \$2.5 million in improvements in the past three years, though they are grant-funded and not related to the Super Bowl. They upgraded the terminal-building furniture, installed free wireless internet, made runway improvements, completed a new auto parking lot and rehabilitated an aircraft apron, according to airport administrator Lori Quan.

**Money spent:** None related to the game.

**Expected increase in flights:** It hasn't yet speculated what the increase in traffic may be, but Super Bowl-related traffic was minimal in 2008, Quan said. (*AZCentral.com, Sept. 19, 2014*)

#### **AARP Survey: Members to Travel More in 2015**

Baby boomers will continue to globe-trot in greater numbers this year, according to a recent survey by the AARP.

The AARP took note of the upsurge in travel among its members, based on the responses of 4,192 participants in its Travel Trends Survey commissioned late last year.

Findings revealed that baby boomers (those born between 1946 and 1964) will be active travelers this year, taking an average of four to five trips to relax, rejuvenate and spend time with family and friends as opposed to adventure travel.

“We are excited to see that compared to 2014, people who are 50-plus plan to take more trips this year despite political and health concerns abroad,” said Stephanie Miles, AARP’s vice president of member value. “We’re pleased that boomers remain enthusiastic about travel and are planning for more multigenerational travel in 2015.”

Close to half of the boomers surveyed (46%) acknowledged that traveling does not necessarily mean unplugging and disconnecting, according to Miles.

“A lot of them feel the need to stay connected to work while on vacation,” she said.

According to Dave Austin, vice president of marketing, “There’s been an upswing in travel that began in 2013. It had really fallen off in the recession. People had to tighten their belts, and many had aging parents who needed their care.”

The AARP also has seen an upsurge in luxury travel among the boomers.

“This group represents 70% of the disposable income spent on luxury travel overall,” Austin said.

What kind of trips are people 50-plus planning this year?

Survey results revealed that 97% will take at least one domestic trip and 47% will take more than one (Orlando, New York, Las Vegas, California and Hawaii top the domestic hot spots). International travel is on the itineraries of more than 45% of survey participants (the Caribbean, cruising and Europe top that list).

“Multigenerational travel is big, but the requirement is to find a place that offers activities that are fun for everyone,” Austin said.

Romantic travel, weekend getaways and solo travel also will see an increase this year.

Four in 10 travelers opted for staycations last year and anticipate doing the same this year.

Barriers to 50-plus travel this year include cost, health and family obligations, according to the AARP.

Political unrest and turmoil in key regions of the world and health scares such as Ebola were not deterrents to travel for 82% of survey respondents. (*Travel Weekly, Jan. 12*)

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### **Calendar of Events**

Visit [www.visitarizona.com](http://www.visitarizona.com) to find information on all the exciting [events, festivals and activities](#) held throughout the Grand Canyon State!

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