



Arizona Tourism:
A GRAND FUTURE
2016



AOT FY17 MARKETING OUTLOOK

- **Stephanie Dowling** – Deputy Director
- **Karen Cahn** – Sr. Director of Marketing
- **Tony Alba** – Director of Media Relations
- **Becky Blaine** – Director of Travel and Trade Relations

AOT'S FY17 MARKETING STRATEGY

- Global Scale (local, national, international)
- Innovative Campaigns
- Economic Driver
- Only Statewide Tourism Marketing

AOT'S FY17 MARKETING STRATEGY

- Integrated Marketing Approach
- Research Based Marketing
- Life Stage Targeting
- Brand Partnerships
- Key Strategic Brand Pillars

AOT'S BRAND PILLARS

- **Adventure** – adult and family experiences
- **Wellness** – different meaning for everyone
- **Heritage and Culture** – Tribal, Western, Hispanic
- **Culinary** – food, wine, beer, agricultural story

AOT'S FY17 MARKETING STRATEGY

- Continuation of National Campaign Success
- Additional Target City – San Francisco
- National Park Service Centennial
- Final Four 2017

AOT'S FY17 MARKETING STRATEGY

- Rural Marketing Co-op Program
- Consumer Travel Shows
- New Consumer Website
- More Customized Individual Media Visits
- Growth of our Travel Trade Program



Marketing



THE ARIZONA
GOVERNOR'S
CONFERENCE
ON TOURISM



VISITARIZONA.COM

- **Usability Testing**
 - Before process began
 - Post launch
 - Interactive map with proximity tool
 - Triptuner®
 - More features for business listings
- **Design**
 - New
 - More images
 - Video



PICK A PLACE TO PEDAL. If a leisurely pedal around town is more your style, head to one of the many hotels, resorts and inns that offer complimentary wheels for a relaxing ride. [Learn More »](#)

TOP ATTRACTIONS

Explore Arizona's Regions & Cities

Discover all the Grand Canyon State's unique destinations. Click the map to get started or see all the places to visit.



Already know where you are headed? Start typing a city name below to get details on your destination - or choose one of our most popular cities.

enter city GO

There's so much to see and do in the Grand Canyon State! [Visit our must-see top attractions](#) curated by Arizona experts to start planning your perfect trip today.



FIND AN EVENT

SIGN UP FOR TRAVEL NEWS

CHAT WITH US

REQUEST A VISITOR'S GUIDE



LEAD THE CHARGE
Get Arizona's electric-vehicle-friendly itineraries. LET'S GO!

EXPERIENCE & SHARE

VISITARIZONA.COM

VisitArizona.com





UNIQUELY AZ

DISCOVER UNFORGETTABLE PLACES & AMAZING WONDERS.

CITIES

EXPLORE BIG CITIES, SMALL TOWNS AND HIDDEN GEMS.

SEE & DO

EXPERIENCE EVERYTHING FROM AWE TO ADVENTURE.

PLACES TO STAY

FROM PAMPER TO CAMPER, FIND YOUR IDEAL STAY.

EVENTS

WHERE SOMETHING IS ALWAYS HAPPENING.

PLANNING

EVERYTHING ARIZONA, FROM A TO Z.



2016
National Park Service
CENTENNIAL

Happy Birthday, National Park Service!

Celebrate the National Park Service's centennial by exploring the 22 national parks and monuments right here in Arizona.

[LEARN MORE](#)

MOST POPULAR PLACES IN ARIZONA

GET INSPIRED BY DESTINATIONS OUR TRAVELERS LOVE





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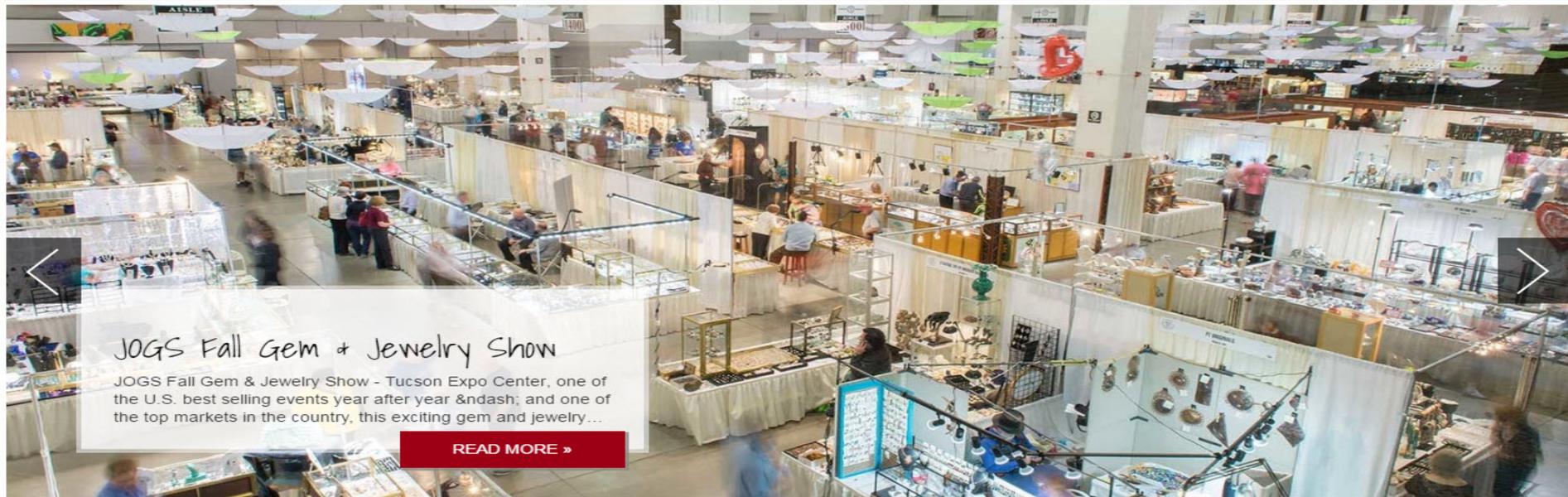
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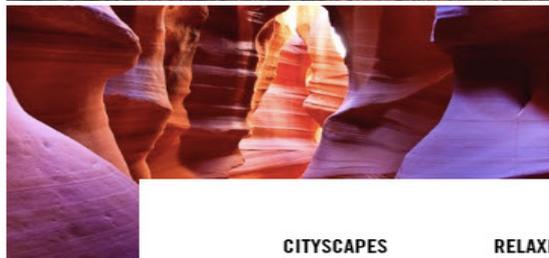
JOGS Fall Gem & Jewelry Show

JOGS Fall Gem & Jewelry Show - Tucson Expo Center, one of the U.S. best selling events year after year & one of the top markets in the country, this exciting gem and jewelry...

[READ MORE >](#)

WHAT'S GOING ON

You're invited to Arizona's best events. When? Any day, all year long. You'll always find exciting events and unique experiences throughout the state. Whether you're jumping aboard the magical Polar Express train to visit Santa, enjoying a day in the park at a festival, or strutting your favorite...



ADJUST ANY SLIDER TO START

CITYSCAPES

RELAXING

AZ FAVORITES

ADULTS

MODERN

LUXURY



LANDSCAPES

ACTIVE

HIDDEN GEMS

KIDS

ANCIENT

ROUGHING IT



RESET ALL

MAP VIEW

FILTER BY REGION

SAVE SETTINGS



GET STARTED



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Arizona Outback Adventures

TripAdvisor Traveler Rating

Arizona Outback Adventures
16647 N 91st St
Scottsdale, AZ 85260

Phone: (480) 945-2881
8am-5pm Monday - Saturday
(Summer Hours) 8am-5pm

Map Satellite



Arizona Outback Adventures

TripAdvisor Traveler Rating



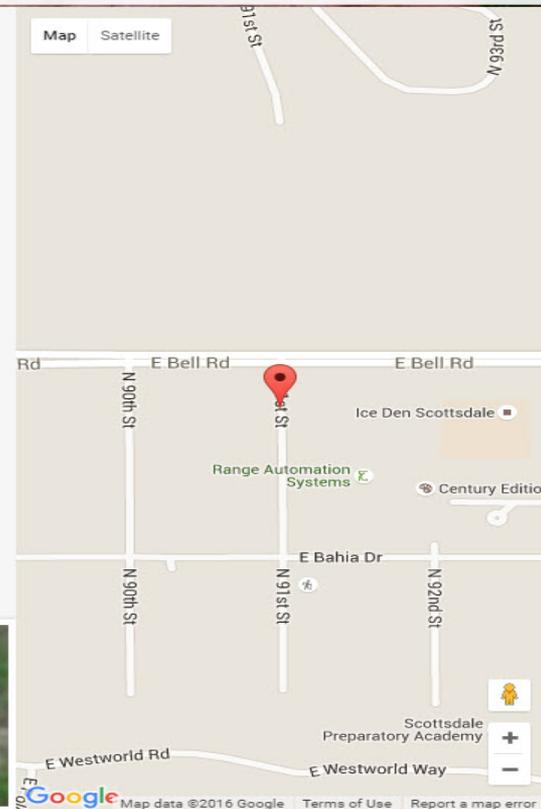
Arizona Outback Adventures (AOA) is the premier adventure tour and corporate team building company in the Southwest, specializing in bike rentals and guided adventure tours including half-day rafting, kayak, road bike and mountain biking tours in the Phoenix/Scottsdale area, or multi-day all-inclusive guided hiking, cycling, and multi-sport trips in Arizona, Utah, California, and Colorado. From Havasu Falls in the Grand Canyon, to Utah's Zion, Bryce, and Grand Staircase/Escalante, or Yosemite and Death Valley National Parks in California our trips offer exciting backcountry experiences with luxurious comfort, exquisite food, and an unsurpassed level of customer service. Sign on for one of our pre-scheduled trip departures or contact us and we'll design a custom trip just for you and your group. We're specialists in planning to suit the needs of our customer, whether you are interested in our locally focused day trips, looking for the adventure vacation of a lifetime, or simply want to rent bikes during your stay in Arizona.

Arizona Outback Adventures
16647 N 91st St
Scottsdale, AZ 85260

Phone: (480) 945-2881
8am-5pm Monday - Saturday
(Summer Hours) 8am-5pm
Monday - Sunday (Winter
Hours)

[Visit the Website](#)

[Email Us](#)



AOT'S FY17 CAMPAIGNS

Six Campaigns

- National /Domestic
- Target Cities
- International
 - Canada/Mexico
 - Brand USA
- Spring Training
 - 10 stadiums
 - Statewide travel
- Rural
- Summer

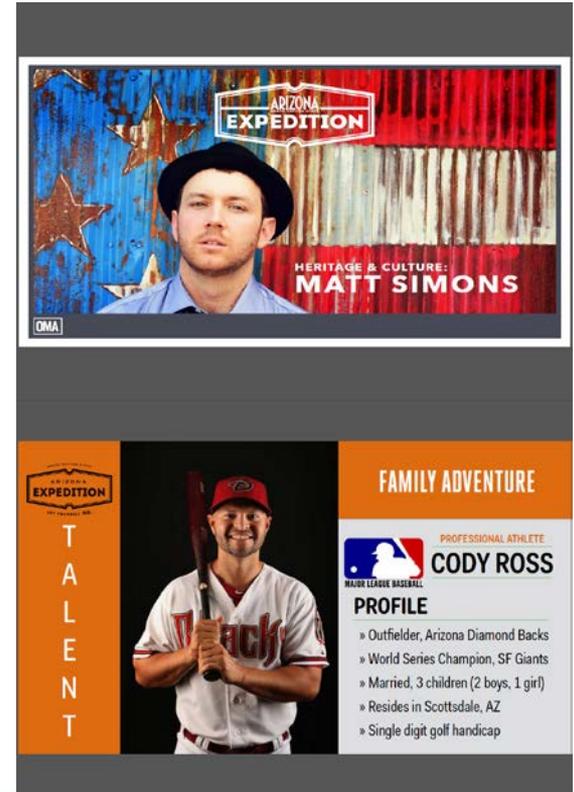
Key Performance Indicators

- Engaged visitor traffic to the AOT consumer website VisitArizona.com
- Official State Visitor Guides (OSVG) requests /downloads
- Social media growth and engagement
- eNewsletter sign-ups
- Phone inquiries

AOT'S FY17 CAMPAIGNS

National

- October through April
- Arizona Expedition – *the Story Continues*
 - Successful first season
 - 1 trip with 5 influencers last year – now 4 trips with 4 influencers
 - Focus of itineraries tied to pillars
 - 3 media partners
 - *Golf Digest, Conde Nast Traveler, The New Yorker*
 - Print, advertorial, digital, social media, webisodes, events
 - Consumer brand partners – Why is this important?
 - Dick's Sporting Goods
 - Filson
 - Avis
 - Otterbox
 - Nixon Watches
 - Our influencers are...



AOT'S FY17 CAMPAIGNS

Target Cities

- October through March
- Primary: Chicago, Seattle, San Francisco
- Secondary: Minneapolis, Austin, Portland
- Traditional media
- Unique activations - experiential
- Street teams – Random Acts of Sunshine
- Social media, trade and PR support



RANDOM ACTS OF SUNSHINE[®]

- Registered trademark
- Demonstrates Arizona as welcoming
- Part of all campaigns
- Surprise and delight potential visitors
- Variety of promotional items and value
- More to come...



NATIONAL PARK SERVICE CENTENNIAL

- **National Park Service of Arizona**
 - Parks in the Pines Birthday Bash, Flagstaff, August 20th
- **Partnering with MacGillivray Freeman Films, Expedia and IMAX theaters:**
 - Science Museum of Minnesota, Pacific Science Center, San Jose Tech Museum of Innovation, California Science Center*
 - Media buy with Expedia
 - Sweepstakes with Expedia
 - Digital placements
 - Expedia email blast
 - Social media
 - Activations at science center theaters with photo booth,
Arizona park ranger

MacGillivray Freeman's
**NATIONAL PARKS
ADVENTURE**

NATIONAL PARK SERVICE CENTENNIAL

Partnering with MacGillivray Freeman Films & AMC Theaters:

Downtown Disney and San Francisco Metreon

- Due to success of film – additional opportunities
- Sponsorship of film for 3 weeks in August
- Arizona National Parks trailer to play before each screening
- Brand ambassadors engaging with consumers
- Sweepstakes
- Random Acts of Sunshine®

TRAVEL AND ADVENTURE SHOWS

- Chicago – January 14 & 15, 2017
- Los Angeles – February 18 & 19, 2017



CONTACTS US:

- **Karen Cahn** – Sr. Director of Marketing
 - kcahn@tourism.az.gov
- **Jamie Daer** – Sr. Marketing Manager
 - jdaer@tourism.az.gov
- **Mitzu Ganley** – Digital Marketing Manager
 - mganley@tourism.az.gov
- **Loretta Belonio** – Fulfillment/Visitor Services Manager
 - lbelonio@tourism.az.gov





Media Relations



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MEDIA RELATIONS

- **Goal:** To Generate Earned Media for Arizona as a Travel Destination
- **Key International Markets:**
 - Canada (ConnectWorldWide_Canada)
 - China (Avia Reps)
 - France (Express Conseil)
 - Germany (Kaus Media Services)
 - Mexico (ConnectWorldWide_Mexico)
 - United Kingdom (Hills Balfour)

FY16 MEDIA RELATIONS RESULTS

Total articles and broadcasts generated:	1,093
Total Advertising Value Equivalency (AVE):	\$28,720,978
Total Audience/Circulation:	1,383,487,192
Individual journalists hosted:	69
Group press trips/participants:	8 trips/46 participants
Film crews:	3 crews/ 9 participants
Total journalists hosted:	124

FY17 MARKETS

- **AOT will conduct media outreach in the following markets:**

<u>Markets</u>	<u>Month</u>
San Francisco	September
Germany	January
New York	February
Toronto/Montreal	March
Target Cities Outreach in Austin, Chicago, Minneapolis, Portland, San Francisco	TBD

PARTNER OPPORTUNITIES

<u>Opportunity</u>	<u>Month</u>	<u>Cost</u>
Vancouver Media Marketplace	August	\$1,000
China Trade and Media Mission	October	\$2,500
Arizona Media Marketplace	November	\$300
Los Angeles Media Marketplace	February	\$1,000
Mexico Trade and Media Mission	March	\$1,500
U.K./Ireland Media Mission	May	\$2,000
France Media Mission	May	\$1,500

PRESS TRIPS

<u>Press Trip</u>	<u>Month</u>
Canadian Group Influencer Route 66 Tour	September
Travel Classics Pre-Tours and Individual Trips	November
China Group Media Tour	December
International Media Tour	April
Mexico Group Media Tour	TBD
Brand USA Media Tours	
Individual Media Itineraries	

HELPS US HELP YOU

Please continue to send us your information so we can share all the great things about Arizona with our international media reps.

- News Releases
- Newsletters
- Images
- Videos
- Awards
- New openings and attractions

Send to Media-info@tourism.az.gov

CONTACTS US:

- **Tony Alba** – Director of Media Relations - U.S. and Canada
 - talba@tourism.az.gov
- **Kim Todd** – Media Relations Manager - China, France, Mexico, U.K.
 - ktodd@tourism.az.gov
- **Marjorie Magnusson** – Public Relations Manager - Germany/Calendar of Events
 - mmagnusson@tourism.az.gov
- **General Information** (newsletters, press releases, images)
 - Media-info@tourism.az.gov





Travel & Trade Relations



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FY16 RESULTS

TRAVEL AND TRADE RELATIONS

- **FAM Tours:**
 - 8 FAM tours
 - 65 participants
 - 12 Arizona communities
- **Destination trainings** for travel agents & tour operators:
 - China:145
 - Mexico:197
- **Brand USA Partnership:**
 - 2 UK MegaFams
 - 1 Brand USA Japan
 - 1 Brand USA India

TRAVEL AND TRADE RELATIONS

Goal: To Generate Leads for DMO Partners and Position Arizona as a Vibrant and Affordable Travel Destination

- **Key markets:**

- United States
- Canada
- Mexico *
- China *
- Germany
- United Kingdom
- France

- **Emerging travel markets:**

- Japan
- Australia
- Switzerland
- South Korea
- India

* AOT has trade representation in the market

TRADE OUTREACH

AOT will conduct trade outreach in the following markets with events and/or tradeshows:

<u>Events/Tradeshows</u>	<u>Month</u>	<u>Events/Tradeshows</u>	<u>Month</u>
L.A. Sales Mission – European Receptive Operators	August	Mexico City/Guadalajara Trade & Media Mission	January
Vancouver – Trade Media	August	Go West Summit	February
Hermosillo, Mexico	October	NTA Trex	February
China Trade & Media Mission	October	Germany – ITB	March New!
New! U.K. – WTM	November	International – IPW	June
New! China – CITM	November	TAP in Tucson	June

PARTNERSHIP OPPORTUNITIES

<u>Opportunity</u>	<u>Month</u>	<u>Cost</u>
L.A. Sales Mission – AOT Dinner	August	\$500
Arizona Showcase Mexico	October	\$900-\$2,500
WTM London	November	\$5,000 (1 st); \$2,500 (2 nd & 3 rd)
China Trade and Media Mission	October	\$2,500
Mexico Trade and Media Mission	January	\$1,500
ITB Berlin	March	\$5,000 (1 st); \$2,500 (2 nd & 3 rd)

TRADE MARKETING CO-OP OPPORTUNITIES

- Reviewing proposals from international tour operators
- Trade publication advertising
- Brand USA opportunities

FAM TRIPS

FAM Trip

Mexico Product Development FAM Tour

NTA Product Development FAM Tour

Canadian key Buyer FAM Tour

China Product Development FAM Tour

AAA/CAA Culinary & Outdoor Adventures FAM Tour

Domestic/Int'l History & Culture FAM Tour

Month

November

November

Spring - tentative

March

April

May

CONTACTS US:

- **Becky Blaine** – Director of Travel and Trade Relations
 - bblaine@tourism.az.gov
- **Jennifer Sutcliffe** – Trade Relations Manager
 - jsutcliffe@tourism.az.gov

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