



## INTERNSHIP OPPORTUNITY

The Arizona Office of Tourism (AOT) is currently accepting resumes for unpaid college internships during the 2015 Spring semester. Interns will be working in AOT's Research & Strategic Planning division located at 1110 W. Washington St, Suite 155 in Phoenix.

We are interested in applicants studying towards a Bachelor's degree with an emphasis in one of the following - Advertising, Marketing, Communications, Economics, Statistics, Tourism Development & Management or related field; excellent communication skills and strong computer skills are required.

***Note\* This position is limited to domestic students studying at an Arizona university or college.***

Interested applicants should send a cover letter and resume to: [melkins@azot.gov](mailto:melkins@azot.gov)

### **Who is the Arizona Office of Tourism?**

AOT strives to enhance the state's economy and quality of life for all Arizonans by expanding travel activity and increasing related revenues through tourism promotion and development. AOT's goal is to provide precise research-driven strategies to achieve this mission while serving as the comprehensive leader in Arizona's travel and tourism industry. AOT is *the* only marketing agency responsible for bringing travelers from across the USA, and internationally, to the state of Arizona.

### **What does the Research & Strategic Planning Division do?**

Because our agency utilizes precise research-driven strategies to achieve its mission, the research team is a vital component of the AOT. We serve as the primary source for all Arizona travel-related data for internal and external partners and inquiries. This data includes, but is not limited to, tracking economic impact of the travel industry, compiling visitation volume and profile data, conducting competitive market analysis, identifying consumer trends impacting the travel industry, completing market research in order to target the appropriate visitors and determining the effectiveness of AOT's advertising efforts.

The data information we obtain and track assists in the overall goal of attracting visitors that will have the greatest impact to Arizona's economy as well as expanding travel activity throughout the entire state.

### **Will I be compensated?**

This is an unpaid internship. However, our research team will work diligently to offer interns a hands-on opportunity for research and indicators that assist with promoting Arizona as a world-class travel destination.

### **What are the Dates and Time Commitment?**

Internships begin and end based on the college semester (Spring, January-May; Summer, May-August; Fall, September-December). We will be flexible with your schedule but ideally would like an intern to work a minimum of 20 hours per week. Work hours must be between 8 a.m. to 5 p.m, Monday through Friday.

### **What will you do?**

You'll have the opportunity to be part of the integrated research team, participate in weekly research meetings, assist with updating our contact database, collaborate in finding travel trends, review research and reports, and learn what it takes to produce strategic research-based consumer advertising campaigns. You're going to do a little bit of everything. You'll have hands-on involvement in research projects and tasks such as market research and competitive analysis as well as interaction and projects with internal divisions.

Specific projects will be determined based on your degree path to provide the best learning experience. And along the way you'll learn some great acronyms and a lot about the travel and tourism industry!

### **What are the expectations of this internship?**

Quality customer service standards, a high degree of organizational skills, mature decision-making ability, self motivated work style, good leadership, and interpersonal skills are necessary for this position.

### **Find out more about what our agency does at:**

[www.tourism.az.gov](http://www.tourism.az.gov) - B2B site

[www.visitarizona.com](http://www.visitarizona.com) - Consumer site

### **Find us on social media:**

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