



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:

Good afternoon,

AOT is now accepting participants for our **Arizona Media Marketplace**. This event is held in conjunction with Travel Classics West and offers a great opportunity to meet both local and national travel media representatives. More information can be found below in the **AOT News** section.

And if you thought you missed your chance to join AOT for our **Arizona Showcase** in Hermosillo, Sonora, there is still plenty of time to sign up! Deadline is Friday, August 15. Contact Kim Todd at ktodd@azot.gov for more information.

Have a great week,

Sherry Henry
Director, Arizona Office of Tourism

AOT News

We Need Your Photos!

AOT is expanding its photo library and we need your photos! Images from the AOT photo library are used daily by our agency for social media purpose, placement on our website, and in both advertorial and editorial pieces. We also give our tourism industry partners access to these photos, as well as tour operators, journalists and our International Representatives. You can submit as many of your high resolution, royalty free photos as you would like to help promote your community. If you're interested in submitting photos, please contact Mitzu Ganley at mganley@azot.gov for more information.

SAVE the DATE: Arizona Media Marketplace, Nov. 20, 2014

AOT will host the Arizona Media Marketplace on Thursday, November 20, 2014 at The Boulders – A Waldorf Astoria Resort. The Arizona Media Marketplace, held in conjunction with Travel Classics West, offers Arizona tourism suppliers the opportunity to interact with local and national members of the travel media. Travel Classics West brings together 15 top editors and 35 leading freelance writers for three days of educational sessions and one-on-one meetings. Although the TCW writers and editors are not required to attend the media marketplace, AOT will strongly encourage them to do so in order to give them exposure to statewide PR partners from around the state. Participation fee is \$250 and is open to just 40 suppliers, with preference given to CVBs, Chambers and DMOs. Deadline to register is **August 29, 2014**. Contact Tony Alba at 602-364-3715 or talba@azot.gov for more information.

Upcoming Events & Activities

[ABAV – Feira das Americas](#)

Dates: September 24-28

Location: Sao Paulo, Brazil

[Arizona Showcase](#)

Date: October 2

Location: Hermosillo, Sonora, Mexico

[Brazil Trade FAM](#)

Date: October 4-10

Location: Various Arizona Communities

Industry News

SAVE the DATE: Marketing Outlook Forum Oct. 22-22, 2014

The Travel and Tourism Research Association's (ttra) Marketing Outlook Forum: A Global Perspective (MOF) is the leading travel forecast conference combining industry networking and quality educational programs into a premier event. MOF attracts delegates from nearly all State and Provincial tourism offices in the U.S. and Canada, international tourism offices, airlines and hotels, as well as many travel industry suppliers. The forum will be held October 20-22, 2014 at the Loews Hotel, Atlanta (Midtown), Georgia. For more information, visit <http://www.ttra.com/events/marketing-outlook-forum/>

Is Your Website up to Speed?

Hotel website slow to load? You might be losing more than half of potential bookers on your site, [according to a recent report from Limelight Networks](#).

The report, which surveyed 1,115 U.S. consumers, found that nearly 60% of users will wait no more than five seconds for a webpage to load before becoming frustrated and leaving the site. More than one-third (37%) will leave and buy a product from a competitor if a website is slow.

Following website performance, fresh and updated content was No. 2 on respondents' list of keys to a great Web experience. Rounding out the list was a consistent experience on mobile and desktop followed by personalized content. (*HotelNewsNow.com, Aug. 5*)

Passenger Traffic Growth Stays Strong in June

The International Air Transport Association (IATA) announced global passenger traffic results for June showing a modest deceleration in demand growth compared to the prior month. Total revenue passenger kilometers (RPKs) rose 4.7% over the year-ago period, which was below the 6.2% year-on-year increase recorded in May 2014. June capacity (available seat kilometers or ASKs) increased by 5.0%, causing load factor to slip 0.2 percentage points to 81.5%.

"June traffic growth at 4.7% is encouraging even though it is a slight weakening on May's performance. Earlier signs of a softening in demand are dissipating. While that's good news there are many risks in the political and economic environment that need careful monitoring," said Tony Tyler, IATA's Director General and CEO.

Jun 2014 vs. Jun 2013	RPK Growth	ASK Growth	PLF
International	5.5%	5.7%	81.4
Domestic	3.4%	3.8%	81.7
Total Market	4.7%	5.0%	81.5
YTD 2014 vs. YTD 2013	RPK Growth	ASK Growth	PLF
International	6.4%	6.4%	78.7
Domestic	5.1%	4.3%	80.3
Total Market	5.9%	5.6%	79.3

[View full June passenger traffic results](#) (pdf). (*Travel Industry Wire, Aug. 6*)

Arizona Super Bowl Countdown Clock Unveiled at America's Friendliest Airport

With 179 days and counting until Super Bowl XLIX, the Arizona Super Bowl Host Committee and Phoenix Mayor Greg Stanton today unveiled a countdown clock at Phoenix Sky Harbor International Airport which will mark the hours, days and seconds until the opening kick-off of the State's third Super Bowl since 1996.

"We're thrilled to have the Super Bowl XLIX countdown clock prominently located at Sky Harbor, the most highly-trafficked point of entry to the state. As we hit the six-month mark, this will help drive awareness and anticipation for the Super Bowl and all the surrounding events," said David Rousseau, Chairman of the Board of the Arizona Super Bowl Host Committee.

The state-of-the art digital clock located in Terminal 4 at Sky Harbor is illuminated on a 55 inch, high-definition LED screen. After today's unveiling on the west end of the baggage claim area, an additional countdown clock was illuminated on the east end of baggage claim in Terminal 4. The terminal serves more than 80 percent of Sky Harbor's passengers.

“The city of Phoenix is ready to host its largest Super Bowl celebration yet,” said Phoenix Mayor Greg Stanton. “Phoenix Sky Harbor will be the gateway to the Valley for tens of thousands of Super Bowl visitors and we are working closely with the Arizona Super Bowl Host Committee to ensure the best fan experience the NFL has ever seen.”

In the month surrounding the big game, Phoenix Sky Harbor will serve an estimated 4 million passengers. The new PHX Sky Train will provide a quick, convenient ride from the airport to the light rail connection, giving football fans an easy way to travel to Super Bowl Central, a festival made up of 12 city blocks that will be the epicenter of free, fan fun, in Downtown Phoenix. Super Bowl Central will be held for four days leading up to the game.

Super Bowl XLIX will be played at University of Phoenix Stadium on February 1, 2015, marking Arizona’s third Super Bowl in 19 years. At Super Bowl XLII in University of Phoenix Stadium on February 3, 2008, The New York Giants beat the New England Patriots 17-14. Arizona’s first big game, Super Bowl XXX, was held at Arizona State University’s Sun Devil Stadium in 1996, with the Dallas Cowboys beating the Pittsburgh Steelers 27-17. For more information visit <http://azsuperbowl.com/> (Aug. 6)

Travel Continues to Outpace Other U.S. Exports in 2014

David Huether, senior vice president for research and economics at the U.S. Travel Association, released the following statement on trade data released Wednesday by the Commerce Department's Bureau of Economic Analysis:

“The latest trade figures further validate the travel industry's essential role in revitalizing the U.S. economic recovery.

“Travel exports grew by \$0.2 billion to \$19.3 billion in June—a rise of 8.3 percent over the same time last year.

“For the first half of 2014, travel exports have grown 6.2 percent, more than twice as fast as other U.S. exports. Travel exports, accounting for nearly one-tenth of exports in the first half of 2014, represent 21 percent of U.S. export growth year-over-year.

“Travel imports fell slightly to \$12.4 billion, yielding a positive travel trade balance of \$6.8 billion. The overall U.S. trade balance stands at a deficit of \$41.5 billion, despite a June improvement \$3.1 billion caused mainly by a \$2.9 billion reduction in imports.

“The improvement of travel export spending affirms the importance of the U.S. as an international travel destination, which has been supported by important policies like the Travel Promotion Act and Visa Waiver Program.” *(Travel Industry Wire, Aug. 8)*

Calendar of Events

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

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