



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,

Well, it's the dog days of summer. But Labor Day Weekend is approaching and travelers are searching for last minute deals so they can close out the summer with a great Arizona experience!

Be sure your travel deal is featured on our consumer website, VisitArizona.com. As one of our most popular web pages, our Travel Deals section receives thousands of page views every year. Be sure to take advantage of this valuable resource and showcase travel deals for your attraction or destination.

For information on how to upload travel deals, visit <http://www.visitarizona.com/arizona-tourism-partners>.

Have a great week,

Sherry Henry
Director, Arizona Office of Tourism

AOT News

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

Expedia.com Reveals Sizable Uptick in Travel for 2014 Labor Day Weekend

Booking data from Expedia.com shows that Labor Day weekend 2014 should see a considerable increase in travelers booking air tickets, hotel room and rental cars compared to Labor Day weekend 2013.

Last year AAA reported that Labor Day weekend saw 34.1 million travelers hit the road, the highest number in five years. Expedia data also suggests that Labor Day is becoming an increasingly popular travel option.

In 2014, demand for air tickets over Labor Day weekend has increased 20%, with the majority of travelers departing on Friday, August 29. Demand for hotel rooms is up more than 30% and hotel room rates have increased as well, averaging just over \$180 per night over this holiday weekend, up approximately 3% from 2013. While demand for car rentals has increased more than 35%, rental rates are slightly lower this Labor Day weekend indicating there are still good deals to be found. (*Travel Industry Wire, Aug. 11*)

The Rise of the Young Asian Traveler

The rapid emergence of Asian economies and the accompanying boom in travel has attracted the attention of the global travel and tourism community, as well as countless others. In recent

years the sheer number of outbound travelers from Asian countries combined with their well-documented spending power has made an impact beyond Asia and the Pacific region, as destinations in all other regions race to understand the Asian traveler and adapt their products and services accordingly.

The Rise of the Young Asian Traveler, released today by the Pacific Asia Travel Association (PATA), explains how and why it is predominantly young people that are fuelling this growth, looking to explore the world beyond their country's borders. In line with PATA's 'Next Gen' strategy, the report is intended to help tourism industry professionals around the world to understand the importance of engaging with young people, both as consumers and employees in the travel and tourism industry, and to give them an understanding of the power of the young Asian traveler to shape global travel and tourism in the years to come.

Nearly 3,000 travelers between the ages of 15-34 participated in an online survey distributed across 13 countries in Northeast and Southeast Asia including China, Korea (ROK), Japan, the Philippines, Thailand, Vietnam, Indonesia and Malaysia. Among the findings readers can discover:

- Why youth travel does not always mean 'budget travel' in Asia
- What the leap to mobile technology will mean for travel providers across the region
- How low cost carriers have capitalized so successfully on the youth market across the region
- Why the most sophisticated tourism boards look to attract students as well as leisure travelers
- Who exerts the biggest influence on young Asians' travel decisions
- Why it is important to start reaching the next generation of your brand's consumers today

PATA CEO Martin J. Craigs said, "This report highlights very effectively why Asia's top destinations and tourism brands need to sit up and take notice of young consumers and their travel tastes. Today's young travelers will very quickly become business and family travelers, so it is important to show them your trust and loyalty from a very early stage. At PATA we like to lead by example, nurturing talent for the future and putting youth at the heart of our efforts in Human Capital Development, and it is certainly paying off for us".

The report features contributions from Aloft Bangkok, Bangkok Vanguard, Bnbhero, Digital Innovation Asia, Flip'n Travels, Korea Tourism Organization, Lagisatu, PhoCusWright, Qunar, South East Asia Backpacker, Taylor's University, Tourism Australia, TripAdvisor, and Trippiece.

PATA would also like to thank the following National Tourism Organizations for their cooperation: Ministry of Industry and Primary Resources, Brunei Darussalam; Ministry of Tourism and the Creative Economy, Indonesia; Japan National Tourism Organization; Korea Tourism Organization; Ministry of Tourism and Culture, Malaysia; Ministry of Hotels and Tourism, Myanmar; and Tourism Authority of Thailand.

About the report: [The Rise of the Young Asian Traveler](#) draws upon primary and secondary research to present the market profile of consumers aged 15-29 years (in accordance with the World Tourism Organization (UNWTO) definition of 'youth travel') from thirteen countries across Northeast and Southeast Asia ('ASEAN+3'), primarily: Brunei Darussalam, Cambodia, China (including Hong Kong SAR, Macau SAR and Chinese Taipei), Indonesia, Japan, Korea (ROK), Lao PDR, Malaysia, Myanmar, Philippines, Singapore, Thailand and Vietnam. It was authored by Peter Jordan, a specialist on the global youth travel industry and Millennial traveler trends.

A brief summary of the report can be viewed [here](#). To order the full report or any other PATA publication, please visit www.patastore.com or contact publications@PATA.org. (*Travel Industry Wire, Aug. 13*)

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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