



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,

From the Grand Canyon National Park to Bisbee, Electric Vehicle (EV) drivers can explore stress free as the infrastructure to support EVs continues to grow throughout the state. In fact, we've made it easier for EV traveler to see Arizona with our [Electric Vehicle Travel Guides and Itineraries](#).

As this market continues to grow and more EV drivers are looking for exciting road trip ideas, AOT is offering a new webinar to Arizona communities so they can meet the needs of this exciting new visitor segment. Don't miss your chance to learn about Arizona's growing electric vehicle traveler market and what you can do to attract EV drivers to your community.

Webinar and registration details can be found in the **AOT News** section below.

Have a great week,

Sherry Henry
Director, Arizona Office of Tourism

AOT News

SAVE the DATE! Plug and Play: The Growing Electric Vehicle Traveler Market Webinar

The electric vehicle market is growing rapidly, with 43 percent of the U.S. plug-in vehicle registrations concentrated in California and Arizona. Join us to learn more about the market, and get amped up for the surge in electric vehicle tourism!

Date: Wednesday, October 22, 2014

Time: 10:00 am

To register: <https://visitarizona.webex.com/visitarizona/onstage/g.php?t=a&d=295981265>

For more information, contact Glenn Schlottman at 602-364-3727 or via email at gschlottman@azot.gov.

Add Your 2014/2015 Calendar of Events!

All of the 2014 events have been added to AOT's online Calendar of Events at VisitArizona.com. If you do not find your event listed, please be sure to send us the details for inclusion. Please include the name of the event, venue, description, and phone number/web site you would like the public to contact for additional information. We will soon begin to add 2015 event information to the calendar. If you have not already done so, please send your 2015 dates. Send event information to Marjorie Magnusson at mmagnusson@azot.gov.

Upcoming Events & Activities

New York Media Mission

Date: October 6-10

Location: New York City, NY

Media Tour: Aged to Perfection

Date: October 19-25

Location: Willcox, Bisbee, Tubac/Rio Rico, Tucson and Tempe

China Media Tour

Date: November 1-8

Location: Phoenix, Page, Grand Canyon, Williams, Verde Valley and Scottsdale

Industry News

The Conference Board Consumer Confidence Index® Improves Again

The Conference Board Consumer Confidence Index®, which had increased in July, improved further in August. The Index now stands at 92.4 (1985=100), up from 90.3 in July. The Present Situation Index increased to 94.6 from 87.9, while the Expectations Index edged down to 90.9 from 91.9 in July.

The monthly Consumer Confidence Survey®, based on a probability-design random sample, is conducted for The Conference Board by Nielsen, a leading global provider of information and analytics around what consumers buy and watch. The cutoff date for the preliminary results was August 14.

Says Lynn Franco, Director of Economic Indicators at The Conference Board: "Consumer confidence increased for the fourth consecutive month as improving business conditions and robust job growth helped boost consumers' spirits. Looking ahead, consumers were marginally less optimistic about the short-term outlook compared to July, primarily due to concerns about their earnings. Overall, however, they remain quite positive about the short-term outlooks for the economy and labor market."

Consumers' appraisal of current conditions continued to improve through August. Those saying business conditions are "good" edged up to 23.9 percent from 23.3 percent, while those claiming business conditions are "bad" declined to 21.5 percent from 22.8 percent. Consumers' assessment of the job market was also more positive. Those stating jobs are "plentiful" increased to 18.2 percent from 15.6 percent, while those claiming jobs are "hard to get" declined marginally to 30.6 percent from 30.9 percent.

Consumers were slightly less optimistic in August about the short-term outlook. The percentage of consumers expecting business conditions to improve over the next six months held steady at 20.4 percent, while those expecting business conditions to worsen fell to 10.2 percent from 12.1 percent. Consumers, however, were somewhat mixed about the outlook for the labor market. Those anticipating more jobs in the months ahead fell to 17.0 percent from 18.7 percent, although those anticipating fewer jobs also declined to 15.8 percent from 16.6 percent. Fewer consumers expect their incomes to grow, 15.5 percent in August versus 17.7 percent in July, while those expecting a drop in their incomes rose marginally to 11.9 percent from 11.1 percent. *(The Consumer Confidence Board, August 2014)*

Room Mate Launches Apartment-Hotel Hybrid Service

Spanish hotel chain Room Mate has launched a new apartment rental-hotel hybrid service which offers customers a selection of private rental properties and complimentary use of its hotel amenities.

BeMate.com has launched with an initial 2,500 apartments located close to its own hotel properties in 10 cities in Europe and the Americas including New York, Mexico City and Miami.

By the year end it plans to cover up to 200 cities and launch apps for iPhone and Android users.

While staying in an apartment, guests get access to the support and services of a local Room Mate or partner hotel such as housekeeping, airport transfers, breakfast, luggage storage and concierge services.

"Building on the success and rapid growth of the Room Mate brand, we were eager to offer consumers a new way to travel," said Enrique Sarasola, president of Room Mate.

BeMate.com's listed accommodations range from studios to four bedrooms and include both apartments and houses with private facilities.

The company says the BeMate.com concept comes from customer feedback, and the company also plans to expand its own hotel portfolio to 29 properties within the next two years. *(Travel Mole, Sept. 22)*

TripAdvisor Launches New Edition of TripBarometer, Showcasing the Psychology of Travel

TripAdvisor, the world's largest travel site, today announced the results of the latest installment of TripBarometer, the world's largest traveler and accommodation survey¹ focusing for the first time on the Psychology of Travel. The biannual study, conducted on behalf of TripAdvisor by independent research firm Ipsos, highlights country, regional and global travel trends according to more than 53,000 travelers and hoteliers around the world, with more than 5,900 respondents from the U.S. The TripBarometer: Psychology of Travel report examines the motivations behind travelers' vacation choices, traveler emotions at the various stages of a vacation and the post-trip impact of travel.

U.S. Travelers Prioritize Unique Experiences, Family Time and Cultural Enrichment

When asked what they want out of vacation, the top priority for U.S. travelers was to have unique and interesting experiences, according to 66 percent of respondents. Below are the top motivations and how U.S. travelers compare to travelers globally:

What Travelers Want from Vacation	U.S. travelers	Worldwide travelers
Provide unique and interesting experiences	66%	55%
Enjoy special moments together with loved ones	47%	42%
Broaden knowledge and enrich understanding of the world	45%	44%
Help to enjoy life to the fullest	45%	45%
Get immersed in the local culture	41%	36%

"Travelers from Barcelona to Beijing crave unique and interesting experiences. Whether they get a few days or a few weeks of vacation, they want more from their trips than time spent lounging by the pool," said Barbara Messing, chief marketing officer, TripAdvisor. "The TripBarometer: Psychology of Travel report shows us that travelers want their vacation to count – it's about broadening horizons, feeling immersed in local culture and sharing the experience with loved ones."

The Emotions of the Travel Lifecycle for U.S. Travelers

The TripBarometer shows that the travel lifecycle is an emotional experience, as feelings ebb and flow throughout various stages of the trip:

Travel Stage	Excited	Relaxed	Fulfilled
Booking	64%	6%	4%
Arrival at destination	69%	23%	10%
During the stay	40%	49%	19%
Departing from destination	8%	31%	55%
Back home	6%	38%	51%

Globally, men have a higher tendency to feel 'knowledgeable' (27%) at the booking stage, whereas women are more 'excited' (60%). Twenty-two percent of men report feeling 'in control' on departure and 15 percent of men say they feel 'confident' once back home, higher than the global average at both stages.

In contrast, hoteliers have an opportunity to entice travelers when they are excited, and to contribute to their guests feeling more knowledgeable throughout their stay. As part of the

study, hoteliers were asked what actions they took throughout the traveler journey to relate to their guests. Fifty-two percent of global hoteliers say their main priority is to ensure a smooth and efficient process at booking and 36 percent are keen to minimize any potential stress leading up to arrival.

“The results of the TripBarometer highlight that hoteliers can stand out from the competition by providing unique and enriching experiences. And while it’s no surprise that travelers tend to be excited when they book and prepare for a trip, hoteliers are missing an opportunity to capitalize on that excitement and begin building a lasting relationship with their guests. Only a minority of hotels are currently making this a priority, but those who do also tend to receive more repeat guests,” said Marc Charron, president, TripAdvisor for Business.

The Post-Vacation Impact on U.S. Travelers

When asked what a return from vacation is most likely to prompt them to do, the vast majority go about researching their next trip and also make some lifestyle changes:

1. Plan more vacations – 76% (66% globally)
2. Introduce new food into diet – 55% (38% globally)
3. Become more open minded and tolerant of others – 49% (45% globally)
4. Have more appreciation for home city – 41% (34% globally)
5. Focus more on relationships with friends and family – 31% (23% globally)

For additional information about TripBarometer, please visit www.tripadvisor.com/tripbarometer and download the global report. (*Travel Pulse, Sept. 29*)

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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