



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,

Enjoying Arizona's freshly picked fruits and veggies just got easier! Thanks to the efforts of the Arizona Experience team at the Arizona Geological Survey, we have a valuable new resource to help tout Arizona's farm-fresh food!

The new [Agritourism Experience map](#) is now available for visitors to use and discover Arizona's diverse U-Pick farms and local farmers' markets. More than 37 statewide agricultural locations are featured on the map. More information is available in the ***Industry News*** section below.

Have a great Arizona week!

Sherry Henry
Director, Arizona Office of Tourism

AOT News

Coming Soon! AOT's FY16 Marketing Cooperative Guidelines and Application

AOT's Marketing Cooperative program is back for FY16! ... pending appropriated funding.

Guidelines and application for the FY16 Marketing Cooperative program are set to be released in May.

AOT's Marketing Cooperative program is designed for rural Arizona communities to help promote and drive visitation to their destinations. The program features a robust media plan with a variety of options including online, print, outdoor, and AOT publications.

All Arizona DMOs, Tribes and statewide tourism associations are invited to apply. AOT welcomes regional partnerships between metro, rural DMOs and Tribes. Qualifying applicants

will receive subsidized rates. Look to future editions of AOT in Action for program guidelines. Contact Glenn Schlottman at 602-364-3727 or via email at gschlottman@tourism.az.gov for more details.

Send in your Nominations for 2015 Governor's Tourism Awards

AOT invites you to submit nominations for the [2015 Governor's Tourism Awards](#) in celebration of the great achievements that occur throughout exciting our industry. From unique cooperative marketing projects to valuable tourism champions, astounding work is accomplished each and every day by our industry to promote the Great State of Arizona. The Governor's Tourism Awards is a wonderful way in which to recognize these efforts. We are accepting nominations until Friday, May 1. More information is on our website at tourism.az.gov/communications/tourism. And be sure to register for the [2015 Governor's Conference on Tourism](#)! More information is available at www.aztourismconference.com.

Register for 2015 Governor's Conference on Tourism

Registration is now open for the 2015 Arizona Governor's Conference on Tourism, **June 22-24**. This year's annual conference will be held at the JW Marriott Camelback Inn in Scottsdale. The Arizona Governor's Conference on Tourism provides valuable networking opportunities with industry peers, professional development sessions, nationally recognized speakers, an industry-related exhibit area and the Governor's Tourism Awards Gala. For more information and registration, visit www.aztourismconference.com.

Upcoming Events & Activities

[AAA/CAA FAM Tour](#)

Date: April 29 - May 3

Locations: Mesa, Sedona, Prescott and the Grand Canyon National Park

[Media Tour: Park Yourself in Arizona](#)

Date: May 17 - 23

Locations: Phoenix, Peoria, Prescott, Jerome, Sedona, Flagstaff, Cameron, Grand Canyon, Scottsdale

[France Media Mission](#)

Date: May 19

Locations: Paris, France

Industry News

Save the Date: National Travel and Tourism Week, May 2 - May 10

National Travel and Tourism Week is May 2-10, 2015. It's an annual tradition that was established by a congressional resolution in 1983 and first celebrated the following year.

This nationwide week of events serves to champion the power of our industry. A wide cross section of travel and tourism professionals work throughout the week to promote the impactful contributions their travel markets and organizations make to the U.S. economy.

The travel community typically marks the event in a number of creative ways, from staging local rallies and conducting media outreach to securing proclamations and resolutions from local governments. For more information on how to celebrate National Tourism Week in your community, visit www.ustravel.org/marketing/national-travel-and-tourism-week.

Interactive Map Blazes Trail to Arizona's U-Pick Farms

As Arizonans celebrate our unique outdoor opportunities approaching Earth Day, a new online map will reveal opportunities for urban adventurers to spend "a day at the farm" harvesting fresh produce or experiencing Arizona's fresh agricultural products.

Developed by the Arizona Experience team at the Arizona Geological Survey, the interactive Agritourism Experience map features 37 locations where the public can explore the grounds, buy products at a farm stand, or pick their own fresh produce. Featured crops include sweet corn, apples, chili-type peppers, pumpkins, Medjool dates, olives, lemons, Romaine lettuce, honey, and lavender. Visit the map at arizonaexperience.org/live-maps/u-pick-farm-map.

As interest in how our food is produced and delivered increases, visits to "U-Pick" farms are becoming an increasingly popular leisure activity around the country. The Agritourism Experience map will expose Arizona tourists, educators, and residents to these fun and educational field trip opportunities.

Typically small and privately owned, U-Pick farms invite the public to collect their own produce from the field, grove, or orchard. In addition to fresh fruits and vegetables, U-pick farms can offer educational or entertaining sideshows such as kiddie rides, petting zoos, field tours, restaurants, or cooking demonstrations. Beyond selling produce, a top priority for many of these operations is teaching people how and where crops are grown.

The Agritourism Experience map will profile specialty crops, local growers, and agritourism opportunities. Users can search for one crop or browse the map to find opportunities closest to them, then click on a location for more information about hours and offerings. A seasonal filter can show the produce ready to harvest in a given season. The map also works on most mobile devices, enabling a search on the go and driving directions from your location.

"Agritourism's popularity has grown exponentially over the last several years and Arizona has wonderful locations throughout the state where visitors can experience authentically grown food," said Sherry Henry, director of the Arizona Office of Tourism. "We're thrilled about the new Agritourism Experience Map, which will highlight all of these wonderful locations and will become a valuable resource for our visitors."

Most of the farms in the map were harvested from the Arizona Farm Bureau's Fill Your Plate Farm locator and Local First Arizona's Good Food Finder. The Fill Your Plate website hosts three searchable databases that allow a statewide for farmers' markets, Arizona-family recipes and

farm products for sale from our Arizona farm and ranch families. Local First Arizona's Good Food Finder is a searchable database of Arizona's farms and farm products.

The "Agritourism Experience" map is part of a national effort to support the growers of specialty crops through grants administered by state Departments of Agriculture. Specialty crops are considered to be anything that is not a commodity crop for livestock.

The Arizona Experience (arizonaexperience.org) is an educational and collaborative website that specializes in interactive features that showcase the people, places, culture, and events of Arizona. Thousands of multimedia assets—including current and historic photographs, audio and video samples, and interactive timelines—engross users of all ages. Materials from archives, museums, and special collections appear in interactive features designed especially for the site. Among the site's most popular features are original interactive maps that show the location of iconic landscapes, historic and active mines and mineral districts, festival locations, and more. The Recreational and Cultural Sites map, released in 2012 in partnership with the Arizona Office of Tourism, contains more than 400 points for outdoor recreation, museums, and scenic routes.

Everything You Need to Know About Millennial Travel in One Infographic

If you work in the travel industry, chances are you're aware that it's a pretty good idea to cater to millennials.

But what exactly is a millennial?

Well, a millennial is generally defined as someone who is currently 18 to 34 years of age (born after 1980).

SACO, a serviced apartment company, recently produced an infographic detailing the intricacies of the millennial traveler (note: this is a general characterization; not every millennial is exactly like this).

First of all, it's important to know that millennials generally love technology and social media. As the infographic notes, they can regularly be found on social media platforms such as Twitter, Facebook, LinkedIn and Pinterest. Also, mobile-friendly websites and decent Wi-Fi (preferably free) are not just preferred—they are expected.

On top of that, nearly half (46 percent) of millennials are "excited about better access to technology in rooms and the BYOD (bring your own device) concept," according to SACO. That includes being more excited than their older counterparts about new room technologies, apps and mobile platforms, and wider ranges of ways to book online.

While SACO found that all travelers prefer a comfortable bed over great food and a high-speed broadband connection, only millennials aged 18 to 24 preferred a high-speed broadband connection (57 percent) over great food.

When it comes to business travel, you may be surprised to know that 50 percent of millennials are more likely to have traveled for business in the past two years than those over 35 years of age.

On the other hand, if hoteliers are hoping to win millennials over with hotel rewards programs, that may be ill-advised. According to SACO, just 9 percent of millennial travelers say they are influenced by a rewards program when booking, considerably lower than older travelers. On top of that, only 5 percent profess loyalty to a single brand.

Of course, if you can gain millennial loyalty, you will probably reap the rewards. Only one-third of millennial business travelers worry about whether the accommodation they book is within their company's budget.

Also, given millennials are social creatures, they tend to look for accommodation with shared spaces that provide for socializing and networking. About 14 percent see traveling as an important networking opportunity, as opposed to 7 percent of their older peers.

In a nutshell, according to SACO, millennials are community-driven, interested in sharing, interconnected, spontaneous, fickle (hence, their prioritization of certain services and amenities) and eco-conscious, while also valuing diversity and having high expectations.

There you go, travel industry, a whole infographic full of stats about millennials.

Now there's no excuse to not understand them. (*Travel Pulse, April 3*)

U.S. Business Travel on the Rise Despite Dwindling Perks

While business travel spending and trips are both on the rise in the U.S., according to the latest forecast from the Global Business Travel Association, many of the perks road warriors have grown accustomed to are being left behind.

Business travel spending has rebounded in recent years, but much of the increase is a result of inflation, with the rest being attributed to increasingly productive business travelers.

"They are getting more done per trip than ever before, resulting in a longer average trip than 15 years ago," said GBTA executive director Mike McCormick.

The GBTA's latest business travel forecast for the U.S. predicts a 6.2 percent rise in spending on business travel to \$310.2 billion in 2015 and a 1.7 percent rise in business trips to 490.4 million this year.

Nonetheless, companies and business travelers are cutting costs by cutting out the perks.

"Coach is still king when it comes to flying," writes USA Today's Charisse Jones. "Expense accounts remain tight. And the choice of hotels tends to fall in the middle of the pack."

Frequent traveler and USA Today Road Warriors panel member Phil Bush points to last decade's economic collapse as the turning point for business travel.

"I think the recession (of 2008) was when it really changed forever," said Bush. "There was a permanent tightening of reins around travel. We are so many years past the time when travel was a good thing. Now it's just 'I have to go from city A to city B to do my job, and I go.'"

"At a company level...things are in a lot of ways getting better," Bush added. "But there's no loosening up of anything, because they're trying to make more money, and all we are is expenses. I'm not saying that negatively. It's just a fact."

McCormick takes it one step further: "I don't think we're ever going back to those times."

"Companies see that there is value at times in using a premium class of service," he added. "There is value at times at spending more to entertain your clients. But you do that with a specific business purpose in mind."

It's clear that business travel drives business growth, but as more and more companies look to cut costs in a tough economy, it seems that the quality, not the quantity of trips will be sacrificed. (*Travel Pulse, April 6*)

Arizona Could be Bidding for 2021 Super Bowl

Arizona could be throwing its hat into the ring for the Super Bowl in 2021.

Officials with knowledge of the situation said preliminary work is underway to bid on another Super Bowl.

University of Phoenix Stadium in Glendale just hosted Super Bowl XLIX in February.

Arizona Super Bowl Host Committee President and CEO Jay Parry said this year's game was a success and the region is interested in bidding on future games. She said the NFL will invite cities to bid on future games.

"Arizona is well-positioned to host future Super Bowls. Bidding for a future game is an invitation process initiated by the NFL," Parry said.

NFL spokesman Brian McCarthy said teams and regions wishing to bid on Super Bowls between 2019 and 2023 will turn expressions of interest in May. The league will then work on narrowing the fields for markets wishing to host games in 2019 and 2020.

"At the next league meeting, May 18 and 19 in San Francisco, the Super Bowl Advisory Committee will select the cities that will be invited to bid for the next two available Super Bowls (Super Bowl LIII or Super Bowl LIV)," McCarthy said.

Officials for the Arizona Cardinals and other businesses involved with the Super Bowl XLIX bid also did not respond to requests for comment.

Next season's Super Bowl is being held in Santa Clara, California followed by Houston and Minneapolis.

Miami, New Orleans, Dallas and some cold weather cities such as Indianapolis, Boston, Seattle and Chicago could bid for the big game in 2019 and 2020.

A new proposed stadium in Los Angeles also could be in line to host future Super Bowls.

Jean Moreno, Super Bowl coordinator for the city of Glendale, said there is interest in bidding on future games but her city has not had any serious or specific discussions on about bidding on the 2021 or other future games.

UOP Stadium will host college football playoff games the next two seasons. The Glendale stadium will also the NCAA Men's Final Four in 2017.

PriceWaterhouseCoopers estimated Super Bowl XLIX brought \$206 million in direct spending to the Valley.

Organizers put more Super Bowl week events including the NFL's Fan Experience, Media Day and concerts in downtown Phoenix on Metro light rail than in Glendale or other suburbs.

The Valley previously hosted Super Bowls in 2008 and 1996. (*Phoenix Business Journal, April 9*)

Calendar of Events

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

Connect with the Arizona Office of Tourism!

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