



## ***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:**

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Happy Arizona Travel and Tourism Week!

This week we join tourism industry professionals across the nation in recognition of National Travel and Tourism Week to tout the value of this vital industry to the economy.

Arizona's own tourism industry is widely recognized as one of our state's top revenue generators and positively affects all 15 counties of our state. In fact, many communities throughout the state rely heavily on the economic benefits tourism brings to their communities.

In a show of support for this important industry, Governor Doug Ducey has proclaimed this same week as **Arizona Travel and Tourism Week!** This brings further recognition to the relevancy of our industry and its critical connection to a healthy Arizona economy.

Arizona's travel and tourism industry feeds an important cycle of economics that not only generates and sustains local businesses and jobs, but it represents a significant source of tax revenue for supporting local services such as education and police and fire protection.

For more information on the economic impact of Arizona's travel and tourism industry, visit our business website, [tourism.az.gov](http://tourism.az.gov).

Also, we're hosting a webinar on our **FY16 Marketing Cooperative** program. This is a great opportunity to learn the essentials of this effective marketing program. More details and registration information is below in the **AOT News** section.

Have a great Arizona week!

Sherry Henry  
Director, Arizona Office of Tourism

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## AOT News

### **WEBINAR: AOT's Marketing Cooperative FY16 Application Process and Media Opportunities**

AOT is hosting the FY16 Marketing Cooperative program webinar where we will discuss the program guidelines, including eligibility and the application process. We will also discuss the marketing plan (target markets, list of opportunities, and AOT's supporting campaign). The campaign runs from September 1, 2015 to August 31, 2016.

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.

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

#### **Webinar Opportunity**

**Title:** The Marketing Cooperative FY16 Application Process and Media Opportunities

**Date:** Wednesday, May 20, 2015

**Time:** 10:00 - 11:30 a.m.

**Registration:**

<https://visitarizona.webex.com/visitarizona/onstage/g.php?MTID=e0708eda73f095c36c0a633481d5ca6c8>

Look to future editions of **AOT in Action** for program application and guidelines. Please contact Glenn Schlottman at 602-364-3727 or via email at [gschlottman@tourism.az.gov](mailto:gschlottman@tourism.az.gov) for more details.

#### **New Research Updates Available!**

The following reports are now available at [tourism.az.gov](http://tourism.az.gov):

- [Gross Sales & Tourism Taxes October 2014](#)
- [Gross Sales & Tourism Taxes November 2014](#)
- [Gross Sales & Tourism Taxes December 2014](#)
- [Gross Sales & Tourism Taxes January 2015](#)
- [Arizona Lodging March 2015](#) (revised)
- [National, Regional, Arizona Lodging 1st Quarter 2015](#) (revised)
- [County Lodging 1st Quarter 2015](#) (revised)

Analysis: Year-end 2014 gross sales are up 4.7%, generating an estimated \$631 million in tourism-related taxes (up 6.5% compared to 2013). In January 2015, gross sales continue to look strong, increasing 8.7% compared to January 2014. STR made minor updates to the Arizona lodging reports. Those changes are reflected in the revised lodging reports above. For more information, please visit [tourism.az.gov](http://tourism.az.gov) or contact Colleen Floyd at [cfloyd@tourism.az.gov](mailto:cfloyd@tourism.az.gov).

### **The Grand Outdoors AAA/CAA FAM Tour**

AOT recently escorted a AAA/ CAA familiarization tour. In attendance for The Grand Outdoors tour were eight travel agents from various U.S. states and Canadian providences. This tour made stops in Mesa, Prescott, Sedona, the Grand Canyon National Park and Williams. The first part of the trip was spent in Mesa and the surrounding area. The agents picked peaches at Schnepfh Farms and enjoyed the many different flavors of olive oil at the Queen Creek Olive Oil Mill and toured Sloan Park home of the Chicago Cubs Spring Training League. The group then traveled north to Prescott for some outdoor fun at Watson Lake and visited Red Rock State Park in Sedona. The last day of the tour was up at the Grand Canyon where they took in the sights and traveled by train to Williams and got their kicks on Route 66. Thank you to all the participating communities for making this tour possible. For more information please contact Kristin Swanson at [kswanson@tourism.az.gov](mailto:kswanson@tourism.az.gov).

### **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](http://www.aztourismconference.com).

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## **Upcoming Events & Activities**

### **[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

### **[Governor's Conference on Tourism](#)**

Date: June 22-24

Location: Phoenix

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## **Industry News**

### **Congratulations to the 2015 Foodist Award Winners!**

The Arizona Restaurant Association paid tribute to outstanding members of the food and beverage industry in April. Below are the winners of the 2015 Foodist Awards.

- Top Chef - Chef Charleen Badman, FnB
- Good Neighbor - Arizona Cocktail Week
- Master Mixologist - Ross Simon, Bitter & Twisted Cocktail Parlour
- Emerging Restaurant of the Year - Noble Eatery
- Outstanding Restaurant Concept - Posh, Improvisational Cuisine
- Outstanding Food Truck - Hao Bao, Chinese Soul Food
- Outstanding Beverage Program - Cowboy Ciao
- Outstanding Multiple Location Restaurant - Pizzeria Bianco
- Best Dish Breakfast - Cast Iron Baked Eggs, Cup Cafe in the Hotel Congress
- Best Cocktail - Rebel's Son, Micah Olson, Bar Crudo
- Political Advocate of the Year - Senator Kimberly Yee, District 20
- Food Pioneer Finalists - Chef Silvana Salcido Esparza, Barrio Cafe & Barrio Urbano

### **Arizona Native American Community Named World's First 'Dark Sky Nation'**

Efforts to preserve dark night skies for the benefit of future generations often begin with small groups of committed individuals. For nearly fifteen years, the International Dark-Sky Association has recognized these efforts around the world, but never before has an entire group of ethnically and linguistically related people come together to collectively embrace dark-skies principles.

As a result of the Kaibab Band of Paiute Indians' work to protect the pristine night skies over its northern Arizona territory, IDA is pleased to announce the designation of the Kaibab Paiute Indian Reservation as an International Dark Sky Community. The IDA status makes the Kaibab Paiute truly the world's first 'dark sky nation.'

"It is especially pleasing to be able to honor the achievements of the Kaibab Paiute people on Earth Day," said IDA Executive Director J. Scott Feierabend. "Today's announcement is a tribute to all those involved in the International Dark Sky Community nomination and a reminder that all of humanity shares just one night sky."

Roland Maldonado, Tribal Chairperson, sees today's announcement as a reflection of the values of the tribe. "The Kaibab Paiute reservation is meant to be preserved as our cultural homeland for its natural resources and untouched qualities," he said. "We acknowledge the immense value dark skies bring to our traditions, conservation of wildlife, and to future generations."  
*(April 22)*

### **Report: North American Hotel Industry Strong Overall**

As hoteliers in North America look ahead, they should be relatively happy about the travel market, given data from the April 2015 TravelClick North American Hospitality Review (NAHR).

Based on forward-looking data from TravelClick, the combined ADR (average daily rate) across all travel segments (group and transient) in the top 25 North American markets is up 4.2 percent for the second quarter of this year (April through June), compared to the second quarter of 2014. Reserved occupancy (total number of rooms reserved/capacity) and RevPAR (revenue per available room) have also spiked, rising 0.8 percent and 5.6 percent, respectively.

“(The second quarter) shows signs of improvement from last month due to an increase in new group hotel booking pace coupled with continued resiliency in overall transient demand,” said John Hach, senior industry analyst at TravelClick, via a release.

In fact, the next 12 months (April 2015 to May 2016) look good for most segments. ADR across all segments is up 4.4 percent, year-over-year, based on reservations currently on the books. Committed occupancy (transient rooms reserved + group rooms committed/capacity) is up 2.1 percent. Group segment bookings, ADR and occupancy spiked considerably, up 13 percent, 4 percent and 2.5 percent, respectively. The transient leisure segment shows gains in ADR and occupancy of 2.8 percent and 2.6 percent, respectively.

That being said, there is room for improvement for one segment in particular: transient business.

The transient business segment did register increases in ADR and RevPAR of 6.5 percent and 6.2 percent, respectively, for the second quarter of 2015, but reserved occupancy was down 1.2 percent, year-over-year.

And while transient business ADR is up 6.9 percent for the next 12 months, occupancy is also down for this period (falling 0.6 percent, year-over-year).

Hach said to keep an eye on this segment.

“While 75 percent of the top North American travel markets are experiencing growth, hoteliers, need to monitor the pace of transient reservations, particularly business travelers as this segment has dipped slightly in recent months,” Hach said, via a release.

Hach added: “As hoteliers plan rate strategies for the peak travel period ahead, it is especially important that they capture transient demand early with advance booking incentives to stimulate early occupancy gains. To do so, they should be monitoring advance reservation pace with business intelligence.”

The April NAHR includes hotel stays booked by April 5, 2015. (*Travel Pulse*, April 22)

### **Tourism to Grand Canyon National Park Creates \$509 Million in Economic Benefits**

A new National Park Service (NPS) report shows that over 4.7 million visitors to Grand Canyon National Park in 2014 spent \$509 million in communities near the park. That spending supported 7,846 jobs in the local area and had a cumulative benefit to the local economy of \$711 million.

“Grand Canyon welcomes visitors from across the country and around the world,” said Superintendent Dave Uberuaga. “We are delighted to share the story of this place and the experiences it provides. We also feature the park as a way to introduce our visitors to this part of the country and all that it offers. National park tourism is a significant driver in the national economy, returning \$10 for every \$1 invested in the National Park Service, and it’s a big factor in our local economy as well. We appreciate the partnership and support of our neighbors and are glad to be able to give back by helping to sustain local communities.”

The peer-reviewed visitor spending analysis was conducted by U.S. Geological Survey economists Catherine Cullinane Thomas and Christopher Huber and National Park Service economist Lynne Koontz. The report shows \$15.7 billion of direct spending by 292.8 million park visitors in communities within 60 miles of a national park. This spending supported 277,000 jobs nationally; 235,600 of those jobs are found in these gateway communities. The cumulative benefit to the U.S. economy was \$29.7 billion.

According to the 2014 report, most park visitor spending was for lodging (30.6 percent) followed by food and beverages (20.3 percent), gas and oil (11.9 percent), admissions and fees (10.2 percent) and souvenirs and other expenses (9.9 percent).

To download the report visit <http://www.nature.nps.gov/socialscience/economics.cfm>

The report includes information for visitor spending at individual parks and by state.

To learn more about national parks in Arizona and how the National Park Service works with Arizona communities to help preserve local history, conserve the environment, and provide outdoor recreation, go to [www.nps.gov/Arizona](http://www.nps.gov/Arizona). (April 23)

### **New Report Details Six Future 'Traveler Tribes'**

Look back at the last 15 years, look at how much the world has changed, and imagine what our world will look like in another 15 years.

Now imagine what travelers will look like.

Major travel technology solutions provider Amadeus has tried to do just that with a new report, "Future Traveller Tribes 2030: understanding tomorrow's traveller."

The report, commissioned by Amadeus and written by The Future Foundation, identifies the six "traveler tribes" or segments that will emerge by 2030, combining interviews with futurologists and travel industry experts with a survey of travelers.

According to the report, six distinct traveler personalities will either emerge or become more prominent than they already are in the next 15 years. They include Simplicity Searchers, Social Capital Seekers, Cultural Purists, Ethical Travelers, Obligation Meeters and Reward Hunters.

Simplicity Searchers—perhaps the most prominent group in the future—will seek bundled offers and all-in-one itineraries to avoid mental stresses in trip planning. In an Amadeus poll of 800 U.S. consumers who traveled at least twice in the past year, the poll found that the majority (67 percent) of U.S. travelers aligned most closely with Simplicity Searchers.

The Social Capital Seekers of the world will travel in accordance with what their online audiences communicate, from the destination to the time of year. This includes taking "Klout-boosting breaks" to boost their Klout social media score.

Cultural Purists or authenticity seekers are determined to immerse themselves in just about any foreign land they can, even if it produces uncomfortable experiences.

Ethical Travelers will adjust their travel plans based on moral issues, such as eco-sustainability and community development. Examples including decreasing their carbon footprint and volunteering.

Obligation Meeters are efficient, mission-accomplishing machines, essentially. They don't have much time and they have specific constraints on what they can spend, so they highly value algorithm-based technology to produce at warp speed (think: business-minded travelers or leisure travelers on a mission).

Reward Hunters, not to be confused with rewards hunters, will spend heavily on premium and must-have experiences to reward themselves for their hard work in daily life. These are the people who work constantly and are always moving, but, in exchange, can spend more indulgently on themselves when it comes time for a vacation.

Amadeus also tried to get a handle on what the 1.8 billion or so international travelers in 2030 will desire as a whole.

According to Amadeus' forward-looking survey, more than 45 percent of respondents said the best part of their most recent trip was the chance to simply unwind.

Nearly 43 percent said their in-flight guilty pleasure was to flip the "off-switch."

Thirty-eight percent said they are most excited about mapping technology in the future, given its potential to pave the way for a more fluid trip.

And more than 25 percent said events often drive their destination choice.

"Looking back 15 years it is hard to underestimate how far the travel industry has come in terms of innovation, cost and choice for travelers," said Julia Sattel, senior vice president of airline IT for Amadeus, via a release. "And yet now, as we look forward 15 years to 2030 it is clear that change will only accelerate. With this in mind, understanding the emerging 'traveler tribes' will be vital to all providers, buyers and sellers of travel in the coming years, in order to ensure the right investment decisions are made now, and to help facilitate and cater to the clear trend and demand in the industry for far greater personalization than ever before across the entire travel chain."

Added Nick Chiarelli, director of The Future Foundation: "Our research shows not just that the type of experience demanded by travelers in 2030 will be different to 2015 but that the way travelers buy and engage with the industry is also set to change. Over the next 15 years the desire to share travel experiences will be profound, and so too the impact of sharing on inspiration and purchase trends will grow. As consumers in developed markets approach a post-material era we expect a much greater focus on, first of all, experience, and second of all, ethics, both environmental and social, to significantly influence people's travel choices and behaviors."

For more insights into the future, download the full report at <http://www.amadeus.com/tribes2030>.

A second complementary report written by Frost & Sullivan—due for later this summer—will examine how the travel industry can specifically cater to the six traveler tribes. (*Travel Pulse*, April 23)

### **Tourism Cares Announces Nepal Recovery Fund Efforts**

The rescue and recovery process has just begun in Nepal after Saturday's devastating 7.9 magnitude earthquake. More than 3,700 have been reported dead and another 6,500 injured. The force of the quake has turned centuries-old cultural landmarks to rubble and crippled the local tourism community.

Already, the people of Nepal have shown great resolve and shown they will rebuild and thrive again. The worldwide tourism community is reacting in kind, and Tourism Cares is leading the charge. The organization announced a large-scale relief and recovery effort today and is calling on every corner of the travel industry to assist in the cause.

travAlliancemedi, the parent company of TravelPulse, is partnering with Tourism Cares to build a large-scale sustained effort across the travel industry to aid in the recovery of the region.

Tourism Cares CEO Mike Rea said he is proud to see how quickly those in the industry have mobilized efforts to help lessen the short-term devastation of this natural disaster. But he stressed that the needs of the region will stretch far into the future.

"People should certainly fund immediate relief efforts, but we are urging the industry to earmark some of its giving for Nepal's tourism industry and its long-term recovery," Rea said. "Now is the time for the global travel and tourism community to come together. We must leverage our contributions with a focus on recovery, so that when the immediate needs of the relief phase have passed, we will be ready to support the much longer, equally vital recovery phase that is essential to the long term health and prosperity of Nepal."

Tourism accounts for 500,000 jobs in the region and contributes more than 8 percent to Nepal's gross domestic product.

It's just one reason Rea says Tourism Cares is mobilizing the industry, much as it has in the past with efforts around Hurricane Katrina and the southeast Asia tsunami.

Working with local partners and tourism interests, Rea said Tourism Cares will "bring the assets of the tourism industry to bear on recovery." according to Rea. These may include:

- Financial investments to support the local tourism industry, as well as community-based tourism projects and social enterprises, so that Nepal tourism can recover and even become stronger where possible. Tourism Cares will engage local tourism leaders and support their priorities with dedicated funding.

These may include facilitating industry dialogue and providing expertise to assist in prioritizing resources for recovery, reexamining how tourism products are packaged and marketed, targeting restoration and physical investments that may otherwise fall through the cracks, and retraining industry professionals; and

- Global tourism advocacy and communications for Nepal, working with media and association partners to systematically tell the emerging Nepal story of recovery to travel agents, tour operators, the general public, and others vital for driving tourism to Nepal.

Partners for the project include travel associations such as USTOA, ASTA and the NTA, as well as corporate partners like tourism development and marketing firm Solimar International, which is currently working in Nepal on tourism and poverty reduction, and maintains strong relationships with the government of Nepal and local tourism associations and companies.

So, how can you make a difference today? Make your contribution online at [www.tourismcares.org/nepalrecovery](http://www.tourismcares.org/nepalrecovery) or donate with a check made out to Tourism Cares sent to 275 Turnpike St., Suite 307, Canton, MA 02021. All donations will go directly to the recovery effort. (*Travel Pulse, April 27*)

### **AARP Survey Finds 47% of People 45-Plus Plan to Take a Multi-Generational Family Trip Within a Year**

“Multi-generational family travel is becoming the new trend in family vacations. Our AARP 2015 Travel Trends found initial evidence that they would be popular in 2015 and now we know why,” said Stephanie Miles, Vice President, Member Value, AARP. “Our multi-generational travel research found 98 percent of travelers who took a multi-generational trip were highly satisfied and 85 percent are planning to take another one in the next 12 months.”

Key Multi-Generational Vacations Findings Include:

- 80 percent traveled in the U.S. and many chose active cities, beaches and amusement parks.
- 20 percent traveled internationally with half heading to the Caribbean, Mexico or South America.
- Cruising is popular for 25 percent of international travelers.
- Almost 40 percent chose nostalgic destinations to share a childhood memory.

Top Destinations for Multi-Generational Vacations: Picking the right destination where families across three generations can enjoy time with one another and also by themselves can be challenging, but there are destinations that offer both. The following information provides more insights into preferred destinations for multi-generational travel:

Top Benefits of Multi-Generational Vacations: Traveling with parents, kids and grandparents can be transformative in many ways. The following are the top benefits of multi-generational travel as identified in the new AARP Travel research:

- Bringing the entire family together (83 percent)
- Helping build special memories (69 percent)
- Grandparents are able to spend time with grandkids (50 percent)
- Quality one-on-one time with family/spouse (36 percent)
- Adult relatives spending time with younger generations (29 percent)

Top Activities Enjoyed on Multi-Generational Vacations: Approximately half of all parents and grandparents who have taken a multi-generational trip recommend planning ahead, especially

about activities so that everyone enjoys the trip. The top activities most enjoyed on multi-generational trips include:

- Spending time together as a family (72 percent)
- Dining out (49 percent)
- Relaxing by the beach/pool (41 percent)
- Sightseeing (33 percent)
- Theme/Amusement park (18 percent)
- Cooking together as a family (17 percent)
- Outdoor/Nature activities (14 percent)

Top Barriers to Planning a Multi-Generational Vacations: While more and more travelers 45-plus dream of taking a trip with their families, multi-generational travel definitely poses a few challenges in terms of planning and coordination. The following are the top barriers to multi-generation travel as identified in the AARP Travel Research:

- Agreeing on a date (38 percent)
- Cost concerns (20 percent)
- Overwhelming to coordinate (20 percent)
- Finding time to make the trip a priority (18 percent)
- Agreeing on a destination (17 percent)

For more information about AARP's research on multi-generational vacations, visit [www.aarp.org/multigenttravelresearch](http://www.aarp.org/multigenttravelresearch). (*Travel Industry Wire, April 28*)

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### **Calendar of Events**

Visit [www.visitarizona.com](http://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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