



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,

There is ***one*** week left until the [2011 Governor's Conference on Tourism!](#) Have you registered yet?

We have a great line up of exceptional speakers along with breakout session filled with valued information and marketing tactics that you can immediately apply to your own program of work. You'll also hear about the latest industry-related research statistics from our agency providing you insight into the state of our industry.

I look forward to seeing you at the conference!

Have a great week!

Sherry Henry
Director, Arizona Office of Tourism

AOT News

Register for Governor's Conference on Tourism!

Register now for the 2011 [Governor's Conference on Tourism!](#) This event is the premier educational and networking gathering for the travel and tourism industry. It is filled with practical ideas from the industry's top experts that you can take back to your community and immediately apply to your program of work. You'll get the latest hospitality and tourism information, network with more than 500 of your colleagues, learn about products and services from exhibiting sponsors, and get the latest industry research available.

This year's theme will celebrate Arizona's Centennial allowing us to celebrate our state's development along with our own industry's growth. To register, visit www.aztourismconference.com.

AOT's Trade and Media Relations 2012 Marketing Plan Now Available on AZOT.gov

The Arizona Office of Tourism has released its 2012 Trade and Media Relations Marketing Plan*. The plan is accessible on the agency's business-to-business site, <http://azot.gov/industry-events-and-calendar/trade-and-media-events> and displays all the Trade Shows; Sales and Media Missions; Familiarization (FAM) Tours and Press Trips; and Co-operative Marketing Projects that the agency will participate in during the next fiscal year. For more information contact Mary Rittmann at 602-364-3730 or via email at mrtrittmann@azot.gov.

** Continual updates to the Calendar will occur as FY12 plans are confirmed. AOT reserves the right to cancel or change dates, details and participation cost of trade shows, sales missions; media missions FAM tours, press trips and co-operative projects as needed.*

Pow Wow Leaves Our Hearts in San Francisco!

US Travel Association's International Pow Wow is the travel industry's premier international marketplace and is the largest generator of travel to the USA. In just three days of intensive pre-scheduled appointments, more than 1,000 U. S. travel organizations and approximately 1,500 International and Domestic Buyers from more than 70 countries conduct business negotiations that result in the generation of more than \$3.5 billion in future USA travel. The event in the City by the Bay marked the shows 43rd anniversary.

This year AOT's Director Trade & Media Relations, Mary Rittmann and Travel Industry Marketing Manager, Jennifer Sutcliffe attended the US Travel Associations International Pow Wow from May 21– 25 in San Francisco, California. The staff was joined by AOT's international representatives from Mexico and the United Kingdom for a week of meetings, appointments, and networking.

AOT held more than 80 prescheduled appointments with buyers from around the world who stopped by the Arizona booth to receive the latest product updates, discuss cooperative marketing opportunities and plan for the upcoming year.

In addition, AOT participated in the Media Marketplace, where travel writers and journalists convened to receive the latest information on destinations around the U.S. For more information or if you would like a copy of the show report, please contact Jennifer Sutcliffe at 602-364-3693 or jsutcliffe@azot.gov.

Arizona Calling – Share Something Amazing!

AOT, in collaboration with the Governor's Task Force on Tourism and Economic Vitality, has launched "[Arizona Calling – Share Something Amazing](#)," an ePostcard campaign featuring iconic Arizona images. The ePostcard campaign features vibrant imagery of the Grand Canyon State that gives residents and travelers the opportunity to share Arizona's beauty with others. With customizable messages, email ePostcards can be sent to friends and family around the globe at

no cost. Built to be an on-going campaign, the images of the ePostcard will change periodically to reflect Arizona's seasons and activities. The ePostcard is available through Arizonaguide.com.

Get your Summer Travel Packages and Deals on Value AZ.com

The new landing page is up for [Value AZ.com](http://ValueAZ.com), but we still need your travel packages and deals! The ads showcase the amazing summer travel opportunities found throughout Arizona in addition to promoting the economic benefits of the travel and tourism industry. **To celebrate the Arizona Centennial, coming up February 14, 2012, we're also asking that deals and packages supplied use the Centennial theme whenever possible.**

If you want your summer travel packages or deals promoted through ValueAZ.com, this is your chance! Upload your travel deals and packages to the Travel Deals section of AOT's consumer Web site, <http://www.arizonaguide.com/arizona-tourism-partners>. You must first sign up to be a Travel Partner on www.Arizonaguide.com before you can list a travel package or deal. There is no charge to list a package on the Travel Deals section. If you have questions or need additional assistance, please contact Sandy Pederson at 602-364-3698 or via email at spederson@azot.gov.

Upcoming Events & Activities

GCOT

Dates: July 13-15

Location: Doubletree Paradise Valley Resort

Vancouver Media Marketplace

Dates: August 16

Location: Hawksworth Restaurant, Vancouver

France Media Mission

Date: September 12 – 16

Location: Paris, France

Industry News

States and CVB's taking divergent paths to lure visitors

The state of Washington, which in April announced a new "Share Your Washington" campaign to attract tourists, this week pulled the plug on any advertising and became the only US state that will spend nothing on future visitor efforts.

"The transition is the most extreme example of the widely varying strategies among states trying to balance budget cuts with ways to spur economic growth," says the AP.

Some states and other tourism agencies are going to extremes by spending new money for marketing campaigns, while others are cutting their promotional budgets.

On the other extreme, the city of Los Angeles has taken what it calls “a major step forward with the creation of a new tourism marketing district that will generate needed funds to more aggressively promote the city as a premiere travel destination.”

The recent vote by the Los Angeles City Council creates a citywide Tourism Marketing District (TMD), a sustainable new funding stream that is projected to yield an estimated US\$11 million a year to market Los Angeles to business and leisure travelers.

The TMD will be funded entirely by hotel visitors through a 1.5 percent assessment at mid-sized and large hotels in the city and will be administered by LA INC and the Los Angeles Convention and Visitors Bureau.

“This new Tourism Marketing District is a smart, strategic, and non-tax investment that will support new and existing jobs and provide crucial resources to market LA and attract more visitors to our city,” said LA Mayor Antonio Villaraigosa.

Los Angeles spent roughly \$11 million on sales and marketing in 2010, less than half the amount spent by other large cities in California and approximately one-eighth of Las Vegas’ marketing budget.

Washington State went in another direction. “What Washington has done puts that state on an island,” said Geoff Freeman, executive vice president of the US Travel Association. “No state at this point in time has been, with all due respect to Washington, as short-sighted as those leaders have been.”

Washington's tourism spending dropped in recent years from about \$7 million annually to about \$2 million annually, according to the AP. The “Share Your Washington” campaign included a sweepstakes to win prizes for a free visit. While about half of states are shrinking their marketing budgets, the other half are increasing them, according to the US Travel Association.

The state of Michigan, for example, has boosted its state-funded promotional spending from about \$5 million per year in 2005 to \$25 million per year now. The state is in the middle of its largest national advertising buy — spending more than \$11 million to splash its “Pure Michigan” message. George Zimmermann, vice president for Travel Michigan, said their research indicates that a dollar spent on out-of-state advertising returns \$3.29 cents in tax money alone — and much more for businesses.

The only other state that comes close to Washington's cuts during the recession is Connecticut. The state eliminated its tourism budget for two years but maintained its staff. Connecticut is now quickly reversing itself -- a new budget is restoring US\$15 million to the program. Washington's tourism industry is the state's fourth largest, and visitors to the state spent some \$15.2 billion in 2010, according to state figures. (*Travel Mole, June 28*)

Survey: Travelers Will Pay for Better Airport Security Experience

A new survey shows significant majorities of frequent business and leisure travelers would pay up to \$150 to enroll in a trusted traveler program. The U.S. Travel Association recently recommended that a trusted traveler program be put in place for domestic air travelers, and the Transportation Security Administration (TSA) is currently considering options for such a program.

The survey, commissioned by the U.S. Travel Association, asked more than 1,000 adults how likely they were to enroll in a trusted traveler program that offered expedited, risk-based screening at major U.S. airports for U.S. citizens who pay an annual enrollment fee of between \$100-150 and undergo a background check. Forty-five percent of all travelers were very/somewhat likely to enroll, 61 percent of frequent leisure travelers were very/somewhat likely to enroll, and 75 percent of frequent business travelers were very/somewhat likely to enroll.

“Travelers deserve a trusted traveler program that provides predictable wait times at airports and a screening process that recognizes their low-risk nature,” said Roger Dow, president and CEO of the U.S. Travel Association. “We now know that frequent travelers are willing to pay for a better security experience. TSA Administrator Pistole is right to pursue a new approach and we look forward to working with him to develop the details.”

A December 2010 study showed respondents would take two to three more trips per year if the hassle involved in flying could be reduced without compromising security. Those additional trips would add \$84.6 billion in travel spending and support 888,000 additional jobs, according to research from the U.S. Travel Association.

The U.S. Travel Association recommends a risk-based trusted traveler program where travelers can opt-in and voluntarily provide background information to qualify for expedited screening, similar to trusted traveler programs operated by U.S. Customs and Border Protection. In recent months, the idea of a trusted traveler program has gained momentum in Congress, and TSA has publicly stated it is considering concepts for such a program. (*Travel Industry Wire, June 28*)

Program Proposed to Ease Airline Security Hassle

The Transportation Security Administration (TSA) is testing a “trusted traveler” program where passengers pay a fee to reduce the screening hassle but in the meantime, the “Checkpoint of the Future” could easily ease the always mounting frustration of airline security lines.

The International Air Transport Association (IATA) unveiled the first mock-up in Singapore of a “Checkpoint of the Future.” Its intended purpose: enhance security while reducing lines and intrusive searches at airports. The method: using intelligence-driven and risk-based measures, a goal the US’s TSA has not exactly embraced. The main concept of the Checkpoint is to allow minimum time lost for the vast majority of travelers while focusing security efforts on higher risk passengers -- without jeopardizing security.

The Checkpoint of the Future ends the one-size-fits-all concept for security. Passengers approaching the checkpoint will be directed to one of three lanes: “known traveler,” “normal,” and “enhanced security.” The determination will be based on a biometric identifier in the passport or other travel document that triggers the results of a risk assessment conducted by government before the passenger arrives at the airport.

The three security lanes will have technology to check passengers according to risk. "Known travelers" who have registered and completed background checks with government authorities will have expedited access. "Normal screening" would be for the majority of travelers. And those passengers for whom less information is available, who are randomly selected or who are deemed to be an "Elevated risk" would have an additional level of screening.

Screening technology is being developed that will allow passengers to walk through the checkpoint without having to remove clothes or unpack their belongings, says the IATA. Moreover, it is envisioned that the security process could be combined with outbound customs and immigration procedures, further streamlining the experience.

Through the International Civil Aviation Organization (ICAO), 19 governments, including the United States, are working to define standards for a Checkpoint of the Future.

IATA is also coordinating closely with the US Department of Homeland Security's "Checkpoint of Tomorrow" program which has similar goals. (*Travel Mole, June 30*)

Business Travel Professionals Use of Social Media Continues to Rise in New AirPlus Survey

Whether for personal use, professional use or a combination of the two, 83 percent of respondents indicated they participate in social media sites this year, as compared to 77 percent last year. AirPlus International, a leading global provider of corporate travel payment and analysis solutions, releases June's The Wire...from AirPlus titled: Social Media Jumps in Managed Travel Space. The social media topic has been explored for three consecutive years in The Wire...from AirPlus, with the results showing steady increases in usage year over year. Whether for personal use, professional use or a combination of the two, 83 percent of respondents indicated they participate in social media sites this year, as compared to 77 percent last year. When delving into specific platforms, LinkedIn users which held virtually steady in 2009 (58 percent) and 2010 (59 percent), jumped to 74 percent this year. Facebook also grew; from a low of 45 percent in 2009 to 55 percent in 2010 and to 62 percent this year. For more details, including a complimentary PDF of the survey results, please visit the AirPlus Community. "More than half (59 percent) of survey respondents believe that social media helps travel managers understand what is most important to travelers and anticipate their needs, this is not a topic to be ignored. With an 18% increase over last year's survey, we see that the business travel marketplace is ripe with platforms for industry conversation and innovation," said Richard Crum, President and CEO of AirPlus International, Inc. "Examples such as Michelle DeCosta from Sapient and Karoline Mayr from Deltek illustrate that travel managers are empowered when they use social media to communicate with their travelers. AirPlus is an advocate of such platforms for knowledge-sharing to spur conversation and collaboration."

The Wire...from AirPlus is a monthly pulse report for the business travel industry on timely and relevant topics. Results of this edition are based on a survey of 146 corporate travel professionals in North America and Europe from April 26 to May 13, 2011.

AirPlus International is a leading business travel payment solution with a payment suite of central bill accounts, corporate cards and online management tools that are used by over

35,000 customers worldwide. AirPlus is travel agency neutral, the leading issuer of UATP worldwide and the preferred partner of various airlines such as Air China, British Airways, Continental Airlines, Luxair, Lufthansa German Airlines, Austrian Airlines, Swiss International Air Lines, TAP Portugal and Singapore Airlines. (*Travel Industry Wire, June 30*)

Calendar of Events

Visit www.ArizonaGuide.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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