



## ***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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Good afternoon,

Help us get the word out! The August AOT photo contest is now open for public voting at <http://www.arizonaguide.com/experience-and-share/photo-contest/vote>. There are more than 60 amazing photos that have been posted by residents and visitors. Winners will receive a Tamrac camera sling pack (backpack) valued at \$100. Be sure to view the pictures and vote for your favorite!

Also, the deadline approaches for participation in our FY12 Cooperative Advertising Program. Be sure to read the **AOT News** section below. Additionally, there are many other valuable participation opportunities with AOT's Trade & Media group as well as with our Official State Visitors Guide. All the details are below.

Have a great week,

Sherry Henry  
Director, Arizona Office of Tourism

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### **AOT News**

#### **AOT Cooperative Program Announced – Limited Opportunity Deadlines August 3**

The Arizona Office of Tourism's (AOT) Fiscal Year 2012 Consumer Cooperative Advertising Opportunities were presented Wednesday, July 13 at the Governor's Conference on Tourism to statewide DMOs. Through AOT's participation with certain media partners, negotiated rates will be extended to statewide entities for select print, online and video on demand opportunities.

To view the AOT media plan and cooperative advertising opportunities, visit <http://www.azot.gov/download/414>. For specific questions on the media plan and cooperative opportunities, contact Rebekah Bell, advertising manager at 602-364-3699 or Robin Garrison, digital advertising manager at 602-364-3710.

[http://www.azot.gov/system/files/415/original/AOT\\_FY12\\_Co-op\\_Opportunities\\_FINAL.pdf?1310767832](http://www.azot.gov/system/files/415/original/AOT_FY12_Co-op_Opportunities_FINAL.pdf?1310767832).

### **Register Now for the 13th Annual Arizona Showcase in Hermosillo**

The Arizona Office of Tourism will hold the 13th Annual Arizona Showcase October 6 in Hermosillo, Sonora, Mexico. This event promotes fall and holiday shopping, attractions, accommodations and medical services throughout the State. The highlight of the event will be a charity fashion show with local models - specifically targeting high income families and individuals with a strong propensity to travel. The cost to participate varies from \$900 - \$2,500 depending on type of supplier and level of participation, plus travel expenses and shipping. **The deadline to participate is August 31.** For more information please contact Kristin Swanson at [kswanson@azot.gov](mailto:kswanson@azot.gov) or 602-364-3696.

### **Join us as the Arizona Office of Tourism goes to Canada**

The Arizona Office of Tourism's trade representatives will head to Canada twice this fall to promote Arizona to the travel trade. One mission will be to the east visiting Montreal and Winnipeg the week of October 9 and one will be to the west visiting Regina, Saskatoon and Edmonton the week of October 30. DMOs and suppliers are welcome to participate. If you are interested in joining the trade team in Canada and would like more information, please contact Jennifer Sutcliffe at [jsutcliffe@azot.gov](mailto:jsutcliffe@azot.gov) or Kristin Swanson at [kswanson@azot.gov](mailto:kswanson@azot.gov).

### **Meet New York Media Representatives at the Annual Media Marketplace**

AOT invites Arizona tourism suppliers to join us at our annual media marketplace in New York City. The event will take place at Studio 450, Tuesday, November 15. Participation is open to Arizona tourism suppliers with preference given to CVBs, Chambers and DMOs. We are anticipating approximately 65 – 75 key media representatives to attend. Delegates will have a small table for display and press kit distribution. Registration is \$900 per delegate, and is limited to one representative per delegation. If interest exceeds a delegation of 25 partners, AOT will implement a lottery to determine which partners will attend. For more information please contact Kara Woroniec at [kworoniec@azot.gov](mailto:kworoniec@azot.gov) or 602-364-3715.

### **AOT Hosts 2nd Annual Toronto Media Marketplace**

AOT invites Arizona tourism suppliers to join us at the 2nd annual Toronto Media Marketplace. The event will take place Wednesday, November 16 with approximately 40 key media representatives in attendance. Delegates will have a table for material display and press kit distribution. Registration is \$900 per delegate, with participation limited to one representative per delegation. All other expenses are extra. For more information please contact Kara Woroniec at [kworoniec@azot.gov](mailto:kworoniec@azot.gov) or 602-364-3715.

### **Advertisement Opportunities Available in AOT's Consumer Fulfillment Pieces**

#### *2012 Arizona Official State Visitor's Guide*

Madden Media is now accepting advertising reservations for the 2012 Official State Visitors Guide (OSVG) and Map. This is the main consumer fulfillment piece of the Arizona Office of

Tourism. The 2011 OSVG successfully integrates with AOT's online marketing efforts, including [www.arizonaguide.com](http://www.arizonaguide.com). Travelers have responded well to the newer OSVG design and magazine-style features that were rolled out in the 2010 OSVG and Map. Of particular interest, potential visitors found advertising placements helpful and stated in focus group testing that they would use them to choose specific trip activities. The 2012 OSVG will continue to build upon this success!

For more information, please contact Madden Media's Phoenix office at 480-638-3770 or Tucson office at 520-322-0895.

#### *AOT Consumer E-newsletter & Banner Ads*

Additionally, there is also a chance to participate in AOT's consumer eNewsletters and banner advertising efforts on [www.arizonaguide.com](http://www.arizonaguide.com). AOT distributes a monthly eNewsletter to 350,000+ subscribers who have opted in to information regarding Arizona travel. Madden Media is also offering immediate opportunities for interested advertisers to sponsor AOT's consumer eNewsletters, which have been recently redesigned to ensure more attention and click-thrus for partners. Immediate online opportunities are available, as well as discounts when you combine print placements with the digital vehicles.

For more information, please contact Madden Media's Phoenix office at 480-638-3770 or Tucson office at 520-322-0895.

#### **New Update to AOT's Research Web site!**

The following items have been updated in the Research and Statistics section of AOT's business-to-business Web site [www.azot.gov](http://www.azot.gov).

- [Gross Sales & Tourism Taxes May 2011](#)
- [State Parks Visitation May 2011](#)
- [National, Regional, Arizona Lodging June 2011](#)
- [County Lodging June 2011](#)

For additional information or questions, please contact Melissa Elkins, Research Manager, at 602-364-3716 or via e-mail at [melkins@azot.gov](mailto:melkins@azot.gov).

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### **Upcoming Events & Activities**

#### **Vancouver Media Marketplace**

Dates: August 16

Location: Hawksworth Restaurant, Vancouver

#### **France Media Mission**

Date: September 12 – 16

Location: Paris, France

## **Montreal Media Mission**

Date: September 27– 28

Location: Montreal, QB

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### **Industry News**

#### **Tostitos BCS National Championship Game, Insight Bowl Set Impact Records**

The Fiesta Bowl Festival of College Football delivered an overall economic impact of \$354.6 million in the 2010-11 bowl season – and it has generated more than \$1 billion for the Arizona economy over the last five years, according to an Arizona State University study released today.

Two of the organization's three bowl games set records last season: the Tostitos BCS National Championship Game between Auburn and Oregon produced \$188 million in impact and the Insight Bowl between Missouri and Iowa generated \$84.6 million, the study found. The survey was commissioned by the Fiesta Bowl and conducted by the ASU W.P. Carey Center for Competitiveness and Prosperity Research and the ASU W.P. Carey Marketing Department. Faculty and student researchers interviewed 915 out-of-state visitors about spending related to the Tostitos BCS National Championship Game, Tostitos Fiesta Bowl and Insight Bowl, as well as other events sponsored by the Fiesta Bowl organization.

The bulk of the impact recorded during the most recent bowl season -- \$320.2 million – was attributed to spending by out-of-state visitors. This infusion of money came at a critical time for the state's struggling tourism industry.

The Tostitos BCS National Championship Game drew the biggest attendance in the history of University of Phoenix Stadium, and 78 percent of the crowd of 78,603 were visitors, the survey showed. The Insight Bowl set a record with 53,453 fans, 60 percent of whom were visitors. Out-of-staters also made up 42 percent of the Tostitos Fiesta Bowl crowd of 67,232. The average visitor to each game spent more than three nights in the Valley, the survey determined. For more information, visit [www.fiestabowl.org](http://www.fiestabowl.org).

#### **Good and Bad News in New Study**

There's good news and bad news in the latest Ypartnership report on travel: US travelers are very stressed and sensitive to price but a growing number plan a leisure trip in the near future. When asked about their travel intentions, 61 percent said they planned to take a vacation by October, up from 56 percent at this time last year. About 14 percent of travelers said they plan to take at least one business trip during the same period, on par with a year ago.

"It's pretty obvious that the destiny of the travel industry is listing toward leisure," said Peter Yesawich, the company's chief executive officer. Yesawich drew his conclusions from two sets of data: the Ypartnership/Harrison Group 2011 Portrait of American Travelers and a quarterly poll of traveler intentions.

When it comes to finances, travelers say they're more concerned this year about all elements of travel, ranging from the cost of gas and airline tickets to the economy in general. More than a third say they're using coupons more often, and 31 percent say they're waiting for sales more frequently. To lure price-sensitive travelers, some in the industry have turned to time-sensitive discounts — also known as flash sales — that encourage consumers to make quick decisions when booking.

A full 20 percent of leisure travelers said they have purchased a travel service through a flash-sale email, up from 14 percent last year, according to Ypartnership. While flash sales are gaining speed, Yesawich says the "long-form vacation" is losing ground. Pressed for time or facing "time poverty," travelers are abandoning the weeklong escape and looking instead for close, quick getaways, according to Yesawich. (*Travel Mole, July 25*)

### **Adweek/Harris Poll Shows That Two in Five U.S. Adults Say They Have Taken or Are Planning to Take a Vacation This Summer**

Many people look forward to the summer as a time to relax, enjoy time with family and friends and possibly travel more and work less. A recent Adweek/Harris Poll shows that two in five U.S. adults say they have taken or are planning to take a vacation this summer (40%) and 12% are not sure if they will take a vacation. But, how relaxing are these summer vacations?

Among Americans vacationing this summer almost half say that they will (or did) work on their vacation (46%). This number includes over a third who monitor emails (35%) and just under a quarter each who check voicemails (22%) or occasionally take phone calls (22%). An unlucky but very small 1% of Americans who are vacationing this summer connect with the sentiment: "What's a vacation?" because they work as if they are not on vacation at all. Over a third of Americans vacationing this summer detach more fully and say they will not (or did not) do any work on their summer vacation (35%) while 19% were not or will not be employed at the time of their vacation.

These are some of the findings of a recent Adweek/Harris Poll survey of 3,304 U.S. adults surveyed online between July 13 and 15, 2011 by Harris Interactive.

Men are more likely than women to work on their summer vacation (54% vs. 37%) and among different age groups the chosen vacation-working style varies as well. Vacationing adults aged 35-44 are most likely to say they monitor emails (47% do vs. between 24% and 38% of all other age groups), those 45-54 are most likely to check voicemails (29% vs. between 15% and 25%) and the youngest group, aged 18-34, is most likely to occasionally take phone calls (26% vs. between 17% and 22% of other age groups who do the same).

#### *High-tech vacationing*

Whether these devices facilitate work or fun, over eight in ten Americans vacationing this summer say they will bring (or they brought) at least one technology device listed on their vacation (81%): half say so about a laptop computer (50%), 45% do for a smartphone such as an iPhone, Droid or BlackBerry, and 35% say so for an MP3 player like an iPod. Fewer than one in five vacationing Americans bring an eReader device (16%), DVD player (14%) or tablet computer such as an iPad (12%) on their vacation.

Among those who bring a tablet computer on their summer vacation, a third says it makes them more likely to do work on that vacation (32%) with one in five saying it makes them much more likely to do so (18%). A majority, however, says that bringing a tablet does not affect their likelihood to do work on vacation (62%) while a few say it makes them less likely to work (7%). Among those who bring an eReader device on vacation half say they read more than when they're not on vacation (47%), 37% read the same amount and 16% read less while on vacation. In terms of low-tech media consumption, just 22% of Americans vacationing this summer say they read more magazines while on vacation, slightly fewer say they read less (14%) while half say their magazine-reading habits do not change on vacation (51%); 13% never read magazines at all.

#### *So What?*

Vacations are seen as time to relax and unwind, among other benefits, but it seems many Americans continue to work during this purported downtime. Americans bring technology devices on their vacations as well, which some say may encourage them stay involved with work (monitoring emails, etc.) while others assert that spending an extended period of time without a relied-upon technology device may actually increase stress and anxiety. Regardless if Americans choose to work on their vacations or not, hopefully they still find the time to do what's enjoyable to them—some experts say the impact of even one great moment on vacation, like a unique activity or an incredible meal—can have lasting impact, create memories and make the whole trip worthwhile. (*Travel Industry Wire, July 28*)

#### **Mobile Users Twice As Likely to Travel During Summer**

The two-month (May-June 2011) study was conducted by InsightExpress, a leading digital marketing research firm, and polled more than 180 random users on the Mojiva network who completed the survey.

The study found that the summer season is the most popular one for mobile users to travel, with more than 79 percent of respondents saying that they travel during that period. Spring (36 percent), fall (32 percent) and winter (27 percent) followed behind. For advertisers looking to capitalize on the summer plans of consumers, the study showed that 73 percent of mobile consumers tend to book their travel plans one month or less in advance of a trip. In fact, 30 percent book travel at the spur of the moment, within a week of taking off. The research also proves that mobile users are not only comfortable with spending significant dollars within the mobile ecosystem, but also rely on their devices more and more for ecommerce as it relates to other segments in the lucrative travel category. The report is available for download at: <http://www.mojiva.com/news/mojiva-mobile-audience-guide-ready-download>. (*Travel Industry Wire, July 28*)

#### **Arizona Submits 2015 Super Bowl Bid**

The envelope carrying Arizona's bid for Super Bowl XLIX will be delivered to the National Football League on Monday, the deadline for organizers to prove why the Valley should host the championship game in 2015. Tampa is also competing.

"I think this is the most solid bid we've ever submitted," said attorney Mike Kennedy, who chairs the Arizona Super Bowl Host Committee. "We have the benefit of experience. We've done this before. And it came together very well."

It's good news for local football fans and tourism-related businesses, already cheering the start of the Arizona Cardinals season after the recent resolution to the NFL lockout and the acquisition of the team's new quarterback, Kevin Kolb.

"We have football back, and we have a quarterback. And for Glendale, we hope its Super Bowl season," Kennedy said.

NFL team owners are expected to review the two bids and pick a winner in October. The economy has made it more difficult in recent years for the host committee to garner support. The committee declined last year to bid for the 2014 game, citing economic concerns. To read the article in its entirety, view

<http://www.azcentral.com/community/glendale/articles/2011/07/31/20110731arizona-submits-super-bowl-bid-2015.html#ixzz1Tny22YQF> *(The Arizona Republic, August 1)*

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### **Calendar of Events**

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

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