



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,

Congratulations to Brent DeRaad, the newly named President & CEO of the Metropolitan Tucson Convention and Visitors Bureau (MTCVB)! Brent has an incredible background in tourism promotion which will serve the MTCVB and the city of Tucson well. On behalf of AOT, we send our congratulations and look forward to continuing our longstanding partnership in promoting Arizona's wonderful visitor destinations.

Congratulations are also in order to the White Mountain Apache Tribe. Fort Apache and the Theodore Roosevelt School were recently designated as a National Historic Landmark. This designation is a tribute to the hard work of the Fort Apache Heritage Foundation board that works diligently along with the Tribe to ensure that Fort Apache is a place in which to promote the heritage and culture of the White Mountain Apache Tribe.

Have a great week!

Sherry Henry
Director, Arizona Office of Tourism

AOT News

Learn How to Develop Unique Marketing Strategies through AOT's New Workshop Series

Struggling with your attraction's marketing efforts? Join us for AOT's next Arizona Tourism University workshop series and learn ***How to Creatively Market Your Destination's Culture and***

Charisma. This informative workshop will focus on how to develop destination marketing plans and creatively reach your region's target demographic.

Independent marketing consultant, Susan Sternitzke of the [LimeLight Creative Group](#), will present the workshop material, provide examples of creative campaigns and facilitate an interactive session to develop ideas and strategies for attendees' destinations. Prior to her consultation work, Susan led the marketing initiatives for the Yuma Convention and Visitors Bureau.

Don't miss this opportunity to learn how to develop creative and unique marketing plans for your destination! AOT thanks both the Camp Verde Chamber and the Sonoita-Elgin Chamber for hosting the workshops.

Be sure to review the complete [FY12 ATU schedule](#) for information on future ATU workshops.

All workshops are complimentary!

March 21

[Camp Verde Town Hall](#)

Room 206/207

395 S Main Street

Camp Verde, AZ

March 28

[La Hacienda de Sonoita](#)

34 Swanson Road

Sonoita, AZ

March 30

Webinar

To register for the workshops, please visit the link below.

<http://www.azot.gov/marketing-programs/arizona-tourism-university/workshop-registration>

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

AOT Now Accepting Nominations for the 2012 Governor's Tourism Awards!

The Arizona Office of Tourism and industry partners are busy coordinating plans for the 2012 Governor's Conference on Tourism, July 11-13, at the Arizona Biltmore in Phoenix. The conference is the premier event for members of the travel industry to participate in dynamic work sessions and listen to informative guest speakers.

In addition to the conference, AOT coordinates the Governor's Tourism Awards, honoring individuals and organizations that have contributed noteworthy achievements over the past year to the betterment of the tourism industry. These award recipients are excellent examples of leadership, commitment and teamwork that make the Grand Canyon State a premier travel destination.

AOT invites you to review the 2012 award categories and guidelines and submit nominations of individuals or organizations that have made a significant contribution to the tourism industry. The winners will be awarded at the Governor's Tourism Awards Dinner Gala on Thursday, July 12. All submissions must be received by **5:00 p.m.** on **April 26**. Look for future editions of ***AOT in Action*** for Governor's Conference on Tourism registration information!

AOT Introduces State's Southeastern Attractions to Journalists

Showcasing the beautiful Santa Cruz County in southeastern Arizona, The Real Deal Ranches and the Rest Press Trip took place February 27 through March 2. Media Relations Manager, Kara Woroniec hosted six journalists on the trip representing publications based in Wales, France, Germany, Arizona, as well as British Columbia and Ontario, Canada.

The group toured southern Arizona stopping at historic guest ranches including Rancho de la Osa in Sasabe, The Tubac Golf Resort, Circle Z Ranch in Patagonia, and Hacienda Corona de Guevavi in Nogales before ending at the Carefree Resort and Conference Center. Activities were focused on ranches, the culture surrounding them and the natural geography of the region.

In addition to the ranch properties visited during the trip, highlights included penning bulls as a team competition at Tanque Verde Ranch, experiencing the surrounding area of the Buenos Aries Wildlife Refuge via horseback, getting to know local celebrities like Bill and Genie Neubauer at the Santa Cruz Chili Company and Cecilia San Miguel of the Velvet Elvis Pizza Company, bicycle riding to Elvira's in the Village of Tubac, looking and learning at Tumacoccori and Mission San Xavier del Bac, tasting local flavor in the wine country of Sonoita and Elgin, as well as celebrating cowboy culture at Buffalo Chip Saloon in Carefree.

AOT extends our appreciation to the communities that helped coordinate a fantastic experience for these journalists. For more information contact Kara Woroniec at 602-364-3715 or via email at kworoniec@azot.gov.

Upcoming Events & Activities

[AZAP FAM Tour](#)

Date: April 10-15

Location: TBA

[New York Media Mission](#)

Date: April 16 – 20

Location: New York City, NY

[US Travel Association's International Pow Wow](#)

Date: April 21 – 25

Location: Los Angeles, CA

Industry News

Aeromexico's Increase in Flight Capacity Expected to add \$5 Million to Local Economy

Phoenix Mayor Greg Stanton and City Manager David Cavazos returned from a visit to Aeromexico's corporate office Friday with exciting news. Effective September 1, 2012, the daily nonstop flight between Phoenix and Hermosillo will be increased from a 50-seat jet to a 76-seat jet.

"Aeromexico's upgrade to accommodate more passengers means more customers for businesses in Phoenix, and we welcome that," said Phoenix Mayor Greg Stanton. "Mexico is our largest trading partner, and as our economies continue to grow, we need to be ready for it."

Aeromexico currently flies once daily between Phoenix and Hermosillo and will continue to do so on this larger aircraft.

"Hermosillo is special to Phoenix because it was the first to become a Sister City, back in 1976," said Councilman Michael Nowakowski. "Aeromexico's expanded service further strengthens this bond, bringing our cities even closer together, connecting families and offering a more comfortable, convenient experience for travelers."

Aeromexico advised the Mayor and City Manager on their recent visit that the airline intends to increase operations at the Hermosillo airport, meaning better connections to and from Mexico for Phoenix passengers.

"This increase in passengers per flight is expected to generate \$5.6 million per year," said Phoenix City Manager David Cavazos. "It's excellent news for not only Phoenix, but for the entire region, as increased capacity for passengers and freight on the aircraft means increased opportunities on both sides."

This additional \$5.6 million in spending per year adds to the already nearly \$11 million generated from this flight alone.

U.S. Travel Association Praises Drop in Brazil Visa Interview Wait Times

The U.S. Travel Association today praised the U.S. State Department for reducing visa interview wait times significantly in Brazil. Wait times for visa interviews now average two weeks or less in Brasilia, Recife and Rio de Janeiro.

"Deputy Secretary of State Tom Nides and the entire U.S. State Department deserve enormous credit for working diligently to reduce the wait times for a visa in Brazil," said Roger Dow, president and CEO of the U.S. Travel Association. "America is open for business, and Brazil is a key travel market with great economic potential for the U.S. If wait times continue along this course, the U.S. should start to see tangible economic benefits that a strong travel industry can deliver. This means more American jobs and more revenue for our cities and destinations."

In 2010, 1.2 million Brazilians spent an average of \$4,940 per visitor in the U.S. Their total spending was \$5.9 billion, which supported 42,000 U.S. jobs. However, Europe currently captures a much larger share of outbound travel from Brazil. In 2010, 52 percent of long-haul travel from Brazil went to Western Europe, with only 29 percent coming to the U.S.

In January 2012, 86,000 visa applications were processed by the U.S. Mission in Brazil, an increase of 60 percent over January 2011. Additionally, similar progress has recently been announced concerning wait times in China, another key travel market for the U.S.

“The U.S. should pursue adding Brazil to the Visa Waiver Program (VWP),” said Dow. “In 2010, VWP countries were the largest source of inbound overseas travel to the United States - more than 17 million visitors - representing 65 percent of all visitors from overseas. Adding Brazil to the program will increase security while decreasing the travel hassle for Brazilians traveling to the U.S.” (*Travel Industry Wire, March 1*)

Expedia Study Outlines Economic Impact on Travel in America: Americans Today Likelier to Traverse the Country than the World

Expedia.com released the results of a study of American attitudes in today's economy as they relate to domestic travel, international travel, hotel selection criteria and social media.

The American Traveler survey was conducted online within the United States by Harris Interactive on behalf of Expedia from February 16-20, 2012 among 2,262 adults ages 18 and older. Among other findings, it revealed that a full 41% of Americans – and nearly 1 in 2 men (49%) – have driven across the United States at one point. Just under one in four Americans (23%), and one in three students (31%) are "at least somewhat likely" to travel internationally in the next year.

Forty percent of Americans report the economic downturn over the past few years did not impact their personal/leisure travel. They "travel as usual," particularly those between 35 and 44 years of age (46%). A percentage of young men (13%) and women (14%) aged 18 -34 are taking more trips these days, perhaps because a down economy prompts travel destinations to sweeten deals.

Eighty-one percent of Americans have visited at least one of twelve major U.S. landmarks in their travels. Approximately one third of people have visited the National Mall in Washington DC, the Statue of Liberty, the Golden Gate Bridge and the Grand Canyon, while approximately one in four have visited the Gateway Arch in St. Louis, Route 66, the Liberty Bell, Independence Hall and the Alamo.

Expedia's American Traveler study also found that:

- 75% of those who travel use social media
- 78% of Americans rely on reviews to provide direction when selecting a hotel
- Both genders still dream of the open road: 25% of men and 33% of women have "not done so but always wanted to" drive across the country
- Westerners are more adventurous, with 57% having made the cross-country vehicle journey, significantly higher than those in the Northeast (31%)
- 13% report having purchased travel via a "flash sale"

For more information visit, Expedia.com www.expedia.com. (*Travel Industry Wire, March 2*)

WTTC Predicts Travel Industry to Exceed \$2 Trillion in 2012

Travel and tourism is set for a milestone year as the industry's direct contribution to the global economy is expected to pass \$2 trillion in GDP and 100 million jobs. According to research by the World Travel & Tourism Council (WTTC), the global travel and tourism industry will grow by 2.8 percent in 2012, marginally faster than the global rate of economic growth, predicted to be 2.5 percent. This rate of growth means that the travel and tourism industry is expected to directly contribute \$2 trillion to the global economy and sustain some 100.3 million jobs.

When the wider economic impacts of the industry are taken into account, travel and tourism is forecast to contribute some \$6.5 trillion to the global economy and generate 260 million jobs -- or one out of every 12 jobs on the planet. In 2011, travel and tourism's total economic contribution, taking account of its direct, indirect and induced impacts, was \$6.3 trillion in GDP, 255 million jobs, \$743 billion in investment and \$1.2 trillion in exports. This contribution represented 9 percent of GDP, one in 12 jobs, 5 percent of investment and 5 percent of exports.

"In 2012, when international travelers are expected to surpass 1 billion for the first time, the industry will pass two other major milestones -- a direct contribution of \$2 trillion to the world economy and 100 million jobs," said David Scowsill, president and CEO of WTTC. "But these numbers are dwarfed by the total forecast contribution of our industry -- \$6.5 trillion to the global economy and 260 million jobs." Over the medium-term, the prospects of the industry are even more positive with average annual growth expected to be 4 percent through to 2022 by which time travel and tourism will employ 328 million people -- or one out of every 10 jobs on the planet.

Other selected highlights from the research show that South and Northeast Asia will be the fastest-growing regions in 2012, growing by 6.7 percent, driven by countries such as India and China where rising incomes will generate an increase in domestic tourism spend and a sharp upturn in capital investment, and recovery in Japan

After an extremely challenging 2011 when civil unrest and violence had a dramatic impact on demand for Egypt, Tunisia and Libya, North Africa is showing signs of recovery in 2012 with travel and tourism direct GDP growth forecast at 3.6 percent. Morocco (8.3 percent) will be the star performer of this region as negative perceptions of security continue to affect tourism in Egypt and Tunisia

In the Middle East, where civil unrest and violence in some countries continues, growth will be more subdued (3 percent), although there are stark differences at country level. Qatar will grow fastest at 13.2 percent while Syria will likely see another dramatic fall, estimated at 20.5 percent, as the political situation worsens, increasing concerns over security. It is worth noting that 14 percent of all international arrivals in the Middle East in 2010 were for Syria, the second-most-important destination in the region after Saudi Arabia.

The mature economies of North America and Europe will continue to struggle in 2012. North America, which saw a slight upturn in the U.S. economic situation at the end of 2011, should see growth of only 1.3 percent in travel and tourism direct GDP over the year. The prospects for travel and tourism growth in Europe in 2012 are precarious. Current forecasts suggest a 0.3

percent increase in travel and tourism direct GDP for the region overall, but this will be propped up by newer economies such as Poland and Russia. A decline of 0.3 percent is expected across the European Union. Consumer spending is set to tighten as austerity measures kick in, and there continues to be considerable uncertainty around the future of the Eurozone and peripheral economies of Greece, Spain, Italy and Portugal. (*Travel Pulse, March 7*)

Passenger Numbers to Nearly Double by 2032, FAA Predicts

Airline travel will nearly double over the next two decades, growing enough to add another airline every year, the Federal Aviation Administration predicted Thursday. The number of passengers will grow from a projected 732 million this year to 1.2 billion in 2032, according to the FAA's annual forecast. Under another measure, the number of miles those passengers fly will grow from 815 billion last year to 1.57 trillion in 2032.

For comparison, that annual growth rate of 3.2% would add the equivalent of a JetBlue Airways every 10 months. JetBlue's passengers flew 2.5 billion miles in January.

"This year, more people will be flying more miles and we expect that to continue in future years," says Michael Huerta, acting FAA administrator.

The forecast released in conjunction with a two-day conference in Washington also projected growth of commercial operations at the largest 30 airports. Airports that are expected to grow the fastest, at more than 2.5% a year, are New York's John F. Kennedy, Washington's Dulles, Chicago's Midway, Orlando, Houston and Las Vegas.

Transportation Secretary Ray LaHood said the report underscored the importance of updating the country's air-traffic control system, under a project called NextGen.

"More and more Americans are relying on air travel and the Obama administration is committed to making sure the U.S. can meet our growing aviation demands," LaHood said.

Growth is expected despite expectations for higher fuel prices and a U.S. economy growing slower than some of the rest of the world. But FAA's pace of growth is slightly slower than last year's forecast, with a projection to reach 1 billion passengers three years later, in 2024.

The price of oil is projected to stay above \$100 a barrel this year and reach \$138 in two decades. Economic growth is projected at 2.6% each year domestically and 3.2% worldwide, according to FAA's projections by IHS Global Insight. (*USA Today, March 8*)

U.S. Hotel Industry Continues Upward Trend

The U.S. hotel industry experienced increases in all three key performance metrics during the week of 26 February-3 March 2012, according to data from STR.

In year-over-year comparisons for the week, occupancy was up 2.3 percent to 59.9 percent, average daily rate increased 3.5 percent to US\$102.77 and revenue per available room was up 5.8 percent to US\$61.56.

Among the Top 25 Markets, Denver, Colorado, reported the only double-digit occupancy increase, up 10.0 percent to 65.0 percent, followed by Houston, Texas, with a 9.2-percent

increase to 71.5 percent. Phoenix, Arizona, fell 3.3 percent in occupancy to 77.6 percent, posting the largest decrease in that metric, followed by Washington, D.C., with an occupancy decrease of 1.6 percent to 63.5 percent.

San Francisco/San Mateo, California, achieved the largest ADR increase, rising 14.5 percent to US\$166.70, followed by Boston, Massachusetts (+8.3 percent to US\$136.61), and Oahu Island, Hawaii (+8.0 percent to US\$170.33). New Orleans, Louisiana (-12.2 percent to US\$139.42), and Washington, D.C. (-7.4 percent to US\$145.85), reported the only ADR decreases for the week.

Five markets experienced double-digit RevPAR increases: San Francisco/San Mateo (+18.3 percent to US\$126.21); Boston (+14.0 percent to US\$89.10); Denver (+12.6 percent to US\$62.33); Houston (+11.7 percent to US\$69.83); and Detroit, Michigan (+10.4 percent to US\$44.93). Washington, D.C., posted the largest RevPAR decrease, falling 8.9 percent to US\$92.66, followed by New Orleans with a 7.0-percent decrease to US\$109.64.

(Hotelnewsnow.com, March 9)

Travel Employment Outpaces Rest of U.S. Economy by 34 Percent

David Huether, senior vice president of economics and research at the U.S. Travel Association, provides analysis on today's Labor Department report on February 2012 employment numbers:

“This February, the number of workers employed directly in the travel industry increased by 8,000 to 7.6 million. The major increases in travel jobs were in restaurants, lodging, and amusements/gambling/recreation industries. Last month's employment rise marked the eleventh increase in the past 12 months for the travel industry.

“Since February 2011, travel employment has increased by 129,000. And since the employment recovery began, the travel industry has created more than 250,000 new jobs, accounting for more than seven percent of overall job growth since early 2010. This is primarily due to the fact that the pace of job creation in the travel industry has exceeded that of the rest of the economy by 34 percent.

“As a result of this faster job growth, the travel industry has now recovered more than half of the 496,000 jobs lost during the great recession, while the rest of the economy has made up just 39 percent.

“The economy created 227,000 total jobs in February while the unemployment rate remained unchanged at 8.3 percent. While the overall pace of jobs growth decelerated a bit from the 284,000 gain in January, part of this was due to a 61,000 upward revision in January employment, nearly a quarter of which was due to 14,000 more jobs in the travel industry.”

Today's travel employment numbers echo positive news in export numbers for the industry, which improved to \$12.9 billion in January. *(U.S. Travel Association, March 9)*

Arizona State Parks Conducts the FY2012 Growing Smarter Grant Workshop

Arizona State Parks staff will conduct a grant workshop about the Growing Smarter grant application process. The workshop will take place at the Arizona State Parks Board Room, 1300 West Washington, in Phoenix, on Friday, March 30, 2012 at 10 a.m. The application deadline for these grants is June 29, 2012.

The passage of Proposition 303 on November 3, 1998 established an annual \$20 million appropriation by the Arizona State Legislature from the General Fund to the Land Conservation Fund. This annual appropriation began in FY 2001 and ended in FY 2011. With the passage of Senate Bill 1071 in 2003, State Parks annually transferred \$2 million to the Livestock and Crop Conservation Fund administered by the Department of Agriculture. As a result, an \$18 million annual appropriation was available for the Growing Smarter grant program through FY 2011. Beginning FY 2012 only remaining unexpended funds are available for grant awards.

Political subdivisions of the state and non-profit organizations created with the purpose of preserving open space can all apply for these monies. The remaining funds available for distribution for this grant cycle is approximately \$40.5 million. These funds are used to assist eligible applicants in purchasing or leasing State Trust land that has been reclassified for conservation.

This instructional session is designed to provide attendees with a clear understanding of how to complete a Growing Smarter State Trust Land Acquisition Grant application. Program requirements and procedures are discussed at the workshop, along with rating criteria and the grant scoring and award process. Applications for Fiscal Year 2012 Growing Smarter State Trust Land Acquisition grants are available on the Arizona State Parks website at www.AZStateParks.gov

For information about the Growing Smarter Grant Funds, Arizona State Parks, the State Historic Preservation Office, State Trails or the Off-highway Vehicle Program call (602) 542-4174 (outside of the Phoenix metro area call toll-free (800) 285-3703) or visit the website at www.AZStateParks.gov.

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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