

Mission

To strengthen and grow Arizona's economy through travel and tourism promotion.

Agency Description

The Arizona Office of Tourism is a state government agency dedicated to developing, implementing and maintaining global marketing programs that promote Arizona as a leading travel destination.

The agency produces a variety of year-round initiatives to inspire national and international visitation to the state.

Tourism strengthens Arizona's economy and enhances the quality of life for all its residents.

Executive Summary

The success of the Arizona Office of Tourism's FY 2018 marketing program contributed to record-breaking visitation and spending for Arizona. The FY 2019 Strategic Plan builds off this momentum and enables the agency to produce effective marketing programs that will generate positive agency and industry growth.

For FY 2019, the agency will continue its destination marketing efforts to directly and indirectly influence travel to Arizona, such as increasing the reach of our international marketing efforts and building more opportunities to engage with consumers through social media activities.

In addition to our global marketing efforts, the agency will continue its connection to Arizona's tourism industry by providing more relevant traveler-related data and providing rural, tribal and industry-related participation opportunities to better support and promote rural Arizona.

<i>All dollars in thousands</i>		General Fund	Other Appropriated	Non-appropriated	Total
FY 2019 Enacted		\$ 7,112,000	\$ 0	\$ 14,650,600	\$ 22,383,952*
Goal 1	Funding Issue 1: Destination Marketing	\$ 3,731,533		\$ 13,712,712	\$ 17,444,265
Goal 2	Funding Issue 2: Travel Trade Relations	\$ 263,960		\$ 1,121,040	\$ 1,385,000
Goal 3	Funding Issue 3: Research	\$ 11,800		\$ 438,200	\$ 450,000
Goal 4	Funding Issue 4: Resources	\$ 3,104,687		\$ 0	\$ 3,104,687
FY 2020 Request		\$ 13,612,200	\$ 0	\$ 15,852,222	\$ 29,464,222**
<i>\$ Change</i>		\$ 6,500,000	\$ 0	\$ 580,270	\$ 7,080,270
<i>% Change</i>		91%	0%	4%	25%

* Prop 302: \$7.8 million distributed directly to Maricopa County DMOs

** Prop 302: \$8.2 million distributed directly to Maricopa County DMOs

Office of Tourism

Goals	Goal Performance Indicator(s)	Objectives FY 2019
1: Increase total visitation and direct visitor spending	Domestic and international visitation Domestic and international airlift Direct visitor spending Hotel occupancy rates Hotel average daily rate Tourism tax revenue Lodging tax revenue Campaign measurement	a) Increase number of international marketing impressions by 2% b) Increase AOT campaign specific hotel revenue per 1,000 impressions by 5% c) Increase destination trainings and trade sales appointments by 3% d) Increase global earned media by 2% e) Increase social media engagement by 1% f) Increase incremental ad influenced travel spend by 3% g) Increase rural, tribal and industry marketing participation by 1% h) Maintain record campaign awareness rate at 43%
2: Increase industry relations and education	Presentations and webinars In-state earned media Research projects	a) Increase annual presentations and webinars by 5% b) Increase in-state earned media by 2% c) Conduct a comprehensive Mexico visitor survey on behalf of industry
3: Optimize operations	Improved fulfillment process	a) Increase number of requested material by 2% b) Reduce online time to fulfillment to 7-10 business days