



DRAFT - FY17

Trade Shows, Media Missions, Press Trips, Co-operative Marketing Projects

** Continual updates to the Calendar will occur as plans are confirmed. AOT reserves the right to cancel or change dates, details and participation fees for trade shows, sales missions, media missions, and press trips as needed.*

JULY 2016

Visit USA Independence Day Ball – UK

Date: July 7, 2016

Location: London, United Kingdom

Participants: N/A

Cost: N/A

AOT Division: Media

Audience: British travel writers with an avid interest in the US

Program Summary: This is the largest VUSA - UK media event of the year with over 60 key travel writers in attendance and the only such event dedicated to the UK-USA travel and tourism industry. In addition to providing an opportunity to network with key journalists, editors and freelancers, awards relating to USA travel writing, are presented to leading writers. Charlotte Fox, Sophie Banna and Amy Scott with AOT's UK PR representation company, Hills Balfour, will attend on behalf of Arizona.

AOT Contact: Kim Todd at ktodd@tourism.az.gov or 602-364-3305

AUGUST 2016

L.A. Sales Mission – AOT hosted Dinner

Date: August 10, 2016

Location: Los Angeles, CA

Participants: Participation is open to Arizona CVBs, Chambers and DMOs

Cost: \$500

AOT Division: Trade

Audience: L.A. based European receptive operators

Program Summary: The L.A. Area is home to several top-tier receptive tour operators for the European market. AOT will target these receptive operators and invite them to an AOT hosted dinner in the L.A. area to provide them more information on our destination.

AOT Contact: Becky Blaine at bblaine@tourism.az.gov or 602-364-3696

Vancouver Media Marketplace

Date: August 16, 2016

Location: Vancouver, British Columbia, Canada

Participants: Participation is open to Arizona CVBs, Chambers and DMOs.

Cost: \$1,000

AOT Division: Media

Audience: Vancouver travel, lifestyle and culinary print, broadcast and online media.

Program Summary: Vancouver is a key market for Arizona, generally running neck-and-neck with Toronto as the second-largest source of Canadian visitors. Vancouver is also the second most-significant media market in Canada with a high number of quality writers and editors. AOT had a very successful in August of 2014 and also last fall as a participant in Travel Classics West in Vancouver.

AOT Contact: Tony Alba at talba@tourism.az.gov or 602-364-3715

SEPTEMBER 2016

Canada Media Influencer Tour - Get Your Kicks on Route 66

Date: September 6 – 12, 2016 (Tentative)

Locations: Phoenix, Winslow, Flagstaff, Kingman,

Audience: Canadian bloggers and social influencers

Program Summary: AOT's media rep with ConnectWorldWide in Canada will escort this tour which will provide the opportunity to explore the people and places along Historic Route 66.

AOT Contact: Tony Alba at talba@tourism.az.gov or 602-364-3715

San Francisco Media Mission

Date: September 19-21, 2016

Location: San Francisco, CA

Participants: N/A

Cost: N/A

AOT Division: Media

Audience: San Francisco area based media and freelancers

Program Summary: The San Francisco Bay Area is home to several top-tier publications and freelance journalists. AOT will target these journalists and publications such as *Sunset Magazine*, *Afar*, *Yahoo Travel*, *VIA Magazine* and others for a series of desk side appointments.

AOT Contact: Tony Alba at talba@tourism.az.gov or 602-364-3715

OCTOBER 2016

Arizona Showcase

Date: October 6, 2016

Location: Hermosillo, Sonora, Mexico

Participants: Participation is open to Arizona CVBs, Chambers, DMOs and their media relations representatives, hotels and suppliers

Cost: The cost to participate varies from \$900 – \$2,500 depending on the type of supplier and level of participation, plus travel expenses and shipping.

AOT Division: Trade & Media

Audience: Sonoran consumers, travel agents and media

Program Summary: This annual event promotes fall and holiday shopping, attractions and accommodations throughout Arizona to both residents and travel agents of Hermosillo and the surrounding communities. The event consists of a trade show with supplier exhibits, a fashion show highlighting important society members as the models and dinner. In addition to the 800+ consumers in attendance, 25 travel agents will be invited to attend as our VIP guests. Proceeds benefit a local charity which also attracts media interest.

AOT Contacts: Trade: Becky Blaine at bblaine@tourism.az.gov or 602-364-3696; Media: Kim Todd at ktodd@tourism.az.gov or 602-364-3305

New York Media Mission

Date: October 10-14, 2017 (*Tentative*)

Location: New York City, NY

Participants: N/A

Cost: N/A

AOT Division: Media

Audience: New York area based media and freelancers

Program Summary: New York City, home of many national magazines, newspapers and networks, has long been considered the headquarters of the media industry in the U.S. With so many national and international publications having offices in NYC, numerous freelance journalists also reside in and around the New York metropolitan area. With Arizona hosting the 2017 NCAA Men's Basketball Final Four, AOT will leverage the event to conduct a week-long mission to New York with scheduled desk side appointments.

AOT Contact: Tony Alba at talba@tourism.az.gov or 602-364-3715

China Trade and Media Mission

Date: October 24-28, 2016

Location: Beijing, Shanghai and Guangzhou

Details: TBD – This is available to co-op partners

Participants: Participation is open to Arizona CVBs, Chambers and DMOs

Cost: \$2,500

AOT Division: Trade & Media

AOT Contacts: Trade: Jennifer Sutcliffe at jsutcliffe@tourism.az.gov or 602-364-3693; Media: Kim Todd at ktodd@tourism.az.gov or 602-364-3305

NOVEMBER 2016

World Travel Market

Dates: November 7-9, 2016

Location: ExCeL Convention Center, London, England

Participants: Participation is open to Arizona CVBs, Chambers and DMOs.

Cost: \$5,000 for the first delegate and \$2,500 for the 2nd & 3rd delegates. Delegates can be from the DMO or DMO's can invite resorts/hotels/attractions to be their delegates this year. Max of 3 total attendees per DMO.

Travel, shipping and other related expenses are additional costs on your own.

AOT Division: Trade & Media

Audience: British tour operators, travel agents and media.

Program Summary: World Travel Market (WTM) is the largest trade show in the UK and the best opportunity to network with major tour operators, travel agents and media professionals from this market. Last year nearly 52,000 travel professionals attendance this global show. All booth participants will receive the opportunity to participate in scheduled appointments, logo recognition and shared storage space. During WTM 2015, AOT had 19 media meetings over a three day period and spoke with a number of key freelance journalists who visited the Arizona WTM stand.

AOT Contacts: Trade: Becky Blaine at bblaine@tourism.az.gov or 602-364-3696; Media: Kim Todd at ktodd@tourism.az.gov or 602-364-3305

Arizona Media Marketplace

Date: November 17, 2016

Location: Scottsdale, AZ

Participants: Participation is open to Arizona CVBs, Chambers, DMOs, hotels and suppliers.

Cost: \$250 per delegate

AOT Division: Media

Audience: Arizona-based journalists, regional travel and tourism writers and Travel Classics West participants

Program Summary: The purpose of the event is to provide a low-cost opportunity to meet with travel writers that live in Arizona and the surrounding regional markets. Once again, AOT is holding the Arizona Media Marketplace in conjunction with Travel Classics West. The writers and editors attending Travel Classics West will be checking into The Omni Montelucia Resort on November 17th and they will be extended an invitation to attend the media marketplace. This gives exhibitors the opportunity to potentially interact with these writers and editors, and gives the writers and editors the chance to learn more about other areas of the state.

AOT Contact: Tony Alba at talba@tourism.az.gov or 602-364-3715

Travel Classics West

Date: November 17 – 20, 2016

Location: Scottsdale, Arizona

Participants: Participation is open to any Arizona tourism supplier.

Cost: Costs vary depending on level of participation. Visit www.travelclassics.com or contact Maren Rudolph at maren@travelclassics.com or 914-591-4503 for more information and to register.

AOT Division: Media

Audience: U.S. and Canada based freelance travel writers and editors.

Program Summary: Travel Classics West is a premier travel writer conference that allows freelance travel writers the opportunity to meet with the industry's top editors. There is a low writer-to-editor ratio and pre-scheduled appointments, which gives the writers ample opportunities to have one-on-one time with the editors. This conference attracts top-notch editors from publications such as *Sunset Magazine*, *National Geographic Adventure*, *Self*, *Robb Report*, *AARP Magazine*, *Men's Journal*, *Golf for Women*, *Saveur* and more. Travel Classics West alternates annually between Scottsdale, Arizona and another western destination in North America. The event also includes an evening "media marketplace" to give local Arizona journalists the opportunity to meet with attendees. AOT will arrange themed media tours for journalists prior to the conference.

AOT Contact: Tony Alba at talba@tourism.az.gov or 602-364-3715

Mexico Product Development FAM Tour

Date: Nov. 28 – Dec. 2nd (*tentative*)

Location: Tempe, Phoenix/Scottsdale and Flagstaff

Participants: Mexican Tour Operators

AOT Division: Trade

Summary: AOT will coordinate a FAM Tour for Mexican tour Operators highlighting the communities of Tempe, Phoenix/Scottsdale and Flagstaff. Focus on shopping, culinary destinations and history/culture.

AOT Contact: Jennifer Sutcliffe at jsutcliffe@tourism.az.gov or 602-364-3693

Southern Arizona Art Media Tour (Tentative)

Date: November 29 – December 5, 2016

Locations: Ajo, Tubac, East Valley

Audience: Domestic and International travel writers

Program Summary: This trip will travel to the off-the-beaten-path communities of Ajo and Tubac before returning to the Phoenix metropolitan area.

AOT Contact: Marjorie Magnusson at mmagnusson@tourism.az.gov or 602-364-3695

DECEMBER 2016

JANUARY 2017

Mexico Trade and Media Mission

Date: January 30 – February 3, 2017

Locations: Mexico City and Guadalajara, Mexico

Participants: Participation is open to Arizona CVBs, Chambers, DMOs, hotels and suppliers.

Cost: \$1,500 per delegate plus travel expenses and shipping

AOT Division: Trade & Media

Audience: Travel trade professionals and media representatives in Mexico City and Guadalajara

Program Summary: AOT and its partners will host a trade and media function in both Mexico City and Guadalajara to educate tour operators, travel agents and journalists about Arizona's world class tourism amenities. Additionally, we will schedule two to three media appointments in Mexico City and three to four trade appointments each in Mexico City and Guadalajara.

AOT Contacts: Trade: Jennifer Sutcliffe at jsutcliffe@tourism.az.gov or 602-364-3693; Media: Kim Todd at ktodd@tourism.az.gov or 602-364-3305

Germany Media Mission

Date: January 31 - February 3, 2017

Location: Hamburg, Hannover and Frankfurt, Germany (Tentative)

Participants: N/A

Cost: N/A

AOT Division: Media

Audience: German media representatives

Program Summary: AOT's media representative in Germany and Marjorie Magnusson will conduct a media mission to promote Arizona to key media representatives. The week-long mission will consist of desk-side appointments with key journalists in an effort to maintain a strong presence and increase Arizona awareness in this very important and competitive market. Delegation-led media missions alternate each year, with AOT coordinating the UK in FY17 and Germany in FY 18.

AOT Contact: Marjorie Magnusson at mmagnusson@tourism.az.gov or 602-364-3695

FEBRUARY 2017

Canada Product Development FAM Tour

Date: February or Spring (*dates TBD*)

Location: TBD

AOT Division: Trade

Participants: Canadian Tour Operators

Summary: AOT will coordinate a FAM Tour for Canadian Tour Operators highlighting the communities of XYZ. Focus on culinary destinations, golf and history/culture.

AOT Contact: Becky Blaine at bblaine@tourism.az.gov or 602-364-3696

Los Angeles Media Marketplace

Date: February 16, 2017 (*Tentative*)

Location: Los Angeles, CA

Participants: Participation is open to Arizona CVBs, Chambers and DMOs and will be limited. For more information contact Joanne Hudson at jhudson@flagstaffaz.gov or 928-213-2922.

Cost: \$1,000

AOT Division: Media

Audience: Los Angeles and regional travel, trade, lifestyle and culinary media – print, broadcast and online.

Program Summary: The Arizona PR Roundtable will coordinate this year's media marketplace in California. The marketplace will consist of a tradeshow/reception where Arizona DMOs can promote their destination to media from throughout southern California. Attendance is expected to be approximately 30 journalists, editors and freelancers.

AOT Contact: Tony Alba at talba@tourism.az.gov or 602-364-3715

MARCH 2017

ITB

Date: March 8-12, 2017

Location: Berlin, Germany

Participants: Participation is open to Arizona CVBs, Chambers and DMOs

Cost: \$5,000 for the first delegate and \$2,500 for the 2nd & 3rd delegates. Delegates can be from the DMO or DMO's can invite resorts/hotels/attractions to be their delegates this year. Max of 3 total attendees per DMO. Travel, shipping and other related expenses are additional costs on your own.

AOT Division: Trade & Media

Audience: Travel trade professionals and media representatives.

Program Summary: The International Tourism Exchange ITB Berlin is known throughout the world as the leading trade fair for the global tourism industry. This makes ITB Berlin the main forum for communication and marketing for the worldwide tourism sector. It is an ideal opportunity for exhibitors to get their messages out to both trade visitors and the media. ITB is the world's largest travel industry trade show with more than 10,000 exhibitors from more than 180 countries competing for travel business from this important European market.

AOT Contacts: Trade: Becky Blaine at bblaine@tourism.az.gov or 602-364-3696; Media: Marjorie Magnusson at mmagnusson@tourism.az.gov or 602-364-3695

China Product Development FAM Tour

Date: March 19-26, 2017

Location: Greater Phoenix & Southern Arizona

Participants: Chinese Tour Operators

Summary: AOT will coordinate a FAM Tour for Chinese Tour Operators highlighting the communities of Greater Phoenix & Southern Arizona

AOT Contact: Jennifer Sutcliffe at jsutcliffe@tourism.az.gov or 602-364-3693

Canada Media Mission

Date: March 20-24, 2017

Location: Toronto, ON and Montreal, QC

Participants: N/A

Cost: N/A

AOT Division: Media

Audience: Toronto and Montreal travel, trade, lifestyle and culinary print, broadcast, and online media.

Program Summary: AOT's media representative in Canada, Connect Worldwide and the Media Relations Manager responsible for this market will promote Arizona to key media representatives in the Toronto and Montreal media markets. The mission will consist of desk-side appointments with key journalists in an effort to maintain Arizona's strong media presence in Toronto and increase awareness in the Montreal market.

AOT Contact: Tony Alba at talba@tourism.az.gov or 602-364-3715

APRIL 2017

AAA / CAA Culinary & Outdoor Adventures FAM Tour

Date: 2nd or 3rd week in April 2017 (*tentative*)

Location: Mesa, Phoenix, Verde Valley, Flagstaff, Grand Canyon (northern AZ)

Participants: AAA / CAA Travel Counselors

AOT Division: Trade

Summary: AOT will coordinate a FAM Tour for AAA/CAA Travel Counselors highlighting the year-round outdoor adventures in the state along with the growing foodie culture, local restaurants/farms, winemaking & more!

AOT Contact: Becky Blaine at bblaine@tourism.az.gov or 602-364-3696

China Media Tour

Date: April TBD, 2017 (*Tentative*)

Location: Southern Arizona

AOT Division: Media

Participants: Chinese journalists and travel writers

Summary: AOT will coordinate a media tour for Chinese journalists highlighting Phoenix and Southern Arizona.

AOT Contact: Kim Todd at ktodd@tourism.az.gov or 602-364-3305

Northern Arizona Media Tour (Tentative)

Date: April 18-24, 2017

Locations: Phoenix, Flagstaff, Grand Canyon, Page, Monument Valley, Chinle

AOT Division: Media

Audience: Domestic and International travel writers

Program Summary: This trip will travel to some of the most beautiful and iconic locations of Arizona before returning to the Phoenix metropolitan area.

AOT Contact: Kim Todd at ktodd@tourism.az.gov or 602-364-3305

MAY 2017

Trade FAM – History & Culture FAM Tour

Date: May 2017 (*dates TBD*)

Location: TBD

AOT Division: Trade

Participants: domestic & international travel agents

Summary: AOT will coordinate a FAM Tour for domestic and international travel agents highlighting history and culture around the state. Today's travelers crave authentic experiences and many people are foregoing material possessions in order to purchase more travel experiences that enrich their lives.

AOT Contact: Becky Blaine at bblaine@tourism.az.gov or 602-364-3696

UK Media Mission (Tentative)

Date: May TBD, 2017

Location: London, England and Glasgow, Scotland or Dublin, Ireland (*TBC*)

Participants: Participation is open to Arizona CVBs, Chambers and DMOs

Cost: \$2,000 plus travel expenses and shipping

AOT Division: Media

Audience: UK media representatives

Program Summary: AOT's media representative in the United Kingdom, Hills Balfour, will coordinate a delegation-led mission to promote Arizona to key media representatives. Delegation led media missions alternate each year, with AOT coordinating the UK in FY17 and Germany in FY18.

AOT Contact: Kim Todd at ktodd@tourism.az.gov or 602-364-3305

Travel Classics International

Date: May TBD, 2017

Location: TBD

AOT Division: Media

Participants: Domestic and Canadian Travel Writers and Editors

Summary: Travel Classics International is a premier travel writer conference that allows freelance travel writers the opportunity to meet with the industry's top editors. There is a low writer-to-editor ratio and pre-scheduled appointments, which gives the writers ample opportunities to have one-on-one time with the editors. This conference attracts top-notch editors from publications such as *Sunset Magazine*, *National Geographic Adventure*, *Self*, *Robb Report*, *AARP Magazine*, *Men's Journal*, *Golf for Women*, *Saveur* and more. AOT is a sponsor/co-host of Travel Classics West and traditionally sponsors and attends Travel Classics International.

AOT Contact: Tony Alba at talba@tourism.az.gov or 602-364-3715

France Media Mission

Date: May TBD, 2017

Location: Paris, France

Participants: Participation is open to Arizona CVBs, Chambers and DMOs

Cost: N/A

AOT Division: Media

Audience: French media representatives

Program Summary: AOT and their PR representatives in France, Express Conseil, will conduct a series of desk-side media appointments in the capital city of Paris, France.

AOT Contact: Kim Todd at ktodd@tourism.az.gov or 602-364-3305

June 2017

US Travel Association's IPW

Date: June 3-7, 2017

Location: Washington, DC

Participants: Participation is open to anyone in the tourism industry. Visit www.ustravel.org for more information and to register.

Cost: Varies by exhibit size

AOT Division: Trade & Media

Audience: International tourism buyers and media

Program Summary: IPW organized by the US Travel Association, is the premier international trade show in the US attracting nearly 1,200 international tour operators and 250 travel journalists from more than 70 countries each year. AOT attends with staff and international representatives conducting 20-minute, pre-scheduled appointments over the course of three days. In addition to meeting with media at the Arizona booth, AOT also has the opportunity to meet with journalists at the Media Marketplace, which is typically held on the first day of the show.

AOT Contacts: Trade: Becky Blaine at bblaine@tourism.az.gov or 602-364-3696; Media: Tony Alba at talba@tourism.az.gov or 602-364-3715.