

FY19 DRAFT

Trade Shows, Trade & Media Missions, Press Trips, FAMS and Events

** 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.*

Partner Activities

JULY 2018

CALGARY STAMPEDE

Date: July 11-14, 2018
Location: Calgary, Alberta in partnership with Air Canada
Participants: Participation is TBD
Cost: TBD
AOT Division: Media & Consumer Marketing
Audience: AOT's consumer marketing division will host consumer activations in Calgary over multiple days to promote travel to Arizona. More information is forthcoming
AOT Contact: Becky Blaine at bblaine@tourism.az.gov

GOVERNOR'S CONFERENCE ON TOURISM "GCOT"

Date: July 18-20, 2018
Location: JW Marriott Scottsdale Camelback Inn Resort & Spa, Scottsdale
Participants: Participation is open to Arizona tourism entities
Cost: All registration information is available on <http://azgcot.com/>
AOT Division: All AOT staff will attend GCOT
Audience: All Arizona Tourism partners that provide products and services to the domestic and international travel market.
AOT Contact: Alena Hicks ahicks@tourism.az.gov

POST – GCOT INTERNATIONAL REP FAM TOUR

Date: July 20-25, 2018
Location: Southeastern Arizona communities
AOT Division: Trade & Media
AOT Contact: Marjorie Magnusson mmagnusson@tourism.az.gov or 602-364-3759

SEPTEMBER 2018

Labor Day – September 3, 2018

GERMANY MEDIA MISSION

Date: September 24-28, 2018
Location: Hamburg, Berlin and Munich, Germany and Vienna, Austria
Participants: Participation is open to Arizona CVBs, Chambers, DMO's
Cost: \$2,500
Audience: German media representatives
Program Summary: AOT's media representative in Germany, Kaus Media Services will coordinate a 5 day, delegation-led mission to promote Arizona to key media representatives in Germany. The mission will consist of desk-side appointments with key journalists, "speed dating" and hosted meal functions in an effort to maintain a strong presence and increase Arizona awareness in this very important and competitive market.
AOT Contact: Marjorie Magnusson at mmagnusson@tourism.az.gov or 602-364-3695

OCTOBER 2018

INTERNATIONAL MEDIA TOUR: Grand Canyon Centennial Theme

Date: October 18-24, 2018
Locations: Grand Canyon National Park
Leader: Media Relations
Audience: Domestic and International travel writers
Program Summary: AOT will partner with local AZ Tourism suppliers and the NPS to host a press trip through Grand Canyon on a rim-to-rim hike for the Centennial.
AOT contact: Becky Blaine at bblaine@tourism.az.gov

VANCOUVER MEDIA MARKETPLACE

Date: October 28-30, 2018
Location: Vancouver, Canada
Participants: Participation is open to Arizona CVBs, Chambers, DMOs
Cost: \$1,000, plus travel expenses and shipping
AOT Division: Media
Audience: Canadian travel media
Program Summary: Western Canada is a key market for Arizona. Vancouver boasts a high number of quality writers and editors.
AOT Contacts: Becky Blaine at bblaine@tourism.az.gov

NOVEMBER 2018

Thanksgiving – November 22, 2018

NTA TREX (National Tour Association Travel Exchange)

Date: November 4-8, 2018
Location: The Wisconsin Center, Milwaukee, Wisconsin
Participants: Participation is open any tourism supplier
Cost: \$1,295 for suppliers and each participant registers themselves
Website: <https://ntaonline.com/convention/>
Audience: Domestic tour operators and travel agents in the NTA network
Program Summary: Travel Exchange is National Tour Association's annual convention, where our members get down to business. More than **\$400 million** has been generated in only the last 3 years. But it's even more: It's a chance to meet the travel world under one roof, a chance to share ideas and turn handshakes into partnerships. Simply put, TREX is the most important industry event of the year, featuring the hottest travel product from every U.S. state, Canadian province and 30+ countries. If you don't come to Milwaukee, you're missing **80% of our tour operators who only attend Travel Exchange.**
AOT Contact: **Trade:** Olivia Hall at ohall@tourism.az.gov or 602-364-3693

WORLD TRAVEL MARKET

Date: November 5-7, 2018
Location: ExCeL Convention Center, London, England
Participants: Participation is open to Arizona CVBs, Chambers, DMO's only
Cost: \$4,000 for AOT TRADE appt schedule, \$2,000 for MEDIA appt schedule
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 in 2017, AOT had over 44 trade appointments and 25 media appointments.
AOT Contacts: **Trade:** Jessica Mitchell at jmitchell@tourism.az.gov or 602-364-4157
Media: Kim Todd at ktodd@tourism.az.gov or 602-364-3305

ARIZONA MEDIA MARKETPLACE AT TRAVEL CLASSICS

Date: Thursday, November 29, 2018
Time: 11:30 a.m. – 2:30 p.m.
Location: Mountain Shadows Resort, Paradise Valley
Participants: Participation is open to Arizona CVBs, Chambers, DMOs, hotels and suppliers.
Cost: \$300 for one delegate; \$150 for a second 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 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: Becky Blaine at bblaine@tourism.az.gov or 602-364-3696

TRAVEL CLASSICS WEST

Date: November 29 – December 2, 2018
Location: Mountain Shadows Resort, Paradise Valley
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.
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.

DECEMBER 2018

CHINA TRADE AND MEDIA MISSION

Date: December 3-7, 2018
Location: Shanghai, Guangzhou and Beijing
Participants: Participation is open to Arizona CVBs, Chambers and DMOs
Cost: \$2,500 per delegate plus travel expenses and shipping
AOT Division: Trade & Media
Program Summary: AOT's trade and media representative in China, AVIA Reps, will coordinate a delegation-led mission to the cities of Beijing, Shanghai and Guangzhou. The events in each city will typically include a destination presentation followed by a luncheon as well as trade specific meetings and one-on-one media appointments. This is available to rural co-op partners.
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

JANUARY 2019

Martin Luther King Day – January 21, 2019

CHICAGO TRAVEL & ADVENTURE CONSUMER SHOW / TRADE & MEDIA MISSION

Date: January 10-13 (Travel & Adventure show is Jan. 11 & 12)
Locations: Chicago, IL
Participants: Open to statewide DMO partners, CVBs & Chambers
AOT Division: Marketing (Travel & Adventure show booths), Trade & Media for events/appts
Cost: varied (will be available in Rural Co-op)
Program Summary: AOT will anchor an “Arizona Row” at the Chicago Travel & Adventure show the weekend of Jan. 11-12, 2019. Prior to the start of the show, on Friday, Jan. 10th AOT will host a joint trade/media event for clients in the Chicago area.

AOT Contact: **Alena Hicks will be the main point of contact for the Travel & Adventure shows.** She will distribute a participation form and booth information. This will be available in rural co-op program.

Marketing Partnerships: Alena Hicks at ahicks@tourism.az.gov or 602-364-3759

Trade & Media: Becky Blaine at bblaine@tourism.az.gov

FEBRUARY 2019

President’s Day – February 18, 2019

L.A. MEDIA MISSION

Date: February 6-8, 2019
Location: San Diego & Los Angeles, CA
AOT Division: Media Relations
Cost: \$1200 plus travel expenses and shipping
Program Summary: AOT will conduct a media mission to San Diego and Los Angeles. We will be in San Diego on Feb. 6th and transfer via train on Feb. 7th to Los Angeles.
AOT Contact: Becky Blaine at bblaine@tourism.az.gov or 602-364-3696

MEDIA TOUR: AMERICAN INDIAN HISTORY & CULTURE

Date: February 8-15, 2019
Location: TBD – tour will start/end in the Valley
AOT Division: Media Relations
Program Summary: AOT will host a media tour focusing on American Indian History & Culture in Arizona. Participants will also experience the [American Indian Festival](#) in Scottsdale Feb 8-10.
AOT Contact: Becky Blaine at bblaine@tourism.az.gov or 602-364-3696

VISIT USA ROADSHOW AUSTRALIA

Date: February 18-24, 2019

Location: Brisbane, Melbourne & Sydney Australia
AOT Division: Trade & Media
Cost: varies based on how many cities you attend
Program Summary: AOT Trade division will attend again in FY19. Arizona continues to see double digit growth from the Australian and Asian markets. Partners can register individually, please visit <http://visitusa.org.au/> for more information.
AOT Contact: Becky Blaine at bblaine@tourism.az.gov or 602-364-3696

GO WEST SUMMIT

Date: February 25-28, 2019
Location: Boise, ID
AOT Division: Trade
Cost: varies (this will be available in the rural co-op program)
Program Summary: AOT Trade division will attend. Partners can register individually, please visit <https://www.gowestsummit.com/> for more information. AOT is a state sponsor again this year and will host a state caucus at the beginning of the summit.
AOT Contact: Jessica Mitchell at jmitchell@tourism.az.gov or 602-364-4157 or Joanna Tejada at jtejeda@tourism.az.gov

MARCH 2019

ITB (INTERNATIONAL TRAVEL EXCHANGE BERLIN) and IMM Berlin

Date: March 5-8, 2019
Location: Berlin, Germany
Participants: Participation is open to All Arizona tourism suppliers and CVBs.
Cost: \$4,000 to be in the tradeshow booth / Kaus Media will represent AOT in their media booth.
AOT Division: Trade and Media
Audience: German travel trade professionals and media
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 Contact: **Trade:** Jessica Mitchell at jmitchell@tourism.az.gov or 602-364-4157
Media: Marjorie Magnusson at mmagnusson@tourism.az.gov or 602-364-3695

SAN FRANCISCO TRAVEL & ADVENTURE CONSUMER SHOW / TRADE & MEDIA MISSION

Date: March 22-25, 2019 (Travel & Adventure show is March 23 & 24)
Locations: San Francisco, CA
Participants: Open to statewide DMO partners, CVBs & Chambers
AOT Division: Marketing (Travel & Adventure show booths), Trade & Media for events/appts
Cost: varied (will be available in Rural Co-op)
Program Summary: AOT will anchor an “Arizona Row” at the San Francisco Travel & Adventure show the weekend of March 23 & 24, 2019. Prior to the start of the show, on Friday, March 22nd, AOT will host a joint trade/media event for clients in downtown San Francisco.

AOT Contact: **Alena Hicks will be the main point of contact for the Travel & Adventure shows.** She will distribute a participation form and booth information. This will be available in rural co-op.

There will be a separate participation sign up for the mission events on Friday/Monday.

Marketing Partnerships: Alena Hicks at ahicks@tourism.az.gov

Trade & Media: Becky Blaine at bblaine@tourism.az.gov

ACTIVE AMERICA CHINA

Date: March 26-28, 2019
Location: Anchorage, AK
Participants: AOT Trade division will attend with our Chinese representative
Program Summary: Appointments with key Chinese tour operators. Arizona tourism suppliers are able to register individually. For more information visit: <http://www.activeamericachina.net/>
AOT Contact: Jessica Mitchell jmitchell@tourism.az.gov or Kim Todd at ktodd@tourism.az.gov

APRIL 2019

Easter – April 21, 2019

MEXICO TRADE AND MEDIA MISSION

Date: April 1-5, 2019
Locations: México City and Guadalajara, México
Participants: Participation is open to Arizona CVBs, Chambers and DMO’s.
Cost: \$1,500 per delegate plus travel expenses and shipping
Audience: Travel trade professionals and media representatives in Mexico City and Guadalajara
Program Summary: AOT and its partners will host trade and media functions in Mexico City, Guadalajara and Monterrey to educate tour operators, travel agents and journalists about Arizona’s world class tourism amenities. Additionally, we will schedule media and trade appointments in each city.
AOT Contact: Media: Kim Todd at ktodd@tourism.az.gov or 602-364-3305
 Trade: Olivia Hall ohall@tourism.az.gov or 602-364-3693

TRAVELBRANDS ROADSHOW

Date: April 8-12, 2019
Location: Vancouver and Edmonton
Participants: Participation is open to all Arizona tourism suppliers
Cost: \$1600 for both cities or \$800 for one city, plus travel expenses and shipping.
AOT Division: Trade
Audience: Western Canada travel trade
Program Summary: Appointments and events will be organized by CWW Canada.
AOT Contact: Trade: Olivia Hall at ohall@tourism.az.gov or 602-364-3693

MAY 2019

Memorial Day – May 27, 2019

UK, IRELAND & FRANCE MEDIA MISSION

Date: May 2019 TBD
Location: London, Dublin and Paris
Participants: AOT Only
Audience: AOT will host media functions in London, Dublin, and Paris to educate journalists about Arizona’s world class tourism amenities. Additionally, we will schedule media desk side appointments in each city.
AOT Contact: Media: Kim Todd at ktodd@tourism.az.gov or 602-364-3305

JUNE 2019

US TRAVEL ASSOCIATION’S IPW

Dates: June 1-5, 2019
Location: Anaheim, CA
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
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.

BOOTH: We’d like to showcase all of the Arizona DMO’s and suppliers in an “Arizona Row” again next year – when you register for the show, please designate in your

comments that you are an Arizona member. Email Joanna Tejada with any questions jtejeda@tourism.az.gov or 602-364-3715

FAM TRIPS

TRADE FAM: CANADA PRODUCT DEVELOPMENT FAM TOUR

Dates: December 2018
Location: TBD
AOT Division: Trade
Participants: Canadian Tour Operators
Program Summary: AOT will coordinate a FAM Tour for Canadian Travel Agents.
AOT Contact: Olivia Hall at ohall@tourism.az.gov or 602-364-3693

More FY19 FAMS to come.....
