



Tourism Tuesday

Welcome to Tourism Tuesday, your weekly e-newsletter from the Arizona Office of Tourism (AOT).

A Message from Director:

Good afternoon,

Arizona has great taste, and this week we took it to Chicago! With our state's eclectic menu of gastronomic adventures available for visitors to enjoy, Arizona's reputation as an international culinary destination is quickly growing.

From talented culinary artisans, including several James Beard award-winning chefs, that masterfully blend our unique local ingredients into tasty new experiences to the wineries and the microbreweries that produce amazing "made only in Arizona" products, we are fortunate to have such incredible food experiences to share with our visitors.

Add to all this the fact that Tucson has been recognized as the first city in the United States to be designated as a UNESCO World City of Gastronomy, which brings further attention to our state's diverse food culture, innovative farming techniques and cuisine history.

And AOT is proudly at the table promoting our statewide culinary scene. While in Chicago we hosted a VIP media reception showcasing Arizona's edible delights. The event was held at Monteverde, a celebrated Italian restaurant where resident Chef Sarah Grueneberg collaborated with Arizona's own Chef Kevin Binkley to create an event menu featuring our state's fresh produce and protein. Almost 60 media representatives attended the event to taste our southwestern fare, including our [Arizona Expedition: Let Yourself Go!](#) campaign partners, *Bon Appétit Magazine*, *Condé Nast Traveler* and *Golf Digest*.

But our culinary promotion doesn't stop there. We are continually working to build awareness of how visitors can experience the different tastes of Arizona. In 2014, more than 40 million visitors experienced Arizona as a vacation destination. These visitors generated \$20.9 billion in statewide spending. More than five billion dollars of that spending was generated by food service, making Arizona's culinary experience an important piece of our state's travel assets.

Enjoy your week,

Debbie Johnson
Director, Arizona Office of Tourism
#AZTourismTuesday

AOT in Action

We Want Your Travel Deals!

Have you uploaded your travel deals and vacation packages to VisitArizona.com lately? As one of our most popular web pages, the Travel Deals section receives hundreds of thousands of page views annually. Be sure to take advantage of this valuable resource and showcase travel deals for your attraction or destination. We want our travel deals website section to be populated with the latest Arizona deals and packages for visitors to discover. We will be using these deals in future spring and summer-time promotions. For information on how to upload travel deals, see VisitArizona.com/arizona-tourism-partners.

Arizona Represented at Go West Summit

AOT attended the Go West Summit in Anchorage, AK February 22-25. Go West Summit is a regional travel trade show featuring destinations in the American West. It brings together international tour operators with destinations and suppliers who offer travel product in the Western United States. There were more than 200 operators from Europe, Latin America and Asia as well as U.S. based receptive operators. The three-day event included seminars and guest speakers, along with two days of pre-scheduled 12-minute appointments with tour operators. This was a great opportunity to review both current and potential Arizona product as well as promote what's new around the state to this global audience. For more information or a copy of the report, please contact Jennifer Sutcliffe at jsutcliffe@tourism.az.gov or 602-364-3693.

Reach German Media with AOT's Upcoming Media Mission

AOT is pleased to invite Arizona CVBs, Chambers and DMOs to participate in the Germany Media Mission scheduled for **May 23 – 27**. This five-day mission will target approximately 25-30 journalists, editors and freelancers in the key cities of Hamburg, Berlin and Munich. The format of the mission will include "speed dating," desk-side appointments as well as some hosted meal functions. Cost is \$2,500 per delegate. Participation forms are due no later than **Friday, March 11**. For more information, contact Marjorie Magnusson at mmagnusson@tourism.az.gov or 602-364-3695.

Meet French Travel Writers and Editors at AOT's France Media Reception

AOT invites Arizona CVBs, Chambers, DMOs, hotels and other tourism suppliers to participate in its France Media Reception scheduled for **May 31**. AOT and our PR representatives in France, *Express Conseil*, will coordinate a reception for 25 – 30 key members of the media including travel editors, writers, bloggers, and influencers. Arizona delegates will have an opportunity to introduce themselves and their product during a five minute presentation with accompanying PowerPoint slides. The presentations will be followed by a reception and the opportunity to network with all attendees. Participation is open to Arizona CVBs, Chambers, DMOs hotels and other tourism suppliers and is limited to five partners. Preference will be given to CVBs, Chambers and DMOs with remaining spaces filled by a lottery system if necessary. Cost is \$1,000 per delegate, not including shipping or travel expenses. For participation forms or more information, contact Marjorie Magnusson at mmagnusson@tourism.az.gov or 602-364-3695.

Upcoming AOT Events & Activities

[Mexico Sales and Media Mission](#)

Date: April 4 - 8

Locations: Mexico City and Guadalajara, Mexico

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.

Upcoming Industry Events & Activities

[Arizona Restaurant Week](#)

Date: May 20 - 29

Location: Statewide participating restaurants

This statewide affair offers foodies a wealth of dining opportunities and the chance to get outside their own neighborhood and try something new. From sizzling Southwestern and soothing comfort foods to five-star dining and international fare – it's all on the table during Arizona Restaurant Week. So prepare your taste buds and dig in.

Arizona in the News

Children's Museum Tucson in Line for Top Museum Honor

The Children's Museum Tucson, celebrating its 30th year of bringing play-based education to Tucson's children, is honored to be one of 30 finalists for the 2016 National Medal for Museum and Library Service. The Children's Museum Tucson is the only institution in Arizona to be a finalist and one of only two children's museums.

The National Medal, presented by the Institute of Museum and Library Services (IMLS), is the nation's highest honor given to museums and libraries for service to the community. For 22 years, the award has celebrated institutions that demonstrate extraordinary and innovative approaches to public service and are making a difference for individuals, families and communities. www.childrensmuseumtucson.org

Annual Harvest Dinner Celebrates AG Industry and Honors Workers with Surprise Giveaways

Now in its 6th year, Yuma's Annual Harvest Dinner, held Thursday, February 25 at 6:00 p.m., once again brought industry leaders, local harvesters and friends of the agriculture community together to celebrate Yuma's contribution to our nation's dinner tables and raised funds for the Yuma County Ag Producers Scholarship Fund. The alfresco evening featured cuisine by four local chefs, entertainment by local Yuma band Common Ground, a live auction and four surprise tributes that further recognized future farmers, harvesters,

regional and national agriculture partners.

"The Harvest Dinner offers an opportunity for farmers and growers to reignite the passions we all have for our industry," said Steve Alameda, president of the Yuma Fresh Vegetable Association. <https://www.facebook.com/laborofloveyum/>

Hacienda Del Sol Guest Ranch Resort Completes Multi-Million Dollar Expansion

Hacienda Del Sol Guest Ranch Resort, a historic Tucson landmark frequented by locals and visitors from around the world, has completed a multi-million dollar expansion. This luxury boutique resort, also lauded for its award-winning restaurant The Grill, has completed the addition of 32 guestrooms, including two two-bedroom suites.

The rooms are located on the north side of the property's 34 acres, bringing the total guest room count to 59. The new rooms are identified as the Catalina rooms because of their stunning views of the Santa Catalina Mountains. Hacienda Del Sol's local owners collaborated with Tucson's Eglin + Bresler Architects and W.E. O'Neil on the expansion which began late 2014. <http://www.haciendadelosol.com/>

ADOT Launches Interstate 11 Environmental Study from Nogales to Wickenburg

The next phase of defining an Interstate 11 corridor through Arizona offers the public a chance to help shape the vision for a route intended to enhance trade and boost Arizona's economy. In partnership with the Federal Highway Administration and regional planning agencies, the Arizona Department of Transportation has launched a three-year environmental study to select an I-11 corridor alternative between Nogales and Wickenburg.

Extending from Nogales through the Las Vegas area to northern Nevada – and possibly north toward Canada — Interstate 11 would support large-scale manufacturing, enhance movement of people and freight by vehicle and potentially rail, and be a corridor for trade, communications and technology. <http://www.i11study.com/arizona/>

Industry News

Has Travel Growth Hit a Plateau?

On Tuesday, the United States Travel Association released its monthly Travel Trends Index (TTI) which indicated that the travel industry's growth has leveled off, but still remains in positive territory.

The travel sector of the economy in the United States continues to remain positive due in part to the success of the leisure travel market, lower gas prices and strong wages. On the other hand, business travel is forecasted to struggle making gains this year due to unstable international financial markets. (Travel Pulse, March 1)

<http://www.travelpulse.com/news/features/has-travel-growth-hit-a-plateau.html?u=34705F91-2320-4FD3-B96A-52B33FA5505E>

Did you know?

Parker Dam, located on Arizona's western border, is the deepest dam in the world at 320 feet.

Statewide Calendar of Events

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

Connect with the Arizona Office of Tourism!

Become a fan on Facebook! <http://www.facebook.com/arizonatravel>

Follow us on Twitter! <http://twitter.com/ArizonaTourism>