



Tourism Tuesday

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

A Message from Director:

Good afternoon,

Over the last several months, we have been visiting communities throughout the state touting the important message that destination marketing drives both local and state economies. We have presented our material to numerous groups, and so far have reached more than 2,000 Arizona business and community leaders.

This week, we are taking that same message to our policymakers in Washington, D.C. I'm joining several other Arizona and nationwide travel and tourism leaders to participate in the U.S. Travel Association's Destination Capitol Hill event. This is a great opportunity for us to meet face-to-face with Arizona's nationally elected officials to stress the value of travel as an economic driver.

However, more needs to be done. We are calling on you to help us show community leaders and elected officials here in Arizona what this industry means to our state.

National Travel and Tourism Week is May 1-7, 2016, and it is a perfect opportunity to demonstrate the positive impact this industry has to Arizona's economy. To help you and your community celebrate tourism, we have created a [toolkit](#) full of resources you can use such as press release templates, or samples of social media posts. We've also provided county specific research data so you can customize these resources to reflect how tourism impacts your area. The toolkit is available on our business site, tourism.az.gov.

We have grand plans ourselves, and once those ideas are finalized we look forward to sharing them with you.

I encourage all of you to look through the [tools](#) we provided to help spark some ideas about how you can tout the value of tourism during this important week. And be sure to tell us what you're doing! Send your plans to media-info@tourism.az.gov to keep us in the loop.

As always, don't hesitate to contact me if you have any questions.

Enjoy the week,

Debbie Johnson
Director, Arizona Office of Tourism
#AZTourismTuesday

AOT in Action

Early Bird Registration Now Open for 2016 Arizona Governor's Conference on Tourism

The tourism industry is a thriving source of Arizona's economy. Each year travel professionals come together to learn from tourism experts and take advantage of the latest information, products and services which enhance travel in Arizona. T

he 2016 Arizona Governor's Conference on Tourism will take place July 11-13 at The Westin La Paloma Resort & Spa in Tucson. The conference begins Monday, July 11 with the Arizona Office of Tourism's Research General Session at 4:00 p.m. followed by the annual Taste of Southern Arizona reception. We continue with many valuable breakout sessions, the Arizona Governor's Awards Gala on Tuesday evening, July 12, and an outstanding lineup of keynote speakers to conclude the Conference on Wednesday, July 13.

The conference, consistently attended by 500 tourism professionals, is the opportunity for our visitor industry to gather information on the latest trends affecting tourism. We offer an environment that promotes networking and the exchange of ideas for the benefit of our commerce. For more information or to register for the event, visit aztourismconference.com/registration

AOT's Arizona Expedition Campaign Takes Home Three Local ADDY Awards

AOT proudly announces that the Arizona Expedition: Let Yourself Go! (AELYG) Campaign received three awards at the ADDYs Awards event held by the local Ad Club chapter of the American Advertising Federation (AAF).

- Gold for AELYG Campaign
Category: Integrated National Consumer Campaign
- Silver ADDY for the AELYG Behind the Scenes Video
Category: Video more than :60
- Silver for AELYG Campaign
Category: Integrated Branded Content Campaign

The ADDY Awards is the advertising industry's largest and most representative competition, attracting more than 40,000 entries every year in local AAF Club (Ad Club) competitions. The mission of the ADDY Awards competition is to recognize and reward the creative spirit of excellence in the art of advertising.

Conducted annually by the AAF, the local Ad Club phase is the first of a three-tier, national competition. Concurrently, all across the country, local entrants vie to win ADDY Awards –

recognition as the very best in their markets. At the second tier, local ADDY winners compete against winners from other local clubs in one of 15 district competitions. District ADDY winners are then forwarded to the third tier, the national stage of the ADDY Awards. AOT's Gold entry will move on to the District competition, and if it places Silver or higher there, it will move on to the National competition.

AOT collaborated with Off Madison Ave advertising firm on the concept, design and execution of the campaign, which ran from November 2015 to March 2016. For more information, please contact Karen Cahn at kcahn@tourism.az.gov.

Chicago Gets a Tastes of Arizona

As we shared with you last week, AOT hosted a VIP media reception in Chicago showcasing Arizona's award winning culinary and wine scene. We welcomed 60 top media guests while they enjoyed an amazing menu created by Arizona's very own Chef Kevin Binkley and Chef Sarah Gruenberg of Chicago. Nearly 75% of the ingredients were brought in from Arizona. We offer a special thank you to Steadfast Farms at Agritopia, McClendon Select, Two Wash Ranch, Black Mesa Ranch, Duncan Trading Company, Palm Pantry, and Arizona Restaurant Association that helped with this event. Our guests were surprised and delighted while they learned about the Arizona wine landscape from Sam Pillsbury and enjoyed the Pillsbury Wine that was poured throughout the evening. Guests shared with us how much they appreciated the evening and look forward to connecting with us in the near future. Food-blogger, Joanie Simon was on hand for the experience and posted a [podcast](#) about the event. For more information, please contact Karen Cahn at kcahn@tourism.az.gov.

New Research Updates Available

The following reports are now available at tourism.az.gov:

- Gross Sales & Tourism Taxes January 2016

For more information, please visit tourism.az.gov or contact Colleen Floyd at cfloyd@tourism.az.gov.

Upcoming AOT Events & Activities

Happy Trails Press Trip

Dates: April 10 - 16

Locations: Tucson, Safford, White Mountains, Mesa

AOT will lead domestic and international journalists on a various Southern Arizona trails. Journalists will follow the Turquoise Trail and a wine trail in Southern Arizona. Then try something a little spicy on the salsa trail. The scenic Coronado and the outdoor White Mountain trails will offer a green view of Arizona. Then they step back into the "wild" west on the Apache Trail.

Upcoming Industry Events & Activities

Civil War in the Southwest

Date: March 19 - 20

Location: Picacho Peak State Park

Join us for the annual historic re-enactment of an Arizona Civil War skirmish, Battle of Picacho Pass, and the New Mexico battles of Glorieta and Val Verde. Visitors travel from around the country to experience these authentic historic re-enactments complete with lifestyles of the soldiers in the southwest during the 1860. More than 200 re-enactors come in from many states and will camp at Picacho Peak State Park with their Civil War era camping gear.

[Learn More!](#)

National Travel and Tourism Week

Date: May 1-7

Location: Statewide

Arizona Office of Tourism (AOT) in recognizing the U.S. Travel Association's National Travel and Tourism Week right here in Arizona. The weeklong celebration, held May 1-7, 2016, promotes the awareness of travel and tourism as a major U.S. industry that is vital to the nation's economic growth and stability. AOT has developed a [toolkit](#) for Arizona communities to participate in the celebration. Visit tourism.az.gov for more information.

Industry News

Survey Reveals Millennial Travelers' Loyalty Preferences

As millennials increasingly impact market trends across industries, PwC US has released a new report as a part of its ongoing Consumer Intelligence Series titled, "What's driving customer loyalty for today's hotel brands?" This report, which reveals findings from a survey of more than 1,000 business and leisure travelers, examines if millennials' preferences regarding hotel loyalty programs differ from other demographics, and what significance these shifting consumer preferences will have on the future of the travel and leisure industry.

The PwC CIS survey found that millennial leisure travelers had the fewest hotel loyalty program memberships, with an average of 2.3. While millennials have had less time to accrue loyalty memberships, this demographic is also the most likely to take part in The Sharing Economy in lieu of hotels, when it comes to leisure travel. While all demographics said they would most prefer to spend their points on extra hotel nights, 36% of millennial travelers chose room upgrades as their second preferred reward – underscoring their preference for experiences – compared with only 16% of other travelers.

But the differences in loyalty preferences uncovered in the survey were not significant enough to suggest a vast difference between millennials and 30+ travelers. In fact, the tendency to over-index for millennials might well ignore a larger macro trend that spans millennials and beyond.

As Spring travel season draws near, unique guest experiences and engagement through innovative experiential offerings will continue to be an important factor in driving guest loyalty and brand commitment now and into the future. Hotel companies should continually assess their overall loyalty programs, as well as their ability to create special moments that drive loyalty.

Cater to both business and leisure travelers in a customized manner. While leisure travelers are more price-sensitive, business travelers are looking for the most advantageous points offerings for use on a future personal trip. Brands are well advised to tailor benefits and loyalty programs accordingly.

Recognize all age groups to shape and implement loyalty programs. While millennials are driving rapid change across industries, their attitudes and behaviors toward loyalty programs are not unique. The survey found that while some preferences may vary, millennials' criteria for a desirable hotel loyalty program is closely aligned with older age demographics.

Hospitality companies should consider aligning with sharing economy partners for unique guest experiences and opportunities. Among millennials enthusiastic about the sharing economy, 60% said this was largely due to a thirst for adventure. For both business and leisure travelers, the option of staying at a sharing-economy property becomes more feasible when it is combined with a recognizable hotel brand. All leisure travelers in PwC's focus group said they would stay more frequently at a sharing economy property if they could also generate hotel brand loyalty points for their stays. (Hospitality Technology, March 11)

http://hospitalitytechnology.edgl.com/news/Survey-Reveals-Millennial-Travelers--Loyalty-Preferences104740?inf_contact_key=d248ffe77b40e32aaa92b356ec8aaab0047d0b12d597efa3fdb4722cf709610f

Trend Alert: Is Heritage Travel The Next Big Thing?

Jim Ingram and his wife, Barbara Ingram, have traveled from Washington to Kentucky in search of their family history. "Our next quest is Virginia, there is an old Ingram farm out there that we've been told has been standing since the 1700s," said Jim. "We've been plotting out a trip there for years, have just never made it."

For that trip, they might be interested in using a travel agent who actually specializes in genealogy travel. Marion Hager, owner of Hager's Journeys (a Virtuoso member agency) in Scottsdale, Arizona got into this niche travel business when she went to her own professional genealogist and had her trace the Irish and Swedish parts of her family.

"Tracing our ancestors gives us a connection to history and traditions, especially those practiced in our own families," said Hager, who says that planning a genealogy trip can be quite complicated. "Not only from the itinerary planning/sequencing standpoint, but from connecting with the in-country genealogists who have access to the sites and records you would want to look at. People will get the best quality experience by working with a travel advisor who will help them through all facets of the trip – including helping to establish contacts with genealogists in their home countries."

Kathy Wurth of Family Tree Tours says that an increased amount of travelers are embarking on trips to find out where their family tree is planted. "A lot has to do with baby boomers retiring and having time to look this stuff up," she says. "The commercials and television shows on genealogy have also sparked a little interest. Finally, the internet has also helped. When I was growing up, you wrote letters and waited a month for someone you hoped would be related to you to respond. Now you hear right away."

Once you know what town a family member was born in, consider planning your trip way in advance. "It takes a lot of planning on your end and on ours," she says. "But you definitely want to start with verifying that you have the right town."

Before you schedule a trip to trace your own family roots, do some basic research and find out what town you are actually from. "You can't visit a place if you don't know where you're from," she said. "From there we can get information about the town, verify that you came from there and set up independent tours with people for you to meet and places for you to see."

If you do not want to go on your own, you can join a group tour and visit specific places with others interested in your same area. "We arrange lectures by local historians so you can learn about the area you are visiting and try to visit museums. We also do fun things too."

To get started before your big trip, Hager recommends a few pieces of reference material: "Who Do You Think You Are by Megan Smolenyak – it gives you a step-by-step process. Also Hey America, Your Roots Are Showing by Megan Smolenyak, which tells stories of the various studies Megan has done. There is also a good reference section in the National Geographic book Journeys Home." (Travel Pulse, March 11) <http://www.travelpulse.com/news/features/trend-alert-is-heritage-travel-the-next-big-thing.html?u=34705F91-2320-4FD3-B96A-52B33FA5505E>

Strong Global Air Passenger Demand Continues into 2016

The International Air Transport Association (IATA) announced global passenger traffic results for January 2016 showing demand (revenue passenger kilometers or RPKs) rose 7.1% compared to January 2015. This was ahead of the 2015 full year growth rate of 6.5%. January capacity rose 5.6%, with the result that load factor rose 1.1 percentage points to 78.8%, the highest load factor ever recorded for the first month of the year.

"January maintained the strong traffic growth trend seen in 2015, showing the resilience of demand for connectivity despite recent turmoil in equity markets. The record load factor is a result of strong demand for our product and airlines making the most productive use of their assets. Underlying conditions point to another strong year for passenger traffic, with the latest decline in oil prices likely providing additional stimulus for air travel growth," said Tony Tyler, IATA's Director General and CEO.

North American airlines saw demand rise 2.4% in January over a year ago. Capacity rose 1.3%, pushing up load factor 0.8 percentage points to 80.3%. North American international traffic growth was weakest among the regions, as carriers have focused on the stronger and larger domestic market. (Travel Industry Wire, March 8)

<http://www.travelindustrywire.com/article88239.html>

Did you know?

The Arizona tree frog is the state's official amphibian.

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!

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