



Tourism Tuesday

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

A Message from Director:

Good afternoon,

For more than 50 years the Tucson Conquistadores have provided us tremendous opportunities to showcase Arizona's diverse beauty through their annual golf events. This weekend was no different as the group hosted the Senior PGA Champions Tournament at the Omni Tucson National Resort.

It was great to see the crowd enjoying the 81 professional golfers playing the course, and to know that Arizona's signature landscape was shown to those watching on TV. We are so fortunate to live in a state that has the opportunities to hold events such as these. Sporting events have an economic ripple effect for Arizona that is difficult to ignore for both local communities as well as the state. These events help bring global recognition to Arizona as an exciting and welcoming destination.

Thanks to Visit Tucson for working with us at the event to help promote all there is to see and do in our great state!

In other agency news, we are excited to announce the addition of two new members to the AOT Team. Please help us welcome Becky Blaine, Director of Travel & Trade Relations and Hannah Fuller, Events Marketing Manager. We are thrilled both have joined the agency to help us expand our marketing impact. More details are below.

Enjoy the week,
Debbie Johnson
Director, Arizona Office of Tourism
#AZTourismTuesday

AOT in Action

Becky Blaine New Director of Travel & Trade Relations

Becky Blaine joins AOT as our new Director of Travel & Trade Relations. Becky will oversee AOT's outreach to the travel trade industry. She most recently handled marketing & public relations for IKEA in Tempe. Prior to IKEA, Becky spent nine years at the Arizona Biltmore Resort fulfilling

the dual roles of Resort Historian and Public Relations & Marketing Manager. She has extensive experience leading FAM trips and hosting history tours of the famed resort. The Biltmore's PR and marketing program was multi-faceted with local, national and international efforts geared towards leisure and trade, as well as an extensive and innovative lineup of events created to attract travelers from around the world. She can be reached at bblaine@tourism.az.gov.

Hannah Fuller New Events Marketing Manager

AOT also welcomes Hannah Fuller to the team as our Events Marketing Manager. In this new role, Hannah will coordinate various events for AOT. Previously, Hannah organized the networking and educational events for the Arizona Lodging & Tourism Association (AzLTA) and the Valley Hotel & Resort Association (VHRA). From securing dates and locations to welcoming attendees at registration, Hannah had every detail covered. She worked with speakers and sponsors to develop many enjoyable yet, informative event programs for industry partners. She can be contacted at hfuller@tourism.az.gov.

New Research Updates Now Available

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

- [Arizona Lodging February 2016](#)
- [Airport Passenger Volume January 2016](#)

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

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

The 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.

Celebrate Travel and Tourism in Arizona

Planning is underway to celebrate National Travel and Tourism Week here in Arizona. What is your community doing? To help you and your community celebrate the impact of 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. 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.

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

Governor's Conference on Tourism

Date: July 11-13

Location: The Westin La Paloma, Tucson

Registration now open! The 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 4pm 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.

Arizona News

Kartchner Caverns Needs Your Votes!

Kartchner Caverns State Park is in the running for Best Cave in the U.S.A. The new USA Today Reader's Choice contest has begun and Kartchner Caverns is currently 4th out of 20. Last year, Slide Rock State Park was named one of America's "Top 10 Swimming Holes" by the same Reader's Choice group. Voting ends Monday, April 11 at Noon. You can vote once every 11 hours, so please vote often and share this with family, friends and colleagues for even more support! [Vote here!](#)

Industry News

Study Shows Age Has Significant Impact on Wellness Travel Preferences

SpaFinder, March 16

Spafinder Wellness 365™ today released Part II of its eighth-annual State of Wellness Travel Report, based on a survey of travel agents in North America and Europe and designed to offer ongoing insight into wellness travel trends. The new report examined the shifting demographics of the wellness traveler, with a special focus on the impact that age has on traveler's preferences.

Survey respondents indicate that every wellness element at properties, from healthy food to fitness classes to spiritual healing, ranked as more important for younger travelers (49 and under, Millennials and Gen X), than for Baby Boomers (50 and older), the generation that jumpstarted the wellness revolution. The most significant differences are in outdoor adventure (i.e., hiking, surfing, etc.), environmentally friendly properties, voluntourism programs, and fitness/yoga classes and facilities, which all matter significantly more to younger travelers. The most desirable property types for Baby Boomers are luxury spa resorts, while for Millennials and Gen X, eco/adventure resorts and authentic yoga retreats rank much higher.
<http://www.travelindustrywire.com/article88405.html>

Did you know?

Arizona has the largest contiguous stand of ponderosa pines in the world stretching from near Flagstaff along the Mogollon Rim to the White Mountains region.

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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