Tourism Tuesday

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

A Message from Director:

Good afternoon,

The road to the 2017 Phoenix NCAA Men's Basketball Final Four starts now!

For the first time in Arizona's rich sports history, college basketball teams and their dedicated fans will be traveling to our state April 1-3, 2017 as we host the NCAA Final Four at the University of Phoenix Stadium in Glendale.

The Final Four has evolved into much more than basketball. This is a four-day fan-fest event providing attendees with a break in the action on Sunday, giving us the perfect opportunity to encourage basketball devotees to get out and experience our great state. AOT will be working closely with the Phoenix Final Four® Local Organizing Committee to ensure fans will have the travel information they need to enjoy Arizona's diverse destinations and attractions located throughout the state.

With Arizona's track record for successfully hosting major sporting events, we are sure to dominate the boards on this one. We've said it before and we will say it again: Mega events such as these jump start an economic cycle of jobs, earnings and taxes that contribute significantly to our state's quality of life. Being able to host these events is a point of pride for our state and gives us the opportunity to further tout what an extraordinary place Arizona is to live, work, recreate and visit.

Congratulations to Villanova University, the 2016 NCAA Final Four champs, for its thrilling buzzer-beater win against University of North Carolina! And as the ball bounces our way, we will be sure to make our event a slam dunk. Here is some ticket information for the upcoming event. https://vimeo.com/158216018

Enjoy the week,

Debbie Johnson
Director, Arizona Office of Tourism
#AZTourismTuesday

AOT in Action

Travel Writers Hike, Bike, Pedal and Ride Through Arizona

AOT welcomed five international and two U.S. travel writers to the state last week for a whirlwind tour of Tempe and southern Arizona. The journalists explored the state via various means of transportation: hiking at Picacho Peak State Park, Ramsey Canyon State Park and Chiracahua National Monument; horseback riding from Tombstone Monument Ranch to Tombstone; bicycling through Tucson; and, pedaling a bicycle trolley in Tempe. Along the way, the journalists visited and learned about Kartchner Caverns State Park, Wine Tasting in Willcox, birding near Sierra Vista, the art scene and mining history of Bisbee, the culinary offerings and desert scenery of Tucson and, the dynamic nightlife of Tempe.

The journalists represented were from Canada, China, Germany, Mexico, the United Kingdom, Los Angeles and Ft. Myers, FL. Only two had previously visited Arizona, which presented AOT with a great opportunity to share some of the state's hidden gems as arranged by our gracious partners. For more information, contact Tony Alba at talba@tourism.az.gov or at 602-364-3715.

AOT Promotes Arizona's Travel Offerings in Mexico

AOT led a delegation of statewide trade and media partners to Mexico City and Guadalajara to promote travel to Arizona. The theme of the mission focused on Arizona's culinary offerings. The mission targeted tour operators, travel agents and media during appointments, destination trainings and a luncheon in Mexico City and reception in Guadalajara. The luncheon was attended by 44 trade representatives and 27 media outlets. The reception was attended by 50 trade representatives and 15 media outlets. American Airlines representatives also supported and were in attendance of the events in both cities.

The mission was organized by Connectworldwide Mexico, AOT's Mexico Representative, and attended by Stephanie Dowling, AOT's Deputy Director, Jennifer Sutcliffe, AOT's Travel Industry Marketing Manager and Kimberly Todd, AOT's Media Relations Manager- International, along with community partners representing Chandler, Phoenix, Scottsdale, Tempe and Glendale. For further information on the trade portion of the mission, please contact Jennifer Sutcliffe at jsutcliffe@toursim.az.gov. For more information on the media portion of the mission, please contact Kimberly Todd at ktodd@tourism.az.gov.

Arizona Travel and Tourism Toolkit Available on Tourism.az.gov

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.

New Governor's Tourism Awards Categories

AOT invites you to review the new Award Categories for the 2016 Governor's Tourism Awards. From innovative marketing programs to valuable tourism champions, astounding work is accomplished each and every day by our industry to promote the Grand Canyon State. The Governor's Tourism Awards is a wonderful way to recognize these efforts. We will begin accepting award nominations on **May 3**. Look to future editions of *Tourism Tuesday* for more information. And be sure to register for the 2016 Governor's Conference on Tourism! More information is available at aztourismconference.com.

Upcoming AOT Events & Activities

Travel Classics International

Dates: May 18 - 22
Locations: Lucerne and Bern, Switzerland
Travel Classics International is a premier travel writer conference that allows freelance travel writers the opportunity to meet with the industry's top 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.

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 News

Bohemian Bisbee
by Andrew McCredie, The Vancouver Sun

AOT hosted Canadian journalist Andrew McCredie on an individual press trip this past January. From that effort, Mr. McCredie produced a four-page article on the culture and travel experiences of Bisbee. The article was published in The Vancouver Sun (print and online editions), reaching a circulation of more than 153,000. The article generated an advertising equivalency of more than $4,125.

Industry News

Painstaking Talent Search Results in Jaw-Dropping Mexico Tourism Film

A touching new ad for the Mexico Tourism Board from Leo Burnett offshoot Lapiz uses acting doubles to show workaholics the adventures they could be having if they could just take the time.

Confronted by people who look just like them, admitted workaholics Ann and Mike are stunned to see films of their doubles partaking in their favorite activities — horseback riding, scuba diving, scenic photography. They repent of their off-kilter work-life balance and are rewarded with tickets to Mexico.

Fear of missing out (FOMO) is a classic sell for travel spots, so Lapiz, which until recently packaged itself as a Hispanic marketing agency, wanted to crank the FOMO as high as it could go. "You see your friends on Facebook. They're on vacation, and you're working," said Lizette Morazzani, creative director at Lapiz. "What the worst thing we could do? Well, if you saw yourself, it's double the FOMO."

Logistically, a spot like this is complicated. "We had to make that decision, either we go with finding two people that are alike, or we find the story," Morazzani said. "We thought the story is the most powerful thing, and then just finding someone that just looks like that person could probably be easier."

"It wasn't easier," she added. "But we did find them."

The doppelgängers, particularly Ann's, do look eerily similar to the originals. Lapiz worked with Danbell Casting in L.A. to put out a casting call for actors that matched the workaholics' build and coloration, even asking for "specific eyes" to match Ann's. They screened about 60 actors before finding the ones they ultimately used. "You have to be very careful how you pick these people," Morazzani said. "You don't want to see someone worse looking than you."

The agency had considered using retirees or people who had never traveled outside the US, but the workaholics scored the highest on an entry test. To make sure their subjects would emote on camera, Lapiz showed all candidates video of puppies playing. The workaholics responded the most enthusiastically.

Ann and Mike were told they were being enlisted for a "documentary" on their all-work-and-no-play lifestyles. The ruse allowed Lapiz to get answers to personal questions — what's your favorite food? Favorite color? Favorite activity? What's on your bucket list? — that could be incorporated into the doppelgängers' adventures.

Ann loves riding horses, so her double (coincidentally, a trained equestrian) rode a horse on the beach. Mike is an avid photographer and had always wanted to become certified as a scuba diver (in another coincidence, his double was already certified). Ann's favorite color is red, so her double often wears that color — the better to fully immerse Ann and Mike. "We made sure

that every single detail really made them feel that it was them that they were actually seeing, not just an actor in Mexico."

And the originals weren't the only ones Lapiz surprised. Both actors were told they would be shooting a tourism spot in Mexico, but they didn't know in advance what it entailed. "We wanted their reaction to everything they were doing to be authentic," Morazzani said. That's genuine trepidation before Ann's double leaps off the cliff.

"They were like, 'Oh my god, this is the best job I've ever had in my life. Thank you so much for this.' "

The reveal needed to be as carefully coordinated as the shoot. The footage used in the spot of the face-to-face meeting for each couple is the only take. As part of the "documentary," Lapiz knew which outfits each of the originals would wear, allowing Lapiz to duplicate the clothing as well.

The spot, which will live online only, doesn't need to rely on new technologies like virtual reality. "It's a way of living an experience long distance that is not necessarily digital," Morazzani said. "I think that's very special. It's very human-centric."

Lapiz became Mexico Tourism's AOR in 2014 and has played with identity for the client before. After Hurricane Patricia devastated parts of the country last year, the agency filmed actress Patricia Heaton being welcomed in the affected areas to show there were no hard feelings against Patricias. *(CampaignLive.com, April 4)*
Read more at http://www.campaignlive.com/article/painstaking-talent-search-results-jaw-dropping-mexico-tourism-film/1389764#AkbGy3MDtWDjucPZ.99

Gogo Study Uncovers Startling Need For In-Flight Wi-Fi

Add Wi-Fi to the growing list of things travelers demand when crammed into an airplane.

In-flight Internet provider Gogo unveiled findings of its study recently and illustrated just how much the world desires Wi-Fi when traversing the globe.

Of course, there is no shortage of things we want when boarding a plane: legroom, decent food, on-time departures and arrivals and, apropos to the study, Wi-Fi service.

What follows is an infographic supplied by Gogo that proves there is an enormous market outside of these borders that remains largely untapped.

As noted, those in the U.S. and Canada most certainly desire a way to work online and pass the time with streaming video in the form of in-flight Internet.

However, there is something of a void globally, which seemingly has nothing to do with a lack of demand.

Judging by the study, which took into account travelers from 19 countries, passengers from outside this continent are absolutely screaming for a reliable solution.

Gogo's chief commercial officer Ash ElDifrawi explains, via Gogo, "The need for ubiquitous connectivity is no secret. There are very few places on earth today that people can't connect and the plane is really the last frontier."

From cafes to in-hotel solutions, it's extremely easy to find a place to check email and manage your various social channels. Up 35,000 feet, that prospect is sadly tenuous.

ElDifrawi continues with thoughts on demand that is surprisingly not met by outside suppliers: "What's surprising to us is that the demand is actually higher outside of the U.S. and Canada, where we are just scratching the surface in terms of connecting planes. The growing demand of in-flight services outside of the U.S. and Canada creates a significant opportunity for airlines servicing these regions around the world."

That sentiment is echoed by the following graphic that illustrates, among many things, that global travelers are about 55 percent likely to consider in-flight connectivity when booking. *(TravelPulse, April 4)* http://www.travelpulse.com/news/travel-technology/gogo-study-uncovers-startling-need-for-in-flight-wi-fi.html?utm_source=daily&utm_medium=email&utm_campaign=4-05-2016&u=34705F91-2320-4FD3-B96A-52B33FA5505E

Survey: Business Travelers Have Multiple Stress Sources

It's inevitable that travelers - whether leisure or business - will at some point encounter a stressful situation. From flight cancellations to lost luggage, it's pretty much a given. However, new findings today released from Booking.com reveal that business travelers experience a higher level of travel stress due to the gamut of anxiety-inducing scenarios that leave them worried and anxious. Mix in unforeseen circumstances within the global climate, and the stress level increases even more. The reality, though, is that business travelers still have to travel.

The research conducted by Booking.com, the global leader in connecting business travelers with the widest choice of unique places to stay, surveyed over 4,500 business travelers across eight countries. Findings highlight that although a third of business travelers generally feel positive about traveling for business (39%), the biggest stressors for those traveling internationally for business stem from the logistics of their travel, with a staggering 93% feeling stressed at some point on their journey. A combination of pre-travel planning, booking accommodations, arranging transport, managing expenses and receipts, and navigating the destination, combined with a lack of sleep, has the potential to leave business travelers weary and strained. That's all before the important meetings and actual work have even begun.

Top Causes of Anxiety for American Business Travelers

- Missing a flight / train 32%
- Language barriers 26%
- Possibility that luggage will be lost 22%
- Unfamiliar surroundings 21%
- Getting around the city 18%
- Losing important documents (e.g. passport, presentation) 18%
- IT setup / whether devices will work 17%
- Meetings being cancelled 16%

- Presenting to / meeting with people for the first time 16%
- Cultural norms / differences 13%
- Losing a company-owned device (e.g. laptop, mobile phone) 12%

Airport Anxiety
Airports are the biggest source of angst for American business travelers. Among their least favorite things about international business travel, delays and cancellations topped the list, with half (47%) of business travelers complaining about this. One in three (32%) say missing their flight is their biggest concern. As would be expected, jet lag (42%) and airport security queues (26%) are also disliked.

Touch Down Troubles
Touching down in a foreign destination can feel exciting and adventurous for those on vacation but for business travelers, it can be a different story. The research shows that worries don't end at the airport, with one in four (26%) feeling anxious about language barriers when they reach their destination, and one in five feeling uneasy about being in unfamiliar surroundings (21%), and cultural norms and differences (13%). In addition, more than one-third say one of their least favorite things is being away from family or friends. Men (40%) are slightly more likely than women (34%) to feel this way.

Ripsy Bandourian, Director of Product Development, Booking.com for Business comments: "While business travel has so many positives, including the opportunity to experience new cultures, broaden horizons and the chance to meet colleagues face-to-face, the logistics of business travel can get in the way. Airport queues and delays, the accommodation at your destination lacking home comforts and lack of personal time can add a layer of unnecessary stress. That's why we launched Booking.com for Business, with seamless accommodation booking access and valuable, must-have information for business travelers such as where best to find meeting facilities, free Wi-Fi and top-class breakfasts. These capabilities can help alleviate some of the stresses and strains so the trip can be one to remember, for the right reasons." *(HotelNewsNow.com, April 5)*
http://www.hotelnewsnow.com/Articles/36961/Survey-Business-travelers-have-multiple-stress-sources?inf_contact_key=81d938fe603c43e076817b4361841518b9ab285681ec2101da9d84300f91ee6e

Millennials vs Boomers: Who is More Likely to Unsubscribe from Hospitality Emails?

After running the numbers for opt-out trends one week and millennial email behavior the next, we wondered whether opt-out rates change in relation to age. Said another way, do millennials unsubscribe from hospitality emails more often than boomers? Here's what we found.

The Goods
To find our answer we looked at email campaigns sent to over 6,000,000 recipients during the last three months by a dozen hotels and resorts. We then found the opt-out rates for Boomers, Millennials, and two in-between groups to cover Gen X and plotted them below.

Millennials (age 15-30) averaged an opt-out rate of 0.26%. Boomers (age 51+) averaged an opt out rate of 0.21%. The in-between groups saw averages of 0.21% (age 31-40) and 0.18% (age 41-50). The overall average for this group was 0.21%.

What This Means
The simple answer is, yes, a millennial is much more likely to unsubscribe than a boomer. But boomers, however, are not the least likely to do so. Interestingly, the lowest rate for this sample was found among 41-50 year-olds.

But even at the peak, these unsubscribe rates are still less than 1/3 of 1% so let's put things in perspective. If you send a campaign tomorrow to a list of 10,000 millennials and 10,000 boomers and the averages above hold true, you will have lost about 5 more millennials than boomers by this time next week. *(Hotel Online, April 5)*
http://www.hotel-online.com/press_releases/release/millennials-vs-boomers-who-is-more-likely-to-unsubscribe-from-hospitality-e?inf_contact_key=6543baa3b691575f24f7d191de26738e15af9b7d3d847765a1b492b1ddbed59d

Building a Lifestyle Brand With Instagram, Digital Media and a Small Budget

Last week Skift launched a new report in its Skift Trends Reports service, The Rise of Lifestyle Branding in Travel.

Below is an extract. Get the full report here to stay ahead of this trend.

Building a lifestyle brand also has a lot to do with creating a community of likeminded individuals. But how does a business start to find and build that community, and how can they use their online content efforts to help it grow?

One example of a smaller brand that's used its lifestyle approach to take on much larger, well-established competitors is Poler. The Portland-based outdoor retailer, which describes itself as "a brand created to bridge the gap between action sports and traditional outdoor activities," has built a thriving business by catering to a community of casual campers that wants to connect with nature.

"It's stuff that is made for people that have adventures all over the world while wearing jeans, a t-shirt, and sneakers," said Poler co-founder Benji Wagner in a 2011 interview with Transworld Business. "It's for people that wonder why everyone is trying to pretend they are going to do first ascents on alpine peaks instead of celebrating the fact that they are having adventures that are awesome in their own way."

For Wagner, the insight into how he might build this potential community came from personal experience. "I would say we are embracing aspects of doing stuff outdoors, sleeping on the floor, in your car, on your buddies couch for example, that I think was being ignored by an industry too focused on hi-tech mumbo jumbo."

Poler has reinforced this relaxed outdoor mindset through its various digital channels and presences. Perhaps the most popular vehicle is brand's 417,000-follower Instagram account. Poler uses the account not only to post its own product content, but to curate entertaining and inspiring adventure photos from fans who have posted using the company's branded hashtags #campvibes, #adventuremobile and #beneaththebrim. To date, Instagram users have contributed more than 643,000 posts to the #campvibes tag, 150,000 posts to the #adventuremobile tag and 9,000 posts to #beneaththebrim.

Poler has further expanded this lifestyle philosophy of laid-back adventure on its company "Adventures" blog, where it releases eye-catching photo essays showcasing travelers using its products during various explorations across the globe.

Taken collectively, the company's digital content strategy not only creates free advertising for the brand, but also helps to cultivate a more inclusive idea of outdoor adventure for younger travelers turned off by more "elitist" outdoor clothing brands like the North Face or Arcteryx that are associated with professional alpinists. "We just really want to connect with people on an inspirational and emotional level, and then also make a great product," said Wagner.
(Skift.com, April 8)
http://skift.com/2016/04/08/building-a-lifestyle-brand-with-instagram-digital-media-and-a-small-budget/

Did you know?

Kitt Peak National Observatory, near Tucson, has the world's largest collection of optical and radio telescopes.

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
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