



Tourism Tuesday

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

A Message from Director:

Good afternoon,

We are just **two weeks** out from National Travel and Tourism Week, a nationwide recognition promoting the value of tourism to our national and statewide economy. Are you ready with your plans to celebrate?

Our hope is to see all statewide communities and tourism businesses take a moment to commemorate our state's tourism industry and recognize how significant this economic activity is for Arizona.

AOT will acknowledge the week, May 1-7, with a variety of activities, including:

- a proclamation from Governor Doug Ducey recognizing the week as Arizona Travel and Tourism Week;
- a press release touting why tourism is important to Arizona and encouraging residents and visitors alike to make Arizona their summertime vacation destination;
- social media posts spreading the news, as well as promoting all you can see and do throughout the state;
- reaching out to legislators and elected officials to educate them on the importance of this industry to our local and state economy;
- an op-ed to run in the *Arizona Republic* stressing the importance of travel to our economy;
- an insert placed in both the *Arizona Republic* and *Arizona Daily Star* newspapers touting the benefits for tourism and encouraging readers to discover Arizona's vibrant summer destinations; and
- Random Acts of Sunshine® activations throughout the Phoenix area.

Be sure to let us know what you are planning! If you're looking for ideas, feel free to use our [online toolkit](#). We are encouraging all DMOs, hotels and resorts, restaurants, attractions and all of our tourism industry businesses to work with their community and industry leaders to find ways to help promote this important week.

As always, please don't hesitate to contact me with any questions.

Debbie Johnson
Director, Arizona Office of Tourism
#AZTourismTuesday

AOT in Action

Arizona Expedition: Let Yourself Go! Wins District Level Gold, Now on to Nationals!

AOT's Arizona Expedition: Let Yourself Go! Integrated Campaign received a Gold Level Award at the District 12 ADDYs Award Event, held by the district chapter of the American Advertising Federation (AAF).

AAF District 12 completed judging of the 2016 American Advertising Awards competition last weekend, in Tucson, with a distinguished judging panel of advertising creative professionals from across the United States. The District 12 ADDY competition included a total of 301 entries from advertising federation clubs throughout Arizona, New Mexico, Colorado, Utah, Wyoming and El Paso.

Gold and Silver ADDY Award winning entries from the District 12 competition are eligible to compete in the AAF National American Advertising Awards competition, which will be judged in May. The final tier of awards will be announced during the national awards gala event on Saturday, June 7th at The Disneyland Resort Hotel in Anaheim, California as part of the 2016 AAF National Conference, [ADMERICA!](#)

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

New Research Updates Available

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

- [State Park Visitation January 2016](#)
- [State Park Visitation February 2016](#)
- [National Park Visitation January 2016](#) (preliminary)*
- [National Park Visitation February 2016](#) (preliminary)*
- [Airport Passenger Volume February 2016](#)

*Grand Canyon National Park and Canyon de Chelly National Monument have not reported 2016 visitation numbers as of this writing.

For the latest and historical tourism indicator reports, please visit the [Data and Trends](#) page on tourism.az.gov or contact Colleen Floyd at cfloyd@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

Phoenix Celebrates Global Meetings Industry Day

Phoenix Mayor Greg Stanton proclaimed Thursday, April 14, to be Global Meetings Industry Day in his famously sunny city, telling an audience at the Phoenix Convention Center that “meetings mean business in Phoenix.”

Said Stanton: “Meetings mean business at our hotels. They mean business at the airport—America’s Friendliest Airport. They mean business at our restaurants and attractions. And meetings mean business when they bring knowledge-industry leaders and job creators to the front doorstep of our city.”

More than 200 visitors-industry professionals, hospitality workers and meeting planners gathered to hear the mayor’s address and listen to an educational panel that discussed the impact of meetings and conventions on Phoenix’s economy.

Richard Harper, the national co-chair of the Meetings Mean Business Coalition and Executive Vice President of HelmsBriscoe, informed the crowd that “meetings and conventions support more American jobs than the auto industry.”

Driving that point home, Visit Phoenix President and CEO Steve Moore said, “We can all be better ambassadors for this industry. We are not in the ‘tourist’ business. We are in the economic-productivity business. The work we do to bring meetings and conventions into this state touches so many other industries—our airport, insurance companies, the construction industry.”

Moore pointed out that metropolitan Phoenix has “arguably the finest collection of resorts in the country,” and that in 2015 meetings and conferences accounted for nearly half of the occupancy at those resorts and the region’s upper-segment hotels.

“Among the country’s 25 largest hotel markets, there are only three other cities where meetings accounted for more hotel occupancy last year than they did here in Phoenix,” he said.

Phoenix was one of more than 100 destinations on four continents to celebrate the first-annual Global Meetings Industry Day. The Meetings Mean Business Coalition and Convention Industry Council spearheaded the event in North America.

Visit Phoenix co-sponsored Thursday’s event in Phoenix with the Phoenix Convention Center. For more information, see VisitPhoenix.com.

Kartchner Caverns State Park Best Case in U.S.A.!

Kartchner Caverns State Park was voted the best cave in the U.S.A. as part of the 2016 USA Today 10Best Readers’ Choice Awards!

“This Arizona gem has the entire package. It has an incredible cluster of formations, beauty, and is a model for cave preservation,” said Gary Tenen, who along with Randy Tufts discovered what is now called Kartchner Caverns State Parks in 1974. “It is gratifying that the visiting public agrees and voted it the best in the U.S.A. Most importantly, through the continuing stewardship

of Arizona State Parks this magnificent cave will be protected and available to the public for generations to come."

Twenty of the best caves in the country were nominated and voting lasted several weeks. Kartchner Caverns' supporters quickly rallied to take the number one spot, holding there for the majority of the contest. For more information, please [visit here](#) or connect with us on [Facebook](#) or [Twitter](#).

Governor Ducey Proclaims April 16-24 National Park Week

In honor of the National Park Service (NPS) Centennial Anniversary, Governor Ducey has proclaimed April 16-24, 2016 as National Park Week. "Arizona is graced with spectacular natural, recreational, and educational resources and I urge visitors to explore and enjoy all that our parks have to offer this week," said Governor Ducey.

"We're excited to celebrate the National Park Centennial. 100 years is a big deal," said Sue Black, Arizona State Parks (ASP) Executive Director. "You can experience the parks at your own pace by hiking, camping, or staying in a cabin. Whether it is a state, national, or local park, there's something for everyone". For more information visit AZStateParks.com or call (602) 542-4174 or 1-877-MY-PARKS.

Governor Doug Ducey Proclaims International Jazz Day, April 30, 2016

Come Celebrate the 5th Annual "International Jazz Day" at Cityscape! Downtown Phoenix joins more than 196 global Jazz Day celebrations on April 30, the date officially designated by the United Nations Educational, Scientific and Cultural Organization (UNESCO) to celebrate jazz and the role it plays in uniting people around the world.

Arizona's own lucky charm trumpeter Jesse McGuire headlines this year's jazz event. Famous for his execution of the Star Spangled Banner, Jesse McGuire has performed for three U.S. presidents, and at many major sporting events, including most notably game seven of the 2001 World Series when the Arizona Diamondbacks defeated the New York Yankees to bring home a victory. For more information, visit jazzdayaz.com

2016 College Football Playoff generates \$273.6 million for Arizona economy

The 2016 College Football Playoff (CFP) National Championship generated \$273.6 million in economic impact, highest among Arizona's eight college football title games, according to a study by the L. William Seidman Research Institute at Arizona State University's W.P. Carey School of Business.

Researchers surveyed out-of-state visitors who came to Arizona for the Alabama-Clemson game on Jan. 11 at University of Phoenix Stadium. The survey also focused on three days of ancillary events that had not been part of previous title games. The Arizona Organizing Committee, comprised of Arizona sports, tourism and business leaders, worked with the CFP to execute the events.

In addition to the economic impact, the survey estimated that \$12.2 million in direct state, local and county sales tax revenue was generated from the 2016 College Football Playoff National Championship Game.

The 2016 CFP National Championship Game far outpaced Arizona's previous college football championship games, including all four Bowl Championship Series title games:

- 2016 CFP National Championship: (Alabama-Clemson): \$273.6 million
- 2011 BCS National Championship: (Auburn-Oregon) \$204 million
- 2007 BCS National Championship: (Florida-Ohio State) \$171.5 million
- 2003 BCS National Championship: (Ohio State-Miami) \$153.7 million
- 1999 BCS National Championship: (Tennessee-Florida State) \$133 million

--All figures from ASU W.P. Carey School of Business studies

An estimated 65,401 visitors came to Arizona for the 2016 College Football Playoff National Championship Game and stayed an average of 3.88 nights. Visitors who attended the game spent an average of \$467.93 per day and those who did not attend the game spent an average of \$523.93 per day, according to the survey.

"In many ways, the economic impact report is the bottom line for events of this magnitude," said Brad Wright, co-chair of the Arizona Organizing Committee (AOC). "This figure, combined with the tremendous economic development potential, captures the true value of the CFP championship game. The impact was felt across the state. We're grateful to everyone who played a role in the resounding success of this event - from our community partners to the thousands of volunteers who made it all run flawlessly." For more information, visit azchampgame.org.

Industry News

Frontier Airlines Launches Service to 35 New Markets Throughout the United States

Frontier Airlines begins adding new non-stop service in 35 markets today throughout the United States while also re-launching service in 28 seasonal markets. Following are highlights of the new service from the Phoenix market:

Frontier adds NEW non-stop service between Phoenix and Atlanta and Detroit and reinstates service to Cincinnati and Cleveland. Flights to Cincinnati operate on Tuesday, Thursday and Saturday while flights to Atlanta, Cleveland and Detroit operate on Monday, Wednesday, Friday and Saturday. Currently, Frontier has service to Chicago-O'Hare, Denver and San Francisco.

For more information or to purchase a Frontier flight, visit FlyFrontier.com, where Frontier guarantees the best travel value for Frontier flights. Customers can sign up at FlyFrontier.com/email-alert receive special discounts and promotions only available to Frontier's email subscribers. Special offers are also available by following Frontier on Twitter at [Twitter.com/FlyFrontier](https://twitter.com/FlyFrontier) or by liking Frontier on Facebook at [Facebook.com/FlyFrontier](https://facebook.com/FlyFrontier).

New Tourism Campaign Shows How Detroit Is Making a Comeback

TravelPulse, April 13

A new Pure Michigan marketing campaign is telling the story of Detroit's comeback as one of America's great cities. Two new commercials have been launched in order to highlight all that is great about the city and are part of a wider campaign to promote Detroit.

"Soul" is a 60-second commercial that showcases the "downtown playground of Pure Michigan."

There is also a shorter spot called "Story of Detroit," which is a 30-second version. The ads began airing as part of the Pure Michigan national advertising campaign rotation on April 11 and the "Story of Detroit" ran on YouTube's in-stream, non-skippable ads nationwide that day, and generated an estimated 7.9 million impressions.

"This is more than a leisure travel campaign – this is really about challenging and shifting people's perceptions of Detroit and celebrating America's great comeback story," said Dave Lorenz, vice president of Travel Michigan, which is part of the Michigan Economic Development Corporation. "We want people across the state, the nation and around the world to see Detroit for what it really is – a vibrant city with hard working, passionate people; a place where old and new are uniting in unexpected ways; and, a place where creative minds meet an industrial spirit to forge a new chapter for the city."

On Michigan.org, there is a new Detroit landing page that features the 60-second "Soul" spot and other stories about the city. And in conjunction with the launch of the two new ads, there is a digital campaign running with TIME to highlight stories of Detroit's comeback. The TIME component includes original long-form content and photography for TIME.com and print ad placement as well as social media campaigns on Facebook and Twitter. The TIME campaign is estimated to reach approximately 11 million people.

While weather prevented a campaign launch event from taking place, Pure Michigan Day at Comerica Park will offer another opportunity to highlight the new messaging. The day is part of a partnership with the Detroit Tigers that includes Pure Michigan branding on its dugout railings and benches as well as advertising in TigerVision and the scoreboard during regular season.

Representatives from organizations across Detroit had been slated to be on hand to celebrate the campaign launch – including Larry Alexander, president and CEO of Detroit Metro Convention and Visitors Bureau, but in a statement Alexander conveyed the importance of the new campaign.

"Detroit is the gateway city to the entire state and it is important that travelers know its potential as a visitor destination," he said. "Our city is experiencing an unprecedented comeback and there is no better time for travelers to visit. Travel Michigan's new advertising campaign is the perfect opportunity to tell our comeback story to the world."

http://www.travelpulse.com/news/destinations/new-tourism-campaign-shows-how-detroit-is-making-a-comeback.html?utm_source=daily&utm_medium=email&utm_campaign=4-14-2016&u=34705F91-2320-4FD3-B96A-52B33FA5505E

Survey Finds Yellowstone Favorite National Park, with Grand Canyon a Close Second

Travel Weekly, April 13

Yellowstone is the most favored national park among Americans, according to an Expedia.com study commissioned in honor of the national parks' 100th anniversary.

The survey, exploring attitudes toward the national parks, found 27% of respondents named Yellowstone their favorite national park. The Grand Canyon was second at 20%, followed by the Great Smoky Mountains (18%), Rocky Mountain (16%) and Yosemite (10%).

The same five parks were named the top five most beautiful parks by survey respondents, just in a different order: Grand Canyon (25%), Yellowstone (21%), Yosemite (20%), Great Smoky Mountains (12%) and Rocky Mountain (9%).

The majority of respondents, 76%, said they "strongly agree" that national parks are "valuable and beautiful" parts of the country, and 50% of respondents have visited a national park (38% in the past five years and 32% in the last year).

The study was conducted using Google Consumer Surveys, a polling service, from Feb. 26 to 29. There were 1,039 respondents.

http://www.travelweekly.com/North-America-Travel/Survey-finds-Yellowstone-favorite-national-park?inf_contact_key=2597e9395e9831f8ef52a6e41558e47ef7d8db689ad45716dcc15cdc07b154ba

A4A: Vacations eclipse business trips as primary US air travel purpose

AirTransportWorld, April 13

Personal leisure trips have overtaken business trips as the pre-eminent reason for US airline travel, according to a new study by Airlines for America (A4A).

According to A4A's Status of Air Travel in the USA report—extracted from a December 2015 online survey of 3,019 US citizens—48% of respondents took trips in 2015 for personal leisure purposes, compared to 31% for business purposes and 21% for personal non-leisure purposes. When the survey was last taken, in 1997, 47% of all airline trips were for business purposes. In 2015, 88% of all flyers took at least one airline trip for leisure purposes.

The demographics of US air travelers have changed as well. "From the time of air travel being dominated by the affluent and business travelers, today's travelers are more in line with the overall US population," A4A said.

"Younger people and people with household incomes of \$50,000 or less are more likely to travel today than they were 18 years ago. Further, more than half of all fliers in 2015 came from households with less than \$75,000 in income," A4A SVP-communication Jean Medina said. "Two-thirds of consumers told us they prefer à la carte pricing, which allows them to only pay for goods and services they want."

"Importantly, this preference was highest among the least affluent of households," A4A VP and chief economist John Heimlich said, referring to households with income under \$100,000.

Millennials (between ages 18-34) and Gen X and Gen Ys (between ages 35-54) each made up 35% of the traveling US public, respectively. “[Millennials] traveled most regularly ... with an average of six trips, they are more multi-ethnic and are value-conscious when spending money on travel,” A4A said.

Other findings included: senior travelers (age 55 and over) wanted stress-free experiences moving through the airport and a comfortable in-flight experience; families emphasized “the convenience of moving the family from here to there in the safest way possible” as their primary motivation for air travel; and so-called ‘road-warriors’ (those who take 12 or more trips per year) are most interested in comfort and in-flight options like seat outlets, Wi-Fi and entertainment. “More than half (57%) of road warriors say they care most about logistics when deciding between modes of transportation, and airline schedules and routes are a priority,” A4A said.

“Among the key takeaways, we found that of the American adult population, 81% reported that they had flown by airline at some time in their lifetime,” Heimlich said. “That compares to just 49% in 1971 and roughly 65% at the outset of the airline deregulation period.”

“Also 45% reported having flown by airline in the last 12 months,” Heimlich said, “up from 39% the last time this study was conducted 18 years ago, 21% in 1971, and 24% at the outset of airline deregulation, approximately doubling over that time period.”

When questioned about what advice for improvements they would give airline CEOs—and ranking the categories as first through third out of seven—respondents who had flown in 2015 ranked onboard comfort (71%), customer service (54%) and route network/schedule (49%) at the top. Airport improvements (35%), fleet (34%), onboard technology (32%) and website/apps (26%) were less important to the respondents.

“Americans are bullish about airline travel in 2016,” Heimlich said. “Seventy-five percent of 2015 airline travelers and 53% of all Americans say they are somewhat or very likely to travel by airline this year [with] almost a third [saying] they will take more flights in 2016 along with the majority (55%) who expect to fly at the same rate.”

When queried about their rate of satisfaction, 80% of respondents declared themselves satisfied with their flying experience in 2015.

A4A is a Washington, DC-based trade association that lobbies on behalf of its nine member airlines (Alaska Airlines, American Airlines, Atlas Air Worldwide, Fed Ex Express, Hawaiian Airlines, JetBlue, Southwest Airlines, United Airlines and UPS) and its associate member airline Air Canada. The survey was conducted by polling firm Ipsos Public Affairs.

http://atwonline.com/associations/a4a-vacations-eclipse-business-trips-primary-us-air-travel-purpose?inf_contact_key=a46c0d44ab8309a32b71addb3c5544b8680c2dfa7d4c8c37a1e593214cd5f982

National Park Week Honors the Centennial

TravelPulse, April 14

Saturday marked the beginning of National Park Week. The week, which honors our national heritage by honoring our national parks, is extra special this year because the National Parks Service is celebrating its 100th anniversary. The annual event is hosted by the National Parks Service and the National Park Foundation and this year, a number of events will honor the parks' special celebratory year.

One of the best perks, by far, is that every park is free for the whole week – so now is the time to visit one of the pricier parks on your bucket list as you won't have to pay. If you miss these free days however, there are other chances for free entry during the year. The parks are celebrating their actual centennial Aug. 25-26 and admission is free on those days as well as National Public Lands Day, which is Sept. 24 and on Veteran's Day.

Several other events take place throughout National Park Week.

April 16 is National Junior Ranger Day. Kids can take part in a variety of programs and earn a Junior Ranger Badge. If they already have one of those, this year, there is a special badge to earn: the Centennial Junior Ranger.

Earth Day takes place during National Park Week, on April 22, and there is a list of volunteer programs in which visitors can participate to make a contribution to the environment. For the centennial year, the national parks are rewarding outstanding volunteers with Centennial Volunteer Challenge Coins. Registered volunteers who complete 201.6 hours of service between Jan. 1 and Dec. 31, 2016, can earn this honor.

On April 23, the National Park InstaMeet will take place. This event is designed with hashtags in mind. Guests can meet at a specific time and spot in a park and take photos and short videos to post to Instagram. The parks even have some recommended hashtags for participants: #FindYourParkInstaMeet, #FindYourPark, #EncuentraTuParque, #NPS100

April 24 is ParkRx Day when the national parks will host recreational activities that revolve around healthy lifestyle choices with events that promote physical and mental well-being. The National Parks Service website provides a guide to those who would like to host their own ParkRX event. Suggested activities for the event include guided walks, mini fitness classes, health screenings, trash pickup and organizing a speaking event.

Before you head out to the park of your choice, be sure to check the park's website on NPS.gov to find out if there are any activities taking place in honor of the centennial and National Park Week.

http://www.travelpulse.com/news/destinations/national-park-week-honors-the-centennial.html?utm_source=daily&utm_medium=email&utm_campaign=4-15-2016&u=34705F91-2320-4FD3-B96A-52B33FA5505E

Did you know?

The Navajo Nation Zoological and Botanical Park is the only tribally-owned zoo in the U.S. and is notable among zoological facilities in that it labels its exhibits in the Navajo language.

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>