



Tourism Tuesday

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

A Message from Director:

Good afternoon,

Thank you for celebrating **Arizona Travel and Tourism Week** with us! Statewide marketing efforts and [social media activities](#) regarding the week received phenomenal media coverage.

We have a great story to tell, from the industry's economic benefits to our vibrant travel destinations, and this week gave us the opportunity to educate our leaders and residents as to why tourism is so valuable to Arizona. We were thrilled to see all the attention given to the industry it so rightly deserves.

Thank you to all the statewide communities for donating items for us to use during our **Random Acts of Sunshine**® activation, including: Arizona Restaurant Association, Arizona State Parks, Bearizona, Blazin' M Ranch, City of Sierra Vista, Cottonwood Chamber of Commerce, Discover Gilbert, Downtown Tempe Authority, Flagstaff Convention and Visitors Bureau, Globe-Miami Chamber of Commerce, Out of Africa Wildlife Zoo, Phoenix Children's Museum, Scottsdale Convention and Visitors Bureau, Tempe Office of Tourism, Visit Glendale, Visit Mesa, Visit Tucson, Visit Phoenix, and Xanterra.

Also thanks to Gilbert, Flagstaff, Sierra Vista, the Hopi Tribe, Navajo Nation, Prescott, Tucson and Yuma for holding Arizona Travel and Tourism Week events in your communities as well.

We gathered some great photos of our activities for you to see, including my stint as a Phoenix Sky Harbor Navigator. I had a great time helping travelers find their way to statewide destinations! We also received additional media coverage on [KJZZ](#).

We're already looking forward to next year!

Have a great week,

Debbie Johnson
Director, Arizona Office of Tourism
[#AZTourismTuesday](#)

AOT in Action

AOT Hosts AAA/CAA FAM tour

During the week of April 25-30, AOT hosted eight travel agents on a FAM tour featuring northern Arizona and the Phoenix area. Two agents were from Canada and six agents were from the U.S. Their itinerary had them learning about the Navajo culture and exploring Monument Valley and Antelope Canyon on the Navajo Nation. The group then traveled back to Phoenix to experience the urban history, culture and museums in the Valley. They were also able to experience a hot air balloon ride on their final day before departing. Half of the agents had visited Arizona before, but this was a new itinerary for them and they marveled at the natural beauty they experienced throughout the trip. For more information, contact Becky Blaine at blaine@tourism.az.gov.

New AOT Research Updates Available

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

- Gross Sales & Tourism Taxes February 2016
- Arizona Lodging March 2016
- National, Regional, and Arizona Lodging 1st Quarter 2016
- County Lodging 1st Quarter 2016

For the latest and historical tourism indicator reports, please visit the [Data and Trends](http://tourism.az.gov) page on tourism.az.gov.

Calling all 2017 Events!

AOT is collecting 2017 event information to place on VisitArizona.com. AOT's Events Calendar is one of our most popular web pages viewed by travelers looking for information on what to see and do in Arizona. If you have your event scheduled for 2017, please send event name, description and date to Marjorie Magnusson at mmagnusson@tourism.az.gov. Events for 2016 are still welcome as well!

Nomination Form Now Available for Governor's Tourism Awards

AOT invites you to submit nominations 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. Deadline to submit a nomination is **May 27, 2016**. For more information about the Governor's Tourism Awards, contact Hannah Fullmer at hfullmer@tourism.az.gov. And be sure to register for the 2016 Governor's Conference on Tourism! More information about the conference is available at aztourismconference.com.

Upcoming AOT Events & Activities

German Media Mission

Dates: May 23-27

Locations: Hamburg, Munich and possibly Berlin, Germany

AOT's media representative in Germany, Kaus Media Services will coordinate a 4-5 day, delegation-led mission to promote Arizona to key media representatives in Germany. The mission will consist of desk-side appointments with key journalists, small, hosted meal functions and mid-sized receptions in an effort to maintain a strong presence and increase Arizona awareness in this very important and competitive market.

Upcoming Industry Events & Activities

Governor's Conference on Tourism

Date: July 11-13

Location: Tucson

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 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.

Arizona News

Arizona State Parks Needs Your Feedback

Visit their [Facebook](#) to share what issues are important to your outdoor recreation needs and get entered to win a free night in their Lyman Lake State Park cabins. Your feedback will be part of the Statewide Comprehensive Outdoor Recreation Plan (SCORP).

The SCORP is a statewide master plan that offers policy guidance to outdoor recreation providers. The Plan identifies the supply and demand of outdoor recreation opportunities, gaps, issues, and priorities. The priorities that are established help direct the use of Land and Water Conservation Fund (LWCF) monies. Through provider feedback and public input, the Plan can be used as a tool to guide the future of outdoor recreation in Arizona for the next five years.

Tempe Town Lake Open Again After Dam Repairs

Tempe Town Lake reopened at noon Friday after crews finished installing the nation's largest hydraulically-operated steel gate dam system.

In a tweet, the city said, "Just in time for the weekend, Tempe Town Lake is open. Let the boating begin!"

Water activities were halted in February so the lake could be drained and the new dam installed.

The new dam's eight gates will be hydraulically operated, allowing them to be opened to allow surges of flood water to pass downstream and then raised to capture the tail end of the flow to refill the lake.

More than 880 million gallons of water began flowing into the lake on April 12. It took two weeks to completely fill the lake.

Tempe officials are planning a dedication of the new dam during Tempe Town Lake Day on May 14, 8 a.m.-11 a.m., at Tempe Center for the Arts, 700 W. Rio Salado Parkway. The dedication is scheduled for 9 a.m. For more information about Tempe Town Lake Day, visit <http://www.tempe.gov>.

"It's going to be a beautiful weekend in the Valley what better way to celebrate spring weather than to go out and enjoy Tempe Town Lake," Tempe Mayor Mark Mitchell said. The dam is expected to last more than 50 years. (*AZFamily.com, May 6*)
<http://www.azfamily.com/story/31912624/tempe-town-lake-open-again-after-dam-repairs>

Phoenix Sky Harbor Sets Another Passenger Record

America's Friendliest Airport® continues to break passenger traffic records. Coming off of a banner year in 2015 with more than 44 million travelers served, March, which is typically Phoenix Sky Harbor's busiest month, topped the charts with a 1.5 percent increase from last March. Nearly 4.3 million passengers traveled through Phoenix Sky Harbor in March of this year, setting a new record for the Airport's busiest month ever.

"The increase in passenger numbers cannot only be attributed to Spring Break, Spring Training, NASCAR and other popular spring events in the greater Phoenix area, but also to an improving economy," said Phoenix Mayor Greg Stanton. "Phoenix Sky Harbor is the state's largest economic engine and this is great news for our community."

In addition to increased passenger traffic, ridership aboard the PHX Sky Train and Rental Car Center shuttles also achieved record numbers. In fact, the PHX Sky Train®, which celebrated its third anniversary in April, saw its greatest month of ridership ever with 494,153 passengers transported and a 15,940 daily passenger average in March.

The weekend of March 18-20 also resulted in the shattering of a previous record for Rental Car Center shuttle ridership. More than 30,000 people were transported each day, compared to 25,800 a day on average in March and 17,000 per day during other times of the year.

"The sustained increase in passenger numbers and ridership aboard our PHX Sky Train® and Rental Car Center shuttles shows an even greater need for improvements to our infrastructure," said Phoenix Director of Aviation Services, Jim Bennett.

Phoenix Sky Harbor is in the midst of a phased modernization of Terminal 3 which will create a more efficient terminal for travelers. In addition, a new retail program is coming to Terminal 4, Sky Harbor's busiest.

“Planning for steady growth is a top priority at Phoenix Sky Harbor, as we continue to provide a world-class experience for our customers, said Bennett. (*Phoenix Sky Harbor, May 9*)
<https://skyharbor.com/>

Industry News

Research Shows 85% of Millennials Frequently Regret Not Being Able to Take More Trips

Across the generations, Americans have an appetite to take the trips that matter to them, but it's Millennials who say they need to take the most trips - at least seven or more this year - to make themselves happy. In fact, 83 percent of Millennials would rather take multiple short getaways over one long getaway this year, according to a new "Traveler's Sweet Spot" survey released today by priceline.com, a leader in online and mobile travel, and part of The Priceline Group (NASDAQ: PCLN).

Priceline.com's latest survey reveals Millennials want to travel more often, but miss out more than they would like and regret not going. In fact, 85 percent frequently regret when they're not able to travel. Two in five Millennials most regret not traveling for experiences, such as music festivals (39%) and sporting events (35%). Another 45 percent regret not traveling for their friends' important life moments, such as weddings, baby showers and bachelor or bachelorette parties, which hasn't always ended so well. One-third of Millennials report that they've lost a friendship over not taking a trip.

"For every trip, there's something on the line, whether it's friendship, family, or wellness," said Brigit Zimmerman, senior vice president of Air and Vacation Packages for priceline.com. "Our research tells us the number-one reason that prevents consumers from traveling is cost and we offer thousands of hotel, flight and rental car deals daily, making it easier to get to important life events, on any device, and at the last minute."

The survey uncovered plenty of "triggers" to plan a spur-of-the-moment getaway this year. But, Millennials would be most willing to plan a spontaneous, short trip to visit friends and family (64%) – followed by seeking some "me" time (56%) and a romantic getaway (45%). (*Travel Industry Wire, May 5*) <http://www.travelindustrywire.com/article89147.html>

The U.S. China, Spain And France Remain Top Tourism Destinations

Income generated by international visitors on accommodation, food and drink, entertainment, shopping and other services and goods reached an estimated US\$ 1,232 billion (euro 1,110 billion) in 2015, an increase of 3.6% accounting for exchange rate fluctuations and inflation. International tourist arrivals (overnight visitors) increased by 4.4% in 2015, reaching a total of 1,184 million.

Alongside international tourism receipts (the travel item of the balance of payments), international tourism generated US\$ 210 billion in exports through international non-resident

passenger transport services, bringing the total value of tourism exports up to US\$ 1.4 trillion, or US\$ 4 billion a day on average.

“Tourism is today a major category of international trade in services,” said UNWTO Secretary-General Taleb Rifai addressing the 60th Regional Commission for the Americas meeting in Havana, Cuba. “Despite a weak and slow economic recovery, spending on international tourism grew significantly in 2015, proving the sector’s relevance in stimulating economic growth, boosting exports and creating jobs for an increasing number of economies worldwide,” he added.

International tourism represents 7% of total world exports and 30% of services exports. The share of tourism in overall exports of goods and services increased from 6% to 7% in 2015 as for the fourth consecutive year international tourism outgrew world merchandise trade, which grew 2.8% in 2015 according to recent data reported by the World Trade Organization.

As a worldwide export category, tourism ranks third after fuels and chemicals and ahead of food and automotive products. In many developing countries, tourism ranks as the first export sector.

Unusually strong exchange rate fluctuations in 2015 seriously influenced receipts for individual destinations and regions, expressed in current US dollars. Taking into account exchange rate fluctuations and inflation, receipts in the Americas, Asia and the Pacific and the Middle East all grew by 4%, while in Europe they grew by 3% and in Africa by 2%.

The Caribbean, Central and South America show strong growth in international tourism receipts

The Americas continued to enjoy robust results both in international arrivals and receipts in 2015, with a strong US dollar fuelling outbound travel from the United States and benefiting many destinations across the region. The Caribbean, Central America and South America all recorded 7% growth in receipts, while North America saw a 3% increase.

“As prices of raw materials have decreased, tourism has shown a strong capacity to compensate for weaker export revenue in many commodity- and oil-exporting countries,” said Mr. Rifai. “Tourism is increasingly an essential component of export diversification for many emerging economies as well as several advanced ones,” he added.

The United States, China, Spain and France remain the world’s top tourism destinations

The United States (US\$ 178 billion), China (US\$ 114 billion), Spain (US\$ 57 billion) and France (US\$ 46 billion) continue to be the top destinations both in international tourism receipts and tourist arrivals.

The above data is preliminary and subject to revision. 2015 has shown some unusual strong appreciation of the US dollar to many currencies, rendering receipts earned in these currencies lower in US dollar. Furthermore, China revised both its international tourism receipts and expenditure series substantially in 2015 and retrospectively for 2014 due to methodological changes.

A few leading source markets drive outbound tourism in 2015

China, the United States and the United Kingdom led outbound tourism last year, fuelled by their strong currencies and economies.

China continues to lead global outbound travel after double-digit growth in tourism expenditure every year since 2004, benefitting Asian destinations such as Japan and Thailand as well as the United States and various European destinations. Spending by Chinese travellers increased 25% in 2015 to reach US\$ 292 billion, as total outbound travellers rose 10% to 128 million.

Tourism expenditure from the world's second largest source market, the United States, increased by 9% in 2015 to US\$ 120 billion, while the number of outbound travellers grew by 8% to 73 million. Expenditure from the United Kingdom, the fourth largest market globally, increased 8% to US\$ 63 billion with 65 million of its residents travelling abroad, up 9%. By contrast Germany, the world's third largest market, reported a small decline in spending (US\$ 76 billion), partly due to the weaker euro.

France's expenditure on outbound tourism reached US\$ 38 billion, Russia's US\$ 35 billion and that of the Republic of Korea a total of US\$ 25 billion. (*Travel Industry Wire, May 6*)
<http://www.travelindustrywire.com/article89158.html>

Did you know?

Rooster Cogburn Ostrich Ranch in Picacho, Arizona is the largest privately-owned ostrich ranch in the world outside South Africa.

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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