



Tourism Tuesday

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

A Message from Director:

Good afternoon,

Guidelines and application for AOT's **FY17 Marketing Cooperative** program are now available!

More than 30 rural DMOs, regional partnerships, statewide tourism marketing groups and tribal entities participate in this valuable program every year. Many of which have been with us since the beginning because of the great opportunities and media placements that are found throughout this successful program. Through our collective efforts, we have been able to promote travel to communities and attractions outside of Metro Phoenix and Tucson to help broaden the awareness of our unique statewide travel destinations.

The FY17 opportunities include:

- Print
- Digital
- Out-of-Home
- Video
- Spanish-Language Content Development (new to this year's program!)
- AOT Publications
- AOT Trade and Media Missions

We will be hosting our FY17 Marketing Cooperative Webinar on **Wednesday, May 25** to review program details and will send out the webinar information later this week. We look forward to your participation.

In other exciting agency news, I would like to welcome Ralph Coleman, Jr., as our new Director of Research. With Ralph's expertise added to the team, we will be able to further build and support the connection between our destination marketing efforts, the success of Arizona's tourism industry and its impact to our state's vitality.

Also, please be sure to check out the **AOT Impact** report tomorrow. AOT journeyed with eight international travel writers on a familiarization tour of the Grand Canyon National Park and Havasupai Falls. We will be sharing details of this incredible experience made even more special by the fact that it was just about everyone's first time hiking the Canyon, including mine!

As always, feel free to contact me with any questions. Have a great week!

Debbie Johnson
Director, Arizona Office of Tourism
#AZTourismTuesday

AOT in Action

Ralph Coleman, Jr. New AOT Director of Research

AOT welcomes Ralph Coleman, Jr. as our new Director of Research. Ralph will oversee AOT's agency and industry-related research efforts. He most recently was an Operations Research Analyst with the City of Mesa. Prior to the City of Mesa, Ralph worked for PetSmart as a Transportation Strategy Analyst and US Airways as a Strategic Forecast/Yield Management Analyst. He has expertise in building models, dashboard, economics, forecasting, optimization, public speaking, and statistical analysis. Ralph can be reached at rcoleman@tourism.az.gov.

Marketing Cooperative Guidelines and Application Now Available

The guidelines and application for AOT's FY17 Marketing Cooperative program are now available. AOT's Marketing Cooperative program is designed for rural Arizona communities to help promote and drive visitation to their destinations. The program features a robust media plan with a variety of options including online, print, outdoor, and AOT publications. The campaign runs from September 1, 2016 to August 31, 2017.

Rural Arizona DMOs, Tribes and statewide tourism marketing groups are invited to apply. AOT welcomes regional partnerships between metro, rural DMOs and Tribes. Qualifying applicants will receive subsidized rates. Budget allocations are contingent on AOT's available funding.

On Wednesday, May 25, AOT is hosting the FY17 Marketing Cooperative program webinar where we will discuss the program guidelines, including eligibility and the application process. We will also discuss the marketing plan (target markets, list of opportunities, and AOT's supporting campaign). Look to future announcements for webinar details.

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!

Request for Speakers for the AOT Call Center

Each month, AOT has the opportunity to address the call center agents that answer in-bound calls from consumers seeking travel information. This is a great opportunity for communities throughout the State to showcase their attractions and activities to an audience that daily promotes Arizona as a premier destination. Therefore, AOT is seeking interested parties that would like to present to the call center agents. The sessions are held at the call center located in

Tucson. Please contact Loretta Belonio at 602-364-3725 or lbelonio@tourism.az.gov to discuss how this opportunity can benefit your community.

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.

New AOT Research Updates Available

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

- Airport Passenger Volume March 2016

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

Upcoming AOT Events & Activities

[France Media Mission](#)

Dates: May 30-31

Locations: Paris, France

AOT and their PR representatives in France, Express Conseil will coordinate an evening reception for 25 – 30 key members of the media. Arizona delegation members will have a brief opportunity (2 - 4 minutes) to introduce themselves and their product, and their information and images will be included in the power point presentation which will be given to all attendees in French.

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

Industry News

Study Sheds Light on Latest Honeymoon Travel Trends

Honeymooners are traveling to more destinations in a shorter period of time than ever before, according to a recent study conducted by Starwood's Westin Hotels & Resorts in partnership with StudyLogic.

The survey of more than 4,000 non-single travelers from the U.S., Canada and Mexico revealed that newlywed couples are going about their honeymoons much differently than they did even just five years ago.

"Statistically, people are getting married later in life and, more often, have the flexibility to travel as a couple before the 'big day;' so what couples are looking for in a honeymoon has changed dramatically — from travel dates and ideal destinations to their desire to keep their wellness routine intact," said Westin's vice president of brand management Bob Jacobs in a statement.

Multiple Destinations

The study found that the number of couples who have visited multiple destinations on their honeymoon has doubled, increasing from 35 percent five years ago to 70 percent today.

Of the destinations, Canada and the U.S.'s western region have emerged as favorites, with North American honeymooners' travel to Canada tripling in the last five years and their travel to the Western U.S. quadrupling over that time.

Meanwhile, North Americans' honeymoon travel to Europe has dropped by nearly half, the study found.

A Focus on Wellness

According to Westin's survey, eight out of 10 respondents indicated that they were more active and conscious of their health during their honeymoon than at home. What's more, more than four in 10 (44 percent) said they would prefer to be even more active if given another shot at their honeymoon.

The popularity of the spa has a lot to do with that.

"Fifty percent of couples say it makes their honeymoon more memorable," added Jacobs, referring to the spa.

He said that "40 percent of honeymoon travelers are also running as a way to decompress, disconnect and be a tourist at the same time." (*Travel Pulse, April 28*)

http://www.travelpulse.com/news/hotels-and-resorts/infographic-study-sheds-light-on-latest-honeymoon-travel-trends.html?utm_source=daily&utm_medium=email&utm_campaign=4-29-2016&u=34705F91-2320-4FD3-B96A-52B33FA5505E

Sam Fox Bringing The Yard Dining-Entertainment Complex to Tucson

Arizona restaurant mogul Sam Fox will bring The Yard, his sprawling entertainment and dining complex, to his hometown of Tucson in 2017 at the old Grant Road Lumber, 2543 E. Grant Road.

It will be his biggest, most ambitious Tucson venture in the 18 years since he launched his restaurant career with the upscale Wildflower on North Oracle Road in 1998. And it will be his first new concept here since opening Blanco Tacos and Zin Burger in 2007.

Fox estimates the project will cost just under the \$11 million he invested in The Yard in Tempe at the Farmer Arts District, which opened in late 2014. The Arizona Republic pegged that project as the biggest Fox has ever done.

Fox said he won't close on the Grant Road property until September, so he's reluctant to call it a done deal. But he already has begun courting the city's blessings and has applied for a liquor license for Culinary Dropout, the restaurant at the center of the sprawling 19,000-square-foot complex that will include a covered "yard" with couches, fireplaces, corn hole games, foosball tables and other backyard-style activities. A 150-seat dining room called The Coop, where Fox said they will hold private parties, weddings and corporate events, rounds out the project.

In February, Tucson Planning and Zoning officials signed off on the preliminary design concept and a noise analysis that determined the project will not create an issue with neighbors, according to city documents.

"We're excited about it," Fox said. "We love the site, we love the history. It's my hometown and we get a lot of requests to bring a lot of our concepts to Tucson."

Grant Road Lumber closed last August after 66 years in business.

Fox is hoping his move to Grant Road will spur a mini-renaissance of the area, which includes two neighboring restaurants: the popular Kingfisher Bar & Grill, which has been a Grant Road mainstay for more than 22 years; and Dante's Fire Cocktails & Cuisine, which has been around for several years.

Fox said he has witnessed similar renaissances in Tempe and central Phoenix, where he opened his first Yard in a 55,000-square-foot motorcycle garage and dealership in early 2013.

“We have a vision that that whole area gets repurposed, and we hope we can be the genesis to jump-start that,” said Fox, who will incorporate the salvaged bricks and boards from the original structures into the new construction. “We like to find old buildings that have soul and character and repurpose them.”

“I think that already in that area, with Kingfisher and some other great venues, there’s certainly the potential for creating sort of a mini-district that could be a destination for food and entertainment,” said Tucson City Councilwoman Karin Uhlich, whose Ward 3 includes that stretch of Grant Road. “Campbell Avenue already has that brand and is building on it. I think that it’s certainly possible.”

Uhlich said she believes a resurgence of the area will be market-driven, but “I can see where (Fox) will see that if he’s successful, other like investments could be drawn to the area,” she said.

“If you look at the stretch of Grant Road from the Country Club area east all the way to Swan, most of those properties are already commercially zoned and have some type of activity,” she said.

Fox anticipates starting construction in September and opening The Yard in September 2017.

The work is being done by Common Bond Development, a company he has with fellow Tucson native Brian Frakes.

In addition to several Fox Restaurant Concept projects over the past couple years, Common Bond developed Chandler’s new pedestrian-friendly retail center The Plant, set to open in the summer with Sprouts as a main anchor.

Culinary Dropout is a chef-driven gastropub with everything from breads and cured meats made in house. The menu includes a charcuterie section of meats and cheeses, meal-sized salads, burgers and entrees that range from house-made meatloaf to 36-hour pork ribs glazed with jalapeño and molasses.

Tucson’s Culinary Dropout will be Fox’s sixth. In addition to three Phoenix-area locations, he has a Culinary Dropout in Las Vegas at the Hard Rock Hotel & Casino and is opening one in the fall in Austin, Texas. (Arizona Daily Star, May 13)

http://tucson.com/entertainment/dining/sam-fox-bringing-the-yard-dining-entertainment-complex-to-tucson/article_d4d8ddd8-3a86-5217-bc96-26e2a1708e63.html

Did you know?

Bisbee, Arizona is known as the Queen of the Copper Mines because during its mining heyday it produced nearly 25 percent of the world's copper and was the largest city in the Southwest between St. Louis and San Francisco.

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!

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