



## Tourism Tuesday

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

### A Message from Director:

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Good afternoon,

We often tout that our media relations program is one of our strongest marketing aspects and this year was no exception.

In our continued efforts to build awareness of Arizona's travel offerings we wanted to share with you that we have met with more than **400** travel-related writers and editors through our media relations efforts this year, generating more than **950** articles and broadcasts, and reaching more than **1.3** billion people.

This program is vital to our marketing efforts as it helps us reach further into our key international markets and connect with potential travelers through travel articles filled with vibrant Arizona images and exciting stories about how they can enjoy our amazing state.

From Canada to China, AOT has traveled the world building effective relationships with key travel journalists associated with high-impact publications to generate positive articles about Arizona's amazing statewide attractions and destinations. In fact, we just wrapped up media missions in Germany and France to reach the ever important European traveler. Next week, we will be hosting media representatives from China to ensure they understand all there is to see and do in Arizona.

You can see some of our results below and we look forward to sharing more with you at the Governor's Conference on Tourism in July.

In addition to traveling to Paris and London for media and trade missions last week, I also visited Sedona, Cottonwood and Jerome and experienced the amazing hospitality of our Verde Valley tourism industry. I love being able to witness first-hand the strong and vibrant passion for our visitors that exists in Arizona and I am so proud to be part of this fantastic group.

Have a great week!

Debbie Johnson  
Director, Arizona Office of Tourism

#AZTourismTuesday

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## AOT in Action

### **AOT Reaches Key Travel Journalists with French Media Mission**

Last week, AOT held a media reception in Paris, France. The Arizona delegation included partners representing the communities of Mesa, Flagstaff and Scottsdale. The reception included a presentation on Arizona's travel offerings and the opportunity for delegates and journalists to network. In total, 25 French travel writers and bloggers were in attendance. For further information, please contact Kimberly Todd at [ktodd@tourism.az.gov](mailto:ktodd@tourism.az.gov).

### **FY17 Marketing Cooperative Program Application Deadline Approaches**

The deadline to submit the FY17 Marketing Cooperative Program application is **Friday, June 17**. Don't miss the opportunity to be part of this effective marketing program. The webinar presentation and final Opportunity Selection Sheet are posted on our business site [tourism.az.gov](http://tourism.az.gov), along the Life Stages and Regional Profiles Research Deck.

If you missed the webinar and would like information about the program, please review the presentation material below.

- [Webinar Presentation](#)
- [The Marketing Cooperative Program FY17 Guidelines, Application, Affidavit and Instructions](#)
- [The FY17 Marketing Co-op Program Media Opportunities](#)
- [Arizona Office of Tourism Life Stages & Regional Profiles Research](#)
- [The Marketing Cooperative Program FY17 Selection Sheet](#)

For more information, contact Jamie Daer at [jdaer@tourism.az.gov](mailto:jdaer@tourism.az.gov).

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## Upcoming AOT Events & Activities

### **US Travel Association's IPW**

Dates: June 18 - 22

Location: New Orleans, LA

IPW organized by the US Travel Association, is the premier international trade show in the US attracting nearly 1,200 international tour operators and 250 travel journalists from more than 70 countries each year. AOT attends with staff and international representatives conducting 20-minute, pre-scheduled appointments over the course of three days. In addition to meeting with media at the Arizona booth, AOT also has the opportunity to meet with journalists at the Media Marketplace, which is typically held on the first day of the show.

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## 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.

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## Arizona News

### **Arizona Il était une fois dans l'Ouest - AOT Generated Article Result**

AOT hosted French travel writer Michel Fonovich on assignment from *A/R Magazine* on an individual press trip of Arizona. *A/R Magazine* is a monthly travel consumer magazine in France that reaches a circulation of 68,000 readers. Mr. Fonovich produced a 15-page cover story titled "Arizona Il était une fois dans l'Ouest" (Once upon a time in the West) featuring texts and photos on Monument Valley, the Grand Canyon, cowboys and Navajos, Lake Powell, Route 66, Flagstaff, Arcosanti and Scottsdale. The article was produced in the May-June 2016 edition and has an advertising equivalency of \$195,200.

### **Grand Canyon National Park Receives Provisional International Dark Sky Park Status**

The National Park Service (NPS) and the International Dark-Sky Association (IDA) announced that the Grand Canyon National Park is now a Provisional IDA International Dark Sky Park.

"Tonight's announcement designating Grand Canyon National Park an International Dark Sky Park is an important step in ensuring the Colorado Plateau remains a protective harbor for some of the best night skies in the country," said IDA Executive Director Scott Feierabend.

IDA established the International Dark Sky Places conservation program in 2001 to encourage communities around the world to preserve and protect dark sites through responsible lighting policies and public education. Many of the best protected night skies in the country are found within national park boundaries. Grand Canyon joins eleven other national park sites certified by IDA. Including Grand Canyon, eight of the national park sites with IDA Dark Sky Park status are located on the Colorado Plateau. The NPS especially focuses on sustainable outdoor lighting because it combines technology, design, and practice in a way that allows parks to increase energy efficiency and enhance visitor experiences.

For more information about IDA, visit [www.darksky.org](http://www.darksky.org). For more information about night skies in national parks, visit <https://nps.gov/nsnsd>. To learn how you can help protect Grand Canyon's night skies, visit <http://www.grandcanyon.org>.

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## Industry News

### **STR, TE Forecast Continued Growth Through 2017**

The U.S. hotel industry is projected to experience continued performance growth through 2017, according to STR and Tourism Economics' most recent forecast released on Monday at the NYU International Hospitality Industry Investment Conference.

For total-year 2016, the U.S. hotel industry is predicted to report a 0.4% increase in occupancy to 65.7%, a 4.0% rise in average daily rate to US\$124.86 and a 4.4% increase in revenue per available room to US\$82.07. During that same period, demand growth (+2.1%) is expected to outweigh supply growth (+1.7%).

"Albeit at a lower growth rate than in previous years, we expect RevPAR in the U.S. to continue to reach record levels through 2017," said Amanda Hite, STR's president and CEO. "The gap between demand growth and supply growth continues to lessen, and occupancy growth has decelerated, but rate will continue to drive RevPAR barring any unforeseen circumstances."

Among the Chain Scale segments in the U.S., the Independent segment is expected to report the largest year-over-year increases in each of the three key performance metrics in 2016: occupancy (+0.7%), ADR (+4.2%) and RevPAR (+4.9%). Two other segments are projected to report RevPAR growth above 4.0%: Upper Upscale (+4.3%) and Luxury (+4.2%).

Of the Top 25 Markets, 16 are expected to experience RevPAR performance between 0% and +5.0% in 2016. Six markets are expected to see RevPAR growth in the range of 5.0% to 10.0%: Dallas, Texas; Los Angeles/Long Beach, California; Nashville, Tennessee; Norfolk/Virginia Beach, Virginia; San Francisco/San Mateo, California; and Tampa/St. Petersburg, Florida.

For 2017, STR and Tourism Economics project the U.S. hotel industry to report flat occupancy, a 3.8% rise in ADR to US\$129.66 and a 3.8% increase in RevPAR to US\$85.22.

Also in 2017, supply (+1.9%) and demand (+1.9%) are expected to grow at the same pace.

Demand growth in the U.S. has outpaced supply growth each year dating back to 2010.  
*(HotelNewsNow.com, June 1)*

<http://hotelnewsnow.com/Articles/49044/STR-TE-forecast-continued-growth-through-2017>

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### **Did you know?**

The world's largest to-scale collection of miniature airplane models is housed at the library at Embry-Riddle Aeronautical University in Prescott, Arizona.

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### **Statewide Calendar of Events**

Visit [www.VisitArizona.com](http://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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