



## 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,

Earlier this week, I joined several state tourism leaders for a meeting of the Western States Tourism Policy Council (WSTPC). Representatives from thirteen states were in attendance. It was a valuable opportunity to network with other states addressing issues that impact the western half of the United States, such as sustainability, drought issues, water rights and land usage.

In addition to the WSTPC meeting, the [Western Governors Association](#) held their annual conference where Governor Doug Ducey and I were also in attendance. A key topic of discussion was the National Parks Service (NPS) Centennial, as well as what the NPS has planned for the next 100 years for our national parks.

Arizona has 22 national parks and monuments located throughout the state. We are collaborating with industry partners such as the National Parks Service to ensure the celebrations here in Arizona are memorable.

As always, please feel free to reach out to me if you have any questions.

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

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### AOT in Action

#### **Deadline is Friday, June 17 for FY17 Marketing Cooperative Program Applications**

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](#), 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).

### **New AOT Research Updates Available**

The following reports are now available at [tourism.az.gov](http://tourism.az.gov):

- State Park Visitation March 2016
- State Park Visitation April 2016
- Arizona Lodging April 2016
- Gross Sales & Tourism Taxes March 2016
- National Park Visitation March 2016\*

\* Canyon de Chelly is using a different procedure for data collection, which has led to a large decrease in visitor count. Because the park is one of the busiest, this impacts the overall NPS visitor count.

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

### **Would you Look at the State of Arizona? - AOT Generated Article**

As a result of AOT's recent "Arizona Beyond the Grand Canyon Press Trip," journalist Sean McGoldrick produced an article featuring various Arizona attractions. The article was produced for the Sunday World, an Irish newspaper published by Sunday Newspapers Limited, a division of Independent News & Media. It is one of the largest selling tabloid newspapers in the Republic of Ireland. The article reached a circulation of 175,060 and has an advertising equivalency of \$71,063.

### **Chef to Bring 'a Uniquely Arizona Experience' to New Farm, Inn, Restaurant Project**

This fall, Porter and his wife, Wendy, will open Terra Farm + Manor, combining a restaurant, inn, farm and cooking school taught by some of the country's most respected chefs. It's a serene retreat they hope to turn into a rustic culinary playground, an international destination that can carry the banner for Arizona cuisine.

It's a bold vision that some will consider a fool's errand, but Porter exudes an energy and confidence that makes you think he just might pull it off. (*Azcentral.com, June 13*)  
<http://www.azcentral.com/story/entertainment/dining/dominic-armato/2016/06/13/exclusive-james-porter-terra-farm-and-manor-arizona-prescott-national-forest/84658036/>

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## Industry News

### **Nearly 50% of Millennials Would Use a Virtual Reality Headset to Preview a Destination They Are Planning to Travel To**

The Priceline Group released the findings of its Intersection of Technology and Consumer Experiences survey. Aimed at discovering how technology is altering attitudes surrounding travel and dining, the survey revealed Americans' desire for technology to transform how they experience the world. When asked how people would want to see technology take the friction out of travel, 42 percent said technology could solve the lengthy airplane boarding process, and, 41 percent would like to see technology help eliminate lost or misplaced luggage.

The research also highlights generational-specific travel trends and advances in technology that Americans are seeking. Key findings include:

#### Advances in Technology:

- Paper and people free in 10 years?: Results revealed that 61 percent of Americans believe printing out paper copies of travel documents will be obsolete in 10 years, while 50 percent said asking a stranger for directions would be a thing of the past.
- Seamless experience and artificial intelligence (AI): When considering a trip, 54 percent expressed a desire for a single integrated app encompassing planning, booking and ticketing across all modes of transportation, and 40 percent want a virtual assistant that automatically makes recommendations based on interest.
- Mixed reviews on "black-hole trips": As a testament to reliance on mobile, nearly 59 percent of respondents said that lack of access to cellular or internet connection would make them unwilling to visit a destination.

"We believe that people are looking for functional advances with technology in order to support their travel experiences, rather than redefining what travel actually is," said Pepijn Rijvers, CMO of Booking.com. "These survey figures validate our hypothesis, and are in line with our approach to using technology to enhance our customer experience."

#### Millennial Travel Trends:

- Virtual reality for the "pre-experience": Imagine your feet in the sand but from the couch. Almost half of millennials would use a virtual reality headset to preview a destination they are planning to travel to.
- Mobile as key to spontaneity: 89 percent of millennials indicated that mobile technology has made them more likely to book activities or excursions during a trip as opposed to in advance, compared to 72 percent of all respondents.
- Meals worth going cross-country for: Nearly a third (32 percent) of millennials indicated that they would travel more than a thousand miles for the best meal of their life.

Across its brands, The Priceline Group develops product enhancements aimed at solving some of the challenges expressed in this survey. Recently, Booking.com launched Booking Messages - a chat-inspired communication platform that enables customers and accommodation providers to effortlessly connect with each other from the moment a booking is made. In addition to being able to initiate any kind of conversation they'd like with the accommodation, all Booking.com customers around the world can now quickly and conveniently manage the most common stay-related requests in just a few taps. The Booking Messages interface features automatically pre-translated templates for certain predefined requests, including arranging check-in and check-out times, as well as questions about parking and bed preferences—all in real-time and with a familiar, chat-like interface. OpenTable also launched a Discover tab within their mobile app, which serves as a "concierge in your pocket." This feature allows anyone to feel like a local, instantly connecting users to new dining experiences, restaurants with immediate availability and top rated establishments from both locals and OpenTable members.

"As technology continues to progress, we've seen a dramatic shift in how and what our customers demand when it comes to experiencing the world," said Leslie Cafferty, Vice

President, Global Communications for the Priceline Group. "This survey echoes these sentiments and indicates where the market is moving in terms of product and customer expectations."  
*(Travel Industry Wire, June 9)*

<http://www.travelindustrywire.com/article89669.html>

### **Visa Study Estimates Households Traveling Internationally Will Surpass 280 Million By 2025**

Visa Inc. released the results of a new study that forecasts a significant increase in international travel by households globally over the next decade. The study estimates that roughly 282 million households will plan at least one international trip per year by 2025, up nearly 35 percent from 2015.

The study looked at current travel patterns of Visa-branded cardholders across the globe combined with industry estimates and forecasts for travel. Among those households most likely to travel internationally, Visa's study estimates that spending will reach an average of \$5,3051 per household, per year, by 2025. The study also identified key drivers expected to impact global travel over the next decade, including a growing middle class globally, greater Internet connectivity, improved transportation infrastructure across many countries, and an aging global population with more time for leisure travel.

"Traveling internationally will become more common and attainable in the future thanks to changing demographics, combined with technology advances that make traveling abroad easier and less expensive," said Wayne Best, Chief Economist, Visa Inc. "What will emerge is an expanding "traveling class" that will spend a growing portion of their household income on cross-border travel. Tomorrow's traveling class will likely be older and hail from emerging markets — looking very different from today's typical international traveler."

The study, which was conducted with Oxford Economics, analyzed projected spend by country and region. *(Travel Industry Wire, June 9)*

<http://www.travelindustrywire.com/article89656.html>

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### **Did you know?**

Downtown Yuma is the only location in Arizona that has been officially designated as a National Heritage Area (NHA). NHAs are designated by Congress as places where natural, cultural, and historic resources combine to form a cohesive, nationally important landscape. Currently, there are only 49 such locations in the United States.

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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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