



## 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,

Plans are set and speakers are confirmed. We are ready for the [2016 Governor's Conference on Tourism!](#)

Every year, our goal is to make this conference better than the one before and I'm proud to say that this one is going to surpass expectations. Conference presenters include inspirational speaker Keni Thomas; economist Adam Sacks; filmmaker Shaun McGillivray; and U.S. Travel Association President & CEO Roger Dow. Those are just the [general session speakers!](#)

We have industry experts lined up in 11 other informative breakout sessions that are ready to provide information and techniques you can apply directly to your own destination marketing plans.

Arizona's tourism industry is one of our state's most important and effective economic drivers. This conference provides us the opportunity to come together to learn, connect and celebrate tourism so that it can continue to provide the benefits that make Arizona such a special place to live and visit.

Check out the [complete schedule](#) to plan your conference experience. And if you haven't already done so, please be sure to register today.

Look forward to seeing you there!

Debbie Johnson  
Director, Arizona Office of Tourism  
#AZGCOT

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**AOT in Action**

## **AOT's Most Valuable Visitor Resource Still Available**

The 2016 Arizona Official State Visitor's Guide and accompanying Official State Visitor's Map are still available for adventure seekers looking for information about statewide travel destinations. Travelers can order their complimentary copy online at [VisitArizona.com](http://VisitArizona.com) or by calling (866) 298-3312. If you are interested in ordering a bulk supply of guides and maps for upcoming conferences, weddings or reunions, please contact Loretta Belonio at [lbelonio@tourism.az.gov](mailto:lbelonio@tourism.az.gov) or 602-364-3725. To download the digital version, visit [http://www.nxtbook.com/nxtbooks/madden/az\\_ovg16/](http://www.nxtbook.com/nxtbooks/madden/az_ovg16/).

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## **Upcoming AOT Events & Activities**

### **Vancouver Media Marketplace**

Date: August 16, 2016

Location: Vancouver, British Columbia, Canada

Vancouver is a key market for Arizona, generally running neck-and-neck with Toronto as the second-largest source of Canadian visitors. Vancouver is also the second most-significant media market in Canada with a high number of quality writers and editors.

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## **Upcoming Industry Events & Activities**

### **Arizona National Parks Centennial Celebration**

Dates: August 20

Location: Flagstaff City Hall

Please join us for Parks in the Pines: Birthday Bash! The celebration will commemorate the National Parks Service Centennial. Event is open to the public. There will be a street fair in downtown Flagstaff where fair-goers can find more information about Arizona's unique and exciting 22 National Parks.

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## **Arizona News**

### **Golf Course Getting \$1.8M Summer Makeover**

The We-Ko-Pa Golf Club near Fountain Hills is getting a \$1.8 million renovation this summer.

The club's Cholla course is getting the improvements. The Cholla is 15 years old. The 36-hole golf club is owned and operated by Fort McDowell Yavapai Nation.

Improvements include new grass on course greens, new sand and drainage bunkers and new plants native to the Sonoran Desert.

“After 15 years, it’s time to reinvigorate Cholla to maintain the type of conditions consistent with the high level of playability our customers have come to expect,” said Matt Barr, general manager of We-Ko-Pa Golf Club. “We are also taking this opportunity to make a few changes to the 8th hole.”

The Cholla’s 8th hole is a 605-yard, par 5. Cholla will reopen on Sept. 16.

“The irrigation and turf removal investment helps us to be better stewards of the land in addition to a recognizable savings in electricity, labor, fuel, equipment and most importantly – water,” said Barr.

We-Ko-Pa also has another 18-hole course, the Saguaro, which opened in 2006. (*Phoenix Business Journal, June 29*)

[http://www.bizjournals.com/phoenix/news/2016/06/29/golf-course-getting-1-8m-summer-makeover.html?ana=e\\_phx\\_rdup&s=newsletter&ed=2016-06-30&u=iEaEq9ygJon63bJChExkfuULmbG&t=1467303537&j=74473652](http://www.bizjournals.com/phoenix/news/2016/06/29/golf-course-getting-1-8m-summer-makeover.html?ana=e_phx_rdup&s=newsletter&ed=2016-06-30&u=iEaEq9ygJon63bJChExkfuULmbG&t=1467303537&j=74473652)

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## Industry News

### **New Report: State of Travel Media 2016**

These are tricky times for any media property. In an increasingly crowded digital space, legacy publications like The New York Times are struggling to make up for lost print revenues via digital offerings. Some, like The Economist Group, are faring better by offsetting falling print revenues with content marketing and custom research. Meanwhile, Facebook has emerged as a major headache for publishers, with the launch of Instant Articles, its pervasive positioning with consumers and ability to coerce publishers into giving it control of ad revenues. For some, online video has emerged as a savior, though creating such content remains expensive, competitive, and incongruent with certain content categories. Static written and banner oriented content now needs to compete with visually stimulating and easily digestible video campaigns. Against this backdrop even BuzzFeed, a title that many thought had figured out the new landscape, has struggled to live up to revenue expectations.

Travel media has been subject to the same trends. Venerable titles like National Geographic Traveler, Conde Nast Traveler and Travel + Leisure are also watching as their print revenues continue to decline. Like The New York Times, they are struggling to herd their audiences onto digital, with varying degrees of success. Upstarts like Matador, Boat and Cereal are faring better and drawing attention, but, like BuzzFeed, are still subject to the vicissitudes of the new media landscape.

Faced with a fractured media environment and the fact that search plays such a large role in consumer travel decisions, companies like Marriott are taking matters into their own hands with branded content offerings that essentially turn brands into publishers. Actual publishers,

meanwhile, attempt to adapt by offering their own branded content programs, but also are aghast at the possibility that they might be cut out of the equation entirely.

In this report, we'll examine how media consumption patterns are reordering the pantheon of travel media brands. We'll also look at how travel media brands are adapting, including best practices and worst practices that have prompted media properties to thrive and suffer in this environment. Finally, we tune into the trends that will produce a whole new list of winners and losers in the coming years. (*Skift.com, June 28*)

<https://skift.com/2016/06/28/new-skift-trends-report-the-state-of-travel-media-2016/>

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### **Did you know?**

Kartchner Caverns, near Benson, Arizona, is a massive limestone cave with 13,000 feet of passages, two rooms as long as football fields, and one of the world's longest soda straw stalactites: measuring 21 feet 3 inches.

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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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