



## 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 everyone for attending this year's Governor's Conference on Tourism! I have been a part of this conference for many years, but to see it from my new role as Director of AOT brought about a whole new perspective as to the value of this conference, the significance of our many partners and the impact of our industry to Arizona's economy. It was exciting to see you all there showing your support for our amazing tourism industry.

As our AOT Marketing Team announced at the conference, we have great plans for FY17 and we are moving forward with our new marketing strategy. Stephanie Dowling, Deputy Director; Karen Cahn, Sr. Director of Marketing; Tony Alba, Director of Media Relations and Becky Blaine, Director of Travel & Trade Relations presented on AOT's more integrated marketing approach to ensure we are enhancing our advertising efforts and reaching further into our key target markets with media relations and travel trade activities.

As Adam Sacks reminded us in his presentation, destination marketing serves a vital role in our economy. It not only raises the awareness of our state's travel and tourism offerings, but serves as a doorway for other industries to understand our business assets and quality of life. This industry is one of Arizona's strongest economic engines and is outpacing the rest of the economy. This is a message we will continue to tout so decision makers throughout the state can understand that our industry is an important tool in building Arizona's economic opportunities and infrastructure development.

Adam's presentation, as well as many others, is now available on our business website, [Tourism.Az.gov](http://Tourism.Az.gov). As we get others, we will be sure to update the site.

One of my many favorite moments of the conference was the Governor's Tourism Gala where we announced all the industry award winners. It was great to see so many incredible people and programs get the recognition they deserved. You can look to the **AOT in Action** section below for the complete list of 2016 award winners. I also want to thank Matt Simons for his performance at the Gala. It was such a special treat to not only see him in concert, but also perform live our signature campaign song, *Catch and Release*.

And congratulations to the Sedona Chamber of Commerce and Tourism Bureau for winning our first Grand Pitch contest! We can't wait to see the results of this innovative program.

Thank you again for all you do to make tourism in Arizona such an important part of our state. Have a great week!

Debbie Johnson  
Director, Arizona Office of Tourism  
#AZTourismTuesday

---

## **AOT in Action**

### **AOT Honors Tourism Leaders with Governor's Tourism Awards**

AOT honored statewide tourism leaders at the 2016 Governor's Tourism Awards Gala held during the industry's annual Governor's Conference on Tourism. Debbie Johnson AOT Director and Roger Dow, President & CEO of the U.S. Travel Association presented the awards during the event held at The Westin La Paloma Resort and Spa in Tucson, July 11-13, 2016.

Statewide nominations were submitted for the nine award categories. Winners were selected on general evaluation of qualifications such as exceptional efforts, innovation, uniqueness and measurable results. The judging committee was comprised of a selection of tourism industry representatives and AOT staff.

2016 Award Winners are listed below:

#### **Excellence in Marketing**

- Advertising Campaign – Visit Glendale Spring Training Campaign
- Print Content and Collateral – Sierra Vista Adventure Guide
- Interactive Technology – Discover Marana Interactive Website
- Social Media – Arizona State Parks
- Public Relations/Media Relations – Visit Tucson's Culinary Media Effort
- Integrated Marketing Campaign – Visit Mesa's Fresh Foodie Trail
- Cultural and Historic Preservation – Sanguinetti House Museum & Gardens

#### **Outstanding Friends of Tourism**

- Spirit of Service – Family Campout Program, Arizona State Parks
- Hall of Fame – Tom Spear, Historic Route 66 Association

### **AOT's International Reps Experience Arizona on Post Conference FAM**

AOT's Trade and Media Representatives from China and Mexico attended last week's Governor's Conference on Tourism to update statewide partners on their respective markets and recent initiatives on behalf of the State. In addition, the group enjoyed a post familiarization trip in and around Tucson, Tubac and metro Phoenix. Thank you to our partners who hosted our Representatives, profiling their communities, hotel properties and attractions. For more information, contact Kim Todd at 602-364-3305 or ktodd@tourism.az.gov.

---

## Upcoming AOT Events & Activities

### [Vancouver Media Marketplace](#)

Date: August 16

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.

### [Canada Media Influencer Tour - Get Your Kicks on Route 66](#)

Date: September 6–12

Locations: Phoenix, Winslow, Flagstaff, Kingman,

AOT's media rep with ConnectWorldWide in Canada will escort this tour which will provide the opportunity to explore the people and places along Historic Route 66.

---

## 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.

### [Tourism Conference and NPS Centennial Celebration](#)

Date: August 25

Location: Chinle, Arizona

Canyon de Chelly National Monument is excited to partner with the local Chinle Chapter Government to host a FREE Tourism Conference and NPS Centennial Celebration in Chinle, Arizona on August 25, 2016 from 9AM to 8PM at the Chinle Community Center. Canyon de Chelly National Monument, Hubbell Trading Post NHS, Navajo National Monument and the Navajo Nation Tourism Department will be featured at this event.

---

## Arizona News

### **Scottsdale Convention & Visitors Bureau Relocating Visitors Center, Opening in Fashion Square**

The Scottsdale Convention & Visitors Bureau is opening a brand-new visitors center this August and shutting down the visitors center at the Galleria Corporate Centre.

The new location, set to open in early August, will be located in Scottsdale Fashion Square in the former box office of the recently shuttered Harkins Theatres, which relocated to the new Camelview multiplex inside the mall.

Scottsdale CVB has signed a five-year lease for the new location.

The CVB visitor center, which provides visitors with tourism information about the city, will have two staff members working during its hours from 9 a.m. to 6 p.m. Monday through Friday, and 10 a.m. to 5 p.m. on weekends. The center will have five full- and part-time concierges on staff who will rotate schedules.

The new center will feature visual technologies that provide travel inspiration, expansive signage, and a brochure wall highlighting member businesses.

The new Scottsdale Tourist Information Center will be 205 square feet with an additional 50 feet or so of wall space for brochure display.

The current center at Galleria, which is roughly 500 square feet, will act as a lobby for the CVB office. The CVB will continue to have information there during the transition in case a visitor comes to the office.

Though the center will open in August, the grand opening will be on Sept. 22, following the CVB's brand reveal the day before, which will include a new logo, brand, identity and name.

The organization's staff and board members have been working with creative partner Struck since last year to update its appearance, which will be announced just before the CVB celebrates its 30th anniversary in 2017.

The update includes a new brand and ad campaign, and now the CVB has announced a new name to coincide with the anniversary as well.

The Scottsdale CVB has cited competitors and similar organizations across the country that have gone through name changes such as Visit Phoenix, Travel Portland and Choose Chicago.

Destination Marketing Association International recently released research that suggested the CVB name no longer had the same pull that it used to.

Scottsdale is one of the state's biggest draws when it comes to tourism — the CVB's main focus — where visitors come for major events such as the Barrett-Jackson auto show, the Waste Management Phoenix Open and Cactus League spring training. (*Phoenix Business Journal*, July 18)

<http://www.bizjournals.com/phoenix/news/2016/07/18/breaking-scottsdale-convention-visitors-bureau.html>

---

## Industry News

### 2017 Global Travel Price Outlook Identifies Key Risks for Global Market

New research out today highlights six key risks heading into 2017 that could impact both travel industry prices and the global economy as a whole. They are emerging market performance, financial market turbulence, geopolitical risks, uncertainty surrounding Brexit, potentially fluctuating U.S. interest rates and oil prices.

“While business travel repeatedly demonstrates its resilience, the high level of global uncertainty we face heading into 2017 means travel buyers have to be more nimble and flexible than ever in crafting travel programs,” said Jeanne Liu, GBTA Foundation vice president for research. “The outlook shows only marginal increases or flat travel prices, but for 2017, the key to building successful travel programs will be watching and reacting to an ever-changing global landscape.”

These findings come from the 2017 Global Travel Price Outlook, research from the GBTA Foundation, the education and research arm of the Global Business Travel Association (GBTA), and leading travel management company Carlson Wagonlit Travel (CWT). The third annual report provides global, regional and country-by-country projections for air travel, hotel, ground transportation and meetings and events prices in 2017.

Kurt Ekert, President and Chief Executive Officer of CWT, said, “We are seeing relatively low, inconsistent and in some cases fragile economic growth. Travelers and travel managers need to understand their travel patterns and spend, and be alert to the impact of economic uncertainty and volatility. Proper planning will put them in position to make changes when necessary, and to avoid downside financial risk.”

#### Air

Airline prices are projected to increase only slightly (2.5 percent) in 2017, while fares may actually fall below 2015 levels in some markets due to continued low oil prices. Ancillary fees will have an increasing impact: they grew to 7.8 percent of global airline revenue in 2015, up from 6.7 percent in 2014 and that trend is set to continue.

- Asia Pacific, while projected to experience a 1.1 percent decrease in prices, is expected to remain mostly stable throughout 2017, helped by lower fuel prices. Japan and Singapore however, are expected to see a significant impact on airfare pricing given currency exchange rate projections.
- EMEA is a mixed bag. It is anticipated that Eastern Europe will see a 4 percent increase in prices due in part to limited competition prices in Western Europe prices are expected to increase by 0.5 percent and in Middle East and Africa by 2 percent.
- Latin American and the Caribbean are expected to experience a 1.9 percent decrease in prices.
- In North America fares are projected to increase 3.7 percent. Carriers are expected to reinvest some of the profits enabled by low fuel prices to purchase new aircraft and improve their product.

#### Hotel

Mega hotel mergers are grabbing headlines, but their impact on prices likely won't be felt until 2018. Hotel services such as room service, laundry and security remain important to corporate travelers.

Traditional hotels, therefore, remain an attractive option for business travelers, despite the sharing economy options.

- Asia Pacific is expected to see hotel prices fall slightly, by 0.6 percent.
- EMEA again varies by region as geopolitical issues impact on hotel rates. Also, low oil and gas prices have decreased corporate travel for [the sector, primarily in the Middle East, Africa and Russia. It is anticipated that Eastern Europe prices will fall 2.4 percent, Western Europe prices will increase 1.8 percent, and Middle East and Africa rates will fall slightly, by 0.5 percent.
- Prices in Latin America and the Caribbean are projected to decrease by 0.9 percent.
- Overall, North American hotel prices are expected to rise by 4.0 percent in 2017, but it will be a tale of two coasts. West Coast cities, including Seattle, Los Angeles, San Jose and Vancouver, will experience high single- to double-digit growth because of the high-tech boom and a shortage of hotel rooms. Meanwhile, East Coast cities including New York City and Toronto, as well as Canada's oil and gas region, will face low growth or even a reduction because of an over-supply of hotel rooms.

### **Ground**

An intensely competitive climate will dictate continued flat pricing for the global ground transportation sector.

- Asia Pacific prices are expected to increase slightly, by 0.8 percent.
- EMEA is projected to remain flat across the board, with a very slight 0.1 percent decrease expected in Western Europe.
- LATAM prices will edge forward by 0.5 percent.
- Prices in North America are expected to remain flat in 2017.

### **Meetings & Events**

Modest increases in cost per attendee, per day, for meetings and events are expected for Asia Pacific and North America. Europe is expected to remain flat and Latin America will see a decrease of 10 percent. Group sizes will increase marginally in the 3-6 percent range for Asia Pacific, Europe and North America, while remaining flat in Latin America.

The full report is [available here](#).

---

### **Did you know?**

The Oraibi Hopi Village located in Navajo County, Arizona, dates back to before the year 1100 CE, making it one of the oldest continuously inhabited settlements within the United States.

---

### **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!**

Become a fan on Facebook! <http://www.facebook.com/arizonatravel>

Follow us on Twitter! <http://twitter.com/ArizonaTourism>