



## Tourism Tuesdays

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,

Thank you to Governor Doug Ducey for recommending \$7.1 million in general funds to the Arizona Office of Tourism! Last week, the governor released his budget recommendations which included funding to our agency so we can continue marketing Arizona as a vibrant travel destination.

Recognizing the value of destination marketing and its connection to a strong statewide economy is essential to Arizona's vitality. The more visitor spending we are able to generate, the more this industry will continue to contribute to our state's economic development and quality of life. For our latest marketing effort, please read below.

Additionally, the governor called for greater collaboration between AOT, the Arizona Commerce Authority and the Arizona Mexico Commission—three agencies essential to our state's economic strength. We look forward to expanding our partnerships with both these entities.

It's often through our tourism assets that global leaders are introduced to Arizona's business capabilities. These leaders experience our state's vast variety of hotels, resorts, restaurants, attractions, landscapes, and destinations while simultaneously learning about the state's business and commerce opportunities. This is a connection that makes our industry a smart economic development tool for Arizona.

Have a great week,

Debbie Johnson  
Director, Arizona Office of Tourism

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### AOT in Action

**Arizona Tourism Officials in Chicago Inspiring Travel to Grand Canyon State!**

Arizona tourism officials are in Chicago this week encouraging Chicagoans to [Warm Up in AZ](#) and plan their next vacation to the Grand Canyon State. "Chicago is one of our most important visitor relationships," said Debbie Johnson, Director of the Arizona Office of Tourism. "We continually look for ways to build a strong connection to locals so Arizona is top-of-mind as they plan their travel get-a-ways." [Read More](#)

### **New Research Updates Available**

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

- [Airport Passenger Volume November 2015](#)

For more information, please visit [tourism.az.gov](http://tourism.az.gov) or contact Colleen Floyd at [cfloyd@tourism.az.gov](mailto:cfloyd@tourism.az.gov).

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### **Upcoming AOT Events & Activities**

#### **[Mexico Sales and Media Mission](#)**

Date: March 7, 2016 to March 11, 2016

Locations: Mexico City and Guadalajara, Mexico

AOT and its partners will host a trade and media function in both Mexico City and Guadalajara to educate tour operators, travel agents and journalists about Arizona's world class tourism amenities.

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### **Upcoming Industry Events & Activities**

#### **[Greater Western Chapter, Travel and Tourism Research Association](#)**

Date: February 10-12

Location: Scottsdale

GWCTTRA is holding its annual conference in Scottsdale, February 10-12. For DMOs who cannot attend the larger TTRA conferences, this is an affordable option.

<http://gwttra.com/symposiums.htm>

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### **Arizona in the News**

AOT

#### **It's Sunny Here: Arizona Tourism's Newest Campaign to Target Seattle**

Although one climatologist said Phoenix will resemble Seattle for the next few months, the Arizona Office of Tourism's newest campaign is focused on luring residents of the Pacific Northwest to the desert. [Read More](#)

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## Industry News

### **International Tourist Arrivals Up 4% Reach a Record 1.2 Billion in 2015**

2015 marks the 6th consecutive year of above-average growth, with international arrivals increasing by 4% or more every year since the post-crisis year of 2010.

“International tourism reached new heights in 2015. The robust performance of the sector is contributing to economic growth and job creation in many parts of the world. It is thus critical for countries to promote policies that foster the continued growth of tourism, including travel facilitation, human resources development and sustainability” said UNWTO Secretary-General, Taleb Rifai.

Demand was strong overall, though with mixed results across individual destinations due to unusually strong exchange rate fluctuations, the drop in oil prices and other commodities which increased disposable income in importing countries but weakened demand in exporters, as well as increased safety and security concerns.

“2015 results were influenced by exchange rates, oil prices and natural and manmade crises in many parts of the world. As the current environment highlights in a particular manner the issues of safety and security, we should recall that tourism development greatly depends upon our collective capacity to promote safe, secure and seamless travel. In this respect, UNWTO urges governments to include tourism administrations in their national security planning, structures and procedures, not only to ensure that the sector’s exposure to threats is minimised but also to maximise the sector’s ability to support security and facilitation, as seamless and safe travel can and should go hand in hand”, added Mr Rifai.

Growth in advanced economy destinations (+5%) exceeded that of emerging economies (+4%), boosted by the solid results of Europe (+5%).

By region, Europe, the Americas and Asia and the Pacific all recorded around 5% growth in 2015. Arrivals to the Middle East increased by 3% while in Africa, limited data available, points to an estimated 3% decrease, mostly due to weak results in North Africa, which accounts for over one third of arrivals in the region. [Read More](#)

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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!

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