



Tourism Tuesday

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

A Message from Director:

Good afternoon,

Effective destination marketing begins with a better understanding of our industry's vast amount of data. Having this knowledge can be a powerful tool in what you produce and how you implement your marketing programs.

To ensure we are building marketing plans for all of Arizona that will successfully reach our intended target audiences, AOT will be hosting a series of Regional Research Webinars where we will delve deeper into the industry's travel and tourism statistics for every region of the state.

During these one-hour webinar sessions, we will provide a closer look at regional economic impact data and present how to extract actionable information from our annual Dean Runyan report. Additionally, we'll provide regional visitor profile information from Longwoods International, year-to-date industry indicators (parks visitation, lodging, etc.) along with general economic and industry trends.

Details on how to join us for the webinar are in the **AOT in Action** section below. In addition, please be sure to visit our business website at Tourism.az.gov for updated research information.

Have a great week!

Debbie Johnson
Director, Arizona Office of Tourism
#AZTourismTuesday

AOT in Action

Join Us for AOT's Regional Research Webinars

AOT will be hosting a series of regional research webinars to provide a deeper level of economic impact data, visitor profile information and industry trends for each region of the state. Below is the participation information. For more information, contact Colleen Floyd at 602-364-3716 or cfloyd@tourism.az.gov.

Tucson & Southern Region (Cochise, Graham, Greenlee, Pima and Santa Cruz)

Tuesday, August 9 at 10:00 AM

GoTo Meeting Link: <https://global.gotomeeting.com/join/424881013>

Phone Number: 1 (571) 317-3129

Access Code: 424-881-013

West Coast Region (La Paz, Mohave and Yuma Counties)

Monday, August 15 at 10:00 AM

GoTo Meeting Link: <https://global.gotomeeting.com/join/917234053>

Phone Number: 1 (571) 317-3129

Access Code: 917-234-053

North Central Region (Gila and Yavapai Counties)

Tuesday, August 23 at 10:00 AM

GoTo Meeting Link: <https://global.gotomeeting.com/join/834535285>

Phone Number: 1 (312) 757-3119

Access Code: 834-535-285

Northern Region (Apache, Coconino and Navajo Counties)

Thursday, September 1 at 10:00 AM

GoTo Meeting Link: <https://global.gotomeeting.com/join/188897045>

Phone Number: 1 (571) 317-3116

Access Code: 188-897-045

Phoenix & Central Region (Maricopa and Pinal Counties)

Wednesday, September 7 at 10:00 AM

GoTo Meeting Link: <https://global.gotomeeting.com/join/853587509>

Phone Number: 1 (571) 317-3129

Access Code: 853-587-509

New AOT Research Updates Available

The following reports are now available at tourism.az.gov:

- [Arizona Lodging June 2016](#)
- [National, Regional, Arizona Lodging 2nd Quarter 2016](#)
- [County Lodging 2nd Quarter 2016](#)
- [AZ Bed Tax Rates July 2016](#)
- [AZ Restaurant & bar Tax Rates July 2016](#)

For the latest and historical tourism indicator reports, please visit the Data and Trends page on tourism.az.gov.

Upcoming AOT Events & Activities

[L.A. Sales and Media Event in Celebration of the National Park Service Centennial](#)

Date: August 21, 2016

Location: Los Angeles, CA (California Science Center)

The L.A. Area is home to many top-tier media members and receptive tour operators. AOT will invite them to a private event at the California Science Center in celebration of the National Park Service Centennial. The event will include a private screening of the IMAX film "National Parks Adventure" by MacGillivray/Freeman Films, a meet and greet with a park ranger, photo booth and giveaways. L.A. trade and media representatives will be invited to bring their families to the Sunday evening event.

[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.

Upcoming Industry Events & Activities

[Arizona National Park Service 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 Park 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

New Arizona Premier Trails System is Accepting Nominations for the 100 Best Trails in Arizona

When it comes to epic beauty and dramatic diversity, no state compares to Arizona. And trails are the key to unlocking that treasure chest of scenic wonders.

Trails in Arizona cross wild desert where the cactus grow tall as office buildings. Trails weave among towering red rock formations, ramble through sprawling pine forests and circle high country lakes sparkling like jewels. Trails clamber into the depths of a canyon so immense and breathtaking it's simply called Grand.

Now for the first time, the 100 best trails in the state will be named as part of the new Arizona Premier Trails System. Will your favorite trail make the list?

"This is not going to be just another best trails list," said Sue Black, Executive Director of Arizona State Parks. "Arizona Premier Trails will set a new standard by recognizing the most exceptional trails throughout the state."

Trails being considered for the Arizona Premier Trails System program will need a comprehensive list of attributes and features to become eligible for the statewide Arizona Premier Trails System designation. This list will be unveiled in 2017 and will include all types of non-motorized trails from hiking, biking and equestrian trails to river and riparian trails.

What's more, the group behind the new trail system, Arizona State Committee on Trails (ASCOT), is looking for public input on which trails should be considered for this prestigious designation. ASCOT will use public input to encourage land management agencies and trails groups to submit official nominations for supported trails.

"It is a huge undertaking to choose the best 100 best trails in this remarkable state, so we need to hear from folks that are out there exploring and who are the most trail savvy," said Roger Naylor, author, and member of the Arizona Premier Trail System nomination review committee.

Individuals, clubs, organizations and communities throughout Arizona who support, and recreate on, the state's vast network of trails are invited to become involved in the selection process. So if you'd like to hike it, hoof it, bike it or paddle it, go to [Facebook.com/AZ100BestTrails](https://www.facebook.com/AZ100BestTrails) and nominate it for consideration as an Arizona Premier Trail. Nominate as many trails as you deem worthy of this distinguished honor.

To stay connected with news and information about the progress on the new Arizona Premier Trails System, Like Arizona Premier Trails on Facebook at [Facebook.com/AZ100BestTrails](https://www.facebook.com/AZ100BestTrails). Share the page with your friends and get them in on the conversation. Who doesn't like to talk about trails and adventure?

ASCOT serves in an advisory capacity to Arizona State Parks. The overall mission of the State Trails Program is to promote, develop, and preserve non-motorized trail opportunities throughout the state for mountain bikers, hikers, equestrian, and water trail users.

WHAT: Arizona Premier Trails System - 100 Best Trails in Arizona - Nominate Your Favorite Trail

WHERE: Like us at [Facebook.com/AZ100BestTrails](https://www.facebook.com/AZ100BestTrails)

WHEN: Taking nominations now through 2017

For more information, visit <http://azstateparks.com/trails/>.

Arizona Takes Number 2 Spot as Best Outdoor and Leisure Destination in WeChat Contest

Life Weekly, a popular weekly newspaper in Shanghai, China, with a circulation of 300,000, recently held a contest on their WeChat (the most popular social media channel in China right now) site encouraging voters to choose among top international destinations in various categories. Arizona took the number 2 spot as “Best Outdoor and Leisure Destination”.

Industry News

International Tourism Continues to Grow Above Average in the First Four Months Of 2016

Destinations worldwide received 348 million international tourists (overnight visitors) between January and April 2016, some 18 million more than the same period last year (+5.3%). This follows an increase of 4.6% in 2015, and could make 2016 the seventh consecutive year of above-average growth, with international arrivals increasing by 4% or more every year following the crisis in 2009.

“Results show a strong desire to travel and this continues to drive tourism growth. Destinations keep benefitting from solid demand across all world regions despite ongoing challenges, showing that tourism is a dynamic and resilient economic sector,” said UNWTO Secretary-General Taleb Rifai.

“Yet, despite these good results, the tragic events of recent months remind us that safety and security remain a major challenge for all. We must continue to work closely together to address this global threat and ensure tourism is an integral part of emergency planning and response at global, regional and national level” added Mr. Rifai.

By region, Asia and the Pacific (+9%) recorded the highest increase in international arrivals, with all Asian subregions enjoying growth of 7% or above. By subregion, Subsaharan Africa (+13%) led growth, strongly rebounding from previous years’ modest results.

UNWTO forecasts international tourist arrivals to increase by 3.5% to 4.5% over the full year 2016, in line with UNWTO’s long-term projection of 3.8% growth a year for the period 2010 to 2020.

Results by region

Asia and the Pacific (+9%) recorded the highest growth in international arrivals across world regions in January-April 2016, with robust results in all four subregions. South-East Asia and Oceania both achieved 10% growth, while arrivals in North-East Asia increased by 8% and in South Asia by 7%.

In Africa (+7%), international tourist arrivals experienced a clear rebound in Subsaharan Africa (+13%), while in North Africa results were down by 8%.

In the Americas (+6%), all four subregions continued to enjoy significant growth in the first four months of 2016, led by Central America and South America (both at +7%). Arrivals in the Caribbean (+6%) and North America (+5%) were fuelled by continued strong outbound demand from the United States, where tourism expenditure increased by 9% through May.

Europe (+4%), the world's most visited region, consolidated its healthy growth of recent years with Northern Europe and Central and Eastern Europe (both at +6%) in the lead, followed by Southern and Mediterranean Europe (+4%) and Western Europe (+3%).

International tourist arrivals in the Middle East are estimated to have declined by 7% through April according to available information.

Results for both Africa and the Middle East should be read with caution, as they are based on currently limited data available for these regions.

Prospects remain positive

UNWTO estimates that some 500 million tourists will travel internationally between May and August 2016, the Northern Hemisphere summer holiday peak season, accounting for about 41% of the year's total international tourist arrivals.

According to the UNWTO Tourism Confidence Index, prospects for May-August 2016 remain positive and in line with the performance of January-April. The Index shows confidence is highest in Europe, followed by the Americas.

On the positive side, Brazil is looking forward to the 2016 Summer Olympics in Rio de Janeiro in August. A downside is that security concerns remain high on the agenda. Furthermore, the United Kingdom's vote to leave the European Union in the recent referendum ('Brexit') has raised uncertainty in the market and led to a substantial depreciation of the UK pound Sterling. However, UNWTO does not expect this to have a significant impact on international travel in the short term. (*Travel Industry Wire, July 19*)

<http://www.travelindustrywire.com/article90244.html>

Did you know?

Prescott, Arizona is home to the world's oldest rodeo, and Payson, Arizona is home to the world's oldest continuous rodeo—both of which date back to the 1880s.

Statewide Calendar of Events

Visit 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>