



## 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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Happy August!

Through yet another innovative and unique partnership, AOT is leading the way in bringing even more attention to Arizona's vibrant travel offerings in key nationwide visitor markets.

During the month of August, AOT, in affiliation with MacGillivray-Freeman Films, Expedia, IMAX® theaters and AMC theaters, will be promoting Arizona's national parks experience and celebrating the National Park Service Centennial through Shawn MacGillivray's film, [National Parks Adventure](#).

Select nationwide IMAX and AMC theaters will feature the film that has captured the scenic beauty and outdoor adventures of our nation's most iconic national parks, including Arizona's own Grand Canyon National Park, Lake Mead National Recreational Area and Hoover Dam.

Viewing locations include:

- Science Museum of Minnesota
- The Tech Museum of Innovation, San Jose, California
- California Science Center, Los Angeles, California
- Pacific Science Center, Seattle, Washington
- San Francisco Metreon Theater
- Downtown Disney Theater

However, Arizona's parks system offers far more than what's promoted in the film. So we've developed a [:90 second movie trailer](#) that will be shown before each viewing of the MacGillivray film to ensure viewers walk away knowing more about what they can see and do in Arizona. We've also created a [12-minute movie](#) showcasing just about all of Arizona's national and state parks which will be used at our media, trade and consumer events. In addition to the films, these efforts will be supported by digital media placements, social media activities, event activations and Random Acts of Sunshine®. Participation opportunities are available and featured in our **Events Section** below.

If you haven't already been to all 22 National Parks and Monuments in Arizona – well, what are you waiting for! Visit AOT's consumer website at [VisitArizona.com/parks](http://VisitArizona.com/parks) for more information.

We will keep you well informed of our success! In the meantime, if you have questions please reach out to us. Have a wonderful week!

Debbie Johnson  
Director, Arizona Office of Tourism  
#AZTourismTuesday

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## **AOT in Action**

### **Arizona Media Marketplace Participation Opportunities Now Available!**

AOT is encouraging statewide CVBs, Chambers, DMOs and tourism suppliers to participate in the Arizona Media Marketplace on Thursday, November 17, 2016 at the Omni Montelucia Resort and Spa in Scottsdale. The Arizona Media Marketplace offers participants the opportunity to interact with local and regional travel media members.

We are conducting the Arizona Media Marketplace in conjunction with Travel Classics West (TCW). TCW brings together approximately 15 top editors and 35 top freelance writers for three days of educational sessions and one-on-one meetings. Although the TCW writers and editors are not required to attend the media marketplace, we will strongly encourage them to do so in order to give them exposure to our partners from around the state. Cost is \$300 per delegate. Due to space limitations, each partner is limited to one delegate. Participation forms are due no later than **Friday, August 26, 2016**. For more information, contact Tony Alba at 602-364-3715 or [talba@tourism.az.gov](mailto:talba@tourism.az.gov).

### **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](mailto: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

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## **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.

### **[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.

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## **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.

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## Arizona News

### **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".

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## Industry News

### **Medical Tourism Industry Poised for 25% Year-Over-Year Growth by 2025**

In a just released report issued by VISA and Oxford Economics, the Medical Tourism industry was valued at a staggering USD 439 billion, with a projected growth rate of up to 25% year-over-year for the next 10 years as an estimated three to four percent of the world's population will travel internationally for healthcare and health-related treatment.

For years the medical travel industry seemed undervalued, yet VISA's report accounts for growth factors - like some 340 new international airports over the next decade - and the medical travel market could soar to an astronomical USD 3 trillion by 2025.

In its just-released 2016 report, industry-leading journal, Medical Tourism Index™ (MTI), listed the top 41 destinations for those seeking value-added services and high quality of healthcare across the globe. In it, the similar pattern of global growth emerges: that the United States leads in terms of market share of healthcare travel spending, but Asia's Thailand, Singapore and South Korea continue to thrive. Both VISA's and MTI's™ findings expect China to overtake the US spot within the next 10 years due to the population's demand for higher quality of care.

The findings don't just span the global spectrum but also the age spectrum as well; VISA expects 13 percent of all international travel by 2025 to be older travelers. Meanwhile, a recent survey of 31,000 18-34 year olds from 134 countries by popular booking site TopDeck Travel found that some 88% of them travel internationally between 1 to 3 times annually and that the number only continues to grow.

"The borders to quality healthcare access have begun to disintegrate." MTI™ Co-Authors, Renée-Marie Stephano, JD President of the Medical Tourism Association and Mark Fetscherin, Associate Professor of International Business and Marketing at Rollins College, said a joint statement. "Speculation about the medical tourism industry as a 'phenomenon' is over. This report and the rankings of the the Medical

Tourism Index™ provide a unique opportunity for investors seeking new ventures to make smart choices in destinations driving patient travel."

The entire medical tourism and health tourism industry will descend upon Washington, D.C., September 25-28, 2016 for the 9th World Medical Tourism & Global Healthcare Congress. Over 3,000 attendees from 50+ countries brought USD 1 billion in new deals last year paving the way for leaders this year to catch the next wave in partnerships and medical tourism investment.

In a conclusion, VISA said, "We believe that medical tourism is primed for accelerated growth as more of these travelers seek new treatments, as well as lower cost or higher-quality care not available in their home country." (*TravelIndustryWire.com, July 27*)

<http://www.travelindustrywire.com/article90388.html>

### **Travel on Tap: The Rise of Craft Beer Tourism**

Craft beer is big business in America with a passionate following of consumers who appreciate the nuances of beer flavor, texture, and character as much as their wine-loving brethren. According to the Brewers Association, U.S. sales of small batch suds jumped 16 percent in 2015.

That translates into a growing demographic of niche travelers who are willing to spend incremental dollars in craft brewpubs, local independent breweries, beer trails, and a growing array of beer-themed special events.

Tourism bureaus in Denver, Portland, Seattle, San Diego, and San Francisco were some of the first to develop travel experiences and digital storytelling around craft beer. Over the last couple of years, the trend has become more mainstream across the entire country as more bureaus see the potential to drive overnight visitation and higher spend, especially to underserved neighborhoods.

Visit Tampa Bay, for example, produced the Bay Crafted web campaign last year that won the top HSMAI Adrian Award in the "Complete Campaign" category. It also helped lure the 2016 Beer Bloggers & Writers Conference to Tampa.

The microsite describes the major homegrown brewers on Florida's Gulf coast, including the Tampa Bay Brewing Company and Cigar City Brewing in Ybor City. It then shifts to smaller microbreweries and their local communities, like "hipster-friendly Seminole Heights," where Angry Chair Brewing serves beers such as Raspberry Berliner, German Chocolate Cupcake Stout, and Strawberry Mojito Kolsch in its tasting room.

That kind of specific insider information is exactly what beer tourists are searching for, according to Patrick Harrison, VP of marketing at Visit Tampa Bay.

"We realized about 18 months ago that we had the opportunity to target visitors through craft beer, like Portland and Denver have been doing," said Harrison. "But no one was really combining that with a sunny destination [on the East Coast], and we have a big group of craft brewers here in Tampa Bay."

So the bureau got all of the beermakers together to help develop the Bay Crafted campaign and ancillary beer content on the website. Harrison said the brewers jumped at the opportunity because many of

them are too small to market themselves effectively, and it was notable how all of them wanted to make sure everyone was included.

“I was really impressed by their community spirit, and how they were very much of the opinion that a rising tide lifts all boats,” Harrison explained. “Some of these guys are so small that they’re lending bags of hops to each other. It was really case where they felt they had something special to offer visitors, but they were looking for someone to lead the charge.”

Visit Tampa Bay spent \$50,000 on digital and radio ad buys to promote the campaign in-state. Harrison said that resulted in 11,000 additional rooms nights based on incremental overnight visitation growth from target drive markets like Orlando/Daytona and West Palm Beach.

“We didn’t want this to look touristy because it was supposed to be an authentic story about craft beer,” he added. “Other destinations are doing content like this, but we wanted to make ours the biggest and the best, and get people to stay another night to visit some of the 26 breweries we have.”  
[Read Full Article](#) (*Skift.com, July 28*)

<https://skift.com/2016/07/28/the-rise-of-craft-beer-tourism/>

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### Did you know?

The hottest temperature recorded in Arizona was 128 degrees at Lake Havasu City on June 29, 1994. The coldest temperature recorded in Arizona was 40 degrees below zero at Hawley Lake on January 7, 1971.

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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!

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

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