



Tourism Tuesday

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

A Message from Director:

Good afternoon,

There are more than 600 hotels and resorts throughout Arizona. And you can find more than 9,100 restaurants and eating establishments across the Grand Canyon State. Add to that the hundreds of beautiful destinations and exciting attractions that make Arizona such a unique visitor experience. Why wouldn't we want to share this with the world?

Last week, three of our state's time-honored annual events, Fiesta Bowl, Cactus Bowl and the Barrett-Jackson Collector Car Auction, announced a combined \$300 million economic impact for 2016. This is phenomenal news and a true testament as to the importance of including mega events into the diverse landscape of visitor experiences we offer potential travelers.

Mega events like these provide us the opportunity to share our destination. Through each of these significant events and others like them, Arizona is featured in the national and international media spotlight, which raises the profile of our state and gives widespread attention to our year-round activities and wonderful attractions.

Beyond the media attention, these events generate jobs, earnings and tax revenue that directly contribute to Arizona's economic vitality and quality of life. This impact is also the reason why we stay connected to promoting Cactus League Spring Training games and why we are looking forward to promoting the NCAA® Men's Final Four in 2017. We know through research that fans coming in for these games take the time to extend their stays and see more of Arizona while they are here.

We look forward to continuing our support of the activities and attractions that bring visitors in to enjoy all that Arizona has to offer. Have a great week!

Debbie Johnson
Director, Arizona Office of Tourism
#AZTourismTuesday

AOT in Action

Next Regional Research Webinar is August 15

AOT is 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. Don't forget, the research is available on tourism.az.gov and the [Arizona Travel Impacts App](#).

Tucson & Southern Region (Cochise, Graham, Greenlee, Pima and Santa Cruz) [Presentation is now available.](#)

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

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.

Advertising Deadline for the Arizona State Official Visitor's Guide and the Arizona Official State Map is Quickly Approaching

Don't miss your opportunity to advertise in AOT's 2017 Arizona Official State Visitor's Guide (OSVG) and Map. In collaboration with Madden Media, we produce these integral components of our marketing material. The OSVG and Map are AOT's key inquiry fulfillment pieces and serve as reliable resources for Arizona visitors. Additionally, there is also a chance to take part in AOT's consumer eNewsletters and banner advertising efforts on visitarizona.com. Ad close for both publications is September 9, 2016. For more information or to reserve your space, please contact Madden Media at info@maddenmedia.com or 520-322-0895.

Upcoming AOT Events & Activities

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

Date: August 21

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.

[San Francisco Media Mission](#)

Date: September 19 - 21

Location: San Francisco, CA

The San Francisco Bay Area is home to several top-tier publications and freelance journalists. AOT will target these journalists and publications such as *Sunset Magazine*, *Afar*, *Yahoo Travel*, *VIA Magazine* and others for a series of desk-side appointments.

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.

[Educational Seminar for Tourism Organizations \(ESTO\)](#)

Date: August 27-31

Location: Boca Roton, Florida

(ESTO) is the only national forum where destination marketing professionals at the state, regional and local level get critical tools, tips and information to help them better market and grow their destinations. For more information and to register, visit esto.ustravel.org.

Arizona News

Barrett-Jackson Generates \$168M Economic Impact for Arizona

The Barrett-Jackson auto show is one of the largest and most notable events in the state.

The 45th auto show that occurred earlier this year had the best and largest selection of cars, according to owner Craig Jackson, with somewhere around 1,540 autos going on the auction block, including a one-of-a-kind Acura, classic GM muscle cars, and two vehicles from the "Transformers" film franchise.

It was also the first time in 10 years that a study was conducted to look at the economic impact of the auto show, which Jackson said has "helped get a good reputation for the state."

The last economic impact study found that the event had \$100 million in direct spending, and since then the numbers have continued to go up.

According to the study, paid for by Barrett-Jackson and the city of Scottsdale and prepared by Elliott D. Pollack & Co., this year's economic impact was \$167.8 million, an increase of almost \$70 million over the past 10 years.

The almost \$170 million economic impact is similar to the amount that Arizona's tourism industry generated for the state in 1980-1981, or the annual economic impact of bioscience research organization TGen.

This year's event drew around 350,000 attendees from all 50 states and 15 countries, and generated over \$6 million each year in tax revenue for the state of Arizona and nearly \$2 million for Scottsdale's coffers.

The event also created 1,437 direct and indirect jobs in a variety of fields such as construction, operations and associated tourism activities.

"We love having the Super Bowl in the Valley, but Scottsdale is blessed to have the 'Super Bowl' of car auctions every year with Barrett-Jackson and the substantial positive economic impact they bring to our community," said Scottsdale Mayor W.J. "Jim" Lane in a statement.

Super Bowl XLIX — the most recent Super Bowl to come to the Valley — generated \$295 million in direct spending and a \$719 million overall impact for the state and Valley. (*Phoenix Business Journal*, August 2)

<http://www.bizjournals.com/phoenix/blog/business/2016/08/barrett-jackson-generates-168m-economic-impact-for.html>

Study: Fans spent \$400 a day for Fiesta, Cactus bowl games in metro Phoenix

If fans attending the Fiesta and Cactus bowls spent nearly \$400 a day on average, as a new study estimates, then the two college football games generated an economic impact of \$169.4 million for the Phoenix area.

That's the bottom-line estimate for the two postseason games by the Fiesta Bowl, which also hosts the Cactus Bowl. The study was conducted by researchers at the W.P. Carey School of Business at Arizona State University, including students supervised by faculty who surveyed out-of-state visitors over a two-day period. The research team gleaned 481 valid surveys.

The higher-profile Fiesta Bowl had a heavier estimated economic impact of \$111.6 million in direct and indirect spending, attracting 47,021 visitors with tickets and 1,407 without tickets, according to the study. The game pitted Notre Dame against Ohio State.

Bowl-game visitors tend to come from wealthier economic groups, said Michael Mokwa, an ASU marketing professor and a member of the research team.

"They are here to party, or at least vacation, around the games," he wrote in an email note. "They typically spend freely, stay at upscale hotels, eat and drink very well, buy costly memorabilia, attend special events related to the games and their teams, rent cars and even take trips around the state or golf at our best courses."

The Cactus Bowl, featuring Arizona State against West Virginia, brought in an estimated 12,347 out-of-state fans with tickets and an unspecified number without tickets. It generated estimated direct and indirect spending of \$30.7 million. In addition, event sponsors, media companies and other organizations combined for \$27.1 million for the two games. Spending by Arizona residents and organizations wasn't included, except for routine travel and lodging costs for ASU's football team.

Indirect spending includes that for various goods and services as money spent by visitors is re-circulated throughout the local economy. The study didn't provide any specific examples, and the notion is somewhat controversial because it allows sponsors to magnify the impact of their events. Direct spending for the Bowl games included \$7.5 million in sales-tax revenue, according to the report.

The study relied on self-reported spending surveys filled out by visitors. Fiesta Bowl fans with tickets spent about \$391 daily on food, lodging, local travel, golf, entertainment, souvenirs and other items and stayed 3.2 days on average. Non-ticketed fans such as spouses who traveled but didn't attend the game spent nearly \$522 a day on average. The survey questionnaire excluded the cost of game tickets.

Mokwa indicated the revenue estimates for the Fiesta and Cactus bowls are in line with those for other sporting events. The estimates don't include ticket prices but do include a small portion of airline fares, he added.

Ticketed Cactus Bowl fans stayed 3.5 days on average and spent \$402 daily. (Non-ticketed Cactus Bowl fans were considered an insignificant source of revenue and weren't included.) Some 227 members of the media from out of state spent \$389 per day and stayed 3.6 days on average. The weighted-average spending for all visitors totaled around \$396 per day.

The report didn't break down daily spending estimates for hotel rooms, restaurant visits and other specific categories.

The study estimates that direct and indirect spending by visitors totaled \$142.3 million and surpassed the \$132.2 million for the two Bowl games in 2010-11.

Ohio State won the latest Fiesta Bowl, played Jan. 1 in Glendale, by a score of 44-28. West Virginia won the Cactus Bowl, played the following day in downtown Phoenix, 43-42. The Valley also got an economic boost by hosting the college national championship game in Glendale Jan. 11, but the report didn't include the impact of that contest. (*Azcentral.com, August 4*)

<http://www.azcentral.com/story/money/business/economy/2016/08/04/study-fans-spent-400-day-fiesta-cactus-bowl-games-metro-phoenix/88004228/>

Industry News

U.S. Travel Jobs Rise Again

Analysis of the monthly federal employment report released Friday shows that travel jobs surged for the second month in a row. All major travel related industries experienced job growth, totaling 17,100 travel jobs added in July, according to U.S. Travel estimates. So far this year, the travel industry has added an average of 7,300 jobs per month - on par with 2015.

Overall, the travel industry remains a consistent job creator for the current U.S. economy, adding new jobs 15 out of the last 20 months. Since the post-recession employment recovery began in early 2010, travel has outpaced job creation in the rest of the economy by 17 percent. The travel industry continues to support one in nine American jobs.

Today's jobs report from the Bureau of Labor Statistics indicates that growth in total nonfarm payroll employment increased by 255,000 in July and the overall unemployment rate remained at 4.9 percent. (*Travel Industry Wire, August 8*)

<http://www.travelindustrywire.com/article90565.html>

Florida Tourism Officials Brace for Impact after Miami Zika Outbreak

The Centers for Disease Control's historic travel warning Monday has sent ripples of concern through the Miami tourism industry and through the state as a whole.

Local officials are confident they will contain the Zika virus from spreading, but they are far less confident about the hysteria that surrounds the outbreak and its impact on the \$89 billion tourism juggernaut.

"Yes, I'm losing sleep," Santiago Corrada, the head of Hillsborough County's tourism agency, Visit Tampa Bay, told TampaBay.com.

The issue is that cities all across the state often face an identity crisis when travelers think of the area.

"Florida gets painted with a broad brush stroke," David Downing, executive director of Visit St. Pete-Clearwater, Pinellas County's tourism marketing bureau, told TampaBay.com.

The Wynwood neighborhood in Miami, the epicenter for the cases of locally contracted Zika, is one of the art centers of the city and the state, a trendy neighborhood full of galleries that attracts upscale visitors more and more.

Industry analysts such as Miami-based hotel consultant Scott Brush say the impact both in Wynwood and statewide could build throughout the coming months.

"It's probably going to have a measurable effect in part because the summer is more voluntary, last-minute tourism. It's mostly leisure and is more easily postponed or changed than business travel," Brush told the Miami Herald. "So yes, I think there will be a measurable effect and that measure may be very small, but you don't know. This is very early on."

Local and state officials are doing their best to reassure the traveling public, making it clear that the state is no stranger to fighting mosquitoes. Miami-Dade major Carlos Gimenez told reporters the city has successfully battled outbreaks of West Nile, dengue fever and chikungunya and this battle will be just as hard-fought.

Orange County mayor Teresa Jacobs specifically spoke of the area's theme parks and their extreme efforts in mosquito control.

"If you're coming to Florida as a tourist, if you're coming to the theme parks, then you're coming to some of the safest places in the world because they have mosquito control down like no place else," Jacobs said.

Officials from Disney World and Universal Orlando have yet to address the Miami Zika outbreak, but Orlando officials say that the theme parks have larger mosquito control operations inside their gates than the sizeable budgets of most local governments.

The Greater Miami Convention and Visitors Bureau isn't downplaying the threat, but officials are stressing that the outbreak is contained in a small radius.

"Pregnant women are encouraged to visit all of Miami-Dade County — except one square mile. That's what the UK says, that's what the CDC says," said William D. Talbert III, president and CEO of the tourism bureau.

Talbert told reporters that he knows the local officials are doing all they can to fight the physical threat and that he and other tourism officials are fighting equally hard to win the war of perception.

"This community has a long track record of dealing with these mosquitoes for years and years," Talbert said. "[The situation] can change tomorrow, we know that, and we'll stay engaged with everybody as this evolves."

The state has welcomed a record number of visitors each year since 2011 and hopes to attract 115 million visitors this year. Very early estimates from industry analysts show little impact in bookings over

the past week, but the fear is what officials have quietly acknowledged – that this strain of mosquito is resistant to pesticides that have previously contained outbreaks. The longer that uncertainty remains, the more the threat lingers into the fall, peak season winter bookings could be dramatically impacted.

But officials are confident in their efforts and stress that this is far from a surprise threat or an event that has caught officials off guard. Two weeks ago, hoteliers and tourism bureau officials held a meeting on Zika preparedness in Miami.

Airlines and cruise lines are watching closely to form their action plans in dealing with the Zika warnings.

JetBlue said on Monday that travelers to destination impacted by Zika, including Miami, can request a refund or change their plans to alternate destinations without penalty. Travel must have been booked on or before Aug. 1, 2016. Delta has had a similar policy in place, waiving fees for changes to itineraries for travel booked on or before March 1, 2016. United's policy is similar, but covers travel booked on or before Feb. 29, 2016. American Airlines limits their refund or change fee waivers to pregnant women.

Spirit Airlines is allowing passengers to make changes over Zika concerns and Southwest Airlines is following standard reservation change policy in regards to Zika – no change fee on refundable fares and non-refundable fares can be exchanged for future travel as long as the reservation is canceled 10 minutes prior to the flight.

Many cruise lines don't just sail out of Miami, but have corporate offices in the city. Carnival Cruise Line officials said Wednesday that the cruise line will follow already-established guidelines concerning the localized threat in Miami.

"Given that Zika virus has been present for some time now in a number of areas the company cruises to, Carnival has been proactively communicating for many months with guests on the subject of Zika and tips for avoiding mosquito bites as well as working with those guests who are pregnant or attempting to become pregnant to modify travel plans," said Carnival spokesman Vance Gulliksen. "With the recent developments in Miami, the company is continuing to monitor and will make adjustments to communications as needed." (*Travel Pulse, August 3*)

<http://www.travelpulse.com/news/impacting-travel/florida-tourism-officials-brace-for-impact-after-miami-zika-outbreak.html>

Did you know?

Yuma, AZ has one of the nation's longest growing seasons. It is the third largest producer of vegetables in the nation, and actually supplies the U.S. with 90 percent of its greens (think lettuce and kale).

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!

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