



## 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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Good afternoon,

For more than 25 years, AOT has promoted Arizona and its diverse travel offerings in Mexico to encourage Mexican travelers to choose our state as their premier vacation destination. Visitation from this important market accounts for more than 3.9 million visitors annually and leaves a valuable economic impact that resonates throughout Arizona.

From consumer travel advertising campaigns and social media efforts to hosting journalists and building travel trade relationships, AOT continues to build awareness in this crucial international market. Our goal is not only to educate potential travelers on how they can enjoy our great state, but to encourage the cross-border travel activity that is vital to the economic success of both Arizona and Mexico.

AOT's Arizona Showcase has been a strategic component to our promotional efforts in this market for many years. This premier tourism event, held in Sonora, Mexico, helps us to promote statewide shopping, dining, recreational activities, accommodations and attractions directly to the consumer. This October we celebrate 18 years of producing this dynamic program, which has been one of our most successful marketing endeavors.

This year, knowing there is always room for improvement, we've made some changes to ensure the event continues to be an effective use of our resources. The changes include adding a media reception to meet face-to-face with in-market travel journalists, visiting local travel offices to continue building relationships with the travel trade industry and showing destination videos of our participating partners at the main event. You can find more information in the **AOT in Action** section below and we will keep you updated as the event date approaches.

In other agency news, we are excited to announce that we have a new member to the AOT team. Jessica Saenz is our new Content and Social Media Specialist. Jessica brings a wealth of social media experience to the agency and we're looking forward to working with her to increase AOT's marketing reach through more online activities. More information is below.

Now, I have a big favor for each of you! As we head into our new campaign season AOT is planning to share a lot of great news and I need you to help us spread the word! PLEASE share this eNewsletter with your co-workers, department heads, executive committee and all others in our industry and encourage them to use [this link and sign up](#) to receive the weekly newsletter. It is important that our industry is

informed and united. We can help achieve this by reaching as many partners as possible with all the industry opportunities and information from AOT.

As always, please don't hesitate to contact me if you have any questions. Have a great week!

Debbie Johnson  
Director, Arizona Office of Tourism  
#AZTourismTuesday

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## AOT in Action

### **AOT Welcomes New Content and Social Media Specialist**

Jessica Saenz has joined the Arizona Office of Tourism as its new Content and Social Media Specialist. Jessica is a graduate of the Walter Cronkite School of Journalism and Mass Communication at Arizona State University where she earned her BA in Journalism with a focus of public relations. Since graduating in 2014, Jessica worked as a social media specialist and marketing coordinator for various accounts at Phoenix Marketing Associates, a full-service marketing and advertising agency based in Scottsdale, Arizona. Jessica can be contacted at 602-364-7082 or at [jsaenz@tourism.az.gov](mailto:jsaenz@tourism.az.gov).

### **Meet Mexico's Travel Journalists and Trade Industry at AOT's 18th Annual Arizona Showcase Event**

The Arizona Office of Tourism is pleased to invite Arizona tourism suppliers to participate in the 18th Annual Arizona Showcase scheduled to take place October 5-7 in Hermosillo, Sonora, Mexico. Arizona Showcase is the premier tourism event in Sonora promoting shopping, dining, recreational activities, accommodations and attractions throughout the state directly to the consumer.

This year, the itinerary has been expanded to maximize our time in Hermosillo and to enhance the value for our partners. We have included a media reception as well as office visits to Descubre Phoenix and Vamos a Tucson. We will also be producing a destination video that will highlight each partner and will be shown at the start of the fashion show.

Your participation fee will include access to all of these events. The main event will still be the Arizona Showcase Gala dinner and fashion show on Thursday, October 6, highlighting important society members as the models. In addition to the 700 consumers in attendance, 25-30 travel agents and local media will be invited to attend as our VIP guests. Additional VIPs invited will include Government officials from Arizona and Sonora, Directors of Tourism Offices, and Arizona Mexico Commission Executives. Deadline to participate is **August 19, 2016**.

For more details and participation information, contact Becky Blaine at 602-364-3696 or [bblaine@tourism.az.gov](mailto:bblaine@tourism.az.gov) or Kim Todd at 602-364-3305 or [ktodd@tourism.az.gov](mailto:ktodd@tourism.az.gov).

### **Advertising Deadline for the Arizona State Official Visitor's Guide and Map is 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](http://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](mailto:info@maddenmedia.com) or 520-322-0895.

### **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](mailto:cfloyd@tourism.az.gov). Don't forget, the research is available on [tourism.az.gov](http://tourism.az.gov) and the [Arizona Travel Impacts App](#).

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

[Presentation is now available.](#)

#### **Western Region (La Paz, Mohave and Yuma Counties)**

[Presentation is now available.](#)

#### **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**

### **[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.

## Arizona Showcase

Date: October 6

Location: Hermosillo, Sonora, Mexico

This annual event promotes fall and holiday shopping, attractions and accommodations throughout Arizona to both residents and travel agents of Hermosillo and the surrounding communities. The event consists of a trade show with supplier exhibits, a fashion show highlighting important society members as the models and dinner. In addition to the 800+ consumers in attendance, 25 travel agents will be invited to attend as our VIP guests. Proceeds benefit a local charity which also attracts media interest

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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.

### 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](http://esto.ustravel.org).

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## Arizona News

### **Grand Canyon National to Celebrate NPS Centennial with Fee-Free Entrance and Activities August 25-28**

The National Park Service (NPS) is turning 100 years old on August 25, 2016 and to celebrate the anniversary, Grand Canyon National Park will waive entrance fees August 25-28.

To join in on the centennial celebration, visitors can explore Centennial Central, visit the Amtrak Trails and Rails Exhibit, and attend free ranger programs. Grand Canyon will also host a naturalization ceremony for new United States citizens on August 25. All centennial events are free and open to the public.

At the South Rim Train Depot, visitors can stop by Centennial Central from 9 am to 5 pm August 25 to 27 and Amtrak Trails and Rails Exhibit August 25-28 from 9 am to 6 pm. Centennial Central will feature fun and interactive booths from local organizations and park partners. There will be free birthday cake at 1:30 pm on the 25th at Centennial Central. Other food and beverage will be available for purchase.

Step aboard to see model trains and explore the Amtrak Trails and Rails exhibit to learn about the importance of railroads in the National Park Service's 100 year history. For the youngest rail fans, stop off at Chugginton Depot, featuring toy train and coloring tables. To read more about the Amtrak Trails and Rails visit <https://www.nps.gov/subjects/amtraktrailsandrails/index.htm>.

U.S. Citizenship and Immigration Services (USCIS) will team with the NPS to welcome 15 new United States citizens representing 12 countries. The ceremony is scheduled to take place August 25th at 10 am at Mather Point Amphitheater. In honor of the NPS Centennial, USCIS has partnered with the NPS to hold more than 100 naturalization ceremonies on national park sites during 2016. For information about the naturalization ceremony, please contact Maria Elena Upson, USCIS Public Affairs Officer at 602-462-2503 or [meg.upson@uscis.dhs.gov](mailto:meg.upson@uscis.dhs.gov)

Park ranger programs will be available during the centennial celebration, including history and geology programs, fossil walks, and condor talks. For more information about ranger-led walks and talks visit <https://www.nps.gov/grca/planyourvisit/ranger-program.htm>. At Desert View, cultural demonstrators will be showcasing their pieces of hand crafted artwork from 9 am to 4 pm. The North Rim Visitor Center will be hosting a birthday party in celebration of the Centennial. For more information of scheduled events, please check at visitor centers.

The fee-free designation does not affect fees for camping, reservations, tours, or use of concessions. Park entrance stations will have Interagency Senior and Annual Passes available for those who wish to purchase them. Those who plan to spend time in the park beyond August 28 will need to pay the regular entrance fee for the remainder of their stay.

The National Park Service will continue celebrating its centennial year with additional fee-free days in 2016. Those dates are September 24 for National Public Lands Day and November 11 for Veterans Day. For additional information about NPS fee-free days visit <https://www.nps.gov/planyourvisit/fee-free-parks.htm>. For more information about visiting Grand Canyon National Park visit [www.nps.gov/grca/planyourvisit](http://www.nps.gov/grca/planyourvisit).

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## Industry News

### **GBTA Forecasts Global Business Travel Spend to Reach \$1.6 Trillion by 2020**

Global business travel spend is at an all-time high and only climbing.

The figure topped a record-breaking \$1.2 trillion last year and is expected to reach \$1.6 trillion in 2020, according to the Global Business Travel Association's (GBTA) latest BTI Outlook - Annual Global Report & Forecast.

"While overall growth has remained steady despite global uncertainties, signs are good for a solid end to the decade as we approach 2020," said Visa, Inc's vice president of Global Business Solutions David Henstock in a statement accompanying last month's report.

Visa, Inc sponsored the report.

"Business travel has continued to evolve as the world is becoming more connected, and the transition to electronic payments will help businesses reduce costs and pay for travel expenses more efficiently," added Henstock.

The report shows that global spending on business travel jumped by five percent from 2014 to 2015 and is expected to reach \$1.3 trillion in 2016.

"Global business travel remains a critical driver of the success of organizations around the globe," said GBTA executive director and COO Michael McCormick in a statement. "Business travel has demonstrated a tremendous resiliency as it continues slow and steady progress even in the face of global uncertainty, a weakened global economy, terrorist attacks, world health issues and other obstacles."

China surpassed the U.S. as the largest market for business travel spend in 2015, reaching \$291 billion. Trailing China and the U.S. (\$289 billion) were Germany, Japan and the U.K., which recorded a combined \$172 billion in business travel spend last year.

Looking ahead, the GBTA's forecast projects India — which ranked 10th worldwide in business travel spend in 2015 — and Indonesia to experience the most growth over the next five years, with both averaging double-digit growth.

Meanwhile, China, which has been on average the fastest growing market over the past decade-plus, is expected to fall off somewhat, becoming the fifth-fastest growing market over the next five years. Nonetheless it will continue to set the pace given its size.

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## Did You Know

Palo Verde Nuclear Generating Station, located about 55 miles west of Phoenix, generates more electricity than any other power plant in the United States.

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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!

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