



## 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,

This September, AOT is exploring new ground as we step into the San Francisco visitor market. Results from extensive research, such as propensity to travel, flight frequency and social media activity indicate that potential travelers from the City by the Bay in northern California are showing increased interest in Arizona as a sought-after travel experience.

With that in mind, AOT is planning our first Media Mission to the area where we are confirmed to meet with several editorial representatives from top-tier publications such as *Sunset* and *Afar* magazines, along with a number of freelance journalists. Building relationships with key media professionals that have the opportunity to reach thousands of new travelers is vital to our program of work as this is what helps us expand our marketing messages and broaden the awareness of Arizona as a travel destination.

And this is just the beginning of our efforts! As part of this year's Target Cities marketing plans we will launch a multi-media consumer advertising campaign in the San Francisco market to promote the various types of unique travel experiences found within Arizona.

Destination marketing is one of Arizona's most important economic development tools and has a direct connection to the vitality of our state. As we saw from our [2015 Arizona Travel Impacts](#) report, this industry positively impacts all 15 counties in our state by generating jobs, earnings and taxes. We are looking forward to launching our marketing efforts in this new visitor market as we know encouraging travelers to choose Arizona will continue to generate the positive economic cycle of visitor spending that is so important to the economic success of our state.

Look to future editions of *Tourism Tuesday* for the results of our San Francisco efforts.

Have a great week!

Debbie Johnson  
Director, Arizona Office of Tourism  
#AZTourismTuesday

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## AOT in Action

### Arizona Tourism Media Partners Take Over Vancouver

The Arizona Office of Tourism and 13 state tourism partners descended on Lift Restaurant in Vancouver, British Columbia, Canada last week to share “Arizona Through the Senses” with more than 30 travel journalists from Western Canada. In 2015, 20 percent of the 928,051 Canadian visitors to Arizona originated from British Columbia, just behind Alberta (33%) and Ontario (23%).

AOT was joined by media representatives from Visit Glendale, Visit Mesa, the City of Peoria, Visit Phoenix, the City of Prescott, the Town of Queen Creek, the Scottsdale CVB, the Sedona Chamber of Commerce & Tourism Bureau, Visit Sierra Vista, the Salt River Pima-Maricopa Indian Community, the Tempe Tourism Office, Visit Tucson and the Verde Valley.

Media guests were treated to an Arizona themed menu, traditional music and stories from Apache Tribal member Ken Duncan and learned about what’s new in each community represented in the delegation. Allegiant Airlines, which provides service from Bellingham, WA to Mesa Gateway Airport also attended. Community partners also provided a sampling of local products from Arizona representing the five senses: taste, smell, touch, sight and sound. For more information, contact Tony Alba at [talba@tourism.az.gov](mailto:talba@tourism.az.gov) or at 602-364-3715.

### Next Regional Research Webinar is September 1

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)

[Presentation is now available.](#)

#### 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. This year's events include a media reception on Wednesday 10/5, travel office visits and a gala dinner/fashion show highlighting important society members as the models on 10/6. In addition to the 800+ consumers in attendance at the gala event, 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

### 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

### **Colorado River's First-Ever 100% Electric Raft – Helios – Debuts in Arizona**

Arizona's own Colorado River Discovery, in partnership with the National Parks Service, is pleased to announce that its 100% electric raft – the first of its kind in the region – has been formally launched in the Colorado River. Named Helios in homage to the God of the Sun in Greek Mythology and both certified by the U.S. Coast Guard and registered with the Arizona Game and Fish Department, respectively, the raft makes its formal debut at Glen Canyon Dam along the Colorado River this week to coincide with the National Parks Service's 100th Anniversary, which is August 25.

Helios provides zero emissions, exponentially reducing waste products on that could pollute the environment or disrupt the climate completely eliminates the threat of gasoline contaminates in the future. It will also greatly reduce noise pollution on the Colorado River.

“We are excited to join our sister rafting outfitters, many of whom have recently launched hybrid-electric rafts, in the movement to reduce emissions and preserve the Colorado River for future generations,” says Korey Seyler of Colorado River Discovery. “We believe in sustaining the Colorado River for future generations that will visit long after we are gone.”

Helios is powered by Torqeedo’s Deep Blue propulsion system, and the power for the raft is being drawn from a newly installed charging station inside the Glen Canyon Dam power plant, which provides a renewable clean power source through hydroelectric power and was completed in partnership with the Glen Canyon Dam, Page Utility Enterprise, Bureau of Land Reclamation and the Western Area Power Administration.

“Deep Blue is fully integrated propulsion in which all components are designed to match each other seamlessly, providing a unique experience in terms of safety, performance and range. This is also the first system to be used with more than two battery packs in the United States,” said Seyler.

Available by advance reservation, Helios can host up to eight rafters during each four-hour run and starts at \$125 per person, with \$10 from every trip benefitting a newly established “Colorado River Discovery Fund Research Award” at Northern Arizona University’s School for Earth Sciences and Environmental Sustainability. The award will provide the school with up to \$5,000 annually for research projects directly tied to the program.

“In addition to what we’ve done with Helios, over the past decade, Colorado River Discovery has reduced its fuel consumption by 20% through proper training of equipment operation; exceptional upkeep and maintenance of motors; and development of new technologies to reduce noise and consumption of fossil fuels,” said Seyler.

The family owned business also employs a “Smart Green Systems” program company wide, which is focused on education, creative recycling and re-use programs on-site and other small steps that combine to make a big difference to the future of the Colorado River.

“Colorado River Discovery is focused on making environmentally friendly choices and respecting this national resource,” says Seyler. “And we do so through education, innovation and our own investment, which allows us to be responsible without passing added costs on to our rafters.”

For more information, please visit [www.raftthecanyon.com](http://www.raftthecanyon.com) or [www.facebook.com/raftthecanyon](http://www.facebook.com/raftthecanyon).

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## Industry News

### **Millennials Are Too Afraid and Self-Important to Take Vacations Says Study**

The epidemic of American workers refusing to take vacation time is due to a combination of economic anxiety and a shift in workplace culture around the country.

A new study into this phenomenon by Project Time Off has found that millennials lead the workplace as so-called “work martyrs” who are unwilling to take their vacation days each year because of a focus on prizing work hours over true productivity.

“Nearly half (48%) of millennials think it is a good thing to be seen as a work martyr by the boss, far outpacing the average (39%), Gen Xers (39%), and Boomers (32%),” reads The Work Martyr’s Cautionary Tale report. “Millennial workers also want to be seen that way by their colleagues in greater numbers. Thirty-five percent of millennials agree it is good to be seen as a work martyr by their colleagues, compared to 26 percent of Generation X, and 20 percent of Boomers.”

In terms of why exactly millennials are most prone to leaving vacation days on the table, the report posits a few ideas. Mainly, that entering the workplace during a time of economic uncertainty has created a group in the workforce that is extremely concerned with appearing hardworking and reliable.

“Some of the work martyr behavior that millennials exhibit may be symptomatic of being early in their careers and working their way up the ranks,” the report continues. “As expected, they have substantially less tenure. More than four in ten millennial respondents (43%) reported being with their company two years or less, where the greatest number of Generation X (47%) and Boomers (64%) reported 10 or more years.”

The report breaks down the top challenges workers find related to taking time off from work. Millennials were more likely by far to cite personal uncertainty or concerns about personal responsibility and insecurity than older age groups.

It also seems like companies can do a lot more to create a permissive culture surrounding vacationing. The good news is that millennials often want to have a say in their company culture, and as they age it is likely that taking time off will become more mainstream.

“Ironically, the most connected generation ever is more likely to perceive a culture of silence surrounding vacation in the workplace,” the report concludes. “Where 65 percent of the overall audience reported their company culture says nothing or sends discouraging or mixed messages about taking time off, seven in ten (70%) millennials say the same. Though a smaller segment, twice as many millennials (16%) say they feel disapproval from management about taking vacation than their Boomer colleagues (8%).

“Feelings of uncertainty and disapproval are translating to more forfeited vacation time—days that cannot be rolled over, banked for later use, or cashed out. Millennials are the most likely generation to forfeit time off, even though they earn the least amount of vacation days. Twenty-four percent of millennials either forfeited days or do not even know if they forfeited days last year, compared to just 19 percent of Generation X and 17 percent of Boomers. The forfeited days are made worse given that the majority of millennials (37%) earn 10 vacation days or less, compared to just 20 percent of Generation X and 18 percent of Boomers.”

You can read the entire report below. [https://skift.com/wp-content/uploads/2016/08/P.TO\\_WorkMartyrsCautionaryTale\\_FINAL.pdf](https://skift.com/wp-content/uploads/2016/08/P.TO_WorkMartyrsCautionaryTale_FINAL.pdf)

<https://skift.com/2016/08/22/millennials-are-too-afraid-and-self-important-to-take-vacations-says-study/>

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### **Did You Know**

Mount Lemmon Ski Valley is the southernmost ski destination in the continental United States. It is located on the slopes of Mount Lemmon in the Santa Catalina Mountains just north of Tucson, Arizona.

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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>