



Tourism Tuesday

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

A Message from Director:

Good afternoon,

This week, I celebrate my first anniversary as director of the Arizona Office of Tourism! It has been an incredible journey filled with several successes, a few failures and definitely many lessons learned. As I look back over the year, I believe one of the most important lessons learned was the importance of connectivity, not only within our agency's internal structure but with you, our industry partners.

Global competition for visitor dollars rises daily, and it is becoming increasingly important to know what we are all doing to promote Arizona and its amazing travel offerings. Understanding how we are each promoting areas of the state puts us in a greater position to find marketing connections that will enable us to offer a more unified message and reach a wider audience of potential travelers. And we know it begins with us at AOT.

To help us offer you more opportunities to connect to our marketing messages, we have incorporated the use of key marketing pillars. These four pillars are a way to bridge together our internal programs as well as a way to help us promote externally the vast diversity of Arizona's travel experiences. Below are the pillars we've defined for this fiscal year to help us build these connections:

- Adventure
- Wellness
- Heritage and Culture
- Culinary

As we move forward with AOT's overall marketing program, you'll find elements of these pillars within our advertising campaigns, social media activities, travel trade efforts and media relations outreach. Our hope is that you will look for ways to connect and incorporate a few of these pillars into your own marketing efforts. And we encourage you to share your marketing plans with us. Our goal is to continue to build those important connections throughout the industry. Marketing Arizona is a collective effort and I am so looking forward to working with you for another fantastic year of promoting our great state.

As always, questions, thoughts and feedback are welcome! Please let me know how I can help. Have a great week!

Debbie Johnson
Director, Arizona Office of Tourism
#AZTourismTuesday

AOT in Action

September 1 is Next Regional Research Webinar

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.](#)

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

New AOT Research Now Available

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

- Arizona Lodging July 2016
- State Parks Visitation March 2016 (revised)
- State Parks Visitation May 2016
- State Parks Visitation June 2016
- State Park Visitation July 2016
- National Park Visitation June 2016
- Airport Passenger Volume May 2016

For the latest and historical tourism indicator reports, please visit the [Data and Trends](#) page on tourism.az.gov. For more information, contact Colleen Floyd at 602-364-3716 or cfloyd@tourism.az.gov.

Arizona Tourism Trade, Media Partners Host Celebration in L.A. for NPS Centennial

In celebration of the National Parks Service centennial, AOT, along with nine tourism industry partners, hosted a commemorative event at the California Science Center in Los Angeles, last week. More than 80 media representatives from the L.A. area attended the reception and private screening of the MacGillivray/Freeman film [National Parks Adventure](#). Arizona Park Ranger Chelsea Kennedy was in attendance to speak with the guests and their families about statewide national parks and attraction. Guests were encouraged to also take photos at the Arizona photo booth.

AOT was joined by media representatives from Cottonwood, Flagstaff CVB, Tempe Tourism, Grand Canyon Chamber, City of Prescott, Williams, Wickenburg, the Scottsdale CVB and Visit Tucson. Guests were able to mix and mingle with Arizona community partners and hear updates from each destination during the pre-reception and dessert hour. The highlight of the evening was the private screening of the film in IMAX 3D. The experience created the desire for everyone to explore the national parks and create their own Arizona adventure itinerary.

Los Angeles is not only a great media market for telling the Arizona story, but it is also home to many international receptive operators on the trade side who book travelers on Arizona vacations. For more information, contact Becky Blaine at bblaine@tourism.az.gov or at 602-364-3696.

Upcoming AOT Events & Activities

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.

Canada Media Influencer Tour - Get Your Kicks on Route 66

Date: October 16-21

Locations: Phoenix, Winslow, Flagstaff and Kingman

AOT's media rep with ConnectWorldWide in Canada will escort this tour which will provide the opportunity to explore the people and places along Historic Route 66.

Upcoming Industry Events & Activities

[Marketing Outlook Forum](#)

Date: October 24-26

Location: Fort Lauderdale, Florida

The Marketing Outlook Forum is the industry's leading strategic travel forecast conference combining industry networking and quality educational programs into a premier event.

Arizona News

Third Annual Urban Ale Trail Returns

Six thousand beer enthusiasts are expected to hit the streets of Downtown Phoenix Saturday, Sept. 10 with the return of Urban Ale Trail from 1-6 p.m.

A walkable beer tasting tour launched by Downtown Phoenix Inc. (DPI) in 2014, the Ale Trail runs along the light rail corridor from downtown to uptown, allowing participants to sample amazing craft brews and a complimentary hors d'oeuvre for just \$1 or \$2 each, as long as supplies last.

Similar to other DPI signature events like DTPHX City Sampler and Urban Wine Walk, this event promotes urban walkability, sidewalk activity, ease and access of the light rail — in addition to downtown's great local establishments. But Ale Trail touches on these key initiatives during the doldrums of summer, when businesses really need an extra push and people are desperately searching for something fun to do.

"Roosevelt Row is really special, it has so many unique eateries and bars condensed into a really walkable area," said Carla Wade Logan, owner of Carly's Bistro. "As a business, it gets new people into your establishment that may have never experienced downtown before."

Besides highlighting the growing craft beer and culinary scene in central Phoenix, with innovative establishments you can't find anywhere else, Urban Ale Trail also offers the element of discovery.

"By walking around and really taking the time to appreciate the architecture, streetscape improvements or some of the new developments popping up, I'm hoping people will discover things they didn't know Downtown Phoenix had," said Alison Sipes, events manager at DPI. "It's great for the restaurants — they're getting new business — but for participants, it showcases that we are a true destination spot in the Valley."

With more than 20 participating establishments, there's plenty to choose from, including several brand new additions to the Trail like The Kettle Black, ZPizza Taproom, Jobot Coffee & Diner, DeSoto Central Market and Lucky Strike/Gypsy Bar.

Also, the District American Kitchen and Wine Bar returns this year as a sponsor, handing out 300 commemorative growlers to Ale Trail Hikers starting at 1 p.m.

- What: Urban Ale Trail — a self-guided beer tasting tour offering three 4-ounce samples of beer for \$1 or \$2 each, paired with a delicious and complimentary bar snack (while supplies last).
- When: Saturday, Sept. 10 from 1-6 p.m.

- Where: Bars and restaurants in the Downtown Core, Roosevelt Row and uptown area. [Click here](#) for a full list of participants.

Industry News

Moving Beyond Apps: Making Mobile More Strategic

(Travel Industry Wire, August 29)

A large majority - almost 7 in 10 (69 percent) - of travel professionals indicate their travel program does not have a mobile strategy in place, according to new research by the GBTA Foundation in partnership with Carlson Wagonlit Travel (CWT) and the Carlson Family Foundation. However, of the travel programs that have not adopted one, almost two-thirds (64 percent) will do so in the next two years, according to the travel professionals surveyed.

More than half of travel professionals have endorsed a mobile app in the past year, but a strategy means thinking bigger than just apps. It means looking more broadly into how to take the pieces of your travel program and bring them into the mobile environment to drive engagement, compliance and savings.

The study, *A Mobile Effect: Setting A Clear Mobile Travel Strategy*, consisted of both a short online survey of travel professionals in the United States and in-depth interviews with travel professionals across the United States and Europe. The consensus showed a clear, precise strategy is mostly missing from travel programs, opening the door to challenges as more apps and new technology increasingly make their way into the market.

“Travel programs haven’t really looked at the mobile space as a strategy, more of which app is available or that the program could endorse,” said Dominique Betancourt, data insight manager for Carlson Wagonlit Travel. “A strategy is critical because the mobile space changes at lightning speed, and it’s critical to think of it in strategic pieces like apps, how to communicate, what is acceptable behavior for your organization like checking in to places. Focusing on first how a program would like to leverage mobile and then looking at what could help execute that strategy, will ensure a travel program is set up for success.”

Travel professionals see a number of opportunities when implementing a mobile strategy – most commonly, increased traveler engagement (78 percent) and increased compliance (55 percent). They also cite top challenges as IT security (41 percent), travelers owning their own devices (32 percent) and too many decision makers (21 percent). While they recognize the challenges they face when travelers embrace channels they see as more convenient and book outside of the program, travel professionals also appreciate what they have gained with mobility and understand that traveler preference has shifted to a self-service approach.

The focus of a mobile travel program strategy should be centered on how to make a traveler’s experience so simple in program that there is more value there than outside the program. Looking at

the opportunities for savings is a good area that travel professionals can leverage to obtain buy-in and support from leadership to launch a mobile strategy.

Savings objectives from implementing a mobile strategy fall across multiple categories. There could be distribution savings when measuring the distribution costs of booking through mobile versus the corporate online booking tool, program savings to increase compliance such as alerts for best rates and when to book, and also productivity savings when travelers have access to functionalities that save them time and can increase their overall travel experience.

The study identifies best practices for where to start with a mobile travel strategy and next steps enabling travel professionals to better serve their travelers and the management of their programs.

Where to Start?

- Determine what you would like to accomplish if you had an overall mobile travel strategy
- Identify which tools or processes are already in use
- Identify who owns the mobile policy and which departments are involved in decision making
- Review mobile policy to know what is allowed and know what the limitations are

Next Steps:

- Begin by conferring with departments in your organization that own/are involved in the mobile policy decision and execution
- Create a suite of recommended apps
- Include clear guidance in your travel policy of mobile app use for travel purposes
- Have a means to provide fairly instant 2-way communication with your travelers
- Measure traveler experience and savings
- Stay current

For more details on how to accomplish this and create a mobile strategy that works for your travel program, download the [full study here](http://www.travelindustrywire.com/article90865.html).

<http://www.travelindustrywire.com/article90865.html>

Research Shows 76% of U.S. Business Travelers Would Extend a Stay for the Right Incentive

(Travel Industry Wire, August 25)

Three out of four U.S. business travelers (76%) said they'd prolong a work-related trip for leisure if a hotel offered a discount or additional nights, according to COLLOQUY research showing strong potential for extended-stay enticements to generate more hospitality industry revenue.

The same percentage of road warrior business travelers, 76%, said they'd extend a trip for leisure if a hotel offered the chance to have a friend or family member join at a discounted rate.

The extended-stay incentive insights are part of a broader survey in which COLLOQUY asked 2,000 Americans nationwide about travel habits, new technology, social media and loyalty rewards. The complete survey results are analyzed in a report, *Travel and Loyalty: On a Journey Together*. The report

subtitle is Want to Capture Today's Traveler Spend? Offer Personalized Rewards, Thoughtful and Next-Level Mobile Technology and Frictionless Customer Experiences.

The new travel and loyalty study is available for a free download at COLLOQUY.com. COLLOQUY is a leading provider of loyalty marketing research, publishing and education.

"One area of travel is particularly ripe for opportunity," said COLLOQUY Editor in Chief Jeff Berry, author of the travel report. "There's tremendous potential to generate additional revenue from business travelers by encouraging them to stay for a leisure component. They're open to the idea; the trick is creating an incentive for them to add more personal time."

COLLOQUY's travel-habits research also includes a look through the viewfinder of the millennial consumer, born between 1981 and 1997.

The research shows the type of place millennials like to visit is different from the general population, especially millennials in the 18-24 age bracket. This key demographic is significantly more attracted to destinations with cultural or historical significance (76% versus 63% of the general population), large metropolitan areas (58% versus 45%), access to adventures like scuba diving and hiking (59% versus 45%) and festivals or regional events (66% versus 49%).

In other key results:

- Nearly one in five consumers (19%) said they would scrap their travel plans upon encountering add-on charges when booking with loyalty points.
- 74% of Americans said having a unique experience is the most important reason for taking a vacation, topping rest and relaxation at 69%.
- Men placed more importance on vacationing for rest and relaxation than women (72% versus 67%).
- Perhaps surprisingly, men placed more value on romantic travel surroundings than women (46% versus 41%).

Travelers' reliance on mobile devices doesn't cease upon arrival at a destination. Seventy-three percent said they tap mobile to check hotel reservation details, while 71% use mobile to navigate a downtown area, 66% use it to find attractions and 54% use it to search phrases in local languages.

The COLLOQUY survey results are based on an online survey completed in May 2016 of 2,000 American consumers. The margin of error is +/- 3% at a 95% confidence level.

The report is [available here](#).

<http://www.travelindustrywire.com/article90845.html>

Did You Know

The Arizona towns of Adair and Alamo Crossing are now underwater, having been swallowed up by the formation of dams that created Fool Hollow Lake and Alamo Lake (respectively).

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>