



## 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,

We are officially in vacation crisis mode! According to new data released by the [U.S. Travel Association](#), Americans are so bad at taking time off that we are developing a culture of unhappy, stressed out employees.

In 2015, American workers reported taking off just 16.2 days, almost a full week less compared to the pre-2000 average (20.3 days). The growing stockpile of unused paid leave is contributing to worker burnout and creating even larger liabilities that can directly affect a company's bottom line.

The "work martyr" syndrome combined with a culture of silence in the work place is keeping workers at their desks instead of using their time off. There are many factors that contribute to the blame, such as the introduction of technology that makes it difficult to "turn off" from work. However, the top barriers for employees include: Return to a mountain of work, 37%; No one else can do the job, 30%; I cannot financially afford a vacation, 30%; Taking time off is harder as you grow in the company, 28%; Want to show complete dedication, 22%.

Fortunately for us, there is a solution to all this and it is one that our own industry touts the importance of every single day. However, we need to be part of the solution and step up and set the example. All of us within the travel and tourism industry need to start taking and enjoying our earned time off. If those of us who promote travel for vacation purposes can take our vacation time, only then can we encourage others to do so and value their decision.

According to the data, the boss is the most powerful influencer when it comes to taking time off, even slightly more influential than the employee's family (24% put the boss as number one, 23% said family). In fact, 80 percent of employees said if they felt fully supported and encouraged by their boss, they would be likely to take more time off.

So, it truly begins with us. I hope you will join me and encourage those that work so diligently within our own industry to enjoy our earned time off and model the vacation behavior for others to follow. For a great example, check out what Prescott is doing with their [Take Another Day](#) campaign. You can also visit [ProjectTimeOff.com](#) for more information.

Have a great week planning your next vacation!

Debbie Johnson  
Director, Arizona Office of Tourism  
#AZTourismTuesday

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## AOT in Action

### **All Regional Research Webinars Now Available!**

AOT hosted 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. Each presentation is now available. 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)**

[Presentation is now available.](#)

#### **Phoenix & Central Region (Maricopa and Pinal Counties)**

[Presentation is now available.](#)

### **Join AOT for the China Trade and Media Mission**

AOT is pleased to invite Arizona DMOs and tourism suppliers to participate in a Travel Trade and Media Mission to China. The five-day mission will take place October 24-28 in Shanghai and Beijing, two of the largest cities for doing travel trade business in China. China is the fastest growing outbound travel market with an estimated 250 million Chinese tourists anticipated to travel overseas by 2020. In addition, Chinese visitors are big spenders, spending more than \$6,000 per person per trip. In 2015, Chinese visitation to Arizona alone increased 18.5% (over 2014 visitation). And, in 2015, Visa card spending from China was up 34.8% year-over-year (source: VisaVue).

AOT plans to meet one-on-one with tour operators and media professionals as well as host meal events and destination workshops for optimal networking and educational opportunities with the Chinese travel trade. This is a great opportunity for you to meet with approximately 125 key travel agents, tour operators, media professionals and other related travel trade professionals in this important market. There are several ways to participate in this mission, so please contact us for more information. Contact Jennifer Sutcliffe (trade) at 602-364-3693 or via email at [jsutcliffe@tourism.az.gov](mailto:jsutcliffe@tourism.az.gov) or Kimberly Todd (media) at 602-364-3305 or via email at [ktodd@tourism.az.gov](mailto:ktodd@tourism.az.gov).

## **NCAA Men's Final Four Promotional Opportunity**

While many of you are celebrating the start of football season or counting down the days to cooler weather, our thoughts already are on basketball. Specifically, the NCAA Men's Basketball Final Four.

As you likely know, Arizona will host the 2017 NCAA Men's Basketball Final Four next April at the University of Phoenix Stadium in Glendale. Semi-final games will take place on Saturday, April 1, with the championship game on Monday, April 3. That leaves visitors with an open day on Sunday, April 2 to explore Arizona. And, AOT is working closing with the Final Four Local Organizing Committee to encourage our many out-of-state visitors to "come early and stay late" to enjoy more of our beautiful state.

We have a great opportunity to promote Arizona because this will be our first time hosting this prestigious event. We have been asked by the NCAA to work with our statewide partners to create a campaign highlighting our various communities and destinations to explore in the state. We're looking to each of you to help generate ideas related to basketball.

While April seems a long way off, it will be here before you know it and the Local Organizing Committee is well into its planning. With that in mind, please submit your ideas to Tony Alba at [talba@tourism.az.gov](mailto:talba@tourism.az.gov) by **Friday, Sept. 16** on how we can help promote your community. If you have questions, please contact Stephanie Dowling at [sdowling@tourism.az.gov](mailto:sdowling@tourism.az.gov) or at 602-364-3704.

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## **Upcoming AOT Events & Activities**

### **[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.

### **[China Trade and Media Mission](#)**

Date: October 24-28

Locations: Beijing, Guangzhou and Shanghai

AOT's trade and media representative in China, AVIA Reps, will coordinate a delegation-led mission to Beijing and Shanghai. The events in each city will typically include a destination presentation followed by a luncheon as well as trade specific meetings and one-on-one media appointments. This is available to co-op partners.

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## **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.

### **The Upside of Downtime Forum**

Date: October 5

Location: Washington, D.C.

Learn how to create a positive workplace vacation culture, discuss its impact on professional success and business performance, and network with business and HR leaders. Join the conversation and hear from experts and influencers on the value of vacation, technology in the workplace, unlimited vacation, millennials, and more along with some time off inspiration along the way.

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## **Arizona News**

### **We-Ko-Pa Resort and Conference Center Receives Tripexpert 2016 Experts' Choice Award**

Three months after receiving the Trip Advisor 2016 Certificate of Excellence, the We-Ko-Pa Resort & Conference Center has added another significant industry award to its trophy case: the highly acclaimed TripExpert 2016 Experts' Choice Award.

Awarded to 5,000 of the best hotels, restaurants and tourist attractions in more than 80 countries over four continents, the Experts' Choice award is based on reviews written by leading travel guides, magazines, newspapers and other respected outlets – including Fodor's, Michelin, Travel + Leisure, Frommer's, Lonely Planet and TimeOut.

With a TripExpert Score of 74, and with multiple endorsements from leading publications including Frommer's, Oyster.com and Gayot, the award-winning property is currently one of the highest rated hotels in Scottsdale on TripExpert.com.

"As a AAA Four Diamond property for the past 10 years, all of our associates have taken great pride in consistently providing an exceptional guest experience," said Craig Benell, general manager of the We-Ko-Pa Resort & Conference Center. "Receiving this highly respected award from TripExpert is just another affirmation that we're delivering on our promise, and we greatly appreciate being recognized in such a visible way by such prominent authorities in the travel industry."

"Our expert sources highly recommend the opulent We-Ko-Pa Resort & Conference Center," added Chris Blume, TripExpert's Chief Content Officer. "They agree the views can't be better than at this all-inclusive resort skirting the desert."

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## **Industry News**

### **Domestic Leisure Travel Loses Strength, Tempering Year-End Growth Prospects**

Domestic leisure travel - which has been powering overall travel growth on its own amid persistent softness in the business and international markets - has begun to show signs of its own slowdown, according to the U.S. Travel Association's latest Travel Trends Index (TTI).

In July, domestic leisure travel grew at its slowest rate since December 2012. Though the domestic sector will continue to grow through the rest of 2016, it will do so at a much more anemic pace, as consumer confidence boosted by lower fuel prices begins to wane.

Domestic business travel, which registered in positive territory for the second month in a row, will decline again as 2016 comes to a close, according to the TTI's Leading Travel Index (LTI).

While travel grew overall in July 2016, international inbound travel slowed again after an initial uptick in June—a bump that U.S. Travel economists believe reflected some rebound from June 2015's significant drop in international visits more than the start of a new, robust growth trend. A variety of factors, including the continued effects of Britain's decision to leave the European Union and the continued strength of the dollar, weighed on international inbound travel growth in July. The TTI's Leading Travel Index (LTI) projects that these variables will most likely drag international inbound growth to a standstill by the end of this year.

Despite the storm clouds, the travel industry at large remains in expansion mode, as the CTI has registered above the 50 mark for 79 straight months. The July Current Travel Index (CTI) registered at 51.0 in July—still on the positive side, although below the 6-month moving average of 51.7 (numbers above 50 indicate growth, and scores below 50 show contraction).

In the full TTI report, the 3- and 6-month LTI readings of 50.6 and 50.5, respectively, indicate that U.S. travel overall is expected to grow at a rate of around 1.1 percent through January 2017.

“What we're seeing here is a reversal from the post-recession economic expansion, when international inbound travel ignited the recovery,” said U.S. Travel Association Senior Vice President for Research David Huether.

“International inbound travel's return to sluggish growth patterns in July was to be expected, given the dollar's continued dominance and Europe's Brexit hangover. Even as it weakens slightly, domestic leisure travel will continue as the main source of strength for the travel industry.”

The TTI consists of the Current Travel Index (CTI), which measures the number of person-trips involving hotel stays and/or flights each month, and the Leading Travel Index (LTI), which measures the likely average pace and direction of business and leisure travel, both domestic and international inbound. It assigns a numeric score to every travel segment it examines—domestic and international, leisure and business—in current, 3-month and 6-month predictive indicators. As with many indices similarly measuring industry performance, a score above 50 indicates growth, and a score below 50 indicates contraction.

The U.S. Travel Association developed the TTI in partnership with Oxford Economics, and draws from multiple data sources to develop these monthly readings. In order to compile both the CTI and LTI readings, the organization's research team utilizes multiple unique non-personally identifiable data sets, including:

- Advance search and bookings data from ADARA and nSight;
- Passenger enplanement data from Airlines for America (A4A);
- Airline bookings data from the Airlines Reporting Corporation (ARC); and
- Hotel room demand data from STR.

*(U.S. Travel Association, September 7)*

<http://www.travelindustrywire.com/article91016.html>

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### **Did You Know**

You could pile four 1,300-foot skyscrapers (about 100-stories each) on top of each other and they still would not reach the rim of the Grand Canyon.

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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>