



Tourism Tuesday

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

A Message from Director:

Good afternoon,

One of the top priorities for our agency is to enhance valuable relationships with key industry-related travel writers and editors whose influence reaches throughout both domestic and international visitor markets. Gaining this third-party validation is an opportunity for us to build a positive global reputation of Arizona as an exciting travel destination.

To help us do this, we are once again hosting the Arizona Media Marketplace this November in conjunction with Travel Classics West, one of the most exclusive conferences for professional travel writers and editors. This conference allows freelance travel writers the opportunity to meet with travel editors from popular publications such as *Sunset Magazine*, *National Geographic Adventure*, *Self*, *Robb Report*, *AARP Magazine*, *Men's Journal*, *Golf for Women*, *Saveur* and more.

Writers and editors attending Travel Classis West will be extended an invitation to attend our Arizona Media Marketplace where the AOT team, along with our industry partners, will have the opportunity to interact with them so they can get to know all about how travelers can enjoy every aspect of our great state.

We are looking forward to meeting with these amazing travel writers and editors to tout Arizona. Please feel free to contact me if you have any questions. Have a great week!

Debbie Johnson
Director, Arizona Office of Tourism
#AZTourismTuesday

AOT in Action

AOT Hosts 18th Annual Arizona Showcase in Hermosillo, Sonora, Mexico

AOT led a delegation of 20 Arizona partners to Hermosillo, Sonora, Mexico for a two-day trip that included hosting the annual Arizona Showcase, a media luncheon, and office visits to the local travel offices of Descubre Phoenix/Arizona and Vamos a Tucson.

The annual Arizona Showcase which took place this past Thursday at the La Cascada Centro de Convenciones is AOT's premier tourism event in Sonora promoting shopping, dining, recreational activities, accommodations and attractions throughout the state. There were 844 tickets sold to this year's event. VIP guests included Sonoran Governor Claudia Pavlovich, Secretary of Tourism for Sonora Antonio Berumen, and Sonoran Government Representative of International Affairs Yamilett Martinez.

The event featured a red carpet entrance, cocktail reception, a fashion show highlighting important local society members as the models followed by dinner & dessert. Fashions for the models were provided by Macerich Shopping Centers and Tanger Outlets Westgate.

In addition to the consumers in attendance, 36 local travel agents and media representatives were invited to attend as VIP guests.

This event is organized by AOT's Mexico representative, Connect Worldwide with the help of board members from a local civic organization, Instituto Francisco Javier Saeta, I.A.P. All proceeds from ticket sales benefit the Institute and their programs for families. **View Event Photos Here.**

Upcoming AOT Events & Activities

[World Travel Market](#)

Date: November 7 - 9

Locations: London, England

World Travel Market (WTM) is the largest trade show in the UK and the best opportunity to network with major tour operators, travel agents and media professionals from this market. Last year nearly 52,000 travel professionals attended this global show. All booth participants will receive the opportunity to participate in scheduled appointments, logo recognition and shared storage space. During WTM 2015, AOT had 19 media meetings over a three day period and spoke with a number of key freelance journalists who visited the Arizona WTM stand.

[Mexico Product Development FAM Tour with American Airlines](#)

Date: November 7 - 12

Location: Tempe, Phoenix/Scottsdale and Flagstaff

AOT will coordinate a FAM Tour for Mexican tour operators highlighting the communities of Tempe, Phoenix/Scottsdale and Flagstaff. Focus on shopping, culinary destinations and history/culture.

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

Grand Canyon National Park's North Rim to Begin Seasonal Closures; Park Remains Open for Day Use

North Rim operations will begin seasonal shut-down of most visitor services on Saturday, October 15. The North Rim will remain open to day-use visitors and overnight campers, until Thursday, December 1 unless heavy snowfall closes State Highway 67 earlier.

The Grand Canyon Lodge, operated by Forever Resorts, will continue to take reservations through October 15. The last meal served at the Grand Canyon Lodge will be breakfast on the morning of October 16. After October 15, no food service will be available in the park. Self-service gas and diesel fuel will continue to be available in the park through December 1 or until State Highway 67 closes. Canyon Trail Rides will offer their last mule rides on October 15.

The North Rim Visitor Center will be open from 9 am to 3 pm through October 31, as staffing allows. The North Rim Backcountry Information Center will be open from 8 am to 5 pm seven days a week through October 31.

Visitor entrance and campground fees will be collected by rangers through October 31. November 1 through December 1 entrance fees are paid at the automated fee machine located behind the visitor center. Entrance fees are \$30 per vehicle, \$25 for motorcycles and \$15 for walk-ups and bicycles, all good for 7 days for both North and South Rim. North Rim campground sites are available by reservation through October 31. Campground reservations are booked online at <http://www.recreation.gov> or by calling 1-877-444-6777. November 1 through May 15, the North Rim Campground reverts to primitive use without running water. Backcountry reservations from the Backcountry Information Center are required. The South Rim Backcountry Information Center remains open year round and can be reached by email at grca_bic@nps.gov or by calling 928-638-7875.

Tuesday, November 1 through Thursday, December 1 or until snow closes State Highway 67, the park will remain open from dawn to dusk for day-use. Weather and road conditions permitting, visitors will have access to Bright Angel Point, Point Imperial and Cape Royal as well as the North Kaibab trailhead. Inner canyon users with a valid backcountry permit will be allowed to park overnight at the North Kaibab trailhead. A limited number of campsites at the North Rim Campground will be available to hikers with advanced reservations. A backcountry permit is required and will be available through the South Rim Back Country Information Center. No overnight parking or car camping will be allowed.

All North Rim operations will close for the season at 8 am on Thursday, December 1. Hikers and cross country skiers will still be able to enter the North Rim of the park through the winter months with valid backcountry permits.

The Kaibab Lodge located four miles north of the park boundary will have full service through October 20, closing on the morning of October 21. The North Rim Country Store, located across the street from the Kaibab Lodge will remain open until October 28, weather permitting. Jacob Lake Inn, restaurant and gas station located 45 miles from the North Rim remains open year-round. Beginning October 16

through December 31, the Kaibab Plateau Visitor Center at Jacob Lake may be open on weekends from 9 am to 4 pm. Call ahead to ensure the visitor center is open: 928-643-7298.

Arizona Department of Transportation officials intend to keep State Highway 67 open through December 1 but a major storm with heavy snowfall could close the road earlier. After October 15 visitors should be prepared for winter driving and travel conditions and are encouraged to call Arizona Highway Information at 888-411-7623 in advance of their trip to check on the status of State Highway 67. Visitors to the area are reminded that State Highway 89A remains open year-round.

The South Rim and inner canyon facilities of Grand Canyon National Park are open year-round. Additional Park information can be obtained by calling 928-638-7888 or by visiting the park website at www.nps.gov/grca.

Industry News

U.S. Travel Picked up This Summer, but Don't Expect the Trend to Last

Summer travel was surprisingly robust in the United States, despite a slew of factors that threatened to keep visitors at home.

According to the U.S. Travel Association's Travel Trends Index, released Tuesday, travel volume in the U.S. was up 4.4 percent in August compared to a year earlier.

"Although travel has outperformed the economic recovery overall, our grip on prolonged growth has felt tenuous at times because of the dollar's impressive run and a rogue's gallery of other concerning factors," Roger Dow, president and CEO of the U.S. Travel Association, said in a statement. "Between TSA's early summer issues, Brexit, Zika, and a tumultuous U.S. election cycle, it's been a year of news stories that don't particularly create the yearning to travel, particularly among internationals. Here is evidence that travelers around the world have been able to look past the headlines to see the reality: the U.S. is open for business."

Both domestic business travel and domestic leisure travel grew at a faster pace in August than they had in previous months, while international inbound travel increased at a slower pace.

But the report warned that the growth in domestic leisure travel is likely to slow with the end of the peak summer travel period. Domestic business travel — which has been on a roller coaster ride all year — is forecast to stay "stagnant."

Overall, U.S. domestic travel is expected to grow just 1.4 percent through the beginning of next year.

While searches for lodging show that interest in the U.S. has grown among foreign travelers, the expectation is still for international inbound travel to grow slowly or decline into early 2017.

"Travel is still expanding—but given the recent weakness in international inbound visitations, domestic leisure travel will be the key to growth going forward," David Huether, the association's senior vice

president for research, said in the report. “While we hope that more international visitors will act on their increased interest in the U.S. as a destination, it will likely be on domestic leisure travelers to carry the travel economy through the end of 2016.” (*Skift.com, Oct. 5*)

<https://skift.com/2016/10/05/u-s-travel-picked-up-this-summer-but-dont-expect-the-trend-to-last/>

Did You Know

The Pima Air & Space Museum in Tucson is one of the largest aviation and space museums in the world.

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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