



Tourism Tuesday

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

A Message from Director:

Good afternoon,

We are in the middle of another great week in tourism for Arizona. I had the privilege of speaking to two groups early this week - the Best Western North American Conference held in Phoenix this year and the Visit Glendale Annual Meeting. I love sharing information about AOT and tourism with leaders in our industry.

For the balance of the week, we will be hitting the open roads of Arizona for a whirlwind "meet and greet" tour with industry-related leaders throughout the northern region of the state. For three days we will be traveling from Page to Kayenta and Canyon de Chelly to Winslow to meet with as many of our partners as we can to learn about their destination marketing efforts and to encourage collaboration with our office.

And as we rush from meeting to meeting, we will be making several stops along the way to experience the sights and sounds of local attractions and destinations. There is no better way to sell Arizona than having experienced Arizona first hand.

Be sure to follow us on Twitter @AZTourismPR where you'll be able to track our progress and see some of northern Arizona's most iconic sites.

Have a wonderful week,

Debbie Johnson
Director, Arizona Office of Tourism
#AZTourismTuesday

AOT in Action

AOT Invites Tourism Partners to ITB in March

The International Tourism Exchange ITB Berlin is known throughout the world as the leading trade fair for the global tourism industry. This makes ITB Berlin the main forum for communication and marketing

for the worldwide tourism sector. It is an ideal opportunity for exhibitors to get their messages out to both trade visitors and the media. ITB is the world's largest travel industry trade show with more than 10,000 exhibitors from more than 180 countries competing for travel business from this important European market. Participation is open to Arizona destination marketing organizations (DMOs), chambers of commerce and convention and visitors bureaus. Cost to participate is \$4,500 for Trade Delegates and \$1,500 for Media Delegates. There will be separate booths for trade and media this year as they are in different halls. Travel, shipping and other related expenses are additional costs on your own. For more information, contact Trade: Becky Blaine at bblaine@tourism.az.gov or 602-364-3696; or Media: Marjorie Magnusson at mmagnusson@tourism.az.gov or 602-364-3695.

New AOT Research Now Available Online

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

- Airport Passenger Volume June 2016
- Gross Sales & Tourism Taxes July 2016
- National Park Visitation July 2016 (preliminary)
- National Park Visitation August 2016 (preliminary)

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.

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

Arizona - A L'ombre des Cactus

Alain Ammar, Dandy Magazine

AOT collaborated with journalist Alain Ammar with Dandy Magazine. This publication is a bimonthly upscale men's fashion and lifestyle magazine produced in France. The six-page illustrated article will be featured in an upcoming publication. The magazine reaches a circulation of 65,000 readers. The article is worth an estimated \$77,280.

Industry News

National Parks Adventure Film Wins Award

“National Parks Adventure” – a 3D film for IMAX® and giant-screen theatres that has taken audiences around the globe on a virtual journey through well-known (and even some lesser-known) parks across the United States – was named Best Film of 2016 in the Short Subject category by the Giant Screen Cinema Association at the group's annual worldwide conference and trade show, held Oct. 4 to 7 in Toronto.

Brand USA, the destination-marketing organization for the United States, collaborated with MacGillivray Freeman Films, an award-winning, independent filmmaker, to create the documentary as a cinematic tribute to this year's centennial anniversary of the National Park Service.

The 45-minute film, narrated by Robert Redford, features footage from more than 30 of the parks – including Yellowstone, Yosemite, Arches and Glacier national parks.

“This movie has been an ideal vehicle for showcasing and inspiring visitation to our national parks and the Great Outdoors experiences that await international visitors in the United States,” said Chris Thompson, President and CEO of Brand USA. “In fact, exit surveys have indicated that 81% of those people who have watched the film are either “much more likely” or “somewhat more likely” to visit the United States after seeing the film.”

“National Parks Adventure” also won achievement awards from the Giant Screen Cinema Association for best cinematography, sound design and original score. Additionally, the film was named in connection with two other awards: best marketing campaign by a distributor and best film launch by a theater.

MacGillivray Freeman has 38 giant-screen productions to its credit, including nine of the all-time, top-20 giant-screen, box-office hits.

“The audience reception to the film has been nothing short of outstanding, and we are truly honored to have inspired millions of moviegoers around the world with the awe-inspiring images of America's untamed wilderness,” said Shaun MacGillivray, Producer and President of MacGillivray Freeman Films. “The national parks belong to everyone, and we are pleased the film has had such a positive impact on viewers' desire to travel to the parks to see for themselves.”

Beyond its artistic success, the film has been a commercial powerhouse. According to MacGillivray Freeman Films, it generated more than \$18 million in ticket sales, making it the highest-grossing documentary film of 2016 (for both giant-screen and Hollywood-made documentaries).

The film premiered at the Smithsonian's National Museum of Natural History on Feb. 10, and then opened at museums and science centers in dozens of U.S. cities. It had its international debut in London, Feb. 16, as a prelude to playing in Canada, Mexico, Europe, Australia, India, Japan, and other locations. The film continues to open in new markets around the world and is anticipated to play in theatres throughout 2017 and beyond. *(Oct. 14)*

Did You Know

October 26, 2016 is the 135th anniversary of Tombstone's world famous gunfight at the O.K. Corral.

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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