



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, AOT, along with several of our industry partners, is on a five-day mission to two of China's largest visitor markets, Shanghai and Beijing. These locations are considered to be the most important cities in China to conduct travel trade business and media relations efforts.

China is one of the fastest growing outbound travel markets with an estimated 250 million Chinese tourists anticipated to travel overseas by 2020. Additionally, Chinese visitors spend more than \$6,500 per person per trip. For Arizona, visitation from China in 2015 increased 22 percent over 2014, which is a trend we are focusing on to continue that growth.

While AOT is in these markets, we plan to meet one-on-one with tour operators and media professionals as well as host events and destination workshops to encourage networking between our industry partners and educational opportunities with the Chinese travel trade.

In addition, I'm in Florida at Marketing Outlook Forum learning all about the best new research in the tourism industry. We'll be sure to fill you in on our China progress and continued research efforts when we all return.

Have a great week,

Debbie Johnson
Director, Arizona Office of Tourism
#AZTourismTuesday

AOT in Action

AOT to Present International Travel Data

Join us as AOT delves into its data on international travelers to Arizona. This presentation will include visitor volume data and trends, travel patterns, spending, average party size and more. The slides from this presentation will be available afterward on tourism.az.gov.

When: Friday, Nov 4, 2016

Time: 2:00 PM - 3:00 PM US Mountain Standard Time

To Join: You can join the meeting from your computer, tablet or smartphone.

<https://global.gotomeeting.com/join/771894605>

You can also dial in using your phone.

United States +1 (646) 749-3112

Access Code: 771-894-605

For more information, contact Colleen Floyd at 602-364-3716 or cfloyd@tourism.az.gov.

LAST CALL: 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

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

- Airport Passenger Volume July 2016
- Arizona Lodging September 2016
- National, Regional, Arizona Lodging 3rd Quarter 2016
- County Lodging 3rd Quarter 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.

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

[Destination Capitol Hill](#)

Date: March 28-29, 2017

Location: Washington, D.C.

The event brings travel leaders from across the country to Washington, D.C. to educate policymakers about the power of travel. The program combines a legislative day on Capitol Hill with advocacy training, guest speakers and peer-to-peer networking. DCH provides delegates with an opportunity to learn about upcoming legislation that impacts travel, network with peers and meet with members of Congress to stress the importance of travel as an economic driver. Registration begins December 5, 2016.

Arizona News

Arizona Hotels, Resorts Among Best in the Southwest

Arizona hotels and resorts had a strong showing in the latest Conde Nast Traveler Readers' Choice Awards announced this week.

Seven Arizona resorts are among the 10 best resorts in Texas and the American Southwest, while five Arizona hotels ranked in the top 12 hotels in the American Southwest.

The travel publication revealed this week its 29th annual Readers' Choice Awards featuring the 10 best resorts in Texas and the Southwest and the top hotels in the American Southwest.

Tanque Verde Ranch in Tucson topped the resort list, followed by the Miraval Arizona Resort & Spa, also in Tucson.

That list also included properties in Scottsdale and Sedona. Three resorts in Texas filled out the ranking with two properties in Austin and one in San Antonio.

The list of top hotels in the Southwest features L'Auberge de Sedona in Sedona, the Hermosa Inn in Paradise Valley and the Arizona Biltmore in Phoenix as well as properties in New Mexico.

Tucson's Tanque Verde Ranch also ranked in the top 10 best resorts in the U.S.

“We’re thrilled to be recognized as not only the best resort in the Southwest, but also among the top 10 vacation destinations in the country,” said resort General Manager Rita Cote. “Here at Tanque Verde Ranch, guests return year-after-year for an authentic western experience that allows them to disconnect from their devices and reconnect with themselves and the great outdoors. Miles away from the stresses of city life, our visitors can spend their time bonding with horses on the trail and exploring the unique landscape on horse, bike or foot; all while learning new skills and making new friends.”

More than 300,000 readers of the travel publication cast votes for nearly 7,400 hotels across more than 600 cities, according to Conde Nast Traveler. (*Phoenix Business Journal*, Oct. 18)

http://www.bizjournals.com/phoenix/news/2016/10/19/arizona-hotels-resorts-among-best-in-the-southwest.html?ana=e_me_set1&s=newsletter&ed=2016-10-20&u=iEaEq9ygJon63bJChExkfuULmbG&t=1476980344&j=76189651

Industry News

The Future of Cross-Device Tracking and How it Will Change Everything

Earlier this year, Skift reported that one of the biggest challenges that the travel industry faces today is fragmentation. The guest journey spans a series of interactions and touchpoints, across marketing channels and devices. Consumer and business travelers are self-directing their own research rather than relying on travel agents — key sources of information in an age before OTAs, social media, and countless influential publishers.

The travel landscape is undergoing a profound evolution in that traveler shopping journeys are spanning multiple devices. Year after year, mobile’s share of bookings continues to increase. Be prepared for the marketing technology landscape to continue shifting. Your true optimization and engagement potential may surprise you. (*Skift.com*, Oct. 25)

<https://skift.com/2016/10/25/the-future-of-cross-device-tracking-and-how-it-will-change-everything/>

Did You Know

Hi View is the most photographed viewpoint on the Mogollon Rim.

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>