



# 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,

This Friday, **November 4**, AOT will be hosting a new webinar that is set to deliver the latest information on Arizona's international visitation. From visitor volume to statewide travel patterns, participants will learn about important trending data and spending statistics that can be used to boost marketing plans geared to this vital visitor market. I hope you can attend this informative program. Details on how to join us are below in the ***AOT in Action*** section.

To further boost our own efforts in attracting international visitors to our state, AOT, along with many of our industry partners, will be attending the [World Travel Market](#) (WTM) in London, England. WTM is considered to be one of the largest travel trade shows in the world and the best opportunity to network with major tour operators, travel agents and media professionals from the European markets. Last year nearly 52,000 travel professionals attended this global show. We're excited to be participating this year and will be sure to report back on our success when we return.

Have a great week,

Debbie Johnson  
Director, Arizona Office of Tourism  
#AZTourismTuesday

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## 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](http://tourism.az.gov).

**When:** Friday, November 4, 2016

**Time:** 2:00 - 3:00 p.m. 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](mailto:cfloyd@tourism.az.gov).

### **AOT Returns from Successful China Trade and Media Mission**

AOT recently held a China Trade and Media Mission in China October 24-28, 2016. AOT targeted the tier one cities of Beijing and Shanghai, as they have the greatest concentration of media representatives, tour operators, top travel agencies and airline headquarters. A lunch event and one-on-one appointments were held in each city for trade and media representatives. The theme was "Arizona Adventure" with key messaging focused on Arizona's diverse adventure opportunities throughout the state. Ranger Sharlot Hart, Archeologist for the Southern Arizona Office of National Park Service, joined the mission to share her knowledge of Arizona's national and state parks and monuments. Partners attending the mission included Freda Rahnenfuehrer with Best Western Premier Grand Canyon Squire Inn and Heather Hermen representing the City of Williams. In total, the group met with 42 trade representatives and 27 media outlets in Shanghai and 36 trade representatives and 24 media outlets in Beijing.

The mission was organized by AVIA Reps, AOT's China Representative, and attended by Stephanie Dowling, Deputy Director and Kimberly Todd, Media Relations Manager, International. For further information on the trade portion of the mission, please contact Becky Blaine at [bblaine@tourism.az.gov](mailto:bblaine@tourism.az.gov). For more information on the media portion of the mission, please contact Kimberly Todd at [ktodd@tourism.az.gov](mailto:ktodd@tourism.az.gov).

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## **Upcoming AOT Events & Activities**

### **Arizona Media Marketplace**

**Date:** November 17

**Location:** Scottsdale, AZ

The purpose of the event is to provide a low-cost opportunity to meet with travel writers that live in Arizona and the surrounding regional markets. Once again, AOT is holding the Arizona Media Marketplace in conjunction with Travel Classics West. The writers and editors attending Travel Classics West will be checking into The Omni Montelucia Resort on November 17th and they will be extended an invitation to attend the media marketplace. This gives exhibitors the opportunity to potentially interact with these writers and editors, and gives the writers and editors the chance to learn more about other areas of the state.

### **Travel Classics West**

**Date:** November 17 – 20

**Location:** Scottsdale, Arizona

Travel Classics West is a premier travel writer conference that allows freelance travel writers the opportunity to meet with the industry's top editors. There is a low writer-to-editor ratio and prescheduled appointments, which gives the writers ample opportunities to have one-on-one time with the editors. This conference attracts top-notch editors from publications such as Sunset Magazine, National Geographic Adventure, Self, Robb Report, AARP Magazine, Men's Journal, Golf for Women, Saveur and more. Travel Classics West alternates annually between Scottsdale, Arizona and another western destination in North America. AOT will arrange themed media tours for journalists prior to the conference.

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## 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.

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## Arizona News

### **Red Rock State Park Celebrates 25th Anniversary in November**

Come out to Red Rock State Park in November 2016 as the park celebrates 25 years as a member of the Arizona State Parks system on Saturday, November 5, 2016. November will also feature a geology hike, an archaeology hike, an ethnobotany hike and daily guided hikes. In addition, Dr. Matthew Goodwin will be at the park leading a discussion on "Why Dark Skies Matter." The cost for hikes is the \$7 per person park entry fee. Please bring water and wear suitable footwear for hikes. On November 5, there will be a reduced entry fee!

To celebrate turning 25, Red Rock State Park will have family fun with environmentally themed information and vendor booths, a food truck, live birds of prey and live music. For the kiddos, the park rangers will be hosting a booth with educational crafts, games and activities. There will also be guided hikes at 10 a.m., 11 a.m. and Noon. The Benefactors of Red Rock State Park will also be on hand to describe fundraising efforts for restoring the historic House of Apache Fires located on the park. Entry fees will be reduced to \$2 per person for this special event. Find out more at [AZStateParks.com/parks/RERO](http://AZStateParks.com/parks/RERO) or call (928) 282-6907.

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## Industry News

### **China Solidifies New-Found Position As World's Largest Business Travel Market**

Despite a moderating economy, China remains one of the fastest growing business travel markets in the world, according to the GBTA Foundation's latest business travel forecast, GBTA BTI™ Outlook – China 2016 H2.

Total business travel spending is expected to grow 9.2 percent this year reaching \$317.9 billion USD. In 2017, another 8.4 percent increase is expected bringing total Chinese business travel spend to \$344.6 billion USD. By comparison, U.S. business travel spending is expected to reach \$293.1 billion USD in 2017, a \$51.5 billion USD difference, further solidifying China's new-found position as the largest business travel market in the world.

"China accounts for nearly 25 percent of global business travel spending, up dramatically from a 5 percent share in 2000, demonstrating the truly global nature of today's economy," said Michael W. McCormick, GBTA Executive Director and COO. "While the projected growth rates are relatively slow for China, they still represent tremendous growth. We expect longer-term spending growth to continue to moderate until Chinese policymakers can achieve their goal of rebalancing the economy and diverting resources away from investment and towards consumption."

Additional key findings from GBTA BTI™ Outlook – China 2016 H2 include:

- Domestic business travel comprises over 95 percent of spending on total business travel in China. Following years of double digit growth, as China's economic expansion continues to slow, GBTA expects growth in domestic business travel spend to slow as well – falling to 9.2 percent this year and 8.6 percent in 2017.
- Despite the slowing economic growth, increased private and public spending on infrastructure continues in anticipation of better days ahead for the Chinese economy. Construction will have obvious long-term benefits to business travelers and companies looking to access cities and regions around the country including the construction of an additional Beijing airport that would accommodate more than 100 million passengers, making Beijing much more accessible to both leisure and business travelers.
- Lower levels of business travel demand should help keep a lid on Chinese travel prices over the next six months. Travel prices have largely outpaced prices on other consumer goods and services over that last five years, but that trend is beginning to reverse. In 2017, GBTA expects air prices in China to increase by just 0.6 percent, however ancillary fees paid by Chinese business travelers are likely to continue their rise as airlines continue to tap non-traditional revenue streams. Hotel price increases will also lag behind general consumer price inflation as demand continues to wane while a healthy hotel construction pipeline remains. GBTA expects a 1.6 percent increase in average daily rates in 2017.
- International outbound business (IOB) travel from China has faced a series of setbacks over the last few years. Most notably, trade demand from markets in North America and Europe has remained weak due to economic contractions. China has also been challenged by the rising value of its currency leading to decreased demand for Chinese exports. GBTA forecasts IOB

spending to increase 8.3 percent this year and only 2.6 percent in 2017 reaching \$13.9 billion USD.

<http://www.travelindustrywire.com/article91787.html>

### **Three Arizona Spas Make Travel + Leisure's 'World's Best Awards' List**

As part of Travel + Leisure's annual survey, the World's Best Awards, readers rated hotels, spas, destinations, and even airports on a variety of categories including service, dining, and design. Within the spa category, we're focusing on destination spas, the all-encompassing (and sometimes all-inclusive) health escapes.

This year's survey takers are clearly fond North American properties (nine out of the top 10 are in the U.S., with Rancho La Puerta representing Mexico), and specifically the Southwest with winners in Arizona (Miraval Resort and Spa, Mii Amo Spa, and Canyon Ranch), the canyons of Utah (Red Mountain Resort) and New Mexico (Ten Thousand Waves) and dominating the rankings.

<http://www.travelandleisure.com/slideshows/best-spas-destinations/10>

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### **Did You Know**

Tempe, Arizona was also known as Hayden's Ferry during the state's territorial times.

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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!**

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Follow us on Twitter! <http://twitter.com/ArizonaTourism>