



## Tourism Tuesday

### A Message from Director:

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Good afternoon ... and Happy Birthday, Arizona!

On this day in 1912, the old Arizona Territory achieved statehood. So I hope you'll join me in wishing "State 48" a happy 105<sup>th</sup>!

Our Governor's Conference on Tourism hasn't been around quite as long as the state, but it's still an annual rite for those of us in Arizona's tourism industry. Each year it gives us the chance to network with peers, learn from expert panelists, draw inspiration from keynote speakers, and celebrate our accomplishments.

I'm happy to announce that the 2017 Arizona Governor's Conference on Tourism will take place **July 19-21 at the JW Marriott Desert Ridge**.

We are in the early stages of selecting speakers and planning breakout sessions for GCOT 2017, so if there's a topic you'd like to see explored or a dynamic speaker you'd suggest we check out, please feel free to drop me a line. Our team is committed to making this year's conference the best ever.

Please take note that GCOT 2017 has a new web address: [azgcot.com](http://azgcot.com). It's shorter and easier to remember than the old address—and it incorporates the acronym we here at AOT have long used for the event. Because let's face it: "Arizona Governor's Conference on Tourism" is a mouthful.

So, moving forward, please join us in referring to the conference simply as "GCOT". (All the cool kids are saying it.)

In my message last week we reviewed our new Virtual Reality efforts. I'm happy to let you know that Kim Sabow and her team at AzLTA have graciously offered us space at the Tourism Unity Dinner on February 23<sup>rd</sup> to share our VR with you. During the reception we will have an area for attendees to view the VR and see what it's really like to skydive over the Grand Canyon and adventure mountain bike in Sedona. We hope to see you all at the dinner on the 23<sup>rd</sup> to celebrate tourism in Arizona.

Have a great week and please don't forget to share with us any thoughts and ideas for GCOT 2017!

Debbie Johnson  
Director, Arizona Office of Tourism  
#TourismTuesday

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## AOT in Action

### **Arizona the Subject of 15-Page Spread in *Lonely Planet Traveller***

“Great Escape Arizona,” a 15-page feature about traveling in Arizona, appears in the March 2017 of *Lonely Planet Traveller*. It was produced by British journalist Kevin E.G. Perry and photographer Matthew Munro, whom AOT and Experience Scottsdale hosted for a media tour in November. Perry’s feature highlights Phoenix-Scottsdale, the McDowell Sonoran Preserve, the Grand Canyon, Antelope Canyon, Sedona and the Verde Valley.

### **AOT Welcomes Tourism Delegation from Tempe’s Sister City of Zhenjiang**

The Arizona Office of Tourism joined Tempe Tourism in welcoming a delegation from the Tourism Development Office of the city of Zhenjiang, China. AOT and Tourism Tempe partnered to present an overview of the tourism product in Arizona. Tempe and Zhenjiang have had a sister-city relationship since 1986. The Sister Cities program facilitates student, educator and professional-exchange programs to promote goodwill and cultural understanding.

### **New AOT Research Available**

The following reports are now available at [tourism.az.gov](http://tourism.az.gov):

- [Gross Sales and Tourism Taxes November 2016](#)
- [Arizona Bed Tax Rates January 2017](#)
- [Arizona Restaurant & Bar Tax Rates January 2017](#)

For the latest and historical tourism indicator reports, please visit the [Data and Trends](#) page on [tourism.az.gov](http://tourism.az.gov).

### **Save the Date: AOT Marketing Plan Webinar**

On March 15 at 10 a.m., AOT will host a webinar to inform partners about our FY2018 marketing plan and program of work. We encourage you to participate to learn about our advertising initiatives, as well as travel dates for future media missions, trade missions and familiarization tours. Login and call-in details to come.

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## Upcoming AOT Events & Activities

### **Canada Media Mission**

Date: Feb. 27-Mar. 3

Location: Toronto and Montreal

AOT’s media representative in Canada, Connect Worldwide and the Media Relations Manager responsible for this market will promote Arizona to key media representatives in the Toronto and

Montreal media markets. The mission will consist of desk-side appointments with key journalists in an effort to maintain Arizona's strong media presence in Toronto and increase awareness in the Montreal market.

### **ITB Berlin**

Date: Mar. 8-12

Location: Berlin, Germany

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.

AOT Contacts: Trade: Becky Blaine at [bblaine@tourism.az.gov](mailto:bblaine@tourism.az.gov) or 602-364-3696; Media: Marjorie Magnusson at [mmagnusson@tourism.az.gov](mailto:mmagnusson@tourism.az.gov) or 602-364-3695

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## **Upcoming Industry Events & Activities**

### **13<sup>th</sup> Annual Unity Dinner**

Date: Thursday, Feb. 23

Location: Westin Kierland Resort & Spa

The Tourism Unity Dinner, hosted by the Arizona Lodging and Tourism Association, brings together leaders from business and government communities in celebrating the \$21 billion tourism industry and its contribution to our state's economy. In addition, this event recognizes entities and individuals that have greatly enhanced and positively impacted Arizona tourism.

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## **Arizona News**

### **Navajo Torn Over Grand Canyon Tourist Attraction**

A developer claims a tourist attraction on the Navajo side of the Grand Canyon would create 3,000 jobs. But four tribes consider the location holy ground. (Fronteras, Feb. 14)

<http://www.fronterasdesk.org/content/10572/earthbone-part-7-navajo-torn-over-grand-canyon-tourist-attraction>

### **7 Reasons Arizona Is a Great Place To Live and Work — Or, Better Yet, Move To**

Gov. Doug Ducey celebrates Arizona's birthday by sharing seven reasons the state is unique and beautiful to him. (Medium, Feb. 14)

<https://medium.com/@dougducey/7-reasons-arizona-is-a-great-place-to-live-and-work-or-better-yet-move-to-d3a6e07f5c6d#.fq5unwj36>

### **New Website Allows Arizonans to Help State Cut Through Red Tape**

As promised during his State of the State address in January, Gov. Doug Ducey has launched an online service to crowdsource recommendations on how to streamline Arizona's regulatory system. Anyone across the state can now visit [azgovernor.gov/redtape](http://azgovernor.gov/redtape) and submit ideas to improve or eliminate outdated regulations that affect businesses of all sizes.

[azgovernor.gov/redtape](http://azgovernor.gov/redtape)

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## Industry News

### **Air Canada and United May Try Again for U.S.-Canada Anti-Trust Immunity**

Air Canada and United Airlines may reapply for anti-trust immunity for trans-border routes, a move that could allow the two carriers to collude on pricing and schedules while sharing revenues. (Skift, Feb. 14)

[https://skift.com/2017/02/13/air-canada-and-united-may-try-again-for-u-s-canada-anti-trust-immunity/?utm\\_campaign=Daily+Newsletter&utm\\_source=hs\\_email&utm\\_medium=email&utm\\_content=42557919&hsenc=p2ANqtz-8tg0-oSDg-OUyAaz1crRGgy4rGl4PfSlw5k-yYaSQopKclpn\\_xBv1AyJe1tEj8AidXxB6mQ4bV0IU-UshRTZM1floxQ&hsmi=42557919](https://skift.com/2017/02/13/air-canada-and-united-may-try-again-for-u-s-canada-anti-trust-immunity/?utm_campaign=Daily+Newsletter&utm_source=hs_email&utm_medium=email&utm_content=42557919&hsenc=p2ANqtz-8tg0-oSDg-OUyAaz1crRGgy4rGl4PfSlw5k-yYaSQopKclpn_xBv1AyJe1tEj8AidXxB6mQ4bV0IU-UshRTZM1floxQ&hsmi=42557919)

### **Record Development Pace Fuels California Supply Worries**

California again proves to be a popular state for hotel development, but those in the industry are keeping a watchful eye on the amount of new supply coming in. (Hotel News Now, Feb. 14)

<http://www.hotelnewsnow.com/Articles/115526/Record-development-pace-fuels-California-supply-worries>

### **New Research, Campaign Highlight Economic Impact of Hotels**

The American Hotel & Lodging Association (AHLA) has launched a marketing campaign, "Dreams Happen Here," to tout the economic benefits the hotel industry brings to communities across the U.S. (Successful Meetings, Feb. 14)

<http://www.successfulmeetings.com/News/Research-and-White-Papers/AHLA-Dreams-Happen-Here-Hotels-Economic-Impact-Study/>

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## Did You Know?

Arizona is home to towns called Valentine and Love. The latter, located along the Santa Fe railway line in La Paz County, is best known for a freight-train derailment in 1977 that caused a tank car filled with butane to explode. (Not so romantic.) Valentine, however, is a place with a love story: Located in northwest Arizona, on Route 66, it is home to Keepers of the Wild Nature Park, a nonprofit sanctuary for exotic animals that have been surrendered by private owners or rescued from exploitative situations.

### **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>