



Tourism Tuesday

A Message from Director:

Good afternoon,

Our calendars are besieged by commemorative days and weeks and months. Some of them are serious, while others are just silly. For instance, this month is “Straw Hat Month,” this week is “National Pet ID Week,” and today is “National Animal Crackers Day”.

National Travel and Tourism Week, which begins May 7, is definitely not silly. It was established by a congressional resolution 34 years ago, and it annually calls attention to the impact our industry has on American lives.

Travel and tourism supports the livelihoods of more than 15 million people in the United States, and here in Arizona it directly employs 180,000 workers and lessens the typical household’s tax burden by \$1,200 a year.

One way to celebrate National Travel and Tourism Week is by participating in Travel Rally Day on Tuesday, May 9. On that day, AOT is leading an Arizona Virtual Travel Rally. Our goal is to create a focused surge of social-media posts that spotlights the positive impact of tourism in our state.

It’s easy to participate in the Arizona Travel Rally. On May 9 simply share a post (or a series of posts) on Twitter, Instagram and Facebook that illustrates the ways tourism enhances the quality of life in your community. Be sure to use the hashtags #LetsSeeAZ and #NTTW17.

Sample social-media posts, as well as images and graphics, are available online in our Arizona Travel and Tourism Week toolkit. You’ll also find an “Arizona Travel Impacts” spreadsheet that breaks down tourism-related spending and tax revenue by county.

So, let’s join together on May 9th to make some virtual noise and show the rest of state—and the country—that tourism is serious business in Arizona.

Debbie Johnson
Director, Arizona Office of Tourism
#TourismTuesday

AOT in Action

AOT Partners with Tesla Mexico on Arizona Promotion

AOT is partnering with Tesla Mexico to promote Arizona to the Mexican market. Two trips are planned for this brand partnership that will focus on Arizona's tourism experience as well as promote electric-vehicle usage within the state. The first of two individual press trips takes place April 20-24. It will start in Phoenix then head north to the Grand Canyon, with stops in Sedona and Scottsdale. Three journalists from Life and Style Magazine Mexico will drive a Tesla Model X, an SUV powered by a 100 kWh battery that has a range of up to 295 miles. AOT would like to thank our partners who are supporting this trip. The results will be published in forthcoming issues.

AOT Expands Network of Arizona Experts in Canada

Last week, AOT and industry partners conducted a travel trade mission to Canada to promote Arizona tourism and build relationships with local trade industry. The group met with key travel agents, tour operators and other travel-trade related professionals in Edmonton, Alberta and Vancouver, British Columbia to promote Arizona experiences and maintain our Canadian market share. We attended two trade shows, conducted two training sessions and hosted an educational luncheon for several travel agents. As a result, we reached approximately 425 agents. Industry partners joining the mission included trade representatives from Experience Scottsdale, Visit Phoenix, City of Williams, City of Prescott, Cottonwood Chamber of Commerce and Verde Valley.

Arizona Images Cover Target Cities Buses

As part of our FY17 Target Cities Campaign, and in partnership with Vector Media, AOT executed full bus wraps in Chicago, San Francisco and Seattle. These "hop on" and "hop off" buses are popular with tourists visiting each of these great cities. Operating as mobile billboards, the buses stopped in key areas of each city and reached locals and tourists alike for the months of January, February and March. In Chicago the double-decker bus wraps garnered an estimated 34.6 million impressions. In Seattle, during an eight-week run time, the bus wraps received an estimated 16.5 million impressions. And, in San Francisco, the bus wraps generated 26.2 million impressions over 16 weeks.

Celebrate National Travel and Tourism Week!

AOT is recognizing the U.S. Travel Association's National Travel and Tourism Week right here in Arizona. The weeklong celebration, held May 7-13, promotes the awareness of travel and tourism as an industry that is vital to the nation's economic growth and stability. To help you bring the celebration to your community we have created a [toolkit](#) of resources you can use to spread the news about the value of tourism to Arizona's economy. The [toolkit](#) includes tourism-impact statistics, press-release templates, and examples of social-media posts. We've also provided county-specific data so you can customize these resources to reflect how tourism impacts your area. The toolkit is available at tourism.az.gov. Also, be sure to tell us what you're doing! Send your plans to media-info@tourism.az.gov to keep us in the loop.

Upcoming AOT Events & Activities

[UK Media Mission](#)

Date: May 22-25

Location: Dublin, Ireland (May 22-23) and London, England (May 24-25)
AOT's media representative in the United Kingdom, Hills Balfour, will coordinate a delegation-led mission to promote Arizona to key media representatives in Ireland and the UK.

France Media Mission

Date: May 29-30

Location: Lyon and Paris, France

AOT and our PR representatives in France, Express Conseil, will coordinate a media luncheon in Lyon and media appointments/ reception in Paris for key members of the French media including travel editors, writers, bloggers and influencers.

Upcoming Industry Events & Activities

National Parks Service Webinar

Date: April 26

Location: Webinar

Tune in Wednesday, April 26 to learn who and what is eligible for National Park Service assistance, how the Rivers, Trails and Conservation Assistance program can support your vision, the ins and outs of the application process, and what makes a competitive application. [Register here](#).

World Tour Now at Arizona Governor's Conference on Tourism

Date: July 19 - 21

Location: JW Marriott Desert Ridge

AOT's World Tour program is now at the 2017 Arizona Governor's Conference on Tourism! The program will be held in July as the last day of the Arizona Governor's Conference on Tourism – Friday, July 21st from 8:30am – 2:30pm. The World Tour 2017 program provides industry partners a more in-depth educational experience on Arizona's international markets by bringing AOT's in-market representatives to the state for a series of seminars and Q&A. This is an opportunity for DMOs, attractions and hoteliers to interact with our representatives directly and learn how to identify ways to attract tourists from Arizona's six international markets. More information is available at azgcot.com.

Arizona News

5 Tips To Prevent Wildfires This Summer

It's getting hot outside, and that means wildfire season is just around the corner. To keep our state and communities safe, Governor Doug Ducey and the Arizona Department of Forestry and Fire Management decided to team up to share five tips to prevent wildfires. Let's keep working together to protect Arizona's beautiful landscapes and enjoy the famous southwestern summer. [Learn what you can do](#).

Industry News

Millennial Travel Spending Experiences Growth Spurt

Millennials might be one of the most catered-to generations in the travel industry. Hotel companies have developed specific brands for this generation, tour operators have doubled down on tours that cater to their wants and needs and even river cruising, once known as a solely boomer-friendly, has enveloped the spirit of the millennial traveler. If a new survey aggregated from Bank of America's more than 40 million credit and debit users proves true, these investments will serve travel brands well. According to the research, overall travel spending among all generations continues to grow but is driven by millennials, who prioritize travel more. (*Travel Pulse, April 12*)

Did You Know?

Mount Lemmon, located in the Coronado National Forest north of Tucson, is the highest point in the Santa Catalina Mountains with a summit elevation of more than 9,000 feet. Mount Lemmon is named for botanist Sara Plummer Lemmon, who trekked to the top of the mountain by horse and foot in 1881 with her husband John Gill Lemmon and E. O. Stratton, a local rancher.

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>