



Tourism Tuesday

A Message from Director:

Good afternoon,

Brand USA has been in the news lately, so I wanted to take a moment today to talk about the work this organization does and why it's important to Arizona.

First, a few basics about Brand USA:

- It promotes the United States as a travel destination in key international markets.
- It helps foreign visitors navigate the rules and regulations that govern travel to the U.S.
- It's a nonprofit whose funding comes from fees on international travelers and donations from partner organizations (including AOT).

Seven years ago, with bipartisan support, Congress overwhelmingly passed the law that created Brand USA. Before that, the U.S. did not have a national tourism-marketing operation.

During its short history Brand USA has consistently reported positive returns on investment. Per a 2016 study performed by Oxford Economics, every \$1 invested by Brand USA generates \$28 in spending by international visitors. The work Brand USA does also reduces America's trade deficit. The math is simple: Every \$1 spent by an international visitor reduces our trade deficit by \$1.

Brand USA provides valuable marketing cooperative marketing opportunities to its partners. AOT routinely takes advantage of such opportunities, bringing international journalists to Arizona as part of Brand USA media tours, benefiting from Brand USA-negotiated rates to advertise in international markets we could not otherwise afford, and leveraging the Brand USA-produced National Park Adventure film to promote the Grand Canyon State.

If you would like to learn more about Brand USA's cooperative programs, I encourage you to register for the 2017 Governor's Conference on Tourism, where Brand USA's manager of partnership development will lead a workshop about how you can work with Brand USA to expose your community to international visitors.

Debbie Johnson
Director, Arizona Office of Tourism
#AZTourismTuesday

AOT in Action

AOT Delegation Promotes Arizona at IPW

An AOT-delegation promoted the state to more than 6,400 international and domestic buyers and 20 media outlets at IPW in Washington D.C. last week. The Arizona delegation—which included AOT's international marketing representatives—conducted nearly 90 appointments with international and domestic buyers from China, Europe, Mexico, Canada and the U.S. Arizona's delegation consisted of 32 industry partners from across the state, including DMOs, hoteliers and attractions. IPW is the travel industry's premier international marketplace and the largest generator of travel to the U.S. Buyers and sellers are able to conduct business that would otherwise be generated only through an exhaustive number of around-the-world trips. View [AOT's Instagram page](#) for more IPW images.

Cactus League Honors AOT as 'World Series Partner of the Year'

Last week the Cactus League organization recognized AOT for its contributions toward a record-setting season. A record 1.94 million fans attended games at 15 ballparks throughout Maricopa County in 2017. AOT supported the Cactus League's promotional efforts with a marketing campaign geared to inspire baseball fans headed to Arizona for the games to extend their stay and see more of the state. AOT proudly supports the Cactus League organization and looks forward to continuing this successful partnership.

Updated Industry Research Now Available

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

- [Arizona Lodging April 2017](#)
- [Gross Sales & Tourism Taxes March 2017](#)

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

Upcoming AOT Events & Activities

Governor's Conference on Tourism

Date: July 19 - 21

Location: JW Marriott Desert Ridge

GCOT is the premier professional-development event in the state for travel professionals and destination marketers. Don't miss this chance to exchange ideas with peers, learn from expert panelists and draw inspiration from nationally renowned speakers.

Upcoming Industry Events & Activities

L.A. Sales Mission

Date: July 24 - 28

Location: Los Angeles, CA

AOT will coordinate opportunities to meet with Japanese, Chinese and European Receptive Tour operators during one-on-one appointments, trainings, workshops and dinner events.

Arizona News

Kartchner Caverns State Park is named "Best Arizona Attraction" by USA Today Readers' Choice

Kartchner Caverns State Park has been named the "Best Arizona Attraction" by USA Today readers. Last year, Kartchner won the "Best Cave in the USA" award from the same Readers' Choice group. The contest was announced May 8, and readers could vote until June 5. For the full list of top 10 Arizona Attractions, visit the [10 Best page](#). (*Arizona State Parks and Trails*)

Industry News

Report: International Tourism to US Stronger than Expected

More international visitors came to the U.S. than expected in April 2017, according to a new report released last week in Washington. The U.S. Travel Association's Travel Trends Index shows that international travel to the U.S. grew by about 4 percent in April, compared with data for April 2016.

Did You Know?

The Monte Vista Cocktail Lounge, [at the Hotel Monte Vista](#), was the first speakeasy in Flagstaff, welcoming everyone from celebrities and law-breakers to skiers and river runners. During prohibition, the Cocktail Lounge opened and was successfully running a major bootlegging operation in the very same location as today.

In honor of the Hotel Monte Vista and its dynamic history, AOT's former media representative in Germany, Marcus Feuerstein, has built a replica of the hotel all in Legos and has entered a proposal for it to become a new Lego Kit Set. He needs to get 10,000 supporters in order for it to be considered. You can see the [project here](#).

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!

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