



Tourism Tuesday

A Message from Director:

Good afternoon,

Some of you may have seen the news last Thursday that Condor Airlines will soon begin nonstop service between Phoenix and Frankfurt, Germany. This is a big deal for Arizona.

Sky Harbor has worked for years to secure additional nonstop flights to Europe, and I want to personally thank Assistant Aviation Director Deborah Ostreicher and her team for their persistence. Arizona's tourism industry played a crucial role in this success story. AOT spearheaded a financial commitment by most of Maricopa County's DMOs—Visit Phoenix, Experience Scottsdale, Tempe Tourism, Visit Mesa, the Chandler Office of Tourism, Discover Gilbert and the Glendale Convention and Visitors Bureau—to market the new nonstop flight in Germany and mainland Europe.

Germany is the Arizona's No. 1 source of European travelers. Research by AOT shows that the state is well positioned to appeal to Germans, who list cultural historical attractions as their top travel motivator, and express strong interest in the heritage of the American West. The new Phoenix-Frankfurt flights is critical to helping Arizona grow its share of German visitation in a competitive regional travel market that includes California, Nevada, Utah, New Mexico, Colorado and Texas.

Debbie Johnson
Director, Arizona Office of Tourism
#AZTourismTuesday

AOT in Action

AOT Helps Showcase Family Activities with Grand Circle Association FAM

AOT participated in a travel-trade FAM co-hosted by the Grand Circle Association and the City of Prescott over Father's Day weekend. The Grand Circle Association is a not-for-profit coalition of businesses and destinations who promote travel to and within the Four Corners region. The group's quarterly meeting was held in Prescott in conjunction with a FAM that focused on family-friendly activities in Prescott and Jerome.

The City of Prescott's Parks & Recreation Department provided kayaking and canoeing experiences on Watson Lake, one of two reservoirs at the Granite Dells. The FAM also included a visit to Highlands Center for Natural History's new Family Discovery Garden. Representatives from 22 agencies and attractions throughout the Grand Circle participated in the three-day FAM.

Wanted: Eateries for New 'Expedition Foodie' Website

AOT is partnering with the Arizona Restaurant Association (ARA) to develop a new website dedicated to positioning Arizona as a top-tier destination for culinary travelers. The site will include robust listings for "foodie hotspots" across the state, and the ARA is currently seeking submissions. If you are affiliated with an Arizona restaurant or bar that serves food worth traveling for, you can submit a listing at expeditionfoodieaz.com. If you work in the membership department at a CVB, please share this link with your member restaurants so they can submit.

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

World Travel Market

Date: November 6-8

Location: London

AOT invites you to participate in World Travel Market London, which annually draws more than 50,000 travel professionals, buyers, journalists and digital influencers. We are offering slots for media relations, trade relations and Arizona tourism suppliers. Participation is on a first-come, first-served basis; we will start a waiting list if needed. All participation forms must be returned to AOT by July 10. Final spots will be confirmed by payment. Contact: Kim Todd (Media) ktodd@tourism.az.gov or Danielle Dutsch (Trade) ddutsch@tourism.az.gov for participate forms and additional information.

Arizona News

AOT, Local DMOs and Phoenix Sky Harbor Achieve Nonstop Flights to Frankfurt, Germany

As a result of tireless efforts by the Phoenix Mayor and Council, Phoenix Sky Harbor will soon offer nonstop flights between Phoenix and Frankfurt, Germany. Condor Airlines, part of the Thomas Cook Group, will fly on Mondays and Fridays from next May through September between Phoenix Sky Harbor and the Frankfurt Airport.

Service in Yarnell will Remember 2013 Fire

Four years after 19 elite firefighters died battling the Yarnell Hill Fire, bells will chime in three area locations to commemorate the tragedy. From the Yavapai County Courthouse Plaza, to a church in the town of Yarnell, to the base of the hill where the Granite Mountain Hotshots made their final stand, bells are scheduled to begin ringing at 4:42 p.m., Friday, June 30, to honor the fallen 19. Glenn Schlottman, chief of marketing for Arizona State Parks, said the Granite Mountain Hotshots Memorial State Park south of Yarnell is preparing for an influx of traffic this week, as visitors hope to pay their respects.

Allegiant Announces Eight New Nonstop Destinations at Phoenix-Mesa Gateway Airport

Allegiant Air today announced they are adding eight new nonstop destinations at Phoenix-Mesa Gateway Airport (Gateway Airport). The new routes include major Midwest destinations Indianapolis, Milwaukee, Kansas City, Louisville, Omaha and St. Louis/Belleville. Additionally, Boise will join the list of Mountain West destinations available to Gateway Airport. For the first time, nonstop service to Florida launches with flights to the popular vacation destination of Tampa/St. Pete Florida.

Industry News

How to Tell the Difference Between Luxury and Affluent Travelers

Every year, MMGY Global produces its Portrait of American Travelers. The 2017-2018 study is being released later this month, but Skift got an early peek at the findings covering the luxury sector. Skift spoke with Craig Compagnone, MMGY's senior vice president of business strategy. "As an industry, we typically get so focused on high income or net worth as a measure of the luxury traveler," says Compagnone. "But just because someone makes X amount a year doesn't make them a luxury traveler. Not all affluent people are luxury travelers." MMGY looks at what people actually spend on luxury travel, versus using household income alone, as the measuring stick.

STR and Google Find Strong Correlation Between Searches and Hotel Bookings

Higher Google search volumes are strongly correlated with higher hotel demand levels, according to an analysis from STR and Google. For the purpose of their regression analysis, STR and Google selected New York City and London as case study markets due to proportionate market size and other comparable hotel performance indicators. Search patterns and hotel performance trends were studied for each market in 2015 and 2016.

Did You Know?

In 1915, the most direct route travelers used to get from Yuma to San Diego was the [Old Plank Road](#). Made from lumber spiked to wooden crosspieces that "floated" on the shifting sands, the Old Plank Road allowed travelers to find passage through what is now the Imperial Sand Dunes National Recreation Area. The original road was built in 1915, which was routinely maintained and heavily used

until 1926. Remnants of the road can still be seen at the west end of Grays Well Road, south of Interstate 8 near Yuma.

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!

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