



## 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,

Pack up the football jerseys and break out the baseball gear, it's time for Cactus League spring training games!

These games are such a driving force in Arizona's economy and an incredible asset to our statewide tourism industry. Last season, more than one million spring training fans attended games and generated \$544 million in visitor spending. That is a significant economic impact from just four weeks of baseball.

To help boost the benefits of this visitor activity, we've launched a multi-layered spring training campaign with digital marketing components, social media contests and out-of-home placements to inspire Cactus League fans to extend their visit and enjoy other aspects of Arizona.

With promotions in all 10 baseball stadiums and Arizona's Official State Visitor's Guide available to all attendees, we are encouraging fans to travel outside of central Arizona to experience all that there is to see and do in our great state, including hiking adventurous trails, relaxing at luxurious spas and enjoying the taste of Arizona's delectable wines or unique craft beers.

And remember, these games aren't just for our visitors. Be sure to take some time to enjoy a few for yourself. Spring Training begins March 1. For more information, see [VisitArizona.com/SpringTraining](http://VisitArizona.com/SpringTraining).

Have a great week,

Debbie Johnson  
Director, Arizona Office of Tourism

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## AOT in Action

### **Reach German Media with AOT's Upcoming Media Mission**

AOT is pleased to invite Arizona CVBs, Chambers and DMOs to participate in the Germany Media Mission scheduled for **May 23 – 27**. This five-day mission will target approximately 25-30 journalists, editors and freelancers in the key cities of Hamburg, Berlin and Munich. The format of the mission will include "speed dating," desk-side appointments as well as some hosted meal functions. Cost is \$2,500 per delegate. Participation forms are due no later than **Friday, March 11**. For more information, contact Marjorie Magnusson at [mmagnusson@tourism.az.gov](mailto:mmagnusson@tourism.az.gov) or 602-364-3695.

### **Meet French Travel Writers and Editors at AOT's France Media Reception**

AOT invites Arizona CVBs, Chambers, DMOs, hotels and other tourism suppliers to participate in its France Media Reception scheduled for **May 31**. AOT and our PR representatives in France, *Express Conseil*, will coordinate a reception for 25 – 30 key members of the media including travel editors, writers, bloggers, and influencers. Arizona delegates will have an opportunity to introduce themselves and their product during a five minute presentation with accompanying PowerPoint slides. The presentations will be followed by a reception and the opportunity to network with all attendees. Participation is open to Arizona CVBs, Chambers, DMOs hotels and other tourism suppliers and is limited to five partners. Preference will be given to CVBs, Chambers and DMOs with remaining spaces filled by a lottery system if necessary. Cost is \$1,000 per delegate, not including shipping or travel expenses. For participation forms or more information, contact Marjorie Magnusson at [mmagnusson@tourism.az.gov](mailto:mmagnusson@tourism.az.gov) or 602-364-3695.

### **Don't Miss AOT's Mexico Trade and Media Mission**

Connect WorldWide Mexico will oversee AOT's upcoming Mexico Trade and Media Mission to Mexico City and Guadalajara. The mission, originally slated for March, has been rescheduled for **April 4 - 8**. As part of the mission, AOT and partners will host a trade and media function in both Mexico City and Guadalajara to educate tour operators, travel agents and journalists about Arizona's many travel offerings. Additionally, media and trade appointments will be scheduled in both cities. This is an ideal opportunity to join statewide partners in educating this important market about Arizona's tourism amenities. For more information or to participate, please contact Jennifer Sutcliffe (trade) at [jsutcliffe@tourism.az.gov](mailto:jsutcliffe@tourism.az.gov) or 602-364-3693 or Kimberly Todd (media) at [ktodd@tourism.az.gov](mailto:ktodd@tourism.az.gov) or 602-364-3305.

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## Upcoming AOT Events & Activities

### **[Arizona: Hike-Bike-Peddle-Paddle-Ride Press Trip](#)**

**Date:** April 3 - April 9

**Locations:** Willcox, Sierra Vista, Tucson, Valley

This trip will feature some of the very best nature and history have to offer in southern Arizona. Mountains, canyons, caverns, vineyards, hummingbirds and even the sites of two historic shootouts (OK Corral and the western-most Civil War battle) will be part of tour.

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## Upcoming Industry Events & Activities

### Unity Dinner

**Date:** February 25

**Location:** The Westin Kierland Resort & Spa

The Tourism Unity Dinner brings together leaders from business and government communities in celebrating the \$20.9 billion tourism industry and its contribution to our state's economy. In addition, this event recognized entities and individuals that have greatly enhanced and positively impacted Arizona tourism. We are pleased to announce the 2016 honoree will be: The Honorable Doug Ducey, Governor of the State of Arizona.

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## Arizona in the News

### **Canadians are Big Part of Havasu Tourism**

[http://www.havasunews.com/news/canadians-are-big-part-of-havasu-tourism/article\\_3f303de6-d861-11e5-af4f-ff862ab8c874.html](http://www.havasunews.com/news/canadians-are-big-part-of-havasu-tourism/article_3f303de6-d861-11e5-af4f-ff862ab8c874.html)

When Canadians come to Lake Havasu City, they come to a new atmosphere. They won't find forests or snow-capped mountains, nor will they find a maple leaf in sight – but what they find in Havasu is well worth the trip.

Mohave County's \$583 million tourism industry draws visitors from throughout the world, and visitors from the Great White North are a market that the Lake Havasu City Convention and Visitors Bureau is only beginning to tap.

Unlike many of Havasu's winter visitors, Canadians visit Havasu year around, according to the CVB's 2014 visitors study. Alberta and British Columbia rank sixth and seventh among states and provinces that offer Havasu most of its visitorship throughout a given year.

During Havasu's winter months, British Columbians represent Havasu's fifth largest tourism market and, in January, they comprise about six percent of Havasu's visitor base. Albertans visit Havasu in larger numbers during April, when they make up about 6.2 percent of the city's visitors.

Convention and Visitors Bureau President Doug Traub says the CVB will meet in April to discuss the success of its winter visitor advertising campaign. While the bureau's data doesn't represent all of Canada, the bureau is expected to participate in a Canadian advertisement program that will be partially-funded by the Arizona Office of Tourism.

"After five years, everything is in place for a first-class domestic marketing campaign," Traub said. "It stands to reason that we'll expand that to an international campaign after that."

The most popular of Havasu's attractions among British Columbians include visits to Lake Havasu State Park, the sandbar north of Havasu, Parker's Blue Water Casino, Lake Havasu, and the London Bridge.

"Canadians come year-round, in higher concentrations than people from other locations," Traub said. "As a market, they represent our fifth largest area. We know they're significant."

The London Bridge Visitors Center sees more than 100,000 visitors per year, from across the globe. Jan Kassies, director of the center, estimates that Canadians represent about 20 percent of international travelers who visit Havasu.

"Right now, there are a lot of people here from the cold country," she said. "They come here for the winter in November to escape the cold."

The Visitors Center features a series of its maps in its foyer – maps of the U.S., Canada and a world map to represent travelers from each state, province and country. The maps are decorated with hundreds of pins, as visitors are encouraged to mark their visit year-round.

"People like to leave behind where they're from," Kassies said. "We look at the pins and turn them into a management or marketing tool to keep track."

Mike and Fran Enns visited the Visitors Center on Thursday. The Enns are from Manitoba, and said that the Havasu scenery represented a big transition for them.

"A friend of ours had a place here, and told us about the London Bridge," said Mike Enns. "We thought we'd come and check it out."

The Enns have been spending their time in Arizona to visit the region's casinos, play golf and sightsee.

"It's an extreme transition," Mike said. "We live in a fairly rocky area, but it's nothing like these mountains. We love Havasu so far."

Brian, 67, of British Columbia, has visited Havasu for the past seven winters. He does a lot of walking while he stays in Havasu. Brian declined to share his last name.

"I usually walk down Pima Wash to Rotary Park," he said. "I use most destinations as an excuse to go for a walk here. If I want a loaf of bread, I walk to Safeway. If I want an Egg McMuffin, I walk to McDonald's. Rotary Park is where I spend most of my time, and I hike SARA Park a few times per year. And I make it a point to visit the London Bridge."

Brian also remembered his first visit to Havasu.

"I went to Yuma about eight years ago – I heard it was the warmest city in the U.S. I ended up making a day trip down Highway 95 to Havasu. In Yuma, everyone was really polite, but nobody was really friendly. This place definitely caters to people more my age. When I got to Havasu, I decided then that with the combination of the lake and the mountains, I'd start coming here instead."

According to the CVB's 2014 Visitors Study, Havasu's top attractions for British Columbians include swimming, sunbathing, gambling, walking and hot air balloon rides. (*Today News Herald, Havasu News, Feb. 21*)

### **Route 66's 90th Birthday Draws Interest of Europeans**

<http://kadminer.com/main.asp?SectionID=1&SubSectionID=797&ArticleID=69081>

French travel writer Brigitte Baudriller learned a few things on her first night staying in Kingman, where she began a week-long tour of Route 66 to gather information for a feature article about the highway turning 90 to be published in *Le Figaro* magazine.

She was introduced to A-1 steak sauce, something she'd never seen or tasted in France, though admittedly she prefers seafood over steak.

She'd never eaten fried ice cream, a Southwest specialty prepared for Baudriller and photographer Eric Martin during a hospitality dinner hosted by Dambar Steakhouse.

And she had no idea there were two wineries along Route 66, giving a favorable nod to the Root 66 California red table wine she was drinking from Stetson Winery.

Okay, so A-1 doesn't measure up to the classic sauces of France, your Hollandaise and your bernaise, but it's a staple at every steakhouse in America, said JD Marshall, director of restaurant concepts for Fork in the Road Restaurants.

Those are some of the fine dining points that Baudriller can take back from her Kingman experience.

A freelance writer for *Le Figaro*, which has a circulation of more than 400,000 in and around Paris, Baudriller was told about Kingman by a travel agent who came here in December on a familiarization tour with the Arizona Office of Tourism.

"She told us it was interesting to stop in Kingman, especially the (Route 66) museum," Baudriller said in well-spoken English.

Jim Hinckley, author of more than a dozen books on Route 66, served as a tour guide for Baudriller and Martin, providing historical notes and background information for their story.

"It's like a myth for French people," Baudriller said about the famous U.S. highway. "We talk about freedom and 'Go West' and dreams."

The automobile gave Americans "unprecedented mobility," Hinckley said, and Route 66 was the great escape.

"You don't like where you're at, throw everything in the car and go someplace else," he told the magazine writer.

Baudriller's itinerary in Kingman included a tour of the Route 66 Museum, a drive to Oatman, breakfast at the Kingman Airport Café (upon the recommendation of the French travel agent) and two nights at the Quality Inn.

Josh Noble, president of the Powerhouse Museum and Visitors Center, said he's lucky to have travel agents and writers spend even one night in Kingman, so two nights gave him a chance to show what the area has to offer tourists looking for the great Southwest experience.

"A lot of the tangibles are gone, but it lives in our culture and we look for ways to experience it," Noble said. "You can drive down original parts of Route 66 and play a part in it. People are looking for that because they know it's going away. It's locked into America's psyche. It's locked into our culture."

One thing Noble learned from the travel representatives visiting in December was that the history behind Route 66 gained in Kingman helped them to "fill in the blanks," he said.

Baudriller met Hualapai artist Joe Powskey and learned about the meaning of the Hualapai Tribal Seal, along with the tribe's tradition and philosophy and what Route 66 represents to him.

Photographer Martin noticed an empty downtown when he drove around scouting for picture opportunities.

"Everything looks very quiet. Nobody on the street," he said. "Only the noise of the train, but it's very special for us. Oh, we are in the West."

The French writer and photographer also traveled to Hackberry, where Martin wanted to get a shot of the general store at sunrise, and on to Seligman to meet with Angel Delgadillo, who owned a barbershop on Route 66 and founded the Historic Route 66 Association of Arizona.

From there, they go to Williams for dinner and a stay at the Lodge on Route 66, followed by three nights in Flagstaff and a drive to Monument Valley. Their tour wraps up with a trip to Holbrook to see the Wigwam Motel and visit the Petrified Forest National Park, and one last overnight stay at La Posada in Winslow. (*Kingman Daily Miner, Feb. 22*)

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## Industry News

### Uber, Lyft Get Initial OK for Airport Pickups

<http://www.azcentral.com/story/travel/airlines/2016/02/18/uber-lyft-get-initial-ok-airport-pickups/80499078/#>

Passengers arriving at Phoenix Sky Harbor International Airport would be able to hail Uber, Lyft and other ride-sharing services as soon as this summer under a new policy narrowly approved by the airport's advisory board late Thursday.

The Phoenix Aviation Advisory Board's 5-4 blessing of a controversial new airport ground-transportation policy, which still must be approved by the Phoenix City Council this spring, came despite heated concerns from competitors and others that the airport is lowering its safety and security standards to accommodate the popular car services.

They point to a new background-check option for drivers that the ride-sharing services pushed, which does not require fingerprinting or a security-threat assessment as is required of all companies picking up passengers today.

Limo operator Jeff Conly said the new option is risky and only in place to "pacify" Uber, Lyft and so-called other transportation network companies (TNCs) and to bow to political pressure.

"The TNCs can come in, but they have to play by the same rules," Conly said during a packed 4 1/2 hour advisory board hearing.

Fran Heston of Willis Sedan Service pointedly asked airport officials, "Why are we changing the way we do business to satisfy two companies?"

Airport officials for months last year said they wouldn't bend on the fingerprint background check option but now say they are confident the companies' third-party background checks are sufficient, and say most other airports follow the same policy. They say Sky Harbor's current policy is the gold standard; the new option, a more common standard.

"I won't recommend something that weakens security at Sky Harbor," Assistant Aviation Director Chad Makovsky said.

He said companies who opt for the new background-check option will pick up passengers in a different area than taxis, shuttles and others who go through the airport's fingerprint background check and related measures. They will also be subject to audits and more monitoring to make sure they are following airport policies.

The new policy also features a per-trip fee system for companies picking up passengers that is designed to boost airport revenue and spread costs more evenly among taxis, limos, shuttle services and others who pick up passengers.

The overhaul was sparked by the popular ride-sharing services' months-long effort — with heavy public support from Gov. Doug Ducey — to add Phoenix to the growing lineup of major airports served. In his State of the State address in January, Ducey said the city of Phoenix needs to lift restrictions at Sky Harbor to allow Uber and Lyft pickups.

Beginning last year, Sky Harbor officials initially worked with the companies on developing a separate policy that would allow them to pick up passengers, but those talks stalled over the airport's background-check requirements and other issues.

Certain classes of Uber rides are currently available at Sky Harbor, but drivers for Uber's least expensive service, UberX, have largely avoided the airport due to the permitting requirements. Some pick up passengers from the PHX SkyTrain station, car-rental center or other areas away from the terminals. Drop offs are allowed and not subject to regulations.

With Uber and Lyft, passengers summon a ride via an app on their smartphone, already pre-loaded with payment information. A driver in the area then arrives, usually in minutes. The fares are generally cheaper than a taxi.

Late last year, airport officials quietly decided to instead overhaul the airport's entire ground-transportation policy for the first time in more than 30 years to create what it called an even playing field. The current system, it says, has taxis and SuperShuttle, the airport's contracted providers, paying significantly more than their fair share through trip fees and hefty contract fees.

The last-minute move angered many providers, especially off-airport parking lots, who said the proposed \$6 trip fee for their size of shuttles would put them out of business. BlueSky Parking President David Warren said his annual costs would balloon from \$4,400 to \$500,000 a year.

The Phoenix Aviation Advisory Board, whose members are appointed by the mayor and city council, heard the industry's concerns at its December meeting, told airport officials to conduct more community outreach meetings and came back this month with a revamped proposal.

That's the version that was approved Thursday.

The fees didn't change significantly from the original plan — though the maximum trip fee, for buses and other large vehicles, was trimmed from \$13 to \$11 — but they would be phased in over three years beginning next January. The initial proposal had them going into effect immediately. (*AZCentral.com, Feb. 19*)

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### Did you know?

Roadrunners are not just in cartoons! In Arizona, you'll see them running up to 17-mph away from their enemies.

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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!

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