



Tourism Tuesday

A Message from Director:

Good afternoon,

I recently returned from the U.S. Travel Association's Summer Board of Directors Meeting where James Murren, the chairman and CEO of MGM Resorts International, spoke to the board.

Murren shared some great insight about the importance of international travelers: Not only do they stay longer and spend more money than their domestic counterparts, he said, they are also more adventurous. International travelers seek out personalized experiences, and they're willing to pay more for them.

That definitely matches with new findings in the 2017 Chinese International Travel Monitor (CITM), an annual report on Chinese travel trends. According to the report, Chinese visitors are venturing further afield and seeking adventure. For the first time in the report's six-year history, sightseeing overtook shopping on the list of things Chinese travelers spend money on.

By the way, the Chinese spend a lot of money on travel. One of the most fascinating facts I heard at the Governor's Conference on Tourism came from Tina Yao, our AOT rep in China, who said that Chinese travelers spend one quarter of their income on international trips. The CITM report confirms that stat and breaks it down further: Millennials in China spend 35 percent of their income on travel. That's amazing.

Visitor volume from China to Arizona jumped 20 percent over 2015, and it shows no sign of tailing off. We're continuing our trade and media missions to the country's largest cities, and we're working with Ctrip—a popular provider of travel services in China—to create an "Arizona Flagship Store" on its website.

Jim Murren told the U.S. Travel board that "more international travelers are what we need." I couldn't agree more, and I truly believe that AOT's efforts in all our international target markets—Canada, Mexico, Germany, Britain, France and China—will expand Arizona's market share of these essential visitors.

Have a great week!

Debbie Johnson
Director, Arizona Office of Tourism
#AZTourismTuesday

AOT in Action

AOT, Industry Partners Offer Arizona Education to L.A. Tour Operators

Nearly 40 Los Angeles-based Chinese tour operators learned about Arizona travel experiences July 26 at a breakfast event hosted by AOT, Visit Tucson, Experience Scottsdale, Visit Mesa, the Flagstaff CVB, the Sedona Chamber of Commerce & Tourism Bureau, Visit Glendale, Little America Hotel, Macerich-Scottsdale Fashion Park, and Grand Canyon Scenic Airlines–Papillon. The traditional Chinese breakfast (with American influences) was accompanied by a one-on-one mini-trade show featuring the participating Arizona destinations. This was a great opportunity to educate the receptive tour operators about Arizona, and AOT thanks all the partners who participated and donated raffle prizes.

New Industry Research Now Available

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

- [Arizona Passenger Volume May 2017](#)
- [Gross Sales & Tourism Taxes May 2017](#)
- [Arizona Lodging June 2017](#)
- [National Park Visitation May 2017](#)
- [State Park Visitation May 2017](#)

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

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 Events & Activities

[ESTO Minneapolis](#)

Date: August 26-29

Location: Minneapolis

The U.S. Travel Association’s Educational Seminar for Tourism Organizations (ESTO) is the only national forum where destination marketing professionals at the state, regional and local level get critical tools, tips and information to help them better market and grow their destinations.

[International Festival & Events Association Conference](#)

Date: September 14-16

Location: Tucson

The International Festival & Events Association (IFEA) will bring its 62nd Annual IFEA Convention, Expo & Retreat to Tucson in September. The IFEA Convention and Expo will bring more than 400 of the leaders in the global Festivals and Events industry together at the JW Marriott Starr Pass Resort and Spa for networking, education and social activities.

Arizona News

[Public Comments Wanted: Help Share the Arizona Trail!](#)

The National Park Service and US Forest Service are hosting a series of statewide public meetings to help shape the future of the Arizona Trail. Meetings will be held August 8-17. This is a great chance for gateway communities, trail users and other stakeholders to talk access, protection and management so we can make the trail a world-class opportunity.

Industry News

[Tours and Activities Coming of Age but Still Room for Tantrums](#)

The online tours-and-activities market is expected to more than double in gross bookings according to data from Phocuswright. The research firm suggests gross bookings will increase from \$12 billion just two years ago to \$27 billion in 2020. But some old challenges persist, namely fragmented product and a lack of a technology foundation.

[Nine Technology Trends Shaping Tomorrow's Travel Industry](#)

Sabre Corporation has released its latest technology forecast, Sabre Labs' 2017 Radar Report. The report evaluates nine key technologies with an outsized impact on the travel landscape, looking at what's happening today and what to expect for tomorrow.

Did You Know?

The [Arizona Trail](#) is one of only 11 National Scenic Trails in the United States. The AZNST stretches more than 800 miles across Arizona from Mexico to the Utah border, showcasing the state's diverse vegetation, wildlife, wilderness and scenery, and providing unparalleled opportunities for hikers, mountain bikers, equestrians and other trail users.

[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>