



Tourism Tuesday

A Message from Director:

Good afternoon,

It's hard to think of anything else today other than the destruction wreaked by hurricanes Harvey and Irma.

In the areas hit hardest—Florida, Texas, Louisiana, the Caribbean—the human toll is incalculable. Hurricane Harvey required the rescue of more than 72,000 people along the Gulf Coast. Irma dumped more rain on Florida's St. Lucie County in two days than Phoenix gets in two years. And, as of this writing, 6 million people are still without power in Florida.

The impact on tourism is likewise hard to fathom. Flooded roads and ports of call. Canceled flights and cruises. Damaged airports. Closed beaches, theme parks and passport offices. Businesses destroyed. Sources of income suddenly gone.

Tourism is a \$100 billion industry in Florida alone, and much of the state is in shambles ahead of peak travel season. In the Virgin Islands, where tourism is the lifeblood of local economies, hotels have been leveled, beaches eroded and entire communities rendered uninhabitable.

Let us remember, too, that more than 60 wildfires are raging across North America, imperiling the lives of thousands of firefighters and impacting recreation and tourism in California, Colorado, Idaho, Nevada, Utah, Washington, Wyoming and western Canada.

Many of us have friends, family or colleagues who live in areas affected by these disasters. So I appreciate the U.S. Travel Association sharing helpful information about how to make donations to the Destination Disaster Recovery Fund, organized by Tourism Cares, as well as the American Red Cross and One America Appeal, the relief campaign organized by five former U.S. presidents.

I am also glad to see that several Arizona rescuers and volunteers—including Arizona Task Force 1, a Phoenix Fire Department urban search-and-rescue team—are helping victims of Harvey and Irma, and that more than 160 Arizona firefighters are battling blazes across the West. If there's a silver lining to all this devastation, it's that it brings out our country's compassion, cooperation and heroism.

Debbie Johnson
Director, Arizona Office of Tourism
#AZTourismNews

AOT in Action

AOT Builds New Campaign Elements for Arizona Expedition Season 3

AOT, in partnership with *Outside* magazine, has begun filming campaign segments for the new season of Arizona Expedition. As with previous Arizona Expedition campaigns, Season 3 will chronicle the adventures of brand ambassadors who offer their personal perspective on our state's travel experiences. In a twist for Season 3, these brand ambassadors aren't from other places but are instead Arizona personalities who are passionate about the state.

With Glen Canyon National Recreation Area serving as an awe-inspiring backdrop, a film crew from Outside TV followed nature photographer Amy Martin and artist Erica Fareio as they took a three-day paddling excursion on the calm waters of the lower Colorado River.

The campaign launches in October. It will include custom editorial, long- and short-form video, digital features, photography, podcasts and social amplification. In addition to *Outside*, we will be partnering with *Saveur* and *National Geographic Traveler*.

Upcoming Events & Activities

[Arizona Restaurant Week](#)

Date: September 15-24

Location: Statewide Restaurants

This statewide affair offers foodies a wealth of dining opportunities and the chance to get outside their own neighborhood and try something new. From sizzling Southwestern and soothing comfort foods to five-star dining and international fare – it's all on the table during Arizona Restaurant Week. So prepare your taste buds and dig in.

[NACOG Fall Tourism Forum](#)

Date: October 11-13

Location: Pinetop-Lakeside

The Northern Arizona Council of Governments (NACOG) will host its annual tourism forum Oct. 11-13. The forum will highlight the importance of tourism along with key strategies and best practices to help attendees better showcase their communities and tourism-related industries. The resulting attraction of visitors will lead to increased investment and a stronger local economy.

[Marketing Outlook Forum](#)

Date: October 23-25

Location: Baltimore, Maryland

The Marketing Outlook Forum in the industry's leading strategic travel forecast conference, combining industry networking and quality educational programs into a singular premier event.

Industry News

[The Future of Travel Distribution](#)

The future of the travel distribution landscape is a hot topic these days, with many industry leaders and insiders pondering how the marketplace will evolve as new technologies continue to emerge and fracture the way business has been done for decades. Which companies and providers will be left standing? Which will go the way of the dinosaur?

[Slump in Overseas Visitors the Curse of a Strong Dollar](#)

International visitation to the United States is forecasted to contract this year, continuing a decline that began in 2016 following six straight years of growth. The strength of the dollar is widely thought to be the main obstacle to inbound travel. Since 2014, it has increased 18%, reaching its highest level since 2002. That was compounded by the weak British pound, which fell to a 31-year low after the Brexit vote in June 2016, and by currencies falling to record lows last year in Canada and Mexico, the top two inbound markets overall.

Did You Know?

Arizona is home to thousands of [young volcanoes](#). The youngest, Sunset Crater, erupted around A.D. 1085. While there are no active volcanoes in Arizona, there are volcanic fields capable of producing new volcanic activity: the San Francisco and Uinkaret volcanic fields in northern Arizona, and the Pinacate volcanic field on the Arizona-Mexico frontier. - [ArizonaExperience.org](#).

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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