



Tourism Tuesday

Welcome to Tourism Tuesday, your weekly e-newsletter from the Arizona Office of Tourism (AOT).

A Message from Director:

Good afternoon,

We're happy to report that our spring training advertising campaign is now in full swing. Through our destination marketing efforts, baseball fans traveling to Arizona for Cactus League games will experience ads showcasing our state's diverse travel offerings and encouraging them to discover what more they can do throughout the Grand Canyon State.

This year, we've added a more interactive component to connect with fans. Through our social media channels, we have launched ***Ticket Tuesdays***. Each Tuesday, throughout the month of March, we'll be sending out clues about various locations across the Valley where followers can find spring training tickets. We'd appreciate your help and support in promoting these opportunities and encourage you to use #VisitArizona in your own social media activities.

On a separate note, it was great seeing so many of you at last week's Unity Dinner. Congratulations to all those honored at the event – Governor Doug Ducey, 2016 Honoree; Jack Miller, Hotelier of the Year; Ricardo Landa, Allied Member of the Year; Doug Yonko, Tourism Legacy Award; and Sherry Henry, Lifetime Achievement Award.

I also want to thank the many statewide legislators for taking time out of their busy schedules to join us and help celebrate our dynamic industry. There is an undeniable economic impact to our state from tourism activities and destination marketing is how we continue to generate the valuable visitor spending that leads to statewide jobs, earnings and taxes. It was encouraging to hear that message touted throughout the evening and we're excited to move forward with our plans to globally promote Arizona as a vibrant travel destination to keep this economic activity going.

Have a great week,

Debbie Johnson
Director, Arizona Office of Tourism
#TourismTuesday #VisitArizona

AOT in Action

AOT's National Campaign Generating Exponential Results

AOT's Arizona Expedition: Let Yourself Go! campaign is a "first-of-its-kind" program featuring simultaneous coverage of Arizona in three major industry-related publications—Golf Digest, Bon Appétit Magazine and Condé Nast Traveler. Through this unique partnership, AOT designed an integrated marketing strategy positioning Arizona as a vibrant and welcoming international travel destination. AOT's reach with this advertising program was exponentially higher than a normal campaign because of our partnerships with the social media influencers, the participating magazines and other private corporate brands (Lexus, Samsung and Calloway) who all utilized their own wide range of coverage and variety of media channels to expand the awareness of Arizona as a travel choice.

Campaign Year-to-Date Results are below.

Impressions: 22,948,831

Clicks: 39,229

CTR: 17%

Average Time on Sight: 0:21

Video Views: 1,028,018

The campaign officially wraps up in March. For more information, contact Karen Cahn at kcahn@tourism.az.gov or 602-364-3699.

State Tourism Experts Take Arizona to The Big Apple

AOT and 10 Arizona travel partners descended on New York City last month for a media reception touting the state's many wonderful tourism stories. "Arizona: An Oasis Awaits" attracted 40 top-tier media representatives who enjoyed an Arizona-themed menu prepared by Chef Don Molinich of DoubleTree by Hilton Resort Paradise Valley – Scottsdale, consultations by health and beauty expert Kim Kelder of Miraval Resorts in Tucson and Arizona signature beverages.

The highly visual reception took place at The Light Box in New York's garment district and was attended by high-caliber media outlets such as Travel + Leisure, Fodor's, Yahoo Health, InStyle, Good Housekeeping, Parade and Family Circle.

In addition to Chef Molinich and Ms. Kelder, the Arizona delegation included media representatives from AOT, the Boulders Resort, Cliff Castle Casino, the City of Prescott, the Scottsdale CVB, the Sedona Chamber of Commerce, Tempe Tourism, Visit Tucson and Verde Canyon Railroad. For more information, contact Tony Alba at talba@tourism.az.gov or at 602-364-3715.

AOT Hosts Chinese Delegation

AOT welcomed Secretary Zhang Yusong and his delegation from Dujiangyan (satellite city of Chengdu), China on February 18. The delegation was in town as part of Chinese Week in Phoenix as well as to celebrate the 30th anniversary of the Phoenix Sister Cities program with Chengdu,

China. The group discussed cross promotional opportunities in tourism and shared destination highlights. For more information, contact Kim Todd at ktodd@tourism.az.gov or 602-364-3305.

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 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 or 602-364-3695.

New Research Updates Available

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

- [Arizona Lodging January 2016](#)
- [Gross Sales & Tourism Taxes December 2015](#)
- [Airport Passenger Volume December 2015](#)
- [State Park Visitation December 2015](#)

All 2015 indicator data is in! It was a great year for State Parks and National Parks especially. Compared to 2014, State Parks welcomed 383,000 more visitors in 2015 (up 16.8%), and Arizona National Parks welcomed an additional 1.09 million visitors (up 8.4%). January lodging is showing the effects of Super Bowl last year. ADR and RevPAR are down from the same period last year, which is expected given the high room rates during the event. Occupancy, however, increased very slightly, managing to hang onto some of those gains even in a non-Super Bowl year. For more information, please visit tourism.az.gov or contact Colleen Floyd at cfloyd@tourism.az.gov.

We Want Your Travel Deals!

Have you uploaded your travel deals and vacation packages to VisitArizona.com lately? As one of our most popular web pages, the Travel Deals section receives hundreds of thousands of page views annually. Be sure to take advantage of this valuable resource and showcase travel deals for your attraction or destination. We want our travel deals website section to be populated

with the latest Arizona deals and packages for visitors to discover. We will be using these deals in future spring and summer-time promotions. For information on how to upload travel deals, see VisitArizona.com/arizona-tourism-partners.

Upcoming AOT Events & Activities

[Mexico Sales and Media Mission](#)

Date: April 4 - 8

Locations: Mexico City and Guadalajara, Mexico

AOT and its 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 world class tourism amenities. Additionally, we will schedule two to three media appointments in Mexico City and three to four trade appointments each in Mexico City and Guadalajara.

Upcoming Industry Events & Activities

[Save the Date: Governor's Conference on Tourism](#)

Date: July 11-13

Location: The Westin La Paloma, Tucson

The 2016 Arizona Governor's Conference on Tourism will take place July 11-13 at The Westin La Paloma Resort & Spa in Tucson. The conference begins Monday, July 11 with the Arizona Office of Tourism's Research General Session at 4pm followed by the annual Taste of Southern Arizona reception. We continue with many valuable breakout sessions, the Arizona Governor's Awards Gala on Tuesday evening, July 12th, and an outstanding lineup of keynote speakers to conclude the Conference on Wednesday, July 13th. Check back for registration details.

Arizona in the News

Can the southeast Valley become a food-tourism destination in Arizona?

Arizona Republic

As more people from throughout the country and world make travel plans based on food destinations, the southeast Valley has created an 11-stop "Fresh Foodie Trail" to try to nab a piece of the pie.

A travel guide promoted by tourism organization Visit Mesa aims to leverage the region's culinary assets by combining deep-rooted standbys, such as Queen Creek Olive Mill, with newer additions, such as True Garden vertical farm, and supplementing both with information on farmers markets, restaurants and seasonal festivals. Read More -

<http://www.azcentral.com/story/news/local/mesa/2016/02/29/can-southeast-valley-become-food-tourism-destination-arizona/80776376/>

Industry News

Texas Tourism Launches New Advertising Campaign

Travel Industry Wire

Texas Tourism launched a new advertising campaign, which is currently rolling out across national television, print and digital media. The new campaign continues to utilize the popular state tagline, "Texas. It's Like A Whole Other Country," and transitions the traveler from the big picture to a more in-depth, focus on the unique individual experiences waiting to be discovered.

The new campaign includes three television ads focusing on family fun, cuisine and traveling like a local.

- Imagination – by bringing a kid's and kid's-at-heart imagination to life, traveling families capture a glimpse of the adventures that await even the youngest travelers.
- Many Flavors – highlights the culinary adventure one can experience through the many flavors of Texas.
- Texas Means Friend – invites guests to explore Texas like a local, providing a welcoming Texan's-eye view of unique destinations.

To supplement the television ads, six new print ads provide additional inspiration for traveler's next Texas trip. The print ads focus on a number of Texas passion points including:

- Beach – "Dive deep into the heart of Texas."
- Cuisine – "Around here local favor isn't just about the food."
- Outdoors – "See where the West is plenty wild."
- Western – "Here, you don't wear Western, you live it."
- Music – "Some experiences can't be downloaded."
- Shopping – "Visit Texas and take home more than just great memories."

"We are excited to showcase the many unique aspects of Texas through our new campaign" said Brad Smyth, Tourism Director for Texas Tourism. "Texas is a diverse destination, and the goal of our new creative is to showcase that diversity and immerse prospective travelers in the sights, sounds and flavors they will experience during a trip to our state."

The campaign aligns with the latest consumer attitudes, as travelers are now more driven by authentic, personal experiences than by destination alone, and have a strong desire to experience destinations like a local.

Research findings guided the campaign creative to strategically focus on family fun, cuisine and traveling like a local. The campaign targets Boomer, Millennial and Gen X travelers with an emphasis on Millennial and Gen X travelers – as both targets now count for more than half of non-resident overnight leisure travel. Research shows that one in three leisure trips to Texas includes a child in the travel group with higher rates among Millennial and Gen X travelers. Dining out and experiencing local cuisine are among the top activities for visitors to the State.

Images and video from the campaign were shot throughout the seven regions of Texas:

- Big Bend Country – Big Bend National Park, Comstock, El Paso, Guadalupe Mountains National Park
- Gulf Coast – Dickenson, Galveston, Houston, Point Bolivar, Port Aransas
- Hill Country – Austin, Canyon Lake, Driftwood, Dripping Springs, New Braunfels
- Panhandle Plains – Graham, Palo Duro Canyon State Park
- Piney Woods – Zavala
- Prairies and Lakes – Arlington, Dallas, Fort Worth
- South Texas Plains – San Antonio

To learn more about the new campaign, visit www.TravelTexas.com

<http://www.travelindustrywire.com/article88073.html>

United States and China to launch U.S.-China Tourism Year

ehotelier.com

The United States and China will launch the 2016 U.S.-China Tourism Year in Beijing on Monday February 29. The opening ceremony is to be hosted by Brand USA, the public-private partnership responsible for promoting the United States as a premiere travel destination to help maximize the economic and social benefits of increased inbound international travel to the United States.

An outcome of President Xi's 2015 visit, the U.S. China Tourism Year aims to increase travel and tourism between the two countries by enhancing the traveler's experience, increasing the traveler's cultural understanding, and expanding the traveler's appreciation of natural landscapes in each other's countries.

"Travel and tourism is the United States' largest services export, generating nearly \$220.8 billion and supporting over 1.1 million U.S. jobs," U.S. Deputy Secretary of Commerce Bruce Andrews said. "Expanding travel and tourism is critically important to both of our countries, not just to foster people-to-people exchanges, but as a key pillar of economic growth. The Tourism Year will help us communicate that we welcome travelers from China and encourage them to experience all that the United States has to offer."

From the U.S. perspective, the Tourism Year offers the chance to build on the current double-digit growth in arrivals from China, expanding the United States' share of the nearly 100 million Chinese visitors traveling each year. Key to achieving this goal is the 2014 announcement by the United States and China of a reciprocal extension of visa validity for tourist and business travel from one to 10 years, and student travel from one to five years.

Total travel and tourism exports to Chinese visitors totaled a record \$24 billion in 2014, accounting for 57 percent of services exports to China.

Deputy Secretary Andrews will deliver remarks at the opening ceremony, along with U.S. Ambassador to China Max Baucus, Brand USA President and CEO Chris Thompson, and the

Chairman of the China National Tourism Administration. President Barack Obama will also be featured in a brief video message about the U.S.-China Tourism Year, which can also be viewed on the U.S. Embassy website homepage starting March 1.

Kelly Craighead, Executive Director of the U.S. Department of Commerce's National Travel and Tourism Office and Assistant Secretary of Commerce for Global Markets Arun Kumar will also participate in the launch event.

http://ehotelier.com/featured/2016/02/26/united-states-and-china-to-launch-u-s-china-tourism-year/?inf_contact_key=f323911a1e3af391a161f8f6352b6870412ae2d11db1b9291a071c1fbdbb255f

Did you know?

Arizona grows enough cotton each year to make more than one pair of jeans for every person in the United States.

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>