



## Tourism Tuesday

### A Message from Director:

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Good afternoon,

Today I'd like to share something a little lighthearted—and kind of remarkable.

Last week, AOT hosted a group of German travel agents who were in the country as part of Brand USA's 2017 Germany MegaFam. This massive familiarization tour, conducted in partnership with Lufthansa, dispatched 100 travel agents to 10 different states.

The group who came to Arizona were treated to a "Canyons, Cactus and Cowboys" itinerary, which began in Phoenix with a stay at The Wigwam, then proceeded to Prescott, the Grand Canyon, Horseshoe Bend, Lake Powell, Wupatki and Sunset Crater national monuments and Scottsdale.

It's not unusual for international visitors—even globetrotting travel professionals—to be wowed by Arizona's beauty. What is unusual (and maybe unprecedented) is for participants on a familiarization tour to be so taken with their Arizona experience that they decide to commemorate it by getting tattoos.

I'm not making this up. On their trip back home, during a long layover at LAX, three of the German travel agents left the airport to find a tattoo artist. When they returned to catch their flight each sported a matching tattoo—a green saguaro with the letters "AZ" at its base.

We love that Arizona made life-long memories for them!

Another bit of news that's making everyone here at AOT smile: We learned yesterday morning that Hannah Osborn, our event marketing manager, and her husband, Luke, gave birth to a baby boy. Brody Dean Osborn weighed in at 7 pounds, 15 ounces, and both he and his mom are doing great. I can't wait for Brody to join us at the office in late December as part of Governor Ducey's Babies at Work program!

Debbie Johnson  
Director, Arizona Office of Tourism  
#AZTourismNews

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## AOT in Action

### AOT Offers West Coast Regional Research Webinar

AOT is hosting a series of research webinars that will provide a deeper analysis of our regional visitation data. This week will be a look into the West Coast region. Our Research Division will review visitor volume, profiles and Visa spending data for 2016, along with year-to-date indicators for 2017.

Click on your region below to register for the webinar(s) you would like to attend. If the link does not provide direct access, please cut and paste it into your browser. For questions or more information, contact Kari Roberg at [kroberg@tourism.az.gov](mailto:kroberg@tourism.az.gov).

[West Coast Region](#) - October 12 at 2pm

[Northern Region](#) - October 19 at 2pm

[North Central Region](#) - November 9 at 2pm

[Phoenix & Central Region](#) - November 16 at 2pm

Presentation slides from the Tucson & Southern Region webinar are now available on the [Research and Statistics](#) webpage for [tourism.az.gov](http://tourism.az.gov).

### AOT Presents Insight into International Data

Join us as AOT dives into its data on international travelers to Arizona. This webinar presentation will include visitor volume data and trends, travel patterns, spending, average party size and more. The slides from this presentation will be available afterward on [tourism.az.gov](http://tourism.az.gov).

Click on the International Data Webinar to register for the event. If the link does not provide direct access, please cut and paste it into your browser. For questions or more information, contact Kari Roberg at [kroberg@tourism.az.gov](mailto:kroberg@tourism.az.gov).

**When:** Wednesday, November 1

**Time:** 10:00 a.m.

**To Join:** [International Data Webinar](#)

### AOT, Brand USA Host German MegaFAM

AOT, in partnership with Brand USA and Lufthansa Airlines, hosted 12 top travel trade achievers from Germany, Austria, and Switzerland on a MegaFAM September 28 – October 3. The “Canyons, Cactus and Cowboys” itinerary showcased Arizona resorts, Northern Arizona attractions and Scottsdale experiences including camping overnight in the Grand Canyon, a Lake Powell Boat tour, Horseshoe Bend, Superstition Meadery, Watson Lake, Historic Whiskey Row and Waputki National Monument. Accommodations were provided by the Wigwam Resort, the Residence Inn in Prescott, Lake Powell Resorts and Hotel Valley Ho.

Few promotional tools are as successful, or as cost effective, as a well-executed FAM tour. These tours allow tour operators and travel agents to experience firsthand the sights, activities, and tastes of Arizona which they will relay to the traveling public. The Brand USA German MegaFam, even led to three participants tattooing an image of a saguaro cactus with the state’s abbreviation, “AZ” onto their ankles.

The benefits of hosting a FAM tour may not happen immediately, but your business will gain positive exposure for future marketing.

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## Upcoming Events & Activities

### [World Travel Market \(WTM\)](#)

Date: Nov. 6-8

Location: London

World Travel Market (WTM) is the largest trade show in the UK and the best opportunity to network with major tour operators, travel agents and media professionals from this market. More than 50,000 travel professionals attend this global show.

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## Industry News

### [Tempe Tourism Office Announces New President and CEO](#)

Brian McCartin will be the new President and CEO of the [Tempe Tourism Office](#). Before his recent move back to Arizona, McCartin was executive vice president at Travel Portland, the tourism office in Portland, Oregon. McCartin will officially begin working at the Tempe Tourism Office on December 4. He is succeeding Stephanie Nowack, who recently announced her retirement after 18 years with the organization.

### [Visit Mesa Honored by Destination Marketing Association](#)

Visit Mesa was honored by Destination Marketing Association of the West, or [DMA West](#) with its 'BEST Idea Award' last week at the Annual DMA West Education Summit in Las Vegas. DMA West is a regional membership organization of about 150 DMOs across the western U.S. The "idea" was related to last fiscal year's 360-degree video campaign using Viant technology, which included augmented reality and drone videos. Due to the campaign's impressive ROI deliverables, it also won the Destiny Award at U.S. Travel Association's ESTO Conference.

### [Vintage Casa Grande Sign Project Competes Nationally for Funding](#)

A plan to create a vintage sign park in downtown Casa Grande is one of 25 projects vying in a national competition with a \$150,000 prize payout — and area residents can help the project win.

Preservationists and proponents of the vintage sign park, a joint project between Casa Grande Main Street and the Casa Grande Historic Preservation Commission, aim to save, restore and display several vintage and neon signs that once graced businesses throughout the area. To vote visit [VoteYourMainStreet.org](#) and vote up to five times each day until Oct. 31.

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## Did You Know?

Lake Havasu City is home to more [lighthouses](#) than any other city in the entire country. These scaled-down replicas are actual functioning navigational aids built to the specifications of famous lighthouses on East Coast, West Coast and Great Lakes. More than eighteen can be seen on the shores of the lake. Most can be hiked to while some are only accessible by boat.

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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!

### **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>