



Tourism Tuesday

A Message from Director:

Good afternoon

This summer, at the Governor's Conference on Tourism, we told you that the newest season of our Arizona Expedition campaign would star local Arizona personalities. Today I want to introduce you to one of those Arizona personalities—and to the new campaign itself.

Amy Martin is a river guide and photographer who has been exploring the Grand Canyon since she was a child. The canyon is both her daily workplace and artistic muse, and her connection to it is the subject of custom content in Outside Magazine and on Outside Online.

The [Arizona Expedition content](#) hub on [OutsideOnline.com](#) features a [video](#), a gallery of [Martin's Grand Canyon photography](#) and her personalized [Essential Arizona Reading List](#). According to initial reporting from Outside, the content hub has had more than 10,000 page views since its mid-October launch, and users are spending an average of 11½ minutes on site.

That impressive time-on-site figure is an indication that this online content is compelling. And we expect more of the same. Two more Arizona Expedition spreads are forthcoming in Outside Magazine and on Outside Online; one will tell the story of a Navajo ultra-runner in Canyon de Chelly, and the other will chronicle pro mountain-bike racers in the San Francisco Peaks.

Outside Magazine is one of three new media outlets we're working with for Season 3 of Arizona Expedition. Other custom content about Arizona ambassadors will soon appear in National Geographic Traveler and Savuer.

I encourage you to take a deep dive into our new Arizona Expedition stories, and, if you're so inclined, to share our [Facebook](#) and [Twitter](#) posts about Arizona ambassador Amy Martin.

Debbie Johnson
Director, Arizona Office of Tourism
#AZTourismNews

AOT in Action

AOT Showcases State to National Journalists

AOT co-hosted the Travel Classics West conference in Tucson this month. The conference brought together 30 editors and 60 freelance writers for meetings and seminars. Prior to and after the conference, AOT had the opportunity to showcase more of Arizona to several of the visiting journalists.

The journalists explored the Tucson area in greater depth, and also visited Scottsdale, Ajo, Sasabe, Topawa, Tubac, the Grand Canyon and Sedona. We would like to thank the partners who hosted these writers and helped us showed off our great state.

Local Media Explores Arizona through Latest Media Marketplace

Each year AOT holds a media marketplace to inform Arizona writers and publications about what's new in the state. This year, the marketplace was held in Tucson on the opening day of the Travel Classics West conference. AOT staff and our tourism partners engaged local Arizona writers as well as several attendees of Travel Classics West conference.

Thirty-five partners from around the state participated in the marketplace, including chambers of commerce, CVBs, hotels, attractions, tour operators and ranches. Writers were pleased to collect so much information about the state in one place and in one afternoon. We could not have offered such a great variety of information without the support of our partners, to whom we would like to offer a big thank you.

German Media and Travel Trade Gain Insight to Arizona Destinations

In May, Condor Airlines will begin air service between Frankfurt, Germany, and Phoenix Sky Harbor International Airport. In anticipation of the flight, Arizona last week hosted eight travel writers and three tour operators from Germany to inspire interest among German travelers to choose Arizona as a new and easily accessible vacation destination.

The group explored, Gilbert, Mesa, Phoenix, Scottsdale, Tempe and Wickenburg. They also visited the South Rim of the Grand Canyon and part of Route 66. This was the first visit to Arizona for several of the participants. Again, we thank the communities, hotels, attractions and activities who hosted the group.

AOT Hosts American Airlines Mexico FAM Tour – part II

Tour operators from Mexico City participated in the American Airlines Mexico FAM tour last week. These same agents visited the Valley and Southern Arizona a year ago. The 10 agents traveled to Chandler, Flagstaff, Page, the Grand Canyon, Monument Valley and Canyon de Chelly before wrapping up their adventure in Phoenix.

The FAM offered agents the chance to shop at Chandler Fashion Center, make snow at Arizona Snowbowl, spot stars at Lowell Observatory, view a sunset over the Grand Canyon, take a desert Jeep tour, witness the colorful geology of Lake Powell and relax on their own private balcony to savor the spectacular views of Monument Valley.

These FAMs are designed to provide travel agents and tour operators an Arizona travel experience from a client's perspective. For more information, contact Danielle Dutsch, Sr. Travel Industry Marketing Manager, ddutsch@tourism.az.gov.

Reach the Chinese Travel Market with New AOT Opportunity

Through AOT's partnerships with Brand USA and AVIAREPS, we continue to invest in programs and opportunities designed to bring affluent travelers from China to experience Arizona.

We are adding a new element to our China strategy for 2018—a Mandarin-language guide and map, produced by our partners at Attract China. With content creators and editors in both New York and Beijing, Attract China connects domestic DMOs, CVBs, attractions, hotels and restaurants to FIT travelers from China at both the planning and arrival stages.

Attract China will produce 100,000 customized state maps for Arizona. Three-quarters of them will be distributed in China via CITIC Bank (the official processing/distribution partner for the U.S. 10-year visa), Hainan Airlines, Ctrip, and other key travel agents and tour operators in major markets such Beijing, Shanghai, Guangzhou and Chengdu.

At this time there are opportunities for advertising placements on the map, with a 35% pre-negotiated discount. As part of our partnership, Attract China will provide translation and ad-creation services at no charge. The reservation date is Dec. 15. For more information, contact Becky Blaine, Director of Media and Trade Relations, bblaine@tourism.az.gov, or Kim Todd, Sr. Media Relations Manager, ktodd@tourism.az.gov.

Research Presentations Now Available on Tourism.AZ.Gov

AOT's Research Division last week wrapped up a series of research webinars, which provided an analysis of regional and international visitation data.

Regional data webinars presented visitor volume, profiles and Visa spending data for 2016, along with year-to-date indicators for 2017 specific to the Tucson & Southern, West Coast, Northern, North Central, and Phoenix & Central regions of the state.

The international data webinar provided visitor-volume data and trends, travel patterns, spending, average party size and more. All presentations are available on AOT's industry site Tourism.AZ.gov.

For questions or feedback contact Colleen Floyd, Director of Research, cfloyd@tourism.az.gov or Kari Roberg, Research Manager, kroberg@tourism.az.gov.

Upcoming Events & Activities

Jan. 26 - 27, 2018

2018 Urban Waterfronts

The Waterfront Center and the Yuma Crossing National Heritage Area are co-hosting the 2018 Urban Waterfront conference in Yuma. The conference will focus on the current challenges for waterfront communities in the 21st century including an overview of the development and impact of the Colorado River.

Industry News

[National Park Service Extends Public Comment Period for Proposed Peak-Season Entrance Fees at 17 Parks](#)

The National Park Service has extended the public comment periods for proposed peak-season entrance fees at 17 national parks and revised fees for road-based commercial tours and will accept comments until December 22, 2017. If implemented, the increased fees would generate needed revenue for improvements to the aging infrastructure of national parks.

[Nearly 51 Million Americans to Travel This Thanksgiving, Highest Volume in a Dozen Years](#)

AAA projects 50.9 million Americans will journey 50 miles or more away from home this Thanksgiving, a 3.3 percent increase over last year. The 2017 holiday weekend will see the highest Thanksgiving travel volume since 2005 with 1.6 million more people taking to the nation's roads, skies, rails and waterways compared with last year.

[The Rise of 'Bleisure' Travelers](#)

A new study from Expedia reveals how the trend of bleisure travel—a combination of business and leisure travel—is a rising trend in the United States that the tourism industry should be prioritizing. The study conducted by Expedia Media Solutions and Luth Research found the length of stay for a business traveler when compared to bleisure traveler increases from two nights to six-plus nights.

[OdySea Aquarium Reels in America's Best Restroom Title](#)

Cintas Corporation today named the OdySea Aquarium in Scottsdale as the winner of its 16th annual America's Best Restroom Contest.

Did You Know?

Arizona is home to [several geoglyphs](#) called Intaglios. Etched into the desert floor, these images can measure up to 175 feet long and can only be fully seen from flying above them. Primarily located on the West Coast of the state, the Intaglios have a historic [connection to tribes](#) in the area.

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!

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