



How to Conduct a Familiarization Tour

WHAT IS A FAM TOUR?

FAM stands for “familiarization” tour. It is bringing people (in this case, travel media, tour operators and travel agents) to Arizona to experience what the state has to offer first-hand.

WHY DO WE DO FAM TOURS?

Because when our journalists, tour operators and travel agents experience a destination first-hand, they are able to better relay information to their readers and clients. Since their jobs involve dispersing information to large numbers of people, this is a valuable tool.

Imagine if you saw a photo of Hawaii in a brochure. By looking at that photo or reading information about Hawaii online, you would probably have a good idea of what a vacation in Hawaii might be like. However, if you visit Hawaii yourself, you are able to describe to others in much greater detail what there is to see and do, in addition to how it feels to be there.

IS A FAM TOUR RIGHT FOR YOU/YOUR COMMUNITY?

Ask yourself:

1. Do I want tourists to visit my community and are we able to accommodate the needs of individual tourists and group tours? This may seem like a silly question, but in reality, some communities are not equipped to handle tour buses and large groups of people.
2. Are the partners in your community willing to work with the local destination marketing organization and others to provide complimentary or discounted services for FAM tours? For example, a hotel might need to offer a free room or a special rate for a journalist, but if they get mentioned in the article, the advertising equivalency value of the article will far exceed the value of the complimentary room, making it a great return on investment. They also have to keep in mind that if they are not specifically mentioned in the article, providing a complimentary hotel room is still good for the community as a whole because it is bringing positive publicity to the destination.

TYPES OF FAM TOURS

TRAVEL INDUSTRY MARKETING – The purpose of hosting a travel agent or tour operator FAM tour is to either increase product knowledge or the amount of product an agent or operator is selling.

Travel Agents – A travel agent will most likely participate in a FAM tour to increase their product knowledge about a destination so they can better sell it to their clients. Travel agents have become extremely niche-focused, so it is important they are experts in the area in which they specialize. Travel agents also often work in tandem with tour operators in selling their tours. Tour operators will sometimes arrange FAM tours for their top-selling travel agents to make sure they are completely up-to-date on the product the tour operator is selling. Each year AOT coordinates three FAM tours with invitations being distributed exclusively to AAA travel agents.

Tour Operators – If a tour operator features Arizona product in their brochure, they will often arrange a FAM tour to the state for their reservation agents. This gives the agents the opportunity to experience the product first-hand so they can adequately sell it to their clients. Sometimes a tour operator has little or no Arizona product in their brochure. In this instance, we would organize a FAM tour for their product manager so they could see all that Arizona has to offer, which would ideally result in increased Arizona product offerings.

MEDIA RELATIONS – The purpose of hosting a media FAM tour is to garner positive editorial publicity about a destination and/or organization. This is different than paid advertising in the sense that the publicity generated through media relations efforts is the editorial opinion of the writer, which is often considered more valuable than paid advertising.

Individual—Many journalists prefer to conduct individual FAM tours, meaning that they want to experience a destination on their own as opposed to with a group of other writers. When journalists travel on their own, they typically have a particular story assignment or they are writing on "spec" and they have a specific story idea in mind. For example, if a writer has an assignment to cover new spas, AOT would develop an itinerary featuring the new spa experiences throughout the state.

Group—AOT usually conducts four group press trips per year, ensuring that we visit each area of the state every two years. In this case, AOT works with communities throughout the state to create an itinerary geared for 6-8 journalists. An AOT staff member accompanies the group, which is comprised of a mix of domestic and international writers.

For the purposes of this workbook, most of the examples will be relevant to group FAM tours for both the media and travel trade.

HOW TO GET STARTED

Develop Itinerary

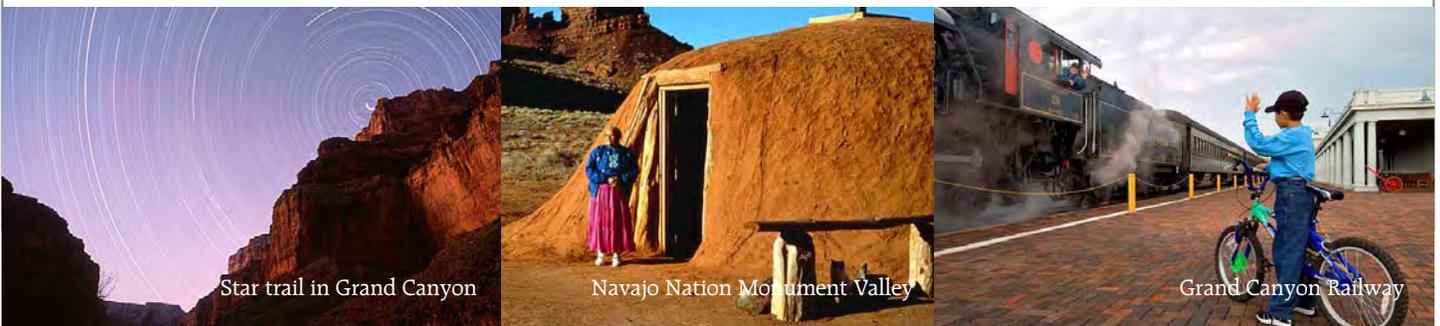
There are several factors that go into developing an itinerary and the way in which you handle each itinerary varies depending on the needs of the group.

1. As a rule of thumb, it is best to first determine which areas of the state or a community the FAM needs to cover, then think about what ties these places together and come up with a theme. Here are some examples of themes the Arizona Office of Tourism has used:

"Off the Vines & Under the Stars"— A tour through Southern Arizona featuring two of the region's biggest destination drivers – wine and stargazing.

"Arizona's Native Lands"—A tour through several Native American reservations featuring the attractions and people that make each tribe unique.

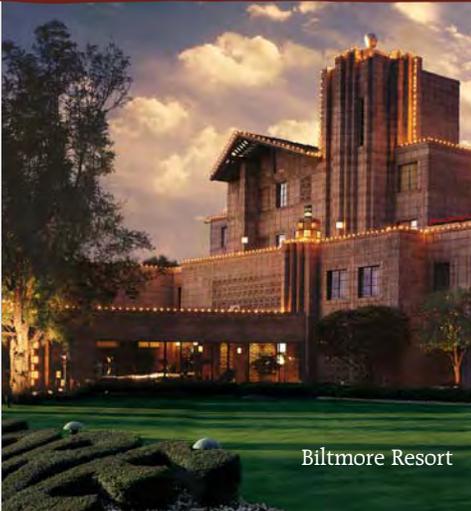
"Arizona's Rails & Trails"—Arizona's train tours, as well as hiking trails and Jeep tours



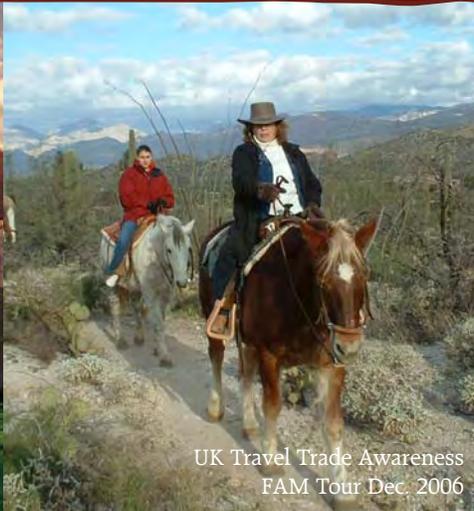
Star trail in Grand Canyon

Navajo Nation Monument Valley

Grand Canyon Railway



Biltmore Resort



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Super Structures: Arizona's
Amazing Architecture Nov. 2006

2. You must also take any special requests into consideration. For example, if a tour operator specializing in high-end, luxury resorts wants to arrange an Arizona FAM tour, it would not be beneficial to anyone to have them spend time in a community that only has limited service properties. There is a fine line between balancing the needs of the FAM tour participants and the hosts and it is important that both parties walk away with what they need.
3. Once you have determined a theme and a general idea of the location, the next logical step is to decide the duration of the FAM and the locations where you will spend the night. Generally, anywhere from three to five nights is acceptable and most FAM tour participants expect that they would move hotels nearly every night so they can maximize their time in a destination.
4. Once you have an outline of the itinerary, you will need to secure transportation. If it is a small group, a minivan could suffice. With larger groups, it may be necessary to rent a 15-passenger van or small bus. It is often beneficial to hire a knowledgeable driver that can also serve as a guide and answer questions from the participants. As the host, this allows you to focus on the needs of the group and someone else can focus on the road. Determine ahead of time which activities and meals the driver will be included in so there aren't any uncomfortable situations.
5. Once you have an outline and you know where your overnights will be, begin to fill in the days with activities and assign specific times to these activities. Try to anticipate all of the questions that a FAM tour participant could possibly ask about the itinerary and be sure to include that information. Always tell people when they are expected to be checked out of the hotel. For example, if you want them ready to go by 8:00 a.m., tell them to check out at 7:45 a.m. so they're in the van loaded up and ready to go at 8:00 a.m. Don't forget to pad your time or you will find that you will be perpetually running late throughout the day. Sometimes, that "one last picture" can add another 10 minutes on to the schedule. It's a good idea to allow 15 more minutes than you'll think you need to get from one place to the next. That way, you won't be late and disappoint your hosts. In addition, it is essential to include free time in the itinerary so the participants can have time to explore on their own, catch up on work and have some time away from the group.
6. When planning the itinerary, make sure it only includes activities and experiences that an average tourist is able to do. For example, do not arrange for Native American dancers to perform during dinner if that is not a regularly scheduled activity at the restaurant. They cannot write about or tell clients about things that the clients themselves won't be able to do. An exception to this rule is allowing the participants to experience a particular activity on a day that it is not normally available. For instance, if a museum is only open on weekends, but the group will be there on a Wednesday, it is acceptable to open it especially for them so they can have the experience of visiting the museum.
7. It is beneficial to develop one itinerary for the host/escort, and one for participants. The host/escort itinerary would include more detailed information about the group, special instructions and contact information for all of the hosts. The participants' itinerary, in general, will be "cleaner" and will only include the necessary information. (See pages 8-12 for examples of media ad trade itineraries.)
8. Send the final itinerary to the participants at least a week ahead of time so they know what they'll be doing and seeing. This way, they can do some research before the trip so that they can ask appropriate questions upon arriving at the destination.

Invite Participants

1. First and foremost, you need to determine the ideal number of participants. You must be able to manage the group size and your partners must have the resources to provide rooms, meals and activities for that many people.
2. If you are organizing a media FAM tour, you will want to develop a targeted invite list based on the theme of the tour. This will require some research to determine which freelance writers and publications write about the activities that will be covered in the tour. If a particular journalist only writes about cruises, he will probably not make a good invitee for an Arizona FAM. Develop a primary and secondary target invite list so you have plenty of options. The best way to find potential writers for a FAM tour is to read other magazines and newspapers so you have an idea of the topics they cover.
3. If you are organizing a trade FAM tour, it is often the tour operator or travel agent that requests the FAM. In these instances, it is important to make sure that their needs match your goals and objectives before agreeing to host the group.
4. All participants should be required to fill out a Media Assessment Form (MAF) or FAM Tour Application. This will give all of the hosts a reasonable idea of what to expect as a result of hosting someone on a FAM tour. In addition, these forms also provide valuable information that could affect the itinerary such as food allergies and physical limitations. Please see the back of the workbook for examples of a MAF and a FAM Tour Application. (*See page 13 for MAF, page 14 for the Trade FAM Application and page 17 for AAA FAM Tour Application.*)

Execution

1. Always have a host/escort with the FAM tour that is responsible for the daily schedule and to address any needs that might arise. Not having an escort is essentially like leaving the kids at home without a baby-sitter and it is amazing how quickly things will get off course if someone is not there to lead the group. The escort is responsible for keeping the FAM on schedule and serving as the liaison between the participants and the community hosts. This person should be prepared to handle uncomfortable situations and to intervene when necessary.
2. Before the FAM tour participants arrive at the airport, you should communicate a meeting plan and let them know how they will connect with the host. When meeting FAM tour participants at the airport, it is a good idea to hold a sign with their name and the name of your organization. Make sure that you have flight numbers and arrival times with you so you can track the progress of their flights and determine back up plans for delayed flights.

Fort McDowell Adventures





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3. Once the FAM finally begins, it is imperative you follow itinerary and stay on schedule. This is important because the hosts have gone through a lot of work to partner with you on the itinerary and you want to deliver what you've promised. When you arrive at a destination, gently remind the host how much time they have with the group. Everyone is passionate about the destination and/or attraction they represent and they can sometimes lose track of time when they are speaking with a group. It puts the participants in an uncomfortable position to point this out to a host, so it is the responsibility of the escort to keep the tour on track. It's also appropriate to discreetly remind the host when you have 15 minutes left so they can wrap up and allow time for questions.

4. Many of the hosts generously give the participants gifts and collateral materials from their destination or attraction. With the intense weight restrictions on baggage these days, it is nice if you can offer to ship everything back for the participant at the end of the trip so they don't have to worry about cramming everything in their luggage. This way, you are also guaranteed they receive the information instead of it ending up in the trash.

Follow Up

1. Within a few days of the conclusion of the trip, send thank you notes to all of the hosts and FAM tour evaluations to participants. Please see evaluation examples in the back of the workbook. (See page 18 for Media Relations FAM Tour Evaluation and page 19 for Trade FAM Tour Evaluation)

2. There is great value in hosting FAM Tours, but if you don't have a way to measure your return on investment it is difficult to substantiate them. Ask all of your hosts to report the value of the services, accommodations, meals, etc. they donated. This is called in-kind services. Compare the value of the in-kind services to the value of the FAM trip to determine your return on investment. The value of the FAM trip can be measured in several ways including the value of publicity generated, the value of new business created when working with a tour operator or the value of increased sales attributed to a travel agent or reservations staff person who attended the FAM tour. Please note there is typically a time lag of several weeks to several months for a FAM tour to generate results. When reviewing individual trips you may not always have a positive return on investment, but when reviewed as a group the value of FAM tours should greatly exceed the in-kind value.

TRICKS OF THE TRADE



1. Carry a cell phone—besides being a good way for you to contact the hosts and vice-versa, a cell phone can be essential for emergencies and unplanned occurrences (flat tires, etc). Get phone numbers (office and cell) for all hosts and be sure to give them yours.

2. Call ahead—it's always good to call your hosts a day ahead of time to reconfirm and make sure you are on the same page as far as time, number of people in the group and more. In addition, you should call if you are running late or even if you're on time. It's nice to touch base with the hosts when you're a few minutes away so that they can greet the group if they wish.

3. Beware of weather—In Arizona, our weather goes to the extremes—from hot to cold and wet to dry. Have a plan "B" in place in case of an unexpected storm. Realize that many of your guests will not be used to these extremes and let them know ahead of time what to expect and what to pack for these situations. Always have plenty of water in the bus or van to

hydrate the guests and tell them to drink more water than they think they need so they won't feel dehydrated. No matter what time of year, it's a good idea for the host to have sunscreen on hand in case someone unexpectedly starts to get a sunburn.

4. Build in free time—this is essential. We typically build in free time in the late afternoon, in between an activity and dinner. People prefer at least one hour of free time per day. This way, they can relax, take a shower or just be alone for a bit. Sometimes, journalists use this time to write their stories. Tensions can run high if free time is not provided.

5. Emergency contact—Have the participant include emergency contact information on their application form. Make sure you have emergency contact information for each participant.

6. Credit cards—Inform everyone in your group that they will usually need to provide a credit card when checking into a hotel for incidentals.

3. If you organized a media FAM, be sure to keep the hosts apprised as articles are published. Send each host a copy of the clip along with the circulation of the publication and the advertising equivalency value of the article so the hosts can see their investment really paid off. *See page 17 for an example of an article published as a result of a Media Relations FAM Tour*

BUDGET

Although many aspects of a FAM tour are complimentary, there are certain aspects which will require some budget.

1. Most journalists do not have the budget to purchase their own airline tickets, so it is often expected that a host destination will cover that cost. If a freelance writer has to pay for their own ticket, that cost is often greater than what they will be paid for writing the article, so it does not make financial sense for them to pursue that story. If you are organizing a media FAM tour, you should seriously consider setting aside the budget to pay for airline tickets.
2. It is quite the opposite with travel industry marketing FAMs, as it is generally expected that the travel agent or tour operator will secure their own airline ticket. An airline will often sponsor the tour and provide airfare for all of the participants.



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TROUBLESHOOTING



1. Lost luggage—See if the airline can deliver the luggage to the hotel where the group will be staying for the first night. In a worst-case scenario, you may want to take the guest to the nearest Target-type store so they can buy some basics.
2. Late flight—If the flight is running so late that it would hold up the rest of the itinerary, try to arrange alternate transportation for the guest to be picked up when their flight arrives. If the group is going to be in the same town where the airport is and you're able to touch base with the guest at their home airport, see if they can take a cab to meet up with the group upon their arrival. If they are already in flight, try to get a colleague or a transportation company to meet them in baggage claim holding a sign with their name and then drive them to meet up with the group.
3. Chronically tardy guest—If you have a guest who is constantly holding up the rest of the group, politely take them aside and explain to them the importance of staying on track with the itinerary.
4. Too much to drink—This can sometimes happen on FAMs, particularly at long dinners where people are sitting and talking for long periods of time. If a guest is drinking to the point where they could embarrass themselves or you, ask the driver to take them back to the hotel and tell them that you'll look forward to seeing them in the morning. Don't ask them to leave in front of everyone, as this could cause a bigger scene.
5. Spouses—There are times when a FAM tour participant asks if they can bring a spouse. You will need to determine your policy ahead of time and it is generally accepted in the industry that spouses are not allowed. Explain to the invitee that the FAM is for work purposes only and that since there is limited space, there is unfortunately not room for spouses.
6. Illness—It's a good idea to have a "pharmacy bag" in the van at all times in case someone suddenly feels ill. Include medicines for headache, upset stomach and colds. If the illness seems serious, go to the nearest hospital or doctor's office.
7. Disputes with hotels—If there is a dispute between a guest and a hotel (regarding a credit card charge, for example), it needs to be resolved between those two parties. The host can't intervene in these matters.



Biltmore Resort

3. Outside of airline tickets, ground transportation is the greatest expense involved in a FAM. It is beneficial to get price quotes from several companies so you can be sure you are receiving the best value. Transportation costs can vary quite a bit depending on the size of the group and the size of vehicle you require. *(See page 20 for Transportation Bid)*
4. You should also anticipate that you might not be able to secure every single aspect of the FAM tour on a complimentary basis, so you should have a small amount of money set aside for incidentals. This could include meals, accommodations and admission fees.
5. Many hosts will cover the cost of gratuity as part of a meal or activity, and FAM tour participants are also usually expected to cover gratuity for services they receive. It is beneficial to outline in the itinerary where they will be expected to provide a gratuity and where it will be covered. You will want to have money on hand to cover some gratuities and also to provide a tip for the driver.
6. It is a nice touch to provide snacks in the van, and it saves time so you don't have to stop as much along the way

Time line

Six months to one year out: Determine the theme of the FAM and develop a basic outline of the itinerary to share with potential invitees. Many travel writers and travel industry professionals determine their schedules up to a year ahead of time.

Four months out: Begin working with the hosts on finalizing the larger parts of the itinerary, such as the accommodations. If you don't have an adequate number of people signed up for the FAM tour, start pursuing your primary and secondary target lists. Send out a request for bids to transportation companies and award the transportation contract to the winning bidder.

Two months out: Start securing the finer details of the trip and make sure that all of the elements are secured. If you are paying for airline tickets, work with the individual participants to make reservations. Send the confirmed participants an updated itinerary and send the hosts an updated list of confirmed participants.

One month out: Do any necessary troubleshooting with the itinerary and make sure that times and locations are all clearly identified. Communicate any changes to the hosts and the transportation company. Send the confirmed participants an updated itinerary and send the hosts an updated list of confirmed participants.

Two weeks out: Send the participants a final itinerary and make sure that everyone involved in the FAM is on the same page so you can anticipate and handle any last minute issues.

One week out: Send all of the participants a final e-mail giving them an update on the weather conditions and letting them know any special packing instructions, especially if an event requires a certain dress code. Give them a way to contact you in case they have an emergency on their day of departure. Go grocery shopping to stock up on snacks and medicine for the van. Print off final copies of the itinerary and include them in a gift bag for the participants that also has destination information and maps so they can follow along. Check in with the hosts before departing and ensure that everyone knows how to contact you while you're on the road.



Arizona Itinerary for Christine Bredow

July 27 – August 7, 2005

July 27 – Wednesday – Arrive Phoenix

6:45 pm Arrive Phoenix on US1002 from CLT
Pick up rental car (Christine is handling)

Overnight Tempe at the **Best Western Inn of Tempe**. Confirmation 3653. Located on the Southwest corner of Scottsdale Rd & Loop 202, the hotel features 103 rooms, 3 indoor/1 outdoor spas, 1 lap pool, fitness center, business services center & courtesy airport transportation, 4 500sq ft meeting rooms, & 24-hour Denny's adjacent to hotel. It is within walking distance of ASU, and Mill Avenue.

Contact: Ken Mehti, General Manager
670 N. Scottsdale Rd., Tempe, AZ 85281
Tel: 480-784-2233 Fax: 480-784-2299 www.innoftempe.com

July 28 – Thursday – Phoenix – Tucson

9:30 am Drive from Phoenix – Tucson is approx 2 hours

Directions to Canyon Ranch Health Resort:

Take the AZ 202 Loop East ramp and merge onto 202 going east.
Take the AZ 101 Loop south exit at exit 9 and merge onto AZ 101 Loop S.
Take the US60 exit, exit 55 and merge onto US60 W via exit 55B toward Phoenix
Merge onto I-10 east via the exit on the left toward Tucson and go about 94 miles
Take the 248 exit and turn slight left onto West Ina Road.
Ina Road becomes East Skyline Drive. Stay straight and go onto E. Sunrise Dr.
Turn right onto Sabino Canyon Road Turn left onto Snyder Rd.
Turn right onto Rockcliff Rd. and the entrance is about a mile

Tucson Contact: Barbara MacDonald, Public Relations Director
Metropolitan Tucson Convention & Visitors Bureau
100 South Church Avenue | Tucson, Arizona 85701 520.770.2143 | cell 520.270.6707 | fax 520.884.7804
www.visitTucson.org email: bmacdonald@visitTucson.org

11:30 am Arrive at **Canyon Ranch Health Resort** Award-winning Canyon Ranch Health Resorts are dedicated to promoting wellness through fitness, nutrition and healthy living. Canyon Ranch offers dozens of daily fitness activities; delicious spa cuisine; wellness consultations in preventive medicine, nutrition, stress management, spiritual awareness; and rejuvenating body and skin care treatments.

Contact: Roxanne Housley, Vice Pres. of Sales & Marketing and Scott Bull
8600 E Rockcliff Rd, Tucson, AZ 85750
Ph: 520-749-9655, fx: 520-749-7755

Noon **Lunch** at Canyon Ranch with **Scott Bull**

Following lunch an afternoon to experience Canyon Ranch
Your afternoon will be arranged by Canyon Ranch

Directions from Canyon Ranch to Tanque Verde Ranch:
Drive northwest on Rockcliff Rd. toward N. Rockcliff Pl.
Turn left onto Snyder Rd. in about 3 miles turn left onto Sabino Canyon Rd.
Turn left onto Tanque Verde Rd. and drive about 4 miles Houghton Rd
Turn right onto Houghton Rd. drive about 1 mile then turn left onto Speedway Blvd. You'll be at the ranch in about 5 miles.

4 pm Depart for Tanque Verde Ranch

Meet **Lisa Neff** and have **dinner at the ranch**

Hosted overnight at Tanque Verde Ranch. A historic Mobil 4-Star guest ranch/resort, located in the lush foothills of the Rincon Mountains. The ranch has 74 spacious rooms and suites with lovely desert and mountain views, 5 tennis courts, indoor and outdoor pools, Jacuzzi, saunas and exercise room, as well as unique meeting & event facilities for groups up to 150. Activities include horseback riding, tennis, guided hiking and mountain biking, nature walks and other nature programs, catch and release fishing and a variety of other sports and programs, including a fully supervised children's program.

Contact: Lisa Neff, Director of Sales

14301 E Speedway, Tucson, AZ 85748 Ph: 520-296-6275, fx: 520-721-9426

July 29 – Friday – Tucson

Spend the day at Tanque Verde Ranch enjoying riding, hiking, swimming, and the spa. With time permitting, a trip to Bellota Ranch.

All activities arranged by Tanque Verde Ranch

Directions from Tanque Verde Ranch to Loews Ventana Canyon:

Drive time is approx. a half hour.

Go west on Speedway Blvd to Houghton Road and turn right.

Turn left onto Tanque Verde Rd. Turn right onto Sabino Canyon Rd.

Turn left onto Kolb Rd. Turn right onto Resort Drive.

5 pm Meet **Barbara MacDonld** of the Tucson Convention & Visitors Bureau and **Sarah Beal**, of Loews for dinner at **Loews Ventana Canyon Resort** for a brief tour and refreshment, then dinner. Built against Tucson's Catalina Mountain foothills, the resort features 398 rooms and suites, five restaurants and lounges, eight tennis courts, two 18-hole Tom Fazio-designed golf courses, fitness trails, two swimming pools, a health club, spa, beauty salon and several retail outlets.

Contact: Sarah Beal, Director of Public Relations

7000 N. Resort Dr., Tucson, AZ 85715 Tel: 520-529-7936, sbeal@loews.com, www.loewshotels.com

Hosted overnight at Tanque Verde Ranch

July 30 – Saturday – Tucson – Sedona

Following breakfast at the ranch depart for Sedona, Arizona

Drive Tucson – Sedona drive time is approx. 4 hours

Riders to Phantom Ranch should call 928.638.3283 to confirm their reservations 2-4 days prior to the mule ride. This will allow us to inform you of any weather or trail conditions that may affect your trip.

Directions from Tucson to Sedona:

Drive west on Speedway Blvd toward Wentworth Rd. for about 17 miles.

Turn right onto I-10 north. Merge onto I-10 west via the ramp on the left.

In Phoenix, merge onto I-17 north via exit 150A toward Flagstaff.

In about 104 miles, take the AZ 179 exit, exit 298 toward Sedona/Oak Creek

Turn left onto AZ 179 and continue about 8 miles.

Turn left onto Bell Rock Blvd. Then turn right onto Canyon Circle Dr.

Hosted overnight at **Canyon Villa Bed & Breakfast Inn**. This award winning inn offers bedside, patio, and deck views of the Red Rocks of Sedona. Guests bask in the warm Arizona sun by a seasonally heated pool and stargaze cool evenings by a crackling fire. Arizona's first AAA 4-Diamond Bed and Breakfast.

Contact: Leslie Belch

125 Canyon Circle Dr, Sedona, AZ 86351

Phone: 928-284-1226/ 800-453-1166 Fax: 928-284-2114 <http://www.canyonvilla.com>

(the itinerary continued to Grand Canyon, Flagstaff. Phoenix and Scottsdale)



Arizona Office of Tourism
 Contact: Hylton Fothergill Travel Industry Marketing Manager
 Tel. (602) 364-3706, Email: hfothergill@azot.gov
 Kristy Swanson, Travel Industry Marketing Specialist
 Tel. (602) 364-3696, Email: kswanson@azot.gov
 1110 West Washington Ste. 155



www.flagstaffarizona.org

Flagstaff Convention & Visitors Bureau
 Joyce Lingenfelter
 211 West Aspen Avenue, Flagstaff, AZ 86001



Grand Canyon National Park Lodges
 Contact: Bruce Brossman, Director of Sales and Marketing
 Tel. (928) 638-2525, Email: bbrossman@xanterra.com
 PO Box 699, Grand Canyon, AZ 86023
 Fax. (928) 928-638-9810 www.grandcanyonlodges.com



Greater Phoenix Convention & Visitors Bureau
 Carl Grupp, Director of Travel Industry Sales
 One Arizona Center
 400 E. Van Buren Street, Suite 600, Phoenix, Arizona 85004
 Phone: (602) 452-6241



Sedona- Oak Creek Canyon Chamber of Commerce
 Sachiko Sado, Tourism Development Manager
 PO Box 478, Sedona, AZ 86339
 Phone: 928-204-1064 Email: sado@sedonachamber.com
 Web: www.sedonachamber.com



Scottsdale Convention & Visitors Bureau
 Ashlee Ciora, Tourism Sales Manager
 4343 N Scottsdale Road, Suite 170, Scottsdale, AZ 85251
 Phone : (480) 949-2161 Email: aciora@scottsdalecvb.com



Tucson Convention & Visitors Bureau
 Beah Blackledge, Director of Tourism
 100 S Church Avenue, Tucson, AZ 85701
 Phone: (520) 770-2147 Email: bblackledge@visittucson.org
 Web: www.visittucson.org

Participant List

- 1) Linda McEnroe, American Holidays
- 2) Kay Friend, American Round Up
- 3) Louise Hare, Flight Centre
- 4) Robert Wren, Fly Dirve USA
- 5) Casey Hurford, Funway Holidays International
- 6) Jacqueline Donnahey, Harvey World Travel
- 7) Nicola Allen, North America Travel Service
- 8) Mary Sturt, Thomas Cook Signature
- 9) Dawn Willis, Travelcare
- 10) Patrick North Coombes, Arizona Office of Tourism

Transportation provided by **Tour West America – Driver Alden Pierce Cell # 480-272-3117 Bus # 480-234-3632**

Attire for FAM and evening functions: Weather will average 20C (68F) during the day and 7C (45F) in the evenings. Resort Casual is encouraged for all activities and hotel site inspections. Pants and golf shirts are recommended for men and capris / dress pants or skirts for the women with a sweater and/or light jacket for the evenings. We kindly ask on Monday, December 4th to refrain from wearing jeans.

Sunday, December 3, 2006

4:40P Arrive at **Phoenix Sky Harbor International**

Airport

 Flight #289 **Hylton Fothergill AOT to meet group at airport**

6:00-8:00P Dinner and site inspections at **Sheraton Wild Horse Pass Resort and Rawhide Western Town**
5594 W. Wild Horse Pass Blvd. Chandler, AZ 85226
Contact: Kristi Mastrantuono - Kristen Jarnagin will meet and greet group for the evening function
Phone: 602-385-5718 Email: kristi.mastrantuono@sheraton.com

The Sheraton Wild Horse Pass & Spa, Arizona's only Native American-owned luxury resort, boasts 500 culturally-themed rooms, 36 holes of Troon Golf, the Aji Spa, Koli, an onsite equestrian center and the James Beard Award-winner Janos Wilder as consulting chef. Conveniently located 11 miles from Phoenix Sky Harbor International Airport on the Gila River Indian Community, the resort offers a recreational, educational and inspirational experience never before available in a resort setting. The architecture, design, art and legends of the Pima and Maricopa tribes are celebrated in every detail imaginable, indoors and out.

8:30P Check in to Pointe Hilton Squaw Peak Resort 7677 N. 16th Street, Phoenix, AZ 85020
Contact: Kim Pfeifer Phone: 602-870-2777 Email: kim_pfeifer@hilton.com

Surrounded by expansive mountain views and recreational activities, the Pointe Hilton Resorts guarantee adults and children alike a relaxing and enjoyable stay. Pointe Hilton Squaw Peak is home of the River Ranch - a water wonderland of family fun activities, acres of cool pools, a lazy river for tubing, a winding water slide, tennis, fitness and spa delights. Plus, our award-winning Coyote Camp - interactive children's activities.

Overnight Pointe Hilton Squaw Peak Resort

Monday, December 4, 2006

8:00-9:30A Breakfast at the Arizona Biltmore Resort & Spa
2400 E. Missouri, Phoenix, AZ 85016
Contact: Kim Westhoff Phone: 602-381-7627 Email: kimw@arizonabiltmore.com

Known throughout the world as the "Jewel of the Desert," the Arizona Biltmore Resort & Spa provides a restful oasis of 39 acres covered with lush gardens, glistening swimming pools, and Frank Lloyd Wright-influenced architecture. Set in the heart of Phoenix, the Arizona Biltmore has been a favorite of celebrities and U.S. presidents throughout its colorful history

9:45-10:45 A Tour Pueblo Grande Museum and Archaeological Park
4619 E. Washington Street, Phoenix, AZ 85034
Contact: Ellen Riske Phone: 602-495-0901 Email: ellen.riske@phoenix.gov

Experience a prehistoric Hohokam ruin and full-sized replicated dwellings. Pueblo Grande Museum is located at a 1,500 year-old Hohokam village ruins in modern day Phoenix. For over 75 years the museum has been dedicated to the study and interpretation of the Hohokam culture. On the 100 acre park grounds, visitors explore the ruin of an 800 year-old platform mound possibly used by the Hohokam for ceremonies or as an administrative center.

11:00A-12:00P Site inspection at The Phoenician
6000 E. Camelback Road, Scottsdale, AZ 85251
Contact: Joanna Paulsel Phone: 480-423-2723 Email: joanna.paulsel@starwoodhotels.com

Embodying the spirit and vitality of the Southwest, guests are immersed in the exclusive privacy within 250 acres of glorious gardens, fountains and manicured lawns. Recreational amenities include 27 holes of championship golf, 12-court Tennis Garden, nine swimming pools, a 165 foot water slide, a private 2-acre Cactus Garden, a \$25 million art collection and the acclaimed Centre for Well-Being spa with a peaceful Meditation Atrium.

12:30-2:30P Lunch and site inspection at **Hyatt Regency Scottsdale Resort and Spa at Gainey Ranch**
7500 E. Doubletree Ranch Road, Scottsdale, AZ 85258
Contact: Kecia Hoverson Phone: 480-483-5548 Email: khoverson@hyatt.com

Experience Southwestern comfort and rugged beauty in one of the most elegant Scottsdale hotels. The desert oasis at Hyatt Regency Scottsdale Resort at Gainey Ranch offers a 2.5-acre "water playground", water slide, sand beach, tennis, championship golf, Spa Avania and Camp Hyatt Kachina. Discover the Native American and Environmental Learning Center and the Native American Sculpture Garden - two highlights of Scottsdale, Arizona. Hyatt Regency Scottsdale Resort also features an international art collection and four distinctive restaurants.

3:00P Check in to **Resort Suites Scottsdale**
7677 E. Princess Blvd., Scottsdale, AZ 85255
Contact: Terri Zimmer Phone: 480-585-1234 Email: tzimmer@resortsuites.com

Enjoy all the amenities and comforts of your own private retreat while encouraging you to experience all of Scottsdale - 4 pools, 3 spas and 24-hour service.

3:30-6:15P Free time to enjoy the hotel

6:30P Depart for shopping at Kierland Commons
15205 N. Kierland Blvd., Scottsdale, AZ 85254
Contact: Kate Cavaliere Phone: 480-994-8048 Email: kate.cavaliere@westcor.com
Drop off group at Crate & Barrel/Restoration Hardware entrance off of Scottsdale Road. Group can enjoy a stroll through Kierland and continue on straight to the Westin.

Kierland Commons is a unique, upscale Main Street lifestyle center that artfully blends retail shopping, dining, and entertainment with urban residential living. Enjoy 70 high-end specialty retailers that include a distinctive selection on national retail choices, such as Anthropologie, BCBG Max Azria, Chico's, Crate & Barrel, Sur La Table, Smith & Hawken, Restoration Hardware, Tommy Bahama and Z Gallerie, alongside favorite local concepts such as Jennifer Croll, Mahsa, 42 Saint and Agata. There is something for everybody at Kierland Commons.

7:30P Dinner at Westin Kierland Resort and Spa
6902 E. Greenway Parkwaym Scottsdale, AZ 85254
Contact: Chris Roberson Phone: 480-624-1304 Email: chris.roberson@westin.com

In a singular tribute to Arizona's abundant natural beauty and vivid history, The Westin Kierland Resort & Spa offers 735 guestrooms, 43 suites and 32 casita units. The resort experience continues with Agave-The Arizona Spa featuring luxurious treatments, 27 holes of championship golf at Kierland Golf Club, eight dining venues, a unique waterpark, Westin's Heavenly Bed and Bath® and more. The resort is conveniently located just 20 miles from downtown Phoenix and Sky Harbor International Airport.

(the itinerary continued to Grand Canyon, Flagstaff, Sedona and Tucson)

MEDIA ASSESSMENT

Name/Title of Journalist/ Publication/ Program	
---------------------------------------------------	--

Contact Information:

Name	
Full Address	
Telephone	
Fax	
Cell phone while in Arizona?	
E-mail address	

Detailed Information of Journalist/Publication/Program:

Name of Publication/Program	
Circulation/Audience Size	
Frequency	
Status in Marketplace	
Distribution	
Specialty of Journalist/Reporter	
Languages spoken	
Age	
Smoker/Non-smoker	
Emergency Contact/Relationship	

Visit Details:

Purpose of Visit/Angle of Article	
Estimated Space/On Air Time dedicated to Article/Program	
Estimated date of Publication/ Broadcast	
Proposed dates of visit to Arizona	

Assistance Required:

Name(s) of all traveling on this itinerary	
Type of assistance required from AOT (i.e. air, hotel, ground transport, tours, attractions? Please indicate standard of accommodation most suitable)	
Number of hotel rooms/beds required	
Expected coverage for participating hosts	
Escort required? Interest in meeting with local reps	
Interviews requested	
Special travel requirements (i.e. diet/ restrictions)	
Suggested itinerary, if any.	
Date itinerary is need	
Does journalist have an international driver's license?	

Miscellaneous Information:

Have you ever been to Arizona before?	
If yes, which areas?	
Any other relevant details	
In country representative Recommendation	



TRAVEL INDUSTRY SALES FAMILIARIZATION TOUR/SITE INSPECTION POLICY & PROCEDURES

The Arizona Office of Tourism (AOT) is pleased that you have requested to visit our unique, world-class destination and experience first-hand all that we have to offer your clients. The AOT staff is eager to assist you in the development of your qualified familiarization (FAM) tour or site inspection. Please review, complete and return this policy to ensure that your visit is handled in a professional and productive manner. Again, thank you for considering Arizona!

GENERAL POLICIES

1. The AOT is *not* a professional tour operator and cannot be asked to coordinate a FAM tour as a “reward” or “thank you” for business done by another company. This constitutes an incentive tour, and can be referred to our constituents as a group able to purchase all required goods & services.

The AOT requests sixty (60) days advance notice on familiarization trip request in order to secure site inspections, sponsorships for tours, meals, etc. If this request is being made with less than 60 days notice, we will do our best to help you but cannot guarantee assistance.

Blackout dates may apply.

The AOT staff will assist in the coordination of a FAM tour only after the following details are confirmed and provided to the AOT.

- Proof of airline sponsorship. A written letter of intent from sponsoring airline, stating participation in the FAM tour (please include record locator).
 - Proof of hotel sponsorship. A written letter of intent from sponsoring hotel, stating participation in the FAM tour, or a list of hotels, and a list of corresponding room nights for which you work.
 - Letter from you detailing all costs associated with the FAM and who will be financially responsible. Please list your allocated budget so we can better assist you.
 - Completed AOT FAM application form (see attached). This enables us to assist you in the most effective manner.
 - Group size to no more than 15 participants to provide the most effective FAM tour for all parties involved.
 - A (tentative) list of participants that will be attending with complete contact information (company, title, address, phone, FAX, e-mail).
2. Once the above information is received and your FAM application is approved, an AOT Sales Manager will begin with the coordination of your FAM trip. As a membership organization, our priority is to highlight our membership accommodations and services, hence our first step is to solicit sponsorships/reduced rates from our members.

Based on your requested activities/events, an AOT representative will assist in developing a tentative itinerary. You will receive a copy of the itinerary, along with any information on charges involved in the FAM. After approval of the itinerary/charges, the AOT representative will finalize the arrangements with our members/sponsors. You will be notified once all arrangements are secured.

Please note that our members will invoice you directly for any service they provided for your FAM group that they cannot provide complimentary if agreed to by you in advance. Please ensure prompt and proper payment if applicable.

We request a final count and a complete list of participants (name, title, company, address, phone, FAX, e-mail) at least one (1) week prior to your group's arrival. Your compliance with this request is essential to the success of your FAM.

ATTENDEES/PROFESSIONALISM

1. The attendees are the most important elements of any FAM tour. As has already been discussed, it is necessary to make sure that the participants are qualified to attend the FAM. Attendance in the FAM is solely at the discretion of the AOT.

Participants must understand that this is a professional educational visit and they are obligated to attend all scheduled activities unless they notify the AOT in advance that they have another professional appointment. Failure to notify the AOT can result in dismissal from the FAM at participant's expense.

Spouses will not be included on a FAM tour unless they are also qualified participants and/or agreed upon by all involved parties.

Dress Code: Depending on the actual itinerary, business, resort casual, evening attire, or casual may be required – Attire requirements will be indicated on your FAM itinerary.

1110 W. Washington Street, Suite 155 • PHOENIX, AZ 85007 • 602-364-3696• FAX 602-364-3702
e-mail: kswanson@azot.com, web: www.arizonaguide.com

ARIZONA OFFICE OF TOURISM FAMILIARIZATION TRIP/SITE INSPECTION APPLICATION

The Arizona Office of Tourism is pleased that you have requested to experience our unique destination. We are eager to assist you in the development of your familiarization program (FAM)/Site Inspection, and our goal is to ensure that your visit to Arizona is handled in a professional and productive manner.

Before we can provide assistance in organizing a FAM/Site Inspection to Arizona, we will need for you to provide the following qualification information, which will assist us in providing the most beneficial experience for all organizations involved.

The Arizona Office of Tourism cannot take responsibility for any financial obligations incurred during the operation of this FAM. We will assist you in working with our constituents to secure sponsorships on a complimentary or reduced rate basis. You will be responsible for any costs associated with non-complimentary services, i.e. transportation, meals and activities. We expect that you will secure accommodations and air with companies that you currently doing business or let us know if you need help.

Once all necessary sponsorships are in place, we will work closely with you to build a comprehensive itinerary that suits your requirements and that best showcases Arizona. We look forward to welcoming you to Arizona.

COMPANY:	___	PHONE:	___
CONTACT:	___	FAX:	___
TITLE:	___	EMAIL:	___
ADDRESS:	___	WEBSITE:	___
CITY, STATE, ZIP:	___		
COUNTRY:	___	ARC / IATA #:	___

TYPE OF COMPANY: Wholesale Operator Receptive Operator Travel Agency Airline
Incentive

ANNUAL NUMBER OF PASSENGERS TO ARIZONA:

ANNUAL NUMBER OF ROOM NIGHTS IN ARIZONA:

TYPE OF PROGRAMS OFFERED IN AZ: FIT Group Tours Fly-Drive Incentive
 Meetings/Conventions

LIST ALL ARIZONA PROPERTIES THAT ARE CURRENTLY INCLUDED IN YOUR PROGRAM(S):		
Number of room nights per year		
BRIEF COMPANY DESCRIPTION & PROFESSIONAL ASSOCIATIONS YOU BELONG TO:		
Requested FAM/Site Inspection Dates	Number of People	
Intent of FAM/Site Inspection		
Profile of Attendees		

The following items must accompany this application.

1. Written verification of airline sponsorship, including departure city, flight numbers, dates and times.
2. Written confirmation from hosting hotel(s) in Arizona.
3. Tentative list of all FAM participants. Please include participant name, title and company.

For Arizona Office of Tourism Use Only

Date Received:		Sales Manager:		Approved By:	
Documentation Received:	Airline Confirmation	Hotel Confirmation	Participants List		

"Name of FAM"
FAMILIARIZATION EVALUATION FORM
Date of FAM

Name & Title: _____

Organization: _____

Address: _____

City, State, Country & Postal Code: _____

Tel.: _____ Fax: _____ E-mail: _____

1) Was this your first time to Arizona? Yes No

If no, how many times have you been to Arizona? _____

2) Overall, how would you rate the entire familiarization tour? (5= Excellent, 1= Poor)

5 _____ 4 _____ 3 _____ 2 _____ 1 _____

3) What did you enjoy most about the FAM?

4) Would you recommend Arizona to your clients? _____

5) Do you have any ideas for improvements for the FAM?

Please rate the following on a scale in regards to service, enjoyment, and value with "1" being unacceptable and "5" being exceptional. Please use space provided for any additional comments as well as to give an explanation for any site, hotel, or attraction you have rated a "2" or less.

1) 1 2 3 4 5

Additional Comments:

Transportation Company

1) Drivers Abilities 1 2 3 4 5

Thank you for participating on this Arizona sponsored familiarization tour. To further evaluate our state and service, we thank you for taking the time to fill out our evaluation. Please return completed form to:

Kristy Swanson, Travel Industry Marketing Coordinator
Arizona Office of Tourism 1110 West Washington, Suite 155, Phoenix, Arizona, 85007
Tel. (602) 364-3696, Fax (602) 364-3702, Email: kswanson@azot.com

Media Relations
FAM Tour Evaluation Form

ARIZONA

Press Trip Evaluation for Individual Journalists

We are delighted to have had the opportunity to introduce you to some of the attractions and hospitality of Arizona - The Grand Canyon State. To ensure that we provide journalists, photographers and broadcasters with the most positive and productive programs, we request you take a moment to evaluate your experience and share your thoughts. It is only with your valued input that we can continue to provide the best possible experience for our friends in the media.

Please return this evaluation to me. Jacki Mieler, Arizona Office of Tourism, 1110 W. Washington, Ste 155, Phoenix, AZ 85007
Fax: 602-364-3702 Additional comments/concerns/requests may also be sent by email: jmieler@azot.gov

Your Name: _____

Organization: _____

City/Country: _____

Date(s) of Visit: _____

Date of your first contact with an Arizona representative to discuss your needs: _____

Please evaluate the following:

	Lousy				Terrific
1. Communication prior to visit	1	2	3	4	5
2. Your travel to and from Arizona	1	2	3	4	5
3. The Arizona itinerary in general	1	2	3	4	5
4. Accommodations	1	2	3	4	5
5. Pace of your visit	1	2	3	4	5
6. Did we meet your specific needs	1	2	3	4	5
7. Specific comments on the above:					

Please rate the importance of the following items as they relate to a productive, high quality media tour:

	Do not need				Must have	
7. Group tours	1	2	3	4	5	
8. Individual self-guided tours	1	2	3	4	5	
9. Detailed (hour-by-hour) itineraries	1	2	3	4	5	
10. Luxury accommodations	1	2	3	4	5	
11. Hotel/resort site inspections	1	2	3	4	5	
12. Meals with PR representatives	1	2	3	4	5	
13. Free time	1	2	3	4	5	
14. Stock photography available	1	2	3	4	5	
15. Access to shopping	1	2	3	4	5	
16. Hosted (complimentary) accommodations	1	2	3	4	5	
17. Hosted meals	1	2	3	4	5	
18. Multi-lingual press materials	1	2	3	4	5	

19. What did you enjoy most about your experience? _____

20. What was your least favorable Arizona experience? _____

21. What surprised you the most about this visit to Arizona? _____

22. Have you been to Arizona previously? _____

Please communicate any additional information that could enable us to improve our media tour programs:

Thank you!

ARIZONA OFFICE OF TOURISM
1110 West Washington St. Suite 155, Phoenix, Arizona 85007
Kristy Swanson Tel. (602) 364-3696, FAX (602) 364-3702, Email: kswanson@azot.gov
www.arizonaguide.com

DATE: March 15, 2007 PAGES: 2

TO: PHOENIX AREA CARRIERS
All Aboard America
American Explorer Motorcoach
Arizona Outback Adventures
Arrow Stage Lines/gray Line Tours of Phoenix
Carey Limo
Catalina Transportation & Tours
Corporate Transportation N Tours
Desert Sojourn Tours
Detours of Arizona
Gary Line Tours - Tucson
JDR Tours
Kruse Arizona Tours
Master's Touch
Open Roads
Royale Tours
Southwest Charter Lines
The Driver Provider
Tour West America
Transtyle, Inc.
Vaughan's Southwest Custom Tours
Via's Adventures Inc.
Yavapai Bus Tours

FROM: Kristy Swanson, Travel Industry Marketing Specialist

RE: Seeking Transportation Bid for the DERTOUR FAM Tour

The Travel Industry Marketing division of the Arizona Office of Tourism (AOT) is seeking transportation bids based on the following criteria:

The Arizona Office of Tourism will be conducting the DERTOUR FAM Tour for 22 German Travel agents and tour operators and an AOT escort starting on May 15 and ending on May 22, 2007. A total of 22 people will be on this trip.

We seek bids for a motorcoach/mini coach and driver with some narration ability for the following tentative itinerary. You may also include a separate bid for guide/step-on guide service if your drivers are not qualified to narrate. Local representatives from AOT or other DMOs may accompany the group part of the time.

The contract will be awarded on a basis most advantageous to the state upon consideration of the following criteria: price, vehicle quality and narration abilities of driver. If interested, please submit all bids in writing, preferably by email or fax at (602) 364-3702, to Kristy's attention March 23, 2007. We will then contact the winning bid after this date. Please call Kristy Swanson at (602) 364-3696 if you have any questions or need more information.