



**Tourism Advisory Council (TAC) Meeting
MINUTES**

Wednesday, July 18, 2018

JW Marriott Scottsdale Camelback Inn

TAC Members Present: Alan Baker, Raphael Baer, Heidi Hanson, Judith Hector, Bruce Lange, Jeff Meyer, Linda Morgan, Deborah Ostreicher, Lorraine Zomok

TAC Members Absent: Brent DeRaad, Katherine Fassett, Michael Luria, Jennifer Wesselhoff

AOT Staff Present: Debbie Johnson, Becky Blaine, Jamie Daer, Scott Dunn, Colleen Floyd, Sandra Guerrero, Ben Stewart, Linda Yuhas

Guest Present: Mike Fullerton

Welcome & Introductions

Debbie Johnson welcomed everyone and introduced council members and AOT Staff.

Meeting Minutes

Motion made and seconded to approve minutes from July 19, 2017. Motion passed.

Arizona Office of Tourism Updates

Office of Executive – Debbie Johnson

Debbie announced that AOT maintained its \$7M general fund budget for FY19. The reinstatement of \$1M will keep our normal budget for FY19.

Budget – Linda Yuhas

This year Proposition 302 will have a \$300K increase. 302 and 202 funds are projected and not firm. If you have any questions on budget, please contact Debbie.

Advertising – Jamie Daer

- Launched new [Un]Real campaign, a national campaign to inspire consumers with digital and national print buys with iconic Arizona imagery with the [Un] headline. Imagery was tested by target market.
- The Arizona Expedition campaign is in its third year. This year we partnered with National Geographic Traveler, Outside Magazine and Savuer since these publishers align with our brand pillars.
- This year's influencer campaign features Arizona Adventures in a multi-channel marketing program with Outside magazine.
- Our campaign influenced 564,000 trips, 14% increase from FY17 and generated \$986M in travel revenue.
- FY18 campaign had the highest ROI of any advertising campaign to date.
- Worked with Brand USA cooperative program and invited DMO's throughout the state to participate in international efforts.
- Launched our Visit Arizona App for Apple and Android devices. The app uses machine learning and geo-fencing to deliver recommendations based on user's location and preferences. To date the app has been downloaded 7,000 times and is at a 68% retention rate.
- FY19 Target Cities are Chicago, Seattle, San Francisco, New York and Minneapolis.



- We will participate in the Chicago and San Francisco Travel & Adventure Shows in FY19 with Arizona Partners to advertise to 20,000 consumers that attend these shows.

Communications - Scott Dunn

- Our focus is on statewide communication efforts to encourage people in Arizona to explore their own state. We leverage special event days to talk about the impact of travel on our economy.
- Coverage highlights for the year include; GCOT/ Annual Research, Summer Stacations, National Plan for Vacation Day, Brand USA Filming in AZ, Big Data-Based Marketing & National Travel and Tourism Week.
- For FY19 we will align local PR initiatives with content to promote our site.
- We have a new "Opt Outside in Arizona Guide" and we are reworking our Official State Visitors Guide. Our new vendor will be Miles Media and our current guide will be 16-18 month guide with a new guide coming in June of 2019 and then annually in the fall of 2020.

Industry Relations – Debbie Johnson & Ben Stewart

- AOT Impact quarterly electronic report is now available for partners and stakeholders.
- Annual report will be available at GCOT this year.
- We are meeting with the Governor next week to discuss our strategic plan.
- Speakers Bureau: 53 presentations last year across Arizona.
- We are reevaluating an estimated 60 Local Visitor Information Centers throughout the state. In smaller communities visitor centers are tied to chambers. We are updating our guidelines and having discussions about what requirements, qualifications and parameters people should have to operate a visitor center.

Legislative Update – Ben Stewart

- Over 1200 bills were proposed during the 2018 legislative session of which 367 were signed.
- We tracked SB1382 which will require online lodging marketplace registration.
- Hosted AOT Lunch and Learn with Representative Cesar Chavez.
- FY19 will see November elections and change in the makeup of the legislature.
- New leadership in both the Senate and the House.
- Both Agency and Legislation proposals are due to the Governor's office in September.

Research - Colleen Floyd

- Updated and tracked our Attraction Attendance List.
- We are integrating our efforts with advertising to improve our information.
- We are working with Arrivalist 3.0. This updated gives us an idea of where people are traveling, as well as the cities and counties people have visited.
- New international data subscription from Tourism Economics. The Tourism Economics forecast gives us campaign concept testing that tests headlines that are well researched.
- Mexico Visitor Study will include a 12 month intercept at the border and airports.



Trade/Media – Becky Blaine

- We are increasing our impact in the UK market and now have full time representatives there.
- Worked with British Airways in-flight magazine **High Life – February 2018**. We landed the cover and a 9 page spread of which 90K copies were circulated and generated 3.6M impressions.
- Creating eight international trade marketing co-ops in top feeder markets.
- British Airways bookings to Arizona have increased by 248% YOY.
- Upcoming Missions:
 - Germany – September | Media
 - Canada – October | Trade & Media
 - China – December | Trade & Media
 - Australia – February | Visit USA & Brand USA
 - UK – June | Trade & Media
- Upcoming Tradeshows & Events:
 - Travel & Adventure Shows & Trade /Media Missions | Chicago – January | San Francisco - March
 - World Travel Market | London – November
 - Go West | February
 - ITB | Berlin – March
 - IPW 2019 | Anaheim - June

Mike Fullerton – Brand USA

In May of 2017 the Trump Administration released its budget proposal and it included the intent to eliminate funding for Brand USA. We continue to work with key members of the Senate and House to find solutions to reauthorize funding by 2020.

Brand USA currently showing videos with a welcome message overseas and this video will feature all 50 states in the future. ROI study focuses on the impact visitation growth with over 700 partners throughout the country.

Call to Public - None

Adjourn at 1 :00 p.m.