

## FY20 DRAFT

### Trade Shows, Trade & Media Missions, Press Trips, FAMS and Events

*\* Continual updates to the calendar will occur as plans are confirmed. AOT reserves the right to cancel or change dates, details and participation fees for trade shows, sales missions, media missions and press trips as needed.*

## Partner Activities

### JULY 2019

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#### CALGARY STAMPEDE - TBD

**Date:** July 11-15, 2019  
**Location:** Calgary, Alberta in partnership with Air Canada  
**Participants:** Participation is TBD  
**Cost:** TBD  
**AOT Division:** Trade/Media & Consumer Marketing  
**Audience:** AOT's consumer marketing division will host consumer activations in Calgary over multiple days to promote travel to Arizona. More information is forthcoming  
**AOT Contact:** Becky Blaine at [bblaine@tourism.az.gov](mailto:bblaine@tourism.az.gov)

#### GOVERNOR'S CONFERENCE ON TOURISM "GCOT"

**Date:** July 22-24, 2019  
**Location:** JW Marriott Starr Pass Resort & Spa, Tucson  
**Participants:** Participation is open to Arizona tourism entities  
**Cost:** All registration information is available on <http://azgcot.com/>  
**AOT Division:** AOT staff will attend GCOT  
**Audience:** All Arizona Tourism partners that provide products and services to the domestic and international travel market. Sponsorships are also available and include registration.  
**AOT Contact:** Alena Hicks [ahicks@tourism.az.gov](mailto:ahicks@tourism.az.gov)

### AUGUST 2019

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#### ESTO CONFERENCE

**Date:** August 17-21, 2019  
**Location:** Austin, Texas  
**Participants:** AOT will send staff representatives from Marketing, Trade & Media Relations division to attend.  
**Cost:** ESTO is self-registration. More information is here: <https://esto.ustravel.org/>  
**Audience:** Travel Industry Education – State and City DMO representatives  
**AOT contact:** Alena Hicks [ahicks@tourism.az.gov](mailto:ahicks@tourism.az.gov)

## SEPTEMBER 2019

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### Labor Day – September 2, 2019

#### Brand USA TRAVEL WEEK in the UK – September 9-13, 2019

- Date:** September 9-13, 2019
- Location:** London, UK
- Participants:** Participation is open to any Arizona tourism entities.
- Cost:** \$4,950 per exhibitor, \$1,000 per additional delegate.  
This event is self-registration at <https://traveltrade.visittheusa.com/brand-USA-travel-week-2019>
- Audience:** UK Tour operators / there is no media component to Travel Week
- Program Summary:** Join us for the inaugural Brand USA Travel Week event, September 9-13, 2019 in London, England. Brand USA Travel Week is an immersive celebration of the United States showcasing the diverse range of travel experiences available in the U.S. The event will consist of three major components: The Brand USA Travel Expo B2B event, Enrichment Series with educational sessions and the Brand USA Consumer Event.
- AOT Contact:** Jessica Mitchell [jmitchell@tourism.az.gov](mailto:jmitchell@tourism.az.gov)

#### 21<sup>st</sup> AMERICAN INDIAN TOURISM CONFERENCE

- Date:** September 16-19, 2019
- Location:** Hard Rock Hotel & Casino Tulsa, OK
- Participants:** Participation is open to any Arizona tourism entities.
- Cost:** Costs vary depending on level of participation, \$425 to \$575. All registration information is available on <https://www.aianta.org/aitc/> or call 505-724-3592 for more information. This conference will be offered in rural co-op and is self-registration.
- Audience:** U.S. and Arizona Tourism partners that provide products and services to the domestic and international travel market.
- Program Summary:** This national conference focuses on tourism in Indian Country and shares knowledge, experience and best practices from tourism programs around the United States. This conference will be held in Arizona on Ft. McDowell Yavapai Nation at We-Ko-Pa Resort in 2020.

#### TRAVEL CLASSICS WEST

- Date:** September 26-29, 2019
- Location:** Whistler, BC
- Participants:** Participation is open to any Arizona tourism supplier.
- Cost:** Costs vary depending on level of participation. Visit [www.travelclassics.com](http://www.travelclassics.com) or contact Maren Rudolph at [maren@travelclassics.com](mailto:maren@travelclassics.com) or 914-591-4503 for more information and to register.
- Audience:** U.S. and Canada based freelance travel writers and editors.
- Program Summary:** **AOT & Experience Scottsdale will host the luncheon with Arizona partners on Saturday, Sept. 28<sup>th</sup>.** If you are a registered sponsor, and would like to participate, please reach out to Becky Blaine [bblaine@tourism.az.gov](mailto:bblaine@tourism.az.gov)

Travel Classics West is a premier travel writer conference that allows freelance travel writers the opportunity to meet with the industry's top editors. There is a low writer-to-editor ratio and pre-scheduled appointments, which gives the writers ample opportunities to have one-on-one time with the editors. This conference attracts top-notch editors from publications such as *Sunset Magazine*, *National Geographic Adventure*, *Self*, *Robb Report*, *AARP Magazine*, *Men's Journal*, *Golf for Women*, *Saveur* and more. Travel Classics West alternates annually between Scottsdale, Arizona and another western destination in North America.

### CHINA TRADE AND MEDIA MISSION (2<sup>nd</sup> Tier Cities)

**Date:** September 2019  
**Location:** TBD  
**Participants:** AOT Only to scout new 2<sup>nd</sup> tier cities for December mission  
**Cost:** n/a  
**AOT Division:** Trade & Media  
**Program Summary:** AOT's trade and media representative in China, AVIA Reps, will coordinate a mission to targeted 2<sup>nd</sup> tier cities in China.  
**AOT Contacts:** Trade: Becky Blaine at [bblaine@tourism.az.gov](mailto:bblaine@tourism.az.gov)  
 Media: Kim Todd at [ktodd@tourism.az.gov](mailto:ktodd@tourism.az.gov) or 602-364-3305

## OCTOBER 2019

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### INTERNATIONAL MEDIA TOUR:

**Date:** Late October 2019 (potentially early November)  
**Locations:** Hopi, Navajo, White Mountain Apache, Valley  
**Leader:** Media Relations  
**Audience:** German speaking travel writers  
**Program Summary:** Visit attractions on a few of the Native lands as well as national lands. Would like to visit Hopi Arts Trail, Canyon de Chelly, Fort Apache and potentially one of the areas in the Valley.  
**AOT contact:** Marjorie Magnusson at [mmagnusson@tourism.az.gov](mailto:mmagnusson@tourism.az.gov)

### VANCOUVER MEDIA MISSION

**Date:** October 2019  
**Location:** Vancouver, Canada  
**Participants:** AOT Only  
**AOT Division:** Media  
**Audience:** Canadian travel media  
**Program Summary:** Western Canada is a key market for Arizona. Vancouver boasts a high number of quality writers and editors.  
**AOT Contacts:** Becky Blaine at [bblaine@tourism.az.gov](mailto:bblaine@tourism.az.gov)

## ILTM CHINA

**Date:** October 30 – November 1, 2019  
**Location:** Vancouver, Canada  
**Participants:** AOT's Chinese Trade representative will attend  
**AOT Division:** Trade  
**Program Summary:** ILTM China is a dedicated event for the Chinese outbound market. Luxury brands from all over the world will meet with key luxury travel planners and agencies from China.  
**AOT Contacts:** Jessica Mitchell @ [jmitchell@tourism.az.gov](mailto:jmitchell@tourism.az.gov)

## NOVEMBER 2019

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Thanksgiving – November 28, 2019

### CHINESE MEDIA TOUR:

**Date:** Mid November- TBD  
**Locations:** Central /North Central Arizona  
**Audience:** Chinese travel writers  
**Program Summary:** Focus on Phoenix as the gateway to Arizona, exploring central and north central Arizona.  
**AOT contact:** Kim Todd at [ktodd@tourism.az.gov](mailto:ktodd@tourism.az.gov)

## DECEMBER 2019

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### NTA TREX (National Tour Association Travel Exchange)

**Date:** December 8-12, 2019  
**Location:** Fort Worth, Texas  
**Participants:** Participation is open any tourism supplier  
**Cost:** TBD  
**Website:** <https://ntaonline.com/convention/>  
**Audience:** Domestic tour operators and travel agents in the NTA network  
**Program Summary:** Travel Exchange is National Tour Association's annual convention, where our members get down to business. More than **\$400 million** has been generated in only the last 3 years. But it's even more: It's a chance to meet the travel world under one roof, a chance to share ideas and turn handshakes into partnerships. Simply put, TREX is the most important industry event of the year, featuring the hottest travel product from every U.S. state, Canadian province and 30+ countries. If you don't come to Fort Worth, you're missing **80% of our tour operators who only attend Travel Exchange.**  
**AOT Contact:** Trade: Olivia Hall at [ohall@tourism.az.gov](mailto:ohall@tourism.az.gov) or 602-364-3693

## CHINA TRADE AND MEDIA MISSION

<b>Date:</b>	December 2019
<b>Location:</b>	TBD (AOT will scout 2 <sup>nd</sup> tier cities in September)
<b>Participants:</b>	Participation is open to Arizona CVBs, Chambers and DMOs
<b>Cost:</b>	\$2,500 per delegate plus travel expenses and shipping
<b>AOT Division:</b>	Trade & Media
<b>Program Summary:</b>	AOT's trade and media representative in China, AVIA Reps, will coordinate a delegation-led mission in China. The events in each city will typically include a destination presentation followed by a luncheon as well as trade specific meetings and one-on-one media appointments. This is available to rural co-op partners.
<b>AOT Contacts:</b>	Trade: Jessica Mitchell at <a href="mailto:jmitchell@tourism.az.gov">jmitchell@tourism.az.gov</a> or 602 364 4157 Media: Kim Todd at <a href="mailto:ktodd@tourism.az.gov">ktodd@tourism.az.gov</a> or 602-364-3305

## JANUARY 2020

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**Martin Luther King Day – January 20, 2020**

**Chinese New Year – January 25, 2020**

## NY TIMES TRAVEL SHOW / TRADE & MEDIA MISSION

<b>Date:</b>	January 24-26, 2020
<b>Locations:</b>	New York City
<b>Participants:</b>	Open to statewide DMO partners, CVBs & Chambers
<b>AOT Division:</b>	Marketing (NY Times Travel show booths), Trade & Media for trade/media event
<b>Cost:</b>	Varies (will be available in Rural Co-op)
<b>Program Summary:</b>	AOT will anchor an "Arizona Row" at the NY Times Travel show the weekend of Jan. 24-26, 2020. The New York Times Travel Show traditionally draws 35,000 consumers. Prior to the start of the show, on Friday, Jan. 24 <sup>th</sup> AOT will host a joint trade/media event for clients in the NYC area.
<b>AOT Contact:</b>	<b>Alena Hicks will be the main point of contact for the Travel shows.</b> She will distribute a participation form and booth information. This will be available in rural co-op program.
	<b>Marketing Partnerships:</b> Alena Hicks at <a href="mailto:ahicks@tourism.az.gov">ahicks@tourism.az.gov</a> or 602-364-3759
	<b>Trade &amp; Media:</b> Becky Blaine at <a href="mailto:bblaine@tourism.az.gov">bblaine@tourism.az.gov</a>

## FEBRUARY 2020

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### President's Day – February 17, 2020

#### MEDIA TOUR: To be announced

**Date:** February 2020  
**Location:** TBD – tour will start/end in the Valley  
**AOT Division:** Media Relations  
**Program Summary:** AOT will host a media tour for international journalists.  
**AOT Contact:** Marjorie Magnusson or Kim Todd at [mmagnusson@tourism.az.gov](mailto:mmagnusson@tourism.az.gov) or [ktodd@tourism.az.gov](mailto:ktodd@tourism.az.gov) or 602-364-3695 or 602-364-3305

#### EASTERN CANADA MISSION

**Date:** February 2020  
**Location:** Montreal and Toronto  
**Participants:** Participation is open to Arizona CVBs, Chambers, DMOs  
**Cost:** \$1600 for both cities or \$800 for one city, plus travel expenses and shipping.  
**AOT Division:** Trade & Media  
**Audience:** Eastern Canada travel trade & Media  
**Program Summary:** Appointments and events will be organized by CWW Canada.  
**AOT Contact:** **Trade:** Olivia Hall at [ohall@tourism.az.gov](mailto:ohall@tourism.az.gov) or 602-364-3693  
**Media:** Becky Blaine at [bblaine@tourism.az.gov](mailto:bblaine@tourism.az.gov)

## MARCH 2020

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#### TRAVMEDIA INTERNATIONAL MEDIA MARKETPLACE (IMM) LONDON

**Date:** March 2020  
**Location:** London  
**AOT Division:** Media  
**Audience:** UK media  
**Program Summary:** The show consists of one-on-ones between international media and travel and tourism brands.  
**AOT Contact:** Kim Todd at [ktodd@tourism.az.gov](mailto:ktodd@tourism.az.gov) or 602-364-3305

#### UK MEDIA MISSION

**Date:** March 2020 (to coincide with IMM London)  
**Location:** London  
**Participants:** Participation is open to Arizona CVBs, Chambers, DMOs  
**Cost:** \$2,000  
**Audience:** AOT and its partners will host a media function in London to educate journalists about Arizona's world class tourism amenities. Additionally, we will schedule media desk side appointments.

**AOT Contact:** Kim Todd at [ktodd@tourism.az.gov](mailto:ktodd@tourism.az.gov) or 602-364-3305

### DISCOVER AMERICA USA TRAVELSHOW – DENMARK

**Date:** March 1-2, 2020  
**Location:** Copenhagen, Denmark  
**Participants:** Self Registration – open to any Arizona Tourism Supplier  
**AOT Division:** Trade will attend  
**Cost:** Approx. \$900 if you are a Bronze Sponsor (2 badges)  
**Audience:** Travel Trade & Media in the Nordic Market  
**Program Summary:** The International Tourism Exchange ITB Berlin is known throughout the world as the leading trade  
**AOT Contact:** Jessica Mitchell at [jmitchell@tourism.az.gov](mailto:jmitchell@tourism.az.gov)

### ITB (INTERNATIONAL TRAVEL EXCHANGE BERLIN) and IMM Berlin

**Date:** March 3 – 6, 2020  
**Location:** Berlin, Germany  
**Participants:** Open to statewide DMO partners, CVBs & Chambers (Trade Only); Kaus media for AOT (Media)  
**Cost:** \$4,000 to be in the tradeshow booth  
**AOT Division:** Trade and Media  
**Audience:** German travel trade professionals and media  
**Program Summary:** The International Tourism Exchange ITB Berlin is known throughout the world as the leading trade fair for the global tourism industry. This makes ITB Berlin the main forum for communication and marketing for the worldwide tourism sector. It is an ideal opportunity for exhibitors to get their messages out to both trade visitors and the media. ITB is the world's largest travel industry trade show with more than 10,000 exhibitors from more than 180 countries competing for travel business from this important European market.  
**AOT Contact:** **Trade:** Jessica Mitchell at [jmitchell@tourism.az.gov](mailto:jmitchell@tourism.az.gov) or 602-364-4157  
**Media:** Marjorie Magnusson at [mmagnusson@tourism.az.gov](mailto:mmagnusson@tourism.az.gov) or 602-364-3695

### AUSTRALIA SALES MISSION

**Date:** March 2020  
**Location:** Brisbane, Melbourne & Sydney Australia  
**Participants:** Open to statewide tourism partners  
**AOT Division:** Trade & Media  
**Cost:** \$2,500 participation fee per partner (not including travel costs)  
**Program Summary:** AOT will lead a sales mission to multiple east coast cities in Australia. Arizona continues to see double digit growth from the Australian market.  
**AOT Contact:** Becky Blaine at [bblaine@tourism.az.gov](mailto:bblaine@tourism.az.gov) or 602-364-3696

## GO WEST SUMMIT

**Date:** March 24-27, 2020  
**Location:** Portland, Oregon  
**AOT Division:** Trade  
**Cost:** Varies (this will be available in the rural co-op program)  
**Program Summary:** AOT Trade division will attend. Partners can register individually, please visit <https://www.gowestsummit.com/> for more information. AOT is a state sponsor again this year and will host a state caucus at the beginning of the summit.  
**AOT Contact:** Jessica Mitchell at [jmitchell@tourism.az.gov](mailto:jmitchell@tourism.az.gov) or 602-364-4157 or Joanna Tejada at [jtejeda@tourism.az.gov](mailto:jtejeda@tourism.az.gov)

## DALLAS TRAVEL & ADVENTURE CONSUMER SHOW / TRADE & MEDIA EVENT

**Date:** March 27-29, 2020 (Travel & Adventure show is March 28 & 29)  
**Locations:** Dallas, TX  
**Participants:** Open to statewide DMO partners, CVBs & Chambers  
**AOT Division:** Marketing (Travel & Adventure show booths), Trade & Media for event  
**Cost:** Varies (will be available in Rural Co-op)  
**Program Summary:** AOT will anchor an “Arizona Row” at the Dallas Travel & Adventure show the weekend of March 28 & 29, 2020. This show sees around 13K consumers and Dallas is a new target city for AOT. Prior to the start of the show, on Friday, March 27, AOT will host a joint trade/media Arizona event for clients in downtown Dallas.

**AOT Contact:** **Alena Hicks will be the main point of contact for the Travel & Adventure shows.** She will distribute a participation form and booth information. This will be available in rural co-op.

There will be a separate participation sign up for the trade/media event on Friday.

**Marketing Partnerships:** Alena Hicks at [ahicks@tourism.az.gov](mailto:ahicks@tourism.az.gov)

**Trade & Media:** Becky Blaine at [bblaine@tourism.az.gov](mailto:bblaine@tourism.az.gov)

## APRIL 2020

Easter – April 12, 2020

### GERMANY MEDIA MISSION

**Date:** April 2020  
**Location:** Hamburg and Munich, Germany and Vienna, Austria  
**Participants:** AOT Only  
**Audience:** German media representatives  
**Program Summary:** AOT’s media representative in Germany, will coordinate a 5 day, mission to promote Arizona to key media representatives in Germany and Austria. The mission will consist of desk-side appointments with key journalists and hosted meal functions in an effort to maintain a strong presence and increase Arizona awareness in this very important and competitive market.



**AOT Contact:** Marjorie Magnusson at [mmagnusson@tourism.az.gov](mailto:mmagnusson@tourism.az.gov) or 602-364-3695

### MEXICO TRADE AND MEDIA MISSION

**Date:** Spring 2020

**Locations:** México City and Guadalajara, México

**Participants:** Participation is open to Arizona CVBs, Chambers and DMO's.

**Cost:** \$1,500 per delegate plus travel expenses and shipping

**Audience:** Travel trade professionals and media representatives in Mexico City and Guadalajara

**Program Summary:** AOT and its partners will host trade and media functions in Mexico City and Guadalajara to educate tour operators, travel agents and journalists about Arizona's world class tourism amenities. Additionally, we will schedule media and trade appointments in each city.

**AOT Contact:** Media: Kim Todd at [ktodd@tourism.az.gov](mailto:ktodd@tourism.az.gov) or 602-364-3305  
Trade: Olivia Hall [ohall@tourism.az.gov](mailto:ohall@tourism.az.gov) or 602-364-3693

### TRAVEL CLASSICS INTERNATIONAL

**Date:** April 30 - May 3, 2020

**Location:** Lausanne, Switzerland

**Participants:** International Travel Writers and Editors

**Cost:** Costs vary depending on level of participation. Visit [www.travelclassics.com](http://www.travelclassics.com) or contact Maren Rudolph at [maren@travelclassics.com](mailto:maren@travelclassics.com) or 914-591-4503 for more information and to register.

**Summary:** Travel Classics International is a premier travel writer conference that allows freelance travel writers the opportunity to meet with the industry's top editors. There is a low writer-to-editor ratio and pre-scheduled appointments, which gives the writers ample opportunities to have one-on-one time with the editors. This conference attracts top-notch editors from publications such as *Sunset Magazine*, *National Geographic Adventure*, *Self*, *Robb Report*, *AARP Magazine*, *Men's Journal*, *Golf for Women*, *Saveur* and more. AOT is a sponsor/co-host of Travel Classics West and traditionally sponsors and attends Travel Classics International.

**AOT Contact:** Becky Blaine at [bblaine@tourism.az.gov](mailto:bblaine@tourism.az.gov)

## MAY 2020

**Memorial Day – May 25, 2020**

### UK TRADE MISSION

**Date:** **TBC MARCH or MAY 2020**

**Location:** London and XXX

**Participants:** Participation is open to Arizona CVBs, Chambers, DMOs

**Cost:** \$2,000

**Audience:** AOT and its partners will host media functions in London and Dublin to educate journalists about Arizona's world class tourism amenities. Additionally, we will schedule media deskside appointments in each city.

**AOT Contact:** Trade: Jessica Mitchell [jmitchell@tourism.az.gov](mailto:jmitchell@tourism.az.gov) or 602-364-4157

## MEXICAN MEDIA TOUR

**Date:** May 2019  
**Location:** TBD – tour will start/end in the Valley  
**AOT Division:** Media Relations  
**Program Summary:** AOT will host a media tour for Mexican travel writers.  
**AOT Contact:** Kim Todd at [ktodd@tourism.az.gov](mailto:ktodd@tourism.az.gov)

## US TRAVEL ASSOCIATION’S IPW

**Dates:** May 30-June 3, 2020  
**Location:** Las Vegas, Nevada  
**Participants:** Participation is open to anyone in the tourism industry. Visit [www.ustravel.org](http://www.ustravel.org) for more information and to register.  
**Cost:** Varies by exhibit size  
**Audience:** International tourism buyers and media  
**Program Summary:** IPW organized by the US Travel Association, is the premier international trade show in the US attracting nearly 1,200 international tour operators and 250 travel journalists from more than 70 countries each year. AOT attends with staff and international representatives conducting 20-minute, pre-scheduled appointments over the course of three days. In addition to meeting with media at the Arizona booth, AOT also has the opportunity to meet with journalists at the Media Marketplace, which is typically held on the first day of the show.

**BOOTH: We’d like to showcase all of the Arizona DMO’s and suppliers in an “Arizona Row” again next year** – when you register for the show, please designate in your comments that you are an Arizona member. Email Joanna Tejeda with any questions [jtejeda@tourism.az.gov](mailto:jtejeda@tourism.az.gov) or 602-364-3715

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## JUNE 2020

Dates TBD

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## FAM TRIPS

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### TRADE FAM: MEXICO PRODUCT DEVELOPMENT FAM TOUR

**Dates:** TBD  
**Location:** TBD  
**AOT Division:** Trade  
**Participants:** Mexico Tour Operators  
**Program Summary:** AOT will coordinate a FAM Tour for Mexico Travel Agents.  
**AOT Contact:** Olivia Hall at [ohall@tourism.az.gov](mailto:ohall@tourism.az.gov) or 602-364-3693

### TRADE FAM: CANADA PRODUCT DEVELOPMENT FAM TOUR

**Dates:** TBD  
**Location:** TBD  
**AOT Division:** Trade  
**Participants:** Canadian Tour Operators  
**Program Summary:** AOT will coordinate a FAM Tour for Canadian Travel Agents.  
**AOT Contact:** Olivia Hall at [ohall@tourism.az.gov](mailto:ohall@tourism.az.gov) or 602-364-3693

### TRADE FAM: UK / British Airways Trade FAM TOUR

**Dates:** Fall 2019  
**Location:** TBD  
**AOT Division:** Trade  
**Participants:** UK Travel Agents/Tour Operators  
**Program Summary:** AOT will coordinate a FAM Tour for UK market with support from British Airways.  
**AOT Contact:** Jessica Mitchell at [jmitchell@tourism.az.gov](mailto:jmitchell@tourism.az.gov) or 602-364-4157

### Media: Chinese KOL (Key Opinion Leader)

**Dates:** TBD  
**Location:** TBD  
**AOT Division:** Media Relations  
**Participants:** Chinese KOL's  
**Program Summary:** AOT will coordinate trips for FY20 which includes Chinese KOLs for China marketing strategy  
**Contact:** Kim Todd at [ktodd@tourism.az.gov](mailto:ktodd@tourism.az.gov)

More FY20 FAMS to come...

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