

ARIZONA
OFFICE OF TOURISM

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The mission of the Arizona Office of Tourism is to strengthen and grow Arizona's economy through travel and tourism promotion.

For information regarding the agency's programs, contact the Public Information Officer at [602.364.3723](tel:602.364.3723).

VisitArizona.com | Tourism.Az.gov

Sources: Tourism Economics, Dean Runyan Associates, Bureau of Economic Analysis and Bureau of Labor Statistics, Strategic Marketing and Research, updated 7/2019. Figures represent 2018 data.

TOURISM MATTERS

2019 Annual Report

AOT FY19 HIGHLIGHTS

MISSION, VISION AND VALUES

The Arizona Office of Tourism (AOT) strives to enhance the state economy and the quality of life for all Arizonans by expanding travel activity and increasing related revenues through tourism promotion and development.

AOT's goal is to provide effective, research-driven strategies to achieve this mission while serving as the comprehensive leader in Arizona's tourism industry.

MISSION

To strengthen and grow Arizona's economy through travel and tourism promotion.

VISION

To make Arizona the leading travel destination for visitors.

VALUES

Our values are based on leadership, innovation, results and accountability.

Leadership

We provide leadership and unify the industry in marketing and tourism initiatives on behalf of the state of Arizona.

Innovation

We use the latest research, marketing techniques and technology to enable creativity, ingenuity and responsible risk-taking.

Results

Our results-oriented marketing strategy is focused on increased visitor spending and positive economic development.

Accountability

We are responsible stewards of our tourism resources for the people of Arizona.

July 2018



Announced record-breaking visitation and spending data to more than **500** tourism partners at the 2018 Governor's Conference on Tourism.



Partnered with Air Canada for the Calgary Stampede Activation, reaching thousands of attendees, trade reps and media over the three-day event.

August 2018



Matched community contributions with **\$1 million** in advertising funds as part of the Rural Marketing Cooperative Program. More than **30** tourism partners participated.



Hosted **12** travel agents from Australia and New Zealand on a Brand USA MegaFAM.

September 2018



Participated in the NYC Martha Stewart Wine & Food Experience with Caduceus Cellars and Christopher Gross, James Beard Award-winning Chef at the Historic Wrigley Mansion.



Joined national industry partners at the American Indian Alaska Native Tourism Association's 20th annual American Indian Tourism Conference.



Attended the 12th annual China – U.S. Tourism Leadership Summit in Hangzhou, China. Met with **52** trade representatives and **13** media outlets.



Led a media mission to Hamburg, Berlin and Munich, Germany. Met with travel writers and editors who represented publications including *Fit for Fun*, *Harper's Bazaar* and *Golf Spielin*, as well as several local newspapers and freelancers.



Number of domestic and international overnight visitors.



Number of international visitors to Arizona, including Mexico and Canada.



Amount of direct travel spending generated within Arizona.

Source: Dean Runyan Associates, Tourism Economics

AOT FY19 HIGHLIGHTS

October 2018



Launched the {Un} Real travel advertising campaign in national and key domestic visitor markets: Chicago, New York, Seattle, San Francisco and Minneapolis.



Unveiled Season Four of Arizona Expedition with *Outside Magazine*, *National Geographic*, *Travel + Leisure* and *Food & Wine*.



Launched the video series "This Is the Place I Was Telling You About," on ExpeditionFoodieAZ.com. Webisodes feature local chefs and their favorite culinary stops.



Led a Vancouver media mission with seven destination partners. Met with more than **50** journalists including *Vancouver Sun*, *TalkTravel* and *BCLiving*, as well as radio, TV, freelancers and social influencers.



Collaborated with Arizona Outback Adventures to host journalists from AOT's target international countries on a five-day Rim-to-Rim hike in celebration of the Grand Canyon National Park Centennial.

November 2018

Participated in Brand USA's "Single's Day" campaign in China, and promoted **4** new travel itineraries on Fliggy, a popular online travel platform in China. Single's Day is the largest online shopping event in the world.



Exhibited at World Travel Market, the leading global event for the travel industry in the UK. Conducted **80** media and trade appointments.



Joined representatives from **22** Arizona National Parks and Monuments in Tucson to celebrate the National Park Service. More than **2,000** people attended.



Attended National Tour Association's Travel Exchange with **16** Arizona tourism suppliers and met with more than **40** tour operators.

December 2018



Collaborated with Visit Tucson to host **3** influencers/photographers from Mexico on a media trip to Tucson and southern Arizona.



Hosted the Arizona Media Marketplace for statewide DMOs and travel partners to meet with Travel Classics West journalists and pitch Arizona story ideas.



Hosted **5** top product consultants from the UK and explored Mesa, Flagstaff, Sedona, Cottonwood, Prescott, Phoenix, Scottsdale and Tucson.

Joined Experience Scottsdale in hosting Travel Classics West, which brought **42** travel journalists and **16** editors from North America's top travel publications including *AFAR*, *National Geographic Traveler*, *Sierra*, *Sunset*, United Airline's *Hemispheres* and Air Canada's *enRoute*.

 **\$66.8**
MILLION

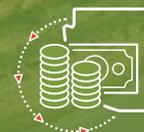
Amount of direct travel spending injected every *single* day.

192,300

Number of industry-related jobs directly generated.

 **\$7.4**
BILLION

Amount of earnings generated.

 **\$3.63**
BILLION

Amount of local, state and federal tax revenues generated.

\$1,360

Tax revenue generated by the tourism industry lessens the annual tax burden by **\$1,360** for every Arizona household.

#1

Where the travel and tourism industry ranks among Arizona's export-oriented industries.

AOT FY19 HIGHLIGHTS

December 2018



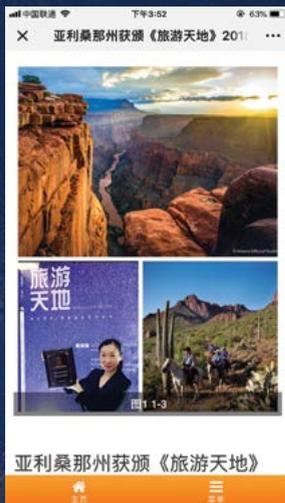
Conducted a trade and media mission with destination partners to Shanghai, Guangzhou and Beijing, China. Met with **73** trade representatives and **40** media outlets.

January 2019



Led an Arizona delegation to the Chicago Travel & Adventure Show. Promoted Arizona to more than **27,500** attendees. Met with local media – including the *Chicago Tribune*, *Conde Nast* and *Windy City Times* – as well as trade representatives from AAA and Pleasant Holidays.

February 2019



Earned the “Most Popular Travel Destination 2018” designation from the readers of China’s *Travelling Scope* magazine.



Launched {Un} Real Arizona: A Realm of the Senses, AOT’s new content-marketing program with *National Geographic*.



Hosted international journalists on a southern Arizona press trip. As a result, Marck Guttman, a freelance journalist from Mexico, produced a five-page spread, “Wild Legends from the Wild West,” for the inflight magazine of Volaris Airlines. The article reaches an estimated **15 million** passengers annually.

March 2019



Joined the San Francisco Giants at the 2019 FanFest at Oracle Park. Provided thousands of fans itineraries and recommendations about what to see and do while in Arizona.



Worked with the Arizona American Indian Tourism Association to host **6** international journalists on a press trip through central and northwest Arizona, touring both urban and rural Tribal Lands.

Led a delegation of tourism partners on a media mission to Los Angeles and San Diego. Met with nearly **50** journalists.



Secured a feature story in *AFAR* Magazine about Grand Canyon National Park’s centennial anniversary. The article, “Grand Canyon National Park Is Turning **100** – Here’s How to Celebrate,” provides various tips on how to experience one of the Seven Natural Wonders of the World.



Participated in the Visit USA Roadshow – Australia along with representatives from Flagstaff, Prescott and Williams. The roadshow included media appointments and events for travel agents in Sydney, Melbourne and Brisbane, with more than **200** attendees each night.



Launched “Sunshine to Share” social-media campaign, a weeklong blitz in New York and Chicago. Delivered **228** posts, sharing metaphorical sunshine on Instagram and Twitter. The campaign generated **9.7 million** impressions and nearly **4,000** engagements.

FULFILLMENT / CUSTOMER ENGAGEMENT

Travel Guide Print Distribution / Digital App Downloads

404,086

Call Center and Chat Inquiries

8,800

Monthly Consumer eNewsletter

27.59%

Open Rate

12.15%

Click-Through Rate

Visit Arizona App

11,765

Downloads

AOT FY19 HIGHLIGHTS

March 2019



Attended Go West Summit, an annual seminar and marketplace for tour operators and Western states regional tourism suppliers. Met with **45** tour operators and buyers.

Participated in the Discover America Denmark show in Copenhagen with the Visit USA Committee. More than **230** travel trade and media attended the event.



Launched the new Arizona Visitor Information Center program to help promote attractions, recreational opportunities, hospitality amenities and tourism-related businesses.



Worked with the Arizona Department of Transportation to install new Grand Canyon National Park Centennial road signs at **40** locations across the state.



Led a delegation to ITB Berlin. Met with **30** top-tier tour operators and product managers from various European countries. Held appointments with **25** media at IMM day.



Attended the Active America-China trade show in Anchorage with industry partners Grand Canyon West and Flagstaff. Met with **22** Chinese tour operators and U.S.-based receptive tour operators.

Developed the online article, "4 Alternatives to Popular AZ Sites," which resulted in an article in *USA Today* that generated **\$500,000** in earned media value.

April 2019

May 2019



Led a sales mission to Edmonton and Vancouver, Canada to exhibit at Travel Brands Agent events in both cities. Hosted destination trainings for Flight Centre agents and held an Asian Tour operator luncheon.



Partnered with Cruise America and Arizona State Parks & Trails to encourage instate visitation in celebration of National Travel and Tourism Week.



Hosted the Condor Sales Team along with Arizona DMO partners and the City of Phoenix Aviation Department. Condor representatives experienced Phoenix, Scottsdale, Mesa, Gilbert, Tempe, Chandler, Sedona, Flagstaff and the Grand Canyon.



Hosted a familiarization tour for **6** Chinese journalists and influencers from Guangzhou, Beijing, Hangzhou and Chengdu. Journalists experienced Flagstaff, Williams, Seligman, Grand Canyon Caverns, Kingman, Wickenburg and Glendale.



Welcomed **15** travel agents and tour operators from England and Scotland on the Brand USA MegaFAM Tour, the Santa Barbara, CA to Tucson segment. The FAM included a desert Jeep adventure, an interactive cooking demo with James Beard Award winner Chef Janos Wilder, along with visits to Mission San Xavier del Bac, Tumacacori, Kartchner Caverns, Tombstone, Phoenix and Scottsdale.

MEDIA RELATIONS

Primary international countries include Australia, Canada, China, France, Germany, Mexico and the United Kingdom.

130 Journalists Hosted **1,446** Articles Generated

1,735,463,039 Article Impressions

Reforma de Viaje

CIR: 147,000



TRADE INDUSTRY

Primary international countries include Australia, Canada, China, France, Germany, Mexico and the United Kingdom.

15 Familiarization Tours

25 Communities Visited

146 Participants

4 Brand USA MegaFams

6,198 Trade Sales Appointments and Destination Trainings

AOT FY19 HIGHLIGHTS

June 2019



Led a delegation of statewide tourism partners to IPW. Conducted **144** prescheduled business-to-business appointments and **20** media appointments. Organized a networking event for statewide partners with more than **65** international trade and media attendees.



Hosted **5** journalists and **2** photographers from Mexico City and Guadalajara. Explored Tempe, Phoenix, Tucson and Scottsdale.



Partnered with American Airlines & Detours to host **4** tour operators from Mexico on a Northern Arizona FAM. The goal was to promote a driving itinerary from Phoenix Sky Harbor Airport to the Grand Canyon.



Hosted a FAM consisting of **5** travel trade and **2** media reps from the Chinese market. The tour was to promote Phoenix as the gateway to Arizona with a focus on educating Chinese travelers about Southern Arizona.

Partnered with tour operator Kuoni in the United Kingdom for activation in three cities promoting USA and Arizona road trips. More than **300,000** consumers attended the event.

Social media platforms saw year-over-year audience growth of **22%**. Instagram led the way with a **34%** increase.



Twitter
49,000
followers



Instagram
143,000
followers



Facebook
(including five international pages)
431,000
followers

AOT FY19 RESULTS

ADVERTISING

6 High-Impact Domestic and International Campaigns

\$46.9 MILLION

generated in hotel revenue from trackable bookings connected to AOT advertising.

Please note: Digital represents approximately 60 percent of AOT's domestic campaign.

The FY19 advertising campaigns influenced more than **815,000 incremental trips** and generated an estimated

\$1.4 BILLION in travel revenue.

Total campaign Return On Investment (ROI):

\$32.75 in state and local tax revenue for each \$1 invested.

The FY19 campaign has the highest ROI in recent years.

Source: Strategic Marketing & Research Insights

COMMUNITY ENGAGEMENT



Community Presentations
66

Local PR Coverage

459
Media Placements

285 MILLION
Readers / Viewers

\$1.57 MILLION
Value (digital, print, broadcast)

CONNECT WITH US

For information regarding AOT's programs, research, media plans, and the Arizona Tourism Industry, please visit:

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