

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.*

JULY 2019

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

AUGUST 2019

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

SEPTEMBER 2019

Labor Day – September 2, 2019

CHINA TRADE AND MEDIA MISSION (2nd Tier Cities)

Date: September 1 – 7, 2019
Location: 2nd Tier cities
Participants: AOT Only to scout new 2nd tier cities for December mission
AOT Division: Trade & Media
Program Summary: AOT's trade and media representative in China, AVIA Reps, will coordinate a mission to targeted 2nd tier cities in China for December 2019.

AOT Contacts: Trade: Becky Blaine at bblaine@tourism.az.gov
Media: Kim Todd at ktodd@tourism.az.gov or 602-364-3305

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

21st 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.

AMERICAN CUP TOUR OPERATOR EVENT

Date: September 22-27, 2019
Location: Traverse City, Michigan
Participants: AOT Only
AOT Division: Trade
Audience: International Travel Trade
Program Summary: Networking with international travel trade clients from key markets.
AOT Contact: Becky Blaine at bblaine@tourism.az.gov

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 or contact Maren Rudolph at 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. 28th.** If you are a registered sponsor, and would like to participate, please reach out to Becky Blaine 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.

OCTOBER 2019

AUSTRALIA / NZ SALES MISSION (Arizona & Colorado Office of Tourism)

- Date:** October 28 – November 2, 2019
- Location:** Melbourne & Sydney Australia, Auckland, New Zealand
- Participants:** Open to statewide tourism partners (space will be limited)
- AOT Division:** Trade & Media
- Cost:** \$2,500 participation fee per partner (not including travel costs)
- Program Summary:** AOT will lead a sales mission to Australia & NZ with Colorado Office of Tourism. We will have local rep firms in country assist with logistics and scheduling. Arizona continues to see double digit growth from the AU/NZ market. 2018 visitation increased by 10%.
- AOT Contact:** Becky Blaine at bblaine@tourism.az.gov or 602-364-3696

ILTM CHINA

- Date:** October 30 – November 1, 2019
- Location:** Shanghai Exhibition Center
- Participants:** AOT's Chinese Trade representative will attend on behalf of the state
- 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:** Kim Todd at ktodd@tourism.az.gov

NOVEMBER 2019

Thanksgiving – November 28, 2019

EASTERN CANADA SALES MISSION

Date: November 11-15, 2019
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 AOT's Canada rep firm.
AOT Contact: **Trade:** Olivia Hall at ohall@tourism.az.gov or 602-364-3693
Media: Marjorie Magnusson at mmagnusson@tourism.az.gov

JAPAN SALES MISSION – 1st year

Date: **November, 2019**
Location: Tokyo, Japan
Participants: AOT only
AOT Division: Trade & Media
Program Summary: AOT will conduct a sales mission to Tokyo in FY20. We will have a local rep firm in country assist with logistics and scheduling. Arizona continues to see double digit growth from the Japanese market.
AOT Contact: **Trade:** Jessica Mitchell at jmitchell@tourism.az.gov
Media: Kim Todd at ktodd@tourism.az.gov

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

DECEMBER 2019

CHINA TRADE AND MEDIA MISSION

Date: December 1-7, 2019
Location: Shanghai, Beijing & Chengdu
Participants: Participation is open to all Arizona tourism suppliers
Cost: \$2,500 per delegate plus travel expenses and shipping
AOT Division: Trade & Media
Program Summary: 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.

AOT Contacts: Trade: Jessica Mitchell at jmitchell@tourism.az.gov or 602 364 4157
Media: Kim Todd at ktodd@tourism.az.gov or 602-364-3305

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. 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 or 602-364-3693

JANUARY 2020

Martin Luther King Day – January 20, 2020

Chinese New Year – January 25, 2020

MEXICO TRADE AND MEDIA MISSION – Brand USA Mission

Date: January 13-17, 2020
Locations: México City and Guadalajara, México
Participants: **AOT Only** / Partner mission will resume in FY21
Audience: Travel trade professionals and media representatives in Mexico City and Guadalajara
Program Summary: AOT will host a series of 1:1 meetings in Mexico City and Guadalajara to educate tour operators, travel agents and journalists about Arizona's world class tourism amenities.

AOT Contact: Media: Joanna Tejada at jtejeda@tourism.az.gov or 602-364-3715
Trade: Olivia Hall ohall@tourism.az.gov or 602-364-3693

IMM TRAVMEDIA DAY NYC

Date: January 22-23, 2020
Locations: New York City
Participants: Open to all statewide DMO partners, CVBs & Chambers
AOT Division: Media Relations
Cost: Varies based on membership
Program Summary: IMM TravMedia is a self-registering event. Each delegate will have their own table and set of media appointments that are scheduled in the TravMedia portal. Visit <https://travmedia.com/immusa/> for more info.

AOT Contact: Becky Blaine at bblaine@tourism.az.gov

NY TIMES TRAVEL SHOW / TRADE & MEDIA EVENT

Date: January 24-26, 2020
Locations: New York City
Participants: Open to statewide DMO partners, CVBs & Chambers
AOT Division: AOT's Consumer Marketing division (NY Times Travel show booths), Trade & Media for trade/media event
Cost: Varies (will be available in Rural Co-op)
Program Summary: 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.

PLEASE NOTE: Updated date/time: Prior to the start of the NYTimes Travel show, on Thursday evening, Jan. 23rd AFTER IMM Day, AOT will host a joint trade/media event for clients in the NYC area. If you are exhibiting at the NYTimes Travel show with AOT, then you can attend at no charge.

If you are not exhibiting at NYTimes Travel Show, but would like to attend our Arizona event, there will be a \$300 participation fee.

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

Marketing Partnerships: Alena Hicks at ahicks@tourism.az.gov or 602-364-3759

Trade & Media: Becky Blaine at bblaine@tourism.az.gov

FEBRUARY 2020

President's Day – February 17, 2020

INTERNATIONAL MEDIA TOUR: To be announced

Date: February 2020
Location: TBD – tour will start/end in the Valley
AOT Division: Media Relations
Program Summary: One travel writer from each country will be invited: Germany, UK, China, Canada, Mexico, Japan, Australia
AOT Contact: Marjorie Magnusson or Kim Todd at mmagnusson@tourism.az.gov or ktodd@tourism.az.gov or 602-364-3695 or 602-364-3305

VANCOUVER MEDIA MISSION

Date: February 2020
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 Contact: Becky Blaine at bblaine@tourism.az.gov

NAJ RTO SUMMIT

Date: February 25 – 26, 2020
Location: Marina del Rey, CA
Participants: Participation is self registration and open to tourism suppliers.
Cost: <https://www.rtosummit.com/west/>
AOT Division: Trade
Audience: West Coast Receptive Tour Operators
AOT Contact: Trade: Jessica Mitchell at jmitchell@tourism.az.gov

MARCH 2020

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

IMM Berlin TRAVMEDIA Day

Date: March 3, 2020
Locations: Berlin, Germany
Participants: Open to all statewide DMO partners, CVBs & Chambers
AOT Division: Media Relations
Cost: Varies based on membership
Program Summary: IMM TravMedia is a self-registering event. IMM is established as the industry's leading event for the media to meet travel and tourism brands. Exhibitors each enjoy a dedicated branded table where they can meet top travel journalists, editors and broadcasters to discuss their news, events and developments. As a single-day networking and relationship-building opportunity for journalists and travel & tourism brands, IMM is unrivaled. Visit <https://travmedia.com/immgermany> for more info.
AOT Contact: Marjorie Magnusson at mmagnusson@tourism.az.gov

ITB (INTERNATIONAL TRAVEL EXCHANGE 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, \$1,800 for media delegates

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 or 602-364-4157
Media: Marjorie Magnusson at mmagnusson@tourism.az.gov or 602-364-3695

TRAVMEDIA INTERNATIONAL MEDIA MARKETPLACE (IMM) LONDON

Date: March 9-10, 2020
Location: London
AOT Division: AOT's Media Rep in the UK will represent the state
Participants: Self Registration – Open to any Arizona tourism supplier
Audience: UK media
Program Summary: The show consists of one-on-ones between international media and travel and tourism brands. See IMM website for more info: <https://travmedia.com/immuk/>
AOT Contact: Kim Todd at ktodd@tourism.az.gov or 602-364-3305

GO WEST SUMMIT

Date: March 24-27, 2020
Location: Portland, Oregon
AOT Division: Trade
Participants: Self Registration – open to any Arizona Tourism Supplier
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 or 602-364-4157
 or Joanna Tejada at 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 Contacts: 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, March 27th, 2019 There will be no additional for this event if you are exhibiting at the show. If you are not exhibiting at the show, there will be a nominal participation fee.

Marketing Partnerships: Alena Hicks at ahicks@tourism.az.gov

Trade & Media: Becky Blaine at bblaine@tourism.az.gov

APRIL 2020

Easter – April 12, 2020

AOT will plan UK and German Missions around Travel Classics International in 2020 – see dates below at end of April / beginning of May:

UK TRADE & MEDIA MISSION

Date: April 27 – 29, 2020
Location: London + 1 other location TBD
Participants: Participation is open to statewide tourism suppliers. Preference will be given to Arizona CVBs, Chambers, DMOs first
Cost: \$2,000 per DMO / 1 delegate per DMO. Contact AOT if you wish to bring more than one delegate.
Audience: AOT and its partners will host trade & media functions in London to educate the travel trade and journalists about Arizona’s world class tourism amenities. Additionally, we will schedule media desk side appointments.
AOT Contacts: Kim Todd at ktodd@tourism.az.gov or 602-364-3305
 Jessica Mitchell at jmitchell@tourism.az.gov

TRAVEL CLASSICS INTERNATIONAL (MEDIA ONLY)

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 or contact Maren Rudolph at 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

MAY 2020

Memorial Day – May 25, 2020

GERMANY TRADE & MEDIA MISSION

Date: May 4-7, 2020
Location: Vienna, Austria and Hamburg, Germany (locations TBD)
Participants: Participation is open to statewide tourism suppliers. Preference will be given to Arizona CVBs, Chambers, DMOs first
Cost: \$2,000 per DMO / 1 delegate per DMO. Contact AOT if you wish to bring more than one delegate.
Audience: German Trade & Media
Program Summary: AOT's trade and media representatives in Germany will coordinate a mission to promote Arizona to key trade and media 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 Contacts: Marjorie Magnusson at mmagnusson@tourism.az.gov or 602-364-3695
 Jessica Mitchell at jmitchell@tourism.az.gov

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

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 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.

NEW! For 2020 – AOT Booth shared in Rural co-op: AOT will purchase multiple booths in 2020 and allow smaller DMO's to use their rural co-op participation and share appointments with us at an affordable price. Space will be limited to one delegate per DMO. **THESE RURAL CO-OP spots have been filled.**

Arizona Pavilion: We'd like to showcase all of the Arizona DMO's and suppliers in an enhanced "Arizona Pavilion" next year – when you register for the show, please designate in your comments that you would like to be in the Arizona Section. Please also email Joanna Tejada with any questions or so we can add you to our list: jtejeda@tourism.az.gov or 602-364-3715

JUNE 2020

US TRAVEL ASSOCIATION'S IPW

Dates: May 30-June 3, 2020
Location: Las Vegas, Nevada

FAM TRIPS & GROUP PRESS TRIPS

GERMAN 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

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 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 or 602-364-3693

TRADE FAM: UK 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 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

More FY20 FAMS to come...
