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ARIZONA

OFFICE OF TOURISM

Annual Market Update FY20 Trade
German-speaking markets



TRAVELMARKETING ROMBERG

Market update for Germany

- Overnight visitors from Germany in 2019: 145,400 ↑
- Spending from German visitors in 2019: \$ 206 million ↑



Source: Tourism Economics, Longwoods International, Dean Runyan Associates; Tourism Economics



Destination trainings/webinars

- November 2019: Personal Arizona experience -> 120 registered agents
- May 2020: Outdoor adventures in Arizona -> 84 registered agents
- June 2020: Road trips in Arizona -> 32 registered agents

Arizona Webinar 21. November 2019



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Thomas Vogler



Nina Meuter



Destination trainings/webinars

- YouTube Channel for webinar recordings -> 73 additional views

The screenshot shows the YouTube channel page for "Arizona Office of Tourism - Germany". The channel has 1 subscriber. There are two buttons: "KANAL ANPASSEN" and "YOUTUBE STUDIO". The "VIDEOS" tab is selected. Under "Uploads", there are six video thumbnails with their titles and view counts:

Video Title	Duration	Views	Time
Roadtrips in Arizona	41:02	14 Aufrufe	vor 1 Woche
Virtuelle Reise durch Arizona mit CANUSA Touristik	1:05:14	3 Aufrufe	vor 3 Wochen
Arizona Webinar mit Visit USA Committee Germany a...	52:54	5 Aufrufe	vor 3 Wochen
Arizona Webinar, November 2019	43:22	20 Aufrufe	vor 2 Monaten
Arizona Webinar Nov 2019	42:47	10 Aufrufe	vor 2 Monaten
Webinar "Outdoor-Erlebnisse in Arizona"	35:16	36 Aufrufe	vor 2 Monaten



Joint marketing – German tour operator CRD

- “Taste of Arizona” dedicated landing page promoted in January 2020 -> 5,300 visitors



Joint marketing – German tour operator FTI

- FTI Academy: Arizona online training program -> live from February – October 2020



Joint B2C webinar for CANUSA clients

- June 18th 2020 -> 30 consumers attended live for one hour
- CANUSA promoted the webinar on their website and social media channels

Arizona

Lernen Sie bei diesem Online-Reisevortrag den US-Bundesstaat Arizona näher kennen und erfahren Sie, welche tollen Aktivitäten dort auf Sie warten. Wecken Sie Ihre Reiselust!

WANN?

Am 18. Juni 2020 um 18:00 Uhr.

WIE?

Senden Sie eine E-Mail an webinare@canusa.de, um sich für den Reisevortrag anzumelden. Wir schicken Ihnen anschließend den Link zur Online-Veranstaltung zu.

E-MAIL SENDEN



Trade newsletter for German-speaking markets

- February 2020: Southern Arizona -> opening rate 60.6%
- April 2020: Dark Skies in Arizona -> opening rate 47.1%



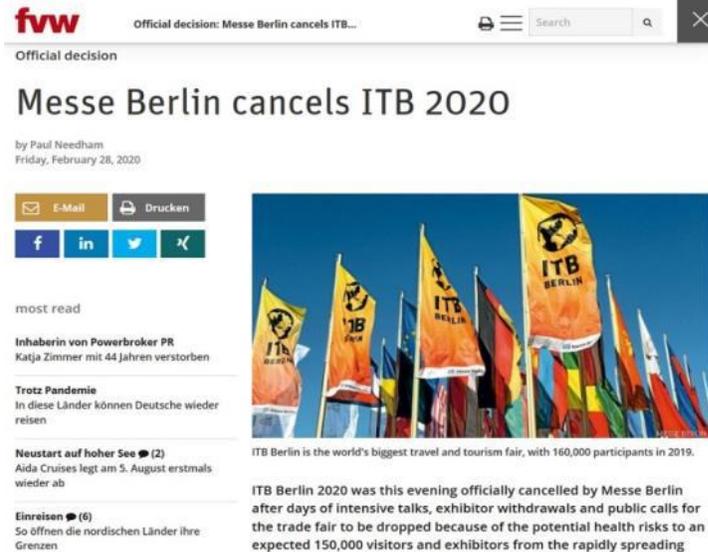
Trade newsletter for German-speaking markets

- May 2020: Culinary highlights in Arizona -> opening rate 48.7%
- June 2020: Outdoor adventures in Arizona -> opening rate 48.8%



Trade show ITB in Berlin – March 4th-8th 2020

- Messe Berlin cancelled show on February 28th due to spreading Covid-19 virus
- 34 appointments scheduled with trade partners
- ITB booklet prepared for Arizona delegation



Virtual ITB appointments March 10th – 17th 2020

- Creation of virtual meeting calendar for rescheduling appointments
- ITB booklet transferred into Google document to share notes with AOT immediately
- 10 virtual meetings scheduled including detailed follow-up
- All other original ITB appointments received documents of AOT and partners prepared for ITB -> not available for virtual meetings due to high number of cancellations and rebooking as a result of rapidly spreading Covid-19 virus



Phone calls with Arizona Office of Tourism
aot.youcanbook.me



Sales Mission Germany & Switzerland

- Meetings & trainings with tour operators scheduled for April 27th – 30th 2020
- Cancelled due to travel warnings and overall situation with Covid-19
- Appointments planned in Hamburg, Hanover and Zurich
- Training event planned in a wine bar at Hamburg Harbor for 40 travel agents



Visit USA activities - Germany

- April 2020: AOT YouTube channel in trade newsletter -> 21,300 travel agents
- June 2020: Arizona webinar -> 200 registered travel agents

VUSA NEWS
DER USA-Newsletter für den Counter
Thema: Schulungsmöglichkeiten USA



Liebe Kolleginnen und Kollegen am Counter,

wir alle befinden uns aktuell in einer Situation, die noch vor ein paar Wochen niemand für möglich gehalten hätte. Klar ist schon jetzt, wenn wir diese Krise überstanden haben, wird die Tourismusindustrie eine andere sein.

Wir sind überzeugt, dass wir uns den Optimismus nicht nehmen lassen dürfen und versuchen sollten, das Beste aus dieser Situation zu machen! Wir haben euch in diesem Newsletter eine Übersicht über viele Schulungsmöglichkeiten von uns und unseren Partnern zusammengestellt, damit ihr bestens vorbereitet seid, wenn die Kunden wieder reisen können und möchten.

Außerdem bitten wir euch, uns eure Ideen, Anregungen und Wünsche für mögliche Veranstaltungen und Schulungen zukommen zu lassen. Die beste Idee werden wir mit einem 100 € Amazon-Gutschein prämiieren. Zusätzliche Informationen hierzu findet ihr weiter unten im Newsletter.

Mit österlichen Grüßen und bitte bleiben Sie gesund
Rans L. Gest
Präsident Visit USA Committee Germany e.V.

VISIT USA aktuell

**Arizona Office of Tourism –
Webinaraufzeichnung & Trade Newsletter**

Erlebt in der Aufzeichnung unseres Webinars, was wir auf unserem letzten Roadtrip durch Arizona erlebt haben.
Im unserem VUSA Webinar am 10. Juni geben wir euch einen Überblick über den gesamten Staat und erzählen euch, was der Grand Canyon State neben diesem atemberaubenden Nationalpark noch alles zu bieten hat. [Link zur Anmeldung](#)

Außerdem freuen wir uns über [Anmeldungen zu unserem deutschen Trade Newsletter](#) über Arizona.



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Visit USA activities - Switzerland

- May 2020: Inclusion of AOT YouTube channel in trade newsletter



Liebe Kolleginnen und Kollegen

Das Wichtigste vorweg, wir hoffen, dass Sie gesund und wohlauf sind!
Die aktuelle Situation war bis vor kurzem unvorstellbar und ist leider grösstenteils ausserhalb unseres Einflussbereiches. Das einzige was uns bleibt ist, trotz dieser ausserordentlichen Situation die Energie für Optimismus und Zuversicht wie auch Weiterbildung zu nutzen. Dies hilft, die aktuelle Zeit besser zu überstehen – wenigstens mental gesehen.

Da für den Vorstand des VUSA Komitees Schweiz die Gesundheit aller Partnerinnen und Teilnehmerinnen im Vordergrund steht und wir unserer Verantwortung immer bewusst waren, wurde die VUSA Roadshow wie schon kommuniziert für 2020 ersatzlos gestrichen.

Wir sehen jedoch positiv in die Zukunft und glauben fest dran, dass schon bald ein grosser Nachholbedarf in puncto USA-Reisen besteht. Aus diesem Grund haben wir in diesem Newsletter eine Übersicht an Schulungsmöglichkeiten erstellt, damit Sie bestens vorbereitet sind, wenn Ihre Kunden wieder reisen dürfen und wollen.

Bleiben Sie gesund und zuversichtlich!

Mit besten Grüssen

Heinz Zimmermann
Chairman Visit USA Committee Switzerland

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Kommt mit auf unsere Reise durch Arizona und erfahrt, was der Grand Canyon State an Outdoor-Erlebnissen in den verschiedenen Regionen und Landschaften alles zu bieten hat. Ausserdem freuen wir uns über [Anmeldungen zu unserem deutschen Trade Newsletter](#) über Arizona.

>> Webinar Arizona



Arizona Online Training Program

- German version: www.arizona-schulung.de -> live since June 16th 2020



Additional TMR Services throughout the year

- Continuous communication with trade partners
- Constant market analysis
- Fulfilment of German brochure requests
- Weekly detailed Corona updates since mid-March 2020
- Creation of recovery plan with suggested trade activities
- Translation of 3 selected Arizona itineraries for German trade

TRAVELMARKETING ROMBERG fastforward-marketing

CORONA UPDATE #1 - GERMAN-SPEAKING MARKETS
GERMANY - AUSTRIA - SWITZERLAND

LATEST NEWS & FIGURES **17 MARCH 2020**

GERMANY	AUSTRIA	SWITZERLAND
<p>GERMANY Corona Cases (deaths): 8,064 (20)* World wide travel warning for leisure travel issued. Government prepares to bring stranded Germans home. Government urges people to stay at home. No curfew. Health risk assessment was changed to "high". Travel agencies must close immediately. Schools are closed. Playgrounds closed. Only supermarkets, banks, pharmacies, drugstores, markets, gas stations and other necessary shops are still open.</p>	<p>AUSTRIA Corona Cases (deaths): 2,330 (4)* Government closed off federal state of Tyrolia, the region with the highest number of Corona cases. Hotels and restaurants are closed in the whole country. Curfew for the whole country Austrian Airlines will cancel all flights from tomorrow (until 28 March). Borders partially closed</p>	<p>SWITZERLAND Corona Cases (deaths): 1,132 (8)* The Army helps upkeep the country's medical infrastructure. Schools and restaurants are closed. Only supermarkets, banks, pharmacies, drugstores, markets, gas stations and other necessary shops are still open. Events are forbidden. Borders are closed to non-Swiss people or non-residents.</p>

*Johns Hopkins University numbers

TOURISM TRADE NEWS

DW: **Coronavirus: Germany brings in unprecedented restrictions on public life** // COVID-19 has spread to every state in Germany, and public life is set to grind to a halt. Schools, restaurants and non-essential businesses have closed while holiday travel is prohibited and borders are partially closed. <https://bit.ly/39Yc8Kx>

DW: **Coronavirus: Germany initiates emergency plan to fly back stranded tourists** // Using language evocative of the Cold War, the German government has promised to bring back thousands of stranded Germans. There is now a formal warning to stop Germans leaving the country. <https://bit.ly/2xLLiAx>

FW: **German tourism leaders have called on the government to provide financial support amid a dramatic bookings slump as worried consumers delay holiday bookings, companies cancel business trips and destinations impose travel restrictions to combat the spread of the Covid-19 virus.** // Sales revenues have crashed by 75% year-on-year in the last few weeks, according to a German Travel Industry Association (DRV) survey of members, with 15% of 700 surveyed companies showing even higher declines. Leisure travel agencies reported a flow of worried customers seeking advice about potential health risks while on holiday, while cruise firms have serious sales falls. <https://bit.ly/2wZECVY>

FW: **Tourism firms are starting to cancel German bookings as sales slump and more and more countries worldwide impose drastic travel restrictions to combat the spread of the Covid-19 virus.** // German tour operators, travel agents, market researchers and other organisations already reported a dramatic slump in sales during February, prompting big tour operators to offer flexible re-booking and cancellation options to try to keep bookings flowing. But their task has been made even harder this week as more destinations in Europe and overseas impose strict travel restrictions or even complete bans on visitors from Germany and other countries to try to slow down the worldwide spread of the Covid-19 virus. <https://bit.ly/2WmtxPQ>

FW: **German tour operators cancel all bookings to end-March** // TUI, FTI, Altours, Schauland-Reisen and other tour operators today cancelled all bookings until at least late March after the German foreign ministry officially advised against all international travel in the next few weeks. With more and more destinations restricting the movement of people, closing borders and banning visitors from Germany and other countries to try to stop the worldwide spread of the Covid-19 virus, the foreign ministry advised Germans against all unnecessary foreign trips in the near future. <https://bit.ly/2U25oG>

COUNTER VOR 9: **TUI ceases operations to a great extent and claims state support.** // TUI Group announced that it would suspend the vast majority of all its travel operations, including package travel, cruises and hotel operations, until further notice. The number of impacted customers and the revenue loss is not known. <https://bit.ly/2Ubrf6z> (German)

Summary of KPIs

TRADE FY20	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	
Sales Calls	12	4	22	5	15	3	6	8	28	7	6	5	
Training Seminars	0	0	0	0	2	0	0	0	0	0	1	3	
Total # of people present at training seminars	0	0	0	0	101	0	0	0	0	0	58	139	
Tradeshow Appointments	0	0	0	0	0	0	0	0	0	0	0	0	
FAM's	0	0	0	0	0	0	0	0	0	0	0	0	
# of FAM attendees	0	0	0	0	0	0	0	0	0	0	0	0	
Total Reach	12	4	22	5	116	3	6	8	28	7	64	144	419

- Quantity of Arizona webinars (different themes): **5**
- Number of agents trained live in webinars: **298**
- Regular Arizona trade newsletter with growing trade database
- Arizona online training program launched mid-June



Thank You

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