

FY21 DRAFT – July 1, 2020 – June 30, 2021

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

DUE TO COVID-19 MANY EVENTS HAVE BEEN CANCELLED, POSTPONED OR MOVED TO A VIRTUAL SETTING. PLEASE CHECK WITH THE AOT STAFF MEMBER LISTED BELOW THE EVENT IF YOU HAVE ANY QUESTIONS.

** 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 2020

GOVERNOR'S CONFERENCE ON TOURISM "GCOT"

Date: July 22-24, 2020
Location: Virtual
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 2020

GO WEST SUMMIT **(RESCHEDULED FROM MARCH 2020 – NOW VIRTUAL)**

Date: August 31 – September 3, 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

SEPTEMBER 2020

Labor Day – September 7, 2020

BRAND USA TRAVEL WEEK in the UK – VIRTUAL

Date: September 21-25, 2020
Location: London, UK
Participants: Participation is open to any Arizona tourism entities.
Cost: \$4,000 for virtual pod
 This event is self-registration at <https://brandusatravelweekeurope.com/>
Audience: UK Tour operators / there is no media component to Travel Week that we know of yet.
Program Summary: Join us for the annual Brand USA Travel Week Europe event, September 21-25, 2020 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

22nd AMERICAN INDIAN TOURISM CONFERENCE - VIRTUAL

Date: September 14-18, 2020
Location: Fort McDowell Yavapai Nation – We-Ko-Pa Resort
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.

OCTOBER 2020

ITB (INTERNATIONAL TRAVEL EXCHANGE BERLIN) – Rescheduled from March 2020

Date: October, 2021
Location: Berlin, Germany
Participants: Trade
AOT Division: German Trade Reps TMR will represent Arizona
Audience: German travel trade
Program Summary: The International Tourism Exchange ITB Berlin is known throughout the world as the leading trade fair for the global tourism industry. **ITB has rolled out an October event – in person and virtual for tour operators and suppliers.** AOT will co-op into a booth with other Travel Marketing Romberg clients and TMR will conduct all appts on our behalf. Any leads will be distributed after final show report is received.
AOT Contact: Jessica Mitchell at jmitchell@tourism.az.gov

CANADA MEDIA MISSION – Planning on Hold

Date: Week of October 26th, 2020
Location: Vancouver and possibly Toronto and Montreal
Participants: Open to all PR partners in Arizona that represent tourism entities.
Cost: \$1,200 per delegate plus travel expenses and shipping
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 will plan a media breakfast & Media evening event.
AOT Contact: Becky Blaine at bblaine@tourism.az.gov

WESTERN CANADA SALES MISSION – Planning on Hold

Date: Week of October 19th or October 26th, 2020
Location: Vancouver, Canada + Edmonton or Calgary
Participants: Open to all tourism suppliers partners in Arizona
Cost: \$2500 per delegate plus travel expenses and shipping
AOT Division: Trade
Audience: Canadian travel trade
Program Summary: Western Canada is a key market for Arizona. Alberta & B.C. have the highest visitation rates to Arizona. Trade will join PR in Vancouver & then continue to a 2nd city.
AOT Contact: Becky Blaine at bblaine@tourism.az.gov

NOVEMBER 2020

Thanksgiving – November 26, 2020

TRAVEL CLASSICS WEST – Planning on Hold

Date: November 12 – 15, 2020
Location: Scottsdale, Arizona
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 will host the Media Marketplace with Arizona PR partners on Thursday, November 12th.** If you 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. 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.

DECEMBER 2020

JANUARY 2021

Martin Luther King Day – January 18, 2021

MEXICO TRADE AND MEDIA MISSION – Planning on hold

Date: January 2021
Locations: Mexico City & Monterrey
Participants: Open to all AZ Tourism Suppliers
Cost: \$2,500 per delegate plus travel expenses and shipping
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: Joanna Tejeda at jtejeda@tourism.az.gov or 602-364-3715

FEBRUARY 2021

Chinese New Year – February 12, 2021

President’s Day – February 15, 2021

L.A. & SAN FRANCISCO MEDIA MISSION – Planning on Hold

Date: February 2021 – Looking at February 1 – 5th, San Francisco then L.A.
Location: Los Angeles & San Francisco, CA
AOT Division: Media Relations
Cost: \$1200 plus travel expenses and shipping
Program Summary: AOT will conduct a media mission to Los Angeles and San Francisco to share spring training, spring break and summer value messages.
AOT Contact: Becky Blaine at bblaine@tourism.az.gov or 602-364-3696

AUSTRALIA/NZ VISIT USA ROADSHOW - Planning on Hold

Date: February 22-26, 2021 (Tentative + NZ dates)
Location: Brisbane, Melbourne, Sydney + Auckland and Christchurch, NZ

AOT Division: Trade & Media

Program Summary: **Organized by the Visit USA Committee, this is a 3 city roadshow** for travel agents in AU/NZ, Brand USA B2B Day and TravMedia IMM Day. AOT Trade & Media division will attend again in FY21. Arizona continues to see growth from the Australia/NZ market. Partners can register individually, please visit <http://visitusa.org.au/> for more information.

AOT Contact: Becky Blaine bblaine@tourism.az.gov or 602-364-3696

MARCH 2021

GO WEST SUMMIT – VIRTUAL

Date: March 1-5, 2021

Location: Anchorage, Alaska

AOT Division: Trade

Participants: Self Registration – open to any Arizona Tourism Supplier

Cost: Varies (this will be available in the rural co-op program)

Every 2020 delegate registered before June 5, 2020 will automatically be enrolled in the 2021 virtual event, as well, at no additional charge.

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

CHINA TRADE AND MEDIA MISSION - Planning on Hold

Date: March 2021

Location: **Cities TBD**

Participants: AOT only

AOT Division: Trade & Media

Program Summary: AOT's trade and media representative in China, AVIA Reps, will coordinate a mission in China. The events in each city will typically include a destination presentation followed by a luncheon as well as specific meetings and one-on-one media appointments.

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

IMM Berlin TRAVMEDIA Day

Date: March 9, 2021

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. A single-day networking and relationship-building opportunity for journalists and travel & tourism brands. Visit <https://travmedia.com/immgermany> for more info.
(Kaus Media Services will represent the Arizona Office of Tourism)

AOT Contact: Marjorie Magnusson at mmagnusson@tourism.az.gov

TRAVMEDIA INTERNATIONAL MEDIA MARKETPLACE (IMM) LONDON

Date: March 15th, 2021 - TBD
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

UK MEDIA MISSION – AFTER IMM LONDON - Planning on Hold

Date: March 16th – 19th, 2021
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: \$2,500 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.
AOT Contacts: Kim Todd at ktodd@tourism.az.gov or 602-364-3305

APRIL 2021

Easter – April 4, 2021

DALLAS TRAVEL & ADVENTURE CONSUMER SHOW (RESCHEDULED FROM MARCH 2020)

Date: April 10-11, 2021
Locations: Dallas, TX
Participants: Open to statewide DMO partners, CVBs & Chambers
AOT Division: Marketing (Travel & Adventure show booths)
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 April 10-11, 2021. This show sees around 13K consumers and Dallas is a new target city for AOT. <https://travelshows.com/shows/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.
Marketing Partnerships: Alena Hicks at ahicks@tourism.az.gov

TRAVEL CLASSICS INTERNATIONAL (MEDIA ONLY – Rescheduled from May 2020)

Date:	April 24-27, 2021
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 <i>Sunset Magazine</i> , <i>National Geographic Adventure</i> , <i>Self</i> , <i>Robb Report</i> , <i>AARP Magazine</i> , <i>Men's Journal</i> , <i>Golf for Women</i> , <i>Saveur</i> 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 2021

Memorial Day – May 31, 2021

US TRAVEL ASSOCIATION'S IPW

Dates:	May 10-14, 2021
Location:	Las Vegas, NV
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.

AOT Booth shared in Rural co-op: AOT will purchase a larger booth in 2021 and offer smaller DMOs an opportunity to co-op into our booth and share appointments with AOT. This price is not for your own booth. The registration cost covers the badge and shared space and is limited to one delegate per DMO. This is limited to 5 DMO's total in the AOT booth.

If you wish to purchase your own booth at IPW, you can apply these rural co-op funds to your purchase, but you will have to self-register with U.S. Travel Association and pay for your booth. Upon proof of registration and payment, you can invoice AOT for up to \$2,500 and we will reimburse you. This reimbursement will apply to floor space & decor only. No travel or shipping/drayage costs.

Arizona Pavilion or Row: We'd like to showcase all of the Arizona DMO's and suppliers in an enhanced "Arizona Pavilion" again – when you register for the show, please designate in your comments that you would like to be in the Arizona Section. Building a pavilion will be budget dependent. Please also email Ashley Longmire with any questions or so we can add you to our list of Arizona Row partners:
alongmire@tourism.az.gov.

JUNE 2021
