

**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

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### 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](mailto:ahicks@tourism.az.gov)

## AUGUST 2020

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### 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](mailto:jmitchell@tourism.az.gov) or 602-364-4157  
or Joanna Tejeda at [jtejeda@tourism.az.gov](mailto:jtejeda@tourism.az.gov)

## SEPTEMBER 2020

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### 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](mailto:jmitchell@tourism.az.gov)

#### 22<sup>nd</sup> 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.ainta.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

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#### 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](mailto:jmitchell@tourism.az.gov)

## CANADA MEDIA MISSION – Planning on Hold

**Date:** Week of October 26<sup>th</sup>, 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](mailto:bblaine@tourism.az.gov)

## WESTERN CANADA SALES MISSION – Planning on Hold

**Date:** Week of October 19<sup>th</sup> or October 26<sup>th</sup>, 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 2<sup>nd</sup> city.  
**AOT Contact:** Becky Blaine at [bblaine@tourism.az.gov](mailto:bblaine@tourism.az.gov)

## NOVEMBER 2020

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### 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](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 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](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. 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

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## JANUARY 2021

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**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](mailto:jtejeda@tourism.az.gov) or 602-364-3715

## FEBRUARY 2021

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**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 – 5<sup>th</sup>, 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](mailto: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](mailto:bblaine@tourism.az.gov) or 602-364-3696

## MARCH 2021

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### 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](mailto:jmitchell@tourism.az.gov) or 602-364-4157  
or Joanna Tejada at [jtejeda@tourism.az.gov](mailto: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](mailto: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](mailto: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](mailto:ktodd@tourism.az.gov) or 602-364-3305

### UK MEDIA MISSION – AFTER IMM LONDON - Planning on Hold

**Date:** March 16<sup>th</sup> – 19<sup>th</sup>, 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](mailto: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](mailto:ahicks@tourism.az.gov)

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

<b>Date:</b>	April 24-27, 2021
<b>Location:</b>	Lausanne, Switzerland
<b>Participants:</b>	International Travel Writers and Editors
<b>Cost:</b>	Costs vary depending on level of participation. Visit <a href="http://www.travelclassics.com">www.travelclassics.com</a> or contact Maren Rudolph at <a href="mailto:maren@travelclassics.com">maren@travelclassics.com</a> or 914-591-4503 for more information and to register.
<b>Summary:</b>	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.
<b>AOT Contact:</b>	Becky Blaine at <a href="mailto:bblaine@tourism.az.gov">bblaine@tourism.az.gov</a>

## MAY 2021

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Memorial Day – May 31, 2021

## JUNE 2021

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