

FY21

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.*

** The Brand USA Global Marketplace event dates are still tentative, details and dates will be confirmed.*

FEBRUARY 2021

Chinese New Year – February 12, 2021

President's Day – February 15, 2021

BRAND USA GLOBAL MARKETPLACE - FOCUS ON CANADA

Date: February 4, 2021

Locations: Virtual

AOT Division: Trade & Media

Participants: Open to all statewide partners that bought into the Brand USA Global Marketplace.

Program Summary: Provide the latest insights on the Canada travel industry for our U.S. partners, while providing the Canadian travel trade the latest products, protocols, and 'what's new' in the U.S. travel and hospitality industry.

AOT Contact: Joanna Tejada at jtejeda@tourism.az.gov or 602-364-3715

BRAND USA GLOBAL MARKETPLACE - FOCUS ON MEXICO

Date: February 8- 9, 2021

Locations: Virtual

AOT Division: Trade & Media

Participants: Open to all statewide partners that bought into the Brand USA Global Marketplace.

Program Summary: Provide the latest insights on the Mexican travel industry for our U.S. partners, while educating the travel trade on the latest products, protocols, and 'what's new' in the U.S. travel and hospitality industry.

AOT Contact: Joanna Tejeda at jtejeda@tourism.az.gov or 602-364-3715

FVW COUNTER DAYS – German Market

Dates: February 11th-12th, 2021

Locations: Virtual - AOT's German Trade Rep will represent Arizona

AOT Division: Trade

Participants: Self Registration - Open to any Tourism Supplier

Cost: 800 Euro

Program Summary: The travel trade media FVW is hosting this event for travel agents virtually. They are expecting more than 1,000 agents within the two days. There will be presentations and webinars throughout the day as well as a virtual marketplace.

AOT Contact: Jessica Remington at jmitchell@tourism.az.gov

BRAND USA GLOBAL MARKETPLACE - FOCUS ON GERMANY

Date: February 23, 2021

Locations: Virtual

AOT Division: Trade

Participants: Open to all statewide partners that bought into the Brand USA Global Marketplace.

Cost: TBD

Program Summary: Provide the latest insights on the German travel industry for our U.S. partners, while educating the travel trade on the latest products, protocols, and 'what's new' in the U.S. travel and hospitality industry

AOT Contact: Jessica Remington at jmitchell@tourism.az.gov

IMM BERLIN TRAVMEDIA DAY

Date: February 23-24, 2021

Locations: Virtual

AOT Division: Media Relations

Participants: Open to all statewide tourism suppliers

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

MARCH 2021

GO WEST SUMMIT

Date: March 1-5, 2021
Location: Virtual
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 Remington at jmitchell@tourism.az.gov or Joanna Tejada at jtejeda@tourism.az.gov

SHOWCASE ITALY

Date: March 1-5, 2021
Location: Virtual
AOT Division: Trade
Participants: Self Registration - Open to any Arizona Tourism Supplier
Cost: \$660 USD

Program Summary: Showcase USA Italy offers American exhibitors the chance to network with media and meet high quality Italian tour operators and travel agents who specialize in the United States.

AOT Contact: Jessica Remington at jmitchell@tourism.az.gov or 602-364-4157

BRAND USA GLOBAL MARKETPLACE - FOCUS ON EUROPE*

Dates: March 15th-18th, 2021 (Tentative)
Location: Virtual
AOT Division: Trade
Cost: N/A - this is a follow up networking event from Global Marketplace October 2020

Program Summary: Details to come

AOT Contact: Jessica Remington at jmitchell@tourism.az.gov

UNITE VISIT USA 2021

Date: March 23rd - 24th, 2021
Location: Virtual - AOT's Trade Rep in the UK will represent the state
AOT Division: Trade
Participants: Open to all statewide DMO partners, CVBs & Chambers
Cost: \$300 USD (approximate)
Program Summary: This 'one-stop-shop' event bringing together UK based tour operators to hold pre-booked one-to-one meetings with tourist boards, airlines, hoteliers, attractions, tour providers, cruise and rail companies from throughout the United States in one place.
AOT Contact: Jessica Remington at jmitchell@tourism.az.gov

APRIL 2021

Easter – April 4, 2021

ARIZONA INDIAN FESTIVAL

Date: April 17 & 18, 2021
Location: Civic Center Mall, Scottsdale, AZ (In-person)
AOT Division: American Indian Program
Participants: Arizona Tribal Nations, open to general public
Cost: No entry fee. Information available on <https://arizonaindiantourism.org/azindianfestival/>
Audience: General public.
Program Summary: The Arizona Indian Festival provides a platform for tribal tourism and brings awareness of Arizona's indigenous communities by creating an inclusive inter-Tribal event celebrating culture, traditional arts, crafts and foods, as well as innovations and trends in cultural tourism experiences in Arizona.
AOT Contact: Dawn Melvin, Dmelvin@tourism.az.gov

BUSA GLOBAL MARKETPLACE - FOCUS ON UK & IRELAND*

Date: April 20-21, 2021 (Tentative)
Locations: Virtual
AOT Division: Trade
Participants: Open to all statewide DMO partners, CVBs & Chambers
Cost: TBD
Program Summary: Provide the latest insights on the UK & Ireland travel industry for our U.S. partners, while educating the travel trade on the latest products, protocols, and 'what's new' in the U.S. travel and hospitality industry
AOT Contact: Jessica Remington at jmitchell@tourism.az.gov

CONNECT TRAVEL MARKETPLACE

Date: April 21-22, 2021
Location: Virtual
AOT Division: Trade
Participants: Open to all statewide DMO partners, CVBs & Chambers
Cost: \$700.00
Program Summary: Connect Travel Marketplace is an International travel show that combines the right timing for product development in a unique format that creates an efficient and effective environment to expedite the sales process and close business along with a robust educational track to inspire and inform industry leaders in a rapidly evolving global market.
AOT Contact: Jessica Remington at jmitchell@tourism.az.gov or Joanna Tejada at [jtejada@tourism.az.gov](mailto:jtejeda@tourism.az.gov)

MAY 2021

Memorial Day – May 31, 2021

BUSA GLOBAL MARKETPLACE - FOCUS ON AUS & NZ*

Date: May 11-12, 2021 (Tentative)
Locations: Virtual
AOT Division:
Participants:
Cost: TBD
Program Summary: Provide the latest insights on the Mexican travel industry for our U.S. partners, while educating the travel trade on the latest products, protocols, and 'what's new' in the U.S. travel and hospitality industry
AOT Contact: Becky Blaine at bblaine@tourism.az.gov & Jessica Remington at jmitchell@tourism.az.gov

TRAVMEDIA INTERNATIONAL MEDIA MARKETPLACE (IMM) LONDON

Date: May 17-18, 2021
Location: London (In-person)
AOT Division: AOT's Media Rep in the UK will represent the state (Hills Balfour Fee: \$3,400)
Participants: Self-Registration – Open to any Arizona tourism supplier
Cost: Varies based on membership
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

RTO SUMMIT WEST

Date: May 25-26, 2021
Location: Las Vegas, NV (In-person)
AOT Division: Trade
Participants: Open to all statewide DMO partners, CVBs & Chambers
Cost: \$1895.00
Program Summary: Connect Travel has brought together receptive tour operator buyers who cover all the major and developing international markets for RTO Summit West, where you can schedule up to 70 appointments over two days.
AOT Contact: Jessica Remington at jmitchell@tourism.az.gov or 602-364-4157

CONNECT TOUR WEST

Date: May 25-26, 2021
Location: Las Vegas, NV (In-person)
AOT Division: Trade
Participants: Open to all statewide DMO partners, CVBs & Chambers
Cost: \$1,495
Program Summary: Connect Tour West powered by Connect Travel is a domestic travel show, specifically designed to address industry needs. The event combines the right timing, a unique format that creates an efficient and effective environment to expedite the sales process and close business and a robust educational track to inspire and inform industry leaders in a rapidly evolving market. Connect Tour West is the premier hosted-buyer event that brings together the most active tour operators, suppliers and experts in Domestic tour and travel for preset appointments, keynote general sessions, planner/supplier roundtables and quality networking.
AOT Contact: Joanna Tejada [jtejada@tourism.az.gov](mailto:jtejeda@tourism.az.gov) or 602-364-3715

JUNE 2021

VIRTUAL TRAVEL & ADVENTURE SHOW - LGBTQ+ TRAVEL

Date: June 6, 2021
Location: Virtual
AOT Division: Marketing, Trade & Media
Participants: Open to up to 8 statewide DMO partners, CVBs & Chambers
Cost: TBD
Program Summary: Consumer travel show targeting LGBTQ+ travelers. The show organizers have collaborated with IGLTA and Passport Magazine for event promotion. They are also identifying LGBTQ+ travel focused influencers to help push messaging to their networks.
AOT Contact: Alena Hicks ahicks@tourism.az.gov

FY21 Events Still TBD

CHINA TRADE AND MEDIA MISSION

Date: TBD
Location: Virtual (Shanghai, Beijing and Guangzhou)
AOT Division: Trade & Media
Participants: Open to all statewide DMO partners, CVBs & Chambers
Cost: TBD
Program Summary: AOT's trade and media representative in China, AVIA Reps, will coordinate a mission in China. The mission will include a destination presentation and one-on-one appointments in key cities.
AOT Contact: Trade & Media: Kim Todd at ktodd@tourism.az.gov or 602-364-3305

FRANCE MEDIA MISSION

Date: TBD
Location: Virtual
AOT Division: Media
Participants: AOT only
Cost: TBD
Program Summary: AOT's media representative in France, Express Conseil, will coordinate a virtual mission targeting French media.
AOT Contact: Kim Todd at ktodd@tourism.az.gov or 602-364-3305

FY22 DRAFT

**These are events that we know of currently. All events subject to change due to COVID-19. Updates will be posted regularly.*

JULY 2021

AUSTRALIAN/NZ VISIT USA ROADSHOW*

Date: July 2021 (Details TBC) **RESCHEDULED FROM FEBRUARY 2021**

Location: Virtual

AOT Division: Trade & Media

Participants:

Cost:

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

AUGUST 2021

ARIZONA GOVERNOR'S CONFERENCE ON TOURISM

Date: August 2-4, 2021

Location: JW Marriott Scottsdale Camelback Inn (In-person)

AOT Division: All divisions

Participants: Open to all industry partners

Cost: TBD

Program Summary: Industry tourism conference for networking, best practices and collaboration. <https://azgcot.com/>

AOT Contact: Alena Hicks ahicks@tourism.az.gov

SEPTEMBER 2021

Labor Day – Sept 6, 2021

DALLAS TRAVEL & ADVENTURE CONSUMER SHOW

(RESCHEDULED FROM MARCH 2020)

- Date:** September 11-12, 2021
- Location:** Dallas Market Hall, TX (In-person)
- AOT Division:** Marketing (Travel & Adventure show booths)
- Participants:** Open to statewide DMO partners, CVBs & Chambers
- 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

AMERICAN CUP TOUR OPERATOR GOLF INVITATIONAL

- Dates:** September 15-18, 2021
- Location:** Las Vegas, NV & Death Valley National Park, CA
- AOT Division:** Trade
- Participants:** AOT & Destination Sponsors
- Cost:** TBD
- Audience:** International Travel Trade & Media
- Program Summary:** Networking with international travel trade clients from key markets. Sponsorships available directly from Terry Selk, organizer at americancupqi@gmail.com

IPW LAS VEGAS - US TRAVEL ASSOCIATION'S IPW

- Dates:** September 18-22, 2021
- Location:** Las Vegas, NV
- AOT Division:** Trade
- 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
- 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 Contact: Joanna Tejada at jtejeda@tourism.az.gov or 602-364-3715 and Becky Blaine bblaine@tourism.az.gov or 602-364-3696

BRAND USA GLOBAL MARKETPLACE - LONDON OR FRANKFURT*

More details to come

Date: TBC – September 2021

AOT Contact: Jessica Remington at jmitchell@tourism.az.gov or 602-364-4157

October 2021

23RD AMERICAN INDIAN TOURISM CONFERENCE

Date: October 25 - 28, 2021

Location: Fort McDowell Yavapai Nation – We-Ko-Pa Casino Resort

AOT Division: American Indian Program

Participants: Participation is open to any Arizona tourism entities.

Cost: Costs vary depending on level of participation, \$525 to \$875. 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.

AOT Contact: Dawn Melvin, Dmelvin@tourism.az.gov

L.A. & SAN FRANCISCO MEDIA MISSION - PLANNING ON HOLD

Date: October 2021 - TBD

Location: Los Angeles & San Francisco, CA

AOT Division: Media Relations

Participants: Open to DMO PR staff & tourism suppliers

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

November 2021

Veterans Day – Nov. 11, 2021

Thanksgiving – Nov. 25, 2021

ADVENTURE ELEVATE

Date: November 16-18, 2021

Location: Sedona, Arizona at the Sedona Hilton Resort (In-person)

AOT Division: Trade

Participants: Domestic & International Travel Trade and Media

Cost: TBD / Sponsorships will be available through AOT

Program Summary: Adventure ELEVATE is an annual North America-based two-day intensive educational and networking conference that brings together thought-leaders and practitioners for inspiration, education and insights into the trends that shape our industry year-round. ELEVATE has keynote speakers, concurrent sessions specific to the adventure market, and plenty of fun and fruitful creative networking sessions.

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

TRAVEL CLASSICS WEST - SCOTTSDALE

Date: November 18-21, 2021

Location: ADERO Scottsdale, Arizona (In-person)

AOT Division: Media

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: 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. 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.

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

ACTIVE AMERICA CHINA

Date: November 30 - December 1, 2021
Location: Washington, DC (In-person)
AOT Division: Trade
Participants: Participation is self-registration and open to tourism suppliers.
Cost: \$1995.00
Program Summary: Appointments with key Chinese tour operators. Arizona tourism suppliers are able to register individually. For more information visit:
<http://www.activeamericachina.net>
AOT Contact: Kim Todd at ktodd@tourism.az.gov

December 2021

January 2022

Martin Luther King Day – January 17, 2022

IMM TRAVMEDIA - NYC

Date: January 26, 2022 (tentatively)
Location: Virtual
AOT Division: Media Relations
Participants: Open to all statewide DMO partners, CVBs & Chambers
Cost: Varies based on membership
Program Summary: IMM TravMedia is a self-registering event. Each delegate sets their own media appointments are scheduled in the TravMedia portal. Visit <https://travmedia.com/immusa/> for more information.
AOT Contact: Becky Blaine at bblaine@tourism.az.gov

MEXICO TRADE AND MEDIA MISSION - PLANNING ON HOLD

Date: January 2022
Locations: Mexico City & Monterrey (In-person)
AOT Division: Trade & Media
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 Tejada at jtejeda@tourism.az.gov or 602-364-3715

February 2022

Chinese New Year – February 1, 2022

President's Day – February 21, 2022

VISIT USA AUSTRALIA & NZ* ROAD SHOW

More information to come

Date: TBC

AOT Contact: Becky Blaine bblaine@tourism.az.gov or 602-364-3696 and Jessica Remington at jmitchell@tourism.az.gov or 602-364-4157

March 2022

ITB BERLIN 2022 - *More information to come*

Date: March 9-13, 2022

AOT Division: Trade

AOT Contact: Jessica Remington at jmitchell@tourism.az.gov or 602-364-4157

GO WEST SUMMIT* - *More information to come*

Date: TBC

Location: Reno/Tahoe, NV (In-person)

AOT Division: Trade

Participants: Self-Registration – open to any Arizona Tourism Supplier

Cost: Varies

IMM BERLIN TRAVMEDIA DAY

Date: March 8, 2022

Locations: Berlin

AOT Division: Media Relations

Participants: Open to all statewide DMO partners, CVBs & Chambers

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

April 2022

Easter – April 17, 2022

TRAVEL CLASSICS INTERNATIONAL (MEDIA ONLY) - *RESCHEDULED FROM MAY 2020*

Date: April 24-27, 2022
Location: Lausanne, Switzerland (In-person)
AOT Division: Media
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.

Program 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 topnotch 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: Joanna Tejada at jtejeda@tourism.az.gov or 602-364-3715 and Becky Blaine at bblaine@tourism.az.gov

May 2022

Memorial Day – May 3, 2022

June 2022

IPW ORLANDO

US TRAVEL ASSOCIATION'S IPW

- Dates:** June 4-8, 2022
- Location:** Orlando, FL (In-person)
- AOT Division:** Trade & Media
- 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
- 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. For Future IPW dates/cities: https://www.ipw.com/sites/default/files/documents/IPW_HostCities.pdf
- AOT Contact:** Becky Blaine bblaine@tourism.az.gov or Ashley Longmire alongmire@tourism.az.gov

FY22 Events Still TBD

UK MEDIA MISSION - *PLANNING ON HOLD*

- Date:** TBD
- Location:** London + 1 other location TBD (In-person)
- AOT Division:** Media
- 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:** London Based UK Media
- Program Summary:** AOT and its partners will host media appointments and a media function in London to educate journalists about Arizona's world class tourism amenities.
- AOT Contact:** Kim Todd at ktodd@tourism.az.gov or 602-364-3305