



## 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

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**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](mailto: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](mailto: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](mailto: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](mailto: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](mailto:mmagnusson@tourism.az.gov)

## MARCH 2021

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

### ITB BERLIN 2021

**Date:** March 9-12, 2021  
**Location:** Virtual  
**AOT Division:** Trade  
**Participants:** Self Registration – Open to any Arizona Tourism Supplier  
**Cost:** Varies depending on package

**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. In the past, ITB has been 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:** Jessica Remington at [jmitchell@tourism.az.gov](mailto: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](mailto:jmitchell@tourism.az.gov)

## UNITE VISIT USA 2021

**Date:** March 23<sup>rd</sup> - 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](mailto:jmitchell@tourism.az.gov)

## APRIL 2021

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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](mailto: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](mailto: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](mailto:jmitchell@tourism.az.gov) or Joanna Tejada at [jtejada@tourism.az.gov](mailto:jtejeda@tourism.az.gov)

## MAY 2021

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**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](mailto:bblaine@tourism.az.gov) & Jessica Remington at [jmitchell@tourism.az.gov](mailto: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](mailto: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](mailto: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 Tejeda [jtejeda@tourism.az.gov](mailto:jtejeda@tourism.az.gov) or 602-364-3715

## JUNE 2021

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

## FY21 Events Still TBD

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### 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](mailto: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](mailto: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

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### AUSTRALIA/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](mailto:bblaine@tourism.az.gov) or 602-364-3696

## AUGUST 2021

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

## SEPTEMBER 2021

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**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](mailto: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 [americancupgi@gmail.com](mailto:americancupgi@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](http://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](mailto:jtejeda@tourism.az.gov) or 602-364-3715 and Becky Blaine [bblaine@tourism.az.gov](mailto: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](mailto:jmitchell@tourism.az.gov) or 602-364-4157

## October 2021

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### 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](mailto: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](mailto:bblaine@tourism.az.gov) or 602-364-3696

## **November 2021**

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**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](mailto: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](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:** 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](mailto:bblaine@tourism.az.gov).

**AOT Contact:** Becky Blaine [bblaine@tourism.az.gov](mailto: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](mailto:ktodd@tourism.az.gov)

## December 2021

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## January 2022

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

## February 2022

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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](mailto:bblaine@tourism.az.gov) or 602-364-3696 and Jessica Remington at [jmitchell@tourism.az.gov](mailto:jmitchell@tourism.az.gov) or 602-364-4157

## March 2022

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### **ITB BERLIN 2022 - *More information to come***

**Date:** March 9-13, 2022

**AOT Division:** Trade

**AOT Contact:** Jessica Remington at [jmitchell@tourism.az.gov](mailto: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](mailto:mmagnusson@tourism.az.gov)

## **April 2022**

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**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](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.

**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](mailto:jtejeda@tourism.az.gov) or 602-364-3715 and Becky Blaine at [bblaine@tourism.az.gov](mailto:bblaine@tourism.az.gov)

## May 2022

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Memorial Day – May 3, 2022

## June 2022

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### 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](http://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](https://www.ipw.com/sites/default/files/documents/IPW_HostCities.pdf)

**AOT Contact:** Becky Blaine [bblaine@tourism.az.gov](mailto:bblaine@tourism.az.gov) or Ashley Longmire [alongmire@tourism.az.gov](mailto:alongmire@tourism.az.gov)

## FY22 Events Still TBD

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### **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](mailto:ktodd@tourism.az.gov) or 602-364-3305