

ARIZONA

OFFICE OF TOURISM

FY22 DRAFT

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

**These are events that we know of currently. All events subject to change due to COVID-19.*

**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 2021

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)

Updated July 8, 2021

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 Sept. 11-12, 2021. This show sees around 13K consumers and Dallas is a new target city for AOT.

<https://travelshows.com/shows/dallas/>

AOT Contacts:

Booth: 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

Media Event: Similar to what we did in Chicago in 2019, AOT will organize an event for local media. Please reach out to Becky Blaine to express your interest: bblaine@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

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

October 2021

BRAND USA TRAVEL WEEK - LONDON

More details to come

- Date:** October 25 – 28, 2021
- Location:** London, UK
- Participants:** Participation is open to any Arizona tourism entities.
- Cost:** \$7,500 per exhibitor, \$2,000 per additional delegate. This event is self-registration at <https://brandusatravelweekeurope.com/exhibitors/>
- Audience:** European & UK Tour Operators/Buyers. There is no media component to travel week.
- Program Summary:** Brand USA is delighted to welcome back U.S. Exhibitors as well as U.K. and European Buyers to London's County Hall. This annual event will bring together key players in the U.S., U.K., and European travel industry to discuss trends, challenges, innovations, and the opportunity to drive future visitation to the United States.
- AOT Contact:** Jessica Remington at jmitchell@tourism.az.gov or 602-364-4157

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

November 2021

- Veterans Day – Nov. 11, 2021**
- Thanksgiving – Nov. 25, 2021**

DISCOVER AMERICA DENMARK

Date: November 1, 2021
Location: Copenhagen, DK
AOT Division: Trade
Participants: International Travel Trade and Media
Cost: [Registration & Sponsorships](#) will be available through Visit USA Denmark.
AOT Contact: Jessica Remington at jmitchell@tourism.az.gov

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 ATTA
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/Sponsorship. Visit www.travelclassics.com or contact Maren Rudolph at maren@travelclassics.com or 914-591-4503 for more information.
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 18, 2021.

Cost: **\$300 for a media marketplace exhibit table only** (this is separate from any conference sponsorships with Maren Rudolph). If you would like to participate, please reach out to Becky Blaine bblaine@tourism.az.gov to register your interest.

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: TBD/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: Kim Todd at Ktodd@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 Tejeda at jtejeda@tourism.az.gov or 602-364-3715

February 2022

Chinese New Year – February 1, 2022

President's Day – February 21, 2022

SAN FRANCISCO MEDIA MISSION - *PLANNING ON HOLD*

Date: February 2022 – TBD around Giants Fan Fest
Location: San Francisco, CA
AOT Division: Media Relations
Participants: Open to DMO PR staff & tourism suppliers
Cost: \$600 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

GO WEST SUMMIT* - *More information to come*

Date: February 2022
Location: Reno/Tahoe, NV (In-person)
AOT Division: Trade
Participants: Self-Registration – open to any Arizona Tourism Supplier
Info: <https://www.gowestsummit.com/>
Participant Cost: Varies – This event is self-registration and will be offered in the FY22 Rural co-op.

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

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

ITB BERLIN 2022 - *AOT will not have a trade or media booth in 2022.*

Date: March 9-13, 2022
AOT Division: Trade
AOT Contact: Jessica Remington at jmitchell@tourism.az.gov or 602-364-4157

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 on sponsorship opportunities.

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: Becky Blaine at bblaine@tourism.az.gov

UK MEDIA MISSION

Date: April 2022 (note: the mission will occur either right before or after Travel Classics International)

Location: London + Glasgow or Dublin (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 and one other city to educate journalists about Arizona's world class tourism amenities.

AOT Contact: Kim Todd at ktodd@tourism.az.gov or 602-364-3305

May 2022

Memorial Day – May 30, 2022

GERMANY MEDIA MISSION

Date: May, 2022

Location: Cities to be announced, Germany (In-person)

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: German Media

Program Summary: AOT's media representatives in Germany will coordinate a mission to promote Arizona to key media in Germany. The mission will consist of desk-side appointments with key journalists and hosted meal functions in an effort to maintain a strong presence and increase Arizona awareness in this very important and competitive market.

AOT Contacts: Marjorie Magnusson at mmagnusson@tourism.az.gov or 602-364-3695

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 and is self registration

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 co-op: AOT allow rural/tribal DMO's to co-op in to sit in the AOT booth and share appointments with us at an affordable price. Space will be limited to one delegate per DMO on a first come/first serve basis. Please refer to the Rural co-op selection sheet for more information.

AOT Contact: Becky Blaine bblaine@tourism.az.gov or Joanna Tejeda at jtejeda@tourism.az.gov

FY22 Events Still TBD

Also TBD:

UK TRADE MISSION

GERMAN TRADE MISSION

CONNECT TRAVEL MARKETPLACE

Date: TBD *Connect Travel sent out a notification stating they will not be holding the virtual event on July 20-22 and now the event will take place in the fall of 2021*

Location: TBD (In-person)

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)