United Kingdom & Ireland

Visitation Numbers: 16,000*

Spending: $30 million*

Source: Tourism Economics, Longwoods International, Dean Runyan Associates

*due to COVID-19 Pandemic
INTEGRATED MARKETING
Integrated Marketing: An Overview

Trade Engagement

- Webinar Series
- Online Training Programme
- Tour Operator Trainings
- Newsletters

Events

- Brand USA Travel Week
- UNITE

Consumer Promotions

- Not Just Travel Activity
- Charitable Travel Campaign
Webinar Series

In response to the COVID-19 crisis, Hills Balfour decided to capitalise on the time gained for furloughed sales staff, who are able to upskill and train from home beginning in May 2020. As such, Hills Balfour delivered a series of webinars to the UK trade offering, first, a general overview of the destination followed by a deeper dive into various topics. Series attendance was incentivised with prizes but webinars are also recorded and hosted on YouTube so agents unable to listen live can benefit from the material. The recordings have received over 130 views. Hills Balfour created a pool of engaged agents who have actively signed up for the Arizona webinars via Google Forms, a GDPR compliant function. Hills Balfour was also able to give a platform to local Arizona partners; Stellar Adventures, Arizona Outdoor Adventures, Visit Tucson, Cruise America and Lowell Observatory.

Themes included:

- Overview of Arizona
- Adventure
- Road trips
- Dark Skies
- Culinary
Online Training Programme

In 2020, Hills Balfour coordinated the design and launch of the Arizona Office of Tourism Online Training Programme, Arizona from A-Z. The highly visual, bespoke programme was designed to highlight AOT’s key features and lesser known regions of the state. The programme also features partners including Mesa City, Tucson, Flagstaff and Dos Cabezas Winery. Following the success of a prior incentive Hills Balfour launched phase two, giving trade the chance to win bottles of wine from Dos Cabezas winery which was live for two months until 30th September 2021.

The Online Training Programme has now received 143 sign ups since launching.
Tour Operator Trainings

Hills Balfour also conducted trainings with individual Tour Operators (TO) throughout the year and also hosted AOT run webinars open to agents from all companies. Please see information below on key trainings;

**Trailfinders – 90 attendees**
Hills Balfour partnered with Trailfinders, a key UK TO, to provide training for agents. Hills Balfour provided training across two sessions following the Red Rocks & Canyons itinerary.

**Brand USA – 44 attendees**
Hills Balfour partnered with Brand USA to provide training to UK & Irish agents focusing on the theme adventure.

**Multistate Webinar – 114 attendees**
Hills Balfour partnered with Colorado & Utah to promote multi-state itineraries. The three states focused on ‘Scenic Byways and Highways’ and provided a collective goody bag.

**Cruise America – 57 attendees**
Hills Balfour partnered with Cruise America to provide training on their new Arizona itinerary to agents across Europe.

**AOT Tribal Webinar – 32 attendees**
Hills Balfour hosted a tribal focused webinar on Hablo, partnering with Arden from Antelope Canyon Tours.
Trade Newsletters

From July 2020, Hills Balfour continued to draft and distribute trade newsletters. These newsletters have featured different themes, mentioned below, and are distributed to a database of 35,000 trade agents:

- UNESCO Attractions
- Coolest Small Towns
- Luxury Offerings
- Arizona Road Trips & Unique Roadside Attractions
- Sun or Snow?
- Spring Wildflowers & Birds
- Unique and one-of-a-kind finds
- Vintage Finds
- Small Town Summer Fun
- Camping

Small Town Summer Fun in Arizona

If you are looking for a summer get away, here are a few places around Arizona to explore. These communities offer small-town charm, perfect temperatures, unique attractions and an abundance of outdoor activities to make your Arizona adventure unforgettable!
Brand USA Travel Week

The second annual Brand USA Travel Week Europe took place virtually on the newly launched Brand USA Global Marketplace—a custom-built, always-on digital platform for international audiences to interact with U.S. travel partners—from Monday, October 26 to Thursday, October 29, 2020. A reimagined version of a traditional trade show, the event will include one-to-one appointments, networking sessions, and an enrichment series, all of which provide marketing insights from tourism leaders including but not limited to CEOs, category specialists, and major media.

Hills Balfour was tasked with coordinating meetings with key tour operators on behalf of AOT. In total, 24 appointments were conducted over the four days with European tour operators. Appointments were either with tour operators who currently sell Arizona or with those who were interested to meet with AOT to discuss working more closely with them in the future and developing new product and itineraries.

UK based operators and airlines met with included the following. Detailed follow up was also conducted:

<table>
<thead>
<tr>
<th>Abercrombie &amp; Kent</th>
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<tbody>
<tr>
<td>American Airlines</td>
<td>Original Travel</td>
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<td>American Sky</td>
<td>Scott Dunn</td>
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<td>Audley Travel</td>
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<td>British Airways</td>
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<td>British Airways Holidays</td>
<td>Trailfinders</td>
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<td>Delta</td>
<td>Travepack</td>
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<td>Frontier America</td>
<td>Vacations to America</td>
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</table>
The 21st annual Unite USA event took place virtually on 23rd & 24th March 2021. The event provided exhibitors with an opportunity to meeting virtually with pre-booked, one-to-one meetings with hoteliers, tour operators, airlines and ground handlers in the USA. Objectives for Hills Balfour included building on Arizona’s increased profile within the UK market, growing existing or new product, promote multi-state itinerary ideas, advise on ‘What’s New’ in Arizona and promote the online training programme for further learning.

Hills Balfour met with the following 24 operators at Unite USA and distributed personalised follow up following the event.

<table>
<thead>
<tr>
<th>Operator</th>
<th>Follow up</th>
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<tbody>
<tr>
<td>Abercrombie &amp; Kent Travel and Cox &amp; Kings Ltd</td>
<td>Lastminute.com</td>
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<tr>
<td>America As You Like It</td>
<td>Lusso</td>
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<td>AmeriCan &amp; Worldwide Travel</td>
<td>Major Travel</td>
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<td>American Affair</td>
<td>Manning Travel</td>
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<td>American Sky</td>
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<td>British Airways Holidays</td>
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<td>Cruise America</td>
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<td>Eden Luxury Travel</td>
<td>Steppes Travel</td>
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<tr>
<td>Elegant Resorts &amp; If Only...</td>
<td>Thomas Cook</td>
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<tr>
<td>Hays Travel</td>
<td>Traveelpack</td>
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<td>JTA Travel</td>
<td>Vacations to America</td>
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Hills Balfour secured two free of charge opportunities with Not Just Travel. The first opportunity saw Hills Balfour and Dos Cabezas, a winery based in Arizona, host a podcast focusing on wine regions in Arizona. Hills Balfour negotiated free of charge marketing to promote the podcast to consumers including a blog post, newsletters and social media posts. The social media posts generated 1,314 impressions and 54 engagements.

The second opportunity secured with Not Just Travel was an panel discussion. The discussion gave an opportunity to Arizona partners, Scottsdale, Tucson, Flagstaff and Sedona as well as AOT. The discussion received a total of 647 downloads.

Hills Balfour also attended a consumer evening with Charitable Travel presenting an inspirational piece to their key consumers. There were 42 attendees on the event.
Charitable Travel Campaign

Hills Balfour has partnered with Charitable Travel to run a campaign to promote Arizona as a safe destination to travel to and raise the profile of the State in the UK market. Charitable Travel is the UK’s first national social enterprise travel company. AOT has partnered with Leave No Trace charity to promote sustainable travel in Arizona and support ‘Appreciate AZ’. When consumers book through Charitable Travel, 5% of their booking value will go towards Leave No Trace Charity without any extra cost to them. Arizona partners Phoenix, Scottsdale, Sedona, Tucson, Prescott and Flagstaff have all bought into the campaign as well.

Activity is due to begin in July and will include the following for each participating partner;

• 1 x half page advertisement in an edition of Charitable Traveller Magazine
• Inclusion in 6-page “Discover Arizona” editorial round-up feature
• 1 x dedicated landing page on www.charitable.travel website
• 1 x banner on www.charitable.travel home page for a 4-week tenancy period
• 1 x feature on the #OneAmazingMinute video carousel
• 1 x dedicated panel on 2 x “Discover Arizona” newsletters to Charitable Travel database of 20,000
## KPI Summary

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<td>21 (OTP)</td>
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<td>11 (OTP)</td>
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<td>22</td>
<td>142</td>
<td>28</td>
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<td>127</td>
<td>90</td>
<td>6</td>
<td>17</td>
<td>37</td>
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</table>

**Total: 528**

Based on a KPI scorecard target of 332

**Exceeded our Annual KPI by 59%**
PUBLIC RELATIONS
Public Relations - Overview (1 July 2020 - 1 July 2021)

Total number of media hosted: 0

*A group press trip was planned to take place but postponed due to Covid-19 and a further three journalists were in the pipeline to visit individually

Total coverage AVE: $455,472

Total circulation: 95,595,267

Total number of pieces: 52
Covid-19 Activity Plans

Hills Balfour submitted a media budget plan based on the estimated Covid-19 recovery roadmap and in market opportunities, including key industry events and online media and partner meetings, webinars and workshops.

During lockdown, Hills Balfour has focused attention on bespoke pitches to top tier media which highlight the key attractions in the state, bucket-list and once-in-a-lifetime travel, the benefits of road trip travel through Arizona avoiding the crowds and the joy of getting back to nature - all of which have been key themes for UK media.

A total of 52 pieces of coverage have been secured during lockdown (July 2020 - July 2021) with an AVE of $455,472

The AOT Media Mission was turned in to an online series of media meetings for 2021, due to lockdown. These provided invaluable, one-on-one time with quality journalists who all intend on visiting the State when possible, following on from the event. The PR team is hopeful that the next Mission can take place in person, in Spring 2022.

This year’s International Media Marketplace also took place as a virtual event in May, during which Hills Balfour met with 21 journalists across the two days
Coverage Highlights

**INDEPENDENT**

Desert Botanical Garden, Phoenix, USA

Founded by the Arizona Cactus and Native Flora Society shortly before the Second World War, you'll find more than 6,000 plants here, of which a third are native to the area. There's a particularly rich collection of cacti and agave and areas dedicated to other harsh, desert environments from Australia to Mexico and South America. A 3,039 sq ft butterfly pavilion reopened four years ago.

**CITY**

Dream-worthy escapes around the globe you need to see

Looking to fill your mind with dreamy destinations around the globe? Here are some top dream-worthy escapes you need to see...

**ARIZONA OFFICE OF TOURISM**

AZGCOT.com

#AZGCOT
**Coverage Highlights**

**Exploring**

10 of the most spectacular campsites in US National Parks

*Inspiration*

Tammie Hidalek
25 June 2021 | 0 Comments

Plan a spot of national park camping for an all-American adventure in the great outdoors.

**The Best New Boutique Hotels Opening In 2021**

Nicole Ylvisaker, Contributing Editor

Writer at *GOLDEN TRAVEL*. I write about luxury travel and high-end food and drink.

Ambiente Sedona, Arizona, USA – Opening Q3 2021

Surrounded by the dramatic scenery of the Coconino National Forest, Sedona’s new and sustainable Ambiente hotel is opening in summer 2021 with 40 modern guest "Atriums," which have been elevated to maximize the views of the landscape of red rock formations, pine forests and of course, those spectacular desert sunrises.
Press Trip Overview

Individual visits:

Trips postponed due to Covid-19:

- John Greene - *Irish Independent*
- Heather Lowrie - *The Sun (Scotland)*
- Mike MacEacheran - *Lonely Planet, Esquire, BBC*
Hills Balfour represented the Arizona Office of Tourism at TravMedia’s annual International Media Marketplace event which was held virtually this year from Monday 17th to Wednesday 19th May.

The team met with 21 journalists across the two days with highlights including Lauren Jarvis, travel editor at Breathe and freelance writer for National Geographic Kids; Xenia Taliotis, freelance writer for The Daily Telegraph, The Guardian and The Independent; Jamie Lafferty, freelancer for National Geographic Traveller, The Times and Financial Times; Lydia Winter, editor of Escapsim; and Jessica Pook at Selling Travel, to name just a few.

Hills Balfour provided a detailed report to AOT following the event and will continue conversations with the journalists to invite on future press trips and secure Arizona coverage.
Arizona Office of Tourism Media Mission

Hills Balfour arranged meetings with four top tier media in May 2021, in place of the annual Arizona Office of Tourism Media Mission which would normally take place in person, across different UK cities.

The journalists in attendance:

- **Nicky Trup**: Deputy Editor, *National Geographic Traveller* & *National Geographic Traveller Food*
- **Jane Knight**: Freelance writer for the *Daily Mail, The Telegraph, The Times, Reach plc, Independent*
- **Tamara Hinson**: Freelance writer for *The Telegraph, Daily Mail, Independent, The i, Wanderlust, Conde Nast Traveller and Lonely Planet*
- **Phoebe Smith**: Freelance writer for *Wanderlust, The Guardian*

Hills Balfour produced a full post-event report and has maintained conversations with all four journalists that wish to travel to Arizona when international travel resumes.