For information about AOT’s research, marketing programs, and media plans, please visit:

Tourism.az.gov
@AZTourismNews

To subscribe to our eNewsletters, please visit:

Tourism Tuesday (industry)
Tourism.az.gov

Visit Arizona (consumer)
VisitArizona.com

For information about the Arizona travel experience, please visit:

VisitArizona.com
@ArizonaTourism
arizonatravel
@Visit_Arizona

OUR VIEWS
HAVEN’T CHANGED

FY21 ANNUAL ECONOMIC IMPACT REPORT
The Arizona Office of Tourism (AOT) leads the state’s tourism industry in the development of global marketing programs to promote Arizona as a travel destination. With multiple research-based initiatives including advertising campaigns, cooperative marketing programs, trade and media relations and community outreach, AOT sets into motion a positive and profitable cycle of visitation, spending, job growth and tax revenue. To accomplish this, AOT continually develops strategic plans to maximize program reach and effectiveness.

The foundation of our plan includes three overarching strategic goals:

1. Increase Total Visitation and Direct Spending
2. Cultivate a Productive Arizona Tourism Industry
3. Maximize Internal Agency Functions

In our FY21 Annual report, you will see results of the work we accomplished and how each initiative ties back to one of our strategic goals.

Debbie Johnson, Director
Arizona Office of Tourism
Arizona Tourism Recovery Plan

In March 2020, the global pandemic hit Arizona. AOT understood quickly that the pandemic was going to have a severe impact on the state’s tourism industry and developed an 18-24 month Arizona Tourism Strategic Recovery Plan. Our plan was created in consultation with 25 diverse stakeholders from the tourism industry, including business-related partners from urban, rural, and tribal communities representing all sectors of the tourism industry. It included multiple marketing initiatives that complemented the agency’s typical program of work, and helped the agency explore new collaborative opportunities with communities across the state.

Arizona was one of the first destinations to unveil such a plan and take action to support the businesses that needed it the most during the hard economic time. In July 2020, we unveiled our plan to the Arizona Tourism industry with three main objectives:

1. Accelerate Leisure Travel Activity Statewide
2. Stabilize Visitor Volume in Urban Centers
3. Reinvigorate and Strengthen Tourism in Rural and Tribal Areas

AOT created two internal teams representing rural / tribal and urban tourism related concerns. Building from the three main areas of focus mentioned above, the AOT teams developed a wide variety of tactics that were either led by our agency or were managed by the community itself, with AOT serving as a resource. Tactics ranged from promoting public health recommendations and conducting community surveys to updating website content and initiating major marketing campaigns.

THE LIST OF TACTICS INCLUDED:

- Creation of itineraries that represented rural, tribal, and urban destinations across the state
- Creation of multi-state road trip itineraries with Utah and Colorado
- Development of comprehensive visitor and resident resources that featured Arizona-specific guidance, closure lists, and international travel guidance
- Development of industry-related guidance providing appropriate recommendations for all segments of the Arizona tourism industry including, visitor centers, lodging establishments, attractions, pools, and casinos
- Deployment of surveys to rural, tribal, and urban destinations to understand marketing needs during and after the pandemic

RESULTS

- A total of 219 tactics were developed, addressed, and completed.

Appreciate AZ

AOT and the Leave No Trace Center for Outdoor Ethics forged a partnership to promote sustainable tourism practices across Arizona. As a result, AOT built Appreciate AZ, Arizona’s brand for responsible and sustainable tourism. The program ensures visitors and residents are equipped with the knowledge and skills to protect our state’s iconic natural features for the current and future generations. The program includes a series of beautifully designed illustrations of Appreciate AZ’s 7 Principles of Leave No Trace, a multi-channel media plan including video, digital, programmatic, paid social, digital education courses, webinars, as well as DIY branded clean-up kits that were distributed across the state as an actionable promo item.

RESULTS

- Total Website Sessions Reached: 43,000
- Held two program-related webinars
- Built three digital courses
Consumer Advertising

**Rediscover Arizona**

Rediscover Arizona was designed to help rebuild the state’s tourism economy and offset the substantial loss of spending and tax revenue generated due to the pandemic. As health measures improved and travel restrictions eased, we expanded the campaign media buys to reach consumers in targeted local markets and some regional locations. Communities were invited to be part of the advertising media buy through a “Bring Your Own Budget” option.

**RESULTS**

- 41% Campaign Awareness Generated
- Reached 39 Million Target Households
- ROI was $203 for each $1 invested

**Arizona Tourism Jobs**

This campaign served two purposes. During the pandemic, AOT launched a website resource (AZTourismJobs.com) aimed at connecting the displaced hospitality workforce with industries that were urgently hiring. A year later, to help alleviate the workforce shortage, we collaborated with two workforce development organizations, PipelineAZ and ARIZONA@WORK, to repurpose the website resource and reconnect job-seekers with tourism career opportunities.

**RESULTS**

- 44 Employers Registered
- 253 Job Seekers Registered
- 135 Job Seeker Applications Processed

**Arizona’s Year of the Road Trip**

Arizona’s Year of the Road Trip provided itineraries for those who were ready to travel. We worked with Country Music artist Mitchell Tenpenny. His video for the song “Bucket List,” was filmed entirely in Arizona and highlights some of the state’s most spectacular locations. The campaign featured road trip ideas, including visiting the canyons of Northern Arizona, wine regions of Central and Southern Arizona and a “Take It Outside” itinerary offering options for several drives across the state.

**RESULTS**

- 12 Itineraries Developed

**Arizona Meetings Mean Business**

The Arizona Meetings Mean Business campaign built awareness of Arizona as a premium meeting destination and urged meeting planners to consider Arizona for upcoming meetings and events. To accomplish this, AOT and statewide partners joined efforts to saturate the meetings industry with Arizona Meetings messaging. A landing page (arizonameetings.com) acted as a partner hub for information and a strategic media buy was executed with AOT’s branding as well as partner-specific messaging.

**RESULTS**

- 11 DMOs and Communities Participated
- Connected to 5,600 Meeting Planners

**Arizona Wine Industry**

Increased awareness of Arizona’s wine industry, along with the three wine regions of the state. Campaign material inspired in-state residents to explore the wine trails and buy local wine products. The campaign was supported by media relations efforts and social media activities.

**RESULTS**

- Reached an estimated 14% of Arizona Households
- Developed interactive map featuring 120 wineries and tasting rooms

**Arizona Trails**

The Arizona Trails campaign increased awareness for two major Arizona trails, the Arizona National Scenic Trail and the Sun Corridor Trail. Our digital campaign for the Arizona Trail increased awareness and inspired exploration of the trail for in-state residents and out-of-state visitors. Our efforts for the Sun Corridor Trail included building a website to brand and promote the trail.

**RESULTS**

- Total Website Sessions Reached: 15,258
- Support website development for Sun Corridor Trail Promotion
Rural & Tribal Marketing Cooperative Program

The Rural & Tribal Marketing Cooperative program is designed specifically for rural destination marketing organizations (DMOs), regional partnerships, statewide tourism associations, and tribal entities. It promotes and encourages visitation to Arizona’s rural and Tribal destinations. Through this program, industry partners outside Arizona’s major metropolitan areas collaborate with AOT on advertising efforts extending the reach of their marketing programs, maximizing available funds, and increasing the overall exposure of their destinations. Program opportunities feature a robust media plan that includes digital, print, outdoor, and AOT publications, along with research and trade & media opportunities.

RESULTS
- 32 DMOs, Communities and Organizations Participated
- Invested $1 Million to support rural and tribal communities

Social Media

Social Media is an integral component to AOT’s overall marketing efforts and is integrated into several campaigns. AOT uses several social media channels, including Facebook, Twitter, Instagram, Pinterest, and YouTube to connect with travelers and inspire Arizona visitation.

RESULTS
- 2,934,604: Combined Sum of All Engagements (Instagram, Facebook, Twitter, YouTube and Pinterest, including likes, reposts, comments, link clicks, saves, and shares)

Fulfillment

AOT fulfills visitor requests for travel planning assistance, provides travel planning materials, disseminates monthly email correspondence for “opt-in” consumers, and maintains comprehensive, informative websites to encourage extended visits to Arizona.

RESULTS
- Number of consumer packets: Travel Guides – 293,859; Maps – 263,695
- Top domestic request locations: Arizona, California, Texas, Florida, and Illinois
- Top international request locations: Canada, UK, France, Italy, and Germany
- Number of information requests: calls – 5,772; chats – 7,610

Local Media Coverage

AOT strives to communicate clearly, accurately, and consistently the agency’s program of work and messages to various audiences including internal and external partners, stakeholders, media, residents, and consumers. AOT uses various media channels including a weekly eNewsletter, Tourism Tuesday, to communicate the agency’s program of work and participation opportunities. AOT also uses public relations efforts to support the agency’s various campaigns and programs.

RESULTS
- 443 Industry-Related Articles/Broadcasts Generated
- Total Circulation: 889,000,000 Impressions
- Total Value: $3.9 Million
Media Relations

AOT works with travel media (editors and journalists for newspapers, magazines, broadcasts, online, etc.) throughout the United States as well as international markets (primarily, but not limited to, Canada, China, Mexico, Germany, France, and the United Kingdom) providing them with unique article ideas regarding Arizona’s travel experiences to generate positive third-party editorial exposure.

RESULTS
- Hosted 21 Journalists
- Generated 885 Feature Articles
- Article Impressions: 2.1 Billion

Travel Trade Relations

AOT proactively works with the travel trade industry (tour operators, receptive tour operators, wholesalers, travel agents, airlines, etc.) in both domestic and international markets to build a global network of Arizona product experts.

RESULTS
- FAM Tours/Participants: 1 tour / 5 participants
- 10,072 Trade Sales Appointments Completed
- 163 Destination Trainings Conducted

Community Engagement

AOT collaborates with statewide partners to strengthen Arizona’s tourism offerings for visitors. Through presentations, outreach programs, and technical assistance opportunities, AOT provides statewide tourism organizations and entities valuable marketing information and customer service skills to boost their visitor offerings and provide Arizona travelers with a high-quality experience. Additionally, AOT has officially designated several Arizona Visitor Information Centers (AVICs) throughout Arizona. Each center helps to promote local, regional, and statewide attractions, recreation opportunities, and hospitality amenities.

RESULTS
- Provided 62 Industry Presentations and Webinars
- Maintained and/or Designated 60 Arizona Visitor Information Centers

Partner Portal

AOT launched an industry-focused partner portal to streamline destination information from communities to the agency. The partner portal is free of charge and enables AOT to maintain accurate records of businesses and partners across the state and provide enhanced services and opportunities.

Partners are able to add and manage multiple contacts at a single business or organization; create and edit business listings for consideration on VisitArizona.com, listing deals and promotions; upload photos and access AOT’s image library; and create consumer events listings to publish on VisitArizona.com.

RESULTS
- 472 Business Listings Added

Strategic Goal 1

Strategic Goal 2

Strategic Goal 3