

# 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

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## 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 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](mailto: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](mailto: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](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

## October 2021

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### 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://brandusattravelweekeurope.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](mailto: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](mailto:Dmelvin@tourism.az.gov)

## 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 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](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/Sponsorship. 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.  
**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](mailto:bblaine@tourism.az.gov) to register your interest.  
**AOT Contact:** Becky Blaine [bblaine@tourism.az.gov](mailto:bblaine@tourism.az.gov) or 602-364-3696

## ACTIVE AMERICA CHINA – POSTPONED DATES AND LOCATION TBA

**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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### MEXICO TRADE AND MEDIA REVERSE SALES MISSION

**Date:** December 1-6, 2021  
**Locations:** Southern Arizona  
**AOT Division:** Trade & Media  
**Participants:** Open to all AZ Tourism Suppliers  
**Audience:** Travel trade professionals and media representatives in Mexico City and Guadalajara  
**Program Summary:** AOT will host five top buyers, five key media outlets and one Volaris representative from Mexico City & Guadalajara to showcase southern Arizona. AOT will organize a trade show in Tucson to allow our partners the opportunity to meet one-on-one with our trade and media guests.  
**AOT Contact:** Joanna Tejada at [jtejeda@tourism.az.gov](mailto:jtejeda@tourism.az.gov) or 602-364-3715

## January 2022

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**Martin Luther King Day – January 17, 2022**

### CANADA TRADE AND MEDIA REVERSE SALES MISSION

**Date:** January 2022 – TBD  
**Locations:** Southern Arizona  
**AOT Division:** Trade & Media  
**Participants:** Open to all AZ Tourism Suppliers  
**Audience:** Travel trade professionals and media representatives from Canada  
**Program Summary:** AOT will host 4 top buyers, 4 key media outlets and one Airline representative from Canada to showcase southern Arizona. AOT will organize a trade show in Tucson to allow our partners the opportunity to meet one-on-one with our trade and media guests.  
**AOT Contact:** Joanna Tejada at [jtejeda@tourism.az.gov](mailto:jtejeda@tourism.az.gov) or 602-364-3715 and Marjorie Magnusson at [mmagnusson@tourism.az.gov](mailto:mmagnusson@tourism.az.gov)

## VISIT USA TRADE & MEDIA NETWORKING EVENT - GERMANY

**Date:** January 11, 2022  
**Location:** Munich  
**AOT Division:** Trade & Media Relations  
**Participants:** VUSA members  
**Cost:** Varies based on membership  
**Program Summary:** Travel Marketing Romberg & Kaus Media Services will represent the Arizona Office of Tourism with trade and media delegates at this one-day event.  
**AOT Contact:** Marjorie Magnusson at [mmagnusson@tourism.az.gov](mailto:mmagnusson@tourism.az.gov) or 602-364-3695  
 Jessica Remington at [jmitchell@tourism.az.gov](mailto:jmitchell@tourism.az.gov)

## 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, they 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) or 602-364-3696

## February 2022

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

## March 2022

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**DISCOVER AMERICA DENMARK**

**Date:** March 7, 2022  
**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](mailto:jmitchell@tourism.az.gov)

**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)

### **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](mailto:jmitchell@tourism.az.gov)

### **RTO SUMMIT WEST**

**Date:** March 21-23, 2022  
**Location:** Los Angeles, CA  
**AOT Division:** Trade  
**Participants:** Open to all statewide DMO partners, CVBs & Chambers  
**Cost:** Varies  
**Program Summary:** RTO Summit South is a boutique networking conference with two half days of one-on-one marketplace meetings. There will be approximately 70 suppliers in attendance.  
**AOT Contact:** Jessica Remington at [jmitchell@tourism.az.gov](mailto:jmitchell@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 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](mailto:bblaine@tourism.az.gov)



## May 2022

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### Memorial Day – May 30, 2022

#### GERMAN MEDIA TOUR

**Date:** May, 2022  
**Location:** Arizona  
**AOT Division:** Media  
**Program Summary:** AOT will bring 4-8 journalists from the German-speaking countries to visit Arizona to familiarize them with some of Arizona's offerings.  
**AOT Contact:** Marjorie Magnusson at [mmagnusson@tourism.az.gov](mailto:mmagnusson@tourism.az.gov)

#### UK MEDIA TOUR

**Date:** May, 2022  
**Location:** Arizona  
**AOT Division:** Media  
**Program Summary:** AOT will bring 6-8 journalists from the UK to visit Arizona to familiarize them with some of Arizona's offerings.  
**AOT Contact:** Kim Todd at [ktodd@tourism.az.gov](mailto:ktodd@tourism.az.gov)

## 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 <http://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](mailto:bblaine@tourism.az.gov) or Joanna Tejada at [jtejeda@tourism.az.gov](mailto:jtejeda@tourism.az.gov)

## FY22 Events Still TBD

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**UK TRADE MISSION**  
**UK MEDIA MISSION**

**GERMAN TRADE MISSION**  
**GERMAN MEDIA MISSION**

### CONNECT TRAVEL MARKETPLACE

**Date:** TBD \*postponed until August 2022

**Location:** Detroit, MI (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](mailto:jmitchell@tourism.az.gov) or Joanna Tejada at [jtejeda@tourism.az.gov](mailto:jtejeda@tourism.az.gov)