

ARIZONA

OFFICE OF TOURISM

FY22 & FY23 DRAFT

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

**These are events that we know of currently for the remainder of FY22 and events that are either scheduled for FY23 or have been moved to FY23. 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.*

January 2022

Martin Luther King Day – January 17, 2022

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 or 602-364-3695
 Jessica Remington at 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 or 602-364-3696

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

Date: February 13 – 16 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.

CANADA TRADE AND MEDIA REVERSE SALES MISSION

Date: February 28 – March 5 2022
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 or 602-364-3715 and Marjorie Magnusson at mmagnusson@tourism.az.gov

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

RTO SUMMIT WEST

Date: March 22-23, 2022
Location: Los Angeles, CA
AOT Division: Trade
Participants: Open to all statewide DMO partners, CVBs & Chambers
Cost: Varies
Program Summary: RTO Summit West 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

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

May 2022

Memorial Day – May 30, 2022

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 <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.

The AOT Booth co-op is now full.

AOT Booth Look + Feel – If you are interested in having a unified look for this year's show please contact Joanna Tejada for more details and pricing.

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

FY23 Draft – *This is not a complete list – only what is available at this time.*

JULY 2022

Independence Day – July 4, 2022

ARIZONA GOVERNOR'S CONFERENCE ON TOURISM

Date: July 13 – 15, 2022
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

AUGUST 2022

VISIT USA AUSTRALIA ROAD SHOW

More information to come

Date: August 1 – 3, 2022
Location: Brisbane, Melbourne & Sydney
AOT Division: Trade & Media
Cost: Varies based on number of cities you attend
Program Summary: Traditionally the Visit USA Expos are held in February and across multiple cities. Due to the upheaval of the previous two years, Visit USA plans to host expos in August 2022. Partners can register individually, please visit <http://visitusa.org.au/> for more information.
AOT Contact: Becky Blaine bblaine@tourism.az.gov or 602-364-3696 and Jessica Remington at jmitchell@tourism.az.gov

ESTO – U.S. Travel Association

Date: August 6 – 9 2022
Location: Grand Rapids, MI (In-person)
AOT Division: Trade
Participants: Travel Industry Education – State and City DMO representatives
Cost: ESTO is self-registration. More information at: <https://esto.ustravel.org/>
Program Summary: ESTO (Educational Seminar for Tourism Organizations) is the premier annual learning and knowledge-sharing forum for destination marketing professionals.

CONNECT TRAVEL MARKETPLACE

Date: August 6 – 10 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 or Joanna Tejada at [jtejada@tourism.az.gov](mailto:jtejeda@tourism.az.gov)

SEPTEMBER 2022

Labor Day – September 5, 2022

TRAVEL CLASSICS WEST - VAIL

Date: September 22-25, 2022
Location: Grand Hyatt Vail, Colorado (In-person)
AOT Division: Media
Participants: Sponsorship 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, Self, Travel + Leisure, Conde

Nast, AARP Magazine, Men's Journal, Saveur and more. Travel Classics West alternates annually between Scottsdale, Arizona and another western destination in North America.

AOT Contact: Becky Blaine bblaine@tourism.az.gov or 602-364-3696

BRAND USA TRAVEL WEEK EUROPE

Date: September 26-29, 2022

Location: Frankfurt, Germany

Participants: Participation is open to any Arizona tourism entities.

Cost: TBD

This will be in rural co-op for 1 delegate only, max amount is \$3,750.

Audience: This event is self-registration at <https://brandusatravelweekeurope.com/>
European Tour operators / update – March 2022 Brand USA has announced a media component and sent an email out to register your interest.

Program Summary: Join us for the annual Brand USA Travel Week Europe event, September 26-29, 2022 in Frankfurt, Germany. Brand USA Travel Week is an immersive celebration of the United States showcasing the diverse range of travel experiences available in the U.S. The event will consist of three major components: The Brand USA Travel Expo B2B event, Enrichment Series with educational sessions and the Brand USA Consumer Event.

AOT Contact: Jessica Remington jmitchell@tourism.az.gov

AMERICAN CUP TOUR OPERATOR GOLF INVITATIONAL

Dates: September 26-30, 2022

Location: Trumbull County, Ohio

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

OCTOBER 2022

24th AMERICAN INDIAN TOURISM CONFERENCE

Date: October 24 - 27, 2022

Location: Rincon Band of Luiseno Indians – Harrah's Resort Southern California, Funner, CA

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.ainta.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 2022

Veteran's Day – November 11, 2022

Thanksgiving– November 24, 2022

DECEMBER 2022

Christmas – December 25, 2022

JANUARY 2023

New Year's Day – January 1, 2023

Martin Luther King Day – January 16, 2023

FEBRUARY 2023

Chinese New Year – February 1, 2023

President's Day – February 20, 2023

Super Bowl LVII - AOT booth TBD.

Date: Sunday, February 12, 2023 (game)

AOT Division: Marketing

Audience: Consumers

AOT Contact: Alena Hicks at ahicks@tourism.az.gov

MARCH 2023

SWANSON'S AMERICAN TRAVEL DAY

Date: March 4, 2023
Location: Osby, Sweden
AOT Division: Trade
Participants: Open to all statewide DMO partners, CVBs & Chambers
Cost: \$950 + tax (if applicable);
Audience: International Travel Trade
Program Summary: More details to come

ITB BERLIN 2023 - *AOT trade or media booth TBD.*

Date: March 8-10, 2023
AOT Division: Trade
AOT Contact: Jessica Remington at jmitchell@tourism.az.gov

USA TRAVEL SHOW SCANDINAVIA

Date: March 23-24, 2023
Location: Copenhagen, Denmark
AOT Division: Trade & Media
Participants: Open to all statewide DMO partners, CVBs & Chambers
Cost: Costs vary depending on level of participation.
Audience: International Travel Trade & Media
Program Summary: Launched in 2012 – and only grown since then – USA Travel Show is the premier B2B Travel Show in Scandinavia with opportunities for U.S. destinations and hospitality brands to meet face to face with the Scandinavian travel trade and media. The travel show is organized by Atlantic Link on behalf of Discover America. Strategic partners include Brand USA and U.S. Travel Association. In 2023, we will introduce a two-day show as well as a hosted buyer/media program increasing the value for both media, buyers, and suppliers.

AOT Contact: Becky Blaine bblaine@tourism.az.gov or 602-364-3696 and Jessica Remington at jmitchell@tourism.az.gov

APRIL 2023

Easter – April 9, 2023

MAY 2023

Memorial Day – May 29, 2023

IPW SAN ANTONIO

US TRAVEL ASSOCIATION'S IPW

- Dates:** May 20-24, 2023
- Location:** San Antonio, TX (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.

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JUNE 2023

JULY 2023

Independence Day – July 4, 2023