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ARIZONA AS STRONG AS EVER

VISION

Create an Arizona experience that captures and nurtures the hearts and minds of people who call it home and travelers the world over in search of extraordinary adventure and natural wonders.

MISSION

We stabilize and strengthen local economies, protect environmental and cultural resources, create a meaningful visitor experience and enhance the quality of life for Arizonans through tourism collaboration, promotion and development.

Letter from the Director

Dear Industry Partner,

This past fiscal year has shown our industry's vast capacity for adaptability and resilience in the face of great challenges. Our ongoing strategic planning efforts, which serve as the backbone of our approach, help ensure our daily marketing decisions are as effective as possible.

At last year's Tourism Conference, we introduced a 3-Year Strategic Plan to accelerate industry recovery. I'm proud to say in FY22, we completed many of those initiatives, are continuing others and even added some new goals. Here are a few quick highlights:

With the support of Governor Doug Ducey, we completed the first round of our Visit Arizona Initiative Grant program, which bolstered the relaunch or expansion of a wide variety of festivals and events, marketing programs, outdoor recreation and more with millions in funding awards.

With demand for leisure travel and outdoor recreation remaining robust, FY22 proved an ideal time to continue expanding our AppreciateAZ responsible outdoor recreation and sustainable tourism program. In addition to regular program promotion through the media, we launched AppreciateAZ Digital Courses, allowing anyone interested to become certified in our program.

We were able to promote a number of specialized statewide tourism experiences in FY22. We proudly launched our Virtual Arizona Wine Trail Passport, inviting travelers to discover our unique wine regions and flavors. We followed up the enthusiastic reception to that with our Arizona Parks Passport, which encourages users to check out our amazing parks by geography or major features. And recently, we were able to shine a spotlight on the cornerstone of the American West, Arizona's 20+ dude and guest ranches.

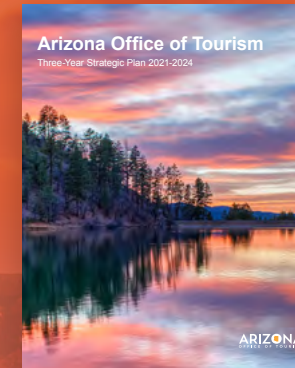
These are just a few specific examples of how we promote Arizona, in addition to our regular consumer advertising campaigns, social media engagement, itineraries, media education, travel trade training and PR activities. While we accomplished much of our ambitious FY22 agenda, there's still much to do. We're excited to continue our work in promoting Arizona as a vibrant travel destination.

While we take one last moment to reflect on FY22, I would like to congratulate everyone across our wide-ranging industry for your perseverance and dedication, including my own AOT team. We wouldn't be where we are today without your efforts, and we definitely won't be able to get where we're going without you.



Debbie Johnson, Director
Arizona Office of Tourism

Three-Year Strategic Planning



The Arizona Office of Tourism (AOT) leads the state's tourism industry in the development of global marketing programs to promote Arizona as a unique travel destination. With multiple research-based initiatives including advertising campaigns, cooperative marketing programs, travel trade activities, media relations and community outreach, AOT creates a positive and profitable cycle of visitation, spending, job growth and tax revenue. As a result, Arizona's tourism industry injects billions of dollars into the state's economy to help fund public services such as education, safety and health.

To accomplish this, AOT continually updates its strategic plans to maximize program reach and effectiveness.

The foundation of the current three-year plan includes the following strategic goals:

Strategic Goal

1

Balance Statewide Visitation Across Time, Place and Traveler Type

Strategic Goal

2

Strengthen Arizona's Position as an International Destination for Desired Travelers

Strategic Goal

3

Support the Diverse Needs of our Industry Partners to Cultivate and Sustain a Thriving and Inclusive Tourism Economy

Strategic Goal

4

Sustain the Tourism Product and Experience by Expanding AOT's Destination Management Program, Appreciate AZ

Throughout our FY22 Annual Report, you will see the results of our accomplishments.

Consumer Marketing

Program Purpose: For FY22, AOT invested in the expansion of its Rediscover Arizona campaign. This versatile, multi-channelled campaign has been in place since summer 2020 with an early focus on travel inspiration, encouraging people to plan to visit when ready and educating them on health and safety guidelines. We used (and continue to use) consumer sentiment and public health parameters to guide our marketing decisions.

Domestic Campaign

Rediscover Arizona served as our main domestic advertising campaign for tourism marketing efforts. Rediscover Arizona aimed to inspire Arizona residents and travelers in local and regional drive markets, along with potential travelers in target cities such as Chicago, Dallas, Denver, Minneapolis, San Francisco, Southern California, Seattle, Portland and New York.

RESULTS

- ➔ Generated 41% awareness nationally, reaching about 40.6 million traveling households
- ➔ Influenced more than 840,000 Arizona trips and nearly \$2 billion in revenue
- ➔ Return On Investment (ROI) was \$30 in total tax revenue per \$1 invested in media



International Campaign

AOT launched several international integrated consumer campaigns using elements of Rediscover Arizona to inspire visitation to the state. The agency used a wide variety of marketing tactics, including efforts with Brand USA, Expedia, Travelzoo and in-market international tour operators. International target markets included Australia, Canada, Germany, France, Mexico, United Kingdom and New Zealand. We focused on supporting increased flight options and launched a full-funnel integrated consumer marketing campaign with direct links to book with online travel agencies (OTAs) and tour operators.

RESULTS

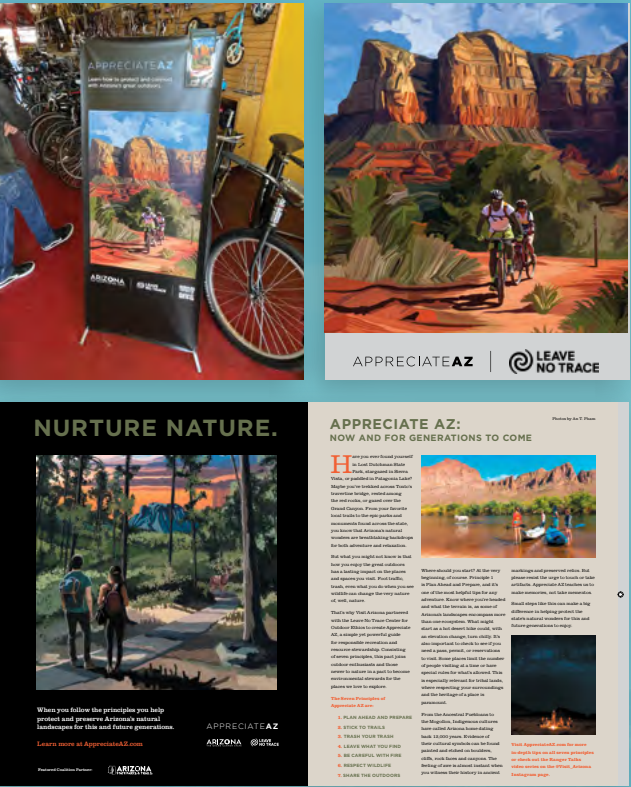
- ➔ Impressions: 1.8 Million
- ➔ Engagement Rate: 26.2%
- ➔ Leads: 107,052

AppreciateAZ

Program Purpose: AOT continued to build its responsible outdoor recreation and sustainable tourism brand, AppreciateAZ, to ensure visitors and residents are equipped with the knowledge and skills to protect our state's iconic natural features for current and future generations. In FY22 AOT produced a multi-channelled campaign, digital education courses, a kids' activity book, and placed education material in select retail locations across the state in support of the AppreciateAZ program.

RESULTS

- ➔ Impressions: 78 million
- ➔ Website Visits: 105,000
- ➔ Materials Distributed: 35,860



Rural & Tribal Cooperative Marketing Program

Program Purpose: The Rural & Tribal Cooperative Marketing Program is designed specifically for rural destination marketing organizations (DMOs), regional partnerships 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

- ➔ Participating DMOs, Communities or Organizations: 36
- ➔ Matched Contributions: \$1,046,850



Niche Marketing

Program Purpose: In addition to our primary consumer advertising campaign to inspire visitation, AOT produced several niche marketing programs to further support the variety of activities found in Arizona.

Sports

From Cactus League Spring Training games and Super Bowl LVII (57) to NCAA Final Four and NASCAR at Phoenix Raceway, AOT promotes Arizona as the ultimate sports destination. Through major marketing efforts to in-market consumer activations, AOT worked to encourage visiting fans, and those yet to visit, to extend their Arizona sports vacations beyond just the Valley and the events that brought them here.

RESULTS

- ➔ **Spring Training Campaign:**
 - Impressions: 69 Million
 - Clicks: 42,676
 - Landing Page Sessions: 36,895



Arizona Meetings Mean Business

AOT continued building awareness of Arizona as a premium meetings 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. Additionally, AOT participated in events such as IMEX, the largest meetings industry trade show in the U.S.

RESULTS

- ➔ Impressions: 7 Million
- ➔ Clicks to AOT and Partner Landing Pages: 40,462
- ➔ Email Inclusions Highlighting Arizona Meeting Space: 55



Arizona Wine Industry

AOT continued to increase awareness of Arizona's wine industry, promoting the three designated AVA wine regions of the state as well as smaller emerging wine regions. Campaign material inspired in-state residents to explore the wine trails and buy local wine products, and to make planning easy, AOT launched the digital Arizona Wine Trail Passport to help travelers find nearby tasting rooms and special offers at more than 120 wineries, tasting rooms and vineyards around the state. The paid media campaign included billboards and targeted digital placements and was supported by media relations efforts and social media activities. Governor Ducey recognized the growing importance and impact of our state's wine producers by designating March 2022 as Arizona's first official Wine Month.

RESULTS

- ➔ Impressions: 21,373,998
- ➔ Website Sessions: 27,298
- ➔ Wine Related Media Hits: 9 Placements
 - Impressions: 172,678,556
 - Media Value: \$11,722,211



Arizona Dude Ranches

In FY22, AOT honed in on their long-time efforts of highlighting Arizona's amazing dude and guest ranches as ideal destinations for travelers seeking beautiful scenery, wide-open spaces, outdoor adventure and true western hospitality. In addition to traditional marketing efforts to promote these iconic Arizona experiences found at AZGuestRanches.com, efforts also included a new video highlighting the people, scenes and experiences awaiting visitors throughout the state, and for FY23 efforts will expand by partnering with Local First Arizona to produce a Small Wonders map to expand messaging and distribution.

RESULTS

- ➔ Website Sessions: 20,059
- ➔ Media Impressions: 60,738
- ➔ Ad Equivalency: \$17,961
- ➔ Promo Video Views: 1,390



Social Media

Program Purpose: AOT consistently analyzes, tests, measures and optimizes messaging and efforts across our managed social media channels to inspire travel to Arizona and further our agency efforts. AOT currently focuses on Facebook, Twitter, Instagram, Pinterest and YouTube to intrigue out-of-state visitors with Arizona destinations and surprise in state travelers with hidden gems. In FY22, AOT dove deeper into new strategies to drive web clicks and engagement based on a better understanding of each audience segment by platform.

Engagement

AOT analyzes our social media performance through tracking engagement by platform, content and pillar-specific messaging by monitoring comments, likes, shares and saves.

RESULTS

- ➔ **Total Number of Social Media Engagements: 4.9 million**
- ➔ **Total Social Media Audience Growth: 35,486**



Ranger Talks

AOT launched the Ranger Talks social media initiative, a video series to educate visitors and residents about Arizona’s public lands. The initiative features uniformed park rangers as trustworthy sources of information and voices of authority to provide information on ways to experience different parks or land, the history of the area, and specifics about the importance of Leave No Trace and AOT’s Appreciate AZ principles.

RESULTS

- ➔ **Filmed to Date: 6 NPS locations; 3 State Parks; 1 BLM**
- ➔ **Total Views Across all Platforms: 1,424,220+**
- ➔ **Total Impressions Across all Platforms: 4,336,880+**



Arizona Parks Passport

AOT released a digital travel tool to encourage Arizonans and visitors to explore our state and national parks. The Arizona Parks Passport provides access to descriptions, maps and directions to Arizona state and national parks, plus offers a feature that enables users to select a destination based on what they want to see, such as “colorful canyons,” “lush landscapes,” “pristine pines” and several others.

RESULTS

- ➔ **Total Number of Sign ups: 3,000**



Fulfillment

Program Purpose: 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

- ➔ **Bulk Distribution Total Number: 405,413**
- ➔ **Consumer Packets Distribution Total Number (travel guides & maps): 69,213**
- ➔ **Top Consumer Domestic Request Locations: Arizona, California, Texas, Florida, Illinois**
- ➔ **Top Consumer International Request Locations: Canada, United Kingdom, Italy, Germany, Australia**



Travel Trade Relations

Program Purpose: 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. This program helps to extend our advertising efforts to international visitors.

RESULTS

- ➔ **FAM Tours/Participants: 6 Tours/ 36 Participants**
- ➔ **Trade Sales Appointments: 4,877**
- ➔ **Destination Trainings Conducted: 147**
- ➔ **Arizona Communities Visited: 13**



Media Relations

Program Purpose: 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, Australia, Canada, China, Mexico, Germany, France, United Kingdom and New Zealand) providing them with unique article ideas regarding Arizona’s travel experiences to generate positive third-party editorial exposure.



RESULTS:

- 🕒 Journalists Hosted: 67
- 📄 Number of Feature Articles Generated: 957
- 👁 Article Impressions: 11.9 Billion
- 👤 Arizona Communities Visited: 38

Local Media Coverage

Program Purpose: 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. Additionally, AOT uses public relations efforts to support the agency’s various campaigns and programs.

RESULTS

- 🕒 Number of Industry-Related Articles/Broadcasts Generated: 1,438
- 👁 Circulation: 2.1 Million
- 💰 Value: \$5.1 Million



Grants

Program Purpose: This fiscal year, Governor Doug Ducey announced more than \$100 million to fund the Visit Arizona Initiative, a new program designed to accelerate tourism recovery, job creation and economic development across our state. Program funding comes from federal American Rescue Plan (ARP) funds earmarked for pandemic recovery efforts. Over \$60 million of this initiative was made available through AOT grant programs, including the VAI Partnership Grant; VAI Marketing Grant; VAI Outdoor Recreation Revitalization Grant; and VAI Legacy Golf Course Revitalization Grant. In addition to the grant programs, AOT has been allocated funding to support a variety of statewide recovery efforts, including domestic target city marketing, international flight attraction marketing, Rediscover Arizona Marketing and AZ Meetings Mean Business Campaign funding. There is also support for programs and initiatives through Arizona State Parks & Trails, Local First Arizona, and Arizona Lodging and Tourism Association.

RESULTS

- 🕒 Total Dollar Amount Awarded: \$17.5 Million
- 👤 Number of Projects Funded: 120+



Community Engagement

Program Purpose: AOT collaborates with statewide industry partners to strengthen Arizona’s tourism offerings for visitors. Through presentations, outreach programs and technical assistance opportunities, AOT provides 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. AOT uses various communication channels including a weekly eNewsletter, *Tourism Tuesday*, to communicate the agency’s program of work and participation opportunities. 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

- 👤 Webinars/Community Presentations Held: 46
- 👤 Visitor Centers Maintained/Designated: 65