

ARIZONA

OFFICE OF TOURISM

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.*

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

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 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: Kim Todd ktodd@tourism.az.gov

BRAND USA TRAVEL WEEK EUROPE

Date: September 26-29, 2022
Location: Frankfurt, Germany
Participants: Participation is open to any Arizona tourism entities.
Cost: \$7,500 per exhibitor, \$2,000 per additional delegate (maximum of one additional delegate)

This will be in rural co-op for 1 delegate only

This event is self-registration at <https://brandusatravelweekeurope.com/>
<https://www.thebrandusa.com/travel-week-2022>

Audience: 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

CANADA TRADE AND MEDIA MISSION

Date: October 17-19, 2022
Location: Vancouver
AOT Division: Trade and Media
Participants: Open to all statewide DMO partners, CVBs & Chambers
Cost: \$1,500

This will be in rural co-op for 1 delegate only

Program Summary: AOT's trade and media representatives in Canada, Reach Global, will coordinate a mission in Vancouver. There will be an evening event on 10/18 and a breakfast on 10/19 before flying back to AZ. **This will be**

limited to 5 trade and 5 media partners. AOT will implement a waiting list, if necessary.

AOT Contact: Media: Marjorie Magnusson at mmagnusson@tourism.az.gov / Trade: Joanna Tejada at [jtejada@tourism.az.gov](mailto:jtejeda@tourism.az.gov)

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.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

NOVEMBER 2022

Veteran’s Day – November 11, 2022

Thanksgiving– November 24, 2022

DECEMBER 2022

Christmas – December 25, 2022

ILTM CANNES LUXURY TRAVEL TRADE SHOW

Date: December 5th-8th, 2022
Location: Cannes, France
Participants: Participation is open to any Arizona luxury tourism entities.
Cost: TBD
 This event is self-registration at <https://www.iltm.com/cannes/en-gb.html>
Audience: Tour operators / an exclusive collection of luxury travel advisors representing high net worth travellers.

Program Summary: Whether you're looking to break into the luxury travel market or you've been working in the industry for some time now, ILTM Cannes is an essential sales and marketing opportunity for travel specialists. At its heart, the show is highly curated meetings between the region's most exclusive and sought after travel designers and the world's finest hospitality brands.

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

JANUARY 2023

New Year's Day – January 1, 2023

Martin Luther King Day – January 16, 2023

CHICAGO TRAVEL & ADVENTURE CONSUMER SHOW / TRADE & MEDIA EVENT

Date: January 14-15, 2023

Locations: Chicago, IL

Participants: Open to statewide DMO partners, CVBs & Chambers

AOT Division: Marketing (Travel & Adventure show booths), Trade & Media for Arizona event

Cost: Varies

Program Summary: This show sees thousands of consumers from one of Arizona's target cities. Prior to the start of the show, on Friday, January 13, AOT will host a joint trade/media Arizona event for clients in downtown Chicago.

AOT Contacts: **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. **There will be a separate participation sign up for the trade/media event on Friday, January 13, 2023** There will be no additional for this event if you are exhibiting at the show. If you are not exhibiting at the show, there will be a nominal participation fee.

Marketing Partnerships: Alena Hicks at ahicks@tourism.az.gov

Trade & Media: Joanna Tejeda at jtejeda@tourism.az.gov

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

GO WEST SUMMIT

Date: February 27 – March 3, 2023

Location: Anchorage, AK
AOT Division: Trade
Participants: Self-Registration – open to any Arizona Tourism Supplier
Info: <https://www.gowestsummit.com/>
Participant Cost: \$2,995 – This event is self-registration and **will be offered in the FY23 Rural co-op.**
Audience: International Travel Trade & Receptive Operators
Program Summary: Suppliers representing destinations, properties and attractions from the American West and tour operators from around the planet participate in multi-day appointment sessions.
AOT Contact: Jessica Remington at jmitchell@tourism.az.gov
 Joanna Tejada at [jtejada@tourism.az.gov](mailto:jtejeda@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
 Web: <https://www.swansons.se/>
Cost: \$950 + tax (if applicable);
Audience: International Travel Trade
Program Summary: More details to come

IMM BERLIN TRAVMEDIA DAY

Date: March 7, 2023
Locations: Berlin
AOT Division: Media Relations
Participants: Open to all statewide DMO partners, CVBs & Chambers
 Website: <https://travmedia.com/imm/>
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.
AOT Contact: Marjorie Magnusson at mmagnusson@tourism.az.gov

ITB BERLIN 2023

Date: March 7-9, 2023
Location: Berlin, Germany

Participants: Open to statewide tourism suppliers (Trade & Media). **AOT Trade will not have a booth presence in 2023.** For meeting counter self-registration and more information, visit <https://www.b-for.com/events/itb-berlin>

AOT Division: Trade

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

FRANCE TRADE AND MEDIA MISSION

Date: March 20-21, 2023 (In conjunction with AOT's UK Trade & Media Mission)

Participants: Open to all statewide DMO partners, CVBs & Chambers

Cost: \$1,250 per DMO / 1 delegate per DMO. Contact AOT if you wish to bring more than one delegate.

Program Summary: AOT's media representative in France, B World Communication will coordinate a joint trade and media event along with one-on-one appointments with French travel trade and media.

AOT Contact: Media: Kim Todd at ktodd@tourism.az.gov
Trade: Jessica Remington at jremington@tourism.az.gov

UK TRADE & MEDIA MISSION

Date: March 22-24, 2023 (In conjunction with AOT's France Trade & Media Mission)

Location: London

Participants: Participation is open to statewide tourism suppliers. Preference will be given to Arizona CVBs, Chambers, DMOs first

Cost: \$1,250 per DMO / 1 delegate per DMO. Contact AOT if you wish to bring more than one delegate.

Audience: AOT and its partners will host trade & media functions in London to educate the travel trade and journalists about Arizona's world class tourism amenities. Additionally, we will schedule one-on-one appointments with travel trade and media.

AOT Contacts: Media: Kim Todd at ktodd@tourism.az.gov
Trade: Jessica Remington at jremington@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. **AOT Trade will not have a table in 2023.** For table self-registration and more information, visit <https://usatravelshow.dk/>

Cost: \$1,700 per exhibitor, \$300 for additional representative and **be offered in the FY23 Rural co-op (1 delegate only)**

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: Jessica Remington at jmitchell@tourism.az.gov

APRIL 2023

Easter – April 9, 2023

DALLAS TRAVEL & ADVENTURE CONSUMER SHOW

Date: April 1-2, 2023

Locations: Dallas, TX

Participants: Open to statewide DMO partners, CVBs & Chambers

AOT Division: Marketing (Travel & Adventure show booths) There will be no additional off site media event in this market.

Cost: \$3,650 Net/\$1,825 Match – does not include travel and shipping

Program Summary: This show sees thousands of consumers from one of Arizona's target markets.

AOT Contacts: **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

Trade & Media: Joanna Tejada at jtejeda@tourism.az.gov

CHINA TRADE AND MEDIA MEETINGS (HYBRID)

Date: April 18 (Beijing) and April 19 (Shanghai)

Location: In Person (AVIA Reps only; Beijing and Shanghai) Arizona delegates will join virtually.

AOT Division: Trade & Media

Participants: Open to all statewide DMO partners, CVBs & Chambers

Cost: \$300

Program Summary: AOT's trade and media representative in China, AVIA Reps, will coordinate interactive, Arizona themed trade and media events in Beijing and Shanghai on behalf of AOT. The opportunity to include your tourism assets in a PPT and/or video format is available for state partners.

AOT Contact: Trade & Media: Kim Todd at ktodd@tourism.az.gov or 602-364-3305

GERMAN TRADE MISSION

Date:	TBD
Location:	TBD
Participants:	Participation is open to statewide tourism suppliers. Preference will be given to Arizona CVBs, Chambers, DMOs first
Cost:	\$2,500 per DMO / 1 delegate per DMO. Contact AOT if you wish to bring more than one delegate.
Audience:	AOT and its partners will host trade functions in Germany and German speaking regions (TBC*) to educate the travel trade about Arizona's world class tourism amenities. Additionally, we will schedule one-on-one appointments with travel trade.
AOT Contacts:	Jessica Remington at jmitchell@tourism.az.gov

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.

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 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: Joanna Tejada at jtejeda@tourism.az.gov

JUNE 2023

JULY 2023

Independence Day – July 4, 2023

ARIZONA GOVERNOR'S CONFERENCE ON TOURISM

Date: TBD
Location: Tucson, AZ
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 2023

VISIT USA AUSTRALIA ROAD SHOW

More information to come

Date: Dates TBD
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: Jessica Remington at jmitchell@tourism.az.gov