



## FY23 DRAFT

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

*\* Continual updates to the calendar will occur as plans are confirmed. AOT reserves the right to cancel or change dates, details and participation fees. All events subject to change due to COVID-19.*

## JULY 2022

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### 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](mailto:ahicks@tourism.az.gov)

## AUGUST 2022

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#### 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](mailto:jmitchell@tourism.az.gov) or Joanna Tejada at [jtejeda@tourism.az.gov](mailto:jtejeda@tourism.az.gov)

## SEPTEMBER 2022

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**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](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, 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](mailto: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](mailto: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](mailto:americancupgi@gmail.com)

## OCTOBER 2022

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### 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](mailto:mmagnusson@tourism.az.gov) / Trade: Joanna Tejada at [jtejeda@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, Funnar, 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](mailto:Dmelvin@tourism.az.gov)

## NOVEMBER 2022

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**Veteran's Day – November 11, 2022**

**Thanksgiving– November 24, 2022**

## DECEMBER 2022

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**Christmas – December 25, 2022**

## JANUARY 2023

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**New Year's Day – January 1, 2023**

**Martin Luther King Day – January 16, 2023**

### CHICAGO TRAVEL & ADVENTURE CONSUMER SHOW / TRADE & MEDIA EVENT

**Consumer Show:** Jan. 14-15, 2023

**AOT Trade & Media Reception:** Jan. 13, 2023

**Location:** 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 reception

**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. There is 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 of \$300.

**Marketing Partnerships:**Alena Hicks at [ahicks@tourism.az.gov](mailto:ahicks@tourism.az.gov)**Trade & Media Event:**Joanna Tejeda at [jtejeda@tourism.az.gov](mailto:jtejeda@tourism.az.gov)**MEXICO TRADE AND MEDIA MISSION – Brand USA Mission****Date:** January 30 - February 4, 2023**Locations:** México City and Guadalajara, México**Participants:** AOT Only**Audience:** Travel trade professionals and media representatives in Mexico City and Guadalajara**Program Summary:** AOT will join Brand USA and participate in a series of 1:1 meetings in Mexico City and Guadalajara to educate tour operators, travel agents and journalists about Arizona's world class tourism amenities.**AOT Contact:** Joanna Tejeda at [jtejeda@tourism.az.gov](mailto:jtejeda@tourism.az.gov) or 602-364-3715**FEBRUARY 2023**

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**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](mailto: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](mailto:jmitchell@tourism.az.gov)  
Joanna Tejeda at [jtejeda@tourism.az.gov](mailto:jtejeda@tourism.az.gov)

## MARCH 2023

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### 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  
**Location:** 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](mailto: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](mailto: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 and trade 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](mailto:ktodd@tourism.az.gov)  
Trade: Joanna Tejada at [jtejeda@tourism.az.gov](mailto:jtejeda@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](mailto:ktodd@tourism.az.gov)  
Trade: Joanna Tejada at [jtejeda@tourism.az.gov](mailto:jtejeda@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](mailto:jmitchell@tourism.az.gov)

## APRIL 2023

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**Easter – April 9, 2023**

### DALLAS TRAVEL & ADVENTURE CONSUMER SHOW / TRADE & MEDIA EVENT

**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](mailto:ahicks@tourism.az.gov)  
**Trade & Media:** Joanna Tejada at [jtejeda@tourism.az.gov](mailto: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 have the opportunity to prerecord a video for the meetings.  
**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 as well as key messaging in a PPT and/or video format is available for state partners.  
**AOT Contact:** Trade & Media: Kim Todd at [ktodd@tourism.az.gov](mailto: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](mailto:jmitchell@tourism.az.gov)

### TRAVEL CLASSICS INTERNATIONAL

**Date:** April 24-27, 2023

**Location:** Ireland

**AOT Division:** Media

**Participants:** International Travel Writers and Editors

**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 from publications such as *Afar*, *National Geographic Traveler*, and *Travel + Leisure*, to name a few. AOT is a sponsor/co-host of Travel Classics West and traditionally sponsors and attends Travel Classics International.

**AOT Contact:** Kim Todd [ktodd@tourism.az.gov](mailto:ktodd@tourism.az.gov)

## MAY 2023

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### 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](mailto:jtejeda@tourism.az.gov)

## JUNE 2023

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## JULY 2023

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**Independence Day – July 4, 2023**

### ARIZONA GOVERNOR'S CONFERENCE ON TOURISM

**Date:** July 13-15, 2023  
**Location:** Westin La Paloma, 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](mailto:ahicks@tourism.az.gov)

## AUGUST 2023

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