

FY24 WORKING DOCUMENT

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

** Please note: 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.*

**Updated as of 8/15/2023*

JULY 2023

Independence Day – July 4, 2023

ARIZONA GOVERNOR'S CONFERENCE ON TOURISM

Date: July 10-12, 2023
Location: Westin La Paloma, Tucson
AOT Division: All divisions
Participants: Open to all industry partners
Cost: \$425.00
Program Summary: Industry tourism conference for networking, best practices and collaboration. <https://azgcot.com/>
AOT Contact: Kiva Couchon kcouchon@tourism.az.gov

AUGUST 2023

ESTO – U.S. Travel Association

Date: August 19-22, 2023
Location: Savannah, Georgia
AOT Division: Trade
Participants: Travel Industry Education – State and City DMO representatives
Cost: ESTO is self-registration. More information at: esto.ustravel.org
Program Summary: ESTO (Educational Seminar for Tourism Organizations) is the premier annual learning and knowledge-sharing forum for destination marketing professionals.



SEPTEMBER 2023

Labor Day – September 4, 2023

TRAVEL CLASSICS WEST - Vancouver

Date: Sept. 14-17, 2023
Location: Vancouver, British Columbia
AOT Division: Media
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.
AOT Contact: Kim Todd ktodd@tourism.az.gov

**AOT will organize a Vancouver media event in conjunction with Travel Classics West on Sept. 13th. If you are interested in attending, please contact: Kim Todd*

AMERICAN CUP TOUR OPERATOR GOLF INVITATIONAL

Dates: September 17-22, 2023
Location: Boise, ID
AOT Division: Trade
Participants: AOT & Destination Sponsors. This event is self-registration, please contact Terry Selk directly (email below)
Cost: \$2,500
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 2023

BRAND USA TRAVEL WEEK UK & EUROPE

Date: Oct. 16-19, 2023
Location: London, England
Participants: Participation is open to any Arizona tourism entities. This event is self-registration at <https://www.thebrandusa.com/travel-week-2023>
Cost: \$7,500 per exhibitor; \$2,000 for additional delegate
CoOp Mktg Program: Cap on Trade \$1,500
Audience: European Tour operators / Media component
Program Summary: Join us for the annual Brand USA Travel Week Europe event, October

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16-19, 2023 in London, England. 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: Trade: Jessica Remington
jmitchell@tourism.az.gov
Media: Kim Todd ktodd@tourism.az.gov

24th AMERICAN INDIAN TOURISM CONFERENCE

Date: October 2 - 5, 2023
Location: Choctaw Casino & Resort, Durant, OK
AOT Division: American Indian Program
Participants: Participation is open to any Arizona tourism entities.
Cost: Costs vary depending on level of participation. 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 2023

Veteran's Day – November 10, 2023

Thanksgiving– November 23, 2023

GERMAN TRADE MISSION

Date: TBD - November 2023
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.
CoOp Mktg Program: \$1250 per DMO
Audience: AOT and its partners will host trade functions in Germany and German speaking regions (TBC*) to educate the travel trade about Arizona's

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world class tourism amenities. Additionally, we will schedule one-on-one appointments with travel trade.

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

NTA TREX (National Tour Association Travel Exchange)

Date: November 12-15, 2023

Location: Shreveport-Bossier, Louisiana

Participants: Participation is open any tourism supplier

Cost: TBD

Website: <https://ntatravelexchange.com/>

Audience: Domestic tour operators and travel agents in the NTA network

Program Summary: Travel Exchange is National Tour Association's annual convention, where our members get down to business. More than \$400 million has been generated in only the last 3 years. But it's even more: It's a chance to meet the travel world under one roof, a chance to share ideas and turn handshakes into partnerships. Simply put, TREX is the most important industry event of the year, featuring the hottest travel product from every U.S. state, Canadian province and 30+ countries. If you don't come to Milwaukee, you're missing 80% of our tour operators who only attend Travel Exchange.

AOT Contact: Joanna Tejeda at jtejeda@tourism.az.gov

DECEMBER 2023

Christmas – December 25, 2023

ARIZONA WINE FOCUSED INT'L GROUP PRESS TRIP

Date: December 2-9, 2023

Locations: Verde Valley, Sonoita/Elgin and Willcox

Audience: International Travel Writers

Program Summary: Visit Arizona's three AVA designated regions and learn from the winemakers themselves about Arizona's burgeoning wine regions.

AOT contact: Kim Todd at ktodd@tourism.az.gov

ILTM CANNES LUXURY TRAVEL TRADE SHOW (TBC)

Date: December 4-7, 2023

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 travelers.

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, ILM 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 2024

New Year's Day – January 1, 2024

Martin Luther King Day – January 15, 2024

IMM TRAVMEDIA DAY NYC

Date: January 24-25, 2024

Location: New York City

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

AOT Division: Media Relations

Cost: Varies based on membership

Program Summary: IMM TravMedia is a self-registering event. Each delegate will have their own table and set of media appointments that are scheduled in the TravMedia portal. Visit <https://travmedia.com/immusa/> for more info.

AOT Contact: Marjorie Magnusson at mmagnusson@tourism.az.gov



LOS ANGELES RECEPTIVE TOUR OPERATOR MISSION

Date: TBD
Location: Greater Los Angeles Area
Participants: Participation is open to any Arizona tourism entities.
Cost: TBD
Audience: European, Chinese & Japanese Tour operators
Program Summary: We will host a minimum of 3 events in the Los Angeles area, targeting specific European, Japanese and Chinese Receptive Tour Operators.
AOT Contact: Trade: Jessica Remington jmitchell@tourism.az.gov
China Trade: Kim Todd ktodd@tourism.az.gov

FEBRUARY 2024

Chinese New Year – February 10, 2024

President's Day – February 19, 2024

GO WEST SUMMIT

Date: February 26-29, 2024
Location: Lake Tahoe, NV
AOT Division: Trade
Participants: Self-Registration – open to any Arizona Tourism Supplier
Info: <https://www.gowestsummit.com/>
Participant Cost: TBC – This event is self-registration
CoOp Mktg Program: Match up to \$1,500 per DMO
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 Contacts: Jessica Remington at jmitchell@tourism.az.gov
Joanna Tejeda at jtejeda@tourism.az.gov

MARCH 2024

SWANSON'S AMERICAN TRAVEL DAY

Date: TBD
Location: TBD
AOT Division: Trade
Participants: Open to all statewide DMO partners, CVBs & Chambers Web: <https://www.swansons.se/>
Cost: \$950 + tax (if applicable);

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Audience: International Travel Trade

Program Summary: More details to come

IMM BERLIN TRAVMEDIA DAY

Date: March 4, 2024

Locations: Berlin, Germany

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 2024

Date: March 5 - 7th, 2024

Location: Berlin, Germany

Participants: Open to statewide tourism suppliers (Trade & Media). **AOT Trade booth presence in 2024 TBD***. For meeting counter self-registration and more information, visit <https://www.b-for.com/events/itb-berlin>

Cost: TBD*

CoOp Mktg Program: \$2,000 per DMO

Program Summary: The International Tourism Exchange ITB Berlin is known throughout the world as the leading trade fair for the global tourism industry. This makes ITB Berlin the main forum for communication and marketing for the worldwide tourism sector. It is an ideal opportunity for exhibitors to get their messages out to both trade visitors and the media. ITB is the world's largest travel industry trade show with more than 10,000 exhibitors from more than 180 countries competing for travel business from this important European market.

AOT Division: Trade

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

USA TRAVEL SHOW SCANDINAVIA

Date: TBD

Location: TBD

AOT Division: Trade & Media

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

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self-registration and more information, visit

<https://usatravelshow.dk/>

Cost: \$1,700 per exhibitor, \$300 for additional representative

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.

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

APRIL 2024

Easter - April 9, 2024

NCAA Men's Final Four - April 6-8, 2024

MEXICO TRADE & MEDIA SALES MISSION

Date: TBD

Location: Mexico City & Monterrey

AOT Division: Trade and Media

Participants: Open to statewide DMO partners

Cost: \$1800 for both cities or \$900 for one city, plus travel expenses

CoOp Mktg Program: \$450 for one city; \$900 for both cities

Program Summary: AOT's representatives in Mexico, CWW will coordinate a joint trade & media sales mission with one-to-one appointments in Mexico City & Monterrey.

AOT Contact: Joanna Tejeda at jtejeda@tourism.az.gov

MAY 2024

Memorial Day – May 27, 2024

IPW Los Angeles

Dates: May 3-7, 2024
Location: Los Angeles, CA
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: Trade: Joanna Tejeda at jtejeda@tourism.az.gov /
Media: Kim Todd at ktodd@tourism.az.gov

JUNE 2024

TBD 2024

EASTERN CANADA TRADE AND MEDIA MISSION

Date: TBD
Location: TBD
AOT Division: Trade and Media
Participants: AOT Only
Program Summary: AOT's trade and media representatives in Canada, will coordinate a



mission in Toronto and possibly Quebec.

AOT Contact: Media: Marjorie Magnusson at mmagnusson@tourism.az.gov
Trade: Joanna Tejeda at jtejeda@tourism.az.gov