

**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](mailto: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](http://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](mailto: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](mailto: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

# ARIZONA

OFFICE OF TOURISM

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](mailto:jmitchell@tourism.az.gov)  
Media: Kim Todd [ktodd@tourism.az.gov](mailto: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.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](mailto: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

# ARIZONA

OFFICE OF TOURISM

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)

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

## DECEMBER 2023

---

*Christmas – December 25, 2023*

### ARIZONA WINE FOCUSED INT’L GROUP PRESS TRIP

**Date:** November 30 - December 6, 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](mailto: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, 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](mailto: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](mailto: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](mailto:jmitchell@tourism.az.gov)  
China Trade: Kim Todd [ktodd@tourism.az.gov](mailto: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](mailto:jmitchell@tourism.az.gov)  
Joanna Tejada at [jtejada@tourism.az.gov](mailto: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);

# ARIZONA

OFFICE OF TOURISM

**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](mailto: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](mailto: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

# ARIZONA

OFFICE OF TOURISM

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](mailto: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:** April 15-19, 2024

**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](mailto: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 Tejada at [jtejeda@tourism.az.gov](mailto:jtejeda@tourism.az.gov) /  
Media: Kim Todd at [ktodd@tourism.az.gov](mailto: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

# ARIZONA

OFFICE OF TOURISM

mission in Toronto and possibly Quebec.

**AOT Contact:** Media: Marjorie Magnusson at [mmagnusson@tourism.az.gov](mailto:mmagnusson@tourism.az.gov)

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