A desert landscape at sunset with a dirt path leading towards the horizon, flanked by saguaro cacti and low-lying shrubs. The sky is filled with soft, golden light and wispy clouds.

ARIZONA

OFFICE OF TOURISM

Tourism Market Overview

Germany, Austria & Switzerland
FY 2022/23

Kaus Media Services

A photograph of a desert landscape at sunset. A long, straight asphalt road with a dashed white center line and solid white edge lines stretches from the foreground into the distance. The road is flanked by dry, scrubby vegetation in shades of orange and brown. In the background, several large, flat-topped red rock formations (mesas and buttes) are silhouetted against a warm, orange and pink sky. The overall mood is serene and expansive.

PR Achievements & Accomplishments FY 2022/23

EXPERIENCES ROADTRIP ARIZONA

ARIZONA

Bäume und Wälder im Norden, Kalteisen und Wüste im Süden. Dazwischen: *Impassable Canyons*, Kojoten und Kolibris, verlassen Gegend und quirlige Metropolen – und über allem schwebt das verlockende *Versprechen eines Abenteuers*. Kaum ein US-Bundesstaat ist vielfältiger, der „Grand Canyon State“ Arizona.

VON CLAUDIA HILNBEAUER

Ukraine Politik Wirts...

342 Schöft 781113 FROBENIUS 2022



Freizeit-Mit dem Roll-Race Charter kann jeder sogar ganz ohne Boot fahren. Die Roll-Race-Charter-Boote sind als kleine, leichtere Boote mit einem 25-PS-Motor ausgestattet. Sie sind für zwei Personen ausgelegt und können an jedem beliebigen Ort im See gemietet werden. Die Roll-Race-Charter-Boote sind für zwei Personen ausgelegt und können an jedem beliebigen Ort im See gemietet werden. Die Roll-Race-Charter-Boote sind für zwei Personen ausgelegt und können an jedem beliebigen Ort im See gemietet werden.



Sonorawüste: Grand Canyon und Monument Valley sind die Touristenmagneten Arizonas. Im östlichen Süden des Bundesstaates aber liegt die Sonorawüste mit einer einmaligen Tier- und Pflanzenwelt. So fühlt es sich an, in der feuchtesten Wüste der Welt unterwegs zu sein.

REISE-TRAUME USA-FANS
 und Kennenlernen: die schönsten Plätze der Welt in herrlichen Bildern
 Arizona ist mehr

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The first of the new courses, **Sierra Vista at Lake Mead**, is a 36-hole, par-3 and short-hole course designed by Tom Doak. It is located on the north shore of Lake Mead, just west of the town of Primm. The course is a beautiful blend of natural desert landscape and man-made golf course. The course is a beautiful blend of natural desert landscape and man-made golf course.

Ein Besuch des berühmten Grand Canyon steht für viele Menschen auf der Welt weit oben auf ihrer Reise-Bucketlist der Orte, die sie mindestens einmal im Leben besucht haben wollen. Doch den US-Bundesstaat, der den beeindruckenden Touristen-Magneten umgibt, haben nur die wenigsten als Urlaubsdestination auf dem Schirm.

Das heißt hat Afrika viel mehr zu bieten als das Grand Canyon. Mit einer faszinierenden Kultur, bestmöglicher Infrastruktur und viel Geschichte ist der „Grand Canyon“ ein perfekter Ort, um die besten Momente des bekanntesten US-Destinationen.

Das Zuhören der „Saguenay-Kulturen“ ist ein idealer Ort, um die Geschichte der Region, im Frühling und im Herbst zu erleben.

Die berühmten „Archer“, die jedes Kind von seinen Eltern kennen.

Das berühmte Kulturen, die bis zu 200 Jahre alt sind, sind die „Saguenay National Park“, der auch bei den Einheimischen ein beliebtes Wochen-End-Ziel für Wanderungen und ausgeübte Barbecues an den Grillsteinen ist.

Sie wurde der „Iyilshah „Tobacco Camp“ Tucson bereits mehrfach als einer der besten Orte in der Region, die USA angesehen. Diese Iyilshah-Camp in der Wüste zeichnet die abwechslungsreiche Landschaft der Region. Das angeschlossene „Garden Street“ ist der ideale Ort, um in entspannter Atmosphäre zu trinken.

[illegible]

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Frankfurter Allgemeine
ZEITUNG ● FAZ.NET

Ukraine Politik Wirtschaft Finanzen Feuilleton Karriere Sport Gesellschaft Stil Rhein-Main Technik Wissen > **Abon**

GRANDIOSE SÜDWESTEN DER USA
Die Perfektionierung Amerikas
VOM JAKOB STROBEL Y. GERBA ... AKTUELLE KUEST AM 23.05.2023 ... 30:53

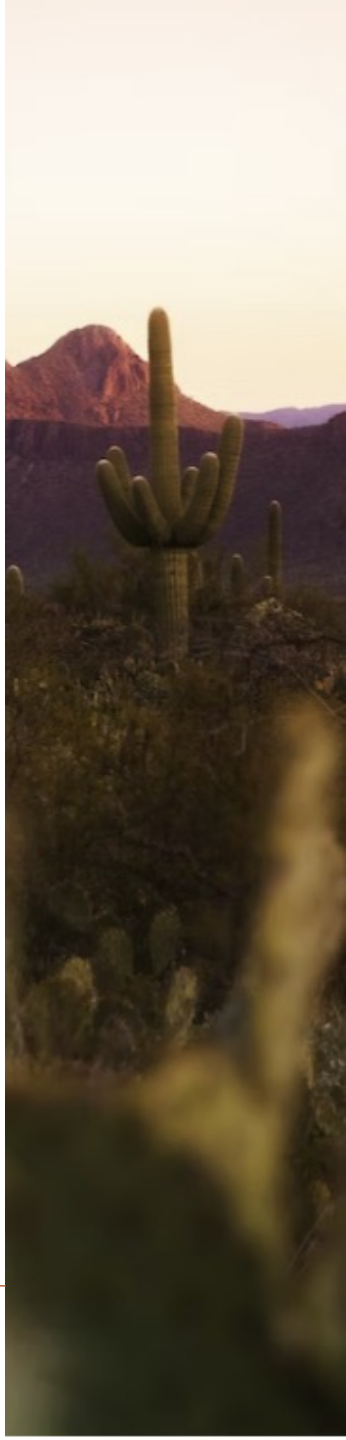


„Grand Canyon State“, so nennt sich Arizona offiziell, doch der Staat hat viel mehr

PR ACTIVITIES – OVERVIEW.

Public Relations Activity Highlights

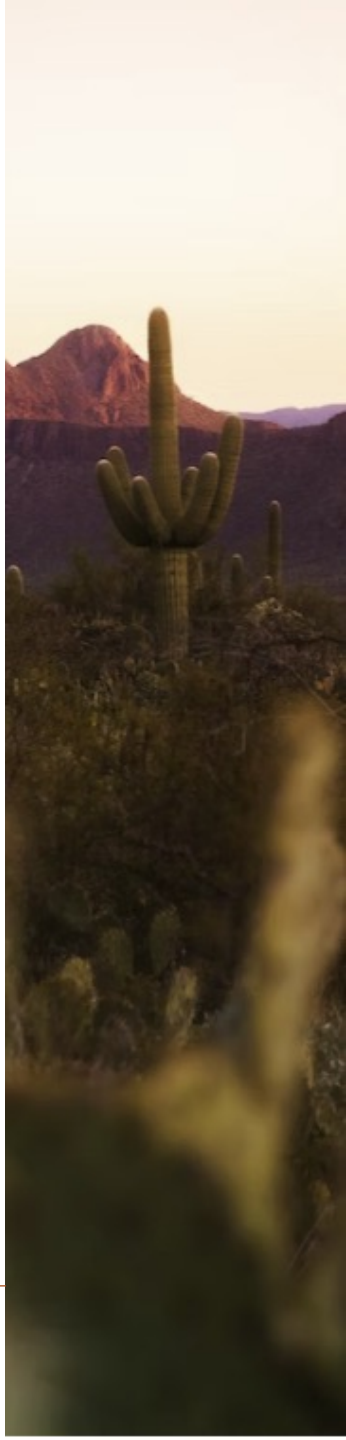
- KMS developed and implemented inspirational and informative public relations activities that resulted in a high number of media placements in both – traditional and online publications.
- We were in continuous contact with media professionals in order to pitch Arizona story ideas focusing on the State's diverse tourism offers and attractions, including but not limited to the State's beautiful landscapes and nature, culture, history and heritage, city attractions, outdoor activities, luxury and culinary experiences among many others.
- KMS arranged a nationwide Arizona video promotion in 700+ McDonald's restaurants, which was completely complimentary for the AOT. The resulted in about 35 million consumer contacts and a media value of \$2.6 m.
- KMS secured two TV film crews who visited Arizona for TV productions during individual fam trips.
- We secured several Arizona travel placements with Germany's newswire agency „dpa“ that resulted in 70+ positive articles about the State's tourism industry.
- KMS secured 14 top-tier media professionals who visited Arizona during individual visits as well as a group media fam trip.



PR ACTIVITIES – OVERVIEW.

General Public Relations Activities

- Proactive media calls and story pitches
- Development of targeted and inspirational story ideas to generate positive Arizona media coverage
- Reactive media assistance and support
- Maintenance of the AOT's German facebook page with scheduled posts and social listening
- Monthly result and media monitoring
- Monthly media coverage evaluation and documentation
- Monthly activity reports




PRESS RELEASES & NEWSLETTERS.

- KMS drafted and distributed up to monthly Arizona press releases and distributed them to a high number of travel media professionals in Germany, Austria and Switzerland. The press releases were also distributed via the world's leading travel media network TravMedia.com.
- We drafted and distributed Arizona media newsletters including a mix of different topics and news from the Grand Canyon State.
- Furthermore, we featured Arizona in themed agency press releases to increase the visibility for Arizona in the German-speaking countries.

PRESSEMITTEILUNG

ARIZONA
THE GRAND CANYON STATE

Auch abseits des Grand Canyons: Arizonas Canyons und ihre Naturschönheiten entdecken



Salt River Canyon Rafting © An Pham, Sabino Canyon © Tod Brenneman, Paria Canyon The Wave © AOT, Canyon de Chelly © An Pham

[Passendes Bildmaterial finden Sie hier zum Download!](#)

Phoenix/Hannover 28. Februar 2022 | kms – Arizona ist weltweit als der Grand Canyon State bekannt. Kein Wunder, schließlich zieht das berühmte Naturmonument jedes Jahr Touristen aus aller Welt an. Der Bundesstaat beeindruckt jedoch auch abseits des Grand Canyons mit zahlreichen beeindruckenden Naturschauspielen und Gesteinsformationen. Das Arizona Office of Tourism präsentiert fünf weniger bekannte Canyons, die Besucher auf ihre Reise-Agenda setzen sollten.

Salt River Canyon
Etwas über eine Stunde von der Metropolregion Phoenix entfernt befindet sich der Salt River Canyon. Eine gute Möglichkeit, um diesen zu entdecken ist die Salt River Canyon Route, welche atemberaubende Blicke auf die Gesteinsformationen des Canyons und den den blauen Salt River bietet. Aussichtspunkte auf den Canyon gibt es einige, mit den schönsten Ausblick haben Besucher jedoch von der nördlichen Seite den Canyons aus. Lohnenswert ist außerdem ein Stop am Canyon Lake, ein Stausee, der dem Großraum Phoenix zur Versorgung mit Trinkwasser und Strom aus Wasserkraft dient. Eine weitere spannende Art den Salt River Canyon zu erkunden ist eine [Rafting-Tour](#). Angeboten werden sowohl Halbtages- und Tagestouren, jedoch auch mehrtägige adrenalingeladene Ausflüge durch die Natur des Salt River Canyons.

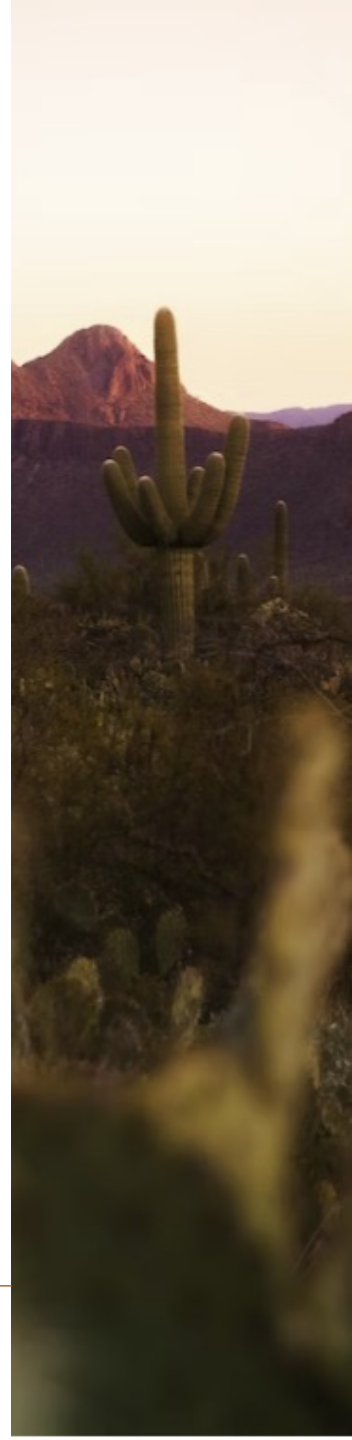
Sabino Canyon
Reisende, die auf der Suche nach Wanderwegen jeglichen Schwierigkeitsgrades sind, sind hier goldrichtig: Der [Sabino Canyon](#) am nordöstlichen Stadtrand von Tucson bietet eine Vielzahl an Wandermöglichkeiten, darunter befestigte Wege für einen entspannten Spaziergang sowie kilometerweite Touren auf zerklüftetem Gelände. Der Canyon ist unter anderem deshalb landschaftlich besonders charmant, dass er die Landschaft und Vegetation der Sonora-Wüste mit den Santa Catalina

Arizona Office of Tourism (AOT)
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1

FAM TRIPS.

- In order to increase the number of feature articles on Arizona's travel industry, KMS organized fam trips for **14 top-tier media professionals**.
- This included a group fam trip with five attendees representing leading print and online media from Germany and Austria including but not limited to *Die Presse, Urlaubsguru, tina* and *NOW Medien*.
- In addition, we hosted nine media professionals who visited Arizona during individual fam trips. These included but were not limited to top-tier publications such as *Frankfurter Allgemeine Zeitung, Abenteuer Leben TV* and *Sueddeutsche Zeitung* among others.



MEDIA EVENTS. (I)

Visit USA Committee Germany - Media networking events

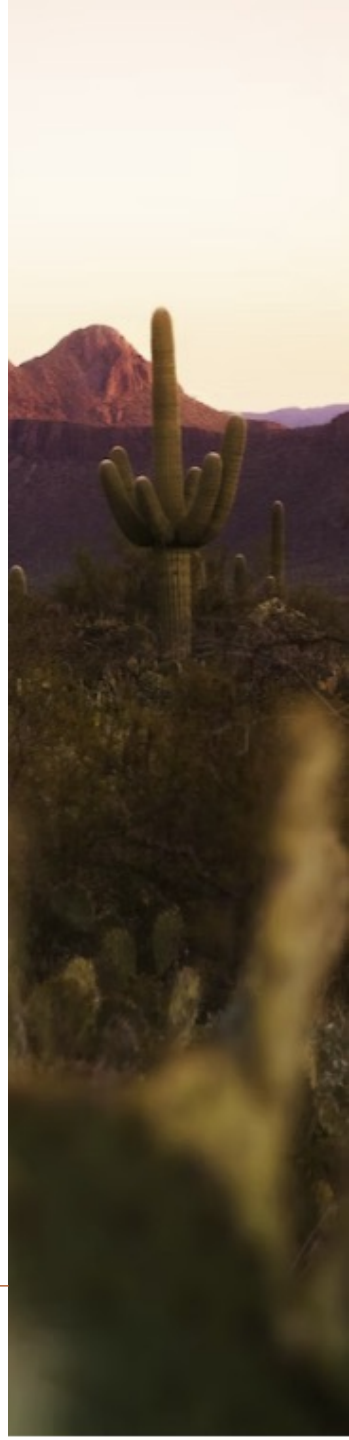
- In order to secure additional media coverage about Arizona, discuss fam trip opportunities and to pitch story ideas, KMS attended two media networking events organized by the Visit USA Committee in Germany (VUSA).
- The two media networking events took place in Hamburg and Munich - two of the major media centers in Germany.
- During the networking events, we met media professionals from target print and digital media outlets.



MEDIA EVENTS. (II)

TravMedia's International Media Marketplace 2023

- TravMedia's IMM Germany 2023 is the leading travel media networking event in the German-speaking countries. KMS represented the AOT during the day-long event on March 6, 2023 – the day prior to the start of ITB Berlin – the leading travel show in the world.
- Prior to IMM Germany 2023, KMS arranged 22 meetings with top-tier media professions from Germany, Austria and Switzerland to pitch Arizona story ideas and to discuss potential media visit opportunities.



TOTAL FISCAL YEAR 2022/23.

In conclusion, KMS generated a total 374 media placements for Arizona (+11% vs. FY21/22):

- 197 online articles
- 170 print articles
- 7 broadcasts

Total impressions: 2,408,998,526

Total media value: US\$ 17,929,950 (+19% vs. FY21/22)

Frankfurter Allgemeine
ZEITUNG FÜR DEUTSCHLAND

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Süddeutsche Zeitung

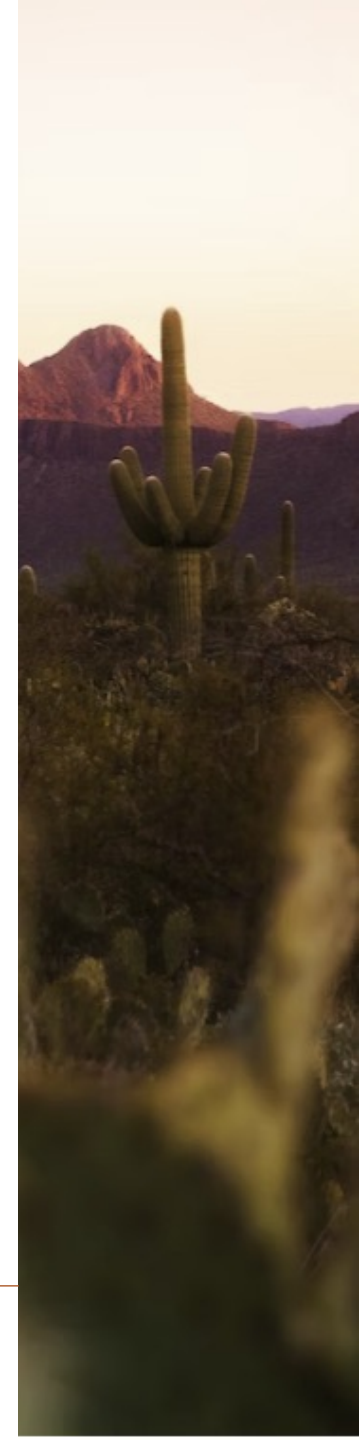
Hannoversche Allgemeine

TRAVEL MAGAZIN



STUTTGARTER
ZEITUNG
STUTTGARTER
NACHRICHTEN

Rölnner Stadt-Anzeiger

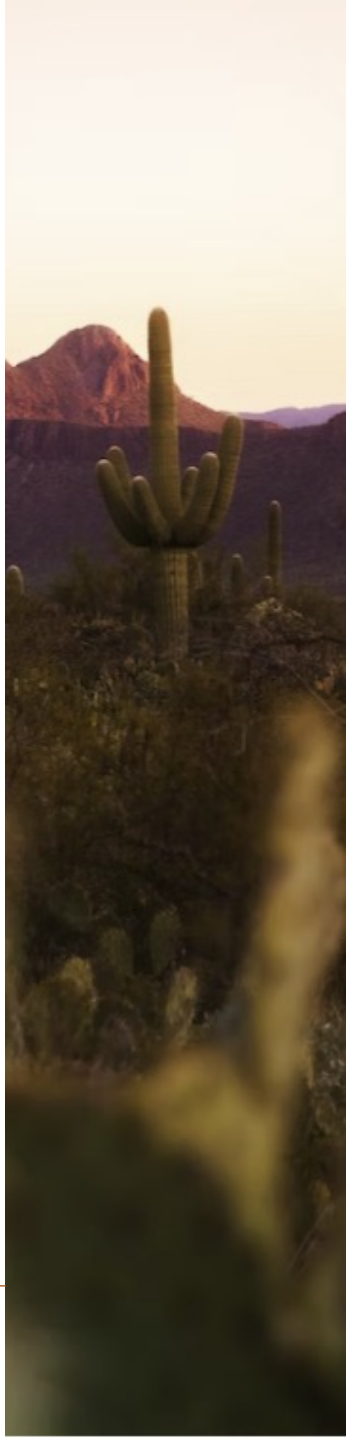




Tourism Market Update

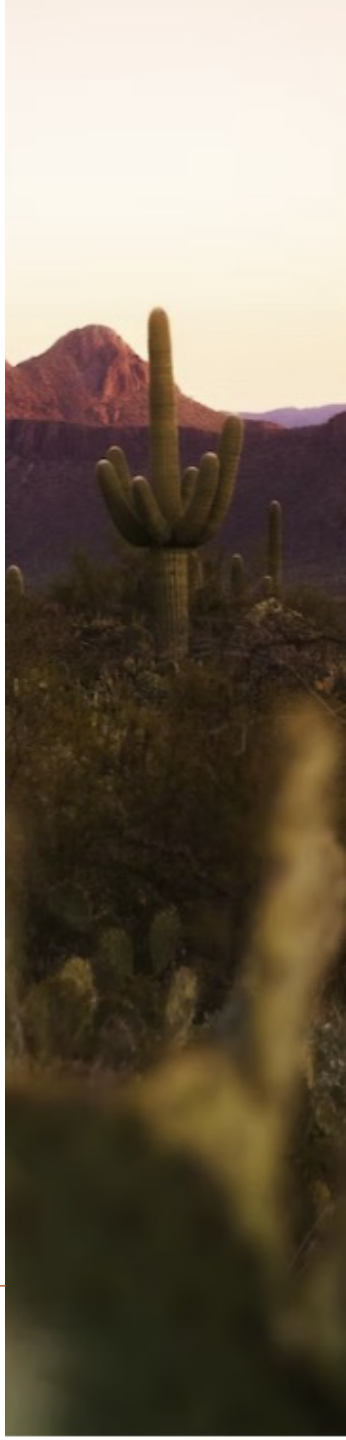
DEMOGRAPHICS & ECONOMY.

- Population: 84,4 million (+1,3%)
- Labor force: 45,7 million (+1,1%)
- Unemployment rate: 5,5% (-0,2%)
- GDP: -0,3%



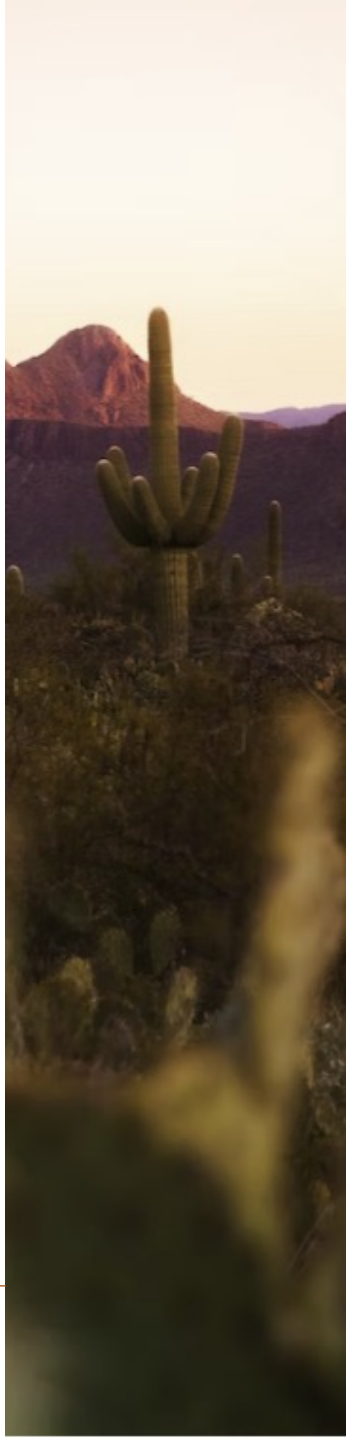
MARKET UPDATE.

- Germany is Europe's most populous nation as well as a leading player in the continent's economic, security and political welfare.
- Holidays abroad are considered as an important leisure pursuit by Germans, that they are willing to pursue even during harder economical times. Though Germany has a strong economy, Covid and the current Ukraine crisis had effects on the financial situation.
- The German outbound market is one of the largest and most developed in the world. The high standard of living and the stable economy means that many citizens can normally bring travel aspirations to reality.
- Despite of the many headwinds for travelers in Germany and Austria caused by the Ukraine conflict, the high inflation rate, Germany's recession, very high energy rates, higher airfares for long-haul trips and higher room rates in the U.S., leading tour operators in the German speaking countries report a high demand for trips to the U.S. in 2023.
- It is obvious that many Germans continue to make up for all of the travel experiences they missed during the global pandemic and the associated travel restrictions. However, due to the continuing inflation, rising cost for long-haul travels and other headwinds, this trend may change in the future.



TOURISM DEVELOPMENT.

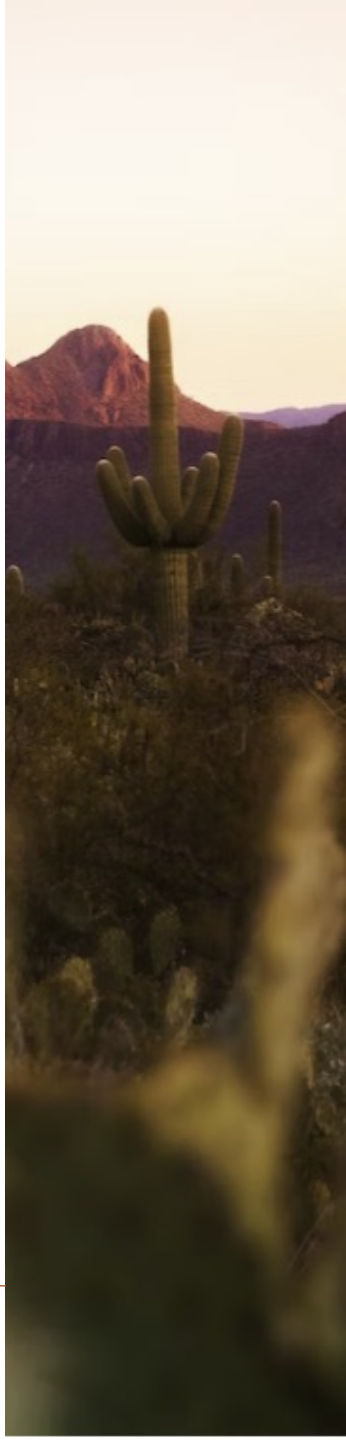
- 2022 proved that Germans wanted to travel again. While destinations in Europe were highly frequented by Germans in 2020 and 2021, the demand for long-haul trips immediately increased after international travel restrictions were lifted and the U.S. reopened its borders after 1.5 years.
- Especially the U.S. market experienced a high upswing in bookings. According to the German Tourism Association (DRV), Germans spent 58.6 billion Euros on trips, a 103% increase over 2021.
- Despite the many headwinds, the travel demand remained at a high level until mid-2023. Studies show that the outbound travel from Germany is expected to come back to 2019 levels. However, the continuing inflation and the rising costs for flights and accommodations causes consumers to amend their travel plans for the remainder of 2023. According to the current German consumer report, 56% of Germans plan to reduce their number of trips.
- While many bookings were made last-minute in 2021 and 2022, Germans start long-term planning again.
- The U.S. continues to be a preferred destination in general: According to Lufthansa, the seat load factor on flights to the U.S. increased to more than 90% compared to 2019 levels.



GERMAN TRAVEL MARKET.

- In 2022, Germans completed 67.1 Million leisure trips (+21.7%). More than 50% of these were booked via tour operators or travel agencies.
- The Mediterranean region (i.e., Spain, Italy, Turkey, Croatia, Greece) continued to be the most popular one for German travelers (36.9%).
- 52.9 million travelers completed trips with a duration of at least five days (+10,6%).
- Germany counts 2,300 tour operators that recorded a combined revenue of 25.9 billion Euros (+142%).
- In total, Germans spent 83.7 billion euros for leisure trips in 2022, including transportation, accommodation and expenses at the destination (+88,5%).
- The average trip duration was 13 days.

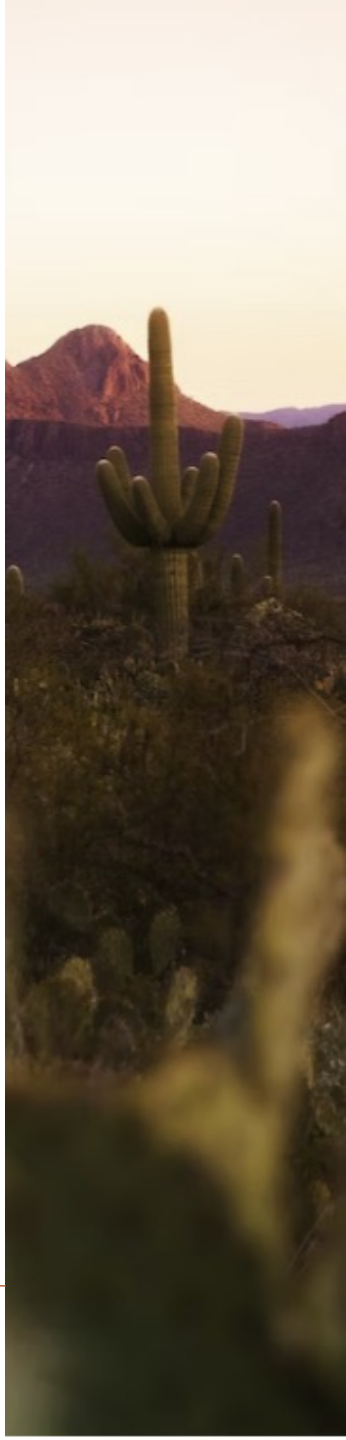
Source: DRV, German Travel Market Analysis 2022



GERMAN TRAVEL MARKET TO ARIZONA.

Why are German Travelers important for Arizona?

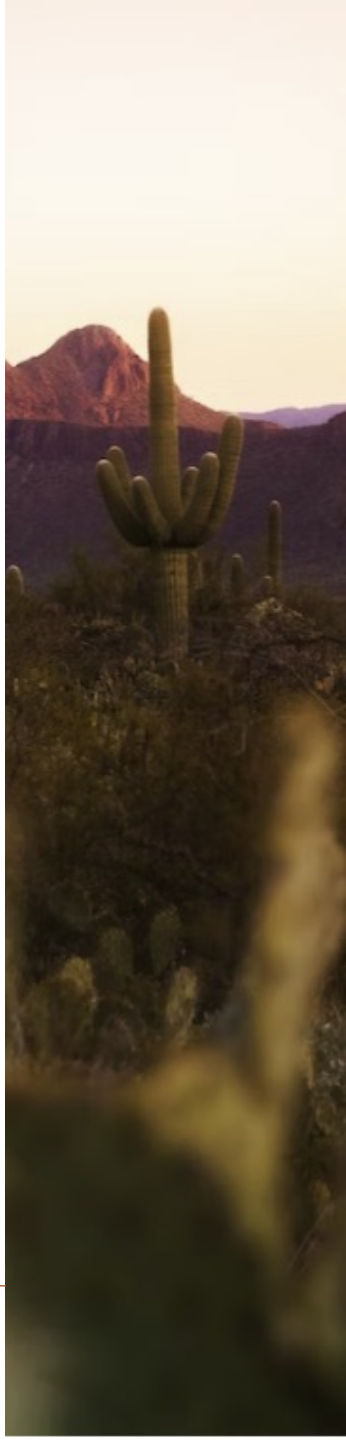
- Germany is the largest overseas source market.
- Germans like the climate in the summertime.
- The U.S. is the most preferred long-haul travel destination for Germans.
- German guests spent 19.5 nights in the U.S. while on vacation and 4.2 nights in Arizona.
- In 2019, 145,400 German travelers visited Arizona.
- In 2019, German visitors spent 206 Million USD while visiting Arizona
- 94% of the German visitors visit Arizona for leisure.



TOURISM TRENDS.

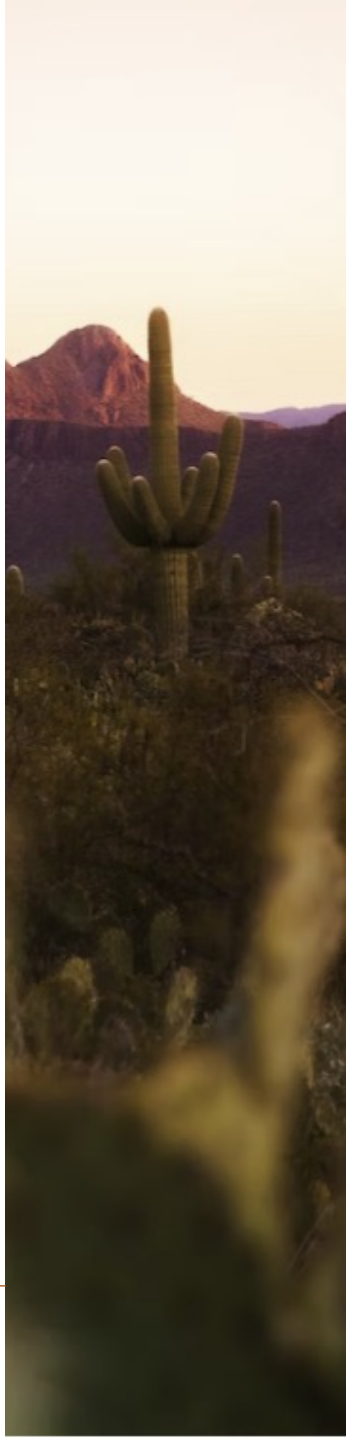
- Travelers think about crises and the economical uncertainties. Despite a general increase of financial sensitivity, travel currently has a high spending priority and a high social significance.
- Travel packages continue to differentiate and will become an even stronger reflection of the personal situation and attitude of travelers. The individualization of the travel experience is based on personal values.
- Key travel trends:
 - Mindfulness
 - Nature experiences
 - Wellness (mental and physical)
 - Sustainability
 - Slow travel
 - Bleisure
 - Authentic experiences
 - Value for money
- The requirements of travelers on travel packages are increasing. In addition to an increasing financial sensitivity, sustainability and individualized travel options, often supported by digital innovations are more relevant.

Source: Trendreport Tourism 2023, Kompetenzzentrum Tourismus des Bundes



CURRENT HEADWINDS.

- Ukraine crisis
- Energy crisis led to increased energy costs (fuel, energy for households etc.)
- High inflation rate
- Recession in Germany
- High airfares to the U.S.
- High hotel room rates and high car rental rates



A desert landscape at sunset. The sun is low on the horizon, casting a warm orange glow. Several saguaro cacti are silhouetted against the sky. A dirt path leads from the foreground into the distance. The sky is filled with wispy clouds.

Thank you!

Please send us all your media information, press kits,
newsletters and story ideas so we can promote your region,
hotel or services:
teamarizona@kaus.eu