



## FY24 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 2/9/2024**

### JANUARY 2024

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***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:** January 23, 2024-January 24,2024  
**Location:** Greater Los Angeles Area  
**Participants:** Participation is open to any Arizona tourism entities.  
**Cost:** \$850 for partner's participation  
**Audience:** European, Chinese & Japanese Tour operators  
**Program Summary:** We will host at least 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

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

## MARCH 2024

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*Easter – March 31, 2024*

### SWANSON'S AMERICAN TRAVEL DAY

**Date:** March 2, 2024  
**Location:** Malmö, 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 4, 2024  
**Locations:** Berlin, Germany  
**AOT Division:** Media Relations  
**Participants:** Open to all statewide DMO partners, CVBs & Chambers  
Website: <https://travmedia.com/imm/>

# ARIZONA

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**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 will not have trade booth presence in 2024.** 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:** February 29 - March 1, 2024

**Location:** Copenhagen

**AOT Division:** Trade & Media

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

# ARIZONA

OFFICE OF TOURISM

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)

## CANADA TRADE MISSION

**Date:** March 18-20, 2024

**Location:** Toronto & Vancouver

**AOT Division:** Trade

**Participants:** AOT Only

**Program Summary:** AOT's trade representatives in Canada, will coordinate a mission in Toronto & Vancouver.

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

## APRIL 2024

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### 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

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

## JUNE 2024

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