

**FY25 WORKING DOCUMENT**

**Trade Shows, Trade & Media Missions, Press Trips 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. The Trade and Media Calendar is subject to change, contingent on budget.*

**as of 6/26/24**

**JULY 2024**

**Independence Day – July 4, 2024**

**AUGUST 2024**

**ESTO – U.S. Travel Association**

**Date:** August 10-13, 2024  
**Location:** Columbus, OH  
**AOT Division:** Trade & Media  
**Participants:** Travel Industry Education – State and City DMO representatives  
**Cost:** ESTO is self-registration. More information at: [esto.ustravel.org](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.

**ARIZONA GOVERNOR’S CONFERENCE ON TOURISM**

**Date:** August 21-23, 2024  
**Location:** JW Marriott Scottsdale Camelback Inn Resort & Spa, Scottsdale, AZ  
**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)



## SEPTEMBER 2024

*Labor Day – September 2, 2024*

### GERMAN MEDIA MISSION

**Date:** September 15-20, 2024  
**Location:** Hamburg and Berlin  
**AOT Division:** Media  
**Participants:** Participation is open to statewide tourism suppliers. Preference will be given to Arizona CVBs, Chambers, and DMOs first  
**Cost:** \$3,500 per DMO / 1 delegate per DMO. Contact AOT if you wish to bring more than one delegate.  
**Program Summary:** AOT's media representative in Germany, Kaus Media, will coordinate media appointments and events in Hamburg and Berlin.  
**AOT Contact:** Media: Marjorie Magnusson, [mmagnusson@tourism.az.gov](mailto:mmagnusson@tourism.az.gov)

### AMERICAN CUP TOUR OPERATOR GOLF INVITATIONAL

**Dates:** September 22-27, 2024  
**Location:** Long Island, NY  
**AOT Division:** Trade  
**Participants:** Participation is open to statewide tourism suppliers, and Destination Sponsors. This event is self-registration, please contact Terry Selk directly (email below)  
**Cost:** \$2,500  
**Audience:** International Travel Trade & Media  
**Program Summary:** An exclusive travel industry event featuring destination learning and networking with 20+ CEOs, MDs, Presidents, Owners, and decision-makers of travel-selling companies around the world. Sponsorships are available directly from Terry Selk, organizer at [americancupgi@gmail.com](mailto:americancupgi@gmail.com)

## OCTOBER 2024

### ROUTE 66 CENTENNIAL INT'L GROUP PRESS TRIP

**Date:** October 11-17, 2024  
**Locations:** Route 66 towns, cities and attractions  
**Audience:** International Travel Writers (one from each market we have representation in including Australia, Canada, France, Germany, Mexico and the UK).  
**Program Summary:** AOT will work with DMO's, suppliers and partners along Route 66 to highlight the Centennial of the Mother Road.

# ARIZONA

OFFICE OF TOURISM

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

## BRAND USA TRAVEL WEEK UK & EUROPE

**Date:** Oct. 21-24, 2024  
**Location:** London, England  
**Participants:** This event is self-registration at <https://thebrandusa.com/travelweek>  
**Cost:** (TBC\*)  
**CoOp Mktg Program:** Cap on Trade \$1,500  
**Audience:** UK & European Tour operators / Media component  
**Program Summary:** 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, the 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)

## 26th AMERICAN INDIGENOUS TOURISM CONFERENCE

**Date:** October 28 - 31, 2024  
**Location:** Paragon Casino Resort, Marksville, LA  
**AOT Division:** American Indian Program  
**Participants:** Participation is open to all Arizona tourism entities.  
**Cost:** Costs vary depending on the level of participation. All registration information is available at <https://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 2024

***Veteran's Day – November 11, 2024***

***Thanksgiving – November 28, 2024***

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## CANADA MEDIA MISSION

**Date:** November 4-8, 2024  
**Location:** Toronto and Vancouver  
**AOT Division:** Media  
**Participants:** Participation is open to statewide tourism suppliers. Preference will be given to Arizona CVBs, Chambers, and DMOs first  
**Cost:** \$2,500 per DMO, / 1 delegate per DMO. Please contact AOT if you wish to bring more than one delegate.  
**Program Summary:** AOT's media representative in Canada, Reach Global, will coordinate a media mission to meet with key media in Toronto and Vancouver  
**AOT Contact:** Marjorie Magnusson, [mmagnusson@tourism.az.gov](mailto:mmagnusson@tourism.az.gov)

## NTA TREX (National Tour Association Travel Exchange)

**Date:** November 17-20, 2024  
**Location:** Huntsville, AL  
**Participants:** Participation is open to 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 the 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. TREX features 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 Tejada, [jtejeda@tourism.az.gov](mailto:jtejeda@tourism.az.gov)

## TRAVEL CLASSICS WEST - Scottsdale

**Date:** November 21-24, 2024  
**Location:** JW Marriott Scottsdale Camelback Inn Resort & Spa, Scottsdale, AZ  
**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 and freelance writers.

AOT will host a **Media Marketplace** with Arizona PR partners on Thursday, November 21st. Local Arizona media as well as Travel Classics writers will be invited to this event. If you would like to participate, please reach out to Kim Todd. [ktodd@tourism.az.gov](mailto:ktodd@tourism.az.gov)

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**Cost:** \$400  
**AOT Contact:** Kim Todd, [ktodd@tourism.az.gov](mailto:ktodd@tourism.az.gov)

## AUSTRALIA TRADE & MEDIA MISSION

**Date:** November 30, 2024 - December 7, 2024  
**Location:** Sydney, Melbourne and Brisbane  
**AOT Division:** Trade and Media  
**Participants:** Participation is open (Trade ONLY) to statewide tourism suppliers. Preference will be given to Arizona CVBs, Chambers, DMOs first  
**Cost:** \$3,500 per DMO / 1 delegate per DMO. Contact AOT if you wish to bring more than one delegate.  
**Program Summary:** AOT and its partners will host trade functions in Sydney, Melbourne and Brisbane to educate the travel trade about Arizona's world-class tourism amenities. Additionally, we will schedule one-on-one appointments with trade. An AOT-only media mission will be conducted simultaneously to meet with key media representatives in these three cities.  
**AOT Contacts:** Trade: Joanna Tejada, [jtejeda@tourism.az.gov](mailto:jtejeda@tourism.az.gov)  
Media: Kim Todd, [ktodd@tourism.az.gov](mailto:ktodd@tourism.az.gov)

## DECEMBER 2024

*Christmas – December 25, 2024*

## GERMAN TRADE MISSION

**Date:** December 2-6, 2024  
**Location:** German cities and Zurich, TBC\*  
**Participants:** Participation is open to statewide tourism suppliers. Preference will be given to Arizona CVBs, Chambers, DMOs first  
**Cost:** \$3,500 per DMO / 1 delegate per DMO. Contact AOT if you wish to bring more than one delegate.  
**CoOp Mktg Program:** TBD  
**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: [jmitchell@tourism.az.gov](mailto:jmitchell@tourism.az.gov)

## ILTM CANNES LUXURY TRAVEL TRADE SHOW (TBC)

**Date:** December 2-5, 2024  
**Location:** Cannes, France  
**Participants:** Participation is open to any Arizona luxury tourism entities.  
**Cost:** TBD  
**Audience:** This event is self-registration at <https://www.iltm.com/cannes/en-gb.html>  
Tour operators / an exclusive collection of luxury travel advisors representing high net-worth travelers.  
**Program Summary:** ILTM Cannes is a sales and marketing opportunity for luxury travel



specialists. The show includes pre-scheduled appointments, educational sessions and networking for the most exclusive travel designers and the world's finest hospitality brands. **\*At this time, AOT will not have a presence at this event.**

**Contact:** Jessica Remington, [jmitchell@tourism.az.gov](mailto:jmitchell@tourism.az.gov)

## JANUARY 2025

*New Year's Day – January 1, 2025*

*Martin Luther King Day – January 20, 2025*

*Chinese New Year – January 29, 2025*

### GO WEST SUMMIT

**Date:** January 6-9, 2025  
**Location:** Palm Springs, CA  
**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:** TBD  
**Audience:** International Travel Trade & Receptive Tour 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)

### IMM TRAVMEDIA DAY NYC

**Date:** January 22-23, 2025 (Summit on the 22nd and appointments on the 23rd)  
**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 has their own table and set of media appointments to meet with top travel journalists, editors and broadcasters to discuss their news, events and developments. This is a networking and relationship-building opportunity and appointments are scheduled in the TravMedia portal. Visit <https://travmedia.com/immusa/> for more info.  
**AOT Contact:** Marjorie Magnusson, [mmagnusson@tourism.az.gov](mailto:mmagnusson@tourism.az.gov)

## FEBRUARY 2025

*President's Day – February 17, 2025*

## MARCH 2025

### IMM BERLIN TRAVMEDIA DAY

**Date:** March 3, 2025

**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 is a self-registering event. Each delegate has their own table and set of media appointments to meet with top travel journalists, editors and broadcasters to discuss their news, events and developments. A single-day networking and relationship-building opportunity. Visit <https://travmedia.com/immgermany> for more info.

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

### ITB BERLIN 2025

**Date:** March 4-6, 2025

**Location:** Berlin, Germany

**Participants:** Open to statewide tourism suppliers (Trade). **AOT Trade booth presence in 2025 TBD, contingent on FY25 Budget\***. For meeting counter self-registration and more information, visit: <https://www.b-for.com/events/itb-berlin>

**Cost:** TBD\*

**CoOp Mktg Program:** TBD

**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.

### UK TRADE & MEDIA MISSION

**Date:** March 24 & 25 (in conjunction with AOT's France Trade and Media Mission)

**Location:** London + Scotland

**AOT Division:** Trade and Media

**Participants:** Participation is open to statewide tourism suppliers. Preference will be

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**Cost:** given to Arizona CVBs, Chambers, DMOs first  
\$1,750 per DMO / 1 delegate per DMO. Contact AOT if you wish to bring more than one delegate.

**Program Summary:** AOT and its partners will host trade & media functions in London and Scotland 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, [ktodd@tourism.az.gov](mailto:ktodd@tourism.az.gov)  
Trade: Jessica Remington, [jmitchell@tourism.az.gov](mailto:jmitchell@tourism.az.gov)

## FRANCE TRADE AND MEDIA MISSION

**Date:** March 26 & 27 (in conjunction with AOT's UK Trade and Media Mission)

**Location:** Paris

**AOT Division:** Trade and Media

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

**Cost:** \$1,750 per DMO / 1 delegate per DMO. Contact AOT if you wish to bring more than one delegate.

**Program Summary:** AOT's trade and media 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 Contacts:** Media: Kim Todd at [ktodd@tourism.az.gov](mailto:ktodd@tourism.az.gov)  
Trade: Jessica Remington, [jmitchell@tourism.az.gov](mailto:jmitchell@tourism.az.gov)

## USA TRAVEL SHOW SCANDINAVIA

**Date:** TBD

**Location:** Copenhagen, DK

**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:** TBD

**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 the U.S. Travel Association. **At this time, AOT will not have a presence at this event.**

**AOT Contact:** Jessica Remington, [jmitchell@tourism.az.gov](mailto:jmitchell@tourism.az.gov)



## APRIL 2025

*Easter - April 20, 2025*

### EASTERN CANADA TRADE SALES MISSION

- Date:** April 7-11, 2025  
**Location:** Toronto & Montreal  
**AOT Division:** Trade  
**Participants:** Participation is open to statewide tourism suppliers. Preference will be given to Arizona CVBs, Chambers, DMOs first  
**Cost:** TBD  
**Program Summary:** AOT's trade representatives in Canada, GMS will coordinate a mission with one-to-one appointments in Toronto & Montreal.  
**AOT Contact:** Joanna Tejada, [jtejeda@tourism.az.gov](mailto:jtejeda@tourism.az.gov)

## MAY 2025

*Memorial Day – May 26, 2025*

## JUNE 2025

### IPW CHICAGO

- Dates:** June 14-18, 2025  
**Location:** Chicago, IL  
**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 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 allows 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 (4 MAX) 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)

## TBD 2025

### LOS ANGELES RECEPTIVE TOUR OPERATOR MISSION

**Date:** TBD  
**Location:** Greater Los Angeles Area  
**Participants:** Participation is open to any Arizona tourism entity.  
**Cost:** TBD  
**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)

### MEXICO TRADE & MEDIA SALES MISSION

**Date:** TBD  
**Location:** TBD  
**AOT Division:** Trade and Media  
**Participants:** AOT Only  
**Program Summary:** AOT's representatives in Mexico, CWW, will coordinate a joint trade & media sales mission with one-to-one appointments, cities TBC\*  
**AOT Contact:** Joanna Tejada at [jtejeda@tourism.az.gov](mailto:jtejeda@tourism.az.gov)