

FY25 WORKING DOCUMENT

as of 8/5/2024

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.*

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

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

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.
CoOp Mktg Program: \$1,750
Program Summary: AOT's media representative in Germany, Kaus Media, will coordinate media appointments and events in Hamburg and Berlin.
AOT Contact: Marjorie Magnusson, 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

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.
AOT contact: Kim Todd at 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
Media: Kim Todd, 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

NOVEMBER 2024

Veteran's Day – November 11, 2024
Thanksgiving – November 28, 2024

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,

ARIZONA

OFFICE OF TOURISM

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

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

Cost: \$400 to participate in Media Marketplace

CoOp Mktg Program: \$200

AOT Contact: Kim Todd, 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.

CoOp Mktg Program: \$1,750

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

Media: Kim Todd, 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:** \$1,750
- 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

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

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: \$1,500

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
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

FEBRUARY 2025

President's Day – February 17, 2025

CANADA MEDIA MISSION

Date: February 24-28, 2025

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.

CoOp Mktg Program: \$1,250

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

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

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*

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 given to Arizona CVBs, Chambers, DMOs first

ARIZONA

OFFICE OF TOURISM

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

CoOp Mktg Program: \$875

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
Trade: Jessica Remington, 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.

CoOp Mktg Program: \$875

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
Trade: Jessica Remington, 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

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: \$2,500
CoOp Mktg Program: \$1,250
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, jtejada@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
CoOp Mktg Program: \$2,500 (Limit up to 4 DMOs MAX)
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
Media: Kim Todd at 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

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