A desert landscape at sunset, featuring a dirt road leading towards the horizon, flanked by saguaro cacti. The sky is filled with soft, golden light from the setting sun, creating a warm and inviting atmosphere. The text is overlaid on this scenic background.

ARIZONA

OFFICE OF TOURISM

Tourism Market Overview

Germany, Austria & Switzerland
FY 2023/24

Kaus Media Services

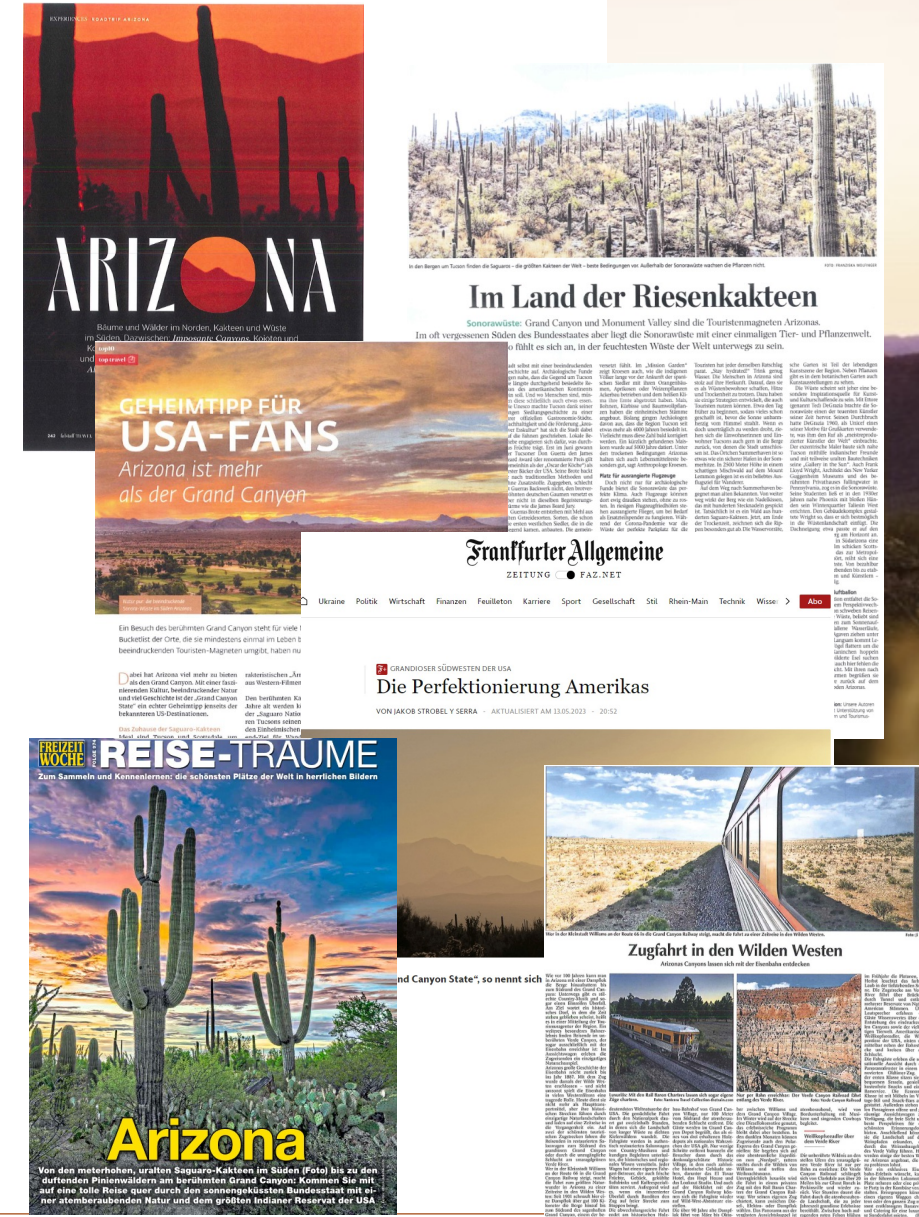
A long, straight asphalt road stretches into the distance under a sunset sky, with iconic desert rock formations in the background. The road is flanked by dry, scrubby vegetation. The sky is a mix of orange, red, and blue, suggesting the time is either dawn or dusk. The rock formations are silhouetted against the bright sky, with some showing a reddish glow from the low sun. The overall scene is a classic desert landscape.

PR Achievements & Accomplishments FY 2023/24

PR ACTIVITIES - OVERVIEW.

Public Relations Activity Highlights in FY 2023/24

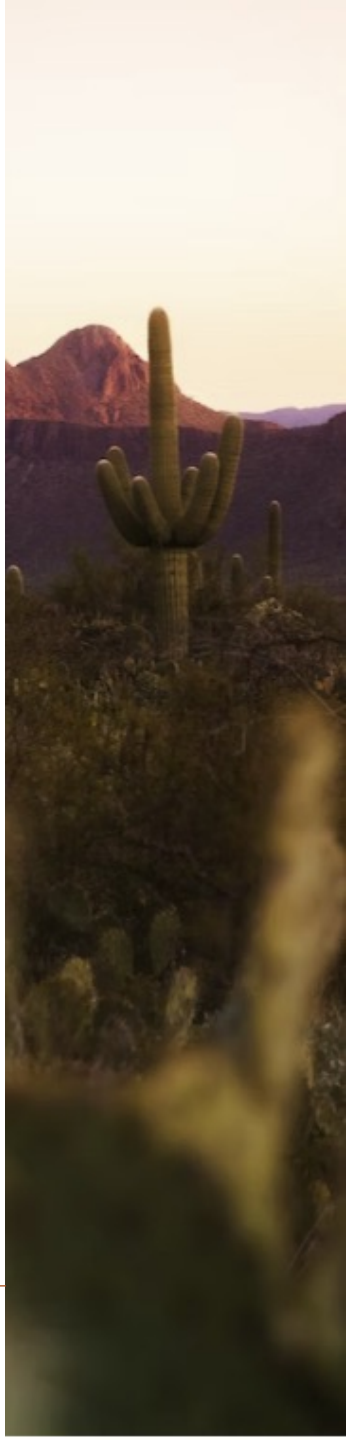
- KMS developed and executed inspirational and informative public relations activities that resulted in a record breaking number of earned media placements in both traditional and online publications.
- We were in continuous contact with targeted media professionals to pitch Arizona story ideas focusing on a broad range of relevant topics including but not limited to Arizona's stunning nature and parks, city attractions, history and historical places, arts and culture, luxury, golf, spas, Arizona wine and culinary stories.
- KMS secured two TV filming crews who visited Arizona for individual fam trips.
- We were able to secure features for Arizona by Germany's newswire network dpa resulting in many articles about the state throughout the country.
- KMS secured several top-tier media professionals who visited Arizona during individual visits.



PR ACTIVITIES - OVERVIEW.

General Public Relations Activities

- Proactive media calls and pitches
- Development of various pitching angles and story ideas in order to generate positive media coverage
- Reactive media assistance and support
- Maintenance of the AOT's German facebook page
- Monthly media monitoring
- Monthly media coverage evaluation and documentation
- Monthly reporting



PRESS RELEASES & NEWSLETTERS.

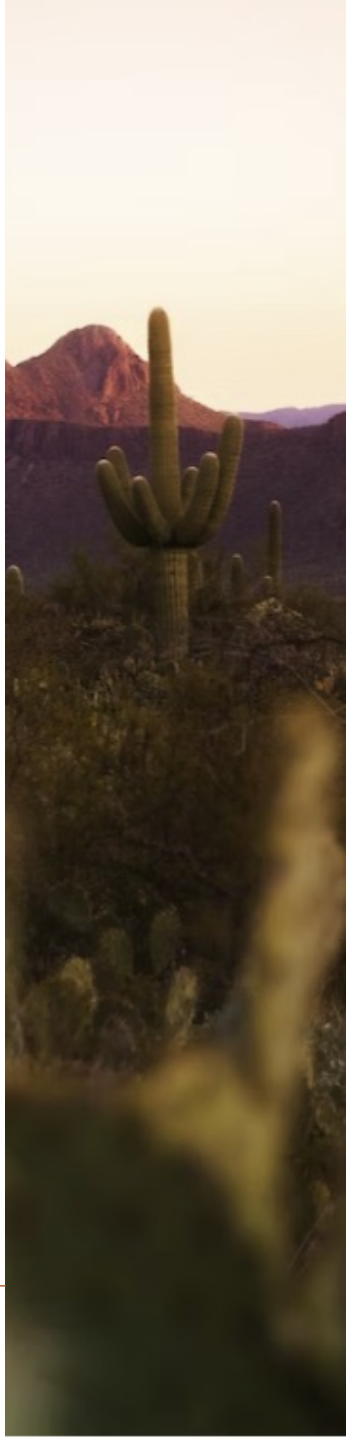
- KMS drafted and distributed a minimum of one Arizona press release per month and distributed it to many travel media professionals in Germany, Austria and Switzerland. The press releases were also distributed via the leading travel media portal TravMedia.com.
- We drafted and distributed four Arizona media newsletters that included a selection of various topics and news from the Grand Canyon State.
- Furthermore, we featured Arizona in nine themed agency press releases to increase the visibility for Arizona in the German-speaking countries.



FAM TRIPS.



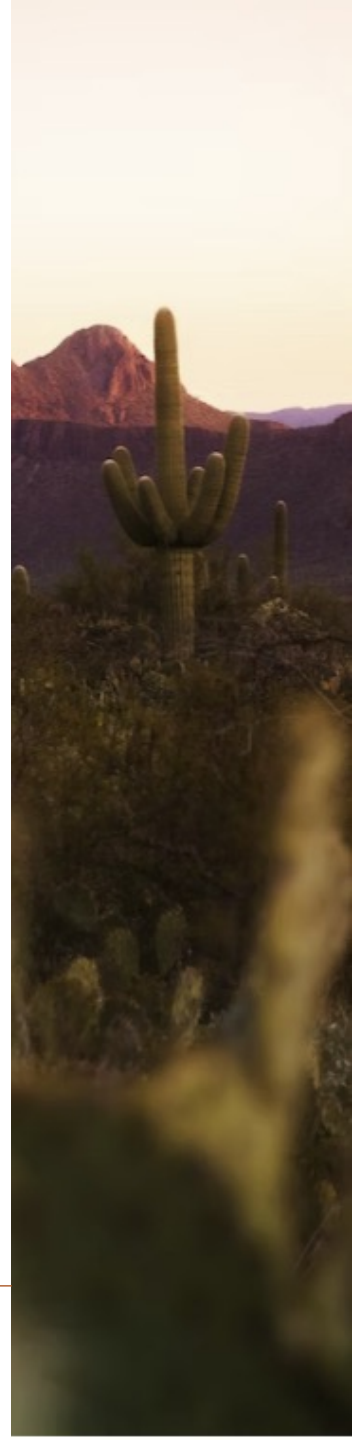
- In cooperation with the AOT we organized media press fam trips for targeted and top-tier media outlets in Germany, Austria and Switzerland to increase media coverage for Arizona.
- The press fam trip included leading print and online media as well as two TV production companies.



MEDIA EVENTS. (I)

Arizona Solo Media Mission

- To secure additional media coverage on Arizona, discuss future fam trip opportunities and to pitch story ideas, KMS organized and completed a two day long media mission to Munich, Germany - one of the leading media centers in the country.
- We met with media professionals from 15 top-tier media outlets at their editorial offices or met them for selected functions.
- During the mission, KMS organized a networking dinner for selected journalists.
- The AOT was represented by its account director Axel Kaus and its account manager Andrea Lammert.



MEDIA EVENTS. (II)

TravMedia's International Media Marketplace 2024

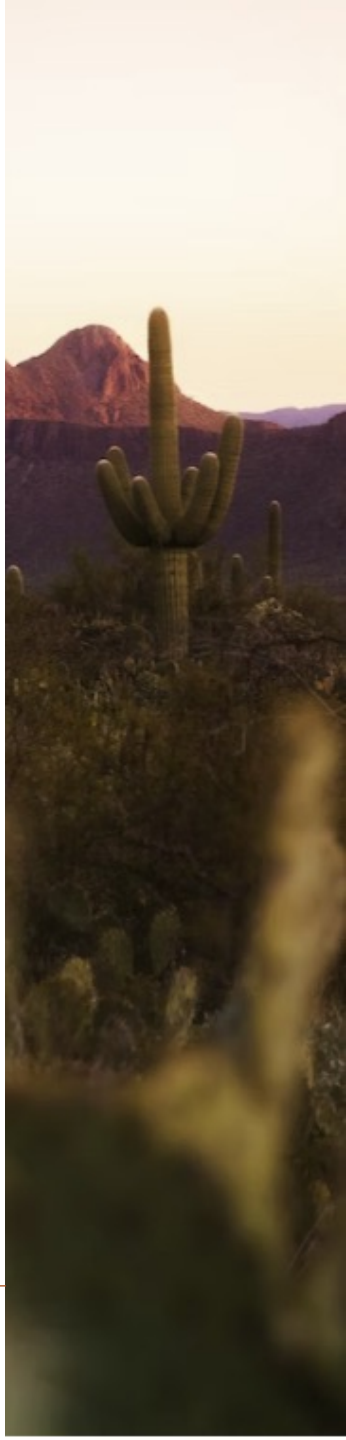
- TravMedia's IMM Germany 2024 continued to be the leading travel media networking event in the German-speaking countries. It took place on March 4, 2024 - the day prior ITB Berlin, the world's leading travel trade show.
- Prior to the one-day event, KMS arranged 21 meeting with top-tier media professionals. We pitched Arizona story ideas, discussed potential media projects and fam trip opportunities.



TOTAL FISCAL YEAR 2023/24.

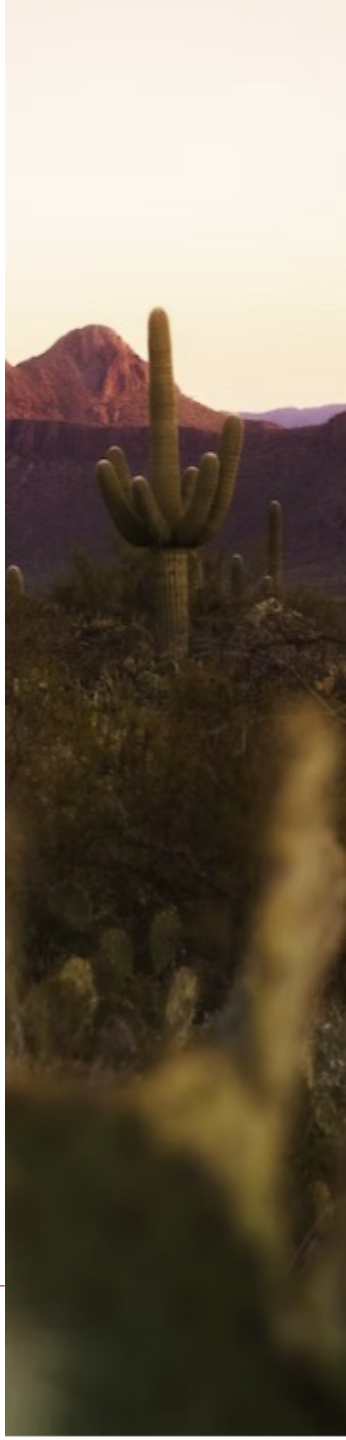
In FY 2023/24, we were able to generate the following record breaking results:

- 574 earned media placements for Arizona (+53% vs. FY 2022/23):
- Total reach: 691,259,644
- Total media value: US\$ 20,677,739
- No. of articles resulting from fams: 50
- No. of articles resulting from newsletters: 334
- Reach resulting from newsletters: 429+ million



IMPORTANCE OF GERMAN TRAVELERS FOR ARIZONA.

- Germany is one of Arizona's largest overseas source markets.
- The U.S. is the leading long-haul travel destinations for Germans.
- German guests spent 25 nights in the U.S. while on vacation and 3.9 nights in Arizona.
- In 2023, 65,900 German travelers visited Arizona vs. 145,400 before the Covid-19 pandemic) It is expected that the pre-pandemic visitor numbers will be reached in 2024.
- German credit card spending ranked #3 in 2022 with 3% of total International Travel Spending in Arizona
- 94% of the German visitors visit Arizona for leisure.
- Germans like the climate in the summertime.



A desert landscape at sunset. The sun is low on the horizon, casting a warm, golden glow over the scene. Several tall saguaro cacti are scattered across the landscape, some in the foreground and some in the distance. A dirt path leads from the bottom right towards the center of the image, where the sun is setting. The sky is filled with soft, wispy clouds, and the overall atmosphere is peaceful and scenic.

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