



FY25 WORKING DOCUMENT (February-June, 2025)

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 2/6/2025

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). 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 + Manchester

AOT Division: Trade and Media

Participants: Participation is open to statewide tourism suppliers. Preference will be given to Arizona CVBs, Chambers, DMOs first

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 Manchester 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

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, jtejeda@tourism.az.gov

ACCENT WEST CONFERENCE

Date: April 22-26, 2025

Location: Mesa

AOT Division: Trade

Participants: Open to statewide tourism suppliers

Cost: \$699

Program Summary: Delegates from around the United States and Canada will travel to Mesa AZ for the 3rd Annual Accent West. Produced by Mid-Atlantic Receptive Services (MARS) and hosted by Visit Mesa, the conference will better acquaint tour operators with destinations, hotels, attractions, and restaurants in the region. Speakers, brainstorming, itinerary planning, networking activities, a trade show and local area touring are among the activities offered to delegates.

AOT Contact: Deanna Nunemacher, dnunemacher@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 Tejeda at jtejeda@tourism.az.gov

Media: Kim Todd at ktodd@tourism.az.gov