



## FY27 WORKING DOCUMENT (July 2026 - June 2027)

### Trade Shows, Trade & Media Missions, and Events

*As of March 13, 2026*

*\*\*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.*

*\*All prices quoted are subject to adjustment based on currency exchange rate fluctuations. Price adjustments will be communicated at least 30 days in advance.*

## JULY 2026

*Independence Day – July 4, 2026*

## AUGUST 2026

### ARIZONA GOVERNOR'S CONFERENCE ON TOURISM

**Date:** August 12-14, 2026  
**Location:** Tucson  
**AOT Division:** All divisions  
**Participants:** Open to all industry partners  
**Cost:** \$400.00 (early bird; \$500 after May 2)  
**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)

### ESTO – U.S. TRAVEL ASSOCIATION

**Date:** August 24-26, 2026  
**Location:** Philadelphia, PA  
**AOT Division:** Trade & Media  
**Participants:** Travel Industry Education – State and City DMO representatives  
**Cost:** ESTO is self-registration. More information at: [esto.ustravel.org](http://esto.ustravel.org)  
**Program Summary:** ESTO (Educational Seminar for Tourism Organizations) is the premier annual learning and knowledge-sharing forum for destination marketing professionals.

## SEPTEMBER 2026

*Labor Day – September 7, 2026*

### BRAND USA TRAVEL WEEK UK & EUROPE

**Date:** September 28 - October 1, 2026

**Location:** Amsterdam  
**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: Melina Conroy, [mconroy@tourism.az.gov](mailto:mconroy@tourism.az.gov)  
Media: Kim Todd, [ktodd@tourism.az.gov](mailto:ktodd@tourism.az.gov)

## OCTOBER 2026

### MEXICO TRADE & MEDIA MISSION

**Date:** October 2026 (Dates TBD)  
**Location:** Mexico City and Monterrey  
**AOT Division:** Trade and Media  
**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  
**Program Summary:** AOT and its partners will host trade & media functions in Monterrey and Mexico City 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 at [ktodd@tourism.az.gov](mailto:ktodd@tourism.az.gov)  
Trade: Joanna Tejeda at [jtejeda@tourism.az.gov](mailto:jtejeda@tourism.az.gov)

### 28TH AMERICAN INDIGENOUS TOURISM CONFERENCE

**Date:** October 19-22, 2026  
**Location:** Tulalip Resort Casino in Tulalip, Washington  
**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://www.aianta.org/aitc/> or call 505-724-3592 for more information. This conference will be offered in rural co-op for up to 6 individuals and is self-registration.  
**Audience:** U.S. and Arizona Tourism partners and Tribal entities 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 2025

*Veteran's Day – November 11, 2026*

*Thanksgiving – November 26, 2026*

### TRAVEL CLASSICS WEST

**Date:** November 5-8, 2026  
**Location:** Santa Fe, New Mexico  
**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 Contact:** Kim Todd, [ktodd@tourism.az.gov](mailto:ktodd@tourism.az.gov)

### **TAIWAN TRADE AND MEDIA MISSION**

**Date:** November 16-20, 2026  
**Location:** Taipei (Trade and Media), Taichung and Kaohsiung (Trade only)  
**AOT Division:** Trade and Media  
**Participants:** Open to all statewide DMO partners, CVBs & Chambers  
**Cost:** \$3,500 per DMO / 1 delegate per DMO. Contact AOT if you wish to bring more than one delegate (Trade).  
\*Media cost (Taipei only) is \$1,750  
**CoOp Mktg Program:** \$1,750 (Trade) / \$875 (Media)  
**Program Summary:** AOT's trade and media representative in Taiwan, AVIAREPS, will coordinate a joint trade and media event along with one-on-one appointments with Taiwanese travel trade and media/influencers in Taipei. Trade will also have meetings and/or events in the cities of Taichung and Kaohsiung.  
**AOT Contacts:** Media: Kim Todd at [ktodd@tourism.az.gov](mailto:ktodd@tourism.az.gov)  
Trade: Joanna Tejada at [jtejeda@tourism.az.gov](mailto:jtejeda@tourism.az.gov)

## **DECEMBER 2026**

*Christmas – December 25, 2026*

### **GERMAN MEDIA MISSION**

**Date:** December 7-10, 2026  
**Location:** Hamburg and Vienna  
**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 media functions and appointments in Hamburg and Vienna to educate media about Arizona's world-class tourism amenities.  
**AOT Contacts:** Marjorie Magnusson e: [mmagnusson@tourism.az.gov](mailto:mmagnusson@tourism.az.gov)

### **GERMAN TRADE MISSION**

**Date:** December, 2026 (Dates TBD)  
**Location:** Hamburg, Hanover, Berlin, Frankfurt  
**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 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:** Joanna Tejada: [jtejeda@tourism.az.gov](mailto:jtejeda@tourism.az.gov)

## JANUARY 2027

*New Year's Day – January 1, 2027*

*Martin Luther King Day – January 18, 2027*

### IMM TRAVMEDIA DAY NYC

**Date:** January XXX, 2027 (Summit on the 1st day and appointments on the 2nd day)

**Location:** New York City

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

**AOT Division:** Media Relations

**Cost:** Varies based on membership / Self registration is required

**CoOp Mktg Program:** \$TBD

**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 2027

*President's Day – February 15, 2027*

*Chinese New Year – February 7, 2027*

### CANADA MEDIA MISSION

**Date:** February XXX, 2027

**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:** \$3,500 per DMO, / 1 delegate per DMO. Please contact AOT if you wish to bring more than one delegate.

**CoOp Mktg Program:** \$1,750

**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)

### VUSA AUSTRALIA EXPO WEEK

**Date:** February, 2027

**Location:** Brisbane, Melbourne, Sydney

**AOT Division:** Trade

**Participants:** Self-Registration – open to any Arizona Tourism Supplier

**Info:** <https://visitusa.org.au/visit-usa-events/>

**Cost:** \$5,500

**CoOp Mktg Program:** \$1,500 cap

**Program Summary:** The ultimate travel expo for agents, featuring over 60 US exhibitors showcasing iconic

destinations, hotels, cruises, experiences, and more.

**AOT Contacts:** Melina Conroy, [mconroy@tourism.az.gov](mailto:mconroy@tourism.az.gov)

## **BUSA AUSTRALIA B2B DAY**

**Date:** February, 2027

**Location:** Sydney

**AOT Division:** Trade

**Participants:** Self-Registration – open to any Arizona Tourism Supplier

**Info:** <https://www.thebrandusa.com/events/all/australia-b2b-day>

**Cost:** TBD (waiting for BUSA to publish fee for 2026)

**CoOp Mktg Program:** up to \$750

**Program Summary:** The B2B sessions are an excellent opportunity to have one-on-one meetings with major decision makers: wholesalers, cruise operators and incentive companies in one venue. Buyers will be invited to attend from New Zealand as well as major cities throughout Australia.

**AOT Contacts:** Melina Conroy, [mconroy@tourism.az.gov](mailto:mconroy@tourism.az.gov)

## **MARCH 2027**

*Easter - March 29, 2027*

### **IMM BERLIN TRAVMEDIA DAY**

**Date:** March XX, 2027

**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 2027**

**Date:** March 9-7, 2027

**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.

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

## **APRIL 2027**

### **GO WEST SUMMIT**

**Date:** TBD 2027  
**Location:** XXX,  
**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:** Go West Summit delivers a strategic, all-in-one experience designed to drive business deals, connections and industry insight. Through multi-day Marketplace sessions, Western U.S. and Canadian suppliers meet with global tour operators for one-on-one meetings that foster lasting partnerships. Combining the scale of a large event with the personalized feel of a smaller gathering, and backed by nearly 40 years of industry leadership, Go West offers high value as a premier tourism event focused on relationship building, opportunity and inspiration.  
**AOT Contacts:** Joanna Tejada at [jtejeda@tourism.az.gov](mailto:jtejeda@tourism.az.gov)

### UK TRADE & MEDIA MISSION

**Date:** April 19-20, 2027 (in conjunction with AOT's France Trade and Media Mission)  
**Location:** London + Dublin  
**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 per mission. \$3,500 per delegate to attend both UK and France missions.\*Cost does not include travel expenses or shipping.  
**CoOp Mktg Program:** \$875 per mission  
**Program Summary:** AOT and its partners will host trade & media functions in London and Dublin to educate the travel trade and media 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: Melina Conroy, [mconroy@tourism.az.gov](mailto:mconroy@tourism.az.gov)

### FRANCE TRADE AND MEDIA MISSION

**Date:** April 21-22, 2027 (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 per mission. \$3,500 per delegate to attend both UK and France missions.\*Cost does not include travel expenses or shipping.  
**CoOp Mktg Program:** \$875 per mission  
**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: Melina Conroy, [mconroy@tourism.az.gov](mailto:mconroy@tourism.az.gov)

### CANADA TRADE SALES MISSION

**Date:** April XX, 2027  
**Location:** TBD  
**AOT Division:** Trade

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

**Cost:** \$3,500

**CoOp Mktg Program:** \$1,750

**Program Summary:** AOT's trade representatives in Canada, GMS, will coordinate a sales mission with one-on-one appointments and evening networking events in select cities in Canada.

**AOT Contact:** Deanna Nunemacher, [dnunemacher@tourism.az.gov](mailto:dnunemacher@tourism.az.gov)

## MAY 2027

*Memorial Day – May 31, 2027*

### IPW NEW ORLEANS

**Dates:** May 2-6, 2027

**Location:** New Orleans, LA

**AOT Division:** Trade & Media

**Participants:** Participation is open to anyone in the tourism industry. Visit <https://www.ipw.com/> 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](mailto:jtejeda@tourism.az.gov)  
Media: Kim Todd at [ktodd@tourism.az.gov](mailto:ktodd@tourism.az.gov)

## JUNE 2027