



## MARKETING PLAN AND PROGRAMS GUIDE

Fiscal Year 2008



# Table of Contents

## **Letter from the Director...2**

## **Mission, Vision, Values, Core Strategies...3**

## **Industry Trends...4**

## **Division Overviews...8**

- Research and Strategic Planning...8
- Advertising and Fulfillment...8
- Travel Industry Marketing...8
- Media Relations and Communications...8
- Tourism Education and Development...8

## **Programs...9**

- Research & Strategic Planning...9
  - Ongoing Research Studies Available in FY08
  - Special Studies that Support AOT's Goals and Initiatives
- Advertising...10-15
  - Branding...10
  - Advertising Campaign...10
  - Long Haul Marketing...10-11
    - Target Cities Campaign...10
    - International Marketing...11
      - Canada...11
      - Mexico...11
      - United Kingdom...11
  - Short Haul Marketing...11-12
    - Instate & Regional Advertising...12
  - Interactive Marketing...13
  - Sponsorships & Promotions...13-14

- Fulfillment...13-14
  - Publications...14
  - Distribute Marketing Material in AOT
  - Travel Packets...14
- Data Analysis and Tracking Inquiries...14
- Trade Shows and Sales and Media Missions...15-26
- Native American Tourism Marketing...27

## **Cooperative Marketing...28**

## **Database Marketing...29**

## **Tourism Education and Development...30-32**

- ACERT...30
- Visitor Services...30
- Workshops...30
- Grants...31
- How To Work With Us...32

## **Staff Directory...33-35**



## Letter from the Director

Dear Tourism and Hospitality Partners:

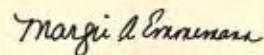
We are pleased to present the Arizona Office of Tourism's (AOT) FY 2008 Marketing Plan and Programs Guide (MPPG). The MPPG is designed to provide an overview of industry trends in the coming year and an outline of how AOT's marketing activities will be aligned with these dynamic trends. This online version of the MPPG will be continually updated as new programs and activities are solidified. By posting this document, AOT is providing you with an opportunity to look ahead at what we have planned for the next year and to use this as a resource as you begin to outline your program of work.

As the leader in Arizona's tourism industry, AOT is committed to building the brand architecture that will define the Grand Canyon State as a premier travel destination. AOT's goal is to provide our constituents with the tools and opportunities to take this information and develop strategic marketing plans that capitalize on the state's efforts but also meet the specific needs of a destination or organization. We have a common goal of attracting high-value visitors to Arizona. By developing cohesive and complementary marketing plans, the state's tourism industry will continue to thrive.

Research is the foundation of everything we do at AOT, and we are dedicated to achieving the maximum return on investment for every marketing dollar spent. The research we conduct is the backbone of the programs and activities orchestrated by our marketing divisions. Every aspect of the MPPG is based on information gathered from tourism industry trends and research studies so that AOT can more precisely target the visitor that will have the most significant economic impact on the state.

I encourage you to read through this plan and check back to [www.azot.gov](http://www.azot.gov) for updates regularly. We look forward to embarking on another incredible year of promoting the Grand Canyon State and we would like to thank our partners around the state for being part of this exciting effort.

Sincerely,



Margie A. Emmermann  
Director, Arizona Office of Tourism

# Mission, Vision, Values, Core Strategies

## **AOT Mission**

The Arizona Office of Tourism enhances the state economy and the quality of life for all Arizonans by expanding travel activity and increasing related revenues through tourism promotion and development.

**AOT Vision** - Lead the way in branding Arizona.

## **AOT Values**

**INTEGRITY.** We will always, to the best of our ability, honor our commitments and carry out our work according to the highest personal and professional standards.

**INNOVATION.** We will be on the leading edge of our industry—using the latest research, marketing techniques, and technology to emerge as a leader in our field.

**ACCOUNTABILITY.** We are responsible to the people of Arizona for the effective, efficient, and appropriate use of our resources. We are committed to being good stewards of these resources.

**QUALITY.** We will strive to make every product, service, and interaction the best it can be.

**CUSTOMER SERVICE.** We highly value our customers. We will listen to them, be responsive to their needs and preferences, do our best to provide them with service that exceeds their expectations, and share our passion for Arizona with them.

**RESPECT.** We will demonstrate respect for each other, for our state, its lands and its people.

## **Core Strategies**

**PEOPLE.** Recognize, reward and value our people as our key assets.

**RESEARCH.** Enhance research capabilities as the foundation for understanding and reaching targeted visitors and maximizing the return on investment.

**EDUCATION.** Educate constituents in traditional and innovative methodologies to maximize economic impact through tourism.

**PRODUCT DEVELOPMENT.** Facilitate and enhance product development by providing technical assistance, education and resources for communities.

**PROMOTION.** Market the full Arizona experience through a unified message on a global scale.

## Travel Trends and the Effect on Arizona Tourism

### Barriers to International Visitation

Although overseas travel to the U.S. has been slowly recovering since the rapid decline after September 11, many experts predict this growth could be curbed by the country's unpopular entry process and increased competition from destinations with easier entry procedures and less controversial political landscapes. A survey funded by the Discover America Partnership found that nearly 40 percent of surveyed foreign travelers thought the U.S. entry process was the worst, and provides the "worst experience" for acquiring a visa. In addition, the U.S. Department of Commerce is predicting that a majority of visitor growth from the international markets will come from Canada and Mexico, countries that will continue to be greatly impacted by the Western Hemisphere Travel Initiative (WHTI). The first part of the WHTI went into effect in January 2007, requiring anyone entering the U.S. by plane from Canada and Mexico to have a passport, and a similar regulation for land border crossings will be enacted in 2009.

AOT will continue to have a seat at the table for dialogue with the Discover America Partnership ([www.poweroftravel.org](http://www.poweroftravel.org)), as they embark on their mission to strengthen the image of America around the globe. As potential challenges and hurdles to increasing international visitation are on the rise, AOT is committed to remaining competitive in targeted international markets by increasing funding for consumer advertising and seeking out new opportunities to reach the travel trade and media.

### Adventure Travel

While the definition of "adventure travel" continues to evolve, it still remains as one of the buzz words that always rises to the top in the travel industry. In the past, adventure travel was viewed as "roughing it" with basic accommodations and services. Today, adventure travel incorporates an element of this rustic nature, but the fundamentals have changed

so that the ideal adventure vacation is one that includes authentic learning experiences and a variety of activities for different abilities and interests. Accommodations no longer have to be bare bones, as adventure travelers are looking for something a little more upscale. The basic idea is that people are looking for their adventure to be mixed with a little luxury.

The demographic of the adventure traveler is also shifting, as women now make up the majority of adventure travelers worldwide, according to the first annual 2006 Adventure Travel Industry Survey, Practices and Trends, released by the Adventure Travel Trade Association (ATTA). In addition, 41-60 year olds comprise the highest participating age group in adventure travel and the average land cost for an adventure travel trip is \$2,122, further proving that adventure travel has moved way beyond camping and tents.

Arizona is extremely well positioned to meet the needs of the "new" adventure traveler with our dynamic mix of recreational opportunities and luxury amenities. AOT is engaging in partnerships with Arizona State Parks and the Arizona Trail in FY08 to develop new and innovative programs and products that will appeal to this valuable market.

### International Air Service

Maintaining the current international air service into Arizona is a critical component of increasing international visitation, and proving the success of the existing service is the conduit to acquiring new flights. In the increasingly competitive global market, airlines have the opportunity to land their planes almost anywhere in the world, and they are only going to continue routes that are profitable to their bottom line. If a route is not performing well, an airline will not hesitate to pull the flight and it is often years before that route will ever be considered again. Many destinations falter by focusing too much on acquiring new international flights instead of supporting the existing flights that are bringing in international visitors everyday.

## Industry Trends



AOT works closely with the airports and airlines to support their efforts in promoting flights to Arizona. This has worked extremely well in the Canadian market, where the number of flights has significantly increased in the last few years. WestJet is one of Canada's most popular airlines and the expansion of their service into Arizona in conjunction with coordinated efforts from Arizona's tourism community. WestJet is expected to announce new Arizona routes in FY08 and AOT will continue to put the resources behind making these flights successful.

It has been statistically proven that airline service from the interior of Mexico is crucial to maintaining visitation numbers from this market. US Airways and Aeromexico currently offer nonstop service from Mexico City to Arizona and AOT has made a commitment to work with these airlines to maintain these extremely important routes. For more than 10 years, British Airways has operated a nonstop flight between Phoenix and London and AOT's support of this route has increased as budgets have allowed. For the last three years, AOT has partnered with British Airways on a consumer marketing campaign, which has garnered tremendous results.

#### **Shifting Perceptions & Quality of Life Messaging**

Tourism is not an isolated industry, it is intertwined with the other industries that keep Arizona's economy moving forward and it is the glue that holds together many pieces of Arizona's economic picture. In order for the tourism industry to be recognized as a vital component of Arizona's economy, the industry must align itself with the business community to shift perceptions about Arizona as both a leisure travel destination and a place to conduct business.

Business development and attraction is a key component to the future of the State's economy. AOT is committed to making the tourism industry a driving force in establishing the "quality of life" message and amenities that are necessary to make Arizona an attractive place to work and live. By

partnering with the Arizona Department of Commerce, AOT laid the groundwork for shifting perceptions about Arizona and will expand on this partnership in FY08. "Vibrant Variety and Endless Opportunities" is the key message in this campaign. Events such as Super Bowl XLII in Arizona are the ideal platform for spreading this message to the tourism and business communities that will be watching the Grand Canyon State take center stage during this international event.

#### **In-State Travel**

As Arizona's population continues to grow at a record-breaking pace and new residents are flooding into the state, the opportunities for in-state travel will increase. Arizona residents have always been the primary source of visitation within the state, but as people are leaving other states for the moderate climate and low cost of living in Arizona, there will be an entirely new group of potential travelers for destinations around the state to target.

Weekend getaways are also growing in popularity, with 225 million trips taken last year, an increase of more than 10 percent according to the Travel Industry Association of America's U.S. Domestic Leisure Travel Report. Because Arizona is such a geographically large and diverse state, this is also an incredible opportunity to capitalize on the increasing number of in-state residents.

Last year, AOT launched a new regional and in-state marketing program, which features an individual marketing plan, Web site and fulfillment pieces for each of the four regions of the state outside of the Phoenix metropolitan area. In-state visitation is the driving force in many of these community's economies. This program took into account each region's seasonality, destination drivers and other important factors. AOT will build upon this successful program in FY08, with the ultimate goal of driving visitation to these regions in their shoulder seasons from both in-state residents and regional markets.

## Industry Trends



### Baby Boomer Market

There are no signs that the lucrative Baby Boomer market will be tapering off any time soon. In fact, research shows that the travel industry will see a remarkable growth in the leisure segment over the next 18 years as more and more Boomers have the freedom and time to spend money more frequently. Although the importance of marketing to Boomers remains the way in which destinations go about attracting this market segment will need to evolve as they continue to mature. For instance, adventure travel among Boomers will experience a tremendous increase, but there will be a significant distinction between those who want to experience active adventures versus those who want a more passive adventures.

Because this market segment tends to stay longer and spend more, AOT will continue to focus the bulk of its long haul marketing efforts on attracting both Boomer Families and Empty Nesters. The goal of AOT's long haul marketing campaign is to grow "value visitation" with a focus on increasing the overall spending of our extremely targeted demographic instead of trying to grow the volume of a less targeted demographic. The Target Cities campaign accomplishes this goal by focusing on the cities of Chicago, Minneapolis, Seattle and New York and pinpointing our messaging to the most valuable potential visitor.

### Increased Competition

States like California, Florida, Colorado and Hawaii have always been in Arizona's competitive set for visitors. But, as more destinations around the world become more accessible to travelers, the scope of the competition becomes much more global. Experts predict that destinations in eastern Europe like Croatia, Poland and even Albania will keep European travel growing at a rapid rate. U.S. carriers are expanding their routes into Asia, Africa and South America, giving Americans a world of destinations to choose from. Arizona's competition isn't strictly land-based either, as research shows that demand for cruises is on the rise, as

well as the number of ships. As of right now, about 17 percent of the American public has taken cruises and that number is expected to jump to 30 percent within 10 years. Cruise lines are also aggressively targeting the lucrative Baby Boomer market.

In a sea of competition, you have to make yourself stand out, and that is how AOT intends to maintain Arizona's future market share of the travel industry. **Competition for visitor dollars is at an all time high and Arizona is one out of only seven states in the top 25 to increase its market share of domestic traveler spending.** AOT will continue to develop new and innovative ways to entice travelers to visit the Grand Canyon State and give them reasons to keep coming back to explore new parts of the State. Arizona's diversity is a key advantage in staying ahead of the competition, and this diversity will be positioned through our brand promise of "Inspiring Unforgettable Southwest Moments."

### Niche / Connoisseur Travel

The explosion of wine tourism over the last 10 years has brought to light the fact that travelers are no longer looking for the "something for everyone" experience. Whether they are passionate about history, cuisine, architecture, or a variety of other niches, travelers want to spend their vacation days immersed in these activities as opposed to getting a general destination overview. These are extremely well-educated travelers that spend time researching before they go to a destination so they can map out the activities and programs that will feed their appetite for more knowledge on their chosen subject.

In order to meet the needs of the "Connoisseur Traveler," AOT is seeking out the niches in which Arizona has a competitive edge and marketing those assets to appeal to those that are experts in the topic. The Official State Visitors Guide and AOT's consumer Web site ([www.arizonaguide.com](http://www.arizonaguide.com)) still give a general destination overview, but now offer in-depth articles on niche topics such as culinary, adventure

## Industry Trends



tourism, birding, architecture and Native American culture. In addition, AOT uses the added value opportunities earned through its paid advertising plan to place advertorials in niche publications that delve deep into one particular subject highlighting an experience as opposed to trying to sell Arizona as “something for everyone.”

### **Technology**

Technology and innovation will continue to be a major influence on the travel industry, especially with the exponential growth of the Internet, wireless communications and broadband online access. AOT remains on the forefront of technology not only for constituents with the business-to-business Web site [www.azot.gov](http://www.azot.gov), but for the consumer Web site, [www.arizonaguide.com](http://www.arizonaguide.com). New innovations such as integrated rich media content, electronic visitor guides and updated search tools on [www.arizonaguide.com](http://www.arizonaguide.com) will allow a new and more dynamic presentation of Arizona. For travel industry professionals, AOT's new educational outreach program, Arizona Tourism University, will expand to offer online training and e-learning courses throughout the state to help educate the numerous travel agents who promote Arizona on a daily basis. As technology expands and evolves, whether it is online, wireless or via a Visitor Information Center kiosk, AOT is well-positioned to apply the latest innovations to further encourage travel to the Grand Canyon State.

### **Package Travel & Travel Agents**

As a vital part of the tourism industry, tour operators and travel agents have to constantly redefine their roles within the industry to adapt to the trends listed above. As consumer interests and travel patterns shift, the tour operators and travel agents have to shift the product they are selling in order to remain competitive. In the packaged travel industry, passengers are no longer content to just sit on a bus and watch everything go by. They want to take part in the experience and learn more about the destination instead of just receiving a generic overview.

To adapt to this shift in travel patterns, tour operators have slowed down their itineraries to allow for more in-depth visitation at a particular site and added more free time for individual exploration. As culinary tourism is on the rise, operators are also including more indigenous and upscale food offerings, making food an experience instead of a necessity. As travelers are seeking out this more individual experience, tour operators are moving away from the traditional motor coach and offering more small group and individual travel options. In the travel agent's world, the key to staying in business in today's travel industry is specialization. In order to maintain profitability and stay open for business, travel agents must become specialists in a particular destination, mode of travel (i.e. cruising) or type of travel (i.e. adventure). Consumers are willing to pay a premium for the expertise of these agents in arranging complicated itineraries.

AOT is also modifying its approach in working with tour operators and travel agents to give them the necessary information and assistance to effectively sell Arizona product to their customers. For instance, AOT is developing more experiential itineraries for tour operators, delving more into a particular subject as opposed to giving a basic destination overview. In addition, AOT is also focusing its efforts on travel agents that specialize in something that Arizona offers. As opposed to reaching out to an agent that only sells high-end villas in Italy, AOT's efforts are targeting those agents that specialize in golf vacations, adventure travel and other key destination drivers.

## Industry Trends



A photograph of a person standing on a tall, narrow rock formation at sunset. The person is wearing a red shirt and dark shorts. The rock formation is composed of stacked, rounded boulders. The sky is a mix of blue and orange, and the overall scene is illuminated by the warm light of the setting sun.

## Division Overviews

### **Research and Strategic Planning**

The Research division is based on the Three Es: Educate, Execute and Evaluate. Through these methods, the division drives the strategic goals of AOT and continually refines AOT's research capabilities through the use of technology to better understand and reach targeted visitors, with an overall goal of achieving the maximum return on investment. The division monitors tourism indicators, acting as a clearinghouse for tourism data in order to enhance marketing efforts and evaluate performance in reaching goals and objectives. Results of on-going and special research studies are available on [www.azot.gov](http://www.azot.gov). AOT's internal Strategic Plan is also produced and managed under this division.

### **Advertising and Fulfillment**

In order to implement AOT's strategic goals, the Advertising and Fulfillment division works to create a positive brand image for Arizona through a comprehensive schedule of advertising aimed at stimulating interest and motivation levels of potential travelers in key target markets and customer segments. The division also strives to convert 'leads' or consumer inquiries generated by the advertising program into actual Arizona visitors in an efficient customer-oriented manner and fulfills requests for travel planning assistance, provides travel planning materials, provides travel planning materials, e-newsletters and correspondence to consumers and maintains comprehensive, informative Web sites to encourage extended visits to Arizona. In addition, the division is responsible for administering the Proposition 302 Maricopa County Grant, which is available to destination marketing organizations (DMO) within Maricopa County. The grant program provides funding for tourism marketing activities such as advertising, public relations and travel industry marketing.

### **Travel Industry Marketing**

The Travel Industry Marketing division helps increase the state's share in the tourism marketplace by assisting tour operators and travel agents in developing new and/or expanding existing tour and travel programs. The division also assists Arizona destination marketing organizations and tourism suppliers

in their efforts to target the travel trade. As part of AOT's effort to assist and motivate tour operators and travel agents to create and market group and individual tour packages throughout Arizona, division representatives attend trade shows, coordinate sales missions, conduct familiarization tours and fulfill collateral requests. In addition, the division provides follow-up assistance to tour operators to help facilitate the development of travel packages.

### **Media Relations and Communications**

The Media Relations division conducts programs to position Arizona as a premier travel destination by generating positive media coverage in the state's domestic and international markets. By promoting Arizona through the use of media and promotional programs, AOT is able to reach its target audience with an objective third-person message. The division works with qualified domestic and international journalists to produce compelling stories about Arizona that persuade our targeted visitors to travel to the Grand Canyon State. The division also produces public relations materials; represents Arizona at trade shows, media missions, and events; produces AOT's annual report and Marketing Plan; and works with the Public Relations Round Table, which meets quarterly to offer opportunities for Arizona tourism professionals to share ideas, success stories and media relations tactics.

### **Tourism Education and Development**

The Tourism Education and Development division works to strengthen AOT's partnerships throughout the state in order to enhance tourism promotion and development. The division also develops and executes educational and customer service programs designed to enable tourism organizations and Native American tribes around the state to attract visitors and provide them with a quality experience. The Tourism Education and Development Division oversees the agency's grant programs, including Teamwork for Effective Arizona Marketing (TEAM), Rural Tourism Development, and Information Center Enhancement (ICE) is responsible for operating the Painted Cliffs Welcome Center and other visitor service and educational programs.

# Programs

## Research & Strategic Planning

### Research & Strategic Planning

#### On-going research studies available in FY08:

- Annual Visitation: AOT prepares profiles for domestic and international visitors, including age, income, origin, travel behaviors (length of stay, spending, party composition) and where the visitors go in Arizona. In-depth international profiles are produced for Japan, Germany, UK, Mexico, France, Australia, and Canada. Visitor profiles also include a full study detailing the economic impact of the direct spending of these visitors as it generates jobs, earnings and taxes for the Arizona economy.
- Monthly tourism indicators: In order to capture the pulse of the industry on a monthly basis, AOT tracks monthly tourism indicators from a variety of sources, including lodging statistics, airport enplanement/deplanement, State Park visitation, National Park visitation, tourism taxes, and visitor centers visitation. These indicators are posted on [www.azot.gov](http://www.azot.gov).
- Tourism industry trends: In order to make strategic marketing decisions, AOT analyzes visitor activities that are consistent over the course of several years. By tracking these behaviors, AOT can develop programs and campaigns that respond directly to these trends, such as “girlfriend getaways” or adventure vacations.

#### Special studies that support AOT's Goals and Initiatives:

AOT conducted and supported new research in FY07 that will be analyzed to make informed decisions about the FY08 marketing, promotion and education activities of the agency. Due to the in-depth nature of several research projects, some studies also span more than one fiscal year.

- Economic Impact of Mexican Visitors to Arizona: AOT is working with the University of Arizona on an update of the important “Economic Impact of Mexican Visitors to Arizona” study which commenced in FY07. This year-long intercept study at the six Arizona border crossing points and the Tucson and Phoenix airports will conclude with a final report in August 2008. Although AOT receives annual information from the U.S. Department of Commerce on Mexican visitors arriving by air, this study provides information on visitors arriving by land, which is a vital piece of the overall picture when measuring the economic impact of the Mexican visitor segment.

- Winter Visitor Study: Working with Arizona State University, AOT conducted a pilot study using new methodology to profile Arizona's winter visitor population in FY07. The new methodology was necessary as the travel pattern of winter visitors has experienced a significant shift. While winter visitors used to primarily stay in travel parks, they are now expanding their accommodation choices to include second residences, fractional ownership properties and staying with friends and family. The information gleaned during this pilot study will be used to plan and conduct a statewide study of the winter visitor population in Arizona during FY08.

- Advertising Effectiveness Study: Beginning with the launch of AOT's new creative campaign in September 2005, the agency invested in an advertising effectiveness study that measured the ongoing campaign through May 2007. The study was designed to analyze the effectiveness of AOT's advertising campaign in reaching the target audience. The study also measured the incremental travel generated by the campaign and the subsequent return on the state's investment. In addition, AOT conducted focus groups on current ad creative in order to understand what is working and what could be improved. Information from all of this research will be utilized in making the FY08 marketing more strategic than ever and will lay the groundwork for conducting a conversion study next year to measure the long-term travel generated by this campaign.

- Community Studies: Working with Northern Arizona University, AOT is conducting year-long visitor surveys in Lake Havasu City and Payson. These surveys will provide AOT and the tourism industry in each community with valuable information on the demographics and travel patterns of their visitors in order to shape future marketing efforts.

- Cultural, Natural and Historical Assets Inventory: More details to follow – in conjunction with Arizona State Parks and Arizona Game & Fish Department.

- Five-Year Strategic Plan: More details to follow.

- One-Year study to examine issues that will impact Arizona's travel industry over the long term.

The Research & Strategic Planning Division also works with all AOT divisions to help evaluate and assess programs and develop strategic goals, objectives, and plans. Program evaluations include: Arizona Tourism University workshops, TEAM workshops, Constituent Satisfaction Survey, Governor's Conference on Tourism attendee survey and evaluations of AOT-led trade shows and sales missions.

# Programs

## Advertising

### Advertising

#### Branding:

Last year, AOT joined the Greater Phoenix Convention and Visitors Bureau in a branding process to more effectively market Arizona and reach new audiences with a consistent, accurate message about the experiences and destinations in the Grand Canyon State. In FY08, AOT will continue to working with statewide partners, to educate and help the Arizona brand at a community level. This will define a space for Arizona among our competitor states that truly differentiates our unique product offerings. In addition, with the completion of focus groups in key domestic markets, AOT will make needed enhancements to the current advertising programs to be more consistent with the Arizona brand. The brand promise is “Inspiring Unforgettable Southwest Moments,” which encompasses all of Arizona’s vibrant, thrillingly diverse and awe inspiring aspects. Serving as the “master” brand, AOT will continue to utilize this information to enhance current activity and create a more unified identity for advertising, media and communications, at a statewide and regional level.

#### Advertising Campaign:

AOT has successfully executed a new national advertising campaign, launched two years ago, which will undergo enhancements in FY08 to the creative execution embracing the key brand dimensions. Through purchased media AOT will build upon the realignment of marketing efforts to have larger, higher impact sections in print publications while maintaining frequency through editorial coverage and constituent participation in key media throughout the year. In addition, the FY08 campaign will infuse specific experiential branding elements encompassing the overlying themes of culinary and adventure tourism to name a few. In FY06, AOT will continue to effectively utilized half page spread layouts, which will continue in FY08. This innovative spread allows AOT to maximize advertising exposure and create the opportunity to provide relevant editorial copy above the advertisement. AOT will also leverage advertising buys to foster additional added value opportunities not only in increased editorial presence, but opportunities to expand public relations and travel trade initiatives in key markets.

#### Long Haul Marketing: Domestic Consumer Segments

AOT’s two primary long haul targets will continue to be Empty Nesters and Affluent Boomer Families. Both targets are aged 45-64 with \$125,000 plus incomes. They travel four to six times a year for leisure and live in suburban areas around cities. The differentiating factor is the presence/

absence of children living at home. Empty Nesters, as the term implies, have no children living at home, while Affluent Boomers have one or more children still living at home.

#### Target Cities:

AOT will continue marketing to key target cities through campaigns in Chicago, Minneapolis, Seattle and New York. Over the past six years, AOT has explored many different ways to best reach our key market segments in these geographic areas. Over the past two years, AOT effectively saturated the markets with the Arizona message in the key target cities using radio, online, print and television. In FY08, AOT will expand concentration of media and given additional budgetary enhancements which will increase the reach and frequency in these four target cities. For more information on how to work with AOT in the Target Cities campaign, contact Casey Ambrose, Director of Advertising & Fulfillment, at (602) 364-3721 or cambrose@azot.gov.

- Integration: AOT will continue to effectively incorporate added value opportunities to expand marketing efforts through trade, public relations and media relations efforts. Opportunities such as utilizing consumer radio placement for messaging to enhance a key consumer trade show (Toronto Golf Show) in Canada to encourage attendance. Integrated, turn-key added value opportunities will continue to be integrated into the marketing plan for FY08 in elements such as receptions in target markets.
- New York: New York is a lucrative market for travel to Arizona, however advertising in this market comes with a high dollar cost. AOT has been building market penetration over the past two years and will continue in FY08 to build awareness and interest. The campaign will target New York City and the surrounding suburbs and will include radio, online and print advertising along with Guerilla marketing tactics to help generate a buzz.
- Cold-Weather Messaging: To maintain consistency, the visual elements of the Target Cities campaign remains in line with the national campaign, however the messaging is more focused on winter weather during the coldest months of the year in those cities (November through March). Typically the messaging is simple with a fun, spirited tone speaking effectively to this geographic segment. Lines such as “Blaze a trail without the help of a snowplow” or “Tee times recommended, snow boots optional” lend themselves well to relevancy and are easy to recall. This advertising creative has been effective through focus group testing last year and will continue in FY08.

## Programs

### Advertising (Continued)

#### **International Marketing:**

The Arizona Office of Tourism will have an increased presence in key international markets in FY08. Of the five key international markets, AOT has felt it advantageous to support both trade and public relations efforts in Canada, Mexico and the United Kingdom. Currently, there are no plans for consumer advertising in Germany and Japan, but AOT does fulfill its standard travel packet and international fulfillment pieces to each market.

- **Canada:** AOT has had travel industry marketing and public relations representation in Canada since 1995. To build upon the efforts to drive industry demand for Arizona product and the destination, AOT has continued to expand our consumer advertising presence since 2002. Canadians' awareness of and interest in Arizona as a travel destination has increased dramatically during that time. This rising demand caused a drastic improvement in the air service between Canada and Arizona, with U.S. Airways, Air Canada and WestJet now offering daily nonstop flights between Arizona and key Canadian hubs, including Toronto, Calgary, Vancouver and Edmonton. In 2005, Arizona received more than 356,000 visitors from Canada, marking a 19 percent increase over the previous year. Canadians spend a record amount of travel in the U.S. and forecasts indicated the trend will continue. These visitors stayed an average of 19 nights in Arizona and spent more than \$285 million in the state. The combination of a strengthening Canadian dollar and increased direct air service has prompted AOT to increase efforts in Canada last year, with a more robust trade and media relations program, AOT has continued to largely expand the consumer marketing presence in the Canadian market. Building upon efforts for the past two years in Toronto, Edmonton, and Vancouver AOT will continue with a comprehensive marketing program in these cities and the secondary markets of Calgary, Winnipeg and Ottawa.

- **Mexico:** AOT has had travel industry marketing and public relations representation in Mexico since 1995. To build upon the efforts to drive industry demand for Arizona as a destination, AOT began a consumer marketing effort in northern Mexico in 2004. The Mexican traveler often has higher motivation to visit Arizona because of their proximity to the state and the fact that they often have friends and relatives living in Arizona. In addition, the Mexican visitor has access to diverse shopping experiences and high-end resort, golf and spa products which are of interest to this consumer segment. While these interests are primarily focused on southern Arizona, recent marketing efforts have aimed at increasing the Mexican traveler's knowledge of northern Arizona. In 2005, Arizona received 42,000 visitors from Mexico via air only. This does not include visitors that enter Arizona by automobile. These visitors stayed an average of 6.5 nights and had a direct

economic impact of nearly \$40 million. AOT is conducting an extensive research study on these visitors beginning in FY07, with results in FY08 in order to obtain a more accurate picture of the Mexican visitor's impact on Arizona tourism. In FY08, AOT will continue our expanded northern Mexico campaign concentrating on the states of Sonora, Sinaloa and Chihuahua. In addition, AOT will be adding marketing efforts in Mexico City to support new flights to Phoenix on Mexicana and AeroMexico. A new Spanish language campaign will be rolled out in FY08 to the Mexican market in these key areas to more effectively connect with our key market segments.

- **United Kingdom:** AOT has had travel industry marketing and public relations representation in the United Kingdom since 1995. The United Kingdom is Arizona's number one overseas market, as the British have an affinity for Arizona's wide open spaces and natural attractions. The strength of visitation from the UK has kept a nonstop British Airways flight between London and Phoenix operating for nearly 10 years. In 2005, Arizona received 126,000 visitors from the United Kingdom. These visitors stayed an average of 4.3 nights and spent almost \$57 million in the state. In FY08 AOT will again work with British Airways to execute a cooperative consumer marketing campaign encouraging visitation to Arizona with a direct mail component and a heavy online presence with a Web site encouraging visitation and booking capabilities to Arizona.

#### **Short Haul Marketing:**

In FY05, the Gen-X market (some 60 million Americans between the ages of 25 and 40) spent an estimated \$2,140 per capita on overall travel including hotel stays, versus Baby Boomers' spending of \$2,016. Also, vacation spending by Gen-Xers has increased 66 percent per trip in the past five years compared to 25 percent among Baby Boomers. (Source: D.K. Shifflet & Associates) The Gen-X market is a growing market in the travel industry. Within the Gen-X market AOT will target two key segments: Gen-X Families market and the Extreme Gen-X market. AOT has been marketing to these two primary short haul target markets consumer segments for two years building awareness of Arizona as a travel destination. AOT will continue to build upon that success in FY08.

Target cities for this campaign will include cities in Southern California, Denver, Colorado and Dallas, Texas. The targeted Gen-X Families are between the ages of 35-44, have incomes of \$75,000 plus, are in relationships and travel one to two times a year for leisure. They live in the

## Programs

### Advertising (Continued)

suburbs and have one or more children. They want them to develop an affinity for Arizona so they view Arizona as a great place to vacation again and again. The emerging developmental Extreme Gen-X market is between 25 and 34, and they have incomes of \$50,000 plus. They travel one to two times a year for leisure and live close to or in Arizona. This targeted traveler has no children and must be educated that Arizona is a convenient destination and is an exciting and rewarding choice.

#### **In-state & Regional Advertising:**

Arizona residents and regional visitors continue to be the state's number one source of visitation, therefore AOT includes in-state and regional advertising in its overall marketing plan. The goal of all AOT campaigns remains the same: to encourage overnight visitation. In-state and regional messaging is used to inspire residents in the major metropolitan areas to get out and explore Arizona, bringing lesser known places and/or experiences to their attention. This target is generally a cynical audience, believing they know the state, yet perceptual studies have shown that they are surprised to find out how much diversity there is in terms of the activities that are just a drive away.

- Last year, a comprehensive In-state/Regional Marketing Program was rolled out and focus group tested in the Phoenix market. Based on the feedback from the research, AOT will rework certain components of the current in-state campaign creative to effectively highlight the key brand dimensions respective to each of the five marketing regions of Arizona (Phoenix and Central, Northern, Southern, West Coast and North Central). The media placements and creative executions for this campaign will take into account high and shoulder seasons, highlighting destination drivers or accelerants. AOT will also organize quarterly marketing round table meetings with constituents to share results and demonstrate the impact of these advertising efforts to each region.
- In addition, AOT will work with *Arizona Highways* to produce a travel guide for each region and will include those pieces in fulfillment packets based on requests received through the campaign efforts of the In-state/Regional Marketing Program. In addition, the guide will be posted online for consumers to view, download and print utilizing a new innovative page-turning technology.
- AOT has also developed a Web site consistent with elements of the creative execution for this campaign which includes information on each region, suggested itineraries, a request form for collateral material and links to each community in that region.
- In FY08, the focus of the regional and in-state campaign will be honed to focus the majority of

efforts on the Southern California region. AOT will again target both the boomer segments as well as the Gen X Families. Traditional tactics will be mixed with non-traditional mediums such as dry cleaning bags, coffee wraps, outdoor video projection and theater advertising.

#### **Arizona Origins:**

Last year, AOT partnered with National Geographic and the Sonora Office of Tourism to produce the first-ever National Geographic Arizona Sonora Desert Region MapGuide. The map features destinations, attractions and events on both sides of the border that fit the geotourism definition, which is tourism that sustains or enhances the geographic character of a place. AOT is taking geotourism to the next level and spreading the principle throughout the state with the Arizona Origins brand. This brand is featured prominently on AOT's consumer Web site, allowing visitors to order a copy of the map and learn more about geotourism destinations throughout the state. In FY08, AOT will make Arizona Origins an integral part of its overall marketing strategy establishing Arizona as a leader in geotourism.

#### **Interactive Marketing:**

AOT places a strong emphasis upon its interactive marketing initiatives, including the primary marketing Web site [arizonaguide.com](http://arizonaguide.com). Campaign tracking and the ability to enhance content during campaigns has resulted in [arizonaguide.com](http://arizonaguide.com) becoming the key call to action for all advertising-based programs.

In addition to promoting and enhancing [arizonaguide.com](http://arizonaguide.com), AOT will increase its online and interactive marketing presence in key emerging interactive technologies in FY 08. According to research, 79 percent of travelers use online tools to plan a trip (Source: Travel Industry Association of America), with more than 175.4 million Internet users and households in North America (Source: eMarketer, May 2006). In addition, the emergence of new online innovations, such as user-generated content, and an increase in broadband Internet connectivity will allow for a wider distribution of these new technologies.

As these new trends become more mainstream for the average Internet user and traveler, AOT will further incorporate these technologies into our overall interactive marketing strategy as well as into [arizonaguide.com](http://arizonaguide.com). Travel sites, such as TripAdvisor, and Wiki sites, such as Wikitravel, will allow AOT to lend its expert advice to potential Arizona visitors. On [arizonaguide.com](http://arizonaguide.com), features under consideration such as user-generated content, podcasts, video and online

## Programs

### Advertising (Continued)

brochures, will deliver a variety of rich information to the traveler, ensuring a positive reflection of visiting Arizona. With this vast amount of content, AOT has also implemented a comprehensive search engine optimization (SEO) program to improve the sites ranking on search engines.

AOT has also used “mini-sites,” small topic-based areas of the “main” Web site designed to be easy to navigate to effectively deliver and enhance promotional messages to targeted demographics. Mini-sites, such as the OnlyInArizona.com in-state site, connect the offline advertising campaign to an online marketing tool while keeping the site content focused on the in-state traveler.

Incorporating an offline advertising message into an online marketing tool extends beyond the use of mini-sites. AOT’s Arizona Origins initiative has integrated the partnership with National Geographic and the Arizona-Sonora Desert Region Geotourism MapGuide project to create unique print materials, including the MapGuide itself, as well as a distinct section on arizonaguide.com where visitors can learn more about Arizona Origins, download an online version of the MapGuide or order a printed copy of the map. By merging the offline and online pieces of this project and promoting the bi-national nature of the Sonoran region, AOT will continue to engage this high value culture and heritage visitor as well as add value for constituents due to the unique way these locations and attractions have been packaged for visitors.

In addition to pursuing the latest interactive technologies, AOT will also be continuing a traditional online advertising campaign by contextually and behaviorally targeting users with compelling travel messaging. Contextual and behavioral ad targeting are both methods for delivering relevant, highly-targeted ads to consumers. Behavioral targeting, a fairly new technique for delivering ads, incorporates a users past activity on a specific site or network of sites to deliver a relevant message to the user. Contextual targeting is based from the type of content displayed on a specific page to deliver a relevant message. By using both contextual and behavioral ad targeting, AOT has positioned itself as a leader in the travel and tourism industry.

#### **Sponsorships & Promotions:**

As a tool to help increase brand awareness, AOT is involved in various sponsorship and promotional initiatives that position the state as a premier travel destination and bring high value visitors to the state, encouraging them to extend their stays beyond the event and travel throughout Arizona. Below is a sampling of some programs that AOT will be a part of in FY08:

- P.F. Chang’s Rock N’ Roll Arizona Marathon & Half Marathon
- Samsonite in-store promotion

- Accenture Matchplay World Golf Tournament
- Tostitos Fiesta Bowl
- Super Bowl 2008
- Arizona.Travel 200 NASCAR Busch series race
- *Arizona Highways* Television

All sponsorship proposals are evaluated by the Arizona Office of Tourism by a list of guidelines and criteria to ensure maximum return on investment for the state.

#### **Fulfillment**

Fulfillment is the tool that supplies consumers with information to inspire them to visit Arizona. It also enables AOT to track responses so that the agency can capture, analyze and interpret data to gain a better knowledge about how to influence travel decisions. Part of that includes collecting the interests of Arizona visitors and information on their planned activities. Data capture is integral to the success of AOT’s advertising initiatives and relationship marketing projects. The data is used to build the foundation for cooperative marketing programs. By analyzing and recording consumer information including demographic and psychographic data, the agency has the benefit of an available stream of valid information that it uses to make decisions about advertising, media relations, products and trade. Consumer requests for travel information are fulfilled with the Arizona Travel Packet, which includes an Official State Visitor’s Guide, a 144-page glossy publication, and an Official State Visitor’s Map.

In addition to fulfilling domestic consumer requests, AOT also fulfills requests from consumers in Canada, Mexico, United Kingdom, Ireland, Germany, Austria, Switzerland, France and Japan. AOT produces a special foreign-language fulfillment piece for each market, and these guides are designed to not only educate consumers, but they are also used to provide the travel trade with valuable Arizona travel information. In FY08, AOT will secure a mail house in Europe to handle all fulfillment in those countries, thereby expediting the process and better meeting the needs of the consumers.

#### **Publications**

**The following fulfillment publications will be printed in FY08:**

##### **Official State Visitors Guide and Map:**

With a circulation of 625,000 annually, the Arizona Official State Visitor’s Guide (OSVG) is the

## Programs

### Advertising (Continued)

official fulfillment publication for the Arizona Office of Tourism. It is the only magazine included in AOT's standard travel packet that is given to all consumers by request both domestically and in our targeted international markets. It is the largest and most complete visitor publication in the state, and features detailed information and beautiful photography of all areas of Arizona. In FY08, AOT will be marketing the guide with exciting new layout and copy. Editorial features in the front of the book help to pique interest and highlight experiences throughout the state. The new text will include a more intuitive organization that will follow the layout of AOT's new consumer Web site. In addition, the guide will be posted online for consumers to view, download and print utilizing a new innovative page-turning technology. Communities interested in advertising in the Official State Visitor's Guide may contact Traci Gomes, Advertising Manager, at (602) 364-3699 or [tgomes@azot.gov](mailto:tgomes@azot.gov).

#### **Professional Travel Planner's Guide:**

Arizona Professional Travel Planner's Guide is the official fulfillment publication for the AOT's Travel Industry Marketing Division. This comprehensive statewide guide assists tour operators and travel agents in the United States and key international markets. The publication is filled with detailed information about Arizona. With extensive itineraries, maps, motor coach and tour information, special events, attractions, shopping, activities, accommodations, restaurants, and receptive and transportation listings – it provides professional travel planners everything they need. Arizona Professional Travel Planner's Guide is published annually (usually in October or November for the upcoming year) with a circulation of 25,000 copies. It is distributed at AOT's international offices (Japan, Mexico, Canada, United Kingdom and Germany), and it is direct mailed to selected tour operators and travel agents in response to client inquiries. It is also distributed at domestic and international trade shows, sales missions and promotional events. (There are advertising opportunities available in this publication and AOT will make the tourism industry aware of when the opportunities are available.) For more information, contact Mary Rittmann, Director of Travel Industry Marketing at [mrtrittmann@azot.gov](mailto:mrtrittmann@azot.gov) or 602-364-3730.

#### **West:**

West is an annual Japanese-language publication that focuses on the western United States including Arizona, Utah, Wyoming, New Mexico and South Dakota. Fieldstar International, the Arizona Office of Tourism's Japanese representative, distributes this publication to key travel trade representatives and consumers both in Japan and in the USA. Additionally it is distributed at seminar presentations and travel shows such as JATA, Visit USA and Pow Wow. West will

be published in January 2008 with a print run of 120,000 copies. Participation is open to Arizona CVBs, Chambers, DMOs, hotels and suppliers. Contact Osamu Hoshino with Fieldstar International at [ohoshino@comcast.net](mailto:ohoshino@comcast.net) for more information and advertising rates.

#### **Distribute Marketing Material in AOT Travel Packets:**

Opportunities for Destination Marketing Organizations (DMOs) are available to insert marketing or promotional materials in the AOT travel packets that are sent to fulfill information requests. For information on how to participate in this program, to request a rate sheet or for any questions, contact Traci Gomes, Advertising Manager at (602) 364-3699 or [tgomes@azot.gov](mailto:tgomes@azot.gov).

#### **Data Analysis and Tracking Inquiries:**

Capturing and analyzing data is integral to the success of AOT's advertising initiatives and building relationships with the consumer. Currently, AOT has a seamless process for data transfer and analysis from various inquire sources (Web site, call center and data entry) that enables the agency to learn more about each inquire. In FY08, AOT will implement a Customer Relationship Management (CRM) system that will incorporate "real time" analysis. Within the next year, AOT will be able to continue the conversation with our customers, instantaneously viewing demographic and psychographic information. Using "real time" tracking, AOT will be able to identify an service customers precisely, customize communications touch point for each person (such as number of times they are contacted in a year through fulfillment or e-newsletters), what their preferences are, and how best to meet their needs to keep Arizona top of mind as a travel destination. AOT will be able to recommend and proved information on Arizona travel products and experiences that are most likely to have the greatest appeal to consumers on an individual basis.

## Programs

### Trade Shows and Sales Missions and Media Missions

#### Trade Shows and Sales and Media Missions

AOT's Travel Industry Marketing and Media Relations Division organize and/or attend several domestic and international trade shows, sales and media missions on an annual basis. AOT's participation in these events is designed to educate travel and media professionals on Arizona and increase the state's presence in tour operator programs and media publications and broadcasts. A majority of these opportunities are also open to our tourism industry partners from around the state. At the conclusion of most trade shows and sales missions, a lead report will be available.

\*This schedule is subject to change.

#### Japanese Receptive Operator Sales Mission (West Coast)

Date: August 2, 2006

Location: Torrance, CA

Participants: Participation is open to Arizona CVBs, Chambers, DMOs, hotels and suppliers.

Cost: \$250 per supplier or \$350 per DMO, plus travel expenses

Audience: Southern Californian Japanese tour operators and receptive operators

Program Summary: The Japanese Receptive Operator Sales Mission introduces Arizona suppliers and DMOs to the California-based travel professionals of major Japanese tour companies as U.S.-based managers can be influential on product and booking decisions. The event features destination development seminars/workshops and a marketplace.

AOT Contact: Mary Rittmann at mrittmann@azot.gov or 602-364-3730

#### Visit USA Travel Agent Breakfasts - Germany

Date: August 2007

Location: Düsseldorf, Cologne, Frankfurt.

Participants: N/A

Cost: N/A

Audience: German travel agents

Program Summary: The Visit USA Committee Germany organizes breakfast seminars for German travel agents. Information is presented in a round-table format allowing for small group discussions and focused Q/A. Albert Jennings, AOT's representative in Germany, will attend the seminars. Attendance is anticipated to be 40 - 50 agents per city. Brochure distribution is available at a cost of \$200, plus shipping.

AOT Contact: Hylton Fothergill at hfothergill@azot.gov, or 602-364 3706

#### Canadian Traveller - Canadian Travel Trade Supplement

Date: September 2007

Location: Distribution across Canada

Participants: Participation is open to Arizona CVBs, Chambers, DMOs, hotels and travel suppliers. Contact Stephen Fountaine with Canadian Traveller at stephenf@canadiantraveller.net for advertising rates and additional information.

Cost: Varies

Audience: Canadian travel agents

Program Summary: This annual sales supplement is designed for travel agents in the Canadian market. The insert highlights all Arizona regions, activities, what's new and contact information. In FY08 special focus will be given to culture, heritage and culinary tourism. It will be distributed in the September issue of Canadian Traveller to 14,000 recipients. Additional copies will be distributed at Canadian trade shows and sales missions and used as an additional fulfillment piece.

AOT Contact: Jennifer Sutcliffe at jsutcliffe@azot.gov or 602-364-3693

#### La Cumbre

Date: September 5-7, 2007

Location: Ft. Lauderdale, FL

Participants: Participation is open to Arizona CVBs, Chambers, DMOs, hotels and suppliers.

Cost: \$750 per supplier or \$1,000 per DMO, plus travel expenses

Audience: Latin American travel trade and media representatives

Program Summary: La Cumbre is the premier travel industry conference for the sales and marketing of travel to the United States from Latin America and the Caribbean. The event features a structured, computer-matched marketplace enabling buyers and suppliers to meet during scheduled appointments. However, few appointments are confirmed in advance and exhibitors generally attempt to schedule additional appointments on-site. Approximately 700 travel trade and 90 press members from throughout Latin America are expected to attend this event. Barbara Jackson, AOT's Mexico representative will attend this event.

AOT Contact: Mary Rittmann at mrittmann@azot.gov or 602-364-3730

## Programs

### Trade Shows and Sales Missions and Media Missions (Con't.)

#### **UK & Ireland Sales Mission**

Dates: September/October 2007

Location: London, Crawley, Manchester, Dublin

Participants: N/A

Cost: N/A

Audience: UK and Ireland travel agents and tour operators

Program Summary: AOT carries out a sales mission to the UK every year, alternating between a large statewide delegation and AOT only. Based on this format the sales mission in FY08 is presently AOT only, however, should there be an interest from suppliers around the state, this is subject to change. The week long mission will be comprised of product meetings and destination training sessions at the offices of key tour operators. The purpose of the mission is to help maintain a strong presence and increase Arizona awareness in this very important and competitive market. AOT Contact: Hylton Fothergill at hfothergill@azot.gov or 602-364-3706

#### **Vancouver Sales Mission**

Date: September 10-11, 2007

Location: Vancouver, Canada

Participants: Participation is open to Arizona CVBs, Chambers, DMOs, hotels and suppliers.

Audience: Canadian travel agents and tour operators

Cost: \$350 per supplier or \$500 per DMO, plus travel expenses

Program Summary: Top-producing Canadian travel agents are invited to attend an "Arizona" event that features oral and video presentations, a trade show, food and entertainment. Approximately 100 travel agents attend these events. We also coordinate individual sales calls and staff training on site at large agencies and tour operations. In addition, AOT will plan an exclusive dinner event for top clients. There may be an opportunity for brochure distribution. AOT Contact: Jennifer Sutcliffe at jsutcliffe@azot.gov or 602-364-3693.

#### **Arizona/WestJet Sales Mission**

Dates: September 11-14, 2007

Location: Calgary, Winnipeg, Canada

Participants: Participation is open to Arizona CVBs, Chambers and DMOs - hotels & suppliers TBD.

Cost: TBD

Audience: Canadian travel agents

Program Summary: Arizona will visit Canada to conduct a sales mission in conjunction with

WestJet, a discount airline based in Calgary, Alberta. WestJet is a rapidly growing airline that offers seasonal service to Phoenix from Calgary, Winnipeg and Edmonton. The Arizona and WestJet delegation will blitz local travel agencies and host evening receptions and presentations for 100 - 150 agents in each city. The purpose of the mission is to help build on our partnership with WestJet and focus on this fast-growing market.

AOT Contact: Jennifer Sutcliffe at jsutcliffe@azot.gov or 602-364-3693

#### **See America Week including Japan Association of Travel Agents (JATA) World Travel Fair and Media Marketplace**

Date: September 14-17, 2007

Location: Tokyo, Japan

Participants: Participation is open to anyone in the tourism industry. Visit [www.jata-wtf.com](http://www.jata-wtf.com) or [www.tia.org](http://www.tia.org) for additional information and to register.

Cost: Varies

Audience: Japanese travel trade, media representatives and consumers

Program Summary: JATA World Travel Fair is the largest trade and consumer travel show in Japan. This event invites overseas and domestic travel industry and related professionals from travel agencies, tour operators, government tourist offices, public sector organizations, airlines, educational institutions, travel trade/consumer media organizations to exhibit their destinations and products. In 2006, 68,193 general public visitors and 38,048 travel trade and press attended this event. Following JATA World Travel Fair, TIA hosts a Media marketplace for Japanese travel and travel trade media. Sixty-three writers attended last year.

AOT Contact: Mary Rittmann at mrittmann@azot.gov or 602-364-3730 or Jacki Mieler at jmieler@azot.gov or 602-364-3697

#### **Seattle/Portland Sales Mission**

Date: September 24-28, 2007

Location: Seattle, WA and Portland, OR

Participants: Participation is open to Arizona CVBs, Chambers and DMOs. Please contact Kimberly Janes with the City of Chandler ([Kimberly.janes@ci.chandler.az.us](mailto:Kimberly.janes@ci.chandler.az.us)) for more information.

Cost: TBD

Audience: Travel agents and wholesale offices

Program Summary: This event focuses on the travel industry in one of Arizona's target cities

# Programs

## Trade Shows and Sales Missions and Media Missions (Con't.)

(Seattle) and an important feeder market (Portland). The mission will include sales calls to and staff trainings in travel agent offices throughout both cities as well as an evening VIP event for key clients in each city.

AOT Contact: Kristy Swanson at [kswanson@azot.gov](mailto:kswanson@azot.gov) or 602-364-3696

### **Los Angeles Media Marketplace**

Date: September 27, 2007

Location: TBD – Los Angeles

Cost to participate: \$500 plus travel expenses for up to two delegates. AOT will attempt to secure a discounted hotel rate to share with the partners.

Participants: Participation is open to Arizona CVBs, Chambers, DMOs and members. Participation will be limited to 15 partners and is first come, first served.

Audience: Los Angeles and national travel, trade, lifestyle and culinary media – print, broadcast and online.

Program Summary: AOT organizes a media marketplace event on an annual basis, rotating between Los Angeles and New York each year. AOT will secure a contractor in Los Angeles to organize the event on behalf of Arizona. All event details are reflected in the participation cost, including venue, food & beverage, invitations and coordination fees. AOT is expecting about 20 representatives from Arizona to participate and 65-85 targeted media to attend the event, which will be a combination marketplace exhibit and reception. All partners will receive a full media contact list at the conclusion of the event.

AOT Contact: Jacki Mieler at [jmieler@azot.gov](mailto:jmieler@azot.gov) or 602-364-3697

### **Arizona Showcase**

Date: October 3-4 2007

Location: Hermosillo, Sonora, Mexico

Participants: Participation is open to Arizona CVBs, Chambers, DMOs, hotels and suppliers.

Cost: The cost to participate varies from \$900-\$2,000 depending on the type of supplier and level of participation, plus travel expenses. Early booking discounts may apply.

Audience: Sonoran travel agents, media and consumers

Program Summary: This annual event promotes fall and holiday shopping, attractions and accommodations throughout Arizona to both residents and travel agents of Hermosillo and Ciudad Obregon. The travel agent and media event consists of a tradeshow, reception with a mini-fashion show and a destination presentation. The consumer event consists of a tradeshow with supplier

exhibits, a fashion show highlighting important society members as the models and dinner. Proceeds of the consumer event benefit a local charity which also attracts media interest. In 2006, attendance reached a maximum level of 850 people and more than \$55,000 in media coverage was generated.

AOT Contact: Mary Rittmann at [mrittmann@azot.gov](mailto:mrittmann@azot.gov) or 602-364-3730

### **Society of American Travel Writers Annual Conference**

Date: October 5-10, 2007

Location: Manchester, England

Participants: This conference is only open to members of SATW. In order to attend the conference, you must become a member of SATW by March 2007.

Cost: TBD

Audience: U.S. and Canada-based travel writers and editors that are SATW members

Program Summary: The Society of American Travel Writers (SATW) is the premier organization for U.S. and Canadian travel writers. The Annual Conference offers incredible opportunities to interact with the active members of SATW during the media marketplace and conference activities.

AOT Contact: Jacki Mieler at [jmieler@azot.gov](mailto:jmieler@azot.gov) or 602-364-3697

### **WestJet Vacations Travel Trade Launch**

Date: September 10-14, 2007

Location: Halifax, Montreal, Calgary and Vancouver, Canada

Participants: Participation is open to WestJet Vacations vendors and partners.

Cost: Approximately \$650 US per event, plus travel expenses

Audience: Canadian travel agents

Program Summary: WestJet Vacations is the wholesale travel package company for WestJet. Their product includes Arizona hotels coupled with flights to Phoenix. WestJet Vacations hosts several travel trade events in their key markets, i.e. Toronto, Calgary and Vancouver. The events will be reception-style and include a tradeshow component and a short WestJet Vacations presentation. Based on past events held by WestJet, the attendance at each event is estimated at between 500 – 600 travel agents and trade media.

AOT Contact: Jennifer Sutcliffe at [jsutcliffe@azot.gov](mailto:jsutcliffe@azot.gov) or 602-364-3693

## Programs

### Trade Shows and Sales Missions and Media Missions (Con't.)

#### **MLT University**

Date: October 8-10, 2007

Location: St Paul, Minnesota

Participants: Participation is open to destinations and suppliers included in MLT product offerings. Call Jackie Koepsell with MLT Vacations at 952-470-3885 for more information and to register.

Cost: \$1,199 for a single booth, \$1,999 for a double booth, plus travel expenses – opportunities may be available to booth share

Audience: MLT preferred travel agents

Program Summary: MLT Vacations is the wholesale operation of Northwest Airlines. Each year they coordinate MLT University, an event designed to educate their preferred travel agents about product offered in their wholesale programs. Arizona is a popular warm weather getaway product for MLT. 1,200 travel agents from all over the US are invited for this three-day event featuring destination seminars and tradeshow. AOT will also conduct sales calls and trainings with travel companies in the Minneapolis area during the show dates.

AOT Contact: Kristy Swanson at kswanson@azot.gov or 602-364-3696.

#### **Eastern Canada Media Mission**

Date: October 22-26, 2007

Location: Toronto, Montreal

Participants: CVBs/Chambers/DMOs. Space is limited to three partners and will be done on a first come, first served basis.

Cost: \$400 plus “event” expenses and travel expenses. Please keep in mind that this media mission will likely involve flying between these two cities, thereby resulting in higher travel expenses. “Event” expenses are those incurred while hosting media to meals and/or refreshments. These costs will be divided equally among the partners and are estimated to be about \$250 per partner.

Audience: Canadian travel and trade media

Program Summary: AOT's Canadian public relations representative will organize a media mission to three of Western Canada's largest cities, all of which have direct air service to Phoenix. The Arizona delegation will have one-on-one appointments with media in each city to discuss what is new in Arizona and pitch story ideas.

AOT Contact: Jacki Mieler, jmieler@azot.gov or 602-364-3697

#### **Mundo Continental**

Date: October 23, 2007

Location: Mexico City, Mexico

Participants: Participation is open to anyone in the tourism industry. Visit [www.mundocontinental.com](http://www.mundocontinental.com) for more information and to register.

Cost: Approximately \$1,200 per seminar

Audience: Mexican travel agents

Program Summary: Each year, Continental Airlines sponsors a series of travel agent seminars throughout Latin America. With strong air service routes between Mexico, Central America and South America, Continental Airlines has strong alliances throughout this area. At this time, Arizona is working with several Mexican tour operators who are utilizing Continental Airlines for service to Phoenix (through Houston).

AOT Contact: Mary Rittmann at mrittmann@azot.gov, or 602-364-3730

#### **Travel Trade Workshop**

Dates: October 25 - 26, 2007

Location: Montreux, Switzerland

Participants: Participation is open to anyone in the tourism industry. Visit [www.ttw.ch](http://www.ttw.ch) for additional information.

Cost: \$2,000

Audience: Swiss tour operators and travel agents

Program Summary: Travel Trade Workshop (TTW) is Switzerland's leading travel trade show. In attendance are approximately 4,000 Swiss travel agents, all leading Swiss tour operators and international airlines. AOT partners with the Visit USA Committee Switzerland on the booth. This is not an appointment show, but meetings are arranged with all leading Swiss tour operators. Albert Jennings, the Germany representative, will attend on behalf of AOT. Brochure distribution will be available through the Arizona Office of Tourism at a cost of \$200, plus shipping.

AOT Contact: Hylton Fothergill at hfothergill@azot.gov or 602-364-3706

#### **Japan Sales Mission**

Date: November 5-9, 2007

Location: Tokyo, Osaka, and Nagoya, Japan

Participants: Participation is open to CVBs, Chambers, DMOs, hotels and suppliers.

Cost: \$600 per supplier or \$800 per DMO, plus travel expenses

## Programs

### Trade Shows and Sales Missions and Media Missions (Con't.)

Audience: Japanese tour operators and travel agents

Program Summary: The annual sales mission to Japan consists of destination development seminars/workshops in the key cities of Tokyo and Osaka, and possibly Nagoya followed by an exclusive Arizona-only event (in Tokyo). In 2006 there were 219 participants in three cities (Tokyo, Osaka and Nagoya) including tour wholesalers, tour operators, and travel agencies. Arizona tourism constituents are encouraged to participate in the mission to further cultivate and develop their contacts with the Japanese travel industry. Contact Osamu Hoshino for more information at ohoshino@comcast.net or 801-266-3345.

AOT Contact: Mary Rittmann at mrittman@azot.gov, or (602) 364-3730

#### **Southwest USA Promotions**

Date: November 2007 - March 2008

Location: Throughout Germany

Participants: Arizona, Colorado, New Mexico and Utah

Cost: N/A

Audience: German consumers

Program Summary: Albert Jennings and Get It Across Marketing will attend six German consumer shows on behalf of Arizona, Colorado, Utah and New Mexico. These shows attract between 24,500 and 200,000 people depending on the city. A sweepstakes drawing is held for flights, rental cars and overnight packages in the Southwest region. Follow-up mailings are executed by selected German tour operators for each city. Cities are yet to be determined, but may include Cologne, Mannheim, Stuttgart, Hamburg, Munich, and Luxemburg.

AOT Contact: Hylton Fothergill at hfothergill@azot.gov, or 602-364-3706

#### **Tour Operator Road Show**

Date: November 2007

Location: Throughout Germany

Participation: N/A

Cost: N/A

Audience: German travel agents.

Program Summary: Each year, AOT partners with a major German tour operator on their annual road show. The particular tour operator is yet to be determined but AOT has previously partnered with Meiers, Neckermann and Dertour. These road shows are an excellent opportunity to highlight Arizona to a large target audience. During the week long event, approximately 600 travel agents

are educated about travel to Arizona.

AOT Contact: Hylton Fothergill at hfothergill@azot.gov or (602) 364 3706

#### **Arizona Media Marketplace**

Date: November 1, 2007

Location: Westin Kierland Resort & Spa

Participants: All tourism suppliers

Cost: \$150

Audience: Arizona-based and regional travel and tourism writers, and Travel Classics West participants

Program Summary: In FY08, AOT is shifting the timing of its annual in-state media marketplace to coincide with Travel Classics West. The purpose of the event will remain the same in providing AOT's constituents a low-cost opportunity to meet with the wealth of travel writers that live in Arizona and the surrounding regional markets. The writers and editors attending Travel Classics West in Scottsdale will be checking into the Westin Kierland on November 1 and they will be extended an invitation to attend the media marketplace. This gives exhibitors the opportunity to potentially interact with these writers and editors, and gives the writers and editors the chance to learn more about other areas of the state.

AOT Contact: Jacki Mieler at jmieler@azot.gov or 602-364-3697

#### **Travel Classics West**

Date: November 1-4, 2007

Location: Westin Kierland Resort & Spa – Scottsdale, Ariz.

Participants: Participation is open to any Arizona tourism supplier.

Cost: Costs vary depending on level of participation. Visit [www.travelclassics.com](http://www.travelclassics.com) for more information and to register.

Audience: U.S. and Canada based freelance travel writers and editors.

Program Summary: Travel Classics West is returning to Arizona for the fourth consecutive year. Travel Classics is a premier travel writer conference that allows freelance travel writers the opportunity to meet with the industry's top editors. There is a low writer / editor ratio and pre-scheduled appointments, which gives the writers ample opportunities to have one-on-one time with the editors. This conference attracts top-notch editors from publications such as Sunset Magazine, National Geographic Adventure, Self, Robb Report, AARP Magazine, Men's Journal, Golf for Women, Bon Appetit and more. AOT is the Platinum Sponsor of the conference and

## Programs

### Trade Shows and Sales Missions and Media Missions (Con't.)

works with the writers to organize pre and post conference FAM trips.

AOT Contact: Jacki Mieler at [jmieler@azot.gov](mailto:jmieler@azot.gov) or 602-364-3697

Sponsorship Contact: Maren Rudolph, Travel Classics – [maren@travelclassics.com](mailto:maren@travelclassics.com) or 914-591-4503

#### **China International Travel Mart**

Date: November 1-4, 2007

Location: Kunming, China

Participants: Participation is open to anyone in the tourism industry. Contact Warren Ruello with TIA at [wruello@tia.org](mailto:wruello@tia.org) for more information and to register.

Cost: TBD

Audience: Chinese tour operators, travel agents and travel trade media

Program Summary: China is one of the fastest growing markets in the world. Tourism has increased dramatically over the past five years and is expected to explode to more than 100 million outbound travelers by 2020. China International Travel Mart is China's official tourism trade show and links buyers and suppliers in a marketplace format. China is an emerging market for the United States and Arizona and this will mark only the second time AOT will exhibit here.

AOT Contact: Mary Rittmann at [mrittmann@azot.gov](mailto:mrittmann@azot.gov) or 602-364-3730

#### **National Tour Association (NTA) Marketplace**

Date: November 2-6, 2007

Location: Kansas City

Participants: Participation is limited to NTA members. Visit [www.ntaonline.com](http://www.ntaonline.com) for additional information and to register.

Cost: \$1,060

Audience: North American tour operators

Program Summary: This annual conference is one of the largest North American tour operator shows in the U.S. The event provides buyers and sellers with the opportunity to meet one-on-one during pre-scheduled, seven-minute appointments. Also featured are educational seminars and networking functions. In FY08 AOT will coordinate advertising for the Arizona tab page in the NTA Profile Form Notebook that is distributed to all tour operators attending the Convention. This is an opportunity for NTA members only to advertise cooperatively on this page at a cost of approximately \$400 for a ¼ page ad.

AOT Contact: Jennifer Sutcliffe at [jsutcliffe@azot.gov](mailto:jsutcliffe@azot.gov), or 602-364-3693

#### **Ontario Motorcoach Association (OMCA) Marketplace & Conference**

Date: November 10-14, 2007

Location: Ottawa, Ontario, Canada

Participants: Participation is limited to OMCA members. Visit [www.omca.com](http://www.omca.com) for additional information and to register.

Cost: US \$850

Audience: Canadian tour operators

Program Summary: This annual conference is Canada's largest tour operator show (always held in Ontario) attracting DMOs and suppliers from the U.S. and other countries. The event provides buyers and sellers with the opportunity to meet one-on-one during pre-scheduled, seven-minute appointments. Also featured are educational seminars and networking functions. Chris Ryall, AOT's representative in Canada, will attend on our behalf.

AOT Contact: Jennifer Sutcliffe at [jsutcliffe@azot.gov](mailto:jsutcliffe@azot.gov) or 602-364-3693

#### **Thomas Cook Reisesommer**

Date: November 2007

Location: Frankfurt Germany

Participation: N/A

Cost: N/A

Audience: German travel agents and consumers

Program Summary: This two day event highlights products from two major German tour operators, Neckermann and Thomas Cook. The first day of the event is open to travel agents only, with approximately 5,000 German travel agents attending. The second day of the show is open to the general public, and is the only consumer travel show in Frankfurt. Albert Jennings, the representative in Germany will attend on behalf of AOT and will be a co-exhibitor in the Visit USA Germany exhibit area. Brochure distribution is available through AOT at a cost of \$200, plus shipping.

AOT Contact: Hylton Fothergill at [hfothergill@azot.gov](mailto:hfothergill@azot.gov) or 602-364 3706.

#### **World Travel Market**

Date: November 12-15, 2007

Location: London, UK

Participants: Participation is open to CVBs, Chambers, DMOs, hotels and suppliers.

Cost: \$1,500 for suppliers or \$2,000 for DMOs; \$500 for a second delegate from the same

## Programs

### Trade Shows and Sales Missions and Media Missions (Con't.)

organization, plus travel expenses. In addition, the PR delegation hosts an evening media function that typically costs about \$450/partner.

Audience: UK travel and trade media

Program Summary: Open exclusively to the trade and media, World Travel Market (WTM) is one of the international travel industry's premier business-to-business forums with more than 5,000 leading suppliers and 44,000 industry professionals from more than 190 countries present. At WTM in 2006, AOT met with about 50 travel journalists and 40 tour operators at the Arizona booth and at an Arizona media reception. AOT's agency in the UK facilitates media and trade appointments and organizes the evening media function.

AOT Contact: Jacki Mieler at [jmieler@azot.gov](mailto:jmieler@azot.gov) or 602-364-3697 or Hylton Fothergill at [hfothergill@azot.gov](mailto:hfothergill@azot.gov) or 602-364-3706

#### **Travel Media Showcase**

Date: November 27-30, 2007

Location: Palm Springs, California

Participants: Participation is open to anyone in the tourism industry. Visit [www.travelmediashowcase.com](http://www.travelmediashowcase.com) for additional information and to register.

Cost: \$2,095 plus travel costs

Audience: U.S. and Canada based travel writers and editors

Program Summary: Travel Media Showcase offers the opportunity for top travel journalists and travel industry professionals to meet one-on-one, at a single location, for the purpose of exchanging information and developing personal contacts. The show is based around pre-scheduled appointments, which means that participants are guaranteed to meet with most of the media that they want to pitch.

AOT Contact: Jacki Mieler at [jmieler@azot.gov](mailto:jmieler@azot.gov) or 602-364-3697

#### **Arizona Night Hockey Game**

Date: TBD – contingent upon NHL schedule due out at end of summer

Location: Edmonton, AB

Participants: Participation is open to Arizona CVBs, Chambers and DMOs only.

Cost: TBD

Audience: Canadian tour operators and travel agents

Program Summary: AOT has had trade representation in Canada since 1995, and has worked diligently to increase awareness of and visitation to Arizona from this valuable market. The travel

trade have been extremely receptive to these efforts, thereby making Canada one of Arizona's top international markets. As a "thank you" to the industry, AOT and its partners host an annual "Arizona Night" at a hockey game in one of AOT's key markets in Canada. Tour operators and travel agents are invited to learn more about Arizona and get a ticket to the hottest game in town. The event has been a resounding success since it debuted two years ago in Toronto. AOT will hold an event in Edmonton when the Oilers play the Phoenix Coyotes.

AOT Contact: Jennifer Sutcliffe at [jsutcliffe@azot.gov](mailto:jsutcliffe@azot.gov) or 602-364-3693

#### **San Francisco Media Event**

Date: TBD – January 2008

Location: TBD – San Francisco Venue

Participants: Maricopa County CVBs and their members

Cost: TBD

Audience: San Francisco and national travel, trade, lifestyle and culinary media – print, broadcast and online.

Program Summary: Each year, the Greater Phoenix CVB organizes a media event in San Francisco as part of the Proposition 302 program, which markets Maricopa County. The media event attracts Bay Area travel writers to learn more about Maricopa County destinations and all of Arizona and the timing of the event is usually to promote a Spring Training message.

AOT Contact: Jacki Mieler at [jmieler@azot.gov](mailto:jmieler@azot.gov) or 602-364-3697

#### **Canada Sales Mission**

Date: January 14-18, 2008

Location: Toronto, Montreal and Ottawa, Canada

Participants: Participation is open to Arizona CVBs, Chambers, DMOs, hotels and suppliers.

Cost: \$1,000 per supplier or \$1,500 per DMO, plus travel expenses

Program Summary: Top-producing Canadian travel agents are invited to attend an "Arizona" event that features oral and video presentations, a trade show, food and entertainment. Approximately 80-150 travel agents and tour operators attend in each city. Individual sales calls and staff trainings at large agencies and tour operators will be coordinated. In addition, AOT will plan an exclusive dinner event for key clients. There may be opportunity for brochure distribution.

AOT Contact: Jennifer Sutcliffe at [jsutcliffe@azot.gov](mailto:jsutcliffe@azot.gov) or 602-364-3693.

## Programs

### Trade Shows and Sales Missions and Media Missions (Con't.)

#### **Star-Telegram Vacation & Cruise Show – US Airways Travel Agent Event**

Date: TBD- January 2008

Location: Dallas/Ft. Worth, TX

Participants: Though it is possible for anyone to participate in the Star-Telegram show, this particular event package has been put together by US Airways.

Cost: Approximately \$700

Program Summary: The Star-Telegram is a one-day consumer travel show attended by thousands of North Texas travelers who visit the show to find more information about leisure, adventure, recreation, and international travel. This premiere travel event, produced by the Star-Telegram will attract families, couples, singles, and groups. Attendees may actually book trips at the show. Sponsors also receive cooperative advertorial space in the paper promoting the show. In addition, US Airways plans an exclusive and interactive event for their top 50-60 travel agents and package travel partners. This project offers the opportunity for AOT to reach an important short-haul travel market.

AOT Contact: Kristy Swanson at [kswanson@azot.gov](mailto:kswanson@azot.gov) or 602-364-3696.

#### **Mexico Sales Mission**

Dates: February 25 – 29, 2008

Location: Exact cities to be determined, but will include: Chihuahua and Culiacan and plus the possibility of one more city.

Participants: Participation is open to Arizona CVBs, Chambers, DMOs, hotels and suppliers.

Cost: TBD

Audience: Mexican travel agents and tour operators

Program Summary: AOT will conduct a week long sales mission to Mexico targeting Chihuahua, Culiacan, Los Mochis and / or Ciudad Juarez. The mission will be comprised of product meetings and destination training sessions at the offices of key tour operators, followed by Arizona-themed social functions for area travel agents and travel professionals. The purpose of the Mission is to help maintain a strong presence and increase Arizona awareness in this very important and competitive market.

AOT Contact: Mary Rittmann at [mrtrittmann@azot.gov](mailto:mrtrittmann@azot.gov) or 602-364-3730

#### **NAJ Summit**

Date: TBD - January or February 2008

Location: Los Angeles, CA

Participants: Participation is open to anyone in the tourism industry. Visit [www.najsummitt.com](http://www.najsummitt.com) for

more information and to register.

Cost: \$1,195 – early booking discounts may apply

Audience: Receptive operators

Program Summary: The NAJ Summit, produced in cooperation with the Receptive Services Association (RSA), is a two-day West Coast tour operator/receptive event. This event is an efficient sales, education and networking opportunity for DMOs and suppliers wishing to promote to west coast (California and Las Vegas based) operators and receptives. The Summit highlights pre-scheduled appointments offering participants the opportunity to meet with 25-30 receptive travel companies in one setting.

AOT Contact: Hylton Fothergill at [hfothergill@azot.gov](mailto:hfothergill@azot.gov), 602-364-3706

#### **Go West Summit**

Date: January 20 - 25, 2008

Location: Colorado Springs, Colorado

Participants: Participation is open to anyone in the tourism industry. Visit [www.gowestsummit.com](http://www.gowestsummit.com) for more information and to register.

Cost: \$1,245

Audience: International tour operators and wholesalers, and U.S.-based receptive operators

Program Summary: Attended by European, Latin-American, and Asian operators as well as U.S. receptive operators, this show offers a marketplace with pre-scheduled, 15-minute appointments. Go West Summit is sponsored by most Western states and the venues rotate annually between these states. Seminars and networking events are also featured.

AOT Contact: Hylton Fothergill at [hfothergill@azot.gov](mailto:hfothergill@azot.gov) or 602-364-3706

#### **American Bus Association (ABA) Marketplace**

Date: February 2-7, 2008

Location: Virginia Beach, VA

Participants: Participation is limited to ABA members. Visit [www.buses.org](http://www.buses.org) for more information and to register.

Cost: \$1,080

Audience: North American tour operators

Program Summary: This annual conference is another major domestic, North American tour operator tradeshow in the U.S. and moves locations each year. The event provides buyers and sellers with the opportunity to meet one-on-one during pre-scheduled, seven-minute appointments. Educational seminars and networking functions are also featured.

AOT Contact: Jennifer Sutcliffe at [jsutcliffe@azot.gov](mailto:jsutcliffe@azot.gov) or 602-364-3693

## Programs

### Trade Shows and Sales Missions and Media Missions (Con't.)

#### **AAA- California Sales Mission**

Date: February 11-15, 2008

Location: Southern California

Participants: Participation is limited to eight DMO partners. Please contact Kathrine Blomquist at the Tempe CVB (Kathrine@tempecvb.com) or Jerry Thull with the Flagstaff CVB (jthull@ci.flagstaff.az.us) for more information.

Cost: Travel expenses and shared cost of luncheon at Costa Mesa call center.

Audience: Southern California AAA travel agents and auto travel representatives

Program Summary: Southern California is an important drive market for Arizona and AAA Southern California has over 70 offices serving over six million members. Reaching this market in February allows us to promote Spring Training, ideal weather statewide and summer drive vacation planning. Arizona delegates will host a lunch and trade show at AAA Call Center in Costa Mesa followed by sales calls to and staff destination training in the individual offices.

AOT Contact: Kristy Swanson at kswanson@azot.gov or 602-364-3696.

#### **TIA See America Media Marketplace – Mexico City**

Date: February 11-14, 2008

Location: Mexico City, Mexico

Participants: Participation is open to Arizona CVBs, Chambers and DMOs.

Cost: Media Marketplace – About \$600, Arizona Breakfast - \$200

Audience: Mexican travel and trade media

Program Summary: The TIA SeeAmerica Media Marketplace in Mexico is held in conjunction with the Expo Vacaciones trade show (see above) on February 12. The media marketplace attracts more than 40 writers from Mexico's top trade and consumer publications. In order to have a stronger Arizona presence and take advantage of already being in Mexico, the Arizona delegation hosts a media breakfast on February 14 to share the Arizona message.

AOT Contact: Jacki Mieler at jmieler@azot.gov or 602-364-3697

#### **Expo Vacaciones**

Date: February 12-14, 2008

Location: Mexico City, Mexico

Participants: Participation is open to Arizona CVBs, Chambers, DMOs, hotels and suppliers.

Cost: \$500 per supplier or \$750 per DMO, plus travel expenses

Audience: Mexican tour operators, travel agents and trade and travel media

Program Summary: Organized by the Visit USA Committee in Mexico, Expo Vacaciones is one of

the largest tourism trade shows in Mexico. Exhibitors include U.S. destinations, hotels, airlines, and tourism service companies and their local representatives. Expo Vacaciones provides one-on-one appointments with leading Mexican wholesalers and tour operators and an optional See America Media Day (additional cost) which is co-sponsored by the Travel Industry Association of America.

AOT Contact: Mary Rittmann at mrittmann@azot.gov or 602-364-3730

#### **Travel Media Association of Canada (TMAC) Media Marketplace**

Date: February 14-18, 2008

Location: Halifax, Nova Scotia

Participants: Participation is limited to TMAC members. Chris Ryall, AOT's Canadian PR representative, is a member of the organization.

Audience: Canadian travel and trade media

Program Summary: The Travel Media Association of Canada always organizes a media marketplace event at their annual conference. The format of the marketplace allows for pre-scheduled one-on-one appointments with the travel writers, based on their preference of destinations to meet with. AOT's Director of Media Relations and Canadian public relations representative will attend the media marketplace on behalf of Arizona.

AOT Contact: Jacki Mieler at jmieler@azot.gov or 602-364-3697

#### **Vancouver Golf & Travel Show**

Date: February 16-17, 2008

Location: Vancouver, British Columbia, Canada

Participants: Participation is open to anyone in the golf industry. Visit [www.vancouvergolfsHOW.com](http://www.vancouvergolfsHOW.com) for more information.

Cost: CDN \$1,395 plus taxes per 10' x 10' booth. Opportunities to booth share with AOT are available at a cost of approximately \$750 US per partner.

Audience: Canadian consumers

Program Summary: This annual golf marketplace provides consumers with the opportunity to test the latest equipment, obtain free instruction, research golf resort vacations and purchase products at special show prices. Exhibits will have many opportunities to showcase, demonstrate and sell directly to over 22,000 golf enthusiasts who attend this event. Brochure distribution will be available through the Arizona Office of Tourism at a cost of \$200, plus shipping.

AOT Contact: Jennifer Sutcliffe at jsutcliffe@azot.gov or 602-364-3693

# Programs

## Trade Shows and Sales Missions and Media Missions (Con't.)

### **Internationale Tourismus Boerse**

Date: March 5 - 9, 2008

Location: Berlin, Germany

Participants: Participation is open to Arizona CVBs, Chambers, DMOs, hotels and suppliers.

Cost: \$1,500 for suppliers or \$2,000 for DMOs, \$500 for the second delegate from the same organization, plus travel expenses. In addition, the PR delegation hosts an evening media function that typically costs about \$450/partner.

Audience: German speaking tour operators and travel agents

Program Summary: The Internationale Tourismus Boerse (ITB) 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 general public. ITB is the world's largest travel industry trade show with over 7,000 exhibitors from 188 countries competing for travel business from this important European market. At ITB in 2006, AOT met with approximately 40 tour operators and 45 travel journalists at the Arizona booth and at an Arizona media reception.

AOT Contact: Jacki Mieler at [jmieler@azot.gov](mailto:jmieler@azot.gov) or 602-364-3697 or Hylton Fothergill at [hfothergill@azot.gov](mailto:hfothergill@azot.gov) or 602-364-3706

### **French Media and Trade Sales Mission**

Date: March 10 - 12, 2008

Location: Paris, France

Participants: Participation is open to Arizona CVBs, Chambers, DMOs, hotels and suppliers.

Cost: \$1000 per supplier or \$1500 per DMO, plus travel expenses

Audience: French travel media and travel trade professionals

Program Summary: AOT began working in the French market in FY06 by attending a media and trade event in conjunction with other Arizona tourism suppliers. Based on the increasing importance of the French market, AOT will continue these efforts in FY08. The media and trade event will be repeated and complemented with media and trade appointments in Paris.

AOT Contact: Jacki Mieler at [jmieler@azot.gov](mailto:jmieler@azot.gov) or 602-364-3697 or Hylton Fothergill at [hfothergill@azot.gov](mailto:hfothergill@azot.gov) or 602-364-3706

### **Toronto Golf & Travel Show**

Date: TBD - March 2008

Location: Toronto, Ontario, Canada

Participants: Participation is open to anyone in the tourism industry. Visit [www.torontogolfshow.com/spring/index.asp](http://www.torontogolfshow.com/spring/index.asp) for more information.

Cost: \$1,425 for a 10' x 10' booth, \$2,565 for a 10' x 20' booth

Audience: Canadian consumers

Program Summary: This is North America's largest consumer golf show. Now in its 19th year, the Toronto Star Golf & Travel Show attracts 35,000 golf enthusiasts including consumers and some tour operators. Opportunities to share a booth will be available through the Arizona Office of Tourism at a cost of \$750, plus travel expenses. Brochure distribution will also be available at a cost of \$200, plus shipping.

AOT Contact: Jennifer Sutcliffe at [jsutcliffe@azot.gov](mailto:jsutcliffe@azot.gov) or 602-364-3693

### **NTA Spring Meet**

Date: April 2-4, 2008

Location: Mohegan Sun, CT

Participants: Participation is limited to event sponsors (who must be NTA members)

Cost: Varies per sponsorship

Audience: North American tour operators

Program Summary: NTA Spring Meet is primarily designed for tour operators to attend seminars, networking events and familiarization tours without a marketplace for suppliers or destination marketing companies. Suppliers may attend as sponsors.

AOT Contact: Jennifer Sutcliffe, [jsutcliffe@azot.gov](mailto:jsutcliffe@azot.gov) or 602-364-3693

### **Germany Sales Mission**

Date: April 7 -11, 2008

Location: Frankfurt, Hamburg, Düsseldorf, and Munich

Participants: Participation is open to Arizona CVBs, Chambers, DMOs, hotels and suppliers.

Cost: \$1,000 per supplier, \$1,500 per DMO, plus travel expenses

Audience: German travel trade

Program Summary: Germany is one of Arizona's primary sources for international visitors. To maintain this strong market presence, AOT will carry out a week long sales mission, comprised of product meetings and training sessions with key tour operators followed by Arizona themed evening functions for area travel agents.

AOT Contact: Hylton Fothergill at [hfothergill@azot.gov](mailto:hfothergill@azot.gov) or 602-364-3706.

## Programs

### Trade Shows and Sales Missions and Media Missions (Con't.)

#### **Public Relations Society of America Travel & Tourism Conference**

Date: May 2008

Location: TBD

Participants: All tourism suppliers – visit [www.prsa.org](http://www.prsa.org) for more information

Cost: TBD

Audience: Public relations professionals, U.S. travel writers

Program Summary: The Public Relations Society of America's Travel & Tourism Section annual conference is one of the industry's premier educational and networking opportunities. Programming includes plenary sessions with top travel writers and a media marketplace event. The conference is also held in conjunction with the Society of American Travel Writers Associates Council meeting.

AOT Contact: Jacki Mieler at [jmieler@azot.gov](mailto:jmieler@azot.gov) or 602-364-3697

#### **Arizona Road Show in Mexico**

Date: May 5-9, 2008

Location: Mexico City and Guadalajara, Mexico

Participants: Participation is open to Arizona CVBs, Chambers, DMOs, hotels and suppliers.

Cost: TBD

Audience: Media and travel trade professionals in Mexico City and Guadalajara

Program Summary: Beginning in FY07, AOT replaced their annual tradeshow, CVA, with an Arizona-only sales mission to Mexico City and Guadalajara. This sales mission combines destination seminars, one-on-one appointments and fun-filled activities that allow the trade and media representatives in attendance to explore Arizona.

AOT Contact: Mary Rittmann at [mrtrittmann@azot.gov](mailto:mrtrittmann@azot.gov) or 602-364-3730 or Jacki Mieler at [jmieler@azot.gov](mailto:jmieler@azot.gov) or 602-364-3697

#### **ARLAG**

Date: May 16, 2008

Location: Guadalajara, Jalisco, Mexico

Participants: Participation is open to anyone in the tourism industry.

Cost: \$500 per booth

Audience: Mexican travel agents primarily from Guadalajara and the State of Jalisco

Program Summary: This annual trade show, which takes place in the city of Guadalajara, is put together by the Airline Representatives Association of that city. This tradeshow is interesting because it not only attracts travel agents from Guadalajara and neighboring cities, but also travel

agents from throughout the Mexican Republic. Brochure distribution will be available through the Arizona Office of Tourism at a cost of \$200, plus shipping.

AOT Contact: Mary Rittmann at [mrtrittmann@azot.gov](mailto:mrtrittmann@azot.gov) or 602-364-3730

#### **German Media Mission**

Date: May 26-30, 2008

Location: Hamburg, Munich, Cologne/Dusseldorf

Participants: Participation is open to Arizona CVBs, Chambers and DMOs.

Cost: \$900 plus travel costs

Audience: German Travel Media

Program Summary: AOT organizes alternating media missions to the UK and Germany every other year. These media missions will be at the opposite time of the major trade shows in those markets (WTM and ITB) and will target writers that do not typically attend the shows. The format of the media mission will be one-on-one appointments with the media in addition to small hosted meal functions. Participation is limited to three suppliers.

AOT Contact: Jacki Mieler at [jmieler@azot.gov](mailto:jmieler@azot.gov) or 602-364-3697

#### **TIA's International Pow Wow**

Date: May 31 – June 4, 2008

Location: Las Vegas, NV

Participants: Participation is open to anyone in the tourism industry. Visit [www.tia.org](http://www.tia.org) for more information and to register.

Cost: Varies

Audience: International tourism buyers and media

Program Summary: Pow Wow, organized by the Travel Industry Association of America (TIA), is the premier international trade show in the US attracting nearly 1,500 international tour operators and 250 travel journalists from more than 40 countries each year. AOT attends with staff and international representatives conducting 20-minute, pre-scheduled appointments over the course of 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 Contact: Jacki Mieler at [jmieler@azot.gov](mailto:jmieler@azot.gov) or 602-364-3697 or Hylton Fothergill at [hfothergill@azot.gov](mailto:hfothergill@azot.gov) or 602-364-3706

## Programs

### Native American Tourism Marketing

#### Native American Tourism Marketing

Promoting the Native American experience is integral to AOT's cultural heritage marketing initiatives. Additionally, AOT makes available a number of programs, services and resources to assist Arizona's tribes in the development and marketing of their tourism programs. With the input and cooperation of the tribes, AOT has developed an enhanced and integrated Native American marketing plan for FY08 to include:

- **Trade Shows and Media Events:** In addition to providing the opportunity for tribes to participate in domestic and international trade shows and events, AOT will showcase the Native American cultural experience at select events. Performance, demonstration or storytelling will be included at the Los Angeles Media Marketplace. AOT will also explore a cooperative marketing effort with New Mexico to host a shared booth at the 2008 International Pow Wow trade show in Las Vegas. In addition, AOT will again host a tribal tourism representative at Go West Summit.
- **Target Cities:** In FY08, AOT will include a visible component focused on the Native American experience in its Target Cities campaign through a consumer event.
- **Collateral Materials:** In order to promote the unique Native American experience in Arizona, AOT will develop a special consumer brochure to be used as a resource guide. The information will also be posted on AOT's consumer Web site, [www.arizonaguide.com](http://www.arizonaguide.com). An Arizona Native American Culture profile sheet highlighting a calendar of events and other pertinent information will be developed and printed two times per year for use at trade and media events.
- **Familiarization Tours:** The Native American experience will be integrated into FAM tours planned for journalists and tour operators in FY08.
- **Ongoing Marketing Opportunities:** Tribes are encouraged to participate in a variety of AOT programs and resources throughout the year, including the E-Newsletter, Target Cities campaign, In-state campaign, Official State Visitors Guide & Map, [www.ArizonaVacationValues.com](http://www.ArizonaVacationValues.com) and Calendar of Events.



- **Education and Outreach:** AOT sponsors a range of workshops to assist communities and Tribes in tourism development and marketing. Tribal Tourism Development Seminars are train-the-trainer workshops developed in partnership with AOT and Northern Arizona University and specifically geared to Tribal communities. Topics include Customer Service, Strategies for Effective Tourism, Tourism Research, Marketing Your Tourism Products, Tour Itinerary Development & Designing and Tour Guide Training Program. The Arizona Tourism University is the newest educational outreach program with two workshops; Economic Impact of the Travel Industry in Arizona and Branding Arizona. These programs will be developed and offered throughout FY08.

For information on any Native American marketing opportunities, contact Dawn Melvin, Native American Tourism Development Manager, (602)364-3707, [dmelvin@azot.gov](mailto:dmelvin@azot.gov).

## Cooperative Opportunities

Cooperative Opportunities Relationship Marketing for AOT and its Partners: AOT has approximately 1.4 million names in a consumer inquiry database, which is used to provide direct marketing opportunities to tourism partners around the state. Opportunities include being featured in a monthly e-newsletter, leasing the AOT database, acquiring new customers through purchasing new names and distributing marketing material through AOT Travel Packets. For more information, or to utilize AOT's resources, please contact Traci Gomes at (602) 364-3699 or [tgomes@azot.gov](mailto:tgomes@azot.gov).



## Database Marketing

Monthly E-newsletter: AOT sends out an e-newsletter monthly to 50,000 subscriber base and inquiries based on expressed interest. Newsletters are based on consumer interests, with themes and corresponding databases rotated. Both DMOs and their membership base may participate in this program, please contact Traci Gomes at (602) 364-3699 or [tgomes@azot.gov](mailto:tgomes@azot.gov).



# Tourism Education & Development

## ACERT

AOT will continue to chair the Arizona Council for Enhancing Recreation and Tourism, which is comprised of representatives of federal and state agencies, culture and heritage organizations and universities to assist with development of programs which focus on tourism and recreation. FY08 ACERT projects include:

- AOT, in partnership with state and federal agencies, will distribute the updated Arizona ACERT map highlighting public lands as well as recreational, cultural and heritage sites and opportunities in rural and tribal areas. The map will be available in a printed and an online version.
- A new Arizona Lakes Guide will be developed in both printed and online versions and will feature water-based recreational activities and statewide information about Arizona's lakes.
- The Arizona Rural Community Assessment Program (ARCAP) has traditionally provided an assessment to one community each year, but in FY08 that will be expanded to two communities. AOT will invite rural and tribal communities who need assistance with their tourism development program to apply. In order to further help communities and ensure that they have the opportunity to utilize the tools necessary for implementing any recommendations; AOT will enhance the technical assistance available to these communities.

For more information, contact Mike Leyva at (602) 364-3723 or [mleyva@azot.gov](mailto:mleyva@azot.gov).

## Visitor Services

Welcome Centers: AOT operates the Painted Cliffs Welcome Center (PCWC) located in Northeastern Arizona along Interstate 40 at exit 359 in Lupton. The center is open seven days a week and staffed by three full time travel counselors. Communities, state and federal agencies and tourism related businesses are encouraged to provide brochures and printed collateral for distribution at the Welcome Center. In addition, AOT is currently designing a new welcome center, Needle Mountain, to be located just east of the Arizona-California state line on Interstate 40. Architecture design and layout of the Needle Mountain Welcome Center will be completed during FY08 and the welcome center interpretative and creative displays highlighting Arizona's diversity and beauty will be incorporated into the interior design. The Needle Mountain Welcome Center is a joint project between the Arizona Department of Transportation and the Arizona Office of Tourism. Funding for the welcome center was secured through transportation enhancement funds.

As part of the financial assistance received from the state legislature and the expansion of the Phoenix Convention Center, the Arizona Office of Tourism and the Greater Phoenix Convention and Visitors Bureau are creating a new welcome/information center in the Phoenix Convention Center. The Center will be staffed by both Arizona Office of Tourism and Phoenix Convention & Visitors Bureau personnel and will open to visitors in FY08.

Local Visitor Information Center (LVIC) Designation & Signage Program: AOT works in cooperation with the Arizona Department of Transportation to provide the blue and white "Arizona Tourist Info" highway signs to qualified communities throughout Arizona. To ensure a high service quality level for visitors the LVIC program conducts an annual evaluation of the 63 centers to certify the centers meet set operational standards and provides suggestions to improve local visitor education statewide. Centers that participate in the LVIC program receive

the Official State Visitor Guides and Maps from AOT as an in-kind service.

Welcome Center Brochure Distribution: Brochure distribution is a vital part of the welcome and information center's daily operations. Communities, government agencies and tourism related business are encouraged to participate by distributing materials through the Painted Cliffs Welcome Center. For welcome center brochure distribution policy, please visit [www.azot.gov](http://www.azot.gov).

To apply for designation as a Local Visitor Information Center, contact Brian Lang, Visitor Services Manager, (602)364-3694, [blang@azot.gov](mailto:blang@azot.gov).

## Workshops

Grand Impressions Customer Service Workshops: These workshops are conducted each spring in three regions. These free one-day sessions are designed for front line tourism professionals and visitor center staff. The training is specially designed to increase the participants' knowledge of the state and its attractions as well as enhancing customer service skills. FY08 dates and locations will be posted on [www.azot.gov](http://www.azot.gov). For more information, contact Brian Lang at (602) 364-3694 or [blang@azot.gov](mailto:blang@azot.gov).

Arizona Tourism University: AOT will conduct free tourism education workshops to assist Arizona's communities and tribal entities with their tourism development and marketing programming efforts. The educational workshops will present information on special tourism topics and provide opportunities on how to partner and work with AOT sponsored marketing and tourism development activities and include programs for existing and new partners, such as Arizona's American Indian tribes. Below are the tourism workshop topics for FY08. For dates and locations of workshops, see [www.azot.gov](http://www.azot.gov) or contact Karen McClurg at (602) 364-3723 or [kmcclurg@azot.gov](mailto:kmcclurg@azot.gov).

- Geotourism / Arizona Origins
- How to assess your community's assets
- How to create an effective Web site
- How to work with tour operators and travel agents
- The value of public relations

## Grants

### **Teamwork for Effective Arizona Marketing (TEAM):**

Teamwork for Effective Arizona Marketing (TEAM) is a matching grant program offered to destination marketing organizations, tribal tourism entities and statewide tourism associations throughout Arizona. The TEAM program supports innovative and effective tourism promotion and marketing projects at the local, tribal, regional and statewide level. TEAM funding can be used for advertising, Web site development, printed material and brochures, media communications and public relations, strategic planning and research, product development and other tourism-related promotional activities. The funds can also be used towards the grant's EZ Advertising program, which provides funding for 50 percent of all print advertising placements in selected publications, and web based marketing. In addition to in-state and nationwide consumer and trade publications, international travel trade can now be reached in Canada and Japan. The FY08 grant process began with the release of the FY08 TEAM Guidelines in February 2007. Mandatory workshops were held in mid February, applications due on April 20, and awards for FY08 were announced in mid-June. A TEAM workshop requires certification is required for those who wish to submit an application. To receive certification, one representative from each community or organization must attend a TEAM workshop conducted by AOT. The workshops are held free-of-charge throughout the state. Workshop dates and locations are announced on [www.azot.gov](http://www.azot.gov).

### **Rural Tourism Development Grant Program:**

This program is designed to provide funding for infrastructure development in rural and tribal communities to strengthen the regional and local economies and expand tourism. The Rural Tourism Development Grant Program will provide funding for: the development of new tourism products, the enhancement of the visitor experience, the enhancement or renovation of existing tourism products, or a tourism project of "bricks and mortar" that demonstrates a conclusion to either the whole project or a definable phase. In FY08, grant awards will be available ranging from \$5,000 to \$50,000. Each recipient must provide a local match of 25 percent. Local match may come from either the private or the public sector and a portion of the local match may be from in-kind goods or services, which assist to carry out the purpose of the grant. Applicants are encouraged to leverage other funds beyond the required match such as other grants, local cash, or local in-kind to maximize limited resources.

### **Information Center Enhancement Grant Program (ICE):**

In order to help Local Visitor Information Centers (LVIC) enhance and upgrade their facilities and services, AOT introduced a direct grant program. In FY08, LVICs can apply for a grant awards that may include upgrades in signage, improved interpretation and display of information. These upgrades will assist LVICs in achieving compliance with AOT's visitor services operational standards. A total of \$20,000 will be available through an application process.

For information on AOT's grant programs, please visit the grants section of [www.azot.gov](http://www.azot.gov).

## Tourism Education & Development (Con't.)



## How to work with AOT

### AOT in Action:

AOT's weekly e-newsletter is distributed to more than 2,000 industry contacts, featuring the latest news, reports, statistical information and current events at the Arizona Office of Tourism and around the state, as well as industry news from throughout the tourism industry. To join our mailing list, simply e-mail your name, address, organization and e-mail address to Kiva Couchon, Communications Manager, [kcouchon@azot.gov](mailto:kcouchon@azot.gov) or call (602) 364-3724.

### Crossroads:

AOT's quarterly newsletter is distributed to more than 2,000 industry contacts and features the latest AOT and industry news, the latest research data and reports, an opportunity to meet industry and AOT professionals and upcoming event information. To join our mailing list, send your name, address and organization to Kiva Couchon, Communications Manager, [kcouchon@azot.gov](mailto:kcouchon@azot.gov) or call (602) 364-3724.

### Calendar of Events:

AOT maintains an online calendar of more than 4,000 special events on [www.arizonaguide.com](http://www.arizonaguide.com). In addition to maintaining the Web site calendar, the division provides monthly calendars to media on request and prints a Summer Calendar of Events for those events taking place between Memorial Day and Labor Day. Calendar of events information for April through September must be submitted by January 1. For events taking place from October through March, submit events by July 1. When submitting an event for the calendar, please include the following information:

- Date, including year, and if possible include future dates of the event
- Community in which the event takes place
- Name of event
- Venue
- Time of event

- Brief description of the event
- Phone/Web site for the public to contact for information
- Contact info for AOT to call if the agency has questions
- Digital photo (optional)

Contact: Marjorie Magnusson, Public Relations Manager,  
(602)364-3695, [mmagnusson@azot.gov](mailto:mmagnusson@azot.gov).

## Tourism Education & Development (Con't.)





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