

Fiscal Year **2005** Annual Report



CLICK ANYWHERE TO ENTER



Visitors from all over the world are flocking to Arizona, coming to relax and enjoy everything that Arizona offers, from luxurious resorts or spas, world-renowned golf and world-class shopping, to truly unique cultural experiences and amazing outdoor adventures. Since our inception in 1975, AOT has been a critical element of the travel industry, marketing Arizona to new travelers as well as repeat visitors, and keeping up with changing trends. As we celebrate 30 years of past successes, we also look ahead to prepare for new actions and new achievements.

FY 05 was a year of opportunity for us. After 30 years of getting the word out about what an amazing destination Arizona truly is, we had time to reflect and begin laying the groundwork for the future. FY 05 represents a year of preparation and transition for us, and as a research-driven agency, it also represents a year of valuable research that not only reinforced AOT's past success, but also helped us prepare for the upcoming opportunities and challenges in the tourism industry.

While more than 27 million domestic visitors came to Arizona in 2004, the story behind these statistics is how AOT's efforts impacted the decisions and patterns of these travelers. Although our visitation from 2003 to 2004 remained fairly consistent, we saw a dramatic rise in direct

visitor spending. In 2004, domestic travelers contributed \$13 billion dollars to the state's economy, a \$1 billion increase from 2003. AOT's precisely driven advertising campaign targeted high-value visitors who were most likely to stay longer and spend more, and the results truly speak for themselves with the increase in spending. With proven results of how our campaigns can truly impact the state's economy and the way visitors view our state, we are now prepared to reach new audiences and launch a comprehensive marketing campaign designed to shift perceptions and tell the full story of Arizona.

Through our programs and partnerships, AOT was able to reach all 15 counties in Arizona with assistance, support or marketing. Our grant programs, trade shows, media relations and Native American programs all saw remarkable success in FY 05. Each of these programs and partnerships is created to position Arizona as a premier travel destination, provide a benefit to our constituents around the state and result in a maximum return on investment. We hope that you find the information in this annual report valuable, and we look forward to tourism leading the way for the next 30 years.

Margie A. Emmermann

Margie A. Emmermann
Director, Arizona Office of Tourism



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

Arizona is a unique world-class travel destination. Through the leadership of the Arizona Office of Tourism and its valued partnerships, Arizona successfully attracts visitors from around the world to experience its diverse amenities and rich natural and cultural resources, while promoting the preservation of these resources for future generations.

AOT VALUES

Leadership. The Arizona Office of Tourism is committed to taking a leadership role in bringing together diverse interests to promote the common goal of making Arizona a unique world-class travel destination.

Priorities. We recognize that we can't "do it all." We are committed to setting and acting on priorities that provide Arizonans the greatest return on their investment.

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.

Teamwork. We understand the power of teamwork. We are committed to creating and sustaining a strong and diverse team of talented individuals who together make the Arizona Office of Tourism a model State agency.

Continuous Learning. We recognize that the need for learning never stops. We are committed to continuing the process of discovery in order to be more effective personally and as an agency.

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.

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.

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

Research Driven. We recognize the importance of acquiring and using data. We are committed to data-driven decision-making and evaluation.



Diversity. We believe that diversity in its many forms is essential to our mission. We will be inclusive, demonstrate respect, and value the diversity of our state, its lands, and its people.

Partnership. We highly value our community partners, those who work with us to make Arizona a great place to live and visit. We are committed to including them in the planning, implementation, and evaluation of our work.

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.

GOALS

Tourism Promotion: Strategically market Arizona tourism experiences to select target segments using customized messages and integrated delivery methods.

Tourism Development: Customize tourism development in cooperation with local communities.



In FY 04, the Arizona Office of Tourism developed nine Key Initiatives to lay the groundwork for the future. Under the leadership of Director Margie Emmermann, these initiatives molded our activities during FY 05. Our successes over the past year directly correlate to our ability to reach the goals set forward in these initiatives. Additionally, AOT was able to go above and beyond these initiatives for truly remarkable overall results in FY 05.

FY 05 NINE KEY INITIATIVES:

1. Expand in-state marketing efforts to encourage more residents to explore the state.
2. Enhance domestic marketing efforts in key target cities to generate new dollars for the state.
3. Increase focus on the Grand Canyon as Arizona's landmark tourism asset.
4. Initiate consumer advertising in international markets whose visitors stay longer and spend more.
5. Reach out to the rapidly growing Hispanic market to position Arizona as a premier destination for these visitors.
6. Build on the growth of the leisure travel market that is driving the current recovery.
7. Increase TEAM grant funds to promote tourism development with emphasis on rural Arizona.
8. Fund a Native American Tourism Survey to provide a baseline for future product development decisions that will strengthen the tourism economy on tribal lands.
9. Create a database of cultural heritage venues that can be marketed through themed itineraries.

AOT FUNDING

In FY 05, the Arizona Office of Tourism's "performance-based" (formula) funding was initiated. This performance-based funding allowed AOT to compete more effectively with other states by strengthening our programs, adding necessary staff and launching programs in line with the nine Key Initiatives. Because performance-based funding enabled AOT to build on previous success, we were empowered to grow the Arizona economy at an even more impressive rate.

PROGRAMS/SERVICES

AOT has a team of programs and partners designed to meet the goals set forth in the agency mission, as well as strive to meet specific goals each year. Through this commitment to Arizona, AOT has seen tremendous success during FY 05. Arizona attracts domestic (U.S.) and international visitors who travel to Arizona for pleasure (as leisure travelers) and for business. To effectively reach these markets, the agency conducts a comprehensive and collaborative program of work that involves every division and department in the agency to ensure maximum return on investment for the state.



RESEARCH & STRATEGIC PLANNING

AOT is a research driven marketing agency and information gathered throughout the year provides valuable insights into our product message, our visitors and our plans of action. AOT's research is the backbone of all programs at the agency, through which we are able to track the accuracy of our campaigns and projects and plan for future goals. While AOT remained committed to evaluating the effectiveness of its current programs, FY 05 resources were also dedicated to gathering information on how Arizona can stay ahead of the curve in meeting the changing needs of today's traveler. The following includes methods used during FY 05 to gather information that will shape marketing and advertising programs in FY 06:

STUDIES AND SURVEYS:

IMAGE AND PERCEPTION RESEARCH

AOT conducted research in these areas to learn more about travelers visiting Arizona and how their perceptions differ from those who have never been to Arizona.

Results:

- Arizona visitors ranked the state highly in terms of excitement and fun, yet those who had never been to the state perceived Arizona more as a relaxing, laid-back, unexciting destination.
- Determined that a perception gap exists between people who have never been to Arizona and those that have visited.
- Able to determine how consumers view Arizona's competitor destinations.
- Laid groundwork for development of a new advertising campaign designed to reinforce our message with existing target markets and reach new audiences by capitalizing on the fun and exciting experiences available in Arizona.



FOCUS GROUP RESEARCH

Through focus groups, AOT determined what attributes and personality traits set apart top competitor states that are seeing strong growth in visitor appeal and learned how Arizona can capitalize on attracting target visitors through more attractive messaging.

Method:

- Research conducted in the key target markets of Phoenix, Chicago and Los Angeles.
- Consumers viewed and commented on preliminary Arizona advertisements from the new creative campaign. This forum allowed researchers to compare consumer reactions to the preliminary ads to reactions from competitors' advertisements.

Results:

- The results of both the image and perception research and the focus group research provided the basis for AOT's new creative campaign that will be launched in FY 06.

► **Success:** These studies support Key Initiative 6: *Build on the growth of the leisure travel market that is driving the current recovery.*

PRE-POST PORTLAND, OREGON TARGET CITIES CAMPAIGN ADVERTISING AWARENESS

During the winter of 2005, AOT conducted one-month, layered advertising campaigns in the key target cities of Chicago, Portland, Denver, Dallas, St. Louis and Minneapolis/St. Paul. Research was conducted in Portland to determine consumer awareness of Arizona as a travel destination both before and after the campaign.

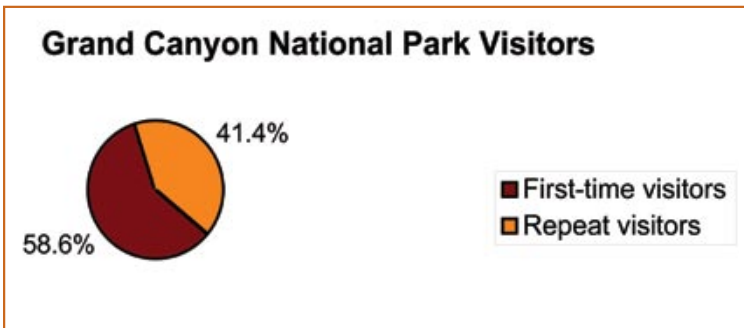
Results:

- Campaign was effective in raising consumer awareness of Arizona as a travel destination as well as increasing their interest in visiting the state.
- Campaign was successful in raising consumers' awareness of Arizona by increasing awareness a significant nine points between the pre- and post- advertising campaign.
- Nearly one in five people took a positive action after viewing the advertising, such as visiting a Web site or calling a phone number.

► **Success:** This study supports Key Initiative 2: *Enhance domestic marketing efforts in key target cities to generate new dollars for the state.*

GRAND CANYON NATIONAL PARK AND NORTHERN ARIZONA TOURISM STUDY

This year-long study is the first comprehensive survey of auto travelers to Grand Canyon National Park in more than a decade. Nearly five million travelers visit the park each year and it is one of the world's premier attractions. This study was conducted during FY 04 and the reports were compiled in FY 05 with the purpose of gaining a better understanding of visitor characteristics and travel behavior among people who visit the Grand Canyon National Park region by car.



Results:

- The study captured visitors from all 50 U.S. states and Puerto Rico, plus visitors from 41 foreign countries.
- First-time visitors accounted for nearly three out of five travelers to the park.
- Travel party size averaged 3.4 persons and most parties were comprised of two adults.
- Of the travel parties to the park, only 30 percent contained children under 18 years of age.
- Private vehicles and rental vehicles accounted for 97 percent of transportation modes to the park. Visitors arriving by car most often secured overnight accommodations in hotels and motels both inside and outside of Grand Canyon National Park, with rim campgrounds being used by one in four overnight visitors.

- Overall satisfaction with the Grand Canyon National Park experience was very high, with 99.3 percent indicating they would recommend a visit to family and friends.
- The total annual economic impact (direct, indirect and induced) of Grand Canyon National Park visitors was \$687 million of output into the regional economy, supporting 12,000 full-time equivalent jobs in the area.
- Phoenix was an important hub for visitors arriving at the Grand Canyon by car, with more than 44 percent of visitors flying into Phoenix Sky Harbor International Airport and staying in Phoenix the longest. Flagstaff led other Arizona destinations, receiving more than 40 percent of visitors and leading the list in overnight guests prior to visiting the Grand Canyon. This means that visitation to the Grand Canyon will affect the entire Northern Arizona region.

► **Success:** The study provides valuable insight in support of Key Initiative 3: *Increase focus on the Grand Canyon as Arizona's landmark tourism asset.*

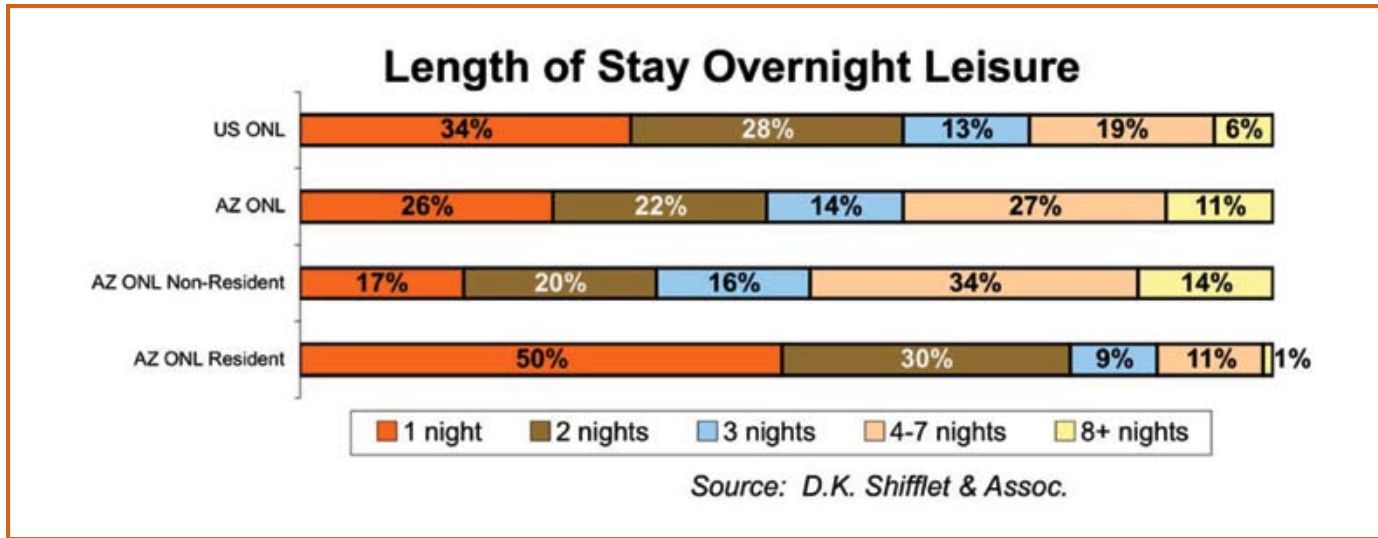
HERITAGE TRAVELER AND NATIVE AMERICAN VISITOR SURVEY

Data collection began on both year-long studies in FY 05 and the final reports will be completed in FY 06. The studies were conducted in order to better understand the characteristics and behaviors of travelers that visit Arizona's heritage and Native American sites. The studies will yield important information that will lend to targeting and promoting these Arizona destinations to travelers in the future.

► **Success:** This information will support Key Initiative 9: *Create a database of cultural heritage venues that can be marketed through themed itineraries.*



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YEAR-END NUMBERS AND INDICATORS DOMESTIC OVERNIGHT VISITOR 2004 (CALENDAR YEAR)

Results:

- In 2004, there were 27.8 million domestic overnight visitors.
- After Arizona, California provided the largest share of overnight visitors, 25.2 percent.
- Illinois, one of our long-haul target markets, supplied 4.3 percent of Arizona's domestic overnight visitation.
- While the volume of visitors remained relatively constant this year, the total direct spending increased 7.7 percent to 13.1 billion dollars.
- Contributing to this increase in direct spending was the longer stay patterns of overnight leisure visitors, with 38 percent staying four or more nights in Arizona.
- The length of stay of Arizona's visitors is significantly higher than the average U.S. traveler, where only 25 percent stay four or more nights at a destination.

Arizona continued to attract a large share of travelers falling into the affluent Boomer segment, AOT's primary target market.

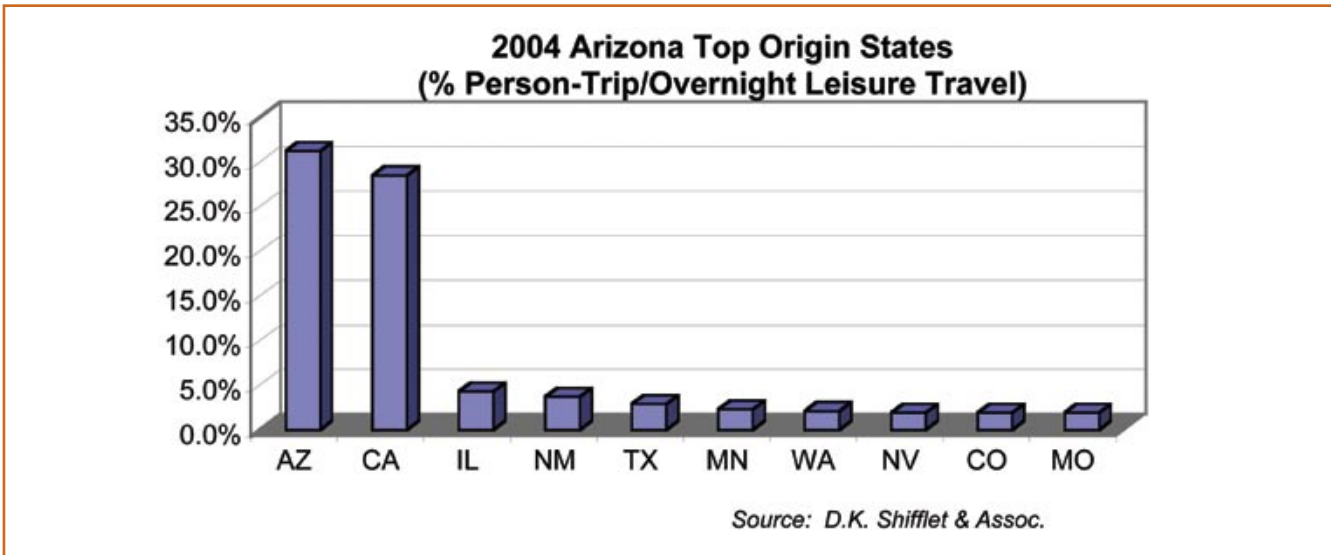
Results:

- In 2004, non-resident leisure travelers aged 55+ years old were among the fastest growing demographic visiting Arizona.
- In addition, 48 percent of non-resident leisure travelers had household incomes equal to or greater than \$75,000 a year.

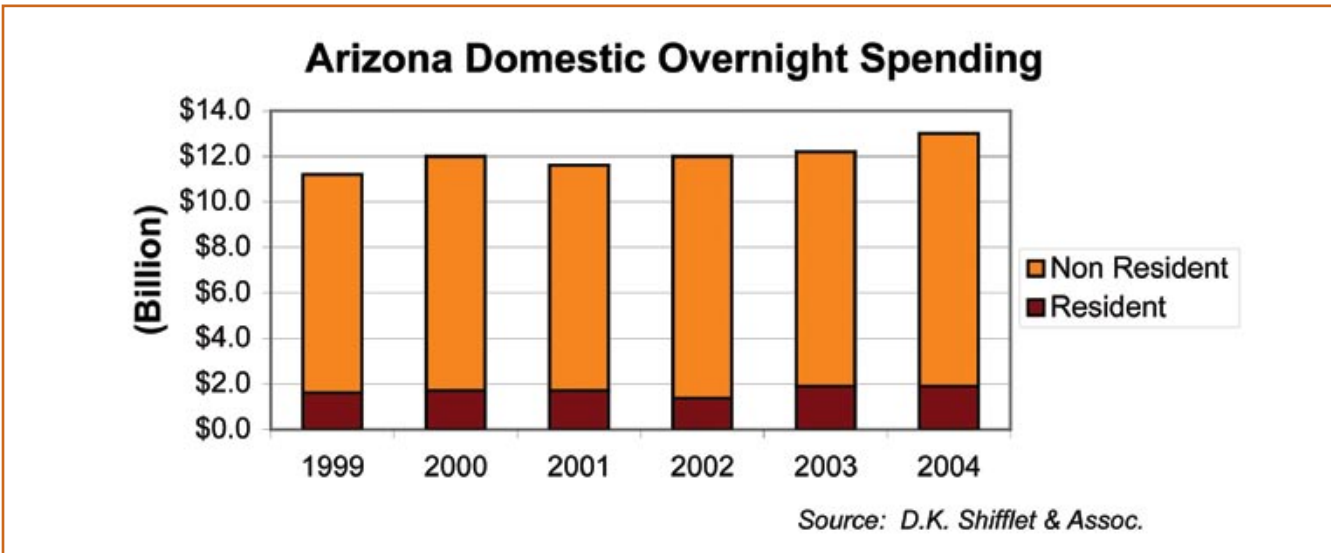
While the empty nesters and affluent Boomer segments continue to be our primary targets in long-haul markets, we recognize the importance of nurturing younger generations to think of Arizona as a leisure destination. Generation X Families and Extreme Generation X segments are AOT's developmental target markets, segments that are typically younger and tend to take shorter, less expensive, weekend trips due to a lower household income. AOT's efforts in FY 05 will lay the groundwork for our dedication in FY 06 to attracting these developmental markets.



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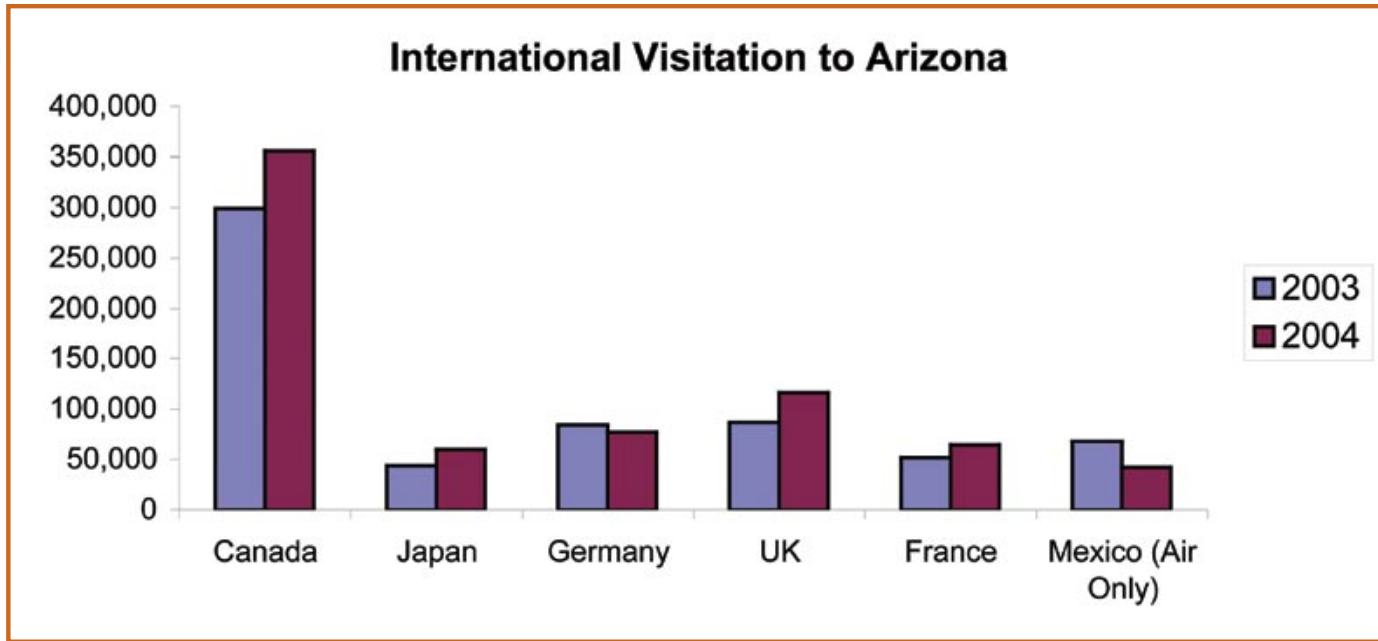


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► **Success:** These results directly support Key Initiatives 2 and 6: *Enhance domestic marketing efforts in key target cities to generate new dollars for the state and build on the growth of the leisure travel market that is driving the current recovery.*

2004 ARIZONA RESIDENT TRAVEL

Results:

- Overnight resident travel in Arizona increased 8.6 percent.
- Resident leisure travel contributed largely to this boost, increasing 10.2 percent compared to travel in 2003.
- Resident leisure travelers tended to be younger and more likely to travel with family compared to non-resident leisure travelers.

► **Success:** Correlates to Key Initiative 1: *Expand in-state marketing efforts to encourage more residents to explore the state.*

INTERNATIONAL MARKETS

Results:

- With favorable currency exchanges and positive economies, overseas visitation to Arizona increased 16 percent in 2004, with a total of 633,000* overseas travelers visiting the state.
- Average spending per day among overseas visitors increased 18 percent to \$99 per day.
- Visitors from the UK accounted for 18 percent of Arizona overseas visitation in 2004, an increase in visitation of 33 percent over 2003.
- Travelers from France increased 23 percent.
- Japan visitation increased 36 percent.

- Visitation from Germany decreased 9 percent from 2003, which can be partly attributed to the loss of the Lufthansa flight between Frankfurt and Phoenix.
- Mexico visitation by air decreased 61.9 percent. This decrease is largely due to the limited air service between Mexican cities and Arizona destinations when compared to competitor states such as Texas and California. These numbers also do not reflect Mexican visitation other than air travel.
- Visitation from Canada increased 19 percent, representing 356,300 travelers to the state. Canadian visitors stayed a day longer in Arizona on average compared to 2003.**

► **Success:** These numbers helped lay the groundwork for Key Initiative 4: *Initiate consumer advertising in international markets whose visitors stay longer and spend more.*

2004 DIRECT SPENDING FROM INTERNATIONAL TRAVELERS

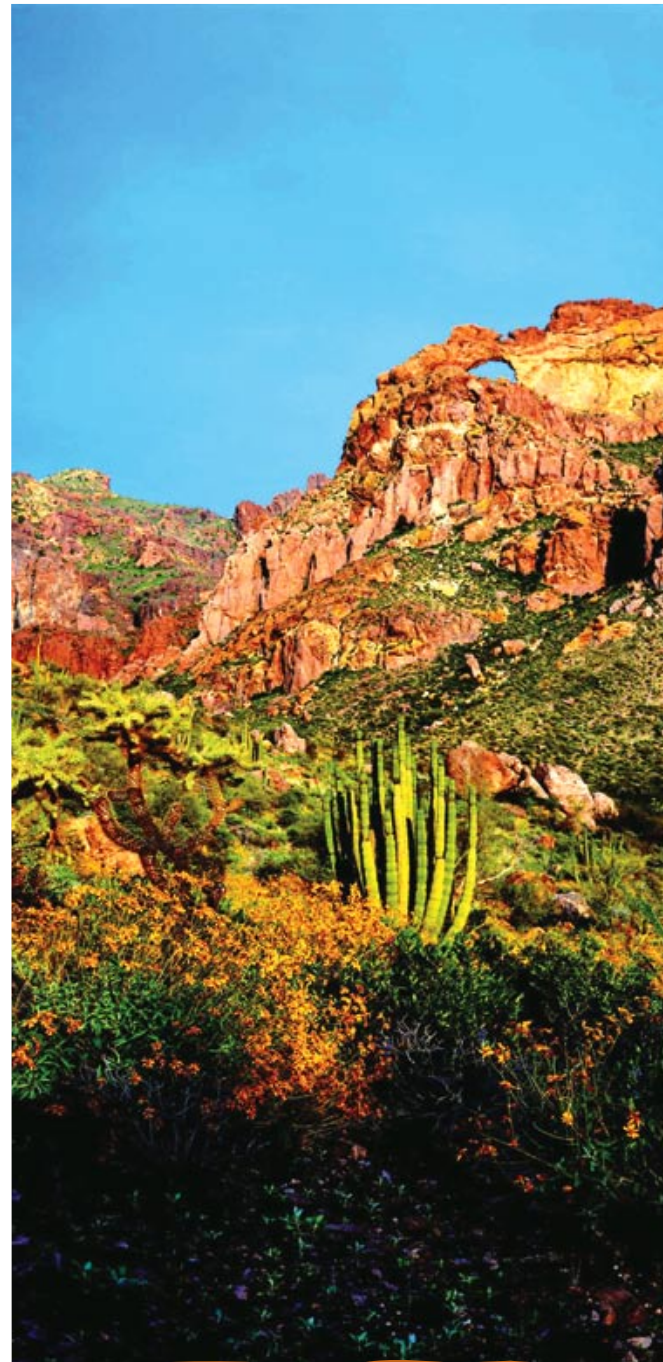
Results:

- Canada: \$286 million
- Mexico: \$45.9 million***
- Japan: \$44.5 million
- United Kingdom: \$41.4 million
- Germany: \$34.0 million
- France: \$22.7 million
- Australia: \$15.9 million

**Does not include visitors from Canada or those arriving by land from Mexico.*

***This number is in addition to the 633,000 reported above.*

****Visitors arriving by air only.*



ADVERTISING & FULFILLMENT

AOT's Advertising & Fulfillment Division positions Arizona as a premier travel destination to visitors around the world. By implementing an integrated marketing plan that strategically involves each of AOT's divisions, we are able to maximize our impact on key geographic and demographic target markets.

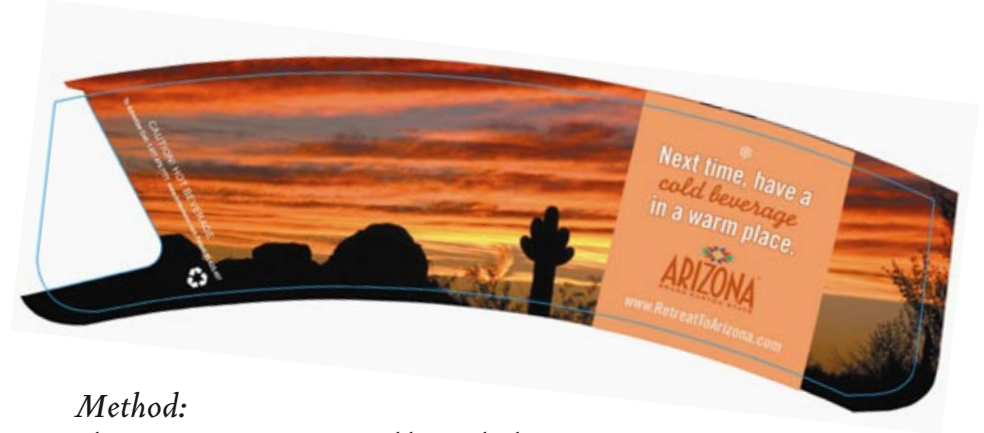
Method:

- Implement timely and relevant messages to domestic visitors (short and long-haul markets) and international visitors (new international advertising will focus on in the UK, Canada and Northern Mexico) promoting leisure travel to Arizona.
- To position Arizona as the choice destination for our high-value visitor in FY 05, AOT created and placed an aggressive, targeted, national paid media schedule. The message and media schedule reflected a strategic balance that strongly supported peak seasons in both Northern Arizona and Central/Southern Arizona.
- The campaign introduced Arizona's key destination drivers to a more targeted audience, while concentrating on attracting affluent baby boomers to the state. AOT also focused advertising buys on key regional markets, taking advantage of the ongoing trend toward shorter, more frequent vacations.
- To build customer loyalty and maintain repeat visitors, the campaign employed the most useful current technology and the Internet.

► **Success:** These efforts support Key Initiative 6: *Build on the growth of the leisure travel market that is driving the current recovery.*

TARGET CITIES CAMPAIGN

For the third year, AOT selected key long-haul markets for the Target Cities Campaign. Building on the momentum of past Target Cities efforts, AOT focused on Chicago, St. Louis, Portland, Denver, Minneapolis/St. Paul and Dallas. The FY 05 campaign centered on the effective cold weather message: Arizona. The perfect cure for your winter cold.



Method:

- The campaign was supported by paid advertising, media relations and travel industry sales missions and captured the spirit and lifestyle that is synonymous with Arizona. Unveiled in cold-weather destinations during the winter months, the message leveraged the warm winter climate of Central and Southern Arizona. The campaigns ran in a variety of marketing mediums including TV, radio, print, outdoor and even coffee wraps.
- The targeted cold-weather campaign activity occurred in a concentrated time period for the month of January.

Results:

- More than 15,300 leads were generated through the Target Cities campaign.
- Contributions from cooperative marketing efforts included round trip airline tickets and more than 40 hotel stays, spa treatments, rounds of golf and dinners. In addition, unique Arizona experiences from horseback riding to cattle drives to tours of the Lowell Observatory, Lake Powell and the Grand Canyon were provided.

INTERNATIONAL CAMPAIGN

For several years, AOT's Travel Industry Marketing and Media Relations divisions have worked with the travel trade and media in key international markets to position Arizona as a premier travel destination. With increased funding in FY 05, AOT's international marketing approach came full circle with the addition of consumer advertising. For the first time, AOT reached out to consumers in the UK, Canada and Mexico with an integrated campaign that complemented the efforts of these divisions.



UK: To make an impact on increasing flight bookings between the UK and Arizona, AOT worked with British Airways to launch a consumer advertising campaign, which gave us access to approximately 40,000 names in British Airways' database. From April to May of 2005, the campaign targeted passengers and promoted the non-stop London to Phoenix flights, highlighting the diversity of Arizona as a holiday destination. All 13 British Airways Travel Shops around the UK featured Arizona point of sale posters and promotional materials. Two key Web sites, www.kelkoo.co.uk and www.travelsupermarket.co.uk, encouraged bookings of flights and vacation packages. The sites tracked more than 300 clicks through to the micro site.

Results:

- Due to the prominent high street positioning of the Travel Shops, more than 12 million consumers were exposed to the campaign.
- The Web site attracted more than 2,500 visitors and resulted in more than 800 flights being booked.

Canada: AOT focused on the Canadian provinces of Ontario, British Columbia and Alberta. These provinces account for more than 80 percent of the visitation to Arizona. A strategic mix of newspaper, magazine and online advertising was used to convey the message of Arizona as a premier vacation destination. AOT also capitalized on increased direct air service between key Canadian cities and Arizona on US Airways (formerly America West Airlines), Air Canada and WestJet.

Results:

- AOT generated more than 3,041 leads from its Web site, Arizonagiveaways.com, which offered a sweepstakes prize of round-trip airfare with WestJet and a three-night stay at The Westin Kierland Resort & Spa in Scottsdale.
- An additional 1,296 inquiries were generated from www.arizonatraveller.com, the site that was used as the call to action in all of the advertising.



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Mexico: AOT's Spanish language campaign featured newspaper placements and billboards in the northern Mexico states of Sonora, Sinaloa and Chihuahua. The advertising focused on family fun, shopping and baseball and drove visitors to a special Spanish language travel Web site.

Results:

- The Spanish language Web site, www.visitaArizona.com, has received more than 24,000 hits since March 2005.
- **Success:** This campaign directly related to Key Initiative 4: Initiate consumer advertising in international markets whose visitors stay longer and spend more.



Please provide the following contact information. This information will not be shared or sold to outside parties.

First Name (required):

Last Name (required):

Address (required):

Address 2:

City (required):

State/Province (required):

Specify (if other):

Zip/Postal (required):

ARIZONA
GRAND CANYON STATE

AMERICA WEST

GIRLFRIEND GETAWAYS SPECIAL

To capitalize on the emerging trend of gender-specific vacations, AOT created an "Arizona Girls Getaway" campaign. The center of the program was a special insert designed to highlight all that Arizona has to offer travelers seeking a "girls-only" trip. The piece was written from the perspective of a woman's journal and highlighted activities, attractions and accommodations around the state. The piece was inserted into *Oprah*, *Shape* and *More* magazines. In addition, AOT created one content-rich mini site with

three distinctly trackable URLs (www.AZGirlsRetreat.com, www.AZGirlsGetaway.com and www.AZGirlsWeekend.com) as the call to action, allowing AOT to track the success of the piece and direct consumers to a site with the same branded look and feel as the high-impact insert, further reinforcing the girlfriend getaway to Arizona. The campaign also included a sweepstakes component that featured accommodations for four at one of three resorts, Arizona Biltmore Resort & Spa in Phoenix, Amara Creekside Resort in Sedona and Tanque Verde Guest Ranch in Tucson. Winners also received round-trip airfare from US Airways (formerly America West Airlines) as well as car rental from Thrifty.

Results:

- AOT received more than 5,300 entries for the Girlfriend Getaways sweepstakes.

► **Success:** This program directly responded to Key Initiative 2: *Enhance domestic marketing efforts in key target cities to generate few dollars for the state.*

INTERACTIVE/WEB-BASED ACTIVITY

In FY 05, AOT began work on a comprehensive redesign of our Web sites in order to offer more functionality and a broader vision of what Arizona has to offer travelers. The addition of a Web Content Manager helped AOT optimize our online message and more precisely meet the needs of visitors looking for travel information on the Internet.

Streaming Video: AOT worked to optimize online placement with streaming video rather than the traditional

advertising opportunities of banners, buttons and skyscrapers. Each placement rotated based on viewer behavior and response, which allowed AOT to significantly enhance our response, measure advertising effectiveness and review post campaign results.

Results:

- Final results showed a sevenfold increase in click-through rates of streaming video (700 percent).

HISPANIC MARKETING

In order to better prepare to make a substantial impact on this market, AOT laid the groundwork with research for a comprehensive marketing plan. By pushing back efforts for Key Initiative 5: *Reach out to the rapidly growing Hispanic market to position Arizona as a premier destination for these visitors*, AOT will be able to develop a strategy around the research and also utilize earmarked FY 06 funds that will support this effort and allow us to have a greater impact.

TRAVEL INDUSTRY MARKETING

By working closely with the professional travel industry, the Travel Industry Marketing Division raises the visibility of Arizona as a premier travel destination. AOT promoted the state at trade shows and through sales missions and FAM tours. Agency staff met with U.S. and international tour operators, travel agents and wholesalers who expand additional inbound tour and travel programs that encourage more leisure travel to Arizona. In FY 05, AOT also included international consumer advertising, which will greatly enhance the marketing effort to influence the travel industry to promote Arizona as a premier destination.

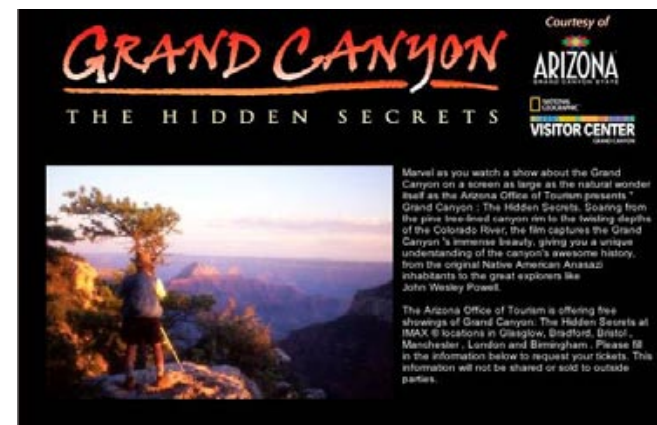
UNITED KINGDOM
THE GRAND CANYON IMAX ROAD SHOW, UK

The Grand Canyon IMAX Road Show took the IMAX film, *Grand Canyon: Hidden Secrets* to six major cities in the UK. Arizona sponsors of the road show included the Flagstaff Convention & Visitors Bureau, Papillon Grand Canyon Helicopters, Grand Canyon Airlines, Best Western Grand Canyon Squire Inn, National Geographic Visitors Center (and IMAX Theater) and Phoenix Sky Harbor International Airport. British Airways also served as a major sponsor of the road show, providing twelve 12-day holiday packages to Arizona for consumers and 12 spots on an Arizona FAM tour for the travel professionals.

Results:

- The film was shown to more than 7,000 consumers and schoolchildren and nearly 500 VIPs (media and trade professionals).
- Reservation staff trainings were conducted for more than 150 people and eight product meetings were held with managers at key UK tour operators.
- An aggressive media relations campaign accompanied the IMAX Road Show, generating more than \$500,000 in publicity about the film and Arizona.

► **Success:** This special project directly related to Key Initiatives 3 and 4: *Increase focus on the Grand Canyon as Arizona’s landmark tourism asset and initiate consumer advertising in international markets whose visitors stay longer and spend more.*



*All fields are required before submitting.

First Name: <input type="text"/>	Last Name: <input type="text"/>
Address 1: <input type="text"/>	Address 2: <input type="text"/>
City/Town: <input type="text"/>	Postal Code: <input type="text"/>
Country: <input type="text"/>	Email Address: <input type="text"/>
Phone Number: <input type="text"/>	

Show Times Locations and Dates:

Glasgow: Tuesday 12 April 2005 - 11:00am
 IMAX Theatre, Glasgow Science Centre
 50 Pacific Quay, Glasgow G51 1EA
TICKETS AVAILABLE

Glasgow: Tuesday 12 April 2005 - 7:00pm
 IMAX Theatre, Glasgow Science Centre
 50 Pacific Quay, Glasgow G51 1EA

Glasgow: Tuesday 12 April 2005 - 5:30pm
 IMAX Theatre, Glasgow Science Centre
 50 Pacific Quay, Glasgow G51 1EA
NO TICKETS AVAILABLE

Bradford: Thursday 14 April 2005 - 7:00pm
 IMAX Theatre, National Museum of Photography, Film and Television
 Bradford, West Yorkshire BD1 1NQ

WORLD TRAVEL MARKET, LONDON

The Arizona Office of Tourism led a delegation of tourism partners to London for the annual World Travel Market (WTM) trade show in November 2005. WTM is the largest travel trade show held in the UK, which is Arizona's number one overseas market. AOT was joined by representatives from the Flagstaff, Phoenix, Scottsdale and Tucson Convention & Visitors Bureaus, Best Western Grand Canyon Squire Inn, Westin Kierland Resort & Spa, Saguaro Ranch and Route 66 Concierge.

Results:

- Governor Napolitano kicked off the Grand Canyon IMAX Road Show campaign during a media and trade reception at Tower Bridge in London.
- AOT had more than 20 prescheduled appointments and several more confirmed upon arrival.
- The show resulted in seven leads requesting hotel rates and information, five leads for area itinerary suggestions and 27 requests for promotional materials.

ITB GERMANY, BERLIN

The Travel Industry Marketing and Media Relations divisions attended Internationale Tourismus Boerse (ITB) held in Berlin, Germany. ITB is the largest travel trade show in the world, attracting more than 10,000 exhibitors and 60,000 travel industry professionals. AOT staff members were joined by representatives from Flagstaff, Scottsdale and Tucson Convention & Visitors Bureaus and by the Grand Canyon Best Western Squire Inn, Grand Canyon Railway and Inn Suites of Tucson.



Results:

- Information was gathered, compiled and shared by all delegates resulting in 29 leads, 10 cooperative marketing opportunities and 10 requests for promotional materials.
- The Arizona delegation hosted a media reception which was attended by more than 40 key German travel writers.



SOUTHWEST USA CONSUMER SHOWS, GERMANY

AOT's German representative coordinated a joint booth for Arizona, Utah and New Mexico at seven major German consumer shows. Because German travelers often explore the entire Southwest region, it is beneficial to attend these shows with a unified presence in the region. The shows took place in Friedrichshafen, Cologne, Mannheim, Stuttgart, Hamburg, Munich and Freiburg. In addition to obtaining brochures, maps and information, the attending consumers could enter a sweepstakes in each city, with the grand prize being a fly-drive vacation incorporating the three states.

Results:

- Attendance ranged from 12,000 and 100,000 visitors per show, depending on the city.
- At the seven shows, AOT distributed a total of 2,850 Arizona maps and 3,100 German language Arizona guides.
- A total of 5,944 consumers were sent follow-up tour operator packets featuring special offers for Arizona, Utah and New Mexico.

CANADA

CANADIAN CACTUS NEWS

The inaugural edition of this new online newsletter for the Canadian travel industry was sent in FY 05. This e-mail communication is a monthly briefing that highlights what's new in Arizona, special deals, event announcements and short news clips. It is e-mailed to Canadian travel agents, tour operators, travel industry associations and media.

Results:

- As of July 2005, more than 2,700 Canadian travel industry representatives receive *Canadian Cactus News*.



Bonny Laver, America West Airlines; Janet Sawatsky, Cruise Holidays; Jennifer Sutcliffe, Travel Industry Marketing Manager for AOT.



Chris Ryall, Canadian Representative for AOT; Claude Falardeau, Lifestyles Travel Plus; Emmet Reidy, WestJet.

CANADA SALES MISSION, WESTERN CANADA

AOT led a delegation of Arizona destinations and suppliers to Vancouver, Victoria, Calgary and Edmonton. The trip educated Canadian travel industry professionals on Arizona's new and unique attributes and the increase of air service between Phoenix and Canada. WestJet and US Airways (formerly America West Airlines) co-sponsored the events. In addition to the presentations, the Arizona delegation conducted destination trainings at key wholesalers and travel retailers offices, including WestJet in Calgary.

Results:

- In all, AOT reached more than 250 travel professionals including several media members.
- From this sales mission, AOT hosted an Arizona educational FAM trip for WestJet staff and top travel agent sellers of WestJet air product. The trip included the Greater Phoenix area, Tucson, Tubac, Bisbee and Tombstone. Three WestJet sales staff, one WestJet Product and Specialty Sales staff and 14 travel agents from Calgary, Edmonton, Regina, Winnipeg, Saskatoon and Red Deer attended.

MEXICO

ARIZONA SHOWCASE, HERMOSILLO, SONORA

The 7th Annual Arizona Showcase took place in Hermosillo, Sonora in October 2004. This annual event for consumers, travel trade and media promotes shopping, dining, recreational activities, accommodations and medical services throughout Arizona. Hermosillo continues to be an extremely important market for Arizona and Arizona Showcase keeps Arizona top of mind with travelers in this market and creates goodwill, as proceeds from the consumer event are donated to a local charity.

Results:

- More than 50 travel agents and 29 media attended the trade and media cocktail presentation.
- More than 800 important society members, including the governor of Sonora's wife, attended the consumer event and fashion show.

MEXICO SALES MISSION

AOT and Phoenix Sky Harbor International Airport coordinated a sales mission to Mexico, visiting the cities of Puebla, Veracruz, Oaxaca and Tuxtla Gutierrez. Others in attendance included the Phoenix, Scottsdale and Tempe Convention & Visitors Bureaus, City of Chandler and Westcor Shopping Centers.

Results:

- More than 150 travel agents were hosted at four breakfast seminar presentations.

CVA TRADE SHOW, MEXICO CITY AND GUADALAJARA

The fifth annual CVA (California, Las Vegas, Arizona) was held in Mexico City and Guadalajara. CVA combines destination seminars and a trade show for travel agents in both cities, prescheduled appointments with top tour operators from throughout Mexico in Mexico City, and a luncheon fashion show for trade and media in both Mexico City and Guadalajara.

Results:

- More than 60 delegates representing the three destinations were in attendance.
- Sixteen delegates from Arizona met with 43 operators and more than 800 travel agents.
- CVA generated 12 leads for Arizona tourism businesses.

JAPAN JAPAN SALES MISSION, TOKYO, OSAKA AND NAGOYA

A multi-state (AZ, UT, WY) sales mission to Japan was conducted with a total of 11 suppliers joining the mission, including three from Arizona: Sedona-Oak Creek Chamber

of Commerce, Scenic Airlines and Trailhandler Tours. A seminar was given in each of three cities. For Arizona's seminar presentation, AOT placed an emphasis on Major League Baseball Cactus League Spring Training, resorts, and Northern Arizona including Flagstaff, Grand Canyon, Lake Powell and Monument Valley.

Results:

- In Tokyo, 94 travel professionals attended the seminar (up from 85 last year).
- Similar patterns were seen in Osaka and Nagoya, with attendance of 45 and 38 travel professionals, respectively.

DOMESTIC DOMESTIC SALES MISSIONS, ST. LOUIS AND PORTLAND

In an integrated effort with the Advertising Division, the Travel Industry Marketing Division conducted sales and travel agent training visits in two Target Cities, St. Louis and Portland. AOT spent two days in each city visiting select travel agents, AAA offices and tour operators and offering Arizona informational materials and destination training to staff members. Discussion centered on what's new in Arizona, what's upcoming and different ideas for their traveling clients.

Results:

- Ten agencies were visited and approximately 85 agents were reached in St. Louis.
- In Portland, AOT visited 11 travel agencies and two tour operators, meeting with approximately 80 travel professionals.
- In Portland, AOT visited 11 travel agencies and two tour operators, meeting with approximately 80 travel professionals.



Lake Powell Resorts and Marina

GO WEST SUMMIT, PHOENIX

Go West Summit is an annual trade show focusing on the Western United States that brings together both domestic and international tour operators with suppliers from this region. The Phoenix Convention & Visitors Bureau hosted and sponsored this year's trade show, showcasing the Valley by coordinating local sightseeing tours, transportation and meal functions. AOT coordinated five pre- and post-FAM tours including Yuma; Route 66 and Lake Havasu; Central Arizona with Jerome, Prescott and Flagstaff; and Northeastern Arizona including Hopi, the White Mountains and Flagstaff.

Results:

- Nearly 200 delegates attended, including approximately 65 tour operators and 125 suppliers.
- Twenty-eight professionals participated in the Route 66 and Lake Havasu; Central Arizona with Jerome, Prescott and Flagstaff; and Northeastern Arizona including Hopi, the White Mountains and Flagstaff FAM tours.

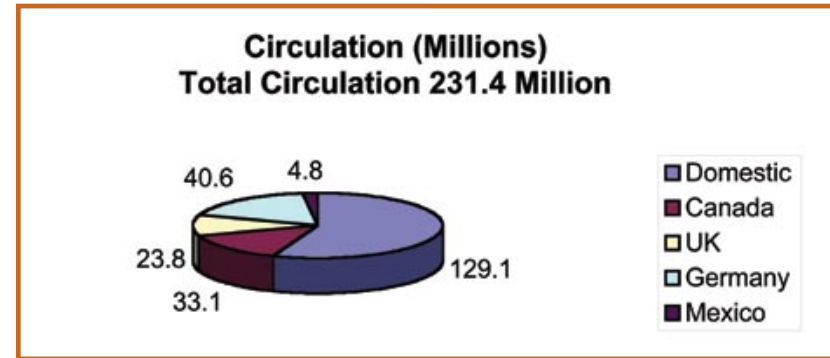
► **Success:** These trade shows and media missions support Key Initiative 6: *Build on the growth of the leisure travel market that is driving the current recovery, as well as market the Grand Canyon State* and in support of Key Initiative 3: *Increase focus on the Grand Canyon as Arizona's landmark tourism asset.*

MEDIA RELATIONS

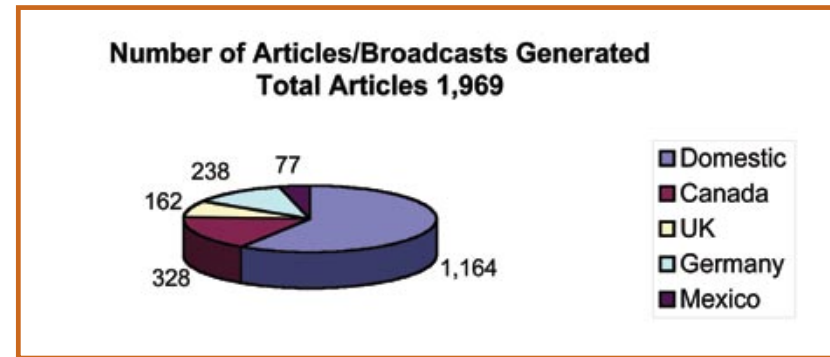
AOT's Media Relations & Communications Division complemented these efforts through work with the travel media to keep Arizona top of mind and position the state as a premier travel destination. In FY 05, the Media Relations Division also added a Communications Manager, which will help convey a consistent and accurate message about the importance of the tourism industry to the media.

Editorial media coverage provides incredible return on investment, and is often considered more valuable than paid advertising. In FY 05, the Media Relations Division generated coverage in these areas, with a daily advertising equivalency value of \$47,578.

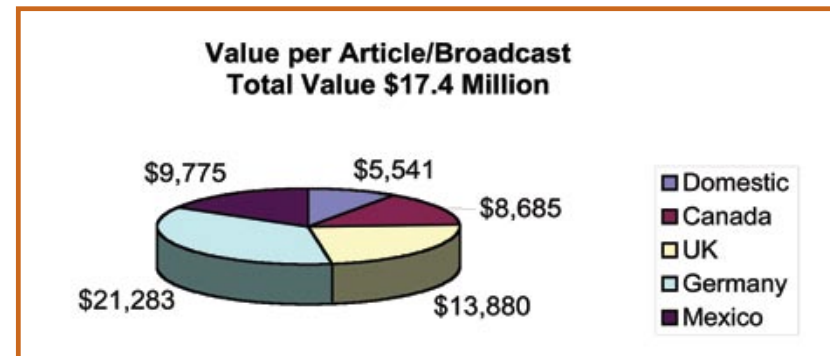
- **Success:** These results support Key Initiative 6: *Build on the growth of the leisure travel market that is driving the current recovery.*



ZOOM



ZOOM



ZOOM

PRESS TRIPS

Press Trips (or FAM tours) bring travel writers to the state to experience firsthand what Arizona offers. In FY 05, AOT hosted six press trips – four as part of our regular press trip program, one German press trip in conjunction with Continental Airlines and one UK press trip in support of the Grand Canyon IMAX Road Show.

FY 05 PRESS TRIPS:

- Sky Islands of Southeastern Arizona – Safford, Willcox, Tucson
- Juan Bautista de Anza Trail – Tubac, Tucson, Yuma
- Arizona's Pioneers and Settlers – Camp Verde, Winslow, Payson, Flagstaff
- Canyon Wonderland - Havasupai

Results:

- To date, AOT's group press trips generated more than \$1.6 million in media coverage that was viewed by more than 2.3 million people.
- AOT also hosted and organized itineraries for more than 60 individual travel writers.

► **Success:** These press trips and corresponding publicity will help to support Key Initiative 6: *Build on the growth of the leisure travel market that is driving the current recovery.* Additionally, the Canyon Wonderland press trip and Grand Canyon IMAX Road Show support Key Initiative 3: *Increase focus on the Grand Canyon as Arizona's landmark tourism asset.*

MEDIA MARKETPLACES

IN-STATE

In May 2005, AOT organized a media marketplace in Arizona, giving constituents the opportunity to meet with the variety of writers that live in Arizona.

Results:

- Twenty-eight partners joined from across the state.
- Writers in attendance contribute to magazines such as *Sunset Magazine*, *Phoenix Home and Garden* and *EnCompass*.

NEW YORK MEDIA MARKETPLACE

AOT organized a media marketplace in New York City, giving partners from around the state a cost-effective way to meet with key travel media in the nation's media capital. A media marketplace event is beneficial to both the media and the partners as it allows the media to gather several Arizona story ideas in one evening and gives the partners access to a wide variety of media.

Results:

- AOT was joined by 23 partners from around the state, including destination marketing organizations and resorts.
- More than 90 writers attended, several of which have already visited the state and produced stories.

► **Success:** These conferences supported Key Initiative 6: *Build on the growth of the leisure travel market that is driving the current recovery.*

NATIONAL TOURISM WEEK EVENT

National Tourism Week is an annual event sponsored by the Travel Industry Association of America to help cities and towns across the nation promote greater public awareness of the powerful economic, social, and cultural impacts of travel and tourism through local events and celebrations. During National Tourism Week in May, AOT partnered with Arizona State Parks, National Parks, Arizona Commission on the Arts, Arizona Restaurant and Hospitality Association, Arizona Game and Fish Department and regional partners from across the state to hold a summer travel fair in the state capitol lobby. The event provided visitors with information about attractions throughout the state and ideas for planning their summer getaways. Prizes were given away and AOT staff held a trivia contest about Arizona destinations.

Results:

- More than 500 people attended this event and gathered information about destinations across the state.
- **Success:** This event worked directly with Key Initiative 1: *Expand in-state marketing efforts to encourage more residents to explore the state.*

TOURISM DEVELOPMENT

The Tourism Development division strengthens AOT's strategic partnerships by enhancing tourism promotion and development in Arizona and assisting in the development of new Arizona tourism products to enhance the visitor experience. The division is responsible for: AOT's statewide matching grant program (TEAM), rural tourism development programs in cooperation with the Arizona Council for Enhancing Recreation and Tourism (ACERT), Native American Tourism Development, enhancing cultural heritage product development, *AOT on the Road*

Tourism Community Outreach workshops on agency tourism marketing activities and programs, and Grand Impressions educational training workshops on customer service. The Division is also responsible for the operations of the Painted Cliffs Welcome Center, administering the new Information Center Enhancement Grant Program (ICE) and other visitor service programs. The Division also administers the Proposition 302 Maricopa County Grant Program.

NATIVE AMERICAN PROGRAMS

AOT has enhanced its efforts to integrate and promote Native American tourism and activities throughout the Agency, as well as to provide technical assistance and product development consultation to Tribes. In FY 05, AOT continued to strengthen its relationship with the Tribes through various efforts.

Methods:

- Creation of the Tribal Tourism Advisory Committee, which provides input on the programs offered by AOT.
- Development of the Arizona Tribal Tourism Directory of Information, which collects information from Tribes to inventory location, lodging, attractions, events and tourism resources designed for domestic and international travel agents and tour operators. The directory was developed to generate increased interest in the attractions, activities and other offerings on Tribal lands.
- Information disseminated to all AOT divisions to keep current on Tribal participation and activities.

- **Success:** The Native American programs at AOT supports Key Initiative 8: *Fund a Native American Tourism Survey to provide a baseline for future product development decisions that will strengthen the tourism economy on tribal lands.*

ARIZONA WELCOME CENTERS

AOT operates two official state Welcome Centers in Arizona— The Painted Cliffs Welcome Center (PCWC) on Interstate 40 in Lupton and at AOT’s downtown Phoenix offices. In FY 05, AOT secured additional staff for PCWC, allowing the center to resume operations seven days per week. AOT also remodeled the hotel and motel promotion board at PCWC and installed new telephone, computer systems, satellite dish for the Weather Channel and informational news broadcasts for travelers. AOT is in the planning stages for the Needle Mountain Welcome Center, located on the Arizona/California state line, near Interstate 40.



PCWC Staff Sherry Blackgoat, millionth visitors Melvin and Allie Lewis, PCWC Staff Ernestine James and Roxanne Gustine.

Results:

- In February, the Painted Cliffs Welcome Center welcomed its one millionth visitor since opening in 1994.
- The Painted Cliffs Welcome Center provided travel assistance to more than 109,000 visitors in FY 05.
- The information center in the front lobby of AOT’s offices assisted more than 1,200 visitors in FY 05.
- Determined layout design of the Needle Mountain Welcome Center to be opened in FY 2008.

- Assisted the Arizona Department of Transportation with layout and interpretive trail topics for the Needle Mountain Rest Area

VISITOR CENTERS

AOT works with 60 Local Visitor Information Centers throughout the state to provide Arizona travel information and personal assistance to visitors. In order to ensure that these centers are providing a quality experience to visitors, AOT operates the Visitor Center Inspection Program, which assists visitor centers by providing recognition for outstanding service and suggestions for improvement when necessary.

Results:

- In FY 05, local visitor information centers assisted 990,000 visitors.
- AOT implemented a comment card pilot project to gauge customer service, image and overall effectiveness at the local visitor information centers. The project results will be evaluated in FY 06.
- AOT evaluated all 60 Local Visitor Information Centers to ensure that the centers are complying with the set of standards and requirements.

In FY 05, AOT also created and implemented the Information Center Enhancement (ICE) grant program, which was available to all Local Visitor Information Centers throughout Arizona. AOT dedicated \$10,000 to ICE program funding, with a maximum single grant amount of \$2,000.

Results:

- AOT funded nine projects, including ADA accessibility, new/enhanced brochure racks, local visitor information center beautification and enhancements and enhanced signage.

► **Success:** Local visitor information centers and Arizona welcome centers provide information that directly relates to Key Initiatives 1 and 6: *Expand in-state marketing efforts to encourage more residents to explore the state and build on the growth of the leisure travel market that is driving the current recovery.*

WORKSHOPS AND TRAINING

AOT also provided professional workshops in communities across Arizona. By providing training to regions and organizations across the state, AOT can help ensure that visitors to Arizona have experiences that will provide long-lasting, positive memories which will translate into repeat visitors.

GRAND IMPRESSIONS

Grand Impressions workshops reach out to front-line tourism industry employees, conveying the importance of customer service in the travel industry and offering general information about Arizona attractions, enabling these employees to become ambassadors for the state.

Results:

- In FY 05, AOT conducted six workshops in the communities of Safford, Wickenburg, Cottonwood, Lake Havasu City, Williams and Tucson.
- More than 200 participants received a Grand Impressions certificate from AOT and the Northern Arizona University School of Hotel and Restaurant Management.

AOT ON THE ROAD: A TOURISM COMMUNITY OUTREACH PROGRAM

Since its inception four years ago, Community Outreach has become one of AOT's most important programs. The goal of Community Outreach is to educate the tourism industry in communities around the state on how to partner and participate in AOT's marketing programs. Representatives from each of AOT's divisions attend the workshops, covering topics such as consumer advertising, public relations, research and strategic planning, travel industry marketing, product development, TEAM grants and visitor information services. A new element was added in FY 05 where special guest speakers presented information on Cultural Heritage Tourism, Astronomy Tourism, Strategic and Regional Planning, Native American Government Relations and a study of the Impact of National Parks in the Verde Valley Region.

Results:

- Seven AOT on the Road Tourism Community Workshops were conducted in Lake Havasu City, Phoenix, Tombstone, Casa Grande, Show Low, Flagstaff and Camp Verde.
- Increased attendance by forty percent in FY 05.
- Nearly 90 percent of survey respondents indicated the information presented by the guest speaker will be of future use for them.
- Increased participation at the Native American Workshop by 23 percent in FY 05.
- Organized FAM tours in each of the communities for AOT staff.

GRANT PROGRAMS

In FY 05, AOT administered two grant programs, the Teamwork for Effective Arizona Marketing (TEAM) grant and the Maricopa County Proposition 302 grant program.

TEAM

The TEAM matching grant program saw an incredible increase in participation in FY 05, and AOT's instatement of formula funding allowed AOT to increase the award amount to meet the increased applicant needs.



Brian Lang, Visitor Services Manager at AOT, during a Grand Impressions workshop

Results:

- The number of participants increased by 23 percent in FY 05, with an additional \$203,000 in matched funding.
- There was a 30 percent increase in the number of regional applications in FY 05.
- Native American participation totalled 11 Tribal entities in FY 05, with an increase of funding from \$81,677 in FY 04 to \$127,028 in FY 05.
- Organizations from all 15 counties in Arizona received TEAM grant funding.
- A total of \$1.175 million in matching grant funding was distributed.

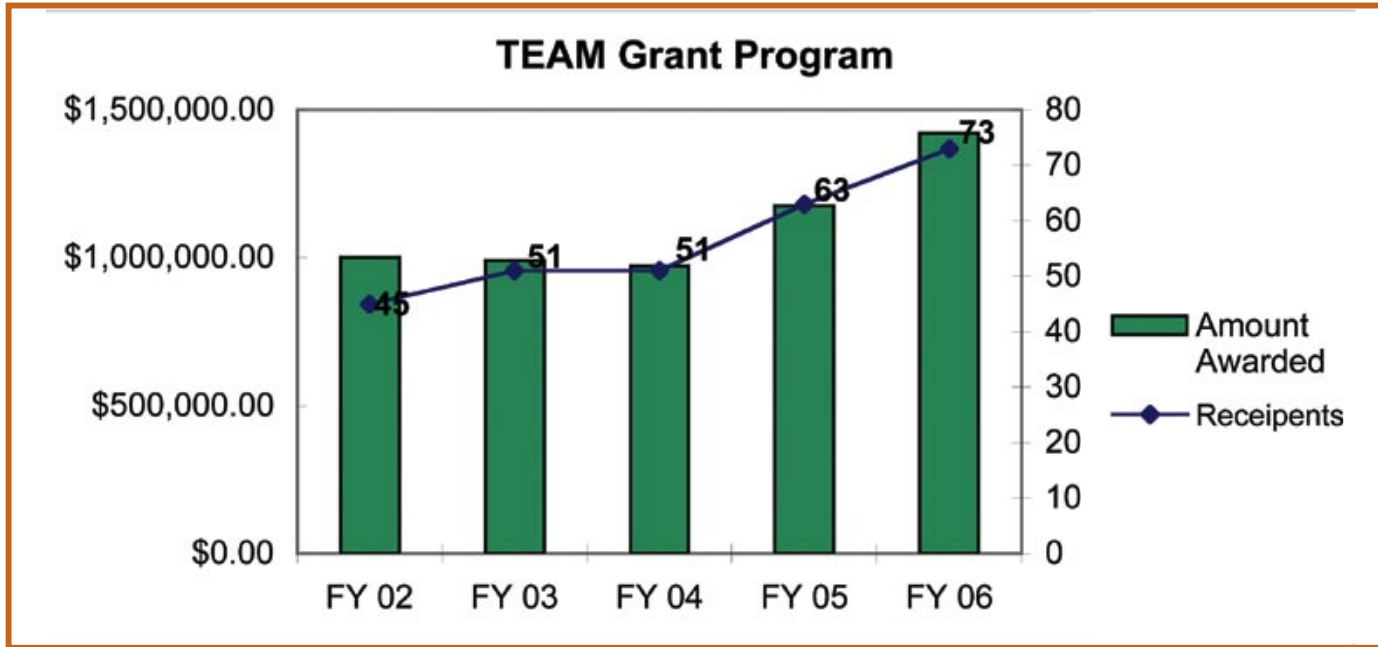
► **Success:** This recognized grant program accomplishes the goal set forth in Key Initiative 7: *Increase TEAM grant funds to promote tourism development with emphasis on rural Arizona.*

MARICOPA COUNTY PROPOSITION 302 GRANT PROGRAM

The Proposition 302 Maricopa County grant is available to destination marketing organizations (DMO) within Maricopa County. The program provides funding for tourism marketing activities such as advertising, public relations and travel industry marketing.

Results:

- During FY 05, \$4,425,953 in Proposition 302 Grants were distributed to seven Maricopa County Destination Marketing Organizations
- The Destination Marketing Organizations included City of Chandler, Fountain Hills Chamber of Commerce, City of Glendale, Greater Phoenix Convention & Visitors Bureau, Mesa Convention & Visitors Bureau, Scottsdale Convention & Visitors Bureau and the Tempe Convention & Visitors Bureau.
- According to their affidavits in support of their respective Proposition 302 application, the seven DMOs reported gross room sales of \$1,028,437,358.
- AOT used these joint funds to promote the Greater Phoenix area in a number of ways, including a cooperative effort with the Scottsdale Convention & Visitors Bureau in *Conde Nast Traveler*, online visuals, a newspaper insert in the Canadian Globe and Mail and a sponsor package with the P. F. Chang's Rock N' Roll Arizona Marathon.



COOPERATIVE EFFORTS

AOT's partnerships encourage tourism entities to work together as regions, cultural associations and inter-governmental agencies.



Governor Janet Napolitano presents TEAM grant funds to the Arboretum at Flagstaff

Results:

- In FY 05, AOT participated in the Arizona Council for Enhancing Recreation and Tourism (ACERT) Rural Community Assessment Program, presenting a Resource Team Report to the communities of Patagonia, Sonoita and Elgin to assist in the evaluation and enhancement of the tourism industry for their region.
- AOT participates on the Parkways, Historic and Scenic Roads Advisory Committee, which reviewed and approved two new scenic roads for the State Transportation Board's approval.
- AOT's participation on the Transportation Enhancement Review Committee helped facilitate the removal of strict application guidelines that would hinder applications for visitor centers.

- In FY 05, AOT worked with the Phoenix and Scottsdale convention & visitors bureaus to bring Smithsonian CultureFest to Arizona. CultureFest included more than 50 cultural events throughout the city over a four-day period. The event was a huge success, drawing inquiries from all 50 states after the event. In FY 06, CultureFest will expand to other areas of the state.
- AOT worked with Valley convention and visitors bureaus to sponsor the 2nd Annual P.F. Chang's Rock N' Roll Arizona Marathon. The race has a total economic impact of \$41 million, and a study after the first race showed that 17 percent of runners traveled outside Maricopa County during their stay.

PUBLICATIONS

MEDIA RELATIONS

AOT produces a quarterly four-color media newsletter that is disseminated to more than 1,500 media contacts around the U.S. and to AOT's international offices. The "Arizona News Roundup" is designed to augment AOT's monthly feature release schedule to keep the media informed about what is new in Arizona. In addition, AOT produced a summer calendar of events that highlighted statewide events between Memorial Day and Labor Day and was distributed through visitor centers around the state. AOT also reaches more than 2,000 constituents weekly through "AOT in Action," AOT's business-to-business e-newsletter.

SMITHSONIAN MAGAZINE'S

2004

CultureFest

Smithsonian's CultureFest is coming to Phoenix and Scottsdale November 10-14!

Join *Smithsonian Magazine* for CultureFest – a celebration of all things cultural featuring Smithsonian editors, experts, scientists, artists and performers!

CultureFest brings Phoenix and Scottsdale's cultural treasures to life through discussions, demonstrations, tours, concerts, family events, culinary events and more, hosted at cultural institutions throughout the region.

Smithsonian's CultureFest has discovered the unique cultural landscape of Arizona—have you?

Visit www.culturefest.com or call (800) 774-5020 for a schedule of events.

CultureFest is coordinated by The Smithsonian Associates.

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APPENDIX



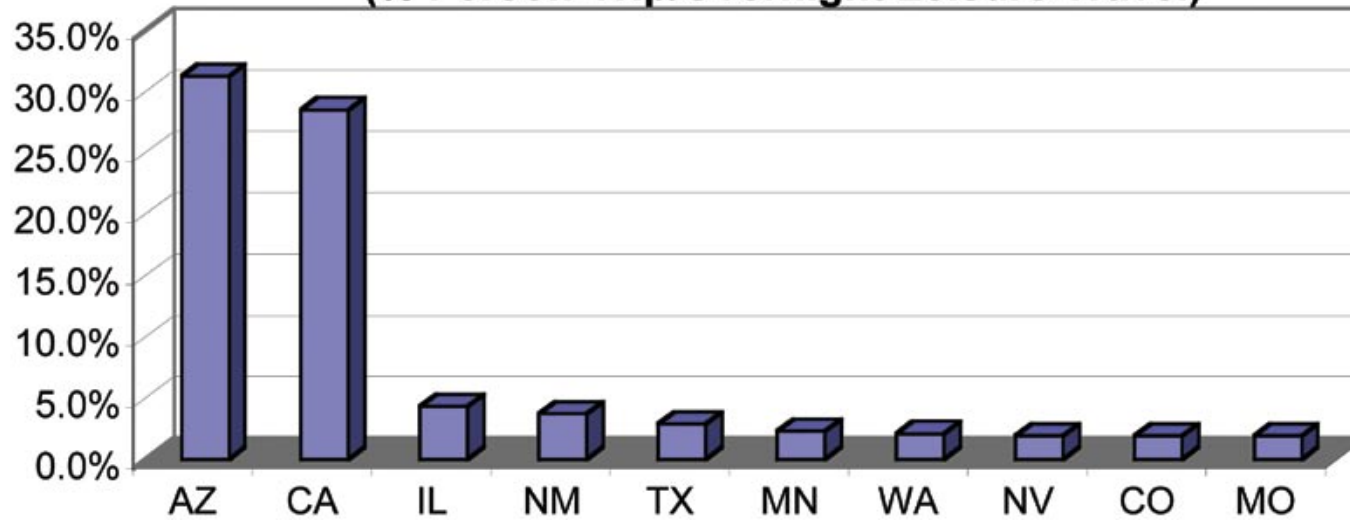


Grand Canyon National Park Visitors





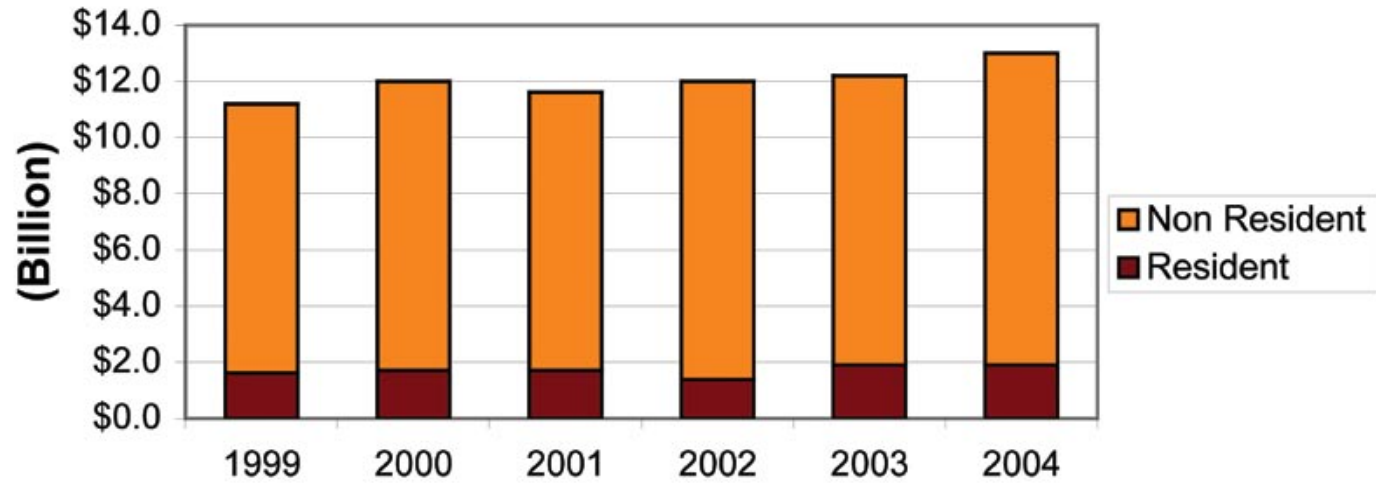
2004 Arizona Top Origin States (% Person-Trip/Overnight Leisure Travel)



Source: D.K. Shifflet & Assoc.



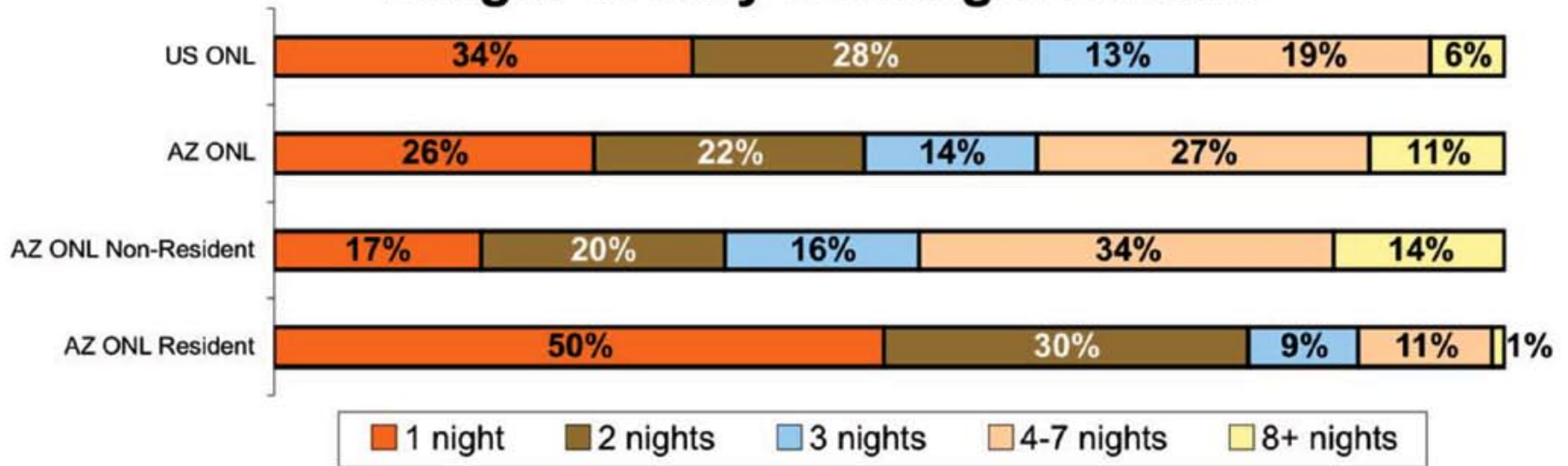
Arizona Domestic Overnight Spending



Source: D.K. Shifflet & Assoc.



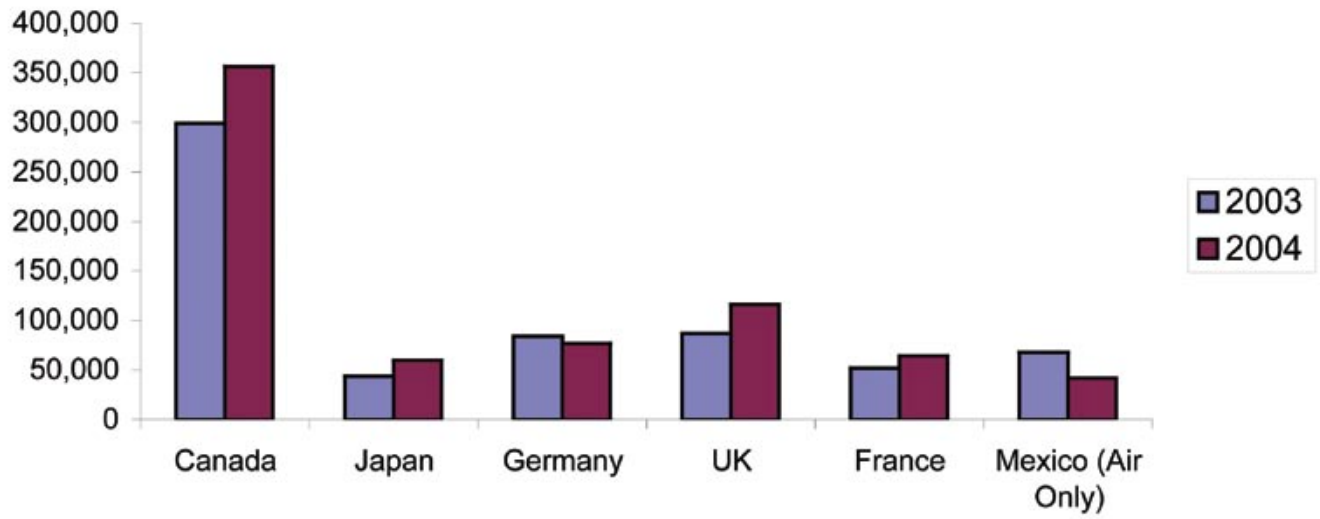
Length of Stay Overnight Leisure



Source: D.K. Shifflet & Assoc.

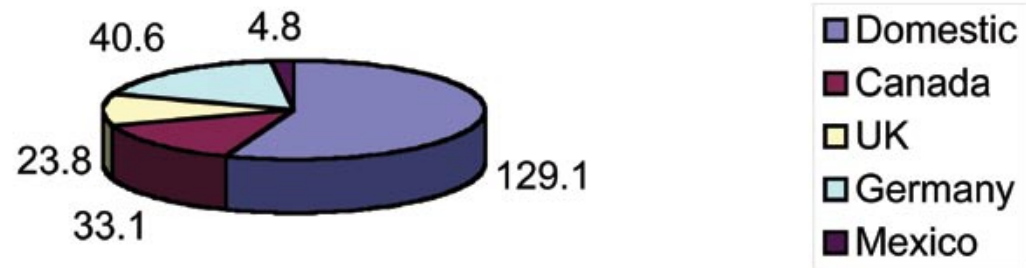


International Visitation to Arizona



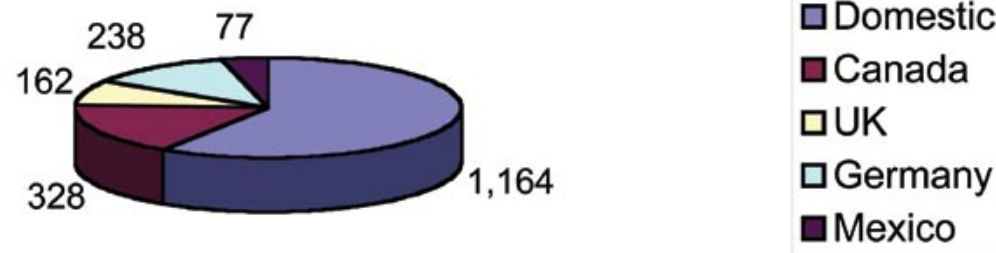


Circulation (Millions)
Total Circulation 231.4 Million



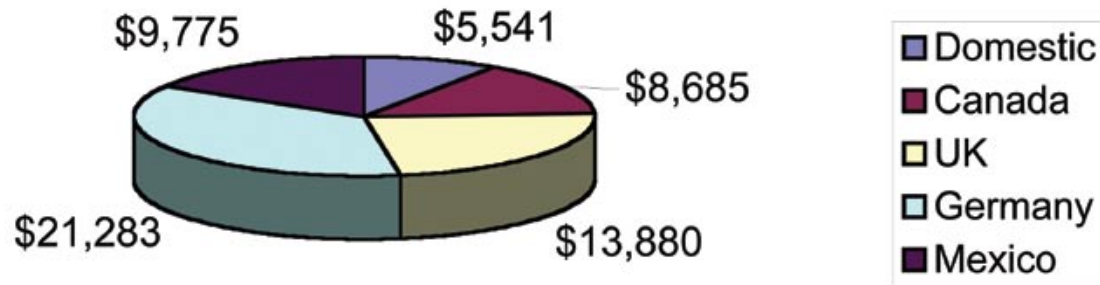


Number of Articles/Broadcasts Generated
Total Articles 1,969



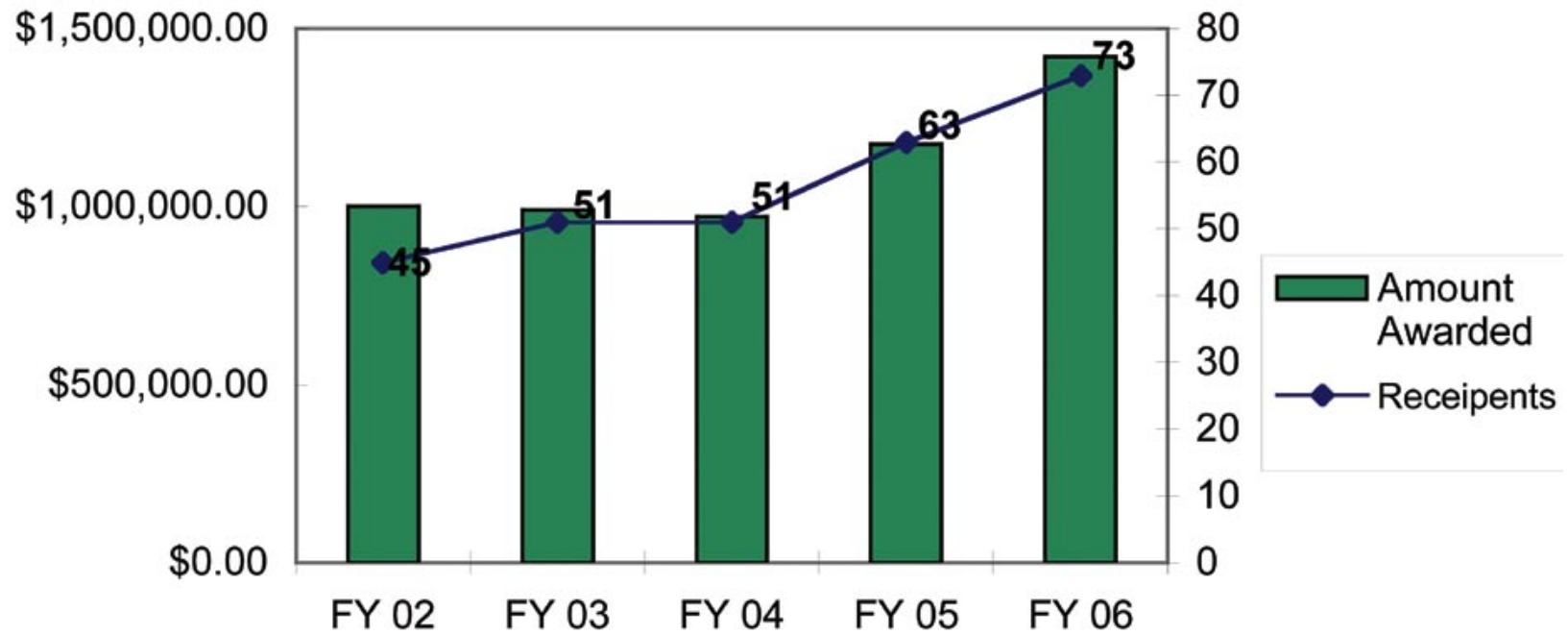


Value per Article/Broadcast
Total Value \$17.4 Million





TEAM Grant Program





Arizona

Like no other place on Earth
Awe-inspiring scenery
Unlimited adventure
It's time you explored Arizona

More images 

Looking through Teardrop Arch, Monument Valley



Arizona guide map 

Home	Attractions	Scenic routes	Guide	Map
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Attractions



Including the greatest of national parks the Grand Canyon.

[See all attractions](#) 

Scenic routes



Historic Route 66 satisfies both the adventurous and the nostalgic.

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Guide



There's more to Arizona than you thought possible.

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Please provide the following contact information. This information will not be shared or sold to outside parties.

First Name (required):

Last Name (required):

Address (required):

Address 2:

City (required):

State/Province (required):

Specify (if other):

Zip/Postal (required):

Country (required):

E-mail (required):

Phone Number:

Have you already decided to visit Arizona?

If yes, when?

What is the primary purpose of your trip?

What is the likely length of your trip?

Where will you be staying at least part of the time?

What activities/interests would you be likely to participate in when you visit Arizona? (check all that apply. Hold the apple key for Mac's, the ctrl key for PC's)

Resorts
Adventure
Shopping
Kids activities
Old West activities
Attend sporting events
Native American arts & culture
Visit art galleries & museums
Live dance, music, or theater

Have you ever visited Arizona before?

If yes, how many times?

Year of last trip

Would you like to receive occasional e-newsletters with news, information, and special offers for the Arizona activities that interest you?

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