Today

- Arizona Office of Tourism
  - Why It Matters
  - Visitation
  - Marketing
- What is a FAM
- FAM Objectives
- Approach
- Working with Partners
- Selecting Media
- Follow-up
Who We Are

Our Vision: To make Arizona the leading tourism destination of choice for travelers.

Our Mission: To strengthen and grow Arizona's economy through travel and tourism promotion.
Why it Matters - Spending

Domestic and international overnight visitors to Arizona

43.9 MILLION

(2.1% annual increase)

Direct visitor spending generated within Arizona

$22.7 BILLION

(6.7% annual increase)

Source: Dean Runyan Associates, 2017p
Why it Matters - Jobs

Industry-related jobs directly generated by visitor spending

187 THOUSAND

(1.6% annual increase)

Earnings generated by Arizonans employed by tourism-related jobs

$6.9 BILLION

(4.0% annual increase)

Source: Dean Runyan Associates, 2017
Why it Matters - Taxes

$3.37 BILLION Dollars in Tax Revenue
(9.0% annual increase)

Tax Revenue Breakdown

Federal
$1.4 BILLION 42%

State
$932 MILLION 28%

Local
$1.0 BILLION 30%

Taxes generated by tourism reduces Arizona households’ average annual tax burden by nearly $1,300.

Source: Dean Runyan Associates, 2017
## Visitor Impact per County

<table>
<thead>
<tr>
<th>County</th>
<th>Visitor Spending</th>
<th># Jobs Created</th>
<th>% Travel-Related Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>1      Apache</td>
<td>$106 M</td>
<td>1,650</td>
<td>5.8%</td>
</tr>
<tr>
<td>2      Cochise</td>
<td>$304 M</td>
<td>3,630</td>
<td>6.9%</td>
</tr>
<tr>
<td>3      Coconino</td>
<td>$1.4 B</td>
<td>13,200</td>
<td>15.3%</td>
</tr>
<tr>
<td>4      Gila</td>
<td>$285 M</td>
<td>2,940</td>
<td>13.9%</td>
</tr>
<tr>
<td>5      Graham</td>
<td>$56 M</td>
<td>880</td>
<td>7.2%</td>
</tr>
<tr>
<td>6      Greenlee</td>
<td>$12 M</td>
<td>110</td>
<td>2.1%</td>
</tr>
<tr>
<td>7      La Paz</td>
<td>$142 M</td>
<td>1,350</td>
<td>16.8%</td>
</tr>
<tr>
<td>8      Maricopa</td>
<td>$11 B</td>
<td>101,660</td>
<td>3.9%</td>
</tr>
<tr>
<td>9      Mohave</td>
<td>$541 M</td>
<td>7,040</td>
<td>10.0%</td>
</tr>
<tr>
<td>10     Navajo</td>
<td>$312 M</td>
<td>4,110</td>
<td>9.8%</td>
</tr>
<tr>
<td>11     Pima</td>
<td>$2.4 B</td>
<td>25,500</td>
<td>4.9%</td>
</tr>
<tr>
<td>12     Pinal</td>
<td>$617 M</td>
<td>7,090</td>
<td>7.6%</td>
</tr>
<tr>
<td>13     Santa Cruz</td>
<td>$231 M</td>
<td>2,100</td>
<td>10.2%</td>
</tr>
<tr>
<td>14     Yavapai</td>
<td>$800 M</td>
<td>9,400</td>
<td>9.3%</td>
</tr>
<tr>
<td>15     Yuma</td>
<td>$588 M</td>
<td>6,400</td>
<td>7.2%</td>
</tr>
</tbody>
</table>

Source: Dean Runyan Associates, 2017
Visitation - Domestic

38.3 MILLION Domestic Overnight Visitors (9.0% total annual decrease)

Top Origin States

01 Arizona ........................................... 10.7 MILLION

02 California ................................. 7.4 MILLION

03 Texas ............................................. 1.7 MILLION

04 Colorado ...................................... 1.6 MILLION

05 Illinois ........................................ 1.4 MILLION

06 New York .................................... 1.3 MILLION
Visitation - International

**5.67 MILLION**

International Overnight Visitors

(-1.9% total annual decrease; 1.5% overseas visitation annual increase)

<table>
<thead>
<tr>
<th>Top Origin Countries</th>
<th>Mexico</th>
<th>Canada</th>
<th>Germany</th>
<th>United Kingdom</th>
<th>France</th>
<th>China</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>💫</td>
<td>💫</td>
<td>💫</td>
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<td>💫</td>
<td>💫</td>
</tr>
<tr>
<td></td>
<td>3.6 MILLION</td>
<td>894 THOUSAND</td>
<td>130 THOUSAND</td>
<td>115 THOUSAND</td>
<td>103 THOUSAND</td>
<td>81 THOUSAND</td>
</tr>
</tbody>
</table>

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*Flag icons for Mexico, Canada, Germany, United Kingdom, France, and China*
AOT Marketing Strategy
AOT Marketing Program

• Industry Research
• Statewide, Regional, National and International Marketing
• FAM Tours for Journalists, Travel Agents and Tour Operators
• Support of Major Sporting Events
• Statewide, Regional, National and International Industry Partners
AOT Marketing Program

Der Ort, an dem Abenteuer entstehen.
Jetzt günstig in Arizona landen.

Phoenix ab €339.-

Condor
AOT Marketing Program

- Media Relations
  - Journalists hosted: 155
  - Articles produced: 1,354
  - Combined circulation: 8 million global readers
  - Impressions: 1 billion article impressions
AOT Marketing Program

- Travel Trade
  - 11 FAM tours
  - FAM tours and participants: 81
  - Arizona communities visited: 17
  - Trade sales and destination trainings: 4,533
Summary of a Press Trip/Familiarization (FAM) Tour

- A press trip allows journalists the opportunity to experience Arizona first-hand so they can feature the state as a premier travel destination in their articles.
- 3-4 press trips every year
- 5 days in length
- Attended by 6-8 journalists
- Mix of both domestic and international writers
Objectives

- Educate travel media on Arizona’s vitality as a tourism destination
- Expose travel media to Tribal and rural towns and cities in Arizona
- Generate publicity on Arizona as a premier place to travel
- Provide journalists with first-hand experiences so they feel a personal connection to the state that is later reflected in their article
Strategy

- Develop compelling press trips that entice travel writers to choose Arizona above other invitations
- Create an itinerary that will generate unique stories that help position Arizona as a leading vacation destination
- Select media that write for publications with high circulations and targeted demographics in niche markets
- Provide writers with enjoyable and memorable experiences that will result in positive press on Arizona as a travel destination
Tactics:

Reaching out to Communities and the Media
Determine when and where to go

- **Seasonality**
  - When is the best time to schedule your FAM?
    - Winter, Summer, Spring, Fall
    - High- low- seasons
    - Events happening
Determine where and when to go

- Identify dates
  - Don’t schedule a time when your community is busy
    - Harvest time
    - Ceremonial time
    - Major holidays
Arizona Map
Determine where and when to go

**Media Tour History**

**Southern, Phoenix, NC, Western, Northern**

**FY 2017**

<table>
<thead>
<tr>
<th>Activity</th>
<th>Date</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Northern Arizona Bucket List (Kim)</td>
<td>April 2017</td>
<td>GC, Page, Flagstaff, Williams, Mt. Valley, Chinle, Sedona</td>
</tr>
<tr>
<td>Mexico Trip (Karina)</td>
<td>January 2017</td>
<td>Grand Canyon, Page, MV, Canyon de Chelly, Sctdl</td>
</tr>
<tr>
<td>China Press Trip (Kim and Avia)</td>
<td>December 2016</td>
<td>Tucson, Wilcox, Tombstone, Bisbee</td>
</tr>
<tr>
<td>Travel Classics (Kim, Tony, MM, Stephanie)</td>
<td>November 2016*</td>
<td>Scottsdale Tour, Tucson Tour, Yuma/Mesa Tour</td>
</tr>
</tbody>
</table>

*Maybe we had originally put these on paper? (Cowboys – Miners: Wilcox, Bisbee, Tucson; Romantic: Ajo, Tusac, Tubac; Heart of AZ: Prescott, VV, Sedona; Iconic Views: Chinle, YY, Cameron, [GG], Twin Arrows)*

<table>
<thead>
<tr>
<th>Activity</th>
<th>Date</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canada Route 66 Blogger trip (Aisha)</td>
<td>October 2016</td>
<td>Flagstaff, Winslow, Holbrook, Kingman</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Activity</th>
<th>Date</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>China Press Trip</td>
<td>June 2016</td>
<td>Mesa, GC, Flagstaff, Sedona, Prescott, Havasupai</td>
</tr>
<tr>
<td>Havasupai (Kim)</td>
<td>May 2016</td>
<td>Phoenix, Wickenburg, Prescott, Verde Valley, Safford, White Mountains, Mesa, Wilcox, Bisbee, Sierra Vista, Tucson, Tempe</td>
</tr>
<tr>
<td>UK Media Trip (Hills Balfour)</td>
<td>May 2016</td>
<td></td>
</tr>
<tr>
<td>Happy Trails (Marjorie)</td>
<td>April 2016</td>
<td></td>
</tr>
<tr>
<td>Bike Hike Peddle Paddle Ride (Tony)</td>
<td>April 2016</td>
<td></td>
</tr>
<tr>
<td><em>UK Media Trip (Scottsdale, Stephanie)</em></td>
<td>February 2016</td>
<td></td>
</tr>
<tr>
<td>World Tour Fam (Jennifer, Kim)</td>
<td>December 2015</td>
<td>Yuma, LHC, Kingman</td>
</tr>
<tr>
<td>Route 66 (Kim)</td>
<td>October 2015</td>
<td>Winslow, Flagstaff, Rt. 66, Kingman</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Activity</th>
<th>Date</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Park Yourself in Arizona (Kim)</td>
<td>May 2015</td>
<td>Sedona, GC, Cameron, Flagstaff, Phoenix, Prescott</td>
</tr>
<tr>
<td>Native Ways (Tony)</td>
<td>April 2015</td>
<td>Hon-Dah, Chinle, Hopi, Flagstaff, Scottsdale</td>
</tr>
<tr>
<td>Explore Native American (French, Laura)</td>
<td>February 2015</td>
<td>Chine, MV, Page, Scottsdale</td>
</tr>
<tr>
<td>Arizona from North to South (Brazil, Kim)</td>
<td>February 2015</td>
<td>Phoenix, Flagstaff, Grand Canyon, Sedona, Tucson, Tubac, Scottsdale</td>
</tr>
<tr>
<td>Travel Classics (Tony, Jen, MM, Mary)</td>
<td>November 2014</td>
<td>Havasupai</td>
</tr>
<tr>
<td>(Tony)</td>
<td></td>
<td>Tucson (Canyon Ranch)</td>
</tr>
<tr>
<td>(MM)</td>
<td></td>
<td>Flag, Sedona, Phx</td>
</tr>
<tr>
<td>(Mary)</td>
<td></td>
<td>GC, Arcosanti, Tempe</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Activity</th>
<th>Date</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aged to Perfection (Kim)</td>
<td>October 2014</td>
<td>Sonoita, Bisbee, Wilcox, Tubac, Tucson, Tombstone</td>
</tr>
<tr>
<td>Hide and Seek (German, Marcus)</td>
<td>October 2014</td>
<td>Prescott, Flagstaff, Rt. 66, Kingman, LHC, Phoenix</td>
</tr>
<tr>
<td>Amazingly Diverse (China, Vincent)</td>
<td>October 2014</td>
<td>Page, GC, Williams, Scottsdale</td>
</tr>
<tr>
<td>Family Adventure in AZ (Brand USA, Mex)</td>
<td>October 2014</td>
<td>Phoenix, Scottsdale, Page, Grand Canyon and Williams</td>
</tr>
</tbody>
</table>
Choose a theme

- Common Denominator
  - Museums
  - Artist, Arts & Crafts
  - Traditional Foods
  - Nature
  - Astronomy
Choose a theme

• Attractions/activities to emphasize
  • Back to School: Arizona’s college Towns
  • Main Drag and Off the Beaten Path
  • White Mountains
  • North of the Border
  • Adventure on the Western Frontier
  • Salsa Trial
  • Outdoor Adventure
  • Wildlife Viewing
  • Scenic Roads
  • Pop Icons
  • Rails and Trails
Identify Potential Hosts

- Determine interest
- Verify availability
- Work closely with CVBs
Select Media to Invite

- Decide on key markets
- Examine publications’ demographics, circulation, content
  - Call to Media
  - Travel Media Assistance Request Form
Select Media

- Determine interest
  - Call to Media

Park Yourself in Arizona
Date: May 17-23, 2015
Location: Prescott, Jerome, Sedona, Cameron, Grand Canyon
Participants: Domestic and International Travel Writers
Program Summary: Grand Canyon National Park is the most well-known park in Arizona. But, it is only one of numerous national, state, county and city parks where adventure awaits. This tour will visit a fraction of the parks Arizona offers and a few of the activities that can be enjoyed in them. . . .
Select Media

- Determine interest
  - Call to Media

Happy Trails
**Locations:** Hopi, Flagstaff, Verde Valley, Mesa
Leader: Marjorie
**Date:** April 10-16, 2016
**Participants:** Domestic and International travel writers

**Program Summary:** Blaze a trail to Arizona and then follow one of these for a new look at Arizona and its offerings. Learn about Indigenous artisans along the Hopi Arts Trail. Then hike along a short portion of the Arizona Trail, Ale Trail, Verde Valley wine trail, and the Apache Trail.

(Please note: This trip does not include the Grand Canyon.)
<table>
<thead>
<tr>
<th><strong>DATE OF REQUEST:</strong></th>
<th>17-Jul</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>JOURNALIST NAME:</strong></td>
<td>Mr. Eike Knall / Ms. Romy Poetsch</td>
</tr>
<tr>
<td><strong>CITY/STATE/COUNTRY:</strong></td>
<td>Nuremberg, Germany</td>
</tr>
<tr>
<td><strong>MEDIA AFFILIATION:</strong></td>
<td>Radio journalists for the following radio stations in Germany: 1. Vilradio (2,000,000 listeners) 2. Antenne Koblenz (270,000 listeners) 3. Radio Cottbus (340,000 listeners) 4. Inselradio Canarian Islands - 2,500,000 l.</td>
</tr>
<tr>
<td><strong>POSITION/TITLE:</strong></td>
<td>Radio Journalists</td>
</tr>
<tr>
<td><strong>ADDRESS 1:</strong></td>
<td>Plathersgasse 1</td>
</tr>
<tr>
<td><strong>WEBSITE:</strong></td>
<td><a href="http://www.vilradio.de">www.vilradio.de</a>  /  <a href="http://www.akoblenz.de">www.akoblenz.de</a>  /  <a href="http://www.radio-cottbus.de">www.radio-cottbus.de</a></td>
</tr>
<tr>
<td><strong>NAME &amp; PHONE PUBLISHER/EDITOR</strong></td>
<td>Matthias Lenardt  -  0049 9 11 / 22 61 03</td>
</tr>
<tr>
<td><strong>PROPOSED EDITORIAL COVERAGE/FOCUS OF STORY:</strong></td>
<td>1. Interview with AOT representative (general tourism overview of Arizona) 2. Scottsdale 3. Grand Canyon</td>
</tr>
<tr>
<td><strong>STORY PRESS DATE:</strong></td>
<td>tbs</td>
</tr>
<tr>
<td><strong>TYPE OF MEDIA:</strong></td>
<td>radio stations</td>
</tr>
<tr>
<td><strong>PROFILE OF AUDIENCE:</strong></td>
<td>Active age (14 - 49 years)</td>
</tr>
<tr>
<td><strong>CIRCULATION (CITIES/COUNTRIES):</strong></td>
<td>regional radio stations, audience numbers see above</td>
</tr>
<tr>
<td><strong>CIRCULATION FIGURES:</strong></td>
<td>2,610,000 Germany (combined), 2,500,00 (German-speaking travelers in Spain)</td>
</tr>
<tr>
<td><strong>FREQUENCY (DAILY/WEEKLY):</strong></td>
<td>daily</td>
</tr>
<tr>
<td><strong>AIR TRANSPORTATION PROVIDED BY:</strong></td>
<td>AOT if possible (press rate will be guaranteed), maybe only a portion of the flight since the editors will be travelling through Florida first</td>
</tr>
<tr>
<td><strong>GROUND TRANSPORTATION PROVIDED BY:</strong></td>
<td>AOT if possible</td>
</tr>
<tr>
<td><strong>INTERVIEWS REQUESTED WITH:</strong></td>
<td>1. tbs 2. AOT representative</td>
</tr>
<tr>
<td><strong>PHOTO PERMITS NEEDED:</strong></td>
<td>no</td>
</tr>
<tr>
<td><strong>SPECIAL INTERESTS:</strong></td>
<td>WLAN is urgently requested in host hotels</td>
</tr>
<tr>
<td><strong>DIETARY/OTHER SENSITIVITIES:</strong></td>
<td>proactive media call</td>
</tr>
<tr>
<td><strong>REFERRED BY:</strong></td>
<td>proactive media call</td>
</tr>
</tbody>
</table>
Greetings from Arizona!

I will have the pleasure of joining you on this trip and I look forward to welcoming you to Arizona! This tour will take you to some iconic Arizona locations such as Tombstone (The Town Too Tough to Die), which was the sight of the Shootout at OK Corral. You’ll also experience the spectacular beauty of Chiricahua National Monument and Kartchner Caverns State Park, commune with nature in Sierra Vista (the hummingbird capital of the world), ride a horse on an actual ranch, enjoy the Old West charm of Tucson and the vibrant college atmosphere of Tempe, home to one of America’s largest universities (Arizona State University).

Below I have compiled some information I think you may find useful in preparing for your trip, as well as the final itinerary. If you have any questions or concerns, please let me know.

I look forward to seeing you.

NOTE: While you are in Arizona, we would love to see what you are enjoying. Please connect with us on Twitter: @AZTourismPR and please include the hash tag #MyAZTrip.

What shall I bring? People in Arizona dress casually - khaki pants, jeans, shorts are all ok. Bring good walking/hiking shoes for a variety of surfaces. One of the most surprising things visitors find is the great variation in the temperature and weather between central, southern and northern Arizona. You will be visiting central and southern Arizona. Bring a jacket and/or sweater, as evenings in the desert can still be a little cool. We will be spending a fair amount of time outside, so please don’t forget sunglasses, sunscreen and a hat. Because the climate in Arizona is dry, please remember to drink plenty of water, both before and during your stay, to keep yourself hydrated.

What will the weather be like? The extended forecast shows sunshine (and maybe an occasional cloud)!

<table>
<thead>
<tr>
<th>Location</th>
<th>Daytime:</th>
<th>Nighttime:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tempe</td>
<td>mid 80s (26-31 C)</td>
<td>in the 50s (10-12 C)</td>
</tr>
<tr>
<td>Willcox</td>
<td>low 70s (21 C)</td>
<td>upper 30s (2-3 C)</td>
</tr>
<tr>
<td>Sierra Vista</td>
<td>70s (21-26 C)</td>
<td>40s (4-9 C)</td>
</tr>
<tr>
<td>Tucson</td>
<td>mid 80s (26-31 C)</td>
<td>high 40s (8-9 C)</td>
</tr>
</tbody>
</table>

What will we eat? Each community host will arrange for meals as outlined in your itinerary. We have notified them of any dietary restrictions. Please note that, as a state agency, we are unable to host alcoholic beverages, but you are welcome to enjoy a cocktail at your own expense.

Other necessary items – Please bring a credit card for incidentals and a copy of your travel insurance.

Wi-Fi: Wi-Fi will be available in most of the communities we will visit.

Final Itinerary: Final itineraries will be given on Monday morning, April 4 at the DoubleTree by Hilton Phoenix – Tempe at 7:45 a.m. See you soon!
After the Press Trip: Stop, Look and Listen

- Send out evaluations
- Use evaluations to determine how to improve next trip
- Send thank you cards to hosting partners
- Monitor publications for articles that were result of trip
- Clip articles and send to participating communities
We are delighted to have had the opportunity to introduce you to some of the attractions and hospitality of Arizona - The Grand Canyon State. To ensure that we provide journalists, photographers and broadcasters with the most positive and productive programs, we request you take a moment to evaluate your experience and share your thoughts. It is only with your valued input that we can continue to provide the best possible experience for our friends in the media.

Name: ____________________________________________

Organization: ________________________________________

Address: ______________________________________________

City, State, Country & Postal Code: ________________________________

Tel.: __________________ Fax: __________________ E-mail: __________________

1) Was this your first time to Arizona? Yes □ No □
   If no, how many times have you been to Arizona? ______________

2) How would you rate your communication prior to the visit? (5= Excellent, 1= Poor)
   5_______ 4_______ 3_______ 2_______ 1_______

3) Overall, how would you rate the entire press trip? (5= Excellent, 1= Poor)
   5_______ 4_______ 3_______ 2_______ 1_______

4) What did you enjoy most about your visit?
   ___________________________________________________________________

5) Do you have any ideas for improvements for future media visits?
   ___________________________________________________________________

6) How would you rate your car rental experience? (5= Excellent, 1= Poor)
   Which company did you use?
   5_______ 4_______ 3_______ 2_______ 1_______
Please rate the following on a scale in regards to service, enjoyment, and value with “1” being unacceptable and “5” being exceptional. Please use space provided for any additional comments as well as to give an explanation for any site, hotel, or attraction you have rated a “2” or less.

### Phoenix Area

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) Attraction</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2) Attraction</td>
<td></td>
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<tr>
<td>3) attraction</td>
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<tr>
<td>4) attraction</td>
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<td>5) attraction</td>
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<td>6) attraction</td>
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<tr>
<td>7) attraction</td>
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</tr>
</tbody>
</table>

**Additional comments:**

________________________________________________________________________

________________________________________________________________________

Thank you for participating on this Arizona sponsored media tour. To further evaluate our state and services, we thank you for taking the time to fill out our evaluation. Please return completed form to:

Becky Blaine, Arizona Office of Tourism  
155 N. 7th Avenue, Suite 400, Phoenix, Arizona, 85007
**Tucked Into the Corners of Southern Arizona**

*Southern Arizona Media Tour*  
Feb. 7-13

<table>
<thead>
<tr>
<th>Participation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ms. Christine Laprade, Freelance - Canada</td>
</tr>
<tr>
<td>Mr. Lei Dong, Photographer &amp; Writer - China</td>
</tr>
<tr>
<td>Ms. Lisa Camus, What's-up Doc - France</td>
</tr>
<tr>
<td>Mr. Mark Guttman, Freelance Journalist and Photographer - Mexico</td>
</tr>
<tr>
<td>Ms. Claudia Braeuer, Freelance - Austria</td>
</tr>
<tr>
<td>Ms. Anusha Couttigane, Freelance - UK</td>
</tr>
<tr>
<td>Ms. Carolyn Burns Bass, Freelance - US</td>
</tr>
<tr>
<td>Kim Todd, <em>Arizona Office of Tourism</em></td>
</tr>
<tr>
<td>Mr. David Thomas, Driver, Marveless Transportation</td>
</tr>
</tbody>
</table>

**Findings:**  
Respondents were asked to rate their experiences on a 5-point scale with 5 being excellent and 1 being poor. All questions included the option to offer comments, suggestions, or concerns.

- Nine trip participants completed this survey, generating a 100% response rate.
- This tour was the first trip to Arizona for 5 of the 9 survey respondents. The other four had been to Arizona between 2-5 times previously.
- All respondents would recommend Arizona to their audiences.

<table>
<thead>
<tr>
<th>Would you recommend Arizona to your audience?</th>
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<tr>
<td>Yes</td>
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<td>75%</td>
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**Comments:**

- Yes, however I feel that each region will appeal to specific readers.

**Do you have any ideas for improvement for future tours?**

- Think more about how the sites will be received by various audiences. I.E. some areas (like Benson) might appeal to locals/domestic visitors, but are unlikely to be the sort of places people will travel the world to come and see. Would recommend connecting with Amerind Foundation's accommodation organizers and inviting visitors to spend a night there/sample the onsite chef. Would recommend Benson be taken off itineraries for international visitors. The Singing Winds Bookshop was a bit of a shocking experience!
- Omission of stop at Singing Winds Bookstore. The store itself is kitschy and quaint, but the shelf-by-shelf tour was underwhelming.
- I loved the mix of rural unknown towns and luxury resorts and small towns and nature/hiking.
- It is important to consider that international tourists might not be interested in the same places that locals are. I understand the importance of promoting destinations within the state that escape the beaten path and well known attractions, but towns with virtually nothing to offer (such as Benson), generic roadside motels (such as Sierra Vista Suites) and unwelcoming patrons (such as the owner of the bookshop/first winery) should be avoided. Especially, noting that close by there are amazing towns to discover, welcoming people and interesting restaurants/hotels.
Google Alerts

Arizona tourism

Saguaro National Park open (barely) during shutdown, and it's draining visitor fee revenueAZCentral.com
In the meantime, the National Park Service is pulling funds from past visitor ... Arizona has 22 national park sites, which include parks, monuments, ...

Arizona Bill Would Exempt MiLB Players From Minimum Wage LawsBallpark Digest
"Major League Baseball is a major component of Arizona's commerce and tourism," Shope said. He said any business that relies on tourism is grateful ...

Shutdown won't stop it: Grand Canyon 100-year Celebration, Native American StyleIndian Country Today Media Network
Debbie Johnson, Director of the Arizona Office of Tourism says Arizona's tourism industry has weathered the shutdown because Grand Canyon ...

Arizona tribal land known for waterfalls no longer allowing toursLas Vegas Review-Journal
FLAGSTAFF, Ariz. — The thousands of tourists who travel to a remote Native American reservation deep in the Grand Canyon each year to camp near ...
In the hot west

The article is based on our group press trip from May and highlights the beautiful Sonoran Desert and several activities Scottsdale has to offer.

In this context, the author gives general information about the location and temperature of Scottsdale.

Moreover, the author mentions Hot Air Expeditions and the breathtaking views from the hot air balloon.

Additionally, he mentions the nice Pilot Micky Drysdale as well as typical travel destinations in Arizona including the Grand Canyon and the Monument Valley.

Furthermore, the cities Phoenix, Tempe and Mesa are mentioned.

Besides, the author recommends to experience several activities in Scottsdale and Arizona including but not limited to morning hikes through the desert and kayak tours on the Salt River.

In addition, the Taliesin West, architect Frank Lloyd Wright, the New Yorker Guggenheim Museum and golf courses are mentioned.

Finally, the author gives several travel advices to arrival, flights, travel seasons and activities.

For further information, the website www.experiencescottsdale.com is referred to.
Articles Resulting from Press Trips
Social Media Resulting from Press Trips

Isakadane • Follow
Lower Antelope Canyon

Isakadane • Follow
Grand Canyon National Park

Isakadane Grand Canyon, you had us at

Isakadane • Follow
Horseshoe Bend

Isakadane The Colorado River does a huge meander here at Horseshoe Bend near Page, Arizona. The hike to the viewpoint takes about 20 minutes and is totally worth it.

#horseshoebend #coloradoriver
#visitaz #pageaz #bestview #hike
#familyhike #familytravel #travelwriter
#traveldeeper #exploremore #getoutside
#natureaddict

50 likes
Other Considerations

- Budget
- Communication
- Don’t be afraid to ask for help
Thank you!

Dawn Melvin
Tribal Tourism Relations Manager
Arizona Office of Tourism
dmelvin@tourism.az.gov
602-364-3707