



Maricopa Association of Governments

December 3, 2013



Today's Presentation

- Arizona's Travel Impact
- How the Arizona Office of Tourism promotes the state

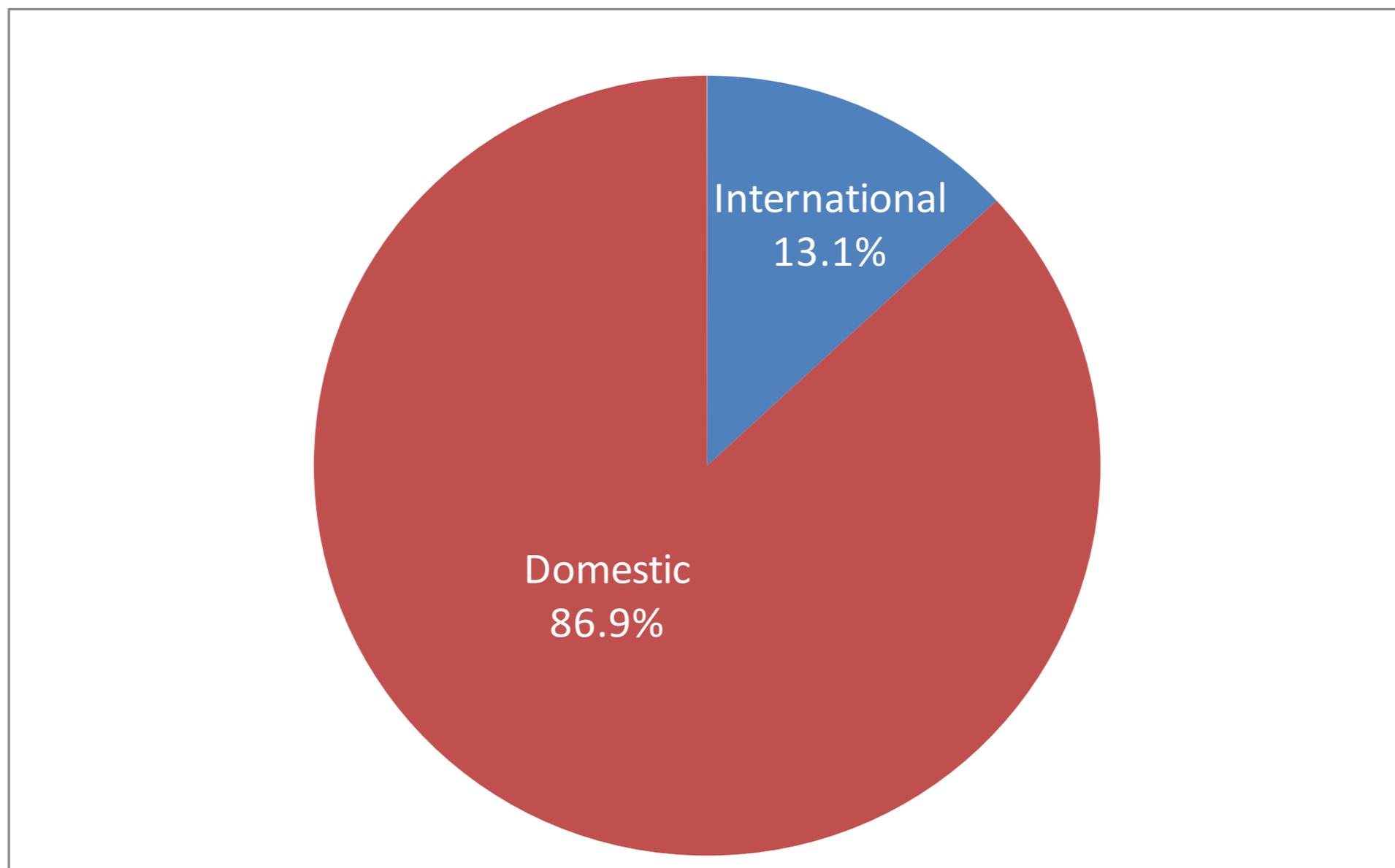
Power of Travel

How Travel Dollars Support America



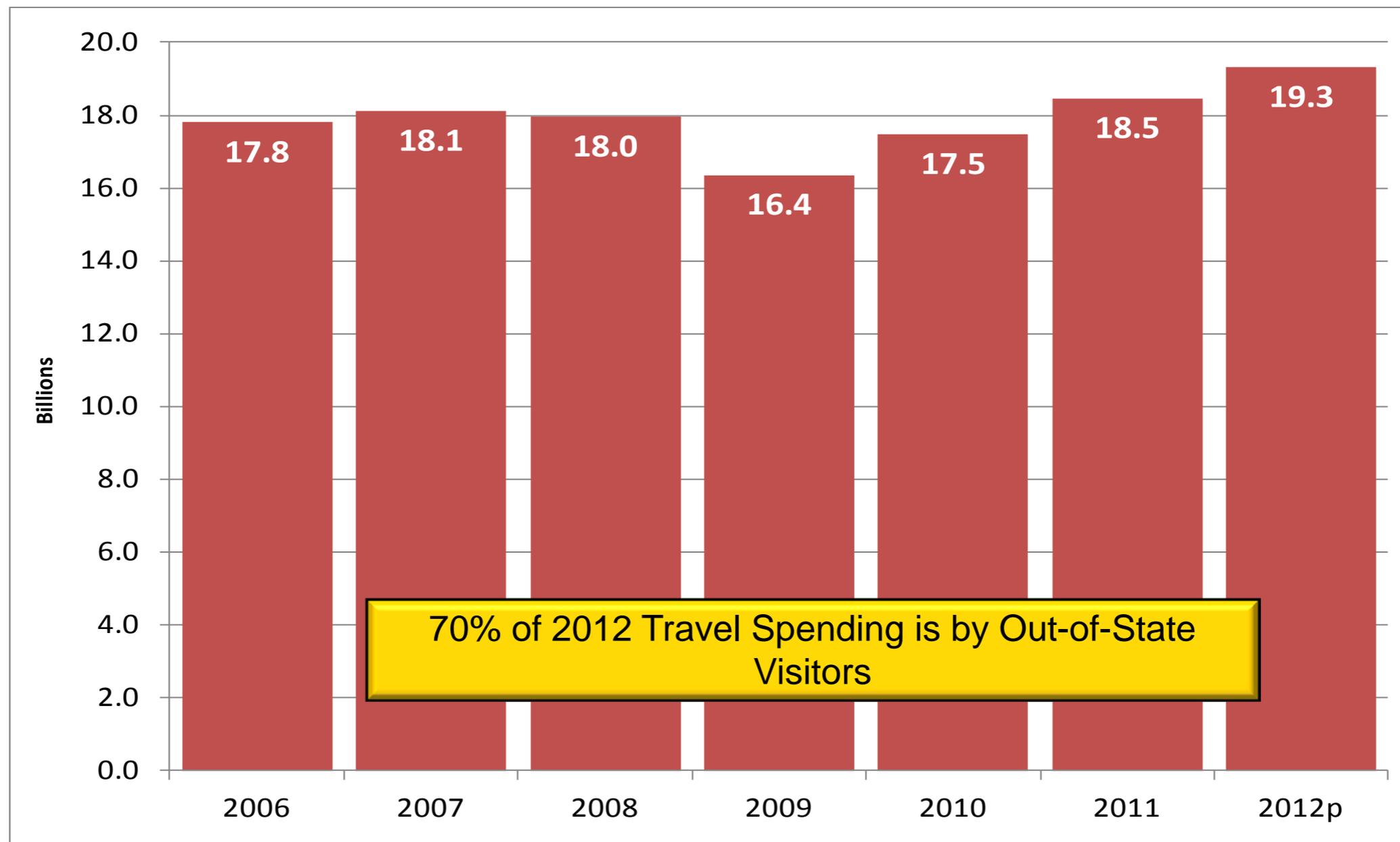
2012 Total Visitation to Arizona

38.1 million Overnight Visitors to Arizona



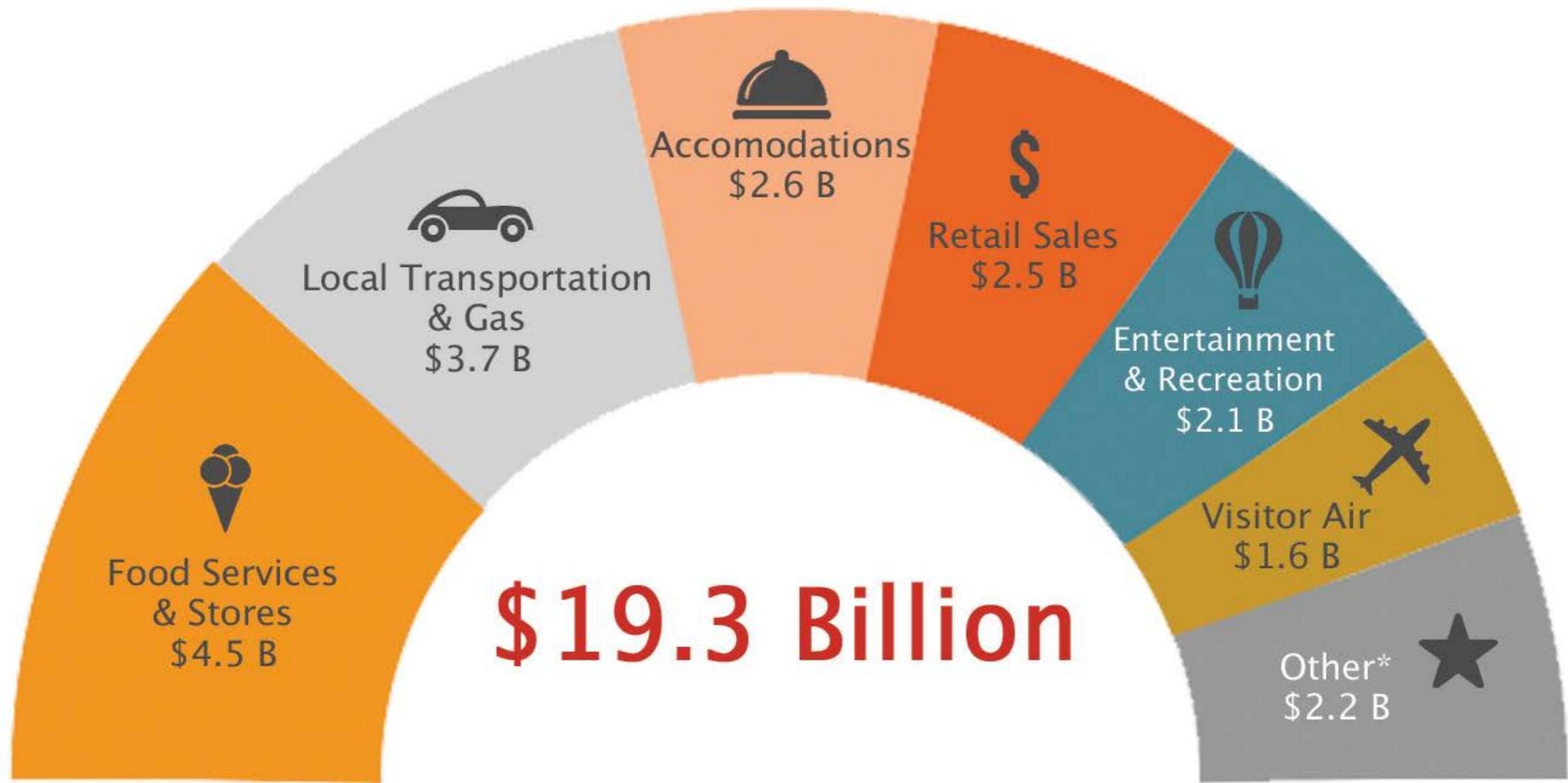
2012 Arizona Travel Impact

\$19.3 billion in direct travel spending generated in 2012:

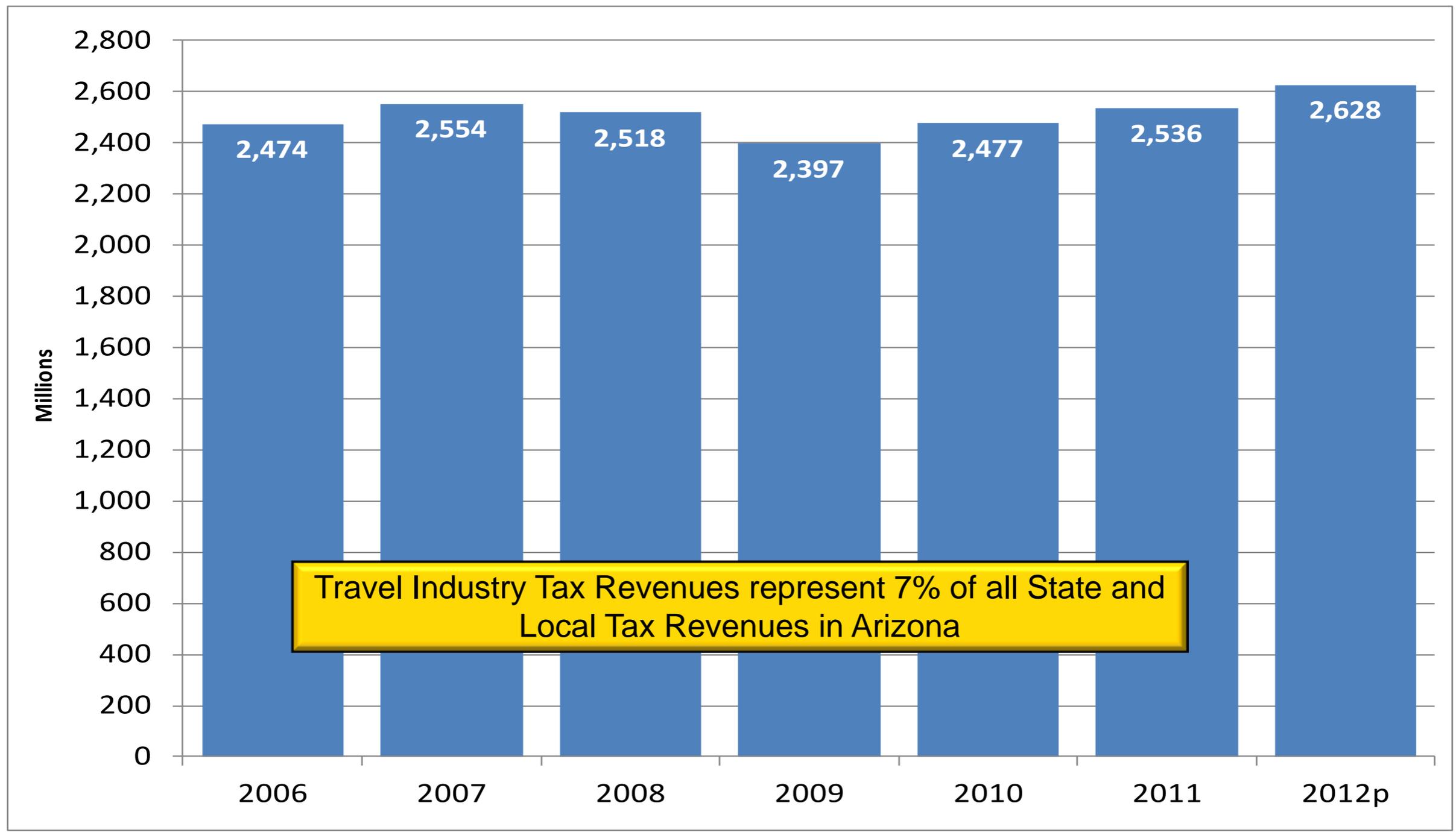


2012 Direct Travel Spending in Arizona - by Commodity Purchased

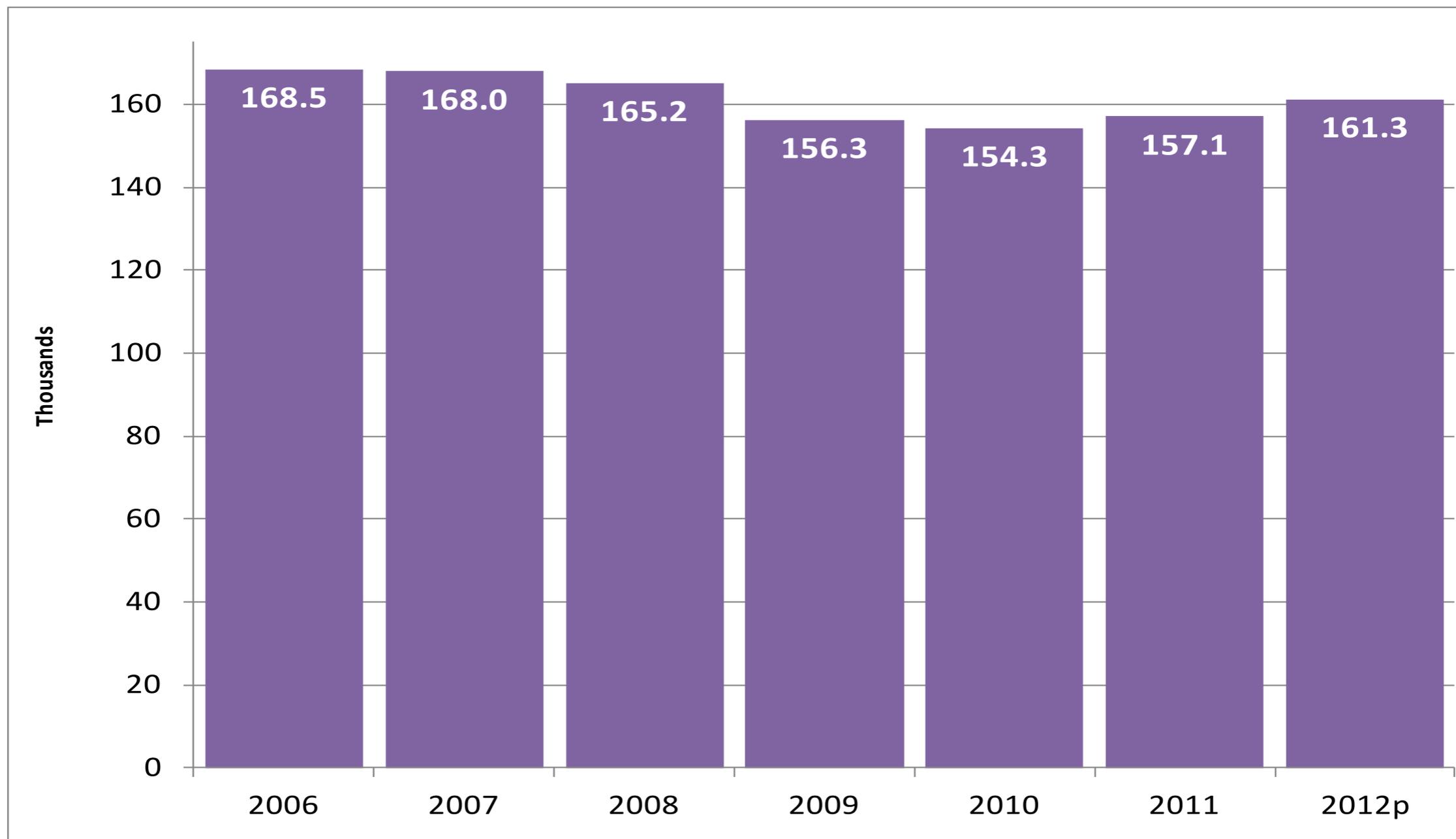
Direct Visitor Spending by Commodity Purchased, 2012



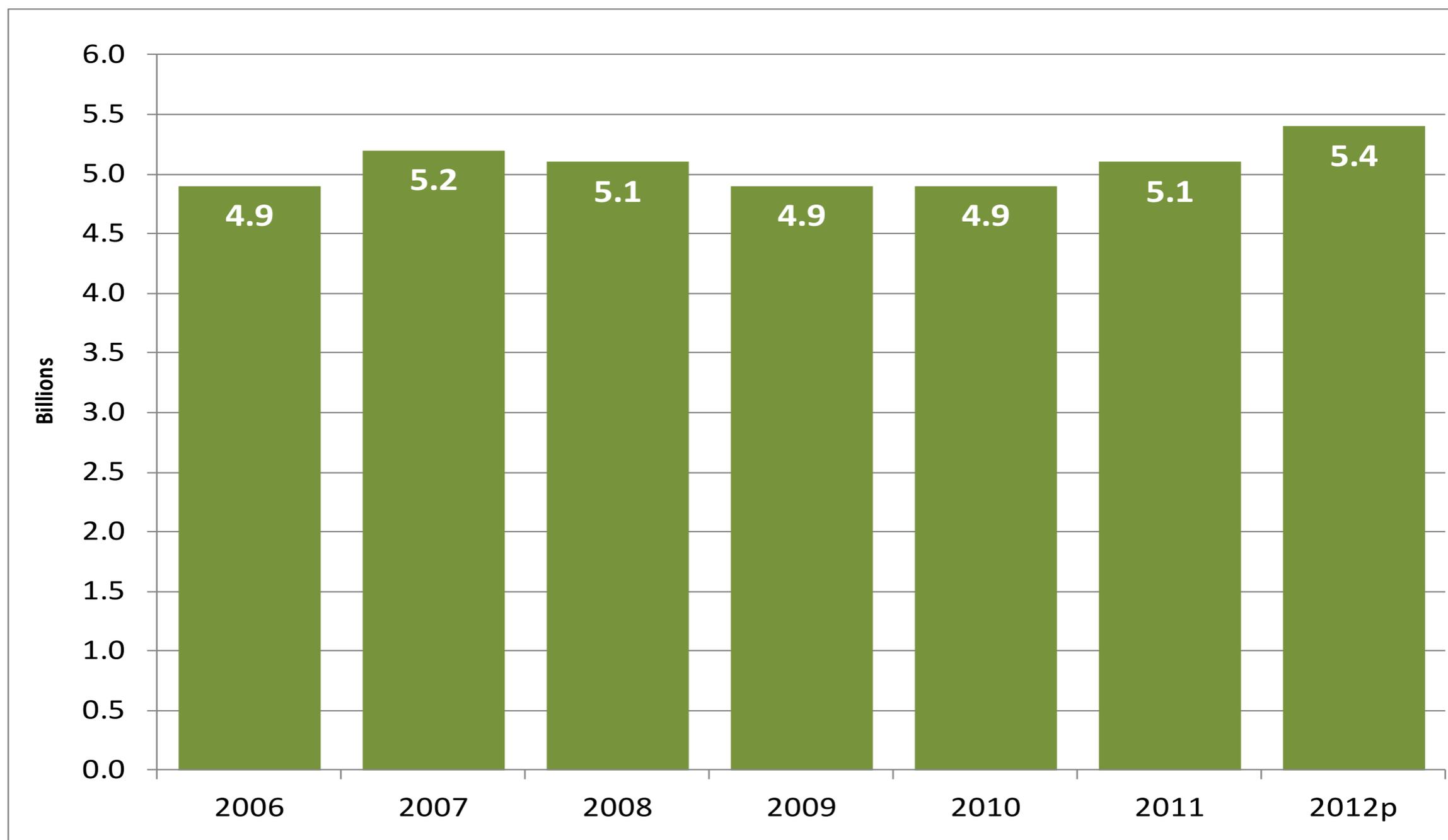
2012 Local, State and Federal Tax revenue generated by Direct Travel Spending in Arizona



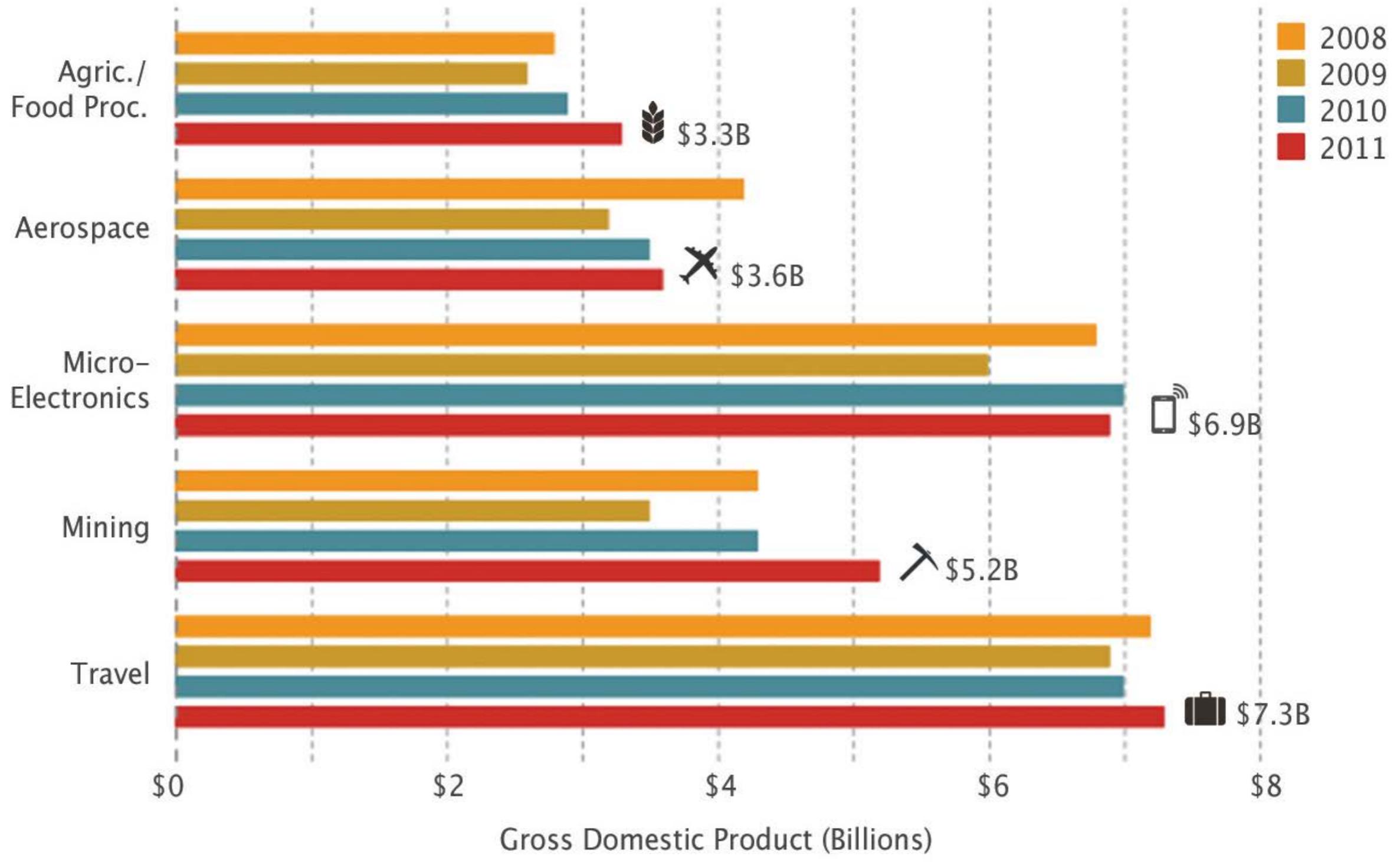
2012 Direct Travel Employment in Arizona



2012 Direct Travel Earnings in Arizona (dollars)



Gross Domestic Product in Leading Arizona Export-Oriented Industries



Arizona's Competition

Utah



Colorado



New Mexico



Texas



Arizona's Competition

California



Florida



New York



Hawaii



Arizona's Competition

France



Italy



Peru



China



Arizona Office of Tourism

- The Arizona Office of Tourism is the only statewide tourism entity promoting Arizona as a world-class, leisure destination.
- Program of work includes:
 - Research-driven advertising campaigns
 - Trade and media relations
 - Communications and public relations
 - Community and Tribal tourism efforts





Advertising



AOT FY14 Advertising Campaigns

.....
YOUR STORY STARTS
HERE.
.....
AND ONE SIZE DOES
FIT ALL.
.....
LET YOURSELF GO.

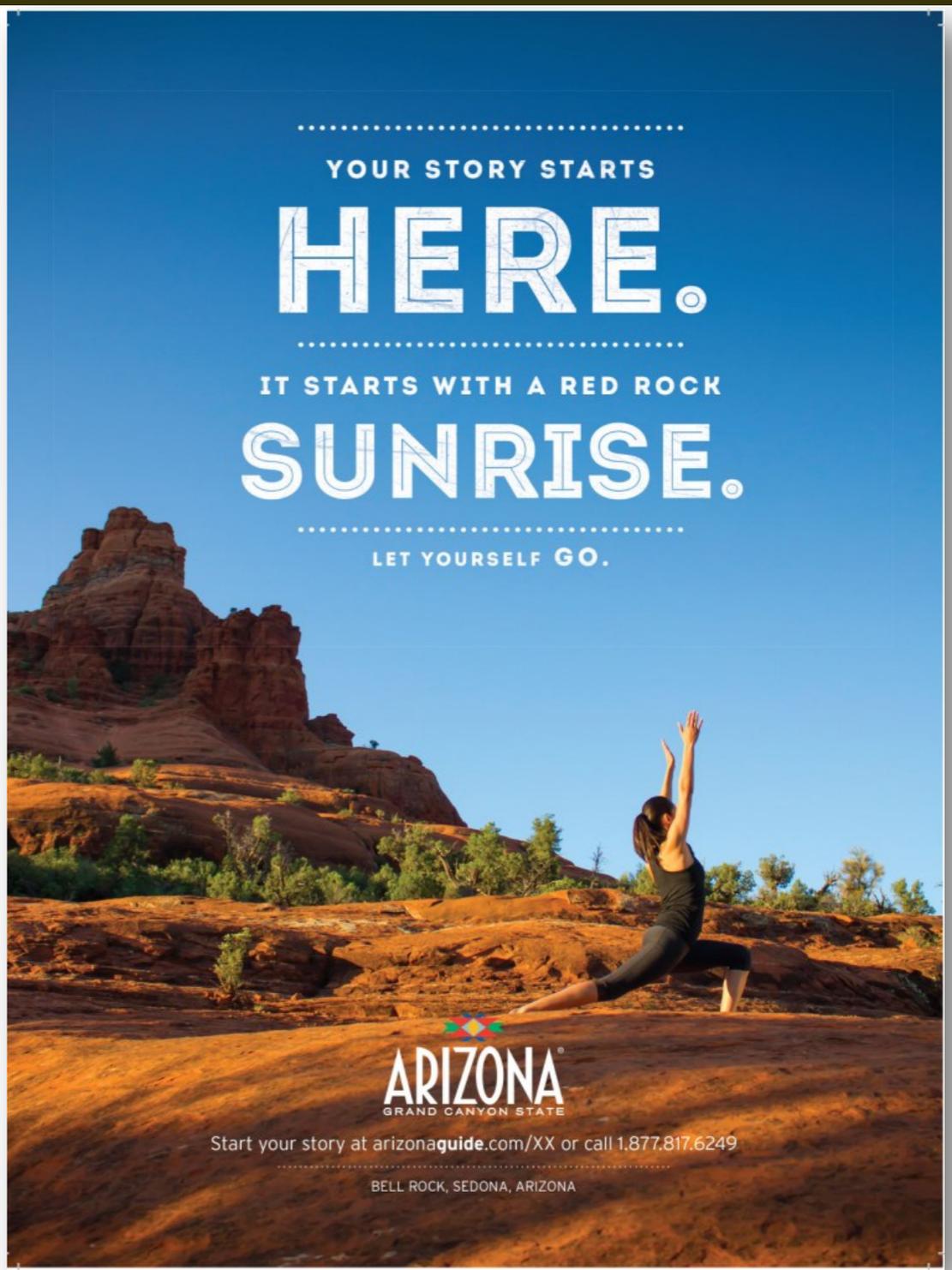


ARIZONA
GRAND CANYON STATE

Start your story at arizonaguide.com/XX or call 1.877.817.6249

.....
GRAND CANYON, ARIZONA

.....
YOUR STORY STARTS
HERE.
.....
IT STARTS WITH A RED ROCK
SUNRISE.
.....
LET YOURSELF GO.

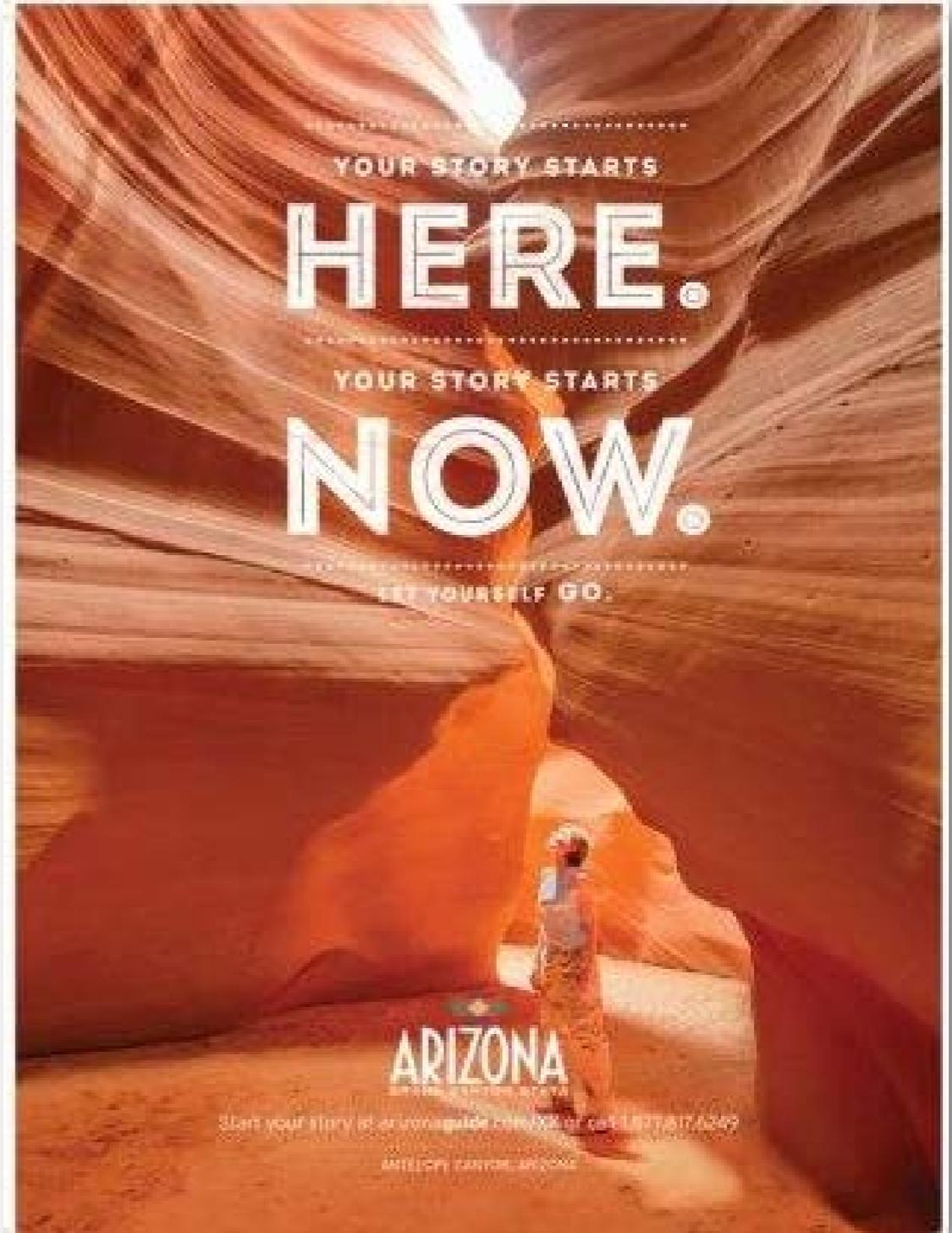
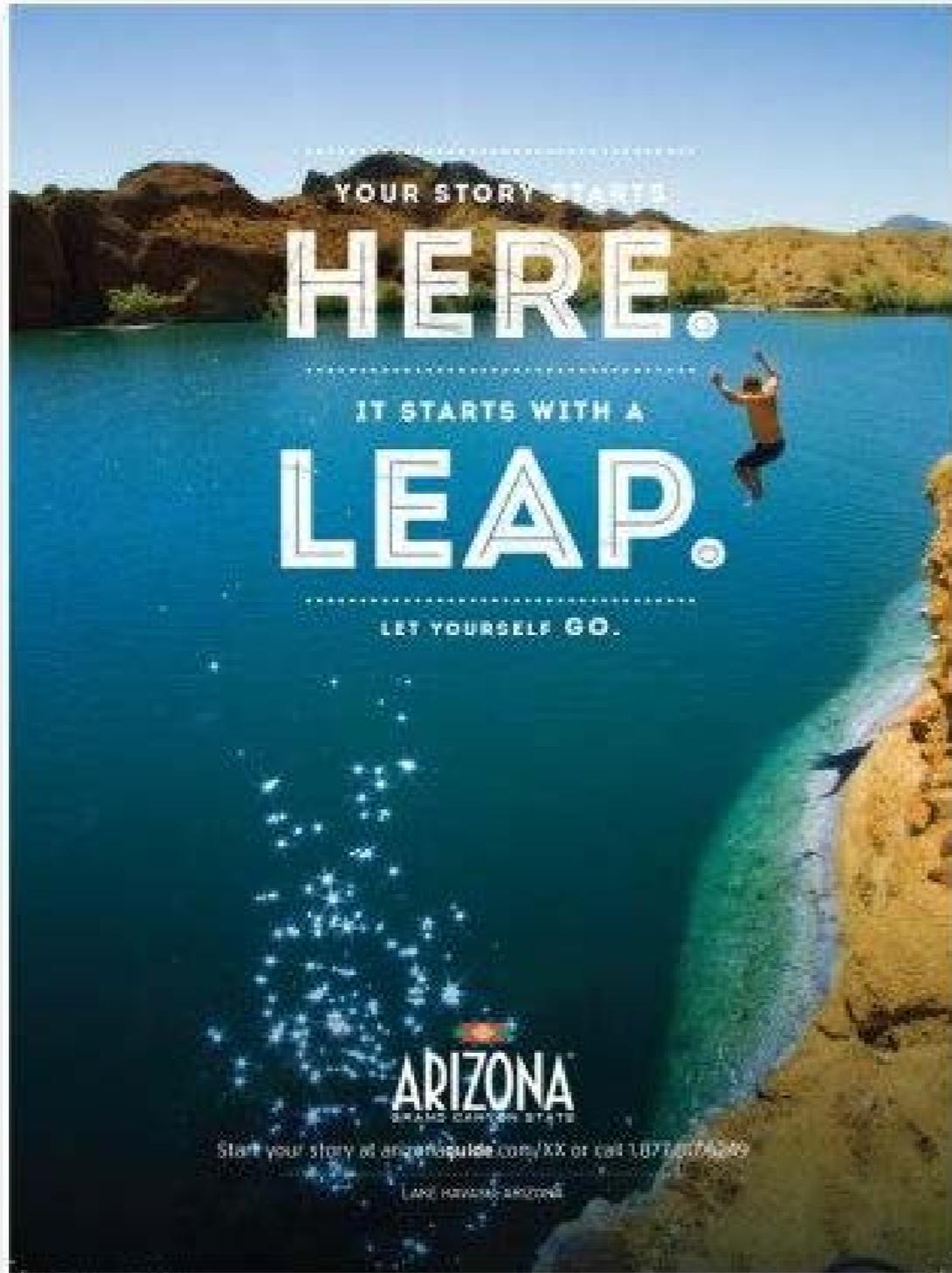


ARIZONA
GRAND CANYON STATE

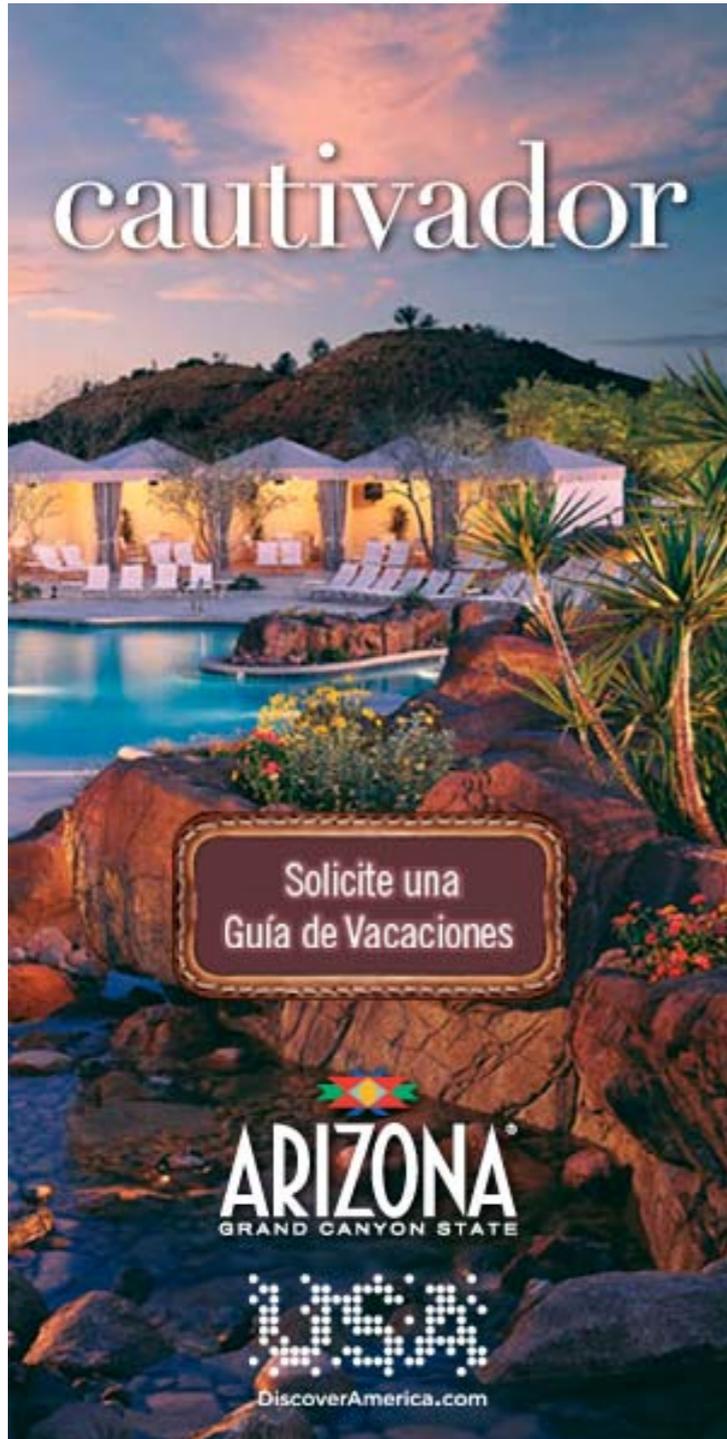
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.....
BELL ROCK, SEDONA, ARIZONA

AOT FY14 Advertising Campaigns



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Brand USA

- Established in 2010 by the Travel Promotion Act
- Works to promote the U.S. as a premier travel destination



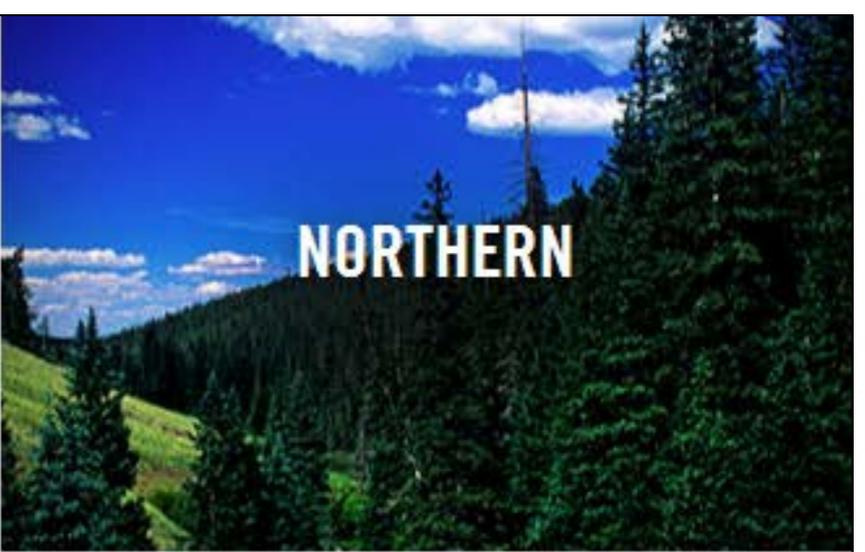
AOT FY14 Advertising Campaigns

ARIZONA
GRAND CANYON STATE

**ADVENTURE'S
JUST DOWN
THE ROAD.**

DISCOVER THE ARIZONA LESS TRAVELED.

A woman in a green tank top and sunglasses stands in the back of a dark convertible car, looking out at a large, reddish-brown rock formation under a clear blue sky.



AOT FY14 Advertising Campaigns



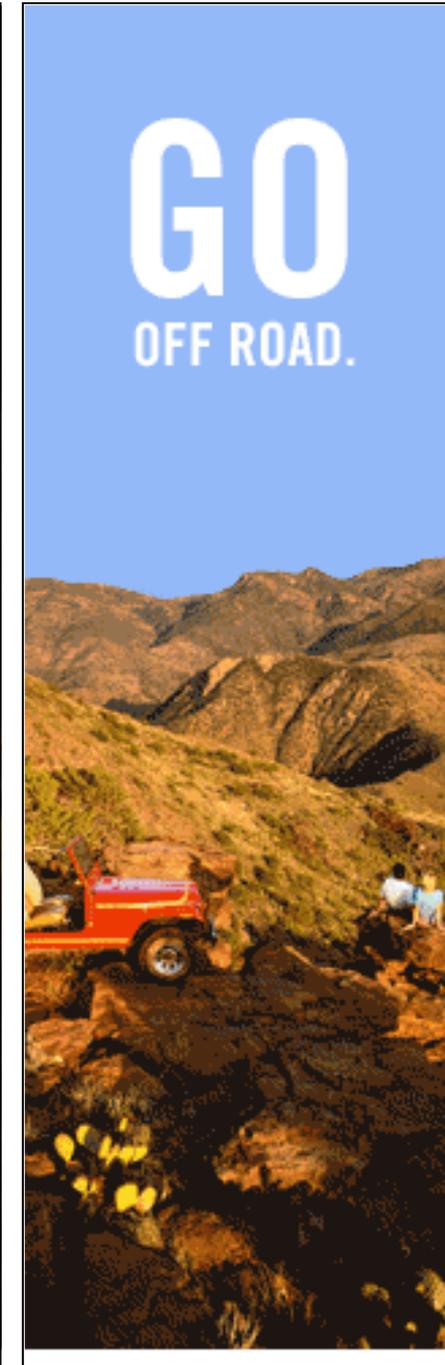
Hit the open road. Discover the Arizona *less traveled*.
 Visit arizonaguide.com/adventure or call 1.866.XXX.XXXX.



**DISCOVER
THE ARIZONA
LESS TRAVELED.**

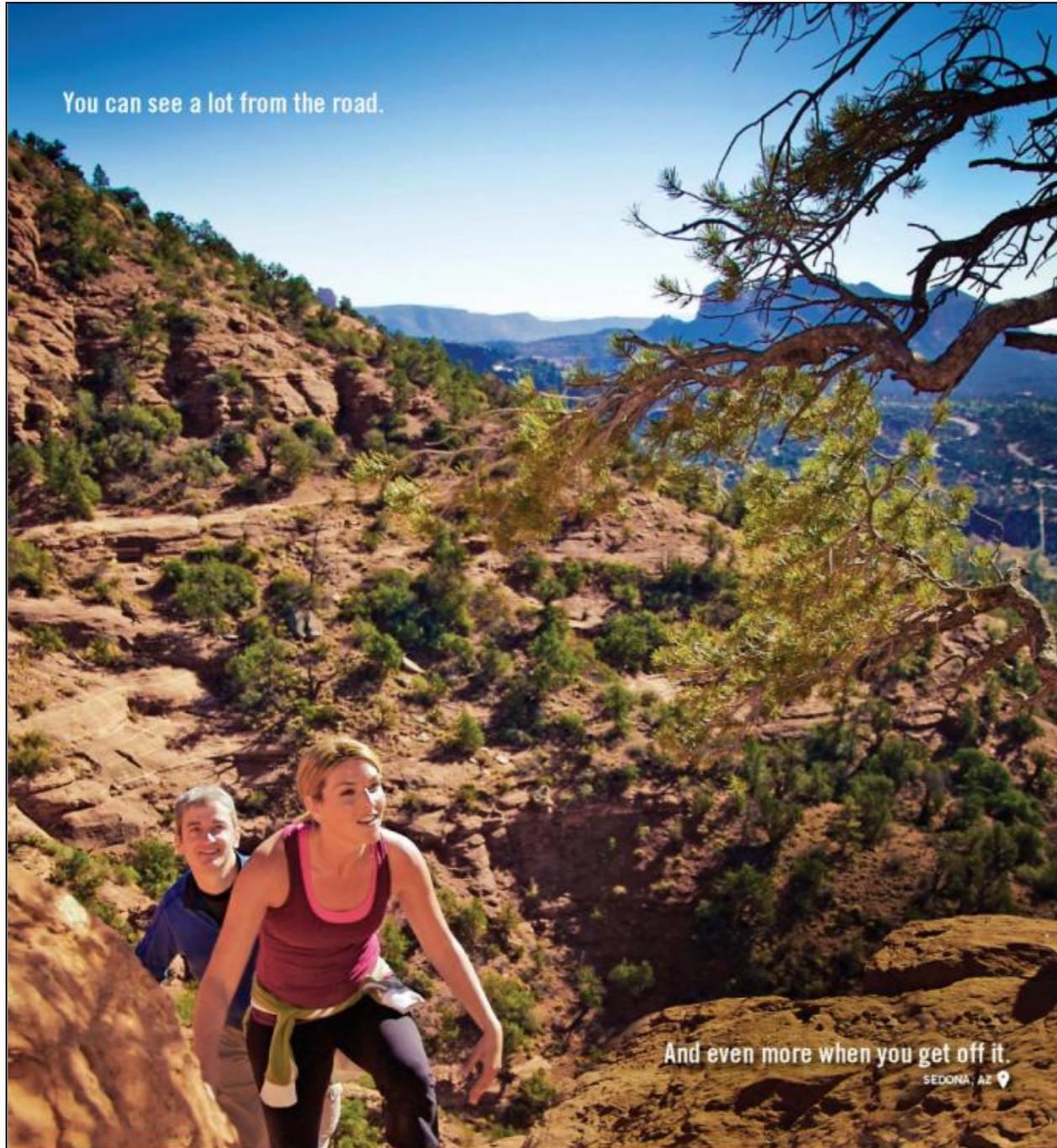


**DISCOVER
THE ARIZONA
LESS TRAVELED.**



**DISCOVER
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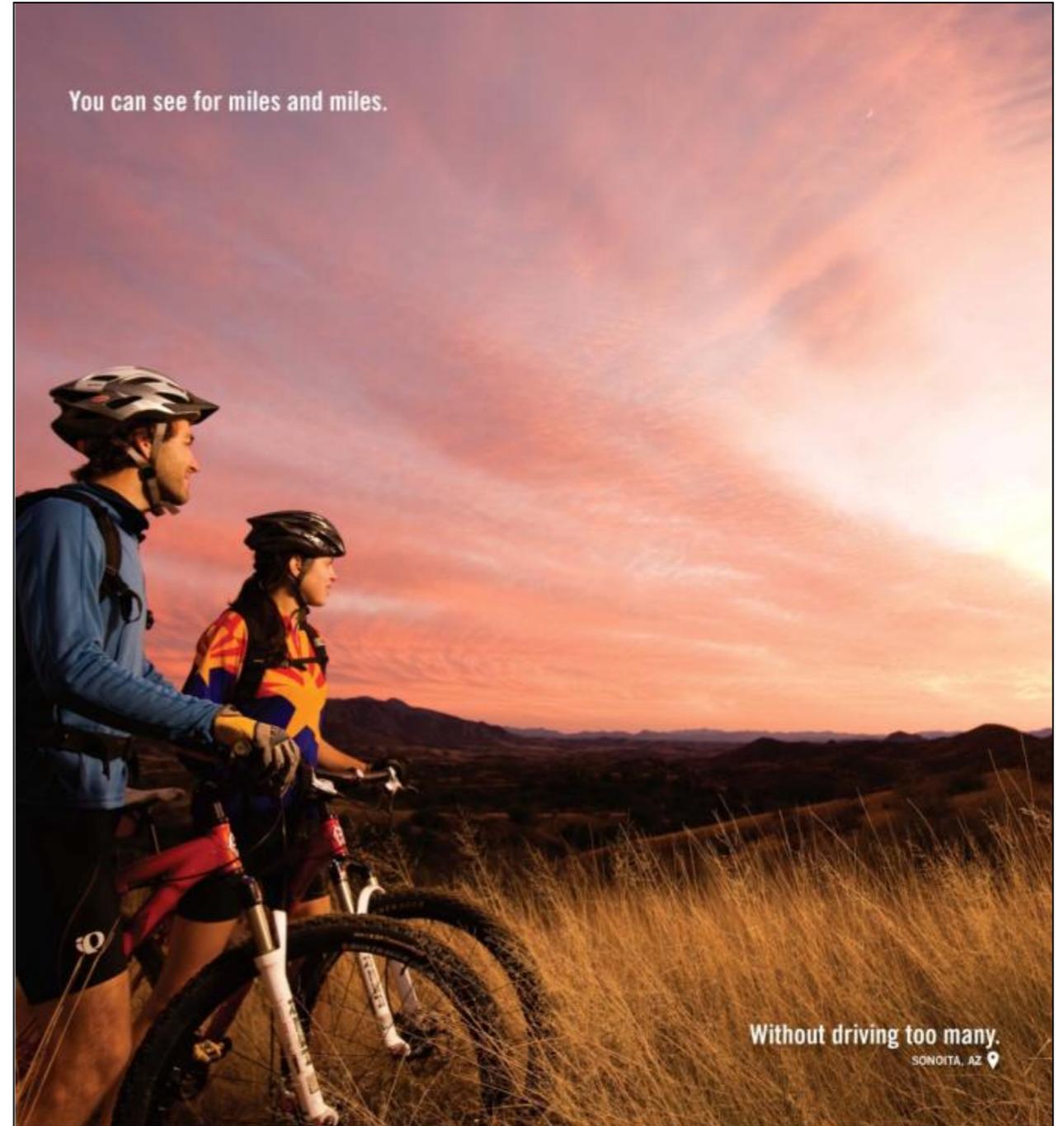
AOT FY14 Advertising Campaigns



You can see a lot from the road.

And even more when you get off it.
SEDONA, AZ

Hit the open road. Discover the Arizona *less traveled*.
Visit arizonaguide.com/adventure or call 1.866.XXX.XXXX.



You can see for miles and miles.

Without driving too many.
SONOITA, AZ

Hit the open road. Discover the Arizona *less traveled*.
Visit arizonaguide.com/adventure or call 1.866.XXX.XXXX.



AOT FY14 Advertising Campaigns

DISCOVER THE ARIZONA LESS TRAVELED.

Visit arizonaguide.com/adventure



Get Up and Go—Arizona Road Trips

REFINED
Extravagant Relaxation

RUGGED
Exciting Adventures

RIGHT DOWN THE ROAD
Small Towns With Big Adventures



THE VIEW FROM THE ROAD.
Small towns. Big adventures.

Arizona's less traveled destinations are the ideal retreat. In just a few hours, you can be anywhere in the state—enjoying getaways that are fun, fabulous and not-too-far-away. From fascinating history to jaw-dropping scenery to heart-pounding excitement, Arizona's vibrant towns offer excitement around every turn. And best of all, they're just a short drive away.

Hit the open road. Discover the Arizona less traveled.

Indian Country

To experience the season at its most exhilarating, visitors should head to trails in the Coconino National Forest. Don't disappoint, try one of the area's popular trails including: Visit Sterling, Bismark Lake, Kachina or

ENJOY FALL COLOR AND MILE-HIGH FUN IN FLAGSTAFF.

Often hailed as Arizona's capital of autumn, Flagstaff is the leafy ideal location for a fall getaway.

ARIZONA'S REFINED SIDE. LUXURY AND LEISURE.

Arizona's less-traveled destinations offer some of the most luxurious leisure activities in the Southwest.

Southern Arizona's resorts and spas are world-class, and there's nothing quite as indulgent as an outdoor massage with the accent of eucalyptus wafting on a gentle breeze. For safari inspiration, Central Arizona is a versatile destination offering unique experiences, theater

RUGGED ADVENTURE AWAITS.

Arizona's less traveled destinations offer the perfect excuse to go outside and play.

Experience the spectacular Sonoran Desert scenery. Southern Arizona is a great place to explore up and downhike (hike or abseil down trails on a mountain side). Or head to Central Arizona, and spend a day taking the fall. There's nothing like a fall, all fall or taking mountain off-roading adventures. Watch Central Arizona's rugged red rocks, winding mountain roads and Pinalone. This travel bucket list is supported by local off-road pros.

Mountain off-roading is best in Northern Arizona. It leads to exciting trails, wilderness, and scenic views. For those looking to go off-roading, there are many options. In a great area, there are many off-road trails, including the Grand Canyon. Arizona's rugged terrain offers a variety of off-road adventures. From the rugged terrain of the Grand Canyon to the scenic views of the Sonoran Desert, there are many options for off-road adventures. For those looking to go off-roading, there are many options. In a great area, there are many off-road trails, including the Grand Canyon. Arizona's rugged terrain offers a variety of off-road adventures. From the rugged terrain of the Grand Canyon to the scenic views of the Sonoran Desert, there are many options for off-road adventures.

PLAY LIKE YOU MEAN IT.

Adventure and fun are waiting for you at Lake Havasu. Enjoy boating, fishing, jet skiing, and more. Visit www.golakehavasu.com

LAKE HAVASU CITY
The Sun is Always On

"WET" YOUR APPETITE FOR FUN IN LAKE HAVASU.

Get off the beaten path in Lake Havasu, located along the Colorado River's beautiful shoreline and boasting 60 continuous miles of lake and river waterways. Dubbed the "Petrified Waterfall Capital of the World," Lake Havasu's crystal blue waters make water play easy with options including water skiing, tubing, jet skiing, parasailing, kayaking and paddleboarding.

For a change of scenery, pick up an ATV and explore the surrounding desert. Or head working in the Bill Williams National Wildlife Refuge. Or take a trip back in time and visit the London Bridge—a landmark imported from England around the world. It's Arizona's second largest attraction after the Grand Canyon, and it's a great place to take a 40-minute walking tour to hear about its colorful history.

Lodging choices are as numerous as Lake Havasu's star-filled skies. Get up close to one of the many stargazing-filled RV resorts that dot the coastline. If you're looking for your perfect vacation, Catalina Cove is a popular destination, featuring 60 cottages, an easy access boat ramp and plenty of recreational activities just steps away. Looking for something a little bit more luxurious? Resorts near the marina offer an array of amenities.

When the sun goes down, the tempo picks up—you can get your fill of live local music performances and charming lake-side cafes, or ferry across the river to try your luck at the Havasu Landing Casino Lakeview Resort. To plan your trip, visit www.golakehavasu.com.

DISCOVER WILLIAMS.

Get your kicks on Route 66 with a visit to Williams, a historic and charming Western town located in the heart of Northern Arizona. Historic Route 66, also known as "The Mother Road," was one of the U.S.'s original highways running from Chicago to Santa Monica. In Williams, Route 66 runs right through downtown and offers a variety of adventures with vintage cars, shops and shops that will surprise you.

Williams is also the "Gateway to the Grand Canyon," and sits at the end of the century-old Grand Canyon Railway line, which makes daily two-hour trips to the park's South Rim. Take an unforgettable ride on one of the last fully restored cars and be entertained by authentic showmen and musicians who bring the Old West to life. Passengers can even spend a night or two at the historic Grand Canyon Railway Hotel, just a short walk to the train depot.

Of course, no trip to Williams is complete without a visit to Buckskin. This drive-through wildlife park lets you get up close to animals in their natural environment (including up-close views of) the San Flamingo Range, wild horses and bison, and of course, plenty of black bears. After the drive through Buckskin, stroll through Fun Buckskin to see baby and mother animals, as well as high-country raptors.

With plenty of outdoor activities, dining and lodging options, getaways don't get any greater than Williams. To plan your trip, visit www.discoverwilliams.com.

ENJOY FALL COLOR AND MILE-HIGH FUN IN FLAGSTAFF.

CONTINUED FROM PAGE 1

Don't forget about the Flagstaff Fall Festival on October 3, for the annual Flagstaff Oktoberfest.

If you think this festive season isn't complete without being spoiled, add a walking tour of Flagstaff's historical places to your fall itinerary. Experience the sights of the city's past and present with a tour of the city's historical sites, including the historic downtown area and the city's historical sites.

For more fall events and tips for your autumn getaway, visit www.flagstaffarizona.org.

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ARIZONA[®]
GRAND CANYON STATE



Arizona Spring Training - more than just baseball.

DiscoverAZSpringTraining.com

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ARIZONA GRAND CANYON STATE

MENU

SHORT DRIVE. LONG OVERDUE.
Summer fun and exciting vacations—all just a short drive away. Start planning!

LET ME TELL YOU ABOUT THE ONE THAT GOT AWAY.
A BREATHTAKING VIEW FOR TWO.

IT'S TIME TO UNWIND.

ANOTHER WORLD. PRACTICALLY NEXT DOOR.

SURE, IT'S A LITTLE HEART-POUNING...

WATER, WATER, EVERYWHERE...

PINTEREST TWITTER FACEBOOK

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ARIZONA GRAND CANYON STATE

**SPECTACULAR SUMMER SIGHTS.
JUST A SHORT DRIVE AWAY.**

Start planning at SummerinAZ.com

A GREAT ARIZONA VACATION. A SHORT DRIVE AWAY.

Visit: summerinaz.com

AOT FY14 Advertising Campaigns

A FEW HOURS TO A DIFFERENT STATE. OF MIND.

It's summertime...and time to escape it all.

In just a few hours, you can be anywhere in the state, driving down the open road and experiencing the awe-inspiring delights of Arizona, like Monument Valley. After all, a summer in Arizona is defined by unexpected adventures and breathtaking beauty.

It's *your* Arizona adventure, and it can be anything you want it to be.

It's all just a short drive away. And it's long overdue.

SUMMER'S SHORT. START PLANNING.

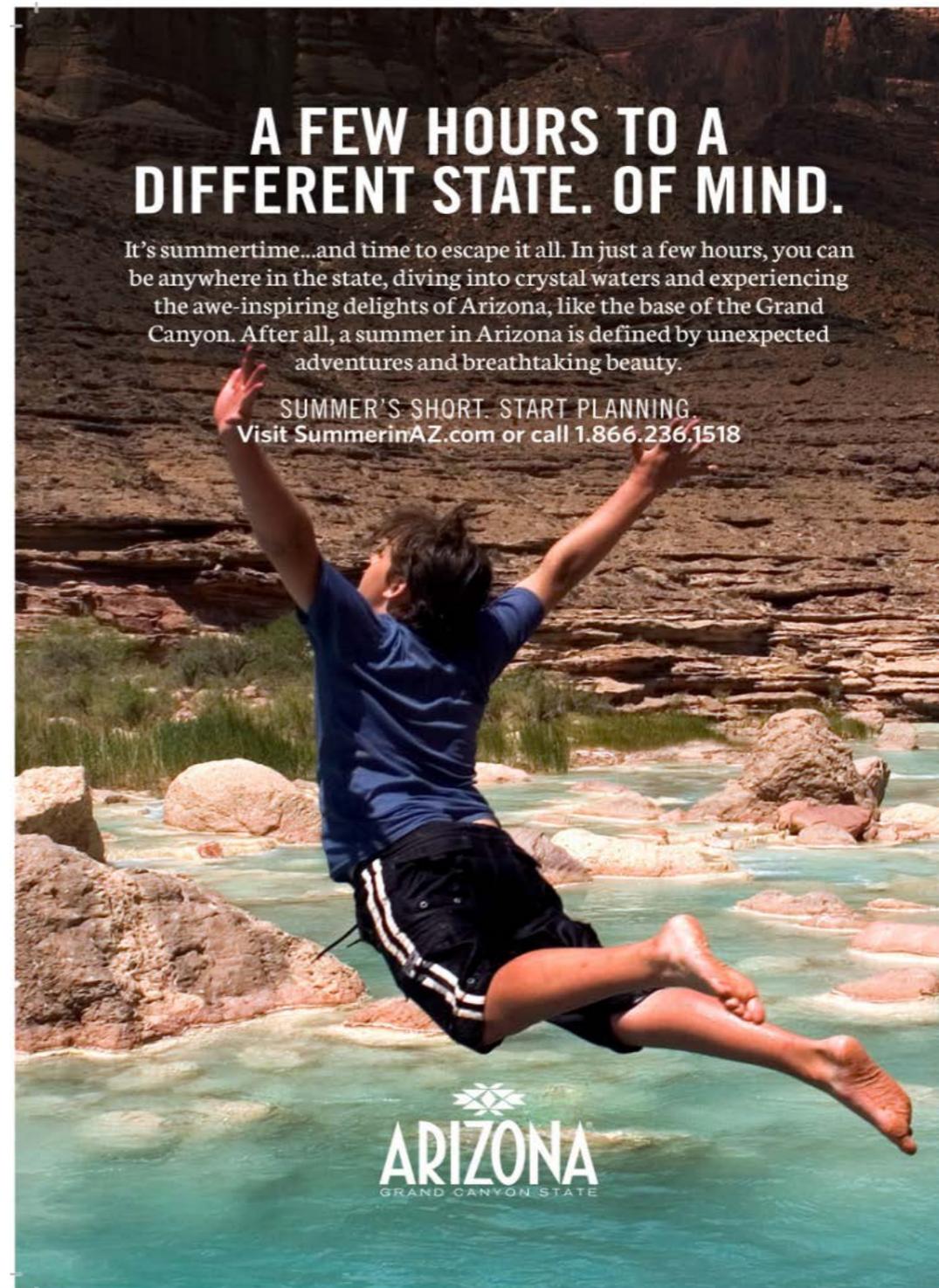
Visit summerinaz.com or call 1.866.236.1521



A FEW HOURS TO A DIFFERENT STATE. OF MIND.

It's summertime...and time to escape it all. In just a few hours, you can be anywhere in the state, diving into crystal waters and experiencing the awe-inspiring delights of Arizona, like the base of the Grand Canyon. After all, a summer in Arizona is defined by unexpected adventures and breathtaking beauty.

SUMMER'S SHORT. START PLANNING.
Visit SummerinAZ.com or call 1.866.236.1518





Trade and Media Relations



Trade and Media Relations

- Generated more than **1,500** articles
- Produced more than **\$25 million** in PR Value
- Reached more than **1.2 billion** global readers

Trade and Media Relations

- Canada, Germany, France, Mexico and U.K.
- Building efforts in Brazil and China



Community Relations



Community & Tribal Relations



Arizona's Official State Visitor's Guide

Community & Tribal Relations

- Nogales Technical Assistance and Tourism Plan
- Arizona Tourism University and Regional Workshops
- Arizona Council for Enhancing Recreation and Tourism
- Arizona Watchable Wildlife Tourism Association
- Tribal Tourism Brochure

Industry Relations

- Governor's Office
- Arizona Lodging & Tourism Association
- Arizona Restaurant Association
- Arizona Commerce Authority
- Arizona–Mexico Commission
- Arizona Chamber of Commerce
- Arizona Department of Transportation
- Arizona Game and Fish Department
- Arizona State Parks
- Fiesta Bowl
- Greater Phoenix Economic Council
- Maricopa Association of Governments
- Statewide Convention and Visitor Bureaus
- Statewide Chambers of Commerce
- Statewide Local Visitor Information Centers
- Super Bowl
- Tribal Economic Development Groups
- Tourism Advisory Committee
- Tribal Tourism Advisory Council

Thank you!

www.arizonaguide.com – **consumer website**

www.azot.gov – **business-to-business website**

Sherry Henry

Director

Arizona Office of Tourism

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