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ARIZONA TOURISM ALLIANCE UPDATE June 2007

ATA NEWS

REGISTER NOW: 27th ANNUAL ARIZONA GOVERNOR'S CONFERENCE ON TOURISM JULY 11-13, 2007

Don't miss Arizona tourism's biggest event! Register online now and save for the Governor's Conference on Tourism to be held July 11-13 at the Arizona Biltmore Resort & Spa in Phoenix. This year's program will be a dynamic mix of fresh industry information and resources that can help you plan for another year of marketing Arizona to audiences around the world. Breakout sessions and speakers will teach you how to invigorate your tourism marketing and promotion efforts using the most up-to-date tools available to tourism professionals. In addition to educational sessions, this year's conference will also feature a presentation by world-renowned businessman Harvey Mackay, a New York Times #1 best-selling author and one of the top five speakers in the world, according to Toastmasters International.

The conference will also include a golf tournament and a silent auction. Silent auction items will be seen and bid on by hundreds of GCOT attendees, including tourism industry professionals, media and public officials. For more information on the golf tournament, or to register for the tournament, please [click here](#); to donate a silent auction item, [click here](#).

The deadline for early registration for the Governor's Conference is June 22, so don't miss your chance to save! To register online, or to obtain more information, visit <http://www.aztourismconference.com/>. If you have questions please call 602-265-2252.

MARK YOUR CALENDAR: ANNUAL MEETING OF THE ARIZONA TOURISM ALLIANCE WEDNESDAY, JULY 11, 3:30 PM – 5:00 PM

The Arizona Tourism Alliance will hold its annual meeting on Wed., July 11 from 3:30 – 5:00 p.m. (prior to the Welcome Reception of the Governor's Conference on Tourism at the Arizona Biltmore Resort & Spa in Phoenix). All members of the Arizona Tourism Alliance are welcome and encouraged to attend this meeting.

ARIZONA TOURISM ALLIANCE MEMBERSHIP RENEWALS

It's that time of year again...time to renew your membership to the Arizona Tourism Alliance! Membership renewal packets will be mailed soon and the Arizona Tourism Alliance appreciates your continued support in our efforts to advocate, educate and unite Arizona's tourism industry.

LEGISLATIVE UPDATE

Arizona's 2007 regular legislative session is coming to an end, pending budget negotiations, and the Arizona Tourism Alliance has been actively advocating on behalf of the tourism industry throughout the session. Some of the key areas we have focused our lobbying efforts on have been:

- Immigration Legislation
- Worker's Compensation
- AOT Formula Funding
- NBA All Star Game Tickets' Tax Exemption
- Motion Picture Tax Credits
- DUI Treatment

To view a full summary detailing the legislative outcomes and lobbying efforts surrounding the above topics, [click here](#).



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MEMBER NEWS

ARIZONA OFFICE OF TOURISM WORKSHOP SERIES:

ARIZONA TOURISM UNIVERSITY (ATU) – HOW TO BUILD AN ITINERARY AND CONDUCT A FAM TOUR

The Arizona Office of tourism (AOT) will be putting on a series of ATU workshops entitled "How to Build an Itinerary and Conduct a FAM Tour." This workshop series will answer common questions such as what is a Familiarization (FAM) tour, why does AOT conduct FAM tours, is a FAM tour right for your community, and how to develop and execute an itinerary. Below is a listing of workshop times and locations. To register, please contact Sarah Martins by phone at 602-364-3687 or via e-mail at smartins@azot.gov. (AOT in Action, Jun. 4)

<p>June 20, 2007 1 p.m. – 3 p.m. Mountainside Inn 642 East Route 66 Williams, AZ 86046</p>	<p>June 21, 2007 1 p.m. – 3 p.m. Cochise College Benson Center 1025 State Route 90 Benson, AZ 85602</p>	<p>June 22, 2007 1 p.m. – 3 p.m. Crowne Plaza San Marcos Golf Resort One San Marcos Place Chandler, AZ 85225</p>
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ARIZONA OFFICE OF TOURISM AWARDS \$1.5 MILLION IN TOURISM GRANTS

AOT awarded more than \$1.5 million in matching grants to help areas around the state attract visitors in the coming year. The grants, called the TEAM awards were given to nearly 50 entities, including six Native American groups. The largest grants went to the Tucson Convention and Visitors Bureau and the Prescott Area Coalition for Tourism, which each received \$130,000. Gov. Janet Napolitano called the grants "an investment in Arizona's economic future." Teamwork for Effective Arizona Marketing (TEAM) is a matching grant program designed to assist communities, regions, Tribes, and statewide tourism associations with their tourism advertising and marketing efforts in promoting tourist attractions. As part of the application process, groups must attend workshops, put up matching funds and present a convincing strategy to ensure the investment yields a return. To see a full listing of this year's award-winners, and for more information on the TEAM awards, visit the AOT Web site at <http://www.azot.gov/section.aspx?sid=53&psid=10>. (The Arizona Republic, Jun. 8; AOT Web site)

ESTO 2007 CONFRONTS CHANGING FACE OF MARKETING & ADVERTISING

This Year's ESTO, the Educational Seminar for Tourism Organizations, will be held in Phoenix, August 15-18 at The Phoenician. ESTO is the premier learning and knowledge-sharing forum for U.S. destination marketing professionals. Over 400 participants from State and Territory Tourism Offices and Destination Marketing Organizations across the nation come together at ESTO to discuss fundamental and pressing issues affecting destination marketing. Through dynamic presentations, panel discussions, interactive break-out sessions, travel education meetings and peer networking, ESTO provides a wealth of actionable advice and proven information to address the specific challenges and concerns of these industry segments. It is the only national forum where professionals from urban and regional destinations come together with their peers from state tourism offices. Josh Hallett, social media consultant, Hyku LLC, specializes in answering one of the frequently asked questions in marketing and advertising today, "Have you sent this?" At ESTO 2007, Josh will assess and define the tools in today's marketplace and help delegates make informed decisions about which tools they ought to be using. Utilizing concrete examples, he will demonstrate how to effectively use customer-driven content and offer a glimpse into social media's future. Online registration for ESTO 2007 will be available soon! Visit www.tia.org/ESTO to view the most up-to-date ESTO information. (TIA Web site, AOT in Action, Jun. 4)

ARIZONA OFFICE OF TOURISM CO-WINS 2007 SCENIC BYWAY AWARD FOR MARKETING

AOT and the Arizona Department of Transportation and Arizona Highways Magazine collectively won the 2007 Scenic Byway Award for Marketing from the America's Byways Resource Center and the U.S. Department of Transportation Federal Highway Administration. In this unique partnership, the three sectors came together to develop a more user-friendly state-of-the-art Web site about Arizona's scenic byways, ArizonaScenicRoads.com. Visitors to the site can



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access destination information, use an interactive map and generate a travel itinerary to plan a scenic road trip. AOT's Deputy Director Kelly Paisley, was on hand to receive the award. To view the Web site, please visit www.arizonascenicroads.com. (AOT in Action, Jun. 4)

TOURISM INDUSTRY NEWS

WESTERN HEMISPHERE TRAVEL INITIATIVE TO BE TEMPORARILY WAIVED

The State Department and Department of Homeland Security announced last week that U.S. citizens will be temporarily allowed to fly to Canada, Mexico, Bermuda and other Western Hemisphere countries without a passport if they show valid photo identification and proof that a passport application has been submitted. The new process will be in effect through September 30, 2007 and is a suspension of the Western Hemisphere Travel Initiative passport requirement, which took effect in January of this year. The suspension will give the State Department time to deal with a surge in passport applications that has overwhelmed its processing centers since the new rules were put in place. The backlog has caused up to three-month delays in issuing passports and ruined or delayed the travel plans of untold thousands of Americans. Instead of a passport, travelers will be able to present a State Department receipt showing their passport application is being processed, and a government-issued ID such as a driver's license. This announcement came as welcome news to travel industry leaders who had been advocating to the Departments of State and Homeland Security since last September that travelers not be hassled due to the restriction on flying.

This policy change, "is welcome news and evidence that aggressive advocacy works" said Roger Dow, President and CEO of the Travel Industry Association. "This will allow travelers to make summer plans and enter the United States while our passport officials have time to address the backlog of passport applications in an effective way." (TIA Press Release, *The Arizona Republic*, Jun. 8)

NO SMOKING LAW

As a reminder to all our members, as of May 1, 2007 all Arizona businesses must display "No Smoking" signs at all public entrances due to the Smoke Free Arizona Act. For more information on how to comply with the difference facets of this law and/or to order complimentary "No Smoking" signs go to www.smokefreearizona.org.

TOURISM INDUSTRY CALENDAR

July 11	3:30 p.m. – 5:00 p.m.	Arizona Tourism Alliance Annual Meeting	Arizona Biltmore Resort & Spa
July 11-13		Arizona Governor's Conference on Tourism	Arizona Biltmore Resort & Spa
August 9	10:00 a.m. – 12:00 p.m.	Arizona Tourism Alliance Executive Committee Meeting	Location TBA
September 14	1:00 p.m. Tee Time	SALARA Annual Golf Tournament	JW Marriot Starr Pass Resort & Spa

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