



HOTEL MONTE VISIT



ARIZONA
OFFICE OF TOURISM

February 23, 2021





Marketing



- Rural Co-Op Marketing
- Strategic Tourism Recovery Plan Tactics
- Partnerships
- Awards





Sales



INTERNATIONAL TRADE

- Sales Missions, Client Training Events, & Trade Shows
- Co-op Campaigns with Travel Companies
- Familiarization Trips & Site Inspections
- Governor's Conference on Tourism
- Marketing Reports for top international markets





Meetings



- Email Blasts
 - Banner Ads
 - Video
- New Meetings Page
on AOT Website





Earned Media



- Media Relations – Domestic & International
- Public Relations Team - In-state
- Media Fam Tours
- Media Missions





Visitor Center



- Official Visitor Center for Flagstaff
- Arizona Visitor Information Center Program (AVIC)
- Distribute state travel information
- Professional development opportunities





AOT Collaboration Continued



- Continues to market our airport destinations
- Increased the state's fire safety messaging
- Recommended Flagstaff's majestic snow-covered peaks and pine forest on ADOT signage



APPRECIATE AZ #5

BE CAREFUL WITH FIRE

