



Canadian Arizona Business Council

May 16, 2014



Today's Presentation

- Why tourism is critical to Arizona's economy
- How impactful Canadian visitation is to Arizona
- How Arizona Office of Tourism promotes Arizona to the Canadian market.

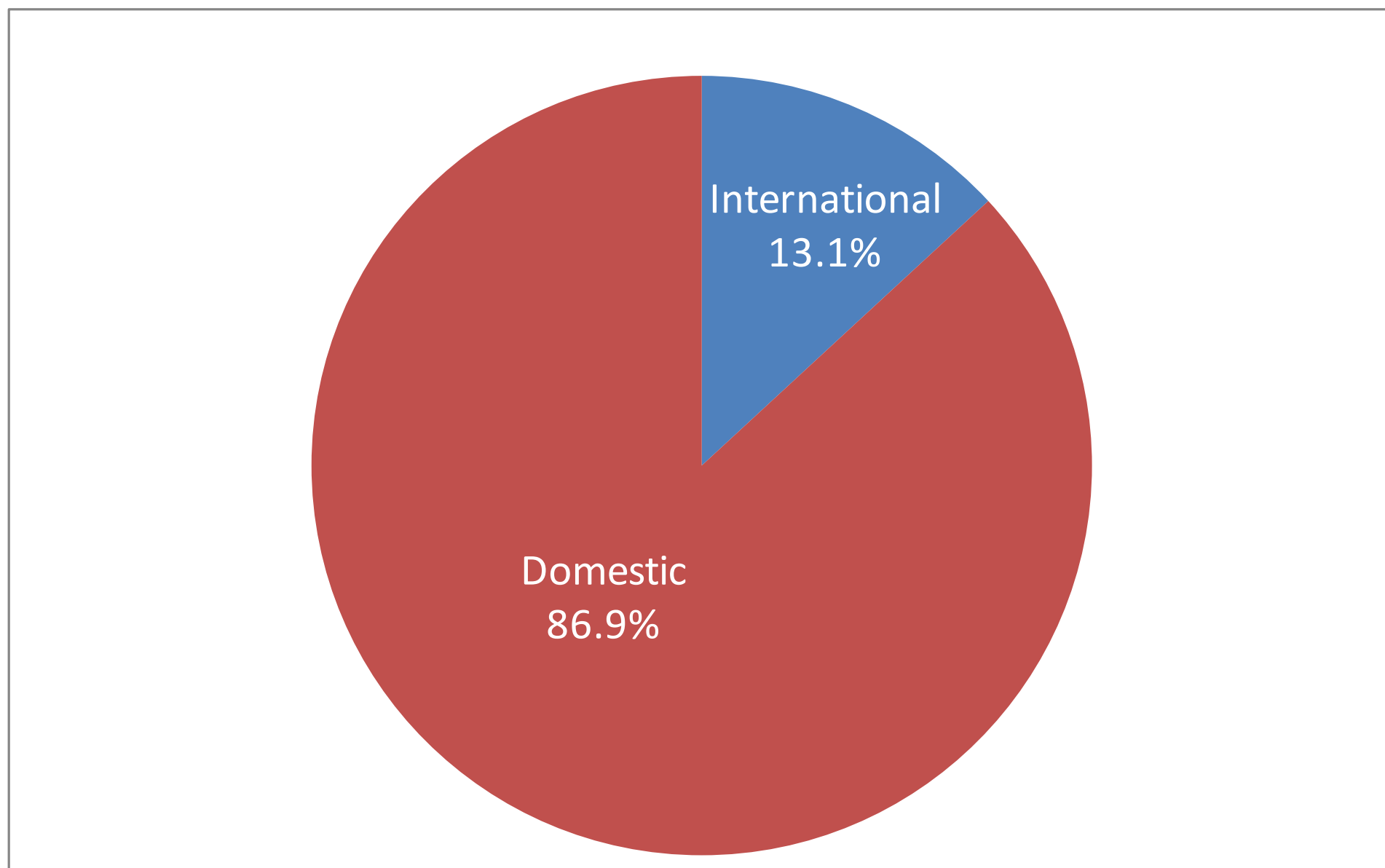
Power of Travel

How Travel Dollars Support America



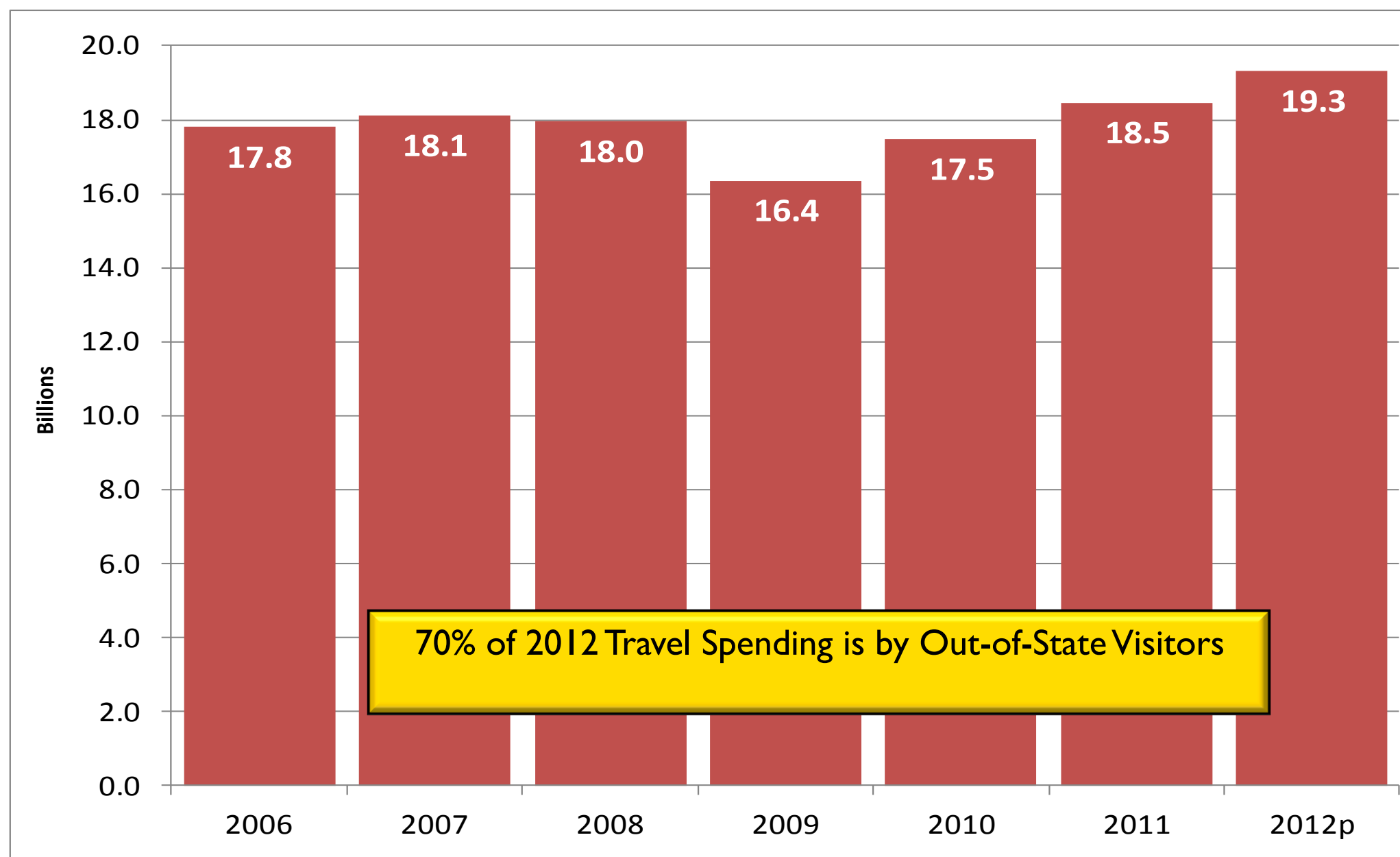
2012 Total Visitation to Arizona

38.1 million Overnight Visitors to Arizona



2012 Arizona Travel Impact

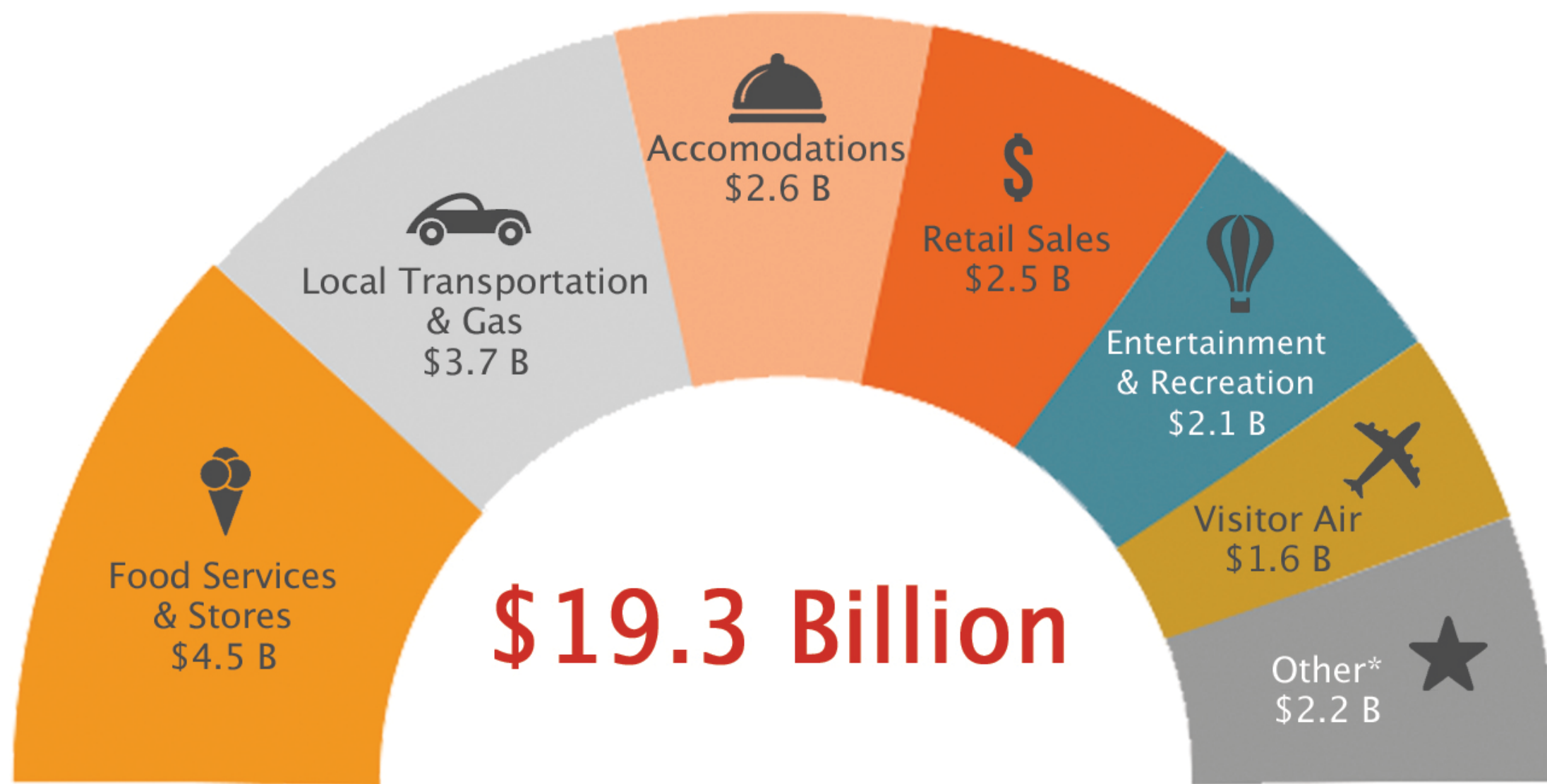
\$19.3 billion in direct travel spending generated in 2012:



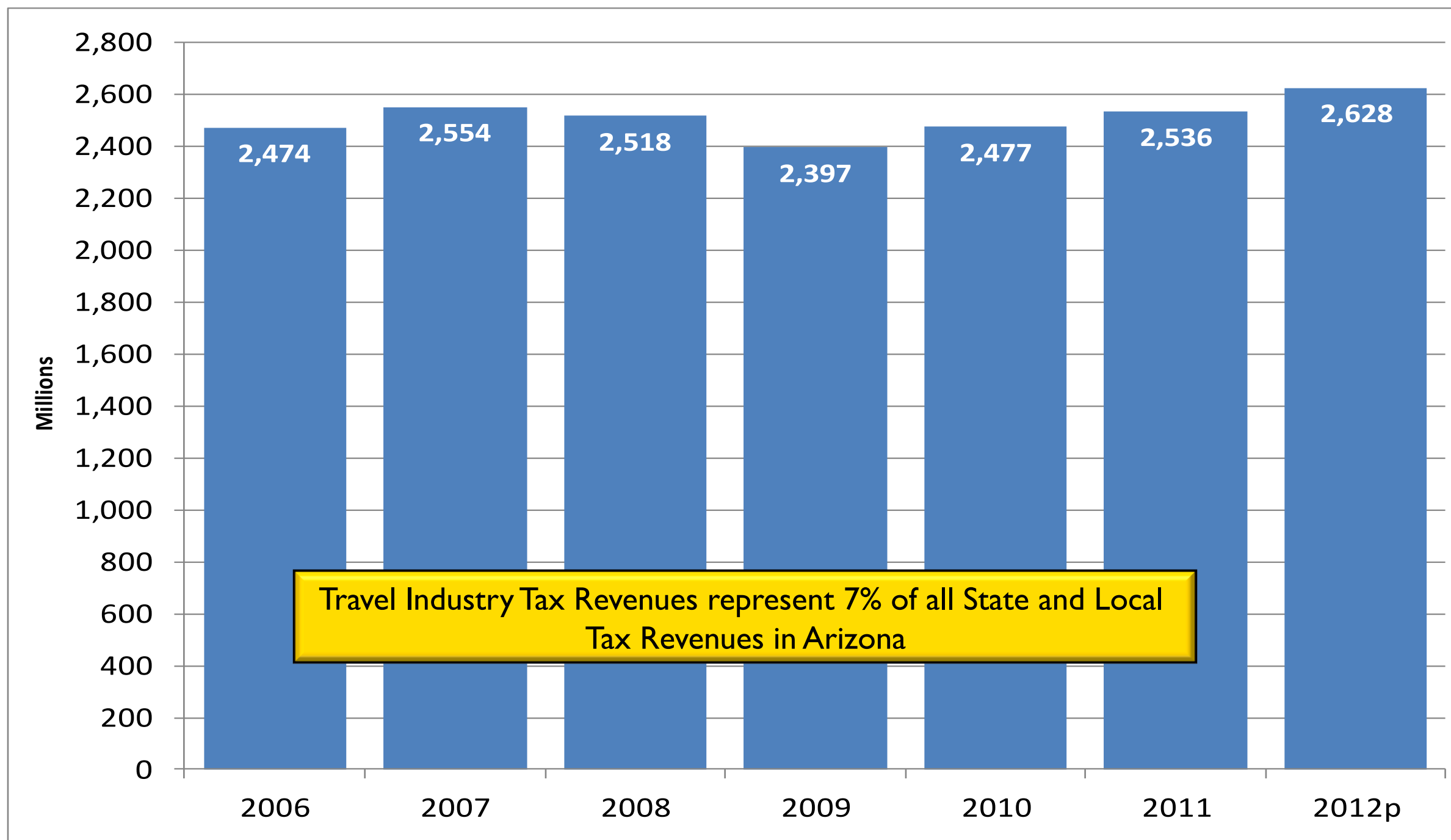
2012 Direct Travel Spending in Arizona - by Commodity Purchased

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Direct Visitor Spending by Commodity Purchased, 2012

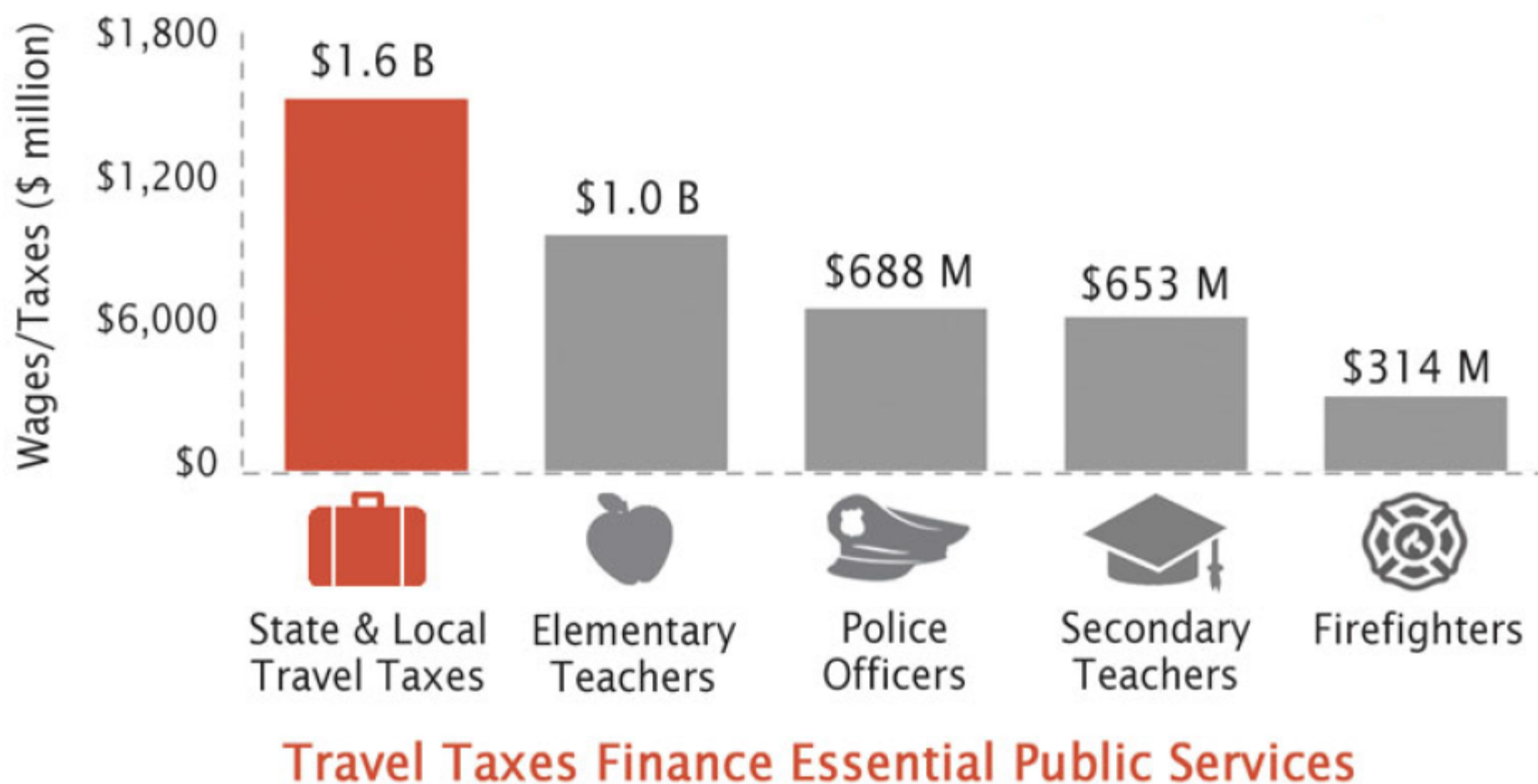


2012 Local, State and Federal Tax revenue generated by Direct Travel Spending in Arizona

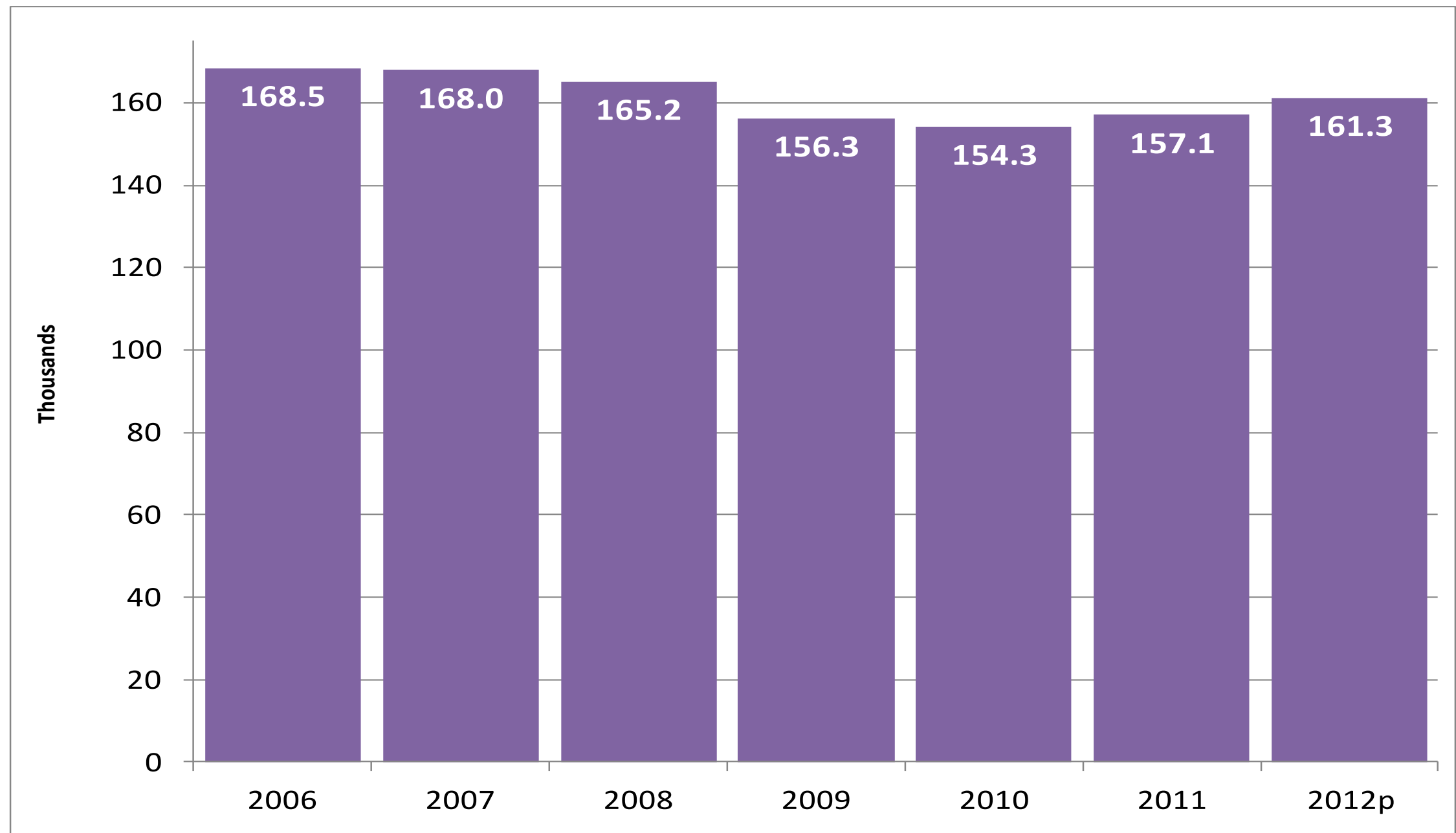


2012 Local and State Tax revenue generated by Direct Travel Spending in Arizona

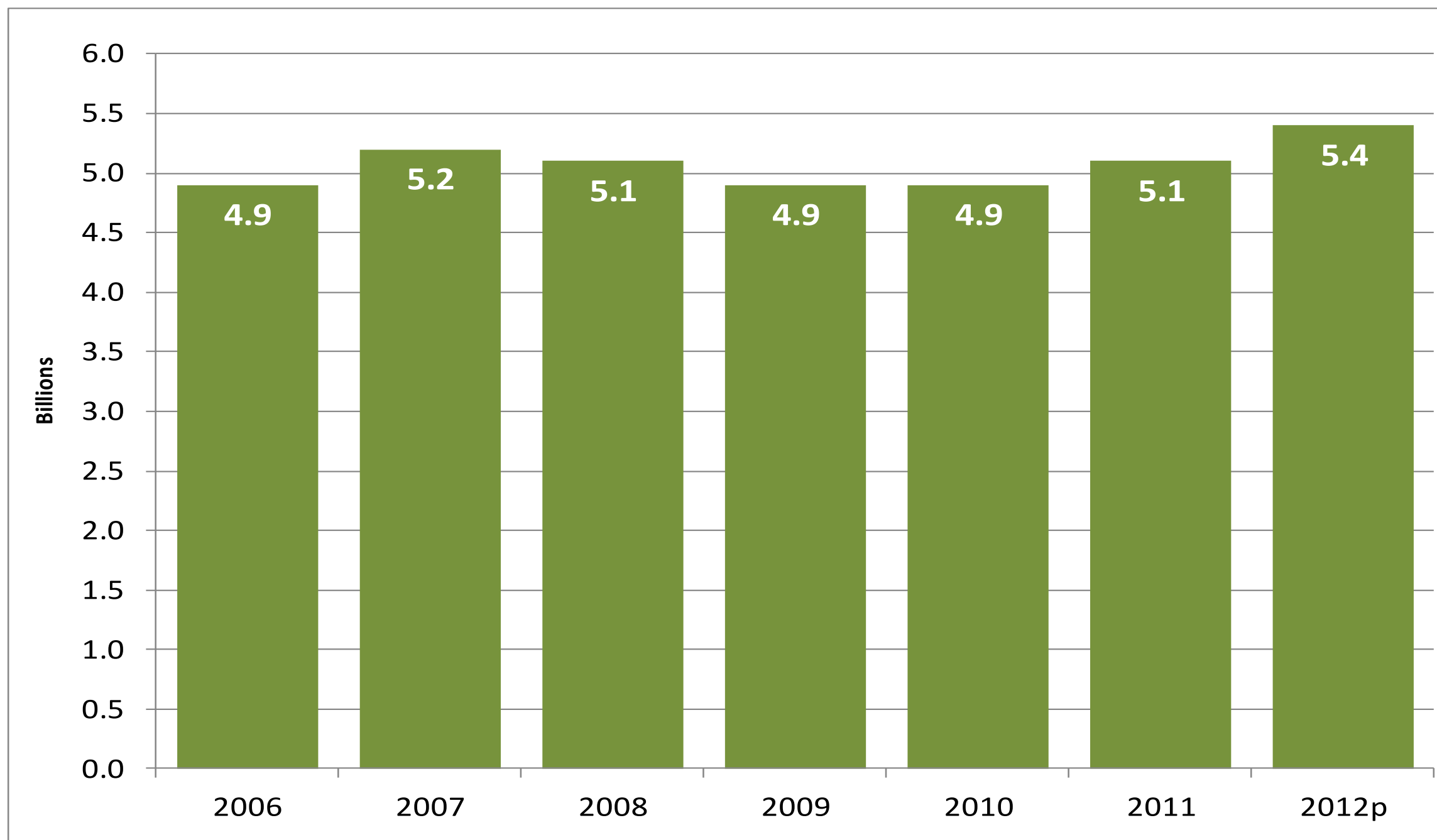
Local and state travel taxes generated \$1.6 billion



2012 Direct Travel Employment in Arizona

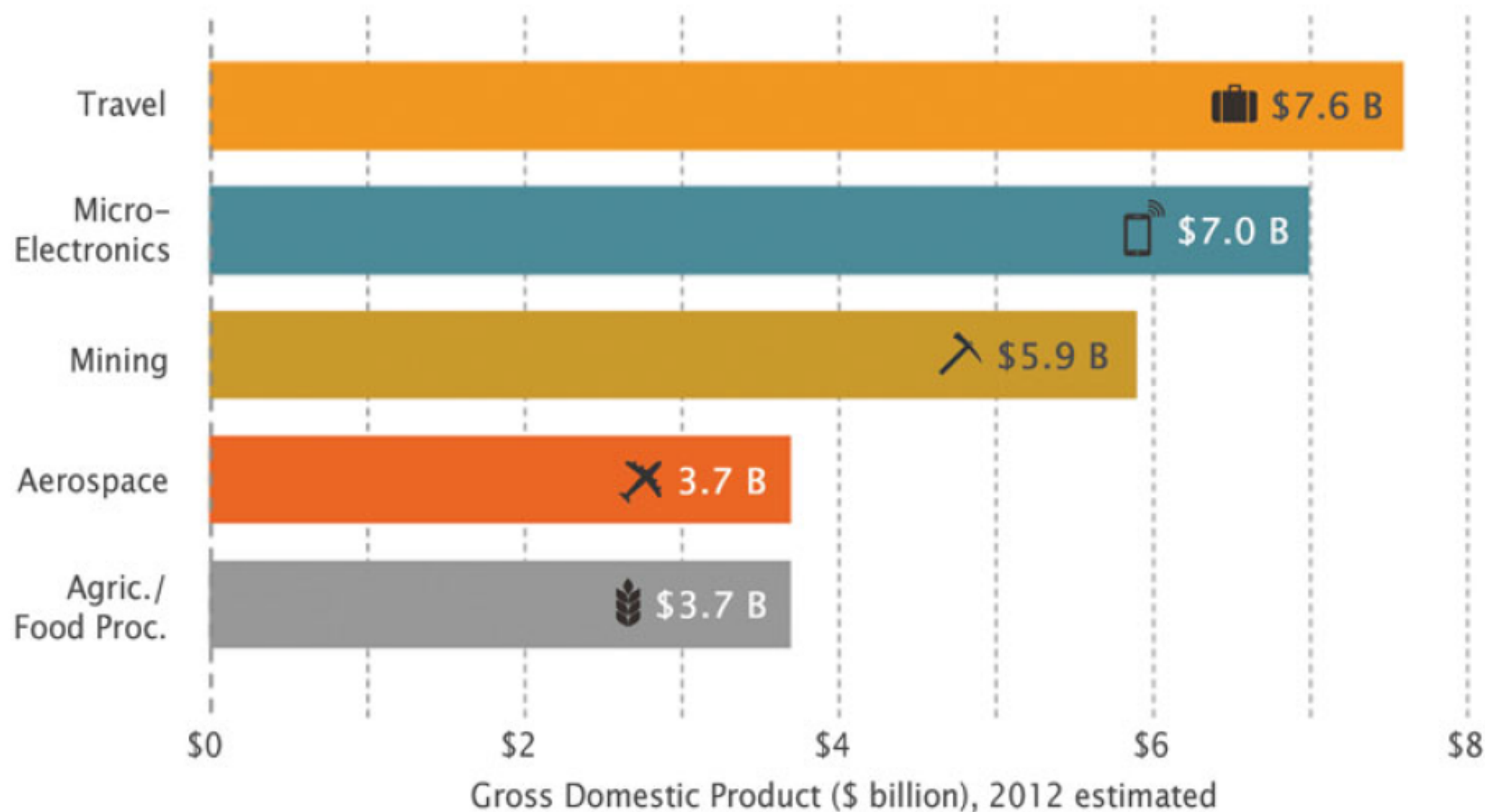


2012 Direct Travel Earnings in Arizona (dollars)

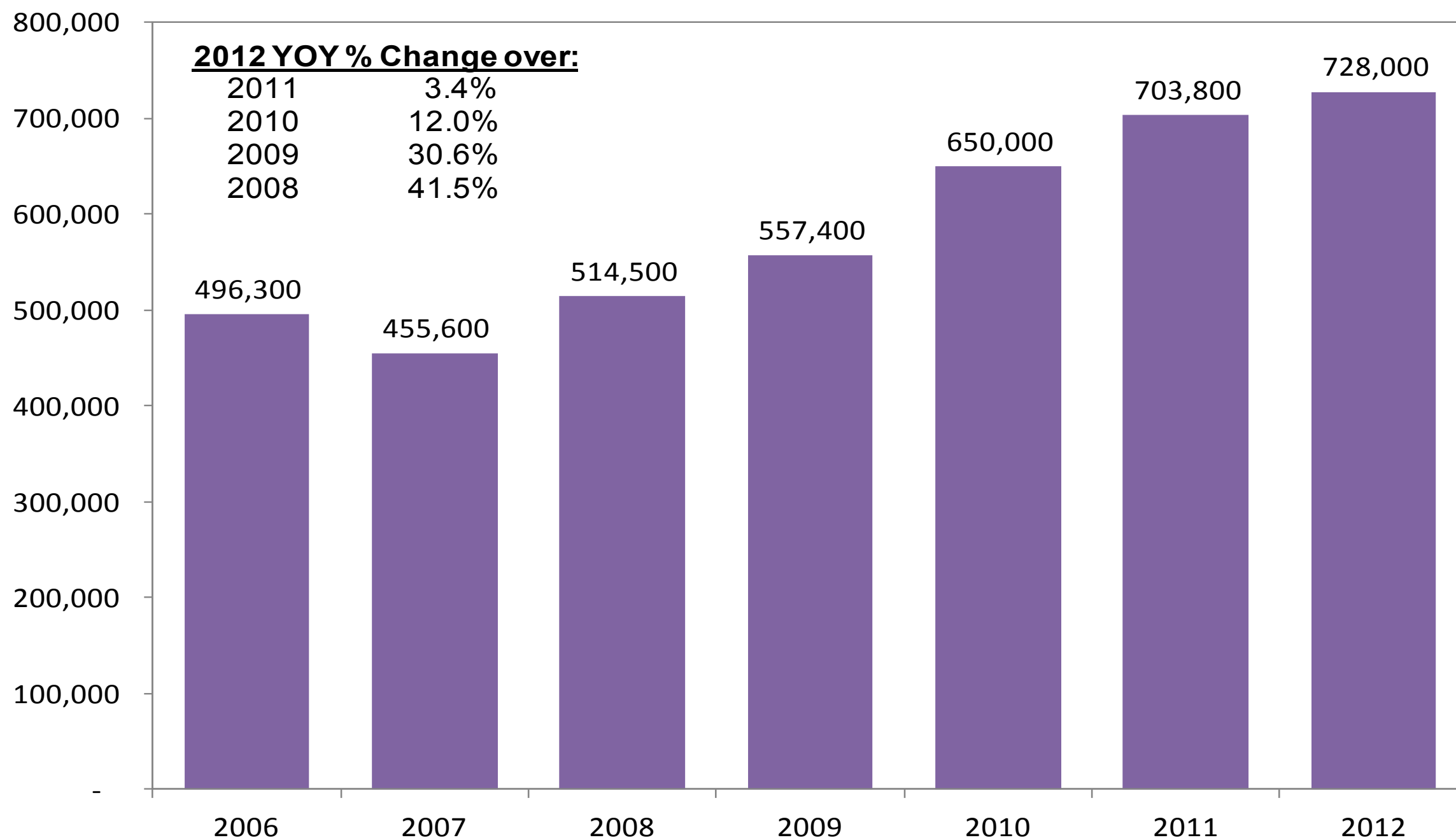


Gross Domestic Product

Gross Domestic Product in Leading Arizona Export-Oriented Industries



2012 Canadian Visitation to Arizona



2012 Canadian Visitation to Arizona by Province

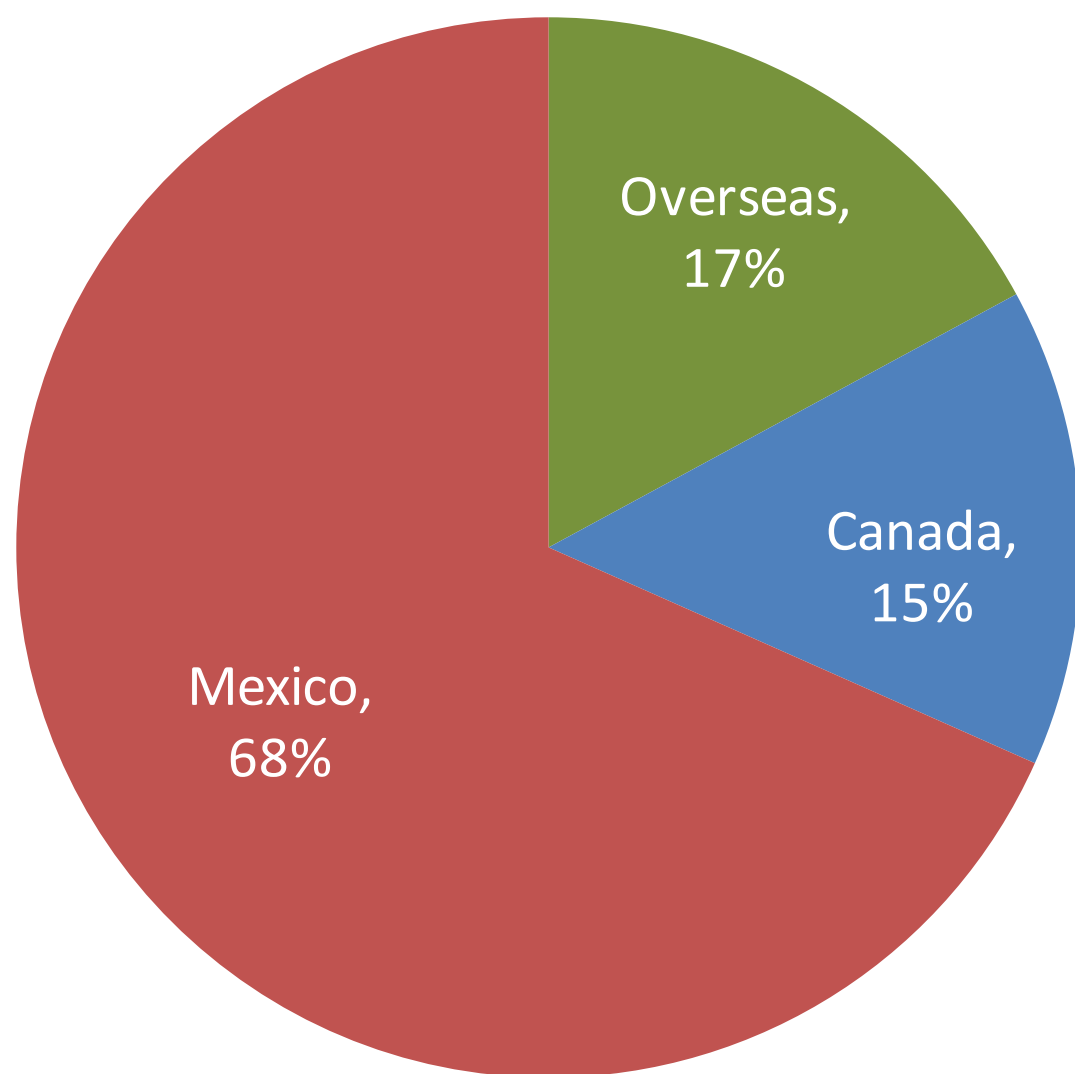
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Province	2012	% Change 12/11
Alberta	243,600	3.3%
Ontario	168,100	-3.9%
British Columbia	164,500	7.0%
Quebec	52,300	13.2%
Saskatchewan	50,600	45.4%
Manitoba	34,500	-8.5%
Atlantic Canada	14,500	29.3%
TOTAL	728,000	3.4%

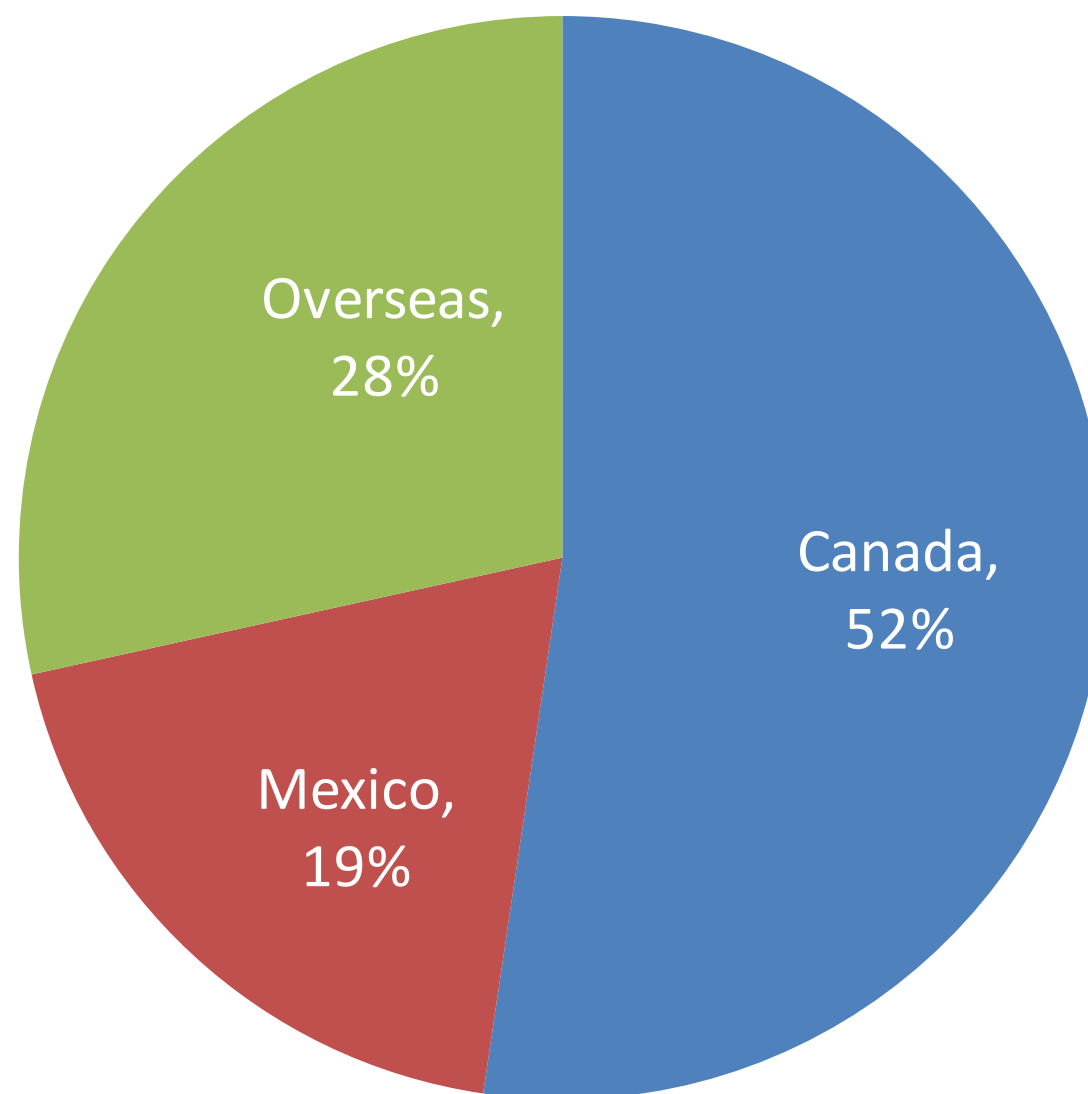
2012 International VisaVUE Spending Trends in Arizona

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International to Arizona
5 million overnight visitors



VisaVue Spending Data
Canada top spenders



Arizona's Competition

Utah



Colorado



New
Mexico



Texas



Arizona's Competition

California



Florida



New York



Hawaii



Arizona's Competition

France



Italy



Peru



China

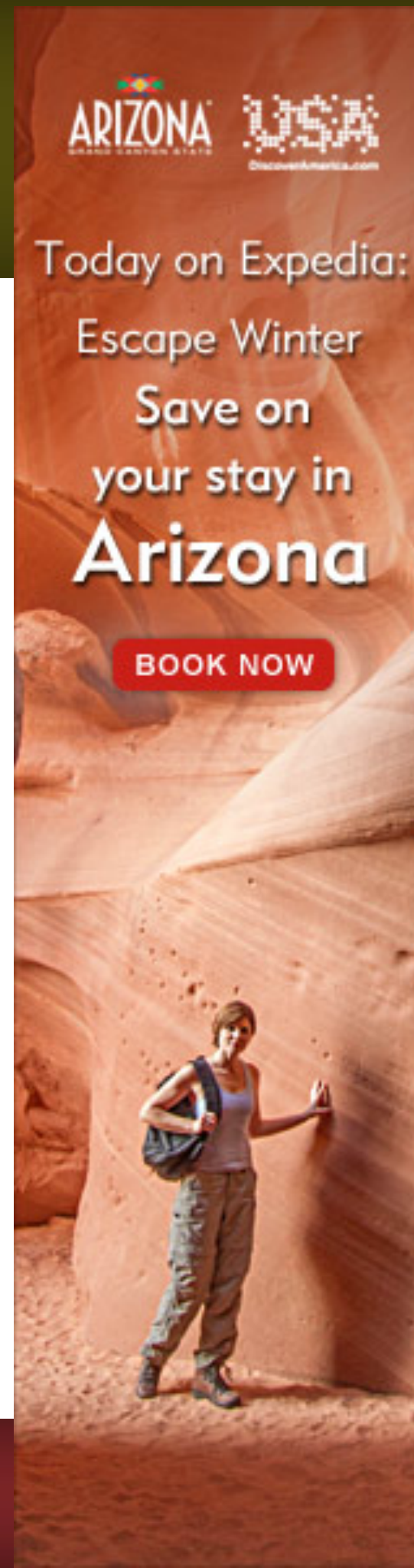


Arizona Office of Tourism

- The Arizona Office of Tourism is the only statewide tourism entity promoting Arizona as a world-class, leisure destination.
- Program of work includes:
 - Research
 - Advertising Campaigns
 - Trade and Media relations
 - Communications and Public Relations
 - Community and Tribal Tourism Efforts



AOT FY14 Advertising Campaigns



Trade and Media Relations

- Generated more than **145** Canadian articles
- Produced more than **\$1.5 million** in PR Value
- Reached more than **33 million** Canadian readers

GOODS | *Arizona*



Sure, there's that canyon everyone's talking about. But there's more on offer in Northern Arizona than just a grand hole in the ground—like wining, dining and a surprising amount of water. **BY STACEY MCLACHLAN**



ON THE EDGE
Scrambling along swinging bridges, crawling through tunnels and ziplining tree-to-tree—Flagstaff Extreme is an adult-sized jungle gym, dozens of feet above the ground.

GET OUTSIDE

We've got our fair share of mountains up north, but conquering this rugged desert terrain is a whole different beast. The red rock formations of Sedona are said to host "energy vortexes"—but it's up to you whether to embrace that new age claim or just enjoy an endorphin high from the hike and thrilling view from the top of Broken Arrow Trail (bestsedonahiking.com). If you're less into bipeding and more into four wheels, hop in a Tom Car—a four-wheeled, two- or four-seater all-terrain vehicle—at **SEDONA OFF-ROAD CENTER** (211 State Rte. 179, Sedona, 928-282-5599, sedonaoffroadcenter.com) and fly past the prickly pear cacti to your viewpoint of choice.

Unless you're afraid of heights (or of looking silly in a harness), **FLAGSTAFF EXTREME ADVENTURE COURSE** (Fort Tuthill Loop Rd., Flagstaff, 888-259-0125, flagstaffextreme.com) is a thriller. Make it through

Thank you!

arizonaguide.com – **consumer website**

azot.gov – **business website**

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