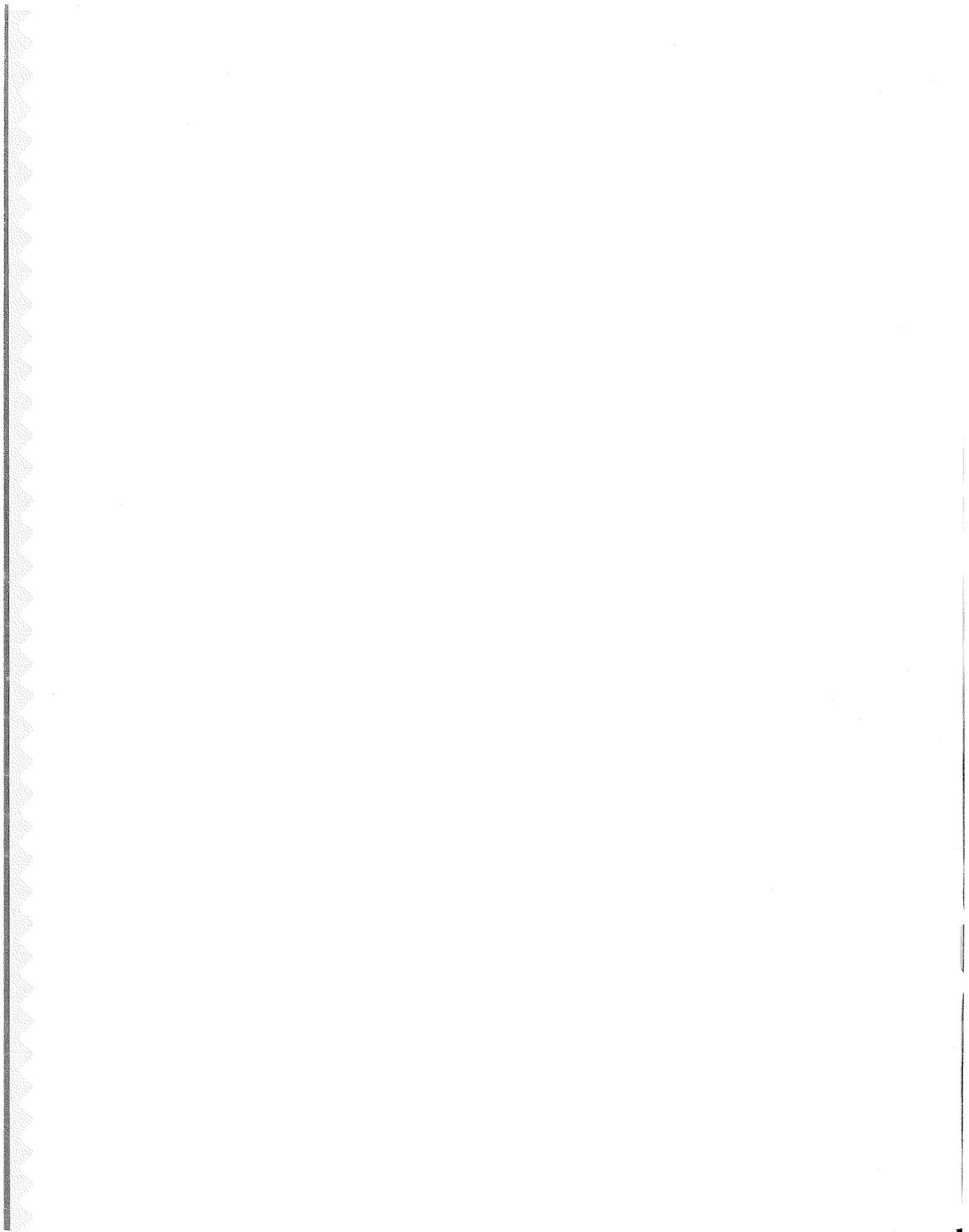


ARIZONA

If you knew it, you'd do it.

1988/89
Arizona Office of Tourism
Marketing Plan



Governor
Rose Mofford

**Tourism
Advisory Council**

Chair:

Schuyler W. Lininger
Tucson

Members:

Raymond R. Battreall
Sierra Vista

Jeanne P. Branson
Parker

Marlene C. Coburn
Lake Havasu City

Douglas W. Collier
Phoenix

Alice P. Corpstein
Paradise Valley

Charles P. Gray
Tucson

Enrique W. Iglesias
Glendale

Delores R. Jaksich
Safford

Bernard W. Levine
Phoenix

Liane Nash
Camp Verde

George W. Ridge, Jr.
Tucson

Daniel J. Stoops
Flagstaff

Myrna B. Udall
Springerville

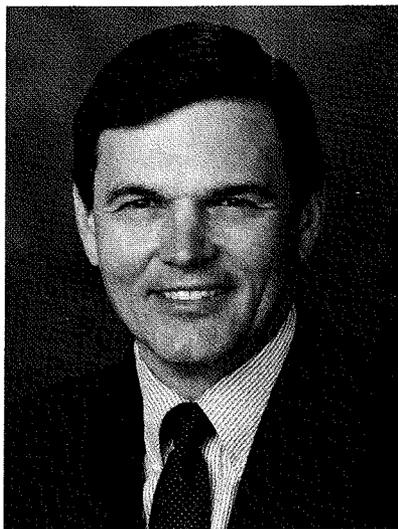
Howard A. Wuertz
Coolidge

**Special Assistant
to Governor:**

Karen Scates
Phoenix

Acting Director

Vic Heller



ARIZONA

If you knew it, you'd do it.

Dear Travel Colleague:

The concept behind the Arizona Office of Tourism's marketing plan is to build on the basics. As a matter of course, we continue to aggressively explore new avenues and encourage innovative ideas for reaching the potential traveler, while building on an already strong advertising and

marketing plan established in the last year.

In fiscal 88/89, we'll be targeting our message to reach audiences during those times when potential visitors have the greatest propensity to travel to our state. We feel this maximizes the efficiency of our dollars in the competitive tourism marketplace. We will market the high and shoulder seasons.

We'll also be renewing our efforts to educate Arizonans about their own state and all there is to see and do—thus encouraging the Arizona traveler to vacation here on a year-round basis rather than leaving the state.

An important event we are truly proud of is the move to offices in the historic Evans House. It shows the commitment by the state and the Office of Tourism to preserve and promote our history and culture. Moving into the governmental mall is also symbolic of the commitment of the Office of Tourism and the Tourism Advisory Council to further a strong working relationship between the Governor, the Legislature and the tourism industry.

Effective marketing is to all of our benefit. Your support, together with the support of state and local governments, can help us all. I'm optimistic about the coming year and I'm looking forward to working with you to continue to build a strong tourism industry in Arizona.

Best wishes for a successful year.

*Vic Heller
Acting Director*

MARKETING DEPARTMENT

Tourism, Arizona's second largest industry, is vitally important to the state's continued economic growth. It adds \$5+ billion annually to the economy and employs 15% of the work force. The Arizona Office of Tourism (AOT) leads and coordinates the overall state tourism effort to promote an increased awareness of Arizona as a year-round tourist destination. Innovative programs initiated by the state tourism office, coupled with cooperative promotion involving private industry, local Chambers of Commerce and Convention and Visitors Bureaus leads to increased travel visitation levels to the "Grand Canyon" state.

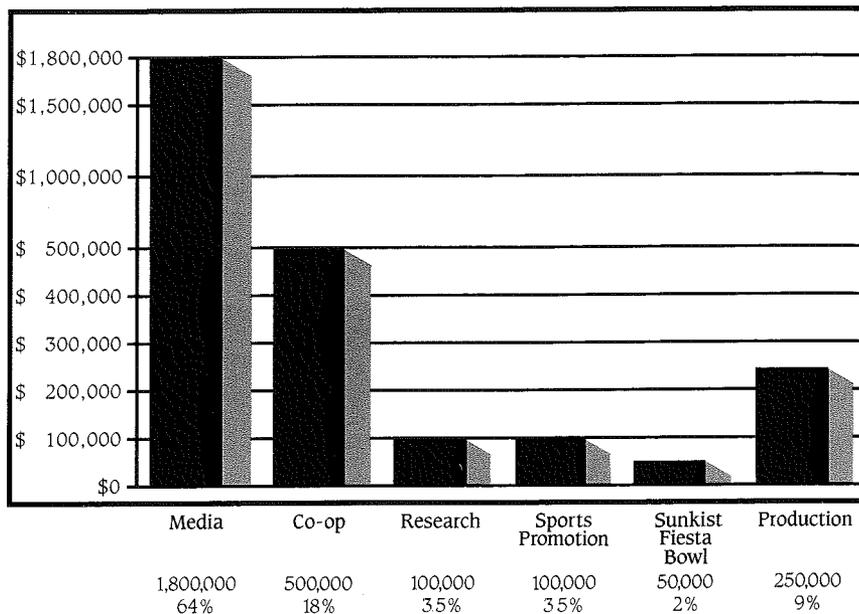
Objectives:

- Increase visitors to Arizona
- Encourage longer stays in Arizona
- Encourage more frequent visits to Arizona
- Extend the high season
- Leverage international market to increase visits during off and shoulder seasons.

Domestic

Arizona continues to make significant inroads in the domestic market. In 88/89 the Arizona Office of Tourism is highlighting the travel agent and tour operator markets by focusing on the following programs:

- Travel Agent Series (sales calls to travel agents in selected cities throughout the United States and Canada) provides the opportunity to educate thousands of travel agents on the diversity of the state.



- Travel agent and tour operator sales missions to primary markets develops strong relationships with potential Arizona Buyers.

National Tour Association, American Bus Association and other major industry trade shows solicit business from tour operators and motorcoach companies around the country.

International

With current exchange rates, Arizona is an exceptional buy for the international traveler. The Arizona Office of Tourism continues to pursue traditionally strong markets in Canada, United Kingdom, Germany and Japan.

In addition to direct mail, sales missions and familiarization trips, the following are some of the key shows in the international market in which AOT will participate.

- Huddle West and Pow-Wow are domestic trade shows geared to attracting the international market.
- World Travel Market, World Travel Fair, ITB and the Brussels Travel Fair are considered by many international tour operators to be the premier international tourism showcases.

The Arizona Office of Tourism is also actively participating with the Visit U.S. West and Foremost West travel industry organizations and the private sector to promote the western United States as a premier tourism destination in domestic and international markets.

ADVERTISING DEPARTMENT

The advertising aims to dispel the myths created by the Western movies and the "Roadrunner" cartoons which show Arizona as a lifeless land of tumbleweeds and sand. The creative contrasts the image of these perceptions with the reality of Arizona—relaxing at a luxury resort, fishing on a lake surrounded by pine forest, exploring a variety of cultures, or playing a round of golf on a course of international notoriety.

A new Showpiece Brochure has been printed which displays the diversity of the state by dividing it into seven regions, each with its own very distinct identity. To complement the Showpiece Brochure a Travel Planner is being developed

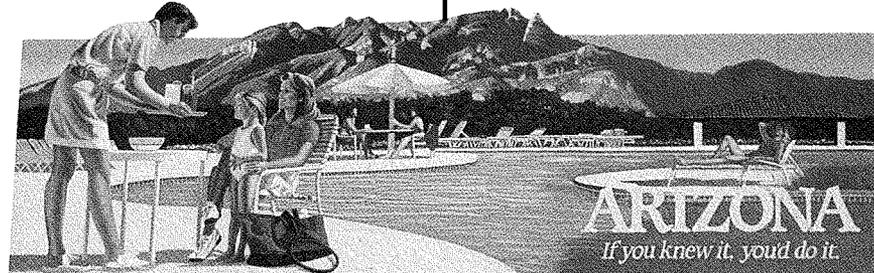


Paint Outdoor Board

which will contain all the information necessary to coordinate an Arizona vacation. These collateral pieces provide a beautiful and useful Arizona reference guide for the consumer or the trade markets.

Advertising Media Plan

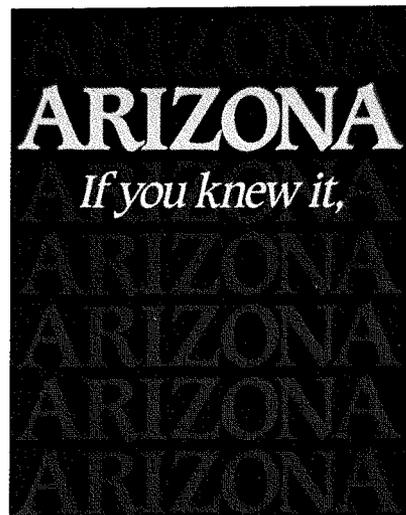
The 88/89 media plan has been developed to generate exposure for the state of Arizona and position Arizona as a year-round destination. With national



Paint Outdoor Board

exposure developed through consumer magazines, special focus has been given to California, Chicago and Minneapolis/St. Paul as key target markets. The magazines used are both effective and efficient at delivering qualified readers who are prime prospects to visit Arizona and to showcase the advertising. Regional publications and regional editions of national pub-

Continuing with the "ARIZONA. IF YOU KNEW IT, YOU'D DO IT!" theme, the media will concentrate on generating frequency of message among the primary prospects so that interest in visiting the state can be cultivated.



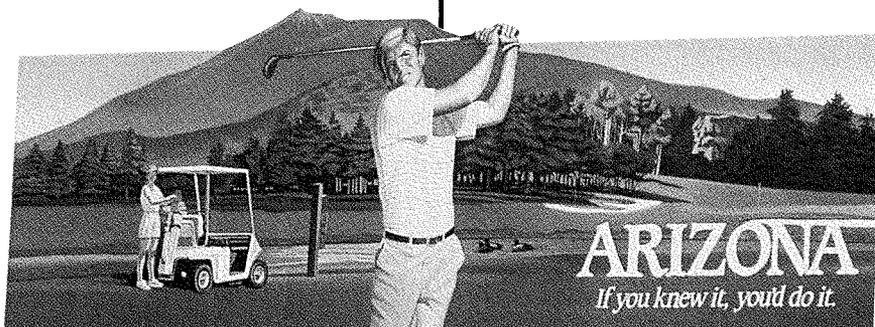
Showpiece Brochure

lications provide additional frequency and exposure to the geographic targets. Television in Chicago and Minneapolis/St. Paul will expand the exposure and will be used to reach the Midwest markets during the worst of the winter weather. Los Angeles television, in late spring, will support the shoulder seasons. Outdoor in Chicago and Los Angeles will provide daily reminders of the vacation opportunities in Arizona.

A D V E R T I S I N G C O N T .



National TV Commercial



Paint Outdoor Board

Arizona? Heck, that's nothin' but sand and loco weed!

Jack, what's so bad 'bout a meeth. That's what Arizona is more than you think. It's spackling mountains, mesas and lakes. Shopping with fish, and peepers for fishing and water skiing. It's world class resorts and Arizona dining.

Arizona is all the natural beauty you can imagine. And more facades than you can ever imagine. Fishing, Darters, Shopping, Dining, Swelling up your blue jeans and good times. That's Arizona today, and if you know it, you'd do it.

ARIZONA
If you knew it, you'd do it.

ARIZONA: LAND OF SKYLINE, SUNSET, AND THE PHOENIX RIVER. PHOTO: ARIZONA

Full Page Magazine



Paint Outdoor Board

I - N - S - T - A - T - E

In-State Advertising Campaign

The Arizona Office of Tourism will continue to use the theme "DO AZ. I DO" to encourage Arizona residents to travel throughout the state. This campaign expresses the pride of those Arizonans who support travel and tourism in the state and actively encourages others to do so.



Poster Outdoor Board

A number of media are being used to convey the "DO AZ. I DO" message. Outdoor, magazine and newspaper public service advertising will continue to run, as will the public service television spots which each month highlight specific community events taking place around Arizona.

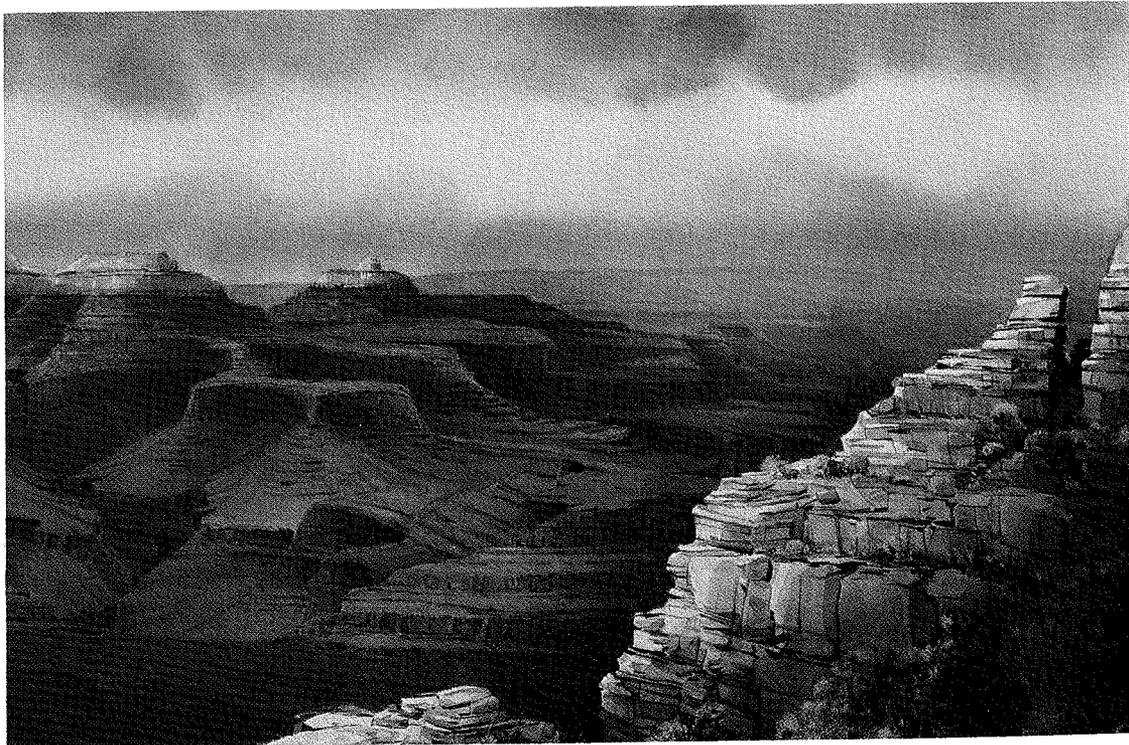
In your travels, you may also see the "DO AZ. I DO" phrase on automobiles and recreational vehicles, as thousands of these bumper stickers have been distributed throughout the state.



Poster Outdoor Board

To complement the In-State theme "I did" city stickers have also been created which encourage tourists to collect stickers from each town they visit.

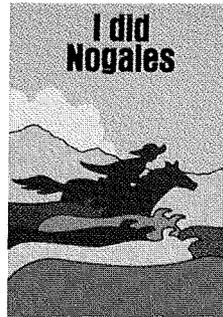
The Arizona Office of Tourism will continue to develop programs designed to motivate state residents to stay in Arizona by informing them of the attractions and unique events throughout the state.



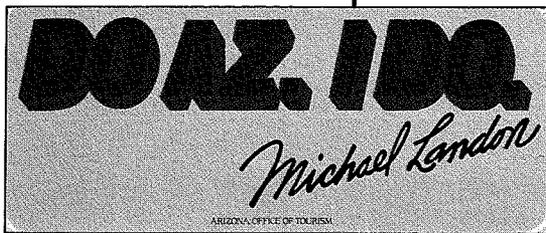
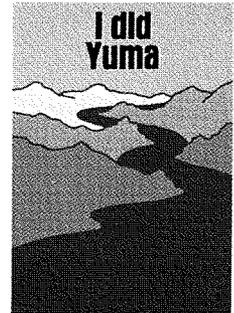
GRAND CANYON, ARIZONA

Grand Canyon Poster

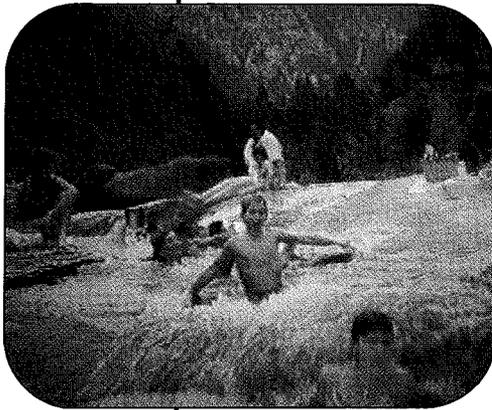
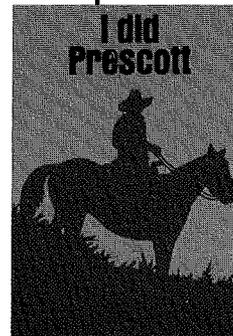
A D V E R T I S I N G



Regional Bumper Stickers



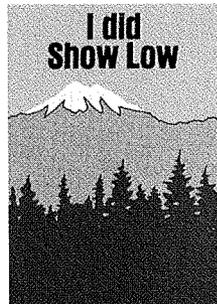
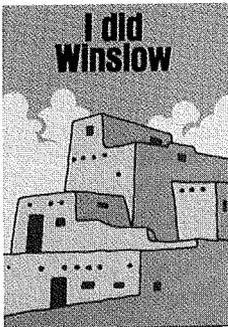
Poster Outdoor Board



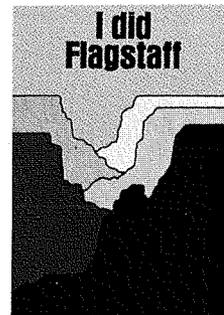
In-State TV Commercial



Poster Outdoor Board



Bumper Sticker



A R I Z O N A O F F I C E O

July

August

September

Trade Shows Domestic

Travel Agent Sales Calls

Trade Shows International

Sales Development Missions

Receptive Operator Calls

Trade Familiarization Tours

Travel Writer
Familiarization Tours

In-State Promotions

Consumer Advertising

Trade Advertising

New York City ■ July 20-22

Magazine:
Visit U.S. West 1988 Travel
Guide
Outdoor:
Los Angeles—1 Permanent,
4 Rotates

Toronto ■ Aug 24-26
Chicago ■ Aug 10-12

Arizona Mission Japan Aug. 1-5
Arizona Mission Eastern
Canada ■ Aug 22-26

Los Angeles ■ Aug 17-19

Navajo County Fair ■ TBA

Outdoor:
Los Angeles—1 Permanent,
4 Rotates

Vancouver/Calgary ■ Sept. 6-9
Pittsburgh Area ■ Sept 19-21

Huddlewest (Albuquerque) ■
Sept. 26-28

Arizona Mission Western
Canada ■ Sept 6-9

San Francisco ■ Sept 14-16

Huddlewest FAM ■
Sept. 29-Oct. 2

Midwest ■ September 12-17

Mohave County Fair ■ TBA
Greenlee County Fair ■ TBA
Cochise County Fair ■ TBA
Coconino County Fair ■ TBA
Gila County Fair ■ TBA
Apache County Fair ■ TBA
Santa Cruz County Fair ■ TBA
Yavapai County Fair ■ TBA

Magazine:
National Geographic Traveler
Outdoor:
Los Angeles—1 Permanent,
4 Rotates
Chicago—3 Rotates

Tour & Travel News, Sept. 26
Canadian Travel Press Weekly,
Sept 12
Canadian Travel Courier, Sept. 12

Programs available for co-op participation.

■ Richard Harter 255-4257 ■ Jennifer Van Kleek 255-3157 ■ Rosalind Mankin 255-3157 ■ Marjorie Magnusson 255-4764 ■ Judy Mirkah 255-3157 ■ Ste

O F T O U R I S M M A R K E T I N G P L A N C A L E N D A R

September

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October

Minneapolis Star Tribune Travel Trade Show ■ Oct. 3
 Detroit News Travel Show ■ Oct. 7
 San Diego/Los Angeles ■ Oct. 19-21
 New York City ■ Oct. 19-21
 National Tour Association ■ Oct. 5-8
 German ■ Oct. 15-21
 Eastcoast ■ Oct. 17-22
 Arizona State Fair ■ TBA
 Graham County Fair ■ TBA
 Magazine: Travel & Leisure The New Yorker/Oct. 17
 Golf Digest/Arizona Golf Guide Sunset
 Outdoor: Los Angeles—1 Permanent, 4 Rotates
 Chicago—3 Rotates
 ASTA Agency Management Travel Age Marketing Guide, Oct. 24

November

National Tour Association (Kansas City) Nov. 12-18
 Chicago/Milwaukee ■ Nov. 2-4
 Kansas City/St. Louis ■ Nov. 30-Dec. 2
 Visit USA (Amsterdam) and Brussels Travel Fair (Brussels) ■ Nov. 24-26
 World Travel Market (London) ■ Nov. 29-Dec. 2
 Los Angeles ■ Nov. 16-18
 Canadian Tour Operator ■ Nov. 8-12
 United Kingdom ■ Nov. 14-19
 Arizona State Fair ■ TBA
 Winter Campaign Kick-off ■ TBA
 Television: Chicago—Nov. 7-27
 Magazine: The New Yorker, Nov. 21
 Travel/Holiday Midwest Living
 Outdoor: Los Angeles—1 Permanent, 4 Rotates
 Chicago—3 Rotates

December

American Bus Association (Indianapolis) Dec. 4-9
 World Travel Fair with Visit U.S. West Delegation (Tokyo) ■ Dec. 10-14
 Arizona Mission United Kingdom ■ Dec. 5-9
 San Francisco ■ Dec. 14-16
 Chicago Travel Agents ■ Dec. 8-11
 Canadian ■ Dec. 12-17
 Mall Markets (Phoenix/Tucson) TBA
 Television: Chicago—Dec. 26-Jan. 1
 Minneapolis/St. Paul—Dec. 26-Jan. 1
 Magazine: Travel & Leisure/Arizona Section National Geographic Traveler The New Yorker, Dec. 19
 Travel/Holiday, Midwest Edition Sunset
 Woodall's 1988 Campground Directory
 Trailer Life 1988 Directory
 Outdoor: Los Angeles—1 Permanent, 4 Rotates
 Chicago—3 Rotates

January

Anaheim Sports Vacation & RV Show ■ Jan. 7-15
 Leisure Travel Expo (New Orleans) Jan. 23-26
 Chicago/Minneapolis/St. Paul ■ Jan. 11-13
 New York City ■ Jan. 25-27
 American Bus Association ■ Jan. 15-18
 Governor's Tourism Symposium (Phoenix) Jan. 12
 Mall Markets (Phoenix/Tucson) TBA
 Television: Chicago—Jan. 2-15
 Minneapolis/St. Paul—Jan. 2-15
 Magazine: Travel & Leisure Midwest Living America West Inflight
 Outdoor: Los Angeles—1 Permanent, 4 Rotates
 Chicago—3 Rotates
 ASTA Agency Management Tour & Travel News, Jan. 2

February

Travel Spectacular (Los Angeles) TBA
 New York City ■ Feb. 8-10
 Washington/Baltimore ■ Feb. 22-24
 Los Angeles ■ Feb. 22-24
 American Bus Association ■ Jan. 15-18
 Governor's Tourism Symposium (Phoenix) Jan. 12
 Mall Markets (Phoenix/Tucson) TBA
 Television: Chicago—Feb. 6-26
 Minneapolis/St. Paul—Feb. 6-26
 Magazine: Sunset
 Outdoor: Los Angeles—1 Permanent, 4 Rotates
 Chicago—3 Rotates

March

Houston/Dallas/San Antonio ■ March 13-15
 ITB—Berlin ■ March 4-9
 San Francisco ■ Mar. 15-17
 Yuma County Fair ■ TBA
 Pinal County Fair ■ TBA
 La Paz County Fair ■ TBA
 ASTA-89 (Tucson) ■ March 3-5
 Magazine: Travel & Leisure Golf Digest/Western Edition
 Outdoor: Los Angeles—1 Permanent, 4 Rotates
 Travel Age Marketing Guide, March 6

April

National Tour Assoc. Spring Exchange (Charlotte) ■ Apr. 19-21
 San Diego/Los Angeles ■ Apr. 12-14
 Assoc. of Canadian Travel Agents (Amsterdam) Apr. 9-12
 Arizona Mission West Germany ■ Apr. 24-28
 New York City ■ Apr. 12-14
 Arizona Marshals (United Kingdom) ■ April 16-22
 Japanese ■ Apr. 17-22
 Maricopa County Fair ■ TBA
 Pima County Fair ■ TBA
 Television: Los Angeles—April 3-16
 Magazine: Sunset
 Outdoor: Los Angeles—1 Permanent, 4 Rotates

May

United Airlines Spring Round-up (Chicago) TBA
 Seattle/Portland/San Francisco ■ May 1-5
 Assoc. of Canadian Travel Agents (Amsterdam) Apr. 9-12
 Arizona Mission West Germany ■ Apr. 24-28
 Los Angeles ■ May 10-12
 Los Vaqueros sin Ranchos (Travel Agent FAM) May 18-21
 German ■ May 8-13
 Summer Campaign Kick-off ■ TBA
 Television: Los Angeles—May 8-28
 Outdoor: Los Angeles—1 Permanent, 4 Rotates

June

Arizona on Wheels (California) TBA
 POW-WOW (Las Vegas) June 3-7
 San Francisco ■ June 21-23
 Post POW-WOW ■ June 11-16

Calendar
1988/1989

TRADE SHOW / SALES

Introduction

The Arizona Office of Tourism will participate in eleven trade shows and initiate five international sales missions that will allow for participation by the Arizona Hospitality Industry. These programs are listed in chronological order. Sales missions are designated (SM), and trade shows are designated (TS).

Participation cost figures pertain to the coverage of fixed costs in relation to trade shows, and the costs that will be incurred at Arizona sponsored receptions, functions, promotions, etc. These costs do not include transportation or accommodations expenses. The Arizona Office of Tourism will endeavor to receive discounted rates on transportation and accommodations expenses whenever possible.

SM 1: JAPAN SALES MISSION (TOKYO) Aug. 1-5, 1988

Purpose: Mission participants will have an opportunity to make sales presentations to key members of the Japanese travel industry. Group functions will be included to enhance exposure to clients. USTTA Japan has cleared the dates and will be working with the Arizona Office of Tourism to make this event a success.

Cost of Participation: \$1,200.00
Number of Participants: 6
Sign up Deadline: July 1, 1988

SM 2: EASTERN CANADIAN SALES MISSION Aug. 22-26, 1988
MONTREAL Aug. 22-23, 1988
TORONTO Aug. 24-26, 1988

Purpose: To make sales presentations to key Western Canadian tour operators. Clients and press will be invited to Arizona Mission Functions. USTTA Canada has

cleared dates and will assist.

Cost of Participation: \$600.00
Number of Participants: 10
Sign up Deadline: July 1, 1988
SM 3: WESTERN CANADIAN SALES MISSION Sept. 6-9, 1988
VANCOUVER Sept. 6-7, 1988
CALGARY Sept. 8-9, 1988

Purpose: To make sales presentations to key Western Canadian tour operators. Clients and press will be invited to Arizona Mission Functions. USTTA Canada has cleared dates and will assist.

Cost of Participation: \$600.00
Number of Participants: 10
Sign up Deadline: July 1, 1988

TS 1: MINNEAPOLIS STAR-TRIBUNE TRAVEL TRADE SHOW Oct. 3-5, 1988

Purpose: One day travel trade show in key Arizona markets. Historically, the show brings in a large volume of the Twin City travel industry. Sales calls will be made following the show.

Cost of Participation: \$200.00

Number of Participants: 3
Sign up Deadline: Aug. 1, 1988

TS 2: DETROIT NEWS TRAVEL SHOW Oct. 6-7, 1988

Purpose: One day trade show to a key winter travel

market. Sales calls will be made the day prior to the show.

Cost of Participation: \$200.00
Number of Participants: 3
Sign up Deadline: Aug. 1, 1988

****Note:** The Minneapolis Star and Tribune Travel Show takes place on Monday Oct. 3,

1988, and the Detroit News Show takes place the following Friday Oct. 7, 1988. Sales calls will take place in Minneapolis on Oct. 4 and Oct. 5, 1988. Sales calls will take place in Detroit on Oct. 6, 1988.

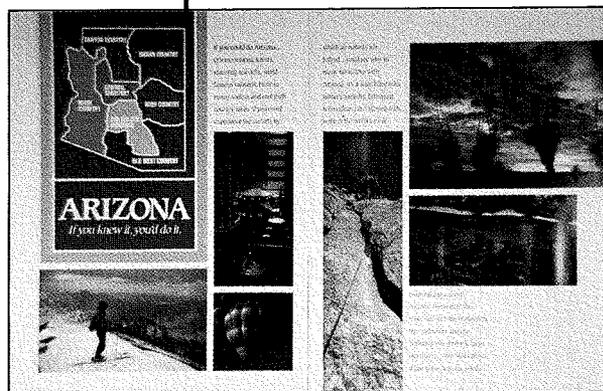
TS 3: VISIT USA—AMSTERDAM AND BRUSSELS TRAVEL FAIR (BTF) Nov. 24-26, 1988

Purpose: The Amsterdam and Brussels Travel Fairs are the major travel fairs for the Belgian/Dutch travel industries. The Arizona booth will be part of the U.S. product pavilion via USTTA. Sales calls will be made in conjunction with the fairs.

Cost of Participation: \$700.00
Number of Participants: 3
Sign up Deadline: Sept. 2, 1988

TS 4: WORLD TRAVEL MARKET (LONDON) Nov. 29-Dec. 2, 1988

Purpose: This show is considered one of the strongest international travel trade/consumer shows held annually. This year the



Showpiece Brochure

Arizona section will be expanded in both space and delegation. The United Kingdom represents one of Arizona's key international markets.

Cost of Participation: \$1,200.00
Number of Participants: 12
Sign up Deadline: Sept. 2, 1988

M I S S I O N C O - O P M E N U

SM 4: WORLD TRAVEL
MARKET SALES CALLS
(LONDON) Dec. 5-7, 1988

Purpose: Additional calls will be made to new contacts made at World Travel Market and call on United Kingdom based clients not seen at World Travel Market.

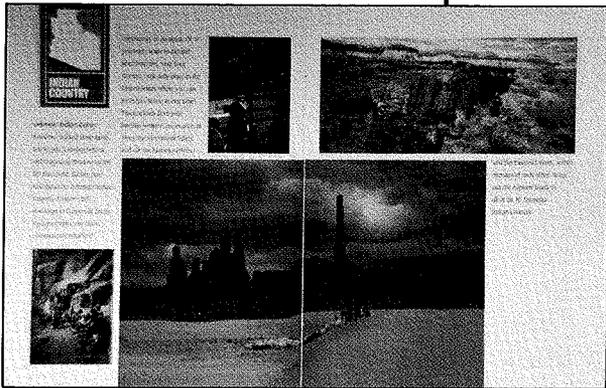
Cost of Participation:

No additional cost

Number of Participants:

Those who participate in World Travel Market are invited to join this portion of the mission.

Sign up Deadline: Sept. 2, 1988



Showpiece Brochure

TS 5: ANAHEIM SPORTS
VACATION AND RV SHOW
Jan. 7-15, 1989

Purpose: Participants will have an opportunity to sell directly to one of Arizona's most significant domestic markets, Southern California. The Arizona Office of Tourism has secured a triple booth to allow for increased Arizona exposure and participation.

Cost of Participation: \$300.00

Number of Participants: 9

Sign up Deadline: Nov. 18, 1988

TS 6: LEISURE TRAVEL EXPO
(NEW ORLEANS) Jan. 23-26, 1989

Purpose: Leisure Travel Expo is organized by the publication *Travel Weekly*. Last year's inaugural show in Phoenix brought

in many leaders of the travel industry.

Cost of Participation: \$300.00

Number of Participants: 3

Sign up Deadline: Nov. 18, 1988

TS 7: AMERICAN SOCIETY OF
TRAVEL AGENTS "ASTA 89"
(PHOENIX) Feb. 3-5, 1989

Purpose: The Arizona Office of Tourism is placing additional emphasis on the In-State travel market. This show, attended by thousands of Arizona residents and winter visitors, provides an opportunity to show off the

Arizona vacation product.

Cost of Participa-

tion: \$300.00

Number of Partici-

pants: 1

Sign up Deadline:

Dec. 9, 1988

TS 8: "ASTA 89"
(TUCSON) March
3-5, 1989

Purpose: The
Arizona Office of

Tourism is placing additional emphasis on the In-State travel market. This show, attended by thousands of Arizona residents and winter visitors, provides an opportunity to show the Arizona vacation product.

Cost of Participation: \$300.00

Number of Participants: 1

Sign up Deadline: Jan. 20, 1989

TS 9: TRAVEL SPECTACULAR—
LOS ANGELES
(Feb. Date TBA)

Purpose: This show is targeted at the Los Angeles travel agent community. The Arizona Office of Tourism will be participating for the second time.

Cost of Participation: \$300.00

Number of Participants: 2

Sign up Deadline: Dec. 9, 1988

TS 10: ITB—BERLIN

March 4-9, 1989

Purpose: ITB is the largest travel exhibition in the world. This year the Arizona Office of Tourism will have its own booth in the U.S.A. Pavilion. The Arizona Office of Tourism will sponsor a trade/press breakfast at Hotel Inter-Continental Berlin.

Cost of Participation: \$1,200.00

Number of Participants: 3

Sign up Deadline: Dec. 9, 1988

SM 5: WEST GERMAN SALES
MISSION April 24-28, 1989

Purpose: West Germany is considered one of the top three international markets for Arizona. This mission will allow participants to make presentations to top travel industry representatives and follow up on contacts made at ITB. In addition, the Arizona Mission will sponsor a function in each city to enhance exposure.

Cost of Participation: \$800.00

Number of Participants: 9

Sign up Deadline: Jan. 20, 1989

TS 11: UNITED AIRLINES
SPRING ROUND-UP (CHICAGO)
May 1989

Purpose: Much of the Arizona Office of Tourism's domestic promotional emphasis is on the Chicago/Midwest travel market. This show is one of the largest travel agent programs in Chicago. Sales calls will be made following the show.

Cost of Participation: \$300.00

Number of Participants: 2

Sign up Deadline: March 10,
1989

For further information or to register for any of the sales missions or trade shows, please contact Ms. Jennifer Van Kleek, (602) 255-3157.

1988/89 COOPERATIVE ADVERTISING

Purpose

Expand the exposure of Arizona as a tourist destination by supporting local and regional tourism advertising and promotional programs with matching funds.

Who Is Eligible

A Chamber of Commerce, Convention & Visitors Bureau or city appointed Tourism Board/Commission. One organization per community may apply. If more than one organization in a community wishes to participate funds must be shared.

Local Advertising And Promotion

\$350,000 is allocated for single community programs. Allocations are established based on the amount of funds available.

Each community must establish and submit to AOT a plan outlining the use of funds for 88/89 by September 1, 1988.

The maximum allowance per community is established as follows:

Population	Max. Allowance	Matching Ratio
0-30,000	\$ 6,500	4-1
30,000-250,000	\$26,000	2-1
250,000+	\$30,000	1-1

Funds can only be used for the following:

Media Advertising

All print, radio, television and outdoor media advertising, in or out-of-state, promoting travel to a specific region or community. All placements must be made in media whose primary area of influence is outside the applicant's community.

Brochures

Up to 50% of the total allowance may be used for printing community *tourism* brochures. AOT has developed a family look format for these brochures which may be used by the communities.

Travel Trade Shows

Co-op monies may be used to pay registration and booth fees for community participation in travel trade shows. Co-op monies may not be used for travel related expenses (food, lodging, air fare, etc.) or for membership fees in travel organizations.

Regional Advertising And Promotion

\$150,000 is designated for regional advertising and special promotions. Regional guidelines will follow the individual community guidelines with the following additions:

- At least four communities must participate as a regional marketing group. One organization shall be designated as the representative for the group.
- Regional groups must conform to the designated AOT marketing regions i.e.: Canyon Country, River Country, Old West Country, High Country, Central Territory, Golden Corridor or Indian Country.
- Funds will be allocated as an aggregate based on the number of communities participating in a group.
- All regional funds will be allocated on a 2-1 matching basis. Regional groups must notify

AOT by September 1, 1988 of their intentions to use regional co-op funds.

Of the \$150,000 allocated for regional promotion, up to \$8,000 per region may be used for building and entering floats in the Sunkist Fiesta Bowl parade. AOT strongly recommends that regional groups participate in this program as it provides an opportunity for national television exposure. The following allocations apply to this project:

- \$1,000 will be given to individual communities who participated in the Sunkist Fiesta Bowl XVII parade.
- \$8,000 will be given on a 1-1 matching basis for regional groups wishing to enter a float.

General Information

AOT will only pay invoices from participating Chambers of Commerce, Convention and Visitors Bureaus or Tourism Boards/Commissions. Invoices submitted to AOT by ad agencies, suppliers, etc. will not be accepted. Payment is made only after proof of publication, production or attendance.

Artwork, layout or participation must be approved in advance by AOT. Projects not approved in advance by AOT will not be eligible for reimbursement.

AOT is available to provide guidance on design, layout, production and placement as needed.

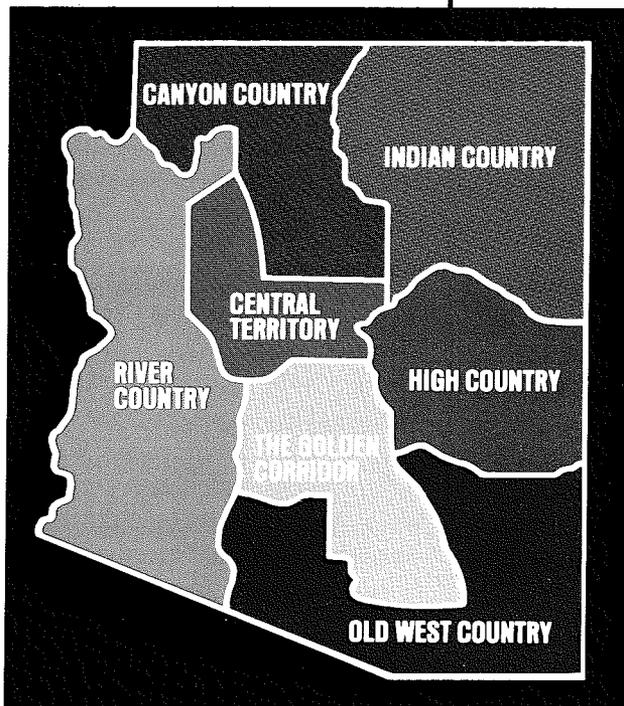
Deadlines

Initial request for participation must be made to AOT by September 1, 1988.



PROGRAM GUIDELINES

Seven Regions of Arizona



■ River Country

Bullhead City
Chloride
Dolan Springs
Gila Bend
Kingman
Lake Havasu City
Oatman
Parker
Yuma

■ Canyon Country

Flagstaff
Fredonia
Grand Canyon
Sedona
Williams/Grand Canyon

■ Indian Country

Holbrook
Joseph City
Page/Lake Powell
St. Johns
Winslow

■ Central Territory

Ash Fork
Verde Valley
Camp Verde
Carefree
Cave Creek
Chino Valley
Clarkdale
Congress
Cottonwood
Jerome
Mayer
Prescott
Prescott Valley
Seligman
Wickenburg

■ High Country

Alpine
Eager

Greer
Heber/
Overgaard
Pinetop/
Lakeside
Payson
Pine/Strawberry
Show Low
Snowflake/Taylor
Springerville

■ Golden Corridor

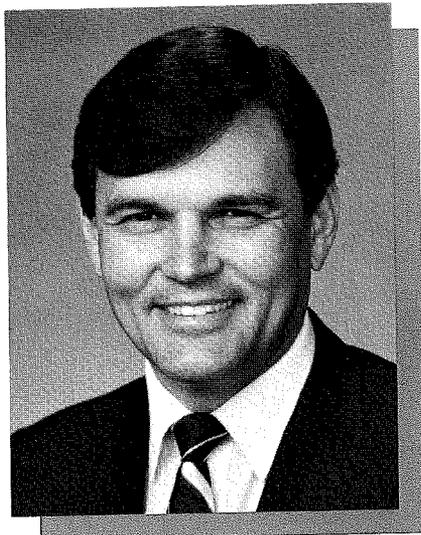
Apache Junction
Avondale
Buckeye
Chandler
Fountain Hills
Gilbert
Glendale
Goodyear
Litchfield Park
Maryvale
Mesa

Paradise Valley
Peoria
Phoenix
Scottsdale
Sun City
Tempe
Tolleson
Tucson
Youngtown

■ Old West Country

Ajo
Arizona City
Benson
Bisbee
Bowie
Casa Grande
Coolidge
Douglas
Duncan
Eloy
Florence
Globe/Miami
Green Valley
Greenlee
Kearny
Nogales
Pearce/Sunsites
Pima
Safford
Sierra Vista
Tombstone
Willcox

A R I Z O N A O F F I C E



VIC HELLER
Acting Director

Vic Heller, an active member of the Arizona tourism industry for more than ten years, was appointed to his current position in January of 1987. Vic has a B.A. and M.P.A. from Arizona State University and is currently a doctoral candidate in Public Administration. He has spent his career balancing academic and practical experiences.

Vic's professional tourism affiliations include: Associate Dean of the School of Hotel and Restaurant Management at Northern Arizona University; Director of Travel and Tourism Studies Program at Arizona State University; and Deputy Director for the Arizona Office of Tourism.

In 1984 he published a research study on the Arizona tourism industry entitled, "Arizona Travel and Tourism Study: 1984" which is still used as a primary resource of statistical information by the Arizona tourism industry.

Under Heller's guidance, the 88/89 Arizona Office of Tourism

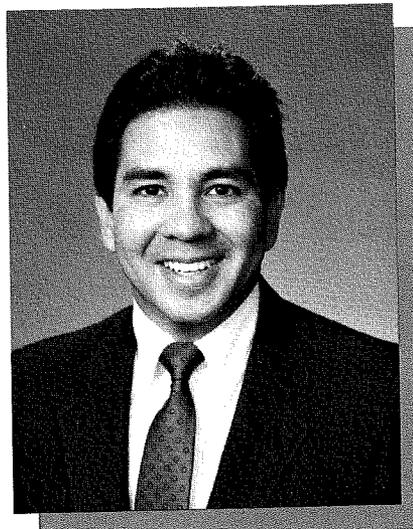
Marketing Plan was designed to strengthen the Arizona tourism industry during the shoulder and high seasons for all regions of the state. Particular emphasis has been placed on developing private sector cooperative ventures for joint advertising and promotional opportunities.

A greater emphasis is being placed on marketing and advertising programs initiated by the Arizona Office of Tourism which will be coordinated with airlines, hotel corporations, tour operators, Chambers of Commerce, Convention and Visitors Bureaus, as well as statewide trade and professional organizations.

In addition, the Arizona Office of Tourism is launching a year-round In-State campaign designed to encourage residents to travel around the state.

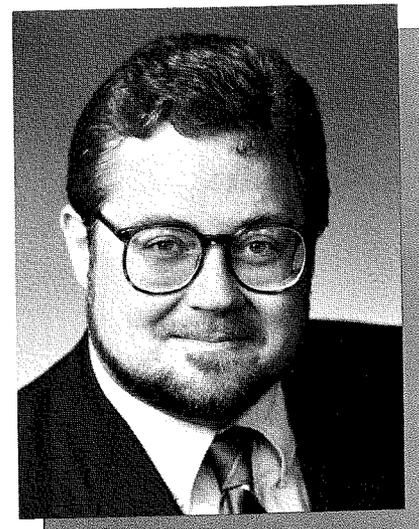
MICHAEL LEYVA
Deputy Director

Michael is a graduate of Whittier College and is currently



completing a masters degree at Arizona State University. Michael began his career at the Arizona Office of Tourism in 1984 first serving as the Operations Manager.

Mike's responsibilities include: overall supervision of all the Arizona Office of Tourism staff, policy formation, budgeting, accounting, "Welcome Centers," The Governor's Tourism Symposium and research programs. Mike serves as the primary liaison to the Arizona Travel Industry, US Travel Data Center, US Travel and Tourism Administration, Travel and Tourism Research Association, Arizona/Sonora Commission, the State Universities, Community Colleges, private research firms, Department of Administration, and Joint Legislative Budget Committee.



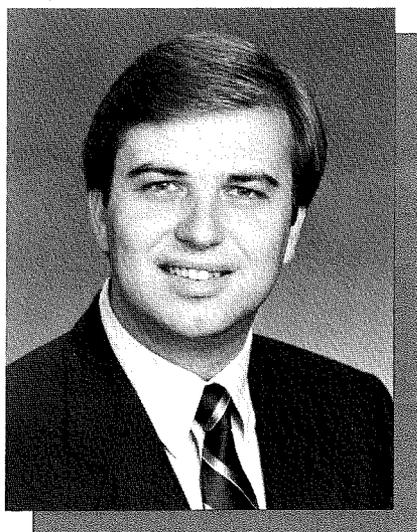
RICHARD HARTER
Director of Marketing

Rich graduated with a B.S. from the University of Delaware and holds a M.B.A. from the University of Phoenix. He has

O F T O U R I S M S T A F F

worked in various hospitality sales positions for the past six years, most recently as a convention bureau sales manager. Rich is responsible for the marketing program implementation, heightening Arizona visibility at trade shows and industry functions, providing support and supervision to the tourism development managers and developing cooperative marketing opportunities.

Rich is the primary liaison to: the Convention and Visitors Bureaus, Hotel Sales Management Associations, Airline Representatives, non-metropolitan lodging associations, Camp-ground Associations, RV Associations, Grand Circle Tour Association, Four Corners Tour Association, and the motor-coach industry.



STEPHEN FRAHM
Director of Advertising &
Community Promotion

Steve holds a B.A. degree

from the University of Maryland and a Masters of International Management from the American Graduate School of International Management (Thunderbird).

Prior to assuming his new responsibility, Steve served as a Travel Promotion Manager for the Arizona Office of Tourism.

As Director of Advertising and Promotions, Steve is responsible for: supervising the placement of all advertising dollars, developing AOT workshops, coordinating the sports and special events promotions and the community cooperative advertising programs, editing the Arizona Office of Tourism "Directions" Newsletter, supervising the public relations responsibilities of the Arizona Office of Tourism and implementing the In-State year-round "DO AZ. I DO" public service campaign urging residents to vacation within Arizona.

Steve serves as a primary liaison to: Taylor Advertising, Arizona Intra-State Tourism Committee, Arizona Partners, the Route 66 Association, the various advertising professional associations and the Chambers of Commerce regarding the co-op advertising program.

MARJORIE MAGNUSSON Public Relations Manager

Marjorie has seven years in tourism operations, sales, promotions and public relations. Marjorie originally joined the Arizona Office of Tourism staff as Administrative Assistant to the Director. She holds a B.S. in Travel and Tourism from Brigham Young University.



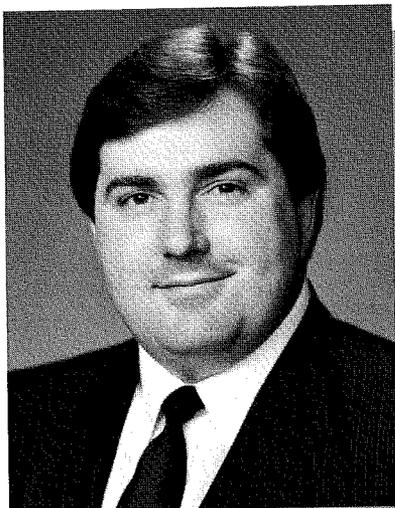
Marjorie serves as the primary contact to the national, international trade and consumer media. Additionally, she writes and edits collateral materials in conjunction with the marketing department, writes and edits news and feature releases and travel information updates and coordinates familiarization trips and travel writer visits in cooperation with the Convention and Visitors Bureaus and Chambers of Commerce throughout the state of Arizona.

Marjorie is the primary liaison to: all out of state travel media, In-State travel media, Sunkist Fiesta Bowl Committee, VIP Travel Writer Programs, and the various destination agencies regarding public relations and travel writer programs.

E M P L O Y E E S C O N T.

MARC FRAZIER
Tourism Development
Manager/Special Programs

Marc Frazier has eight years of experience in sales and marketing and has frequently received awards for top salesmanship. He attended Mesa Community College and Brigham Young University.



Marc is designing programs to promote spectator and participatory sports and other activities as part of the overall Arizona vacation experience. Marc attends travel/trade shows, coordinates familiarization tours for tour operators and coordinates closely with those communities interested in the development of sports marketing programs.

Marc is the primary liaison to all sports oriented organizations and businesses.



JENNIFER VAN KLEEK
Tourism Development
Manager/International Markets

Jennifer Van Kleek holds a B.A. from Skidmore College and a Masters of International Management from the American Graduate School of International Management. She has more than six years experience in hotel management, cruise line operations, and tourism promotion.

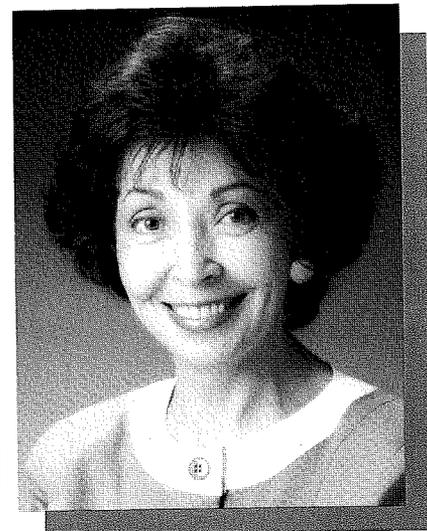
Jennifer is responsible for the development of international markets. She executes sales promotion activities and represents Arizona at international travel/trade shows, coordinates familiarization tours for international travel buyers, and conducts research on the international market.

Jennifer is the primary liaison for the Arizona Office of Tourism trade show and sales mission participation.

ROSALIND MANKIN
Tourism Development
Manager/Travel Agents

Rosalind Mankin has over 15 years of professional experience in public relations, sales and general tourism promotion. Her knowledge of the tourism industry includes experience with several airlines and travel agencies developing domestic and international programs. She holds a B.A. from Whittier College.

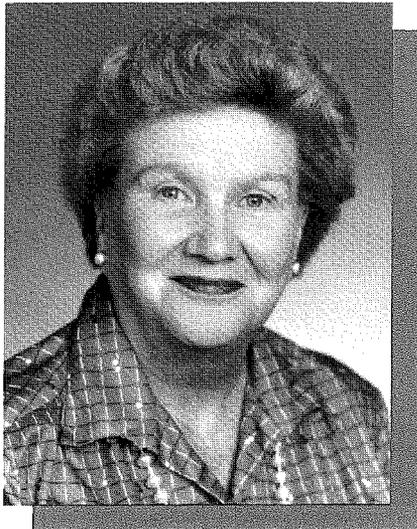
Rosalind's primary responsibilities are: promoting travel to Arizona through travel agents and wholesalers, representing the Arizona Office of Tourism at major travel/trade shows and coordinating travel agent familiarization tours.



Rosalind is a primary liaison to American Society of Travel Agents, Association of Canadian Travel Agents, Automobile Associations, Travel Clubs, Airline Representatives, Arizona Guide Association and Special Interest Travel Clubs.

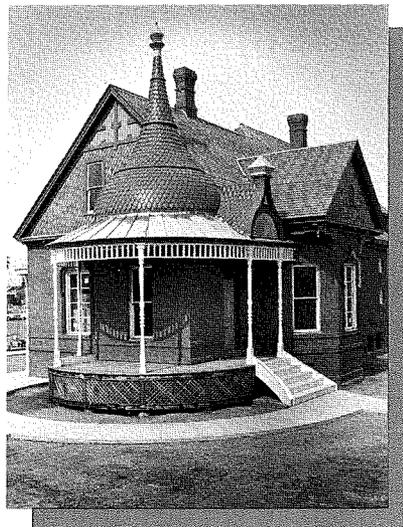
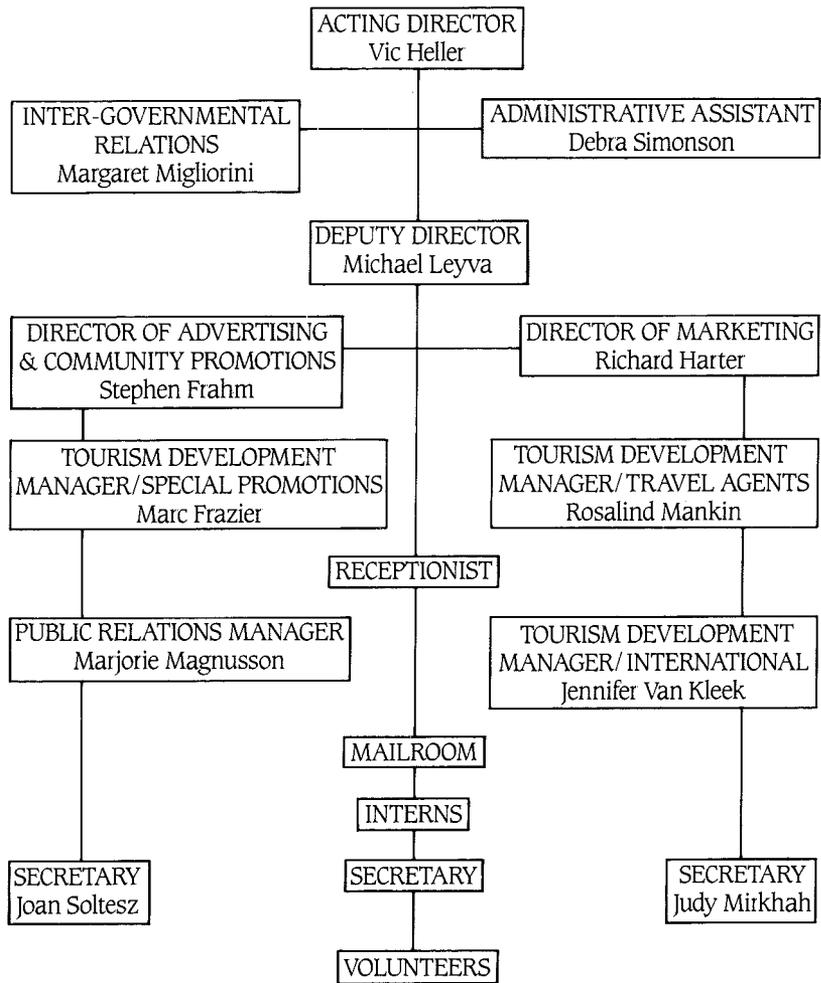
MARGARET MIGLIORINI
Inter-Governmental Relations

Margaret is responsible for the community relations and inter-governmental activities



of the Arizona Office of Tourism. Margaret was born and educated in the United Kingdom. Margaret works with federal, state, and local agencies in coordinating tourism promotional projects. She is the primary liaison for the Arizona Office of Tourism at all governmental meetings, the Arizona Historical Society, the Phoenix Indian Center, the Arizona Chamber of Commerce, local Chambers of Commerce, the Arizona Association of Industrial Developers and Arizona Indian Reservations.

Margaret is the designated contact person for items such as: highway signage requests, calendar of events, brochure requests and general Chamber of Commerce correspondence.



Evans House

This year the recently renovated Queen Anne Victorian Evans House, built in 1893, became the home for the Arizona Office of Tourism. The move to this house reflects the continuing commitment by the State and the Office of Tourism to preserve and promote Arizona's history, culture and attractions.

ARIZONA

If you knew it, you'd do it.



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Director
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Phoenix, AZ 85014

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