



Tourism Program of Work 2011-2012

JULY 2011

Arizona Governor's Conference on Tourism – July 13-15

This conference provides a forum for professionals from destination marketing organizations, tour operators, attractions, airlines, accommodations and other hospitality related organizations to come together to discuss marketing strategies, partnership opportunities and critical issues facing the Arizona tourism industry.

- Participation Costs:
- Location: Doubletree Paradise Valley
- CVB contact: Deanne Boynton Grupp at dboyntongrupp@scottsdalecvb.com or 480-949-6285

San Francisco Travel Agent Sales Mission & Client Event – July 19-23

The Scottsdale CVB will travel to San Francisco conduct three-days of sales calls and host clients at the Fan Appreciation Day at AT&T Ballpark for a San Francisco Giants game. This mission will give participating members the chance to present their company's information to travel agents in this important feeder market.

- Participation Costs: \$500 (plus travel expenses) / \$150 brochure distribution only
- Location: San Francisco, California
- CVB contact: Kelsey Masee at kmasee@scottsdalecvb.com or 480-949-2161

AUGUST 2011

Japanese Receptive Tour Operator Sales Mission

Osamu Hoshino of Fieldstar Intl. will host a destination workshop and client event for Japanese tour companies. Suppliers and CVBs from Arizona and Utah are invited to participate in sales calls, mini-tradeshows and destination product trainings.

- Participation Costs: \$400 (plus travel expenses)
- Location: Los Angeles
- CVB contact: Sarah Reck at sreck@scottsdalecvb.com or 480-889-2705

CoNTAct – August 1-3

NTA CoNTAct is primarily designed for tour operators to attend seminars, networking events and familiarization tours without a marketplace for suppliers or destination marketing companies. Suppliers may attend as sponsors.

- Participants: Participation is limited to event sponsors (must be an NTA member)
- Location: Newport, RI
- Cost: Varies per sponsorship. Visit www.ntaonline.com for information

Denver Travel Agent Sales Mission – August 21-25

The Scottsdale CVB will travel to Denver to conduct three-days of sales calls and host clients for a Fan Appreciation day at Coors Field for a Colorado Rockies game. This mission will give participating members the chance to present their company's information to travel agents in this important feeder market.

- Participation Costs: \$500 (plus travel expenses) / \$150 brochure distribution only
- Location: Denver
- CVB contact: Kelsey Masee at kmasee@scottsdalecvb.com or 480-949-2161

SEPTEMBER 2011

United Kingdom Sales Mission

The Scottsdale CVB will conduct tour operator sales calls and destination product trainings in the UK. Members are invited to join the CVB on this sales mission and meet face-to-face with key accounts in the UK.

- Participation Costs: \$1500 (plus travel expenses)
- Location: London, Chester, Manchester, Edinburgh
- CVB contact: Sarah Reck at sreck@scottsdalecvb.com or 480-889-2705

New York Travel Agent Sales Mission – Sept. 19-23

The Scottsdale CVB will travel to New York, Connecticut, and surrounding suburbs to conduct sales calls and host a high-end client event for travel agents. This mission will give participating members the chance to present their company's information to travel agents in this important feeder market.

- Participation Costs: \$500 (plus travel expenses) / \$150 brochure distribution only
- Location: New York and Connecticut
- CVB contact: Kelsey Masee at kmassee@scottsdalecvb.com or 480-949-2161

OCTOBER 2011

MLT University - October 2-4

Each year more than 2,000 travel agents from cities around the U.S. and Canada are educated on products offered by MLT VacationsSM, including Delta Vacations®, Continental Airlines Vacations®, and Worry-Free Vacations®. MLT University was established in 1994 to educate travel professionals and has become the nation's premier travel industry educational seminar series and tradeshow, providing travel agents with a wealth of knowledge and insight to MLT's product lines.

- Participation Costs: \$750 (plus travel expenses) / \$200 brochure distribution for MLT Vacations Hotels – Space is limited
- Location: St. Paul, Minnesota
- CVB contact: Kelsey Masee at kmassee@scottsdalecvb.com or 480-949-2161

Showcase Arizona in Mexico – October 6

Showcase Arizona promotes fall and holiday shopping, family activities and accommodations to an important drive market. The main event is a consumer show for 800 local society women and includes a travel exhibit and fashion show. There is also a travel agent event with tradeshow.

- Participation Costs: \$900 (plus travel expenses) / \$200 brochure distribution only
- Location: Hermosillo
- CVB contact: Deanne Boynton Grupp at dboyntongrupp@scottsdalecvb.com or 480-949-6285

Eastern Canada Sales Mission – October 24-28

The Scottsdale CVB will travel to Eastern Canada to conduct sales calls and host a high-end client event for 30-35 top travel agents in each city. This mission will give participating members the chance to present their company's information to travel agents in these important feeder markets.

- Participation Costs: \$600 (plus travel expenses)/ \$200 brochure distribution only Space is limited.
- Location: Montreal and Toronto
- CVB contact: Kelsey Masee at kmassee@scottsdalecvb.com or 480-949-2161

NOVEMBER 2011

World Travel Market (WTM) Nov 7-10, 2011 ~ London, England

WTM is a dedicated business-to-business forum with more than 40,000 industry professionals from 150 countries in attendance. Pre-scheduled appointments with UK tour operators are arranged. This year, the booth costs will be split by all participating CVBs and members.

- Participation Costs: TBD (plus travel expenses) – space is limited
- Location: London
- CVB contact: Sarah Reck at sreck@scottsdalecvb.com or 480-889-2705

Vancouver, Canada and Seattle Sales Mission – November 14-18

The Scottsdale CVB will travel to Vancouver & Seattle to conduct sales calls and host a small dinner for top travel agents in each city. This mission will give participating members the chance to present their company's information to travel agents in these important feeder markets.

- Participation Costs: \$600 (plus travel expenses) / \$200 brochure distribution only Space is limited.

- Location: Vancouver and Seattle
- CVB contact: Kelsey Masee at kmassee@scottsdalecvb.com or 480-949-2161

DECEMBER 2011

National Tour Association (NTA) – December 5-9, 2011 ~ Las Vegas, NV

The NTA Trade Show is the largest pre-scheduled appointment tradeshow with tour operators from the United States and Canada. Individual suppliers and CVBs conduct 35-50 appointments during the show.

- Participation Costs: \$1090 (plus travel expenses) – Open to NTA members only
- Location: Las Vegas, NV
- CVB contact: Kelsey Masee at kmassee@scottsdalecvb.com or 480-949-2161

EIBTM Trade Show – November 29 – December 1, 2011 ~ Barcelona, Spain

EIBTM is a meetings and incentive show with a visitor audience of 6,000 visitors, hosted buyers and press from 78 countries. The three-day show consists of one-on-one meetings with professionals responsible for planning international meetings, conferences, incentive travel and events. The Scottsdale CVB shares a booth with the Tucson CVB and invites members to attend.

- Participation Costs: \$2500 (plus travel expenses)
- Location: Barcelona
- CVB contact: Deanne Boynton Grupp at dboyntongrupp@scottsdalecvb.com or 480-949-6285

US Airways Vacations Product Training Day

The Scottsdale, Greater Phoenix, Tempe and Tucson CVBs conduct an Arizona Training Day for 100 reservation agents at the US Airways Vacations Call Center in Tempe. This training day is a great way to educate and refresh the reservation agents on Arizona hotel product.

- Participation Costs: \$75 local event / \$50 brochure distribution only – US Airways Vacations hotels only
- Location: Tempe
- CVB contact: Kelsey Masee at kmassee@scottsdalecvb.com or 480-949-2161

JANUARY 2012

Chicago Travel Agent Sales Mission - January 16-20

The Scottsdale CVB will travel to Chicago to conduct sales calls and host high-end client event for 30-35 top travel agents in Chicago. This mission will give participating members the chance to present their company's information to travel agents in this important feeder market.

- Participation Costs: \$500 (plus travel expenses) / \$150 brochure distribution only
- Location: Chicago
- CVB contact: Kelsey Masee at kmassee@scottsdalecvb.com or 480-949-2161

Mexico Sales Mission

The Scottsdale CVB will partner with the Phoenix CVB to conduct sales calls and destination product trainings for travel agents and tour operators in Mexico City. Members are invited to join the CVB on this sales mission and meet face-to-face with key accounts in this important Mexican feeder market.

- Participation Costs:
- Location: TBD
- CVB contact: Deanne Boynton Grupp at dboyntongrupp@scottsdalecvb.com or 480-949-6285

FEBRUARY 2012

Go West Summit ~ February 6-9, 2012 ~ Location TBD

Go West Summit provides a unique business setting structured specifically to give Western U.S. suppliers the chance to promote their product to tour operators from around the world and receptive operators from the United States. This show consists of two-days of one-on-one appointments, tourism industry seminars and evening events.

- Participation Costs: register online www.GoWestSummit.com

- Location: Boise, Idaho
- CVB contact: Sarah Reck at sreck@scottsdalecvb.com or 480-889-2705

Dallas Travel Agent Sales Mission – Feb. 13-16

The Scottsdale CVB will travel to Dallas to conduct three-days of sales calls and host a high-end client event for travel agents. This mission will give participating members the chance to present their company's information to travel agents in this important feeder market.

- Participation Costs: \$500 (plus travel expenses) / \$150 brochure distribution only
- Location:
- CVB contact: Kelsey Masee at kmassee@scottsdalecvb.com or 480-949-2161

MARCH 2012

ITB Trade Show – March 7-11, 2012 ~ Berlin, Germany

International Tourismus-Borse (ITB) is an annual trade show that involves more than 50,000 tourism professionals from around the world, including travel agents, tour operators and media. Pre-scheduled appointments are arranged through Arizona's German representative. The Scottsdale CVB shares a booth with the Arizona Office of Tourism and invites members to join.

- Participation Costs: \$1500 (plus travel expenses)
- Location: Berlin
- CVB contact: Sarah Reck at sreck@scottsdalecvb.com or 480-889-2705

Southern California Sales Mission – March 26-30

The Scottsdale CVB will travel to Southern California to conduct sales calls and host a high-end client event for 30-35 top travel agents. This mission will give participating members the chance to present their company's information to travel agents in this important market.

- Participation Costs: \$500 (plus travel expenses) / \$150 brochure distribution only
- Location: Los Angeles
- CVB contact: Kelsey Masee at kmassee@scottsdalecvb.com or 480-949-2161

APRIL 2012

USTA International POW WOW – April 21 – 25, 2012 ~ Los Angeles, CA (2013 – June 8-12, Las Vegas)

POW WOW is the largest and most important international trade show held in the United States. The Scottsdale CVB will have pre-scheduled appointments with top international and domestic tour operators from Asia, Australia, Canada, Germany, Latin America, Mexico and United Kingdom. The Scottsdale CVB will have a booth and invite CVB members to participate.

- Participation Costs: \$2800 (plus travel expenses) – space is limited
- Location: Los Angeles
- CVB contact: Sarah Reck at sreck@scottsdalecvb.com or 480-889-2705

Arizona Roadshow – ? TBD ?

The Scottsdale CVB will join the Arizona Office of Tourism and statewide CVBs during the Arizona Roadshow. This roadshow consists of tour operator sales calls, client events and destination product trainings to travel agents and tour operators in Mexico.

- Participation Costs: \$1,500 (plus travel expenses)
- Location: Mexico City and Guadalajara
- CVB contact: Deanne Boynton Grupp at dboyntongrupp@scottsdalecvb.com or 480-949-6285

MAY 2012

US Airways Vacations Product Training

The Scottsdale, Greater Phoenix, Tempe and Tucson CVBs conduct an Arizona Training Day for 120 reservation agents at the US Airways Vacations Call Center in Tempe. This training day is a great way to educate and refresh the reservation agents on Arizona hotel product.

- Participation Costs: \$75 local event / \$50 brochure distribution only – (US Airways Vacations hotels only)

- Location: Tempe
- CVB contact: Kelsey Masee at kmassee@scottsdalecvb.com or 480-949-2161

IMEX Meeting & Incentive Show – May 22-24, 2012 ~ Frankfurt, Germany

IMEX focuses on the meetings and incentive travel markets; the event provides exhibitors and visitors the chance to meet and conduct business in a highly professional manner. Over 3,000 hosted buyers from more than 50 world markets visit IMEX, contributing to a total of over 7,500 visitors. The Scottsdale and Tucson CVB's share a booth and invite members to participate.

- Participation Costs: \$2500 (plus travel expenses)
- Location: Frankfurt
- Participation interest contact Deanne Boynton at dboynton@scottsdalecvb.com or 480-949-6285

JUNE 2012

German Sales Mission

The Scottsdale CVB will conduct tour operator sales calls and destination product trainings in Germany. Members are invited to join the CVB on this sales mission and meet face-to-face with key accounts in Germany.

- Participation Costs: \$1500 (plus travel expenses)
- Location:
- CVB contact: Sarah Reck at sreck@scottsdalecvb.com or 480-889-2705