



April 2017

Dear Partners,

As we enter the 4th quarter of the 2016-17 fiscal year, Visit Tucson is busy planning for our 2017-18 fiscal year, which starts July 1. From budgets and board governance, to the annual meeting and marketing plan, we're gearing up for another successful year driving economic development by connecting visitors with their ideal travel and meetings experiences in Tucson and Southern Arizona.

Visit Tucson's board of directors is conducting its annual nomination process to fill seats on our board that will become available at the end of the fiscal year. In early February, Visit Tucson partners were invited to submit applications to fill open seats on our board of directors. We are pleased to have received numerous highly-qualified applicants to fill the few open positions and the board is now in the process of vetting those applications.

On or around April 24, partners will receive an electronic voting ballot with the proposed slate of new board members, as well as those seeking a second term. If you are the owner or general manager for your business, please keep an eye out for that electronic ballot and be sure to submit it by the June 8 deadline. Ballots will be tallied and Visit Tucson's new board members will be announced at our June 28 annual meeting.

We're raising the bar at this year's annual meeting and are thrilled to present to you our keynote speaker, Jay Baer, who is a highly coveted inspirational marketing and customer-service speaker, and a five-time *New York Times* best-selling author. In addition to the insights you'll gain from Mr. Baer's remarks, Visit Tucson's President & CEO, Brent DeRaad, will present our 2017-2020 Strategic Plan. The annual meeting is also your chance to network with your partners in the tourism industry, so please mark your calendars for June 28 at Loews Ventana Canyon and keep an eye out for your invitation coming soon.

Sincerely,
Vanessa Bechtol
Senior Director of Community Partnerships
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PARTNER SPOTLIGHT

Mat Bevel's Museum of Kinetic Art

[Mat Bevel's Museum of Kinetic Art](#) is a kid-friendly museum that features nearly a hundred moving fine-art sculptures all made from recycled items—a tiara, boxing gloves, an old trombone, a badminton racket. Be sure to visit on the first Saturday of the month October – May.



IN THE NEWS

Tucson Botanical Gardens Included in Top 10 List for North America

Congratulations to the [Tucson Botanical Gardens](#) for being included in the 2017 "Top 10 North American Gardens Worth Travelling For" Garden Tourism Awards by the Canadian Garden Council and the American Public Gardens Association. Garden Tourism Awards are presented to gardens that have distinguished themselves in the development and promotion of the garden experience as a

tourism attraction. The March 14 press release is available [here](#).



Visit Tucson Wins Two Local ADDY Awards

Congratulations to Visit Tucson’s marketing team for winning two ADDY awards in March. Visit Tucson’s activation events at JFK airport won a silver ADDY and our destination video for Oro Valley, [Whatever Your Season](#), won a bronze ADDY. The awards are presented annually by Tucson’s chapter of the American Advertising Federation.

Tucson Featured in Visit USA Netherlands Newsletter

Visit USA’s March 15 Netherlands newsletter featured several destinations in metro Tucson. The newsletter highlighted Tucson as a UNESCO City of Gastronomy, and featured the Arizona-Sonora Desert Museum, Old Tucson, and Saguaro National Park.

Tucson Featured on Food Podcast

In January, Visit Tucson’s Director of Communications, Dan Gibson, showcased Tucson’s City of Gastronomy designation to food reporter Steve Dolinsky, who hosts The Feed Podcast with celebrity chef Rick Bayless. Dolinsky is a 13-time James Beard Award winner. Dolinsky’s visit to Tucson resulted in a 35-minute feature on Tucson and its City of Gastronomy designation on The Feed Podcast, which you can listen to [here](#).

INDUSTRY UPDATES

February RevPAR Increased 8.8% for Metro Tucson Hotels & Resorts

February was another strong month for metro Tucson hotels and resorts, with revenue per available (RevPAR) room growing 8.8% over February 2016. Occupancy grew 4.2% and rates saw a 4.4% increase over February 2016. Year-to-date RevPAR remains up 9.1% over last year.

**Metro Tucson Hotel Performance
July 2016-February 2017**

	Average		Revenue Per			
	Occupancy	Daily Rate	Available Room	Occ Inc	ADR Inc	RevPAR Inc
Feb 2017	78.9%	\$130.01	\$102.63	4.2%	4.4%	8.8%
Jan 2017	65.3%	\$112.96	\$73.80	3.8%	7.9%	12.0%
Dec 2016	53.1%	\$87.08	\$46.24	3.6%	4.4%	8.2%
Nov 2016	57.4%	\$95.93	\$55.05	3.7%	5.0%	8.8%
Oct 2016	59.0%	\$102.42	\$60.42	0.8%	6.8%	7.6%
Sept 2016	53.1%	\$87.20	\$46.27	5.4%	4.3%	10.0%
Aug 2016	53.3%	\$78.71	\$41.97	6.1%	2.2%	8.4%
July 2016	56.6%	\$77.05	\$43.61	6.0%	2.7%	8.9%
Total	56.8%	\$91.62	\$52.48	4.2%	4.8%	9.1%

Source: STR, March 20, 2017

UPCOMING EVENTS

Partner Orientation & Refresher on April 12

Whether you are a new partner or looking for a refresher on the services Visit Tucson provides, join Visit Tucson on April 12 for our quarterly Partner Orientation. You’ll hear from Visit Tucson staff about how to connect with tour, convention, and sports events planners, how to reach leisure travelers and Mexico visitors, how to optimize your presence on VisitTucson.org, and much more. Bring your laptop or tablet and stick around for the Partner Extranet training immediately following the Partner Orientation. Seating is limited and available on a first-come, first-served basis. Registration and details are available [here](#).

Tucson’s Tour Companies Educational Session, April 28, 8:45 -11 a.m.

Join Visit Tucson for an educational presentation about Tucson tour companies, for anyone that would benefit from learning more about our tour company partners. Various tour companies will give

a 10-minute overview of their tour offerings. Open to the public. This event is free but seating is limited, so please [register online](#).

Meet & See Networking Mixer at Madaras Gallery on May 11

Please join Visit Tucson partners and staff at the new Madaras Gallery location on Thursday, May 11, 2017, from 4:30 to 6:30 p.m. Join us for networking while enjoying wine and hors d'oeuvres at the spectacular new gallery. Diana Madaras --voted Tucson's Artist of the Year seven times --will give a short presentation at 5:15 pm. Whitney Wilkening will also be at the gallery that evening showing her exquisite travel jewelry. Enjoy special pricing at the gallery all night and sign-up to win a \$440 canvas. Be sure to RSVP to register for a complimentary gift from Madaras Gallery. Advance registration is required. Please [register here](#).

Mark your calendars for these upcoming events!

Tucson Tourism Trends, May 17, The Mexico Market
Visit Tucson Annual Meeting, June 28, Keynote speaker Jay Baer

For additional Partner events, please visit our [website](#).

ADVERTISING OPPORTUNITIES

Advertise with Visit Tucson

There are only nine remaining backlit ad spaces available at our Visitor Center, so don't delay in securing your ad space. Please contact Partner Relations Manager, Joseph Hauge II (JHauge@VisitTucson.org or 520-770-2157) for pricing. Visit Tucson's advertising programs can be designed for any budget. Learn more about our [online advertising here](#).





Anthem Video