



# Monthly Report: June

## **AOT**

- IPW wrap up, follow up
- AOT co-op, suggestions, ideas, and recommendations to the AOT team for future programs.

## **DVA**

- Discussion about what's happening in media, travel trade, etc. and making sure they are on the same page and have the information with what is being done from the Front Burner Media side of things.

## **Community Outreach, Meetings, Media, & Trade**

- Mexico Media FAM June 3-6. Ambiente offered reduced rate of \$200 per night for 4 attendees for 3 nights. Arrange dinner at Rene for June 4, Pink Jeep Tour for June 4, and spa treatments at The Wilde Spa. Covered cost of dinner at a 50% discount.
- Julie Loffredi, freelance for September 16-19 visit. Arranged her own lodging at Enchantment. Working on activities, suggestions, wellness, and yoga focus.
- Sky Rock, introduction to director of Sales, Keele and arranged a property tour with James to attend on June 5 at 10:00am.
- Jean Chen Smith- looking at spring of 2025. Working with Tucson and Scottsdale to determine if she can generate enough exposure because she was just in Sedona in February. Feels like a pitch for a personal vacation. Working to determine if she has legit assignments.
- Kristy Alpert- LGBTQ+ app fact checking. Sent sustainable messages to go along with the content she already had.
- Sleep amenities lead sent out to: Mii Amo, Sky Rock, L'Auberge, Wilde, for USA Today. Made the deadline. Waiting to see what is printed.
- Paige Townley- content creator for health and wellness. Sent ideas.
- Holger Kreitling- German journalist. Needing one night June 30. Sent lead to: Amara, Sky Rock, Wilde, BW Aiden, Poco Diablo, Whispering Creek B&B, and El Portal. BW Aiden offered a complimentary stay.
- Brand USA Travel Week- info and details to Lauren. Decision needs to be made no later than July 30.
- Industry consortium with state DMOs and leaders. Introduced Lauren to the group for inclusion.
- Your Life Arizona- reached out and followed up with for possible TV segment.
- Good Morning AZ- follow up for possible TV segment.

## **Research, Recommendations & More**

- GCOT: Arizona Governor's Conference on Tourism is August 21-23 at JW Marriott Scottsdale.
- Attending ESTO in Columbus, OH August 11-14, attending specific presentation on visitor centers, technology, and what to do moving forward.