



Dear Arizona Partner:

The Arizona Office of Tourism is once again producing our annual **Arizona Sales Guide** in conjunction with *Canadian Traveller*, Canada's only destination-focused travel trade publication.

The popular Arizona supplement is a user-friendly reference guide containing the latest destination information to help Canadian travel agents promote and sell Arizona. This year's colorful guide will be distributed in the September **2006** issue of *Canadian Traveller*, a magazine which has been publishing for more than 20 years and has become a practical resource for Canadian travel agents and tour operators. Previous advertising with *Canadian Traveller* has always generated significant responses for AOT and its advertising partners.

Visitation to Arizona from Canada has shown record increases over the last two years. Arizona is one of the fastest growing markets for Canadian visitors over other states. Here are a few points to consider:

- 455,000 Canadians visited Arizona in 2005, an increase of **19 percent over 2004**. And, 2004 showed a 19 percent increase over 2003.
- More non-stop air service is offered from Canada than ever. *WestJet*, *US Airways*, and *Air Canada* all offer non-stop service out of key Canadian markets.
- There are more than **70 Canadian-based tour operators** offering programs to Arizona.
- For the third consecutive year, AOT will increase its consumer advertising efforts in key markets across Canada.
- The Canadian dollar reached a high of 0.90 cents against the US dollar in 2006—the highest point since 1978. The favorable exchange rate makes Arizona much more affordable and attractive.

Your support of the Arizona Sales Guide is crucial to continued success in the Canadian marketplace. The Arizona Sales Guide has been a key reference tool for the Canadian travel trade. Your ad will have a shelf life for an entire year PLUS the Sales Guide will be on the *Canadian Traveller* Website for a minimum of one year with hyperlinks to all advertisers' websites. The Arizona Sales Guide compliments the *Arizona Professional Travel Planner's Guide* and is sent out with every brochure fulfillment request we receive from travel agents across Canada. It will also be distributed at trade shows and sales missions throughout 2006/07 including our IMAX Road Show in Western and Eastern Canada this fall.

We realize your ad budgets are limited, but your dollar goes further in Canada and this opportunity will certainly maximize your dollars in a market that has demonstrated increased and repeat visitation to Arizona. Please don't hesitate to contact me if you require further information at jsutcliffe@azot.gov. Thank you for your support of our marketing efforts.

Kind regards,

Jennifer Sutcliffe
Travel Industry Marketing Manager