

2015

hospitality sales & marketing association international



hsmái

FUEL SALES / INSPIRE MARKETING / OPTIMIZE REVENUE

ARIZONA CHAPTER



 The Hospitality Sales and Marketing Association International (HSMAI) is a global organization of sales and marketing professionals representing all segments of the hospitality industry. The 250-member Arizona Chapter was established in 1968 and is the second largest chapter in the U.S.



ELEVATED GOLF. UNDERSTATED LUXURY. LEGENDARY ADVENTURE.

Experience 36-holes of legendary championship golf at Camelback Golf Club. Choose from two stunning options for a knock-you-off-your-spikes experience: Ambiente, Arizona's newest \$10 million luxury course features 18 breathtaking holes with over 122,000 square-feet of undulating greens, beautiful native grasses and strategic bunkering by world-renowned Hurdzan Fry Environmental Golf Design. The classically-designed Arthur Hills Padre course offers the perfect balance of challenge and ambiance.

Our full-service Golf Club also features a driving range, chipping and putting greens, 36,000 sq.ft. Clubhouse, newly-designed Acacia restaurant and luxurious lounge open for breakfast, lunch and happy hour, 1,800 sq.ft. top-rated Golf Shop, club rentals, lessons and complimentary golf for children ages 10 and under.

You've played some of the best courses in the world, now it's time to experience Camelback Golf Club. For more information or to book a tee time, call 480-596-7050 or visit camelbackgolf.com.



**CAMELBACK
GOLF CLUB**

7848 N. Mockingbird Ln. Scottsdale, AZ 85253 | camelbackgolf.com |    @camelbackinn

You'll Love Every Minute

Glendale, AZ & the West Valley

It is more than a perfect blend of the old and the new, the wild and the tame, the luxurious and the rustic. With so much to see and do, you'll love every minute of your visit. Call us for your personalized itinerary at 623.930.4500.

Glendale Convention & Visitors Bureau
5800 W. Glenn Dr., Suite 140, Glendale, AZ
VisitGlendale.com

3:12 p.m.



The wonderful world of hospitality

A job at Disneyland lured HSMAI Arizona Chapter president to the industry *By* CHERYL HURD

Michelle Oden-Huebner, CMP, first discovered the magic of hospitality at Disneyland, the happiest place on Earth. Today, Oden-Huebner is happy to be serving as president of the Hospitality Sales and Marketing Association International Arizona Chapter. She shares her goals, challenges and secrets for success with *Az Business*.

HOW DID YOU GET INTO THE HOSPITALITY INDUSTRY?

My Southern California high school had a senior intern program. Disney was offering positions at Disneyland. It sounded like fun, so I applied and was selected to work at Mickey's Christmas Chalet. After, I was hired for a summer position in the outdoor vending department. It was such a great experience. No company teaches customer service better than Disney. Later, I became a hostess in a hotel restaurant. I have been hooked on the industry ever since.

WHY ARE YOU SO PASSIONATE ABOUT THE HOSPITALITY INDUSTRY?

There is no other industry that interacts with as many people or as great a variety of businesses as the hospitality industry. The amazing diversity of opportunities to learn, create, connect and innovate are phenomenal.

WHAT IS SOMETHING MOST PEOPLE DON'T KNOW ABOUT YOU THAT CONTRIBUTES TO YOUR SUCCESS?

My parents. Mom is a social butterfly, inevitably involved with every nonprofit, school organization, charity or club she comes in contact with. She has a great energy that is contagious and people are naturally drawn to her. Dad, an engineer, taught us to focus on our strengths, work hard and enjoy what we do. I have learned so much from them, and because they each have their different strengths it is a fantastic balance.

AS PRESIDENT OF HSMAI, WHAT GOALS HAVE YOU SET FOR THIS YEAR?

As president, my personal goals are: to empower leaders by providing information and tools; to engage our members to participate on committees to maximize their membership value;





MICHELLE ODEN-HUEBNER: "The Hospitality Sales and Marketing Association International Arizona Chapter provides education, resources and industry contacts so our members are informed and connected in order to make sound business decisions," said the president of the Arizona Chapter of HSMIA.
PHOTO BY SHAVON ROSE, AZ BIG MEDIA

and, to encourage leaders through recognition and continuous communication. The primary team goal is to have constant collaboration among all of our leaders and committees to achieve strategic objectives. HSMAI Arizona Chapter selects a local charity each year to support and this year we are working with Kitchen on the Street. A key goal is to help raise funding and awareness for our charity and support them by promoting volunteer opportunities to our members.

WHAT TRENDS DO YOU SEE EMERGING IN THE INDUSTRY?

Technology continues to evolve and our industry is constantly adapting to the changes. Decision makers are finding more information is available online, and they are researching deeper prior to making calls to a sales representative. Guest reviews, blogs and travel-related websites have immense influence. Digital marketing has become integral to the sales process, as electronic communication continues to be the preferred method to distribute and receive information in our industry.

WHAT CHALLENGES DOES THE INDUSTRY FACE?

The rapid evolution of technology means our industry must adapt quickly and constantly. Guests and meeting attendees have an average of two to three smart devices, all of which may

be active at one time. Hotels, convention centers and venues that do not keep up with emerging technology and the need for reliable high-speed wireless Internet access will lose out on business opportunities. Along with wireless Internet access comes a need for greater security. Identity theft and Internet theft continues to be a threat to our industry.

HOW DOES HSMAI ALLEVIATE SOME OF THOSE CHALLENGES?

HSMAI provides education, resources, and industry contacts so our members are informed and connected in order to make sound business decisions.

WHAT SETS THE HOSPITALITY INDUSTRY IN ARIZONA APART FROM ANYWHERE ELSE IN THE WORLD?

The Arizona hospitality community comes together like no other in the world to make incredible things happen. Super Bowl 49 is a prime example of successful hospitality industry team collaboration as a role model for other destinations to learn from. Our Arizona partners do high-profile events right. Based on the success of this past Super Bowl, I anticipate Arizona will win many more of these “mega events” in the future, bringing huge economic benefits to the greater community. **AB**

HSMAI AT A GLANCE

The Hospitality Sales & Marketing Association International is committed to growing business for hotels and their partners, and is the industry's leading advocate for intelligent, sustainable hotel revenue growth. The association provides hotel professionals and their partners with tools, insights, and expertise to fuel sales, inspire marketing, and optimize revenue. HSMAI is an individual membership organization comprised of more than 7,000 members worldwide, with 40 chapters in the Americas Region. Connect with HSMAI at hsm.ai.org. Active since 1968, the Arizona Chapter is HSMAI's second largest chapter. For more information, contact Executive Director Joanne Winter, at 602-240-5552 or visit the chapter website at hsm.ai-az.org.

ARIZONA CHAPTER'S 2015 BOARD OF DIRECTORS:

President: Michelle Oden-Huebner, CMP, We-Ko-Pa Resort & Conference Center

Immediate past president: Lynn Casebere, Clubhouse at Tonto Verde

President-elect: James Tevault, CTA, Tempe Tourism Office

Secretary: Charlotte Cluff, Enchantment Group

Treasurer: Erik Dorr, Interactive Sites

Vice president, communication and marketing: Barry Nakano, PacRim Marketing Group

Vice president, membership: Rochelle Barton, Hard Rock Café

Vice president, program and education: Kim Pfeifer, Pointe Hilton Resorts

Executive director: Joanne Winter, HSMAI/Arizona Chapter

DIRECTORS:

- » Suzanne Hagberg, The Desert Belle Tour Boat
- » Angie Hughes, CRME, Northern Arizona University
- » Nicole Krekeler, Bondurant School of High Performance Driving
- » Stephanie Liegeois, Café Allegro at the Musical Instrument Museum (MIM)
- » Sandy Rimmer, Ranger Resources



**BIG TO SMALL
WE HAVE IT ALL.**



HOTEL
Valley Ho

Hotel Valley Ho has the coolest spaces for whatever you need. Our event spaces are fit to accommodate 10 to 500 attendees, so no matter how big or small, we have everything you need to make your next event unforgettable. Congregate in our six contemporary meeting rooms and two ballrooms complete with a full suite of media services. When business winds down, unwind on our outdoor patios or take in stunning 360° views of Downtown Scottsdale and Camelback Mountain from our Sky Line Rooftop. Leave your office behind and do business in a fresh new way.

ZUZU | VH SPA | OH POOL BAR + CABANAS | OHASIS POOL

6850 E. Main St. Scottsdale, AZ 85251 | hotelvalleyho.com | 866.534.2701

LES
ES
ES
ES

**BEST
CASINO
COURSES**

-2015, GOLFWEEK

**AWARD OF
EXCELLENCE**

-ORANGE SKY, WINE SPECTATOR

**BEST
HOTEL
RESORT**

-AZ BUSINESS



Featuring upscale restaurants, distinguished lounges and lavish accommodations, Talking Stick Resort has it all. Start your day with a meeting on the golf course before shaking hands over incredible cuisine. Afterwards, unwind at our pool or spa. Who says you can't mix business and pleasure? Book your stay today.

Locally owned and caringly operated by the Salt River Pima-Maricopa Indian Community.





STAY
ON
TOP

MEET

IN STYLE


TALKING STICK RESORT.

SCOTTSDALE · 877.724.4687 · TALKINGSTICKRESORT.COM

The world at **Arizona's doorstep**

State's hospitality and tourism industries
embrace the global market By CHERYL HURD





A rizona has the Grand Canyon, Monument Valley and Sedona, but to promote these natural wonders to international travelers is no walk in the park.

To showcase Arizona around the globe takes detailed research, strategic planning, effective branding and marketing, a global network of industry professionals — and the power to erase any lingering negativity associated with the state.

Despite several years of bad publicity surrounding controversial immigration policies and other proposed legislation that darkened the state's reputation, Arizona is experiencing an increase in tourism.

"We definitely try and share with everyone we come into contact with that we are a more progressive community than the state is known as being," says Joanne Hudson, public relations specialist for the Flagstaff Convention and Visitors Bureau.

"Certain markets, especially the Mexico visitor, have been negatively affected the last few years from the state laws and policies that have come out," Hudson says. "We share that we are a very welcoming and open community and try to get them here to experience it. Once they get here, they really do sense and feel that. They realize it isn't what they see and hear in the news."

Rachel Pearson, vice president of community and government affairs at the Scottsdale Convention & Visitors Bureau, says, "We are traveling around the world connecting with customers and clients, trying to reinforce who we are as a destination, who we are as a state and ensuring that people understand that we are a very welcoming destination. We offer some unique, rich experiences that you can't have anywhere else."

Beyond the state's scenic beauty, Arizona's diversity, especially the Native American and Hispanic cultural influences, appeals to international travelers, explains Sherry Henry, director of the Arizona Office of Tourism.

The rich multi-cultural experiences and gorgeous scenery, combined with outdoor activities, vibrant cities, fine dining and shopping, attracts millions of visitors and brings in billions of dollars.

Industry leaders are looking toward the future with optimism as they strategize how to attract even more world travelers.

“Arizona Office of Tourism has been active in the international market for years starting with Mexico and Canada, and overseas with partners in the United Kingdom, Germany and France,” Henry says, “and just three years ago we launched into emerging markets of China and Brazil.”

MEXICAN INFLUENCE

Currently, Mexico tops the charts for international travel into Arizona. At the height of the controversy surrounding Arizona’s immigration policies, the influx of Mexican travelers decreased. But statistics from 2013 show a rebound with a total number of Mexican visitors to Arizona at more than 3.6 million. Other countries that rank high on the list are Canada, Germany, United Kingdom and France with 1.1 million visitors collectively. Total international travelers in 2013 reached roughly 5.3 million.

The Arizona tourism industry has been proactive in reaching out south of the border and developing programs to promote and facilitate travel in Arizona.

Jessica Stephens, director of public relations at Visit Tucson, says travelers from Mexico bring in close to \$1 billion a year in southern Arizona alone. Visit Tucson has two visitors centers in Mexico that help with hotel reservations and other concierge services. They also help expedite border crossings with a program developed with customs and border patrol that allows pre-approved travelers to obtain a fast pass. This makes traveling to Arizona a 12-minute trip instead of waiting in a car for hours.

Other Arizona cities and convention and visitors bureaus have pooled resources to fund trade offices in Mexico. Today, Henry says, the discussions no longer reflect the challenges of the past, but instead focus on the future. “It’s all about how we can be better partners and how can we develop that area that has such great potential.”

FOCUS ON CHINA

Arizona is now setting sights on China, the No. 1 traveling country in the world. Henry explains that there is so much potential for growth in the emerging markets of China and Brazil, which also top the international travel charts. She pointed to a partnership with Brand USA, the marketing arm of the U.S. Department of Commerce designed to develop travel interest in the United States, as essential to increasing global awareness.

“We think Arizona has such appeal,” Henry says. “International journalists are amazed at what they see when they are here, and they bring the stories back to their countries.”

Barry Nakano, director of business development with PacRim Marketing Group and a board member of the Hospitality, Sales and Marketing Association International Arizona Chapter, knows the Asian markets. He recognizes the potential of the China market and points out that other Asian markets also impact Arizona’s economy. According to the Arizona Office of Tourism statistics, Japan and the Republic of Korea brought in more visitors than China in 2013.

“There’s definitely a lot of interest today in the China market and understandably so. Their 1.3 billion population presents enormous potential and the recent decision by the U.S. government to extend Visa validity for visitors from China should accelerate the growth of that market. We shouldn’t



MEMBER SPOTLIGHT



PAMELA FEELEY, CMP
Senior sales manager
Pointe Hilton Tapatio Cliffs
tapatiocliffshilton.com

Appeal of industry: “My parents took me to New York City when I was 15 and we stayed at the Essex House by Central Park. It was so elegant and the staff was amazing. From the concierge who got us Broadway tickets to the busboy that refolded my napkin every time I went to the brunch buffet – they made me feel so special. I wanted to be part of that.”

Trend to watch: “Meeting planners and travelers are looking for authentic travel experiences these days. They want to connect with a destination, not just observe. Arizona should be a leader in this trend because we are so diverse and can offer a wide range of unique experiences.”

Impact of HSMIAI: “Our members are advocates for the hospitality industry, which is the largest industry in Arizona. Through education, networking, community service and mentorship, we strive to make a difference in our community and our industry.”

Scottsdale
H O M E
& T R A V E L
S H O W

Saturday, March 28 10am-5pm
Sunday, March 29 10am-4pm

*In the NEW air conditioned
 Tony Nelssen Building*

WestWorld 16601 N. Pima Rd.
 Scottsdale, Arizona



Download your
FREE TICKET
 at exposaz.com



For more information:
602.277.6045

SPONSORS
Privileges | **AMERICAN EXPRESS TRAVEL** | **COX Homelife.**
 Protect. Monitor. Control.





Joanne Hudson



Sherry Henry



Barry Nakano



Rachel Pearson



Jessica Stephens

overlook however, that Japan is still the second largest overseas feeder market to the U.S., and South Korea and Taiwan markets continue to grow. Japanese, in particular, have been traveling overseas a long time so tend to be more independent and willing to explore new destinations.”

TRAVEL INDUSTRY PREPARES

Nakano offers practical advice for those in the hospitality industry as they prepare for the influx of international travelers.

“The most efficient and cost effective way to reach Asian travelers is online, and providing information in the language of the traveler is key,” he says, adding that websites should be an essential part of any marketing toolkit. “When creating an international language website, make sure the content is developed and written by native speaking professional writers, not by someone who merely speaks the language or by translation software, which struggle to convey intangibles we promote in travel like ‘experience’ and ‘atmosphere.’”

“For hotels, it’s also important the online booking engine is in the target language to make it easy for travelers to complete reservations, which is the ultimate goal.”

One thing to note when targeting travelers from China is their spoken language is Mandarin and their written language is called Simplified Chinese so any written information should be in that form.

He continued to offer tips for hotels. “To attract Asian travelers, it’s important to show cultural sensitivity and make them feel welcome. Including small touches in guest rooms like slippers and Chinese tea, along with coffee, will be appreciated and can go a long way. Offering other amenities like Asian-language TV channels, newspapers, area maps and dining menus will make guests feel comfortable after they arrive and can also be used as selling points to show you care.

Henry is already seeing changes at the Office of Tourism and in the state. “We’re finding that Arizona is becoming more globally aware. On our staff we have staff members who speak Spanish, Mandarin and Portuguese for the folks coming in from Brazil. We are in a global environment now. The whole world has changed and everybody is beginning to think globally.”

Michelle Oden-Huebner, CMP, president of HSMAI’s Arizona Chapter, says the hospitality industry has always been one that supports diversity and inclusion.

As Arizona increases its global visibility, it needs to continue to show that the state is inclusive and promotes diversity in the workplace and marketplace, Oden-Huebner says.

“Tourism is one of the largest export industries in the State of Arizona, providing funding for education and vital services in local communities,” she says. “This makes Arizona more attractive for new businesses to relocate to the area, thus creating more job opportunities. The more business we bring into our state, the more money we have to support the greater community improving and increasing services for residents in Arizona.” **AB**

MEMBER SPOTLIGHT



RAY GRACE

Owner
Ray the DJ Professional
Mobile Disc Jockey Service
raythedj.com

Appeal of industry: “Initially, as an ASU student, I was attracted by the schedule flexibility of working hotel banquets. This gave me the ability to complete my degree in broadcasting. The hotel contacts that I made helped launch my career as a DJ for conventions, weddings and other special events.”

Trend to watch: “Continued, positive national media exposure. All events — especially the Super Bowl, Phoenix Open, Fiesta Bowl, Barrett-Jackson — have been major successes and get even better each time we host them. We can handle thousands of people with ease and have the facilities to accommodate even larger conventions.”

Impact of HSMAI: “HSMAI has a major impact — hospitality is our first name! HSMAI is where leaders in hospitality come together to improve themselves and their industry. We support our universities’ student HSMAI chapters to develop strong, future leaders. Our members’ valued thoughts are sought after by the news media.”

WILD HORSE PASS

HOTEL & CASINO



**WORK HARD,
PLAY HARD**

For all your business needs, look no further than Wild Horse Pass Hotel & Casino, featuring flexible meeting spaces, comfortable guest rooms, and lavish amenities. Then when it's time to let loose, trade PowerPoints for power plays on our world-class gaming floor, in addition to seven great restaurants, electrifying nightlife, and so much more.

CALL US AT 520-796-4911 FOR A PERSONALIZED PROPOSAL.

WinGilaRiver.com
800-WIN-GILA

I-10 & Wild Horse Pass Blvd.
Owned and operated by the Gila River Indian Community.



PLAN TO IMPRESS

With over 15,000 square feet of flexible, design-led spaces centrally located within walking distance of Sky Harbor International, Crowne Plaza Phoenix Airport is the first choice of planners who demand a world-class event. Plan with confidence with our experienced Crowne Plaza Meetings Director to ensure that each detail is perfect. Create a memorable menu with our award-winning chef, presented with sophistication by our seasoned catering staff. From day meetings to galas, sales kickoffs to conferences, Crowne Plaza Phoenix Airport is proud to provide the expertise and exceptional facilities to enhance every event.

Visit us online for planning tools and a quick quote

CROWNEPLAZAPHX.COM

infophx@hmchospitality.com

Starbucks on-site Complimentary business center World-class AV Free Wi-Fi



Crowne Plaza Phoenix Airport | 4300 East Washington Street | Phoenix, AZ 85034 | 602-273-7778

- SEDAN
- MERCEDES
- SUV
- EXECUTIVE VAN
- LIMOUSINE
- SPRINTER
- MINI BUS
- MOTORCOACH



THE DRIVER PROVIDER



facebook.

FOLLOW US FOR SPECIAL DEALS & THE LATEST NEWS

Jason R. Kaplan,
 PRESIDENT AND CEO

Worldwide Chauffeured Transportation
 AWARD WINNING SERVICE

800-700-2687 DRIVERPROVIDER.COM 602-453-0001



GRAPHICS SERVICES
SCENIC STUDIO & ENVIRONMENTS
AUDIO VISUAL
ENTERTAINMENT & SPEAKERS BUREAU
CREATIVE SERVICES
EVENT & MEETING SERVICES
PRODUCTION
VIDEOGRAPHY & DIGITAL DESIGN
VIDEO STUDIOS

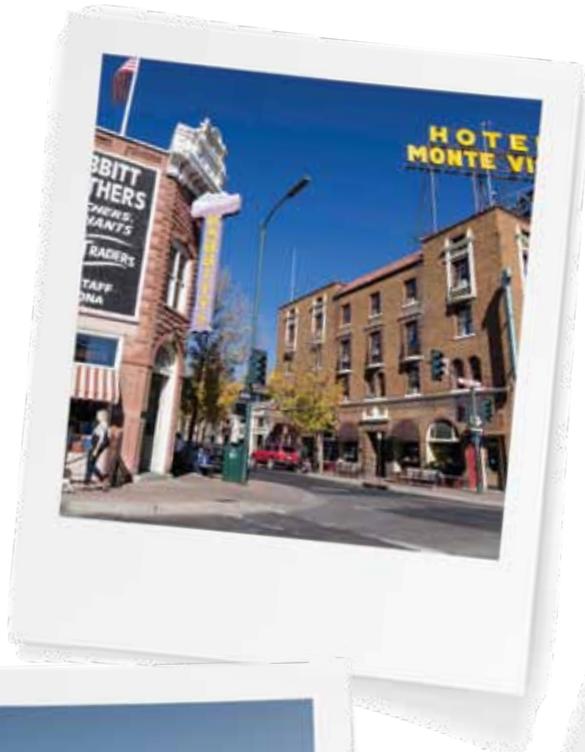
MERESTONE[®]
WORLDWIDE EVENT & MEETING PRODUCTION

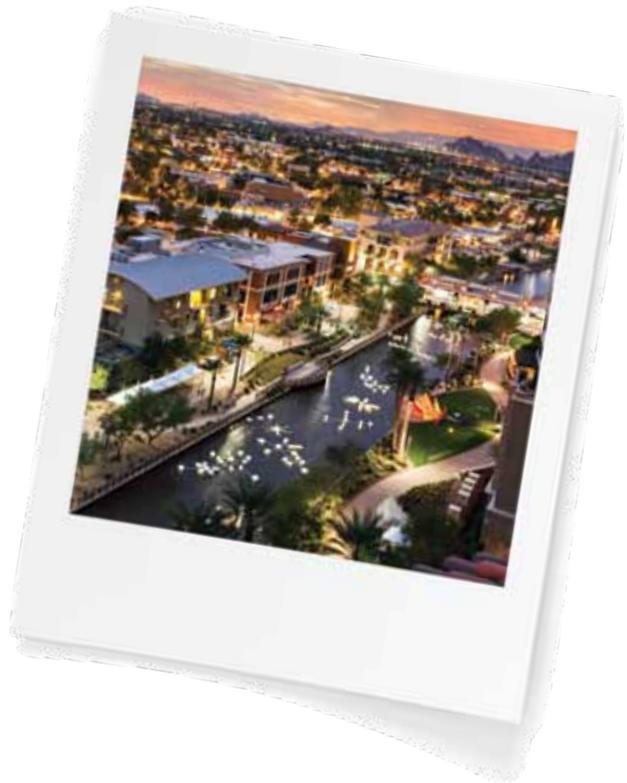
☎ 480.945.4631
➤ MERESTONE.COM
🐦 @MERESTONE

Tourism clearinghouse

Convention and visitors bureaus
maximize the Arizona experience
for tourists and businesses

By CHERYL HURD





W

hether you are planning an event that draws thousands or want to travel in your own backyard, Arizona's convention and visitors bureaus boast the resources to maximize your experience.

With Arizona's tourism industry bringing in millions of visitors and generating billions of dollars annually, the convention and visitors bureaus play an important role in showcasing the state and local communities, while fostering connections with industry businesses.

BUSINESS CONNECTION

Convention centers and visitors bureaus provide key venues to draw in meetings and events, then, act as a conduit for information, services and vendor connections to ensure the event's success. The Phoenix Convention Center, in the heart of downtown Phoenix and walking distance to sports venues, hotels, restaurants and entertainment, boasts 900,000 square feet of meeting and exhibit space that hosts thousands of people. The more intimate centers in Tucson, Scottsdale and Flagstaff accommodate events that draw hundreds and specialize in connecting event planners with alternative venues.

Jessica Stephens, director of public relations at Visit Tucson explains, "Our conventions are smaller, for 800 or 900 people comfortably. We do have standard meeting rooms, boardrooms and resort settings. We also offer a lot of unique venues where folks can get out of the boardroom and hopefully get to experience what it is like to be in Tucson."

She gave these examples: "They could go have some sessions at Pima Air & Space Museum, which has 85 acres of airplanes and hundreds of aircraft. You can meet under a bomber if you want to. It's a unique experience. Another popular one is the Arizona-Sonoran Desert Museum. It's a great place that helps people get acquainted or reacquainted with the Sonoran Desert."

Flagstaff, with the Lowell Observatory and United States Naval Observatory, has become a draw for science and astronomy events, says Joanne Hudson, public relations specialist for the Flagstaff Convention and Visitors Bureau.

The High Country Conference Center and local hotels serve as venues for events, meetings, weddings and smaller conferences with a lush Ponderosa Pine backdrop and close proximity to the Grand Canyon.

Booking an event anywhere in Arizona promises more than a spectacular venue. Each visitors bureau offers a wealth of services. Local businesses can connect with the CVBs to reach national, international and local tourists, utilizing the centers in-person and online resources.

LEISURE TRAVEL

Before embarking on an Arizona adventure, a brief stop at a local visitors bureau may reveal information that transforms a visitor's experience.

Hudson says Flagstaff sees a lot of national and international travelers and works with group tours. "The visitors center sees about 90,000 walk-ins a year. It really

provides that local insight. When people do stop in, they are always going to pick up some tidbit of information that really makes their trip that much better.

“Most people are surprised at the authentic feel of our downtown. Because we have such a vibrant downtown, you can stay here, go out during the day, see all the amazing sites, hike, ski, then come back at night and have a great nightlife experience.”

In addition to leisure and business travelers, Stephens says the Tucson CVB encourages locals to come into the center where they will find information about the main tourist attractions in southern Arizona. “Maybe they aren’t aware of what’s available in their own back yard or they have family coming in. Usually they are pleasantly surprised.”

While Scottsdale is known for being a world-class leisure destination, Rachel Pearson, vice president of community and government affairs with the Scottsdale Convention & Visitors Bureau, appeals to the locals as well. “We have really tried to ensure our message is getting out to the local community and that they are engaged, encouraging people to experience the destination and the amenities in their own backyard. It’s that Sonoran Desert experience that is so unique ... and Scottsdale is such an energetic place. In our downtown you can spend time in art galleries, the culinary scene is exploding here, you can have outdoor experiences and there’s incredible nightlife as well.”

CVBs brand and market each community’s individuality through traditional walk-in sites, websites and social media.

“We interact with individuals online, help them plan before they arrive, hear from them while they are at the destination and even continue conversations after they have left,” Pearson says. “It has really changed the way the bureau operates.”

Stephens says the Tucson CVB has adapted to include online promotion that utilizes TripAdvisor and partnering with other online resources frequented by travelers.

ECONOMIC IMPACT

All of the outreach, promotion and branding done by the CVBs has a direct impact on tourism and the economic health of the community.

Pearson says, “Tourism in Scottsdale has about a \$4 billion economic impact on the community annually. One in every eight jobs is directly related to the industry. It’s an incredible source of employment here in our community and a lot of the tax revenue coming into the city is coming from our visitors through sales and bed tax.”

In Flagstaff, the city’s bed, board and booze tax, which is a 2 percent tax on any hotel, restaurant or bar tab, brought in \$6.2 million in fiscal year 2014. “More than 60 percent of that goes back into the community into quality of life services for the city like beautification, public art, recreation those types of city services,” Hudson says. “The more visitors we can encourage to stay here in Flagstaff, the more the city has to enhance the quality of life for the community.”

Tourism in Flagstaff also impacts the quality of life through jobs and an infusion of outside dollars. “The hospitality tourism industry in Flagstaff generates more than 5,400 jobs and delivers nearly \$390 million in direct spending annually.”

Tucson travelers also boost the local economy. “The impact of tourism in Tucson is a huge number: \$2.6 billion in southern Arizona alone. Without the CVBs, the local taxes would go up,” Stephens says.

CVBs play a vital role in branding a community, drawing in tourism dollars and maximizing the overall experience whether it is for business or pleasure.

“In addition to that focus on branding and marketing, we play an active role in community conversations around important issues regarding our future,” Pearson says. “We think what is good for the community is usually good for tourism industry and vice versa. It is important for us to be an active participant in those conversations.” **AB**

MEMBER SPOTLIGHT



STEPHANIE LIEGOIS
General manager
Café Allegro at the Musical
Instrument Museum
mim.org/visit/cafe-allegro/

Appeal of industry: “When I was younger, I was an athlete that traveled quite a bit and attended a lot of banquet functions. The whole operation always intrigued me and led me to pursuing my career in hospitality.”

Trend to watch: “Technology is going to make the largest impact on our industry. While there is much value in face time, I think we are headed to online meetings and just a different way of getting together, utilizing technology and all its advances.”

Impact of HSM AI: “HSM AI is a great way to stay connected with peers and promote ongoing education while staying up to date with the latest trends.” and volunteer opportunities create a strong organization that benefits members both personally and professionally.”

...what is good for the
community is usually
good for tourism industry }



Presented by: Arizona Lodging & Tourism Association

April 2, 2015
5:00PM-8:00PM
Scottsdale Quarter
azwineanddine.com
\$65 until March 31st

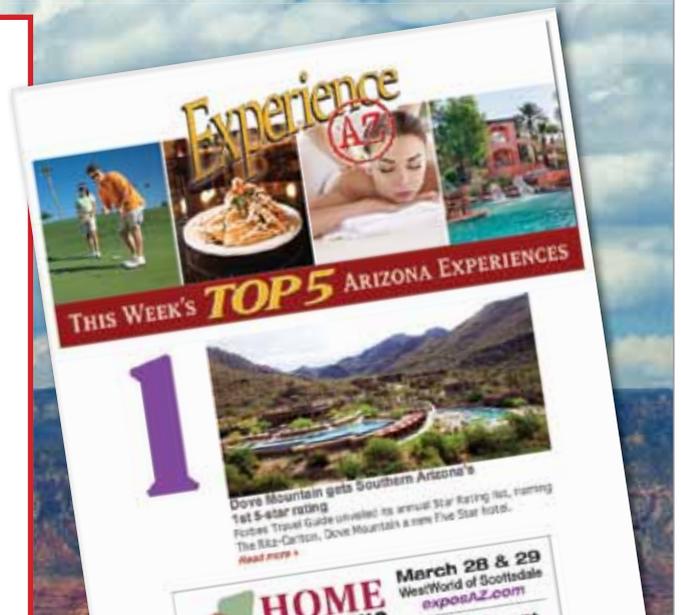


Experience AZ

Looking for something fun to do?

Every Thursday, get the **TOP 5** AZ Experiences to plan your weekend!

Sign up to receive your free weekly newsletter at **azBIGmedia.com**



MEMBER SPOTLIGHT



LYNN FLOSI
 Director of sales and marketing
 Crowne Plaza Hotel
 Phoenix Airport
 crowneplaza.com

Appeal of industry: "I have always had a passion for sales and travel and the hospitality industry seemed

like a perfect match."

Trend to watch: "Increasing room rates. It is so important for our industry and the Valley that our rates start to increase so that growth continues past the established rates prior to the recession of 2009. This progress will bring back the perceived value that our industry had worked so hard to establish as premier destination of choice for meetings, events and incentives."

Impact of HSMAI: "The award-winning HSMAI Arizona Chapter provides strong educational programs each year. These programs are geared toward the latest trends, revenue impact, community involvement and best practices in the industry. All of these topics educate and mentor our sales forces so that we are able to promote and sell this wonderful destination we call the Valley of the Sun."



KIM PFEIFER
 Director of corporate and leisure travel
 Pointe Hilton Resorts
 pointe Hilton.com

Appeal of industry: "I wanted to be Julie on the 'Love Boat.' I wanted her fun life, so I moved to California and attended

a travel school, where I learned Julie's job wasn't that glamorous. I eventually moved to Phoenix and started at the Pointe Hilton Resorts. I love the hospitality industry."

Trend to watch: "Technology will continue to be a huge trend for travelers. They will rely on their mobile devices to check-in and out, select room preferences and amenities without ever going to the front desk. We have a wealth of information at our fingertips so it's important to keep Arizona trending."

Impact of HSMAI: "HSMAI provides programs that fuel sales, inspire marketing and optimize revenue. We focus on trends and topics that give our members the knowledge and competitive advantage that will assist them in achieving success in their professional and personal lives. Our goal is to mentor the new generation of hospitality professionals."



STEPHANIE LONG
 Co-president
 Hot Air Expeditions
 hotairexpeditions.com

Appeal of industry: "Growing up around the hospitality industry, I was most attracted to the fun and adventurous feel of the industry. As an avid

traveler myself, I instantly fell in love with the idea of helping people make the most of their time traveling."

Trend to watch: "As people are trending to getting back to nature, this will be the best way to bring people to Arizona. With people wanting to be more outdoors, eat natural, and just enjoy a more natural lifestyle, Arizona has everything to offer and more."

Impact of HSMAI: "The best thing that HSMAI does is bring together multiple hospitality individuals to form connections between them, generate new ideas and educate each of us on the industry trends and best practices."



SUZANNE HAGBERG
 Director of marketing
 Desert Belle Tour Boat-Saguaro Lake
 desertbelle.com

Appeal of industry: "My father was president of Budget Rent-a-Car for worldwide operations. Growing up and traveling

with him gave me the opportunity to experience amazing events and destinations all around the world. These experiences and his encouragement has helped me realize my love and true passion is meeting and working with people. This industry is definitely in my blood."

Trend to watch: "Millennials, international tourism and technology will be the key points that will have an impact on the industry. Both Millennials and international tourists are looking for adventure, exploration and different experiences when they visit a destination. Technology plays an important role with these groups. Arizona offers so many of these unique experiences at a touch of a button."

Impact of HSMAI: "HSMAI Arizona chapter takes pride in providing members the tools to stay ahead of the latest trends in the industry. The monthly education sessions, networking events and volunteer opportunities create a strong organization that benefits members both personally and professionally."

MEMBER SPOTLIGHT



MELANIE VOLKERS, CHSE
 Director of sales and marketing
 The McCormick Scottsdale
 millenniumhotels.com

Appeal of industry: "I actually took my first hospitality job in 1994 with no intent of making this a career, but once I was started, there was no looking back."

Trend to watch: "It's not a trend, but I truly believe that the exposure our state received during the Super Bowl and surrounding events will have a tremendous impact on the remainder of this year and next year as well. When the national spotlight shines on the Arizona hospitality industry, we ... set the bar at the highest level."

Impact of HSMAI: "Membership in HSMAI and involvement in our local chapter has kept my finger on the pulse of our industry as a whole, while allowing me to develop and maintain great local contacts and connections. HSMAI members are great resources and partners. Whenever I have the opportunity to refer business, I always look to an HSMAI member first."

AzBusiness Magazine

Sign up for the **AZBusiness Magazine** weekly newsletter delivered directly to your inbox.



For more information visit **azBIGmedia.com**



The Breadfruit & Rum Bar



FROM
CLOSED-DOOR
MEETINGS
TO
OUTDOOR
SEATING

8-MINUTE WALK

At the Phoenix Convention Center in Downtown Phoenix, your attendees are minutes away from James Beard Award winners, ethnic delights, and local culinary wonders. So book today and watch your event take a big step in the right direction.



PHOENIXCONVENTIONCENTER.COM

800-282-4842 | [f](#) [t](#) [y](#) [v](#)



CASINO DEL SOL RESORT

SPA • CONFERENCE CENTER • AMPHITHEATER • GOLF

Start Meeting like this...

Enjoy a world of luxury at Casino Del Sol Resort, the only AAA Four Diamond and Forbes Travel Guide Four-Star rated casino resort in Arizona.

Arizona's most decorated casino resort invites you to meet in style and comfort. Enjoy five incredible restaurants, an award-winning Spa, our beautiful casino, or perhaps a concert under the stars at AVA Amphitheater. And now, add golf to your meeting itinerary! Come stay and play in style at Casino Del Sol Resort in Tucson. Where every day, and night, is extraordinary!



Sewailo

GOLF CLUB



Home of the Arizona Wildcats



More fun under the Sun

855.SOL.STAY

CASINODELSOLRESORT.COM

TUCSON, ARIZONA

I-19, EXIT VALENCIA WEST, 6 MILES



ENTERPRISE OF THE PASCUA YAQUI TRIBE