



## Greater Phoenix Convention & Visitors Bureau

The Official Travel Resource for Greater Phoenix

Dear Greater Phoenix Tourism Partner,

The Arizona Office of Tourism (AOT) has once again teamed up with Canadian Traveller magazine, Canada's only destination, education-focused travel trade magazine, to publish the 9th Annual Arizona Guide for Canada.

The popular supplement has become an essential user-friendly reference guide containing the very latest Arizona travel information to help Canadian travel agents sell Arizona. This year's colourful guide will be distributed in the September 2009 issue of Canadian Traveller. Previous advertising with Canadian Traveller has always generated significant responses for AOT and its advertising partners.

Over the last few years, Arizona has seen record increases in the number of Canadian tourists choosing our state as their world-class vacation destination. Preliminary numbers, just released by Statistics Canada, indicate that 517,000 Canadians visited Arizona in 2008. This is a 13.5% increase over 2007 and an impressive 102% increase over 2002 numbers. With the Canadian dollar on a rebound, trading at about .86 cents to the US, now is the time for Greater Phoenix CVB, its destination partners, and travel suppliers to aggressively promote to and educate Canadian travel agents about the unique diversity of our area and how to sell it to their clients.

Your support of the Arizona Guide is crucial to our continued success in the Canadian marketplace as it is a key reference tool for the Canadian travel trade. Your ad will have a shelf life for an entire year PLUS the Guide will be hosted on the Canadian Traveller website for a minimum of 24 months with a hyperlink from your ad to your website. The Arizona Guide compliments the Arizona Professional Travel Planner's Guide and is sent out with every brochure fulfilment request received from travel agents across Canada. It will also be distributed at trade shows and on sales missions throughout 09/10.

We have negotiated special discounted advertising rates on your behalf, making participation for you inexpensive and easy. Please see the attached PDF which will provide you with a direct link to last year's guide, as well as sizes and rates. When completed and faxed back to the publisher, this attachment is accepted as an insertion order for your participation on our group page. FYI, larger sizes at discounted rates are also available.

We realize your ad budgets are limited, but your dollar goes much further in Canada and this opportunity will certainly maximize your dollars in a market that has demonstrated increased and repeat visitation to Arizona.

For more information on participation, please contact Stephen Fountaine, Associate Publisher at (250) 861-9096 or alternatively you can e-mail him at [stephenf@canadiantraveller.net](mailto:stephenf@canadiantraveller.net)

Warm regards,

Ryan M. Edmiston  
Travel Industry Sales Manager