

CANAMEX: Promoting the Region with the Smart Tourist Corridor



Carol Sanger & Greg Gilstrap
Arizona-Mexico Commission
June 18, 2004

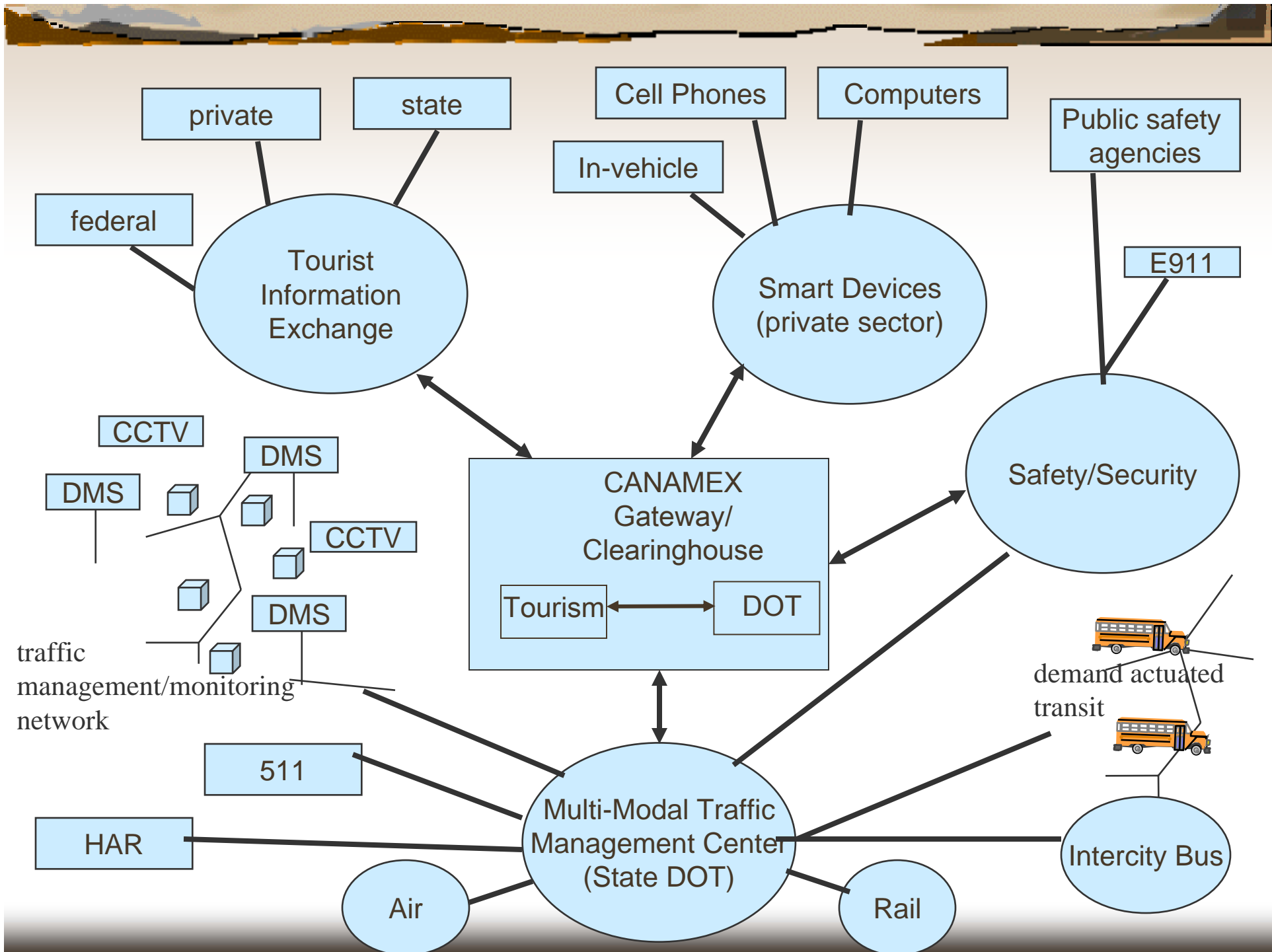
When Do Regional Efforts Make Sense?

- ✓ The pie gets bigger
- ✓ The ability to compete with other regions increases
- ✓ Targets are compatible
- ✓ Investments are leveraged
- ✓ The efforts serve as a catalyst for other strategic goals

Smart Tourist Corridor Study

- ✓ Identified information needs of tourism officials
- ✓ Developed plan to integrate tourism with transportation information systems
 - Capture information
 - Organize information
 - Disseminate information

SEAMLESSLY



Benefits

- ✓ Real-time information
- ✓ Available from cell phone, visitor center, internet, in your car
- ✓ Platform to promote region as safest & most tech-savvy even as you drive through wilderness
- ✓ \$167:\$1 Benefit Cost

Who is participating?

Arizona	<i>Margie Emmermann, Jonathan Walker & Rudy Chabolla (Tucson CVB), Gail Howard</i>
Nevada	<i>Bruce Bommarito, Las Vegas CVA</i>
Utah	<i>Dean Reeder, Utah Tourism Industry Coalition</i>
Idaho	<i>Carl Wilgus, Pocatello Chamber</i>
Montana	<i>Betsy Baumgart, Russell County Chamber</i>
Alberta	<i>Derek Coke-Herr</i>
Sonora	<i>Enrique Rodriguez, Luis Alfonso Lugo, Luis Carlos Soto</i>

What we've done

- ✓ 5-state Letter Agreement
- ✓ Defined CANAMEX product & target market segments
- ✓ Initiate Arizona 511-Tourist information pilot
- ✓ CANAMEX on AZ state tourism map
- ✓ CANAMEX in state tourism collateral materials

Unique Opportunity To Attract

Top Priority – Regional Tourists and Recent Retirees

Secondary – International (but little or no agreement on which countries should be targeted)

International Targeting Options

Germany

United Kingdom

Canada (Western)

Mexico (Northern)

Italy-France

Asia

Latin America

Europe

What Do We Sell To Them?

Public park system

Native American culture

Eco-tourism activities

Gaming

Outdoor recreation activities

Historical sites

Visiting family and relatives

Wildlife viewing

GEOTOURISM ?

Geotourism

“There are more than 55 million Americans that can be classified as Geotourists. Geotourism encompasses all aspects of travel – not just the environment. Its definition—tourism that sustains or enhances the geographical character of the place being visited, including its environment, culture, aesthetics, heritage and the well-being of its residents—describes completely all aspects of sustainability in travel, and hits all of the definable touch points associated with providing the authentic travel experiences that travelers demand today.”

<http://www.tia.org/press/pressrec.asp?Item=29>

9 www.canamex.org

Logical Phase 1 Conclusion

Featured CANAMEX Products

Outdoor recreation

Premier Parks

Target travelers

Regional tourists

Recent retirees




Gaming ?

Geotourism ?

What's next

- ✓ Develop CANAMEX Brand
 - Conduct a market research study to validate importance of CANAMEX product & segments
- ✓ Establish intra-state links among websites
 - Develop multi-state web strategy
- ✓ Evaluate 511-Tourism information pilot
 - Share information with other states
- ✓ Validate multi-state marketing opportunities
 - Develop & monitor multi-state itineraries



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Holiday **HIGHWAY**

93

93 SCENIC DIRECT

93 VACATION WAY

93 MORE TO SEE ON

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CANAMEX
links
tourism
strengths