ARIZONA HOUSE OF REPRESENTATIVES
Fifty-seventh Legislature - First Regular Session

COMMITTEE ON INTERNATIONAL TRADE

Report of Regular Meeting
Wednesday, January 29, 2025
House Hearing Room 1 -- 9:00 A.M.

Convened 9:04 A.M.
Recessed
Reconvened
Adjourned 9:32 A.M.

MINUTES RECEIVED
CHIEF CLERK'S OFFICE
2/4/25

Members Present
Representative Austin
Representative Carbone
Representative Hendrix
Representative Hernandez
Representative Travers
Representative Weninger
Representative Wilmeth
Representative Peña, Vice-Chairman
Representative Rivero, Chairman

Members Absent
Representative Cavero

Agenda
Original Agenda – Attachment 1

Request to Speak
Report – Attachment 2

Committee Attendance
Report – Attachment 3

Presentations

Name	**Organization**	**Attachments** (Handouts)
Alix Skelpsa	The Arizona Office of Tourism	4

Committee Action

Bill	**Action**	**Vote**	**Attachments**
HB2404	DP	9-0-0-1	5, 6

Christie E. Hudson
Christie Hudson, Committee Secretary
January 31, 2025

(Original attachments on file in the Office of the Chief Clerk; video archives available at http://www.azleg.gov)

Conv 9:04
Adj 9:32

ARIZONA HOUSE OF REPRESENTATIVES
Fifty-seventh Legislature - First Regular Session

REGULAR MEETING AGENDA

COMMITTEE ON INTERNATIONAL TRADE

DATE Wednesday, January 29, 2025 ROOM HHR 1 TIME 9:00 A.M.

Members of the public may access a livestream of the meeting here:
https://www.azleg.gov/videoplayer/?clientID=6361162879&eventID=2025011089

Members:

Representative Austin	Representative Hernandez C	Representative Wilmeth
Representative Carbone	Representative Travers	Representative Peña, Vice-Chairman
Representative Cavero	Representative Weninger	Representative Rivero, Chairman
Representative Hendrix		

- Presentations:
  - *Tourism in Arizona and its Economic Impact* - Alix Skelpsa, The Arizona Office of Tourism, Interim Director
  - *El Salvador and Trade Relations with Arizona* - Luis Carlos Montoya Zuleta, Consul General of El Salvador in Arizona

Bills	Short Title	Strike Everything Title
HB2404	commerce authority; board of directors (Rivero: Aguilar, Austin, et al)	
DP 9-0-0-1	IT, RULES	

ORDER OF BILLS TO BE SET BY THE CHAIRMAN

~~VC~~
~~RA~~
VC
01/23/2025

People with disabilities may request reasonable accommodations such as interpreters, alternative formats, or assistance with physical accessibility. If you require accommodations, please contact the Chief Clerk's Office at (602) 926-3032 or through Arizona Relay Service 7-1-1.

Attachment 1

Information Registered on the Request to Speak System

House International Trade (1/29/2025)

HB2404, commerce authority; board of directors

Attachment 2

ARIZONA STATE LEGISLATURE

Fifty-seventh Legislature - First Regular Session

COMMITTEE ATTENDANCE RECORD

COMMITTEE ON **INTERNATIONAL TRADE**

CHAIRMAN: Tony Rivero VICE-CHAIRMAN: Michele Peña

	DATE	01/29/25	/25	/25	/25	/25
	CONVENED	9:04m	m	m	m	m
	RECESSED					
	RECONVENED					
	ADJOURNED	9:32				
MEMBERS						
Austin		✓				
Carbone		✓				
Cavero		...				
Hendrix		✓				
Hernandez C		✓				
Travers		✓				
Weninger		✓				
Wilmeth		✓				
Peña, Vice-Chairman		✓				
Rivero, Chairman		✓				

√ Present --- Absent exc Excused

Attachment 3

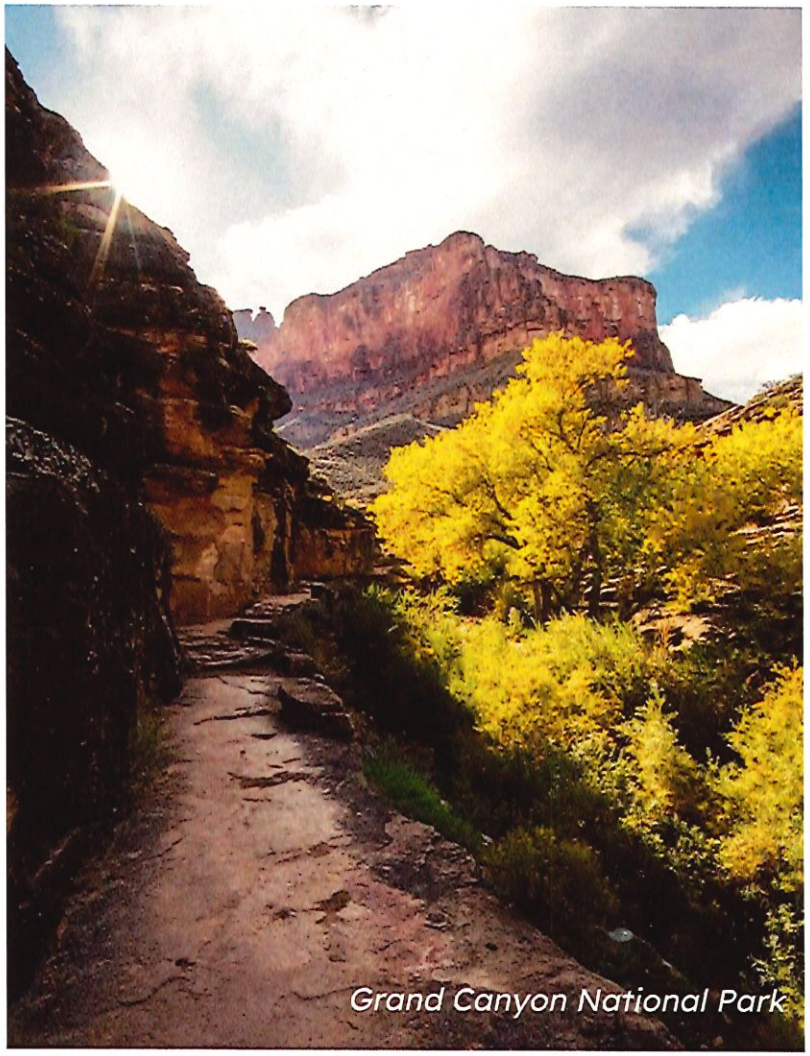
Attachment 4

AZ OFFICE OF TOURISM

International Trade Commission
January 29, 2025

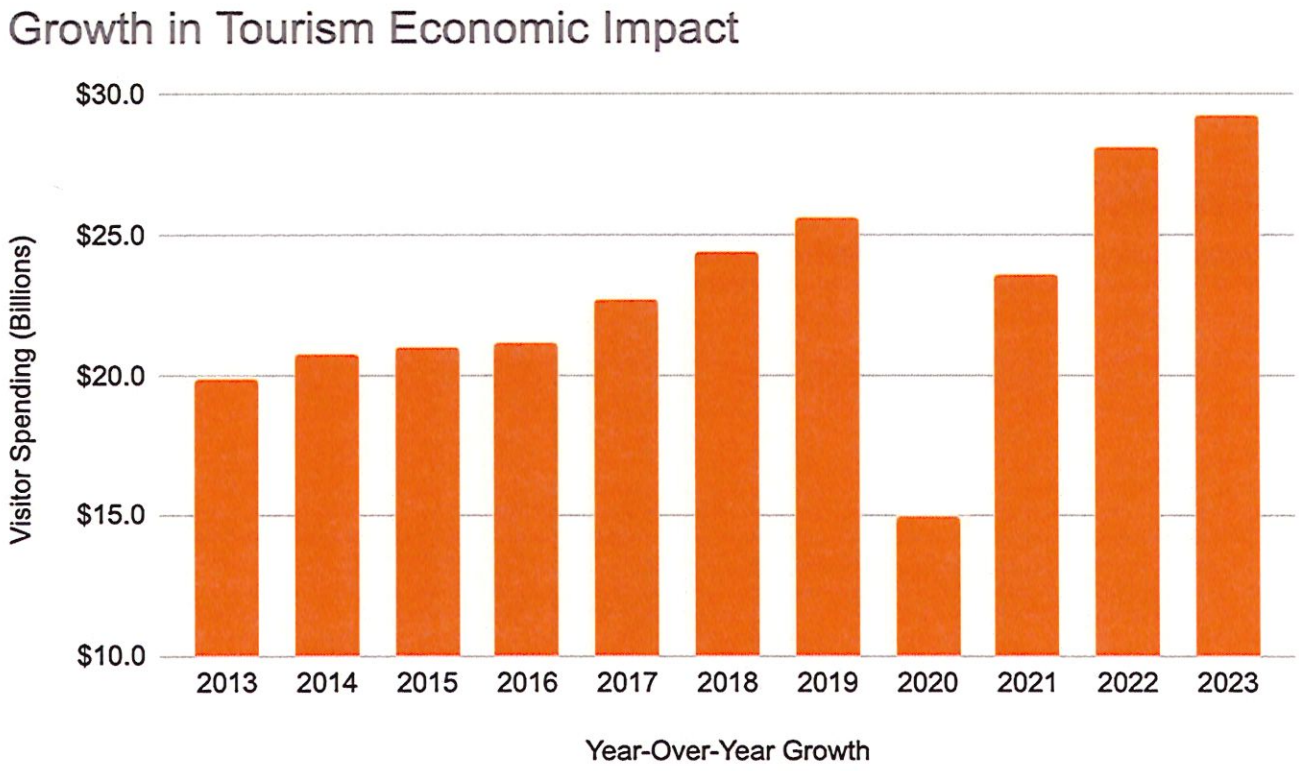
Agency Purpose

Mission: We drive essential statewide tourism to stabilize and strengthen local economies, protect environmental and cultural resources, create a meaningful visitor experience and enhance the quality of life for Arizonans through tourism collaboration, promotion and development.



Grand Canyon National Park

10-Year Economic Impact Trend



$29.3 billion generated in visitor spending in **2023**

Source: Dean Runyan, Associates

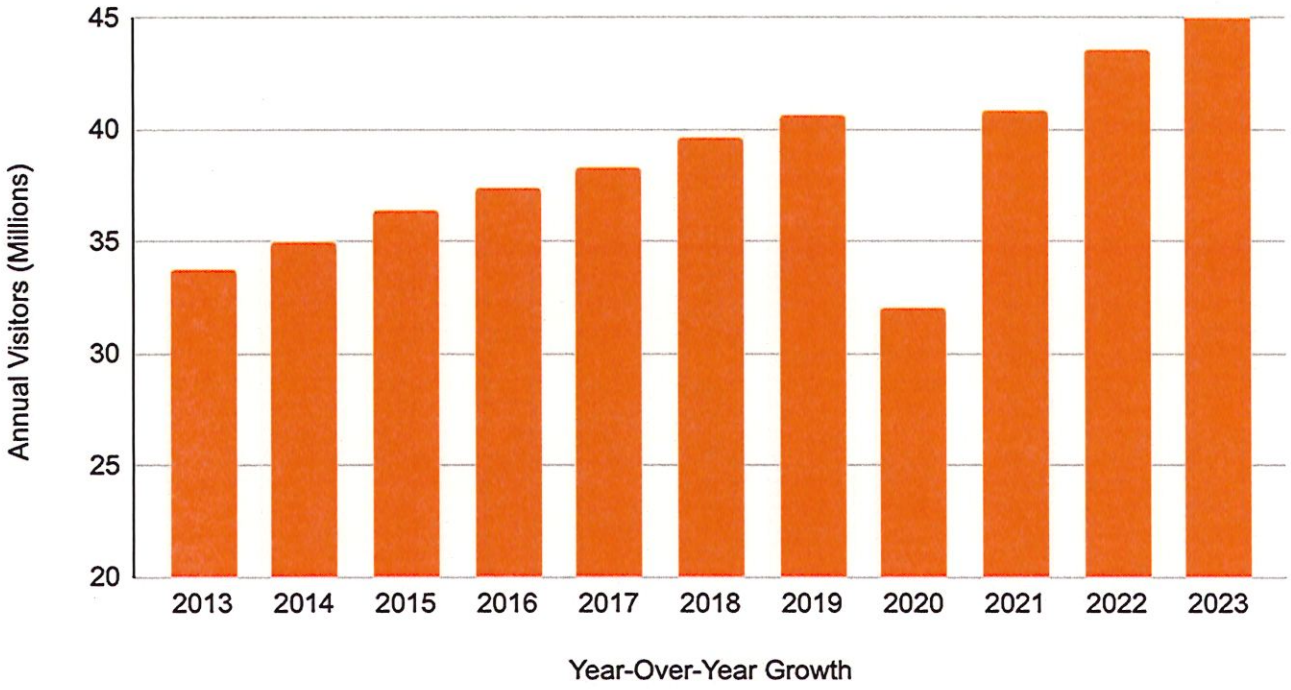
Tourism Tax Revenue Generated In Each County

County	Total	Taxes Reduced Per Household	County	Total	Taxes Reduced Per Household
Apache	$10.6 Million	$514	Maricopa	$1.58 Billion	$934
Cochise	$32.4 Million	$673	Mohave	$66.7 Million	$723
Coconino	$168.9 Million	$3,369	Navajo	$37.1 Million	$1,026
Gila	$29.5 Million	$1,330	Pima	$226.9 Million	$539
Graham	$6.8 Million	$578	Pinal	$77.9 Million	$486
Greenlee	$1.0 Million	$270	Santa Cruz	$19.5 Million	$1,218
La Paz	$14.8 Million	$1,963	Yavapai	$123.9 Million	$1,155
			Yuma	$57.6 Million	$822

Source: Dean Runyan, Associates

10-Year Visitation Trend

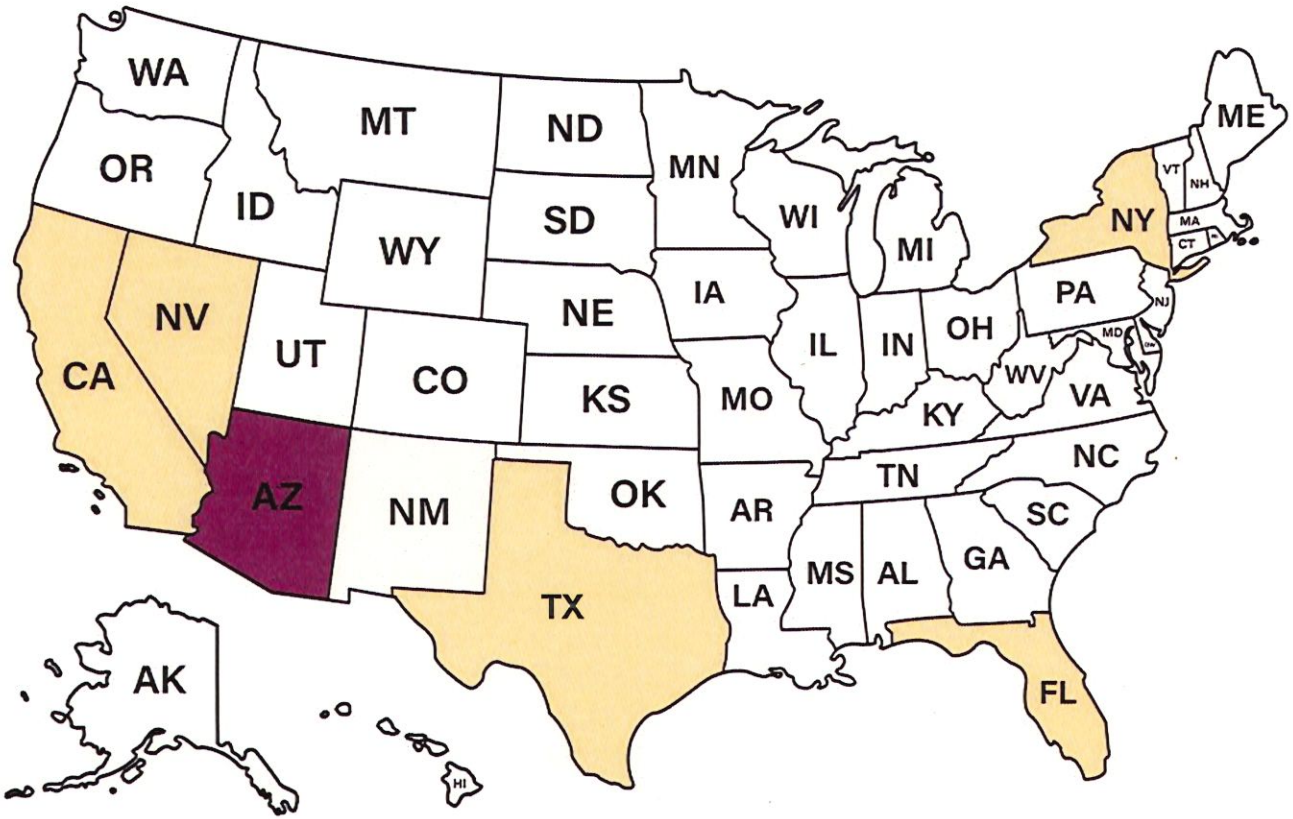
Growth in Annual Arizona Visitation



45.67 million domestic and international overnight visitors in **2023**

Source: Tourism Economics

Arizona 6th Most Visited by International Visitors

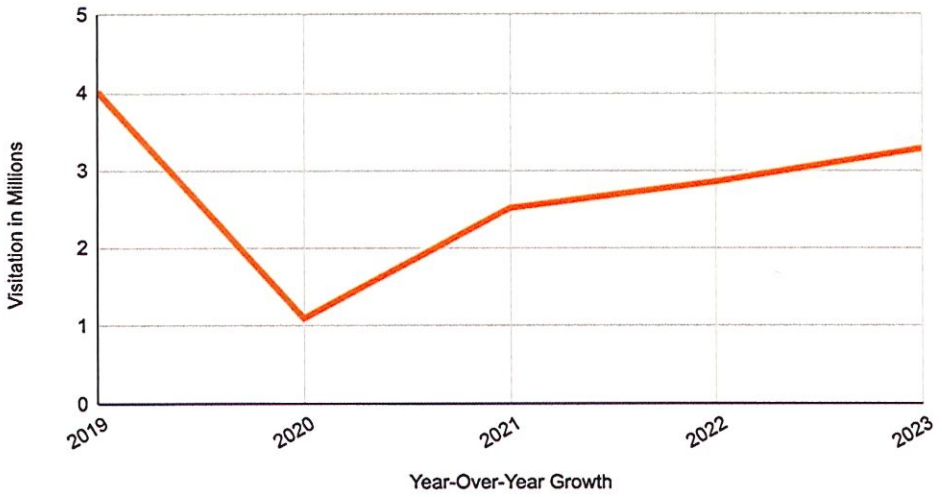


1. California
2. Florida
3. New York
4. Texas
5. New Mexico
6. Arizona

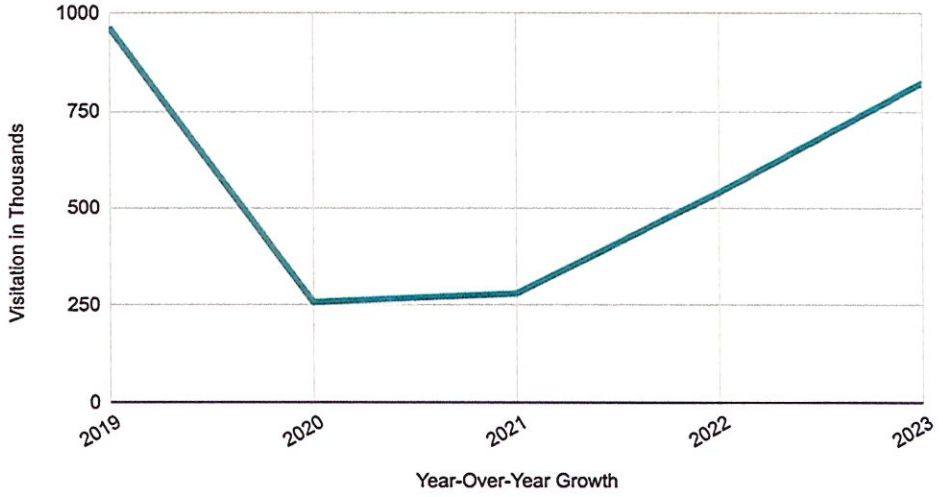
Source: Tourism Economics

International 5-Year Visitation Trends

Mexico 5-Year Visitation Trend



Canada 5-Year Visitation Trend

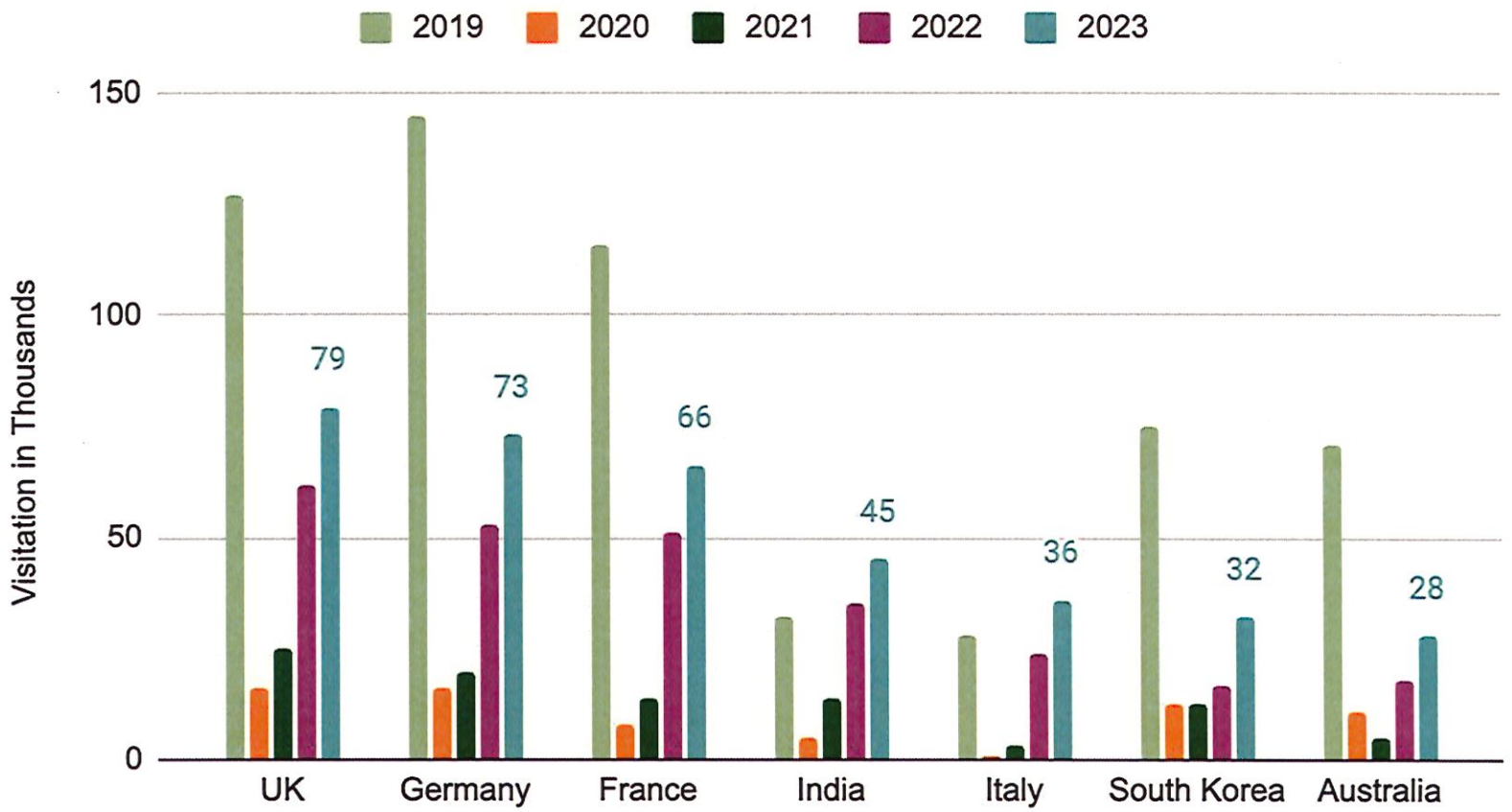


Mexico Visitation = 3.2 Million

Canadian Visitation = 822,500

Source: Tourism Economics

Overseas 5-Year Visitation Trends



Source: Tourism Economics

Top Motivators for International Travel Per Market

Mexico
- Food and Cuisine
- Arts and Culture
- Bucket List Destination
- Relaxation / Rejuvenation
- General Atmosphere

Canada
- Food and Cuisine
- Relaxation / Rejuvenation
- Visited Before / Wanted to Return
- Beaches and Water Sports
- General Atmosphere

France
- General Atmosphere
- Relaxation / Rejuvenation
- Connecting with Nature
- Visited Before / Wanted to Return
- Food and Cuisine

UK
- Food and Cuisine
- Relaxation / Rejuvenation
- General Atmosphere
- Visited Before / Wanted to Return
- Beaches and Water Sports

Germany
- Visited Before / Wanted to Return
- General Atmosphere
- Bucket List Destination
- Connecting with Nature
- Beaches and Water Sports

Australia
- Food and Cuisine
- Relaxation / Rejuvenation
- General Atmosphere
- Visited Before / Wanted to Return
- History

Italy
- General Atmosphere
- Bucket List Destination
- Arts and Culture
- Food and Cuisine
- Relaxation / Rejuvenation

India
- Shopping
- Food and Cuisine
- Relaxation / Rejuvenation
- Adventure
- Connecting with Nature

Japan
- Food and Cuisine
- General Atmosphere
- Connecting with Nature
- Shopping
- History

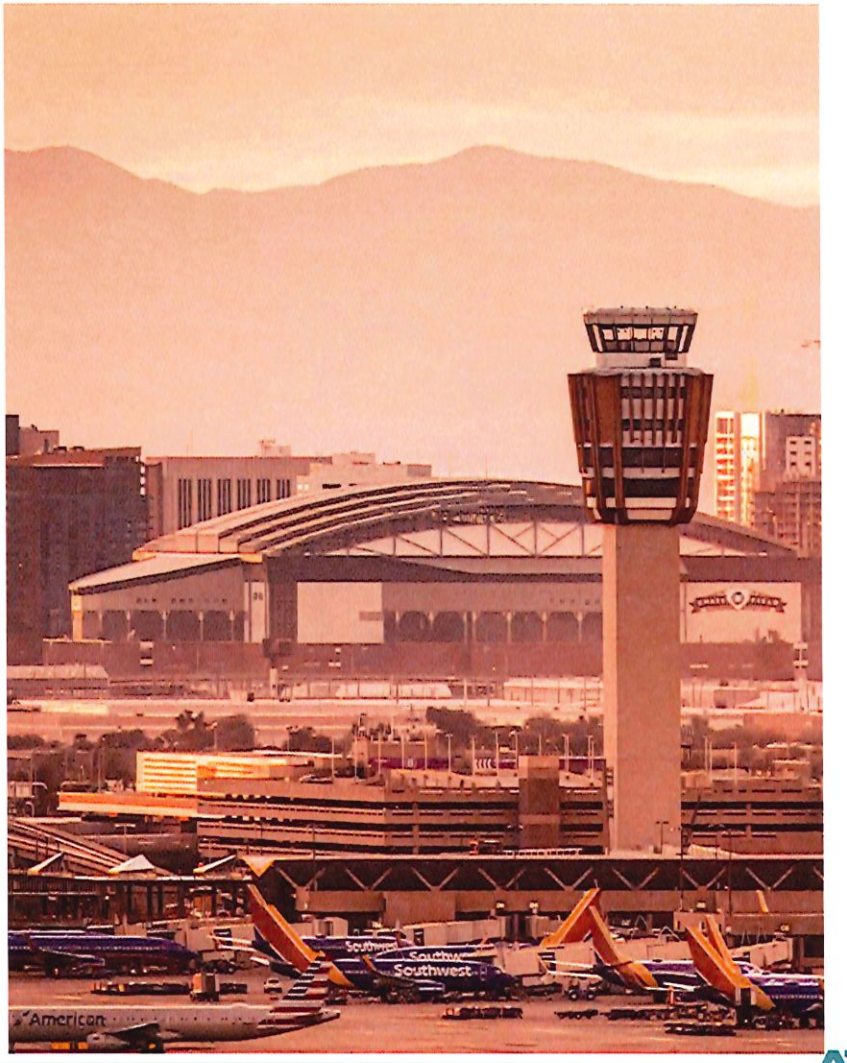
Air Service By the Numbers

Tucson International Airport

- Domestic Direct Routes - 20

Phoenix International Airport

- Domestic Direct Routes - 119
- International Direct Routes - 25



Airline Planning Cycle is Continuous



Fleet	Markets	Final Schedule
Product	Crew Planning	Gate/Crew Availability
Network Size/Scope	Network Banks	Final Market Outlook
Facilities	Preliminary Schedule	Pricing
Phase 1	Phase 2	Phase 3
5 Years	**3-18 Months**	**Implementation**

Characteristics of Air Service Development

#1 STRATEGY

Air Service Strategy

- Analyze an airports market position
- Identify service targets
- Evaluate facility and fees
- Develop outreach strategies
- Structure an airline incentive program

#2 OUTREACH

Stakeholder Outreach

- Meet with local business
- Work with community stakeholders

Airline Outreach

- Demonstrate to airlines how new service will be profitable
- Negotiate and implement

Consumer Outreach

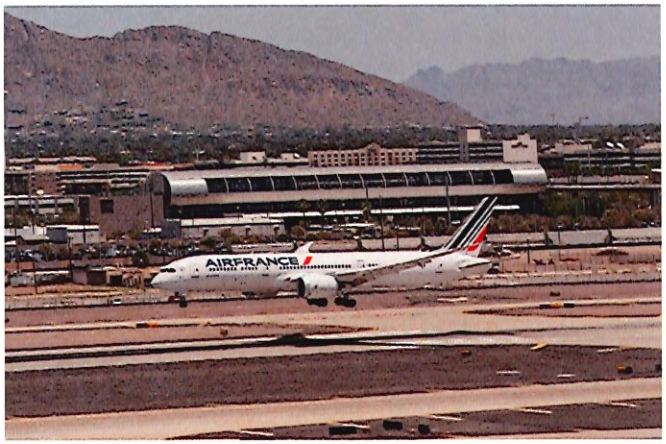
- Publicize new service, ground transport, other

#3 SUPPORT

Air Service Strategy

- Implement co-marketing programs
- Monitor role performance
- Identity & support at-risk routes
- Publicize success of new routes

Air France Case Study







PHX Phoenix Sky Harbor International Airport | AIRFRANCE





Marketing Arizona

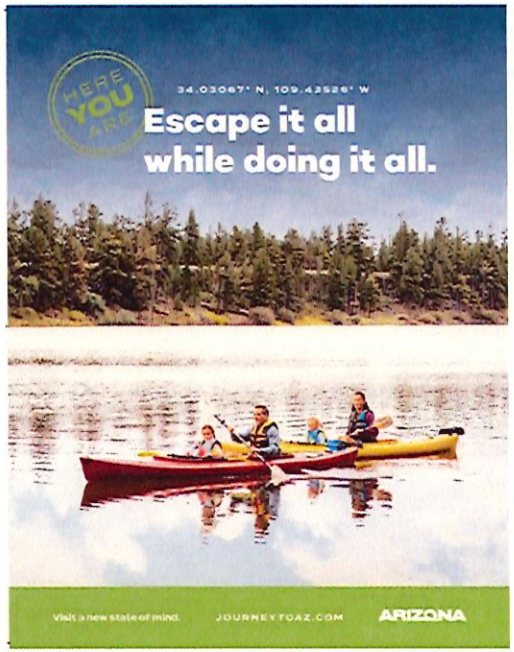


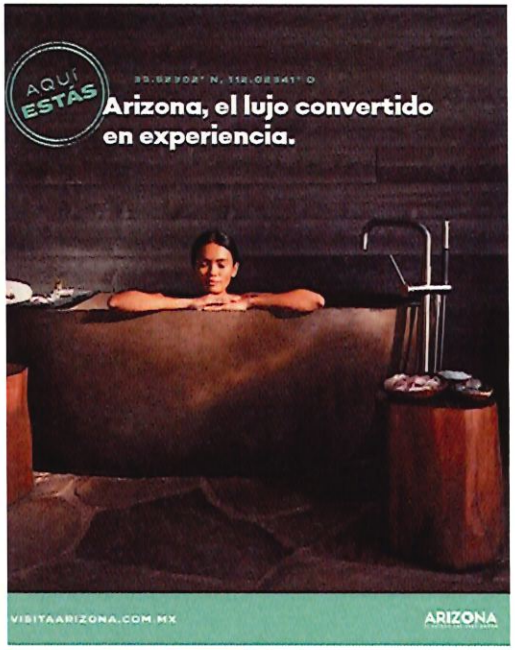
AZ OFFICE OF TOURISM

Consumer Advertising

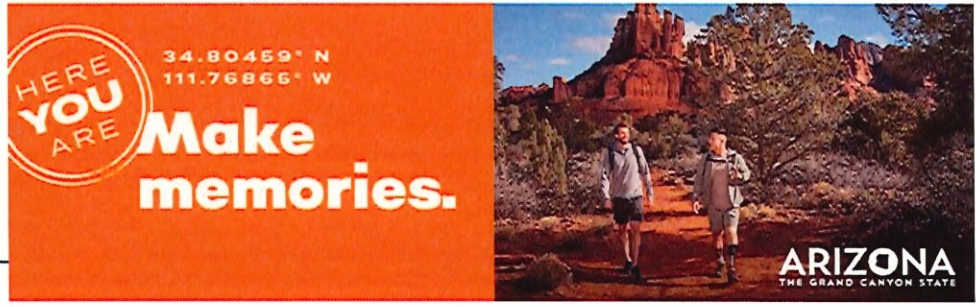




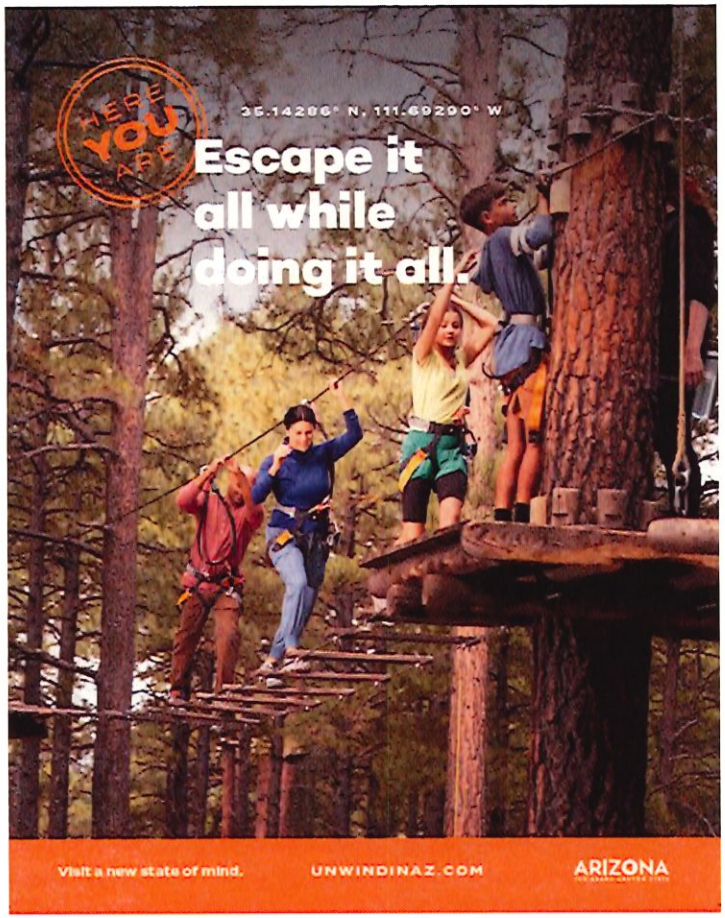








Advertising Effectiveness



1.2 Million Ad-Influenced Trips

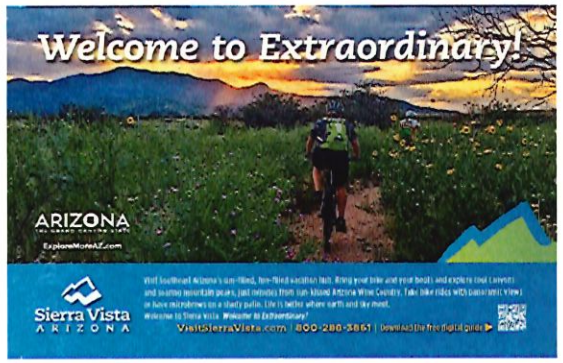
$3.1 Billion in Generated Revenue

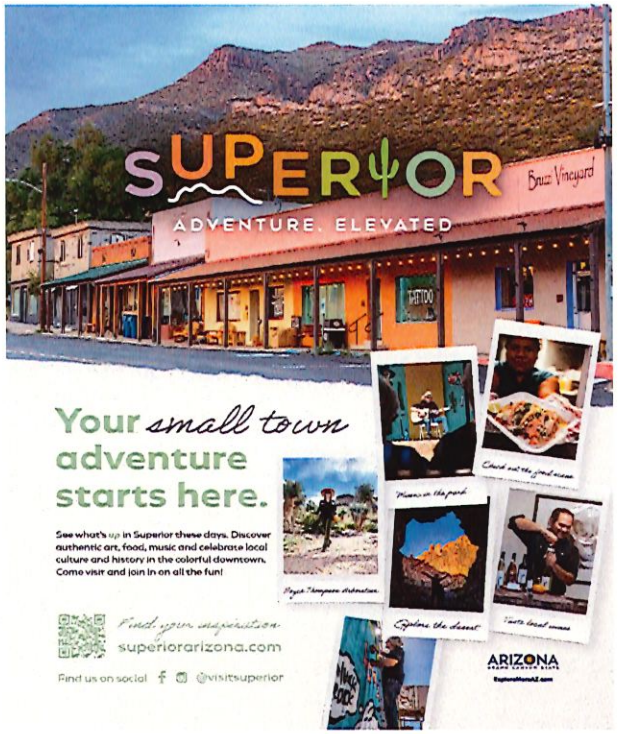
$654 ROI for each **$1 Invested**

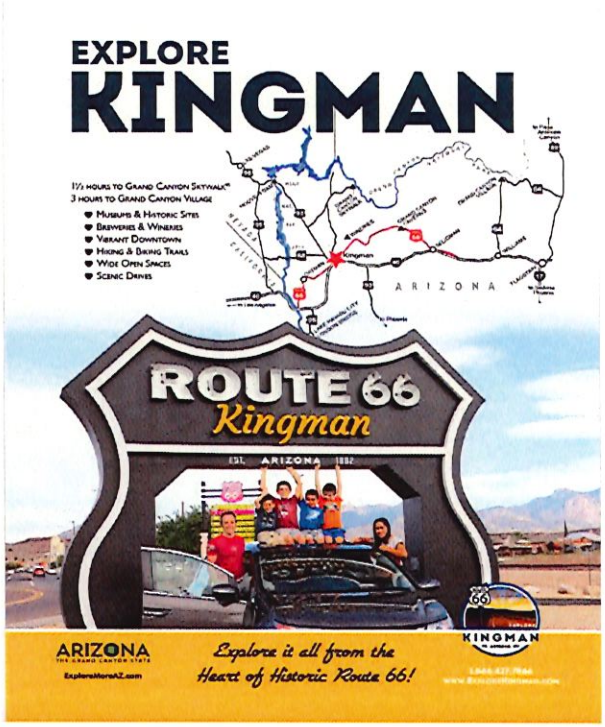
Total Tax Revenue ROI is **$51** for each **$1 Invested**

Rural and Tribal Marketing Co-Operative Program









Media and Trade Relations



Reiseträume

Das „Traumschiff" steuert Amerika an

Wo der Wilde Westen das Herz be

Einmal im Leben den Grand Canyon sehen, durch Filmkulissen spazieren und die irre Weite der Wüste bestaunen: was die „Traumschiff"-Crew in einer der neuesten Folgen erlebt

Sheriff McCrown (Kai Pflaume) prüft den Führerschein von Kapitän Parger (Florian Silbereisen)

Grand Canyon, Bryce Canyon, Arches National Park, Monument Valley – der Südwesten der USA ist nicht nur gesegnet mit zahlreichen Naturwundern, sondern auch eine Landschaft wie eine Filmkulisse. Szenen aus „Thelma & Louise", „Forrest Gump", oder „Independence Day" spielen vor den markanten roten Felsformationen bei der Stadt Moab in Utah.

Kein Wunder also, dass das ZDF diese Region entdeckt hat für sein „Traumschiff", dem Flaggschiff des Fernsehs: Es geht in die USA (zu sehen in der Mediathek des ZDF). Kapitän Parger (Florian Silbereisen, 42) steuert die Bundesstaaten Utah und Arizona an – natürlich nicht mit dem Schiff, denn vor allem Utah liegt weit entfernt von der Küste.

Prominente Gäste sind mit von der Partie

Zur Verstärkung haben sich Parger und seine Hoteldirektorin Hanna Liebhold (Barbara Wussow, 62) spannende Gäste an Bord und an Land gebeten: Wolfgang Fierek (73) und Moderator Kai Pflaume (56). Der spielt den Sheriff Stev den Führers tänzt nicht an nach einer kurzerhand verfrachtet, wirklich ein bedankte si nach den Dr Team. Ganz monumental onen nicht war 2015 sch magischen C Wussow: „I „Traumschif Dutzend Ziel steuert. Wa wohlsten. I dort, wo es destens eine

Die berühmten mehrarmigen Saguaro-Kakteen gibt es hauptsächlich im südlichen Arizona

Sedona bezaubert mit fast schon mediterraner Atmosphäre

Der Arches-Nationalpark gilt mit seinem über 2000 Steinbogen als einer der schönsten Nationalparks der USA

Der Colorado River hat sich in Millionen Jahren durchs Gestein gegraben. Das Ergebnis nennen wir Grand Canyon

durchquert man Arizona einmal vom Süden nach Norden in Richtung Canyon und Utah. Auf dem Weg kehrt man dann ein in einem der über 100 Weingüter, wandert im Oak Creek Canyon bei Sedona, tanzt Squaredance in Prescott und isst dort Steak in einem echten Wild West-Saloon (der älteste im Südwesten!). Und dann darf sie natürlich nicht fehlen: die Route 66. Was die Magie dieser Straßenhalbnummer ausmacht, ist in Williams spürbar. Weite, Wälder, Prärie, am Horizont die Berge – und die Südkante des Grand Canyon. Das Versprechen von großer Freiheit.





Community Affairs




ARIZONA

ARIZONA HOUSE OF REPRESENTATIVES

Fifty-seventh Legislature
First Regular Session

HB 2404: commerce authority; board of directors
Sponsor: Representative Rivero, LD 27
Committee on International Trade

Overview

Expands the Arizona Commerce Authority's (ACA) Board of Directors (Board) to include the Chairpersons of the Senate Finance Committee and of the House of Representatives International Trade Committee, or its successor committees, or the Chairpersons' designees.

History

The mission of the ACA is to provide private sector leadership in growing and diversifying the economy of this state, creating high quality employment in this state through expansion, attraction and retention of businesses and marketing this state for the purpose of expansion, attraction and retention of businesses.

The ACA is currently governed by a Board consisting of 29 members, as follows:

1) the Governor, who serves as chairperson;
2) the Chief Executive Officer;
3) 17 private sector business leaders;
4) the President of the Senate;
5) the Speaker of the House of Representatives;
6) the president of the Arizona Board of Regents (ABOR);
7) the president of each state university under the jurisdiction of ABOR;
8) one president of a community college, appointed by a statewide organization of community college presidents;
9) the chairperson of the Governor's council on small business, or its successor;
10) the chairperson of the workforce Arizona council;
11) one member of the rural business development advisory council;
12) the president of a statewide organization of incorporated cities and towns; and
13) the president of a statewide organization of county boards of supervisors (A.R.S. § 41-1502).

Provisions

1. Adds, as ex officio members without the power to vote, to the Board:
   a) the Chairperson of the Senate Finance Committee, or its successor committee, or the Chairperson's designee; and
   b) the Chairperson of the House of Representatives International Trade Committee, or its successor committee, or the Chairperson's designee. (Sec. 1)
2. Makes technical and conforming changes. (Sec. 1)

☐ Prop 105 (45 votes) ☐ Prop 108 (40 votes) ☐ Emergency (40 votes) ☐ Fiscal Note

Attachment 5

ARIZONA HOUSE OF REPRESENTATIVES
Fifty-seventh Legislature - First Regular Session

ROLL CALL VOTE

COMMITTEE ON International Trade BILL NO. HB 2404

DATE January 29, 2025 MOTION: DP

	PASS	AYE	NAY	PRESENT	ABSENT
Austin		✓			
Carbone		✓			
Cavero					✓
Hendrix		✓			
Hernandez C		✓			
Travers		✓			
Weninger		✓			
Wilmeth		✓			
Peña, Vice-Chairman		✓			
Rivero, Chairman		✓			
		9	0	0	1

Christie Hudson
COMMITTEE SECRETARY

APPROVED:

Tony Rivero
TONY RIVERO, Chairman
MICHELE PEÑA, Vice-Chairman

ATTACHMENT 6

Attachment 6