



# Arizona Office of Tourism

# Who We Are

**Our Vision:** To make Arizona the leading tourism destination of choice for travelers.

**Our Mission:** To strengthen and grow Arizona's economy through travel and tourism promotion.



# Arizona 2019 Year-End Economic Impact



**\$25.6 Billion in  
Spending**



**194,300  
Jobs**

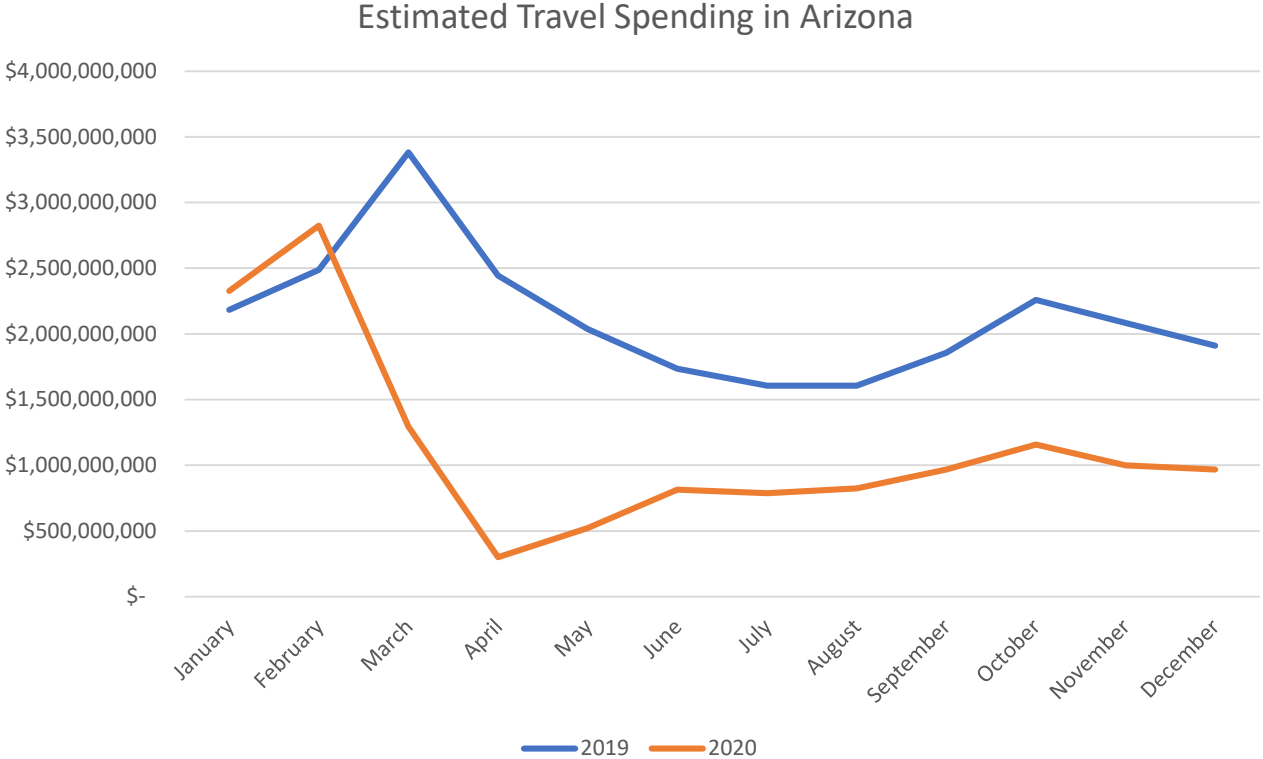


**\$7.7 Billion in  
Earnings**



**\$3.78 Billion in  
Taxes**

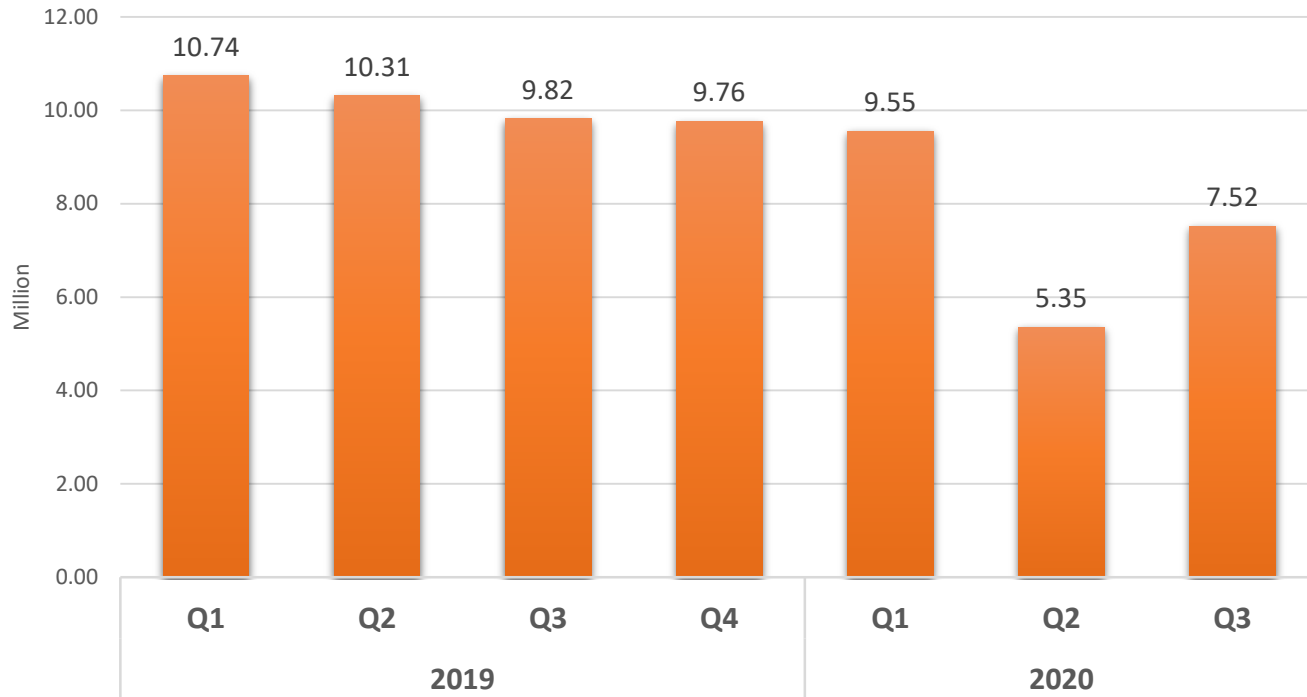
# Estimated Travel Spending in Arizona – *year-to-date*



Source: Dean Runyan Associates

# Domestic Visitation – *year-to-date*

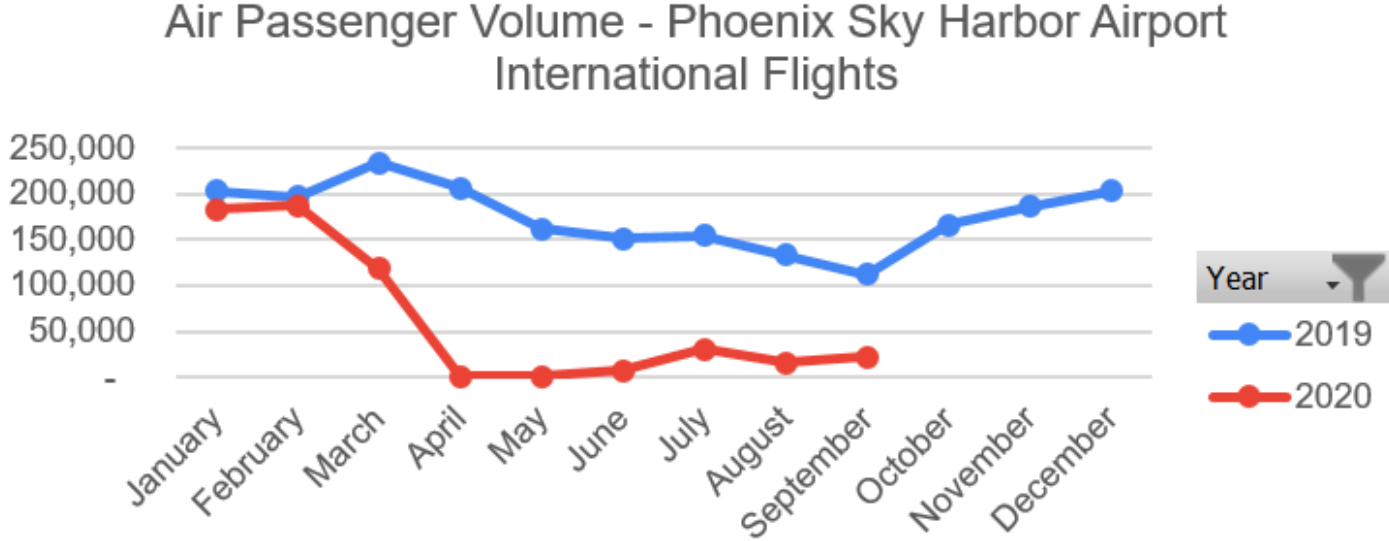
## Total Domestic Overnight Visitors



Source: Tourism Economics

Timeframe: January 2020  
– September 2020

# International Visitation - *year-to-date*





# AOT Marketing

# Arizona Tourism Industry Recovery Plan

## **Area of Focus #1:**

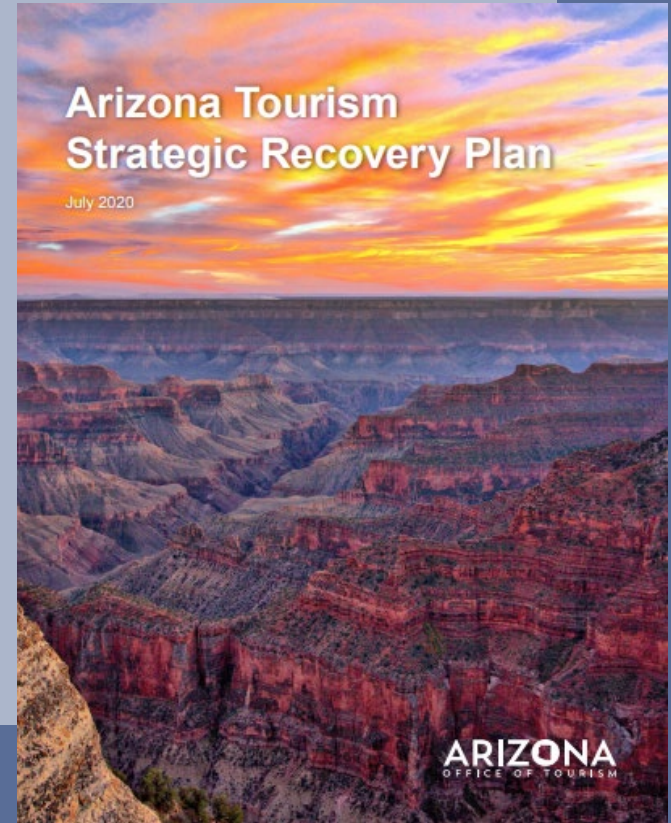
Accelerate Leisure Travel Activity

## **Area of Focus #2:**

Stabilize Visitor Volume in Urban Centers

## **Area of Focus #3:**

Reinvigorate and Strengthen Tourism in Rural Areas



# Rediscover Arizona - Digital / Billboards



**Rediscover adventure**

RediscoverAZ.com

ARIZONA  
THE GRAND CANYON STATE



**Rediscover staycations.**

Rediscover ARIZONA  
THE GRAND CANYON STATE

GO



**Rediscover roadtripping.**

Rediscover ARIZONA  
THE GRAND CANYON STATE

GO



**Rediscover open spaces**

ARIZONA  
THE GRAND CANYON STATE

RediscoverAZ.com



**Rediscover stargazing**

ARIZONA  
THE GRAND CANYON STATE

Rediscover AZ



**Rediscover adventure.**

Rediscover ARIZONA  
THE GRAND CANYON STATE

GO



**Rediscover exploring**

ARIZONA  
THE GRAND CANYON STATE

RediscoverAZ.com



**Rediscover staycations**

Rediscover AZ

# Rural & Tribal Marketing Cooperative – Partner Ads



## Results

Campaign effectiveness: **45%** increase in arrivals and **21%** increase in length of stay.

# Trade and Media Relations

FY19 Trainings & Sales Appointments:  
**9,000**



# Trade and Media Relations


**ARIZONA**  
Joyas en el Desierto

**ISRAEL**  
Tierra Santa

**ITALIA**  
Ruta Azzurra

**MATERA**  
Las Ovejas del Lago

# LUXURY TRAVEL



*Journeys of a Lifetime*

**Costos como el Brindis del desierto** por el momento no se ven afectados por el aumento de los precios de los productos básicos, pero se espera que los precios de los productos básicos aumenten en los próximos meses, lo que podría afectar a los precios de los productos de lujo. Sin embargo, los precios de los productos de lujo siguen siendo altos y se espera que continúen aumentando.

**SCOTTSDALE**

El precio de los productos de lujo sigue siendo alto y se espera que continúen aumentando. Sin embargo, los precios de los productos básicos siguen siendo altos y se espera que continúen aumentando.

**Mountain Shoppers Resort**

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**PUJA SUB**

**YUMA**

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**TUCSON**


El precio de los productos de lujo sigue siendo alto y se espera que continúen aumentando. Sin embargo, los precios de los productos básicos siguen siendo altos y se espera que continúen aumentando.


**Mission Gardens**

El precio de los productos de lujo sigue siendo alto y se espera que continúen aumentando. Sin embargo, los precios de los productos básicos siguen siendo altos y se espera que continúen aumentando.

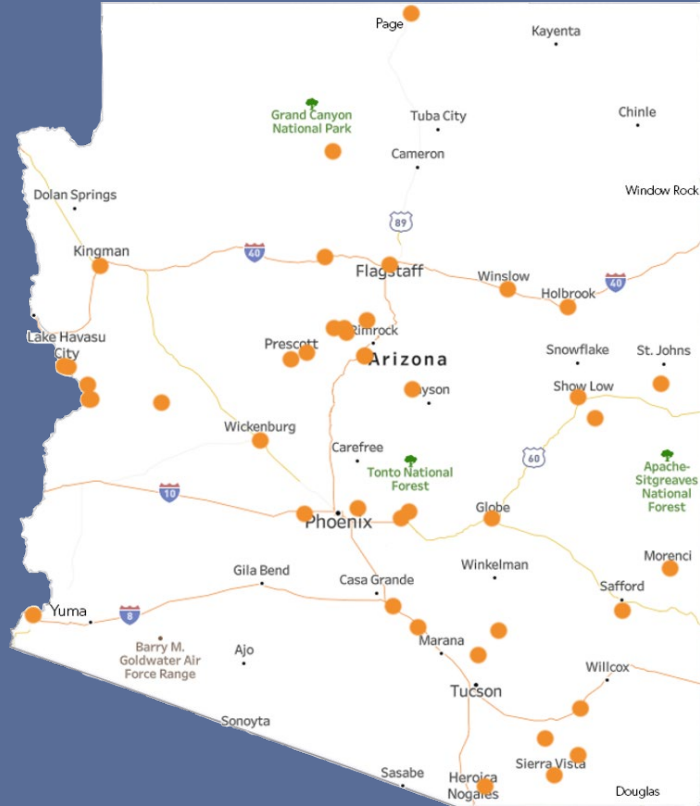
**Handmade Outlets Fine and Rustic**

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# Arizona Visitor Information Centers (AVICs)



# Arizona Means Business




VisitArizona.com/Arizona-Meetings

# Appreciate AZ

## Seven Principles of Sustainable Tourism


### No 1 | PLAN AHEAD & PREPARE



There's so much more than just desert in Arizona. Planning ahead and preparing for the state's diverse terrain and temperature means you'll be able to safely experience all that Arizona has to offer.

APPRECIATE AZ  
ARIZONA | Leave No Trace  
Arizona Department of Tourism  
www.AppreciateAZ.com


### No 2 | STICK TO TRAILS



Wander with wonder, but please stick to the trails and camp only on existing or designated campsites. When you minimize your impact, you help protect plants, animals and yourself.

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### No 3 | TRASH YOUR TRASH



Ecosystems are delicate and even organic trash can have a negative impact. So, when it comes to trash and waste, pack it in and pack it out.

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### No 4 | LEAVE WHAT YOU FIND



In Arizona, there is so much to discover and history to explore. Take pictures and make memories, but please don't take mementos or leave a mark.

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### PRINCIPLE No 5 | BE CAREFUL WITH FIRE



Minimize fire impacts by using only designated fire pits and keeping your campfire small, safe and attended. Arizona's hot, dry climate is perfect to catch a blaze, making this principle over so important.

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### No 6 | RESPECT WILDLIFE



Arizona's great outdoors is home to more than 800 species of wildlife. It's best to observe them from a distance, so be prepared to stop and let the wildlife stay wild.

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### No 7 | SHARE THE OUTDOORS



Arizona's landscapes provide the perfect backdrop for reflection. Respect others and their unique connection to the land. Let's all enjoy the natural world together.

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# Promoting Health and Safety Standards

## For Businesses –

- Reopening Guidelines

- Pools
- Gyms & Fitness Centers
- Retail Business
- Salons, Spas & Barber Shops
- Casinos
- Restaurants and Coffee Shops
- Visitor Centers
- Attractions

## Reopening Guidelines for Tourism Industry Businesses



[Reopening guidance for Pools](#)



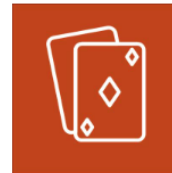
[Reopening guidance for Gyms and Fitness Centers](#)



[Reopening guidance for Retail Businesses](#)



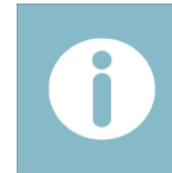
[Reopening guidance for Salons, Spas and Barber Shops](#)



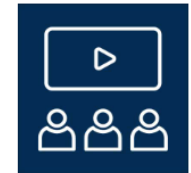
[Reopening guidance for Casinos](#)



[Reopening guidance for Restaurants and Coffee Shops](#)



[Reopening guidance for Visitor Centers](#)



[Reopening guidance for Attractions](#)

## Private Group Meeting Guidance

[COVID-19 Recommendations for Private Events](#)

# Strategic Tourism Planning Tips

## For Visitors –

- Visitors Guidelines Posted on VisitArizona.com and on Tourism.az.gov
- Promoting Visitor Research Before They Travel
  - Openings/Closure Websites
- Promoting General Health Safety Standards

## TRAVEL ADVISORIES & TIPS

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There are no current travel restrictions for individuals visiting Arizona, but we do have some tips and guidelines to help make traveling safer and enjoyable for all. Click below to see travel information for visitors and specific regions within Arizona.

NORTH AMERICA

INTERNATIONAL

TRIBAL LANDS

## Follow Proper Safety Protocols

The [Arizona Department of Health Services](#) urges visitors to practice the following while traveling (those at higher risk for severe illness, take extra precautions.):

- Stay home if you're feeling sick or showing symptoms.
- Wear a mask that covers your mouth and nose when out in public—most counties and businesses require them. The League of Arizona Cities and Towns [created a map](#) to show which areas have mask policies.
- Maintain at least 6 feet of distance from others while in restaurants, attractions, establishments and in lines.
- Do not touch your eyes, nose, or mouth.
- If possible, use touchless payment (available on most smartphones through your credit card or bank). If you must handle money, a card, or use a keypad, use hand sanitizer right after paying.
- After leaving an establishment, use a hand sanitizer that contains at least 60% alcohol.
- When you get home or back to your lodging establishment, wash your hands with soap and water for at least 20 seconds.

# AOT Additional Resources

- VisitArizona.com
  - Calendar of Events
- Monthly eNewsletter
- Official State Travel Guide

**ARIZONA**  
THE GRAND CANYON STATE

Having trouble viewing this email? [Click here.](#)  
ARIZONA'S TRAVEL NEWSLETTER | July 2019



Lower Salt River  
Credit: An Pham

## Shore Thing: AZ's Best Beaches

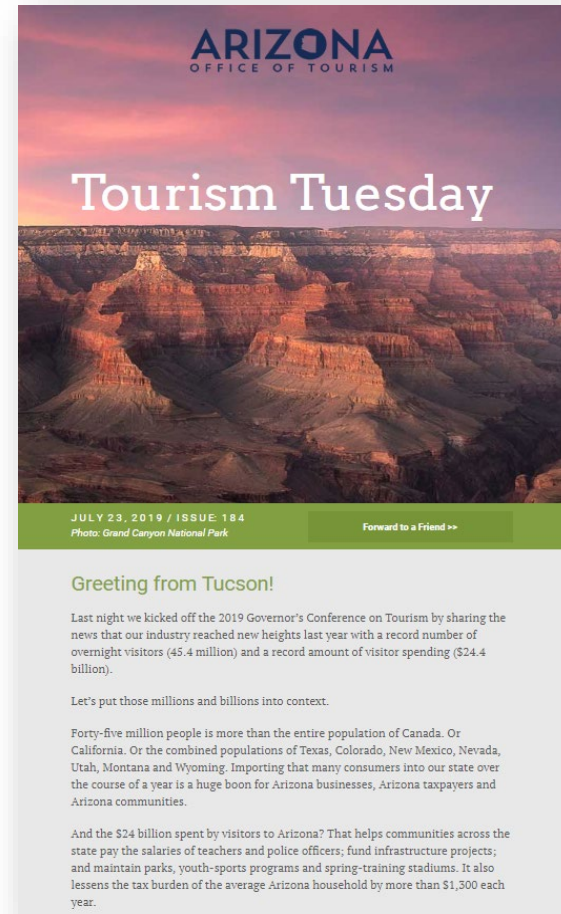
Who needs an ocean?  
Arizona's beaches border  
rivers, lakes and canyon-edged  
swimming holes, perfect for  
launching a cool water  
adventure. (Photo: Lake  
Havasu State Park)

[READ MORE](#)



# Stay Connected

- Tourism.Az.gov
  - Industry website
- Tourism Tuesday
  - eNewsletter





# Thank you!

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