

Arizona Tourism
University
Cultural Tourism:
Connecting Arts,
Parks &
Communities

January 17, 2012



Arizona State Parks

Mission Statement

Managing and conserving Arizona's natural, cultural and recreational resources for the benefit of the people, both in our Parks and through our Partners.

Vision Statement

Arizona State Parks is indispensable to the economies, communities, and environments of Arizona.

Tourism and Parks

One of the Top 5 Economic Sectors in the future "Tourism - Leisure & Hospitality"*₁

State/national parks and historic places are often the top choices in Arizona tourism activities.*₂

1. *Eller College of Management, Forecast for Arizona industry in 2036
2. *Verde Valley Tourism Study (NAU- W.A. Franke College of Business"

Arizona's State Park Impacts

Arizona State Parks is a business that drives statewide revenues and maintains jobs, mostly in rural areas.

More than 2 million people visit State Parks each year

Statewide economic impact: \$266 million

Jobs maintained: 3,347

State/Local Tax Revenue: \$23 million

Operating margin from state-managed parks: 17%

Climate Drives Tourism

In 2007, the tourism industry was the "top export industry for Arizona" and affects all 15 counties.*

Following the tourism industry was micro-electronics, aerospace, mining, and agriculture.

*Arizona Office of Tourism

Economic Impact Comparisons

\$359 M Cactus League
Spring Training

\$2.5 B Cattle Industry

\$3.0 B Copper Industry

\$266 M Arizona State Parks

\$18.5 B Total Tourism

National Outdoor Industry

Impact: \$821 B per year

AZ \$1.5 B

6,435,000 US Jobs

\$99 B federal/state revenues

*Economic Impact of the AZ Copper Industry 2009

* Southwick Association (Sep, 2011)

AZ State & National Park Impact

AZ's National Parks - 11.8 million people visit annually. Rural impact of about \$1.5 B

Total Tourism visitation to Arizona: 37.4 M

Total Parks Impact

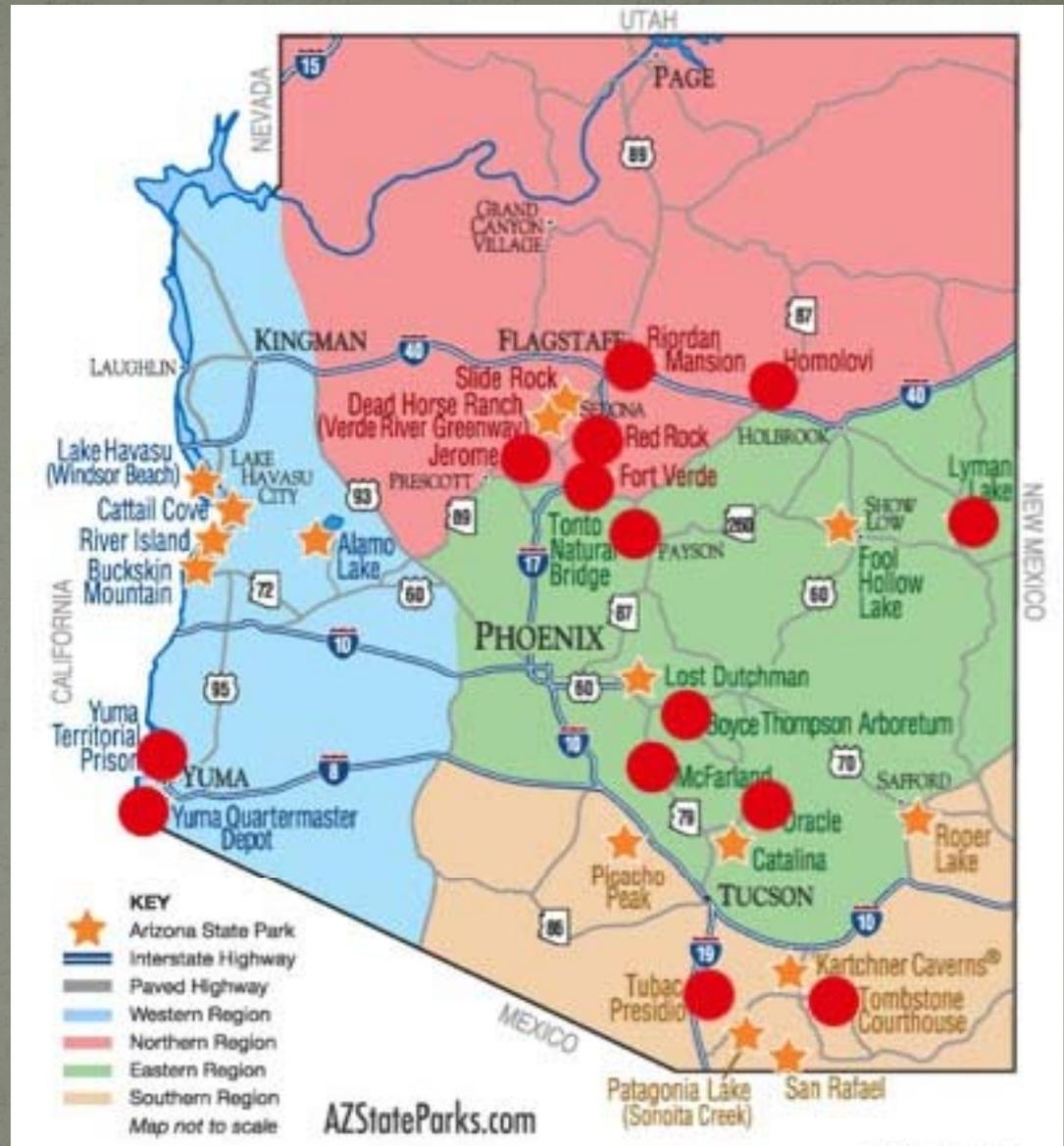
14 million visitors per year

\$1.8 billion in spending in rural Arizona

Arizona's population: 6.6 M

Partnerships with Communities

Red dots
represent
communities
that have
agreements to
keep a State
Park open



Summary – Tourism Facts for Tucson & Southern AZ

Catalina, Oracle, Picacho Peak, Roper Lake,
Tubac Presidio & Tombstone Courthouse

- Visitors: 6.8 M estimated in 2010
- Purpose of stay:
 - 44% Visit Friends & Relatives,
 - 19% business,
 - 12% touring,
 - 11% attend a special event
- 7 out of top 25 natural attractions in AZ are State Parks

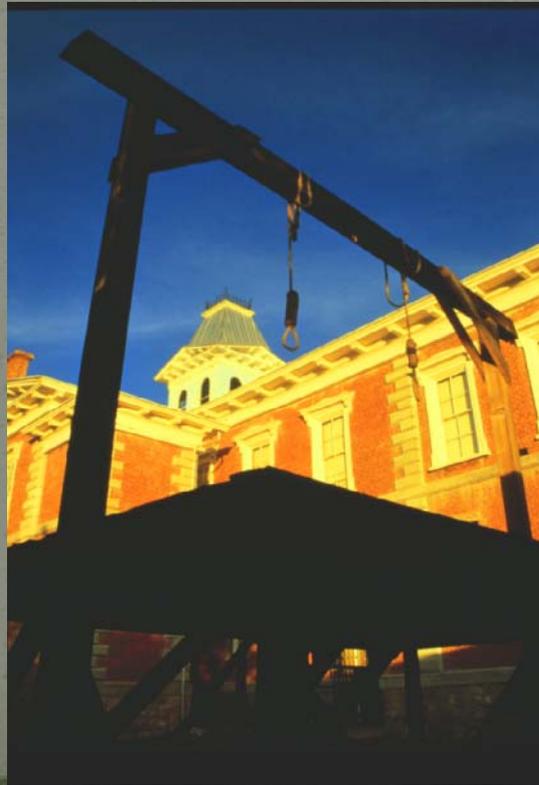
Southern Region Historic State Parks

Tubac Presidio, Tombstone Courthouse State Historic Parks

Economic Impact:

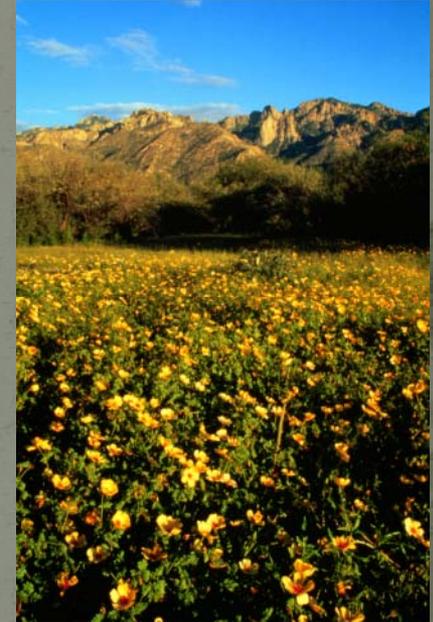
\$7.5 M

Jobs: 105



Recreation & Conservation Parks

Catalina, Kartchner Caverns, Oracle, Patagonia Lake, Picacho Peak, Roper Lake State Parks



Economic Impact:

\$49.3 M

Jobs: 684



Future Goals for Arizona State Parks

Maintain current partnerships

Extend partnerships to continue to tell AZ's stories and preserve unique places

Continue to use innovative approaches to highlight arts and businesses to enhance unique sense of place in communities

Secure sustainable funding to keep parks open

No place is a place until things that have happened in it are remembered in history, ballads, yarns, legends, or monuments.

- Wallace Stegner

Problems for Arizona's Natural Resources as Economic Drivers

\$82 M swept from natural, cultural and recreational resource funds

Who uses these funds? Cities, Counties, State, Federal entities for developing and maintaining outdoor recreation and cultural venues for tourism (parks, museums, historic sites)

Arizona State Parks Heritage Fund eliminated:
\$10 million year



Arizona[®]
State Parks

AZStateParks.com