

Arizona Office of Tourism
Arizona Travel and Tourism Week
03/15/2016

Timeline of Activities*

March 15

Tourism Tuesday eNewsletter: AOT announces toolkit and resources available for statewide communities to participate in U.S. Travel Association's National Travel and Tourism Week, as well as the Arizona Travel and Tourism Week.

March 28

Letters to Statewide Elected Officials: AOT will send out letters to all elected officials promoting the value of Arizona's travel and tourism industry to their respective areas.

April 5

Tourism Tuesday eNewsletter: AOT reminds statewide communities about the toolkit and resources available to participate in U.S. Travel Association's National Travel and Tourism Week, as well as the Arizona Travel and Tourism Week.

April 25

Media Advisory: AOT will send out a Media Advisory to statewide media about the upcoming National Travel and Tourism Week / Arizona Travel and Tourism Week with an emphasis on how statewide communities will be celebrating and recognizing the value of tourism.

April 30

Arizona Travel and Tourism Night at Chase Field: Tentative

May 1

National Travel and Tourism Week / Arizona Travel and Tourism Week begins: AOT will place op-eds in various media publications, distribute a joint press release with the Governor's Office regarding the value of tourism to the state, and distribute Governor's proclamation denoting May 1-7 as Arizona Travel and Tourism Week.

*This timeline is subject to updates and changes as AOT's plans are finalized.