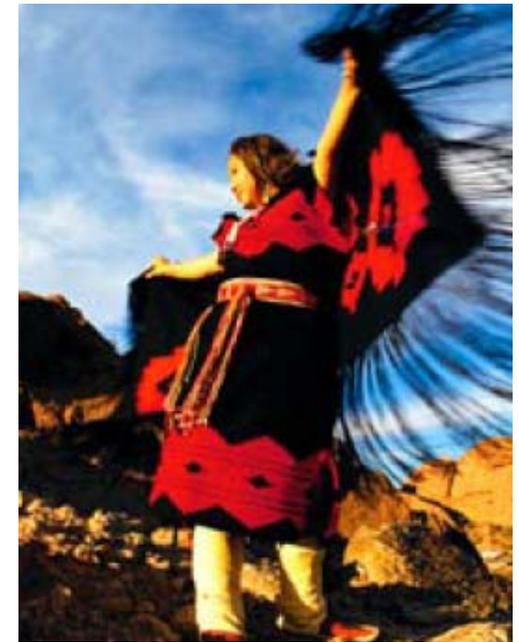
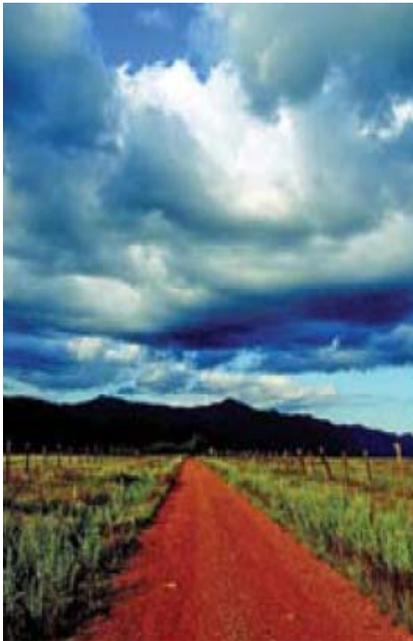


# Building Awareness In Arizona



ARIZONA   
Origins

## ARIZONA EMBRACES GEOTOURISM

To maximize – must craft  
principals in ways unique to  
Arizona



# ARIZONA ORIGINS – 5 COMPONENTS

1. Arizona-Sonora Desert Region Geotourism MapGuide
2. Website Integration
3. Marketing – Web and Print
4. Public Relations
5. Outreach/Education



# GEOTOURISM MAPGUIDE - UNIQUE PARTNERSHIP



# GEOTOURISM MAPGUIDE PROCESS

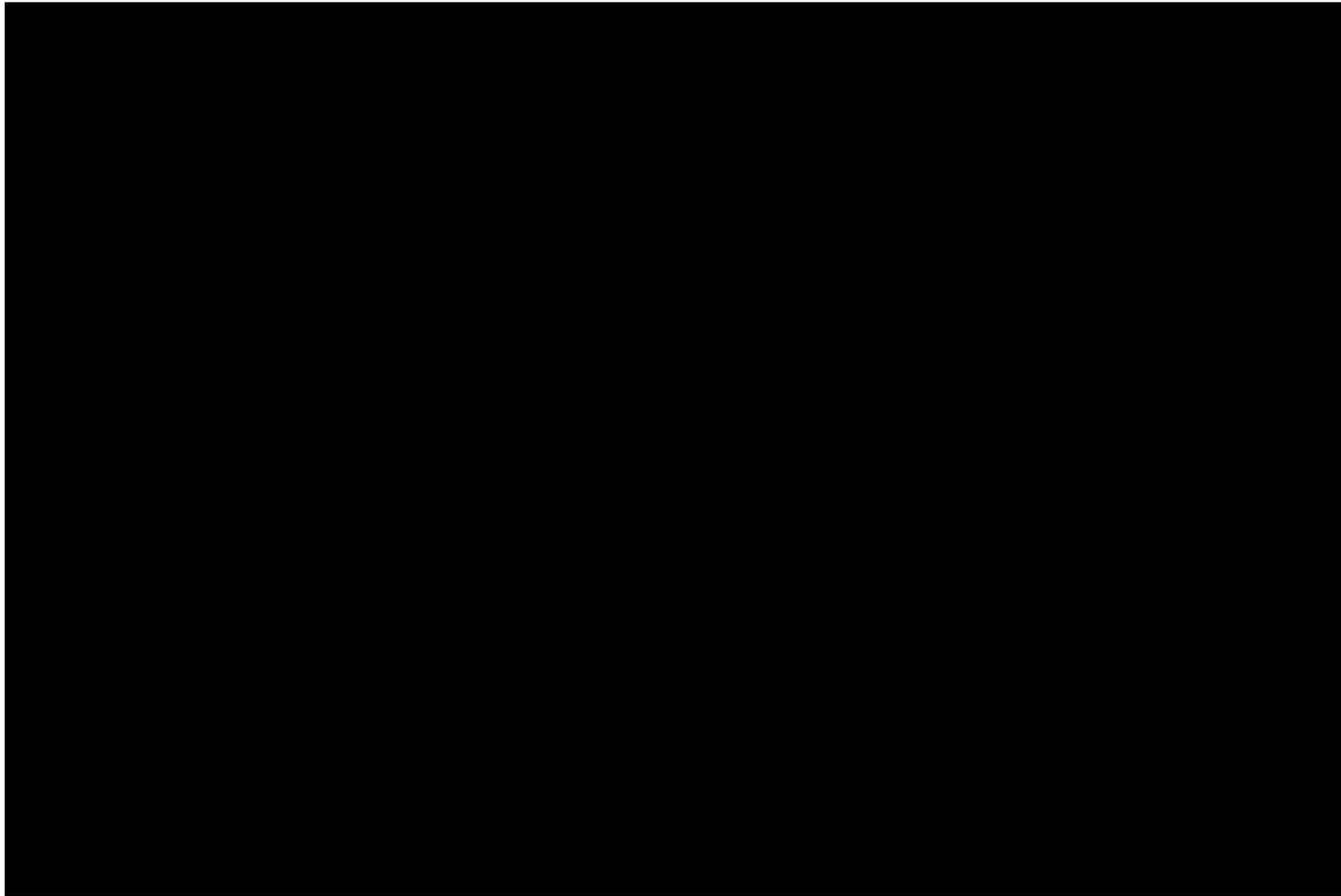
- **December 2005** - Geotourism charter signed
- **Spring 2006** - Outreach-nomination process
- **Spring/Summer 2006** - Nomination database development and NG investigation
- **Summer/Fall 2006** - MapGuide Text Block and MapNote writing
- **Fall 2006** - MapGuide development and layout
- **Winter 2006/07** - Final editing
- **Spring 2007** - MapGuide launch

# GEOTOURISM COUNCIL

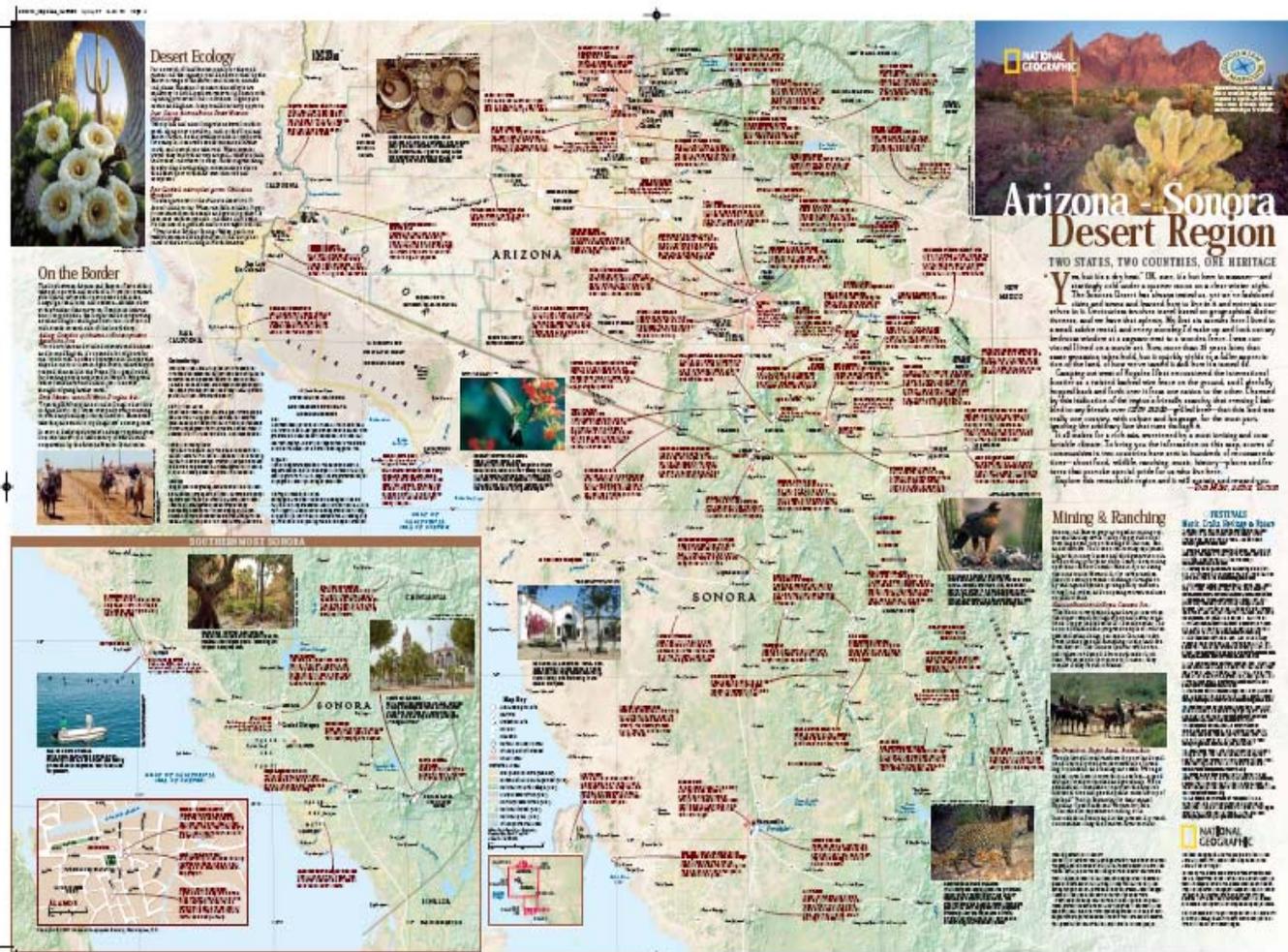
## Advisory input to MapGuide development and broader crafting of Arizona Origins

1. Tina Clarke – Archeologist/Historian, Yuma Heritage Crossing (& City Historian)
2. Felipe Garcia – VP of Community Affairs & Cultural Tourism, Tucson CVB
3. Kay Daggett – Director, Sierra Vista Convention and Visitors Bureau
4. Dr. Kathleen Andereck – Professor, ASU, Recreation & Tourism Management
5. Robin Fohrenkam – Economic Development Dept, Gila River Indian Community (Sacaton)
6. Roger Lidman – Director, Pueblo Grande Museum & Archaeological Park (Phoenix) - Board of Directors with AZ Tourism Alliance
7. Russel Tronstad – U of A Cooperative Extension, Dept of Agriculture & Economic Resource
8. Sheldon Miller – Executive Director, Graham County Chamber of Commerce (Safford)
9. Lisa Harrison – President/CEO, Tubac-Santa Cruz Visitors Center

# JONATHAN TOURTELLOT WELCOME



# ARIZONA SONORA DESERT REGION MAPGUIDE

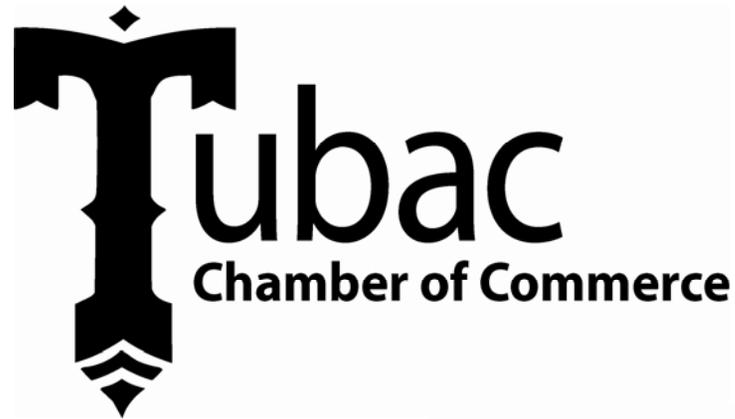


- Introduction
- MapNotes
- Text Blocks
  - Desert Ecology
  - On the Border
  - Mining and Ranching
- Geotourism Tips
- Festivals
- Sonora insert

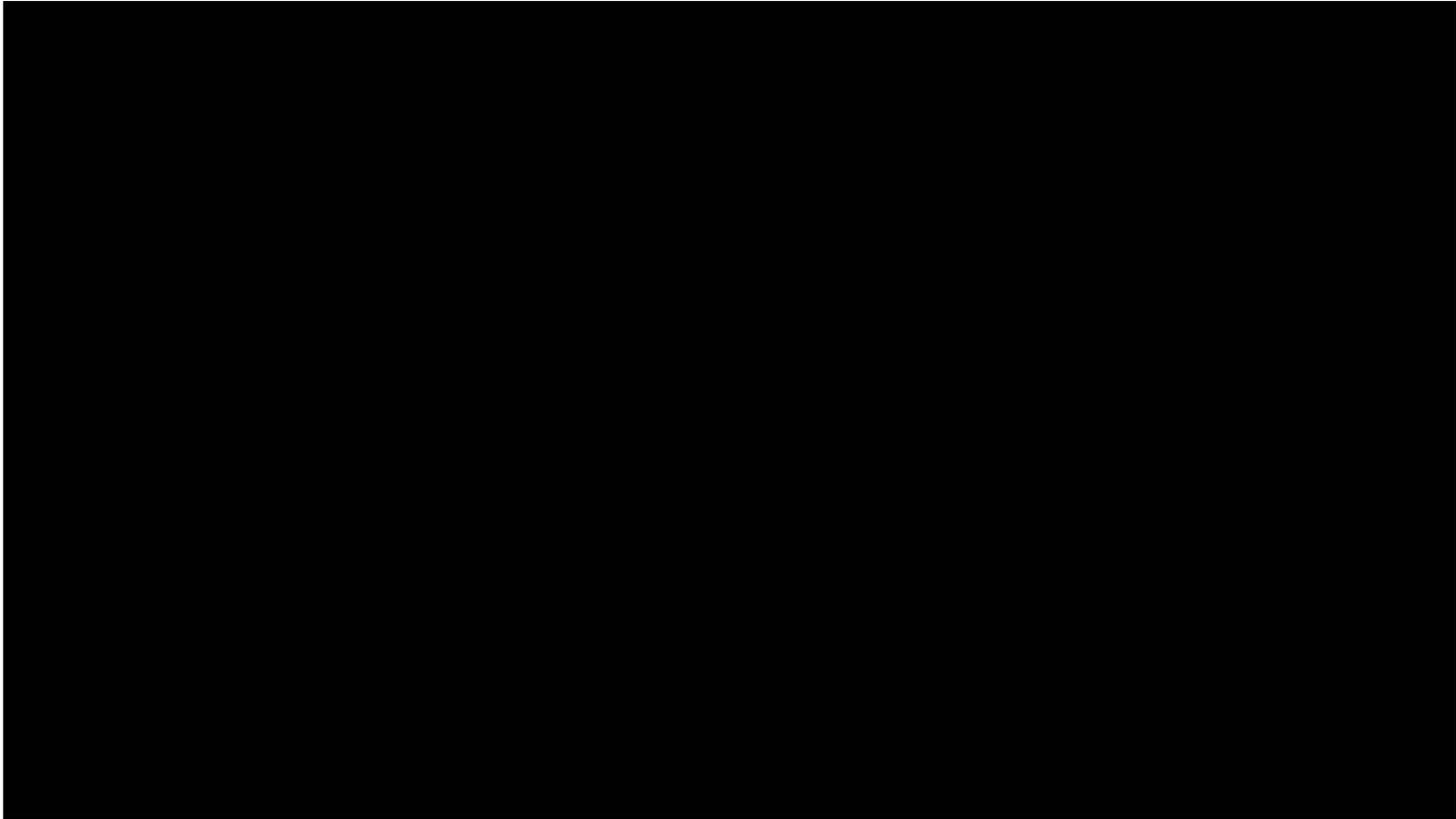


# MAPGUIDE LAUNCH

- Official launch at annual Art Walk in Tubac
- Approximately 200 attendees
- Reinforced the cooperative orientation of the MapGuide effort



# GOVERNOR NAPOLITANO MAPGUIDE LAUNCH



# MAPGUIDE DISTRIBUTION

Moderate hard copy distribution - 25,000 copies  
Focus on web-based distribution

## Near term

- PDF versions
- Interactive MapGuide suggest other Arizona Origin sites
- Stories-articles

## Longer Term

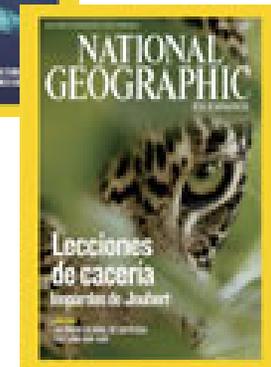
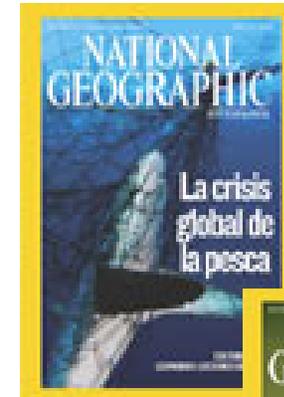
- Downloadable self-guided tours
- Experiential games

# LATIN AMERICA MAPGUIDE DISTRIBUTION

Inserted in 180,000  
copies National  
Geographic en Espanol

Distributed to Latin  
America subscribers and  
associated newsstands

Builds  
attention/recognition in  
Latin American countries



# WEBSITE INTEGRATION

Allows for deeper engagement

Arizona Origins highlighted on home page

www.arizonaguide.com



# WEB INTEGRATION – ARIZONA ORIGINS

- Arizona Origins page explains initiative
- Links to attraction page
- Links to MapGuide



The screenshot displays the Arizona Origins website. At the top left is the "ARIZONA Origins" logo. Below it is a navigation bar with "Arizona Origins" and a search icon. The main content area features a header "Home > Arizona Origins" and a sub-header "Arizona Origins". The main text describes Arizona's rich landscape and its role as a signatory of the National Geographic Geotourism Charter. It highlights the "Arizona-Sonora National Geographic MapGuide" and "Arizona Origins Attractions". The sidebar on the right includes a search box, a "Request an Official Visitors Guide" link, "My Itinerary", "Newsletter Subscription", and "Questions? Chat Live". Below these are "Travel Deals" and a "Calendar of Events" listing "The Trio del Sol" and "Mon Uncle".

**ARIZONA**  
GRAND CANYON STATE

Request an Official Visitors Guide

My Itinerary

Newsletter Subscription

Questions? Chat Live

Go

**ARIZONA ORIGINS**

Home > Arizona Origins

**Arizona Origins**

Arizona's rich and storied landscape is a treasure for intrepid travelers. Genuine timeless discoveries and off-the-beaten-path experiences await around every corner. From Native American ruins to fossils 225 million years old, this is a destination that preserves its heritage while carving a unique niche in the present.

Proud to be an official signatory of the National Geographic Geotourism Charter, the Arizona Office of Tourism has created Arizona Origins — a celebration of culture, nature, history and heritage. In fact, Arizona and Sonora, Mexico, in collaboration with National Geographic, have published a map highlighting the Arizona-Sonoran Desert region. It features over 80 authentic experiences, such as Ramsey Canyon Preserve and the Heard Museum.

**Arizona-Sonora National Geographic MapGuide**

**Arizona Origins Attractions**  
Timeless discoveries and off-the-beaten-path experiences. [Read More >>](#)

**Arizona-Sonora National Geographic MapGuide**  
Highlights of the Arizona-Sonoran Desert region. [Read More >>](#)

**Travel Deals**  
Find lots of great vacation packages and offers throughout the state.  
[Read More >>](#)

**Calendar of Events**  
03/21/2007  
**The Trio del Sol**  
[More Info >>](#)  
03/21/2007  
**Mon Uncle**  
[More Info >>](#)

**ARIZONA**  
OFFICE OF TOURISM

# WEB INTEGRATION – MAPGUIDE PDF/INTERACTIVE

- PDF versions of MapGuide
- Interactive Map
  - Additional site information
  - Suggestions on sites not noted on MapGuide
- Future Arizona Origins stories
- Future downloadable MP3 self guided experiences

The screenshot displays the Arizona Origins website interface. At the top, a navigation menu includes links for Home, Where to Go, What to Do, Where to Stay, What's Happening, What to Know, Travel Deals, and language options for Español and Deutsch. The main header features the 'ARIZONA Origins' logo and a photograph of a building dome. Below this, a dark red banner reads 'Arizona Origins'. The central content area is titled 'Arizona-Sonora National Geographic MapGuide' and includes a breadcrumb trail: 'Home > Arizona Origins > Arizona-Sonora National Geographic MapGuide'. Two PDF guides are featured: 'Arizona-Sonora National Geographic MapGuide' (Map Side PDF, Lo-Resolution 10 MB, Hi-resolution 25MB) and 'Sonoran Heritage The Human Story' (Theme Side PDF, Lo-Resolution 10 MB, Hi-resolution 25MB). A link to 'View our Interactive Map' is provided. On the right sidebar, there are links for 'Request an Official Visitors Guide', 'My Itinerary', 'Newsletter Subscription', and 'Questions? Chat Live', along with a search bar. Below the sidebar, there is a 'Travel Deals' section with a photo of a resort and a 'Calendar of Events' section listing '03/21/2007 The Trio del Sol' with a 'More Info >>' link.

# WEB INTEGRATION – SUPPORT ELEMENTS

## Additional insight to initiative

- Learn more about Geotourism
- Learn more about Sonora, Mexico
- Travel between Mexico and the U.S.

The screenshot displays the Arizona Origins website. At the top is a navigation menu with links: Home, Where to Go, What to Do, Where to Stay, What's Happening, What to Know, Travel Deals, and language options for Español and Deutsch. Below the navigation is a header banner for 'ARIZONA ORIGINS' featuring a sun icon and images of the Arizona State Capitol dome and a bell tower. A dark red bar below the banner contains the text 'Arizona Origins' and a decorative flourish. The main content area has a breadcrumb trail: 'Home > Arizona Origins > Arizona-Sonora National Geographic MapGuide > Learn more about Geotourism'. The primary heading is 'Learn more about Geotourism'. The text defines geotourism as sustainable tourism that enhances a place's geographical character and lists its principles: synergistic, community involvement, and informing both visitors and hosts. A right-hand sidebar contains a search bar, a 'Go' button, and a 'Travel Deals' section with a photo of a resort and a 'Calendar of Events' section listing '03/21/2007 The Trio del Sol' with a 'More Info >>' link. The bottom right corner of the page features the 'ARIZONA OFFICE OF TOURISM' logo.

**MARKETING CAMPAIGN**

# **Web Oriented Spring Early Summer**

**Video oriented banner ads**

 **NATIONAL  
GEOGRAPHIC**

**iExplore**

**ARIZONA**  
OFFICE OF TOURISM

# BANNER VIDEO



# LEVERAGE PRINT CAMPAIGN

Maximize  
linkage with  
existing  
AOT print  
campaign

Fall/Winter  
2007

Traditional and contemporary art may look different,  
but they all share the same spark of inspiration.

Seize the Day

Grab life. Immerse yourself in a day full of adventure and a night full of fun.  
More to discover and definitely more than you expect, all waiting here for you. For  
your free travel packet, call 1-888-452-4041 toll free or visit [arizonaaot.com](http://arizonaaot.com).

ARIZONA  
GRAND CANYON STATE

ARIZONA  
Origins

Arizona's storied landscape is a treasure for intrepid travelers. Genuine timeless discoveries await around every corner. Proud to be named by *National Geographic* as an official geotourism destination, the Arizona Office of Tourism has created Arizona Origins — a celebration of culture, the environment, history and heritage. And Arizona and Sonora, Mexico, in collaboration with *National Geographic*, have published a map highlighting the Arizona-Sonora Desert region. It features over 80 authentic experiences, such as Ramsey Canyon Preserve and the Heard Museum. To experience the map and learn more about Arizona Origins, just visit [arizonaaot.com](http://arizonaaot.com).

ARIZONA  
OFFICE OF TOURISM

# **Video Press Release**

## **PR Ideas**

**National Geographic integration**

**Application in regional context –**

**Cochise/Pima/Yuma etc**

**Cross border integration – positive integration  
of countries**

**Additional Arizona Origin site profiles**

## EDUCATION / OUTREACH

# Arizona Origin Workshops

# Phoenix Tucson Bisbee



### Arizona Origins - What's it all about!

**Arizona Origins** is a new initiative launched by the Arizona Office of Tourism. As the name suggests, the program focuses on the State's unique cultural, environmental, historical and heritage assets, bringing a more holistic approach to celebrating these uniquely Arizona attributes. Much of the stimulus for this new initiative comes from work undertaken by National Geographic and its Center for Sustainable Destinations, particularly embracing and applying the principals of Geotourism. While **Arizona Origins** incorporates a new marketing campaign, it is more than just a slogan or icon. As these educational materials will present, it incorporates new thinking in terms of co-branding with National Geographic on a Geotourism MapGuide, it provides new opportunities to link and integrate with products and destinations both within southern Arizona and with our neighbor to the south in Sonora, Mexico. Importantly, it also provides new ways to reinforce targeted branding efforts for our state and brings new ways to think about product development and associated sustainability practices. Although the initial application focuses on the mid-to-southern portions of the state, **Arizona Origins** will ultimately be applied across the state.

#### National Geographic and Geotourism

The term "Geotourism" is increasingly being used both inside the tourism industry and by savvy travelers. The term was coined by Jonathan Tourtellot, senior editor for National Geographic Traveler Magazine and director of its Center for Sustainable Destinations. Geotourism is defined as tourism that sustains or enhances the geographical character of a place - its environment, culture, aesthetics, heritage, and the well-being of its residents. Geotourism incorporates the concept of sustainable tourism—that destinations should remain unspoiled for future generations—while allowing for enhancement that protects the character of the locale. Geotourism also adopts a principle from its cousin, ecotourism—that tourism revenue can promote conservation—and extends that principle beyond nature travel to encompass culture and history, as well as all distinctive assets of a place.

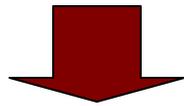
#### Geotourism Principals

Geotourism incorporates a broad range of principals including:

1. Geotourism is synergistic. All the elements of geographical character together create a tourist experience that is richer than the sum of its parts, appealing to visitors with diverse interests.
2. It informs both visitors and hosts. Residents discover their own heritage and how the ordinary and familiar may be of interest to outsiders. As local people develop pride and skill in showing off their locale, tourists get more out of their visit.
3. It benefits residents economically. Travel businesses do their best to use the local workforce, services, and products and supplies. When the community understands the beneficial role of geotourism, it becomes an incentive for wise destination stewardship.
4. It supports integrity of place. Destination-savvy travelers seek out businesses that emphasize the character of the locale. Tourism revenues in turn raise local perceived value of those assets.
5. It means great trips. Enthusiastic visitors bring new knowledge home, telling stories that send friends and relatives off to experience the same thing—a continuing business for the destination.

## EDUCATION / OUTREACH

Initial orientation  
mid-to-southern Arizona



Longer term  
throughout Arizona



FEEDBACK



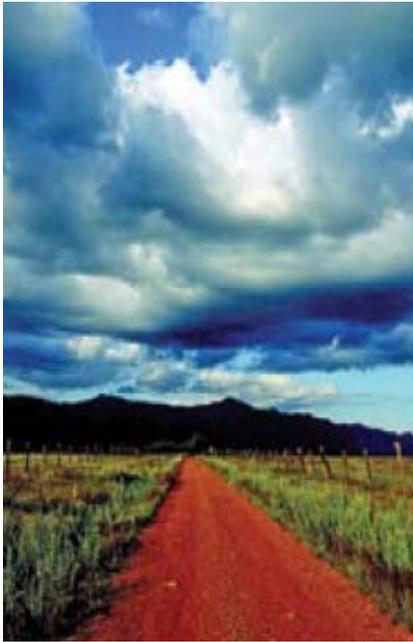
# Questions / Issues

# WORKSHOP EXERCISE

- Breakout Groups
- Opportunities for integration with AOT efforts
  - Website integration/linkages
  - Marketing opportunities /co-op
  - Public Relations
- Five best ideas
- Group review



# Building Awareness In Arizona



ARIZONA   
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