



Tourism Tuesday

A Message from Director:

Good afternoon,

Many of you might not know that the Arizona Office of Tourism regularly meets with an advisory council to discuss policies and programs related to tourism promotion in our state.

The members of that council hail from various sectors of Arizona's tourism industry. Each member is appointed by the Governor for a term of five years, and the council includes at least one representative from six geographical planning areas across the state. The council meets quarterly, and the minutes of these meetings are [posted online](#).

The newest appointees to the Tourism Advisory Council are Jeff Meyer – President of the Cactus League Association; Deborah Ostreicher – Assistant Director Phoenix Sky Harbor Airport; Jennifer Wesselhoff - President and CEO of the Sedona Chamber of Commerce & Tourism Bureau and Lorraine Zomok – Manager of Visit Glendale.

I commend Governor Ducey's most recent appointments and am confident that their collaborative experience and expertise will serve both the council and AOT well.

While the Tourism Advisory Council provides support to AOT in an official capacity, I want to stress that you don't have to be one of its 15 members to offer a suggestion about how to improve tourism promotion in Arizona. If you represent a DMO, I encourage you to attend our quarterly roundtables, where AOT staff preside over open conversations about programs, projects and partnership opportunities.

And, of course, you can always [contact us](#) directly. We love hearing from our partners and stakeholders.

Debbie Johnson
Director, Arizona Office of Tourism
#AZTourismNews

AOT in Action

New Industry Research Now Available

The following reports are now available at tourism.az.gov:

- [State Park Visitation June 2017](#)

For the latest and historical tourism indicator reports, please visit the [Data and Trends](#) page on tourism.az.gov.

Reach Local Travel Media with AOT's Arizona Media Marketplace

AOT is pleased to invite industry partners to participate in the upcoming Arizona Media Marketplace on Thursday, November 16 at the Westin La Paloma in Tucson. The Arizona Media Marketplace offers participants the opportunity to interact with local and regional travel media members. Participation forms are due to AOT no later than Friday, September 8. For forms and more information, contact Hannah Osborn at hosborn@tourism.az.gov.

Wanted: Eateries for New 'Expedition Foodie' Website

AOT is partnering with the Arizona Restaurant Association (ARA) to develop a new website dedicated to positioning Arizona as a top-tier destination for culinary travelers. The site will include robust listings for “foodie hotspots” across the state, and the ARA is currently seeking submissions. If you are affiliated with an Arizona restaurant or bar that serves food worth traveling for, you can submit a listing at expeditionfoodieaz.com. If you work in the membership department at a CVB, please share this link with your member restaurants so they can submit.

Upcoming Events & Activities

[Arizona Restaurant Week](#)

Date: September 15-24

Location: Statewide Restaurants

This statewide affair offers foodies a wealth of dining opportunities and the chance to get outside their own neighborhood and try something new. From sizzling Southwestern and soothing comfort foods to five-star dining and international fare – it’s all on the table during Arizona Restaurant Week. So prepare your taste buds and dig in.

[NACOG Fall Tourism Forum](#)

Date: October 11-13

Location: Pinetop-Lakeside

The Northern Arizona Council of Governments (NACOG) will host its annual tourism forum Oct. 11-13. The forum will highlight the importance of tourism along with key strategies and best practices to help attendees better showcase their communities and tourism-related industries. The resulting attraction of visitors will lead to increased investment and a stronger local economy.

[Marketing Outlook Forum](#)

Date: October 23-25

Location: Baltimore, Maryland

The Marketing Outlook Forum in the industry's leading strategic travel forecast conference, combining industry networking and quality educational programs into a singular premier event.

Industry News

[Southwest Airlines: New non-stop flight from Phoenix to New York LaGuardia](#)

Southwest Airlines plans to add non-stop flights between Phoenix and New York's LaGuardia Airport in April. The seasonal service will operate on Saturdays only beginning April 14.

[Fiesta Bowl Charities Announces Record-Breaking Charitable Giving for 2017-18](#)

Fiesta Bowl Charities is donating \$2.5 million in charitable giving during the 2017-18 Fiesta Bowl season to nonprofit organizations in Arizona – the largest amount in Fiesta Bowl history and more than any college bowl organization.

[Kartchner Caverns State Park Receives International Dark-Sky Association Designation](#)

As part of Arizona State Parks and Trails' mission to preserve and protect Arizona's natural resources, Kartchner Caverns State Park has been given the distinction of becoming an International Dark Sky Park, designated by the International Dark-Sky Association (IDA). To celebrate this achievement, Kartchner Caverns State Park will host a public event on September 9, 2017 at 2 p.m. at the park.

Did You Know?

In 1877, the [city of Tombstone](#) was founded by prospector Ed Schieffelin. At the time, Ed was staying at Camp Huachuca. During his stay, he would leave the camp to look for rocks despite the fact that he was warned not to by fellow soldiers. The soldiers told him that he wouldn't find stones out in the wilderness and would only find his own tombstone. Fortunately, for Ed, he did not find his tombstone. He found silver. Taking the advice his fellow soldiers gave him, his very first mine was named The Tombstone. During the course of Tombstone's mining history, about US \$85,000,000 in silver was produced from its mines.

Statewide Calendar of Events

Visit www.VisitArizona.com to find information on all the exciting [events, festivals and activities](#) held throughout the Grand Canyon State!

Connect with the Arizona Office of Tourism!

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