



Tourism Tuesday

A Message from Director:

Good afternoon

I always love sharing good news about tourism in our state, and today's good news comes from Bisbee, which has been included in Frommer's prestigious list of the [best places in the world to travel](#).

The writers and editors of Frommer's, which has publishing international travel guides since the 1950s, settled on 18 destinations around the world "that will give you the trip of a lifetime" in 2018, and Bisbee was among them. It keeps company with places like the Mediterranean island of Malta, England's Lake District and the southern Indian state of Tamil Nadu.

The editors for Frommers praised [Bisbee](#) for its authenticity and distinct character, describing it as "the sort of artists' hamlet that that Key West and Sundance used to be before the jet set moved in—antique, offbeat, affordable and genuine."

That goes to the heart of what makes Bisbee such a great place to visit. Any of us who has spent time there recently understands that. But this sort of accolade doesn't happen by accident. The [Bisbee Department of Tourism](#) deserves a ton of credit for caretaking the city's identity and marketing it smartly.

The tourism industry is hypercompetitive—even in small-town America—and it's not enough for historic destinations to repeatedly tell the story of "what they used to be"; they must also tell a compelling story of "what they are now." Bisbee has done a tremendous job of that. The city has become internationally famous for its artistic spirit and bohemian friendliness while at the same time preserving its rich history as a mining town.

So congratulations to our friends and colleagues in Bisbee. You're doing things right and making Arizona proud. Keep it up!

Debbie Johnson
Director, Arizona Office of Tourism
#AZTourismNews

AOT in Action

AOT Offers Last Two Research Webinars

AOT is hosting a series of research webinars that will provide a deeper analysis of our regional visitation data. Our Research Division will review visitor volume, profiles and Visa spending data for 2016, along with year-to-date indicators for 2017.

Click on your region below to register for the webinar(s) you would like to attend. If the link does not provide direct access, please cut and paste it into your browser. For questions or more information, contact Kari Roberg at kroberg@tourism.az.gov.

[North Central Region](#) – November 9 at 2:00 p.m.

[Phoenix & Central Region](#) – November 16 at 2:00 p.m.

Presentation slides for the previous webinars are now available on the [Research and Statistics](#) webpage for tourism.az.gov.

Updated Industry Research Now Available

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

- [Airport Passenger Volume August 2017](#) (preliminary)
- [National Park Visitation August 2017](#) (preliminary)

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

Upcoming Events & Activities

[March 21-22, 2018](#)

Destination Capitol Hill

The event brings travel leaders from across the country to Washington, D.C. to educate policymakers about the power of travel. The program combines a legislative day on Capitol Hill with advocacy training, guest speakers and peer-to-peer networking. Registration begins December 2017.

Industry News

[Expedition Foodie AZ: Website Aims to Showcase Local Restaurants](#)

It's finally time to decide where to eat this weekend and the Arizona Office of Tourism is hoping to make that a little bit easier. They've partnered with the Arizona Restaurant Association to launch a website called Expedition Foodie AZ.

[Bisbee Named in Frommer's Best Places to Go in 2018](#)

The tiny town tucked away in Cochise County's Mule Mountains and just a handful of miles away from the border of Mexico has been recognized by the editors of Frommer's as one of the "Best Places to Go in 2018".

[US Consumers Confident, Ready to Spend on Travel](#)

Consumer confidence is at an all-time high and Americans are looking to spend—and they are spending on travel. That is according to research from the Conference Board. The Consumer Confidence Survey's indication that people are looking to spend big on vacation mirrors a survey from earlier this year that showed Americans vacation spending on the rise.

[Thanksgiving Air Travel to Shatter Records Yet Again](#)

Airlines for America released a new study that revealed 28.5 million passengers are expected to fly during the 12-day Thanksgiving air-travel period between November 17-28, with the busiest day being November 26, with an expected 2.88 million passengers.

Did You Know?

Southern Arizona is part of a unique network of "sky islands". The [Madrean Sky Islands](#), or Madrean Archipelago, are located in northwestern Mexico and the southwestern United States. The sky islands contain some of the most rugged and remote lands in the southwest and feature some of the highest levels of biodiversity in the world.

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!

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