

The image features a composite background. The top half shows a vibrant sunset or sunrise sky with streaks of orange, yellow, and blue. The bottom half shows a wide-angle view of the Grand Canyon, highlighting its layered rock formations and deep valleys. A semi-transparent dark blue horizontal band is positioned across the middle, containing the text.

ARIZONA

OFFICE OF TOURISM



2019

ACHIEVEMENTS

PR EFFORTS



Generated coverage (Print, Online, Broadcast, Social)

323 articles/posts

Combined ROI 470k USD



FAM Trips (Group or solo) 5

Journalists+Photographers 14



Newsletter 1 bimonthly

TRADE EFFORTS



Destination Trainings 20 for 595 people



Trade Events 6



Key Attendees + 1,459



Newsletters 1 bimonthly