

An aerial photograph of a river winding through a desert canyon. The sun is low on the horizon, creating a bright lens flare and casting a golden glow over the scene. The river is a vibrant blue, contrasting with the reddish-brown rock formations. The canyon walls are steep and layered, showing signs of erosion. The sky is filled with soft, colorful clouds.

**ARIZONA**  
OFFICE OF TOURISM



# TRADE



# Trade Activity - KPI Overview (1 July 2023 - 30 June 2024)

Total number of sales calls:

**64**

Total number of agents trained:

**520**

Total number of trade show appointments:

**61**

Total number of online training sign ups:

**18**

# Tour Operator Trainings



Black Diamond conducted training sessions with key tour operator partners, as well as attending training events to meet with and train regional, independent travel agents.

All training sessions covered varied destination news and information, fun facts, suggested activities and experiences, and itinerary recommendations.

Some key training initiatives conducted July '23 – June '24:

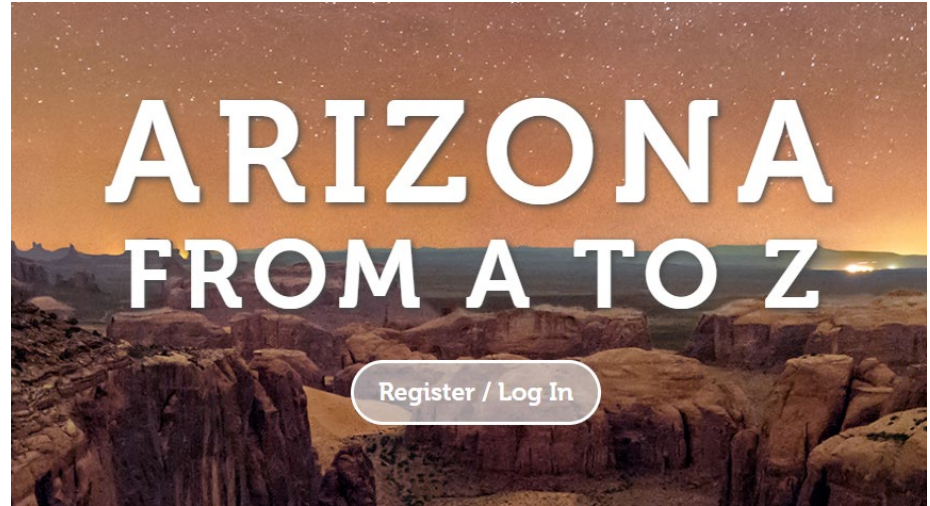
- TravelBag webinar – 24 agents
- Visit USA Roadshow, London - 200 agents
- Lusso agent Christmas lunch - 32 agents



# Online Training Programme

Black Diamond generated 18 new sign ups to the training platform Arizona From A-Z between July '23 - June '24.

The training platform was actively promoted in trade newsletters, during trade show appointments, virtual or in-person training sessions and email comms.





# Trade Shows

Black Diamond attended two trade shows representing AOT and had the opportunity to meet with both existing and new tour operator partners to discuss business to date, training and co-op opportunities as well as sharing destination news and information to allow for product development.

**Brand USA Travel Week - 16 – 19 October '24**

18 UK trade show appointments

**Unite Visit USA, London - 12 March '24**

21 trade show appointments



# FAM Trip

On the 27 October – 1 November, Black Diamond arranged a Product Development FAM trip to Arizona with five Product Managers from the following tour operators:

- AmeriCan & Worldwide Travel
- Wexas
- American Sky
- Liv&Travel
- Travel Counsellors

Over the five days, the group experienced the amazing destination and took part in some fantastic experiences. A few highlights from the trip were The Verde Canyon Railway, sunset cruise on Lake Havasu and visiting the town of Prescott. Over the five days the group visited the following destinations: Phoenix, Sedona, Lake Havasu, Prescott and Cottonwood.





PR



# Public Relations - KPI Overview (1 July 2023 - 28 June 2024)

Total number of media hosted:

**13**

Total coverage AVE:

**\$2,322,321**

Total circulation:

**182,057,573**

# Coverage Highlights



30 IRISH DAILY STAR, Thursday, August 31, 2023



**THE state of Arizona is filled with abundant opportunities for all kinds of travellers.** Located in the southwest of the US, it's known as the Grand Canyon State thanks to most of the natural wonder being housed within the Arizona Grand Canyon National Park.

**Roozies over 230 days of sunshine a year.** Arizona allows for a wide variety of options when it comes to holidaying.

From active outdoor adventures to relaxing without leaving from local experiences to opportunity for cultural immersion, here's what it has to offer...

**OUTDOOR ADVENTURE**

Being active Arizona is known for its diverse geography and rough terrain. Arizona has a lot to offer when it comes to mountain biking.

Flora and Fauna are great for outdoor adventures, while Prescott and Flagstaff offer higher altitude options for summer.

**Hike Skiing in Lake Roosevelt**

Even though Arizona is landlocked, Lake

**Arizona full of surprises for curious travellers**

Havas is a great destination for watersports. Those looking to catch a wave can try out waterskiing while those less adventurous can check out stand-up paddleboarding.

**Skiing in Flagstaff**

As the world's first International Dark Sky City, Flagstaff is an ideal destination to see the Lowell Observatory, one of the oldest observatories in the country.

**Skiing in Flagstaff**

In the winter, the northern city of Flagstaff turns into a beautiful winter wonderland with an average of over 100 inches of snow a year. Head to the Arizona Snowbowl on the majestic San Francisco Peaks from mid-November through mid-April.

**CULINARY**

**The flavours of the Southwest**

As the first American city to be designated a UNESCO City of Gastronomy, Tucson offers authentic and historic southwestern food.

Enjoy its mesquite-smoked whiskey, prickly pear glazed ribs and bread made with native soot and grain.

**The Flagstaff Brewery Trail**

As Arizona's leading craft beer city, Flagstaff offers beer drinkers a special introduction into northern Arizona craft beer scene. Consisting of nine breweries, each with their own unique quirks, the trail makes for a great addition to any holiday – and you can pick up a Flagstaff brewery Trail Passport.

**The Arizona Wine Trail**

Arizona is often overlooked as a wine growing region but is home to three American Viticultural Areas (AVAs), among them one of the first winegrowing regions in the US. Download the Arizona Wine Trail Passport and interactive map which gives an overview of over 120 wineries and tasting rooms.

**CULTURE**

**Explore the Southwestern Tribes**

The Arizona State Museum is the oldest and

Largest anthropology museum in the region, showcasing a variety of detailed exhibits, hands-on workshops and more.

The museum houses the world's largest collection of Southwest Indian pottery and American Indian baskets.

**Najavo Tribal Park**

Featured in several films and TV shows including Forrest Gump, Mission: Impossible II, and Westworld, this scenic landscape is now a go-to destination to immerse in the history of the Najavo tribe.

A Najavo-led tour will not only grant access to much more of the park with less of the crowd, but also ensure visitors hear firsthand knowledge of the culture and traditions.

**Explore Antelope Canyon**

Part of the Lake Powell-Najavo Tribal Park, this must-see land formation is located on private land within the Navajo Nation and is therefore only accessible with a Najavo guide.



**EXPLORE THE STUNNING SONORAN DESERT AND IT'S NATURAL BEAUTY ON THIS LUXURY STAY IN SCOTTSDALE**

**Arizona's cact-high society**

**SEE THE HOLIDAY VIDEO: [#SCOTTSDALE](#)**

**HEATHER LOOPER**

**GO: ARIZONA**

Arizona is a beautiful state with a rich history and diverse culture. From the Grand Canyon to the Sonoran Desert, there's something for everyone. Discover the beauty of Arizona and the luxury of Scottsdale.

**WINTER TRAIL: Hike, Skiing, and Snow in Flagstaff**

**WINE TRAIL: Explore the Arizona Wine Trail**

**ANTHELOPE CANYON: Experience the Magic of Light**

**SONORAN DESERT: Discover the Beauty of the Southwest**

**LAKE POWELL: Enjoy the Scenic Views of the Grand Canyon**

**SCOTTSDALE: Experience the Luxury of the Grand Canyon State**



# Coverage Highlights



 **Richard Franks**  
September 1, 2023



In Arizona, the Hopi Tribe's educational and conservational work is mapping the future of the community and sacred land for the next generations. Accompanied by a local Hopi guide, travel journalist Richard Franks meets the creatives on the new Hopi Arts Trail.



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## Things to do in Page, AZ: Hiking, Exploring, Accommodation and Restaurants

The American West has a lot to offer – it seems that multi-colored rocks just spread into the distance for hundreds of miles with endless canyons, mesas and interesting formations. At the heart of this iconic, round the world recognisable landscape is Page, Arizona, one of the best places for adventure lovers to explore what the wild west really means. Read on for our guide for things to do in Page, Arizona, including hiking, best spots for exploring, accommodation and restaurants.



All locations featured in this article are within Diné Bikéyah, Nuwuvi (Southern Paiute), Hopitutskwa, Pueblos, Havasu Baaja (Havasupai) and

## Shopping for a hiker this Holiday season?

**GIFT IDEAS**  
Check out our gift guide for hikers, backpackers and campers  
[CLICK HERE](#)



## Love Adventure?

This Expansive Adventure is dedicated to helping you have the best time in the outdoors. [Learn more.](#)



BLACK DIAMOND

PART OF  INTERNATIONAL TOURISM GROUP

**ARIZONA**  
THE GRAND CANYON STATE

# Coverage Highlights

## METRO

Home • Lifestyle • Travel

**On the road in Arizona: Grand Canyon sunsets, Route 66 diners and Sedona's red rocks**

**Tanyel Mustafa**  
 Published Dec 7, 2023, 7:00am | Updated Dec 8, 2023, 11:58am

WhatsApp X Instagram Facebook



There's plenty of hiking, touring, and observing to do (Picture: Tanyel Mustafa)

**There is no peace quite like watching sunset at the Grand Canyon.**

Let me set the scene: the red and white rocks are tinged by a purple-blue hue, and even though it's growing darker, you can still make out the peaks, layers, and shapes down below. The sun shifts from orange to red, and planes fly high above, adding to the patterns in the sky.

I'm perched near the edge of the rocks – perhaps a little too closely, if I'm honest – with a blanket draped over my shoulders, the breeze gently pushing past me as both the temperature and the sun drops. I'm tranquilised by the surroundings.

Locals will tell you, the Canyon never looks the same. Each day, it changes, based on the season, the **weather**, and something else they couldn't quite put their finger on.



### 1. Arizona, USA

Arizona may be known as the Grand Canyon State but in 2024 it's up on its cities not only Tucson's iconic vine (old asset), noted for recognition as a national historic landmark. Its galleries, breweries and casinos are big draws, but the real gems are the 19th-century adobe buildings that house historic families and businesses down the generations. Today, the story of Tucson is told through places such as the historic Canyon, which once housed a cinema, meeting hall, bowling and ballroom, and is currently being renovated. In Flagstaff to the north, is new Astronomy Discovery Center opening at the Lowell Observatory and research facilities across the country from this international dark sky city. And state capital Phoenix experiences a wave of contemporary in 2024, with awards planned for the Desert Botanical Garden (DBG), Second Museum of Native American art (SMNA) and Phoenix Art Museum (PAM).

**Why go?** Hit the cities for local history, dark skies and birthdays.

[Discover More](#)

[View Map](#)



## TRAVEL

Edited by NIGEL THOMPSON @TravelNigel

**Chris Granet is blown away by the rugged beauty of Northern Arizona**

# ROCK MY WORLD

Chris Granet is blown away by the rugged beauty of Northern Arizona. The sun sets over the desert, painting the sky in shades of orange and red. A lone figure stands on a rocky outcrop, silhouetted against the bright light. The landscape is a mix of red sandstone and white limestone, with jagged peaks and deep canyons. The overall mood is one of awe and tranquility.

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# Press Trip Overview

## Individual visits (7):

- **Jacqui Agate (x3 trips)** – *The Telegraph (x2), Wanderlust*
- **Andy Mossack** – *TripReporter, Jewish Chronicle*
- **Fay & Matt Doyle** – *This Expansive Adventure*
- **Gemma Tipton** – *Irish Times*
- **Chris Granet** – *Reach PLC (Phoenix focused)*

## Group Press Trip(1):

- **Chris Granet** – *Reach PLC*
- **Gemma Tipton** – *The Irish Times*
- **Jason Lawson** – *Arcadia*
- **Rashmi Narayan** – *Selling Travel*
- **Tanyel Mustafa** – *Metro*
- **Lucy Holden** – *Escapism*

## On the trail of the Dude Ranch – an American icon under threat

Arizona's Dude ranches may be a dying breed, but a new trail hopes to revitalise this precious vestige of Western culture

Jacqui Agate

19 February 2024 • 8:30pm



A Dude Ranch stay is 'the original form of nature-based tourism' | ©ISTOCK: Chris Zibara/Naah

One hundred horses and a lone donkey clattered from the corral. Behind them, cottonwood trees burned egg-yolk yellow and the mountains blurred to silhouettes. Hooves drummed and dust scattered. I had been promised a spectacle and this was it.

Each day before dusk, at Patagonia's Circle Z Ranch, the herd runs towards the night pasture in a thundering sunset stampede. It's a highlight of the daily schedule at this century-plus-old ranch – one of the eight historic properties on the newly designated Arizona Dude Ranch Heritage Trail.

The “dude ranch” or “guest ranch” grew as a concept in the late 1800s, as wealthy folks from the eastern United States and Europe were lured to the great expanses of the American West – from Wyoming, to Colorado and Arizona. Savvy ranchers – who made a hard, dust-coated living running cattle – soon realised they could earn extra cash by hosting affluent travellers. And so the guest ranch was born.