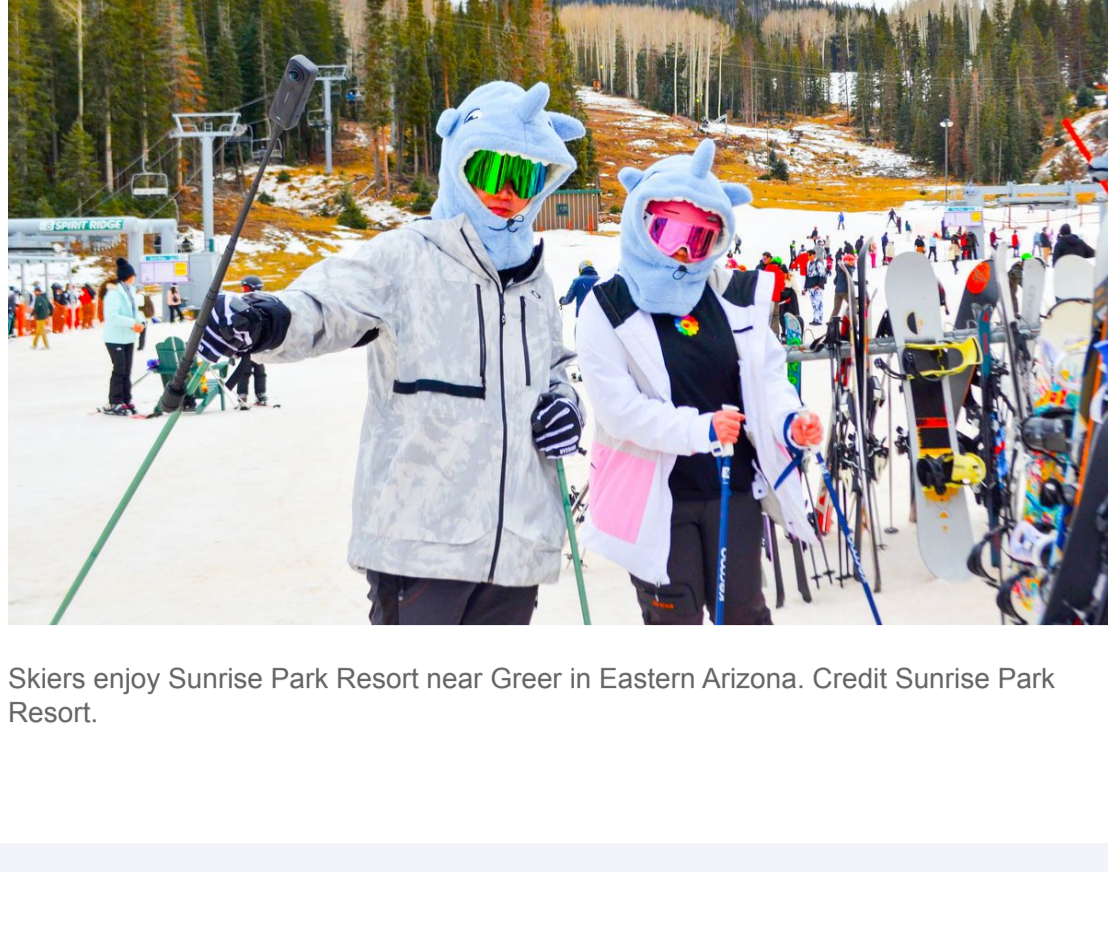


Tourism Tuesday

By Arizona Office of Tourism • Jan 06, 2026

Smart Brevity® count: 3 mins...849 words



Skiers enjoy Sunrise Park Resort near Greer in Eastern Arizona. Credit Sunrise Park Resort.

Good afternoon,

Happy New Year!

The past year reminded us how dynamic our industry is in attracting a wide variety of visitors when we really lean into collaboration. With America250 celebrations and the Route 66 Centennial, I'm excited to say we have many more opportunities for continued statewide success.

Fortunately, we continue to see strong domestic demand for authentic experiences, outdoor recreation, sports and cultural travel and small-town discovery—areas where we truly shine.

We'll also continue highlighting Arizona on the national and international stages through targeted marketing, actionable research and strong partnerships. We're starting out 2026 strong with the following early-year highlight missions:

- **International Group Press Trip** – Arizona – Jan. 31-Feb. 1, 2026
- **Canada Media Mission** – Toronto and Vancouver – Feb. 2-6, 2026
- **France & Belgium Trade & Media Mission** – Paris and Brussels – Feb. 16-19, 2026

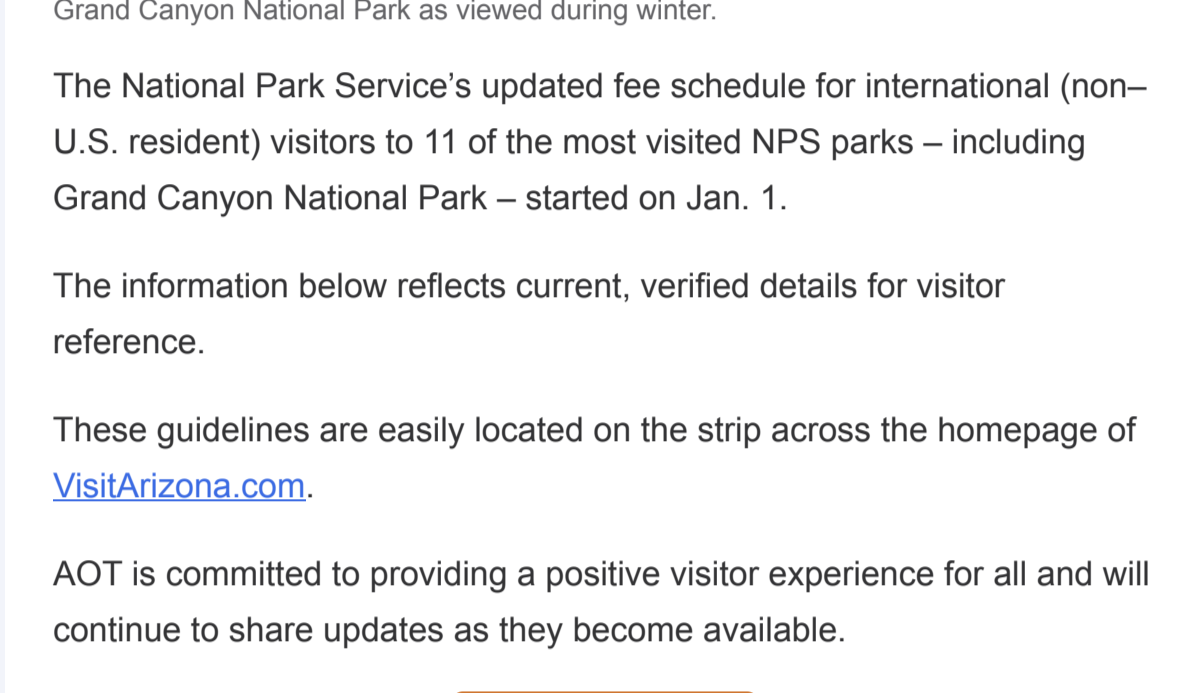
These and additional details about other AOT partner trade and media opportunities can be found on our [Trade & Media Events Calendar](#).

We know tourism is more than visitation numbers—it's jobs, community pride, and economic opportunity. When our industry succeeds, Arizona succeeds and I'm excited about what we can accomplish together this year.

I wish you all a successful and rewarding year ahead.

Alix Skelpsa Ridgway, *Interim Director*, Arizona Office of Tourism

Guidance: New National Park Fees



Grand Canyon National Park as viewed during winter.

The National Park Service's updated fee schedule for international (non-U.S. resident) visitors to 11 of the most visited NPS parks – including Grand Canyon National Park – started on Jan. 1.

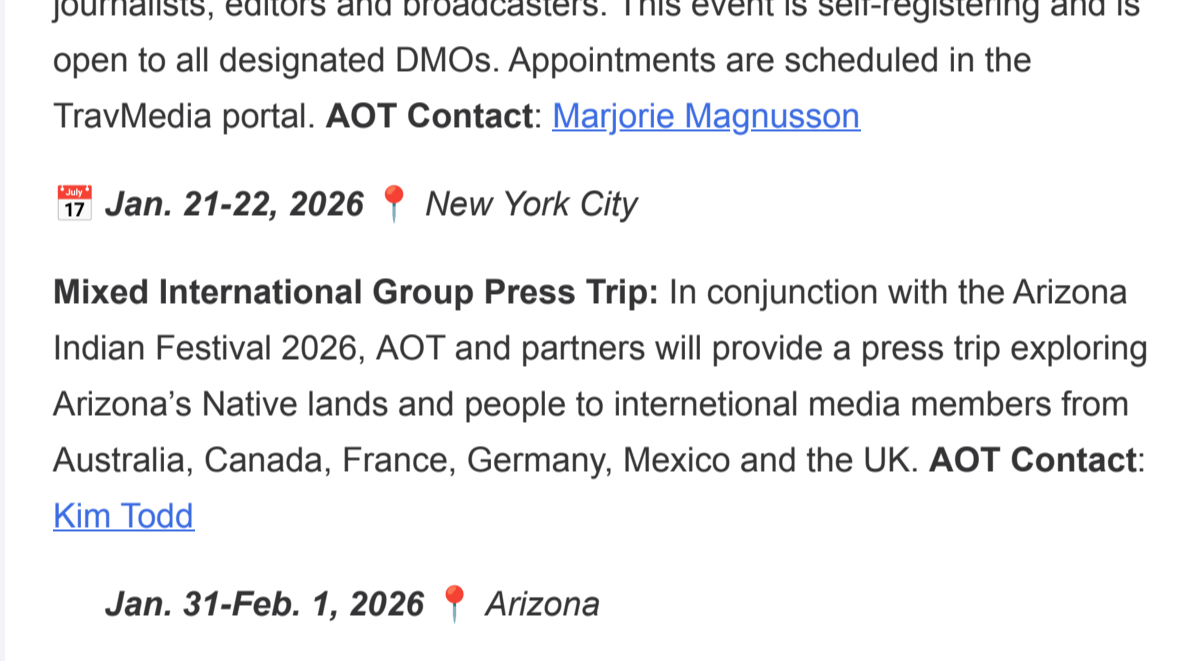
The information below reflects current, verified details for visitor reference.

These guidelines are easily located on the strip across the homepage of [VisitArizona.com](#).

AOT is committed to providing a positive visitor experience for all and will continue to share updates as they become available.

[Full Guidelines](#)

Coming Soon: Industry Events



AOT's February 2025 Canada Media Mission included sharing Arizona's latest and greatest with numerous journalists in Toronto and Vancouver.

IMM TravMedia Day NYC: This event is focused on networking and relationship-building between destination representatives and top travel journalists, editors and broadcasters. This event is self-registering and is open to all designated DMOs. Appointments are scheduled in the TravMedia portal. **AOT Contact:** [Marjorie Magnusson](#)

Jan. 21-22, 2026 • **New York City**

Mixed International Group Press Trip: In conjunction with the Arizona Indian Festival 2026, AOT and partners will provide a press trip exploring Arizona's Native lands and people to international media members from Australia, Canada, France, Germany, Mexico and the UK. **AOT Contact:** [Kim Todd](#)

Jan. 31-Feb. 1, 2026 • **Arizona**

Canada Media Mission: AOT and partners will host media appointments in Toronto and Vancouver to educate media representatives about the latest and greatest of Arizona's world-class tourism amenities. Registration for this event is now closed. **AOT Contact:** [Marjorie Magnusson](#)

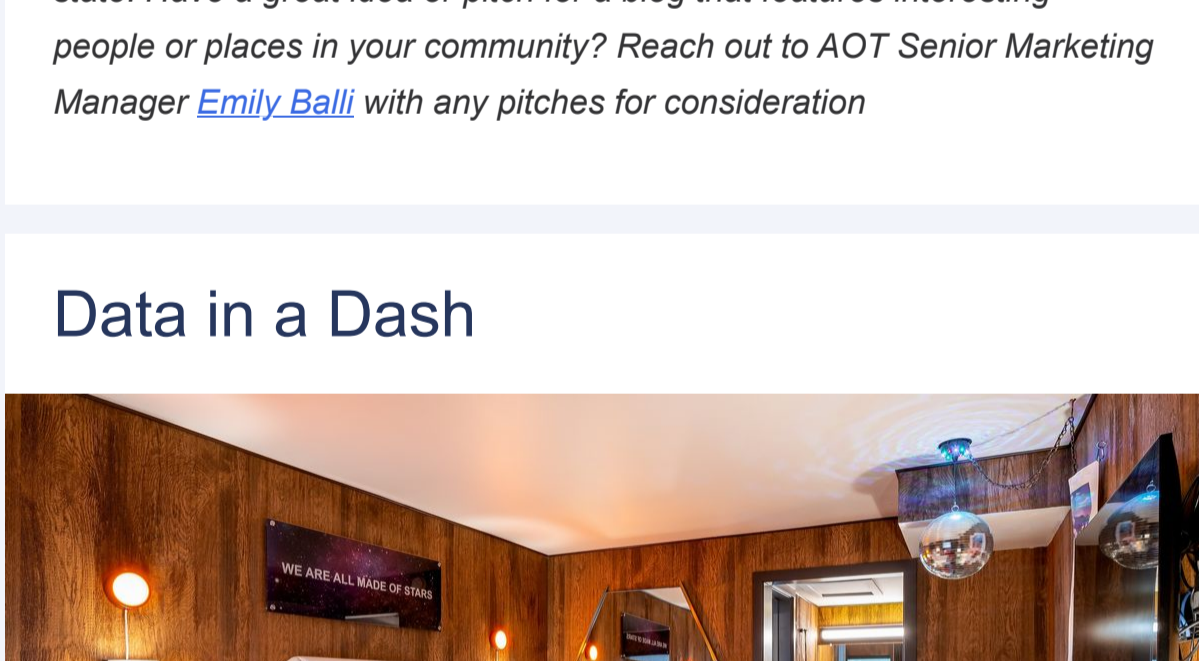
Feb. 2-6, 2026 • **Toronto and Vancouver**

France & Belgium Trade & Media Mission: AOT will host trade & media functions in Paris and Brussels to educate media representatives about the latest and greatest of Arizona's world-class tourism amenities. One-on-one appointments will also be scheduled. This event is open to all statewide tourism suppliers, with preference given to Arizona designated DMO partners. **AOT Contacts:** Trade: [Joanna Tejada](#) Media: [Kim Todd](#)

Feb. 16-19, 2026 • **Paris and Brussels**

[Trade & Media Calendar](#)

Newly Featured on VisitArizona.com



The Verde River offers an enticing invite to visitors as it rolls through Rockin' River Ranch State Park in Camp Verde. Photo credit Arizona State Parks

A Solo Traveler's Guide to the Verde Valley

At the intersection of I-17 and State Route 260 in the [Verde Valley](#), passers-through might think the town of [Camp Verde](#) comprises only gas stations, fast food and the World's Largest Kokopelli. But a short drive east leads to the charming cafes, shops and wine tasting rooms that make Camp Verde a favorite day trip destination, especially for solo travelers.

[Read More](#)

We're constantly adding new stories to [VisitArizona.com](#) to help visitors discover the incredible places and experiences you provide across the state. Have a great idea or pitch for a blog that features interesting people or places in your community? Reach out to AOT Senior Marketing Manager [Emily Balli](#) with any pitches for consideration

Data in a Dash



Flagstaff's Americana Motor Hotel offers guests a colorful, playful retreat where the allure of hitting the open road on Route 66 meets outdoor thrills under wide-open skies. Photo credit An Pham

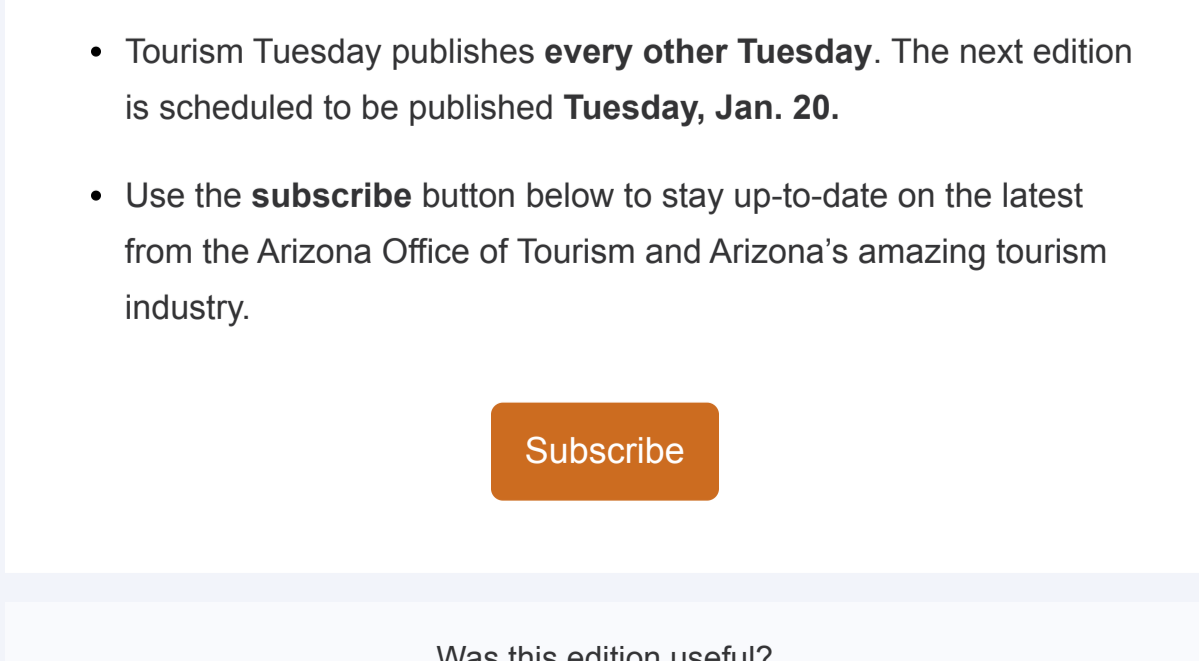
Nov. '25 Lodging Performance

By the numbers: Statewide occupancy dipped 4.4% in [Nov. '25](#) compared to the same month in '24, reflecting softer demand.

Additionally, ADR rose 0.3%, indicating pricing remained largely stable despite weaker occupancy. RevPAR was down 4.1%, primarily driven by lower occupancy, as modest ADR growth did not offset fewer rooms sold.

[AOT Latest Research](#)

Attraction to go: Large Binocular Telescope Observatory



The Large Binocular Telescope Observatory sits perched on Southern Arizona's Mount Graham near Safford.

With a total collection area of an 11.8-meter mirror, the Large Binocular Telescope is the first of the emerging generation of Extremely Large Telescopes. Its elevation of 3,200 feet on Mount Graham makes it one of the highest observatory sites in North America.

Eastern Arizona College's Discovery Park Campus serves as the official visitor's center and starting point for weekend tours of the Mount Graham International Observatory's telescopes. Weather permitting, tours run mid-May through mid-November.

The LBT Observatory operates as an international collaboration with partners in Germany, Italy and the United States.

[Read More](#)

That's a wrap! Thank you for reading today's Tourism Tuesday!

- Tourism Tuesday publishes **every other Tuesday**. The next edition is scheduled to be published **Tuesday, Jan. 20**.
- Use the **subscribe** button below to stay up-to-date on the latest from the Arizona Office of Tourism and Arizona's amazing tourism industry.

[Subscribe](#)

Was this edition useful?

[Leave feedback](#)

Your responses are anonymous

