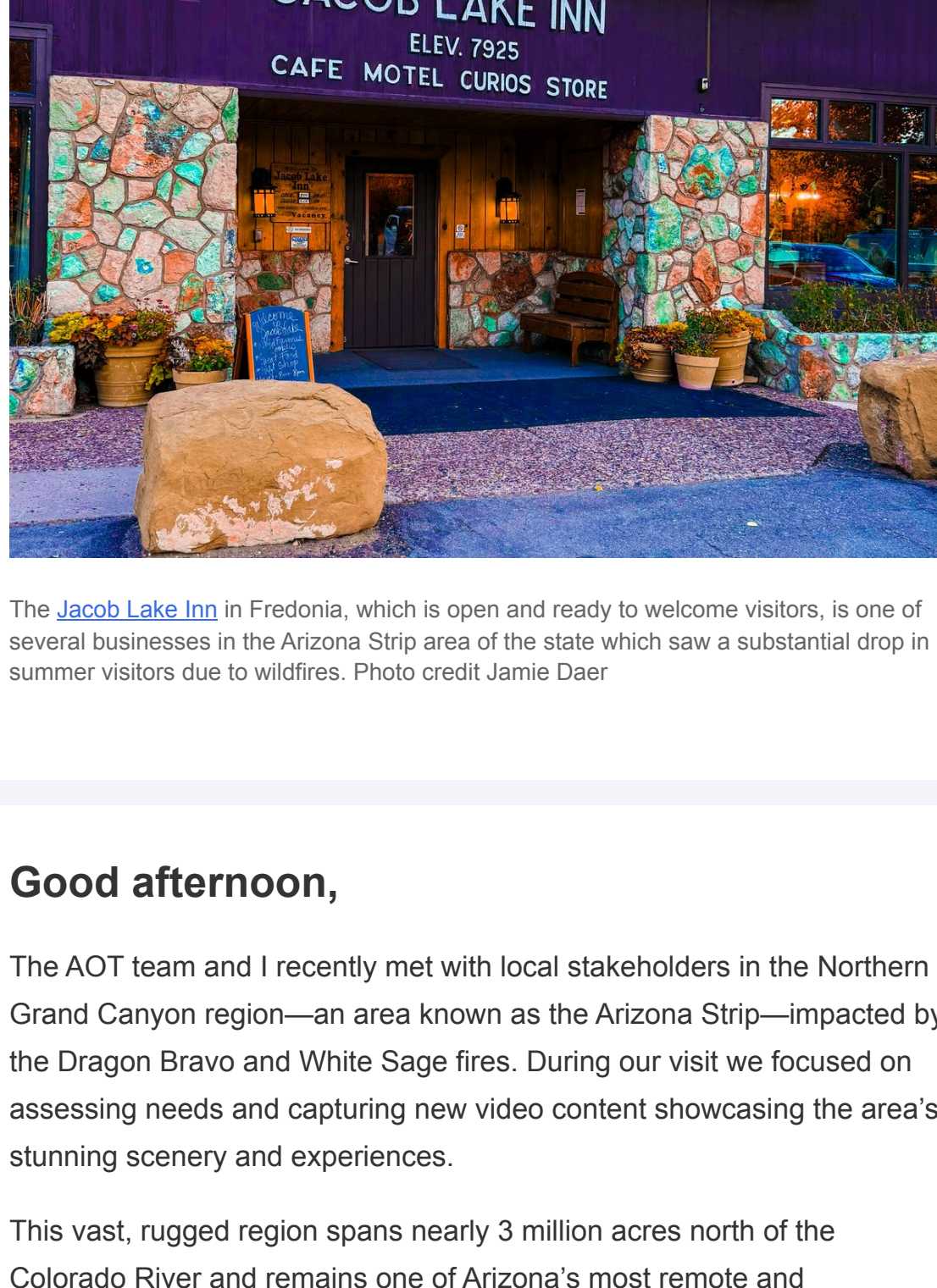


Tourism Tuesday

By Arizona Office of Tourism • Oct 14, 2025

Smart Brevity® count: 3.5 mins...944 words



The [Jacob Lake Inn](#) in Fredonia, which is open and ready to welcome visitors, is one of several businesses in the Arizona Strip area of the state which saw a substantial drop in summer visitors due to wildfires. Photo credit Jamie Daer

Good afternoon,

The AOT team and I recently met with local stakeholders in the Northern Grand Canyon region—an area known as the Arizona Strip—impacted by the Dragon Bravo and White Sage fires. During our visit we focused on assessing needs and capturing new video content showcasing the area’s stunning scenery and experiences.

This vast, rugged region spans nearly 3 million acres north of the Colorado River and remains one of Arizona’s most remote and breathtaking landscapes. In addition to recovering from recent wildfires, these communities face ongoing challenges tied to their geographic location and “hidden gem” status.

Encouragingly, two popular lookout points on the North Rim—Point Imperial and Cape Royal—have reopened for day use. Visitors are advised to travel with caution and come fully self-sufficient with food, water, and supplies.

The resilience and spirit of these communities are truly inspiring. We look forward to sharing this new content soon—and encourage you to plan a visit to support them.

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

Coming Soon: On-Demand AZ Regional Tourism Data Insights



AOT is in the process of completing regional data webinars that take a deep dive into tourism and visitor insights from the state’s five research regions.

These data-packed video presentations will cover 2024 and include travel impacts, lodging performance, airport passengers, national and state parks visitation, tourism sector sales data and more.

The presentation covering data from the **North Central Arizona** region (Yavapai and Gila counties) is scheduled for release **Monday, Oct. 20**, with the four others following shortly thereafter.

Visit AOT’s tourism industry and business-focused [YouTube channel](#) to access this new series.

[AOT Industry YouTube](#)

Newly Featured on VisitArizona.com



Tucson E-Bike Adventures offers guests the chance to experience the breathtaking beauty of Saguaro National Park through various e-bike tours, including the exclusive Sunset E-Bike Tour.

12 Ways to Cruise Arizona on an E-Bicycle

E-bikes offer visitors new (and easy!) ways to see the state’s most iconic destinations, from urban landmarks to natural wonders. From the Grand Canyon’s South Rim all the way to Saguaro National Park in Tucson, there are plenty of opportunities to explore on an e-bike!

[Read More](#)

The Cutest Coffee Shops in Greater Phoenix

There’s something special about a coffee house that transforms a caffeine run into an experience to savor. Whether you’re drawn to a cozy nook for reading or a sunny patio buzzing with energy, you’ll find a coffee shop that fits the bill in Greater Phoenix. These five gems are more than places to grab a quick coffee — they’re where locals head to savor good vibes.

[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.

Join us October 27!

Join us!

Sustainability & Destination Stewardship

Arizona Tourism University

Oct. 27, 2025
2 p.m.



The next Arizona Tourism University (ATU) session will feature a deep dive into destination sustainability and stewardship through a presentation and conversation lead by AOT Director of Stewardship, Lena Allen.

ATU is our free, all-digital one-stop program designed to support our tourism colleagues and organizations statewide through a curated series of webinars delivered by experts.

[Register Here](#)

New Scholarship for AZ Tourism & Hospitality Students



The Tourism Student Association (TSA) at Arizona State University. Photo from the Tourism Student Association (TSA) at ASU

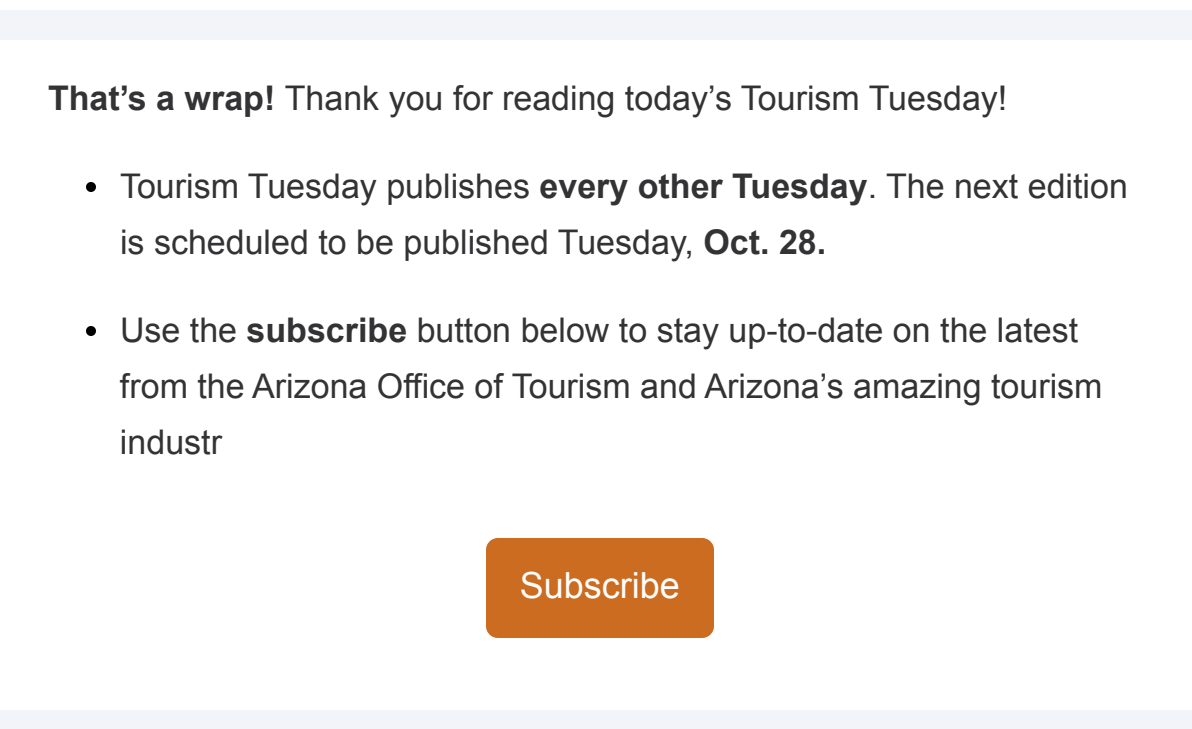
The Arizona Lodging and Tourism Association (AzLTA) recently launched [The Sherry Henry Scholarship](#), established to honor the legacy of one of Arizona’s most respected tourism leaders.

AZLTA will award one \$8,000 scholarship through the Arizona Lodging & Tourism Association Education Foundation (501(c)(3)) to a student pursuing a degree in the areas of hotel and restaurant management, culinary arts, travel and tourism, sustainable tourism, sports tourism, or a related industry.

This newly created scholarship celebrates former AOT and Fiesta Bowl director Sherry Henry’s lifelong dedication to Arizona’s hospitality and tourism industry.

[Apply](#)

Grand Canyon North Rim Partially Reopens for Day Use Thru Nov. 30



Looking into the Grand Canyon from the Ken Patrick Trail near Point Imperial on the North Rim. Photo credit A. Gibson, National Park Service.

Grand Canyon National Park partially reopened select areas of the North Rim for public access on Oct. 1.

The partial reopening includes Highway 67 to Cape Royal Road, (approximately at mile marker 10), providing access to both Point Imperial and Cape Royal. Additionally, Fire Point and Swamp Ridge are also open.

These areas are open daily from official sunrise to official sunset. No overnight use is permitted on the North Rim with the exception of Swamp Point and Fire Point.

Open areas will remain accessible through Nov. 30, 2025, or until the first major snowfall, whichever occurs first.

[More Info](#)

Data in a Dash

2025 YTD Sees Stable ADR Statewide

By the numbers: [Statewide ADR](#) for the first eight months of 2025 was essentially flat, showing a decline of 0.1% over the same period in 2024. This suggests that pricing power has remained stable overall, though typical seasonal softness in August pulled the average down slightly.

Key Insights:

- Aug. '25 vs. Aug. '24 ADR showed a slight drop of 1.9%.
- Additionally, **statewide RevPAR** showed a decrease of 6.4% in August month-over-month and a decrease of 3.4% year-to-date through Aug. '25 over the same period in 2024.

[AOT Latest Research](#)

Attraction to go: Marble Canyon

Carved over millennia by the mighty Colorado River, [Marble Canyon](#) is a 60-mile gorge that generally marks the beginning of the Grand Canyon, boasting breathtaking scenery with towering limestone walls that gleam like polished marble.

This community is located southwest of Page, along the Colorado River primarily within Glen Canyon National Recreation Area and Grand Canyon National Park. It is also considered an ideal base camp for exploring Northern Arizona.

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, **Oct. 28**.
- 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

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