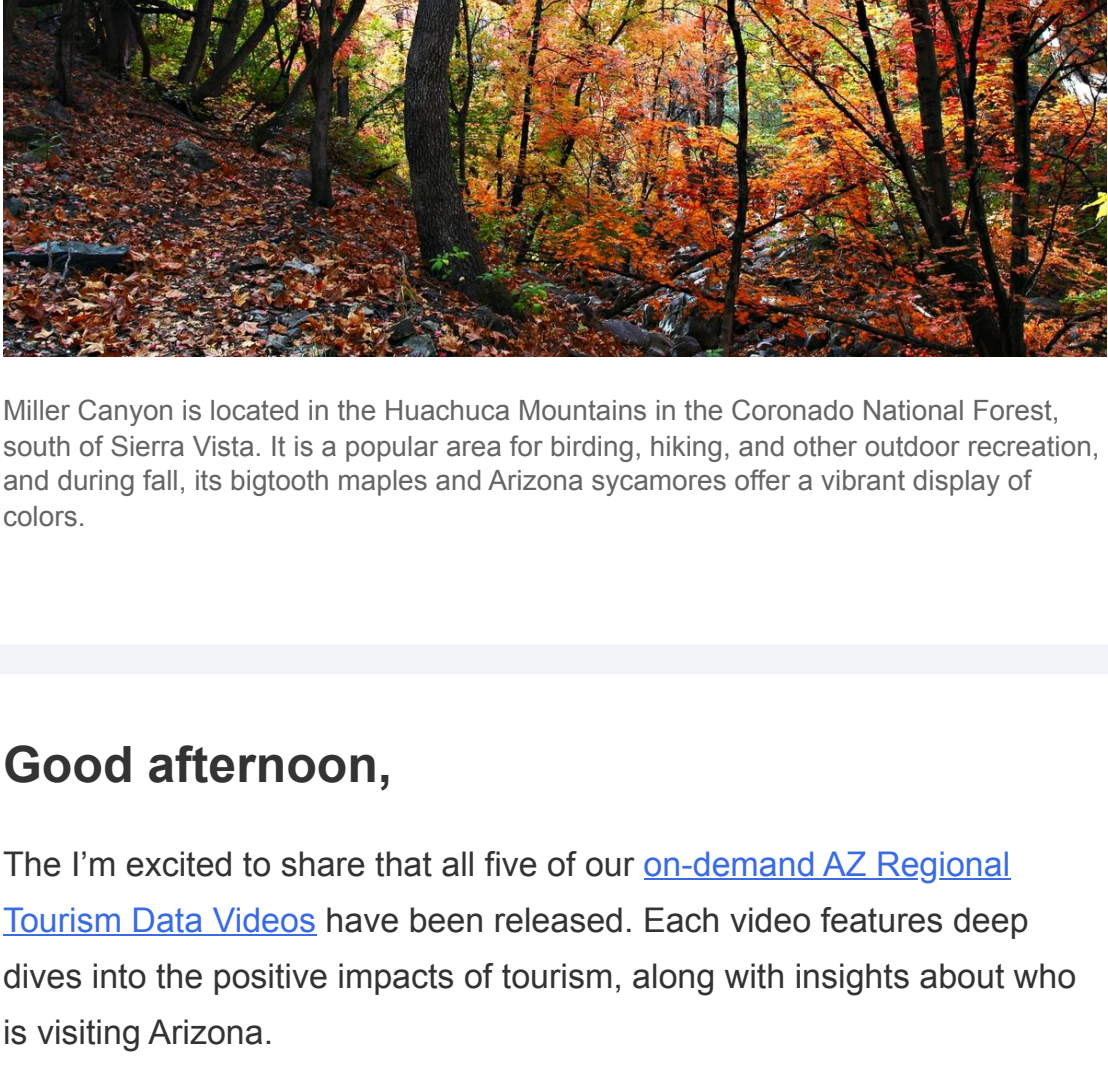


Tourism Tuesday

By Arizona Office of Tourism • Oct 28, 2025

Smart Brevity® count: 3 mins., 782 words



Miller Canyon is located in the Huachuca Mountains in the Coronado National Forest, south of Sierra Vista. It is a popular area for birding, hiking, and other outdoor recreation, and during fall, its bigtooth maples and Arizona sycamores offer a vibrant display of colors.

Good afternoon,

I'm excited to share that all five of our [on-demand AZ Regional Tourism Data Videos](#) have been released. Each video features deep dives into the positive impacts of tourism, along with insights about who is visiting Arizona.

Our goal with this video series is twofold: first, to provide relevant data to help inform your strategic marketing decisions; and second, to help you effectively communicate the value that tourism promotion can deliver to your community.

One of my favorite parts are the detailed **regional visitor profiles**, which provide some eye-opening data to help us understand **who** is visiting and **what** they like to experience.

I invite you to watch [this new series](#), compiled by our amazing AOT Research Division, on our industry-focused [YouTube channel](#).

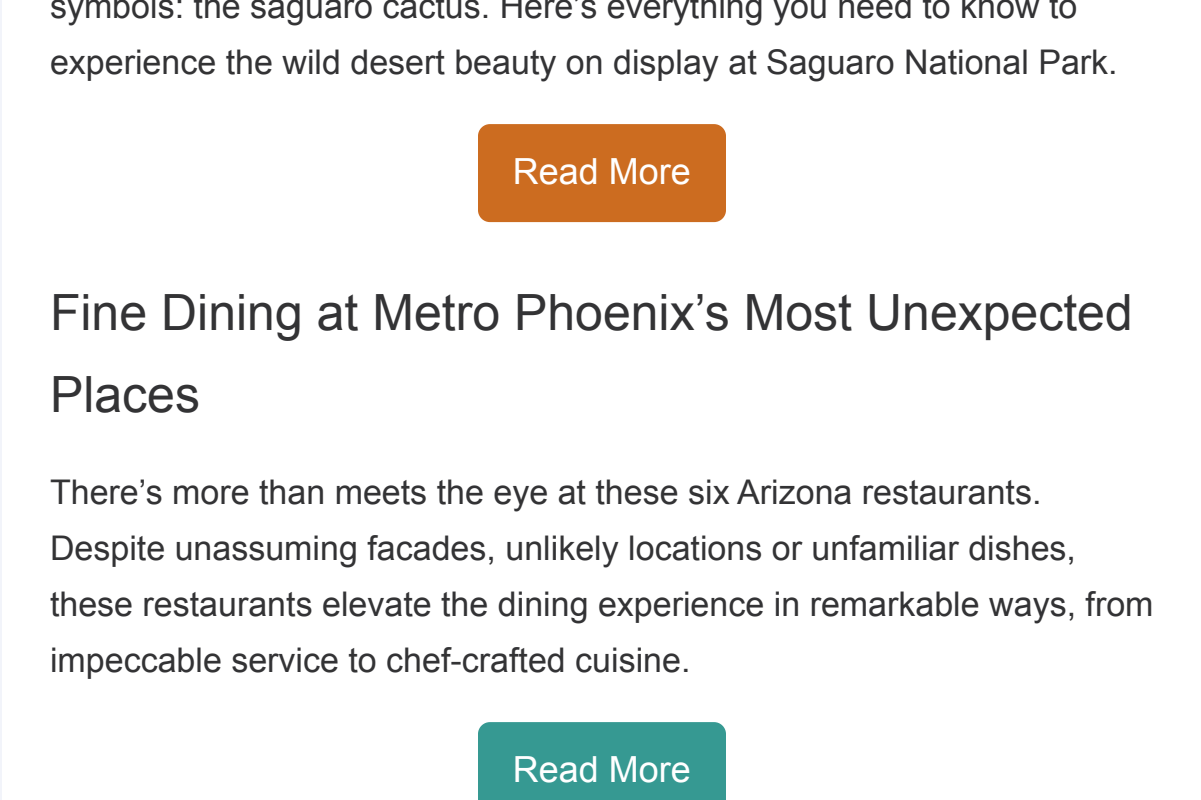
Thank you and please feel encouraged to provide feedback on this new series. We're always looking for new ways to provide resources that you can use in attracting visitors to your part of the state.

Regional Definitions & Video Links:

- [Phoenix & Central Region](#) (Maricopa, Pinal)
- [Tucson & Southern Region](#) (Pima, Graham, Greenlee, Cochise, Santa Cruz)
- [West Coast Region](#) (Mohave, La Paz, Yuma)
- [Northern Region](#) (Coconino, Navajo, Apache)
- [North Central Region](#) (Gila, Yavapai)

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

Newly Featured on VisitArizona.com



One of the most distinctive features in Saguaro National Park is the Signal Hill Petroglyph site in the park's Tucson Mountain District. The site consists of over 200 prehistoric Native American petroglyphs, many of which can be viewed from the visitor trail that ascends the hill.

A Guide to Visiting Saguaro National Park the 'Right Way'

This national park protects one of the American West's most iconic symbols: the saguaro cactus. Here's everything you need to know to experience the wild desert beauty on display at Saguaro National Park.

[Read More](#)

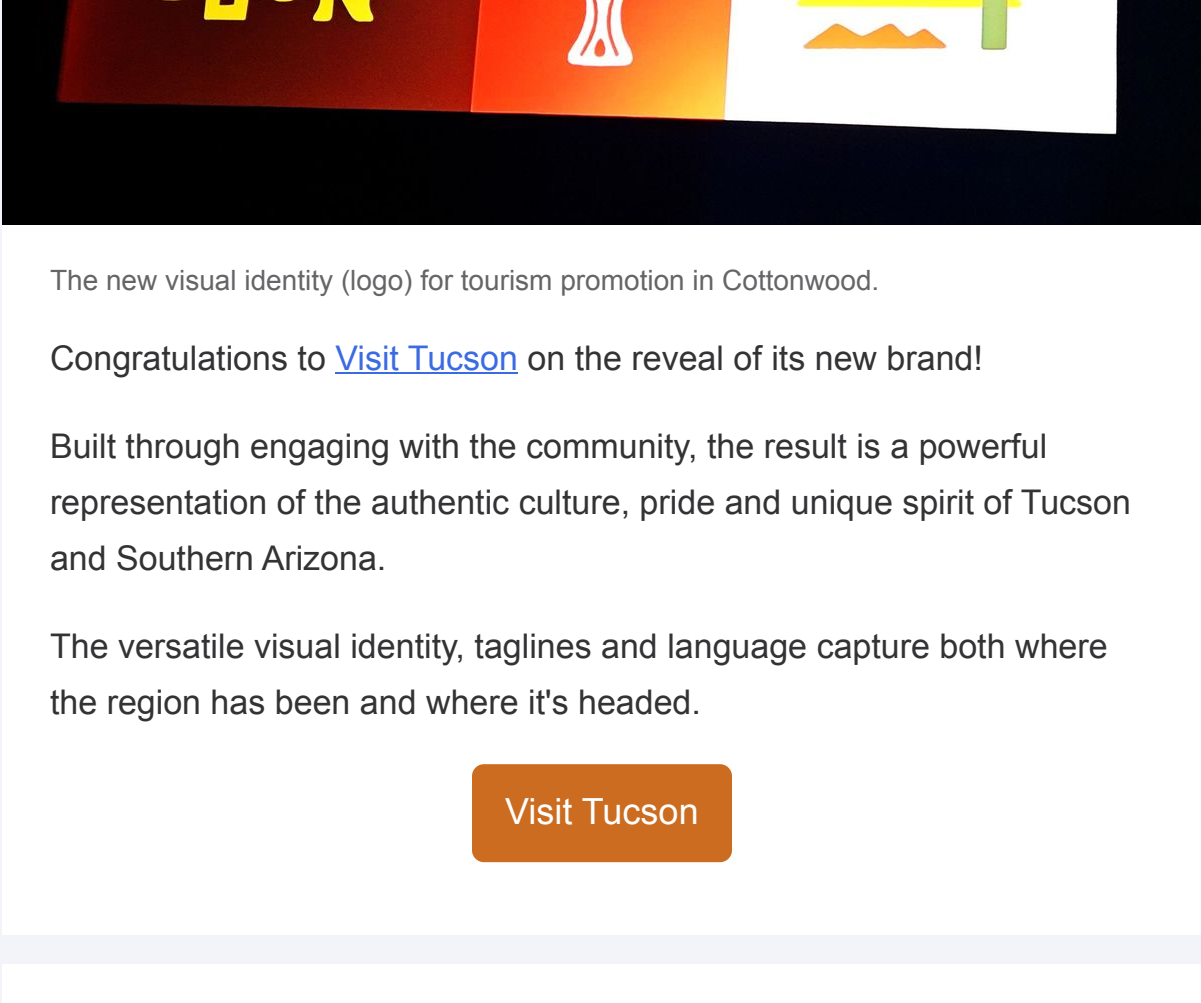
Fine Dining at Metro Phoenix's Most Unexpected Places

There's more than meets the eye at these six Arizona restaurants. Despite unassuming facades, unlikely locations or unfamiliar dishes, these restaurants elevate the dining experience in remarkable ways, from impeccable service to chef-crafted cuisine.

[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.

Visit Cottonwood's New Brand Urges Visitors to 'Savor the Moment'



The new visual identity (logo) for tourism promotion in Cottonwood.

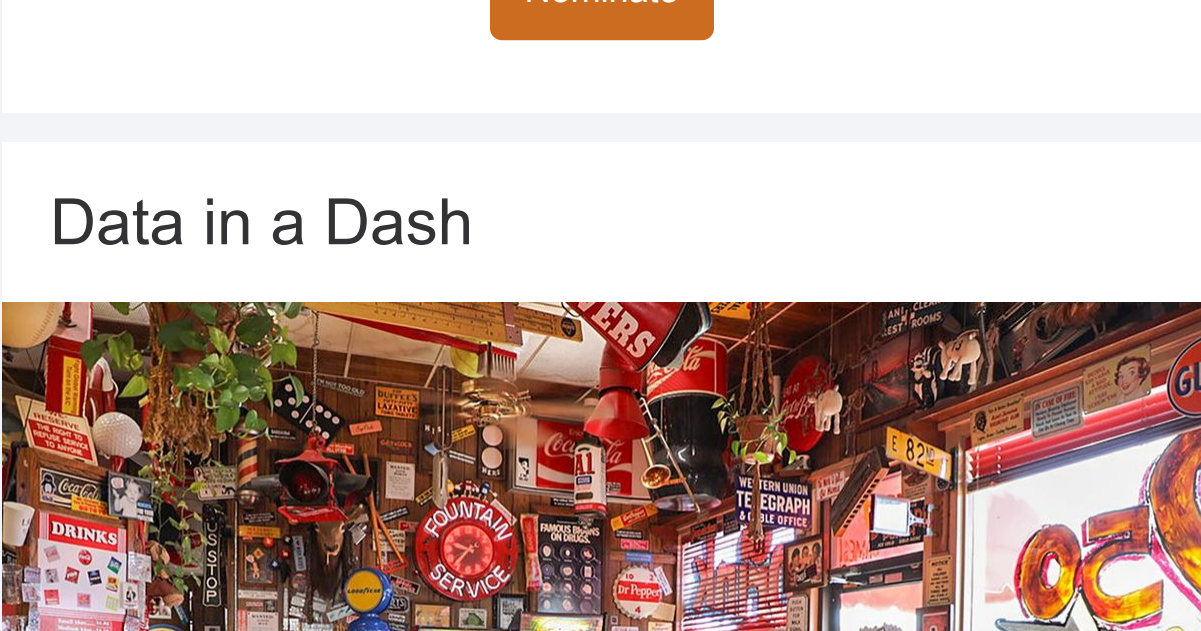
Congratulations to our colleagues at Visit Cottonwood, who today unveiled their new brand identity, **"Savor the Moment."**

The brand celebrates Cottonwood's unique blend of vibrant wine culture, outdoor adventure, unique shopping, and one-of-a-kind experiences that define the heart of the Verde Valley. More than a logo or tagline, *Savor the Moment* reflects the way visitors experience Cottonwood: inviting and unpretentious, yet filled with memorable, premium moments.

A new website is being developed and will launch soon.

[Visit Cottonwood](#)

Visit Tucson's New Brand Captures Regional Pride and Quirkiness



The new visual identity (logo) for tourism promotion in Cottonwood.

Congratulations to [Visit Tucson](#) on the reveal of its new brand!

Built through engaging with the community, the result is a powerful representation of the authentic culture, pride and unique spirit of Tucson and Southern Arizona.

The versatile visual identity, taglines and language capture both where the region has been and where it's headed.

[Visit Tucson](#)

Nominate an Exceptional Hospitality, Lodging or Tourism Industry Employee



In Arizona's vibrant hospitality, lodging, and tourism industry, frontline employees are the true stars who bring our state's signature warmth and hospitality to life.

The Arizona Lodging & Tourism Association's **Stars of the Industry Awards** offer the opportunity to celebrate these extraordinary people, whose hard work, passion and excellence is the lifeblood of Arizona's tourism industry.

The winners will be celebrated during the [2025 Stars of the Industry Awards Event](#) on Friday, December 5 at the Fairmont Scottsdale Princess in Scottsdale.

[Nominate](#)

Data in a Dash

Captain Bill's Submarine sandwich shop opened in Phoenix in 1981 and since then has been giving customers an unforgettable experiences every time they walk through the door.

Aug. '25 Estimated Tourism Taxes Up Over '24

By the numbers: Arizona [Estimated Tourism Taxes](#) increased 2.8% in Aug. 2025 over Aug. 2024, driven by gains in restaurant/bar (+6.9%) and retail (+3.9%) despite lower lodging (-6%) revenues.

Additionally, total gross sales rose 4.1% to \$10.6 billion, while state tourism tax collections reached \$90.8 million.

[AOT Latest Research](#)

Attraction to go: Fort Tuthill Bike Park

A mountain biker rides through Fort Tuthill Bike Park near Flagstaff.

Visitors and residents can develop their mountain biking skills at [Fort Tuthill Bike Park](#), located just three miles south of Flagstaff.

The facility is a state-of-art, fully-featured mountain bike skills park offering flow trails (beginner, intermediate and advanced), tech flow trails, pump tracks, kid's pump track, drop zone, skills area, and cyclocross features available for riders.

Park hours are dawn to dusk, and is free to the public.

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 Wednesday, **Nov. 12**, in recognition of **Veteran's Day** on Nov. 11.
- 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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