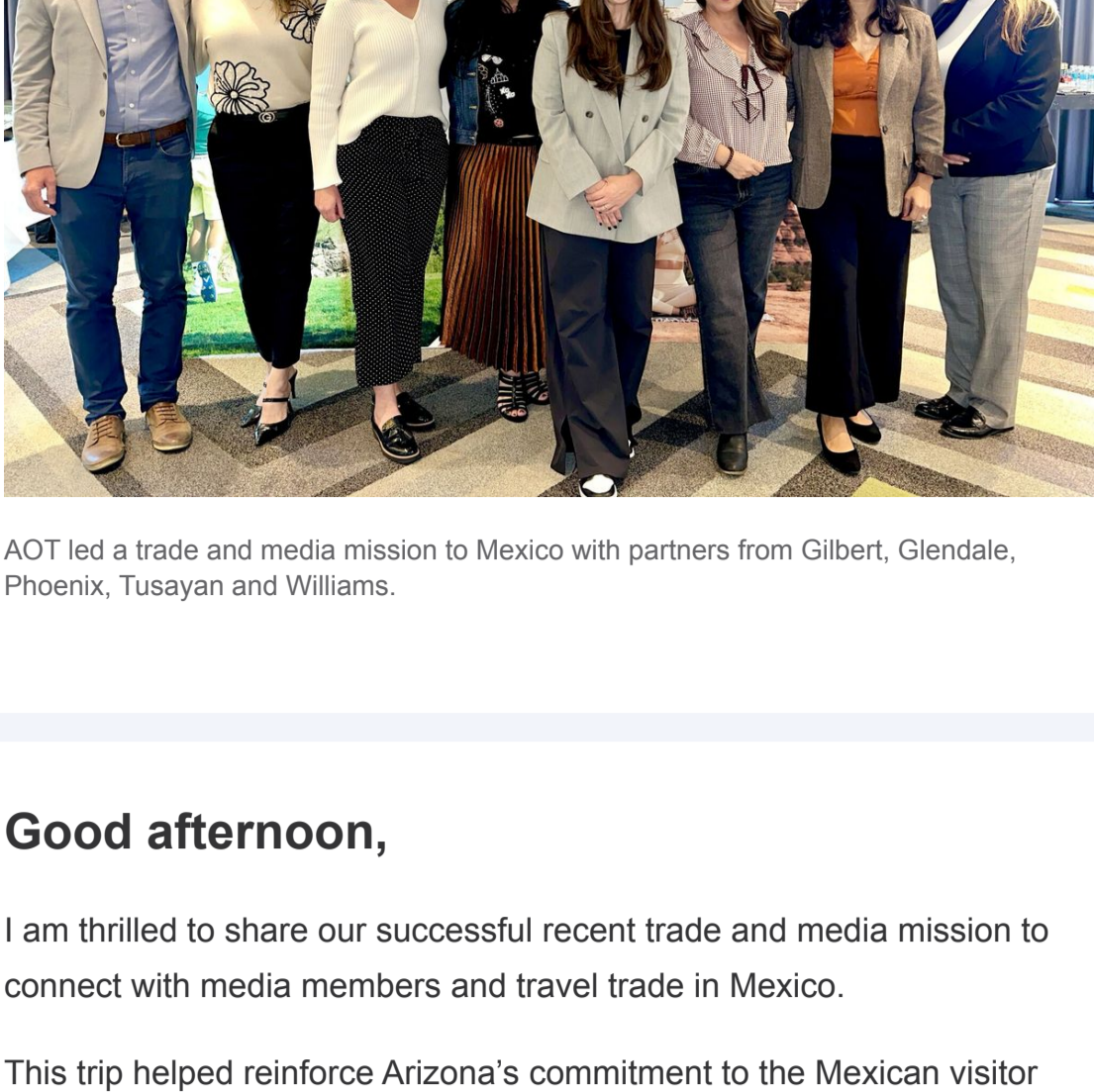


Tourism Wednesday

By Arizona Office of Tourism • Nov 12, 2025

Smart Brevity® count: 3.5 mins...950 words



AOT led a trade and media mission to Mexico with partners from Gilbert, Glendale, Phoenix, Tusayan and Williams.

Good afternoon,

I am thrilled to share our successful recent trade and media mission to connect with media members and travel trade in Mexico.

This trip helped reinforce Arizona's commitment to the Mexican visitor market, which is by far our largest source market for international visitors. Last year, we hosted 3.7 million visitors from Mexico - totalling 70% of Arizona's international inbound visitation. So far this year, we're trending ahead of that figure.

And fortunately, we were not alone in this mission. We were joined in Mexico by a collaborative group including tourism representatives from Gilbert, Glendale, Phoenix, Tusayan and Williams.

During events in Mexico City and Guadalajara, we conducted over 100 meetings to educate top Mexican tour operators and connect with Mexican media members to share the latest and greatest tourism amenities in our spectacular state.

This direct, partner-driven approach has been vital in promoting the true breadth and diversity of experiences Arizona offers. The relationships built and grown translate into increased bookings, tourism revenue and sustained economic growth for our communities.

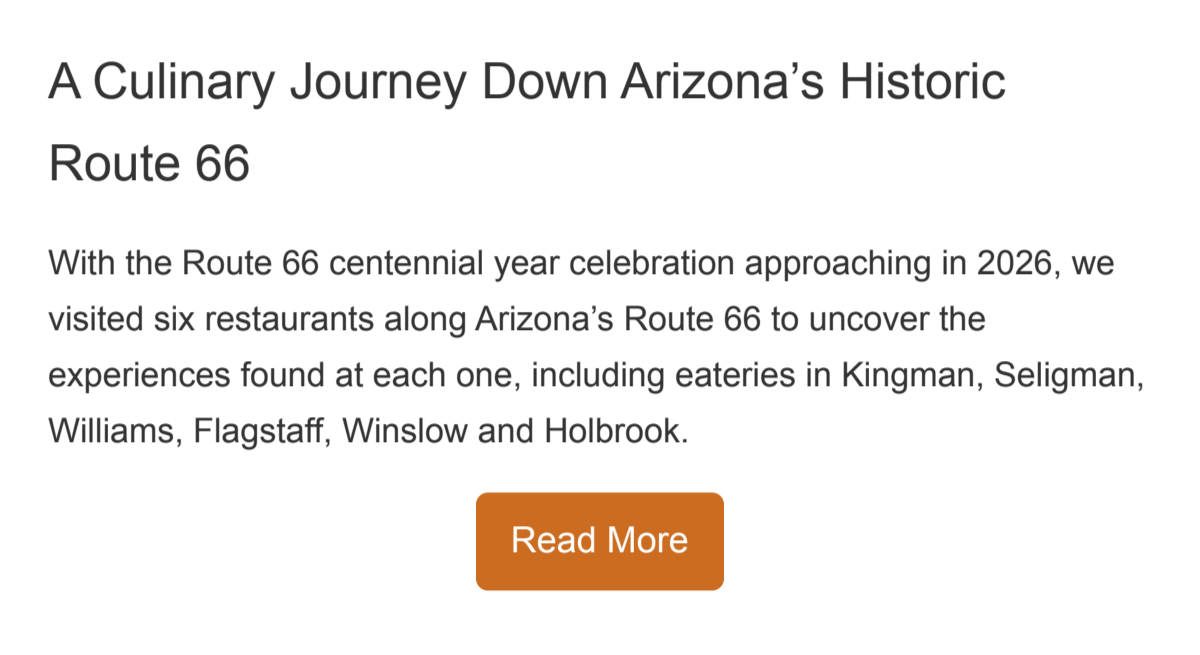
We look forward to building on this international momentum immediately with our next media mission to Germany, scheduled in just one week.

Following that, we have efforts planned in additional international markets, including Canada and France. These initiatives are all designed to bolster international visitation to Arizona, helping us not only return to pre-pandemic levels, but also to exceed them.

Thank you to all of our partners for your participation in making this Mexico mission a success.

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

Newly Featured on VisitArizona.com



Once a 1930s gas station, Mr. D's in Kingman now enjoys a second life as a retro diner complete with checkerboard floors, neon signage and a jukebox.

A Culinary Journey Down Arizona's Historic Route 66

With the Route 66 centennial year celebration approaching in 2026, we visited six restaurants along Arizona's Route 66 to uncover the experiences found at each one, including eateries in Kingman, Seligman, Williams, Flagstaff, Winslow and Holbrook.

[Read More](#)

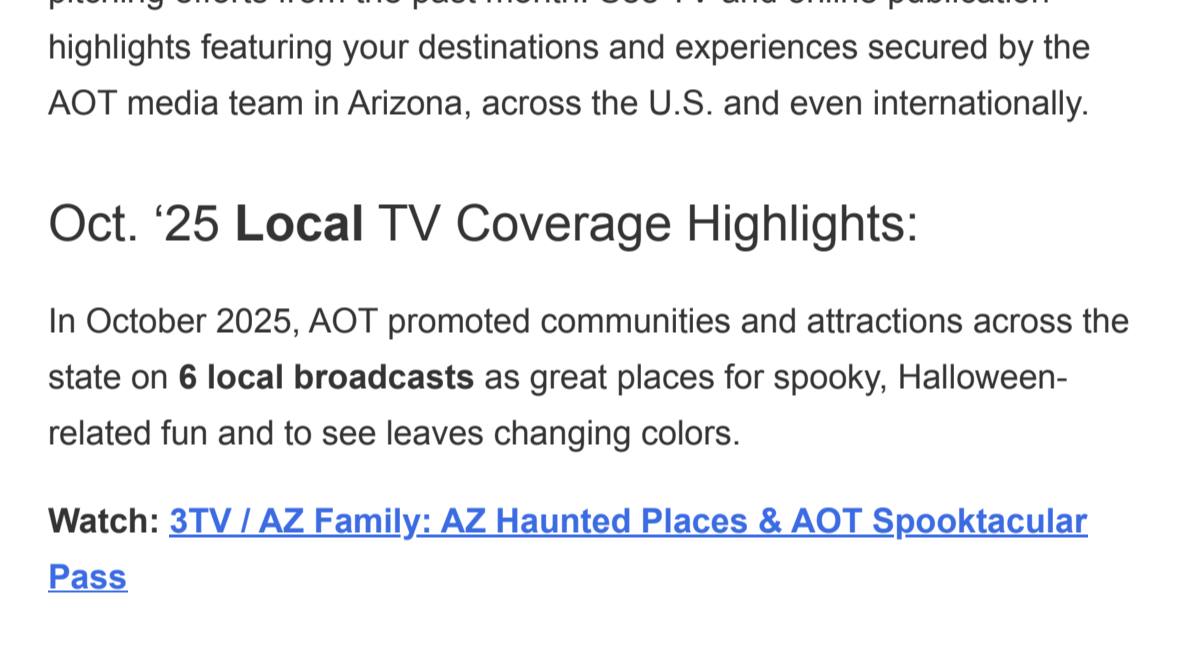
Hunting in Arizona: White Mountains and Eastern Arizona

Every corner of Arizona offers a unique opportunity for hunters of all types to encounter diverse game in spectacular locations. In this *Like a Local* article, Michael Cravens of the Arizona Wildlife Federation shares the inside scoop on hunting in the White Mountains region of eastern Arizona.

[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.

Arizona Hometown Hits



Arizona Hometown Hits shares select highlights from AOT's media pitching efforts from the past month. See TV and online publication highlights featuring your destinations and experiences secured by the AOT media team in Arizona, across the U.S. and even internationally.

Oct. '25 Local TV Coverage Highlights:

In October 2025, AOT promoted communities and attractions across the state on **6 local broadcasts** as great places for spooky, Halloween-related fun and to see leaves changing colors.

Watch: [3TV / AZ Family: AZ Haunted Places & AOT Spooktacular Pass](#)

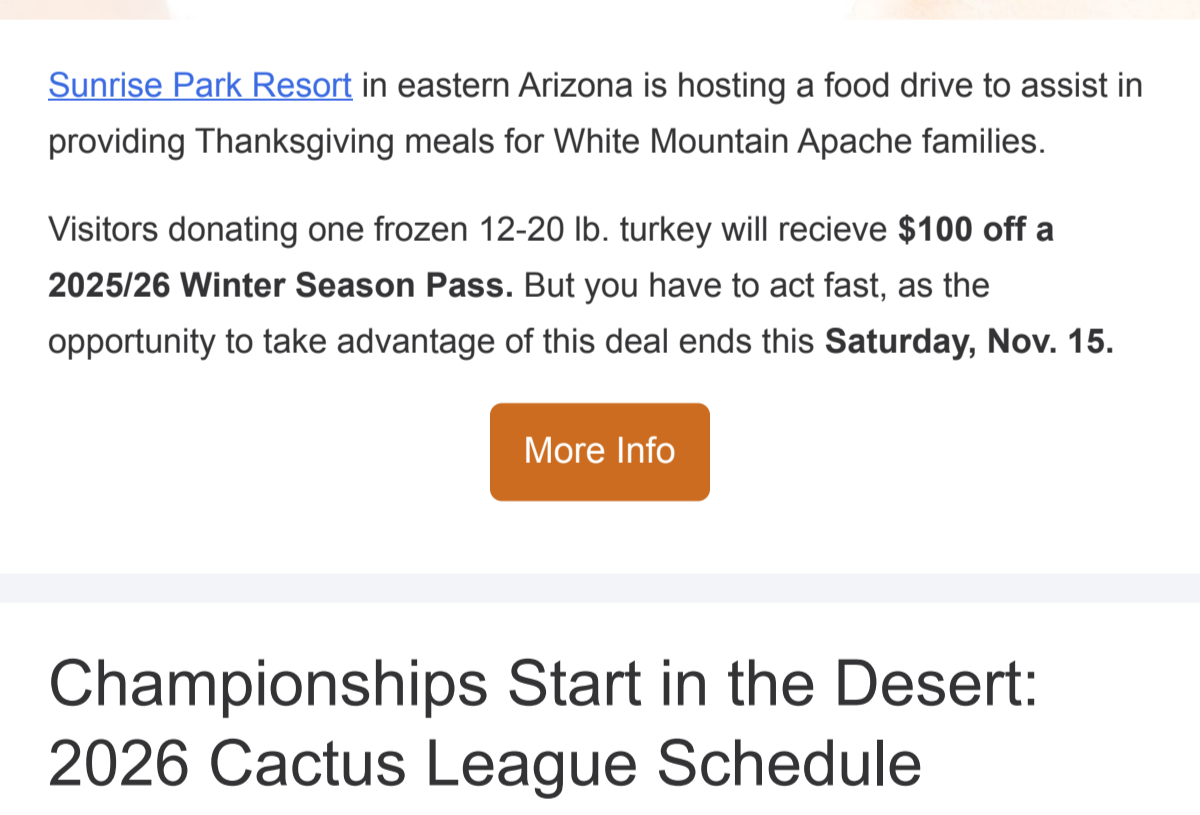
Oct. '25 Nat'l & Int'l Earned Media Highlights:

The AOT Media Relations team's previously facilitated press trips resulted in articles being published in October 2025, including with journalists from **Canada** and **France**. These articles promoted [Sedona, stargazing and gastronomy](#) in Tucson for Chinese-speaking Canadians in Pure Luxury, and [Little-known Gems of Arizona](#) for the French market in easyVoyage.

AOT's domestic media pitching efforts also resulted in Arizona places featured in national articles published in October, including:

- [Historic Cemeteries Worth Visiting in the US in AAA The Extra Mile](#)
- [The Best Roadside Motels and Hotels on Route 66 in Lonely Planet](#)
- [The 11 Most Magical Holiday Events in the US to Get You Feeling Festive](#)
- [How to Find Your Perfect Adventure Escape at Saguaro Lake Guest Ranch](#)

3 Days Left to Donate a Turkey to Get \$100 Off a Sunrise Winter Pass

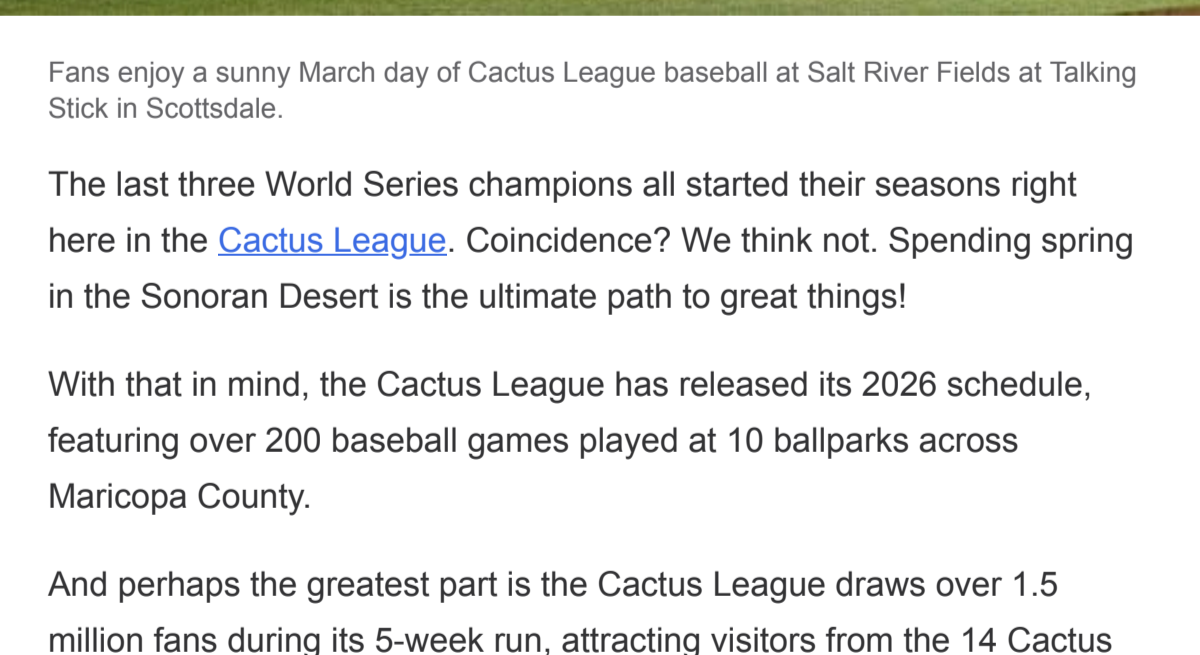


[Sunrise Park Resort](#) in eastern Arizona is hosting a food drive to assist in providing Thanksgiving meals for White Mountain Apache families.

Visitors donating one frozen 12-20 lb. turkey will receive **\$100 off a 2025/26 Winter Season Pass**. But you have to act fast, as the opportunity to take advantage of this deal ends this **Saturday, Nov. 15**.

[More Info](#)

Championships Start in the Desert: 2026 Cactus League Schedule



Fans enjoy a sunny March day of Cactus League baseball at Salt River Fields at Talking Stick in Scottsdale.

The last three World Series champions all started their seasons right here in the [Cactus League](#). Coincidence? We think not. Spending spring in the Sonoran Desert is the ultimate path to great things!

With that in mind, the Cactus League has released its 2026 schedule, featuring over 200 baseball games played at 10 ballparks across Maricopa County.

And perhaps the greatest part is the Cactus League draws over 1.5 million fans during its 5-week run, attracting visitors from the 14 Cactus League team cities (outside AZ) who love to spend March in the Arizona sunshine.

[See the Schedule](#)

Attraction to go: Bullhead City



Davis Camp in Bullhead City is a popular county park on the Colorado River that offers camping, boating and other water recreation activities.

[Bullhead City](#) was named after a rock island in the Colorado River that resembled the head and shoulders of a bull with large, curved horns.

Steamboat captains on the Colorado River used the rock as a navigation point in the 1800s. After the construction of Davis Dam, the water level rose and now almost completely covers the landmark.

Today, Bullhead City is a year-round destination perfect for water enthusiasts, as it provides easy access to the Colorado River and Lake Mohave for boating, fishing and watersports.

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, Nov. 26**.
- 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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