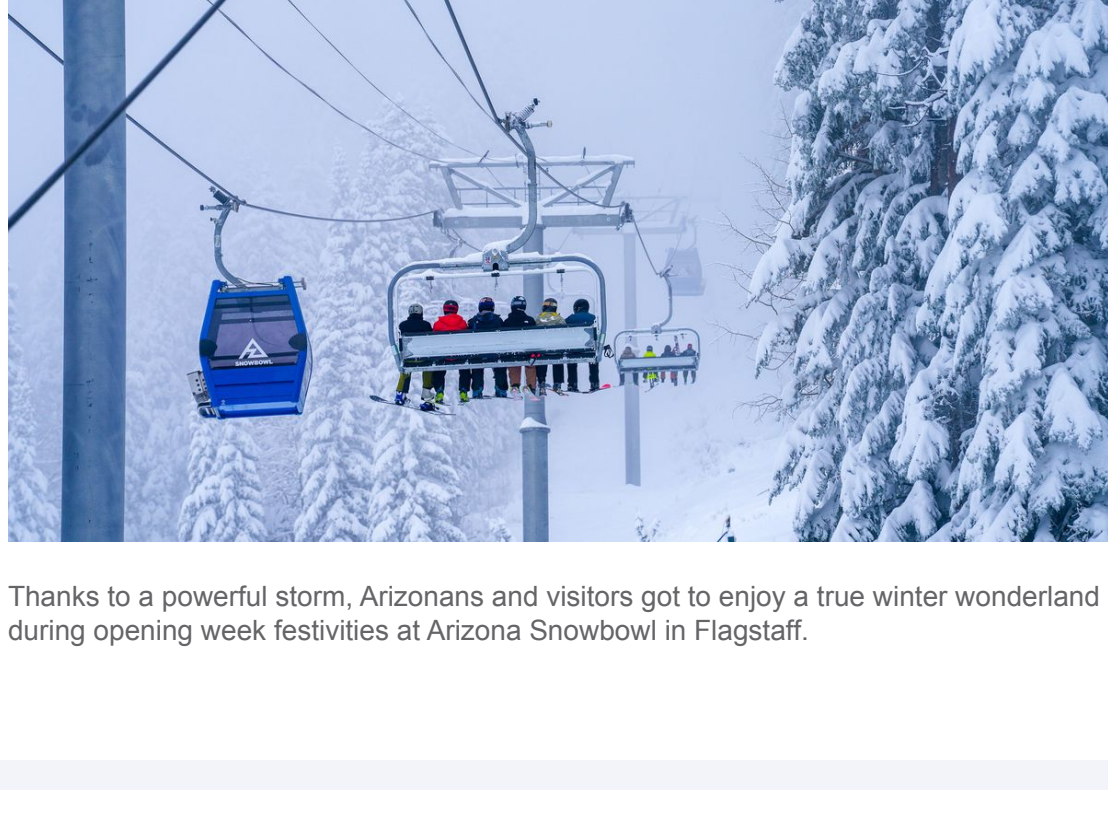


# Tourism Tuesday

By Arizona Office of Tourism • Nov 25, 2025

Smart Brevity® count: 3 mins...741 words



Thanks to a powerful storm, Arizonans and visitors got to enjoy a true winter wonderland during opening week festivities at Arizona Snowbowl in Flagstaff.

## Good afternoon,

As we pause briefly to celebrate Thanksgiving, I want to share my heartfelt gratitude for the energy and dedication you bring to promoting our state every day.

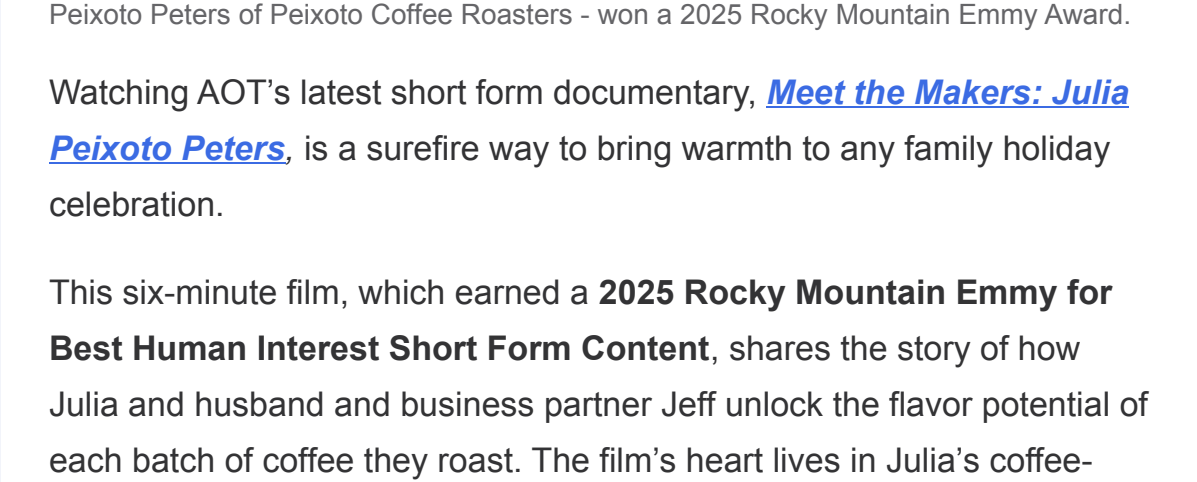
Whether you're welcoming guests, leading tours, showcasing our culinary heritage or simply sharing your part of the state, you are Arizona's true ambassadors. Your work ensures this place is more than a destination—it's a lasting feeling for every traveler.

I hope you find time this week to rest and connect with loved ones. Thank you for making Arizona such a vibrant place for visitors and for all who are fortunate to call it home.

Happy Thanksgiving,

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

## Warm up with AOT's Latest Emmy Award-Winning Film: Peixoto Coffee



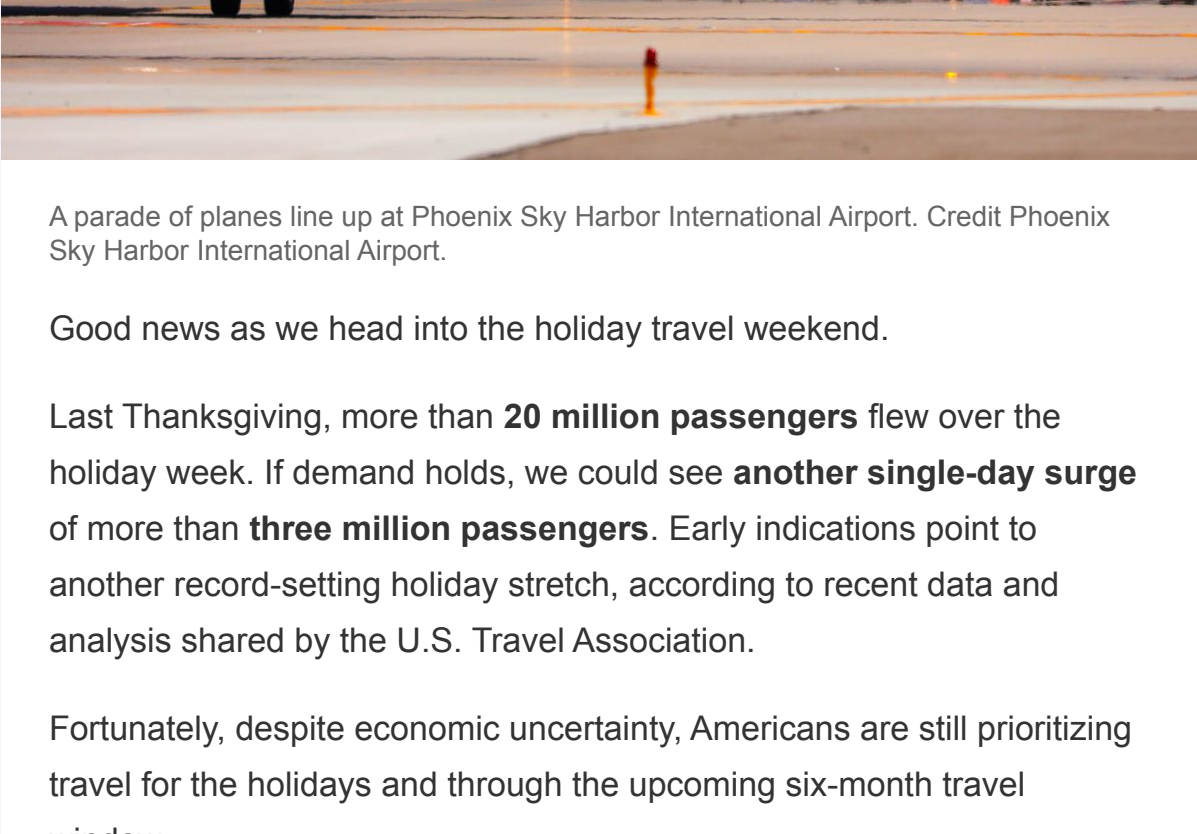
The latest short film in AOT's award winning series Meet the Makers - featuring Julia Peixoto Peters of Peixoto Coffee Roasters - won a 2025 Rocky Mountain Emmy Award.

Watching AOT's latest short form documentary, [Meet the Makers: Julia Peixoto Peters](#), is a surefire way to bring warmth to any family holiday celebration.

This six-minute film, which earned a **2025 Rocky Mountain Emmy for Best Human Interest Short Form Content**, shares the story of how Julia and husband and business partner Jeff unlock the flavor potential of each batch of coffee they roast. The film's heart lives in Julia's coffee-growing legacy, grown through beans sourced at her century-old family farm in Brazil and roasted and served at Peixoto Coffee shops right here in Arizona.

[Watch the Short Film](#)

## U.S. Travel: Record-Setting Thanksgiving Holiday Travel Outlook



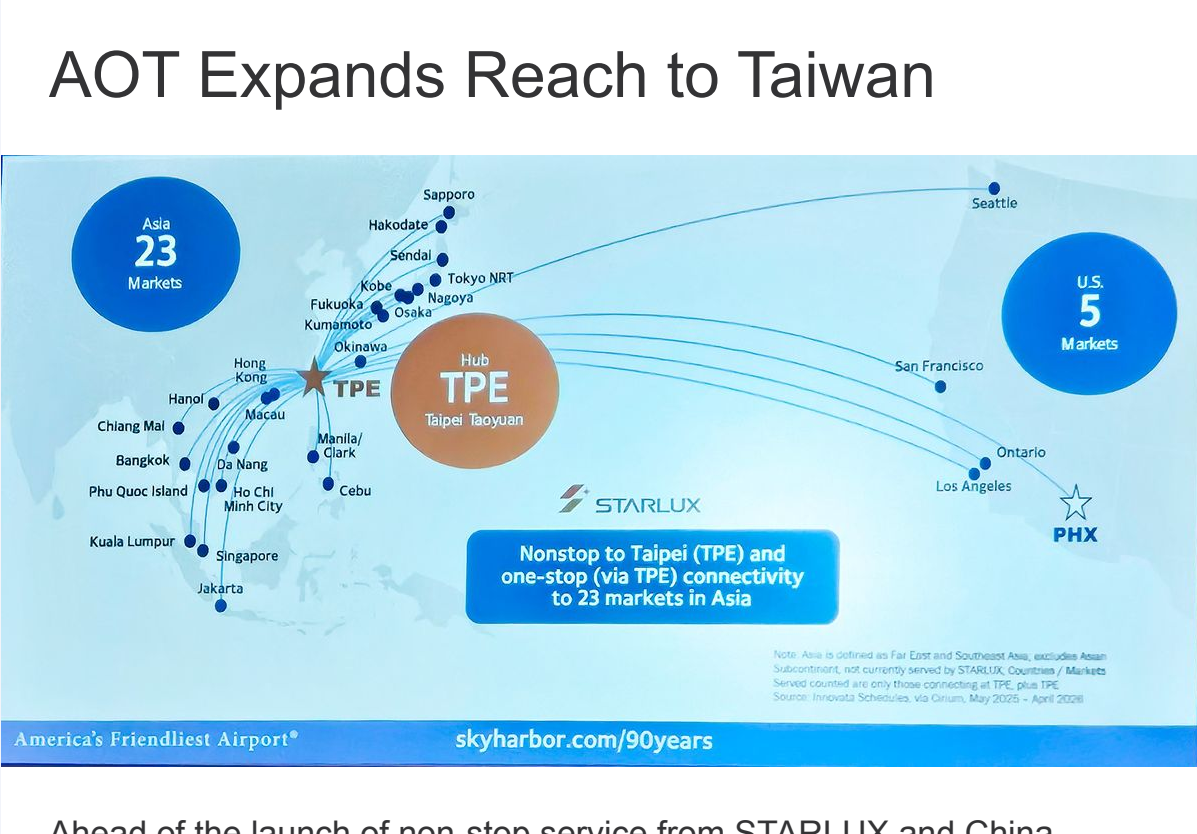
A parade of planes line up at Phoenix Sky Harbor International Airport. Credit Phoenix Sky Harbor International Airport.

Good news as we head into the holiday travel weekend.

Last Thanksgiving, more than **20 million passengers** flew over the holiday week. If demand holds, we could see **another single-day surge** of more than **three million passengers**. Early indications point to another record-setting holiday stretch, according to recent data and analysis shared by the U.S. Travel Association.

Fortunately, despite economic uncertainty, Americans are still prioritizing travel for the holidays and through the upcoming six-month travel window.

## AOT Leads Media Mission to Germany

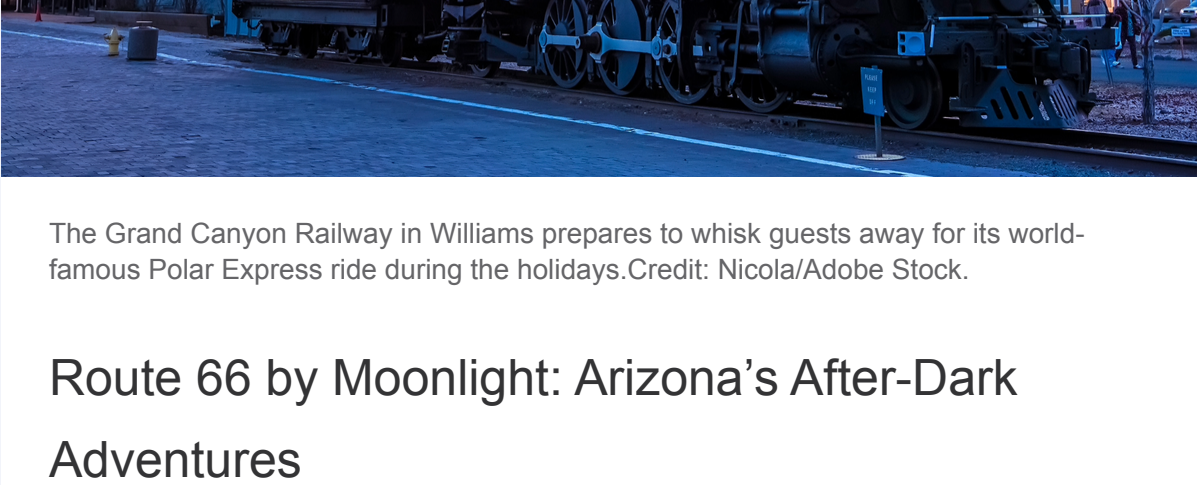


Our ongoing work to build international visitation from overseas to Arizona continued last week with a successful media mission to Germany and Switzerland.

During events in Munich and Zurich, we met with **24** journalists to share the latest and greatest tourism amenities in our spectacular state, including events on deck for 2026 such as the Route 66 Centennial Celebration.

We were joined on this mission by tourism representatives from **Discover Flagstaff** and the **Historic Route 66 Association of Arizona**.

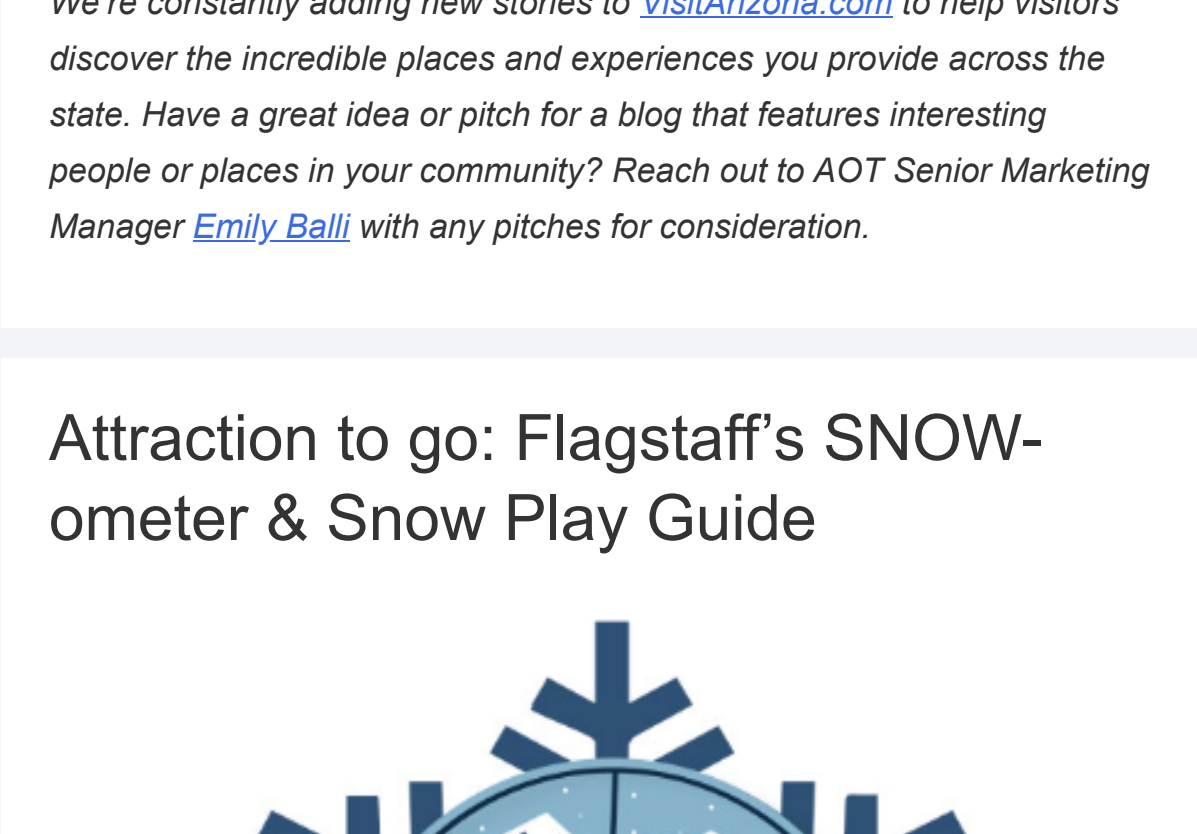
## AOT Expands Reach to Taiwan



Ahead of the launch of non-stop service from STARLUX and China Airlines between Taipei and Phoenix in the next two months, AOT is proud to announce AVIAREPS Taiwan will lead travel trade marketing services and media relations efforts on behalf of AOT in Taiwan.

Taipei-based AVIAREPS Taiwan, who won the contract after a competitive procurement process, was established in 1999 and is backed by a dynamic team with experience in marketing, public relations and travel industry marketing and sales.

## Newly Featured on VisitArizona.com



The Grand Canyon Railway in Williams prepares to whisk guests away for its world-famous Polar Express ride during the holidays. Credit: Nicola/Adobe Stock.

## Route 66 by Moonlight: Arizona's After-Dark Adventures

With Route 66's path traversing an impressive 385 across northern Arizona, it offers an endless array of terrain, elevations and towns to explore. An all-time favorite way to do that is after dark, when the route offers a dizzying array of restaurants, lounges, observatories, stargazing opportunities and even train rides to keep the fun going!

[Read More](#)

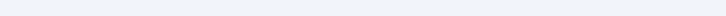
## A to Z Along Arizona's Legendary Route 66

Everything any traveler needs to know about the icons of Arizona's stretch of the Mother Road, from A to Z.

[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.*

## Attraction to go: Flagstaff's SNOW-ometer & Snow Play Guide



Did you know that Flagstaff averages 100+ inches of snowfall each year? In addition to its world-famous LEAF-ometer, Discover Flagstaff also features a **SNOW-ometer**, which directs travelers on where to find the most snow at different locations throughout the winter season.

Additionally, Discover Flagstaff has also released its **2025-2026 Winter Recreation Map**, which offers guidance on the area's many snowplay recreation areas.

**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, Dec. 9**.
- 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

