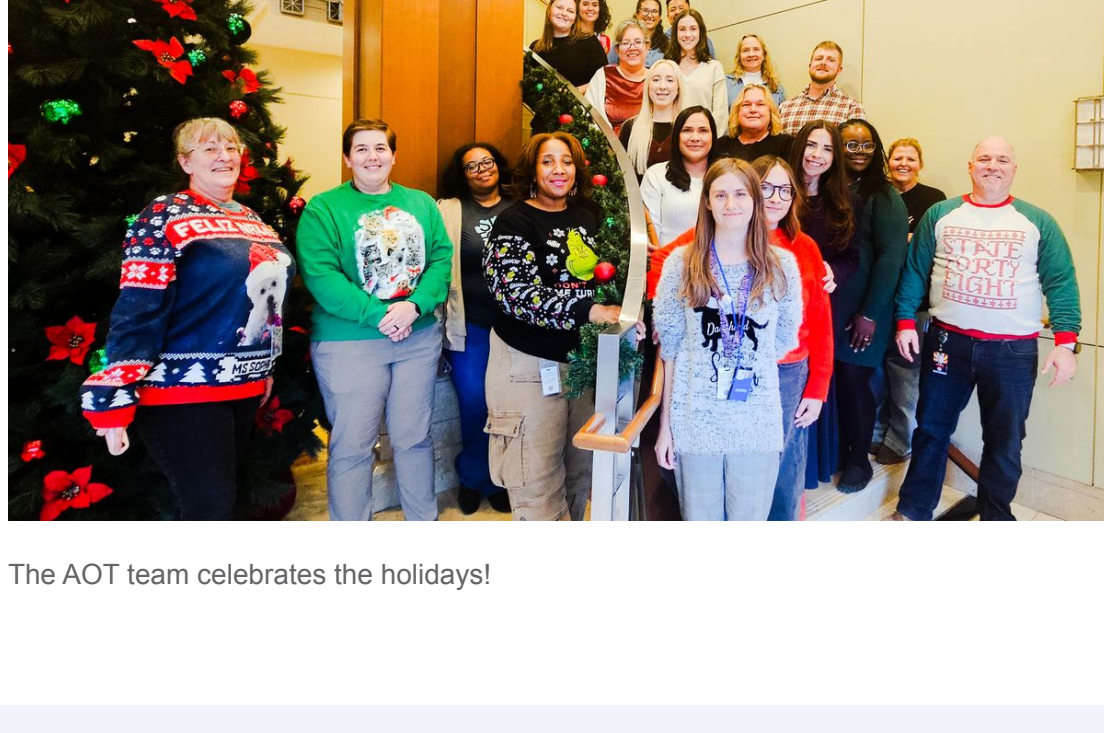


Tourism Tuesday

By Arizona Office of Tourism • Dec 23, 2025

Smart Brevity® count: 2.5 mins...724 words



The AOT team celebrates the holidays!

Good afternoon,

Our last Tourism Tuesday of 2025—thank you all for a great year supporting tourism across our state! Wishing you time to relax, celebrate, and enjoy the holidays. Cheers to a fantastic New Year from the AOT team!

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

2025 Holiday Travel Surges to 120M+

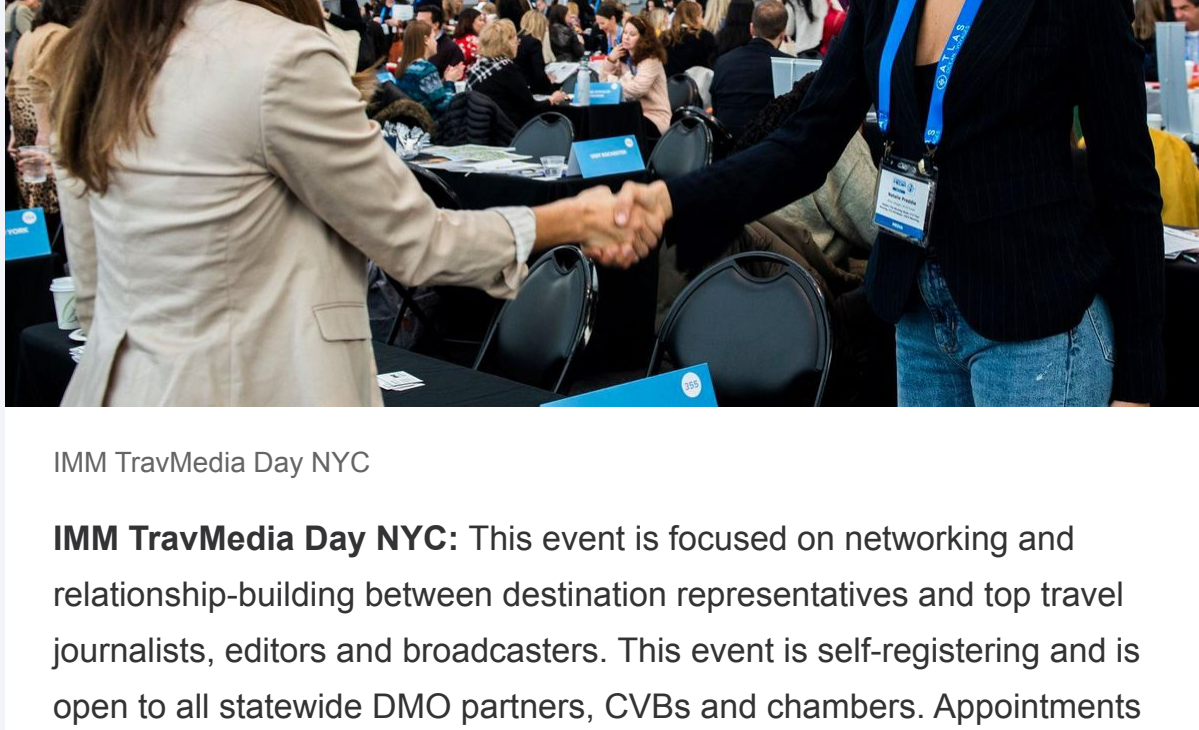


A member of Phoenix Sky Harbor's famed Navigator program welcomes travelers at the airport during its 2025 Days of Gratitude celebration. Photo credit Phoenix Sky Harbor International Airport.

The 2025 holiday travel season is shaping up to be **the busiest on record**. AAA forecasts that **122.4 million Americans will travel between December 20 and January 1**, a 2.2% increase over last year.

Holiday season momentum was already evident during Thanksgiving. On November 30, TSA screened 3.1 million passengers, marking the eighth day in 2025 to surpass the three-million-passenger threshold. Notably, that level of volume had never been reached even once prior to 2024, according to recent data provided by the U.S. Travel Association.

Coming Soon: Industry Events



IMM TravMedia Day NYC

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 statewide DMO partners, CVBs and chambers. Appointments are scheduled in the TravMedia portal. **AOT Contact:** [Marjorie Magnusson](#)

Jan. 21-22, 2026 • **New York City**

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. An additional stop in Calgary may be added. This event is open to all statewide tourism suppliers, with preference given to Arizona DMO partners, CVBs and chambers. **AOT Contact:** [Marjorie Magnusson](#)

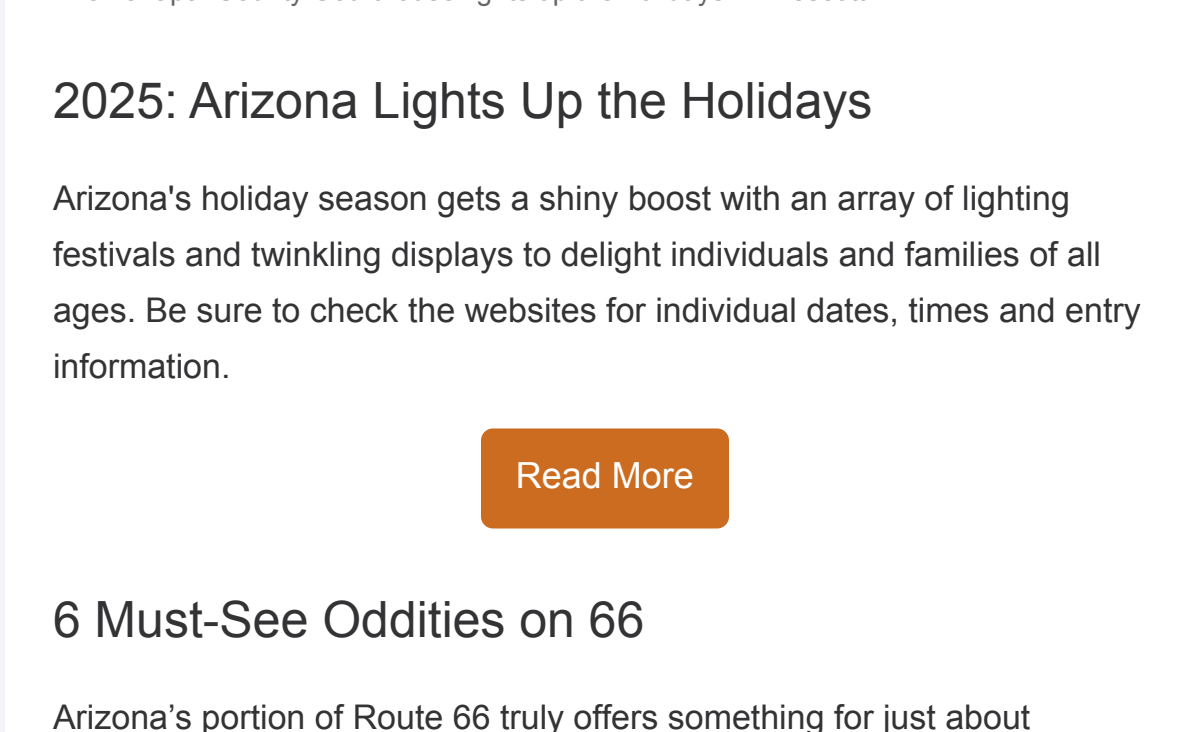
Feb. 2-6, 2026 • **Toronto and Vancouver**

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 DMO partners, CVBs and chambers. **AOT Contacts:** *Trade:* [Joanna Tejada](#) *Media:* [Kim Todd](#)

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

[Trade & Media Calendar](#)

Newly Featured on VisitArizona.com



The Yavapai County Courthouse lights up the holidays in Prescott.

2025: Arizona Lights Up the Holidays

Arizona's holiday season gets a shiny boost with an array of lighting festivals and twinkling displays to delight individuals and families of all ages. Be sure to check the websites for individual dates, times and entry information.

[Read More](#)

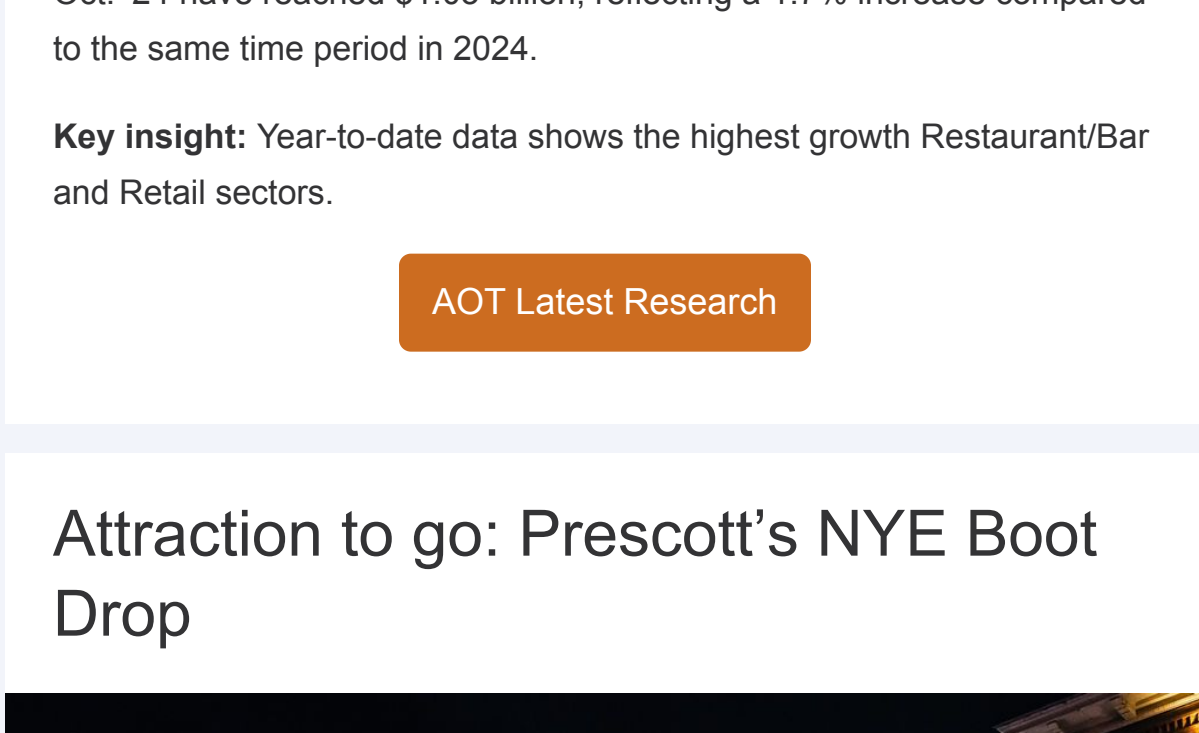
6 Must-See Oddities on 66

Arizona's portion of Route 66 truly offers something for just about everyone. This includes an eclectic collection of roadside attractions that are anything but run-of-the-mill.

[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



The Mogollon Rim Visitor Center near Payson. Photo credit An Pham

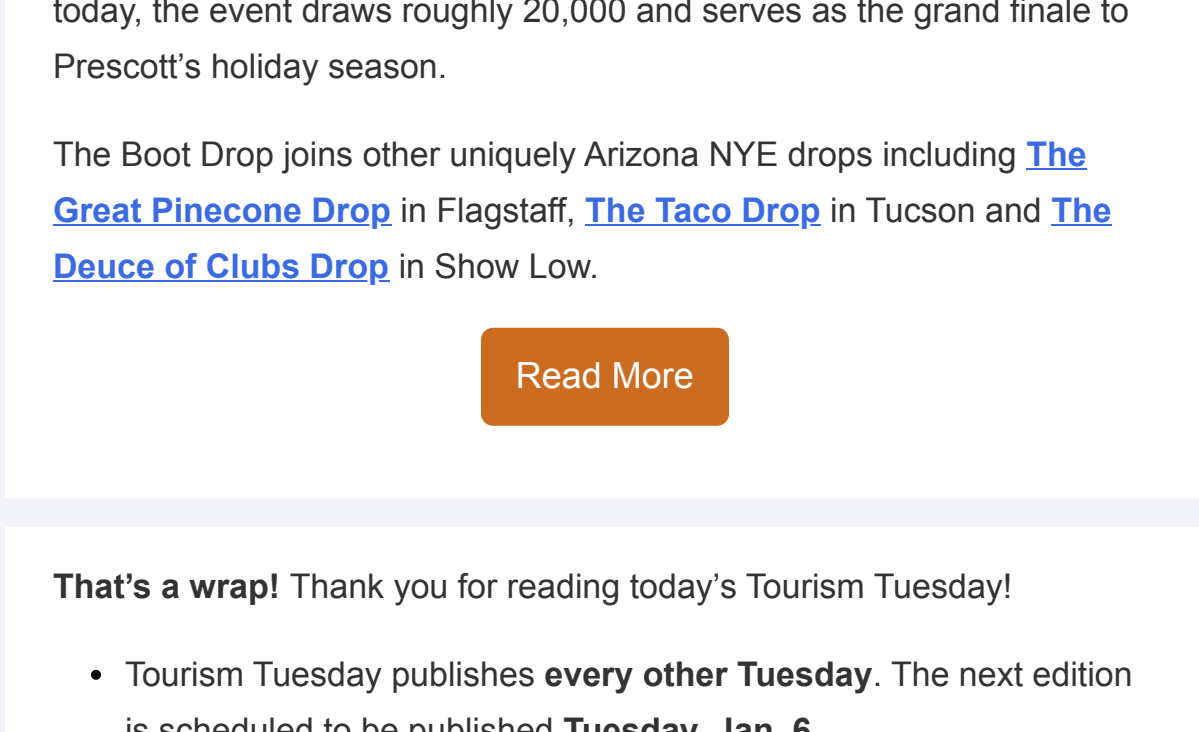
Oct. '25 Tourism Taxes Data Shows Uptick

By the numbers: [October '25 statewide tourism-related tax](#) revenue saw a 1% increase over October '24. Additionally, year-to-date totals through Oct. '24 have reached \$1.03 billion, reflecting a 1.7% increase compared to the same time period in 2024.

Key insight: Year-to-date data shows the highest growth Restaurant/Bar and Retail sectors.

[AOT Latest Research](#)

Attraction to go: Prescott's NYE Boot Drop



The New Year's Eve Boot Drop on Prescott's Whiskey Row is one unique way to ring in the New Year in Arizona. Photo credit Blushing Cactus Photography.

Prescott's Whiskey Row New Year's Eve Boot Drop began in 2011 as a way to promote holiday tourism. Created by Tracey Horn of Helken & Horn Ad Agency, the event features a 6-foot fiberglass boot adorned with 500 LED lights lowered from the historic Palace Building's flagpole.

The concept evolved from a "horseshoe drop" to a western boot during a brainstorming session. Despite some initial skepticism, private funding was secured and technical help was provided by the Eagles Club and Morgan Sign.

While organizers expected 100 people the first year, 4,000 attended; today, the event draws roughly 20,000 and serves as the grand finale to Prescott's holiday season.

The Boot Drop joins other uniquely Arizona NYE drops including [The Great Pinecone Drop](#) in Flagstaff, [The Taco Drop](#) in Tucson and [The Deuce of Clubs Drop](#) in Show Low.

[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. 6**.
- 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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