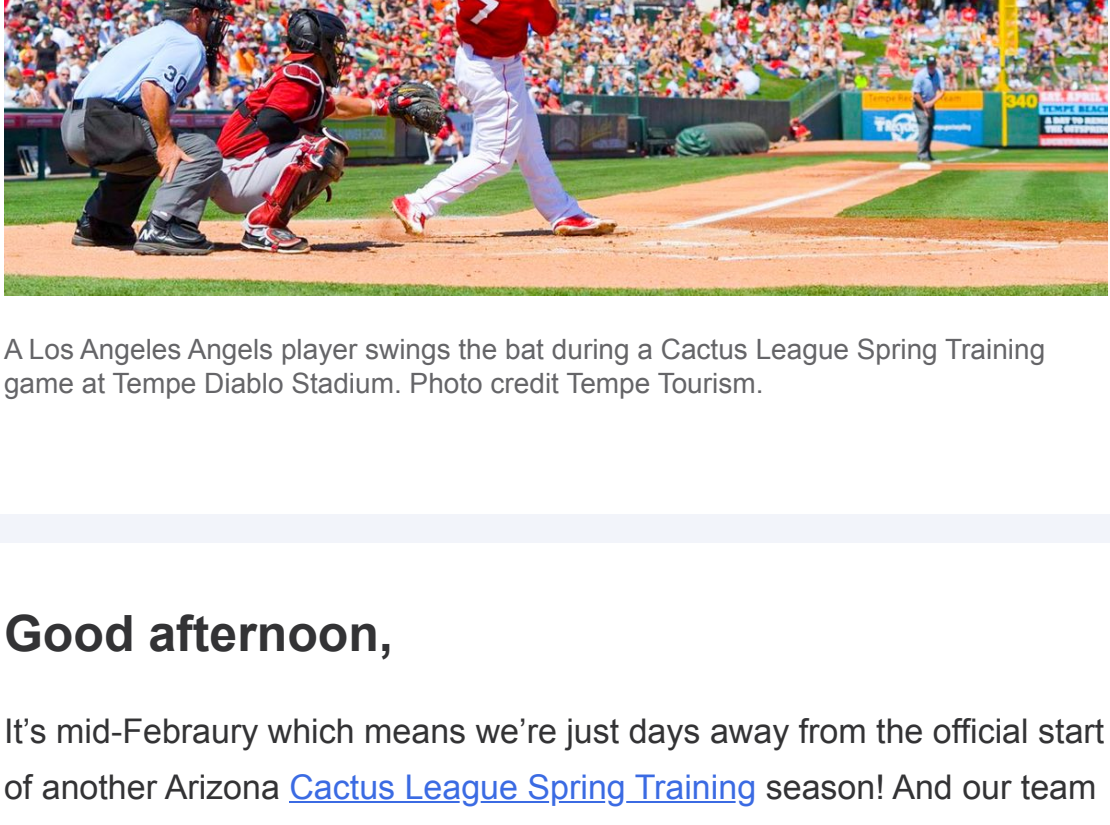


Tourism Tuesday

By Arizona Office of Tourism • Feb 17, 2026

Smart Brevity® count: 3 mins...767 words



A Los Angeles Angels player swings the bat during a Cactus League Spring Training game at Tempe Diablo Stadium. Photo credit Tempe Tourism.

Good afternoon,

It's mid-February which means we're just days away from the official start of another Arizona [Cactus League Spring Training](#) season! And our team has been connecting with potential travelers since mid-December in all of our Spring Training team cities to ensure visiting Arizona is on the top of their priority lists!

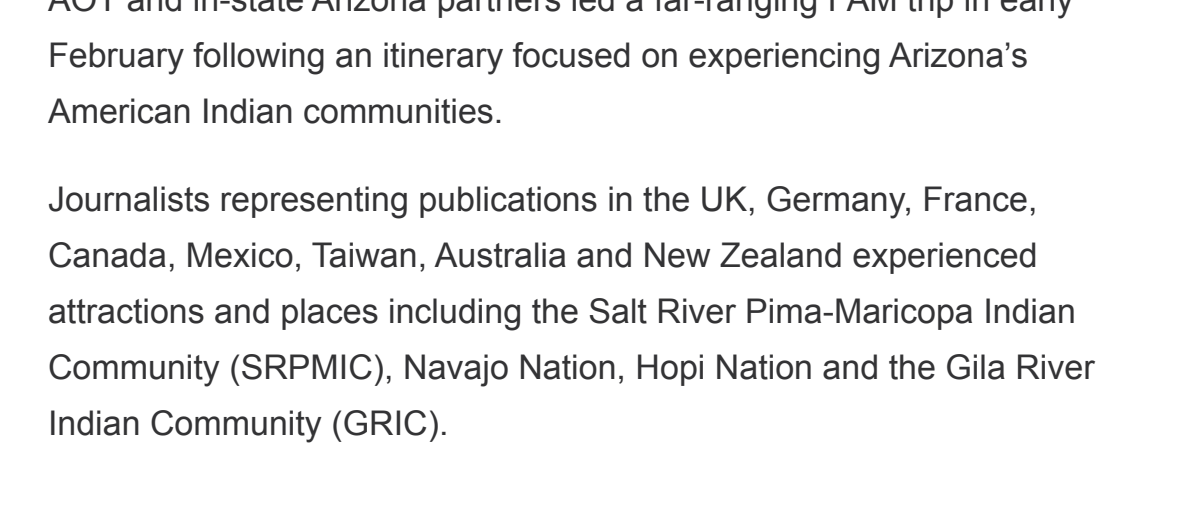
And once they get here, we share [plenty of ideas for activities before and after games](#) around our 10 Cactus League ballparks.

Major events, baseball, the America 250 celebration and Route 66 Centennial events ensure there's never a dull moment around here, especially in Spring!

Read on for the latest trends, data, news and collaborative opportunities to help us all keep the Grand Canyon State shining together.

-Alix and the AOT Team

Fabulous February AOT FAM

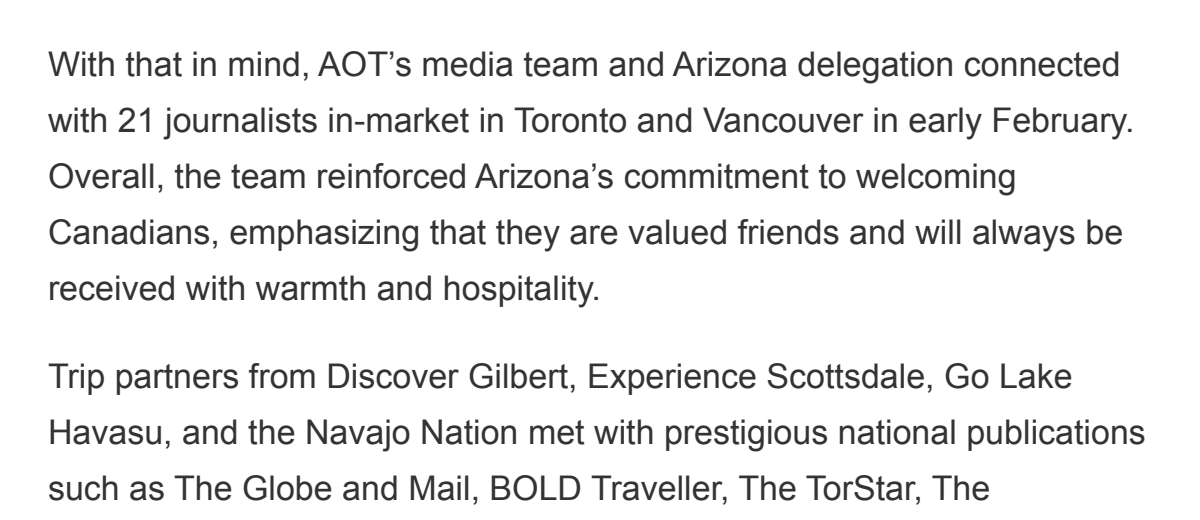


Journalists pose for a photo in Canyon del Muerto near Chinle in northeastern Arizona

AOT and in-state Arizona partners led a far-ranging FAM trip in early February following an itinerary focused on experiencing Arizona's American Indian communities.

Journalists representing publications in the UK, Germany, France, Canada, Mexico, Taiwan, Australia and New Zealand experienced attractions and places including the Salt River Pima-Maricopa Indian Community (SRPMIC), Navajo Nation, Hopi Nation and the Gila River Indian Community (GRIC).

Arizona Connects with Canadian Media



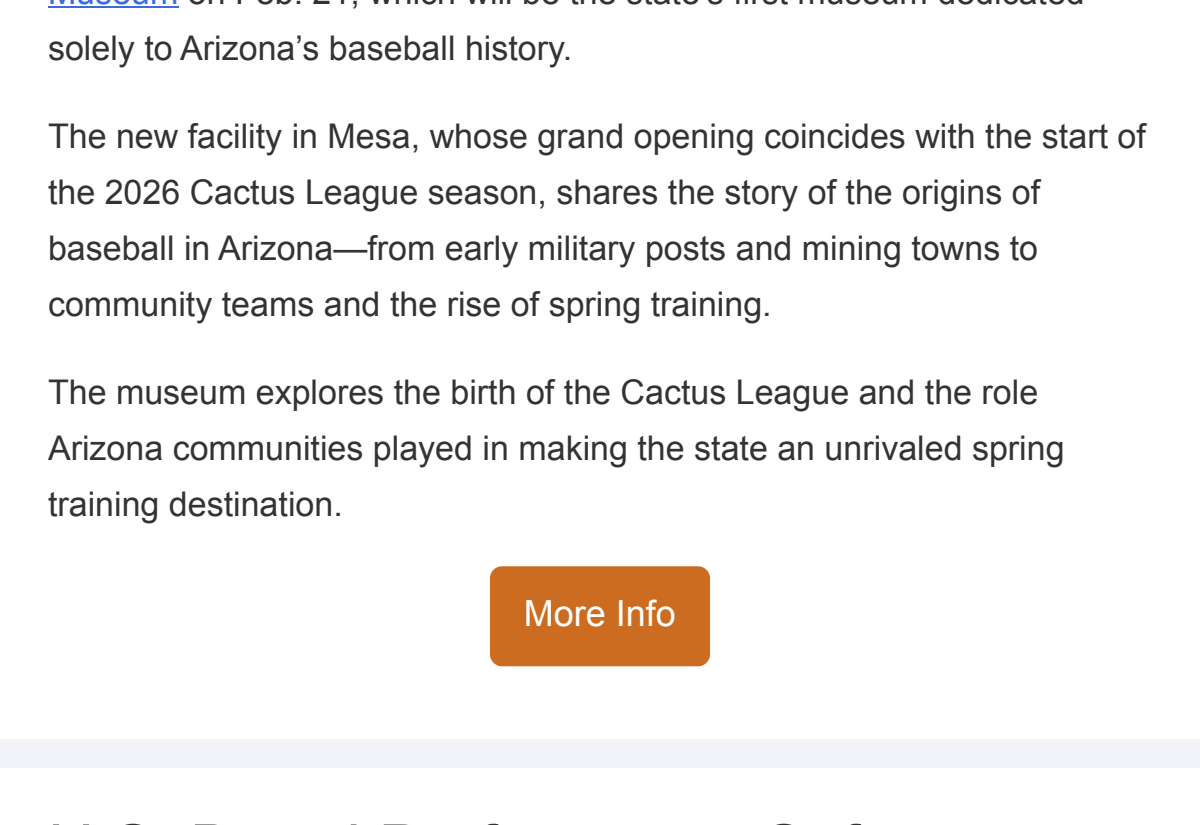
AOT's media team led a media mission to Canada in early February.

Canada remains the second-largest source of international visitors to Arizona. Porter Airlines' new direct flights underscore the importance of sustained engagement in priority Canadian markets

With that in mind, AOT's media team and Arizona delegation connected with 21 journalists in-market in Toronto and Vancouver in early February. Overall, the team reinforced Arizona's commitment to welcoming Canadians, emphasizing that they are valued friends and will always be received with warmth and hospitality.

Trip partners from Discover Gilbert, Experience Scottsdale, Go Lake Havasu, and the Navajo Nation met with prestigious national publications such as The Globe and Mail, BOLD Traveller, The TorStar, The Vancouver Sun and The Toronto Sun, as well as leading trade outlets including Pax News, Travel Week, Baxter Media, and Open Jaw.

AZ Baseball Museum Opens Feb. 21



Visitors now have another attraction to add to their Cactus League trip itineraries!

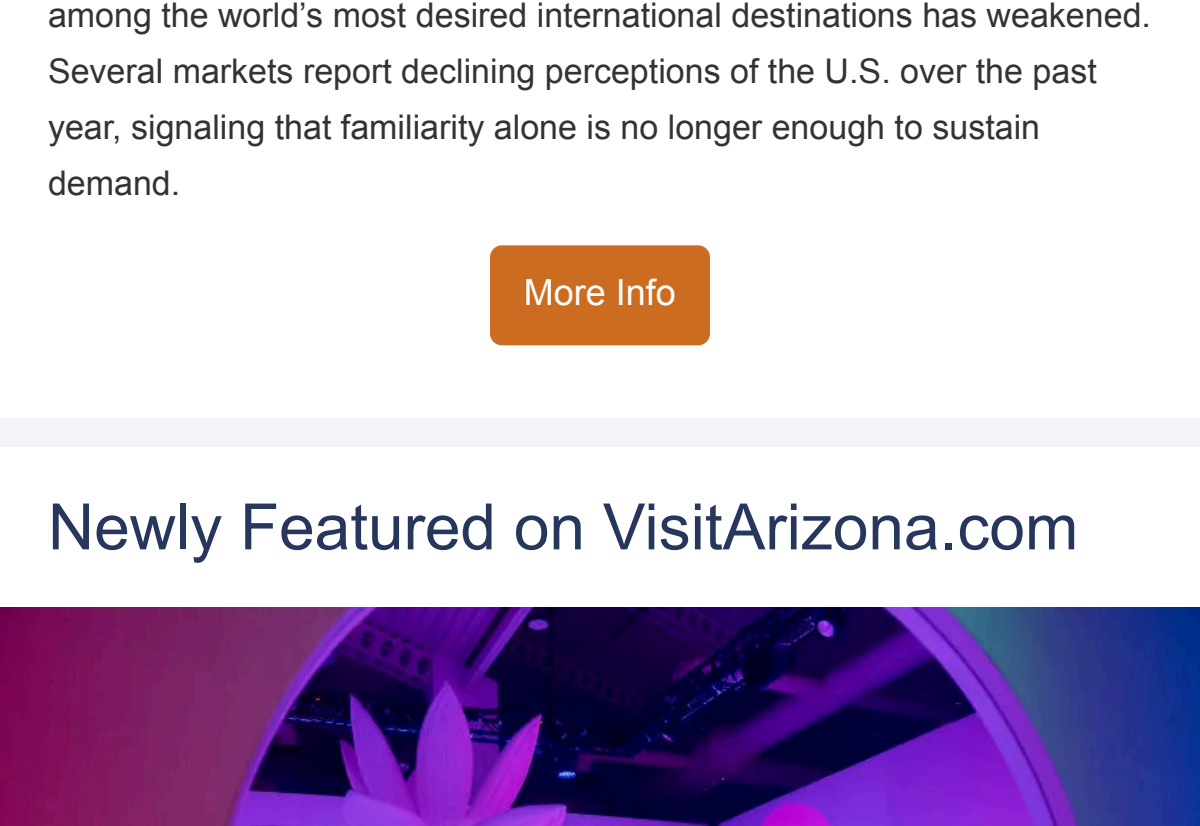
The [Mesa Historical Museum](#) is set to open the [Arizona Baseball Museum](#) on Feb. 21, which will be the state's first museum dedicated solely to Arizona's baseball history.

The new facility in Mesa, whose grand opening coincides with the start of the 2026 Cactus League season, shares the story of the origins of baseball in Arizona—from early military postings and mining towns to community teams and the rise of spring training.

The museum explores the birth of the Cactus League and the role Arizona communities played in making the state an unrivaled spring training destination.

[More Info](#)

U.S. Brand Performance Softens



An Air France jet taxis at Phoenix Sky Harbor International Airport.

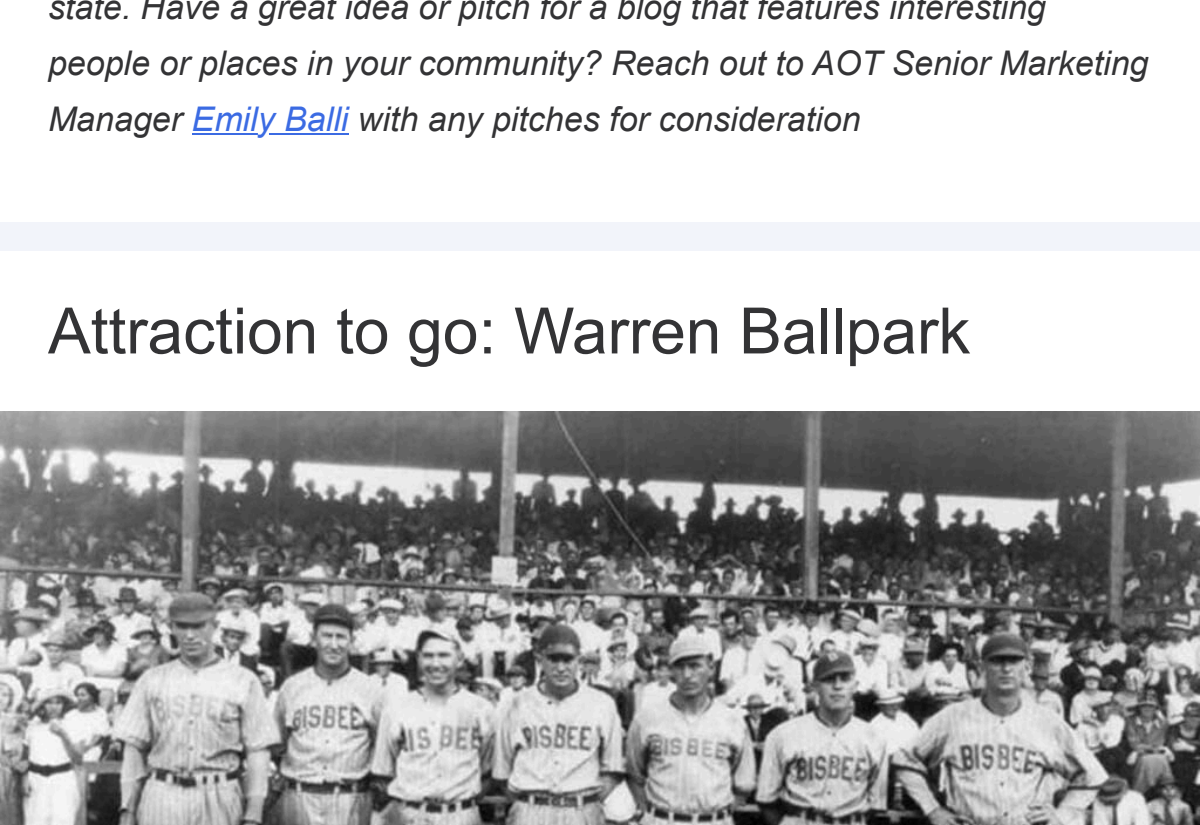
The pool of travelers considering long-haul international trips to the United States is narrowing.

Results from Future Partners' The State of the International Traveler Study reveal clear shifts in U.S. brand performance that should give destination marketers pause and direction.

While the U.S. remains a highly visible destination, its relative position among the world's most desired international destinations has weakened. Several reports declining perceptions of the U.S. over the past year, signaling that familiarity alone is no longer enough to sustain demand.

[More Info](#)

Newly Featured on VisitArizona.com



A visitor enjoys Bubble Planet Experience's famous sea of balloons, which is one of several activities near Tempe Diablo Stadium.

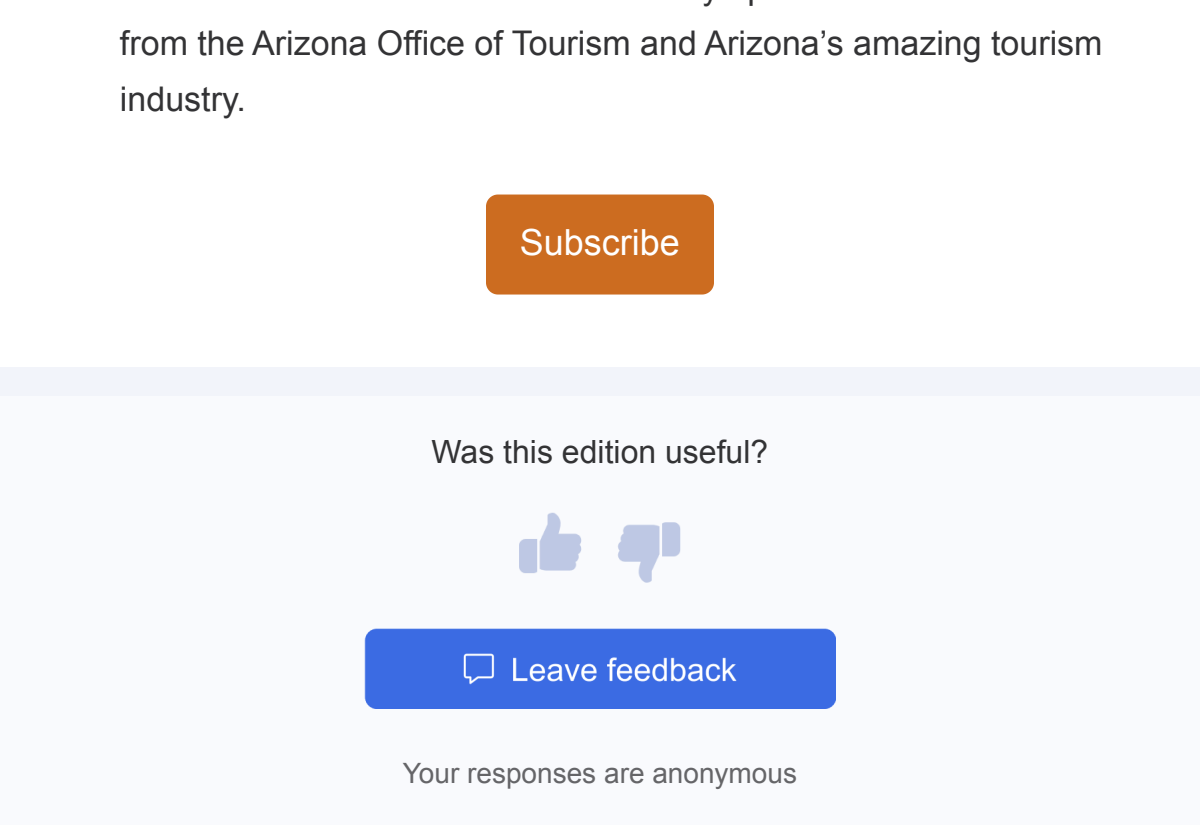
24 Ways to Play During Cactus League Spring Training

Come late February and through March, baseball fever takes over metro Phoenix, where 10 stadiums play host to 15 MLB teams and 1.5 million baseball fans. Good news for spring training fans — the Arizona fun extends beyond the ballpark.

[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 our community? Reach out to AOT Senior Marketing Manager [Emily Balli](#) with any pitches for consideration

Attraction to go: Warren Ballpark



The Bisbee Bees, pictured at Warren Ballpark, were a professional minor league baseball team that competed between 1928 and 1941.

Built in 1909, Bisbee's [Warren Ballpark](#) is the nation's oldest multi-use stadium in continuous use.

As the popularity of baseball grew right along with Arizona's mining towns, Warren evolved into a hub for mining-town recreation and a host for many teams and leagues.

For example, in 1928, the class D Arizona State League was created with four teams: The Bisbee Bees, Miami Miners, Tucson Waddies and Phoenix Senators.

Today, the park continues to host high school sports, the Copper City Classic Vintage Base Ball Tournament and community festivals.

[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, March 3**.
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