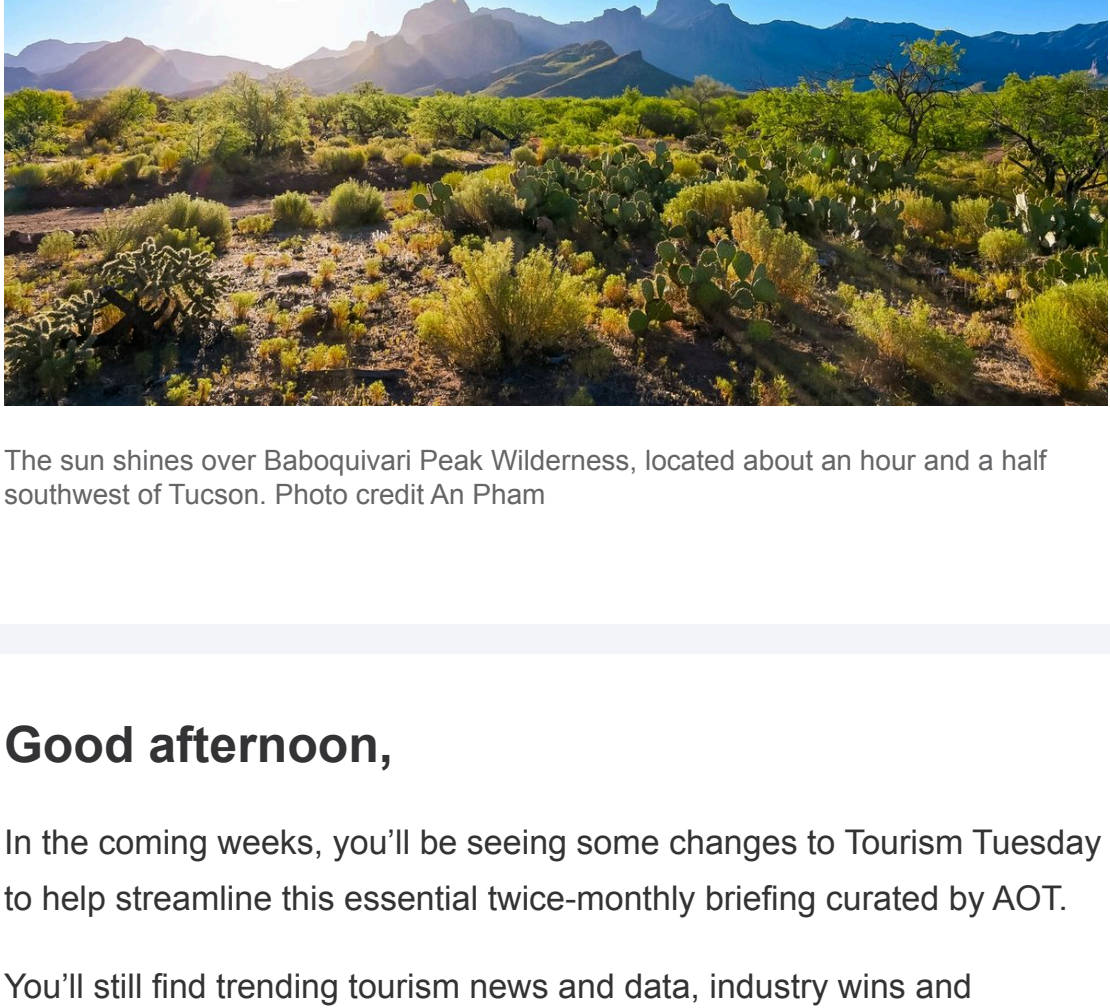


Tourism Tuesday

By Arizona Office of Tourism • Feb 03, 2026

Smart Brevity® count: 3 mins...838 words



The sun shines over Baboquivari Peak Wilderness, located about an hour and a half southwest of Tucson. Photo credit An Pham

Good afternoon,

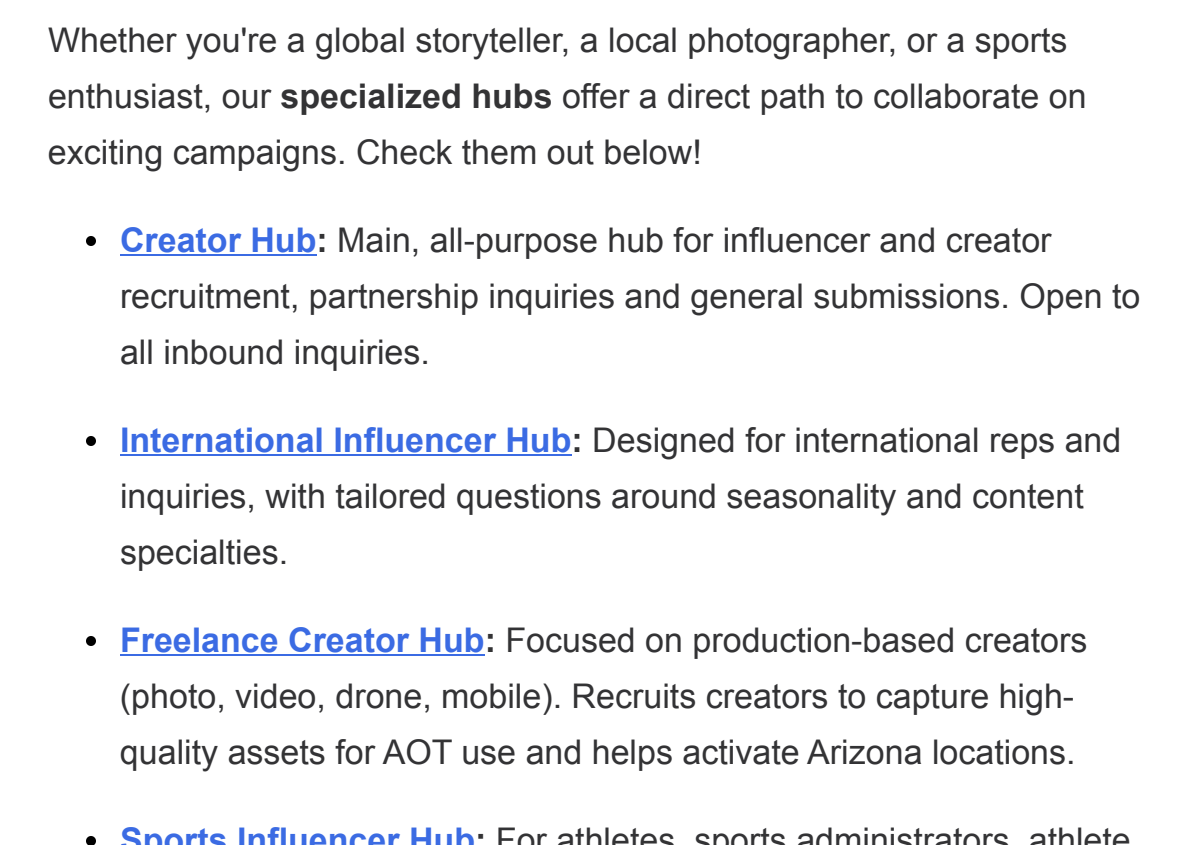
In the coming weeks, you'll be seeing some changes to Tourism Tuesday to help streamline this essential twice-monthly briefing curated by AOT.

You'll still find trending tourism news and data, industry wins and accolades and of course, information on participating in AOT programs and initiatives.

And, if you have questions, our team is here and ready to help, as always!

-Alix and the AOT Team

Calling All Content Creators!



Inspired by Arizona's timeless beauty and vibrant culture? Want to partner with AOT? We're thrilled to launch our new **Influencer Marketing Portal**, designed to make connecting with us easier than ever!

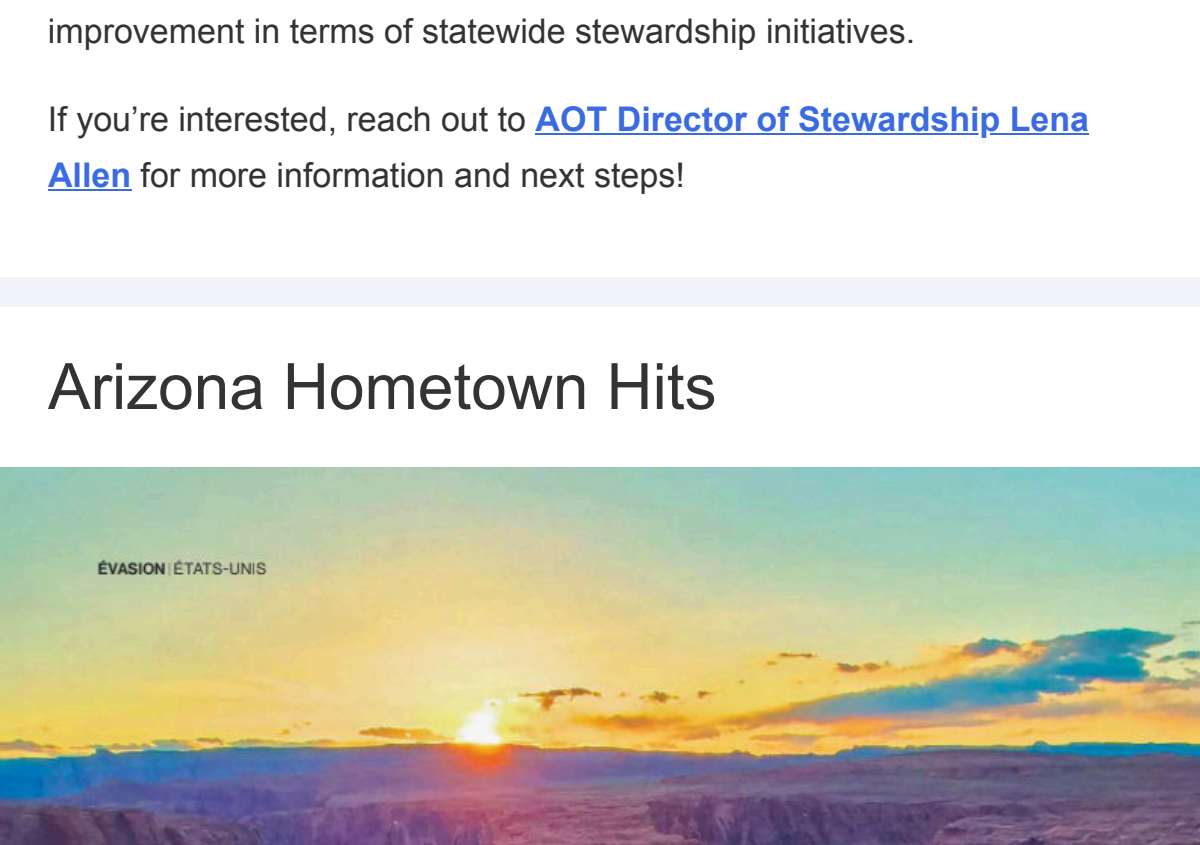
Whether you're a global storyteller, a local photographer, or a sports enthusiast, our **specialized hubs** offer a direct path to collaborate on exciting campaigns. Check them out below!

- **Creator Hub:** Main, all-purpose hub for influencer and creator recruitment, partnership inquiries and general submissions. Open to all inbound inquiries.
- **International Influencer Hub:** Designed for international reps and inquiries, with tailored questions around seasonality and content specialties.
- **Freelance Creator Hub:** Focused on production-based creators (photo, video, drone, mobile). Recruits creators to capture high-quality assets for AOT use and helps activate Arizona locations.
- **Sports Influencer Hub:** For athletes, sports administrators, athlete representation and sports organizations, including the upcoming **2026 Women's Final Four in Phoenix**.

These tools help us match your unique talents with the right opportunities. We invite you to explore the three hubs and join us in showcasing the best of Arizona!

For any questions about using AOT's influencer portals, contact AOT Director of Social Media [Radmen Niven](#).

Destination Stewardship Planning Opportunity for Arizona DMOs



Travelers pose for a photo during a tour in Sedona.

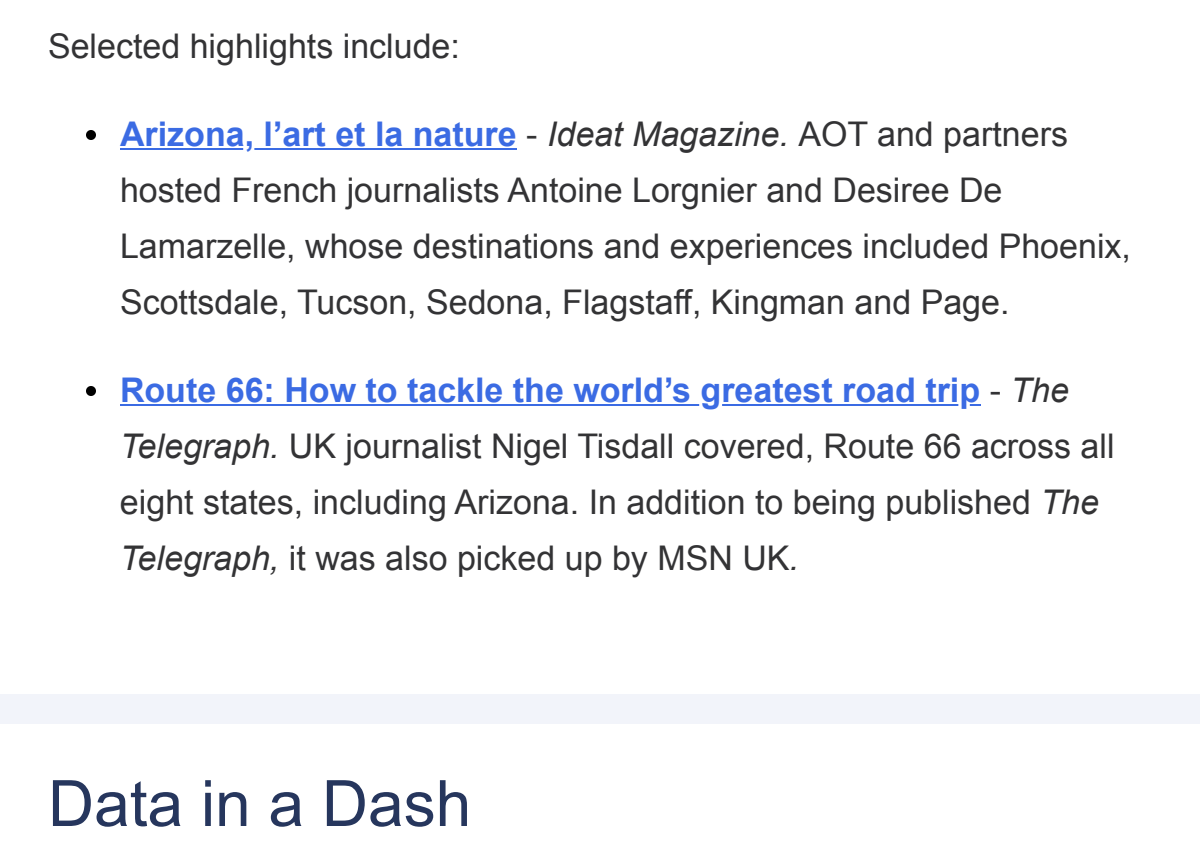
Developing an impactful and sustainable destination stewardship plan has long been the holy grail of the tourism industry.

Of course, getting started often means simply achieving a quantifiable understanding of where you are right now in your stewardship practices.

To help take the first steps in developing usable destination stewardship practices, we're making **additional licensed spots** available with [Destination Wayfinder](#), which we have been using during the past year to increase our own understanding of the state and areas for improvement in terms of statewide stewardship initiatives.

If you're interested, reach out to [AOT Director of Stewardship Lena Allen](#) for more information and next steps!

Arizona Hometown Hits



Arizona Hometown Hits shares select highlights from AOT's media pitching efforts from previous months. 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.

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

The AOT Media Relations team's media pitching and previously facilitated press trips resulted in articles being published in December 2025, including with journalists from the **U.K.** and **France**.

In total, the work of AOT's Media Relations team resulted in **97** total articles mentioning Arizona published across **8 countries** with an audience reach of **578 million**.

Selected highlights include:

- **Arizona, l'art et la nature - Ideat Magazine.** AOT and partners hosted French journalists Antoine Lorgnier and Desiree De Lamarzelle, whose destinations and experiences included Phoenix, Scottsdale, Tucson, Sedona, Flagstaff, Kingman and Page.
- **Route 66: How to tackle the world's greatest road trip - The Telegraph.** UK journalist Nigel Tisdall covered, Route 66 across all eight states, including Arizona. In addition to being published *The Telegraph*, it was also picked up by MSN UK.

Data in a Dash



Tucson's Hotel McCoy blends vintage vibes seamlessly with modern perks at a property defined by 1960s mid-century modern art styling and decor.

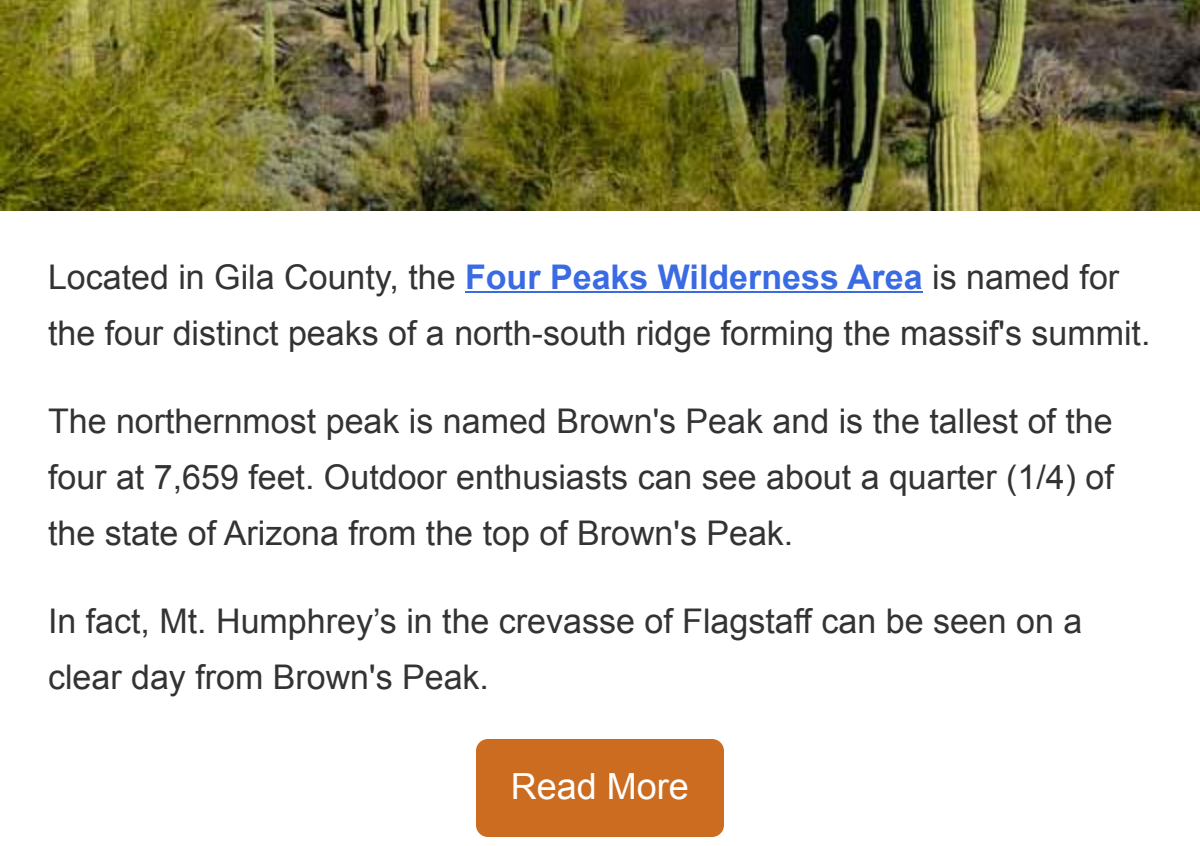
Dec. '25 Lodging Performance

By the numbers: Statewide occupancy increased 3.3% in [Dec. '25](#) compared to the same month in '24, reflecting stronger demand.

Additionally, ADR rose 0.9%, indicating pricing remained largely stable. RevPAR was up 4.3%.

[AOT Latest Research](#)

Newly Featured on VisitArizona.com



Castle Hot Springs Resort near Morristown in central Arizona offers the hottest non-volcanic natural spring in the world.

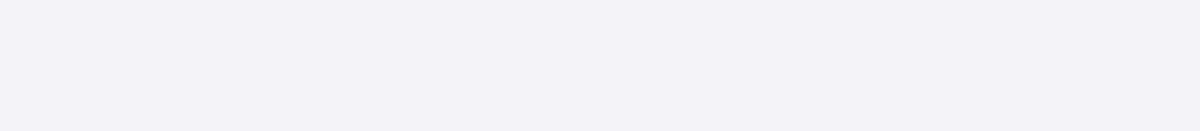
8 Soothing Hot Springs in Arizona

When it comes to wellness retreats in the desert, there aren't many things more relaxing than a soak in a hot spring. Lucky for you, Arizona's wild lands boast several destinations where you can rest and rejuvenate. Here are eight of the best hot springs in 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

Attraction to go: Four Peaks Wilderness Area



Located in Gila County, the [Four Peaks Wilderness Area](#) is named for the four distinct peaks of a north-south ridge forming the massif's summit.

The northernmost peak is named Brown's Peak and is the tallest of the four at 7,659 feet. Outdoor enthusiasts can see about a quarter (1/4) of the state of Arizona from the top of Brown's Peak.

In fact, Mt. Humphrey's in the crevasse of Flagstaff can be seen on a clear day from Brown's Peak.

[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, Feb. 17**.
- 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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