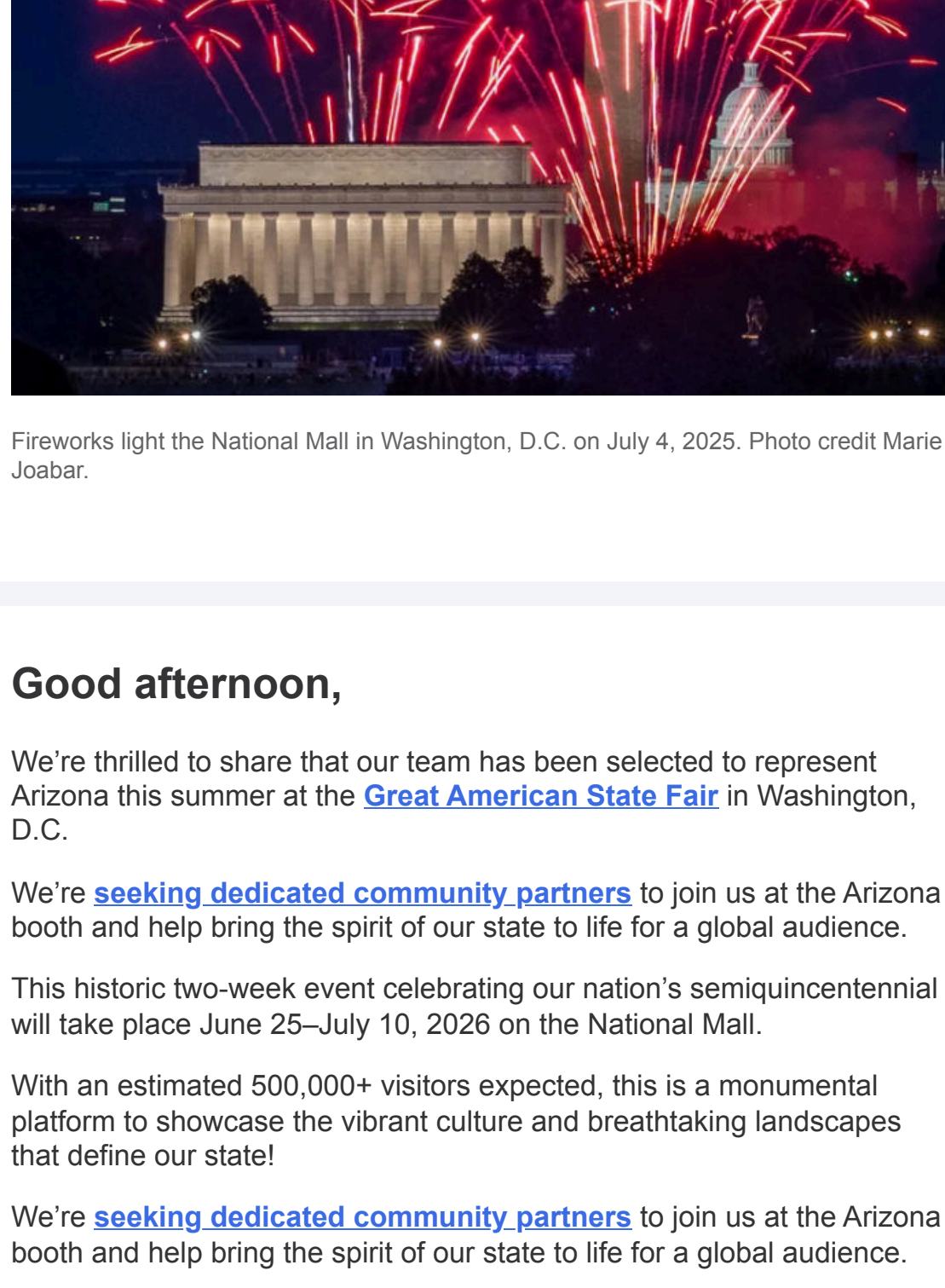


Tourism Tuesday

By Arizona Office of Tourism • Mar 10, 2026

Smart Brevity® count: 4 mins...1007 words



Fireworks light the National Mall in Washington, D.C. on July 4, 2025. Photo credit Marie Joabar.

Good afternoon,

We're thrilled to share that our team has been selected to represent Arizona this summer at the [Great American State Fair](#) in Washington, D.C.

We're [seeking dedicated community partners](#) to join us at the Arizona booth and help bring the spirit of our state to life for a global audience.

This historic two-week event celebrating our nation's semiquincentennial will take place June 25–July 10, 2026 on the National Mall.

With an estimated 500,000+ visitors expected, this is a monumental platform to showcase the vibrant culture and breathtaking landscapes that define our state!

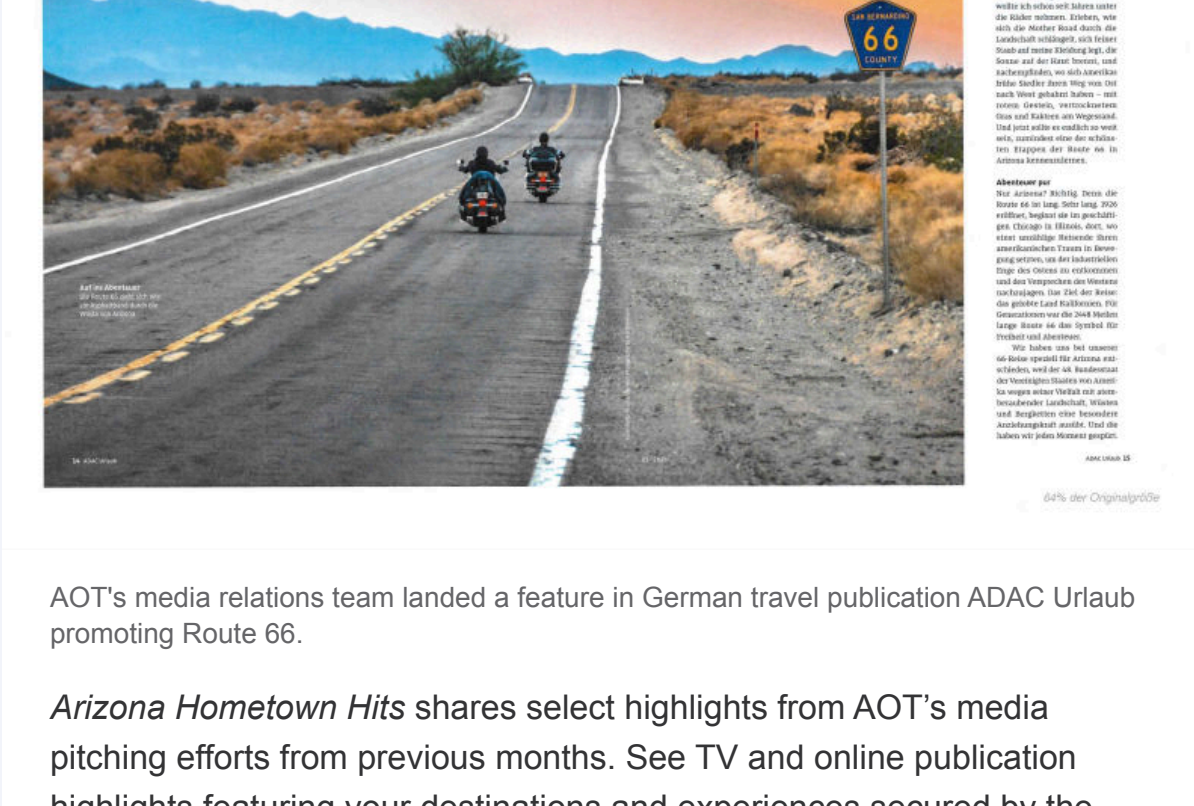
We're [seeking dedicated community partners](#) to join us at the Arizona booth and help bring the spirit of our state to life for a global audience.

Ready to be a part of history?

To get more information about participation opportunities, complete this interest form. Together, we'll make Arizona the star of the fair!

-Alix and the AOT Team

Promoting AZ in France and Belgium

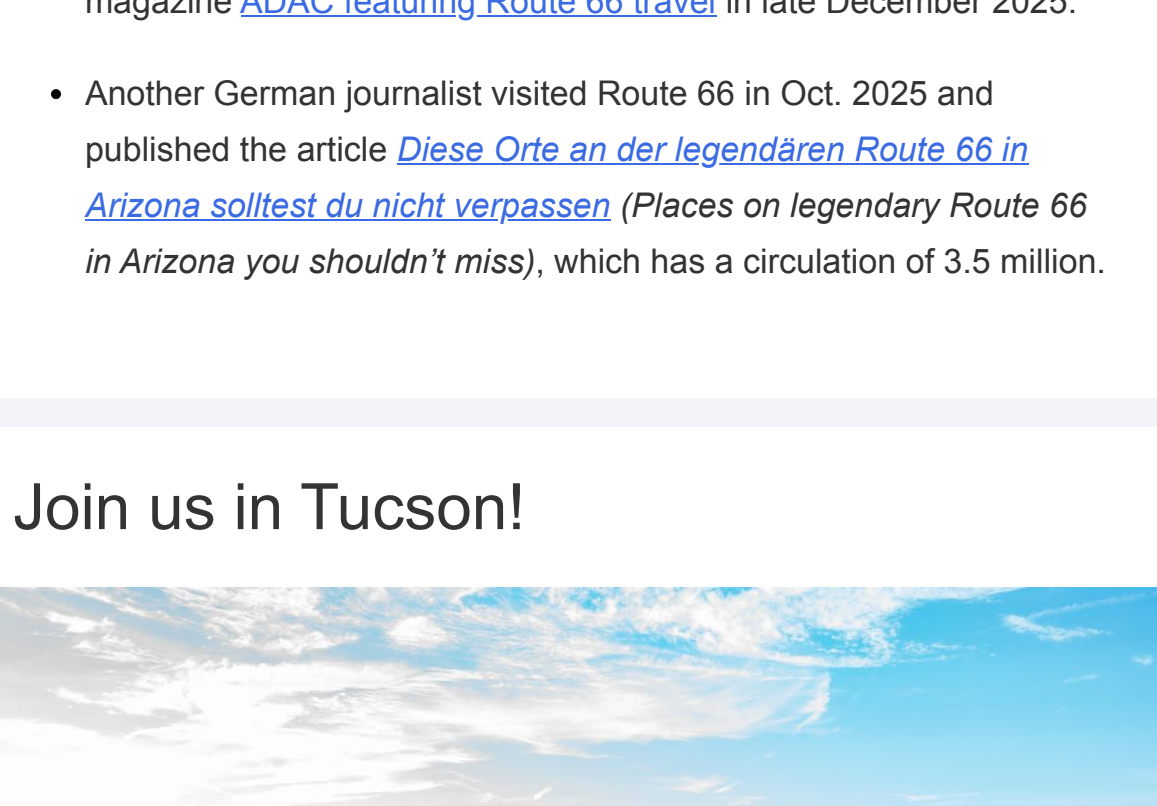


The Arizona delegation promoted travel to the Grand Canyon State in France and Belgium.

AOT and Arizona tourism partners recently completed a high-impact trade and media mission in Paris and Lyon, France, and Brussels, Belgium, to strengthen our presence in Europe.

The delegation—featuring representatives from Phoenix, Sedona, Flagstaff, Antelope Canyon Tours and the Historic Route 66 Association of Arizona—engaged with nearly 90 journalists and travel trade professionals. With France a Top 5 international market for Arizona, the mission focused on reinforcing our reputation as a premier destination for overseas travelers.

Arizona Hometown Hits



AOT's media relations team landed a feature in German travel publication ADAC Urlaub promoting Route 66.

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.

Jan-Feb '26 Local TV Coverage Highlights:

In the first two months of 2026, AOT promoted communities and attractions across the state on **64 local broadcasts and articles**, including promoting must-do activities for 2026, economic importance of major events, multiple destinations on the America250 AZ Passport, unusual accommodations and road trips for two for Valentine's Day.

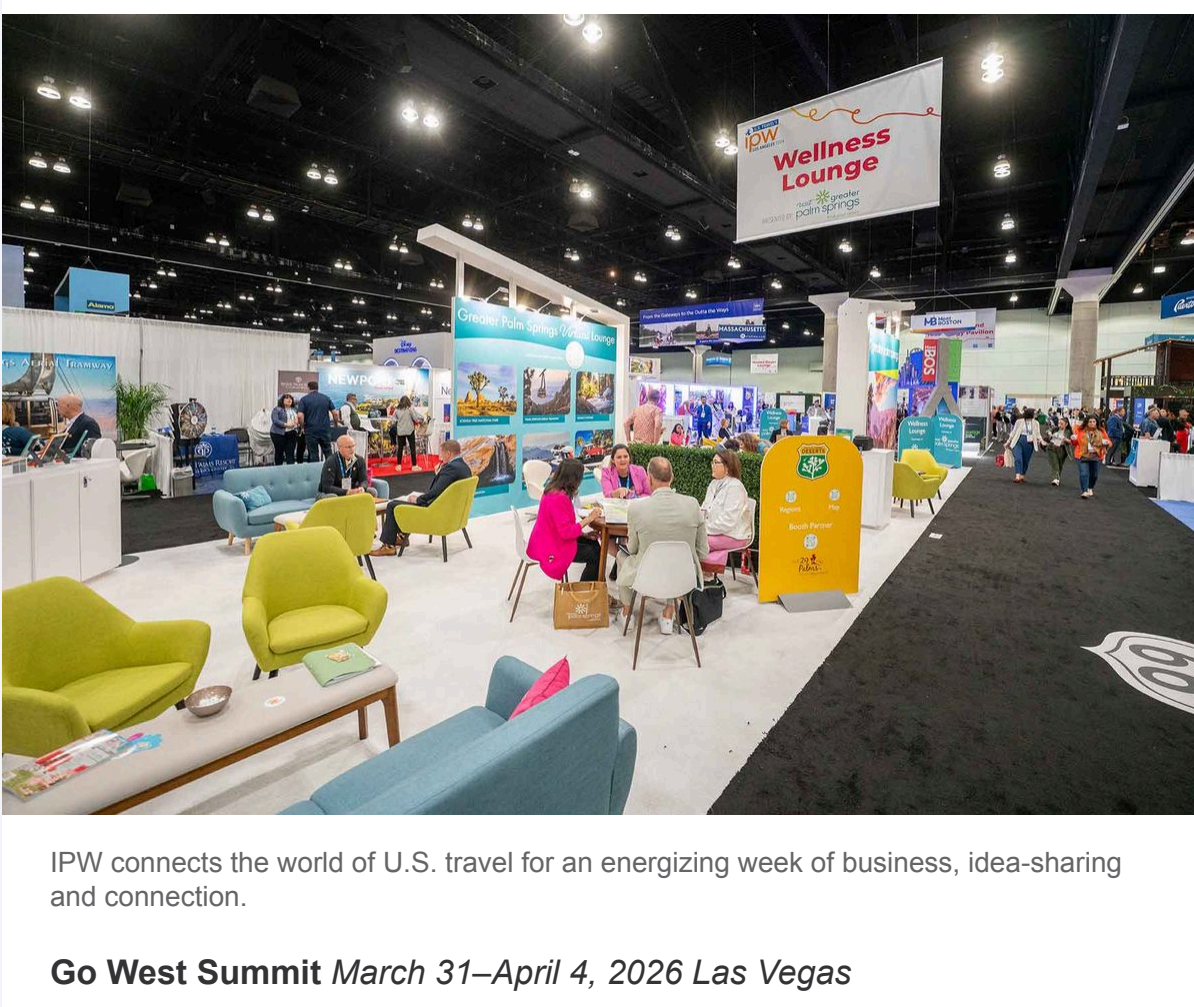
Jan. '26 Nat'l & Int'l Earned Media Highlights::

The AOT Media Relations team's pitching efforts resulted in Arizona being featured or mentioned in **121 articles** across domestic and international markets.

Recent highlights include:

- An AOT Route 66 Mixed International Group Press Trip from 2024 resulting in an additional article published in German travel magazine [ADAC featuring Route 66 travel](#) in late December 2025.
- Another German journalist visited Route 66 in Oct. 2025 and published the article [Diese Orte an der legendären Route 66 in Arizona solltest du nicht verpassen](#) (*Places on legendary Route 66 in Arizona you shouldn't miss*), which has a circulation of 3.5 million.

Join us in Tucson!



The majestic JW Marriott Tucson Starr Pass Resort & Spa in Tucson.

The countdown to our 2026 conference is on!

ICYMI, early bird registration is officially open for our [2026 Arizona Governor's Conference on Tourism](#).

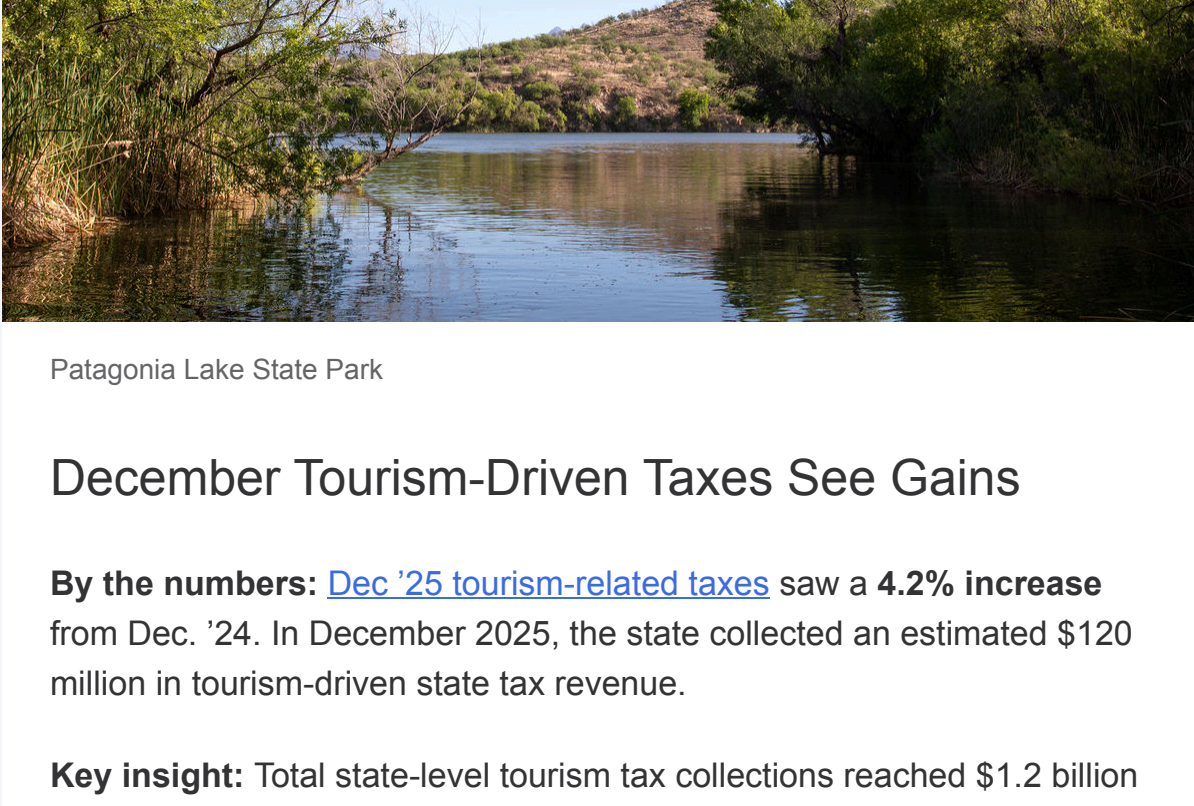
Join us Aug. 12–14 at the stunning JW Marriott Tucson Starr Pass Resort & Spa for three days of connection, collaboration and planning the future of AZ travel.

[Early Bird Registration](#)

[Book Your Room](#)

[Sponsorship Packages](#)

ATU: SAFE Action Training



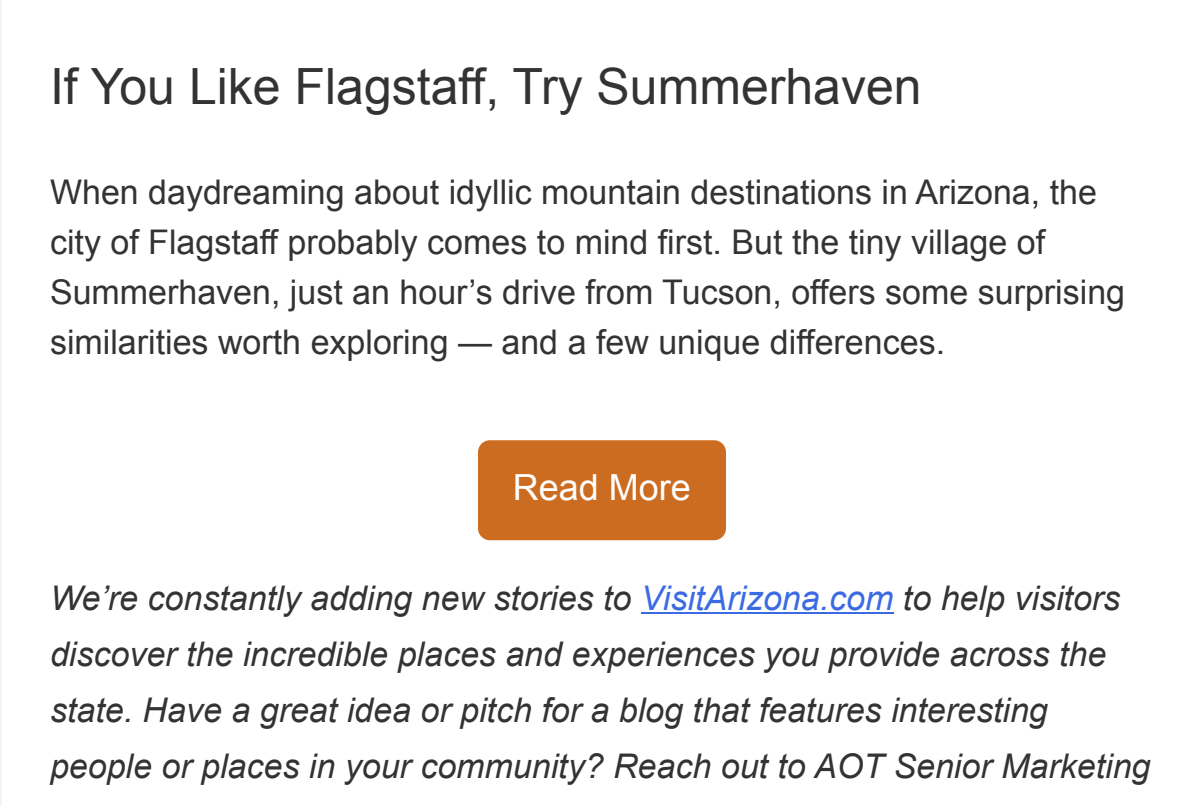
The next **Arizona Tourism University (ATU)** session will feature essential anti-trafficking training for all professionals in the tourism industry led by [SAFE Action Project](#) Director, Ali Rogers.

Join us virtually on **April 16, 2026**, at **10 a.m.** for this important session.

ATU is our free, all-digital one-stop program designed to support our tourism colleagues and organizations statewide through a curated series of webinars delivered by experts.

[Register](#)

Upcoming Industry Events



IPW connects the world of U.S. travel for an energizing week of business, idea-sharing and connection.

Go West Summit March 31–April 4, 2026 Las Vegas

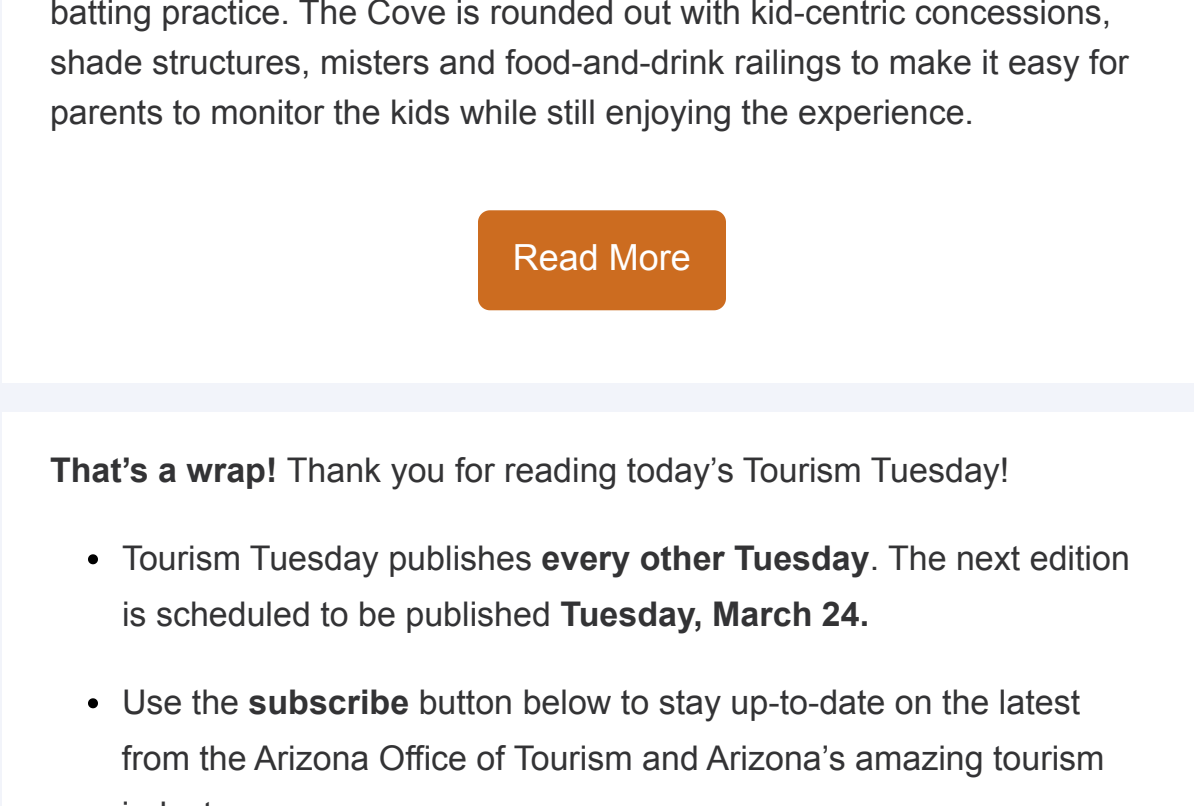
This is an appointment-driven event between domestic and international tour operators and suppliers representing destinations, properties and attractions from the American West. This event is self-registering and open to all Arizona tourism suppliers. **AOT Contact:** [Deanna Nunemacher](#)

IPW May 17–21, 2026 Greater Fort Lauderdale

AOT, in-state partners, staff and international representatives conduct prescheduled 20-minute appointments with media at the Arizona booth. AOT also meets with journalists at the Media Marketplace. Rural and tribal DMOs can co-op in to sit in the AOT booth and share appointments at an affordable price. **AOT Contacts:** *Trade:* [Joanna Tejada](#) *Media:* [Kim Todd](#)

[Trade & Media Calendar](#)

Data in a Dash



Patagonia Lake State Park

December Tourism-Driven Taxes See Gains

By the numbers: [Dec '25 tourism-related taxes](#) saw a **4.2% increase** from Dec. '24. In December 2025, the state collected an estimated \$120 million in tourism-driven state tax revenue.

Key insight: Total state-level tourism tax collections reached \$1.2 billion in 2025. This represents a 1.9% increase over 2024.

[AOT Latest Research](#)

Newly Featured on VisitArizona.com

Mount Lemmon Lodge in Summerhaven is a mountain retreat in the heart of the Sonoran Desert

If You Like Flagstaff, Try Summerhaven

When daydreaming about idyllic mountain destinations in Arizona, the city of Flagstaff probably comes to mind first. But the tiny village of Summerhaven, just an hour's drive from Tucson, offers some surprising similarities worth exploring — and a few unique differences.

[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: Peoria Cove

The Shipyard waits to welcome kids for a fun-filled afternoon at Peoria Sports Complex in Peoria.

Cactus League Spring Training draws baseball fans from across the state and across the country to Arizona for five weeks and more than 200 individual baseball games every year. But attending a spring training game here is as much about enjoying the carefree afternoon sunshine and blue skies as it is about the competition. And Peoria Sports Complex has made family- and kid-friendly spring training experiences its calling card.

Families attending games at Peoria Sports Complex get access to "Peoria Cove," which offers a playground called The Shipyard built around a giant explorable pirate ship. The area also includes a splashpad and a one-third scale replica wiffle ball field for impromptu games and batting practice. The Cove is rounded out with kid-centric concessions, shade structures, misters and food-and-drink railings to make it easy for parents to monitor the kids while still enjoying the experience.

[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 24**.
- 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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