

Tourism Tuesday

By Arizona Office of Tourism • Sep 16, 2025

Smart Brevity® count: 3 mins...744 words



Residents and visitors to Prescott celebrate during a public event.

Good afternoon,

What defines a destination? Who gives a place life and spirit? Our “Arizona Revealed” video series delivers answers to these questions – and more – while exploring the state’s big cities and small towns.

I'm excited to share the fifth installment in this video series, which highlights the [authentic spirit of the West in Prescott](#).

This video beautifully captures Prescott's deep connection to its roots and community. It explores everything from the multi-generational K4 Ranch to the historic saloons of Whiskey Row and the renowned Prescott Frontier Days, including the world’s oldest rodeo. This is a must-watch for anyone interested in Arizona's rich heritage and the enduring cowboy lifestyle.

Our team always works to find multiple ways to spotlight our state's people and communities, and our “Arizona Revealed” series is one tool in that toolbox. Beyond Prescott, I urge you to explore the other great videos in this series, including those highlighting experiences and activities in Phoenix, Tucson, Flagstaff and Yuma.

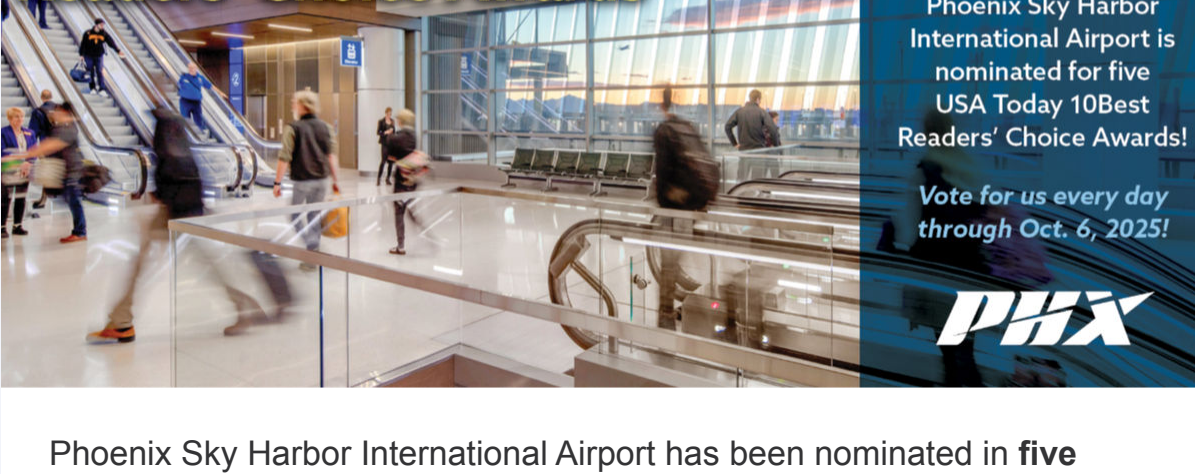
Have a great rest of the week and thank you for all you do to make Arizona a top destination.

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

[AZ Revealed - Prescott](#)

[AZ Revealed Series](#)

Vote for Sky Harbor in USA Today’s 10BEST Awards



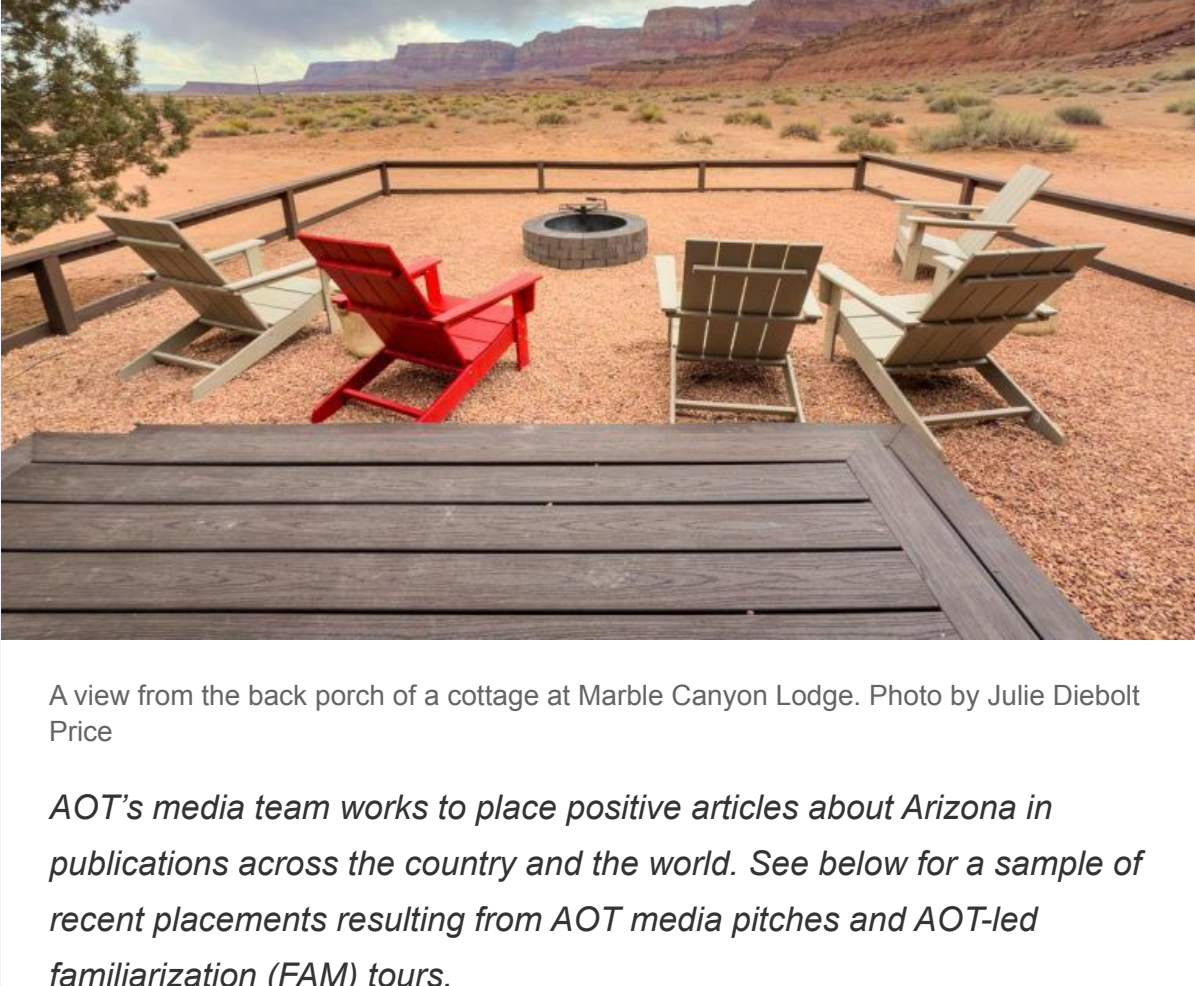
Phoenix Sky Harbor International Airport has been nominated in **five categories of USA Today’s 10BEST Readers’ Choice Awards**, showcasing its continued excellence in passenger experience, amenities and bolstering its well-earned “America’s Friendliest Airport” moniker.

Sky Harbor is competing in the following categories: Best Large Airport, Best Airport for Dining, Best Airport for Shopping, Best Airport for Art and Best Airport Sit-down Restaurant for Sir Veza’s.

Voting is open now through Monday, Oct. 6 and individuals can cast one vote per day. The top 10 winners in each category will be announced on Wed., Oct. 15 at 9 a.m.

[Vote Phx Sky Harbor](#)

Marble Canyon leads recent AOT Media Placements



A view from the back porch of a cottage at Marble Canyon Lodge. Photo by Julie Diebolt Price

AOT’s media team works to place positive articles about Arizona in publications across the country and the world. See below for a sample of recent placements resulting from AOT media pitches and AOT-led familiarization (FAM) tours.

- Northern Arizona’s **Marble Canyon** was recently showcased in **Luxe Beat Magazine** as a hidden gem along the Colorado River where breathtaking landscapes, rich history and enhanced visitor amenities come together. The piece highlights top attractions, including the renovated Marble Canyon Lodge, the iconic Navajo Bridge, scenic trails and easy access to nearby destinations like Lees Ferry and Vermilion Cliffs.

[Discover Marble Canyon](#)

- Travel + Leisure** recently showcased **Petrified Forest National Park** not only for its famous striking landscapes and colors - aka the Painted Desert - but also for its unique positioning as the only National Park that Route 66 travels through. With the upcoming centennial celebration of the Mother Road in 2026, it’s a perfect time to position the park as a must-see destination for travelers planning an Arizona adventure.

[Petrified Forest N.P.](#)

- Willcox-based **Apple Annie’s Orchard’s** “My-Oh-My Apple Pie Weekend” was recently featured in a **Forbes’** list of Apple Festivals And Activities Across The U.S. worth checking out.

[Willcox Apple Events](#)

- Phoenix topped a recent list in **TravelPulse** highlighting how select cities across the U.S. are celebrating **Hispanic Heritage Month**. Several events and activities are included on the list.

[AZ Hispanic Heritage Mo.](#)

Data in a Dash



July ‘25 Arizona Tourism Taxes Overview

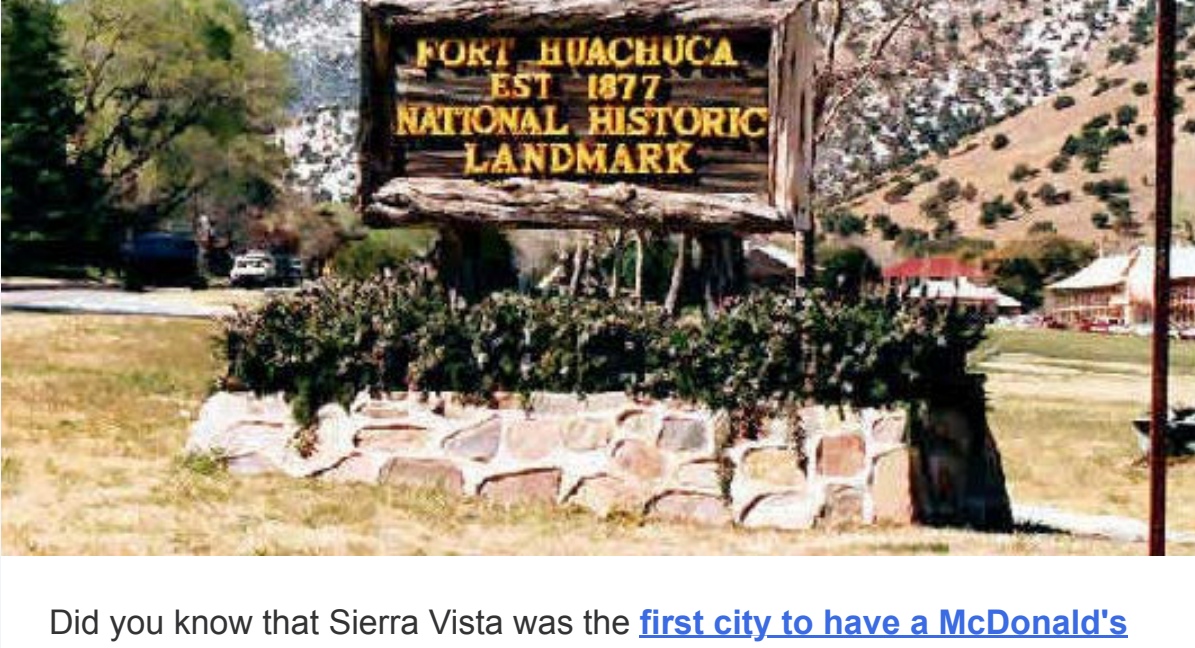
By the numbers: [Tax revenue driven by the tourism economy increased in July ‘25](#), posting a 3.7% year-over-year increase from July ‘24.

Key Insights:

- State level year-to-date tax revenue collections are at \$737.2 million through July 2025, showing steady growth of 2.1% compared to the same period in 2024.
- Growth was primarily driven by gains in the restaurant/bar and retail sectors, which offset declines in the lodging and amusement sectors.

[AOT Latest Research](#)

Attraction to go: The First McDonald's Drive-Through



Did you know that Sierra Vista was the [first city to have a McDonald’s drive-through](#) window?

It was built in 1975 near Fort Huachuca, the military installation close to the city. At that time, military members were not permitted to get out of their cars while wearing fatigues due to protocol. So, to accommodate hungry soldiers, owner/operator David Rich built a small addition to his McDonald’s restaurant that made it possible for his employees to serve customers through a window.

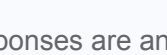
That’s a wrap! Thank you for reading today’s Tourism Tuesday!

- Tourism Tuesday publishes **every other Tuesday**. The next edition is scheduled to be published next Tuesday, **Sep. 30**.

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