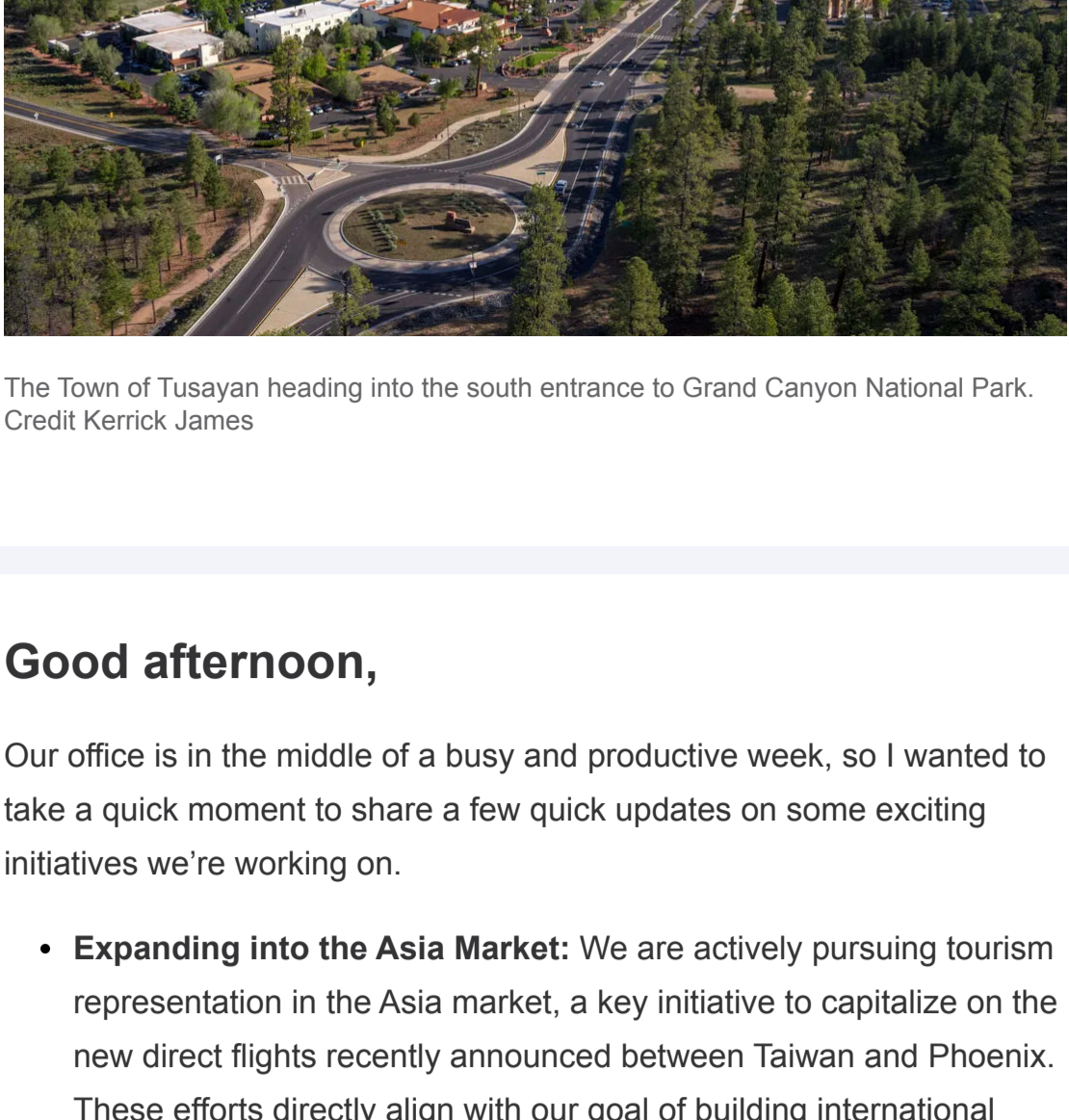


## Tourism Tuesday

By Arizona Office of Tourism • Sep 02, 2025

Smart Brevity® count: 3 mins...830 words



The Town of Tusayan heading into the south entrance to Grand Canyon National Park. Credit Kerrick James

### Good afternoon,

Our office is in the middle of a busy and productive week, so I wanted to take a quick moment to share a few quick updates on some exciting initiatives we're working on.

- **Expanding into the Asia Market:** We are actively pursuing tourism representation in the Asia market, a key initiative to capitalize on the new direct flights recently announced between Taiwan and Phoenix. These efforts directly align with our goal of building international overseas tourism, with Asia being one of our fastest growing markets.
- **Promoting Northern Arizona:** We are continuing our efforts to support tourism across Northern Arizona, which has been impacted by wildfires and overall reduced international travel. It is vital that we highlight the beauty and resilience of our northern communities and encourage visitors to visit sooner rather than later.
- **GCOT Conference Survey Results:** Thank you to everyone who took the time to complete our recent survey regarding your experiences at our 2025 Arizona Governor's Conference on Tourism (GCOT). Your feedback is highly appreciated and will directly inform our planning for next year's conference.

Your partnership is essential to our success. Thank you for all that you do to make Arizona a welcoming and unforgettable place for travelers from around the globe.

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

## Savory September



Charro Steak & Del Rey in Tucson. Photo credit: Ulises Escobar

This month, we're lucky to have not one, not two, but three official restaurant weeks that beckon residents and visitors alike to get out and explore our amazing culinary offerings.

- Now in its 7th year, [Sonoran Restaurant Week](#) returns with over 100 participating restaurants offering discounted prix fixe menus Sept. 6-15. Produced by [Tucson Foodie](#), the 10-day event not only highlights Tucson's vibrant culinary scene but also contributes over \$3 million in additional revenue to local restaurants.

[Sonoran Restaurant Week](#)

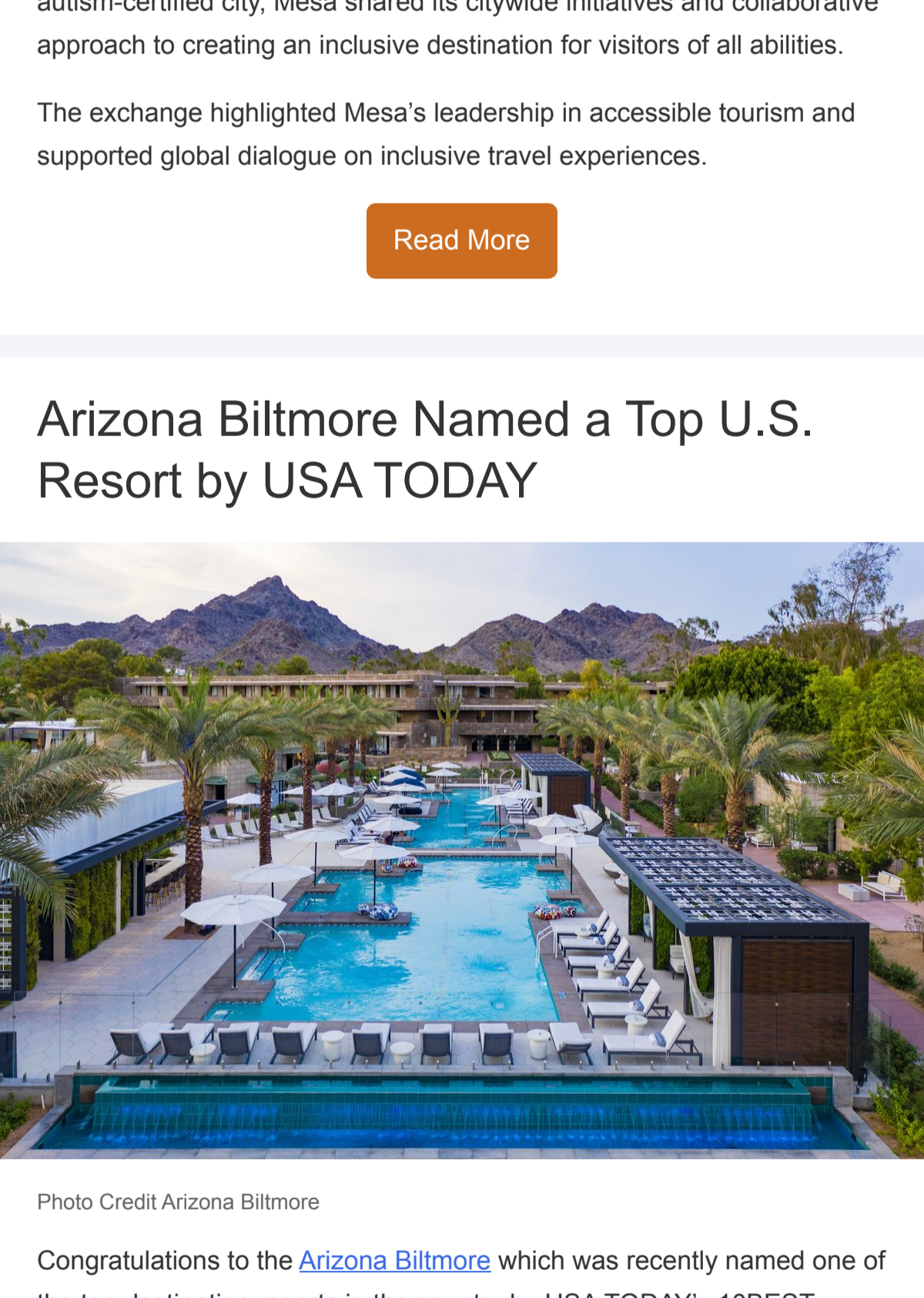
- The Lake Havasu Hospitality Association hosts [Havasu Restaurant Week \(HRW\)](#) from Sept. 19-26, encouraging locals and visitors to channel their inner foodie and visit participating restaurants in Lake Havasu.

[Havasu Restaurant Week](#)

- The Arizona Restaurant Association's Fall Arizona Restaurant Week showcases the state's diverse culinary scene, offering exclusive prix-fixe menus at top dining spots across the state. This 10-day period of culinary exploration begins Friday, Sept. 19, and runs through Sunday, Sept. 28.

[Fall AZ Restaurant Week](#)

## ABA and AIANTA Partner to Strengthen Indigenous Tourism

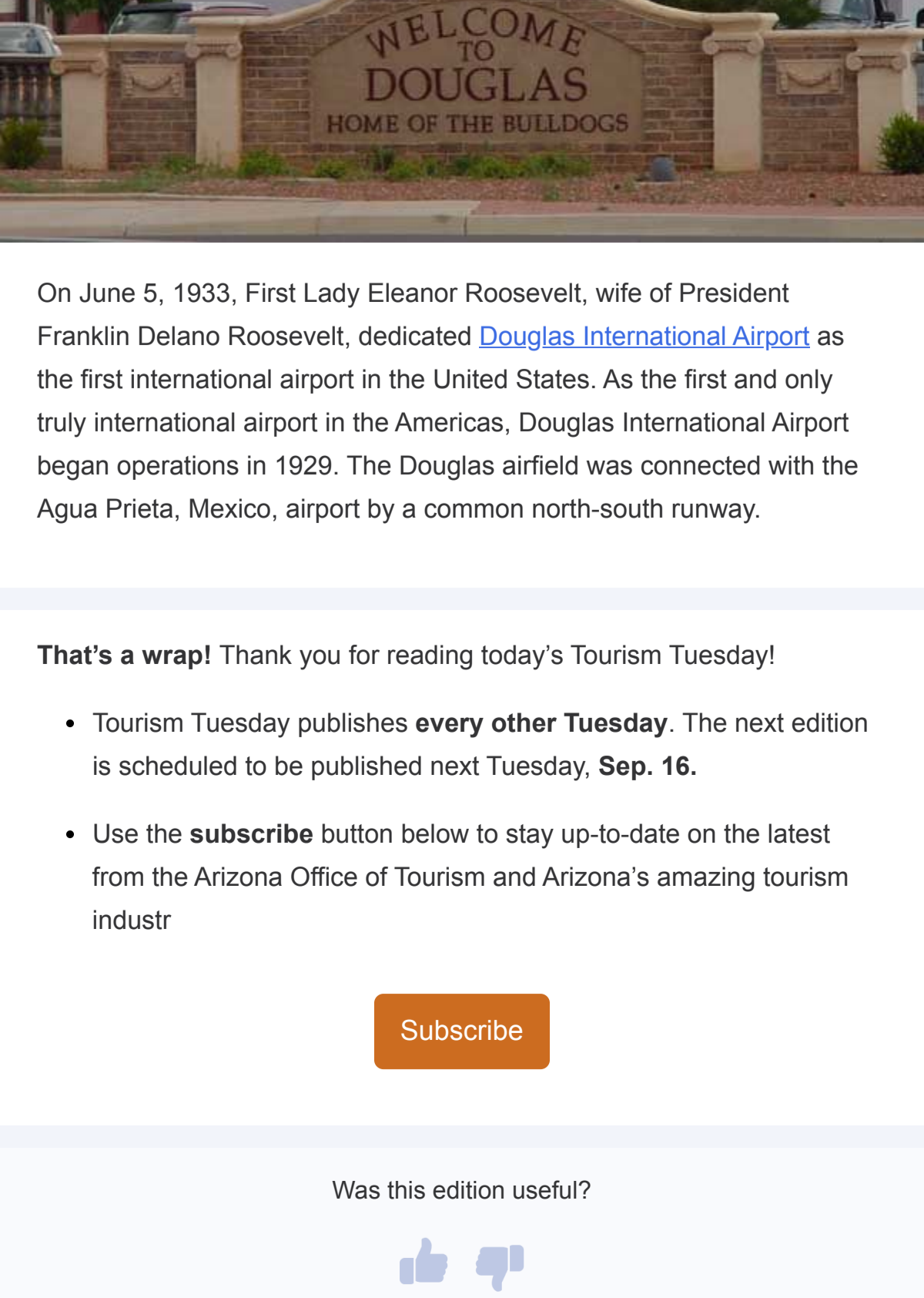


Indigenous tourism is anticipated to deliver \$67 billion to the global economy by 2034 according to a 2024 World Travel & Tourism Council report.

To capitalize on this demand, the American Bus Association (ABA) and the American Indian Alaska Native Tourism Association (AIANTA) have partnered to grow Indigenous tourism across the U.S.

[Full Story](#)

## Road to Route 66 Centennial



The Arizona Office of Tourism is pleased to highlight recent international media exposure on Route 66 ahead of its centennial:

- ["I road-tripped on Route 66 – these are the 6 stops you don't want to miss."](#) written by UK journalist Faima Bakar and published in *Metro*, highlights key Arizona destinations along the iconic highway. The piece reached 39 million readers across six countries: Australia, the UK, France, Germany, Mexico, and Canada.

[Read Story](#)

- Australian journalist Andrea Black covered Route 66 for *Qantas* magazine, highlighting the revitalization of the iconic highway in Arizona. Her print and [online](#) articles, reaching a combined audience of over 800,000, features towns such as Flagstaff, Williams and Seligman.

[Read Story](#)

## Visit Mesa Shares Accessibility Leadership with Pakistani Delegation



Visit Mesa recently welcomed a national delegation from Pakistan through the U.S. Department of State's International Visitor Leadership Program (IVLP).

The group, focused on disability rights, visited to learn about Mesa's groundbreaking efforts in accessibility and inclusion. As the world's first autism-certified city, Mesa shared its citywide initiatives and collaborative approach to creating an inclusive destination for visitors of all abilities.

The exchange highlighted Mesa's leadership in accessible tourism and supported global dialogue on inclusive travel experiences.

[Read More](#)

## Arizona Biltmore Named a Top U.S. Resort by USA TODAY



Photo Credit Arizona Biltmore

Congratulations to the [Arizona Biltmore](#) which was recently named one of the top destination resorts in the country by USA TODAY's 10BEST Awards. The Biltmore earned the #6 overall spot, with extra shoutouts for its top-notch fitness center (#2) and incredible hot pool (#5). Set on 39 beautiful acres at the foot of the Phoenix Mountain Preserve, this iconic resort has been welcoming guests since 1929 with its Frank Lloyd Wright-inspired design and stylish accommodations.

[Read More](#)

## Attraction to go: Douglas International Airport



On June 5, 1933, First Lady Eleanor Roosevelt, wife of President Franklin Delano Roosevelt, dedicated [Douglas International Airport](#) as the first international airport in the United States. As the first and only truly international airport in the Americas, Douglas International Airport began operations in 1929. The Douglas airfield was connected with the Agua Prieta, Mexico, airport by a common north-south runway.

**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. 16**.
- 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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