WHO WE ARE

The Arizona Office of Tourism is a revenue-generating public agency that grows the state’s economy and enhances quality of life for all Arizonans through the promotion of tourism.

WHAT WE DO

We market Arizona as a visitor destination on a global scale.
HOW WE DO IT

• National and international marketing campaigns
• Research
• National and international media relations
• Familiarization tours for journalists, travel agents and tour operators
• Publication of Official State Visitors Guide
• Creation and maintenance of VisitArizona.com
• Support of mega events (Super Bowl, Final Four, etc.)
WHY IT MATTERS

• Tourism is Arizona’s No. 1 export industry.

• Visitors spend $21 billion in Arizona each year.

• That visitor spending generates $3 billion in local, state and federal tax revenues.

• Tourism lessens the annual tax burden of every Arizona household by $1,180.

• Tourism supports 180,000 jobs in Arizona.

• Tourism positively impacts all 15 counties in the state.
PIMA COUNTY TOURISM IMPACTS

- $2.8 billion in direct travel spending
- 24,000+ jobs
- $197.3 million in local and state tax revenue
GO, I HEARD.
AND
GO, I DID.

I STARE INTO THE SOUTHWESTERN SKY
AND IT STARES BACK,
GLOWING BRIGHTER
THAN A MILLION
TWINKLING STARS.

FREE YOURSELF.
GOOD MORNING FROM ARIZONA

WarmUpinAZ.com

GOOD EVENING FROM ARIZONA

WarmUpinAZ.com
Six of the Top 10 things to do in Tucson (per TripAdvisor) are outdoor attractions:

- Arizona-Sonora Desert Museum
- Sabino Canyon
- Mt. Lemmon Scenic Byway
- Gates Pass
- Catalina State Park
- Madera Canyon
Saguaro National Park (2016)
820,000 visitors
$52.8 million spending in local gateway regions
Source: Department of Interior
Organ Pipe Cactus National Monument (2016)

234,000 visitors

$14.5 million spending in local gateway regions

Source: Department of Interior
Seeing Stars

Witness the cosmos up close at Arizona's world-renowned observatories, star parties and museums

by Tim Vanderploeg

With so much of Arizona's beauty right at ground level, it's sometimes tough to turn your gaze skyward. But look up, and you'll see a white, glistening sky. Above nearby peaks, or mesmerizing light shows in state-of-the-art planetariums. You might enjoy stargazing at our state parks, or stargaze poolside at lovely resorts. As you can tell, Arizona simply revels in its nighttime treasure. And you're invited to the celebration.

Arizona's International Dark Sky Communities

Many Arizona cities have embraced a dark sky policy, encouraging restrictions on nighttime lighting. These include Flagstaff, which became the world's first International Dark Sky Park in 2008. Today it hosts telescope gatherings in downtown Heritage Square and is a participant in the popular Star Party at Buffalo Park.

Sedona's Red Rock Country is famous for its dark sky sites, like the super-smooth stars, planetariums, and more. Plan your adventure with Sedona Star Gazing. The adjacent Village of Oak Creek markets its own dark sky areas with parks and hiking trails.

Observatories

From atop peaks west of Tucson on the Tohono O'odham homeland, the Kitt Peak Observatory peers deep into outer space and helps daily artists to see the world's largest research telescopes. See up close and personal with the massive MMT telescope, and then explore powdery views from the deck and its 500-ton dome.
“Arizona has been a preferred location for astronomers, professional and amateurs, since the early 1900s. (This is) due to generally good weather and the mountains to get above the thicker portion of the atmosphere.”

– Mike Weasner, Oracle Dark Skies Committee
COLLABORATE WITH AOT

1. Send us information on new attractions and events.

2. Provide us with royalty-free images.

3. Participate in FAM Tours and Press Trips.

4. Join us on Sales and Media Missions.

5. Attend trade shows with us.
THANK YOU

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Sign up for the Tourism Tuesday e-newsletter:
newsroom.visitarizona.com/newsletter