

DESTINATION ARIZONA

Arizona Office of Tourism

<https://tourism.az.gov/>

the Arizona Office of Tourism's industry website. This site serves as the research and marketing resource for the Arizona tourism industry and media representatives. Research data, marketing plans and program information regarding the Arizona Office of Tourism's strategic program of work is available throughout this site.



Tourism Advisory Council (TAC)

<https://tourism.az.gov/tourism-advisory-council/>

15 members TAC Council appointed by the governor for terms of five years, pursuant to ARS 41-2304. Within those representatives must be one member from each of the six geographical planning areas of the state.

Maricopa

Pima

Apache, Coconino, Navajo and Yavapai

Mohave and Yuma

Gila and Pinal

Graham, Greenlee, Cochise and Santa Cruz

The council assists and advises the agency director in preparation of the budget and in establishment of policies and programs which promote and develop tourism for this state.

How to work with AOT

[https://tourism.az.gov/wp-content/uploads/2021/03/How-to-Work-with-AOT\\_2021.pdf](https://tourism.az.gov/wp-content/uploads/2021/03/How-to-Work-with-AOT_2021.pdf)

AOT's Rural Marketing Co-op Program is designed specifically for rural decision lies with a municipality, county, or tribal entity

<https://tourism.az.gov/destination-marketing-organizations/>

TWO WEBSITES

Industry

<https://tourism.az.gov/>

Research Reports

Data & Industry Stats

Policy guidelines, Process

Budgets

Visitors

[www.VisitArizona.com](http://www.VisitArizona.com)

Marketing to Visitors

Targeted Places, Events

Allows Support Tourism Industry Businesses to sign up for FREE Marketing



VISIT ARIZONA

VisitArizona.com

https://www.visitarizona.com/

Arizona Official State Travel Guide (distribution exceeding 400,000)

https://www.visitarizona.com/plan/travel-guide/

VIRTUAL VISITOR GUIDE

https://www.visitarizona.com/plan/travel-guide/

EMAIL NEWSLETTERS AND UPDATES FROM THE ARIZONA OFFICE OF TOURISM

VISIT ARIZONA.com Directory

https://www.visitarizona.com

EXPERIENCES

THINGS TO DO

EVENTS

EVENTS

PLACES

WHERE TO GO ARIZONA'S CITIES AND URBAN SCENE

TRAVEL LIKE A

LOCAL

GET INSPIRED

PLAN YOUR TRIP

TRAVEL PLANNING RESOURCES

ARIZONA BUSINESS LISTINGS

Shows us support Businesses NOT all businesses support Tourism

State allows Tourism Partners to be second to PLACES ,that are NOT-LODGING or ACCOMATIONS to purchase marketing. They DO NOT overstep their jurisdiction boundaries Target Cities Towns and rural communities that contribute to tax base.

At No Charge - NO LODGING HOTELS LISTED here

View Page: Tourism Related Bus Categories!A1

ARIZONA'S CITIES AND URBAN SCENE CITIES

https://www.visitarizona.com/places/cities/

AOT's Rural Marketing Co-op Program is designed specifically for rural

https://tourism.az.gov/

AOT does not designate local DMOs across the state. The local designation decision lies with a municipality, county, or tribal entity

https://tourism.az.gov/destination-marketing-organizations/

https://www.visitarizona.com/places/

https://www.visitarizona.com/places/cities/

Sedona is featured and marketed throughout AOT site

HOW TO SPEND THE WEEK OF A LIFETIME IN SEDONA

These articles are brought to you by the staff of the Arizona Office of Tourism

Sedona Feature

author: Arizona Office of Tourism

<https://www.visitarizona.com/like-a-local/how-to-spend-the-week-of-a-lifetime-in-sedona/>

## ARIZONA-Leave no Trace

<https://tourism.az.gov/leave-no-trace-arizona-office-of-tourism-create-sustainable-tourism-partnership/>

## TARGET PLACES TO STAY

[Cities](#)

[Parks and Monuments](#)

[American Indian Tribal Lands](#)

[Rivers & Lakes](#)

[Arizona's Wildly Different Desert Regions](#)

[Mountains](#)



## How to work with AOT

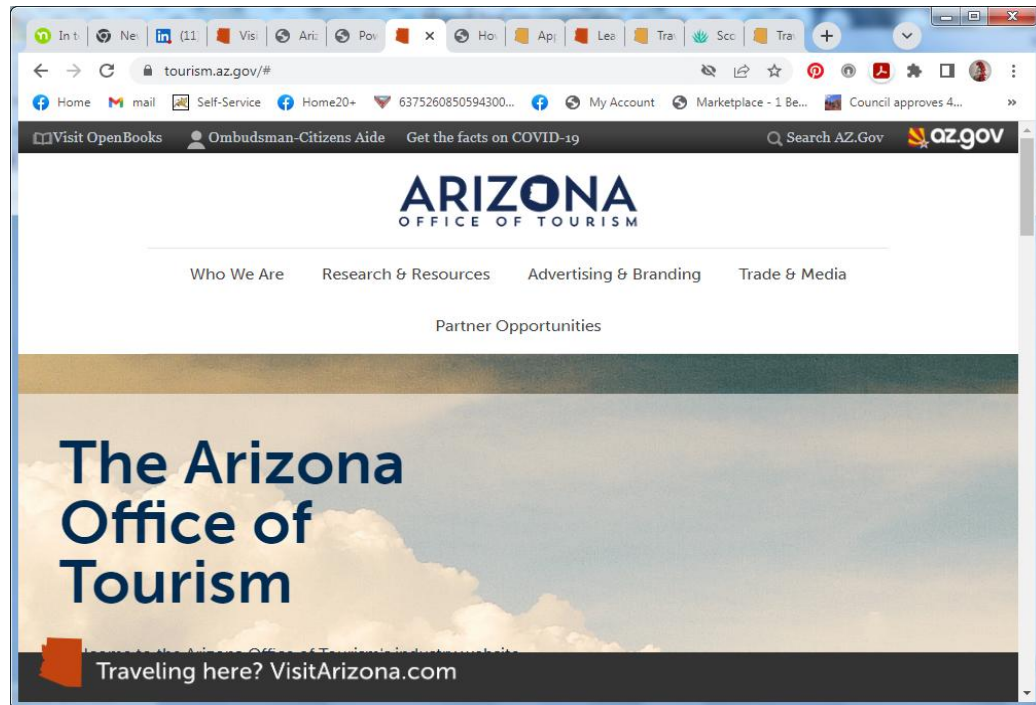
[https://tourism.az.gov/wp-content/uploads/2021/03/How-to-Work-with-AOT\\_2021.pdf](https://tourism.az.gov/wp-content/uploads/2021/03/How-to-Work-with-AOT_2021.pdf)

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AOT does not designate local DMOs across the state. The local designation

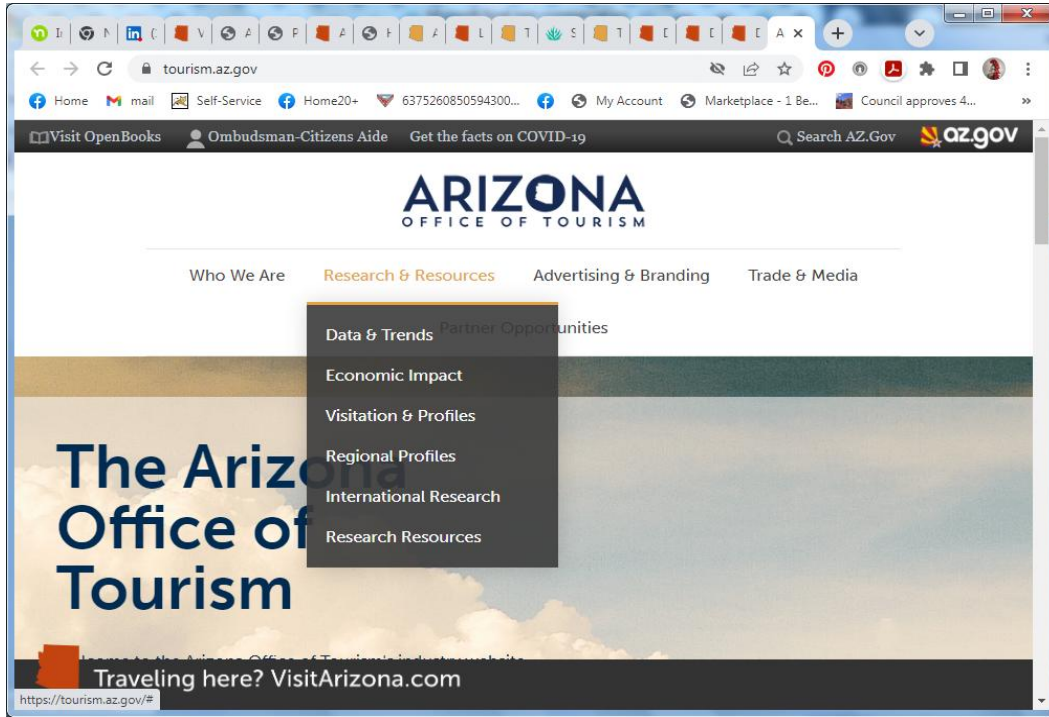
## AOT & Destination Marketing Organizations <https://tourism.az.gov/destination-marketing-organizations/>

<https://tourism.az.gov/>



PDF contains hyperlinks to source records

## AOT's REPORTS



### Data & Trends

<https://tourism.az.gov/data-trends/>

#### Airport Passenger Traffic

Source: Monthly activity reports supplied by the above airports.  
Compiled by: .

Northern Arizona University-The W. A. Franke College of  
Business Economic Policy Institute | AHRRC |  
[nau.edu/economic-policy-institute](http://nau.edu/economic-policy-institute)

<https://in.nau.edu/osp/w-a-franke-college-of-business/>

#### Estimated Tourism Taxes

Source: Gross Sales reported by Arizona Dept. of Revenue  
Compiled by: Arizona Hospitality Research and Resource Center (AHRRC).

<https://in.nau.edu/osp/w-a-franke-college-of-business/>

#### Lodging Performance

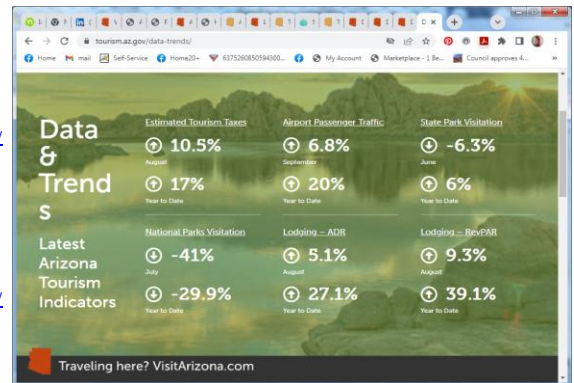
Source: STR, LLC <https://str.com/>

#### Smith Travel Accommodations Report (STAR Report)

#### Tax Rates

Source: Arizona Hospitality Research and Resource Center (AHRRC)

[AOT provides the most recent Quarterly reports and Year-to-Date Monthly lodging data for Arizona. For more information on the data provided, please contact STR directly at info@str.com or 615-824-8664 ext. 3504.](#)



### Data & Trends Reports

Northern Arizona University-The W. A. Franke College of Business Economic Policy Institute | AHRRC | [nau.edu/economic-policy-institute](http://nau.edu/economic-policy-institute)

<https://in.nau.edu/economic-policy-institute/>

<https://in.nau.edu/osp/w-a-franke-college-of-business/>

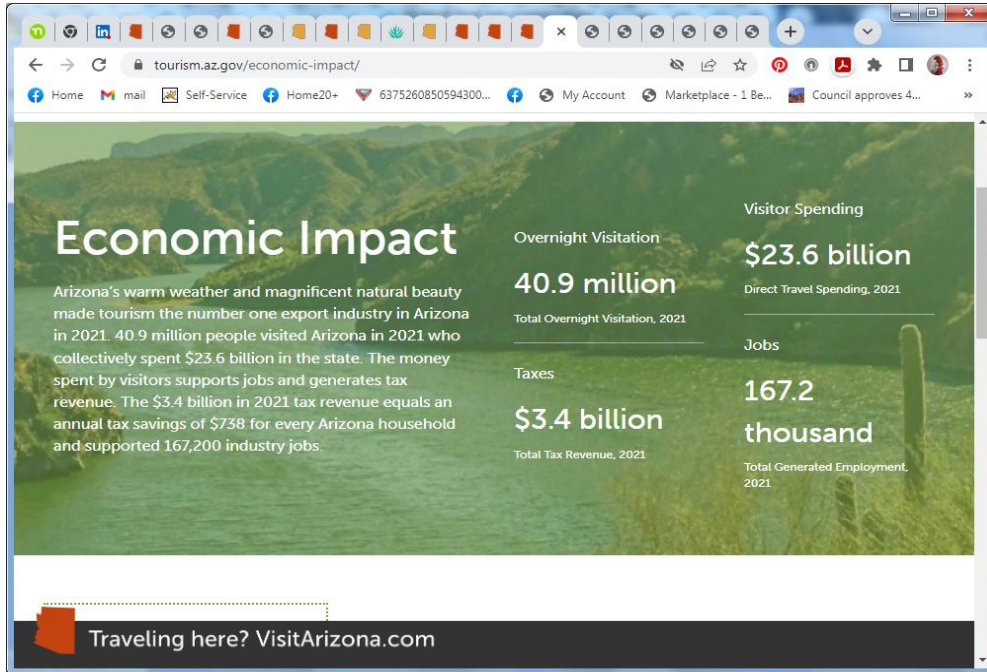




PDF contains hyperlinks to source records

<https://in.nau.edu/economic-policy-institute/>  
<https://in.nau.edu/osp/w-a-franke-college-of-business/>

## Economic Impact



Source: The Economic Impact of Travel in Arizona / 2021p /  
Prepared by Dean Runyan Associates  
<https://www.deanrunyan.com/>



## The Arizona Travel Impacts Interactive Dashboard

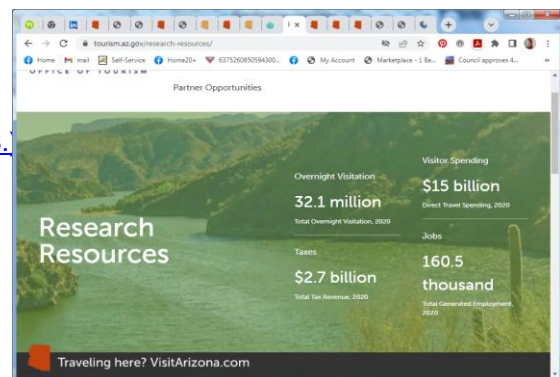
Source: Arizona Office of Tourism/Tourism Economics

Longwoods International <https://longwoods-intl.com/>  
Tourism Economics <https://www.tourismeconomics.com/>

<https://www.travelstats.com/dashboard/arizona>

## National Resources

- [Air Transport Association](#)
- [Bureau of Economic Analysis](#)
- [Bureau of Labor Statistics](#)
- [Bureau of Transportation Statistics](#)
- [National Park Service](#)
- [ITA Office of Travel & Tourism Industries \(International Travel to U.S.\)](#)
- [Travel and Tourism Research Association](#)
- [U.S. Census Bureau](#)
- [U.S. Conference Board](#)
- [U.S. Travel Association](#)



## State & Local Resources

- [Arizona Commerce Authority](#)
- [Arizona Department of Revenue](#)
- [Arizona Department of Transportation](#)
- [Arizona Lodging & Tourism Association \(AzLTA\)](#)
- [Arizona State Parks](#)
- [Arizona State University Center for Sustainable Tourism](#)

# Arizona Office of Tourism

Government Model Tracker

revised 11/13/2022

PDF contains hyperlinks to source records

[Arizona State University W.P. Carey School of Business Research Centers](#)

[Office of Employment and Population Statistics – Population](#)

[Office of Employment and Population Statistics – Labor](#)

[Northern Arizona University – Arizona Hospitality Research & Resource Center](#)

[University of Arizona – Eller College of Management](#)

