

Go International AIANTA

The Strategy of Familiarization Tours

January 28-29-2019

Albuquerque, NM

Today

- Arizona Office of Tourism
 - Why It Matters
 - Visitation
 - Marketing
- What is a FAM
- FAM Objectives
- Approach
- Working with Partners
- Selecting Media
- Follow-up

The image features a composite background of the Grand Canyon. The top half shows a vibrant sunset or sunrise sky with streaks of orange, yellow, and blue. The bottom half shows the rugged, layered rock formations of the canyon in shades of red, orange, and brown. A semi-transparent dark blue rectangular box is positioned in the upper left, containing the text "ARIZONA" in large white letters and "OFFICE OF TOURISM" in smaller white letters below it. The letter 'O' in "ARIZONA" is replaced by a white silhouette of the state of Arizona.

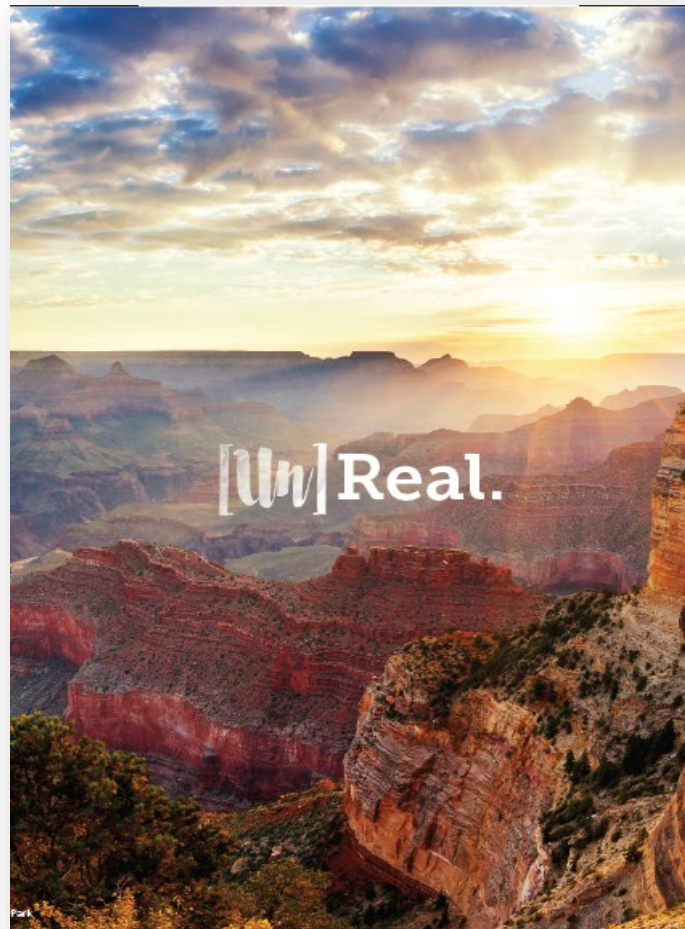
ARIZONA

OFFICE OF TOURISM

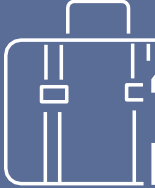
Who We Are

Our Vision: To make Arizona the leading tourism destination of choice for travelers.

Our Mission: To strengthen and grow Arizona's economy through travel and tourism promotion.



Why it Matters - Spending



43.9
MILLION

Domestic and
international overnight
visitors to Arizona

(2.1% annual increase)



\$22.7
BILLION

Direct visitor
spending generated
within Arizona

(6.7% annual increase)

Source: Dean Runyan Associates, 2017p

Why it Matters - Jobs



187
THOUSAND

Industry-related
jobs directly generated
by visitors spending

(1.6% annual increase)



\$6.9
BILLION

Earnings generated by
Arizonans employed
by tourism-related jobs

(4.0% annual increase)

Source: Dean Runyan Associates, 2017p

Why it Matters - Taxes



**\$3.37
BILLION**

Dollars in
Tax Revenue
(9.0% annual increase)

Tax Revenue Breakdown

Federal

**\$1.4
BILLION**

42%

State

**\$932
MILLION**

28%

Local

**\$1.0
BILLION**

30%

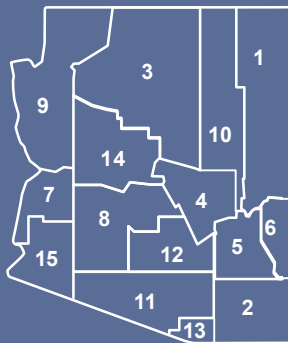


\$1,293




Taxes generated by tourism reduces
Arizona households' average annual tax
burden by nearly **\$1,300**.

Visitor Impact per County



County		Visitor Spending	# Jobs Created	% Travel-Related Jobs
1	Apache	\$106 M	1,650	5.8%
2	Cochise	\$304 M	3,630	6.9%
3	Coconino	\$1.4 B	13,200	15.3%
4	Gila	\$285 M	2,940	13.9%
5	Graham	\$56 M	880	7.2%
6	Greenlee	\$12 M	110	2.1%
7	La Paz	\$142 M	1,350	16.8%
8	Maricopa	\$11 B	101,660	3.9%
9	Mohave	\$541 M	7,040	10.0%
10	Navajo	\$312 M	4,110	9.8%
11	Pima	\$2.4 B	25,500	4.9%
12	Pinal	\$617 M	7,090	7.6%
13	Santa Cruz	\$231 M	2,100	10.2%
14	Yavapai	\$800 M	9,400	9.3%
15	Yuma	\$588 M	6,400	7.2%

Visitation - Domestic



**38.3
MILLION**

**Domestic
Overnight Visitors**

(9.0% total annual decrease)

Top Origin States

01 Arizona
.....
**10.7
MILLION**



02 California
.....
**7.4
MILLION**



03 Texas
.....
**1.7
MILLION**



04 Colorado
.....
**1.6
MILLION**



05 Illinois
.....
**1.4
MILLION**



06 New York
.....
**1.3
MILLION**



Visitation - International



5.67
MILLION

International Overnight Visitors

(-1.9% total annual decrease;
1.5% overseas visitation annual increase)

Top Origin Countries

01 Mexico
.....

3.6
MILLION



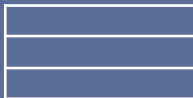
02 Canada

894
THOUSAND



03 Germany
.....

130
THOUSAND



04 United
Kingdom
.....

115
THOUSAND



05 France
.....

103
THOUSAND



06 China
.....

81
THOUSAND





AOT Marketing Strategy

ADVENTURE



CULINARY



HERITAGE



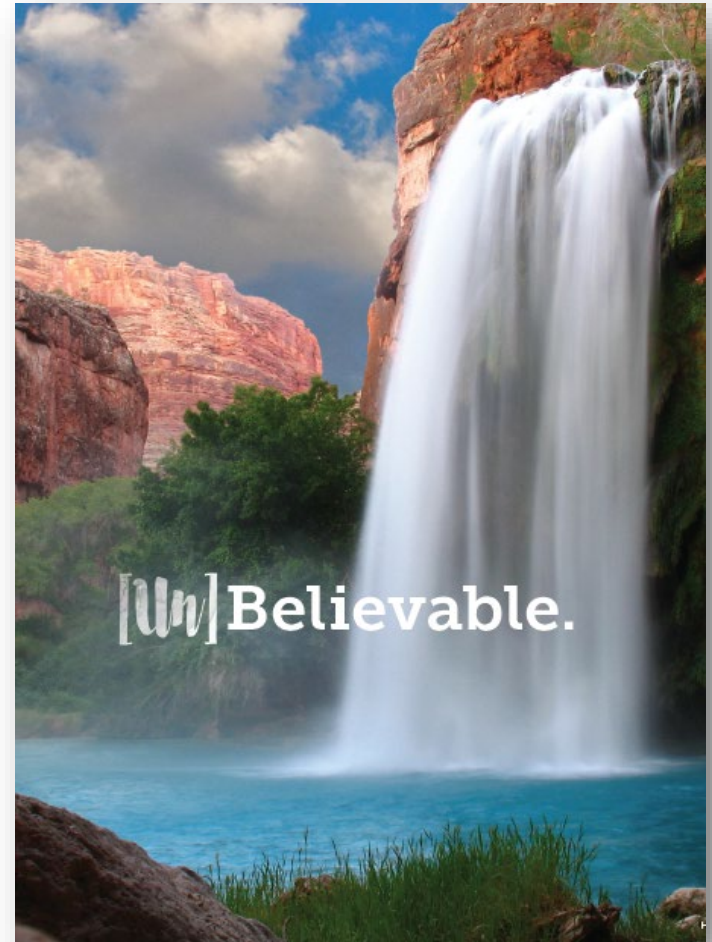
WELLNESS



ARIZONA
OFFICE OF

AOT Marketing Program

- Industry Research
- Statewide, Regional, National and International Marketing
- FAM Tours for Journalists, Travel Agents and Tour Operators
- Support of Major Sporting Events
- Statewide, Regional, National and International Industry Partners



亚利桑那州

在大峡谷州发现一流的美景和难忘的活动。

[illegible]

图片(从顶部顺时针):霍多纳; 鲍威尔湖; 斯科及代尔, 来自Arikara-Hidatsa部落的黄色鸟兽面具; 圈养食物



ARIZONA
GRAND CANYON STATE

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PART OF THE THOMAS COOK GROUP 



Der Ort, an dem Abenteuer entstehen.

Jetzt günstig in Arizona landen.



Phoenix
ab
€ 339^{99*}



*Hinreichend besorgte Personen (18+), Reisende mit Gültigem
Condor-Ticket/Condor-Club-Ticket/Plus-Status (Einreise in die USA)



ARIZONA
VisitArizona.com



 Condor

AOT Marketing Program

- Media Relations
 - Journalists hosted: **155**
 - Articles produced: **1,354**
 - Combined circulation: **8 million** global readers
 - Impressions: **1 billion** article impressions



AOT Marketing Program

- Travel Trade
 - **11** FAM tours
 - FAM tours and participants: **81**
 - Arizona communities visited: **17**
 - Trade sales and destination trainings: **4,533**



Summary of a Press Trip/Familiarization (FAM) Tour

- A press trip allows journalist the opportunity to experience Arizona first-hand so they can feature the state as a premier travel destination in their articles.
- 3-4 press trips every year
- 5 days in length
- Attended by 6-8 journalists
- Mix of both domestic and international writers

Objectives

- Educate travel media on Arizona's vitality as a tourism destination
- Expose travel media to Tribal and rural towns and cities in Arizona
- Generate publicity on Arizona as a premier place to travel
- Provide journalists with first-hand experiences so they feel a personal connection to the state that is later reflected in their article

Strategy

- Develop compelling press trips that entice travel writers to choose Arizona above other invitations
- Create an itinerary that will generate unique stories that help position Arizona as a leading vacation destination
- Select media that write for publications with high circulations and targeted demographics in niche markets
- Provide writers with enjoyable and memorable experiences that will result in positive press on Arizona as a travel destination

Tactics:

Reaching out to Communities and the Media

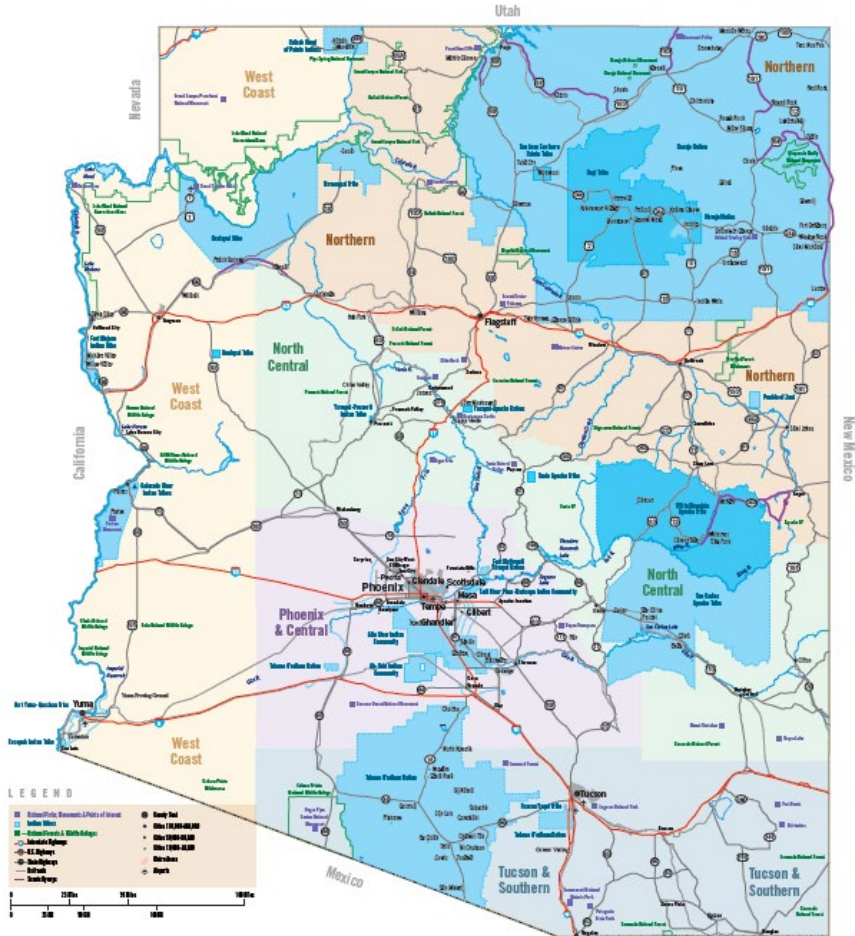
Determine when and where to go

- Seasonality
 - When is the best time to schedule your FAM?
 - Winter, Summer, Spring, Fall
 - High- low- seasons
 - Events happening

Determine where and when to go

- Identify dates
 - Don't schedule a time when your community is busy
 - Harvest time
 - Ceremonial time
 - Major holidays

Arizona Map



Determine where and when to go

Media Tour History

Southern, Phoenix, NC, Western, Northern

Northern Arizona Bucket List (Kim)
Mexico Trip (Karina)
China Press Trip (Kim and Avia)
Travel Classics (Kim, Tony, MM, Stephanie)

April 2017
January 2017
December 2016
November 2016*
Scottsdale Tour
Tucson Tour
Yuma/Mesa Tour

*Maybe we had originally put these on paper? (Cowboys – Miners: Willcox, Bisbee, Tucson; Romantic: Ajo, Tubac; Heart of AZ: Prescott, VV, Sedona; Iconic Views: Chinle, MV, Cameron, (GC), Twin Arrows)
Canada Route 66 Blogger trip (Aisha)

China Press Trip
Havasupai (Kim)
UK Media Trip (Hills Balfour)
Happy Trails (Marjorie)
Bike Hike Peddle Paddle Ride (Tony)
*UK Media Trip (Scottsdale, Stephanie)
World Tour Fam (Jennifer, Kim)
Route 66 (Kim)

June 2016
May 2016
May 2016
April 2016
April 2016
February 2016
December 2015
October 2015

Park Yourself in Arizona (Kim)
Native Ways (Tony)
Explore Native American (French, Laura)
Arizona from North to South (Brazil, Kim)
Travel Classics (Tony, Jen, MM, Mary)

May 2015
April 2015
February 2015
February 2015
November 2014
(Tony)
(Jen)
(MM)
(Mary)

Aged to Perfection (Kim)
Hide and Seek (German, Marcus)
Amazingly Diverse (China, Vincent)
Family Adventure in AZ (Brand USA, Mex)

October 2014
October 2014
October 2014
October 2014

FY 2017

GC, Page, Flagstaff, Williams, Mt. Valley, Chinle, Sedona
Grand Canyon, Page, MV, Canyon de Chelly, Sctd
Tucson, Willcox, Tombstone, Bisbee

FY 2016

Mesa, GC, Flagstaff, Sedona, Prescott,
Havasupai
Phoenix, Wickenburg, Prescott, Verde Valley,
Safford, White Mountains, Mesa,
Willcox, Bisbee, Sierra Vista, Tucson, Tempe

Yuma, LHC, Kingman
Winslow, Flagstaff, Rt. 66, Kingman

FY 2015

Sedona, GC, Cameron, Flagstaff, Phoenix, Prescott
Hon-Dah, Chinle, Hopi, Flagstaff, Scottsdale
Chinle, MV, Page, Scottsdale
Phoenix, Flagstaff, Grand Canyon, Sedona, Tucson, Tubac, Scottsdale

Havasupai
Tucson (Canyon Ranch)
Flag, Sedona, Phx
GC, Arcosanti, Tempe
Sonoita, Bisbee, Willcox, Tubac, Tucson, Tombstone
Prescott, Flagstaff, Rt. 66, Kingman, LHC, Phoenix
Page, GC, Williams, Scottsdale
Phoenix, Scottsdale, Page, Grand Canyon and Williams

Choose a theme

- Common Denominator
 - Museums
 - Artist, Arts & Crafts
 - Traditional Foods
 - Nature
 - Astronomy

Choose a theme

- Attractions/activities to emphasize
 - Back to School: Arizona's college Towns
 - Main Drag and Off the Beaten Path
 - White Mountains
 - North of the Border
 - Adventure on the Western Frontier
 - Salsa Trial
 - Outdoor Adventure
 - Wildlife Viewing
 - Scenic Roads
 - Pop Icons
 - Rails and Trails

Identify Potential Hosts

- Determine interest
- Verify availability
- Work closely with CVBs

Select Media to Invite

- Decide on key markets
- Examine publications' demographics, circulation, content
 - Call to Media
 - Travel Media Assistance Request Form

Select Media

- Determine interest
 - Call to Media

Park Yourself in Arizona

Date: May 17-23, 2015

Location: Prescott, Jerome, Sedona, Cameron, Grand Canyon

Participants: Domestic and International Travel Writers

Program Summary: Grand Canyon National Park is the most well-known park in Arizona. But, it is only one of numerous national, state, county and city parks where adventure awaits. This tour will visit a fraction of the parks Arizona offers and a few of the activities that can be enjoyed in them. . . .

Select Media

- Determine interest
 - Call to Media

Happy Trails

Locations: Hopi, Flagstaff, Verde Valley, Mesa

Leader: Marjorie

Date: April 10-16, 2016

Participants: Domestic and International travel writers

Program Summary: Blaze a trail to Arizona and then follow one these for a new look at Arizona and its offerings. Learn about Indigenous artisans along the Hopi Arts Trail. Then hike along a short portion of the Arizona Trail, Ale Trail, Verde Valley wine trail, and the Apache Trail.

(Please note: This trip does not include the Grand Canyon.)

TRAVEL MEDIA ASSISTANCE REQUEST FORM

DATE OF REQUEST:	17-Jul
JOURNALIST NAME:	Mr. Eike Knall / Ms. Romy Poetsch
CITY/STATE/COUNTRY:	Nuremberg, Germany
MEDIA AFFILIATION:	Radio journalists for the following radion stations in Germany: 1. Viltradio (2,000,000 listeners) 2. Antenne Koblenz (270,000 listeners) 3. Radio Cottbus (340,000 listeners) (4. Inselradion Canarian Islands - 2,500,000 l.)
POSITION/TITLE:	Radio Journalists
ADDRESS 1:	Plathersgasse 1
WEBSITE:	www.viltradio.de / www.akoblenz.de / www.radio-cottbus.de
NAME & PHONE PUBLISHER/EDITOR	Matthias Lenardt - 0049 9 11 / 22 61 03
PROPOSED EDITORIAL COVERAGE/FOCUS OF STORY:	1. Interview with AOT representative (general tourism overview of Arizona) 2. Scottsdale 3. Grand Canyon
STORY PRESS DATE:	tbs
TYPE OF MEDIA:	radio stations
PROFILE OF AUDIENCE:	Active age (14 - 49 years)
CIRCULATION (CITIES/COUNTRIES):	regional radio stations, audience numbers see above
CIRCULATION FIGURES:	2,610,000 Germany (cmbined), 2,500,00 (German-speaking travelers in Spain)
FREQUENCY (DAILY/WEEKLY):	daily
AIR TRANSPORTATION PROVIDED BY:	AOT if possible (press rate will be guaranteed), maybe only a portion of the flight since the editors will be travelling through Florida first
GROUND TRANSPORTATION PROVIDED BY:	AOT if possible
INTERVIEWS REQUESTED WITH:	1. tbs 2. AOT representative
PHOTO PERMITS NEEDED:	no
SPECIAL INTERESTS:	WLAN is urgently requested in host hotels
DIETARY/OTHER SENSITIVITIES	
REFERRED BY:	proactive media call

Itinerary

Greetings from Arizona!

I will have the pleasure of joining you on this trip and I look forward to welcoming you to Arizona! This tour will take you to some iconic Arizona locations such as Tombstone (The Town Too Tough to Die), which was the sight of the Shootout at OK Corral. You'll also experience the spectacular beauty of Chiricahua National Monument and Kartchner Caverns State Park, commune with nature in Sierra Vista (the hummingbird capital of the world), ride a horse on an actual ranch, enjoy the Old West charm of Tucson and the vibrant college atmosphere of Tempe, home to one of America's largest universities (Arizona State University).

Below I have compiled some information I think you may find useful in preparing for your trip, as well as the final itinerary. If you have any questions or concerns, please let me know.

I look forward to seeing you.

NOTE: While you are in Arizona, we would love to see what you are enjoying. Please connect with us on Twitter: [@AZTourismPR](#) and please include the hash tag **#MyAZTrip**.

What shall I bring? People in Arizona dress casually - khaki pants, jeans, shorts are all ok. Bring good walking/hiking shoes for a variety of surfaces. One of the most surprising things visitors find is the great variation in the temperature and weather between central, southern and northern Arizona. You will be visiting central and southern Arizona. Bring a jacket and/or sweater, as evenings in the desert can still be a little cool. We will be spending a fair amount of time outside, so please don't forget sunglasses, sunscreen and a hat. Because the climate in Arizona is dry, please remember to drink plenty of water, both before and during your stay, to keep yourself hydrated.

What will the weather be like? The extended forecast shows sunshine (and maybe an occasional cloud)!

	Daytime:	Nighttime:
Tempe	mid 80s (26-31 C)	in the 50s (10-12 C)
Willcox	low 70s (21 C)	upper 30s (2-3 C)
Sierra Vista	70s (21-26 C)	40s (4-9 C)
Tucson	mid 80s (26-31 C)	high 40s (8-9 C)

What will we eat? Each community host will arrange for meals as outlined in your itinerary. We have notified them of any dietary restrictions. Please note that, as a state agency, we are unable to host alcoholic beverages, but you are welcome to enjoy a cocktail at your own expense.

Other necessary items – Please bring a credit card for incidentals and a copy of your travel insurance.

Wi-Fi: Wi-Fi will be available in most of the communities we will visit.

Final Itinerary: Final itineraries will be given on Monday morning, April 4 at the DoubleTree by Hilton Phoenix – Tempe at 7:45 a.m. See you soon!

After the Press Trip: Stop, Look and Listen

- Send out evaluations
- Use evaluations to determine how to improve next trip
- Send thank you cards to hosting partners
- Monitor publications for articles that were result of trip
- Clip articles and send to participating communities

Evaluation Sample

Name
Press Trip Evaluation Form
Date of Trip

We are delighted to have had the opportunity to introduce you to some of the attractions and hospitality of Arizona - The Grand Canyon State. To ensure that we provide journalists, photographers and broadcasters with the most positive and productive programs, we request you take a moment to evaluate your experience and share your thoughts. It is only with your valued input that we can continue to provide the best possible experience for our friends in the media.

Name & Title: _____

Organization: _____

Address: _____

City, State, Country & Postal Code: _____

Tel.: _____ Fax: _____ E-mail: _____

1) Was this your first time to Arizona? Yes ☐ No ☐

If no, how many times have you been to Arizona? _____

2) How would you rate your communication prior to the visit? (5= Excellent, 1= Poor)
5 _____ 4 _____ 3 _____ 2 _____ 1 _____

3) Overall, how would you rate the entire press trip? (5= Excellent, 1= Poor)
5 _____ 4 _____ 3 _____ 2 _____ 1 _____

4) What did you enjoy most about your visit?

5) Do you have any ideas for improvements for future media visits?

6) How would you rate your car rental experience? (5= Excellent, 1= Poor)
Which company did you use? _____
5 _____ 4 _____ 3 _____ 2 _____ 1 _____

Evaluation Sample

Please rate the following on a scale in regards to service, enjoyment, and value with “1” being unacceptable and “5” being exceptional. Please use space provided for any additional comments as well as to give an explanation for any site, hotel, or attraction you have rated a “2” or less.

	<u>Phoenix Area</u>				
1) Attraction	1	2	3	4	5
2) Attraction	1	2	3	4	5
3) attraction	1	2	3	4	5
4) attraction	1	2	3	4	5
5) attraction	1	2	3	4	5
6) attraction	1	2	3	4	5
7) attraction	1	2	3	4	5

Additional comments:

Thank you for participating on this Arizona sponsored media tour. To further evaluate our state and services, we thank you for taking the time to fill out our evaluation. Please return completed form to:

Becky Blaine, Arizona Office of Tourism
155 N. 7th Avenue, Suite 400, Phoenix, Arizona, 85007

Tucked Into the Corners of Southern Arizona

Southern Arizona Media Tour

Feb. 7-13

Participation

Ms. Christine Laprade	Freelance - Canada
Mr. Lei Dong	Photographer & Writer - China
Ms. Lisa Camus	<i>What's-up Doc</i> - France
Mr. Marck Guttman	Freelance Journalist and Photographer - Mexico
Ms. Claudia Braeuer	Freelance - Austria
Ms. Anusha Couttigane	Freelance - UK
Ms. Carolyn Burns Bass	Freelance - US
Kim Todd	Arizona Office of Tourism
Mr. David Thomas	Driver, Marveless Transportation

Findings:

Respondents were asked to rate their experiences on a 5-point scale with 5 being excellent and 1 being poor. All questions included the option to offer comments, suggestions, or concerns.

- Nine trip participants completed this survey, generating a 100% response rate.
- This tour was the first trip to Arizona for 5 of the 9 survey respondents. The other four had been to Arizona between 2-5 times previously.
- All respondents would recommend Arizona to their audiences.

Would you recommend Arizona to your audience?

Yes

No

75%

25%

Comments:

- Yes, however I feel that each region will appeal to specific readers.

Do you have any ideas for improvement for future tours?

- Think more about how the sites will be received by various audiences. I.E. some areas (like Benson) might appeal to locals/domestic visitors, but are unlikely to be the sort of places people will travel the world to come and see. Would recommend connecting with Amerind Foundation's accommodation organizers and inviting visitors to spend a night there/sample the onsite chef. Would recommend Benson be taken off itineraries for international visitors. The Singing Winds Bookshop was a bit of a shocking experience!
- Omission of stop at Singing Winds Bookstore. The store itself is kitschy and quaint, but the shelf-by-shelf tour was underwhelming.
- I loved the mix of rural unknown towns and luxury resorts and small towns and nature/hiking.
- It is important to consider that international tourists might not be interested in the same places that locals are. I understand the importance of promoting destinations within the state that escape the beaten path and well known attractions, but towns with virtually nothing to offer (such as Benson), generic roadside motels (such as Sierra Vista Suites) and unwelcoming patrons (such as the owner of the bookshop/first winery) should be avoided. Especially, noting that close by there are amazing towns to discover, welcoming people and interesting restaurants/hotels.

Google Alerts

Arizona tourism

Google Alerts

[Saguaro National Park open \(barely\) during shutdown, and it's draining visitor fee revenue](#)AZCentral.com

In the meantime, the National Park Service is pulling funds from past **visitor** ... **Arizona** has 22 national park sites, which include parks, monuments, ...

[Arizona Bill Would Exempt MiLB Players From Minimum Wage Laws](#)Ballpark Digest

"Major League Baseball is a major component of **Arizona's** commerce and **tourism**," Shope said. He said any business that relies on **tourism** is grateful ...

[Shutdown won't stop it: Grand Canyon 100-year Celebration, Native American Style](#)Indian Country Today Media Network

Debbie Johnson, Director of the Arizona Office of Tourism says **Arizona's tourism** industry has weathered the shutdown because Grand Canyon ...

[Arizona tribal land known for waterfalls no longer allowing tours](#)Las Vegas Review-Journal

FLAGSTAFF, Ariz. — The thousands of **tourists** who **travel** to a remote Native American reservation deep in the Grand Canyon each year to camp near ...

American Indian tourism

Google Alerts

[We-Ko-Pa Resort to host American Indian Tourism Conference](#)

Travel News | eTurboNews

The American Indian Alaska Native Tourism Association (AIANTA) has revealed the host site for its 22nd annual **American Indian Tourism** Conference ...

Clipping Service

MEDIA CLIPPING

Publication: Die Glocke

Kind of publication: German daily newspaper Editor: Gunnar A. Pier

Issue: May 20, 2017 Position: positive (+)

Section: travel Photos: 5

Maps: 1

Total circulation: 57,100 PR-Value: \$ 16,129

ACTION FOR COVERAGE: KMS supported with information

HEADING / SUMMARY: In the hot west

The article is based on our group press trip from May and highlights the beautiful *Sonoran Desert* and several activities *Scottsdale* has to offer.

- ☐ In this context, the author gives general information about the location and temperature of *Scottsdale*.
- ☐ Moreover, the author mentions *Hot Air Expeditions* and the breathtaking views from the hot air balloon.
- ☐ Additionally, he mentions the nice Pilot *Micky Drysdale* as well as typical travel destinations in *Arizona* including the *Grand Canyon* and the *Monument Valley*.
- ☐ Furthermore, the cities *Phoenix*, *Tempe* and *Mesa* are mentioned.
- ☐ Besides, the author recommends to experience several activities in *Scottsdale* and *Arizona* including but not limited to morning hikes through the desert and kayak tours on the *Salt River*.
- ☐ In addition, the *Taliesin West*, architect *Frank Lloyd Wright*, the *New Yorker Guggenheim Museum* and golf courses are mentioned.
- ☐ Finally, the author gives several travel advices to arrival, flights, travel seasons and activities.
- ☐ For further information, the website www.experiencescottsdale.com is referred to.

Articles Resulting from Press Trips



Im heißen Westen

Die Wüste von Arizona lockt auch Outdoor-Fans an

Mit dem Heißluftballon über die Sonora-Wüste. Note Scottsdale, Arizona, bietet sich den Neugierigen so ein unvergesslicher Überblick.

Foto: Gunnar A. Pier

Man kann sich im Westen von Arizona nicht nur für die Wüste begeistern, sondern auch für die Vielfalt der Landschaften. In der Wüste von Arizona lockt auch Outdoor-Fans an.

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Die grüne Wüste

Der US-Bundesstaat Arizona zeigt ein neues Gesicht des Westens

Von Maja Kolonic (Text und Fotos)

Schon früh ist es in der Sonora brütend heiß. Mehr Fotos von dieser Reise unter www.nordbayern.de/reise

Es ist wenig zackig, erhaben und erhaben, aber nicht zu erhaben. Die Wüste von Arizona zeigt ein neues Gesicht des Westens. Der US-Bundesstaat Arizona zeigt ein neues Gesicht des Westens. Der US-Bundesstaat Arizona zeigt ein neues Gesicht des Westens.

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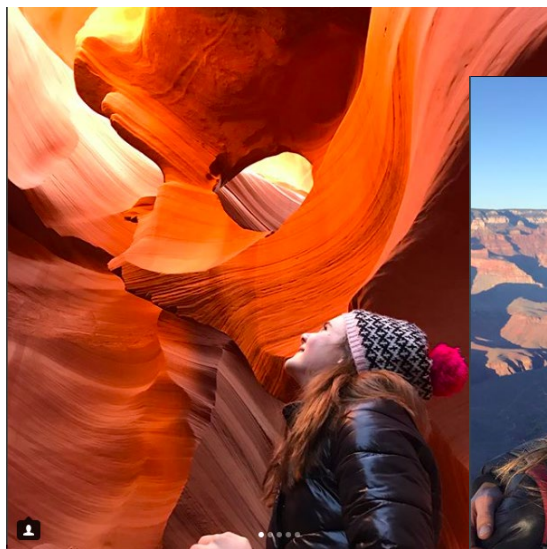
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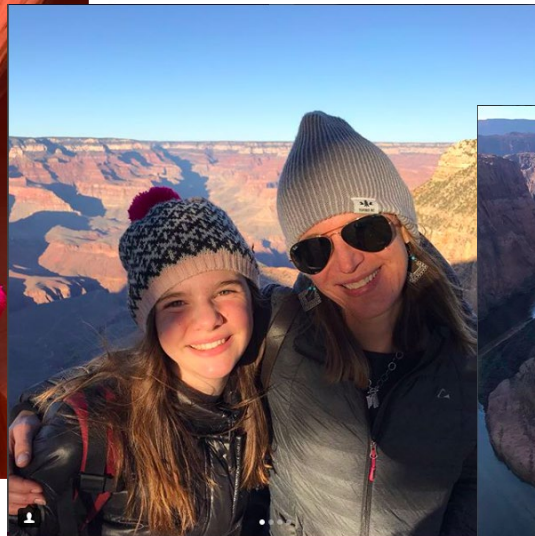
Stolzer Tänzer Derrick Davis



Social Media Resulting from Press Trips

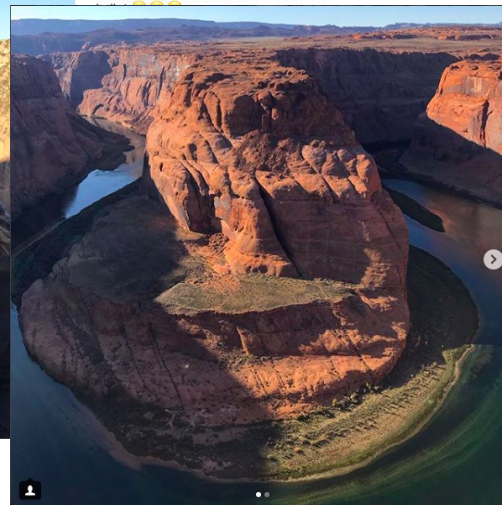


 lisakadane • Follow
Lower Antelope Canyon



 lisakadane • Follow
Grand Canyon National Park

lisakadane Grand Canyon, you had us at



 lisakadane • Follow
Horseshoe Bend

lisakadane The Colorado River does a huge meander here at Horseshoe Bend near Page, Arizona. The hike to the viewpoint takes about 20 minutes and is totally worth it.

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#horseshoebend #coloradoriver
#visitarizona #pagearizona #bestview #hike
#familyhike #familytravel #travelwriter
#traveldeeper #exploremore #getoutside
#natureiscool



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Other Considerations

- Budget
- Communication
- Don't be afraid to ask for help

Thank you!

Dawn Melvin
Tribal Tourism Relations Manager
Arizona Office of Tourism
dmelvin@tourism.az.gov
602-364-3707