



Arizona Office of Tourism
FY18 Annual Agency Report of Tribal Outreach Activities
July 1, 2017 – June 30, 2018

Agency Overview: The Arizona Office of Tourism (AOT) is a state government agency dedicated to developing, implementing and maintaining global marketing programs that keep Arizona top-of-mind as a leading travel destination, thereby strengthening and expanding Arizona’s economy. As the only public agency that provides a statewide platform to market Arizona, the state’s travel and tourism industry relies on AOT to create an umbrella marketing campaign, promoting Arizona as a relevant choice against competitive destination.

Tribal Tourism Relations Manager / Tribal Liaison: AOT has maintained the position of Tribal Tourism Relations Manager / Tribal Liaison since March 2004. AOT’s Tribal Tourism Relations Manager works with each AOT division to coordinate tourism related programs and projects with the 22 American Indian Nations, Tribes and Communities in Arizona. The Manager is AOT’s primary contact for all matters relating to AOT’s work with Indian Nations and Tribes.

Tribal Consultation Activities: AOT issued the Tribal Consultation Policy in March 2006. The policy is reviewed annually with updates made periodically; the last update was on May 19, 2017. This report provides a summary of opportunities for coordination and consultation that occurred between AOT and the American Indian Tribes, Nations and Communities in Arizona.

Goal	Objective	Activity and Performance Measure
Tribal Outreach Build and maintain lasting relationships at all levels of Tribal government, programs and communities	Foster and strengthen collaborative processes and partnerships	Tribal Liaison attends state-wide meetings to network and promote Tribal tourism efforts: -American Indian Chamber of Commerce – 5 meetings -Arizona American Indian Tourism Association (AAITA) – 9 meetings -AOT worked with the non-profit AAITA and all Tribes to produce and market the Arizona Indian Festival held in conjunction with the Parada del Sol Western Week celebration
	Facilitate stronger industry and community inclusiveness, cooperation and cohesiveness to help grow Arizona’s economy	Promote AOT programs and solicit participation from individual Tribes in programs such as the Rural Cooperative Marketing Program, webinar training opportunities and the Governor’s Conference on Tourism increasing both attendance and number of Tribal sponsorships.

		<p>Provide consultation to AOT divisions and staff, provide backup and follow-up for divisions working with Tribal partners, e.g. review content for accuracy and images prior to publication.</p> <p>Other opportunities where Tribal tourism information has been shared: Tribal Liaison attends conferences and events to learn about local Tribal tourism experiences and meet Tribal leadership, community members and tourism related staff – 11 events and conferences attended.</p>
<p>Marketing To market Tribal tourism attractions, amenities, events and experiences to local, domestic and international visitor markets</p>	<p>AOT works collaboratively to enhance tourism promotion on Tribal Lands and to incorporate Tribal cultural elements in domestic and international media and trade events, and in collateral and websites</p>	<p>Tribal Imagery -AOT worked with Navajo Nation and the Hopi Tribe to identify experiences, coordinate permitting, logistics and talent, and hire photographer to increase Tribal imagery in the photo library available for marketing purposes. -A second photo shoot was planned in FY 2019 to include four Tribes in Maricopa County, they are; Ak-Chin Indian Community, Fort McDowell Yavapai Nation, Gila River Indian Community and Salt River Pima-Maricopa Indian Community. -Tribal imagery in the current AOT photo library have been tagged and correctly identified for easy retrieval.</p> <p>Rural Marketing Cooperative Tribal participation in FY18 included Hopi Tribe, Hualapai Tribe, Navajo Nation and Salt River Pima-Maricopa Indian Community.</p> <p>AOT continues to distribute the Tribal brochure to statewide visitor centers, hotels and Tribal entities.</p>

		<p>The 2018 Official State Visitors Guide includes a Tribal feature story, incorporates Tribal experiences in regional sections and Tribal contact information with 450,000 copies distributed internationally and domestically, as well as online distribution.</p> <p>Sponsorship opportunities are a way to expand the AOT brand recognition in markets we are not traditionally. The AOT logo is displayed widely in print, online, banners and through live and in person radio announcements – 8 Tribal sponsorships</p>
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Program Outlook:

- The American Indian Program will continue to expand Tribal marketing efforts that bring awareness of Tribal Lands as tourist destinations, by increasing integration of Tribal tourism products in all AOT divisions.
- AOT will be a primary sponsor of the 2019 Arizona Indian Festival and will help support the production of the event and encourage participation of all Tribes in Arizona.
- Development of specific content related to Tribal tourism efforts will be acquired for use on the website and in print.

Legislative changes: There were no legislative changes in FY18.

For questions or more information, contact Dawn Melvin, Tribal Tourism Relations Manager by email at dmelvin@tourism.az.gov or by telephone at (602) 364-3707.