



Arizona Office of Tourism
FY19 Annual Agency Report of Tribal Outreach Activities
July 1, 2018 – June 30, 2019

Agency Overview: The Arizona Office of Tourism (AOT) is a state government agency dedicated to developing, implementing and maintaining global marketing programs to promote Arizona 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 umbrella marketing campaigns, 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 Liaison works with each AOT division to coordinate tourism related programs and projects with the 22 American Indian Nations, Tribes and Communities in Arizona. The Liaison 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 June 24, 2019. 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	<ul style="list-style-type: none"> • Tribal Liaison attends statewide meetings to network and promote Tribal tourism efforts: -American Indian Chamber of Commerce – 4 meetings -Arizona American Indian Tourism Association (AAITA) – 22 meetings • Arizona Indian Festival AOT worked with the non-profit AAITA and all Tribes to produce, market and sponsor the event held in conjunction with the Parada del Sol Western Week celebration - 9,000 + attendees • On-site visits/presentations are conducted at the request of Tribes; Gila River Indian Community, San Carlos Apache Tribe, Hopi Tribe, Fort McDowell Yavapai Nation, Shonto Community Governance, and Tohono O’odham Nation
	Facilitate stronger industry and community inclusiveness, cooperation and cohesiveness to help grow Arizona’s economy	<ul style="list-style-type: none"> • Promote AOT programs and solicit participation from individual Tribes in programs such as the new Arizona Visitor Information Center Program, Rural Cooperative Marketing Program, webinar training opportunities and the Governor’s Conference on Tourism to increase both attendance and number of Tribal participants.

		<ul style="list-style-type: none"> • 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, and collect ads due. • AOT staff presented a session on “The Strategy of Familiarization Tours” at the <i>3rd Annual Go International</i> conference designed to prepare Tribes and Indian-owned tourism entities to do business in the international marketplace. • Worked with Fort McDowell Yavapai Nation to submit a successful bid for the National American Indian Tourism Conference that will be held in September 2020. • Other opportunities where Tribal tourism information has been shared: Tribal Liaison attends conferences and events to learn about local Tribal tourism experiences/opportunities and meet Tribal leadership, community members and tourism related staff – 21 events and conferences attended.
<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>	<ul style="list-style-type: none"> • Familiarization (FAM) Tours are an opportunity to educate travel media, tour operators and travel agents with first hand experiences about Arizona. AOT develops statewide itineraries (tours) that include Tribal destinations. - Travel Writers: 4-Australia, 3-Canada, 1-China, 1-France, 6-Germany, 1-Mexico, 1-Japan, 3-United Kingdom and the 6-United States - Tour Operators: 6-Australia/New Zealand, 1-China, 1-Germany and 6-Mexico - American Indian FAM Tour - Hosted 6 international journalists on a dedicated Tribal press trip through central and northwest Arizona, visiting both urban and rural Tribal Lands to expand knowledge of Tribal destinations. • Attended IPW the premier international trade show in the US, worked with Fort McDowell Yavapai Nation to prepare attendees for the show appointments and provided an Apache storyteller to entertain at networking event.

		<ul style="list-style-type: none"> • AOT worked with four Tribes in Maricopa County to acquire Tribal Imagery; Ak-Chin Indian Community, Fort McDowell Yavapai Nation, Gila River Indian Community and Salt River Pima-Maricopa Indian Community to identify experiences, coordinate permitting, logistics and talent, and hire photographer to increase Tribal imagery in the photo library available for marketing purposes. • Rural Cooperative Marketing Program Tribal participation in FY19 included Hopi Tribe, Navajo Nation and Salt River Pima-Maricopa Indian Community. • Sponsorship opportunities are a way to expand the AOT brand recognition in markets we are not traditionally in. The AOT logo is displayed widely in print, online, banners and through live and in person radio announcements – 7 Tribal sponsorships. • AOT continues to work with Tribes to gain participation in Trade and Media Missions and Trade Shows, Consumer Travel Shows and website updates.
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Activities of Note:

- American Indian Program staff received three community awards this year; Appreciation Award, Shonto Tourism Group; Community Partner Award, American Indian Chamber of Commerce of Arizona; and Arizona American Indian Excellence in Leadership Award, Outstanding American Indian Woman, Phoenix Indian Center.

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 2020 Arizona Indian Festival and the 2020 National American Indian Tourism Conference both events bring attention to the Tribal hospitality offerings, diverse culture, tourist attractions and experiences that are offered.

Legislative Changes: Legislative changes in FY19 included: [House Bill 2361 \(Office of Tourism; Procurement\)](#) – This bill clarified/adds language pursuant to ARS 41-2308 to enable AOT to contract with a promotion and marketing agency that is not awarded a statewide contract. This bill also adds language to clarify that AOT, State Procurement Office (SPO), and ISM Raceway together develop qualifications, specifications and qualifying factors for the competitive solicitation in accordance with state procurement law.

For questions about this report or more information about how your Tribe can participate in AOT programs, contact Dawn Melvin, Tribal Tourism Relations Manager by email at dmelvin@tourism.az.gov or by telephone at (602) 364-3707.