



Arizona Office of Tourism
FY20 Annual Agency Report of Tribal Outreach Activities
July 1, 2019 – June 30, 2020

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 was reviewed In September 2020; 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 – 3 meetings -Arizona American Indian Tourism Association (AAITA) – 14 meetings -American Indian Alaska Native Tourism Association – 6 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 - 18,000 + attendees over 2 days, February 8th and 9th • On-site visits/presentations are conducted at the request of Tribes; San Carlos Apache Tribe, Hopi Tribe, and Fort McDowell Yavapai 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 the 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 at four national and regional conferences, to prepare Tribes and Indian-owned tourism entities to do business in the international marketplace at trade shows and how to leverage AOT programs. • The National American Indian Tourism Conference scheduled for September 2020 in Fort McDowell Yavapai Nation was held in a virtual format. The 2021 conference will be held on-site the We-Ko-Pa Casino Resort in October 2021. • 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 – 9 events and conferences attended. Meetings with other Arizona Tribal Liaisons to share information – 7 meetings 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"> • The Trade Relations and Media Relations Division visited 38 Arizona communities MEDIA RELATIONS - works with travel writers and editors to build feature articles about Arizona as a travel destination. These articles are viewed by millions around the world. -Journalists Hosted: 44 -Articles Generated: 1,201 -Article Impressions: 1,907,070,177 -Cancellations/Postponements due to - pandemic: 14 trips TRADE RELATIONS - works with travel agents and tour operators to sell Arizona as a destination. -FAM Tours: 6 total groups -Participants: 43 -Brand USA MegaFams: 2 (Australia, China) -Trade Sales Appointments and Destination Trainings: 9,054 -Cancellations/Postponements due to pandemic: 4 group tours

		<ul style="list-style-type: none"> • Rural Cooperative Marketing Program Tribal participation in FY20 included Hopi Tribe, Navajo Nation, Hualapai Tribe 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 – 5 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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Other Issues of Interest

Challenges: When the pandemic first began to affect Northern Arizona in February with reduced visitation during Chinese New Year, AOT immediately began switching off active marketing and focusing on messages of support in affected countries. When Arizona began its own shut down in March, AOT immediately engaged with our consultants, Coraggio Group, to begin work on a strategic tourism recovery plan. In April, we hosted listening sessions with statewide tourism stakeholders including Tribal representatives to gain feedback on their needs for recovery and AOT support. There are specific tactics to address tourism economic recovery on Tribal Lands. The full report can be viewed here: <https://tourism.az.gov/strategic-plan/>

AOT’s Tribal Relations Manager has been working to keep AOT staff informed of closures or reopening’s on Tribal Lands that we can communicate to the traveling public via our website: <https://www.visitarizona.com/covid-19/>

One of the main challenges encountered during this time is connectivity (phones, internet) with the Tribes. Since many Tribal offices remain closed, it has been difficult to reach staff for upcoming programs like our annual Rural Cooperative Marketing Program. AOT will have multiple programs during the year now to meet the needs of all partners and their reopening timelines.

Legislative Changes: In the 54th Legislature - 2nd Regular Session there were no tourism related legislative bills passed that may have had an impact on Tribes and/or Tribal community members.

Agency Highlight: AOT successfully shifted the Arizona Governor’s Conference on Tourism from in-person to a virtual format. Tips to help other agencies make this successful transition include: 1) begin planning early, 2) gather team together, 3) identify tasks and roles, and 4) hold practice sessions.

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.