



**Arizona Office of Tourism**  
**FY21 Annual Agency Report of Tribal Outreach Activities**  
**July 1, 2020 – June 30, 2021**

**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 2021. No updates were required 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
<b>Tribal Outreach</b> 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"> <li>• Tribal Liaison attended virtual statewide meetings to <b>network and promote Tribal tourism</b> efforts, meeting included:                -Arizona American Indian Tourism Association (AAITA)                -American Indian Alaska Native Tourism Association</li> <li>• <b>Arizona Indian Festival</b> AOT worked with the non-profit AAITA and Tribes to produce, market and sponsor the event held in conjunction with the Parada del Sol Western Week celebration event date was moved to April and was scaled down due to COVID gathering restrictions</li> <li>• <b>Communication</b> with Tribes have been conducted electronically by telephone, email and through ZOOM or other virtual formats.</li> </ul>
	Facilitate stronger industry and community inclusiveness, cooperation and cohesiveness to help grow Arizona’s economy	<ul style="list-style-type: none"> <li>• <b>Actively promote AOT programs</b> and solicit participation from individual Tribes.</li> <li>• Provide <b>consultation to AOT divisions</b> 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.</li> <li>• Tribal liaison <b>presented at two national and regional conferences</b>, to prepare Tribes and Indian-owned tourism entities to do</li> </ul>

		<p>business in the international marketplace at trade shows and how to leverage AOT programs.</p> <ul style="list-style-type: none"> <li>• The <b>National American Indian Tourism Conference</b> 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.</li> <li>• <b>Other opportunities</b> 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 – 5 events and conferences attended. Meetings with other Arizona Tribal Liaisons to share information – 17 meetings attended.</li> </ul>
<p><b>Marketing</b> 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><b>Rural &amp; Tribal Cooperative Marketing Program</b> - promotes and encourages visitation to Arizona’s rural and Tribal destinations. Program opportunities feature a robust media plan that includes digital, print, outdoor, and AOT publications, along with research and trade &amp; media opportunities.</p> <p><b>RESULTS</b> -32 DMOs, Communities and Organizations Participated including 5 Tribal entities -Invested \$1 Million to support rural and tribal communities</p> <p><b>Media Relations</b> - works with travel media (editors and journalists for newspapers, magazines, broadcasts, online, etc.) throughout the United States as well as international markets (primarily, but not limited to, Canada, China, Mexico, Germany, France, and the United Kingdom) providing them with unique article ideas regarding Arizona’s travel experiences to generate positive third-party editorial exposure.</p> <p><b>RESULTS</b> -Hosted 21 Journalists -Generated 885 feature articles -Article impressions: 2.1 Billion</p> <p><b>Travel Trade Relations</b> - proactively works with the travel trade industry (tour</p>

		<p>operators, receptive tour operators, wholesalers, travel agents, airlines, etc.) in both domestic and international markets to build a global network of Arizona product experts.</p> <p><b>RESULTS</b></p> <ul style="list-style-type: none"> <li>-FAM Tours/Participants: 1 tour / 5 participants</li> <li>-10,072 Trade Sales Appointments Completed</li> <li>-163 Destination Trainings Conducted</li> <li>-Developed a Tribal Destinations training and presented in person to 96 participants in Germany and the UK</li> </ul> <ul style="list-style-type: none"> <li>• <b>Social Media</b> - Social Media is an integral component to AOT’s overall marketing efforts and is integrated into several campaigns.</li> </ul> <p><b>RESULTS</b></p> <ul style="list-style-type: none"> <li>-2,934,604: Combined Sum of All Engagements (Instagram, Facebook, Twitter, YouTube and Pinterest, including likes, reposts, comments, link clicks, saves and shares)</li> </ul>
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**Challenges:** Maintaining connection to Tribes continues to be challenging. Many Tribal offices had limited openings; it has been difficult to reach staff for upcoming programs or to inquire about how Tribal communities and programs are doing.

**Highlight:** In March 2020, the global pandemic hit Arizona. AOT understood quickly that the pandemic was going to have a severe impact on the state’s tourism industry and developed an 18-24-month Arizona Tourism Strategic Recovery Plan. AOT’s strategic plans are at <https://tourism.az.gov/strategic-plan/>

AOT and the Leave No Trace Center for Outdoor Ethics forged a partnership to promote sustainable tourism practices across Arizona. As a result, AOT built Appreciate AZ, Arizona’s brand for responsible and sustainable tourism. The program ensures visitors and residents are equipped with the knowledge and skills to protect our state’s iconic natural features for the current and future generations. Seven Principles, toolkit and digital courses are at <https://tourism.az.gov/leavenotrace/>

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](mailto:dmelvin@tourism.az.gov) or by telephone at (602) 364-3707.