





Arizona Governor's Conference on Tourism 2019

The image is a full-page background photograph of a natural landscape. It features a river in the foreground, with its surface reflecting the sky and the surrounding cliffs. The river is flanked by steep, reddish-brown rock formations. On the left side, there are some green shrubs and trees. A large, semi-transparent teal rectangle is overlaid on the center of the image, containing the text 'Economic Impact' in white. The sky is a clear, pale blue with a few wispy white clouds.

Economic Impact



SPENDING



JOBS



EARNINGS



TAXES

GENERATED IN 2018



\$24
BILLION

DOLLARS PER DAY



\$67
MILLION

FEDERAL



\$1.5
BILLION

LOCAL



\$1.1
BILLION

STATE



\$1.0
BILLION

TOTAL TAX



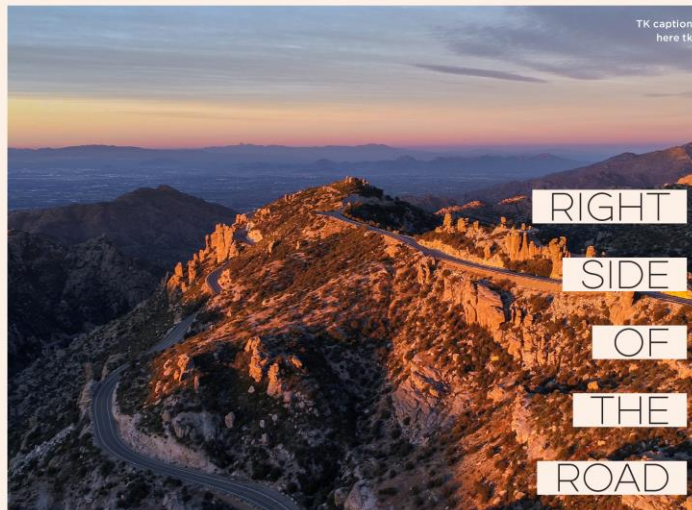
\$3.6
BILLION

An aerial photograph of a desert canyon landscape. The scene features rugged, reddish-brown rock formations and a winding river or path. A large, semi-transparent green rectangle is overlaid on the center of the image, serving as a background for the text.

2018 Advertising

The background image is a photograph of a desert canyon, likely Slot Canyon, showing smooth, undulating rock walls with distinct horizontal sedimentary layers. The lighting is warm, suggesting a sunset or sunrise, with a clear blue sky visible at the top. A large, semi-transparent orange rectangle is centered over the image, serving as a backdrop for the text.

Outside Magazine

TK caption
here tk

RIGHT SIDE OF THE ROAD

ARIZONA IS WHERE KATHRYN BERTINE IS MAKING HER TWO-WHEELED STAND FOR EQUALITY IN ATHLETICS

When Kathryn Bertine first moved to Tucson 20 years ago from New York, the plan was to get her master's degree and then return East to start her career. But something got in the way of those plans: She took a bike ride. "Everything was planned out in my 23-year-old brain," she says. "But life did a wonderful thing and took a different turn."

Seeing Tucson and the surrounding Sonoran Desert from the saddle was an eye-opener. The pace of life, the closeness of nature, and the openness of the community all became even more apparent on her daily rides. "Cycling really gave me this amazing gift of being able to see Tucson—and all of Arizona, really—from a unique perspective," she says.

She also loved the competitive aspect. A former Division I rower

and pro figure skater, she soon began competing in triathlons, including three years as a professional, before becoming a pro cyclist at the age of 31. A nasty crash cut her career short, which allowed her to focus on another project during her time in Arizona: her passion to bring parity to women's professional road cycling.

Male endurance athletes often receive a

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Bertine

TK caption
here tk

base salary or sponsorship deals that allow them to train the majority of the time. Their female counterparts, on the other hand, often get paid a fraction as much and have to find other ways to supplement their income. To help change that situation, Bertine directed a feature documentary in 2014 called "Half the Road," which explored the issues and inequalities in women's cycling. She also co-founded Le Tour Entier, a group that succeeded in getting

women into the Tour de France in 2014. Then, in 2017, she launched the Homestretch Foundation in Tucson, an organization that advocates for gender equality in sports and also offers training residencies for elite and professional-level athletes who can live there for free while pursuing their goals.

Athletes from around the nation and the world come to Homestretch for one to six months to train and learn from one another. And while the camaraderie is a big part

of Homestretch, Bertine says just being in Tucson is a major element, too. "It feels good and it feels like home to our residents," she says. "We're right down the road from Mount Lemmon, Saguaro National Park, and the famous Saturday Shootout group ride. It's not just about warmth and sunshine. Being here offers something beautiful."

In fact, she says, more than half of Homestretch's attendees have already reapplied to return to Arizona. Tucson, she says, is an ideal setting for elite athletes, especially cyclists. "We've got something for every type of rider, whether you're a climber or a sprinter or a GC specialist in road racing," says Bertine. "And we've got 'Mount Lemmon, is an

To learn more and see a video of Kathryn Bertine in action, please visit outsideonline.com/KathrynBertine. To plan a trip to Tucson or one of Arizona's other outdoor destinations, go to UnRealAZ.com.

ARIZONA
THE GRAND CANYON STATE



AFTER A CHILDHOOD SPENT IN NORTHERN ARIZONA, LEN NECEFER IS GETTING TO KNOW THE NATURAL WONDERS DOWN SOUTH

Len Necefer took the long way to southern Arizona. Growing up in the high desert of northern Arizona, the Navajo Nation member left the state to go to college, ultimately earning his Ph.D. in engineering and public policy out East before ending up in the Rockies. But those experiences only gave him a deeper appreciation for home: Arizona was more beautiful, the air was cleaner, and there were more wild spaces to explore.

That's why the 30-year-old entrepreneur, professor, and outdoor enthusiast recently took a job at the University of Arizona, in Tucson, researching natural resource policy and recreation near tribal lands in North America.

The move brings him to a desert landscape very different from his home up north, one he'd glimpsed only a few times before. But what he's found is that the Sonoran Desert still feels like home, even if the saguaro and organ pipe are new. "It's almost like a completely different state," he says. "The geography between the north and the south is so different. Even the smell is different, but familiar. Up north, it smells like sage, and down here you can smell the creosote. That's how I'm relating to the place."

The rock climbing around Tucson has also made Necefer, an avid climber, feel at home. "Tucson is a hidden gem

for climbing," he says.

"There are three major climbing spots within an hour of the city." His two favorite places so far are Mount Lemmon, north of the city, with more than 1,500 routes, and Cochise Stronghold, in the Dragoon Mountains, which he recently visited for the first time with *Outside*. "It's the ancestral homeland of the Apache," says Necefer. "There's a really cool story here about how Geronimo and 40 other Apache outran the U.S. Cavalry for, like, nine months."

The area also has deeper significance for Necefer personally. One of his main passions is helping indigenous peoples connect with the natural areas near or overlapping their traditional lands. With that in mind, a few years ago Necefer founded a company called NativesOutdoors to help native people share their stories and culture and facilitate collaboration with the outdoor industry. The company began as a social media project highlighting stories and images of indigenous people, but over time Necefer began consulting with outdoor companies about the intersections between tribes, public



Necfefer



There's a really big opportunity to build an outdoor industry on tribal lands with native people

land, and outdoor recreation.

"There's a really big opportunity to build an outdoor industry on tribal lands with native people," he says. "We're kind of getting the ball rolling. There are 22 tribes here in Arizona, with thousands of years of culture and history. There's a lot of cool influence that can be brought to the industry. We're using our company as a conduit for that."

Even growing up in Arizona, many of those tribal stories are new to Necefer, like the experience of the Apaches and their history in Cochise Stronghold and other parts of the Sonoran Desert. "I'm beginning to experience the place through their lens," he says. "You don't have to travel overseas to see a different culture. You can see plenty right here."

To learn more and see a video of Len Necefer in action, please visit outsideonline.com/TwoArizonas. To plan a trip to Arizona's Cochise Stronghold or one of Arizona's other outdoor destinations, go to UnRealAZ.com.

ARIZONA
THE GRAND CANYON STATE

A person is walking away from the camera on a dirt trail. They are wearing a dark t-shirt and light-colored shorts. To their left is a rustic wooden fence made of horizontal logs. The background is filled with dense green trees and foliage. A large, semi-transparent orange rectangle is overlaid on the center of the image, containing the text "Travel + Leisure".

Travel + Leisure

ADVERTISING EFFECTIVENESS



815,000 incremental trips

\$1.4 Billion in travel revenue

RETURN ON INVESTMENT



\$32.00 in state and local tax revenue for
every **\$1.00** invested



Sunshine to Share

A person's arm is shown pouring a bright orange powder from a black plastic container into a blue metal sifter. The sifter has the words "ARENAS TEAM" embossed on its side. The background is a tiled wall with a decorative border. The entire scene is overlaid with a semi-transparent orange rectangle.

Expedition Foodie

The Ultimate Storytellers: Travel Writers and Editors





POR LAS ENTRAÑAS DEL CAÑÓN

PARQUE NACIONAL DEL GRAN CAÑÓN

Porque el

PRELUDIO
Un grupo de senderistas está por emprender el **Rim to Rim** (R2R) guiados por Siera Whitten, Brian Jump y Jimmy Fulmer, expertos guías de Arizona Outback Adventures (AOA).
A bordo de una camioneta que parte de Scottsdale hacia el borde norte del cañón, van los participantes que previo a esta travesía fortalecieron corazón, se palda y rodillas; amansaron sus botas y mandaron una carta de aprobación médica.
Casi a mitad del trayecto, el conductor se detiene en Camel

Hoy en esta Reserva Indiana Navajo, Brian—el guía líder—aprovecha para repasar una lección de campismo y entrega a quienes lo han solicitado la mochila, utensilios para comer y bastones de trekking.

Luego de almorzar, el camino continúa hacia Jacob Lake Inn. Antes de descansar hay que elegir qué se empaquetará en la mochila. El conductor llevará el equipaje sobrante hasta el borde sur.

ron Trading Post, un sitio establecido en 1916 y en el que los nativos americanos suelen descansar tras haber intercambiado productos.

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Día 1

Al alba y desayunados, los senderistas dejan sus cabañas. El conductor los lleva hasta donde inicia el sendero **North Kaibab Trail**, ubicado a 2 mil 512 metros de altura.

Mochilas a cuestas, bastones en mano y la fe puesta en que todo irá de maravilla, Jimmy, el guía que siempre regala canciones y risas, y el único que en lugar de botas usa flip flops toma la delantera.

Hoy toca caminar unos 10.9 km de bajada hasta llegar a **Cottonwood Campground**, el primer sitio de acampada.

Tras andar los primeros kilómetros aparece **Cocconino Overlook**. Sitio ideal para tomar un descanso y pisar al baño (son letrinas).

Hacia abajo, como una hebra, se nota la vereda que queda por andar. Por momentos se tiene la impresión de que las curvas terminarán en precipicios.

A mil 402 metros se ubica una zona conocida como **Manzanita Rest Area**. Además de excelentes guías, Siera, Brian y Jimmy tienen talento en la cocina. De la mochila de Jimmy sale una bolsa que dice "lunch 1" y en menos de lo que pasamos al baño y llenamos las botellas con agua, ellos preparan galletas

El descenso por el North Kaibab Trail regala bellas postales. Luego de un almuerzo en Manzanita Rest Area sucede la primera acampada.

Más allá de lo clásico

En 2017 el parque recibió 6,25 millones de visitantes. La mayoría lo admira desde el borde sur (cuyos servicios, miradores y senderos están abiertos los 365 días). Los menos, visitan el borde norte (abierto sólo del 15 de mayo al 15 de octubre). Y otros optan por verlo desde un helicóptero. Pero, para festejar su centenario como Parque Nacional conviene alejarse de los itinerarios convencionales y elegir el reto de andar por sus fauces.

Día 2

Amanece. Los guías prepararon huevos y tienen agua caliente en los termos. Un senderista toma su primer café. Otro aprovecha los tubos donde se cuelgan las mochilas para hacer estiramientos.

Se alza el primer campamento. No hay que dejar ni un rastro. Hoy toca andar otros 11,6 kilómetros hasta llegar a **Bright Angel Campground**.

La caminata transcurre, como casi siempre, en fila india. Luego de haber andado 2,6 km, Jimmy invita a desviarse un poco del sendero principal para llegar a **Ribbon Falls**: un oasis en medio del desierto. Algunos aprovechan la caída de agua para tomar un refrescante baño. El chapuzón inyecta energía para volver al sendero.

Luego de caminar varias horas y almorzar en un paraje, vivin último esfuerzo y aparece **Phantom Ranch** (a 762 metros de altura), un refugio que fue construido en 1922, en el que las cabinas y baños están separados por género y al que sólo se puede llegar a pie, en mula o en bote (el río Colorado está muy cerca).

Cae la tarde. Algunos toman una rápida ducha caliente o beben una cerveza en **El Canteen**. En este último sitio se pueden comprar postales y timbres. Muchos aprovechan para escribir un mensaje y dejan sus misivas en la valija que dice "Mail it by Mule", con la ilusión de que le lleguen a sus seres queridos.

Es necesario caminar un poco más para llegar al cercano **Bright Angel Camp** y montar la tienda. En esta ocasión la cena está aderezada con smores (emparedados de galleta, chocolate derretido y mal-

La atención está en el cielo. Todos han tenido oportunidad de quedarse en hoteles de cinco estrellas, pero, esta noche, hay miles de ellas. Eso es todo un lujo.

A person is jumping into a large waterfall in a canyon. The water is spraying upwards, creating a misty spray. The canyon walls are visible on either side, and the sky is blue with some clouds.

Día 4

La subida es ardua, pero en ella Jimmy siempre alienta a quien más lo necesita.

Además de zigzagueante, esta parte del camino es la más transitada. Muchos de los que visitan la orilla sur, bajan a realizar un trekking de unas horas, pero este grupo ya lleva una larga caminata a cuesta. El corazón late a mil. Al mirar atrás, el sendero recordo se ve como una arteria en la tierra. Y cuando uno cree que está por completar el R2R, ¡sorpres! Aparece otra curva. De pronto, tras cinco horas de marcha, los compañeros que llegaron primero (al inicio del sendero) recorren los que recién arriban.

Todos se encuentran en un abrazo solidario. La típica foto mordiendo una medalla, que se ve en otras disciplinas, es sustituida por una tomada

Comprobado. Caminar sana y hacerlo por las entrañas del Parque Nacional del Gran Cañón de Arizona, sin duda, debe estar en la lista de pendientes por hacer antes de partir de este mundo.

A photograph showing three hikers on a steep, rocky trail. The hiker at the top is wearing a blue jacket and a backpack. The hiker in the middle is wearing a blue shirt, a wide-brimmed hat, and a backpack. The hiker at the bottom is wearing a blue jacket and a backpack, and is using a trekking pole. The trail is made of reddish-brown dirt and rocks, and there is some green vegetation on the right side.



Qué empacar

- Sombbrero de ala ancha
- Camisetas dry fit, de manga larga
- Chuparrosa impermeable
- Linterna de cabeza
- Botas de senderismo (respirables)
- Sandalias
- Protector solar y bálsamo labial con SPF
- Botiquín con analgésicos, antimicrobianos y antiinflamatorios
- Baterías portátiles para recargar el celular

A detailed map of the Grand Canyon National Park area in Arizona. The map shows the rugged terrain of the canyon with various trails and landmarks labeled. Key locations include North Rim, Cottonwood Campground, Ribbon Falls, Phantom Ranch, Bright Angel Campground, Bright Angel Trail, Indian Garden Campground, and South Rim. The map also shows the Grand Canyon National Park boundary and the location of the park relative to the state of Arizona. A compass rose is located in the bottom left corner, and a scale bar is in the bottom right corner. An inset map of the United States is in the top right corner, showing the location of the park within the country.

CÓMO LLEGAR
Nuestra experiencia: volamos desde la CDMX a Phoenix, Arizona. De ahí trasladamos a Scottsdale donde los expertos de Outback Adventures nos recogieron para llevarnos al Jacob Lake Inn. A la siguiente nos trasladaron a una carretera que cierra en invierno, al inicio del North Kaibab Trail.
En Scottsdale: **Holiday Express & Suites.**

Desde 180 dólares la noche". En Fredonia: **Jacob Lake Inn**, puerta de entrada al borde norte del parque. Desde 150 dólares la noche". En el Parque Nacional del Gran Cañón. Quien viaje por su cuenta debe tramitar, con antelación, los permisos para acampar. Consulta www.nps.gov/grca/playyourvisit/backcountry-permit.htm.

CON QUIÉN CONTRATAR
La empresa **Arizona Outback Adventures** tiene varios

PARA SABER En gran parte del parque el servicio de teléfono celular es muy limitado. Hay electricidad en Phantom Ranch, pero también es muy limitada. Ahorra batería poniendo el celular en modo avión.

MÁS INFORMACIÓN
www.aa.com
www.jacoblake.com
www.grandcanyonlodges.com
lodging/el-tovar-hotel
www.aoa-adventures.com
www.nps.gov/grca/espagnol/index.htm
www.visitarizona.com

* Los precios pueden variar sin previo aviso por parte de los prestadores de servicios.

The background image is a scenic landscape photograph. It shows a river or stream in the foreground, with large, smooth, light-colored rocks scattered along its banks. The water is calm, reflecting the bright, low sun which is positioned in the lower-left quadrant, creating a strong lens flare and illuminating the scene with a warm, golden light. In the background, there are several trees with green foliage, some of which are partially obscured by a dark blue semi-transparent rectangular overlay. This overlay serves as a backdrop for the white text.

FY20 Strategic Marketing Outlook

INCREASE IN FUNDING



\$1.1

MILLION

FY20 AGENCY GOALS



Dallas as a new Target City

Wine Industry Strategic Marketing Plan

Mega Events Support

Destination Management Plan

Thank You!