

Who READS AZ Tourist News

Travelers by car coming through the state
Travelers who live in AZ that frequently travel AZ 3-10 times annually.
People involved in AZ Tourism & Economic Development
Legislatures –Direct mail to 100 monthly

Chambers of Commerce & CVB's

150 in AZ 100 others CA, NV, NM

We distribute over 7500 directly to most of the Visitor centers in AZ, we direct mail to over 300 chambers in the southwestern region. We publish many of these chamber-sponsored events. 30% of our advertisers are events/festivals. We have a 70% retention level year to year on these events, and most enlarge their ad while extending their time.

Hospitality Business Owners

Monthly we mail direct to over 3500 Hospitality businesses from Lodging facilities, to attractions, tour groups, restaurants and many more. These business owners rely on AZ Tourist News even if they are not advertising for they are surely assessing those who are advertising and determining if they should as well. These business owners end up using this information as well for their staff, for their family and for their own business travel.

Attractions

Bulk delivery, well over 10,000 are put out at various Attractions statewide.
Direct Mail to over 250 major attractions in the Southwest

State & Federal Parks.

Bulk deliver- Not all but many allow our paper right on site.... well over 5,000.

Park & Recreation Centers-

Bulk Deliver to various recreation centers throughout AZ—2,000

Libraries

Direct mail to over 100 across the country, currently archived monthly at the Arizona State University

Inbound Tour Operations

Direct mail to over 300 nationwide.

Per several initial requests we learned that those who provide travel to Arizona often are looking for great destinations so they read AZ Tourist News.

Relocation, TDY professionals

Direct mail to over 200 in AZ, several accept bulk papers and distribute to their requests for info. Many of these are Real Estate offices dealing in relocation, and continue with Officers of the military requesting copies for their international training centers, to universities who have and international students.

RV Park Residents

10,000 bulks delivered to over 100 RV Parks (nearly not enough) we direct mail to over 500 RV parks throughout all of AZ and selected targets of the entire Southwest.

RV parks/Campgrounds ----

RV facilities as well Concierges – Most resorts in AZ - Southwest

Bulk Delivery-5, 000

Direct Mail over 100

Event Vendors

There is no resource for Event Vendors to know what events are out there months in advance except ours. We direct mail to over 200 and many more pick up the paper at the events we attend.

Gift shops

Many Gift shops in Arizona located at attractions make our paper available

Conventioneers

Monthly mailing to inbound conventions requesting AZ Tourist News to be drop shipped before their attendees come into AZ. Many want their bulk allotment of papers to be made available when they register for the conference.

Elderhostel Programs

Direct mail to 50 monthly

Travel Editors

300 Direct Mail. Travel Editors from major US Newspapers.