



Explore **TU·SAY·AN**

Northern Arizona

Prepared for Town of Tusayan City Council Meeting
January 13th, 2026

By Jessica Remington, Tourism Coordinator



explore.tusayan-az.gov

CALENDAR OF EVENTS for FY26: January – June 2026

January:

- January 20th: Destination Training with ATI (B2B)
- TBC* - Potential Destination training with Leti Travel & Tourism (LATAM Market) (B2B)
- January 24th: AAA Pittsburgh Travel Showcase, Destination Theater Presentation (B2B & B2C)

February:

- February 8th – 11th: IITA Summit, Niagara Falls, NY (B2B)
- February 14th & 15th: Travel & Adventure Show, Phoenix AZ (open to Tusayan businesses) (B2C)

March:

April:

- April 1st – 4th: Go West Summit, Las Vegas NV (open to suppliers, self registration)

May:

- May 17th – 21st : IPW, Ft Lauderdale FL

June:

MEMBERSHIPS: VUSA Germany, VUSA France & IITA (International Inbound Travel Association)



CALENDAR OF PLACEMENTS / CONTENT: January – June 2026

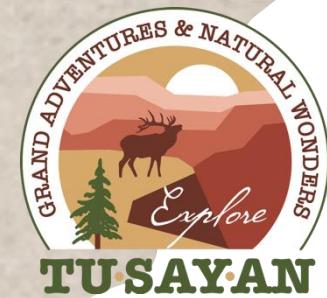
PRINT:

- January: Arizona Highways
- January / Winter: AMERICA Journal (Germany) *Route 66 Centennial*
- January: JRNY Magazine (UK) *Route 66 Centennial*
- AZ Drive Guide: Winter & Spring
- Regional Publications (Jamie): Verde Valley, Verde News, Flag Live, Kudos Sedona, WGCN

DIGITAL:

- January: Arizona Highways
- January: Visit USA France x E-Learning Platform (B2B)
- Spring: Cactus League Baseball Association
- Ongoing: Bi-monthly content for VUSA Germany B2B Newsletter
- Ongoing: Grand Canyon Journal / National Park Trips
- Ongoing: Visit USA Parks / Herrmann Global - *Route 66 Centennial*

***All artwork, content & graphics have been created by Jamie Mowbray.
Final deliverables can be accessed via the QR code.**



MARKETING COLLATERAL:



Explore TUSAYAN
REASONS TO DETOUR

Celebrating 100 YEARS

1 Visit the scenic Grand Canyon National Park.
2 Tusayan is the closest town to Grand Canyon National Park South Rim.
3 Tusayan means "the gathering place" so it's the perfect place to go with family and friends!
4 Tusayan is surrounded by Kaibab National Forest, mountains, and natural wonders for outdoor adventures and experiences.
5 Walk in ancient footprints in the Baja Navajo P'ah Kukvani Grand Canyon National Monument.
6 Take a scenic tour on a former military 11-seater with all front facing stadium style seats with Buck Wild Hummer Tours.
7 Four feet taller than two to experience the Grand Canyon in a truck or a horse at Grand Canyon Trail Rides.
8 Red Feather Lodge welcomes guests with old-school warmth, clean rooms and a vintage design that makes for a great oppo.
9 Enjoy a meal at The Grand Hotel, a rare AAA-4-diamond property.
10 Relax with modern amenities and thoughtful touches at the Grand Canyon Hotel & Suites.
11 See the beautiful, hand-painted wall mural of the 250th Anniversary of the Grand Canyon Plaza Hotel.
12 Visit local Arizona flavors at JIN's Restaurant for hearty breakfasts. Wagon Wheel Saloon serves up delicious cocktails and cocktails. Bouchon Lounge for fine cocktails.
13 Route 66 may lead you west, but The Square Grand Canyon, a Holiday Inn Resort's pool and lounge will keep you entertained.
14 At the Tusayan Inn, you can step off Route 66 into Desert Lounge + Grill where the flames are breathing at the Grand Canyon.
15 Stop with purpose and discover authentic, hand-crafted Mexican food at El Chico. El Chico stays open the latest than any other restaurant - Saturday until 2 am. They also have boardgames for families and soirees so you can take a little memory with you.
16 Starbucks Tusayan houses locally crafted, barista-inspired seasonal drinks, rotated monthly or quarterly and voted one of the creativity, taste, and appearance - come try the latest creation!

From I-40 take Arizona Highway 64 north to Tusayan. Closest Town to Grand Canyon National Park South Rim.

29 For those traveling in RVs or tents camp stay the night in Grand Canyon Camper Village. Full RV hookups, coin operated showers and laundry, and pet friendly.
30 Savor the Southwest and indulge in bold flavor and unique textures with the Canyon Star Saloon - home to 16 local beers on tap and iconic menu items.
31 Take a tour in town with Grand Canyon Step Tours & Safaris to venture off-road into the Kaibab National Forest, and get an entertaining, fast-paced eco-tour from knowledgeable local guides.
32 Go skydiving with Paragon Skydive for the unparalleled thrill of free falling while taking in the views of Grand Canyon.
33 Stop at Bridge for a meal, retail or coffee and treats like French Toast, Tacos, and Monte Cristo Sandwiches.
34 Camp under the stars at one of Tusayan's campgrounds.
35 See Rocky Mountain Elk & Mule Deer. These gentle deer provide stellar Stargazing - see the Milky Way.
36 View spectacular sunrises and sunsets.
37 Expert guides at Grand Canyon MAX Theater provide unique insights into the earth's geology, history, and culture.
38 Include in homemade fudge, candied apples and truffles at Grand Canyon Chocolate Factory. The "Grand Canyon Crutch" is a favorite.
39 Grab a meal to go and have a picnic on the rim of Grand Canyon.
40 The Kalabu Squirrel is a true local treasure and may treat you to join your picnic.
41 Mount the trail to the historic Kaibab Trail.
42 Experience Tusayan's remarkable scenery with Maverick Helicopters and get a bird's eye view of Grand Canyon.
43 The warm welcoming staff, hearty and healthy menu items at Plaza Bonita are worth a stop at Plaza Bonita.
44 Experience the soundscapes of the largest contiguous Ponderosa Pine Forest in the world.

45 Located only one mile from Grand Canyon National Park South Rim Entrance. Hiking, Biking, Stargazing, Wildlife Viewing, Historic Sites & more!
46 Hale the Tusayan Greenway Trail, a 50+ mi trail (37 mi round trip) to the rim of the Grand Canyon. With the original Grand Canyon Airlines is the oldest and largest flightseeing company worldwide.
47 At 6500 ft elevation, Tusayan's cooler summer temperatures make it easier to enjoy outdoor activities.
48 Take a tour in town with Grand Canyon Step Tours & Safaris to venture off-road into the Kaibab National Forest, and get an entertaining, fast-paced eco-tour from knowledgeable local guides.
49 See a replica boat from John Wesley Powell Colorado River Expeditions.
50 Take a family picture in front of the Grand Canyon National Park sign.
51 Connect with the Havasupai, Hopi, and Navajo cultures.
52 Red Butte, known as "Will O' the Wisp" to the Havasupai, is the birthplace of the Havasupai people, and just south of Tusayan.
53 Plan a celebration or a small intimate gathering at the Moqui Cookout Site.
54 Tusayan produces a number of drive light shows for holidays and special events throughout the year.
55 Tusayan's 4th of July Celebration has live music, food, and drive light show. Pets welcome!
56 Tusayan also has an annual Cinco de Mayo Festival, old.
57 Tusayan's unique jungle forests provide the perfect habitat for the Plyony Jay birds.
58 Tusayan is only 50 miles north of Historic Route 66.

explore.tusayan-az.gov

Post Card (Consumers)



FRONT (explore website)



BACK (Community map)



Explore TUSAYAN
SHEPUNION

Walk in the Footsteps of the Ancients

Celebrating 250 years of American History.



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ARIZONA'S WORLD CUP WARM UP:

PRESCOTT WILLIAMS TUSAYAN

FLIGHT TIMES FROM PHX SKY HARBOR INTL AIRPORT TO US HOST CITIES (JUNE 11 - JULY 19, 2024):

Los Angeles	1 hr 26 min
San Francisco	2 hr 35 min
Philadelphia	4 hr 36 min
Dallas	3 hr 25 min
Houston	2 hr 30 min
Kansas City	2 hr 45 min
New York / New Jersey	5 hr
Seattle	3 hr 29 min

START YOUR WORLD CUP ADVENTURE IN ARIZONA! PHOENIX SKY HARBOR INTL. AIRPORT CURRENTLY SERVES OVER 20 INTERNATIONAL DESTINATIONS AND IS ONE OF THE FASTEST AIRPORTS FOR CLEARING US CUSTOMS, AVERAGING LESS THAN 8 MIN.

Drive from Phoenix to Prescott. Drive time appx 1hr 45 min. Nestled at an elevation of 5,289' feet above sea level, Prescott's canyons and breathtaking landscapes include granite mountains, lakes, streams, and rolling meadows filled with wildlife.

Things to Do:
Museums & History
Prescott's Whiskey Trail & Whiskey Row
Hiking, Biking & Rock Climbing
Fishing, Boating, Kayaking & SUP

Drive from Prescott to Williams. Drive time appx 1hr 26 min. Williams is the official Gateway to the Grand Canyon® and offers countless things to see and do outdoors from fishing and hiking to camping and horseback riding. The train enthusiast can ride the Grand Canyon Railway, and history buffs can explore what has been described as "the best preserved stretch of Route 66 from Santa Monica to Chicago."

Things to Do:
Walk along the best preserved stretch of Route 66
Bearizona Wildlife Park
Canyon & Coasters Adventure Park
The Grand Canyon Railway
Hiking, UTV & ATV, Biking & Lakes

Drive from Williams to Tusayan. Drive time appx 55 min. Tusayan (pronounced Too-Say-Ann), is located only 1 mile from the Grand Canyon National Park South Rim Entrance and is surrounded by the Kaibab National Forest, offering diverse landscapes, dark skies, abundant wildlife and peaceful soundscapes.

Things to Do:
Visit the Grand Canyon, just minutes away
Take an aerial, ground or guided tour of the canyon
Hike one of our many surrounding trails
Horseback Ride in Kaibab National Forest
Check out the Grand Canyon IMAX Theater

Notable Events during FIFA World Cup:

July 4th: Annual 4th of July Parade & Fireworks + All American Block Party
Williams Night Rodeo: Fridays & Saturdays from July 11th to August 23rd

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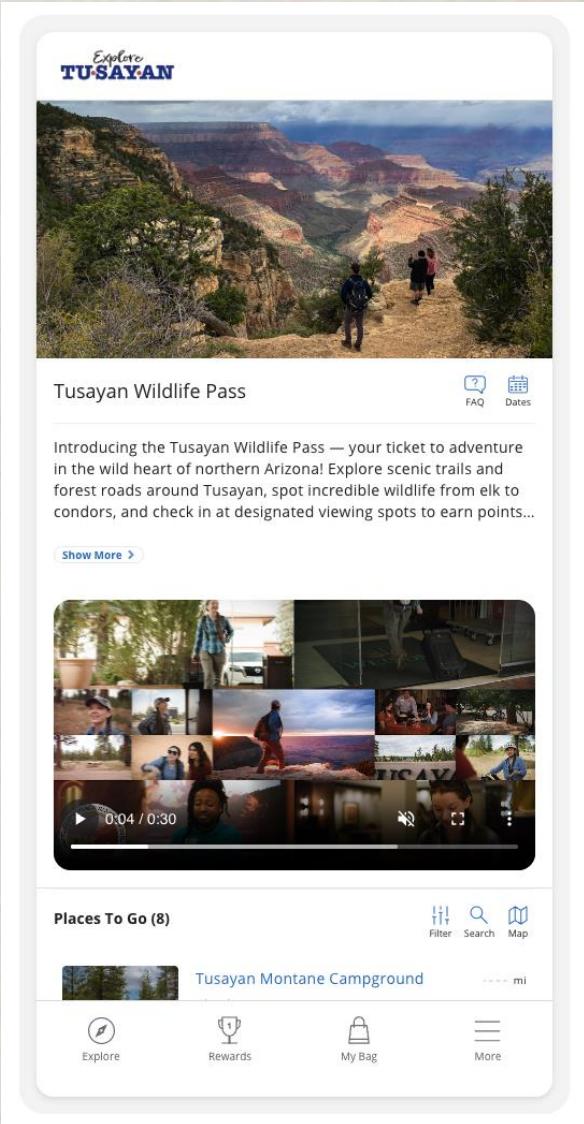
July 4th: Annual 4th of July Parade
June - August: Ride the free Tusayan Route (purple) shuttle bus into the park and avoid waiting in your car at the entrance gate. *You must present a valid park entrance pass when boarding the bus.



- NOT PICTURED: Rack Brochure (9 x 4)

*Artwork and graphics have been created by Jamie Mowbray
**Arizona's World Cup Warm Up has been created by Jessica

BANDWANGO:



The screenshot shows the Bandwango app interface for the Tusayan Wildlife Pass. At the top, there's a header with the text "Explore TUSAYAN" and a scenic image of the Grand Canyon. Below the header, the title "Tusayan Wildlife Pass" is displayed, along with a "Show More" button and links for "FAQ" and "Dates". The main content area features a descriptive text: "Introducing the Tusayan Wildlife Pass — your ticket to adventure in the wild heart of northern Arizona! Explore scenic trails and forest roads around Tusayan, spot incredible wildlife from elk to condors, and check in at designated viewing spots to earn points...". Below this text is a video player showing a collage of images and a video thumbnail. At the bottom, there's a section titled "Places To Go (8)" with a "Tusayan Montane Campground" entry, and a navigation bar with icons for "Explore", "Rewards", "My Bag", and "More".

TUSAYAN WILDLIFE PASS:

- Highlighting the Tusayan trails and surrounding trail systems
- 8 POI (easy to update, add / change)
- Data Analytics will be accessible via dashboard



NEXT STEPS:

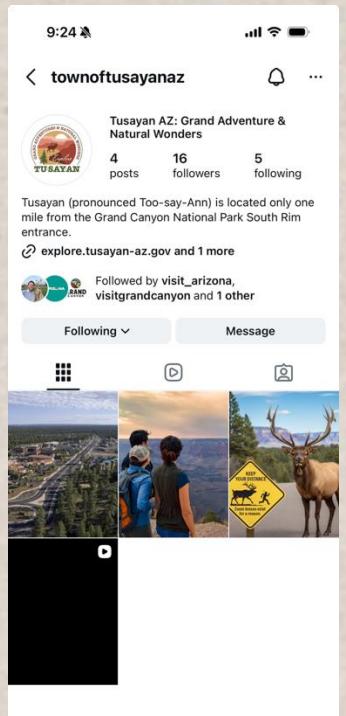
- Integrate into website
- Press Release (Bandwango Template)
- Potential for other passports
 - Astronomy?



SOCIAL MEDIA:

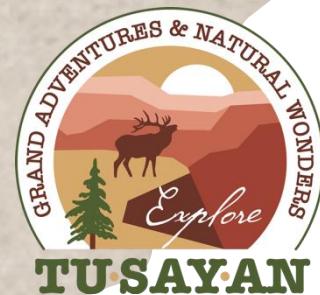
Hubbard Digital:

- Paid social ad placement via Facebook & YouTube
- Jan – Mar: Shifting focus to Los Angeles (from Las Vegas) while still keeping Phoenix
 - *CTR is relatively low. Social media ads geared for clicks typically see a click-through rate of about 0.8%–2.1%, with 1%–2.5% considered a solid benchmark and ~2%+ indicating strong engagement.*
 - YouTube Nov CTR: 0.06%



Instagram: @townoftusayanaz

- Launched January 5th
- February Content Calendar for Approval (Content is a collaboration with Jessica & Jamie)
- “Meet the Locals” initiative led by Jamie (for approval)
 - Highlighting historical figures and Tusayan locals that are known within the community
 - See separate attachment with social media content for review



OPPORTUNITIES FOR CONSIDERATION & APPROVAL:

Orange 142 Digital

- Opt 1: \$20,000 – Digital advertising campaign (can be tailored to specific budget)
- Target markets: drive markets (within 6hr) including PHX & Tucson, and Metro Dallas

Datafy

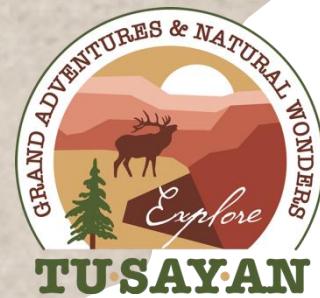
- Target markets: past visitors, lookalikes, National Park Geo-Conquests
 - 50+ miles of Tusayan, PHX, Prescott, LA, Las Vegas, San Francisco.
 - Possible expansion if needed: NY, Atlanta, Chicago (based on visitation)
- Opt 1: \$5,000
- Opt 2: \$10,000 – includes Native Display

AAA

- Multiple Options, prices range
- NCU Via Advertorial Content - \$10,000 net
 - Body text: 700 – 1,000 words + images (we could potentially offer this as a co-op amongst Tusayan businesses)

Stoney Ward

- \$500 / mo
- Stoney has created a Route 66 Centennial website that provides resources for visitors including stories, event listings, and has created a “boarding pass” with Tusayan partners.
- Focusing on content creation, paid advertising, digital asset creation etc.



FY26 REMAINING BUDGET:

FY26: \$310,000

YTD Expenditures (posted & planned): Appx \$290,935 (estimated)

Remaining Budget: \$13,750 (estimated)



THANK YOU!

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