



Advocate. Educate. Unite.

Join the ATA!

Membership Information

Arizona Tourism Alliance
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Since 1996, the Arizona Tourism Alliance, along with its partners, has been a strong voice of Arizona tourism and represents the broad interests of Arizona's tourism business community at the State Capitol. As an independent voice for Arizona tourism, the Alliance has the ability to partner with key membership organizations related to: business, government and tourism. This ability to partner with organizations across the spectrum, uniquely positions the Alliance to act as a catalyst to generate support and understanding of the positive economic impact tourism provides for all citizens of Arizona.

Mission & Goals

The mission of the Arizona Tourism Alliance, working in partnership with various stakeholders across the state, is to advocate, educate and unite the tourism industry.

Our goal is to promote and increase awareness of the tourism industry by demonstrating how the industry enhances economic vitality and improves the quality of life for all Arizonans.

Key Programs & Activities

Advocate

- ✓ Influencing government action related to tourism; advocating for tourism policy issues at the local, regional and state levels
- ✓ The ATA contracts with a Public Affairs representative

Educate

- ✓ Educating elected officials, businesses, and the public about the importance of the economic opportunities and its benefits created by tourism on a local, regional and statewide basis
- ✓ Provide educational forums for the tourism industry, including the Governor's Conference on Tourism in partnership with various stakeholders

Unite

- ✓ Strive to unite all components of our state's tourism network in order to maintain a healthy and prosperous industry
- ✓ Produce ATA's signature event the Arizona Tourism Unity Dinner. The Dinner is an opportunity for leaders from the tourism industry, business, and government to join in celebrating tourism, and honor the contributions of extraordinary Arizonans for their leadership and support of the tourism industry
- ✓ Partner with AOT, AzHLA and ARHA to produce the annual Governor's Conference on Tourism

Funding Mechanisms

- | | |
|------------------------------------|--------|
| ✓ Unity Dinner Gross Income | 55.74% |
| ✓ Membership | 26.52 |
| ✓ Governors' Conference on Tourism | 13.63 |
| ✓ Other Income | 4.11 |



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2009-10 Members

AAA Arizona	Greater Phoenix Convention & Visitors Bureau
Aarons Company, The	Hensley
Alliance Beverage Distributing Company	Klute Communications
Alphagraphics of Gilbert	Lake Havasu Area Chamber of Commerce
Arizona Cardinals	Lake Havasu Convention & Visitors Bureau
Arizona Communications Group	Loews Ventana Canyon Resort
Arizona Department of Commerce, Film Office	Madden Media
Arizona Highways Magazine	Meetings & Concierges Source, LLC
Arizona Hotel & Lodging Association	Mesa Convention & Visitors Bureau
Arizona Humanities Council	Metropolitan Tucson Convention & Visitors Bureau
Arizona Logo Sign Group	Moses Anshell
Arizona Office of Tourism	Museum Association of Arizona
Arizona Republic, The	National Geographic Visitors Center-Grand Canyon
Arizona Restaurant Association	NAU AHRRC
Arizona Sunbelt Chapter, MPI	Nichols Tourism Group
Arizona Travel Industry Association	Page Lake Powell Tourism Bureau
ASU School of Community Resources & Development	Phoenix Sky Harbor International Airport
Beer & Wine Distributors of Arizona	Scottsdale Convention & Visitors Bureau
Best Western Grand Canyon Squire Inn	Sedona Chamber of Commerce
Carefree Cave Creek Chamber of Commerce	Southern Arizona Attractions Alliance
Chandler Office of Tourism	Southern Arizona Lodging & Resort Association
City of Flagstaff, Division of Economic Vitality	Southwest Airlines
City of Sierra Vista, Communications & Marketing Division	Strategies
Cochise County Tourism Council	Tatjana Stoljarova
Cornelius Consulting	Tempe Convention & Visitors Bureau
Enterprise Rent-a-Car	Tucson Children's Museum
Fiesta Bowl	US Airways
Flemings Prime Steak House & Wine Bar	Valley Hotel & Resort Association
Fountain Hills Tourism Bureau	Vaughan's Custom Southwest Tours, Inc.
Glendale Office of Tourism	Westin Kierland Resort & Spa
Global Spectrum	White Mountains Partnerships
Grace Hospitality Group	White Mountain Tourism Solutions
Grand Canyon Railway	Xanterra South Rim
	Your Source Golf, LLC
	Yuma Visitors Bureau