

INSPIRE VISITORS
TO EXPLORE

Tucson

IN THE 2027
TUCSON OFFICIAL
TRAVEL GUIDE



Check out the 2026
Tucson Official Travel Guide

ADVERTISING RATES & INFORMATION

The **Tucson Official Travel Guide** is the go-to resource for exploring Southern Arizona. Mailed by request to thousands of travelers each year and available at visitor centers, hotels, and attractions, it's the trusted source for discovering where to stay, what to see, and how to experience the best that Tucson has to offer.

DELIVERABLES

- 100,000 Printed Copies
- Mobile-Friendly Digital Edition

DEADLINES

- **Sign Up:** August 21, 2026
- **Ad Production Materials:** September 9, 2026
- **Publish Date:** January 2027

TUCSON TOURISM BY THE NUMBERS

- 6.2 million visitors
- 48 is the average traveler age
- \$2.89 Billion in direct travel spending

2027 TUCSON OFFICIAL TRAVEL GUIDE RATES*

Position	Rate	Member Rate**
Back Cover	\$10,125	\$8,100
Inside Front Cover	\$9,285	\$7,425
Inside Back Cover	\$9,285	\$7,425
Full Page	\$8,125	\$6,500
Masthead (2/3 Page)	\$5,500	\$5,200
Half Page	\$4,750	\$3,800
Quarter Page	\$2,709	\$2,297
Formatted Listing	\$750	\$600

*Rates are per insertion and apply to digital-ready ads only. Rates quoted net.
** Visit Tucson Members receive a 25% rate reduction. Learn more about becoming a member at visittucson.org/membership/join-visit-tucson

For advertising information, please contact:



TAMAH DONALDSON
Destination Development Specialist
520-906-2354
tdonaldson@maddenmedia.com

For materials specifications, please contact:



KAITY BRAVO
Experiential Marketing Coordinator
307-287-6837
kbravo@maddenmedia.com

Produced in Partnership with
Visit Tucson and Madden Media.



In early 2026, Tucson and Southern Arizona tourism reported a robust visitor volume of 6.2 million annual visitors, contributing \$2.89 billion in direct travel spending. The average visitor age is 48, with tourism marketing focusing on the region’s 350+ days of sunshine, cultural, and outdoor experiences, managed by Visit Tucson.

- Total Visitors (Annual): 6.2 Million
- Direct Travel Spending: \$2.89 Billion
- Average Traveler Age: 48
- Visitor Profile Focus: Active adults, cultural tourists, and outdoor enthusiasts seeking sunshine, nature, and unique regional culinary experiences (often marketed as “City of Gastronomy”).
- Key Tourism Drivers: Outdoor recreation (hiking, biking), National Parks, cultural sites, and seasonal events.

assets.simpleviewinc.com/simpleview/image/upload/v1/clients/tucson/Visit_Tucson_FY24_25_Annual_Report_and_FY25_26_Marketing_Plan_f1032084-de2f-4895-b42d-9c3dc2205c43.pdf



Visitor guides remain one of the most powerful and trusted tools in tourism marketing:

- 72% of travelers use printed visitor guides during their trip
- 98% trust printed visitor information
- 84% keep the guide with them while traveling
- 58% take guides home—extending your exposure beyond the visit

Source: VISITOR INTERNATIONAL 2025 STUDY

DID YOU KNOW?
THE TUCSON OFFICIAL TRAVEL GUIDE IS THE ONLY GUIDE MAILED TO VISITORS PRIOR TO THEIR ARRIVAL!

VISITOR PROFILE

TOP 10 ACTIVITIES & EXPERIENCES TUCSON & SOUTHERN ARIZONA

- | | |
|---------------------------|-----|
| 1. SHOPPING | 29% |
| 2. SIGHTSEEING | 26% |
| 3. LANDMARK/HISTORIC SITE | 18% |
| 4. MUSEUM | 15% |
| 5. HIKING/BACKPACKING | 15% |
| 6. NATIONAL/STATE PARK | 15% |
| 7. BAR/NIGHT CLUB | 14% |
| 8. ATTENDING CELEBRATION | 13% |
| 9. CASINO | 13% |
| 10. SWIMMING | 12% |



DEMOGRAPHIC PROFILE OF OVERNIGHT VISITORS TUCSON & SOUTHERN ARIZONA

GENDER

50% MALE **50%** FEMALE

AGE

18-24:	11%	45-54:	17%
25-34:	15%	55-64:	17%
35-44:	14%	65+:	25%

MARITAL STATUS

55%
MARRIED/
WITH PARTNER

25%
SINGLE/
NEVER MARRIED

19%
DIVORCED/
WIDOWED/
SEPARATED

DELIVER YOUR MESSAGE IN

TUCSON'S ONLY OFFICIAL TRAVEL GUIDE.

Advertising in our guide offers a unique opportunity to connect with audiences through the only official resource of its kind, giving your message added credibility and trust. Being featured in the *Tucson Official Travel Guide* places your brand in a highly visible, authoritative space that readers naturally turn to for reliable information.

Source: Longwoods International, Tourism Travel USA Visitor Profile, 2022 and Longwoods International, Tourism Economics, 2022

3.6 AVERAGE NUMBER OF NIGHTS
SPENT IN TUCSON & SOUTHERN
ARIZONA



5.8 OVERNIGHT TRIPS TO TUCSON
& SOUTHERN ARIZONA
MILLION

VISITOR PROFILE

TRAVEL PARTY • TUCSON & SOUTHERN ARIZONA

AVERAGE SIZE

2.8

PEOPLE

25%

TRAVEL ALONE

COMPOSITION OF IMMEDIATE TRAVEL PARTY

57%

SPOUSE/PARTNER

15%

OTHER RELATIVE(S)

24%

CHILDREN

6%

BUSINESS ASSOCIATES

22%

FRIEND(S)

6%

PARENT(S)

AVERAGE EXPENDITURES ON DOMESTIC
OVERNIGHT TRIPS (PER PARTY) • TUCSON & SOUTHERN ARIZONA

\$236

LODGING

\$147

RESTAURANT
FOOD &
BEVERAGE

\$101

TRANSPORTATION
AT DESTINATION

\$100

RETAIL PURCHASE

\$82

RECREATION,
SIGHTSEEING,
ENTERTAINMENT

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