



ARIZONA TOURISM INDUSTRY CELEBRATES UNITY AND AAA ARIZONA

Phoenix, Ariz., Feb. 7, 2012. – The Arizona Lodging and Tourism Association recognized AAA Arizona as the Tourism Honoree of the Year during its annual Tourism Unity Dinner held at The Phoenician this week. Each spring the tourism industry comes together to celebrate the accomplishments of Arizona’s second largest industry and recognize a particular entity that contributes to furthering the successes of Arizona Tourism.

This year’s Unity Dinner also served as the first official announcement and unveiling of the Arizona Lodging & Tourism Association, which was created from the merger of the Arizona Tourism Alliance with the Arizona Hotel & Lodging Association. The new organization speaks to the combined efforts and united voice that Arizona’s tourism industry has developed in order to guide the industry’s recovery after two difficult years.

The industry’s positive momentum drew a crowd of more than 400 for the dinner program where Governor Brewer addressed the audience to reiterate her allocation of \$7 million for tourism promotion and dozens of Legislators also attended.

“We had much to celebrate at this year’s Tourism Unity Dinner,” said Arizona Lodging & Tourism President & CEO, Debbie Johnson. “We unveiled our new merged organization, our industry is receiving broad support for tourism funding and we honored one of our state’s most valued organizations, AAA Arizona, for the many ways they contribute to Arizona tourism. It was a wonderful evening full of positivity and promise.”

During the event, AAA Arizona was recognized as the Tourism Honoree of the year for its efforts to attract visitors and raise the state’s profile as a premier destination.

“AAA Arizona is proud to have provided travel expertise including maps, TourBooks, driving directions, travel information and hotel inspections and reservations for more than 85 years,” said Mike Tully, president and CEO of AAA Arizona. “We are humbled to be recognized by the Arizona Lodging and Tourism Association with this prestigious honor.”

Past recipients honored by the Unity Dinner include:

- **2011:** The Thunderbirds, Tucson Conquistadores, Southwest Section of the PGA
- **2010:** The Cactus League
- **2009:** Bob Bondurant, Craig Jackson and Bryan Sperber

The Arizona Lodging & Tourism Association (AzLTA) is the leading public policy advocate for Arizona’s Lodging and Tourism Industries. Representing more than 34,000 rooms statewide and nearly 500 members, including hotels, resorts, attractions, destination marketing organizations, B&B’s and related Industry partners, AzLTA’s mission is to unify,

protect, educate and promote the interests of the Arizona Lodging and Tourism Industries. For more information, visit www.azlta.com.

AAA Arizona, the Arizona affiliate of AAA, provides automotive, insurance, vacation planning, discounts and financial services to more than 800,000 Arizona members. Annually, AAA's Roadside Assistance responds to more than 450,000 calls across the state. In 2008, AAA was ranked the No. 1 "socially responsible" brand by Landor's BrandAsset® Valuator. In 2010 and 2011, AAA Travel earned *Lovin' Life After 50's* favorite travel agency category in the publication's annual reader's choice awards. Since its founding in 1927, AAA Arizona has been a leading advocate for the safety and security of all travelers and the motoring public.

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