

## Experience Arizona to the Fullest this Summer

Written by Kiva Couchon

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Summer is here and millions of travelers will be hitting the road for fun-filled family vacations and creating life-long memories. Will you get to be one of them? If you're looking for summertime adventures, you don't have to look much farther than what the Grand Canyon State has to offer.



*Editor's Note: The Arizona Office of Tourism is blogging throughout the summer to help Arizonans enjoy the state's local attractions and vacation experiences.*

The Arizona Office of Tourism just launched its [Summer in AZ](#) campaign to encourage Arizonans to get out and travel this summer, and remind them that you don't have to travel very far to experience a great, well-deserved vacation.

You can kayak down the Colorado River, soar through the air in a hot air balloon above the Sonoran Desert, relax poolside at a world-class resort, or explore the wonder of the Grand Canyon National Park. Travelers might be intrigued to know the quaint town of Prescott hosts the world's oldest rodeo during July's Frontier Days. Or that Arizona is perfect for water-sport enthusiasts because of the large number of lakes and rivers, where you can enjoy white-water rafting, boating and fishing.



Whatever your idea of a perfect summer vacation may be, Arizona is likely to have something that fits the bill of being fun, relaxing and rejuvenating. Another bonus of traveling in-state? Dollars spent in Arizona stay in Arizona.

The local tourism industry is responsible for generating \$2.7 billion in local, state and federal tax revenues. This equates to a tax break of more than \$1,030 per Arizona household. Additionally, the Arizona tourism industry employs more than 157,700 Arizona residents. Traveling throughout the state this summer is a great way to contribute to the state's economy.



Throughout the summer, we'll provide trip ideas based on different traveler personalities. Whether you are a thrill seeker, sightseer or just looking for some family fun, we're sure to have suggestions that appeal to you.

To help get you excited, we are awarding one lucky winner who enters the "Pin It 2 Win It" contest a getaway valued at \$1,500. Take a peek at [www.summerinaz.com](http://www.summerinaz.com) to learn about the diverse vacation options the state has to offer.



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We look forward to helping you create a summer getaway in the great state of Arizona. Summer's short. Start planning.