

ABOUT US

MISSION

TO PROMOTE AND INCREASE VISITATION TO THE SALT RIVER PIMA-MARICOPA INDIAN COMMUNITY BUSINESS CORRIDOR AND THE TALKING STICK ENTERTAINMENT DISTRICT.

VISION

WE ENVISION A THRIVING DESTINATION THAT EMBRACES THE HERITAGE OF OUR TRIBES, THE O'ODHAM AND PIIPAASH. OUR GOAL IS TO CREATE A DYNAMIC AND SUSTAINABLE TOURISM LANDSCAPE THROUGH INNOVATIVE MARKETING, RESPONSIBLE STEWARDSHIP, AND COLLABORATIVE PARTNERSHIPS. WE AIM TO POSITION SALT RIVER AS A PREMIER DESTINATION THAT FOSTERS MEANINGFUL MEMORIES AND CELEBRATES OUR PAST, PRESENT, AND FUTURE.

THE TOURISM TEAM

Maleena Deer



TOURISM
MANAGER

Dashia Hood



CUSTOMER SERVICE
ASSOCIATE II

Jessica Sepulveda



TOURISM
SUPERVISOR

Niccole James



ADVERTISING
SPECIALIST

Rebecca Thomas



PUBLIC RELATIONS
SPECIALIST

Alicia Thomas



CONTENT
SPECIALIST

MARKETING THE BEST DESTINATION IN ARIZONA!

WAYS WE MARKET

PRINT: Magazines, guides, brochures and newspapers such as O’odham Action News.

GROUP SALES: Promoted via trade shows, journalism, and PR.

DIGITAL: Social media, influencer campaigns, digital ads and billboards.

IN-PERSON EVENTS: Community outreach, local/partner events, and consumer booths.



INCREASED VISITORS

INCREASE VISITOR SPENDING



INCREASED JOBS & TAX REVENUE

Our Role at this Stage

Support initiatives that strengthen the Community, such as company philanthropy, volunteer opportunities, partnerships between SRPMIC government and businesses, and meaningful community involvement, with a focus on sustainable tourism.

Our Role at this Stage

Support ideas and programs that encourage visitors to stay longer in Salt River such as curated itineraries, easier transportation between properties, themed “trails”, shared discounts with partners, and opportunities that increase overnight stays.

WHERE ARE VISITORS COMING FROM?

Origin Market Visitation

February 2025 through January 2026, the majority of visitors to Salt River were from within Arizona.

Key **out of state** markets include:

- Los Angeles
- Albuquerque
- Las Vegas
- Denver
- Chicago

Out Of State Visitor Share

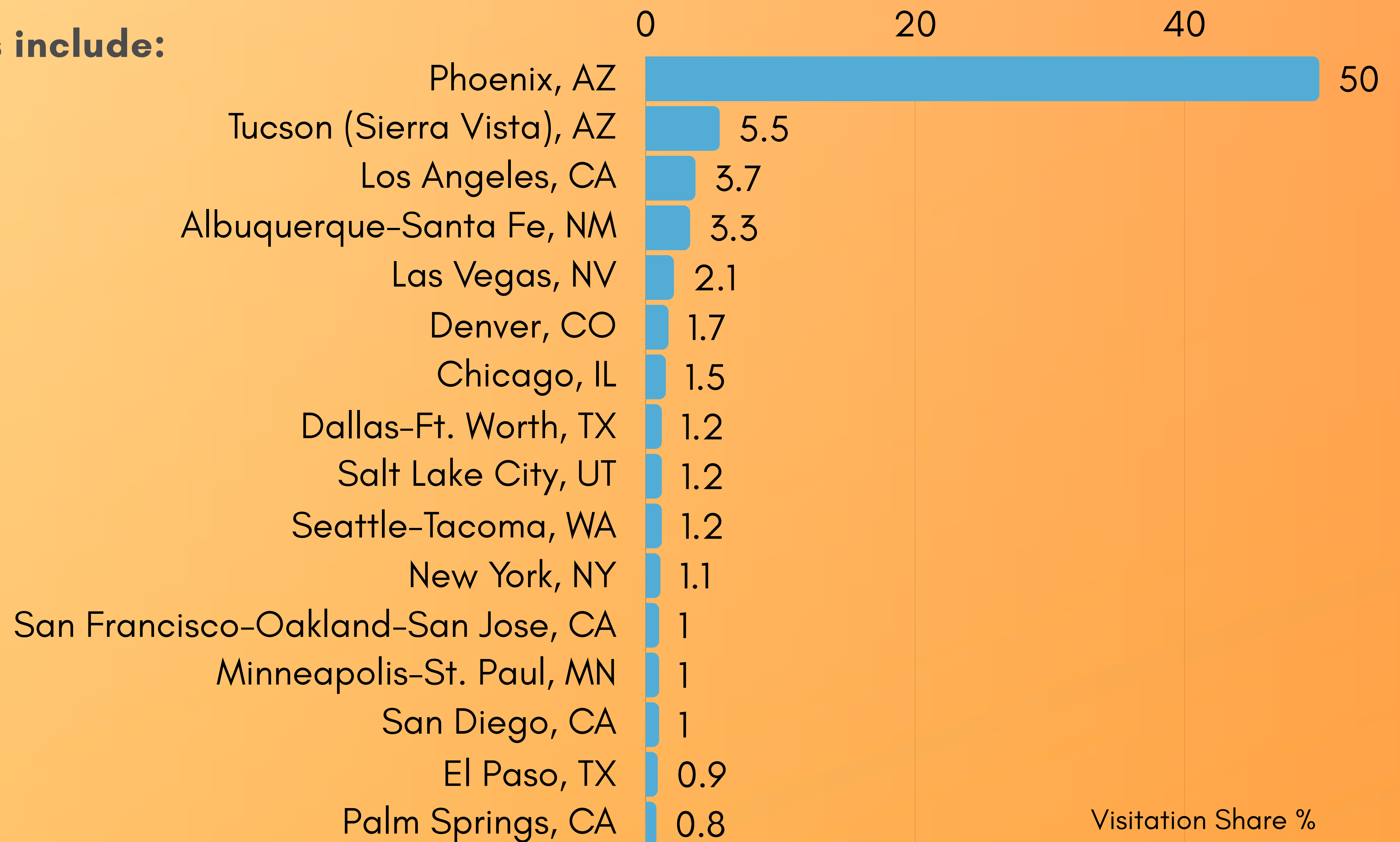
44.27%

Overnight Visitor Share

76.58%

Repeat Visitation

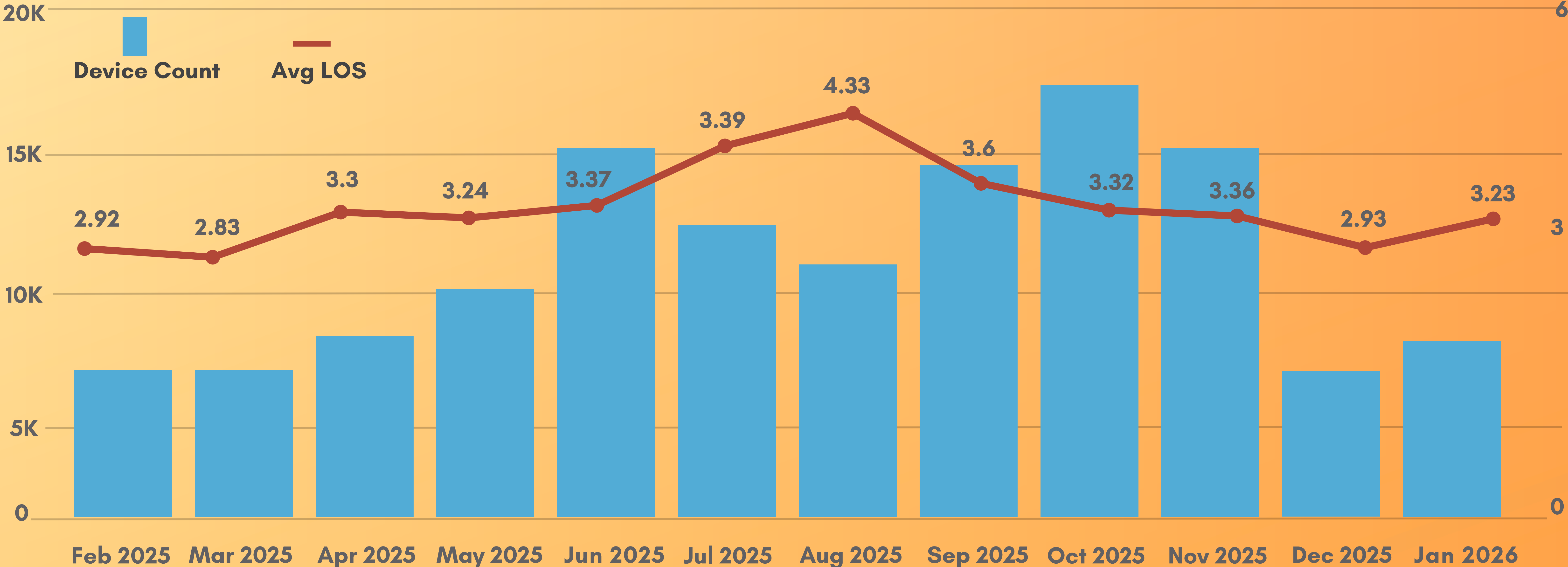
1.25



Visitation Share %

HOW LONG ARE VISITORS STAYING?

Device Volume & Length of Stay



Months with the largest volume of devices were from June through November.

The average Length of Stay (LOS) for people coming into the Phoenix market during these months was over 3.5 days.

For the remaining months, where device volume was lower inside the Salt River polygon, the average Length of Stay (LOS) was just under 3 days.

TOP MARKETS

High-Volume Device Month Top Markets

JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER
1. Phoenix	1. Phoenix	1. Phoenix	1. Phoenix	1. Phoenix	1. Phoenix
2. Tucson	2. Tucson	2. Tucson	2. Tucson	2. Tucson	2. Tucson
3. Los Angeles	3. Los Angeles	3. Los Angeles	3. Los Angeles	3. ABQ	3. Los Angeles
4. ABQ	4. ABQ	4. ABQ	4. ABQ	4. Los Angeles	4. ABQ
5. Las Vegas	5. Las Vegas	5. Las Vegas	5. Las Vegas	5. Las Vegas	5. Las Vegas
6. Denver	6. NYC	6. NYC	6. Denver	6. Denver	6. Denver
7. DFW	7. DFW	7. DFW	7. Chicago	7. Chicago	7. Chicago
8. SLC	8. Denver	8. Denver	8. NYC	8. Seattle	8. SLC
9. Chicago	9. Chicago	9. Chicago	9. DFW	9. DFW	9. DFW
10. San Francisco	10. San Francisco	10. Houston	10. Seattle	10. SLC	10. El Paso

- **Key Out Of State Markets:** Outside of in-state visitors, Los Angeles, ABQ, and Las Vegas occupied the top five in the highest device-volume months.
- **Secondary Markets:** Denver, DFW, and Chicago were also consistent markets across these months. And SLC, San Francisco, and Seattle made multiple appearances as well.
- **Opportunity Markets:** El Paso, Palm Springs, San Diego, and Minneapolis were within the top 15 markets across most of the months.

SRPMIC PARTNERSHIP EXAMPLES

SPRING TRAINING OPENING DAY/SRPMIC DAY AT SALT RIVER FIELDS



SRPMIC MEMBER OWNED BUSINESS AND ARTIST SUPPORT

CULTURAL AWARENESS PROGRAM WITH CULTURAL RESOURCES

CONNECTING ORGANIZATIONS

CASE STUDIES



STUDENT YOUTH & TRAVEL ASSOCIATION

EVENT OVERVIEW

- Curated an immersive “Evening in Salt River” experience for SYTA attendees
- Showcased the destination through storytelling, culture, and partnerships

PARTNERSHIP COORDINATION

- Collaborated with community departments to share cultural and educational insights
- Coordinated participation from local and regional partners
- Facilitated dignitary engagement and official welcome

EXPERIENCE HIGHLIGHTS

- Featured partner spotlight (e.g., Medieval Times origin story in Salt River)
- Cultural demonstrations showcasing community heritage
- Hosted a mini expo highlighting Talking Stick Entertainment District partners

MARKETING & MEDIA

- Coordinated media presence and coverage opportunities
- Amplified partner visibility through integrated promotion

BUSINESS DEVELOPMENT IMPACT

- Connected attendees with partner group sales opportunities (dining, attractions, etc.)
- Strengthened relationships between tourism partners and community stakeholders

POST-EVENT ENGAGEMENT

- Conducted follow-up reporting with partners and internal teams
- Evaluated success and identified future collaboration opportunities



TJX / HOMEGOODS GIVEBACK

EVENT OVERVIEW

- Activated a referral from Talking Stick Resort & Casino to expand partnership opportunity
- Facilitated a corporate giveback experience in partnership with TJX/HomeGoods Leadership Conference

PARTNERSHIP COORDINATION

- Organized welcome and overview of the Salt River Pima-Maricopa Indian Community
- Collaborated with internal departments and partners to align giveback efforts with Community priorities

COMMUNITY IMPACT

- Coordinated with Environmental & Community Services (ECS) on garden box builds and canvas prep
- Supported Salt River Schools through campus beautification and teacher “spring cleaning” efforts

EXPERIENCE DESIGN

- Created a meaningful, hands-on volunteer opportunity for corporate attendees
- Integrated cultural education and responsible visitation messaging

POST-EVENT ENGAGEMENT

- Conducted evaluation and feedback with TJX/HomeGoods and Discover Salt River team
- Developed an ongoing menu of giveback opportunities for future business visitors

CAN YOU GO VIRAL?

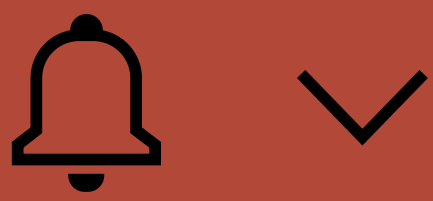
EVER WONDERED HOW WE CREATE POSTS THAT GET ATTENTION?

NOW IT'S YOUR TURN TO TRY!



Step 1: Capture the Moment

Take a photo or short video about the Discover Salt River Visitor Center

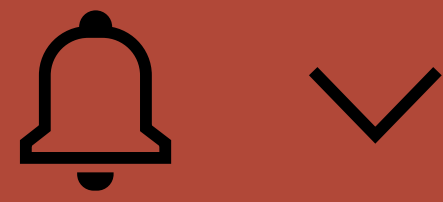


LISA'S TIP: MAKE SURE TO PAY ATTENTION TO THE LIGHTING, ANGLES, AND BACKGROUND. BE YOURSELF!



Step 2: Edit for Aesthetic

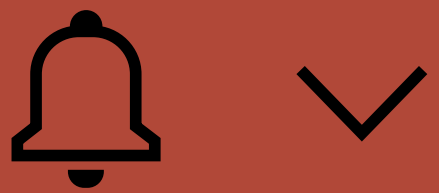
Unleash your creativity! Choose a song, tweak your filters, and make adjustments by cutting and cropping.



LISA'S TIP: THINK ABOUT WHO YOUR AUDIENCE IS AND TAILOR FOR MORE ENGAGEMENT!

Step 3: Time to Post

Create your winning caption, add your hashtags and mentions!



LISA'S TIP: KEEP YOUR FINGER ON THE PULSE OF TRENDS AND CRAFT CAPTIONS AND HASHTAGS THAT ARE CAPTIVATING!

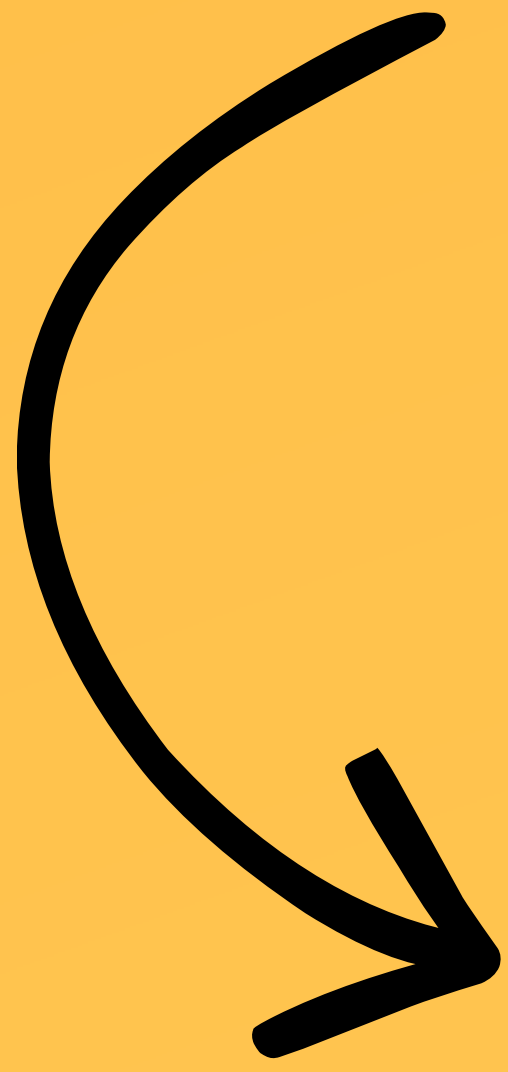


Share your post on Instagram or Facebook and tag **@DiscoverSaltRiver** for a chance to **WIN**

Tickets to experiences in the District!

Your post featured on our socials!

CHECK OUT OUR MOST VIRAL MOMENT



WITH OVER 9.5M
IMPRESSIONS
+ OVER 182K LIKES

NEVER MISS OUT ON THE FUN!



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