

Agenda:

Who & Why

Current Tourism Economy

Marana in 2035

Adoption of the plan & next steps





Official **Destination Marketing Organization** (DMO) for the Town of Marana since 2014



Funded by the bed tax of 6% at hotels/vacation homes (paid for by tourists)



DiscoverMarana.org and @DiscoverMarana



Connect local businesses & attractions to tourists and help residents entertain their guests



Partner with Oro Valley (@ExploreOV) and Pinal County frequently to strengthen the region

Planning Team

- Stefanie Boe, Town of Marana, Discover Marana
- Curt Woody, Town of Marana, Economic Development
- Brandon Mejia, Town of Marana, Discover Marana
- Shelby Scheer, Town of Marana, Parks & Recreation
- Lloyd Kirsch, Retired, Restaurant Task Force Member
- Galen Beem, Marana Regional Airport
- Jill McCleary, Town of Marana, Culture & Heritage
- Maggie Kinney, Marana Pumpkin Patch
- Sally Edwards, Town of Marana Chamber of Commerce, Visitors Center
- Ryan Wissmann, Town of Marana, Economic Development
- Vic Hathaway, Town of Marana, Communications
- Amanda Wiggins, Marana Chamber of Commerce
- Catherine Campbell, Pima County Attractions and Tourism

- Sabrina Nelson, The Ritz-Carlton, Dove Mountain
- Andrea De La Cruz, Town of Marana, Town Manager's Office
- Nycholas Weaver, Tucson Premium Outlets at Marana Center
- Alia Pierson, Owner, Briar & Main Travel Boutique



Consultant Team—Whereabout



Matthew Landkamer



Stacy Humphrey









Cherished Heritage

Leverage the region's historic and cultural legacy to strengthen community character, increase community pride, and build heritage-driven tourism.



Thriving Commerce

Recruit and maintain a diverse commercial sector that is supported by local workforce training and funding opportunities.



Tourism Master Planning Process:

February 2024 - April 2025

*document delivered to Mayor & Council, Civic Committee on May 2, 2025

Info
Gathering &
Field Trips

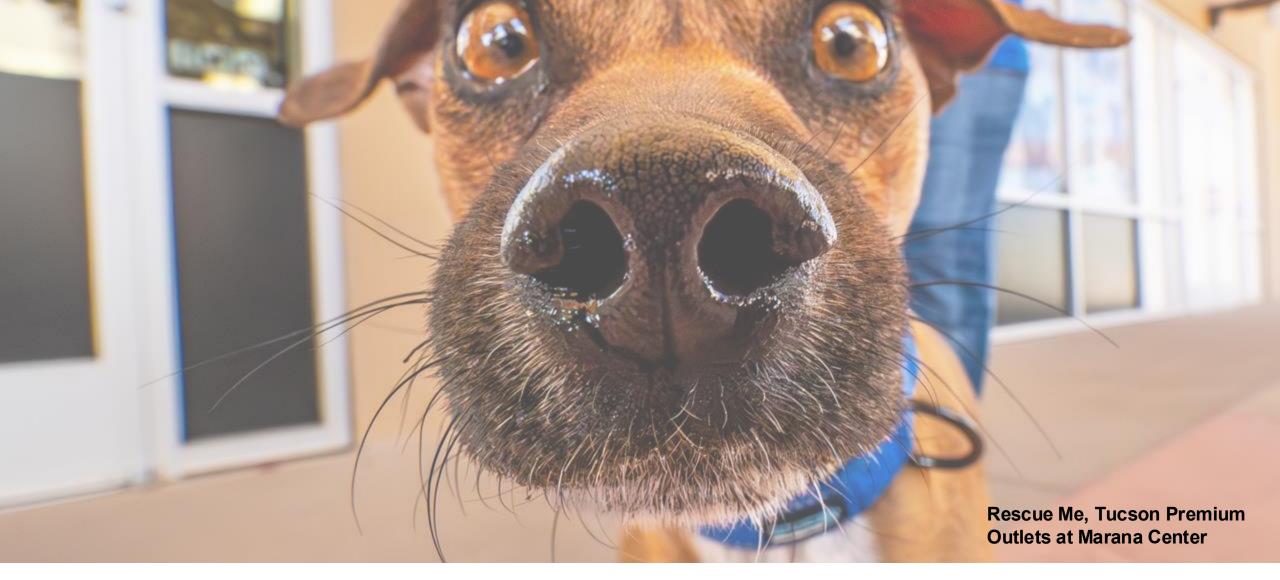
6

Surveys,
Interviews,
October Study
Session

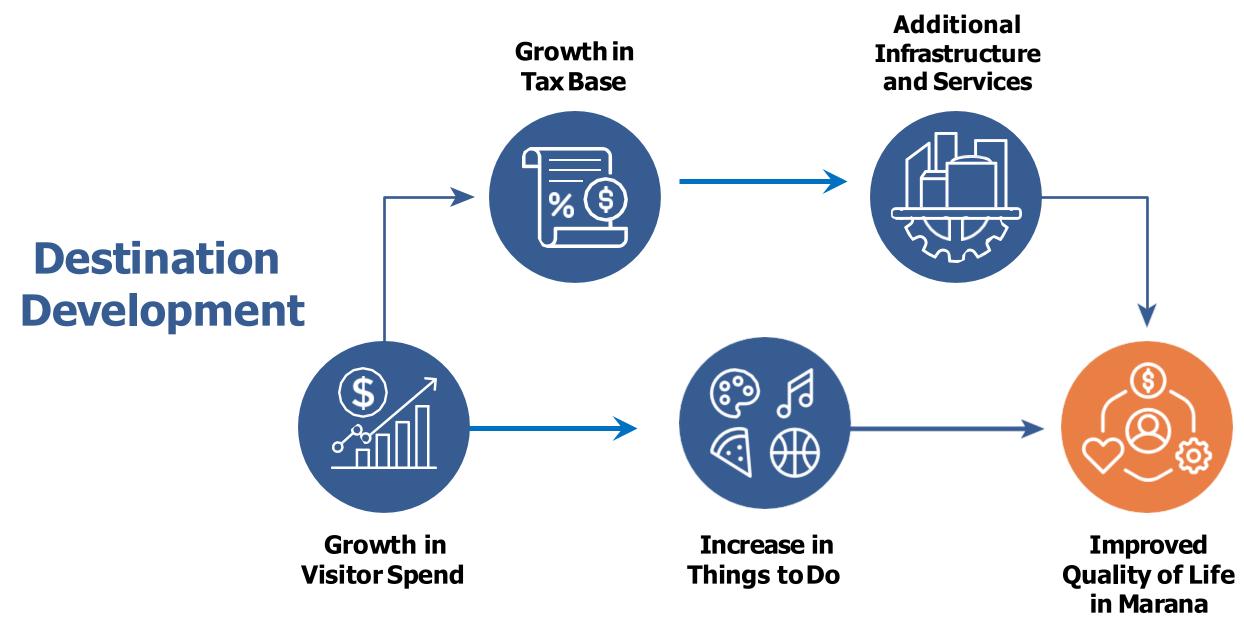
600+

Community Engagement

10+



Hey, why are we doing this? It seems like a lot of work!



Economic Impacts of Tourism



Direct Visitor Spending (2023):

\$156.3 Million









Total Economic Impact of Tourism (2023):

\$318.2 Million

(includes direct visitor spending, labor income, and tax revenue; plus multiplier for each)²

¹- Dean Runyan Associates.

²⁻ Estimated using data from The Economic Impact of Travel in Marana (2023, Dean Runyan Associates) and Economic Impacts of Tourism in Marana, AZ (2019, Applied Economics)

Economic Impacts of Tourism



Every dollar spent on tourism-related activities has double the impact on our community.

¹⁻ Dean Runyan Associates.

²⁻ Estimated using data from The Economic Impact of Travel in Marana (2023, Dean Runyan Associates) and Economic Impacts of Tourism in Marana, AZ (2019, Applied Economics)

Marana is:

The Destination to be Close to Everything, Yet Far From Ordinary



Sonoran Desert Landscapes



Wide-Open Skies



Outdoor Activities

Festivals and Events





Be a Cowboy

Layers of History



Destination Shopping



Resort and Airport

Tourism Drivers



Welcoming Family Travel



Exciting
Outdoor
Recreation



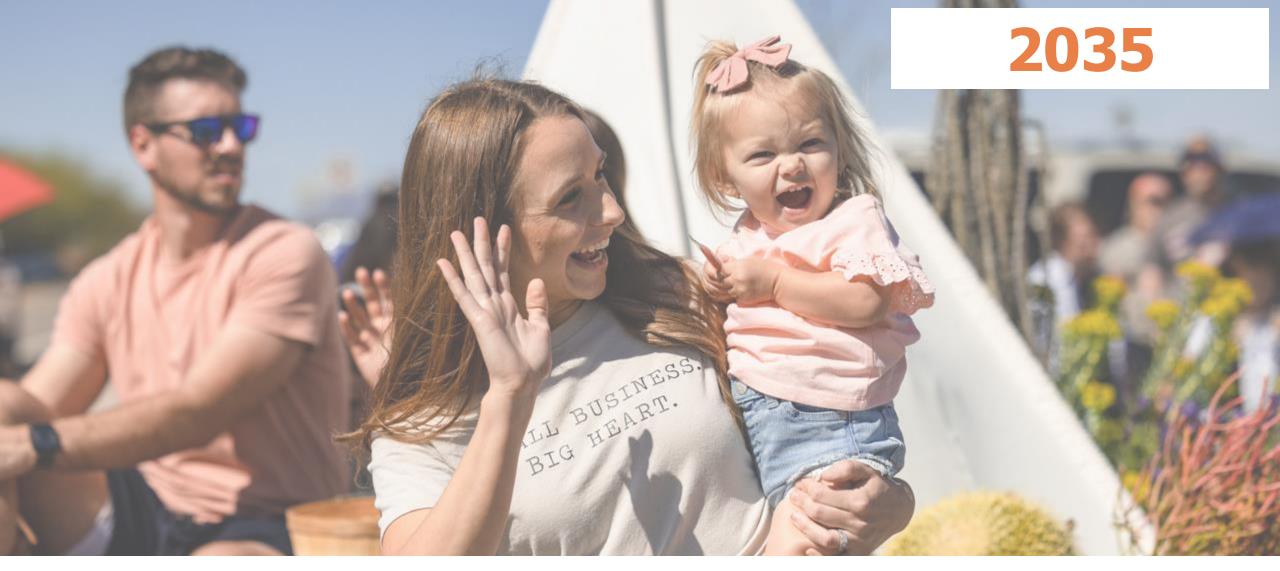
Unique Agri-Western Experiences



Visiting Friends & Relatives in "Southern Arizona"

DISCOVER Marana





Families will *choose* Marana as their *travel destination*



Day Visitation for Shopping, Outdoor Recreation, Festivals & Events





Multi-day festivals and experiences will drive overnight stays





10 Objectives

Develop new amenities Roll out the welcome mat

Grow outdoor recreation and parks

Expand festivals and events

Preserve our unique arts & heritage

Expand options for places to stay

Grow small tourism-focused business & restaurants

Create a sense of place

Identify new funding sources

Use data to amplify storytelling















