

Southern Arizona Guides Association (SAGA)

What is SAGA?

The Southern Arizona Guides Association was founded in 1988 as a non-profit, educational and networking organization for members of the tourism and hospitality industry. SAGA is committed to promoting Arizona through educational tours and programs, participation in living history reenactments, neighborhood festivals and various community events. Members are encouraged to continually improve and sharpen their skills by taking advantage of the benefits outlined below.

Membership Benefits

Subscription to “Footprints”: SAGA’s monthly newsletter is filled with news of the tourism industry and items of local interest, listings of tours offered by SAGA & our members, articles on plants, animals, history and culture of the Southwest. The “What’s Happening” page has listings of all types of events for families and individuals looking for some fun things to do or an opportunity for Professional Guides to expand their knowledge.

Get Listed: SAGA has a website (aztours.org). Full Members have the opportunity to be listed on the site for contact. Coming Soon—link from SAGA’s website to your website.

Educational Opportunities: Programs, Workshops, “Guide-Ed” Tours provide information for the Tourism Professional and those with an interest in learning more about Arizona and the Southwest.

Networking/Social Events: Opportunities to share information, increase your visibility with possible employers and meet others with similar interests. If you are a single, you might even find the perfect person to share double occupancy and save money on travel. Being part of SAGA means more benefits for all our members through special discounts, invitations to special events, referrals, marketing and educational opportunities.

Market to Visitors, Convention & Meeting Planners Worldwide: Through SAGA’s membership in the MTCVB, our listing in the “*Official Visitor’s Guide*” is seen in 280,000 copies distributed to potential visitors and tour groups all around the globe. In addition, the Information Center staff direct referrals to MTCVB members only (Over 80,000 visitors come to the Information Center annually; with an additional 50,000 telephone inquiries).

Discounts on Tours & Events: Members receive discounts on SAGA sponsored tours and events. Just one tour discount can be worth more than the price of membership.

Email Updates: Receive notification of special events or breaking news.

See & Be Seen: Throughout the year other community groups request historic re-enactors, story tellers, & speakers. Sometimes you don’t get paid—but you are seen by a lot of potential tour groups and you improve your presentation skills.

NOTE: Only “Full Members” will receive updates from the MTCVB, listing in the Guide Directory and the opportunity to link to the SAGA website.