

City of Prescott

Tourism Advisory Committee



September 10, 2025 | 11:00 AM
201 N. Montezuma Street
Council Chambers, 1st Floor
Prescott, AZ 86301

AGENDA

The following Agenda will be considered by the **Tourism Advisory Committee** at their meetings to be held **September 10, 2025**. Notice of this meeting is given pursuant to Arizona Revised Statutes, Section 38-431.02.

1. CALL TO ORDER

2. ROLL CALL

3. DISCUSSION & ACTION ITEMS

- A. Presentation & Discussion Regarding a Funding Request for Pure Imagination Festival.
Recommended Action: MOVE to recommend forwarding to the Council for approval or denial of a three-year commitment of support
- B. Presentation & Discussion Regarding Meetings & Events Video Production.
Recommended Action: This item is for discussion only. No formal action will be taken.
- C. Presentation & Discussion Regarding the FY26 Final Grant Allocations.
Recommended Action: This item is for discussion only. No formal action will be taken.
- D. Presentation & Discussion Regarding Canadian Travel Trends.
Recommended Action: This item is for discussion only. No formal action will be taken.
- E. Presentation & Discussion Regarding a Welcome for New Recreation Services Director Kristy Diaz-Trahan.
Recommended Action: This item is for discussion only. No formal action will be taken.

4. UPDATES

- A. Staff Announcements
- B. Committee Member Updates

5. ADJOURNMENT

Upon a public majority vote of a quorum of the Board, the Board may hold an executive session, which will not be open to the public, regarding any item listed on the agenda but only for the following purposes:

- (1) Discussion or consideration of personnel matters (A.R.S. §38-431.03(A)(1));
- (2) Discussion or consideration of records exempt by law (A.R.S. §38-431.03(A)(2));
- (3) Discussion or consultation for legal advice with the city's attorneys (A.R.S. §38-431.03(A)(3));
- (4) Discussion or consultation with the city's attorneys regarding the city's position regarding contracts that are the subject of negotiations, in pending or contemplated litigation, or in settlement discussions conducted in order to avoid litigation (A.R.S. § 38-431.03(A)(4));
- (5) Discussion or consultation with designated representatives of the city to consider its position and instruct its representatives regarding negotiations with employee organizations (A.R.S. §38-431.03(A)(5));
- (6) Discussion, consultation or consideration for negotiations by the city or its designated representatives with members of a tribal council, or its designated representatives, of an Indian reservation located within or adjacent to the city (A.R.S. §38-431.03(A)(6));
- (7) Discussion or consultation with designated representatives of the city to consider its position and instruct its representatives regarding negotiations for the purchase, sale or lease of real property (A.R.S. §38-431.03(A)(7)).

CERTIFICATION OF POSTING OF NOTICE

The undersigned hereby certifies that a copy of the foregoing notice was duly posted at Prescott City Hall on 9/5/25 at 2:00 p.m. in accordance with the statement filed by the Prescott City Council with the City Clerk.

Sarah M. Thornhill

Sarah M. Thornhill, City Clerk



TO: MAYOR AND CITY COUNCIL
AGENDA: September 10 Tourism Advisory Committee
DATE: September 10, 2025
DEPT: Tourism
ITEM #: 3.A
SUBJECT: Presentation & Discussion Regarding a Funding Request for Pure Imagination Festival.

ITEM SUMMARY

This item is for discussion and possible direction regarding a request for additional funding for the Pure Imagination Festival. Pure Imagination Festival is a female-founded music and arts festival among the Granite Dells at Watson Lake in Prescott, Arizona. It blends a curated, eclectic lineup of world-class musicians with immersive art experiences; think aerialists, fire dancers, stilt walkers, and engaging installations. Beyond the performances, the festival encourages outdoor exploration with kayaking, hiking, a vibrant Prescott Night Market, and a strong eco-friendly ethos that respects both the audience and the environment. Founded by Prescott musician Candace Devine, its mission is more than entertainment: 'it's about fostering connection, creativity, and community in a soulful, inclusive atmosphere.

[Pure Imagination Video](#)

BACKGROUND

The first Pure Imagination festival was hosted in 2022.

03/22/24 The Office of Tourism paid \$4000 for a Kayaking Sponsorship

05/08/24 The Office of Tourism paid \$3500 for ASL Interpreters to support the Destination's Strategic Plan Goals of inclusivity.

\$7,500 TOTAL Support for the 2024 Festival

08/28/24 The Office of Tourism paid \$3800 Tourism Grant, approved by TAC

12/26/24 The Office of Tourism paid \$7600. Additional Funding Approved by Council

\$11,400 TOTAL Support for 2025 Festival

TOTAL paid to support the festival to date - \$18,900.00

FINANCIAL IMPACT

There is no formal request or budgeted amount to support the festival at this time. The organization did not apply for a Tourism Grant for the FY26 grant cycle.

RECOMMENDED ACTION

MOVE to recommend forwarding to the Council for approval or denial of a three-year commitment of support

ATTACHMENTS

None



TO: MAYOR AND CITY COUNCIL
AGENDA: September 10 Tourism Advisory Committee
DATE: September 10, 2025
DEPT: Tourism
ITEM #: 3.B
SUBJECT: Presentation & Discussion Regarding Meetings & Events Video Production.

ITEM SUMMARY

This item is for a discussion regarding content that was captured during the recent Prescott Event Alliance production that took place almost three weeks ago. This video will be used for marketing meetings & events across the destination.

[Why Prescott is Perfect for Your Next Meeting or Event](#)

BACKGROUND

None.

FINANCIAL IMPACT

The production of this video cost \$2,500. Funds were available through Transient Occupancy (Bed) Tax and approved by staff administratively.

RECOMMENDED ACTION

This item is for discussion only. No formal action will be taken.

ATTACHMENTS

None



TO: MAYOR AND CITY COUNCIL
 AGENDA: September 10 Tourism Advisory Committee
 DATE: September 10, 2025
 DEPT: Tourism
 ITEM #: 3.C
 SUBJECT: Presentation & Discussion Regarding the FY26 Final Grant Allocations.

ITEM SUMMARY

This item is for discussion regarding the results for the FY26 Tourism Grant applications and allocations.

Event Name	Total Marketing Budgets	Award Requests	Awarded Amount
13th Annual Hope Fest Arizona	\$ 10,000.00	\$5,000.00	\$3,500.00
37th Annual Cowboy Poets Gathering	\$ 48,282.00	\$5,000.00	\$4,000.00
47th Annual Whiskey Row Marathon	\$ 27,000.00	\$5,000.00	\$4,050.00
51st Annual Phippen Western Art Show & Sale	\$ 31,611.00	\$5,000.00	\$3,700.00
19th Annual All Corvette Show	\$ 29,050.00	\$5,000.00	\$3,650.00
Alliance Southwest Championship	\$ 5,000.00	\$5,000.00	\$2,300.00
Arizona Philharmonic Eighth Season	\$ 25,165.00	\$5,000.00	\$2,750.00
Art in the Pines, 6th Annual Plein Air Festival	\$ 13,000.00	\$5,000.00	\$3,650.00
Chalk it Up! Prescott	\$ 6,150.00	\$5,000.00	\$2,900.00
Festival of Trees	\$ 14,370.00	\$5,000.00	\$3,250.00
NYE Whiskey Row Boot Drop	\$ 14,000.00	\$5,000.00	\$4,400.00
Prescott Area Artist Studio Tour	\$ 31,000.00	\$5,000.00	\$3,700.00
Bluegrass Festival	\$ 17,000.00	\$5,000.00	\$3,500.00
Prescott Film Festival	\$ 44,000.00	\$5,000.00	\$3,350.00
Prescott Fine Art & Wine Festival	\$ 12,000.00	\$5,000.00	\$4,100.00
Prescott Highland Games & Celtic Fair	\$ 20,000.00	\$5,000.00	\$3,700.00
Prescott Indian Art Market	\$ 45,000.00	\$5,000.00	\$4,000.00
Prescott Shootout	\$ 2,500.00	\$3,500.00	\$2,050.00
Prescott Doc Hollidaze	\$ 4,000.00	\$3,500.00	\$3,350.00
Riddle Rally for Veterans	\$ 4,000.00	\$5,000.00	\$2,500.00
Solstice Flute Camp and Concert	\$ 14,200.00	\$5,000.00	\$2,800.00
Decompositions & Whale Fall	\$ 10,000.00	\$5,000.00	\$3,050.00

Watson Lake Car Show & Swap Meet	\$	3,500.00	\$5,000.00	\$3,700.00
Wildlights & Animal Sights	\$	7,800.00	\$5,000.00	\$3,350.00
Yavapai Fair	\$	48,000.00	\$5,000.00	\$3,950.00
Yes! Explorers Challenge	\$	15,000.00	\$5,000.00	\$2,200.00
	\$	501,628.00	\$127,000.00	\$85,250.00

BACKGROUND

Every year, the Tourism Advisory Committee reviews applications submitted through the tourism grant process. These grants are designed to assist non-profit organizations hosting events in Prescott. The grant's goal is to encourage event marketing outside of the Prescott area and to encourage overnight visitation. Grants are funded by the City's Transient Occupancy (Bed Tax). Events are eligible for up to \$5,000, depending on their rating and how many organizations successfully apply. The grant is available only to registered non-profit organizations. Each grant is scored individually and then reviewed by the committee. The collective average determines the award amount. These are the FY26 results.

FINANCIAL IMPACT

Funding was budgeted and approved in the FY26 budget. These grants have already been approved by the Council at the July 8, 2025, meeting.

RECOMMENDED ACTION

This item is for discussion only. No formal action will be taken.

ATTACHMENTS

None



TO: MAYOR AND CITY COUNCIL
AGENDA: September 10 Tourism Advisory Committee
DATE: September 10, 2025
DEPT: Tourism
ITEM #: 3.D
SUBJECT: Presentation & Discussion Regarding Canadian Travel Trends.

ITEM SUMMARY

This item is to review a summary that provides the most up-to-date data available on Canada, including its people and economy, travel-related motivations and planning behaviors, and the Canadian visitor profile specific to Arizona.

BACKGROUND

Staff is bringing this item forward based on a previous request from the Committee.

FINANCIAL IMPACT

There is no fiscal impact associated with this item.

RECOMMENDED ACTION

This item is for discussion only. No formal action will be taken.

ATTACHMENTS

1. Canada FY24 Market Update
2. International Market Profile 2024



ARIZONA
OFFICE OF TOURISM

**FY-23/24 Canada
Annual Market Update**
July '23 to June '24

CANADA AT A GLANCE



Inflation

- Latest reports indicate, Canada's annual inflation rate fell to **2.7 per cent** in April amid a broad-based slowdown in price growth. ([CP24](#))
- The deceleration in the CPI was moderated by gasoline prices, which rose at a faster pace in April (+6.1%) than in March (+4.5%). Excluding gasoline, the all-items CPI slowed to a **2.5% year-over-year** increase, down from a **2.8% gain** in March. ([Statistics Canada](#))
- Consumers paid **6.1% more** at the pump year over year in April, following a **4.5% increase** in March. ([Statistics Canada](#))



Canadian Dollar

- The Canadian dollar has steadied against its broadly stronger U.S. counterpart in June as domestic data showed an increase in factory sales and investors judged that expected Bank of Canada interest rate cuts have been built into the currency's outlook. ([Globe & Mail](#))
- Money markets expect another rate cut in July but have also moved to price in two rate cuts this year from the Federal Reserve, after recent data showed a cooling in U.S. inflation. ([Globe & Mail](#))
- CAD has been averaging at USD 0.73 for 2024



Workforce

- Employment was little changed in May (+27,000; +0.1%) and the employment rate fell 0.1 percentage points to 61.3%. ([Statistics Canada](#))
- The unemployment rate was 6.2% in May, up 0.1 percentage points in the month and 0.9 percentage points on a year-over-year basis. ([Statistics Canada](#))
- On a year-over-year basis, employment was up by **402,000 (+2.0%)** in May. ([Statistics Canada](#))

CANADIAN TRAVEL LANDSCAPE 2024

- Almost 4.98 million Canadians returned home from an overnight transborder trip in the first quarter of 2024, compared to 5.24 million last year (-5%) and 4.64 million in 2019 (7%). ([Conference Board of Canada](#))
- Trips by air to US neared 2.86 million during the period, surpassing 2019 levels by 17 per cent, but falling 16 per cent compared to 2023. ([Conference Board of Canada](#))
- Non-auto activity was 15 per cent higher than in winter 2018-19, while auto trips were 6 per cent below pre-pandemic levels. Auto trips accounted for 41 per cent of activity during the period, compared to 46 per cent in 2018-19. ([Conference Board of Canada](#))
- The first five months of the 2023-24 winter travel season (Nov-Mar) saw almost 7.9 million Canadians return home from an overnight trip to the U.S., a larger volume than in 2018-19 (5%). ([Conference Board of Canada](#))
- At the same time, 3.8 million Canadians returned home from a non-U.S. (overseas) trip, 80 per cent of the activity recorded pre-pandemic (-20%). ([Conference Board of Canada](#))

YTD	U.S. Auto	U.S. Non-Auto	TOTAL U.S.
2019	2,108,165	2,536,085	4,644,250
2023	1,791,077	3,448,516	5,239,593
2024	2,037,181	2,939,947	4,977,128
% change (vs 2023)	13.7%	-14.7%	-5.0%
% change (vs 2019)	-3.4%	15.9%	7.2%



CANADIAN TRAVEL TRENDS 2024



Exploration and adventure are the top priorities when planning trips in 2024 (43%). More than 1 in 10 Canadians (12%) wanted to ditch their tech altogether and opt for a digital detox.

[NewsWire.ca](#)



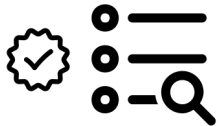
A total of 48 per cent of Canadian respondents prefer to travel "off the beaten path" and 58 per cent want to have no set plans for 2024 travel, "so they can go where the wind takes them."

[Yahoo News!](#)



Cultural exploration will be a priority for Canadian travellers in 2024; from 'gig trippers' jetting off to see their favourite musicians on the road to 'budget bougie foodies' travelling off the beaten path to find the very best food experiences around the globe.

[Sky Scanner](#)



Half (48%) plan to pick destinations in 2024 where the cost of living is less expensive than their hometown, while travelling closer to home is also a draw for some who will be searching for luxe-for-less vacations to reduce costs in 2024 (34%)

[Travel Industry Today](#)



A large number of Canadians are interested in sustainable travel apps where they can unlock rewards (44%), such as experiences with locals in off-the-beaten-path areas (51%) or visiting remote locations that tourists otherwise have limited access to (48%).

[Travel Industry Today](#)

Public Relations



Overview: Charmaine attended conference representing the Canada team. Charmaine spoke on the International Media Panel.

Canada Mission - Vancouver



OVERVIEW & HIGHLIGHTS

September 13 – Evening Reception - Parq Suite at JWM Marriott Parq
Total of **15** media attendees

Earned Media: July '23 to June '24

Total Impressions:

54,882,427

Total Ad Value:

\$1,713,842

Total Articles

Generated:

231

Top-Tier Media Coverage
Includes:

- The Toronto Star
- The Toronto Sun
- Vancouver Sun
- Calgary Herald
- Edmonton Journal
- The Province
- The Calgary Sun
- HOLR Magazine

Media Coverage: August 2023

Sr No.	Headline	Link	Publication	Reach	Ad Value CAD	Ad Value USD
1	Checking In: Arizona's natural beauty the star attraction at Ambiente Sedona	https://vancouversun.com/travel/arizona_hotel_ambiente_sedona/wcm/821c6663-b814-4a62-a6e4-61c506990a9b/amp/	Vancouver Sun	1,500,000	90,000	66,600
2	Checking In: Arizona's natural beauty the star attraction at Ambiente Sedona	https://leaderpost.com/travel/arizona_hotel_ambiente_sedona	Regina- Leaderpost	200,499	13,000	9620
3	Checking In: Arizona's natural beauty the star attraction at Ambiente Sedona	https://winnipegssun.com/travel/arizona_hotel_ambiente_sedona	Winnipeg Sun	185,126	11,118	8228
4	Checking In: Arizona's natural beauty the star attraction at Ambiente Sedona	https://windsorstar.com/travel/arizona_hotel_ambiente_sedona	The Windsor Star	217,157	13,030	9643
5	Checking In: Arizona's natural beauty the star attraction at Ambiente Sedona	https://www.dailyheraldtribune.com/travel/arizona_hotel_ambiente_sedona	The Daily Herald Tribune	26,000	1,560	1155
6	Checking In: Arizona's natural beauty the star attraction at Ambiente Sedona	https://theprovince.com/travel/arizona_hotel_ambiente_sedona	The Province	650,000	3900	2886

Media Coverage: August 2023

Sr No.	Headline	Link	Publication	Reach	Ad Value CAD	Ad Value USD
7	Checking In: Arizona's natural beauty the star attraction at Ambiente Sedona	https://www.thepost.on.ca/travel/arizona_hotel_ambiente_Sedona	The Hanover Post	34,000	2,040	1510
8	Checking In: Arizona's natural beauty the star attraction at Ambiente Sedona	https://www.saultstar.com/travel/arizona_hotel_ambiente_sedona	The Sault-Star	36,326	2,180	1614
9	Checking In: Arizona's natural beauty the star attraction at Ambiente Sedona	https://o.canada.com/travel/arizona_hotel_ambiente_Sedona	O Canada	58,758	3,526	2610
10	Checking In: Arizona's natural beauty the star attraction at Ambiente Sedona	https://www.airdrieecho.com/travel/arizona_hotel_ambiente_sedona	Airdrie Echo	15,000	900	700
11	Checking In: Arizona's natural beauty the star attraction at Ambiente Sedona	https://www.chathamdailynews.ca/travel/arizona_hotel_ambiente_sedona	Chatham Daily News	51,636	3,100	2294
12	Checking In: Arizona's natural beauty the star attraction at Ambiente Sedona	https://www.recorder.ca/travel/arizona_hotel_ambiente_sedona	The Recorder & Times	23,000	1,380	1022

Media Coverage: August 2023

Sr. No	Headline	Link	Publication	Reach	Ad Value CAD	Ad Value USD
13	Checking In: Arizona's natural beauty the star attraction at Ambiente Sedona	https://www.napaneeguide.com/travel/arizona_hotel_ambiente_se_dona	The Napanee Guide	28,460	1,708	1264
14	Checking In: Arizona's natural beauty the star attraction at Ambiente Sedona	https://www.melfortjournal.com/travel/arizona_hotel_ambiente_s_edona	Melfort Journal	15,000	900	700
15	Checking In: Arizona's natural beauty the star attraction at Ambiente Sedona	https://www.cochranetimespost.ca/travel/arizona_hotel_ambiente_sedona	Cochrane Times-Post	26,750	1605	1190
16	Checking In: Arizona's natural beauty the star attraction at Ambiente Sedona	https://www.brantfordexpositor.ca/travel/arizona_hotel_ambiente_sedona	The Brantford Expositor	10,000	600	450
17	Checking In: Arizona's natural beauty the star attraction at Ambiente Sedona	https://www.stonyplainreporter.com/travel/arizona_hotel_ambiente_sedona	The Stony Plain Reporter	12,500	750	600
18	Checking In: Arizona's natural beauty the star attraction at Ambiente Sedona	https://www.sarniathisweek.com/travel/arizona_hotel_ambiente_s_edona	Sarnia This Week	12,820	770	570
19	Checking In: Arizona's natural beauty the star attraction at Ambiente Sedona	https://www.trentonian.ca/travel/arizona_hotel_ambiente_sedona	The Trentonian	17,500	1050	800
20	Checking In: Arizona's natural beauty the star attraction at Ambiente Sedona	https://www.thewhig.com/travel/arizona_hotel_ambiente_sedona	The Kingston Whig Standard	15,000	900	700

Media Coverage: August 2023

Sr. No	Headline	Link	Publication	Reach	Ad Value CAD	Ad Value USD
21	Checking In: Arizona's natural beauty the star attraction at Ambiente Sedona	https://www.mayerthorpefreelancer.com/travel/arizona_hotel_ambiente_sedona	The Mayerthorpe Freelancer	25,700	1542	1142
22	Checking In: Arizona's natural beauty the star attraction at Ambiente Sedona	https://www.lakeshoreadvance.com/travel/arizona_hotel_ambiente_sedona	The Lakeshore Advance	13,500	810	600
23	Checking In: Arizona's natural beauty the star attraction at Ambiente Sedona	https://www.intelligencer.ca/travel/arizona_hotel_ambiente_sedona	Belleville Intelligencer	36,618	2200	1628
24	Checking In: Arizona's natural beauty the star attraction at Ambiente Sedona	https://www.thebeaumontnews.ca/travel/arizona_hotel_ambiente_sedona	The Beaumont News	5,000	300	250
25	Checking In: Arizona's natural beauty the star attraction at Ambiente Sedona	https://www.kenoraminerandnews.com/travel/arizona_hotel_ambiente_sedona	Kenora Miner & News	12,500	750	600
26	Checking In: Arizona's natural beauty the star attraction at Ambiente Sedona	https://www.thegraphicleader.com/travel/arizona_hotel_ambiente_sedona	The Graphic Leader	15,000	900	700
27	Checking In: Arizona's natural beauty the star attraction at Ambiente Sedona	https://www.stratfordbeaconherald.com/travel/arizona_hotel_ambiente_sedona	The Stratford Beacon Herald	30,357	1822	1350
28	Arizona's natural Beauty A Star Attraction at Hotel	Print	Vancouver Sun	120,000	36,000	26,640

Media Coverage: September 2023

Sr. No	Headline	Link	Publication	Reach	Ad Value CAD	Ad Value USD
1	Top 11 "Out Of The Box" Things to Do In Arizona	https://holrmagazine.com/top-11-out-of-the-box-things-to-do-in-arizona/	HOLR Magazine	1,500,000	\$52,440	\$40,000
2	An Adventure Lover's Guide to Exploring Arizona	https://holrmagazine.com/an-adventure-lovers-guide-to-exploring-arizona/	HOLR Magazine	1,500,000	\$52,440	\$40,000

Media Coverage: October 2023

Sr No.	Headline	Link	Publication	Reach	Ad Value CAD	Ad Value USD
1	Treasures of Tucson: Embrace the Past	https://vancouver.sun.com/westcoast-homes-and-design/treasures-of-tucson-embrace-the-past	Vancouver Sun	1,500,000	90,000	64,800
2	Treasures of Tucson: Embrace the Past	https://leaderpost.com/westcoast-homes-and-design/treasures-of-tucson-embrace-the-past	Regina-Leaderpost	200,499	13,000	9620
3	Treasures of Tucson: Embrace the Past	https://theprovince.com/westcoast-homes-and-design/treasures-of-tucson-embrace-the-past	The Province	650,000	39,000	28,860
4	Treasures of Tucson: Embrace the Past	https://www.norfolkandtillsonburgnews.com/westcoast-homes-and-design/treasures-of-tucson-embrace-the-past	Norfolk and Tilsonburg News	3,966	140	101
5	Treasures of Tucson: Embrace the Past	https://www.sherwoodparknews.com/westcoast-homes-and-design/treasures-of-tucson-embrace-the-past	Sherwood Park-Strathcona County News	13,171	121	88
6	Treasures of Tucson: Embrace the Past	https://www.sarniathisweek.com/westcoast-homes-and-design/treasures-of-tucson-embrace-the-past	The Sarnia this Week	12,820	770	570

Media Coverage: October 2023

Sr No.	Headline	Link	Publication	Reach	Ad Value CAD	Ad Value USD
7	Treasures of Tucson: Embrace the Past	https://www.shorelinebeacon.com/westcoast-homes-and-design/treasures-of-tucson-embrace-the-past	Shoreline Beacon	10,879	110	80
8	Treasures of Tucson: Embrace the Past	https://www.parisstaronline.com/westcoast-homes-and-design/treasures-of-tucson-embrace-the-past	The Paris Star	1,758	100	75
9	Treasures of Tucson: Embrace the Past	https://www.hannaherald.com/westcoast-homes-and-design/treasures-of-tucson-embrace-the-past	The Hanna Herald	1177	100	75
10	Treasures of Tucson: Embrace the Past	https://www.fairviewpost.com/westcoast-homes-and-design/treasures-of-tucson-embrace-the-past	The Fairview Post	2,991	110	80
11	Treasures of Tucson: Embrace the Past	https://www.countyweeklynews.ca/westcoast-homes-and-design/treasures-of-tucson-embrace-the-past	The Picton County Weekly News	5,372	150	108
12	Treasures of Tucson: Embrace the Past	https://www.simcoereformer.ca/westcoast-homes-and-design/treasures-of-tucson-embrace-the-past	The Simcoe Reformer	48,591	550	396

Media Coverage: October 2023

Sr No.	Headline	Link	Publication	Reach	Ad Value CAD	Ad Value USD
13	Treasures of Tucson: Embrace the Past	https://www.thelondoner.ca/westcoast-homes-and-design/treasures-of-tucson-embrace-the-past	The Londoner	6,187	180	130
14	Treasures of Tucson: Embrace the Past	https://www.thepost.on.ca/westcoast-homes-and-design/treasures-of-tucson-embrace-the-past	The Post	34,000	2040	1,150
15	Treasures of Tucson: Embrace the Past	https://www.fortmcmurraytoday.com/westcoast-homes-and-design/treasures-of-tucson-embrace-the-past	The Fort McMurray Today	25,000	1750	1,260
16	Treasures of Tucson: Embrace the Past	https://www.standard-freeholder.com/westcoast-homes-and-design/treasures-of-tucson-embrace-the-past	Cornwall Standard Freeholder	49,767	2300	1,656
17	Treasures of Tucson: Embrace the Past	https://www.stratfordbeaconherald.com/westcoast-homes-and-design/treasures-of-tucson-embrace-the-past	The Stratford Beacon	30,357	2000	1,440
18	Treasures of Tucson: Embrace the Past	https://www.lucknowsentinel.com/westcoast-homes-and-design/treasures-of-tucson-embrace-the-past	The Lucknow Sentinel	1,100	80	60

Media Coverage: October 2023

Sr No.	Headline	Link	Publication	Reach	Ad Value CAD	Ad Value USD
19	Treasures of Tucson: Embrace the Past	https://www.nantonnews.com/westcoast-homes-and-design/treasures-of-tucson-embrace-the-past	The Nanton News	900	70	50
20	Treasures of Tucson: Embrace the Past	https://www.owensoundsuntimes.com/westcoast-homes-and-design/treasures-of-tucson-embrace-the-past	The Owen Sound Sun Times	75,000	3200	2,400
21	Treasures of Tucson: Embrace the Past	https://www.kenoraminerandnews.com/westcoast-homes-and-design/treasures-of-tucson-embrace-the-past	Kenora Miner & News	1,268	80	60
22	Treasures of Tucson: Embrace the Past	https://www.whitecourtstar.com/westcoast-homes-and-design/treasures-of-tucson-embrace-the-past	Whitecourt Star	1,632	80	60
23	Treasures of Tucson: Embrace the Past	https://www.prrecordgazette.com/westcoast-homes-and-design/treasures-of-tucson-embrace-the-past	Peace River Record-Gazette	1,349	80	60
24	Treasures of Tucson: Embrace the Past	https://www.fortsaskatchewanrecord.com/westcoast-homes-and-design/treasures-of-tucson-embrace-the-past	The Fort Saskatchewan Record	4,507	170	125

Media Coverage: October 2023

Sr No.	Headline	Link	Publication	Reach	Ad Value CAD	Ad Value USD
25	Treasures of Tucson: Embrace the Past	https://www.seaforthuronexpositor.com/westcoast-homes-and-design/treasures-of-tucson-embrace-the-past	The Seaforth Huron Expositor	1,103	80	60
26	Treasures of Tucson: Embrace the Past	https://www.leducrep.com/westcoast-homes-and-design/treasures-of-tucson-embrace-the-past	Leduc Rep	3,109	150	110
27	Treasures of Tucson: Embrace the Past	https://www.communitypress.ca/westcoast-homes-and-design/treasures-of-tucson-embrace-the-past	The Belleville Community Press	4,460	170	125
28	Treasures of Tucson: Embrace the Past	https://www.chathamthisweek.com/westcoast-homes-and-design/treasures-of-tucson-embrace-the-past	Chatham This Week	6585	220	160
29	Treasures of Tucson: Embrace the Past	https://www.nugget.ca/westcoast-homes-and-design/treasures-of-tucson-embrace-the-past	The North Bay Nugget	121,171	8000	5,760
30	Treasures of Tucson: Embrace the Past	https://www.timminstimes.com/westcoast-homes-and-design/treasures-of-tucson-embrace-the-past	Timmins Times	1,889	100	72

Media Coverage: October 2023

Sr No.	Headline	Link	Publication	Reach	Ad Value CAD	Ad Value USD
31	Treasures of Tucson: Embrace the Past	https://www.airdrieecho.com/westcoast-homes-and-design/treasures-of-tucson-embrace-the-past	Airdrie Echo	15,000	900	700
32	Treasures of Tucson: Embrace the Past	https://www.thechronicle-online.com/westcoast-homes-and-design/treasures-of-tucson-embrace-the-past	The West Elgin Chronicle	1,723	100	72
33	Treasures of Tucson: Embrace the Past	https://www.vulcanadvocate.com/westcoast-homes-and-design/treasures-of-tucson-embrace-the-past	Vulcan Advocate	3,160	330	240
34	Treasures of Tucson: Embrace the Past	https://www.lakeshoreadvance.com/westcoast-homes-and-design/treasures-of-tucson-embrace-the-past	Lakeshore Advance	13,500	810	600
35	Treasures of Tucson: Embrace the Past	https://www.nipawinjournal.com/westcoast-homes-and-design/treasures-of-tucson-embrace-the-past	The Nipawin Journal	2,700	260	190
36	Treasures of Tucson: Embrace the Past	https://www.kingstonthisweek.com/westcoast-homes-and-design/treasures-of-tucson-embrace-the-past	Kingston This Week	2,236	240	173

Media Coverage: October 2023

Sr No.	Headline	Link	Publication	Reach	Ad Value CAD	Ad Value USD
37	Treasures of Tucson: Embrace the Past	https://www.airdrieecho.com/westcoast-homes-and-design/treasures-of-tucson-embrace-the-past	The Edmonton Examiner	1,627	180	130
38	Treasures of Tucson: Embrace the Past	https://www.thechronicle-online.com/westcoast-homes-and-design/treasures-of-tucson-embrace-the-past	Mid-North Monitor	7,689	540	390
39	Treasures of Tucson: Embrace the Past	https://www.vulcanadvocate.com/westcoast-homes-and-design/treasures-of-tucson-embrace-the-past	Elliot Lakes Standard	5,017	330	240
40	Treasures of Tucson: Embrace the Past	https://www.lakeshoreadvance.com/westcoast-homes-and-design/treasures-of-tucson-embrace-the-past	Pembroke Observer and News	16,558	900	648
41	Treasures of Tucson: Embrace the Past	https://www.nipawinjournal.com/westcoast-homes-and-design/treasures-of-tucson-embrace-the-past	Chatham Daily News	51,636	3,100	2294
42	Treasures of Tucson: Embrace the Past	https://www.kingstonthisweek.com/westcoast-homes-and-design/treasures-of-tucson-embrace-the-past	The Wallaceburg Courier Press	12,837	410	296

Media Coverage: October 2023

Sr No.	Headline	Link	Publication	Reach	Ad Value CAD	Ad Value USD
43	Treasures of Tucson: Embrace the Past	https://www.stthomastimesjournal.com/westcoast-homes-and-design/treasures-of-tucson-embrace-the-past	St. Thomas Times-Journal	10,000	400	288
44	Treasures of Tucson: Embrace the Past	https://www.vermilionstandard.com/westcoast-homes-and-design/treasures-of-tucson-embrace-the-past	Vermilion Standard	2,000	175	126
45	Treasures of Tucson: Embrace the Past	https://www.draytonvalleywesternreview.com/westcoast-homes-and-design/treasures-of-tucson-embrace-the-past	Drayton Valley Western Review	1,980	170	125
46	Treasures of Tucson: Embrace the Past	https://www.goderichsignalstar.com/westcoast-homes-and-design/treasures-of-tucson-embrace-the-past	Goderich Signal Star	5,000	350	252
47	Treasures of Tucson: Embrace the Past	https://www.princegeorgepost.com/westcoast-homes-and-design/treasures-of-tucson-embrace-the-past	Prince George Post	4,392	330	240
48	Treasures of Tucson: Embrace the Past	https://www.cochranetimespost.ca/westcoast-homes-and-design/treasures-of-tucson-embrace-the-past	Cochrane Times-Post	26,750	1605	1190

Media Coverage: October 2023

Sr No.	Headline	Link	Publication	Reach	Ad Value CAD	Ad Value USD
49	Treasures of Tucson: Embrace the Past	https://www.wiartonecho.com/westcoast-homes-and-design/treasures-of-tucson-embrace-the-past	The Warton Echo	4,000	300	220
50	Treasures of Tucson: Embrace the Past	https://www.trentonian.ca/westcoast-homes-and-design/treasures-of-tucson-embrace-the-past	The Trentonian	17,500	1050	800
51	Treasures of Tucson: Embrace the Past	https://www.sprucegroveexaminer.com/westcoast-homes-and-design/treasures-of-tucson-embrace-the-past	Spruce Grove Examiner	6,000	400	290
52	Treasures of Tucson: Embrace the Past	https://www.stonyplainreporter.com/westcoast-homes-and-design/treasures-of-tucson-embrace-the-past	The Stony Plain Reporter	12,500	750	600
53	Treasures of Tucson: Embrace the Past	https://www.dailyheraldtribune.com/westcoast-homes-and-design/treasures-of-tucson-embrace-the-past	Daily Herald-Tribune	26,000	1,560	1155
54	Treasures of Tucson: Embrace the Past	https://www.thegraphicleader.com/westcoast-homes-and-design/treasures-of-tucson-embrace-the-past	The Graphic Leader	15,000	900	700

Media Coverage: October 2023

Sr No.	Headline	Link	Publication	Reach	Ad Value CAD	Ad Value USD
55	Treasures of Tucson: Embrace the Past	https://www.thewhig.com/westcoast-homes-and-design/treasures-of-tucson-embrace-the-past	The Kingston Whig-Standard	15,000	900	700
56	Treasures of Tucson: Embrace the Past	https://www.thebeaumontnews.ca/westcoast-homes-and-design/treasures-of-tucson-embrace-the-past	La Nouvelle Beaumont News	5,000	300	250
57	Treasures of Tucson: Embrace the Past	https://www.strathroyagedispatch.com/westcoast-homes-and-design/treasures-of-tucson-embrace-the-past	The Strathroy Age Dispatch	1,200	170	125
58	Treasures of Tucson: Embrace the Past	https://www.todayfarmer.ca/westcoast-homes-and-design/treasures-of-tucson-embrace-the-past	Today's Farmer	1,100	160	116
59	Treasures of Tucson: Embrace the Past	https://www.thecragandcanyon.ca/westcoast-homes-and-design/treasures-of-tucson-embrace-the-past	The Bow Valley Crag & Canyon	2,100	200	145
60	Treasures of Tucson: Embrace the Past	https://windsorstar.com/westcoast-homes-and-design/treasures-of-tucson-embrace-the-past	The Windsor Star	217,157	13,030	9643

Media Coverage: October 2023

Sr No.	Headline	Link	Publication	Reach	Ad Value CAD	Ad Value USD
61	Treasures of Tucson: Embrace the Past	https://www.mitchelladvocate.com/westcoast-homes-and-design/treasures-of-tucson-embrace-the-past	The Mitchell Advocate	1,150	160	116
62	Treasures of Tucson: Embrace the Past	https://www.countymarket.ca/westcoast-homes-and-design/treasures-of-tucson-embrace-the-past	County Market	1,933	187	135
63	Treasures of Tucson: Embrace the Past	https://www.gananoquereporter.com/westcoast-homes-and-design/treasures-of-tucson-embrace-the-past	The Gananoque Reporter	1,100	150	108
64	Treasures of Tucson: Embrace the Past	https://www.highrivertimes.com/westcoast-homes-and-design/treasures-of-tucson-embrace-the-past	The High River Times	900	100	72
65	Treasures of Tucson: Embrace the Past	https://www.melfortjournal.com/westcoast-homes-and-design/treasures-of-tucson-embrace-the-past	The Melfort Journal	15,000	900	700
66	Treasures of Tucson: Embrace the Past	https://www.northernnews.ca/westcoast-homes-and-design/treasures-of-tucson-embrace-the-past	Northern News	10,110	700	505

Media Coverage: October 2023

Sr No.	Headline	Link	Publication	Reach	Ad Value CAD	Ad Value USD
67	Treasures of Tucson: Embrace the Past	https://www.cochranetimes.com/westcoast-homes-and-design/treasures-of-tucson-embrace-the-past	The Cochrane Times	26,750	1605	1190
68	Treasures of Tucson: Embrace the Past	https://www.pinchercreekecho.com/westcoast-homes-and-design/treasures-of-tucson-embrace-the-past	The Pincher Creek Echo	1,454	162	117
69	Treasures of Tucson: Embrace the Past	https://www.brantfordexpositor.ca/westcoast-homes-and-design/treasures-of-tucson-embrace-the-past	Brantford Expositor	10,000	600	450
70	Treasures of Tucson: Embrace the Past	https://www.kincardineneews.com/westcoast-homes-and-design/treasures-of-tucson-embrace-the-past	The Kincardine News	5,357	240	170
71	Treasures of Tucson: Embrace the Past	https://www.clintonnewsrecord.com/westcoast-homes-and-design/treasures-of-tucson-embrace-the-past	Clinton News Record	1900	150	108
72	Treasures of Tucson: Embrace the Past	https://www.devondispatch.ca/westcoast-homes-and-design/treasures-of-tucson-embrace-the-past	Devon Dispatch News	1,397	120	87

Media Coverage: October 2023

Sr No.	Headline	Link	Publication	Reach	Ad Value CAD	Ad Value USD
73	Treasures of Tucson: Embrace the Past	https://www.thesudburystar.com/westcoast-homes-and-design/treasures-of-tucson-embrace-the-past	The Sudbury Star	123,000	8000	5,760
74	Treasures of Tucson: Embrace the Past	https://www.woodstocksentinelreview.com/westcoast-homes-and-design/treasures-of-tucson-embrace-the-past	The Woodstock Sentinel Review	15,000	900	650
75	Treasures of Tucson: Embrace the Past	https://www.coldlakesun.com/westcoast-homes-and-design/treasures-of-tucson-embrace-the-past	Cold Lake Sun	4,500	220	160
76	Treasures of Tucson: Embrace the Past	https://o.canada.com/westcoast-homes-and-design/treasures-of-tucson-embrace-the-past	Canada.com	58,758	3,526	2610
77	Treasures of Tucson: Embrace the Past	https://www.mayerthorpefreelancer.com/westcoast-homes-and-design/treasures-of-tucson-embrace-the-past	The Mayerthorpe Freelancer	1,100	150	108
78	Treasures of Tucson: Embrace the Past	https://www.saultstar.com/westcoast-homes-and-design/treasures-of-tucson-embrace-the-past	The Sault Star	36,326	2,180	1614

Media Coverage: October 2023

Sr No.	Headline	Link	Publication	Reach	Ad Value CAD	Ad Value USD
79	Treasures of Tucson: Embrace the Past	https://www.wetaskiwintimes.com/westcoast-homes-and-design/treasures-of-tucson-embrace-the-past	Wetaskiwin Times	6,500	300	216
80	Treasures of Tucson: Embrace the Past	https://www.peacecountrysun.com/westcoast-homes-and-design/treasures-of-tucson-embrace-the-past	Peace Country Sun	1,000	120	90
81	Treasures of Tucson: Embrace the Past	https://www.intelligencer.ca/westcoast-homes-and-design/treasures-of-tucson-embrace-the-past	The Belleville Intelligencer	36,618	2200	1628
82	Treasures of Tucson: Embrace the Past	https://www.timminspress.com/westcoast-homes-and-design/treasures-of-tucson-embrace-the-past	Timmins Daily Press	25,742	1800	1,296
83	Treasures of Tucson: Embrace the Past	https://www.greybrucethisweek.ca/westcoast-homes-and-design/treasures-of-tucson-embrace-the-past	Grey Bruce This Week	1,000	120	90
84	Treasures of Tucson: Embrace the Past	https://www.recorder.ca/westcoast-homes-and-design/treasures-of-tucson-embrace-the-past	The Recorder & Times	23,000	1,380	1022

Media Coverage: October 2023

Sr No.	Headline	Link	Publication	Reach	Ad Value CAD	Ad Value USD
85	Treasures of Tucson: Embrace the Past	https://www.saultthisweek.com/westcoast-homes-and-design/treasures-of-tucson-embrace-the-past	Sault This Week	5,000	250	180
86	Treasures of Tucson: Embrace the Past	https://www.nationalparkstraveler.org/2022/12/challenges-rewards-visiting-arizona-mexico-border-park	National Parks Traveler	3,00,000	14,000	10,080

Media Coverage: November 2023

Sr No.	Headline	Link	Publication	Reach	Ad Value CAD	Ad Value USD
87	The grandest ADVENTURE	Print	The Toronto Star	350,000	\$30,600	\$22,000
88	Millions visit the Grand Canyon. I joined the far smaller club of people who've hiked across — from Rim to Rim — in one day	https://www.thestar.com/life/millions-visit-the-grand-canyon-i-joined-the-far-smaller-club-of-people-who-ve/article_8a6c13c8-8d55-11ee-8f9a-37f32bece2c0.html	The Toronto Star	5,510,000	\$330,600	\$238,032

Media Coverage: January 2024

Sr No.	Headline	Link	Publication	Reach	Ad Value CAD	Ad Value USD
89	Mountains of fun, food and spectacular views await you in beautiful Arizona	https://torontosun.com/travel/usa/mountains-of-fun-food-and-spectacular-views-await-you-in-beautiful-arizona	Toronto Sun	2,830,000	\$169,000	\$126,750
90	Simply Grand – Mountains of Fun, Food and Spectacular views await you in beautiful Arizona	Print Article	Toronto Sun	943,000	\$56,580	\$42,435
91	Mountains of fun, food and spectacular views await you in beautiful Arizona	https://edmontonsun.com/travel/usa/mountains-of-fun-food-and-spectacular-views-await-you-in-beautiful-arizona	The Edmonton Sun	118,756	\$1100	\$836
92	Mountains of fun, food and spectacular views await you in beautiful Arizona	https://canoe.com/travel/usa/mountains-of-fun-food-and-spectacular-views-await-you-in-beautiful-arizona	Canoe.com	255,792	\$2367	\$1,800
93	Mountains of fun, food and spectacular views await you in beautiful Arizona	https://vancouver.sun.com/travel/usa/mountains-of-fun-food-and-spectacular-views-await-you-in-beautiful-arizona	The Vancouver Sun	1,500,000	\$90,000	\$64,800
94	Mountains of fun, food and spectacular views await you in beautiful Arizona	https://leaderpost.com/travel/usa/mountains-of-fun-food-and-spectacular-views-await-you-in-beautiful-arizona	Regina Leader-Post	200,499	\$13,000	\$9620

Media Coverage: January 2024

Sr No.	Headline	Link	Publication	Reach	Ad Value CAD	Ad Value USD
95	Mountains of fun, food and spectacular views await you in beautiful Arizona	https://o.canada.com/travel/usa/mountains-of-fun-food-and-spectacular-views-await-you-in-beautiful-arizona	Canada.com	79,616	\$740	\$563
96	Mountains of fun, food and spectacular views await you in beautiful Arizona	https://edmontonjournal.com/travel/usa/mountains-of-fun-food-and-spectacular-views-await-you-in-beautiful-arizona	The Edmonton Journal	523,768	\$10,500	\$7,980
97	Mountains of fun, food and spectacular views await you in beautiful Arizona	https://thestarphoenix.com/travel/usa/mountains-of-fun-food-and-spectacular-views-await-you-in-beautiful-arizona	The Saskatoon StarPhoenix	160,116	\$1481	\$1,111
98	Mountains of fun, food and spectacular views await you in beautiful Arizona	https://calgarysun.com/travel/usa/mountains-of-fun-food-and-spectacular-views-await-you-in-beautiful-arizona	The Calgary Sun	181,810	\$1690	\$1,285
99	Mountains of fun, food and spectacular views await you in beautiful Arizona	https://ottawasun.com/travel/usa/mountains-of-fun-food-and-spectacular-views-await-you-in-beautiful-arizona	Ottawa Sun	157,253	\$1,460	\$1,110
100	Luxe Stays, Notable Noshes & Big-Draw Attractions In Arizona	https://vitamagazine.com/2024/01/09/luxe-stays-notable-noshes-big-draw-attractions-in-arizona/	Vita Magazine	3,200,000	\$97,500	\$73,125

Media Coverage: February 2024

Sr No.	Headline	Link	Publication	Reach	Ad Value CAD	Ad Value USD
101-194	An inside look at 3 great hotels in Scottsdale Arizona	https://vancouver.sun.com/travel/usa/hotel-review-scottsdale-arizona	Post Media Network	12,017,915	\$614,172	\$528,129
195	Mountains of fun, food and spectacular views await you in beautiful Arizona	https://nationalpost.com/travel/usa/mountains-of-fun-food-and-spectacular-views-await-you-in-beautiful-arizona	The National Post	4,019,969	\$241,199	\$180,899
196	Mountains of fun, food and spectacular views await you in beautiful Arizona	https://calgaryherald.com/travel/usa/mountains-of-fun-food-and-spectacular-views-await-you-in-beautiful-arizona	The Calgary Herald	1,061,248	\$63,675	\$47,757
197	Mountains of fun, food and spectacular views await you in beautiful Arizona	https://windsorstar.com/travel/usa/mountains-of-fun-food-and-spectacular-views-await-you-in-beautiful-arizona	The Windsor Star	202,455	\$12,148	\$9,111
198	Arizona Assets: Come for the Sun, Stay for the diversity	Print	Canadian Travel Press	24,634	\$6,784	\$5,000

Media Coverage: March 2024

Sr No.	Headline	Link	Publication	Reach	Ad Value CAD	Ad Value USD
199-224	Explore Arizona as a family: Kid-friendly adventures await	https://nationalpost.com/shopping-essentials/travel-guide/explore-arizona-as-a-family-kid-friendly-adventures-await	The Postmedia Network	15,030,335	\$168,630	\$124,786
225	Arizona Tourism visits Toronto for 2024 Canada Sales Mission	https://www.travelpress.com/arizona-tourism-stops-in-toronto/	Canadian Travel Press	135,000	\$8100	\$5,994
226	“Let’s take it to the next level”: Arizona reconnects with the trade, with fams and more	https://www.travelweek.ca/news/lets-take-it-to-the-next-level-arizona-reconnects-with-the-trade-with-fams-and-more/	Travel Week	64,954	\$3,897	\$2,883
227	Arizona Looks to Hike Canadian Visitation With Help From Advisors	https://openjaw.com/newsroom/tourism/2024/03/21/arizona-looks-to-hike-canadian-visitation-with-help-from-advisors/	Open Jaw	27,000	\$1,620	\$1,199
228	Arizona shares tourism updates at Vancouver event	https://www.travelpress.com/arizona-shares-hotel-sports-tourism-updates-at-vancouver-event/	Canadian Travel Press	135,000	\$8100	\$5994
229	SPRING FEVER: Unexpected Arizona is calling Canadians	https://travelindustrytoday.com/spring-fever-unexpected-arizona-is-calling-canadians/	Travel Industry Today	23,000	\$5500	\$4070

Media Coverage: April 2024

Sr No.	Headline	Link	Publication	Reach	Ad Value CAD	Ad Value USD
230	Arizona for all Agents becoming experts in all the state has to offer Canadians	Print	Canadian Travel Press	8,600	\$5,000	\$3,800

Media Coverage: April 2024

Sr No.	Headline	Link	Publication	Reach	Ad Value CAD	Ad Value USD
230	Arizona for all Agents becoming experts in all the state has to offer Canadians	Print	Canadian Travel Press	8,600	\$5,000	\$3,800

Media Coverage: MAY 2024

Sr No.	Headline	Link	Publication	Reach	Ad Value CAD	Ad Value USD
231	Exploring Arizona: A Family Friendly Adventure Beyond the Sunshine State	https://www.parentscanada.com/family-life/exploring-arizona-a-family-friendly-adventure-beyond-the-sunshine-state/	Parents Canada	225,000	\$17,500	\$12,600

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LIVING | TRAVEL



The grandest ADVENTURE

Millions visit the Grand Canyon. I joined the far smaller club of people who have hiked across it — from Rim to Rim — in one day. **L6**

Roughly five million people visit the Grand Canyon annually, but only an estimated 10 per cent of them go "below the rim."

a plan-it-yourself adventure. Many people choose to split up the distance into segments by camping in the backcountry (permits required). We're intent on covering the whole thing, which is nearly 39 kilometres, all in the same day.

It's an endeavour the National Park Foundation calls "strenuous," with possibly "catastrophic results" for the unprepared. Canyon signage bluntly asks, "Will you become a statistic?" while citing helicopter rescues. But our group is undaunted. We're all

hardened marathoners, with just one exception, Tania, an avid hiker and sister of my close friend Mo.

On game day, our 4 a.m. alarm is a rude awakening, but we have to start in the pitch black, illuminated by stars and headlamps, to avoid hitting the toughest sections in the hottest hours. We aim to finish well before the October night-fall.

Fuelled by canned cold brew and a taste for irrational pursuits, we jog from our cabins to the North Kaibab trailhead. "Group hug!" insists my energetic friend Shal, as we snap one last "before" pic, hiking poles in shivering hands, vests laden with water, sweets and salty treats for the long haul.

While the descent should be easy, my fear of tripping over the brink makes it a slow go. But it's never too terrifying, and we're not alone. There's a sporadic stream of other hikers of all ages and athletic abilities. In fact, afterwards, I learn that a 92-year-old geologist, Alfredo Aliaga, completed Rim-to-Rim this same weekend, in a bid to set a Guinness

World Record.

Golden hour arrives faster than I expect, the beauty of the sky's palette rivalled only by the shades of the russet valley, greened by prickly cacti, pines and stout shrubbery. We pause often for photo ops, taking in the scenery and trying to grasp the mind-bending vastness.

"You're my heroes!" a fellow hiker calls out, apropos of nothing, as we pass. "Life is beautiful," a stranger observes to the universe and no one in particular. "Enjoy it, enjoy it," another urges. The chorus of affirmations on the trail makes this feel like we're part of some plucky little community.

When the terrain finally turns to level ground — the flats won't last long — we break into a run where we can, the sun cranking up the heat. Before noon, we arrive with relief at the legendary landmark at the canyon's bottom: Phantom Ranch, the only lodging facility "below the rim," whose stone cabins have stood since 1922. It's so wildly popular that sleeping here requires lucking out in a lottery (enter now to stay in 2025).

Hikers congregate at the ranch's canteen to recoup, slather on more sunscreen, and order the famous reward for all who've trudged the distance: possibly the best lemonade of your life. It's ice-cold, sparkling and fresh out of a Lemmy's soda fountain.

"The views from the top are magnificent obviously, but looking around from the bottom is more special to me," says Ivy. "These are experiences possible only for those who go all the way down."

Soon after Phantom Ranch, crossing the suspension bridge over the Colorado River marks the end of the easy part. It's almost all uphill from here. The climb from the ranch to the South Rim, via the Bright Angel Trail, is just shy of 16 kilometres, but on average it takes hikers six to 10 hours. One section is so wickedly steep, it's dubbed the Devil's Corkscrew.

In psychology, there's a phenomenon called the goal gradient effect. In short, when the end is nigh, people are motivated to go faster. It's what compels bone-weary

all the way down to the canyon bottom, which, of course, necessitates hiking all the way back up. This bucket-list route is known as the Grand Canyon Rim-to-Rim, and we — an intrepid group of seven that includes my husband, Andrew, and some of our closest friends — have come to do just that. It's not an organized event but

Total impressions delivered: 5,860,00
AVE: \$238,032

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Travel USA

Mountains of fun, food and spectacular views await you in beautiful Arizona

Paul Ferguson
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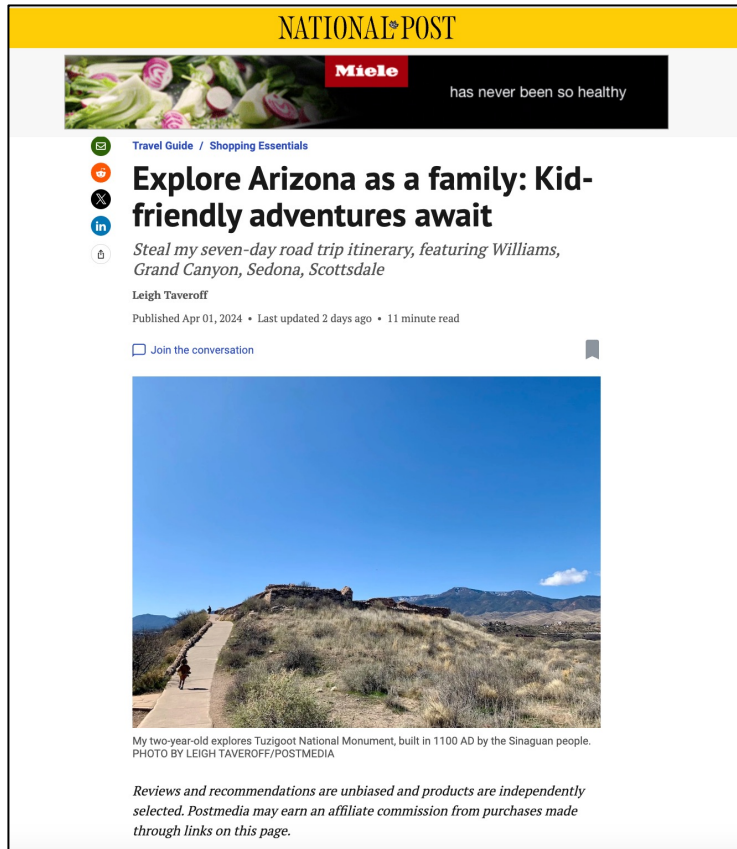


One of the many spots that can be visited from the rim of the Grand Canyon. One of the true gems of Arizona. PHOTO BY PAUL FERGUSON /Toronto Sun

When deciding where to vacation, the state of Arizona can offer unlimited experiences that will keep you coming back for more.

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Leigh Taveroff in Arizona



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Travel Guide / Shopping Essentials


Explore Arizona as a family: Kid-friendly adventures await

Steal my seven-day road trip itinerary, featuring Williams, Grand Canyon, Sedona, Scottsdale

Leigh Taveroff

Published Apr 01, 2024 • Last updated 2 days ago • 11 minute read

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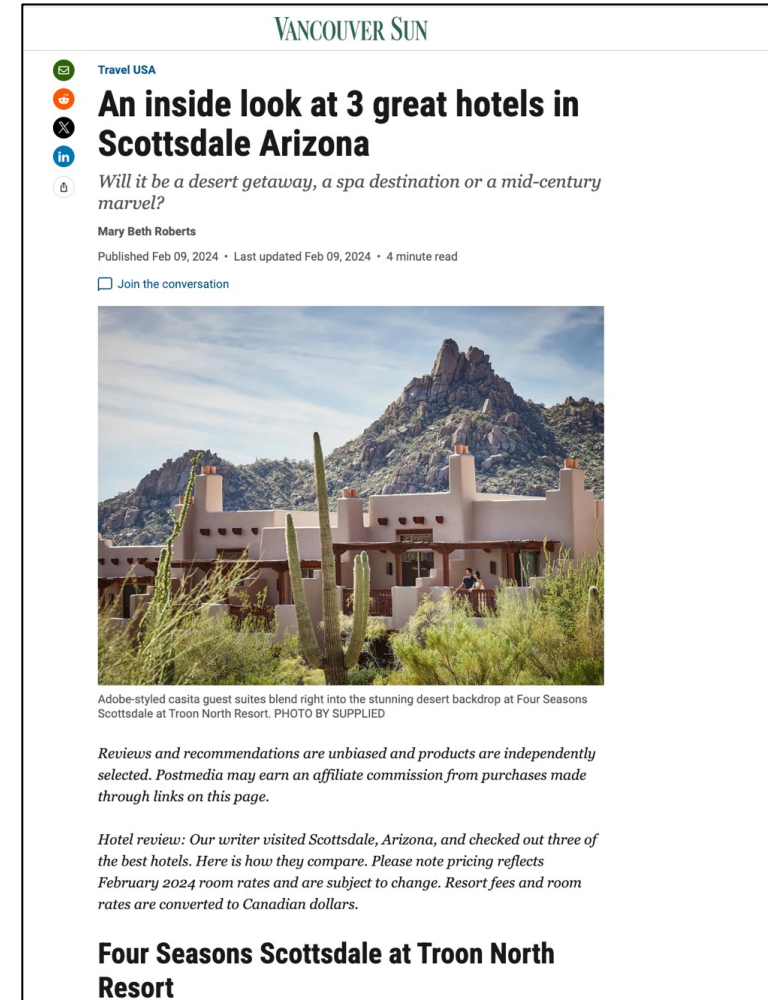


My two-year-old explores Tuzigoot National Monument, built in 1100 AD by the Sinaguan people. PHOTO BY LEIGH TAVEROFF/POSTMEDIA

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Mary-Beth Roberts in Arizona



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Travel USA


An inside look at 3 great hotels in Scottsdale Arizona

Will it be a desert getaway, a spa destination or a mid-century marvel?

Mary Beth Roberts

Published Feb 09, 2024 • Last updated Feb 09, 2024 • 4 minute read

Join the conversation



Adobe-styled casita guest suites blend right into the stunning desert backdrop at Four Seasons Scottsdale at Troon North Resort. PHOTO BY SUPPLIED

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Hotel review: Our writer visited Scottsdale, Arizona, and checked out three of the best hotels. Here is how they compare. Please note pricing reflects February 2024 room rates and are subject to change. Resort fees and room rates are converted to Canadian dollars.

Four Seasons Scottsdale at Troon North Resort

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Arizona Tourism visits Toronto for 2024 Canada Sales Mission

By Ian Stalker | March 21, 2024



The Arizona Office of Tourism says those who don't care for cold temperatures will have no problem weathering Arizona winter weather.

The tourism office's senior travel industry marketing manager, Joanna Tejeda, made it clear during a

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News



"Let's take it to the next level": Arizona reconnects with the trade, with fams and more

Post date: Mar 21 2024

By: Cindy Sosorotomo and Kathryn Follott

TORONTO — Travel advisors have always been a big part of the Arizona Office of Tourism's strategy here in Canada.

Now the AOT needs Canadian agents more than ever, as it works to get visitation from this market back up to pre-pandemic levels.

Agents got the message at last night's trade event at Sassafras in Toronto's Yorkville neighbourhood. Despite the blustery weather, agents came out in droves to hear about the sunshine, culture, iconic scenery and more in the Grand Canyon State.

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Arizona shares tourism updates at Vancouver event
By Ted Davis | April 3, 2024

ARIZONA GRAND CANYON STATE

March has ended, but the playoff Madness of NCAA college basketball continues into early April, with the Final Four playoff games being hosted by State Farm Stadium in Phoenix, AZ on April 6.

The final NCAA Tournament Championship Game will be played on Monday, April 8 at the same venue in Phoenix. The so-called March Madness tournament has been underway since March 19.

The tournament timing was a good fit with the arrival of reps from the Arizona Office of Tourism to Vancouver recently.

They brought more sports news from the state, including an invitation to see pre-season Major League Baseball games at various stadiums around the Phoenix metropolitan area, collectively known as the Cactus League.

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Special on Canadian Markets in Phoenix, Arizona

Arizona for all

Agents becoming experts in all the state has to offer Canadians

CHRISTINE ROBERTS



series of updates and new offerings with travel agents and suppliers.

"In 2023, we had 20,000 agents into Arizona from Canada," said Josema Tapia, senior travel industry marketing manager, Arizona Tourism. "We're not back to those early numbers yet yet, which was a record-breaking year for us, but we're getting there."

CANADIANS AVAILABLE IN ARIZONA

According to Expedia, a majority of Canadians from all age groups are visiting the state, with the average age of a Canadian visitor being 45. She also noted that the average household income of Canadians travelling to Arizona is just under \$70k. "As per our internal research, the major reason why Canadians travelled to Arizona in 2023 were for vacation or leisure (85 per cent), visiting friends and relatives (15 per cent), follow (one per cent) and business travel (1 per cent)," Tapia said. "Canadians are never travellers, and many will use their holiday points to qualify for a trip."

Getting to Arizona is quick and convenient, with direct daily and weekly flights provided by Air Canada, West Jet and Clear Airlines. The other major flight route is after approval. "This is a big part of the pie as well, especially for travellers who have Arizona as a second home," she said.

Reemphasizing the role that travel agents play in facilitating bookings to the state, Arizona has a series of initiatives, including a newly launched travel agent portal with an Arizona specialist program to which agents can receive Arizona expertise at their convenience.

Broken down into three chapters, the Arizona specialist program can be completed in a matter of weeks. "Travel agents are responsible to us and we know that Canadians rely on us to get recommendations on where to go next in Arizona," Tapia said. "Agents are busy, and this model allows them to start or stop and pick up where they left off when it is convenient for them."

NEW HOTELS AND ATTRACTIONS

Several new hotels have opened in Arizona, including Cosca's Republic (March 8), the first non-gaming hotel by Cosca's Entertainment located in downtown Scottsdale, and the LXR new luxury five-star hotel Ambassador (December 2023), a concept by restaurateur Sam Fox.

The Star Resort in Glendale is also set to open at the end of 2023, becoming the largest hotel in the state with more than 1,000 rooms, beating out the Sheraton Phoenix Downtown, which currently holds the title.

Bookings for Arizona in 2023 were down by about 10 per cent with its many tourist offerings.

From leisure and wellness retreats, to outdoor activities and sporting events, to a blossoming culinary and cultural scene, representatives from the Arizona Office of Tourism recently visited Toronto during the organization's 2024 Canada Sales Mission, which commenced in Vancouver on March 21.

With the first Canadian sales show held in April, Arizona officials were eager to share a



JOSEMA TAPIA, SENIOR TRAVEL INDUSTRY MARKETING MANAGER, ARIZONA TOURISM

© CANADIAN TRAVEL PRESS | April 1, 2024

EXCELLENT TOURISM COMING OUT ON TOP

"Our culinary scene is growing a lot and it's really competing with other states that are very known for those offerings," Tapia said, noting that many of the state's chefs and restaurants are being awarded for the prestigious James Beard Awards.

The craft beer scene remains very popular, but something that may surprise visitors to Arizona is that the state is making a name for itself in the wine world. In Southern Arizona, visitors can enjoy wine tours and tastings in Sonoma Digo and Willcox and in Northern Arizona, the Verde Valley.

To access the travel agent portal, visit www.travelagentscanada.com/arizona.

"TRAVEL AGENTS ARE VERY IMPORTANT TO US AND WE KNOW THAT CANADIANS RELY A LOT ON TRAVEL AGENTS TO GET RECOMMENDATIONS ON WHERE TO GO NEXT IN ARIZONA."



Painting of desert landscape

MICHAEL BAGINSKI / MARCH 4, 2024

SPRING FEVER: Unexpected Arizona is calling Canadians



Spring is in the air in Arizona – and that means spring training baseball, desert blooms, and plenty of Canadians. And while the former are annual rights of Spring, the latter is especially welcome news as the southern US state expects to at last surpass pre-pandemic numbers in 2024.

Lisa Urias, Cabinet Executive Officer & Executive Deputy Director, Arizona Office of Tourism, says 2023 came close, while noting that the significant flock of Canadian snowbirds who visit the Grand Canyon State are counted as part-time residents, not tourists.

With this in mind, Urias points out that the average age of Canadian visitors is 45, belying the perception that the demographic skews much older. In fact, she adds, "We are seeing more and more Canadians from all age groups visiting the state."

ARIZONA ASSETS:



TED DAVIS

Canadian snowbirds flee the winter for the dry, sunny weather of Arizona, but they find much more than a refuge from the cold when they get there and stay a while.

That is, Canadian vacationers and long-term visitors discover that Arizona offers a vast diversity of tourism opportunities and activities. These range from hiking the natural wonders like the Grand Canyon and Chiricahua National Monument, to experiencing historic culture in places like Bisbee and Tombstone, to soaking up spas and the luxury lifestyle in Scottsdale.



"We definitely focus on our 'sun factor' when promoting Arizona to Canadians, especially this time of year," says Lisa Urias, the executive deputy director of the Arizona Office of Tourism (AOT). "We promote our amazing weather through the types of outdoor experiences you can have year-round in Arizona such as hiking, biking, golfing and more."

"Winter visitors from Western Canada make Arizona their second home," she continued. "Many welcome friends and family throughout the winter to come visit. With Canadians having a long history of owning second homes in Arizona, they travel throughout the state."

Urias confirmed that Arizona is a second home to many Canadian seniors. But she also said the state is seeing more and more Canadians from all age groups, and that the average age of a Canadian visiting Arizona is 45 years.

Another demographic point? The average household income of Canadians travelling to Arizona is just under \$70K, and they lean on loyalty points to get where they want to go quickly, she said, observing: "Canadians are savvy travellers."

Also, Arizona is a sports mecca for visiting Canadians. From baseball spring training to hockey, basketball and football, "we're seeing more and more Canadians plan their trip around sporting activities," she said.

GOLF, LUXURY STAYS? YES PLEASE

Speaking of sports... golf is a primary motivation for many visitors to Arizona, who come for the sunny weather amidst a landscape of desert fairways and greens. The January to March period is favourable for golfers, with over 300 courses to choose from, some of which have had recent upgrades.

For example, a four-month renovation was completed in the fall of 2023 at The Boulders Resort & Spa Scottsdale in Camelback, including new bunkers and greens. And upcoming for the Arizona Biltmore Golf Club in Phoenix will be a new clubhouse to replace the existing building.

The experience of luxury living under the winter sun, ranging from spa stays to premium dining opportunities, is another primary motivation for many Canadian vacationers heading to Arizona – including those who come for an extended stay holiday.

"A lot of Canadians travel to explore the food and beverage scene of a particular destination, and we are lucky to be able to offer world-renowned upscale dining and chefs that people travel to experience," said the executive deputy director.

Many luxury properties also focus on cuisine. For instance, the Global Ambassador Hotel, a luxury resort that opened in Phoenix in December 2023, has five signature restaurants onsite. Some

Come for the sun, stay for the diversity



properties adhere to farm-to-table principles, using produce from Arizona's local gardens, farms and ranches, and many resorts and restaurants source food from their own farms on property. Also worth noting is that Tucson has been named as an International UNESCO City of Gastronomy. This was awarded based not only on what cuisine is served, but also on the history of the food grown in that part of the state, which has been harvested for centuries and is still being prepared.

ARIZONA AND CANADIAN TRAVEL ADVISORS

Canadian travel advisors are a key component of Arizona's overall tourism income picture, for both air and ground travel, says the AOT (Visit Arizona). They play a significant role in influencing Canadian travellers' decisions and shaping their itineraries when considering a trip to Arizona. The AOT says that 70% of Canadian leisure travellers are influenced by a travel agent at the planning

stages, while 42% are guided by an online travel agency. "While we don't have the exact percentage of Canadian visitors to Arizona that can be directly attributed to sales by Canadian travel advisors,

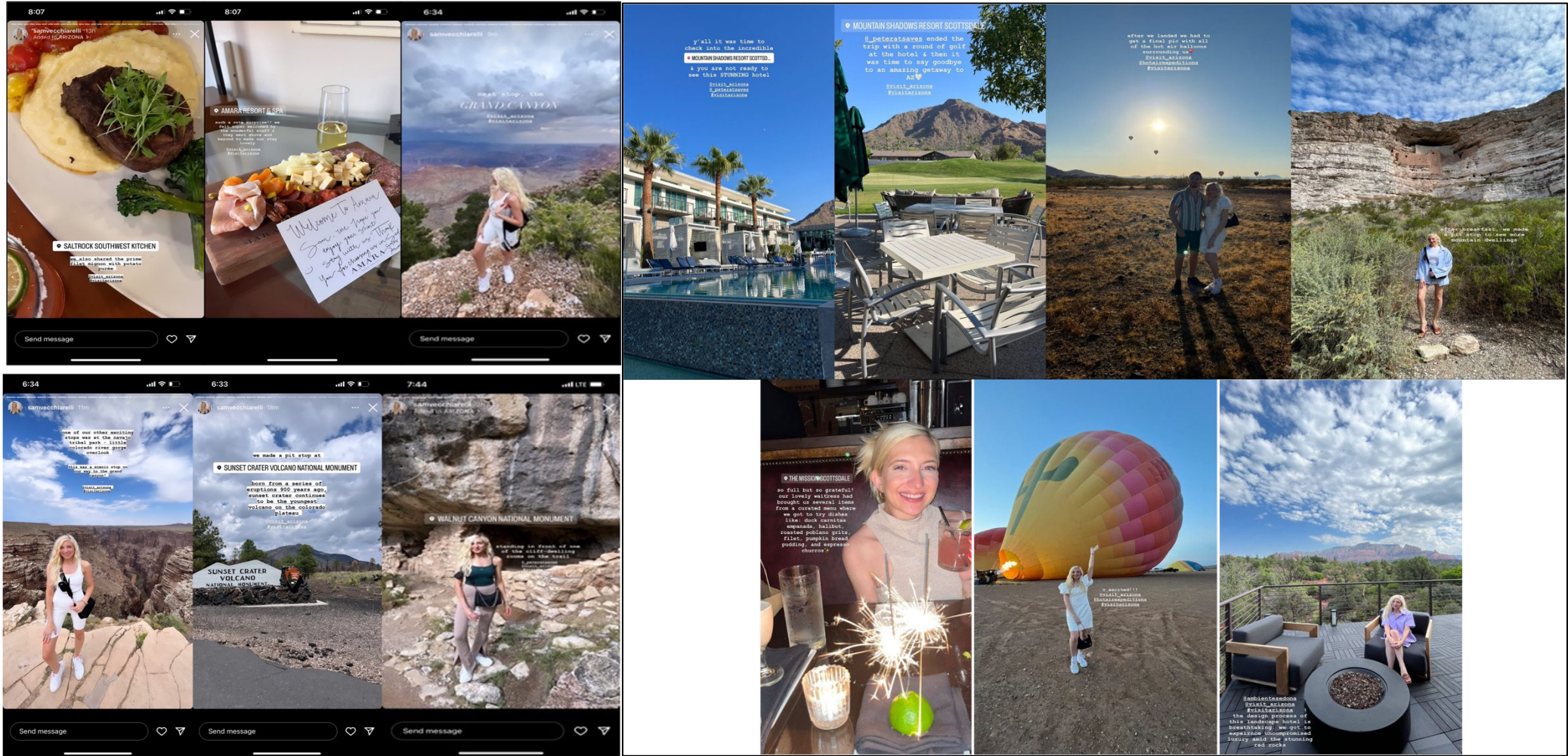
we estimate it to be between 12% and 17%, based on the most recent research from BrandUSA and International Trade Administration (ITA)," says Urias. Across the United States, 35.7%

Continued ON PG 12

8 • CANADIAN TRAVEL PRESS • FEBRUARY 5, 2024

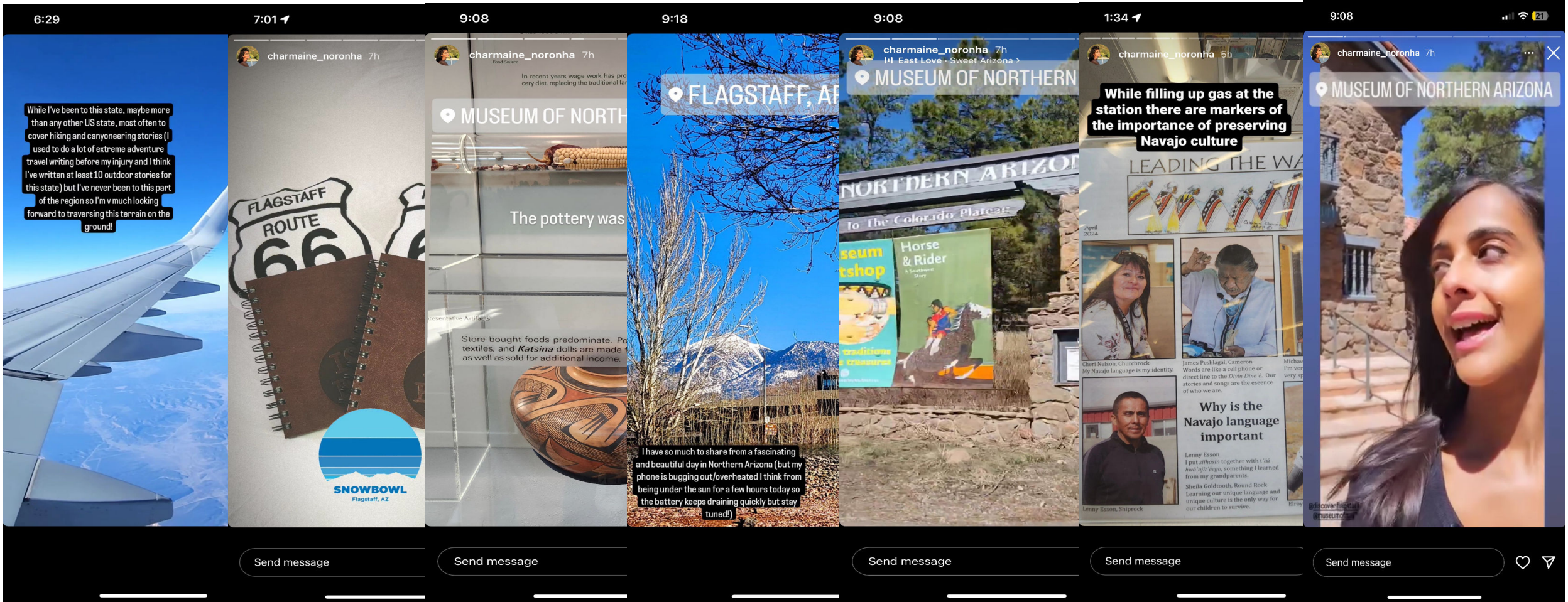
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Samantha Verchiarelli



No of Uploads to Date – 57 Stories | 1,922 Followers on Instagram

Charmaine Norohna



No of Uploads to Date – 40 Stories | 4,875 Followers on Instagram

Press Releases

Roping, Racing & Running: Arizona's Wide World of Pro & Amateur Sports Experiences



Left to right: Enjoy professional rodeos all across the state, Payson; Photo: Town of Payson. Compete in the El Tour de Tucson, Tucson; Photo: Visit Tucson. Train like an Olympic runner when running in Flagstaff, Flagstaff. Photo: Discover Flagstaff.

From the World's Oldest Rodeo in Prescott, jet boating on Lake Havasu to Pickleball just about everywhere, Arizona offers a wide variety of pro sport events and competitions for visitors to enjoy. In addition to mainstream sports such as football, basketball, baseball, hockey and soccer to new ones that are expanding Arizona's sports offerings, come watch how skilled experts make their sport look easy, and maybe even give it a try!

Professional Rodeo and Roping

Embrace roping, wrangling and bull-riding cowboys and cowgirls at [rodeos](#) all across the state throughout the year. Visitors can see barrel racing at [The World's Oldest Continuous Rodeo in Payson](#), marvel at team roping in [Wickenburg, aka the "Team Roping Capital of the World"](#) or cheer on bareback riders at [The World's Oldest Rodeo in Prescott](#). Experience native culture and cuisine at tribal rodeos, including the [Tohono O'odham Nation Rodeo & Fair](#) in Southern Arizona and the [White Mountain Apache Tribal Fair & Rodeo](#) in Northern Arizona. Watch the best compete at the [Grand Canyon Professional Rodeo Association Finals](#) in Buckeye before staying at a dude ranch to be immersed in the cowboy way. At [Rancho de Los Caballeros in Wickenburg](#) or [White Stallion Ranch](#) near Tucson, guests can learn to ride horses and develop basic lassoing skills while rockin' their cowboy boots and hats.

Jet Boating World Championship

More than 500 of the world's best personal watercraft racers head to [Lake Havasu](#) every October to speed across the water while competing in the prestigious [International Jet Sports Boating Association \(IJSBA\) World Finals](#). For fans who can't get enough, Lake Havasu hosted the [Liquid Moly Pro Watercross International Cup](#), a pro jet ski race, for the first time last fall, helping the destination earn a reputation for top-tier water-racing action. Visitors can experience similar thrills by renting a jet ski or boat and exploring the blue waters of Lake Havasu. After a long day on the water, this Arizona "beach town" offers a great variety of waterfront shops, restaurants, and 28 lighthouse replicas along its shores to explore before closing out the day by crossing the famous [Lighthouse Bridge](#) to jump on a sunset dinner cruise.

Pickleball

Embracing the fastest-growing sport in the country, Arizona is a pickleball player's paradise. Thanks to ideal winter weather and numerous indoor pickleball facilities, players can compete all year long. Play alongside pros when the [Professional Pickleball Association \(PPA\) Tour](#) comes to Phoenix and Mesa in February 2024. Here amateurs can both play matches and watch the world's best players battle for victory on courts at [JW Marriott Phoenix Desert Ridge](#) and [Arizona Athletic Grounds](#). Sign up for private lessons while staying at the [Arizona Biltmore](#) in Phoenix or [Boulders Resort & Spa](#) in Scottsdale before squaring off at [Pickball Kingdom](#) in Chandler. In fall 2024, the largest pickleball facility in the state and one of the largest in the world, [PURE Pickleball](#), will open with 28 indoor courts in Scottsdale.

Marathons and Running

Explore and enjoy the view with each stride along countless trails weaving through the Sonoran desert, Northern Arizona forests and metro Phoenix's bustling cities. Lace-up in Flagstaff, a destination of choice for many professional and Olympic endurance runners, who prize it as an optimal training destination for its high elevation and natural beauty. Run among the spectacular red rocks of Sedona when competing in [RunSedona's 5k, 10k, or half marathon](#) for a one-of-a-kind scenic race. With warm weather year-round, soak in Arizona's beauty when competing in the [Tucson Marathon](#), [Mesa Marathon](#) and the [Rock N'Roll Marathon in Metro Phoenix](#), which are all qualifying events for the world-famous Boston Marathon.

January

Open Rate: 56.13%
Click Through Rate: 1.15%

UNCORKING ADVENTURE: DISCOVER THESE OFF-THE-BEATEN PATH WINERIES IN ARIZONA



Cella Winery
Courtesy of Cella Winery

Waggin' Vineyard and Estate
Courtesy of Waggin' Vineyard and Estate

Bruzzi Vineyards
Courtesy of Bruzzi Vineyards

Toronto (February 19th, 2024) - For some, adventure is tasting wines and visiting wineries in established wine regions. For others, the adventure is getting off-the-beaten track and exploring wines in up-and-coming areas.

Arizona is home to three American Viticultural Areas (AVA). The oldest is the Sonoita AVA, one of the first winegrowing regions in the U.S., was designated an AVA in 1984. It includes vineyards in both Sonoita and its next-door neighbor, Elgin. The local chamber has a list of them [here](#). The second is the [Willcox AVA](#) which was granted AVA status in 2016 and located in southeastern Arizona, near Willcox. The new kid on the block in central Arizona is the [Verde Valley AVA](#). It includes wineries from the northern and western points of Jerome and Clarkdale, to Cottonwood, Cornville, and to the southern edge of Camp Verde.

But that's not all... there are a few other wineries outside of these three designated areas, for those who like to explore beyond the boundaries. To aid your exploration of all of Arizona's wine opportunities, you will want to download [Arizona's Wine Trail Passport](#) and interactive map. There are more than 120 wineries and tasting rooms in six regions around the state offering a variety of experiences. Here are a few experiences outside of the three established AVAs.

In Central Arizona to the west

Just north of Phoenix on the way to Prescott, off Highway 69, two wineries have planted their grapes and built their wineries in the Dewey-Humboldt area. [Mogollon Vineyards](#) is open and serving their award-winning wines Fridays-Sundays. They have garnered regional and national wine competition awards from 2018 through 2021. In addition to tasting their wines, food will soon be available and every Saturday and Sunday from March through December, between 2:00 p.m. to 5:00 p.m. they offer live music. A different genre plays each weekend. Other offerings include yoga and pour-a-glass classes.

One to watch: Their newer neighbor in the area, AZ Setting Sun Vineyards is not yet open to the public, but having two vineyards in the region, will double the reason to visit in the near future!

In Central Arizona to the east

[Bruzzi Vineyard](#), the first vineyard in Gila County (east of the Phoenix metropolitan area) is located in the scenic and historic town of Young, Arizona in the Pleasant Valley. Part of the adventure of visiting this

February

Open Rate: 56.21%
Click Through Rate: 3.49%

Unearth Arizona's Subterranean Wonders: Embark on an Adventure Through Mines, Caves, and Caverns



Left to right: Kartchner Caverns State Park, Benson; Photo: Arizona State Park and Trails; Queen Mine Tour, Bisbee; Photo: An Pham; Wave Cave, Superstition Mountain; Photo: Visit Mesa & Jahanna Lovett

Toronto – 1st March 2024: Arizona's landscape isn't just about what meets the eye; it's about the mysteries that lie beneath its surface. As travelers seek new and thrilling adventures, the state's rich mining history and natural wonders beckon them to delve deeper into its depths. From the rugged mines that once fueled the Copper Age to the breathtaking caves and caverns formed over millennia, Arizona offers a journey that promises to unearth both geological marvels and captivating tales of human endeavor. Join us as we embark on an exploration of Arizona's hidden gems, where every step reveals a new facet of the state's remarkable subterranean world.

Kartchner Caverns State Park

Witness the intricate formations that nature continues to create at [Kartchner Caverns State Park in Benson](#). Explore the caverns and view the icicle-like formations that grow within this limestone cave. With three different tours to choose from, guests can see colorful formations, learn about cave fauna, and see Kubla Khan, the largest column formation in Arizona. On the Helmet & Headlamp tour guests venture into the caverns with the only light on the journey coming from their headlamp, which creates a spooky, yet adventurous experience. Besides caverns, this state park has cabins for rent along with three hiking trails. Designated a Dark Sky Park in 2017 by the [International Dark-Sky Association](#), astronomy programs are offered throughout the year.

Emerald Cave

The opportunity to kayak into a cave with emerald water below is a one-of-a-kind experience travelers can enjoy at Emerald Cave. The closest access point to Emerald Cave is Willow Beach Marina, roughly 60 miles north from Kingman, Arizona. Paddle along the clear water surrounded by towering canyon walls while on the [Black Canyon Water Trail](#), a popular stop on the Lower Colorado River flowing through the [Lake Mead National Recreation Area](#). The best time to see the emerald water is the early afternoon since the reflection of the sunlight at this time helps give the water its bright emerald color.

Tonto National Monument

For those who desire to explore ancient ruins and caves, the Upper and Lower Cliff Dwellings at [Tonto National Monument](#), near Globe, offer travelers the opportunity to explore ancient adobe pueblos that were built in caves. At the [Lower Cliff Dwelling](#), step inside multiple rooms within the multi-story pueblo. The half-mile hike to the Lower Dwelling is paved and worth the views of Roosevelt Lake from the cave. Visiting the [Upper-Level Cliff Dwelling](#) is accessible only by [guided tour](#) with a reservation (tours are offered November thru April). After a 3-mile hike, visitors can view the 40 rooms within the multi-story masonry and observe remains of pottery as well as fingerprints on the walls from those who lived there centuries ago.

Mindeleff Cavates

Visit a group of man-made caves at the [Mindeleff Cavate Lodge Group](#), located across the Verde River from the Beasley Flat Day Use Area in [Camp Verde](#). In 1896, these man-made caves were recorded by Cosmos Mindeleff, an architectural draftsman, leading to the caves being named after him. History lovers will appreciate exploring the 98 hand-carved caves and 367 rooms connected by tunnels that were once home to more than 250 people.

The Wave Cave

Hanging ten at the [Wave Cave](#) in the [Superstition Mountains](#) ensures social-media-worthy photos in front of the wavelike looking formation at the mouth of the cave. This photo opportunity is considered a local's secret spot since there are no signs to mark the trail, but those determined to find it can head to the Peralta trailhead and start their adventure from there. While most of the 3-mile out-and-back hike is easy, adventurers will have to work for the reward of seeing the cave with the last part of the hike being a steep climb that might require a little rock scrambling. Once in front of the "wave" take photos and utilize the cave's view to watch the sunset.

Coronado Cave

As one of the few open, underdeveloped caves in southern Arizona, visitors should explore the large cave formations of stalagmites, stalactites and columns within [Coronado Cave](#) in the

March

Open Rate: 48.61%
Click Through Rate: 5.71%

Embark on a Cultural Odyssey: Discovering Arizona's Tribal Lands



Left to right: Monument Valley Horseback riding, Navajo Nation; Photo: Todd Brenneman. American Indian Basket Weaver; Photo: Joel Gimes. Hopi Carvings, Hopi Tribe; Photo: AOT

Toronto – 8th April 2024. With its vibrant mosaic of landscapes and cultures, Arizona stands as a beacon for travelers seeking enriching experiences. Home to 22 distinct American Indian Tribes, each weaving its own narrative of history, tradition, and heritage, Arizona invites visitors to embark on a journey of discovery.

To aid in this exploration, Arizona Tourism offers a curated guide highlighting notable destinations within the Hopi Tribe, Navajo Nation, White Mountain Apache Tribe, Gila River Indian Community, and Fort McDowell Yavapai Nation. From accommodations to culinary delights and cultural encounters, this guide unveils the essence of Arizona's tribal richness, promising an unforgettable sojourn for all who venture forth.

Hopi Tribe - Northern Arizona

Stay - At the Western Gateway to Hopi, Moenkopi abuts the Navajo Nation at Tuba City. Located across the street from [Tuba City](#), the [Moenkopi Legacy Inn](#) in Moenkopi is a great place for guests to stay as they seek to visit and explore the Hopi tribal lands. The Inn provides guests with comfortable lodging and offers full-day tours into Hopi land, which is only possible with guided tours.

There is also the [Hopi Cultural Center Motel](#) located on Hopi's Second Mesa. Those staying in the motel will appreciate dining within the Hopi Cultural Center's restaurant and the opportunity to purchase handmade Hopi jewelry in the gift shop.

Eat - The [Hopi Cultural Center's restaurant](#) on Hopi's Second Mesa offers a variety of dishes.

Do - Explore the [Hopi Arts Trail](#), which guides guests across the area to observe and purchase Hopi art and handcrafted goods. Art for purchase includes pottery, baskets, silversmith work, and Katsina (Kachina) doll carvings. Tours include standard, customized and Hopi arts and crafts focused. For more information visit <https://experiencehopi.com/tours/>

Navajo Nation - Northern Arizona

Stay - Soak in breathtaking views of [Monument Valley Navajo Tribal Park](#) from the comfort of your room when staying at [The View Hotel](#), the only hotel within Monument Valley, a red sand desert landscape scattered with sandstone buttes. Along with the views, the hotel trading post is filled with American Indian art for guests to buy and is located right next to the [Visitor Center](#) making it easy for guests to book tours to journey into the Valley to see its iconic buttes and natural arches up close. Travelers seeking a cultural experience can stay overnight in a hogan, a traditional one-room home that some Navajo families offer on [Airbnb](#) for an enhanced trip. [Staying in a hogan](#) is not for those who seek luxury, as hogans do not have any electricity or running water, but rather is the ideal stay for those who hold similar values to the Navajo's desire to connect with the earth.

Eat - For dinner with a view, [The View Restaurant](#) at The View Hotel allows guests to enjoy traditional cuisine while looking through the restaurant's panoramic windows that display Monument Valley in all its glory. Dining at The View Restaurant is exclusive to hotel guests, so planning ahead is required. Try Navajo cuisine for the first time at [Stagecoach Restaurant](#) at nearby Goulding's Lodge to eat mouthwatering Navajo tacos made with homemade fry bread along with a wide variety of Navajo and Southwestern cuisine.

Do - Thanks to its iconic and picturesque scenery, the Navajo Nation draws in visitors who desire to explore one-of-a-kind landscapes that offer adventure. Adjacent to Page, weave your way through the swirling towering walls of [Antelope Canyon](#) to take social media-worthy photos while learning about the slot canyon from your Navajo guide (entry into the canyon is not possible without a Navajo guide). Another canyon that should be on your itinerary is [Canyon de Chelly National Monument](#), in Chinle, where visitors can observe iconic geological formations and purchase crafts from the Navajo families who continue to live within the canyon. Feel transported back into time while visiting the [Navajo National Monument](#), a hidden gem where visitors can appreciate the ancient cliff dwellings of Betakin and learn about the people who once inhabited them on the guided tour. Make reservations in advance.

April

Open Rate: 48.03%
Click Through Rate: 4.11%

Escape to Arizona's Summer Oasis: Family-Friendly Getaways Await in the Grand Canyon State!



Left to right: Lake Powell, Page; Photo: Ol Madison; Family Running Into Sunset Beach Pool at Fairmont Scottsdale Princess, Scottsdale; Photo: Fairmont Scottsdale Princess. Weatherford Trail, Flagstaff; Photo: Arizona Office of Tourism.

Toronto – May 17th. With summer just around the corner, it's never too late to start planning a family getaway. Thanks to Arizona's diverse geography, the state offers a variety of family trip options to choose from. With endless sunny days, embrace the Sonoran Desert's dry heat while floating on a lazy river or escape to Northern Arizona's cooler temperatures amidst the ponderosa pines. From bustling cities to tranquil "beach" towns to mountain adventures, the wide range of options in Arizona helps every family achieve their ideal summer getaway.

"Beach" Getaways

Lake Havasu City

For those who want to go on a beach trip without dealing with the massive summertime crowds, [Lake Havasu City](#) offers visitors all the perks of staying in a "beach" town that is steps away from the desert. With more than 400 miles of shoreline, spend your days relaxing on Lake Havasu's sandy beaches after kayaking, canoeing, waterskiing, wake surfing and swimming in the lake's clear waters. Stroll across the one and only [London Bridge](#) before exploring the city's waterfront shops and restaurants. Explore by boat or by land, the most lighthouses on any inland body of water in the Southwest. Each lighthouse is a scaled-down replica of famous lighthouses from all parts of the country. After having a "beach" day, visitors can embark on desert adventures including hiking, cycling, and ATVing through the picturesque area where the Sonoran and the Mojave Deserts meet.

Page

Spend your summer floating on [Lake Powell](#) in [Page](#) for the ultimate lake getaway. Soak in the sun and enjoy stunning views of geology while canoeing, boating, fishing and tubing on this man-made lake. Stay on the lake 24/7 by renting a houseboat, allowing you to have all the comforts you desire with breathtaking views of the lake to experience throughout the day and your own private beach at night. A trip to Page is not complete without visiting Horseshoe Bend, one of the most popular places to visit in Northern Arizona due to its stunning view and social media-worthy photo opportunities. With the city near some of Northern Arizona's [Tribal lands](#), those who desire to walk among sandstone slot canyons should join a Navajo-led tour of [Antelope Canyon](#).

Mountain Getaways

Flagstaff

Adventurous families will enjoy exploring [Flagstaff](#) and experiencing the city's many outdoor activities. As a hiker's paradise, hikers of all levels can connect to nature by climbing Flagstaff's mountains in the gorgeous summertime weather among the ponderosa pine trees. Thrill seekers will love conquering the aerial obstacle courses at [Flagstaff Extreme High Wire Adventure](#), where the views are as great as the zipline rides. To stay with an adventure-themed trip, overnight at [High Country Motor Lodge](#) which resembles a cozy cottage in the woods. For an all-encompassing family experience, the [Drury Inn & Suites](#) is a must visit. The hotel is located at an ideal launching point for outdoor enthusiasts, with easy access to Lowell Observatory, a short drive to Arizona Snowbowl, and just 75 miles from the south entrance of the Grand Canyon.

Williams

Families that crave one-of-a-kind experiences should plan a trip to [Williams](#). Board the [Grand Canyon Railroad](#) to embark on a two-hour train ride to the South Rim of the [Grand Canyon](#) and enjoy entertainment from rambunctious cowboys within the train's cozy interior before being dropped off at the South Rim's Historic Village. After visiting this natural wonder, continue to explore nature in Williams at [Bearizona](#) to see bears and other animals roam freely around the wildlife park before heading to [Canyon Coaster Wonder Park](#) to ride a roller coaster down a mountain. There are out-of-the-box hotel experiences close to Williams that families will enjoy like staying overnight in a dome with a 1000 sqft panoramic window at [Clear Sky Resorts](#) or sleeping inside a Conestoga Covered Wagon that sleeps 4-6 people at [Circle Pines KOA Holiday](#) or try luxury camping at [Backland](#). Each tent comes with a full en-suite bathroom with shower, is fully insulated and has automatic climate control.

Pinetop-Lakeside

May

Open Rate:42.47%
Click Through Rate:4.84%

EXPLORE, RENEW, THRIVE: DISCOVER YOUR WELLNESS JOURNEY IN ARIZONA AMIDST NATURE'S SPLENDOR

Toronto – June 17th, 2024. Embark on a transformative journey in the heart of Arizona, where the captivating blend of awe-inspiring natural wonders and luxurious wellness retreats beckons. Nestled amidst stunning landscapes, from the majesty of the Grand Canyon to the serene desert vistas, Arizona offers an unparalleled sanctuary for those seeking to rejuvenate their body, mind, and spirit.

Whether indulging in world-class spa treatments, immersing oneself in mindful yoga practices, or exploring the boundless outdoor adventures, discover an array of wellness experiences tailored to elevate every aspect of well-being. As the ultimate destination for holistic living and self-discovery, Arizona invites you to embrace a life of balance and vitality amidst its rich tapestry of wellness offerings.

Natural Wonders

For those seeking adventure and outdoor activities, Arizona's national parks and unique hiking and cycling trails and vortexes offer breathtaking views and opportunities for hiking, camping, and exploring. These natural wonders provide the ideal backdrop for reconnecting with nature and finding inner peace.

Rafting through the Grand Canyon with Hualapai River Runners

Those seeking adventure can embark on the thrilling journey of rafting through the Grand Canyon. Experience the rush of rafting white rapids and the tranquility of soaking in the scenic beauty of the canyon to evoke a deep sense of wellness as you reconnect with nature and your desire to explore.

A rafting trip with Hualapai River Runners ensures that guests witness stunning views of the canyon, observe local wildlife, hike the Traverline Cavern Falls and learn about the Hualapai tribe's history with the canyon. There are one-day rafting trips through the Grand Canyon West Rim.

Bird Watching in Sierra Vista

Sierra Vista is an ideal vacation spot for those who want to explore wildlife, particularly birds, with the city having many spots to go bird watching. Nicknamed the [hummingbird Capital of the US](#), Sierra Vista's [San Pedro National Riparian Conservation](#) area allows one to marvel at more than "300 species of birds". Watching these magnificent creatures will help bring inner peace to visitors as they enjoy the calming sensation of simply hearing the birds chirp while being immersed in nature.

Cycling

Ride through the desert or forest when mountain biking in Arizona. Biking helps clear your head of stress and helps strengthen your body making it an easy way to establish wellness. Head to [Tucson](#) to ride alongside saguaros and tackle the challenging trails on Mt Lemmon for a panoramic view of Tucson. Head north to [Flagstaff](#), where bikers can ride through the Coconino National Forest or enjoy the thrill of the popular Arizona Trail, riding from Snowbowl Road to FR 418. Along with mountain biking, Arizona offers visitors countless cycling adventures that will improve their physical and mental well-being. Explore Tucson on the Chuck Huckelberry Loop which takes riders all around the cities and the nearby communities of Marana and Oro Valley. For those seeking a challenge and scenic views, bike Mt. Lemmon Highway in Tucson, the longest hill climb in Arizona, where bikers can soak in views of cacti at the start of their ride with the landscape changing to pine trees at the summit.

Hiking

With over [600 hiking trails](#) in state parks, Arizona is a hiker's paradise. When hiking, visitors can enjoy Arizona's stunning scenery and think about their life goals and inner strength as they conquer the summit. Head to the mountain towns of Flagstaff, Prescott and Pinetop-Lakeside where there are countless trails to explore among the pine trees. Even in the bustling cities of Phoenix and Scottsdale, there are hiking opportunities such as fan favorites, Camelback Mountain in Scottsdale and South Mountain Park in Phoenix. Head south to Tucson to hike Mount Lemmon, a Sky Island due to the cactus at the start and pine trees at its top—hike among vertical rock formations at Chiricahua National Monument, a hidden gem with many great photo opportunities.

The [Arizona National Scenic Trail](#) is a lanky route traversing the entire state, stretching from Mexico to Utah for 800-plus miles and crossing isolated mountain ranges, rolling grasslands, sun-spangled desert, forested plateaus and a canyon called Grand. Designated a National Scenic Trail in 2009, the pathway is popular with hikers, equestrians and mountain bikers. The Arizona Trail is divided into 43 passages, and even those can be tackled in more bite-sized chunks. To sample some of the immense beauty of the Arizona Trail, here are a few passages, from south to north.

June

Open Rate:50%
Click Through Rate: 4.11%



ARIZONA

OFFICE OF TOURISM

Canada Market Profile

This summary provides the most up-to-date data available on Canada as it relates to their people and economy, travel-related motivations and planning behavior and Canadian visitor profile specific to Arizona.

GENERAL COUNTRY PROFILE



- **Population:** 38.8 million
- **Inflation Rate:** 3.9%
- **Exchange Rates (CAD per USD):** 1.35
- **Gross Domestic Product (GDP):** \$2.14 trillion
- **Exports:** \$717.677 billion
- **Unemployment Rate:** 5.37%

Sources: The World Factbook reporting 2023 exchange rates, exports, GDP and unemployment estimates; and 2024 population and exchange rate estimates. International Monetary Fund 2023 inflation estimates.

TRAVEL MOTIVATION AND PLANNING



Top Travel Motivators

- 59%** Dining/gastronomy
- 51%** Cultural/Historic Attractions
- 47%** Shopping



Planning Sources

- 48%** Websites via computer
- 30%** Recommendation from family/friends
- 26%** Websites/applications via mobile phone
- 17%** Social Media Posts by travel providers



Advance Decision Time

- 25%** Less than a month
- 22%** 1 to 3 months
- 28%** 3 to 6 months
- 21%** 6 to 12 months
- 4%** More than 1 year

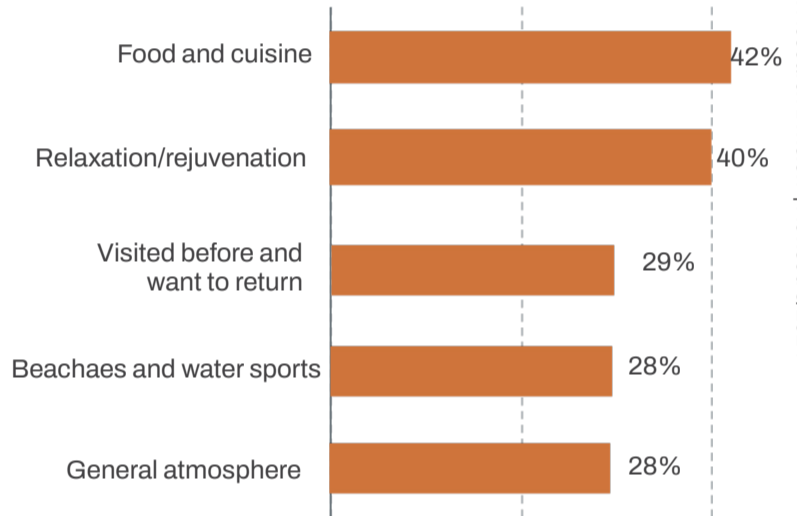


Travel Outlook

- 65%** Making international travel a high financial priority
- 34%** Expect to spend more on international travel
- 23** Average days available for international travel
- \$5,521** Budget available for international travel



Attributes for Destination Selection



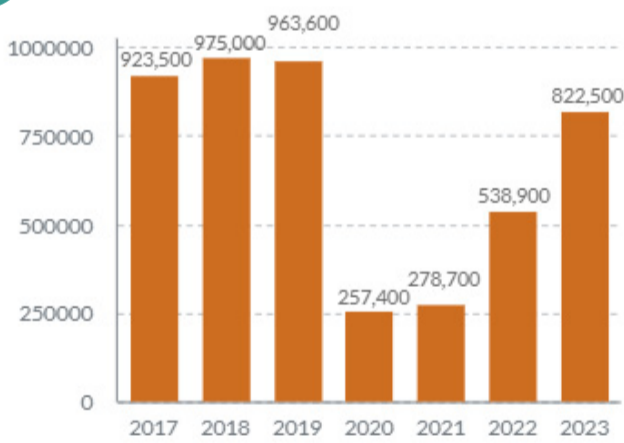
Sources: Brand USA, reporting 2021 Market Profiles; Destination Analysts, The State of the International Traveler Report Findings (2024).

Compiled by the Arizona Office of Tourism Research Division | Revised 8/2024

CANADIAN VISITATION TO ARIZONA



Visitation Volume to Arizona



Port of Entry

- 47%** Las Vegas, NV
- 14%** Los Angeles, CA
- 9%** Denver, CO
- 4%** Houston, TX
- 9%** All Other Airport Cities



Top Topics Discussed About Arizona

- 46%** Rented Auto
- 32%** Air Travel between U.S. Cities
- 32%** Auto, Private or Company
- 29%** Taxicab/Limousine
- 19%** Ridesharing Service



Length of Stay

- 9** Average Nights per Destination
- 13** Average Nights in U.S.



Accommodations*

- 68%** Hotel/Motel
- 30%** Private Home
- 10%** Other

*Since this is collected through a survey, there is no indication if this is paid or non-paid.



Visitor Characteristics

- 47 years** Average Age
- \$114,228** Average Household Income
- 1.7 persons** Average Party Size



Main Purpose of Trip*

- 86%** Leisure
 - 73%** Vacation Holiday
 - 11%** Visit Friends and Relatives
 - 2%** Education/Health Treatment
- 14%** Business
 - 8%** Visit Customer/Supplier
 - 6%** Convention/Conference/Trade Show

* includes overlaps of trips covering multiple purposes



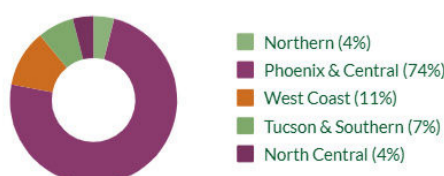
Visa Credit Card Travel Spending

Canadian Visa Card Spending ranked #1 in 2023 with 39.8% of total International Travel Spending in Arizona.

By Quarter



By Region



Sources: U.S. Dept. of Commerce - NTTO, reporting 2019 aggregate data; Tourism Economics, reporting 2021 data; VisaVUE Travel, reporting 2023 data.



TO: MAYOR AND CITY COUNCIL
AGENDA: September 10 Tourism Advisory Committee
DATE: September 10, 2025
DEPT: Tourism
ITEM #: 3.E
SUBJECT: Presentation & Discussion Regarding a Welcome for New Recreation Services Director Kristy Diaz-Trahan.

ITEM SUMMARY

This item is for new Recreation Services Director Kristy Diaz-Trahan to introduce herself and discuss her vision for the department.

BACKGROUND

Kristy Diaz-Trahan has been named the new Recreation Services Director for the City of Prescott. A respected leader with over 25 years of experience in Arizona parks and recreation, Ms. Diaz-Trahan brings a strong record of innovation, collaboration, and community-centered service to this vital role. A fourth-generation Arizonan and longtime parks professional, Ms. Diaz-Trahan most recently served as Recreation Division Manager of Pima County Parks and Recreation, overseeing a vast system of regional parks, trail systems, community centers, shooting sports and recreation programs across the Sonoran Desert. Her leadership supported capital improvement projects, community partnerships, and inclusive programming in both urban and rural areas, serving a diverse population across southern Arizona.

Prior to her work with Pima County, Ms. Diaz-Trahan served as Parks and Recreation Director for the Town of Oro Valley. During her tenure, she led the Town through a dynamic period, launching wellness-focused initiatives, expanding sports tourism, and overseeing the development of multi-generational recreation amenities. She worked closely with Council and community stakeholders to align parks and recreation efforts with broader municipal goals related to health, economic development, and environmental stewardship.

“I’m honored to join the City of Prescott and excited to serve a community that values its outdoor spaces and active lifestyle,” said Diaz-Trahan. “From growing up exploring Arizona’s wild spaces to leading parks and recreation efforts across the state, my personal passion and professional path have always been aligned with building strong, healthy communities through parks, people, and purpose.”

City Manager Dallin Kimble shared, “We are thrilled to welcome Kristy to our leadership team. Her depth of experience in Arizona, her strong commitment to collaboration, and her innovative approach to community recreation make her a fantastic fit for Prescott and the future of our Recreation Services Department.”

FINANCIAL IMPACT

There is no fiscal impact associated with this item.

RECOMMENDED ACTION

This item is for discussion only. No formal action will be taken.

ATTACHMENTS

None



TO: MAYOR AND CITY COUNCIL
AGENDA: September 10 Tourism Advisory Committee
DATE: September 10, 2025
DEPT: City Clerk
ITEM #: 4.A
SUBJECT: Staff Announcements

ITEM SUMMARY

John Heiney, Community Outreach Director
Cristina Binkley, Tourism Manager
Mike Kelly, Sales & Marketing Manager
Arley Tucker, Destination Engagement Specialist
Airport Update
Recreation Services Update
Heather Hermen, Front Burner Media

BACKGROUND

FINANCIAL IMPACT

RECOMMENDED ACTION

ATTACHMENTS

None