

SCOTTSDALE MEETING TRAVEL NEWS QUARTERLY UPDATE – SUMMER 2010

A quarterly tourism industry news update from the Scottsdale Convention & Visitors Bureau
www.ScottsdalePressroom.com

SCOTTSDALE RESORTS BEGIN MULTI-MILLION DOLLAR MAKEOVERS

The [Carefree Resort and Villas](#) is poised for a high-profile makeover this summer, giving it a more polished look without sacrificing the resort's unique character. The first phase of the renovation began July 1 and will cost nearly \$6 million. The seven-month makeover will revitalize the property with new design elements as well as upgrades to the resort casitas, tennis villas and restaurants. The western *Red Horse Saloon* restaurant will be closed and re-opened as a meeting facility. New owner Bridlie Hospitality Management has already completed changes to the property, including the outdoor fountains, patio areas and flower-trimmed landscape. The renovation is expected to be complete in early 2011. *For media information, contact Shelley Rapier at srapier@bridlie.com or 407-492-5984.*

In June 2010, [The Westin Kierland Resort & Spa](#) began its own transformation with the start of its property enhancements. The changes include additional meeting space to the hotel's existing 183,000 square feet of indoor and outdoor space. Groups will have a whole new set of meeting options with the addition of a new ballroom and outdoor terrace overlooking the lake and **Kierland Golf Club**. Guest rooms also will be updated with new furniture, artwork and carpet. The project is expected to be complete in December 2010 and cost \$20 million. *For media information, contact Stephanie Dowling at stephanie.dowling@westin.com or 480-624-1315.*

FIRST GLOBAL MUSEUM OF MUSICAL INSTRUMENTS OPENS IN THE DESERT

Take a melodic journey through the world at the [Musical Instrument Museum](#) (MIM), the first global museum of instruments. The Museum opened April 24, 2010 and showcases cultures from around the globe with more than 12,000 instruments from nearly every country in the world. Groups are transported to another land with wireless headsets and LCD video displays depicting the sounds and sights of the instruments and the people who use them. See the recreation of a gong workshop, listen to the sounds of the traditional Beijing Opera or experience a contemporary Ukrainian wedding procession. After enjoying a worldly concert, attendees can try out their musical abilities in MIM's Experience Gallery, where they can play instruments such as guitars, gongs and drums. Groups of 10 or more receive a 10 percent discount on admission and can elect to go on a guided tour, available for groups of up to 140 people. The Museum also has a 299-seat performance hall, foyer, outdoor courtyard and Founders Room, which can be rented out for special events. *For media information, contact Alan di Perna at adiperna@cox.net or 480-816-8168.*

FALL WEATHER MAKES PLANNING AN OUTDOOR MEETING A BREEZE

Escape to the Sonoran Desert for your next event at [The Boulders Resort & Golden Door Spa](#). The property's newly discovered *Promise Rock* event site is composed of the 12-million-year-old boulders lining the resort and the perfect spot for a desert-inspired event. Elevated 2,288 feet above ground level, the venue provides sunset views and panoramic vistas of the valley below and can accommodate up to 250 people. Rich in history, ancient markings used for ceremonial purposes were found at the site. The area is in the process of being added to the Heard Museum and Arizona Archaeology Society's historical register. *For media information, contact Debi Bridges at db@bridgesmediagroup.com or 480-306-4242.*

Your next meeting will flourish at the [Desert Botanical Garden](#), which showcases 50 acres of scenic outdoor exhibits. The venue features indoor and outdoor space including open-air pavilions and scenic courtyards. Nestled amongst an exotic collection of desert plants, attendees see more than 139 rare, threatened and endangered species. The Garden can accommodate groups of five to 500 people. Docent-guided tours and touch carts are available to add unique charm to events. *For media information, contact John Sallot at jsallot@dbq.org or 480-481-8101.*

[Camelback Inn, A JW Marriott Resort & Spa](#) offers a taste of the Wild West at its re-creation of an old western town at the base of Mummy Mountain. Located behind the resort, this outdoor area features a saloon, livery stable, mercantile and other mock storefronts. The town is available for parties and events of all sizes and allows for groups to experience Scottsdale's true western culture in Arizona's perfect fall weather. And for a truly authentic experience, stage a cookout in this rustic setting. *For media information, contact Terri Worthington at terri.worthington@marriott.com or 480-596-7021.*

LARGEST MALL IN SOUTHWEST OPENING FIVE NEW STORES

Still hot off the opening of **Barneys New York** and 18 additional stores and restaurants such as Michael Stars, Forever 21, True Religion and the country's first Microsoft store, [Scottsdale Fashion Square](#) (SFS) is raising the shopping bar with five new retailers making their Arizona debut. In April 2010, **Tory Burch** opened with a collection of sophisticated clothing and accessories with an eclectic feel that is both distinctive and accessibly

priced. In July, **Ted Baker London** set up shop to offer classic European men's and women's clothing with contemporary touches. **Free People** will open soon thereafter, and female shoppers will find bohemian-chic clothing and accessories that are feminine, flirty and fun. Jewelry lovers know **David Yurman** and his signature rope-like designs, which shoppers have been able to buy at Scottsdale stores for years, but David Yurman will soon be opening a store all his own. And the most anticipated of them all, **H&M** will open its flagship location this year. The Swedish retailer is known worldwide for its trendy clothing and accessories for men, women, teens and children.

Groups interested in perusing these retail gems can work with SFS to make all the arrangements. Meeting planners can schedule a motor coach meet and greet with a personal welcome from a SFS representative, receive meal vouchers for the driver and guide, hand out Shopping & Dining Visitor Rewards booklets to attendees, and take advantage of package carry-out assistance at no charge. Other group programs are available (fees vary) and include activities such as spouse and incentive programs, group tours and private events, and specific in-store programs such as fashion shows, wardrobe consultations, and meals. *For media information, contact Kate Birchler at kate.birchler@westcor.com or 480-945-5495.*

SCOTTSDALE RESORTS MAKE IT EASY FOR GROUPS TO GO GREEN

FireSky Resort & Spa received the Green Seal Certification in March 2010, making it the first Arizona hotel to achieve this designation and one of 85 in the country. Groups can do their part while partaking in their favorite indulgences with the resort's all-organic spa and environmentally friendly wines offered at the nightly tasting. In addition to selecting eco-conscious wines, empty bottles are cut and reshaped to make the hotel's water glasses. The hotel also places recycling bins in every guest room, recycles paper, and collects unused soaps and gently used bedding to donate to local shelters. In order to achieve the Green Seal Certification, hotels must demonstrate sustainable practices in a variety of ways including waste minimization, recycling, energy efficiency and waste water management. *For media information, contact Amanda Fier at amanda@olsoncomm.com or 480-368-7999.*

Hotel Valley Ho was recently certified green by the Arizona Hotel and Lodging Association for their efforts to be environmentally friendly. The hotel's green initiatives include using green-certified cleaning chemicals, using energy-efficient light bulbs, purchasing produce from local farms and recycling 1.5 tons of material per month. In addition, the hotel, along with **Sanctuary on Camelback Mountain Resort & Spa**, is giving back while reducing waste by participating in the *Clean the World* program. The non-profit organization recycles guest room soap, shampoo, lotion and body wash for use in developing countries around the world. *For media information, contact Kristin Heggli at kheggli@hotelvalleyho.com or 480-421-7734.*

TAKE YOUR PROGRAM TO NEW HEIGHTS WITH EXPERTS OF THE TRAVEL TRADE

Spend an evening exploring the desert sky and experience an out-of-this-world stargazing program at **Four Seasons Resort Scottsdale at Troon North**. Plan a reception or dinner under the stars for your group, complemented by stargazing with astronomer Richard Allen. Attendees can mix, mingle and roast s'mores while locating Jupiter, Saturn, the Orion Nebula, Mars and other stellar sights by using state-of-the-art telescopes and star charts as they listen to Allen's awe-inspiring stories about the night sky. *For media information, contact Kim Cole at kim.cole@fourseasons.com or 480-513-5049.*

Head over to **Hotel Valley Ho** to hear about stars of a different nature on the *Architectural Walking Tour*. The experience explores the classic design elements of the hotel while sharing the history and legends associated with its famous Hollywood guests. Led by architectural expert Ace Bailey from **Ultimate Art & Cultural Tours**, the walks can take groups of up to 20 people, and gives a historical perspective to the mid-century modern design of the Hotel Valley Ho, which first opened in 1956. Project Architect Edward L. Varney, a protégé of Frank Lloyd Wright, incorporated intelligent, minimalist design with some of Wright's signature elements in creating this Arizona landmark. *For media information, contact Kristin Heggli at kheggli@hotelvalleyho.com or 480-421-7734.*

Celebrating food and history, **Arizona Food Tours** offers a delicious insider's look into downtown Scottsdale restaurants. Downtown expert Annie Breheny takes groups of up to 40 on her *Taste of Old Town Scottsdale* tour, a walking food and historical exploration that opens minds and palates with tales of the area's rich history – one taste at a time. Travel along the same streets that were infamous stomping grounds for some of the West's greatest cowboys in the early 1900s while enjoying historical tales and special food tastings from participating restaurants. *For media information, contact Annie Breheny at annie@arizonafoodtours.com or 480-293-4096.*

SCOTTSDALE RANKS HIGH AMONGST MEETING PLANNERS

Scottsdale is well known for its warm weather, inviting community and championship golf courses – but meeting planners across the country also recognize Scottsdale as a vibrant destination to stage their company's next meeting or event. A nationwide study found that meeting planners rank Scottsdale first for its romantic atmosphere, friendly residents, green policies, outdoor recreation, and great shopping and restaurants. And that's up against some of the best-known meetings destinations, such as Las Vegas, Orlando and San Diego. The Metropoll XIII study, conducted by Gerald Murphy & Associates, surveyed planners about 40 destinations in

the United States and Canada. Some of the top findings include:

- Scottsdale ranked 18th out of 40 cities when association planners were asked where they held their meetings during the past three years.
- Meeting planners ranked Scottsdale high in regards to prestigious address and low crime rate. The city ranked better than Las Vegas, Orlando, San Diego and Phoenix.
- Overall, Scottsdale retained its 14th spot when planners were asked where they intend to hold meetings in the next three years.

Remember to log onto www.ScottsdalePressroom.com for additional tourism news, press kits and releases, media tour information and more. And, you can always turn to our public relations team for additional assistance, from photo needs and story ideas to help customizing an individual media tour. To keep up with Scottsdale's latest news and happenings, follow @scottsdaleaz on Twitter or at www.Facebook.com/ExperienceScottsdale.

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