

Arizona Monthly Media Brief

July 2023



The Arizona Office of Tourism is pleased to provide this update of new and noteworthy items pertaining to Arizona's tourism industry.

Chiricahua National Monument: A Hidden Gem

Located near [Willcox](#), [Chiricahua National Monument](#) is a hidden gem in Southern Arizona where visitors can hike among whimsical rhyolite rock pinnacles, better known as hoodoos, made from the remains of an ancient volcano eruption. Explore the area's 17 miles of hiking trails, including the popular Echo Canyon Trail, where travelers can immerse themselves among the irregular rock formations. As one of the region's "sky islands," guests will encounter four ecosystems to explore as they travel higher in elevation throughout the monument. Additionally, the bipartisan [Chiricahua National Park Act](#), which is under consideration by Congress, would designate the the monument as the state's fourth national park, joining the [Grand Canyon](#), [Petrified Forest](#) and [Saguaro National Parks](#). The designation would help increase awareness of this beautiful area of

the state and boost conservation efforts in Southern Arizona.

Attractions



Enjoy Scenic Tours Over Monument Valley with Westwind and Redtail Air

Westwind and Redtail Air have partnered with Goulding's Lodge to provide visitors a bird's-eye view of Monument Valley on their [scenic flight tours](#). Westwind's day trip tour includes amazing views of the Valley's famous red sandstones from the air before landing to embark on an off-road tour through the park to see the formations up close and learn about Navajo culture. Thanks to multiple departure locations throughout the state, travelers have several options to fit their schedules. For those who seek to stay longer, Redtail Air's tour can also include an overnight stay at Goulding's Lodge.



New Route 66 Exhibit at Phoenix Sky Harbor International Airport

Catch a glimpse of historic Route 66 at [Phoenix Sky Harbor International Airport's](#) newest exhibit, [Stories from the Mother Road](#), as the centennial celebration of Route 66 approaches. At the exhibit, visitors can admire photos of the popular attractions along the iconic road and snap a photo with a large-scale cutout image of a 1942 Ford Super Deluxe Woody Station Wagon. Stop by to learn about Route 66 and start planning your road trip during its centennial anniversary in 2026 for a one-of-a-kind experience. Stories from the Mother Road is located within Terminal 4, level 3, and does not require a plane ticket to experience. The exhibit will be on display until April 2024.



Lake Havasu City Hosts the 2023 Liqui Moly Pro Watercross International Cup

[The Liqui Moly Pro Watercross International Cup](#) will make its debut in the western United States this year at the Havasu Riviera Marina at [Lake Havasu](#) from Sept. 29 to Oct. 1. Similar to a motocross competition featuring dirtbikes, pro watercross pits individual jet ski racers against each other on an open water course with speeds reaching 85 mph. After watching the thrilling races, visitors can embark on their own jet ski ride with rentals available throughout the city.



Scottsdale Fashion Square's New Restaurant, Élephante, to Open in 2024

Élephante, an upscale and experimental restaurant, is coming to Scottsdale Fashion Square in 2024. This is the first location for Élephante outside of Los Angeles. The restaurant will offer a sophisticated cocktail lounge exclusive to this Arizona location. Diners will enjoy the restaurant's jungle oasis ambiance and an expansive menu that includes signature wood-fired pizza, fresh pasta, seafood and a wonderful beverage program of crafted cocktails.

Industry News



The City Of Sedona Is Now The Official DMO for Sedona

On July 1, the City of Sedona became the official Destination Management Organization (DMO) for Sedona, taking over from the Sedona Chamber of Commerce and Tourism

Bureau. As Sedona's DMO, the city will take media and travel trade requests, which should be sent to media@sedonaaz.gov. For information on booking group events or travel trade resources, email travel@sedonaaz.gov.



Prescott Recreation Services Launches Junior Ranger Program

The City of Prescott Recreation Services Park Rangers has created a free Junior Ranger program to promote Prescott's historic attractions, outdoor recreational opportunities and [Appreciate AZ Leave No Trace Principles](#). The program offers free downloadable guidebooks that map out all of Prescott's historic sites and recreational spaces helping children explore Prescott in a responsible manner. Within the guidebook, there is a special passport that outlines the city's museums and attractions. Children who visit at least seven of the passport sites and take the [Appreciate AZ pledge](#) can earn a Prescott Junior badge!

Accolades



Lake Havasu Is The Only Southwestern Lake Selected In USA Today's 10Best Reader Survey

[Lake Havasu](#) is a top 10 winner in the 2023 USA Today 10Best Readers' Choice travel awards for both [Best Lake](#) and [Best Lake for Water Sports](#). Thanks to public votes, Lake Havasu earned second place in both categories, showcasing the city as the perfect getaway for those seeking a water playground. As the only southwestern lake selected, Lake Havasu offers a perfect way to spend sunny summer days relaxing lakeside or kayaking, boating or water skiing at the city's gorgeous lake.

Hotel News



Amara Resort's New Babymoon Package

Stay at [Amara Resort and Spa](#) to enjoy the resort's [new babymoon package](#) for a romantic getaway before your little one arrives. Amara's babymoon package includes a \$210 resort credit that can be used at the resort's spa, two signature mocktails, a complimentary 5-ounce Eminence Yuzu Solid Body Oil and a souvenir onesie for your soon-to-arrive newborn. Expecting mothers can enjoy prenatal spa treatments that include meditation and massage.

Flights



American to Add More Flights to Its Winter Schedule from Phoenix Sky Harbor

This November, [American Airlines](#) will add more than 25 daily departures from [Phoenix Sky Harbor International Airport](#) (PHX) including new service to Jacksonville, FL (JAX). Additionally, the airlines will resume nonstop service to Wichita, KS (ICT) from Sky Harbor for the first time in more than three years.

This winter season, the airline will operate 12% more daily flights in comparison to last winter while providing nearly 4% more seats – offering even more opportunities for customers to get to where they want to travel.



Please click the button below to access all images.

[Photos](#)

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