



A Roundup of What's New in AZ

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Resorts, Hotels & Spas

Greater Phoenix and Central Arizona

First full service Marriott Hotel in Chandler

The [Marriott Phoenix Chandler](#) is the largest legacy brand full service [Marriott](#) in the state and features the greatest amount of hotel conference space in the area. The entire property is 182,000 square-feet with 264 rooms. The hotel offers 28,000 square-feet of venue space and can accommodate meeting and event sizes of up to 1,000 people. Marriott Phoenix Chandler offers more than 20 different event spaces, including a large ballroom, eight different breakout rooms, and a private dining room, with onsite catering and event planning services.

Cambria Hotels Opens in Downtown Phoenix

The new [Cambria hotel](#), located in the [Roosevelt Row Arts District](#) in downtown Phoenix, features seven stories with 127 guest rooms, an outdoor pool, a fitness center, a new restaurant, and a rooftop bar. The Cambria's new hotel restaurant, [Poppy](#), is open to hotel guests and the general public. The menu, created by executive chef Nate Cayer, is comprised of globally inspired dishes and shareable plates. Cayer is sourcing produce through local vendors, such as Chula Seafood, The Fig and The Knife, Beetanical Garden, Noble Bread, and Sterling Meats.

Hyatt Regency Phoenix finished multi-million dollar renovation

The [Hyatt Regency Phoenix](#), located in Downtown Phoenix, finished a multi-million dollar renovation in January 2020. The renovated and redefined lobby features a new front desk and guest services center. All 693 guest rooms and suites are equipped with new Hyatt Grand Beds, a 55" television and sleek furniture. The Hyatt Regency Phoenix added 5,000 square feet of meeting space by adding three new meeting rooms and enlarging the rooftop garden court. [Barrel & Bushel](#), the brand new restaurant and bar, opens up to a street side patio decorated with an Instagram-able mural wall. The restaurant and bar offer American comfort food along with craft beers on tap. The hotel also has a new grab-and-go market, providing ready to go sandwiches, salads, and other dishes. This is the first remodel of the 44-year-old hotel in 10 years.

The Ritz-Carlton, Paradise Valley is expected to open 2020

Construction is continuing on [The Ritz-Carlton, Paradise Valley](#); the 20 acre, luxury property is expected to open in 2020. The lobby, situated above the rest of the hotel and overlooking [Camelback Mountain](#), will display a water feature that cascades down through the property to a world-class spa. The resort's 215 guest rooms consists of regular suites, oversized suites, detached casitas and bungalows. Guest accommodations will be connected by lush courtyard gardens and shaded walkways. The main pool, spanning nearly 400 feet, will be one of the longest resort

pools in North America. A specialty dining concept will harvest seasonal produce from the resort's herb garden and 400-tree citrus orchard. The 16,000 square-foot spa is comprised of indoor and outdoor treatment rooms, a private pool, whirlpool, Vichy shower and cabanas. The resort will also feature a 2,500 square-foot health and fitness center, various indoor and outdoor meeting and event spaces, and a grand lawn with views of Camelback, Mummy and McDowell mountains.

GreenTree Hospitality Group adds first boutique collection property to the brand's portfolio

[GreenTree Hospitality Group, Inc.](#) announced the addition of GreenTree's first boutique collection property — The [Clarendon Hotel and Spa](#). The four-star boutique hotel located in Downtown Phoenix offers several room options, including Deluxe Room, Junior Suite and Pool View Suite. This marks the eleventh property in the brand's U.S. portfolio.

Arizona is the Newest Home of a Great Wolf Lodge

The recently opened (fall 2019) [Great Wolf Lodge Arizona](#) has made a splash in the hospitality and tourism scene by bringing its impressive 85,000-square-foot indoor water park to the Phoenix metropolitan area. Highlights of the 350-room resort include a 27,000-square-foot family entertainment center known as the Great Wolf Adventure Park, several dining options, family friendly suites in a variety of styles including KidCabin suites, and nearly 6,500 square feet of flexible conference space. The hotel is built in the [Talking Stick Entertainment District](#) next door to Salt River Fields, the Arizona Diamondbacks' and Colorado Rockies' spring-training home.

North Central Arizona

Sky Rock, a boutique hotel opens in Sedona

The new boutique property in Sedona, [Sky Rock](#), focuses on immersing visitors in complete relaxation and rejuvenation. Surrounding the property are two of Sedona's vortexes to empower self-reflection and healing. Each guest room, embedded into Sedona's red rock landscape, are newly renovated. Many rooms open to the hotel's wide terraces, offering spectacular views. Sky Rock's expansive grounds encourage meditation, community, and adventure through wellness workshops, hiking or biking. The hotel offers guests customized trail maps, a bike repair station and storage, and a yoga mat to use around the property.

Ambiente, North America's first landscape hotel coming soon to Sedona

North America's first landscape hotel is set to open in late 2020 in Sedona. [Ambiente, a landscape hotel](#) is uniquely designed to blend in with the surrounding geological setting and gives guests the opportunity to experience and embrace the natural beauty that surrounds them. The Landscape Hotel is comprised of 40 cubed-shaped, guest Atriums that are elevated above the ground by steel piers and constructed using floor-to-ceiling, bronze-tinted glass and matte-charcoal and rusted metal. Ambiente is designed and will be built with a deep respect for the environment with a focus on sustainable methods and organic, modern architecture that complements the surrounding topography and minimizes the impact on the land. The property is owned and managed by the Sedona family-owned company, Two Sister Bosses.

Northern Arizona

Under Canvas Glamping Experience Near Grand Canyon National Park

Take in awe-inspiring views and experience the beauty of the American Southwest at Under Canvas® Grand Canyon. Located just outside Valle, Arizona on 160 secluded acres of beautiful piñon and juniper, you will discover the extraordinary grandeur of Grand Canyon National Park while enjoying a variety of extensive activities. <https://www.undercanvas.com/camps/grand-canyon/>

New Glamping Vacations Offered at Lake Powell

[Aramark](#), the authorized concessionaire at Lake Powell, has partnered with recreational vehicle company [Airstream](#) to bring new glamping rental options to [Lake Powell Resort](#) in Page, Arizona. Aramark has begun taking reservations for the three Airstreams at Wahweap Campground. The brand new 30-foot Airstream International Signature travel trailers are situated in full hookup RV campsites. Custom-designed features include natural wood flooring, handcrafted Italian cabinetry, Grohe faucets, porcelain toilets, kitchen appliances and stainless steel sinks. At Lake Powell, the second largest man-made lake in the U.S., glamping vacationers are in close proximity to lake activities including powerboat and personal watercraft rentals, hiking to Horseshoe Bend or enjoying a tour of Antelope Canyon.

Southern Arizona

Estrella at Casino Del Sol in Tucson is now open

[Estrella](#), located on 2.2 acres adjacent to [Casino Del Sol](#) in Tucson, is now open. The new 151-room hotel connects to Casino Del Sol by a covered walkway, allowing easy access to both properties. Estrella offers a variety of guestrooms and suites that include Serta Presidential mattresses with Egyptian cotton triple sheeting, 49" HDTVs, iHome digital alarm clocks, K-Cup coffee makers, refrigerators, complimentary Wi-Fi and more. The hotel has two meeting rooms that can hold between 25-50 people. Onsite amenities include a 24-hour fitness center and an 89-square-foot video arcade. The outdoor pool features a 100 ft. water slide and poolside bar. The addition of Estrella is the final phase of Casino Del Sol's hospitality project.

Tucson's Downtown Clifton Hotel completes expansion

The [Downtown Clifton Hotel](#) announced the completion of their \$4.5 million expansion in downtown Tucson. The construction consists of four new 2-story buildings and two 1-story buildings. The expansion added 20 new guest rooms, designed by owner Moniqua Lane, and opened to the public on Oct. 3, 2019. The Clifton also added a new on-site lounge and kitchen called The Red Light Lounge. The menu, designed by Executive Chef Alex Ohayon, features sophisticated comfort food and upscale drinks.

JW Marriot Starr Pass Resort & Spa completes property enhancements and renovations

[Tucson's JW Marriot Starr Pass Resort & Spa](#) finished a \$3.5 million property enhancement and renovation. The property redesigned the Hashani Spa, lobby, and gift shop and added a new Starbucks and JW Market. The 20,000-square-foot spa underwent a complete indoor transformation featuring new design, furniture and equipment and upgraded the spa's adult only pool area. The resorts lobby was completely redesigned with an open floor plan and added seating. The new JW Market, located on the lower lobby level, offers locally sourced grab-n-go snacks, a variety of to-go flatbreads, sandwiches, and soups, local ice cream from Isabella's, and a rotating list of wine and beer. Relocated to the upper lobby level, Starbucks has almost doubled in size from the previous location and offers guests more seating options. The resort's gift shop was redesigned and added new furniture. The exterior of the entire resort was enhanced with new paint and roofing.

Arizona Attractions

Greater Phoenix and Central Arizona

Mavrix entertainment center opening soon in Scottsdale

Located at the [Pavilions at Talking Stick](#) in Scottsdale, [Mavrix Entertainment Center](#) will be the latest addition to [Octane Raceway](#), Arizona's go-kart racing facility, and [Velocity V R](#), the state's only free-roam virtual reality gaming arena. The new 50,000 square-foot entertainment center will feature 24 lanes of bowling, 85 arcade games, state-of-the-art laser tag, billiards tables, dozens of 4K resolution televisions, 1,500 square feet of meeting and event space, a 5,000 square-foot bar/restaurant featuring chef-prepared menu items and a large outdoor games patio. Mavrix and Octane Raceway combined will total 110,000 square feet with shared access through the outdoor patio. Guests will be able to walk between the two venues and use shared arcade game cards at both Mavrix and Octane Raceway.

Arizona's first Versace store opening at Scottsdale Fashion Square

[Versace](#), one of the leading global fashion design houses, will open its first Arizona store at [Scottsdale Fashion Square](#). Located in the property's elevated luxury wing, the new 3,000 square foot Versace is set to open adjacent to Michael Kors in spring 2020. Versace is the latest luxury brand to choose Scottsdale Fashion Square. Other marquee names at the shopping center include St. Laurent, Louis Vuitton, Gucci, Cartier, Prada, Jimmy Choo, Burberry and many others.

Huss Brewing Co. to open Brewpub at Phoenix Convention Center

Arizona-based [Huss Brewing Co.](#) announced an all-new craft beer taproom and full-service restaurant coming to the [Phoenix Convention Center](#) in downtown Phoenix. Scheduled to open in fall 2020, the Huss Brewpub at the Phoenix Convention Center will be housed inside a two-story, indoor-outdoor space carved into the north façade on Monroe Street between 2nd and 3rd Streets. Huss Brewpub will offer a variety of quality beers, including Husstler Milk Stout (Bronze medal winner at the Great American Beer Fest in the Sweet Stout Category), Oktoberfest (2019 Silver medal winner at the Great American Beer Fest in the American-style Amber Lager category), and the 2016 and 2018 U.S. Open medal winner, Scottsdale Blonde. The Brewpub will also offer an extensive food menu featuring modern American fare that focuses on Arizona-sourced produce. The Huss Family of Beers is the third largest brewer in the state and includes brands Huss Brewing Co., Papago Brewing Co., and Arizona Light.

Plans unveiled for International Dark Sky Discovery Center in Fountain Hills

An \$18 million, multi-functional, non-profit [International Dark Sky Discovery Center \(IDSDC\)](#) plans to open towards the end of 2021 in Fountain Hills, Arizona. The 15,000-square-foot facility will feature four distinct educational attractions: A Dark Sky Observatory, a Hyperspace Planetarium, an Inspiration Theater, and an Immersion Zone filled with interactive exhibits and a featured dark sky immersion experience. In addition to being a regional attraction, the IDSDC plans to fulfill its mission with science-based education and experiences that will support STEM educational programs and foster partnerships with Arizona State University and area community colleges and high schools.

Northern Central

New Western Heritage Center in Prescott

The new [Western Heritage Center](#) in Prescott is a unique collaboration of more than 25 organizations, including museums, historical societies and other related organizations that promote Arizona's western heritage. Independent exhibits featuring the Rough Riders, ranching, railroad, film history, mining, and more will also be included, enhancing the Center's attraction. The Western Heritage Center, located across from the Courthouse Plaza on Montezuma Street, will engage with its visitors, educating and bringing to life the area's rich heritage and history. Later this year, interactive touch screens will encourage visitors to learn more about each organization's history and mission, while also offering directions to their locations. July 2019

Northern Arizona

The Lowell Observatory opens the new Giovale Open Deck Observatory

On Oct. 3, 2019, the [Giovale Open Deck Observatory](#) at the [Lowell Observatory](#) in Flagstaff opened to the public. The new 4,300-square-foot Observatory features educational exhibits, and six advanced telescopes in the public observing plaza. Visitors experience detailed, close up views of rich star fields, the moon, planets, nebulae, and galaxies. There are five exhibits during the day, while the observatory is closed and three exhibits offered in the evening. The plaza's grand opening marks the completion of the first phase of Lowell's public education program expansion. The next phase, set to be finished in 2023, is the construction of a three-story "[Astronomy Discovery Center](#)."

Ten X Campground by Grand Canyon National Park south rim will undergo expansion and remodel

The [Kaibab National Forest](#) plans to expand and remodel the popular [Ten X Campground](#) in the [Tusayan Ranger District](#), about 5 miles south of [Grand Canyon National Park](#). The project will increase capacity at Ten X Campground

from the current 70 campsites to a total of 300, encompassing about 345 acres total. The remodeling of existing sites and the addition of new sites will increase the campground's ability to accommodate large RVs while eliminating the current problem of parking along the Ten X roadway. The 230 sites to be added will be a mix of RV-friendly, individual tent, and small group sites. Future campground improvements include adding ramada structures with more grills, fire rings and picnic tables, as well as a new amphitheater.

Arizona Tours

Northern Arizona

Pink Jeep Tours offers a new tour in Northern Arizona

Pink Jeep Tours added a new tour route from Sedona to Antelope Canyon and Horseshoe Bend. The 11-hour tour consists of a one-hour hike through Lower Antelope Canyon with a local Navajo guide, a 1.5 mile, round trip, hike through Horseshoe Bend, lunch at Glen Canyon Dam, and a stop to shop at the Cameron Trading Post. The tour price includes hotel pickup in Sedona, transportation to and from Sedona, all admission fees, and lunch. Summer 2019

Greater Phoenix and Central Arizona

Rainbow Ryders Hot Air Balloon Co. expands fleet

[Rainbow Ryders Hot Air Balloon Co.](#) has purchased [Float Balloon Tours](#), a Phoenix-based hot air balloon company. The expansion of the Rainbow Ryders to a fleet of 33 hot air balloons has increased the Phoenix fleet by 25%. The expansion now allows the company to fly up to 150 passengers per day.

SanTan Brewing Company offers behind the scenes tours and tastings

[SanTan Brewing Company](#), Arizona's largest independent brewery & distillery, offers behind the scenes tours and tastings of beers and spirits at their 35,000 sq. ft. production facility in Chandler. Highlights include tours of the craft beer and spirit labs, tasting samples, and education on the history and future of SanTan Brewing Company. At the end of the tour, guests can purchase packaged products to take home and enjoy. Tours began in early October 2019 and are offered three times per day on Saturdays and Sundays. Admission is \$15 per person with a percentage of each ticket sold to benefit Chandler Compadres, a non-profit organization that provides support for East Valley families in need.

Arizona Tourism Industry News

Greater Phoenix and Central Arizona

Phoenix Sky Harbor International Airport awarded top airport in the nation by the Wall Street Journal

The [Wall Street Journal](#) ranked the [Phoenix Sky Harbor International Airport](#) as the number one airport in the U.S. The winner was determined by examining 14 different categories and surveyed more than 2,500 subscribers. Among other categories, Phoenix Sky Harbor ranked especially high in short taxi-to-takeoff times, restaurants and fast WiFi. The airport underwent major renovations within the past year, including the modernization of Terminal 3 and the addition of local restaurants and shops in all terminals. The final phase of the renovation plan, extension of the PHX Sky Train to the Rental Car Center and a new eight-gate concourse to be occupied by Southwest Airlines in Terminal 4, will finish at the end of 2020.

Award-winning restaurant at the Sheraton Grand at Wild Horse Pass

[La Liste 2020](#), a prestigious global restaurant-ranking system from France that celebrates the top 1000 dining experiences in the world, included [Kai Restaurant](#). La Liste is based on an algorithm that analyzes restaurant reviews from around the world and consumer ratings for more than 20,000 restaurants. Kai Restaurant, at the [Sheraton Grand at Wild Horse Pass](#) in Phoenix, is the only restaurant in Arizona to receive the honor.

Thirsty Camel named one of the “World’s Best Hotel Bar” by Forbes

The [Thirsty Camel](#) at [The Phoenixian](#), a luxury collection resort in Scottsdale, was listed as one of the “World’s Best Hotel Bar” by [Forbes](#). The list features 44 other hotel bars from around the world but the Thirsty Camel is the only one from Arizona. Forbes gathers extensive data to determine the list, the company’s inspectors stay at nearly 1,000 hotels anonymously and evaluate based on up to 900 standards for the guide’s annual Star Ratings. Bars listed had to receive a perfect score in food and beverage quality and display elements of luxury in presentation and service.

City of Mesa named first Autism-certified U.S. travel destination

On Nov. 18, 2019, the [City of Mesa](#) was named the first autism-certified travel destination in the United States. More than 60 visitor-related businesses and organizations in Mesa are [IBCCES](#) certified and offer tailored experiences for individuals with autism and their families.

Taliesin West is one of eight in a group Frank Lloyd Wright buildings added to UNESCO World Heritage List

On Sunday, June 7, 2019, [UNESCO](#) inscribed [Taliesin West in Scottsdale](#) as one in a group of eight masterworks by architect [Frank Lloyd Wright](#) as a World Heritage Site. The group of eight, entitled “The 20th-Century Architecture of Frank Lloyd Wright,” is the first World Heritage listing for the United States in the field of modern architecture. The nomination process, lead by the Frank Lloyd Wright Building Conversancy, took 15 plus years, as organizers narrowed down buildings that best represents Wright and the World Heritage Committee’s selection criteria. Taliesin West is the second World Heritage Site in Arizona, next to the Grand Canyon National Park.

New nonstop flight between Frankfurt, Germany and Phoenix Sky Harbor International Airport

[Eurowings](#), a [Lufthansa Group airline](#), announced new nonstop flights between Frankfurt, Germany and [Phoenix Sky Harbor International Airport](#). Flights will be available every Monday, Tuesday, Wednesday, Friday, and Sunday, beginning April 29, 2020 until November 2020. Flights will leave Frankfurt at 2:05 p.m., arriving in Phoenix at 5:05 p.m. then depart Phoenix at 6:55 p.m., arriving in Frankfurt the next day at 3:05 p.m. The Airbus 330-200 aircraft will have a three-class configuration, with 22 business class seats, 17 premium class seats and an economy class offering 231 seats. In total, the flights will have a total of 270 seats.

American Airlines announces the first flight service between Chihuahua, Mexico and Phoenix

[American Airlines](#) announced the first flight service between Chihuahua, Mexico and [Phoenix Sky Harbor Airport](#) is scheduled to begin on Dec. 2019. The non-stop, daily flight will be served on a Bombardier CRJ-700 jet, offering 70 seats. The addition of Chihuahua brings the total number of nonstop destinations in Mexico to 11 from Phoenix Sky Harbor.

Phoenix Sky Harbor International Airport completes Terminal 3 Modernization Program and closes Terminal 2

[Phoenix Sky Harbor International Airport](#) announced the final phase of a \$590 million modernization project on [John S. McCain III Terminal 3](#). The new north concourse features 10 airline gates and all new shops, restaurants and customer amenities such as an animal relief area, a nursing room, a family restroom, hearing loop connectivity in the gate areas, and access to power from every seat. New restaurants include Ajo Al’s, Scramble and The Phoenix Beer Company. New shops include Discover Arizona with Tech-on-the-Go/House of Marley and Stellar News + Market with Starbucks. The north concourse welcomed the first arriving flights on February 3. The first departures from the renovated concourse began on February 4. All airlines have been relocated from Terminal 2 to Terminal 3 and Terminal 2 is now closed. Terminal 3 now serves Air Canada, Alaska, Boutique Air, Contour Airlines, Delta, Frontier, Hawaiian, JetBlue, Spirit, Sun Country and United.

North Central Arizona

The National Audubon Society designates third Important Bird Area (IBA) in Camp Verde

The [Arizona office of the National Audubon Society](#) science review team approved a third [Camp Verde Important Bird Area \(IBA\)](#). The IBA designation acknowledges the biodiversity of the area and the value it has to bird conservation. The recognized area includes the 17-mile corridor of the Verde River, plus West Clear Creek and Wet Beaver Creek,

within the corporate boundary of Camp Verde. The Verde River's vast watershed is habitat for one of the largest concentrations of resident and migratory birdlife anywhere in the Southwest. This new area brings a total of six IBAs to Yavapai County. July 2019

Verde Valley listed fourth in the USA Today 2019 Readers' Choice Top 10 Best Wine Regions

[Sedona's Verde Valley](#) was voted the fourth best wine region in the country by [USA Today](#). A panel of experts partnered with 10Best editors to pick 20 nominees, and the top 10 winners were determined by readers vote. The Verde Valley features a dry, arid climate with dramatic temperature changes from day to night and volcanic soil, resulting in excellent conditions for growing grapes. Visitors to the region can explore its wineries and tasting rooms along the [Verde Valley Wine Trail](#).

Northern Arizona

Grand Canyon National Park designated as an official International Dark Sky Park

The [National Park Service](#) and the [International Dark-Sky Association](#) awarded [Grand Canyon National Park an official International Dark Sky Park certification](#). The certification gives Grand Canyon National Park support to continue to grow the park's educational programs and creates economic opportunities for neighboring communities as well through astronomy-based tourism. The amount of lights inventoried and retrofitted in this process makes Grand Canyon National Park one of the largest, most complex, International Dark Sky Parks in the world. June 2019

Meteor Crater named one of the Seven Wonders of the World

[Conde Nast](#) listed [Meteor Crater](#), between Flagstaff and Winslow, as one of the must see Seven Wonders of the World. The Barringer Meteor Crater is the best-preserved meteor impact site in the world. Around 500,000 years ago, a 300,000-ton rock burned through the atmosphere, striking earth's surface with the equivalent of 20 million tons of TNT. The impact melted the ground instantly and left a hole 550 feet deep. Visitors can experience a guided tour around the rim of the crater. Conde Nast annually elects seven new awe-inspiring places to list as the Wonders of the World.

Southern Arizona

Yuma's Territorial Prison named the country's "Most Haunted Destination" by USA Today

[Yuma's Territorial Prison](#) has been named the country's "Most Haunted Destination" by [USA Today's 10 Best Readers' Choice Awards 2019](#). Visitors claim to have heard and seen spirits of inmates on death row, a moaning woman looking for her daughter who drowned along the bank of the Colorado River, and a little girl in a red dress who pinches passers-by then runs away. The prison was in operation for 33 years dating back to 1876. Yuma's territorial prison competed with a former sanatorium, a lunatic asylum, a lighthouse, a penitentiary, and even The Queen Mary, a historic ocean liner docked in Long Beach, California, for the nation's 2019 Best Haunted Destination award.

Aridus Wine Company named among the top "Hot Brands" by Wine Business Monthly

Aridus Wine Company, headquartered in Willcox and founded by Scott and Joan Dahmer in 2012, has been named among the top "Hot Brands" in wine by *Wine Business Monthly*. The list recognizes vintners, growers, wineries and wines that are making a statement in the industry while also exceeding expectations with regard to quality. Its growing location – in the Chiricahua Hills appellation – was of particular interest to the judging panel due to its proactive work toward becoming an entirely estate sourced operation. May 2019

Celebrations

Arizona Inn turns 90

The historic [Arizona Inn](#) turns 90 this year (2020). This Tucson property has been family owned and operated since its creation in 1930 by Isabella Greenway, Arizona's first congresswoman and lifelong friend of Eleanor Roosevelt. The

Arizona Inn stands as a landmark hotel in Tucson, achieving designation on the National Register of Historic Places. Visiting the inn feels like coming home or visiting a dear, old friend.

City of Gilbert turns 100 on July 6, 2020

One hundred years ago, the [city of Gilbert](#) was incorporated. Originally a farming community nicknamed “Hay Capital of the World,” Gilbert is now the 6th largest community in Arizona with a population of approximately 259,000. Today, Gilbert is a diverse and modern city that still values its farming roots.

Rialto Theatre turns 100

In Tucson, the historic [Rialto Theatre](#) is celebrating its centennial this year (August 29, 2020). Originally, the theater presented silent films, variety and vaudeville shows. Silent films transitioned to the “talkies” in 1929 and movies were shown here for many years. By 1963, the theatre was shut down and went through various transitions until the mid-1990s when the current owners renovated and turned the old theatre into a concert venue.

Route 66 Centennial Celebration in 2026

Arizona’s Route 66, also known as the Mother Road, has been more than a road. Its people and places have inspired writers, filmmakers, photographers and artists. Its (almost) 100 year history boasts neon, classic cars, diners, and cowboys as well as spectacular vistas and mystical landscapes.

For More Information: For more information on this topic and others see the official Arizona travel and vacation guide from the Arizona Office of Tourism at www.visitarizona.com. Find in-depth AZ visitor information and videos about visiting the state of Arizona, including comprehensive directories of Arizona hotels, dining and shopping, as well as things to do and places to visit throughout the Grand Canyon State.

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