

January 19, 2011

To: Jerene Watson, Town Manager  
Town of Oro Valley

From: Jonathan Walker, President & CEO

Re: 2<sup>nd</sup> Quarter Performance Update

The end of 2010 saw the sluggish tourism industry beginning the slow process of recovery. Arizona seems to be lagging the rest of the country to some degree due to the continued bad economy and lingering effects of SB1070.

In the past quarter, the MTCVB conducted 13 site inspections for future potential business to Oro Valley and booked 20 new pieces of group business for future years. We continue to work closely with the Hilton El Conquistador staff to promote Oro Valley in a positive manner. We are also delighted to have worked with the IronKids event again and to have it return to Oro Valley in April of 2011 bringing 900 attendees and \$286,362 in economic impact.

**METROPOLITAN TUCSON CONVENTION AND VISITORS BUREAU**  
**Oro Valley**

**QUARTERLY PERFORMANCE REPORT – Second Quarter**

**October – December, 2010**

KEY MEASURES OF PERFORMANCE	ADOPTED BY 2011		YEAR TO DATE		COMMENTS
	Q1	Q2	Q1	Q2	

<b>Convention Sales</b>					
Sales Leads	350	47			133
Site Inspections	44	13			28
Future Bookings	16	20			30
Room Nights of future bookings	3,500	5,538			12,264

<b>Convention Services</b>					
Meetings/Conventions serviced	18	31			43

<b>Travel Industry Sales</b>					
Leads/Services	32	24			45
Promote to targeted tour operator clients	400	196			683
Impressions via tour operator catalogs	500,000	189,500			339,500

<b>Communications</b>					
Travel Articles	31	9			16

<b>Marketing</b>					
Generate Inquiries from primary markets	100,000	16,567			47,991
Unique visitors to MTCVB website	2.5M	707,239			1,375,012
Unique visitors to Oro Valley via MTCVB website	6,000	3,906			7,993

Public Relations Key Measure of Performance for Oro Valley

October 2010

134 published, broadcast, and online stories placed and assisted

0 travel journalists hosted in Tucson - Arizona Office of Tourism International PR reps

1 trade show/media market places attended by PR Director

6 articles including Oro Valley properties/amenities

Outlet	Title/Program	Publication Date	Media Group	Publicity Value	Circulation
KMIR 6	Tucson - KMIR 6 - Palm Springs News, Weather, Sports	10/06/2010	Internet	\$14.00	
KXVO 15 The CW	Tucson - THE KXVO CW15 OMAHA ENTERTAINMENT NEWS	10/11/2010	Internet	\$14.00	
KXVO 15 The CW	Tucson - THE KXVO CW15 OMAHA ENTERTAINMENT NEWS	10/18/2010	Internet	\$14.00	
Meetings West	Metropolitan Tucson [sic] CVB	10/01/2010	Print	\$347.82	31,012
Meetings West	Southwestern Exposure	10/01/2010	Print	\$928.85	31,012
nbc26.com	Tucson - WGBA -	10/08/2010	Internet	\$17.14	

*1885.78*

*it looks like  
the same article  
was syndicated  
via 3 diff outlets  
twice in KXVO  
- Joo*



100 South Church Avenue • Tucson, AZ 85701 • 520-624-1817 • 800-638-8350 • f: 520-884-7804  
 www.visitTucson.org

*Tucson Welcomes*

MARIE SCIMECA  
 STEEL TANK INSTITUTE/STEEL PLATE FABRICATORS ASSOCIATION  
 944 DONATA COURT, LAKE ZURICH, IL 60047  
 (847) 438-8265 x 239

*CS8  
29619*

Lead # 29619	130 pl	325 room nights	Program Dates: January 2012	Lead Source: UFWB
--------------	--------	-----------------	-----------------------------	-------------------

**Bureau Contact:**  
**Mary Meade, National Sales Manager**  
**Cellphone: (520) 271-4096**

*Site Itinerary*

Sunday November 14, 2010

Accommodations for one evening, provided by: <b>The Westin La Paloma Resort</b> 3800 E. Sunrise Drive, Tucson, AZ 85718 Contact: Ryan Bunker, Senior Sales Manager Phone: (520) 577-5857 Confirmation # 411197	
9:20 pm	Arrival into Tucson. American Airlines - Flight # 1519 from Chicago. Meet driver from the Westin La Paloma in baggage claim area for transfer to the resort (note: driver will have signage with your name on it)
On own rest of the evening	

Monday, November 15, 2010

	Accommodations for one evening provided by: <b>Ritz Carlton Dove Mountain</b> 15,000 N Sabino Springs Drive, Marana, AZ 85658 Contact: Cristin Corso (for Gina Iarussi) Phone: (520) 572-3102 Confirmation # 89971518
<b>8:30 AM- 10:30AM</b>	Meet in the lobby at the Westin La Paloma for breakfast and site with: <b>The Westin La Paloma Resort</b> 3800 E. Sunrise Drive, Tucson, AZ 85718 Contact: Ryan Bunker, Senior Sales Manager Phone: (520) 577-5857 <i>(note Mary Meade from the Tucson CVB to join for breakfast and provide transportation for the day)</i>
<b>11:00AM- 12:00PM</b>	Site with: <b>Omni Tucson National Golf Resort &amp; Spa</b> 2727 W Club Drive, Tucson, AZ 85742 Contact: Nicki Chasteen, Sales Manager Phone: (520) 877-2356
<b>12:30PM- 2:30PM</b>	Lunch and site with: <b>Ritz Carlton Dove Mountain</b> 15,000 N Secret Springs Drive, Marana, AZ 85658 Contact: Cristin Corso, Sales Manager - <i>(for Gina Iarussi)</i> Phone: (520) 572-3102
	<i>On own rest of afternoon/evening</i>

**Tuesday, November 16, 2010**

	Accommodations for one evening, provided by: <b>Loews Ventana Canyon</b> 7000 N Resort Drive, Tucson, AZ 85750 Contact: Sheila Bourque, Director of National Accounts Phone: (520) 529-7913 Confirmation #5114285
<b>10:00AM</b>	Depart the Ritz Carlton Dove Mountain. (Transportation provided by Jessica Dammeir, friend of Marie Scimeca)
<b>10:30AM- 11:30AM</b>	Site with: <b>Hilton Tucson El Conquistador</b> 10,000 N Oracle Road, Tucson, AZ 85737 Contact: Christy Tolman Phone: (520) 544-1110
<b>12:00 PM - 1:00PM</b>	Site with: <b>Westward Look Resort</b> 245 E Ina Road, Tucson, AZ 85704 Contact: Sonia Hammrich, Assistant Director of Sales Phone: (520) 917-2473
<b>1:30PM</b>	Lunch at Blanco ( at La Encantada) with Mary Meade La Encantada is an upscale two-level outdoor specialty center that celebrates the splendor of old-world Spanish traditions alongside modern sophistication. The first and only luxury shopping center in Southern Arizona it delivers world-class brands to Tucson including: Brooks Brothers, Tiffany, Louis Vitton, Crate & Barrel, etc. It is also a lively entertainment district boasting a multitude of dining options.
<b>3:00PM</b>	Site and dinner with: <b>Loews Ventana Canyon</b> 7000 N Resort Drive, Tucson, AZ 85750 Contact: Sheila Bourque, Director of National Accounts Phone: (520) 529-7913

**Wednesday, November 17, 2010**

<b>5:00 AM</b>	Depart Loews Ventana Canyon for Tucson International Airport. American Airlines Flight #374 departs Tucson at 7:00AM. Transportation provided by Loews Ventana Canyon.

***Thank you for visiting Tucson!***

Hello Everyone,

I have drawn up a tentative schedule for Jeff Dyrek with USA Triathlon for his site visit.

Jeff and I met last week and reviewed his intentions for his upcoming visit. First and foremost, he wants to evaluate the parking areas of Ventana Medical Systems to see which lot offers the best for his event. He also wants to drive the course to determine turn around points. I feel that Mike and Brian will be best suited to assist him with this area.

The lunch meeting at Ventana will allow him to meet with the event contact people and then allow him to get to work with his race setup evaluations.

On the evening of 1 November, I was think that would be a great opportunity to have any Town of Oro Valley staff meet up with Jeff in an informal setting to learn more about the event or cover any details pertaining to the event. I am agreeable to just have a round table meeting instead of a reception/dinner. I will be taking Jeff out that night to eat if we don't have something more formal, so if you are interested please let me know.

If you have any suggestions or comments, please let me know. Your input is helpful and welcome.

Please let me know as soon as you can where and when you are able to participate.

Vince

1 November

12:00 – Lunch with Team – Ventana Medical Systems

13:30 – Course Layout & Ride with OV PD

14:30 – Staging area layout for USAT

17:30 – Dinner or reception for USAT with OV Town Staff (available personnel to either review items or be introduced to the event)

2 November

8:00 – Breakfast Meeting – Review event for those that might not have had a chance to meet on 1 Nov.

9:00 - USAT Time for course layout.

10:30 – Depart of Tucson International Airport

Vincent Trinidad

Director

Tucson Sports

Metropolitan Tucson Convention & Visitors Bureau

100 S. Church Ave.

Tucson, AZ 85701

520-770-2170 - direct

# Hinton+Grusich Tucson BEP Event

## November 11-13, 2010

### Timeline/Schedule

	Host Hotel: <b>Ritz Carlton Dove Mountain</b>
	<i>Scattered Arrivals</i>
	<i>Spa Treatments and/or Golf for early arrivals</i>
6:00- 7:00 pm	<b>Reach to the stars and beyond at the Ritz Carlton Dove Mountain!</b> Reception in the Library with brief site inspection of property- followed by a unique opportunity to experience the heavens by gazing through high powered telescopes. Find out why Tucson is considered a "dark sky" city.
7:00-9:00 pm	Dinner at <b>CORE</b> restaurant
	<i>On own rest of evening to enjoy resort</i>
7:00 am	Meet in lobby for departure to Miraval
7:30 am to 9:30 am	<b>Follow your Spirit to Miraval!</b> Miraval is a world apart: quiet, tranquil and inspiring. Experience the beauty and spirit of Miraval and meet Tony Redhouse, traditional Native American practitioner and performer.
9:30 am	Depart for Westin La Paloma
10:00 am to 11:30am	<b>Time to Spice things up at the Westin La Paloma!</b> Fine tune your culinary skills as you work closely with the team at the Westin La Paloma to create your very own custom chili/BBQ rub.- with brief tour of property to follow
11:30 am	Depart for Loews Ventana Canyon
12:00pm to 2:00 pm	<b>Take a walk on the wild side at Loews Ventana Canyon!</b> Following a brief tour and lunch, you will be lead on a guided walk through the natural Sonoran Desert to an impressive 80' waterfall.
2:00 pm	Depart for JW Marriott Starr Pass

2:30 pm to 4:00 pm	<b>Elevate your senses at the JW Marriott Starr Pass!</b> Enjoy a brief tour of the property, then join the Hashani Spa Team, in the spa, where you will discover how Aromatherapy can enhance every part of your life and create your own unique Aromatherapy to take home.
4:00 pm	Depart for Hilton El Conquistador
5:00 pm to 8:30pm	<b>Come celebrate the Spanish flavors of our southern neighbors at the Hilton El Conquistador!</b> After a brief tour of the property, you will discover the rich cultural heritage of Mexico. A culinary experience as vibrant as the country it represents, and not to be missed!
8:30pm	Depart for Ritz Carlton
	<i>On own rest of evening to enjoy resort</i>
	Breakfast at Leisure <i>(on own)</i>
	Scattered Departures



## ITINERARY

**Annette Stone  
Stephanie Dorn**

**CGI**

11325 Random Hills Rd Fairfax, VA 22030 Ph: 703-267-8321  
Lead #29611 October 2011 Innovations Conference 175 ppl, 550 TRN YFWB-Resort  
Bureau Contact: Joy Johnson, National Sales Manager Ph: 520-770-2130

---

### Tuesday, October 19, 2010

- 11:10 am Stephanie arrives at Tucson International Airport on American Airlines Flight # 307
- 12:26 pm Annette arrives at Tucson International Airport on United Airlines Flight # 6447
- Meet Joy in the baggage claim area.
- 1:15 pm Lunch at Café Poca Cosa
- Both check in for one night compliments of the Hilton Tucson El Conquistador Resort
- 4:00 pm Site & Dinner: **Hilton Tucson El Conquistador Golf & Tennis Resort**  
10000 North Oracle Road, Tucson, AZ 85737  
Ph: 520-544-5000 Fx: 520-544-1222  
Contact: Joni Opperman, Sales Manager Ph: 619-255-3097  
[joni.opperman@hilton.com](mailto:joni.opperman@hilton.com)

### Wednesday, October 20, 2010

- 7:30 am Meet Joy in lobby
- 8:00 am Breakfast & Site: **Loews Ventana Canyon Resort**  
7000 N. Resort Drive, Tucson, AZ 85750  
Ph: 520-299-2020 Fx: 520-299-4151  
Contact: Gail Seawright, Director of National Accts Ph: 520-529-7915  
[gseawright@loewshotels.com](mailto:gseawright@loewshotels.com)

- 11:00 am      **Site & Lunch: JW Marriott Starr Pass Resort**  
3800 W. Starr Pass Blvd., Tucson, AZ 85745  
Ph: 520-792-3500 Fx: 520-792-3351  
Contact: Kimberly Bartlett, Destination Sales Exec Ph: 520-791-6075  
[Kimberly.bartlett@marriott.com](mailto:Kimberly.bartlett@marriott.com)
- 2:00 pm      Both check in for one night compliments of the Ritz Carlton Dove Mountain
- 4:00 pm      **Site & Dinner: The Ritz Carlton at Dove Mountain**  
15000 W Secret Springs Dr, Marana, AZ 85658  
Ph: 520-572-3000 Fx: 520-572-3012  
Lucl Whiteman, Sr Sales Mgr Ph: 520-908-6028  
[lucl.whiteman@ritzcarlton.com](mailto:lucl.whiteman@ritzcarlton.com)

**Thursday, October 21, 2010**

- 9:52 am      Annette departs Tucson International Airport on Frontier Airlines flight # 178  
Transportation to the airport provided by the Ritz Carlton.
- 9:00 am      Stephanie meets driver in lobby for transportation to the Tucson International Airport.  
Transportation provided by the MTCVB. AAA Sedan Ph: 520-573-8152
- 11:50 am      Stephanie departs Tucson International Airport on American Airlines flight # 2067

*Thank you for visiting Tucson!*



## I T I N E R A R Y

**AMERICAN INSTITUTE OF ARCHITECTS OF ARIZONA  
SUPER REGIONAL JOINT MEETING  
TINA LITTERAL, HON. AIA, CAE  
30 NORTH 3<sup>RD</sup> AVENUE #200  
PHOENIX, AZ 85003**

Lead #29593, 500 PL, 700 Total Room Nights

Bureau Contact: Pamela Traficanti (Metro Tucson CVB), National Sales Mgr.  
Cell: 520-906-4512

---

**Tuesday, October 5, 2010**

- 11:00 am     Site and lunch with Christy  
Hilton Tucson El Conquistador Golf & Tennis Resort  
10000 N. Oracle Rd. Tucson, AZ 85737  
Contact: Christy Tolman, Sr. Sales Manager  
Phone: 520-544-1110
- 1:15pm     Site with Bryan  
Westin La Paloma  
3800 E. Sunrise Dr., Tucson, AZ 85718  
Contact: Bryan Tubaugh, Sales Manager  
Phone: 520-577-5861
- 2:45pm     Site with David  
Loews Ventana Canyon Resort  
7000 N. Resort Dr., Tucson, AZ 85750  
Contact: David Brokaw, Nat'l Sales Manager  
Phone: 520-529-7911
- 4:15pm     Site with Kerri  
Back to Phoenix after site.  
JW Marriott Starr Pass Resort & Spa  
3800 W. Starr Pass Blvd., Tucson, AZ 85745  
Contact: Kerri Dessel, Sr. Account Exec.  
Phone: 520-791-6008

***Thank you for visiting Tucson!***



## I T I N E R A R Y

**WESTERN CANDY CONFERENCE  
NICOLE PUCH AND MARY PUCH (GUEST)  
SUPERIOR MEETING SERVICES, KAREN KONRAD  
CELL #480-390-3727**

Lead #29621, March 21-25, 2012, 160 PL, 320 Total Room Nights, YFWB  
Bureau Contact: Pamela Traficanti, Metro Tucson CVB, National Sales Mgr.  
Work: 520-770-2150, Cell: 520-906-4512

---

**Thursday, October 21, 2010**

8:20 pm Nicole and Mary arrive at the Tucson Int'l Airport *American Airlines Flight #1519*  
Hilton to provide transportation to the property for Nicole and Mary.  
Note: One night, two rooms accommodation provided by the Hilton; one room, two  
double beds for Nicole and Mary and one room for Karen Konrad.  
*Karen's confroom# 3398510886; Nicole & Mary's conf # 3402171716*

**Friday, October 22, 2010**

8:30am Breakfast and site with Christy  
Hilton El Conquistador Golf and Tennis Resort  
10000 N. Oracle Rd. Tucson, AZ 85737  
Contact: Christy Tolman, Sr. Sales Manager  
Phone: 520-544-1110 /cell: 520-940-8046

12:00pm Site and lunch with Bryan and Brooke Sauer, National Sales Mgr.  
cell #520-401-3573 and Erica Federico, Convention Services Mgr from  
the Tucson CVB for Pamela to answer questions about Tucson etc...  
Westin La Paloma Resort & Spa  
3800 E Sunrise Drive, Tucson, AZ 85718  
Contact: Bryan Tubaugh, Sales Manager  
Phone: 520-577-5861 / cell: 520-343-7366

3:00pm Site and dinner with David at the Flying V Restaurant  
One night accommodations, two rooms provided by  
Loews Ventana Canyon Resort  
7000 N. Resort Dr. Tucson, AZ 85750  
Contact: David Brokaw, National Sales Manager  
Phone: 520-529-7911 / cell: 520-405-9604

**Saturday, October 23, 2010**

Karen will take Nicole and Mary to have breakfast then check out of Loews Ventana then site Sabino Canyon, DeGrazia Studios, La Encantada, etc.

10:45am Enterprise Rental Car delivered to Westin, meet at the rental car office near the Concierge desk in the resort lobby; pre arranged with Jill Longfellow, Enterprise, Inc. [jill.a.longfellow@ehi.com](mailto:jill.a.longfellow@ehi.com) , cell: 602-489-6898; resv #89L6LX

2pm Nicole to meet Bryan in lobby for a 2:30pm tee time,  
Mary to relax at the spa or pool -TBD  
One night accommodations, one room two beds provided by  
The Westin La Paloma Resort & Spa  
3800 E. Sunrise Dr. Tucson, AZ 85718

On own for the evening Desert Garden, J Bar or Janos available on property or explore the area.

**Sunday, October 24, 2010**

10:30am Site and brunch with Kim Bartlett for Leslie  
JW Marriott Starr Pass Golf Resort  
3800 W. Starr Pass Blvd., Tucson, AZ 85745  
Contact: Kim Bartlett, Destination Sales Executive  
Cell/Phone: 520-791-6045

One night accommodations, one room, two beds provided by  
JW Marriott Starr Pass Resort & Spa  
3800 W. Starr Pass Blvd. Tucson, AZ 85745  
*Nicole & Mary's conf room# 81244177*  
Afternoon & evening on own  
Signature Grill, Catalina BBQ Co. or Primo Restaurant is available on property.

**Monday, October 25, 2010**

4:30am Leave resort and return rental car to the airport in designated rental car area which opens at 5am. American Airlines Flight #374 departing at 6am.

***Thank you for visiting Tucson!***



## ITINERARY

**Glenna Fulks**

**Synthes North America**

1690 Russell Rd Paoli, PA 19301 Ph: 610- 695-2485

October 2013 AON America 350 ppl, 2250 TRN YFWB-Resort \* Lead to come

Bureau Contact: Joy Johnson, National Sales Manager Ph: 520-770-2130

---

### Thurs, October 21, 2010

10:55 am Glenna arrives at Tucson International Airport on American Airlines Flight # 3070

Meet Joy in the baggage claim area.

11:30 am Lunch at Café Poca Cosa

1:00 pm Glass Blowing at Sonora Art Glass Academy

Check in for two nights compliments of the Hilton Tucson El Conquistador Resort

7:00 pm Dinner at Dos Locos

### Friday, October 20, 2010

7:00 am Meet Joy in lobby

8:00 am Horseback riding

10:30 am Site: **Hilton Tucson El Conquistador Golf & Tennis Resort**

10000 North Oracle Road, Tucson, AZ 85737

Ph: 520-544-5000 Fx: 520-544-1222

Contact: Joni Opperman, Sales Manager Ph: 619-255-3097

[joni.opperman@hilton.com](mailto:joni.opperman@hilton.com)

11:30 am Lunch

Glenna Fulks  
Page 2

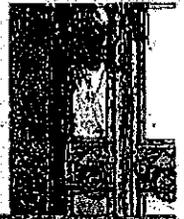
2:30 pm Spa

6:00 pm Dinner in town

**Saturday, October 23, 2010**

8:00 am Depart for Tucson International Airport  
Transportation to the airport provided by the Hilton Tucson El Conquistador

*Thank you for visiting Tucson!*



100 South Church Avenue • Tucson, AZ 85701 • 520-624-1817 • 800-638-8350 • f: 520-884-7804  
[www.visitTucson.org](http://www.visitTucson.org)

CS9

**I T I N E R A R Y**  
**CONFERENCE**

**NORTH AMERICAN WILDLIFE ENFORCEMENT OFFICERS ASSOCIATION**  
**KURT BAHTI, RANDY HANCOCK, STEWART KOHNKE, ROB YOUNG**  
**13 HOG CANYON RD.**  
**PATAGONIA, AZ 85624**

Lead #29591, 500 PL, 1450 Total Room Nights

Bureau Contact: Pamela Traficanti (Metro Tucson CVB), National Sales Manager  
Cell: 520-906-4512

---

**December 14, 2010**

- 11:24am Randy arrives at Tucson International Airport on Southwest flight #2885  
Kurt to pick up at the Airport, Stewart and Rob drive in from Phoenix all to meet  
at the Hilton El Conquistador Resort.
- 12:00noon Lunch and site with Audra for Joni Opperman, Pamela will attend  
Hilton El Conquistador Golf & Tennis Resort  
10000 North Oracle Rd. Tucson, AZ 85737  
Contact: Audra Barrios, EMM  
Phone: 520-544-1109
- 3:30pm All check into Loews Ventana for two nights evening on own  
Two nights two room accommodations provided by  
Loews Ventana Canyon Resort  
7000 N. Resort Drive, Tucson, AZ 85750

**December 15, 2010**

- 8:30am Breakfast and site with David  
Loews Ventana Canyon Resort  
7000 N. Resort Drive, Tucson, AZ 85750  
Contact: David Brokaw, National Sales Mgr.  
Phone: 520-529-7911
- 12:00noon Lunch and site with Kerri  
JW Marriott Starr Pass Resort & Spa  
3800 W. Starr Pass Blvd. Tucson, AZ 85745  
Contact: Kerri Dessel, Senior Acct. Exec.  
Phone: 520-791-6008

Cont'd page 2

**December 15, 2010**

9:00am All check out and Randy is taken to the airport by Kurt for 11:45 am flight back to Denver.

***Thank you for visiting Tucson!***



## I T I N E R A R Y

### Gary Blackburn, Chairman of the Board Fleet Reserve Association

CS5

Client Contact: Vickie Corder, HelmsBriscoe, 6122 Bartram Village Dr, Jacksonville, FL 32258 Ph: 904-268-0045  
Lead #29721 September 2012 Fleet Reserve Association Meeting 600 ppl, 1315 TRN GENERAL  
Bureau Contact: Brooke Sauer, National Sales Manager Ph: 520-770-2156, Cell 520-401-3573

#### Friday, December 3, 2010

Arriving on own in personal vehicle

10:00 am Site: **Hilton Tucson El Conquistador Golf & Tennis Resort**  
10000 North Oracle Road, Tucson, AZ 85737  
Ph: 520-544-5000 Fx: 520-544-1222  
Contact: Joni Opperman Sales Mgr Ph: 619-255-3097  
[Joni.opperman@hilton.com](mailto:Joni.opperman@hilton.com)

12:30 pm Lunch & Site: **Loews Ventana Canyon Resort (3ppl)**  
7000 N. Resort Drive, Tucson, AZ 85750  
Ph: 520-299-2020 Fx: 520-299-4151  
Contact: Gail Seawright, Director of National Accts Ph: 520-529-7915  
[gseawright@loewshotels.com](mailto:gseawright@loewshotels.com)

Brooke & Susan Galjour to join for lunch

3:00 pm Site: **Westin La Paloma Resort & Spa**  
3800 East Sunrise Drive Tucson, AZ 85718  
Ph: 520-742-6000 Fx: 520-577-5887  
Contact: Paul Canez, Sr Sales Mgr Ph: 520-577-5869  
[paul.canez@westin.com](mailto:paul.canez@westin.com)

On own for evening – has friends who live locally

*Thank you for visiting Tucson!*



## **ITINERARY**

### **Leanne Grillo Reos Partners**

One Broadway Cambridge, MA 02142 Ph: 781-290-7656  
Lead #29694 July 2011 Systems Thinking in Education Program 160 ppl, 590 TRN YFWB-Resort  
Bureau Contact: Joy Johnson, National Sales Manager Ph: 520-770-2130

---

#### **Monday, December 6, 2010**

- 1:32 pm      Leanne arrives at Tucson International Airport on Delta Airlines Flight # 2861  
                 Meet Joy in the baggage claim area.
- 2:30 pm-      Site: **Doubletree Hotel at Reid Park**  
3:15 pm      445 S Alvernon Way, Tucson, AZ 85711  
                 Ph: 520-881-4200 Fx: 520-323-5223  
                 Contact: Virginia Leavitt, Assoc DOS Ph: 520-323-5202  
                 [vleavitt@dtreidpark.com](mailto:vleavitt@dtreidpark.com)
- 4:00 pm-      Desert Museum  
5:00 pm
- 5:30 pm      Check in for one night compliments of the Ritz Carlton at Dove Mountain

#### **Tuesday, December 7, 2010**

- 7:30 am-      Personal Conference Call  
8:30 am
- 8:30 am-      Breakfast & Site: **The Ritz Carlton at Dove Mountain**  
10:30 am      15000 W Secret Springs Dr, Marana, AZ 85658  
                 Ph: 520-572-3000 Fx: 520-572-3012  
                 Dawn Benedict, DOS Ph: 520-572-3111  
                 [dawn.benedict@ritzcarlton.com](mailto:dawn.benedict@ritzcarlton.com)

Leanne Grillo

Page 2

11:00 am-  
1:00 pm Personal Conference Call

1:00 pm Meet Joy in lobby of the Ritz

1:30 pm-  
3:30 pm Lunch & Site: **Hilton Tucson El Conquistador Golf & Tennis Resort**  
10000 North Oracle Road, Tucson, AZ 85737  
Ph: 520-544-5000 Fx: 520-544-1222  
Contact: Joni Opperman, Sales Manager Ph: 619-255-3097  
[joni.opperman@hilton.com](mailto:joni.opperman@hilton.com)

3:30 pm Check in for one night compliments of the Hilton El Conquistador Resort

**Wednesday, December 8, 2010**

7:45 am Meet Joy in lobby. Drive through La Encantada

8:15 am-  
10:30 am Breakfast & Site: **Westin La Paloma Resort & Spa**  
3800 East Sunrise Drive Tucson, AZ 85718  
Ph: 520-742-6000 Fx: 520-577-5887  
Contact: Paul Canez, Sr Sales Mgr Ph: 520-577-5861  
[paul.canez@westin.com](mailto:paul.canez@westin.com)

10:30 am Check in for one night compliments of the Westin La Paloma Resort

**Thursday, December 9, 2010**

TBD Transportation to the airport provided

2:22 pm Depart Tucson International Airport on Delta Airlines flight#1306

*Thank you for visiting Tucson!*

Palm Springs | [www.kmir6.com](http://www.kmir6.com)

## Tucson

10/16/2010

Encircled by mountain ranges and bookended by the two units of Saguaro National Park, Tucson is Arizona's second-largest city, and for the vacationer it has everything that Phoenix has to offer, plus a bit more. There are world-class golf resorts, excellent restaurants, art museums and galleries, an active cultural life, and, of course, plenty of great weather. Tucson also has a long history that melds Native American, Hispanic, and Anglo roots. And with a national park, a national forest, and other natural areas just beyond the city limits, Tucson is a city that celebrates its Sonoran Desert setting.

At Saguaro National Park, you can marvel at the massive saguaro cacti that have come to symbolize the desert Southwest, while at the Arizona-Sonora Desert Museum (actually a zoo), you can acquaint yourself with the myriad flora and fauna of this region.

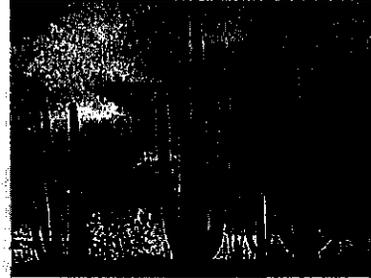
Take a hike or a horseback ride up one of the trails that leads into the wilderness from the edge of the city, and you may even meet up with a few desert denizens on their own turf. Look beyond the saguaros and prickly pears, and you can find a desert oasis, complete with waterfalls and swimming holes, and, a short drive from the city, a pine forest that's home to the southernmost ski area in the country.

Founded by the Spanish in 1775, Tucson was built on the site of a much older Native American village, and the city's name comes from the Pima Indian word *chukeson*, which means "spring at the base of black mountain," a reference to the peak now known simply as "A Mountain." From 1867 to 1877, Tucson was the territorial capital of Arizona, but eventually the capital was moved to Phoenix. Consequently, Tucson did not develop as quickly as Phoenix and still holds on to some of its Hispanic and Western heritage.

Tucson has a history of valuing quality of life over development, which sets it apart from the Phoenix area. Back in the days of urban renewal, its citizens turned back the bulldozers and managed to preserve at least some of the city's old Mexican character. Likewise, today, in the face of the sort of sprawl that has given Phoenix the feel of a landlocked Los Angeles, advocates for controlled growth are fighting hard to preserve both Tucson's desert environment and the city's unique character. However, the seemingly inevitable sprawl has now ringed much of Tucson with vast suburbs, though as yet, the city is far from becoming another Phoenix.

The struggle to retain an identity distinct from other Southwestern cities is ongoing, and despite long, drawn-out attempts to breathe life into the city's core, downtown Tucson has little to offer visitors other than an art museum, a convention center, a few historic neighborhoods, and a couple of good restaurants. There are currently plans for a major downtown renaissance project known as Rio Nuevo that, it is hoped, will reinvigorate downtown Tucson.

Despite this minor shortcoming, Tucson remains Arizona's most beautiful and most livable city. With the Santa Catalina Mountains for a backdrop, Tucson boasts one of the most dramatic settings in the Southwest, and whether you're taking in the mountain vistas from the tee box of the 12th hole, the saddle of a palomino, or a table for two, I'm sure you'll agree that Tucson makes a superb vacation destination.



At Saguaro National Park, you can marvel at the massive saguaro cacti that have come to symbolize the desert Southwest.

(©BruceGriffin/Metropolitan Tucson Convention & Visitors Bureau)

Green Bay | [www.nbc26.com](http://www.nbc26.com)

10/8/2010

## Tucson

Encircled by mountain ranges and bookended by the two units of Saguaro National Park, Tucson is Arizona's second-largest city, and for the vacationer it has everything that Phoenix has to offer, plus a bit more.

There are world-class golf resorts, excellent restaurants, art museums and galleries, an active cultural life, and, of course, plenty of great weather. Tucson also has a long history that melds Native American, Hispanic, and Anglo roots. And with a national park, a national forest, and other natural areas just beyond the city limits, Tucson is a city that celebrates its Sonoran Desert setting.

At Saguaro National Park, you can marvel at the massive saguaro cacti that have come to symbolize the desert Southwest, while at the Arizona-Sonora Desert Museum (actually a zoo), you can acquaint yourself with the myriad flora and fauna of this region. Take a hike or a

horseback ride up one of the trails that leads into the wilderness from the edge of the city, and you may even meet up with a few desert denizens on their own turf. Look beyond the saguaros and prickly pears, and you can find a desert oasis, complete with waterfalls and swimming holes, and, a short drive from the city, a pine forest that's home to the southernmost ski area in the country.

Founded by the Spanish in 1775, Tucson was built on the site of a much older Native American village, and the city's name comes from the Pima Indian word *chukeson*, which means "spring at the base of black mountain," a reference to the peak now known simply as "A Mountain." From 1867 to 1877, Tucson was the territorial capital of Arizona, but eventually the capital was moved to Phoenix. Consequently, Tucson did not develop as quickly as Phoenix and still holds on to some of its Hispanic and Western heritage.

Tucson has a history of valuing quality of life over development, which sets it apart from the Phoenix area. Back in the days of urban renewal, its citizens turned back the bulldozers and managed to preserve at least some of the city's old Mexican character. Likewise, today, in the face of the sort of sprawl that has given Phoenix the feel of a landlocked Los Angeles, advocates for controlled growth are fighting hard to preserve both Tucson's desert environment and the city's unique character. However, the seemingly inevitable sprawl has now ringed much of Tucson with vast suburbs, though as yet, the city is far from becoming another Phoenix.

The struggle to retain an identity distinct from other Southwestern cities is ongoing, and despite long, drawn-out attempts to breathe life into the city's core, downtown Tucson has little to offer visitors other than an art museum, a convention center, a few historic neighborhoods, and a couple of good restaurants. There are currently plans for a major downtown renaissance project known as Rio Nuevo that, it is hoped, will reinvigorate downtown Tucson.

Despite this minor shortcoming, Tucson remains Arizona's most beautiful and most livable city. With the Santa Catalina Mountains for a backdrop, Tucson boasts one of the most dramatic settings in the Southwest, and whether you're taking in the mountain vistas from the tee box of the 12th hole, the saddle of a palomino, or a table



At Saguaro National Park, you can marvel at the massive saguaro cacti that have come to symbolize the desert Southwest.

(©BruceGriffin/Metropolitan Tucson Convention & Visitors Bureau)

2/8/2011

Tucson - WGBA -

for two, I'm sure you'll agree that Tucson makes a superb vacation destination.

**CONTESTS CLICK HERE**  
SEE WHAT YOU CAN WIN WITH NBC26 



All content © Copyright 2000 - 2011 WorldNow and WGBA. All Rights Reserved.  
[| Privacy Policy |](#) [| Terms of Service |](#) [| EEO Report |](#) [| Jobs |](#)

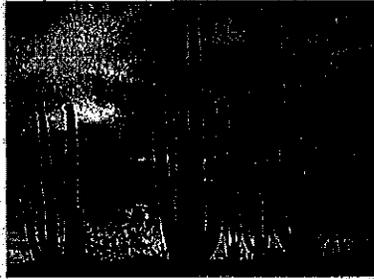


Green Bay



## Tucson

10/11/2010 + 10/18/2010



At Saguaro National Park, you can marvel at the massive saguaro cacti that have come to symbolize the desert Southwest.  
(©BruceGriffin/Metropolitan Tucson Convention & Visitors Bureau)

Encircled by mountain ranges and bookended by the two units of Saguaro National Park, Tucson is Arizona's second-largest city, and for the vacationer it has everything that Phoenix has to offer, plus a bit more. There are world-class golf resorts, excellent restaurants, art museums and galleries, an active cultural life, and, of course, plenty of great weather. Tucson also has a long history that melds Native American, Hispanic, and Anglo roots. And with a national park, a national forest, and other natural areas just beyond the city limits, Tucson is a city that celebrates its Sonoran Desert setting.

At Saguaro National Park, you can marvel at the massive saguaro cacti that have come to symbolize the desert Southwest, while at the Arizona-Sonora Desert Museum (actually a zoo), you can acquaint yourself with the myriad flora and fauna of this region. Take a hike or a horseback ride

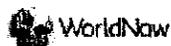
up one of the trails that leads into the wilderness from the edge of the city, and you may even meet up with a few desert denizens on their own turf. Look beyond the saguaros and prickly pears, and you can find a desert oasis, complete with waterfalls and swimming holes, and, a short drive from the city, a pine forest that's home to the southernmost ski area in the country.

Founded by the Spanish in 1775, Tucson was built on the site of a much older Native American village, and the city's name comes from the Pima Indian word *chukeson*, which means "spring at the base of black mountain," a reference to the peak now known simply as "A Mountain." From 1867 to 1877, Tucson was the territorial capital of Arizona, but eventually the capital was moved to Phoenix. Consequently, Tucson did not develop as quickly as Phoenix and still holds on to some of its Hispanic and Western heritage.

Tucson has a history of valuing quality of life over development, which sets it apart from the Phoenix area. Back in the days of urban renewal, its citizens turned back the bulldozers and managed to preserve at least some of the city's old Mexican character. Likewise, today, in the face of the sort of sprawl that has given Phoenix the feel of a landlocked Los Angeles, advocates for controlled growth are fighting hard to preserve both Tucson's desert environment and the city's unique character. However, the seemingly inevitable sprawl has now ringed much of Tucson with vast suburbs, though as yet, the city is far from becoming another Phoenix.

The struggle to retain an identity distinct from other Southwestern cities is ongoing, and despite long, drawn-out attempts to breathe life into the city's core, downtown Tucson has little to offer visitors other than an art museum, a convention center, a few historic neighborhoods, and a couple of good restaurants. There are currently plans for a major downtown renaissance project known as Rio Nuevo that, it is hoped, will reinvigorate downtown Tucson.

Despite this minor shortcoming, Tucson remains Arizona's most beautiful and most livable city. With the Santa Catalina Mountains for a backdrop, Tucson boasts one of the most dramatic settings in the Southwest, and whether you're taking in the mountain vistas from the tee box of the 12th hole, the saddle of a palomino, or a table for two, I'm sure you'll agree that Tucson makes a superb vacation destination.



All content © Copyright 2000 - 2011 WorldNow and KXVO. All Rights Reserved.  
For more information on this site, please read our [Privacy Policy](#) and [Terms of Service](#).

## 20 hotels in Arizona get 'green' distinction

by Michael Clancy - Dec. 3, 2010 02:49 PM  
The Arizona Republic

Twenty Arizona hotels have earned a "green" designation from the state under a program rolled out in early January that awards points for meeting environmental criteria.

Created by the Arizona Hotel & Lodging Association and two state agencies, the Office of Tourism and the Department of Environmental Quality, the Green Hotel program considers various eco-friendly categories to rate hotels that submit applications.

Ten of the 20 hotels already certified are in the Valley.

Five more lodgings are close to certification.

The categories include areas such as kitchen, housekeeping and energy, with points given for various efforts.

For example, in the kitchen, a hotel can be rewarded for use of local foods, relationships with food-related charities and establishing a composting system. In housekeeping, points are awarded for use of environmentally friendly cleaning products. Under energy, hotels can score points based on the use of solar energy and high-efficiency appliances.

"We looked at other programs, and we adopted the best practices," said Debbie Johnson, president of the hotel association, which counts more than 250 lodgings as

members.

She said the group wanted to have a system that was tangible and easy to measure. Its checklist offers more than 100 steps in 15 categories that properties can take to earn points, with 150 points qualifying for green certification.

Certification is good for two years, and to remain certified, properties must increase their efforts.

Sherry Henry, director of the Arizona Office of Tourism, said the program was one of the best in the country.

Benjamin Grumbles, director of the Department of Environmental Quality, said the Green Hotel program represented a comprehensive commitment to saving energy and water.

"This is above and beyond what is required by law or government," he said. "We get real progress when people and businesses do more than they are required to do."

Still, the program has shortcomings. It does not address transportation to and from

Advertisement



**Mom Dilemma #36:**  
Your daughter insists on wearing her princess costume to the grocery store. Allow it or not?

YES - all princesses are princesses!

NO! I have some rules!

**momlike** me

BY DEBBIE JOHNSON

Print Powered By  Format Dynamics

properties, it appears to offer more opportunities for larger hotels to score well and it is self-scored. Independent checks of properties are expected as the program develops.

Stephanie Dowling, who represents one of the top-scoring hotels so far, the Westin Kierland, said that hotels could save money by following sound environmental practices without compromising the visitor experience.

Copyright © 2011, azcentral.com. All rights reserved. Users of this site agree to the Terms of Service and Privacy Policy/Your California Privacy Rights

Advertisement



**Mom Dilemma #36:**  
Your daughter insists on wearing her princess costume to the grocery store. Allow it or not?

YES at least it's covered!

NO! It's a commercial!

momslike 

Print Powered By  Format Dynamics

More on this topic

## **Green hotels**

These lodgings were certified under the state's "Green Hotel" program:

- Arizona Grand Resort, Phoenix.
- Best Western Royal Sun Inn & Suites, Tucson.
- Cat Mountain Lodge, Tucson.
- Enchantment Resort, Sedona.
- Fairmont Scottsdale.
- Havasu Dunes Resort, Lake Havasu City.
- Hilton El Conquistador Golf & Tennis Resort, Tucson.
- Hilton Garden Inn Phoenix/Avondale.
- Hotel Valley Ho, Scottsdale.
- Loews Ventana Canyon Resort, Tucson.
- Pointe Tapatio Cliffs Resort, Phoenix.
- Royal Palms Resort and Spa, Phoenix.
- Scottsdale Camelback Resort.
- Sedona Rouge.
- Tempe Mission Palms Hotel.
- Phoenician, Phoenix.
- Westin Kierland Resort and Spa, Phoenix.
- Westin La Paloma, Tucson.
- Wyndham Sedona.
- Westward Look Resort, Tucson.

Source: Arizona Hotel & Lodging Association.

Now in the UK!

Friends' Activity

Sign Up for Yelp Log In



Real people. Real reviews.™

Search for (e.g. taco, cheap dinner, Max's)

Near (Address, City, State or Zip)

Tucson, AZ

Search

Welcome

About Me

Write a Review

Find Reviews

Invite Friends

Messaging

Talk

Events

Member Search

### Oro Valley Spring Festival of the Arts

**Category:** Festivals & Fairs

**When:** Saturday, February 19, 2011 9:00 am  
Add to Calendar

**Where:** Oro Valley Marketplace  
Corner of Oracle/Tangerine Roads  
Tucson, AZ

**How:** Official Website [Add A Photo](#)

**Cost:** Free



Submitted by: Matt B. [See all of Matt B.'s events »](#)

#### What/Why:

The Spring Oro Valley Festival of the Arts, February 19 and 20 is held in the beautiful and bustling Oro Valley Marketplace in the town of Oro Valley, an upscale community just minutes north of Tucson. The festival features a large variety of works by some of the regions finest artisans and craftsmen.

[Send to Friend](#) [Flag as inappropriate](#)

#### Discuss This Event



Richard "Rick" C. says:

Is this the art fair that is usually held at Riverside Park?

#### Are You Interested?

Respond

Who's In? 3 responses



C.C.



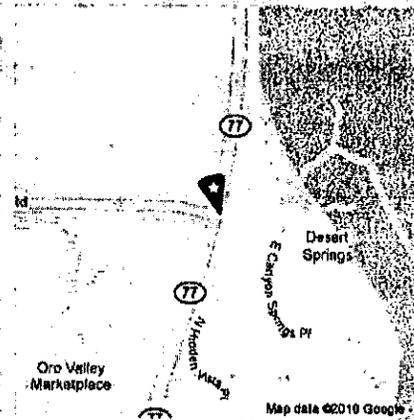
Richard C.



Matt B.

#### Sounds Cool

[View all 15 photos »](#)



Page Bottom

12/15/2010

Page Top

#### Show Nearby

No matching Businesses found. Try zooming out on the map.

#### Other Events This Week

[More »](#)

- Jan 10 [Yelp On 92.9 The Mountain!](#)
- Jan 10 [Meet Me at Maynards](#)
- Jan 12 [Harlem Gospel Choir Concert](#)
- Jan 13 [Yelp Gets Schooled @ Eclectic...](#)
- Jan 14 [16th Annual Wooden Ball-Night...](#)

#### About

- [About Yelp](#)
- [Yelp Blog](#)
- [Press](#)
- [Terms of Service](#)
- [Privacy Policy](#)

#### Help

- [FAQ](#)
- [Content Guidelines](#)
- [Contact Us](#)
- [Business Owners](#)
- [Developers](#)

#### More

- [Careers](#)
- [Yelp Mobile](#)
- [The Weekly Yelp](#)
- [RSS](#)
- [Top Searches](#)

#### Countries

- [United States](#)
- [Canada](#)
- [United Kingdom](#)
- [Ireland](#)
- [France](#)
- [Germany](#)
- [Austria](#)
- [Netherlands](#)

#### Language

- [English](#)

# Thousands Cycled in the 2010 El Tour de Tucson

By [Sylvia Somerville](#)  
Last Updated Nov 25, 2010, Published Nov 22, 2010

**Nearly 9,000 cyclists converged upon Tucson, Arizona, on November 20, 2010, to participate in one of the most popular cycling events in the country.**



0 comments

1

Like

tj

Ab

Biking enthusiasts from across the U.S.A. pedaled in El Tour de Tucson, the 29th annual biking mega-event in Tucson, Arizona. The area's sunny skies, balmy weather (in the low 70s) and desert terrain were big draws for the November 20, 2010 tour — the largest participatory event in southern Arizona.

0

Share Article

[Print Article](#)

Joe Crane drove in from Douglasville, Georgia, to take part in the century division, a 109-mile course and the most popular ride of the tour. He began cycling for his health a few years ago but has come to love the sport so much that he has clocked in 6,300 miles on his bike this year. Not all riders in El Tour de Tucson were veterans, however. For many, like Mark Hunter of Chandler, Arizona, and Karina Godoy of Oro Valley, Arizona, this was their first big race.

## Marcotte and Allar Finish First in El Tour de Tucson

Thirty-year-old Eric Marcotte from Munds Park, Arizona, was the first person to finish the race. Marcotte hammered the 109-mile course in 04:32:34, averaging 23.9 miles an hour. The top female rider was Erica Allar, a 25-year-old cyclist from Charlotte, North Carolina. She finished the race two minutes behind Marcotte (04:34:28).

Marcotte pulled ahead of nearly 3,400 bikers in the century ride — 3,316 single riders and 72 tandem cyclists. Although most were in their 20s, 30s and 40s, there were a handful of teens and some seniors. The youngest participant was 13, Ethan Seaver from Albuquerque, New Mexico; the oldest cyclists were 79, including John and Elizabeth Melville from Oro Valley, AZ, who crossed the finish line on a tandem bike.

The race began at 7 a.m. By mid-afternoon most of the riders had completed the circuit, but the race was not officially over until 6 p.m. Along the route, locals cheered the cyclists on, and family members and friends were at the ready with cold water, power bars, energy gels and fruit.

Not all participants rode traditional bikes. Some chose to race on elliptical machines hoisted upon a base, several preferred recumbent bicycles or rode on folding bicycles. There was even a unicycle.

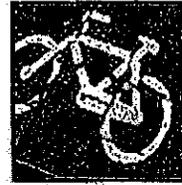
### **3,000 Cyclists Rode in El Tour de Tucson's Shorter Divisions**

Besides the century, there were three shorter rides in the 2010 tour — a 79-mile, a 66-mile and 40-mile route. An additional 2,929 cyclists crossed the finish line in these races.

All of the proceeds from entry fees, sponsorships and donations will go to support charitable organizations. In 2009 the event raised nearly \$2 million dollars.

Published in: [bike racing](#) [outdoor & recreation](#) [2010 el tour de tucson](#) [cycling events](#) [bike racing](#) [outdoor recreation](#) [annual events in tucson](#)

#### **Images**



*Copyright Sylvia Somerville. Contact the author to obtain permission for republication.*



**Leave a comment**

**Share this article with your friends**

### **Read on**

[MLB Cactus League Spring Training 2009 and 2010](#)

[Tucson Arizona Holiday Family Favorite Events](#)

[Mark Cavendish](#)

**Metropolitan Tucson CVB**

**GENERAL DESCRIPTION**

**Tucson**—rich in resources, limitless in opportunity

Surrounded by majestic saguaro forests and dramatic mountain peaks, **Tucson** embodies the beauty of the Southwest and the amenities of a thriving city. **Tucson's** diversity and blend of Mexican, Native American and modern culture make us the best place to experience the real Arizona.

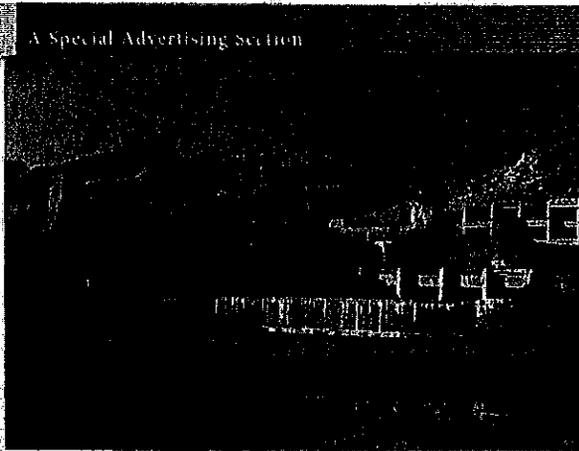
Not only will **Tucson** captivate you with our breathtaking scenery, exceptionally mild temperatures and climate, luxurious resorts and meeting spaces, challenging high desert golf, exquisite mouthwatering cuisine, and uniquely Southwestern attractions that other destinations cannot match, we give meeting planners and groups one more reason to choose **Tucson**.

By booking future meetings in **Tucson** with a two-night minimum in 2011 and 2012, you qualify for credits to your master account. Triple your savings by booking three years and your savings can reach \$30,000. Visit [www.TucsonOnUs.com](http://www.TucsonOnUs.com) for details.

**ACCOMMODATION:**

**Tucson** delivers value and luxury. With no shortage on lush desert luxury and impeccable service, **Tucson** is home to many of the world's best hotels and resorts that provide perfect facilities and square footage for on-site meetings. Hilton **Tucson**, El Compadre Golf and Tennis Resort, Loews Ventana Canyon Lodge at Ventana Canyon and The Westin La Paloma Resort and Spa are nestled in the foothills of the Santa Catalina Mountains and are complemented by intimate surroundings. Omni **Tucson** National Resort, with its

A Special Advertising Section



sweeping mountain views, has hosted prestigious PGA events where legendary champions battled for glory.

Our newest luxury property The Ritz-Carlton, Dove Mountain, host to the World Golf Championships-Accenture Match Play Championship, is situated in the foothills of the Tortolita Mountains and blends naturally among our most noble saguaros. JW Marriott Starr Pass Resort and Spa, the largest property and truly an eco-resort, also draws on the beauty of its mountainous location.

Elegant and charming, Westward Look Resort, with its secluded feel, offers meeting attendees some of the best views of city lights. With panoramic views overlooking the Santa Cruz River Valley, Esplendor Resort at Rio Hico blends the old Southwest with state-of-the-art conveniences.

**MEETING FACILITIES**

Meeting space that marvels. Whether you're looking to host an intimate retreat, several hundred people at one of our world-class resorts or expecting an even larger crowd that demands convention center space, we have the perfect venue. The average square footage of available indoor meeting space for our featured resorts is 44,000. The JW Marriott Starr Pass Resort, with 89,000 square feet, has one of the largest ballrooms and Westin La Paloma and Loews Ventana Canyon accommodate banquets of up to 1,000 guests. **Tucson's** dramatic skyline and sunsets create unforgettable outdoor settings at any of our resort properties, and give meeting attendees an experience to remember.

**RECREATION**

Experience real Southwest adventure. **Tucson** is the place to be if your group is into exploring rugged canyons, seedling up for a sunset ride on horseback or day-tripping into Southern Arizona. If you'd rather spend your free time locking back by the pool, relaxing at the spa, or playing nine after nine of legendary golf, it's just a few steps from your hotel room.

**GETTING THERE**

Travel with ease. **Tucson** International Airport is one stop away from more than 200 U.S. locations. Nonstop flights are offered from 15 major cities and direct service is offered from 25 destinations. Short security lines and proximity to ticket counters, gates and baggage claim provide a refreshingly smooth arrival and departure.

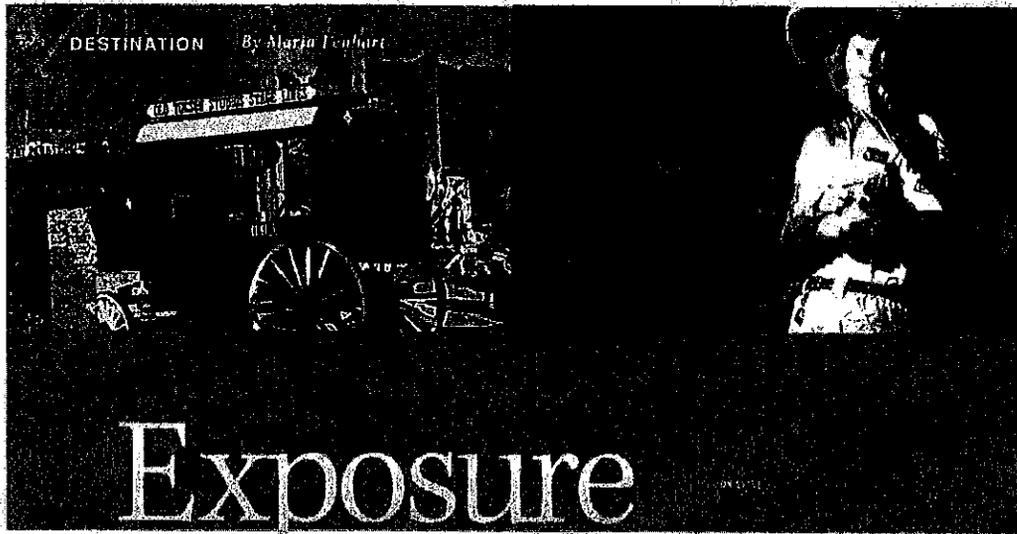
**CVB SERVICES**

Planning is a breeze. Experience the convenience of the Metropolitan **Tucson CVB** as we help you find the absolute best venue. Our sales team will assist you in booking the perfect space and room reservations, connect you to exceptional suppliers, and assist with transportation, destination collateral and convention services, all of which will ensure your meetings run smoothly—at no cost to you. Ask about our social responsibility initiatives. We will make it happen. (800) 638-8350 x 134.

**Contact**

Responsible for the success of your meeting, we offer a variety of services to help you plan your meeting in Tucson. Our sales team will assist you in booking the perfect space and room reservations, connect you to exceptional suppliers, and assist with transportation, destination collateral and convention services, all of which will ensure your meetings run smoothly—at no cost to you. Ask about our social responsibility initiatives. We will make it happen. (800) 638-8350 x 134.





# Exposure

Essential Southern Arizona experiences are close at hand

**F**EW REGIONS PROVIDE MORE of a "sense of place" than Southern Arizona. Less developed than other major desert destinations, the region is where the spirit of the Old West remains a living legacy and where spectacular desert and mountain landscapes are never far from sight.

Experiencing the natural and cultural essence of the region, even when constrained by a time-sensitive meeting agenda, is not difficult for attendees to do. A wealth of venues, activities and natural wonders reflecting the essence of the Southwest are within easy reach.

For instance, attendees based at resort hotels in the Tucson area will find themselves literally just steps away from pristine wilderness areas, according to Graeme Hughes, director of convention sales for the Metropolitan Tucson CVB.

"Immediate access to the natural environment is where Tucson differs from a lot of other Southwest destinations," he says. "Here there are mountains in all directions. If you're staying at Loews Ventana Canyon, there's a National Forest trailhead right off the parking lot. The JW Marriott Starr Pass borders Tucson Mountain Park. The new Ritz-Carlton, Dove Mountain borders the Tortolita Preserve—you can

walk out of your guest room and get onto the Wild Burro trail."

Marilyn McIver, general manager of Southwest Conference Planners, a local DMG, adds that the Tucson area provides attendees with opportunities for "cultural immersion" that is rivaled by few other destinations.

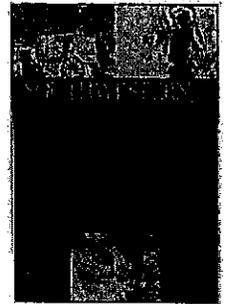
"I've worked in Scottsdale and the California desert—those are new places, Tucson is old. It has the most amazing history of any place I've ever lived," she says. "People come here looking for a real Western experience. The architecture, the culture and the landscape all reflect it."

And yet while the interest visitors have in Tucson's Old West heritage remains constant, Hughes notes that the ways for groups to experience it are constantly evolving.

"It used to be that meetings here follow a traditional pattern—opening with a Mexican fiesta with mariachi music and closing with a steak fry," he says. "These events are still popular, but there's been a whole sort of emergence outside of that. For instance, the steak fry is more likely to be combined with a cattle drive or some other ranch experience."



Unquestionably the best place to experience the flora and fauna of the Tucson region is its No. 1 visitor attraction, the Arizona-Sonora Desert Museum ([www.desertmuseum.org](http://www.desertmuseum.org)). The museum, an active participant in wildlife recovery programs, is the place to see thousands of plant and wildlife species, some of them rare or endangered, native to the Southwest.



Set on 100 acres, the mostly open-air museum offers such intriguing features as a walk-through hummingbird aviary, rocky habitats for mountain lions and bighorn sheep, a cactus garden and a huge collection of fossils, gems and minerals from the desert. Possible activities include behind-the-scenes tours with an animal keeper and birds of prey flight demonstrations.

Desert garden vistas are a focal point of many function spaces at the museum, including the Baldwin Education Building with its glass panel wall opening onto an outdoor balcony. Other venues include the 270-seat Warren Theater, the tree-shaded Taylor Plaza and the Ocotillo Cafe, which offers both indoor and outdoor dining.

Even when attendees lack the time to visit the museum, they can still experience some of what it offers.

"If a group is having an intensive meeting and just can't get away, the Arizona-Sonora Desert Museum will come to them—sending docents and wildlife to the hotel," Hughes says. "Groups can have a break on the patio, with an owl or a tarantula in attendance."

Stargazing is another example of natural phenomena that can be enjoyed at the meeting site.

"Astronomy is very big in Tucson, which has outstanding research facilities," Hughes says. "We frequently work with the Tucson

Arizona Amateur Astronomers Association ([www.tucsonastronomy.org](http://www.tucsonastronomy.org)) to get astronomers to come out to a poolside reception with high-powered telescopes that can zoom in on a planet or constellation."

The recently discovered Kartchner Caverns ([www.az-stateparks.com](http://www.az-stateparks.com)), a stunning limestone cave about 90 minutes outside of Tucson, is fast becoming one of the region's most popular natural attractions. For groups who can spare the time, an excursion out to take the one-and-half-hour guided tour of the stalactite caverns is well worth it, according to McIver.

"It's very pristine and beautifully preserved—one of the most unique and incredible places I've ever been to," she says. "The guides do a great job."

When it comes to experiencing the Old West, nothing fits the bill quite like a ranch venue. Fortunately, the Tucson area boasts an amazing diversity of group-friendly ranches, everything from dude ranches catering to corporate retreats to working cattle ranches that invite attendees to come along for the ride.

"The deal here is how Western do you



want to be?" McIver says. "You can be at a beautifully manicured dude ranch that provides a kind of gentle approach. Or you can get down and dirty and do a cattle drive."

One of the most versatile ranch venues is Cocoraque Ranch and Pavilion ([www.cocoraque.com](http://www.cocoraque.com)), a century-old working cattle ranch set on 16,000 acres just outside of Tucson. The ranch caters to groups with facilities that include a large events pavilion in a desert setting and offers activities such as cattle drives, Western games and customized rodeos.

"Groups can leave the hotel about 2 p.m. and go on a horseback or wagon ride or do a cattle drive and arrive back at the ranch for a barbecue by dusk," Hughes says of Cocoraque. "With the cattle drive, you're actually helping move the cattle across, but the guides are very adept at keeping things from being too challenging. And you're riding along the mountain ridges and among the saguaros—it's a classic Western landscape where a lot of movies were filmed."

To really get a sense of being in a Western movie, there's no place like Old Tucson Studios ([www.oldtucson.com](http://www.oldtucson.com)), a theme park and set location for more than 300 famous Western movies and TV shows, including *Little House on the Prairie*, *Bonanza* and the 1956 film classic *Gunfight at the OK Corral* with Bert Lancaster and Kirk Douglas. Costumes, including a dress worn by Laura Ingalls in *Little House on the Prairie*, and other memorabilia from the shows and films are on display.

Built as a movie set in 1939 and expanded over the years, Old Tucson Studios is a ready-made backdrop for Western-themed events, complete with gunfight re-enactments and saloon hall musicals. An extensive program of team-building activities includes the chance for teams to produce and star in their own Western movie, learn what it takes to be a stunt double or participate in a City Slicker Rodeo.

According to incentive planner Joe Jeanette, senior vice president of Creative Group, Old Tucson's filmmaking option went over big during a recent annual sales meeting.

"If you're looking for a customized and 'wow' activity, there's no better fit than Old

happenings

GREATER TUCSON

- ▶ The Páscua Yaqui Tribe recently broke ground on a \$98 million property next to Casino Del Sol (520.838.6737; [www.casinodelsol.com](http://www.casinodelsol.com)). The Sol Casino Hotel and Convention Center, set for completion in fall 2011, will offer 215 guest rooms, a conference center with a 14,000-square-foot ballroom and a full-service spa.
- ▶ Although currently on hold, there are plans to expand the Tucson Convention Center (520.791.4101; [www.ci.tucson.az.us](http://www.ci.tucson.az.us)) and to construct a 525-room Sheraton-branded convention headquarters hotel. Plans call for a 35,000-square-foot exhibition hall expansion and 25,000 square feet of new meeting space at the center.
- ▶ The Ritz-Carlton, Dove Mountain (520.572.3000; [www.ritzcarlton.com](http://www.ritzcarlton.com)) opened last year outside of Tucson. It features 250 guest rooms, three ballrooms, a Jack Nicklaus Signature Golf course and 45,000-square-foot club, and a 17,000-square-foot spa and fitness center.
- ▶ Renovations were completed at the Palo Verde Inn & Suites (520.294.5250; [www.palo-verdeinn.com](http://www.palo-verdeinn.com)) earlier this year, which included a redo of the guest rooms and pool area and the addition of a new boardroom and terrace available for small outdoor events.
- ▶ Lodge on the Desert (520.320.2000; [www.lodgeonthedesert.com](http://www.lodgeonthedesert.com)) completed a \$15 million overhaul and expansion last year. Upgrades to the historic property included renovations of the 35 original guest rooms, as well as the addition of 163 new guest rooms, including 13 suites.
- ▶ Omni Tucson National Resort (520.297.2271; [www.omnisonational.com](http://www.omnisonational.com)) completed a \$30 million renovation last year. Improvements include newly remodeled guest rooms and meeting space; the all-new 1,054-square-foot Cypress Salon and the new Bob's Steak & Chop House.
- ▶ Tubac Golf Resort and Spa (520.398.2211; [www.tubacgolfresort.com](http://www.tubacgolfresort.com)) recently underwent a \$40 million renovation, which included upgrades to its 98 guest rooms and the new Geronimo Conference Center, with 7,000 square feet of meeting space.

YUMA

- ▶ The 150-room Hilton Garden Inn Yuma/Pivot Point (928.783.1500; [www.hilton.com](http://www.hilton.com)) opened last year. It sits adjacent to the 20,000-square-foot Pivot Point Conference Center and offers complimentary Wi-Fi, a 24-hour business center, a full-service restaurant and four meeting rooms.
- ▶ Quishon Casino Resort (760.572.3900; [www.playqcr.net](http://www.playqcr.net)) recently opened just over the California border six miles west of downtown Yuma. The \$200 million resort includes 166 guest rooms; a 20,000-square-foot events center and a 30,000-square-foot casino.

## DESTINATION

## Southern Arizona

*continued from page 62*

Tucson Studios when in Tucson, Arizona," he says. "The end result was a customized team-building movie-making experience, followed by a high-end cowboy party that exceeded our clients' and program participants' expectations."

A real place that was featured in many Western movies, and what is referred to in both versions of the film *3:10 to Yuma*, is southwestern Arizona's Yuma Territorial Prison State Historic Park ([www.pr.state.az.us](http://www.pr.state.az.us)). It offers a glimpse of life in the Old West's most notorious prison.

The stone walls and iron-gated cells, where over 3,000 prisoners were incarcerated between 1876 and 1909, are the focal point of the park, which also includes a museum and spacious grounds with picnic facilities for up to 1,000 people. A full calendar of special events includes Old West reenactments on every Sunday from October through April.

Aviation history, both commercial and military, is the focus of the Pima Air & Space Museum ([www.pimaair.org](http://www.pimaair.org)), an 80-acre complex in Tucson displaying over 300 aircraft dating back to the very beginnings of flight. Indoors, the museum accommodates groups of up to 700 for theme parties in massive hangars where the historic aircraft are on display.

According to McIver, the facilities and exhibits are only part of what makes the museum a "profound experience" for attendees.

"What really moves people about the museum are the docents, many of whom are the war vets who actually flew some of the planes," she says. "They tell their personal stories, making you cognizant of the prices that were paid." **mw**

Search for detailed information about CVBs, hotels and meeting facilities in Southern Arizona by visiting our website at [www.meetingsfacts.com](http://www.meetingsfacts.com).

### CVB Contacts

Metropolitan Tucson CVB  
520.770.2143  
[www.visitucson.org](http://www.visitucson.org)

Yuma Visitors Bureau  
928.376.0100  
[www.visitryuma.com](http://www.visitryuma.com)

Meetings Facts.com