

# DESTINATION TRAVEL & EVENTS



Bryce Canyon National Park

▼ As spectacular as our own state is, we have some pretty spectacular neighbors, tailor made for classic road trips. It has always seemed like a plus that we don't have an Interstate north to **Utah**. To get there, you can take US 89 north from Flagstaff to Lake Powell or Monument Valley, or US 93 to Las Vegas and St George. Depending on your destination, you can set out after breakfast, or after lunch, and still



Great Salt Lake

get just about anywhere in Utah before the sun goes down. The Utah Travel Industry has identified some 1,235 places to watch the sun go down; here are their Top Five. | **05**) Most Urban Sunset (Best City View): Mount Olympus: How about watching the sunset from 9,026 feet above sea level? You'll see Salt Lake City (4,226 feet above sea level) and beyond to the Great Salt Lake, Antelope Island and all the way into Idaho. The summit hike is 7.6 strenuous miles roundtrip. Bring water, good hiking

shoes, a headlamp for hiking down in the dark and your camera. | **04**) Most Remote Sunset: Uinta Mountains: Just about anywhere in the Uinta Mountain range, east of Salt Lake City, is a great place to watch a sunset, with lakes and peaks everywhere you turn. A few spots to consider are Wall Lake, Christmas Meadows and Abe's Lake Trail. | **03**) Most Dramatic Sunset: Monument Valley National Monument: This is the scene where the credits roll. It's a sunset that makes you want to get on a horse and be a cowboy with a weathered face. It's a sunset that makes you feel like just a speck in the cosmos. | **02**) Most Peaceful Sunset: Sailing on the Great Salt Lake (left): Add a boat carving the mirrored surface, and this is free zen. Let yourself flow into

sunset bliss while the water laps against the hull. Lullabies were never this good. | **01**) Most Colorful: Bryce Canyon (above): You'll likely run into dozens of photographers at Sunset Point, Sunrise Point and Yovimpa Point in this colorful National Park. People from all over the globe are on hand to witness something magnificent—a gathering of light-lovers, there to record a once-in-a-lifetime moment. The sun will never set the same way again. Keep in touch with other photographers and swap

images. You're now in the club.

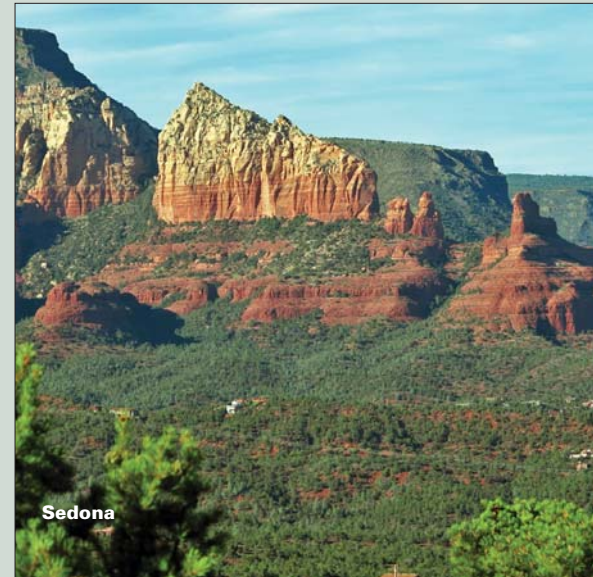
▼ The Hacienda Del Sol Guest Ranch Resort in **Tucson** is one embodiment of that town's UNESCO World City of Gastronomy designation. The historic resort has classic favorites and original creations inspired by local and seasonal ingredients, as classically trained and regionally experienced Chef Bruce Yim leads a team



Hacienda del Sol, Tucson

of culinary minds and hands at the helm of its award-winning restaurant The Grill, in Terraza Garden Patio & Lounge, and in a catering kitchen. He and his team incorporate ingredients and ideas inspired by the bounty from an on-site organic garden, plus herbs and citrus grown throughout the resort's 34 acres, to develop a distinctive selection of New American Cuisine to diners and event guests. Hacienda dining has received the national AAA Four Diamond Award and kudos from local

magazines, including Top Five Restaurant, Best Brunch, Best Romantic Dining, Best Wine List, Best Dining with a View, Best Restaurant for Out-Of-Town Guests, and Best Longtime Favorite. Their wine



Sedona

cellar has more than 6000 hand-selected bottles from over 900 labels, from the Bio Bio Valley to Bordeaux, from Argentina to Spain, and from Arizona to Main, winning The Award of Ultimate Distinction from *Wine Enthusiasts Magazine* and Best Of Award for Excellence from *Wine Spectator* for 16 consecutive years. Guests come for the food, stay for the wine, and return for the views and ambience—or any combination therein. Hacienda Del Sol is a qualified member of Historic Hotels of America, the official program of the National Trust for Historic Preservation, and a member of the Preferred Hotels and Resorts Lifestyle Collection.

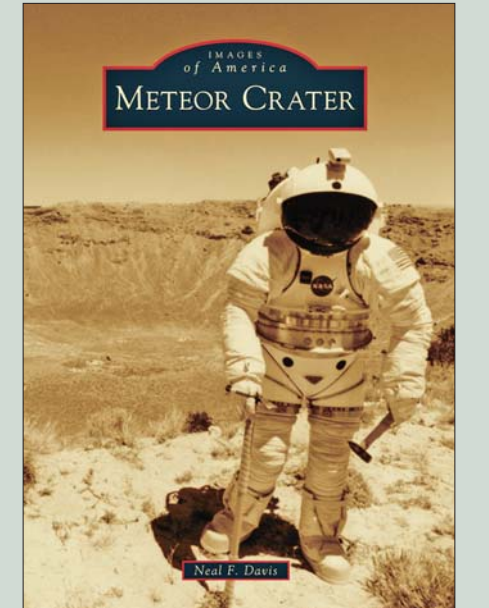
▼ This year's annual Arizona Governor's Conference on Tourism, hosted by the Arizona Office of Tourism in July, included a first-time Grand Pitch contest, in which the **Sedona** Chamber of Commerce & Tourism Bureau was awarded for their "Sedona Secret 7" campaign, which earned them almost \$100,000 of in-kind marketing funds. The contest supports statewide destination marketing efforts and increases the economic benefits of tourism activity. "Sedona Secret 7" is a social media and digital campaign that identifies seven different categories of under-the-radar sites in Sedona, so visitors can experience the area like a local. Out of 17 total entries, four finalists presented their ideas to a

team of judges during the general session of the conference. After an eight-minute presentation and five minutes of questions, the decision went to a judging panel of representatives from sponsoring media partners, including *Condé Nast Traveler*, *Expedia*, *Golf Digest*, *Off Madison Ave*, *Sojern*, *TripAdvisor* and *Travelzoo*, whose votes counted for 25 percent, while audience participation counted for 75 percent of the final vote. The winning video was created in coordination with the Sedona Chamber of Commerce & Tourism Bureau's agency of record, Owens Harkley Advertising, who use classic advertising and public relations strategies combined with digital and social media tactics to achieve brand goals.

▼ On any day, the number one question asked to a gondolier at The Venetian **Las Vegas** is, "How can I become a gondolier?" Now, guests will have this opportunity—if only for a few hours—through the resort's new Gondola University. The new program, limited to nine participants per day, begins with a primer on the history of Venice, the city famous for its aquatic transportation and the inspiration for the hotel. Participants then learn the ins and outs of piloting a gondola, before going through Rowing 101, a hands-on experience where they actually row their own vessel. The experience ends with an official Sash and Scarf Ceremony, modeled after the ritual used by The Venetian Las Vegas when actual new gondoliers earn their stripes upon completion of training. Participants also receive a gondola hat and T-shirt, a souvenir photo and a Gondola University degree certificate.

▼ There have been numerous books and periodicals written about **Meteor Crater**—the meteorites and the crater's scientific value—but this book is more about people. The story covers the history of the crater's founding and the many people associated

with custody and maintenance of the site, preserving it for future scientific study and generations of visitors—geologists, astrophysicists, astronauts, generations of the Barringer and Tremaine families, and the



Chilson-Prosser ranching family. All continue to influence and shape the landmark site. Today, these families, supported by the dedicated staff and management of Meteor Crater Enterprises, continue to share the site's legacy of history and science with 250,000 annual visitors from around the globe, while they continue to focus on preserving the scientific integrity



Venetian, Las Vegas

of the crater for future generations. Author Neal F. Davis is a native of neighboring Winslow. Working with the Barringer family, the Bar T Bar Ranch, the Meteor Crater Enterprises board of directors and others, Davis has assembled a visual story of the people and of Barringer Meteor Crater. The 128-page *Meteor Crater* paperback book with 188 black and white photos is part of Arcadia Publishing's *Images of America* series and can be ordered for \$21.99 at [www.arcadiapublishing.com](http://www.arcadiapublishing.com). ■