



Arizona World Tour Canada Market Report 2015

Table Of Contents

- Canadian Market Overview 3
- Outbound Travel 4
- Demographics 5-7
- Travel Trends 8-9
- Media Landscape 10-12
- Canada travel into Arizona 13-19
- In market activities at a glance/results 20-33

Canada Market Overview

- **Canada GDP** - Real GDP in Canada is expected to grow by 1.9 per cent in 2015 and 2.5 per cent in 2016 and by 2.0 per cent in 2017.
- **Population** - Canada's population is expected to reach almost 37.6 million by 2019, an increase of 4.6 per cent. Growth will be greatest in Alberta (7.1%) and Saskatchewan (6.2%). In the most populous provinces—Ontario and Quebec—the population is expected to increase 4.9 per cent and 3.4 per cent, respectively. The Atlantic Provinces are expected to experience a more modest 1.2 per cent growth through 2019 to reach almost 2.4 million people.
- **Employment** - Canadian employment rose 12,000 in September, slightly above the 10,000 increase expected. Full-time employment dropped while part-time employment surged. The unemployment rate rose to 7.1%.
- **Canadian Dollar** - The Canadian dollar is forecasted to move lower over coming months. The USD/CAD rising to 1.35 by the end of 2015 on the back of this CAD weakness. Further gains to 1.37 are predicted in the first quarter of 2016 and a rate of 1.41 will see the USD/CAD through to the end of 2016.
- **Alberta's Economic Downturn** - Albertans are being warned to take a closer look at their finances with the economy teetering towards a recession and many companies announcing layoffs. Alberta's GDP will grow by 0.4 per cent in 2015, the weakest in six years. The figure is down from the previous projections of a 0.8 per cent growth rate. Alberta has been hit hard since global oil prices began to plummet a year ago.
- **Interest Rate Cut** - The Bank of Canada left its benchmark interest rate on hold at 0.5 percent on September, 2015. Analysts expect Canada to maintain interest rates until 2017

Outbound Travel - U.S.

- **Canadian Travel to the United States YOY** - Compared to 2014, the number of overnight trips to the U.S. (for all purposes) fell by -6.1 per cent during the January-June (2015) travel period. To-date, Canadians have made 667 thousand fewer overnight trips stateside, 88.8 per cent of which were trips by automobile. So far this year, direct passenger arrivals to Hawaii increased 7.7 per cent while Los Angeles and Phoenix each recorded increases of 6.8 per cent.
- **Total Canadian Outbound Travel** - During the first half of 2015, Canadians made more than 16.6 million trips to the U.S. and other destinations. Of this total, an estimated 13.6 million trips were for leisure purposes. Forty per cent of leisure trips were to destinations other than the U.S. (5.5 million). While growth was registered in overseas leisure travel (+9.0%), Canadians have made half a million fewer leisure trips stateside so far this year. Overseas trips increased from every province except Saskatchewan, but only residents of Ontario and BC increased their non-auto trips to the U.S. The volume of auto trips to the U.S. decreased in every region.
- **Forecast** – Canada is a top markets generating visitors to the United States – Canada and Mexico – are forecast to increase in 2015 by one percent and eight percent, respectively. Canada is expected to see growth from 2014 to 2020 by 3.4 million (15 percent)

Canada Population & Demographics

Aging Population - Canada's population will grow by 5.7 per cent over next 5 years and will age dramatically. Both will have a positive influence on outbound leisure travel through 2018. Canada's baby boomers will continue to drive the outbound leisure travel market over the next 5 years. By 2017 there will be more seniors (65+) in Canada than children.

**Population by sex and age group, by province and territory
(Number, both sexes)**

	2015			
	All ages	0 to 14	15 to 64	65 and older
	Both sexes (thousands)			
Canada	35,851.8	5,749.4	24,321.5	5,780.9
Newfoundland and Labrador	527.8	75.6	354.9	97.3
Prince Edward Island	146.4	23.3	96.0	27.2
Nova Scotia	943.0	132.4	632.5	178.2
New Brunswick	753.9	109.1	501.7	143.1
Quebec	8,263.6	1,279.0	5,532.1	1,452.5
Ontario	13,792.1	2,193.0	9,387.9	2,211.2
Manitoba	1,293.4	240.8	860.7	191.9
Saskatchewan	1,133.6	215.9	751.9	165.9
Alberta	4,196.5	770.9	2,938.4	487.2
British Columbia	4,683.1	682.3	3,182.8	818.1
Yukon	37.4	6.3	27.0	4.1
Northwest Territories	44.1	9.4	31.6	3.0
Nunavut	36.9	11.5	24.1	1.4

Note: Population on July 1.
Source: Statistics Canada, CANSIM, table [051-0001](#).
Last modified: 2015-09-29.

Key Demographics/Trends – Boomers/Zoomers

Between 2014 and 2019, the proportion of Canadians aged 55-64 will increase 12%, while the share of people aged 65 and older will increase 20%. By 2017 there will be more seniors in Canada than children for the first time in history.

Travel Trends

- **Snow birds** - Increasingly, Canadians are heading to warm-weather destinations in the United States to buy or rent second homes. Florida attracts 40 per cent of Canadians, according to a 2013 survey by the National Association of Realtors, but Arizona ranks second with 24 per cent of snowbirds. NAR data show that 86 per cent of Canadian buyers paid cash, with 47 per cent buying in small towns and resort areas and 41 per cent in suburban communities.

At the heart of this trend is the Baby Boom generation, of whom four in ten are grandparents. This population segment values travel and doesn't consider a vacation a luxury, but rather a "must have". They are living longer and staying active later into life. This group is also wealthier than their predecessors often allowing them to be the "financiers" of the family vacation. As the number of grandparents continues to increase, multi-generational travel will also grow in size and influence.

Key Demographics/Trends - Millennials

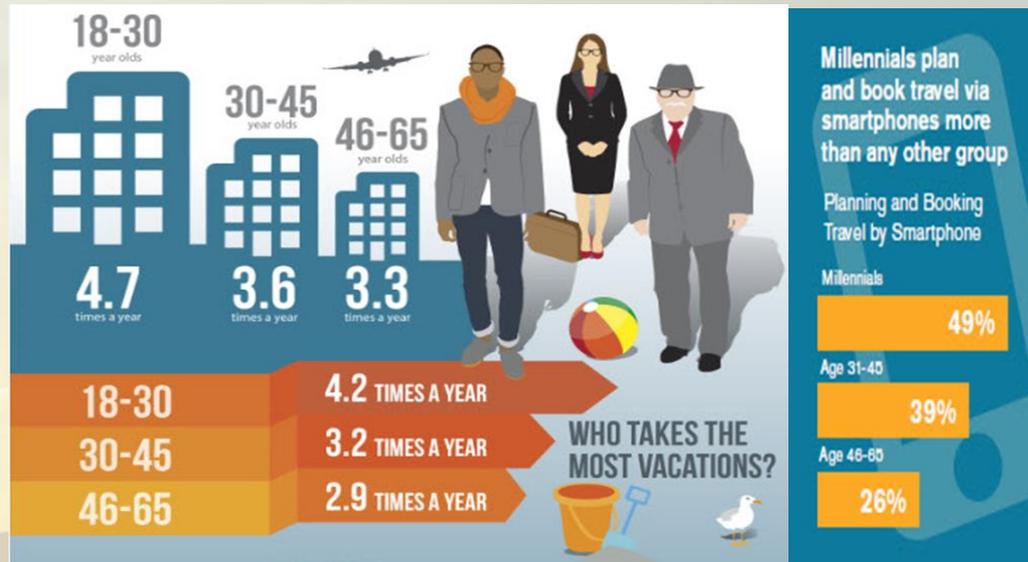
As of 2014, there were an estimated 8.25 million Canadians in the 18-to-34 age group, accounting for approximately 23% of Canada's total population and 29% of the national adult population

Travel

- In terms of accommodations, the hotel industry still has a long lead over other options, with almost 40% of millennials saying they used a hotel during their last trip.
- Millennials tend to book through travel professionals when trips are tied to life-stages, such as bachelor and bachelorette parties, destination weddings, group travel and travel with tours
- **Millennials are the most mobile.** 18-34 year-olds exhibit the highest propensity to spend their internet time on mobile devices, particularly smartphones — a demographic skew that is true across all three markets. Millennials' mobile activity is driven by their smartphone preferences. 18-34 year-olds have the highest smartphone penetration of 90 percent+ across the board, and they are more likely to use iPhones than older age groups.
- **Millennials are extremely active users of online tools;** while they use multiple sources of information as part of their planning process, they often complete the booking via the travel advisor.

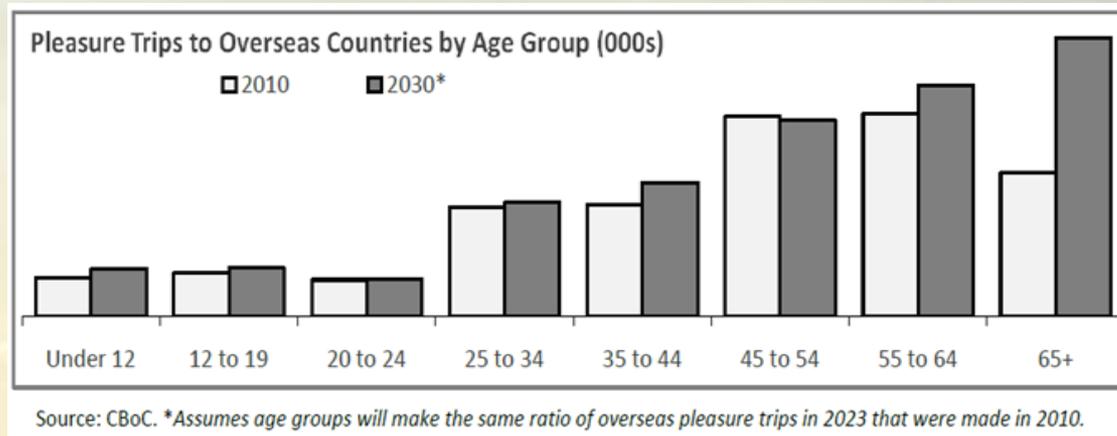
Source: Canadian Tourism Commission, Travel Week

Canadian Travel Trends



Mobile Hotel Bookings Gaining Traction Among Canadian Travelers - According to Hotels.com's most recent Hotel Price Index (HPI), booking travel “on the go” is a rapidly-growing trend in Canada. Here in Canada, Hotels.com's HPI reported more than 80 per cent growth in mobile bookings during 2014. The majority of Canadians booking on mobile devices, more than four-fifths, made reservations at two- or three-star hotels. The data also showed that Canadian travelers are using their devices for all types of bookings, whether it's staying local, exploring Europe, backpacking in Asia or touring Latin America. Los Angeles was ranked in 5th place and San Francisco was positioned at 9th place in top 10 international destinations booked by Canadian travelers via mobile devices in Canada.

Canadian Travel Trends



Multi-generational Trips Remain a Top Travel Trend - Multi-generational travel is growing quickly and continues to present a significant market opportunity due to both changing demographics and a shift in attitudes. According to research conducted by the Preferred Hotel Group, 40 per cent of all active leisure travelers have taken at least one multi-generational trip (defined as a trip of parties in three or more generations). More than three-quarters (77 per cent) of these trips took place around a “life event”. The most frequently cited celebrations were a “milestone birthday” (50 per cent), a “milestone anniversary” (40 per cent), family reunions (39 per cent), and weddings (37 per cent).

Canadian Media Landscape

- Canada's media outlets are primarily owned by a small group of companies, including Bell, Shaw, Rogers, Quebecor, and Canadian Broadcasting Corporation.
- The current economic climate has resulted in layoffs and reduced operational resources. Travel Editors are increasingly using staff to fill their travel content, rather than freelancers. Some Canadian publications have increased their US content as a result of limited staff.
- The Internet is video focused. By 2017, online videos will make up nearly 70 per cent of consumer Internet traffic. Today, over 20 per cent of video views are happening on mobile devices, and that trend is growing quickly.
- Canada's media landscape is changing. Vice Media Inc. and AOL Inc., who both cater to a younger, online-focused audience are building new production studios in Toronto. Traditional newspaper publishers have struggled to appeal to younger audiences at a time when print advertising revenue sinks. The Toronto Star, Canada's largest-circulation newspaper, reported in November they were getting rid of the paywall and would develop a new tablet application.
- Canadians are savvy and look to many media channels when planning their vacation. The internet (blogs, newsletters, travel websites) continues to be a popular resource for travelers researching vacation destinations. However, Canadians are still very influenced by traditional media, such as lifestyle magazines, business, finance, news and current events, such as talk and news radio, morning shows, newspapers and network sites

Top Canadian Media

National Newspapers



Regional Newspapers



Top Magazines



Travel Magazines



French Magazines



In Flight Magazines



Online Outlets



Trade Publications

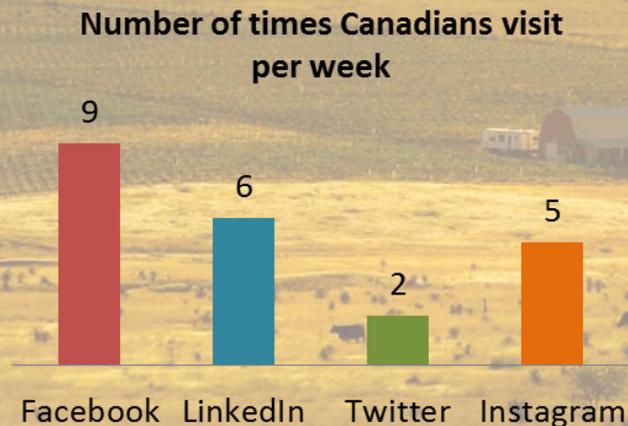
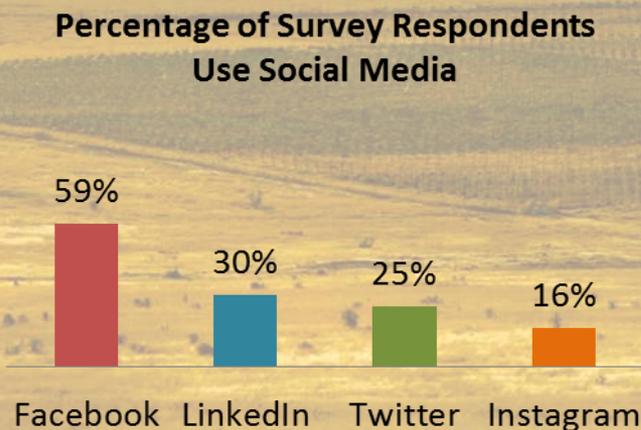


Broadcast Outlets



Social Media

- Social media and smartphones have disrupted a host of industries, and travel is no exception. Social sites and mobile tech have changed the way the Canadians prepare for, participate in, and recover from a vacation.
- Facebook is still the top social network in Canada, followed by LinkedIn, Twitter and Instagram. LinkedIn and Instagram usage is increasing, while Facebook and Twitter growth has virtually leveled off.
- Instagram, meanwhile, has significantly fewer users — just 16 percent of the people polled — but those users are more enthusiastic about the platform than any other: eight in 10 were satisfied, and of those eight, four in were very satisfied.
- 92 percent of consumers trust earned media, such as word of mouth and recommendations from friends and family, above all other forms of advertising



Canada Travel to Arizona

- Canadian visitation into Arizona grew by 5.4% from 2013 to 2014, with a record 896,467 visitors;
- Provinces of Alberta (34%), Ontario (23%) and British Columbia (22%) continue to provide the highest number of Canadian visitors to the state;
- Main reason for visit (91%) is leisure for a vacation holiday (54%), to visit friends/relatives (17%) or second home/cottage/condo (16%).
- Canada Visa Card Spending ranked # 1 in 2014 (47% of total international travel spend) . Visitor Characteristics: 20.8 nights/1.9 persons average party size/\$1,258 party spending per trip
- Total Arizona Vacation spending by Canadians in 2014 was \$923 million. 77% of Canadian Visa Dollars spent are in Phoenix and Central Arizona

INTERNATIONAL TRAVEL SURVEY: CANADIAN RESIDENTS - 2015 - 1ST. QUARTER (JAN-MAR) CLIENT: REQUEST #: TOP 15 STATES

**DATA SELECTED: TOP 15 U.S. STATE VISITS
OVERNIGHT VISITS
WEIGHT: P-VISIT - WEIGHTED DATA ARE ROUNDED BY 100'S
TRAVEL BY CANADIANS TO THE UNITED STATES, TOP 15 STATES VISITED**

STATE VISITED	ONE OR MORE NIGHTS:		
	VISITS	NIGHTS	SPENDING IN STATE
FLORIDA	1,639,900	25,572,500	1,682,487,400
NEW YORK	690,700	2,586,600	339,666,300
WASHINGTON	570,600	1,818,800	158,274,800
CALIFORNIA	525,100	4,970,000	532,726,300
NEVADA	414,800	1,978,400	349,666,300
HAWAII	371,400	5,938,100	712,316,300
ARIZONA	359,600	6,383,400	435,196,100
MICHIGAN	231,000	820,300	61,879,400
PENNSYLVANIA	195,000	783,400	62,899,800
GEORGIA	164,000	436,400	30,759,700
TEXAS	162,000	1,778,800	165,495,000
SOUTH CAROLINA	158,200	1,110,200	85,759,900
VIRGINIA	149,300	1,411,800	103,793,200
VERMONT	140,100	421,600	42,812,200
OHIO	128,000	424,500	24,741,800

FOOTNOTES :

- 1) THIS TABLE USES P-VISIT FOR WEIGHTING.
- 2) THE FOLLOWING SYMBOLS ARE USED:
. FIGURES NOT APPLICABLE
0 FIGURES UNDER 50

Canadian Travelers to Arizona

Why do Canadians travel to Arizona?

Primary motivators

Mild weather and diverse climate

- Natural beauty: Desert landscape, Sedona Red Rocks, Grand Canyon

Secondary motivators

Cultural/Historical Attractions (48%)

- American Indian
- Old West
- Architecture
- Route 66
- Museums

Local lifestyle (44%)

- Year-round golf & outdoor activities
- Unique and authentic offerings

Dining/Gastronomy (38%)

- Restaurants
- Farm-to-table
- Local & indigenous foods
- Wine regions

Shopping (31%)

- Affordability (tax and prices)
- Selection (mix of high-end, outlets and mainstream options)

Canada Travel to Arizona

Booking Trends:

- Source used in Destination Selection for last Leisure Trip:
 - 64% Websites/45% Recommendation from F&F/24% Printed Travel Guides/24% Travel Professionals and Agents
- Advance Decision Time:
 - 16% less than a month/ 21% 1-2 months/ 30% 3-5 months/ 22% 6-12 months
- Likelihood to Travel to USA:
 - 47% in the next six months/ 24% 6-12 months

Mode of Entry: 61% Airplane and 35% Auto

Air Access from Canada WestJet

- Daily, non-stop service: Calgary, Edmonton, Toronto, Vancouver
 - Other non-stop service: Regina, Saskatoon, Winnipeg

Air Canada Rouge

- Year-round, Daily, non-stop service: Toronto
 - Seasonal, non-stop service: Vancouver

US Airways

- Year-round, non-stop service: Calgary, Edmonton, Vancouver



Core Markets - Differences

Western Canada

- Weather: winter weather in BC, SK - drives winter travel to sun destinations. Harsher winter in MB a driver for longer and more frequent stays. Unpredictable weather in AB drives travel year-round
- Proximity to Arizona: short-haul market and air lift provides easy access
- Economy: AB continues to struggle to recover from declining oil prices. The housing market took a significant hit in 2015. As many lose their jobs, more and more homes are going on the market. The federal election will determine our economic climate for 2016

Eastern Canada

- Weather: harsh winters drive Canadians travelers to sun destinations
- Proximity to Arizona: more likely to enjoy longer stays; lack of direct air access from QC does not deter market
- Economy: Temporary uncertainty as a result of the Canadian federal election. The outcome will weigh heavily on the direction of our economic climate

Challenges/Opportunities in promoting the State

Challenges	Opportunities
Misconception that Arizona only has a desolate desert climate	Promote the state's diverse climates and four-season regions plus associated experiences, landscapes and culture available to visitors
Misconception that Arizona is only for Snowbirds and Seniors	Promote the state's year round regions and activities that appeal to multiple demographics and age groups
Misconception that tourists can visit multiple regions throughout the state within a short period of time	Take a regional approach when promoting the state and encourage repeat visits

Tips to be successful in Canada

Diversify Communication Strategies:

- Integration is key. Print is not obsolete, but it no longer reigns supreme. Stories that run only online (Huffington Post for example) can be just as effective in reaching target markets and raising awareness of travel in Arizona as the front page of a travel section in a daily newspaper.
- Incorporate a solid social media strategy with all press visits and maintain momentum. Use social media platforms to engage, not just inform.

Target Niche Markets: Zoomers (peak of the baby boomers generation) and Millennials

- Canadians 45-plus (“Zoomers”) account for 14.5 million out of 34 million Canadians. Zoomer Travel is the only demographic whose travel habits are not expected to change. Zoomers account for 54 percent of all travel from Canada
- The millennial travel sector is growing fast - the number of youth trips is expected to double by 2020 to 300 million per year. It’s no longer a niche, but rather a catalyst for true growth
- There are other benefits from the millennials sector for tourism, including:
 - Millennials are often trailblazers who discover and publicize spots undiscovered by traditional tourists
 - Millennials often spend more in destinations because they travel longer
 - Millennials rack up the air miles by travelling further and more often than other groups.

FY15 At A Glance

- Bi-Monthly E-Newsletters - Built and distributed e-newsletters covering several topics. Included photos, quotes and opportunities to click thru to Arizona destinations and suppliers. In Canada, newsletters reached 500+ travel media
- Vancouver Media Marketplace – Planned and executed a reception style event that gave PR Partners from Arizona the opportunity to pitch stories to A-list Canadian media and develop quality leads for future press trips.
- Media Missions (Toronto, Montreal) – Organized a full schedule of one on one appointments with relevant media outlets to pitch stories of interest and foster relationships with valuable media contacts

Delivered A-list media to Arizona's different regions resulting in quality coverage and stimulating interest and bookings to the State

Newsletters

Successes: Media E-Newsletters –

- Distributed seven e-newsletters to national media
Areas of Interest: Sports, American Indian Culture, Public Art, Luxury in Arizona, Outdoors in Arizona, Star Gazing

FY16 themes include:

- Retreats
- Culinary Delights
- Health
- Family Travel
- Spring in Arizona
- Beat the Heat

Missions

Vancouver Media Marketplace Event (August 2014)

- Regional attendees: Prescott, Phoenix, Mesa, Flagstaff, Scottsdale, Sedona, Tucson, Hualapai
- 27 A-list media attended the event
- Results included 4 press trips, event coverage and social media trending

Media testimonials:

- “The evening in Vancouver with you and the Arizona team was a winner...a convivial get-together, which we thoroughly enjoyed. And of course it gave us a chance to hear at first-hand of the exciting tourism developments in Arizona. Thank you for having us.”
~ Ursula and Eldrid Retief, Editors in Chief, Top Events USA
- “What a pleasant, interesting evening. Thank you - and all [the] Arizona partners. I posted some of the [Art of the People] painting pictures on Facebook. They look pretty good!”
~ Ursula Maxwell-Lewis, Freelance
- “Rick & I gathered some wonderful insights into compelling possibilities involving easy to moderate hiking in Arizona's parks, trails & canyons...& more!”
~ Chris & Rick Milligan, Freelance writers

Missions

Toronto/Montreal mini media mission (March 2015)

- Met with almost 16 A-list French- and English-language media in one-on-one meetings
- Results included 2 completed press trips, and mission coverage



Results

FY15 Results

- Achieved target (21) for media visits in last fiscal year
- Increased generated coverage by 31%+ over previous year (total 121+ articles)

- Total Media Hosted – 21
- E-Newsletters – 7
- Total Ad Value - \$1,620,406.96

- Total Print Articles – 61
- Total Print Reach – 11,582,105
- Total Print Ad Value - \$1,005,531.71

- Total Online Articles – 60
- Total Online Reach – 17,718,656
- Total Online Ad Value - \$354,875.25

- Total Broadcast Coverage – 3
- Total Broadcast Reach – 3,001,100
- Total Broadcast Ad Value - \$260,000.00

Northern Arizona

Press Coverage Examples

Thursday, October 14, 2014
London, ON
18°
Overcast

SPONSORED BY: LONDON GOLD BUYER

HOME NEWS SPORTS ENTERTAINMENT LIFE MONEY OPINION HOMES SHOPPING CONTESTS VIDEOS MORE

HEALTH FOOD TRAVEL

LIFE TRAVEL

From ale trails to nature trails: Flagstaff, Arizona

KEVIN HANAN, Staff Agency
Sunday, September 28, 2014, 12:00:00 EDT AM

image 1 of 5

GET 2 free nights AT HYATT

PLUS 1 free night EACH YEAR

LEARN MORE

ICONIC NORTH AMERICA
L'AMÉRIQUE DU NORD EMBLÉMATIQUE

These spots are renowned for a reason
Lieux célèbres à juste titre

By Josephine Mayhew

I might be an ancient, inspiring work of art. Or it could be a mass made creation with a deep social or political meaning. There are certain timeless places in this world that inspire themselves on our imaginations and fire up our travel dreams. We're lucky enough to have many of them in North America, places that we instantly recognize and yearn to visit. Dig the next several pages, we have our list of our favorites and give you the lowdown on how to do them right.

Le plus près que vous imaginez, se trouve de la nature, un espace que nature fait que l'homme peut une grande signification sociale ou politique. Il existe d'autres endroits de ce monde qui nous inspirent et nous font rêver de voyages. En Amérique du Nord, nous avons la chance d'avoir un certain nombre de ces lieux qui nous inspirent et nous font rêver de voyages. Nous sommes assez chanceux d'en avoir beaucoup dans ce continent. Nous sommes assez chanceux d'en avoir beaucoup dans ce continent. Nous sommes assez chanceux d'en avoir beaucoup dans ce continent.

Apr 2014 webteam 41

DISCOVER AMERICA

AMERICA'S STUNNING SCENIC DRIVES

Everyone loves a good road trip, and hitting the highway is a sure-fire way to become immersed in all that is unique, beautiful and quirky in the USA. So tell your clients to pack up their bags, fill up their iPods, grab their maps and hit the road for a great American road trip!

By Josephine Mayhew

Arizona Highway Highlight
I've hit the Billionaire's Row: Historic Route 66 - from Chicago to LA - crosses Arizona. Some of the most scenic drives in the West are in Southern Arizona. Flagstaff, Albion and Lowell Observatory, and Winslow, which was immortalized in the Englemann, 1941 film.

Colorado Highway Highlight
The Gold Bull Line: National Scenic Historic Byway 200 follows the old mining routes and deep rock crevices. Once the "Route to Riches" became a route connecting Cripple Creek to Victor Mining District, the road drove 1200 miles through great canyons and into great towns.

Florida Highway Highlight
Scenic drives along the Gulf of Mexico, especially in signature canopy roads, where the shade of huge mature striped oaks, cypress palms, live oak and palm provide a soothing canopy over roads that were once paved by native tribes. The Big Bend Scenic Byway is made up of more than 322 kilometers of driving roads across a loop of rich pine forests and along the coast to soft beaches, bays and sand dunes. The Byway connects five preserves, nine state parks and three state forests.

Louisiana Highway Highlight
The 30-kilometer Longleaf Scenic

Malibu Highway Highlight
The Kananis-Chaudiere Corridor (Quincy City to Poplar Beach, Maine) is one of Malibu's four designated National Scenic Byways in All-American Roads. It traces the route used by more than 30,000 years by First Nations people as their gateway to the St. Lawrence River.

Oregon Highway Highlight
In central Oregon, Cascade Lakes Scenic Byway is one of the prettiest drives in the US, with its up-close-and-personal views of mountains and unique volcanic formations. Along the route you clients will find opportunities to watch kelp, seal lions, Vancouver blue, fish, fish, fish, and more!

Utah Highway Highlight
The 30-kilometer Longleaf Scenic

Sign up today and get exclusive access to the best online resources, free alerts, awards & perks!
OO ID: www.aquaagent.com

THE AQUA AGENT ADVANTAGE

UA HOSPITALITY
HAWAII QUARTERS

Discover America USA

CAA MAGAZINE

Hertz

Basic/Classic and Plus Members: Complete your first Gold Rental and receive bonus points worth 1 Free Rental Day! 2 Free Weekend Rental Days!

Premier Members: Complete your first Gold Rental and receive bonus points worth 2 Free Weekend Rental Days!

CAA Rewards

Home AUTO TRAVEL LIFESTYLE CONTESTS JOIN CAA EDITOR

Travel's World Travel

A GRAND FINALE

Once you've seen the Grand Canyon, visit Flagstaff, Arizona, a city steeped in Route 66 nostalgia, Old West legacy and rich Native American culture

By Josephine Mayhew

One of the many artifacts at the Museum of Northern Arizona

Flagstaff is often called a gateway to Grand Canyon National Park, and summer is peak season. Here are five spots to get the most out of a visit to Arizona's all-season mountain town, about a 90-minute drive from the Canyon.

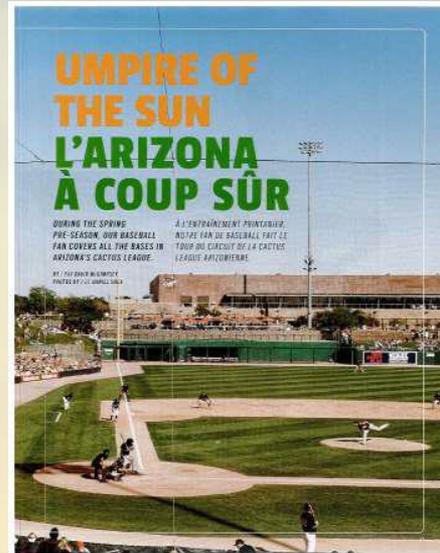
Museum of Northern Arizona
3101 North Pinal Street, Road

To really appreciate the landscape and people of the Colorado Plateau, begin with a visit to this excellent museum tucked into a stand of fragrant ponderosa pine on the edge of Flagstaff. It's a space dedicated to the tribes who shaped the rich culture and the geological forces that created the dramatic landscape.

Lowell Observatory
1400 West Mars Hill Road

Only a very short drive from downtown and located over 2,000 metres high on Mars Hill, this observatory is where astronomers discovered the dwarf planet Pluto in 1930. Visit right or day, peer through a night telescope (including the photographic telescope used by the discoverer) or the solar telescope. Then try to identify, with a binocular, the constellation you're able to track.

Central Arizona Press Coverage Examples



THE GLOBE AND MAIL Search | News & Quotes | Jobs

Enter a term, stock symbol or company name

Home | News | Opinion | Business | Investing | Sports | Life | Arts | Technology | Drive | Video

Health & Fitness | Food & Wine | Fashion & Beauty | Parenting | Relationships | Home & Design | **Travel** | Celebrity

News & Trends | Destinations | Activities & Interests

Try Globe Unlimited - 1 month for just 99¢

Home » Life » Travel

More than just baseball: Tampa and Phoenix's cultural revolution

JIM BYERS
Special to The Globe and Mail
Published Friday, Mar. 06 2015, 5:23 PM EST
Last updated Friday, Mar. 06 2015, 5:32 PM EST

2 comments

Long John Zambores
PHOTOGRAPH BY JIM BYERS

PHOTOGRAPH BY JIM BYERS
NORTHWEST TERRITORIES

The crack of the bat. The smell of fresh-cut grass. A perfectly crafted cocktail at a downtown bar.

Sports fans know all about the preseason Major League Baseball games played in Florida and Arizona every year. They know you can find greasy hot dogs and cold beer at the ballparks, and huge steaks throughout the Tampa Bay and Phoenix areas. But what might be news is that both cities are undergoing a cultural renaissance, with condos and sleek hotels rising in increasingly hip downtown areas. Here's a brief look at what's happening in both regions, in case you want a more urban – and urbane – experience after watching the pros run the bases.

Inspiring boxes of crayons since 1497.

Newfoundland Labrador

IN THE KNOW

- CARIBBEAN BEST RESORTS**
Welcome to the latest in retirement porn
- LIFE**
Bieber gets roasted: From his music to his comedy, nothing was off-limits
- GLOBE DRIVE**
Is the Mazda3 actually fun to drive?

MORE RELATED TO THIS STORY

[REBODY ON BUSINESS](#)

ELLE

FILE VOYAGE

PHOENIX artsy

ARIZONA, ET SES VERTS PAYS SEULES A TIRER LES COMBOS DE LA SMOKE AMÉRICAINE À PHOENIX, VOUS BRÛLEZ LES NÉPHRÉS NÉE DANS L'EST ET DE PHOENIX, LA CLUSE ET LA GAMBRIÈRE MONT PUIS DEPUIS QUINQUANTE ANNÉES UN BÈSSE INCONSCIENT. SOUS CIEL, ON VOUS EN DIT

COFFEE

PHOENIX artsy

PHOENIX, ET SES VERTS PAYS SEULES A TIRER LES COMBOS DE LA SMOKE AMÉRICAINE À PHOENIX, VOUS BRÛLEZ LES NÉPHRÉS NÉE DANS L'EST ET DE PHOENIX, LA CLUSE ET LA GAMBRIÈRE MONT PUIS DEPUIS QUINQUANTE ANNÉES UN BÈSSE INCONSCIENT. SOUS CIEL, ON VOUS EN DIT

PHOENIX artsy

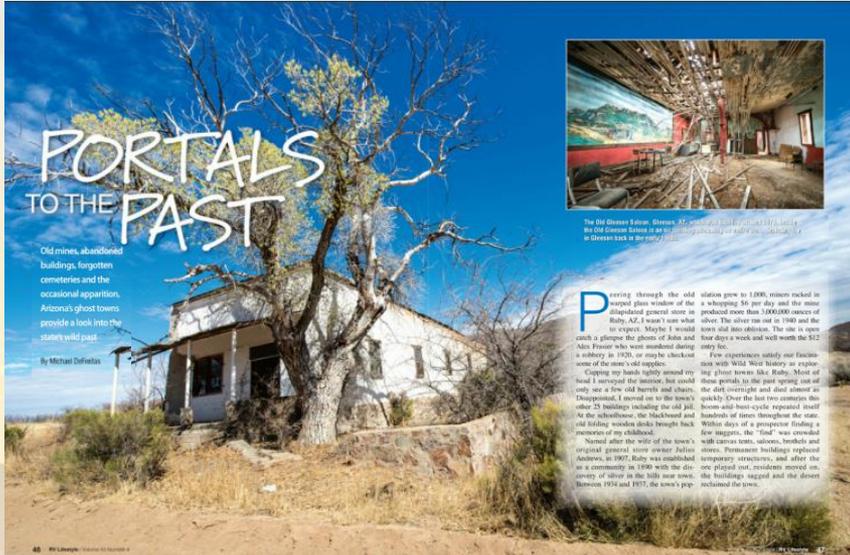
PHOENIX, ET SES VERTS PAYS SEULES A TIRER LES COMBOS DE LA SMOKE AMÉRICAINE À PHOENIX, VOUS BRÛLEZ LES NÉPHRÉS NÉE DANS L'EST ET DE PHOENIX, LA CLUSE ET LA GAMBRIÈRE MONT PUIS DEPUIS QUINQUANTE ANNÉES UN BÈSSE INCONSCIENT. SOUS CIEL, ON VOUS EN DIT

PHOENIX artsy

PHOENIX, ET SES VERTS PAYS SEULES A TIRER LES COMBOS DE LA SMOKE AMÉRICAINE À PHOENIX, VOUS BRÛLEZ LES NÉPHRÉS NÉE DANS L'EST ET DE PHOENIX, LA CLUSE ET LA GAMBRIÈRE MONT PUIS DEPUIS QUINQUANTE ANNÉES UN BÈSSE INCONSCIENT. SOUS CIEL, ON VOUS EN DIT

State-Wide Arizona

Press Coverage Examples



PORTALS TO THE PAST

Old mines, abandoned buildings, forgotten cemeteries and the occasional apparition. Arizona's ghost towns provide a look into the state's wild past.

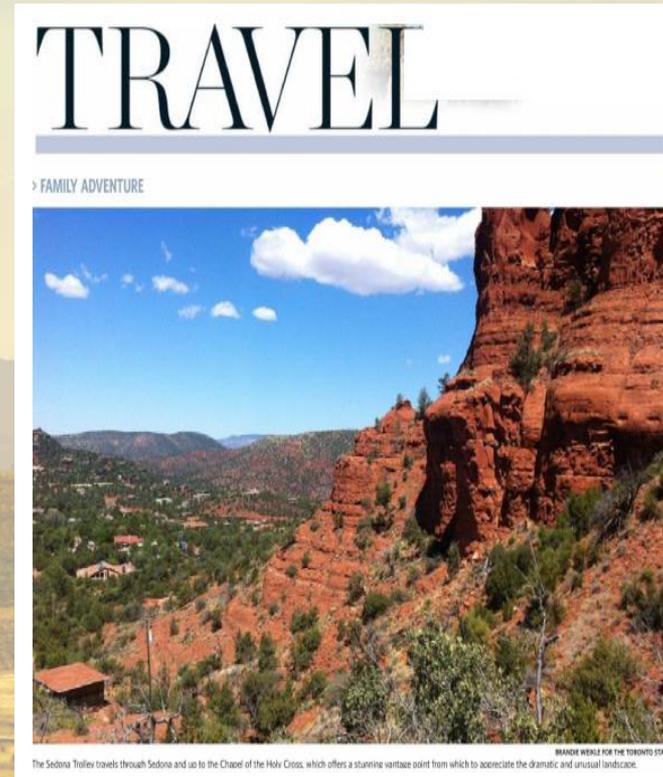
By Michael DeMatas

The Old Queen School, Queen, AZ, stands as a testament to the state's mining history. The school is now a museum and is open to the public.

Perting through the old, a sharp glass window of the dilapidated general store in Ruby, AZ, I saw what I expect. Maybe I would catch a glimpse of John and Alice Fraser who went missing during a robbery in 1928, or maybe I'd see some of the mine's old supplies. Copping my hands lightly around the lead I navigated the mine, but could only see a few old barrels and chairs. Disappointed, I moved on to the mine's other 23 buildings including the old jail, a schoolhouse, the blackboard and old building wooden desks brought back memories of my childhood.

Named after the wife of the town's original general store owner Julius Anderson, in 1907 Ruby was established as a community in 1908 with the discovery of silver in the hills near town. Between 1904 and 1917, the town's population grew to 1,000, mines yielded a whopping \$6 per day and the mine produced more than 3,000,000 ounces of silver. The silver ran out in 1918 and the town fell into oblivion. The site is open five days a week and will reach the \$12 entry fee.

Few experiences satisfy our fascination with Wild West history as exploring ghost towns like Ruby. Most of these towns, in the past sprang out of the dirt overnight and died almost as quickly. Over the last two centuries, the boom and bust cycle repeated itself hundreds of times throughout the state. Within days of a prospector finding a few nuggets, the "flour" was replaced with canvas tents, saloons, bordellos and mines. Permanent buildings replaced temporary structures, and after the one physical find, residents moved on, the buildings sagged and the desert reclaimed the town.



TRAVEL

> FAMILY ADVENTURE

BRANDE WEBER FOR THE TORONTO STAR

The Sedona Trolley travels through Sedona and up to the Chapel of the Holy Cross, which offers a stunning vantage point from which to appreciate the dramatic and unusual landscape.



travelweek

SUBSCRIBE to Travelweek & Travel Professional [CLICK HERE](#)

HOME NEWS BLOG MARKETPLACE MEDIA DEALS LEARNING CENTRE CONTESTS FRENCH

Travelweek NEWS

Airlines Cruise **DESTINATIONS** Hotels & Resorts Other Tour Operators Travel Agent Issues

View of North Rim from Yaki Point, Grand Canyon South Rim, Arizona

BOOK WITH AIR CANADA OR AIR CANADA VACATIONS

Arizona looking for more snowbirds this winter season

Fiscal 2016

Toronto Media Marketplace Event (November 2015)

- Arizona regions in attendance: 12 Arizona Partners confirmed

Vancouver/Calgary Media Mission (February 2016)

- Will include one-on-one meetings with A-list media in western Canada

Toronto/Montreal Media Mission (April 2016)

- Will include one-on-one meetings with A-list French- and English-language media



THANK YOU!

Charmaine Singh
CWW Canada
charmaine@cww.travel

Marsha Mowers
CWW Canada
marsham@cww.travel