

VISIT GLENDALE - ARIZONA'S WEST VALLEY TRAVEL GUIDE



Dear Visit Glendale Partner,

We are pleased to invite you to join us in our 12th edition of **Visit Glendale – Arizona's West Valley Travel Guide** and the official travel publication for Glendale and the West Valley.

This full-color, 36-page magazine is the primary fulfillment piece for Visit Glendale with distribution to leisure travelers, sports fans, tour guide operators, travel planners, media outlets and visitor centers and chambers of commerce. In addition, the guide is available at key locations throughout Phoenix Sky Harbor International Airport which reports we are one of the top five guides which are picked up by air travelers. In addition, the guide is utilized as a fulfillment piece in partnership with the National Parks and is included in information packs mailed to visitors seeking Grand Canyon and Arizona information. We print 55,000 copies and host an online version which can be viewed and downloaded at www.VisitGlendale.com.

We are thrilled to announce our inaugural partnership with ROX Media Group; a locally owned multi-media company that possesses extensive expertise in the publishing of "hyper-local" community and tourism magazines.

Our new partnership also brings a new publication schedule! The 2018 guide will debut in April. Many convention and visitor bureaus throughout the country strategically publish their visitor guides during key months to provide the utmost in service to their readers and tourism partners. The April publication date is intended to drive additional visitation to our region during typically slower travel months (late spring to early fall), while continuing to market the prime season.

The 2018 edition promises to be our best yet with vibrant photography and engaging and informative stories that will drive the readers to Glendale and the West Valley.

Below are a few highlights of the 2018 edition:

- The 36-page, four-color magazine highlights accommodations, shopping, attractions, dining, activities, adventures, golf, sports, meeting, event and group services, and relocation information.
- The design showcases the region with an energetic, editorial feel. And, sections covering Arts, Culture, Things to Do and Professional Sports promote the diversity of opportunities available.
- The 2018 guide also includes special event calendar listings, essential visitor information, colorful photos and maps.

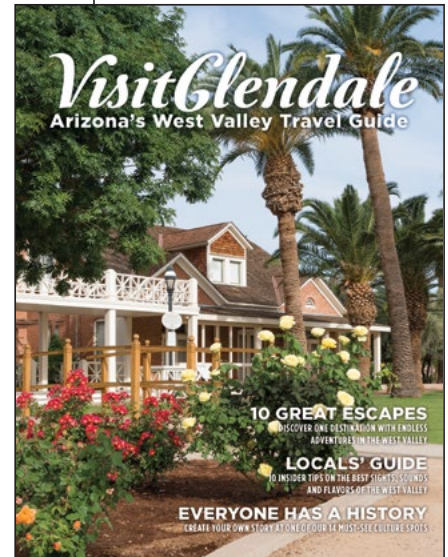
We sincerely hope you will join us in this exciting endeavor. We greatly appreciate your time and consideration and look forward to working with you to continue to elevate tourism in Arizona's West Valley!

For more information, please contact Larry Bagan at larry@roxco.com or via mobile phone at (630) 336-2149.

Warmest Regards,

Lorraine Zomok, Administrator

Terry Williams, Membership, Sales & Service Manager



www.VisitGlendale.com

VisitGlendale

A R I Z O N A

**SPACE RESERVATION
FEBRUARY 1, 2018**

**MATERIAL DEADLINE
FEBRUARY 10, 2018**

**PUBLICATION DATE
APRIL 2018**