

# Seasons AND Events

**FALL** (L:18°C, H:31°C)  
 Arizona Fall Restaurant Week  
 Arizona State Fair  
 Viva PHX Music Festival  
 Dia de los Muertos  
 Phoenix Pride Festival & Parade  
 Spooktacular Hot Air Balloon Festival  
 PGA Tour's Charles Schwab Cup Championship

**WINTER** (L:8°C, H:20°C)  
 S'edav Va'aki Museum Foundation Indian Market  
 Canal Convergence  
 Arabian Horse Show  
 NASCAR Championship Weekend  
 Fiesta Bowl  
 Guaranteed Rate Bowl  
 Barrett-Jackson Auto Auction  
 Rock 'n' Roll Marathon  
 Las Noches de las Luminarias  
 WM Phoenix Open  
 Zoolights

**SPRING** (L:16°C, H:20°C)  
 Arizona Spring Restaurant Week  
 Cactus League Spring Training  
 Heard Museum Guild Indian Fair and Market  
 World Championship Hoop Dance Contest  
 Melrose Street Fair  
 M3F Music Festival  
 Innings Festival  
 Music in the Garden  
 March NASCAR Weekend  
 Ostrich Festival  
 Rainbows Festival

**SUMMER** (L:28°C, H:40°C)  
 Phoenix Mercury  
 Arizona Rattlers  
 Fabulous Phoenix 4th - Steele Indian School Park  
 July 4th Tempe Town Lake Festival  
 Real Wild & Woody Beer Festival  
 Salt River Tubing

**YEAR-ROUND & MULTI-SEASON**  
 First Friday Art Walk  
 Scottsdale ArtWalk  
 Arizona Cardinals  
 Arizona Diamondbacks  
 Phoenix Suns  
 Phoenix Rising



Biltmore Fashion Park



Salt River



  
**PHOENIX**  
 ARIZONA

## LUXURY SHOPPING

From charming boutiques to three-story shopping centers, Greater Phoenix boasts some of the best retail therapy in the Southwest. Find everything from high fashion and hipster goods to local favorites and vintage treasures. The diverse array of shopping opportunities ensures a rich and varied retail experience.



## OUTDOOR ADVENTURE

Phoenix has outdoor adventures abound if you know where to look: Hike at dawn, float a river midday or pedal through the desert. Make memories in the Sonoran Desert by exploring on foot, on a paddle board, or a pink jeep!



## TRIP IDEAS

Planning a trip to Greater Phoenix but unsure where to start? Discover these four-day trip itineraries, designed by travel experts and loyal Phoenicians, for the best tips on how and where to spend your Greater Phoenix getaway. Your perfect vacation begins here.



Scottsdale Fashion Square



Omni Scottsdale Resort & Spa at Montelucia



Hot Air Expeditions

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# WELCOME

Welcome to the Wild, Wild West. Not the wild associated with the dusty cowboys of a bygone era. Wild as in bold, innovative, diverse and surprising. Wild as in raw, untouched Sonoran Desert landscapes. Wild as in cuisine and craft beverage pairings that celebrate tradition but defy genre.

In Phoenix, our wild engages your senses and dares you to try something new. It's impossible for us to know exactly what that might be — you may not yet know — but, rest assured, the answer is now at your fingertips.

Phoenix is built on a spirit of self-expression, curiosity and adventure. It is a destination that defies the limits by embracing the bold and welcoming the new. Change and innovation are our way of life. Vibrance, appreciation and inclusivity define our spirit. Our Sonoran Desert sunshine illuminates the mosaic of human influences — those dating back thousands of years as well as those from the leaders of tomorrow — all of which contribute to an authentic and contemporary destination where Indigenous and immigrated traditions are celebrated. And we invite you to experience it for yourself.

*start exploring...*



Desert Botanical Garden



Music Instrument Museum

## 10 MUST-SEE Attractions

Greater Phoenix's perpetual sunshine might tempt you to spend all your free time lounging next to a swimming pool, but don't give in. Exploring the Sonoran Desert's horizons will broaden yours. Below are 10 must-see attractions that will help make your visit a memorable one.

### Musical Instrument Museum

This museum is the first in the world dedicated to the celebration of global instruments. The collection includes instruments from more than 200 countries and territories. Musicians of all ages will dig the Experience Gallery, where you can touch and play every instrument on display.

### Desert Botanical Garden

This outdoor museum showcases desert plants — and not just those native to the Southwest. Among the succulents that adorn the garden's 55 cultivated acres are Dali-esque trees from North Africa and sprawling cactuses from Mesopotamia. Insider's tip: Sign up for a docent-guided tour.

### Heard Museum

The traditional and contemporary art on display at the Heard provides insight into the culture of Arizona's 22 Native American tribes. Not to be missed is the upstairs exhibit on Indian boarding schools. The Heard Museum Shop in Phoenix is one of best places to buy authentic American Indian art and jewelry.

### Children's Museum of Phoenix

This museum doesn't focus on art or science, nor does it contain paintings or bones. Instead, the hands-on exhibits are designed simply to entertain children as young as infants and as old as 10. Don't miss the hanging forest of pool noodles.

### Arizona Science Center

Exploration, education and entertainment awaits all ages throughout this 140,000-square-foot landmark nestled in downtown's Heritage and Science Park. Discover four levels of exciting, hands-on exhibits, galleries, a state-of-the-art planetarium, and a five-story, giant-screen theater.

### Phoenix Art Museum

Phoenix Art Museum is the largest fine-art museum in the Southwest. Its permanent collection includes American, Asian and European masterpieces. The museum is noted for its Western American collection, but striking work is also to be found in the contemporary wing and fashion design gallery.

### Legends Entertainment District

Pro sports are almost always buzzing in downtown Phoenix. Fans flock to PHX Arena — home of the NBA's Phoenix Suns, the WNBA's Phoenix Mercury and the IFL's Arizona Rattlers — and Chase Field — home of the MLB's Arizona Diamondbacks — to catch this city's teams in action.

### Phoenix Zoo

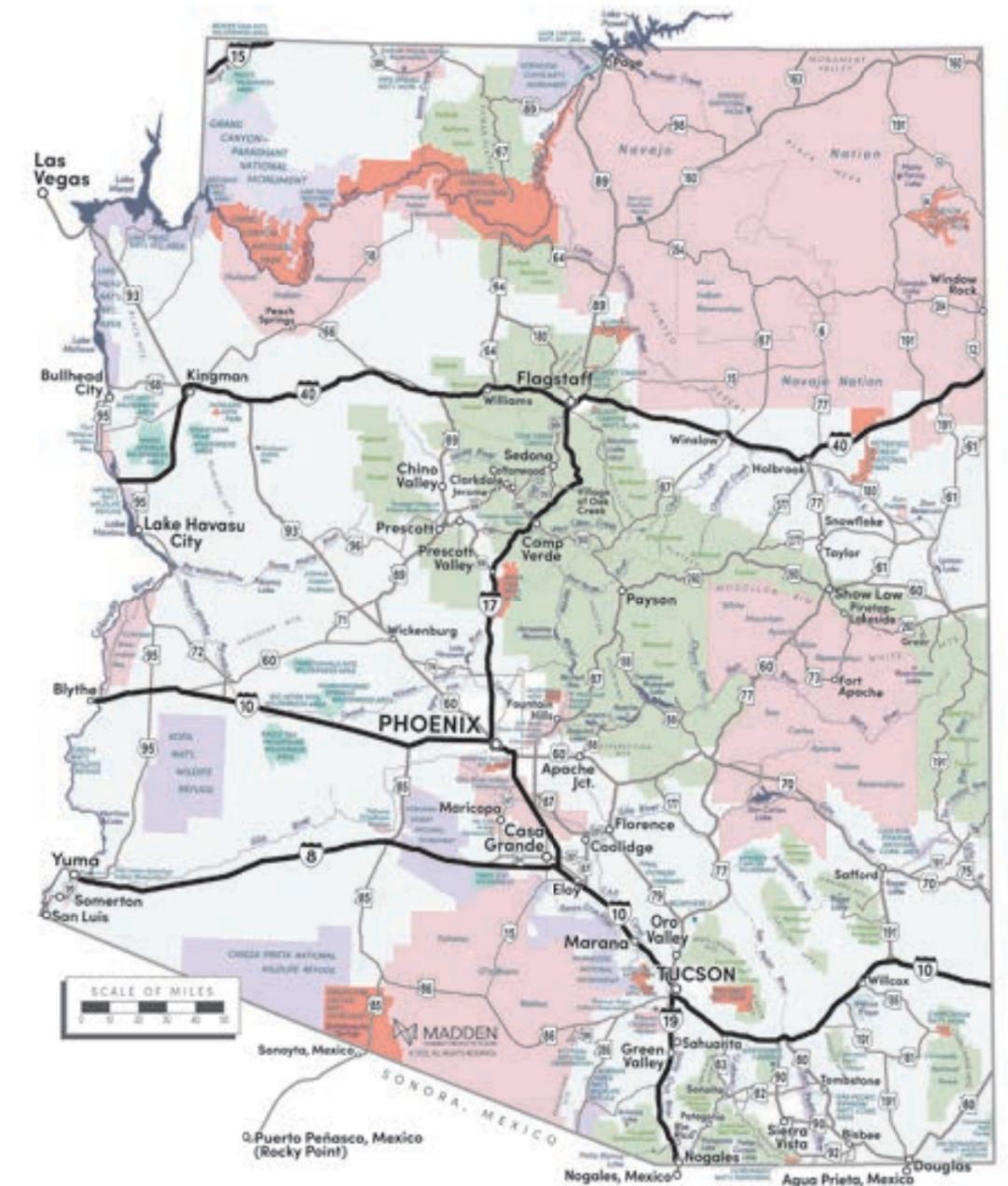
Visit the Phoenix Zoo and explore a wondrous world of curiosity and discovery. For over 50 years, the Zoo and its animals have amazed guests from around the globe. Whether on safari to spot the great Sumatran tiger or seeking towering giraffes roaming the Savanna — a day at the Zoo offers adventures like no other place in the Valley. With exciting experiences like Stingray Bay and Monkey Village, your visit to the Zoo will be memorable for the entire family.

### Old Town Scottsdale

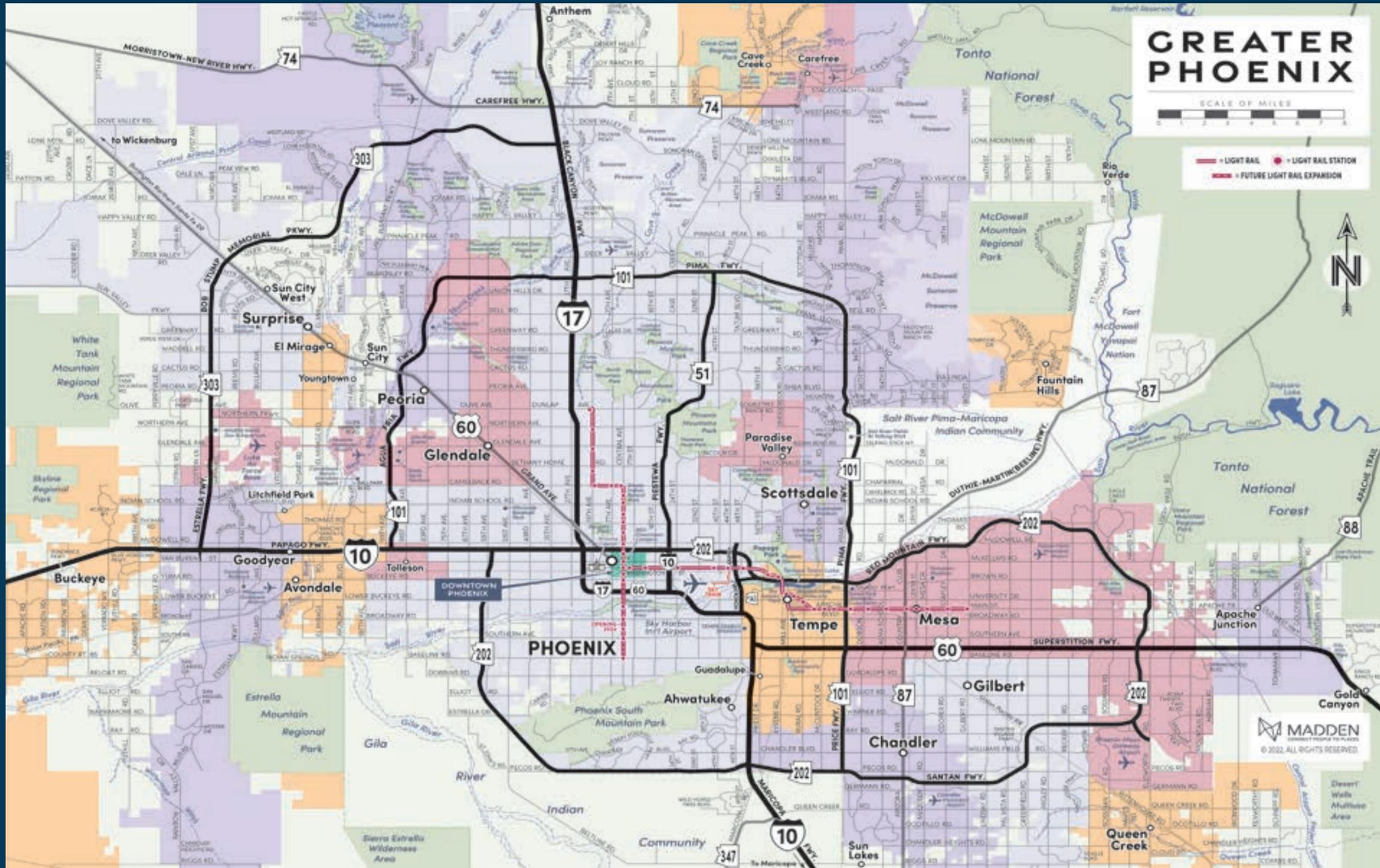
The Old West and New West converge in Old Town Scottsdale, where galleries dedicated to American Indian and cowboy arts share a pedestrian-friendly streetscape with shops that sell Southwestern jewelry and crafts. You'll also find some of Greater Phoenix's finest restaurants and trendiest nightlife.

### Taliesin West

Subtly rising out of the desert floor at the foot of the McDowell Mountains, Taliesin West was the winter home of Frank Lloyd Wright, America's most-famous architect. Tours of the UNESCO World Heritage Site range from one hour to three hours, including a two-hour Night Lights Tour on select evenings throughout the year.



# ARIZONA



- 
 Hotels
- 
 Phoenix Convention Center
- 
 Point of Interest



## ICONIC Southwest

Greater Phoenix's distinctly Southwestern culture is defined by a colorful succession of inhabitants: Ancient Puebloans, Native Americans, pioneers, Mexican immigrants, ranchers, miners and cowboys. The legacy of these diverse peoples can be seen in the region's architecture, cuisine and beyond.

Here are just a few ways to experience this history that will leave a little dust on your shoes and a smile on your face.

### Apache Trail

This 48-mile scenic drive was named for the Apache Indians who originally used the trail to pass through the Superstition Mountains. It was later used as a stagecoach route and supply road. Today, it carries sightseers past Lost Dutchman State Park, the tiny Old West town of Tortilla Flat and three recreational lakes.

### Ponderosa Stables

For over 40 years, these guides have been inviting visitors to soak in the simplistic beauty of the Old West with horseback rides lasting from one hour to a full eight-hour day. Choose from special breakfast, lunch, dinner and sunset rides.

### S'edav Va'aki Museum (formerly Pueblo Grande Museum)

Experience a juxtaposition of centuries and cultures at this 1,500-year-old Hohokam ruin in the center of the city. An outdoor trail takes visitors past a platform mound, ballcourt ruin, replicated houses and native plants.

### Fort McDowell Adventures

This adventure and events outfitter invites you to immerse yourself in the Sonoran Desert via trail or horseback riding, Segway tours or boating. Add a shooting demonstration and cowboy cookout to your tour for the full experience.

### Rustler's Rooste

Take a step back in time with a dining experience that adds authentic cowboy spirit to meals and parties with live country-western music and fried rattlesnake. Visit this mountaintop eatery for sunset and you'll be treated to panoramic views as golden hour gives way to the twinkling skyline in the distance.

EXPLORE the Old West in Greater Phoenix:



## EAT LIKE A Local

In Greater Phoenix, dining isn't just about getting your sustenance; it's a whole experience of its own. From family-owned taquerias serving up authentic street food to trendy restaurants with eclectic and aesthetic fare, Phoenix offers a beautiful blend of flavors and cultural traditions yearning to be experienced. You're officially invited to eat like a true Phoenician.

There's no better way to immerse yourself in a culture than by indulging in the local cuisine. Uncover the hidden gems and beloved haunts cherished by Phoenix locals, inviting you to eat like a true Phoenician and discover the soul of the city through its delectable dishes and cherished food traditions.

When you think of Phoenix, the first images that might come to mind are its sprawling deserts, iconic saguaro cacti, and vibrant sunsets. However, the culinary scene is equally breathtaking, offering a diverse array of dining options that reflect the city's rich cultural tapestry. Picture yourself strolling through a bustling farmers' market early in the morning, the aroma of



freshly baked pastries mingling with the scent of ripe fruits and vegetables. The vendors, many of whom have been a part of the Phoenix community for generations, greet you with warm smiles and stories about their produce and family recipes. This is the essence of Phoenix's food culture – a deep connection to community, tradition, and the land.

Family-owned taquerias are a cornerstone of the Phoenix dining scene, each one with its unique take on beloved Mexican dishes. Imagine biting into a perfectly seasoned taco, the flavors of cilantro, lime, and slow-cooked meats dancing on your palate. These taquerias often use recipes passed down through generations, each bite telling a story of heritage and passion. But the culinary journey in Phoenix doesn't stop at tacos. The city is home to a myriad of restaurants that draw inspiration from around the world. Trendy eateries offer dishes that are as visually stunning as they are delicious, blending ingredients in innovative ways that reflect both global influences and local traditions.

Beyond the food itself, the dining environments in Phoenix add another layer to the experience. Many restaurants emphasize an atmosphere that encourages lingering and savoring every moment. Whether it's a rustic eatery with a cozy, intimate setting or a modern, chic restaurant with a rooftop view of the city skyline, each venue is designed to enhance your dining experience.

So, whether you're a food enthusiast looking to explore new culinary horizons or simply someone who enjoys a good meal, Phoenix invites you to embark on a gastronomic adventure. By eating like a true Phoenician, you'll not only satisfy your taste buds but also gain a deeper understanding and appreciation of the vibrant culture that makes this city so unique. From the first bite to the last, the culinary delights of Phoenix promise an unforgettable experience that will leave you yearning for more.

CHECK OUT more suggestions in our story online!



## DOWNTOWN Phoenix

Being surrounded on all sides by mountain chains and lush desert landscapes is only part of what makes this city unique. The other part awaits you in downtown. When the business day ends, downtown Phoenix lights up with entertainment options.

This desert city's walkable downtown core makes it easy to explore the thriving arts, dining and entertainment scene. Here's how to immerse yourself in local flavor and culture on your next weekend visit.

Located about 10 minutes from Phoenix Sky Harbor International Airport, this urban oasis invites you to navigate seamlessly between nearly 20 hotels, approximately 200 restaurants and bars, museums, theaters, art spaces, concert venues, professional sporting events, art spaces and more.

CityScape, located in the heart of downtown Phoenix, is a two-block concentration of retail, entertainment and dining options. The complex is home to more than a dozen restaurants and bars, shopping retailers, two live-music venues, a comedy club, a bowling alley and a day spa.

Pro sports are almost always buzzing, as fans flock to PHX Arena – home of NBA's Phoenix Suns and WNBA's Phoenix Mercury – and Chase Field, home of MLB's Arizona Diamondbacks.

Phoenix's murals run up walls and through alleyways all around downtown, transforming stretches of brick and concrete into vibrant canvases with stories to share. Take in the art as you wander Roosevelt Row (RoRo), a nationally recognized arts district known for its galleries and boutiques. Don't miss the First Friday Art Walk, which features open houses, public art, demonstrations, vendors and more.

Downtown is also home to the Phoenix Convention Center and Arizona State University's Downtown Campus. And it's all served by one of the ever-expanding Valley Metro Rail.