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# CORPORATE & INCENTIVE TRAVEL

THE MAGAZINE FOR CORPORATE MEETING AND INCENTIVE TRAVEL PLANNERS

In the plaid jacket, Houston designer David Peck created this stylish wardrobe collection for hotel associates at the JW Marriott Houston Downtown.



## New Look Hotels

How They're Changing to Attract Millennial Meetings  
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Credit: JW Marriott Houston Downtown

# Sedona

Sedona is a four-season destination with typically balmy temperatures and 300 days of sunshine annually. Add its famously rose-hued rocks, widely acknowledged spiritual connections and a location almost halfway between Phoenix and the Grand Canyon, and it's a destination with powerful drawing potential.

Sedona offers a range of resorts and hotels to meet a planner's needs and easy access into a surrounding landscape that can be described without hype as breathtaking. It effortlessly provides what incentive groups are looking for — “wow” and all. But it's also an ideal site for an executive retreat, a corporate teambuilding event or a leadership training session. Phoenix's airport is just two hours away.

For those who may not make it as far as the Grand Canyon, Sedona offers its own smaller but incredibly beautiful Oak Creek Canyon, which sits within Coconino National Forest. The red-rock canyon gives visitors plenty to do, from hiking to fishing and swimming in Oak Creek. Slide Rock State

It is Sedona's more mystical elements, however, that set it apart. It's said that powerful vortexes in the area emit energy that has a positive effect on all who come in contact with it. Sedona is known as a place of spiritual healing where meditation and self-exploration enhance personal growth. Many visitors feel that Sedona is inspiring and rejuvenating, a place that's good for body, mind and spirit. Those elements may make it ideal for leadership sessions, which require self-reflection and openness to doing things in new ways. Life coaches, spiritual counselors and shamans are all on hand to offer their expertise. Whether one believes in the specifics of Sedona's mystique or not, there is no question that its incredible natural beauty will inspire anyone who visits.

Among Sedona's most inviting properties is aptly named Enchantment Resort, tucked into a red-rock canyon where the juxtaposition of grand geologic formations and luxury amenities wields a seductive power. It makes a planner's job easy — attendees need no coaxing to come here. Enchantment Resort's Meeting Village was designed with flow of space in mind. The Village Terrace is the centerpiece, situated perfectly for al fresco dining. Spanning 5,100 sf, the grand Anasazi Ballroom with adjacent foyer, boardroom and business services center is ideal for general sessions. And the Juniper House, a separate space replete with fireplace and exposed beam ceilings is a comfortable “war room” for event planners seeking both privacy and proximity. Ample breakout space is available opposite the terrace in the Agave and Ocotillo Ballrooms, along with the exquisitely designed Manzanita Executive Boardroom.

In addition to the award-winning spa and a golf course surrounded by 100,000 acres of Coconino National Forest, Enchantment offers a wealth of group activities, including rugged jeep tours, horseback riding, hot air ballooning, air tours of Sedona and the Grand Canyon, private train excursions, hiking and mountain biking, archeological site tours and more. ■



Credit: Enchantment Resort

The stunning view from Enchantment Resort's signature restaurant, Che-Ah-Chi, the Apache name for Boynton Canyon.

Park, within the canyon, is a must-visit for outdoor enthusiasts, kids and kids-at-heart. The famous natural slide on the creek was named by *USA Today* as one of the nation's 10 best swimming holes.

## Arizona's Powerful Sense of Place

In total, Arizona is home to three national parks — Grand Canyon, Saguaro and Petrified Forest — and 14 national monuments, plus numerous national forests, recreation areas and historic sites. All are able to add immeasurably to a meeting experience by providing attendees with a deep sense of place via immersion in the powerful natural landscapes of the West.

As if that weren't enough for meeting planners to put Arizona at the top of their destination lists, Husom adds this: “Three hundred thirty sunny days a year, friendly locals, inspiring sunsets, vibrant nightlife, fine dining, wine bars, microbreweries, world-class resorts, historical properties, Western ranches, destination spas and the best Prickly Pear Margarita you will ever taste — those are just a few reasons for a planner to consider Arizona.” **C&IT**

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