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## **GLENDALE NAMED NUMBER ONE EMERGING TRAVEL DESTINATION BY ONLINE TRAVEL SITE TRIVAGO**

**GLENDALE, Ariz.** – On the heels of celebrating National Travel & Tourism Week, it is fitting that Glendale, Arizona, has been rated the number one emerging destination in the country, as ranked by the international on-line vacation search engine, Trivago. Based on data collected by Trivago that measures US destinations, Glendale saw an online increase of 43% in visits by domestic travelers over this time last year.

“Glendale has many wonderful hoteliers, major league sports facilities and community and regional amenities that have helped to define our city as a national and international destination. We are very excited to learn of this honor and it is evidence that the Visit Glendale campaign is connecting with the national and international convention and tourism industry.” said Erik Strunk, director of the Public Facilities, Recreation & Special Events department for the city of Glendale. “Major events like the NCAA Men’s Final Four, Copa America, the Fiesta Bowl and spring training hosted in our city have definitely raised the awareness of Glendale as a premiere destination.”

In fact, Glendale has seen an uptick in hotel occupancy numbers. In calendar year 2016, hotel occupancy increased by 2.2% over the previous year and the average daily rate was \$125.65, exceeding the national average of \$123.97. In addition, 2016 also saw record gross hotel room sales of \$45,326,971, which is an increase of 4.3% from calendar year 2015. Other accolades have included the 2016 Arizona Office of Tourism’s Governor’s Award for Outstanding Advertising Campaign, which strategically focused on spring training and helped Camelback Ranch-Glendale set record attendance for the third consecutive year in 2017. The Los Angeles Dodgers and Chicago White Sox combined to draw 257,609 fans, exceeding the 2016 record-setting total of 254,670.

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## Emerging Travel Destination/ Add 1.1.1

Other Arizona cities that also made the Trivago list included Williams (3), Kingman (5) and Yuma (8), lending evidence to the fact that the state of Arizona is a trending destination, and an increase in National Park attendance recently, the Grand Canyon remains a must-visit for tourist, especially international travelers. To read the article from Trivago, visit <http://trv.to/Emerging-Destinations>.

Find more information about Glendale's tourism efforts online at [www.VisitGlendale.com](http://www.VisitGlendale.com). Stop by the Glendale Visitor Center, located at 5800 W. Glenn Dr. suite 140, or call 623-930-4500.

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