



## Editor's Insights Perfecting the Science of the "Staycation"

Karen Schutte • published in the August 2024 issue

**T**here seems to be a science to vacations. From what I've read, it starts with an understanding of why our body and brain need vacations and then leads us into ways to make every day a vacation with mindset shifts. I'm of the latter persuasion when the middle of summer comes; many people go away for vacation while I'm working to perfect my "staycation" skills.

Since vacation is a state of mind, staycations take planning too. For this reason, I asked contributors to tell us, "Why pick Pima County for Fun?" so they did!



**Randi Dorman** brings us breaking news in *NEW Tucson Gastronomy Collective: A Culinary Journey*, a brilliant new project that promises to deliver a diverse food and beverage experience. As home to the UNESCO Creative Cities Network and City of Gastronomy, what better place could there be than Rio Nuevo's Sunshine Mile for this project?

When Tucson Auto Museum (TAM) purchased the former Hidden Valley Inn at 4825 Sabino Canyon Road, we knew there was a story to be told. *Tucson Auto Museum on the Move!* reveals what we can expect when TAM reopens this Fall. It's more than car enthusiasts who appreciate a unique collection for their design, engineering, history, or performance. See you at the Tucson Auto Museum this Fall!

In *Historic Fourth Avenue: Wonderfully Weird or Weirdly Wonderful!*, **Lauren Blakemore** reminds us of "falling in love with the gorgeous desert, inspiring mountains, and friendly, eclectic atmosphere" we call home. Lauren is the new Public Affairs and Development Manager for the Fourth Avenue Merchants Association, and she will make you fall in love again with historic Fourth Avenue.

Old Tucson has undergone some changes since the 1995 fire, but we are happy to see the Old West endured in *Come Have Some Fun at Old Tucson, Y'all!* **Natalie Eleftheriadis**, Marketing Manager at Old Tucson, reminds us of the blast Old Tucson is. Old Tucson offers a unique blend of live-action shows, family-friendly interactive experiences, and numerous bars and restaurants. Yes, Old Tucson is open and was recently named "Tucson's Best Place To Have Fun."

*In Pick Pima For Fun!*, **Diane Frisch**, Director of Attractions and Tourism for Pima County, highlights all the unique indoor and nighttime activities to try out. From Singing with the Sahuaros to Bat Night Celebration and Ghost Tours, we are reminded that Colossal Cave is always cool! Think you've seen everything and are looking for more suggestions? The Visitor Center makes its home under the dome at the Historic Courthouse downtown, open 10am to 5pm (except for major holidays) with staff happy to introduce you to new vacation spots in Pima County.

We then set out to speak with the 22 organizations approved for assistance from Pima County Attractions and Tourism in the 2024/2025 budget. We weren't able to reach all of them for comments. Still, we did learn a lot from *The Santa Cruz Valley National Heritage Area, Rockin' 4 Heroes, Tucson Meet Yourself, Tucson Jazz Festival, El Tour de Tucson, Southern Arizona Arts & Cultural Alliance, Children's Museum of Tucson | Oro Valley, Tucson International Mariachi Conference, Tucson Audubon, and Tucson Botanical Gardens.*

Ending the issue with *Tucson MSA Multifamily Construction Activity*, the hotel room construction report shows that hospitality remains steady. 84 rooms have been delivered this year; another 508 are currently under construction.

We sincerely thank everyone who participated in this Trend Report issue. It was fun!

We are also grateful for the Trend Report team: **Patti van Leer, Michael Rossmann, Melissa Vucijevic, and Jack Paddock.**

We've already started work on our next exciting "**Multifamily**" issue, which will seek to answer the question, "**What the Heck is Going on in the Multifamily Market?**" You won't want to miss this one, but I know I say that every issue.

As always, we appreciate your feedback and welcome your comments. Come tell us "Hi" at <https://trendreportaz.com> under the "Connect" tab.

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