

# The Never-Ending Search for Visual Content



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Opportunity*

— 2017 GOVERNOR'S CONFERENCE ON TOURISM —



# VISUAL CONTENT PANEL

Amrita Chandra  
Head of Marketing  
**CrowdRiff**

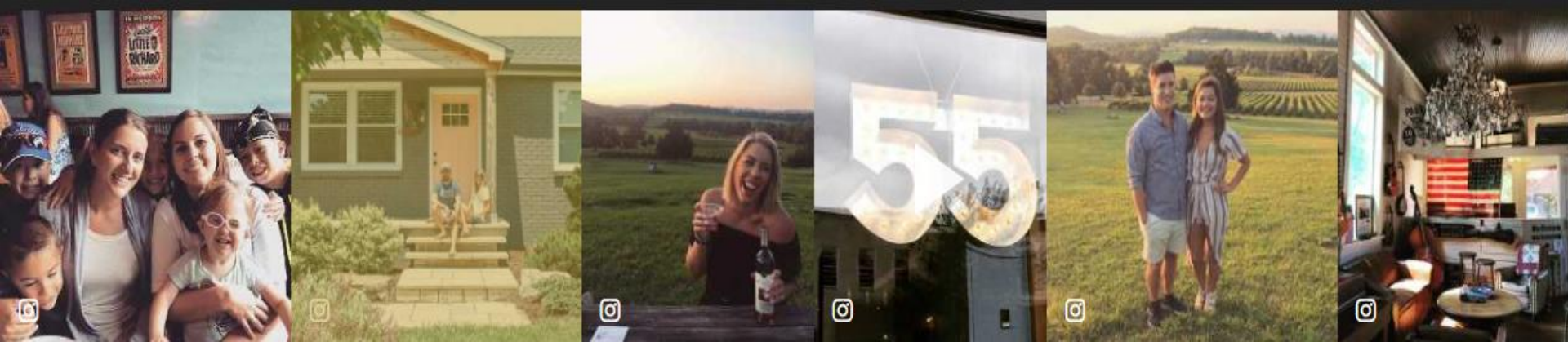
Melissa Gogel  
Vice President of Marketing,  
Tourism & Communications  
**Visit Phoenix**

Michelle Jacoby  
Publisher & Editor-in-Chief  
**Bite Magazine**

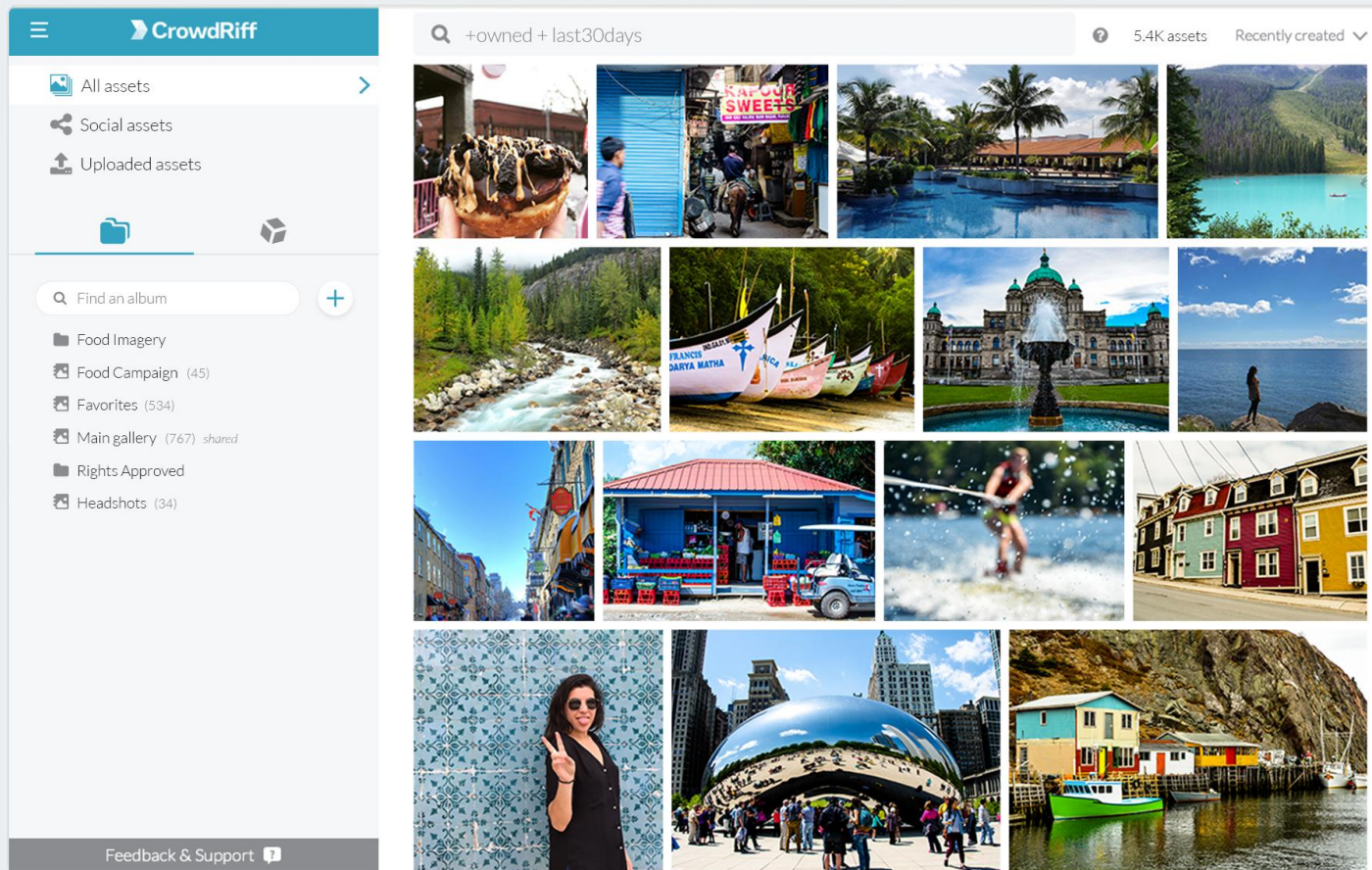
Keri Rhinehart  
Production Supervisor  
**Arizona Highways  
Television**







# Photo Aggregation







**snubbyj**

Musical Instrument M...

**Follow**

**snubbyj** I could spend my entire day at the Musical Instrument Museum. Super cool collection! [#justmissingtherimbatubes](#) [#mimphx](#)

**mimphx** We are so glad to hear that! Come back soon!!

**jbermanpdx** [@snubbyj](#) we were there back in April! Such a cool place- loved the artist collections! Happy new year, buddy!

**jt\_shilling** [@snubbyj](#) That place looks amazing. Happy new Year

**delphishrine** Ayyyyyyy... Its an octabass  
**septplier\_away728** That's a bug bass



**155 likes**

DECEMBER 30, 2016

Add a comment...



# Photo Aggregation





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fortedmontonpark

paulegarcia666  
C2 Montréal >

gigirabs  
Cocktail Bar >

cath\_labelle  
Arsenal Montréal >

vacom  
v2com\_newswire



scottydallen  
Prince of Wales Bridge >

foodsisterhood  
Nomé Izakaya >

kyle\_mark

justajeskova



jck\_morley

architoca  
University of Toronto Mississ...



matttllloyd

torontosaur  
Kensington Market >

\_joemz

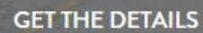


justinleduc



## BC

Want to experience the incredible things you see? The Explorer uncovers your favourite Instagram pics from BC. Use it to create your own #exploreBC adventure.







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# VISIT PHOENIX: THINGS TO DO BEFORE CROWDRIFF

## THINGS TO DO

- All Things to Do
- Trip Ideas
- Top 10 Phoenix Attractions
- Outdoors
- Fun & Amusement
- Arts & Culture
- Nightlife
- Shopping
- Downtown Phoenix
- Sports
- Spas & Health
- Golf
- Casinos

### Phoenix Spotlight

Need help from experts to create  
your memorable event?  
Phoenix's best are listed here >

> FEATURED ADVERTISERS <

### Travel Guide

Start planning your sunny  
Phoenix getaway with our  
free Official Travel Guide.

## Things To Do in Phoenix

Phoenix's perpetual sunshine might tempt you to find a secluded resort and spend all your days sipping margaritas next to the swimming pool. Don't give in. Exploring our city and finding things to do in Phoenix's desert horizons will broaden yours.

### Top 10 Phoenix Attractions



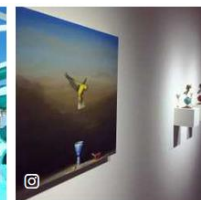
Serene desert gardens, one-of-a-kind museums, award-winning dining and more. Make sure these can't-miss spots are on your Phoenix to-do list.





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Phoenix Spotlight

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### Top 10 Phoenix Attractions

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Check out the Instagram pics below then get the detail on the [top 10 Phoenix attractions](#).







# VISIT PHOENIX: PHX STORIES

## BEFORE CROWDRIFT



Below are three of my favorite scenic drives within the bounds of metro Phoenix. Each will give you a different perspective of the city and maybe teach you something new along the way. Renting a sporty red convertible is optional.

### Wrigley Mansion

Arizona State Route 51 (Piestewa Freeway) is a scenic drive unto itself, bisecting Phoenix Mountains Preserve and providing elevated views of the preserve's rugged desert topography. But if you want a similarly picturesque view of the Valley and Piestewa Peak, exit SR 51 at Lincoln Avenue and then follow 24<sup>th</sup> Street south toward [Wrigley Mansion](#).

Sitting atop of a knoll overlooking the famed Arizona Biltmore resort, Wrigley Mansion was built in 1932 by chewing gum magnate William Wrigley Jr. The mansion—which fuses Spanish Colonial and Mediterranean styles—is perched high enough to give visitors a tree-skimming, panoramic snapshot of the city below.

Wrigley Mansion is a private club, so it charges membership to dine and tour the property (\$5 trial fee). It doesn't cost anything, though, to take a short drive through the gates and up the driveway to the mansion's front door for the spectacular view. If you're so inclined, you can linger to enjoy happy hour, live music or Sunday brunch.

Or you can just sit on the porch and watch the sun drop.

### Dobbins Lookout

Sometimes the end of the road is anticlimactic. It's just a place where you have to turn around. But not every road is punctuated by a period; some end in exclamation marks. Such is the case with the road leading to Dobbins Lookout.

This is an easy scenic drive if you're staying in downtown Phoenix. All you have to do is get your car to Central Avenue—the road that serves as the city's east-west dividing line—and head south. Central Avenue ends at [South Mountain Park](#), a 16,000-acre municipal recreational facility that is free to the public. After you pass through the park's main entrance gate, Central Avenue becomes Summit Road, which leads to Dobbins Lookout.

The 15-minute drive from the base of the mountain to the lookout is filled with curves and hidden bends (caution: cyclists and hikers ahead), but around every corner is a stunning view of the city. Once you reach the summit, you can park your car and enjoy what is arguably the best vantage point in the city.





# VISIT PHOENIX: PHX STORIES

## AFTER CROWDRIFF

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# VISIT PHOENIX: PHX STORIES BEFORE CROWDRIFT

Watch >

## Drinks by Rail

Hop on the light rail and wine and dine your way through the CenPho food scene at these spots.

Details >

## A daughter carries on a legacy by roasting beans from the family farm in Brazil at a coffee shop in Chandler

BY TERESA BITLER

Julia Peixoto Peters' father didn't want her to go into the family business of farming and selling coffee as a commodity in Brazil. The market was too volatile, he argued, and profit depended on factors such as geography and speculation, not the quality of the bean. Instead, he insisted she and her siblings find stable, professional jobs.

Peters chose to study international law, a pursuit that brought her to the University of Arizona and led to a legal career with DHL in Phoenix. She had always planned to return to Brazil to practice law. But, as it often does, life got in the way: Peters got married, bought a house and had two children.

But, from time to time, her thoughts would turn to coffee and her family's farm.

In Brazil, coffee wasn't a fancy treat with artificially flavored syrups and whipped cream that you ordered in a rush on the way to work. It was straightforward and simple—"a tool for bringing people to the table," Peters says. Her friends and family gathered over cups of coffee to laugh and share their day. The coffee they drank was grown at the family farm, so the farm itself played a role in bringing people together.

When her grandfather died two years ago, Peters had what she describes as an "aha moment." Her father had only so many more years left to work the farm, which had been in their family for at least 150 years. Once he called it quits, there would be no one left to carry on the work, since she and her siblings weren't interested in the coffee business.

"I realized if I didn't do something, the legacy would disappear," she says.

At first, she and her husband, Jeff, decided to act as distributors for the family's coffee, selling the green coffee beans to roasters in the United States. But they quickly realized it made more sense, financially, to do the roasting themselves and sell directly to the consumer.

"The more we looked into it, the more we were sucked into the whole process of crop to cup," she says.



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# VISIT PHOENIX: PHX STORIES

## AFTER CROWDRIFF



### A daughter carries on a legacy by roasting beans from the family farm in Brazil at a coffee shop in Chandler

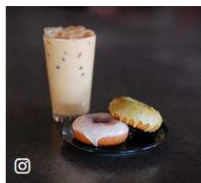
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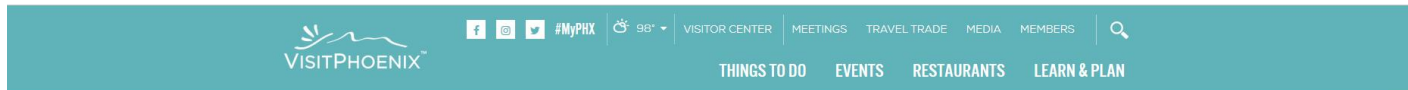






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# VISIT PHOENIX: MOUNTAIN PARKS BEFORE CROWDRIFF



[View Larger Image](#)

## Usery Mountain Regional Park

3939 N. Usery Pass Rd. Mesa, AZ 85207

Phone: (480) 984-0032

[Visit Website](#)

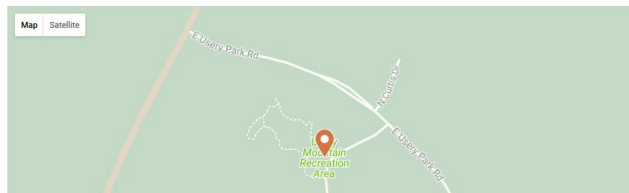


DETAILS

TRIPADVISOR

Located on Phoenix's east side, this park contains a large variety of plants and animals that call the lower Sonoran Desert home. Along the most popular feature of the park, the Wind Cave Trail, water seeps from the roof of the alcove to support hanging gardens of Rock Daisy. Breathtaking views from this 2,840-foot elevation are offered to all visitors. In addition to biking, hiking and horseback riding trails, Usery Mountain Regional Park features an archery range and day use picnic area. Park hours are Sun-Thu: 6am-8pm and Fri-Sat: 6am-10pm, 365 days a year

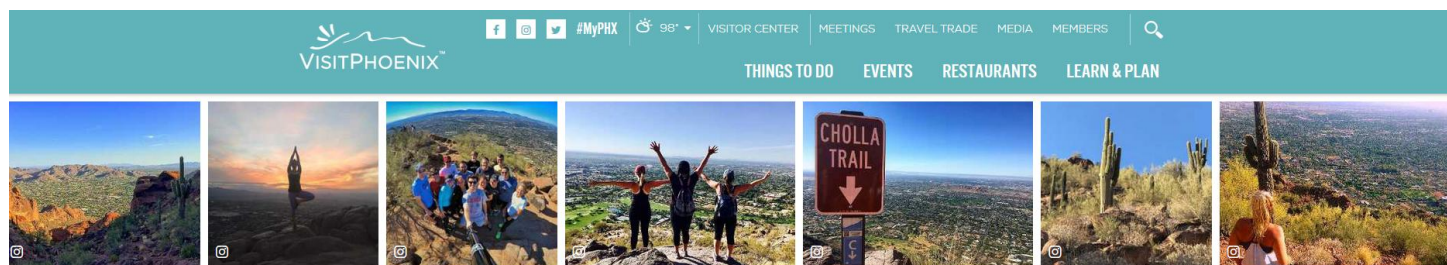
[What's Nearby >](#)





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# VISIT PHOENIX: MOUNTAIN PARKS AFTER CROWDRIFF



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[Back to Hiking & Biking](#) | [Back to Top 10 Attractions](#)

## Camelback Mountain

Located just 20 minutes from downtown Phoenix, Camelback Mountain is a Phoenix icon and outdoor destination for thousands of visiting hikers each year. Two difficult trailheads ascend summit resembling the hump of a camel's back, affording 360-degree views of the surroundin

### Hiking

**Trailhead hours: Sunrise to sunset**

Both Echo Canyon Trail and Cholla Trail are rated extremely difficult, challenging hikers with strenuous climbs and sections of hand-over-hand climbing. Dogs are prohibited at all Echo Ca Cholla Trail areas.



### Other Camelback Views

If you'd rather gawk at the Phoenix landmark from the ground (preferably with a cocktail in hand), there are plenty of restaurant patios and resort pools with views of Camelback Mountain.







# This is Phoenix

Phoenix is red rocks, blue sky and golden sunshine. Phoenix is mountain trails and city lights. Phoenix is palm-canopied resorts and mural-adorned streetscapes. Phoenix is the cosmopolitan heart of Arizona and the soul of the American Southwest.

## Trip Ideas

Experience Phoenix your way with these tailored four-day itineraries.

## Newsletter

Sign up for our monthly newsletter and get travel tips, special offers and more delivered to your inbox.

# Storytelling Through Video



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0:08 / 1:40





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0:03 / 1:50







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# Q & A





Thank you!



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