

PRESS RELEASE

TOURISM IN THE 4FRONTED BINATIONAL MEGAREGION

Yuma, Arizona, November 9th, 2021.- The 4FrontED Governing Group cordially invites the members of the community to the virtual panel ***Tourism in the 4FrontED Binational Megaregion***. The event will take place on Thursday, November 18, 2021, at 3:00 p.m. (Arizona time), via Zoom.

The program will include the most important aspects of the tourism industry between Arizona and Mexico, the promotion of the touristic assets of the 4FrontED Binational Megaregion (Yuma County, AZ; Imperial Valley, CA; San Luis Rio Colorado, Sonora, and Mexicali, B.C.). The panel will also serve as a platform for dialogue on the strategies implemented by all the participating entities to address the current challenges, such as the COVID-19 pandemic and the border restrictions for non-essential travelers between the U.S., Canada, and Mexico.

The distinguished group of panelists includes:

- Kim G. Sabow, President & CEO, Arizona Lodging and Tourism Association (AzLTA)
- Marcus Carney, Executive Director, Visit Yuma
- Nancy Minor, Director, COTUCO-Mexicali
- Daniel Sohn, CEO, Imperial Valley Regional Chamber of Commerce
- Tania Castillo, Director, Dept. of Tourism of the City of San Luis Rio Colorado, Sonora
- Alejandro Corrales Felix, Sonoran Entrepreneur /Influencer

"Tourism is Economic Development and Economic Development is Tourism. Taking advantage and capitalizing on the non-essential travel ban lift, is key to the economic well-being of our binational region" said Alejandro Figueroa, Director of Economic Development and Intergovernmental Affairs, Yuma County, and the event's moderator.

"Visitors from Mexico are critical to Arizona's economy with more than 20 million traveling to Arizona each year, spending more than \$2.5 billion shopping in malls and other retail outlets, eating in restaurants, staying in hotels, and conducting other business. This activity is an important lifeline to our entire state, especially our border communities. We are pleased that the U.S. government has reopened our borders with Mexico and Canada to jumpstart international travel as we approach peak travel season, and we look forward to welcoming Mexican visitors safely back to Arizona" said Kim Sabow, President & CEO, AzLTA.

The 4FrontED Binational Megaregion has unique landscapes for outdoor activities, including the Colorado River, the Mittry Lake in Yuma, the dunes for sandboard located in Imperial County, the "Ruta del Dátil" (*Date Route*) in San Luis Rio Colorado, among many others. Our megaregion also offers visitors the opportunity to experience a fusion of cultures, including the stunning "Chinesca" in Mexicali, the Yuma Territorial Prison State Park, and the Cocopah and Indian Tribes, to name a few.

"It's more important now than ever to ensure that we are working collaboratively and as a region, as we look to rebuild after all the challenges and loss we have all seen over the last few years. Building towards a strong future requires us all and as a binational region, we are poised to rebound and grow together" said Marcus Carney, Executive Director of *Visit Yuma*.



The pandemic has made us reinvent the way to promote tourism all over the world, and the US-Mexico region has not been the exception.

With more than 71,000 followers on *Facebook* and *Instagram*, Alejandro Corrales Felix, has created a very organic way to promote tourism in his native Sonora. He combines elements of Sonoran traditions and entrepreneurship. “With your ideas and your creativity, break the mold of what is already established” stated Alejandro Corrales Felix.

Bilingual event, simultaneous interpretation service will be available. Registration is required through the following link: <https://lnkd.in/eKGPNT3H>

For additional information, please visit: www.4fronted.org, follow the @4FrontED social media platforms or send an email to: nmendez@4fronted.org

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