

Tyler Named USA Garden Destination of the Year

By *Holli Fourniquet*— Tyler, Texas

The Luxury Travel Guide magazine has named Tyler, TX, the “Garden Destination of the Year–USA” for 2016. The Luxury Travel Guide Awards represent the pinnacle of travel and tourism achievement. Tyler is known for its beautiful gardens including the ever so popular Azalea Trails that are frequented by thousands of visitors each year.

“A reader nominated Tyler based on the beauty of the Azalea Trail and rose gardens,” Susan Travis, Visit Tyler Vice President of Tourism & Servicing and Azalea Society of America TX Chapter member said. “From there, I submitted information and photos about the Azalea Trail to the judges to convince them Tyler deserved the award, and we won!”

The Tyler Azalea & Spring Flower Trail will be celebrating its 58th year next spring March 24–April 9, 2017. Visitors are invited to stroll along the Trail filled with beautiful azaleas and spring flowers as well as to enjoy local events during these three weekends. Tyler was made an ASA Azalea City in 2007 during the national ASA convention. Susan Travis also helped develop that application.

“It’s a huge honor to receive this designation from The Luxury Travel Guide,” Travis said. “We were in the running with several cities nationwide, but Tyler was able to rise above the other cities being considered.”

According to The Luxury Travel Guide, this year there was an unprecedented number of nominations, providing strong competition in every category. All winners of awards are subject to the same rigorous assessment criteria, carried out by the magazine’s in-house professionals. This ensures only the most deserving organizations and individuals walk away with one of these prestigious accolades. The team of experts travels the globe extensively in order to identify the very best hotels, airlines, and tour operators and highlights the best destinations and attractions.

Each winner is recognized in a special edition of the magazine: The Awards Winners’ Guide, which is distributed to more than 500,000 professional and affluent people worldwide. The guide is also found in airport lounges worldwide, as well as on cruise ships.

“Winning this award will bring a great amount of exposure to the Tyler area,” Shari Lee, Visit Tyler Vice President/General Manager of Conventions said. “We hope this will attract visitors who might have never heard of Tyler before now.”

For a full list of awards visit www.corporativewire.com/luxury. For more information about the Tyler Azalea & Spring Flower Trail go to www.visitt Tyler.com/azaleatrail.

Holli Fourniquet is Assistant Vice President, Marketing, for Visit Tyler Texas, the city’s convention and visitor’s bureau. Susan Travis has been a TX Chapter ASA member since 2010. We hope that this award will also attract more members to the ASA.



Photo Visit Tyler

▲ Guy and Joan Pyron open their garden each year to visitors during the Tyler Azalea & Spring Flower Trail. It is one of the most popular gardens for photos.

▼ Thousands visit the Tyler Azalea & Spring Flower Trail each year to see splendid residential gardens.



Photo Jim Grantham

► Susan Travis, Visit Tyler Vice President of Tourism & Servicing and ASA member, is responsible for organizing the Tyler Azalea & Spring Flower Trail and played a huge role in helping Tyler win this national award.



Photo Visit Tyler