



ENCHANTMENT RESORT ANNOUNCES NEW DIRECTOR OF OUTDOOR ADVENTURES AND ACTIVITIES JIM FOSS

The iconic Sedona resort welcomes the seasoned event and activities professional to helm adventure programming developments



Enchantment Resort Director of Outdoor Adventures and Activities Jim Foss (Photo credit: Enchantment Resort)

(Sedona, AZ; August 15, 2019) – [Enchantment Resort](#)—Sedona’s premier destination resort for mountain biking, hiking and outdoor adventure, nestled in the heart of Boynton Canyon—announces the appointment of Jim Foss as the Enchantment Resort Director of Outdoor Adventures and Activities. With 28 years of diversified experience as a sports and entertainment executive specializing in arenas and major event facilities, Foss brings an expertise in large-scale program development by embracing technology and innovation to further elevate Enchantment Resort as the leading resort destination for adventure.

In his new role, Foss manages Enchantment Resort’s robust hiking and mountain biking programming, world-class tennis, 100+ weekly scheduled activities, Native American-inspired guest experiences and more. Foss also oversees the activities team members, including expert mountain biking and hiking guides that have decades of Sedona-specific trail experience.

“Enchantment Resort offers exclusive ride-in, ride-out access to some of the world’s best hiking and biking trails, set against Sedona’s impressive red rock canvas. I look forward to building upon the resort’s programming initiatives, creating memorable experiences and helping guests to embrace outdoor adventure,” says Foss. “In my role, I will develop and lead special events, projects and activities designed to position Enchantment Resort as the premier resort for outdoor adventure.”

Prior to joining Enchantment Resort, Foss served in leadership roles at six domestic and international arenas, such as the Mercedes-Benz Arena in Shanghai and Gila River Arena in Glendale, Arizona. Foss oversaw a variety of events and festivals at each venue, which fostered an in-depth of knowledge of the vast entertainment landscape. In his most recent role at Mercedes-Benz Arena, Shanghai, Foss oversaw a 18,000-seat arena, 800-seat theater, and

200,000 square feet of real estate featuring restaurants, an e-sports center, movie cinema, rock climbing wall, fitness center and a public ice-skating rink. Foss also served as Senior Vice President of Strategic Planning with the Arizona Coyotes Hockey Club, in which he was responsible for spearheading \$3M in renovations over 18 months, including the relocation of team offices, a food and beverage network upgrade, new infrastructure and liaised with NHL's Sustainability Director to oversee the arena's green initiatives.

Born in Dover, New Hampshire and raised in Pittsfield, Massachusetts, Foss recently relocated to Sedona with his wife and five dogs. When he's not leading the team and interacting with guests at the award-winning resort, he prefers to spend his free time exploring the red rocks, mountain biking Sedona's expansive trail system.

Foss joins the Enchantment Resort team before the second annual [Ride the Red Rocks event](#), the three-day mountain biking adventure taking place this **November 3-6**. Ride the Red Rocks' success is due in part to the resort's unmatched ride-in, ride-out access to over 300 miles of biking trails. Guests embark on guided rides led through captivating red rock scenery before returning to enjoy world-class cuisine and exclusive access to wellness activities at the 2019 #1 Domestic Destination Spa, [Mii amo](#).