



EXPERIENCE SCOTTSDALE
4343 N. Scottsdale Road, Suite 170
Scottsdale, Arizona 85251

ANNUAL REPORT

2015 / 2016



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ACHIEVING SUCCESS

DEAR VALUED PARTNER:

During the past year, the Scottsdale Convention & Visitors Bureau embarked on a journey to carefully examine how we present the destination to the world and how we as an organization are perceived. Ultimately, this led to the development of our new brand and ad campaign as well as our new company name – Experience Scottsdale.

While a lot has changed, one thing never will – your team at Experience Scottsdale is always working to exceed our goals and improve year-over-year performance in order to provide the greatest benefit to our community.

Here are a few of our most significant results from the year:

- › Seasonal marketing campaigns strengthened our destination's awareness, driving more than half a million page views to our campaign sites.
- › ExperienceScottsdale.com achieved a record high 2.6 million unique website visitors – 11 percent more than last year.
- › Media from around the world helped us tell the Scottsdale story through editorial placements that reached 3.8 billion readers and viewers – 46 percent more than last year.
- › Thirty-five percent of leads from U.S. and Canadian meeting planners were converted into bookings for area hotels and resorts, resulting in more than 167,000 incremental room nights for the destination.
- › More than 1,000 travel professionals were trained to sell Scottsdale during product training seminars – 52 percent more agents than we trained the year prior.

It is our privilege to share with you our accomplishments from the past year that have helped ensure Scottsdale's standing as a premier travel and meetings destination.

Best regards,



Rachel Sacco

RACHEL SACCO
President & CEO

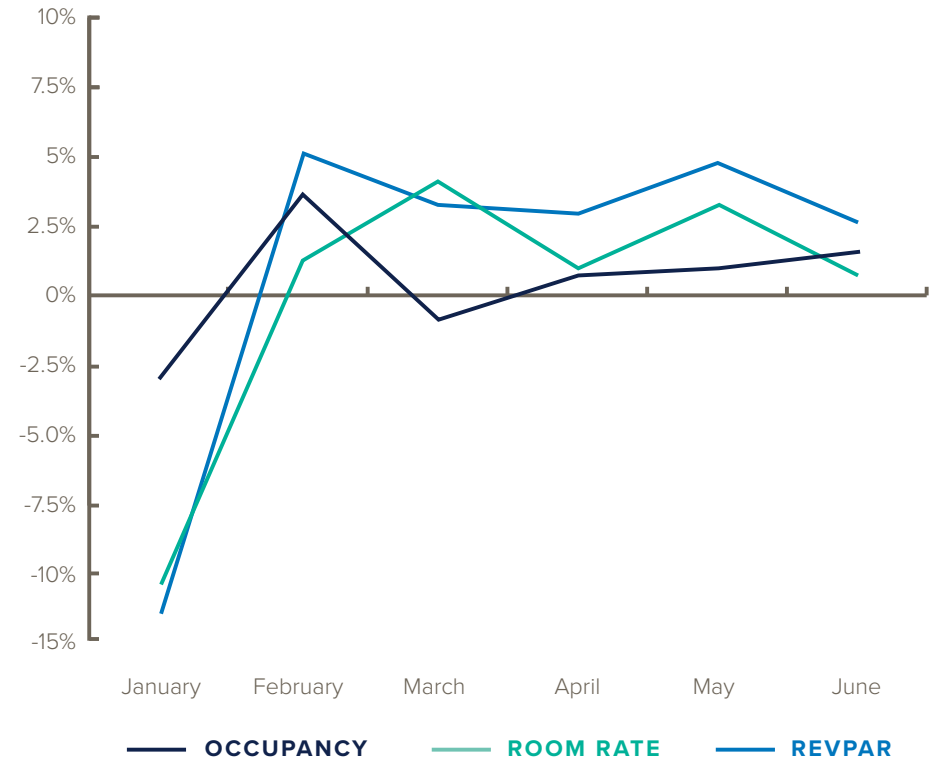


Jack Miller

JACK MILLER
Board Chairman

SCOTTSDALE TOURISM INDUSTRY MEASUREMENTS

Percent Change, January-June 2016 vs. January-June 2015

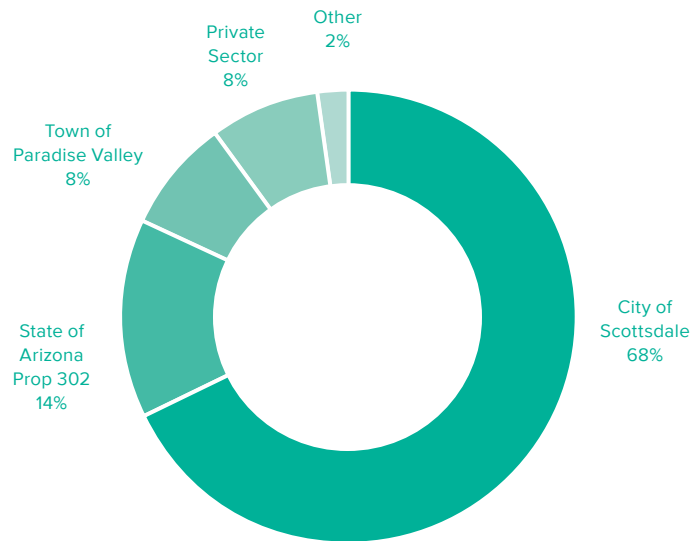


Source: Smith Travel Research, Inc. Reproduction or other re-use of this data without the express written permission of STR is strictly prohibited.
Note: Super Bowl XLIX was hosted in Arizona in 2015, which accounts for the substantial year-over-year decreases in January.

FINANCE

Experience Scottsdale uses resources efficiently for the benefit of the area and our members. A combination of public and private investments allows us to leverage our revenue for maximum impact to the community.

REVENUE SOURCES



ANNUAL AUDIT

We received the **best report possible** during our annual financial audit conducted by an independent CPA firm. The audit highlighted our extensive internal control policies and our prudent use of funds.

2015-16 REVENUE & EXPENSES

For the year ending June 30, 2016 (un-audited)*

REVENUE

Public Sources	
City of Scottsdale	\$9,090,525
City of Scottsdale – Event Funding*	\$298,900
Town of Paradise Valley	\$1,159,726
Fort McDowell Yavapai Nation	\$100,000
Salt River Pima-Maricopa Indian Community	\$100,000
State of Arizona – Prop 302	\$1,955,384
Subtotal, Public Sources	\$12,704,535
Private Sources	
Private Sector**	\$1,053,892
Subtotal, Private Sources	\$1,053,892
Revenue Total	\$13,758,427

* Pass-through dollars from the City of Scottsdale for the Fiesta Bowl.

** Includes money received from members for membership dues and for participation in Experience Scottsdale cooperative ads, emails and other programs. With this investment from our members, we extended the destination's exposure and funded additional projects.

EXPENSES

Personnel	\$4,439,164
Operations/Administration/Membership	\$805,342
Community & Government Affairs	\$170,149
Marketing	\$6,318,780
Communications	\$500,828
Convention Sales & Services	\$700,575
Tourism	\$315,910
Expenses Total*	\$13,250,748

+ The audited 2015-16 financials will be available Sept. 30, 2016.

- Any amount not expended was carried over toward the production of new creative assets in association with our rebranding initiative.

MEMBER DONATIONS GO A LONG WAY

Our members provided **\$1,045,538** worth of free rooms, meals and activities, all of which allowed us to host more clients to experience Scottsdale firsthand.

BED TAX GROWTH SLOWS



➤ Total bed-tax collections increased **2%** from 2014-15 to 2015-16

MARKETING

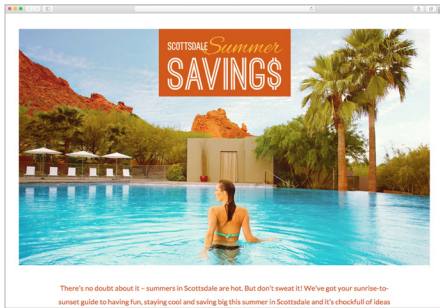
Experience Scottsdale brands the area as a world-class vacation and meetings destination and sells Scottsdale's unique offerings through multi-layered marketing campaigns, out-of-home advertising, high-end publications, and contest promotions.

DRIVING VISITATION WITH HIGH-IMPACT SEASONAL CAMPAIGNS

178.6 MILLION
ad impressions

501,354
page views

27,000+
visitors clicked
on member offers
and events



SUMMER IN SCOTTSDALE

- > Promoted hot deals and savings in summer
- > **68,804** page views



SCOTTSDALE'S BEST-KEPT SECRETS

- > Highlighted unexpected experiences and local favorites in the fall
- > **56,018** page views – **256%** more than last year



HOLIDAYS IN SCOTTSDALE

- > Celebrated the holidays with a Sonoran Desert twist
- > **119,358** page views – **20%** more than last year



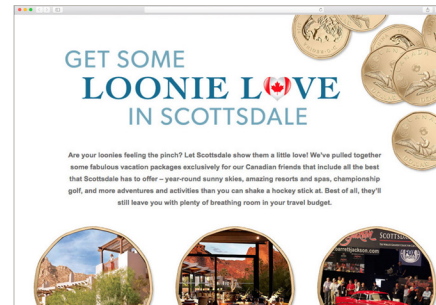
WARM UP IN SCOTTSDALE

- > Shared Scottsdale's warm weather and hospitality in cold climates
- > Included TV, social media, online and outdoor advertising
- > **92,073** page views



SCOTTSDALE SPRING TRAINING

- > Targeted baseball fans in Denver and San Francisco
- > **117,803** page views



LOONIE LOVE

- > Promotes discounts thru 2016 for Canadians to offset the weak "loonie"
- > **47,298** page views in the first 8 months of the campaign

ONLINE MARKETING

Experience Scottsdale develops deeper, more personal connections with potential visitors and customers and captures their attention through online marketing. We provide the information they need before they arrive and once they are here.



ExperienceScottsdale.com

5.2 MILLION
page views from
2.6 MILLION
visitors
11%
more than last year



78%
new visitor traffic

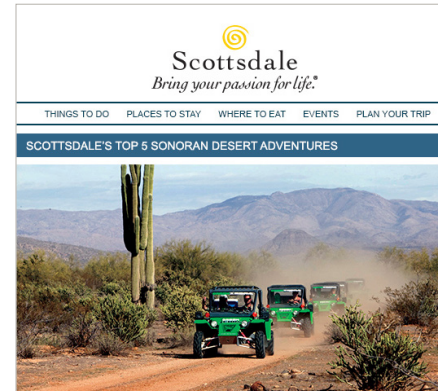


60%
web traffic accessed
on mobile devices

485,795
page views for
member listings

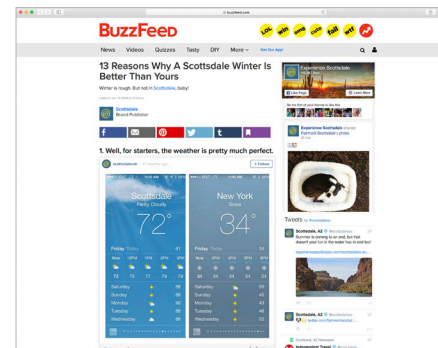
84,364
page views
for member
packages,
promotions and
coupons

416,308
click-thrus to
member sites
45% more than
last year



154,603

people opened emails from Experience Scottsdale to learn more about the destination



BUZZFEED.COM
PARTNERSHIP

- > 3 articles
- > 140,000 page views
- > 3,686 click-thrus to ExperienceScottsdale.com

SOCIAL MEDIA

18% year-over-year increase in total likes, followers and views



112,418
Facebook likes



3,275
Instagram followers



60,082
Twitter followers

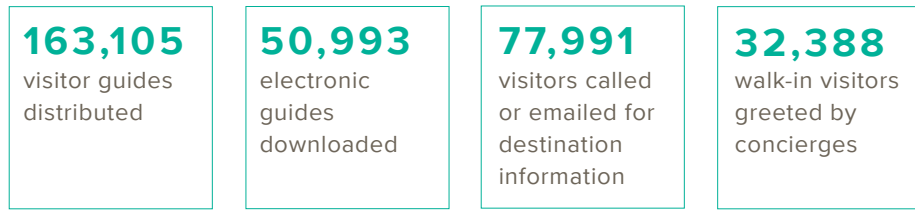


88,150
Youtube views

VISITOR SERVICES

Experience Scottsdale services both potential and current visitors. Our visitor center concierges serve as destination experts – greeting guests and offering insight into our destination’s depth and breadth of amenities to ensure a memorable visit.

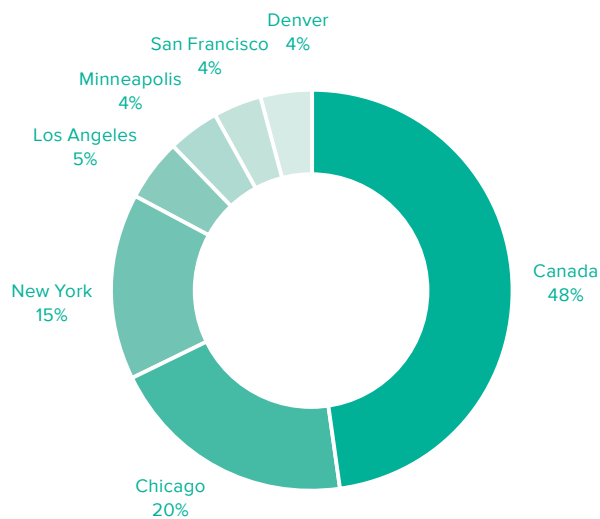
HELPING VISITORS PLAN THEIR SCOTTSDALE VACATION



MOST POPULAR GUIDES ON THE WEBSITE



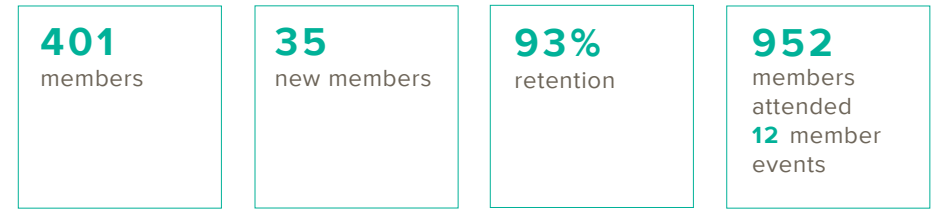
VISITOR INQUIRIES FROM KEY MARKETS



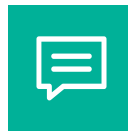
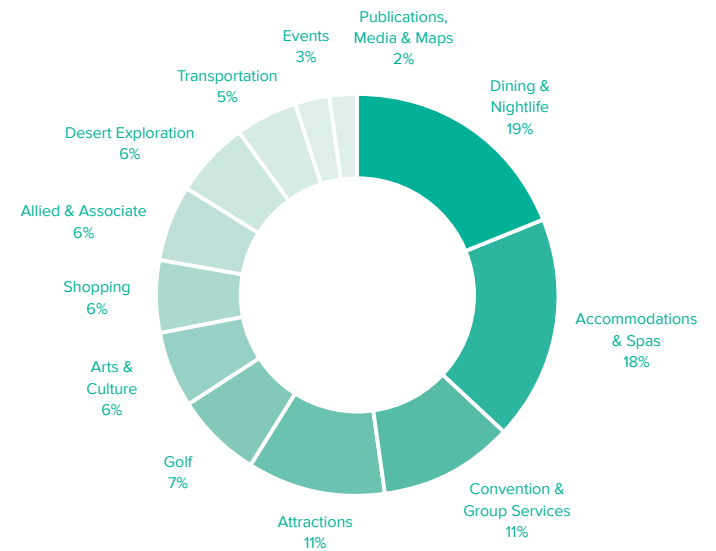
MEMBERSHIP

Experience Scottsdale helps our members tap into the lucrative tourism market. One of our primary goals is to ensure that all members receive a return on their membership investment that exceeds expectations.

KEEPING OUR MEMBERS ENGAGED



OUR DIVERSE MEMBERSHIP



“We are so lucky to have such a wonderful tourism partner in Experience Scottsdale. Everyone in your office is wonderful to work with, and we cannot express our gratitude enough for your support and the various opportunities you bring to our company ...”

- Experience Scottsdale Outdoor Adventure Member

PUBLIC RELATIONS

Experience Scottsdale garners positive publicity for the community by telling the stories of our destination and promoting the amenities of our members. Targeted, positive media exposure helps generate consumer interest.

<p>1,204 Scottsdale editorial stories</p>	<p>3.8 BILLION readers/viewers reached 46% more than last year</p>	<p>\$27.5 MILLION in advertising value 27% more than last year</p>
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BUILDING RELATIONSHIPS WITH MEDIA RESULTS IN EXTENSIVE EDITORIAL COVERAGE

- Assisted **1,530** media with Scottsdale coverage
- Met with **504** journalists during **15** media missions, tradeshows and conferences

INSPIRATO

8-page story



BLUEPRINT

15-page story



SUITCASE (UK)

10-page story



SHIFTING PERCEPTIONS THROUGH STORYTELLING

- 232** journalists experienced Scottsdale's unique stories firsthand
- 6** group media tours highlighted the stories and storytellers of the destination

SHOWCASING THE SONORAN DESERT WITH FASHION

Fashion shoots paired the beauty of Scottsdale with the latest runway trends

HELLO FASHION (UK)

September and November 2015



FLARE (CANADA)

April 2016



NEW YORK & CALIFORNIA TOP DOMESTIC VISITOR MARKETS

- 83** journalists from these markets visited Scottsdale
20% more than last year
- 131** media connections made during four events
- 106** articles generated in these markets
- \$8.5 million** in equivalent ad value
- 1.4 billion** readers/viewers reached

CANADA TOP INTERNATIONAL VISITOR MARKET

- 42** Canadian journalists visited Scottsdale
30% more than last year
- 107** media connections made during three events
- 80** articles in Canadian publications
- \$712,063** in equivalent ad value
- 110 million** readers/viewers reached

CONVENTION SALES

Experience Scottsdale generates incremental meetings business for our community by exposing meeting planners to the area and educating them on Scottsdale's myriad destination services and amenities to fulfill every need for their programs.

35%
conversion from leads to booking
13% more than last year

29%
new business from companies
that had not been to Scottsdale
previously

SALES BY THE NUMBERS

1,511
hotel leads

536
meetings
booked into
area hotels
and resorts

167,056
room nights

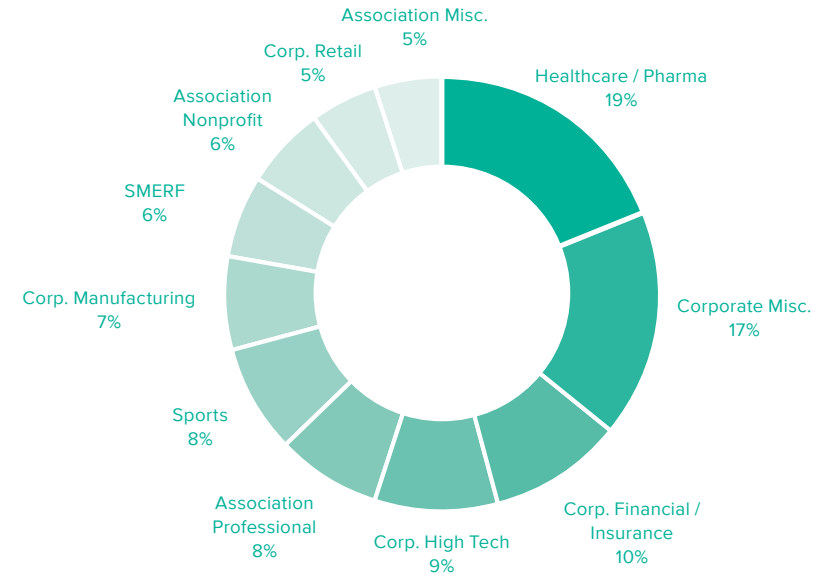
73,198
attendees
came to
Scottsdale
for meetings

303
service leads

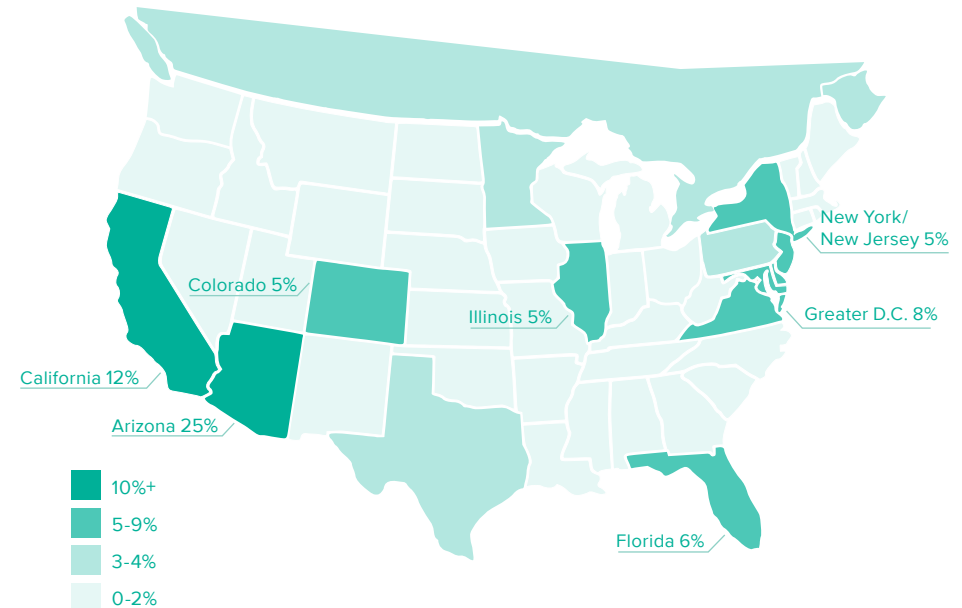


Scottsdale was the **#10 booked destination** by HelmsBriscoe associates in 2015

2015-16 EXPERIENCE SCOTTSDALE BOOKINGS BY MARKET



2015-16 EXPERIENCE SCOTTSDALE BOOKINGS BY STATE



CONVENTION SALES

MEETING & INCENTIVE AMERICAS FORUM

200

domestic and international meeting planners met in Scottsdale

31

meeting planners participated in pre-and post-tours for an in-depth destination experience



“M&I Forums has organized to date nearly 100 forums in different destinations worldwide. And I can honestly say that Scottsdale is one of the best CVBs I’ve had the pleasure of working with.”

- M&I Forum Director of Event Operations, United Kingdom

SITE SEE & FLY FREE ON US PROMOTION

- > **44** planners visited Scottsdale
- > **11** bookings
- > **25%** conversion
- > **7,519** room nights generated for area hotels and resorts
- > **33%** of these room nights will actualize during need times, June-September and November-December



FILLING NEED PERIODS FOR SCOTTSDALE PROPERTIES

- > **36%** of our bookings will actualize during Scottsdale’s need times: June-September, November-December
- > Bookings represent **61,709** total room nights

FAMILIARIZATION TOURS

87

U.S. and Canadian planners attended familiarization tours

17

leads

5

bookings

29%

conversion

831

room nights generated for area hotels and resorts



“Thank you for organizing and hosting the most wonderful FAM. Honestly, I didn’t want to leave Scottsdale and am anxious to source Scottsdale for my clients in the near future!”

- HelmsBriscoe Post-Annual Business Conference Scottsdale familiarization tour attendee, Georgia

“I just wanted to say I had a great experience and truly appreciate the hard work you and all of the Scottsdale team put into the FAM for us. We will be considering Scottsdale for our meeting in April of 2017 thanks to this FAM visit ... you all went above and beyond to make some very busy, full days enjoyable.”

- Scottsdale Medical Meetings familiarization tour attendee, New Jersey

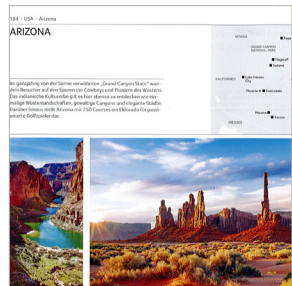
TOURISM

Experience Scottsdale ensures the destination has a widespread presence. We provide extensive guidance to travel agents and tour operators from around the world so they can best capture the Scottsdale experience for their clients.

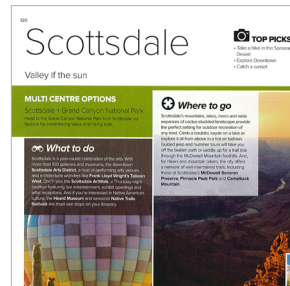
<p>3.2 MILLION tour brochure impressions</p>	<p>2,145 leads and services sent to Experience Scottsdale members</p>	<p>3,946 travel professionals educated during trade shows, sales missions and product training seminars</p>
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WORKING WITH TOUR OPERATORS GENERATES SCOTTSDALE PRODUCT IN TOUR BROCHURES

AIRTOURS



HAYES & JARVIS



FTI TOURISTIK



PRODUCT TRAINING & EDUCATION



1,046 travel professionals – a **52%** increase over last year – were trained to sell Scottsdale through **17** product training seminars at call centers, road shows and client offices in Denmark, Germany, Japan, Mexico, the United Kingdom and emerging markets



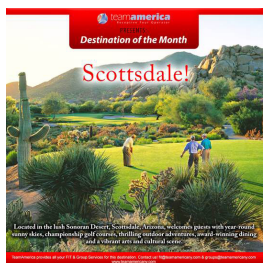
- Local agents are often the first call for their U.S. consortium counterparts, so Experience Scottsdale keeps them educated on local offerings
- 359** Arizona agents reached through client events, sales calls, product training seminars and trade shows

PRODUCING NEW BUSINESS WITH TRADE COOPERATIVE MARKETING CAMPAIGNS



TOURICO HOLIDAYS

92% increase year-over-year in room nights



TEAM AMERICA

130% increase year-over-year in room nights

12
client events

12
trade shows

14
sales missions

IPW TRADE SHOW

The largest and most important international show held in the United States



- Met with **104** clients
- Generated **155** leads and service requests for members

FAMILIARIZATION TOURS & SITE VISITS

- Hosted **24** site visits and familiarization tours
- 147** travel agents and tour operators explored the destination firsthand



“That was my first time to Scottsdale. The properties are perfect for my type of clientele, the gastronomic scene is fabulous, and I was truly amazed how much there is to do for all ages, on so many levels. ... Thank you for a wonderful education. You can bet that Scottsdale will be at the top of my list when it comes to recommending domestic travel for my clients.”
-Virtuoso familiarization tour attendee, California



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COMMUNITY PARTNERS

