



# Scottsdale

## 2015 Visitor Report

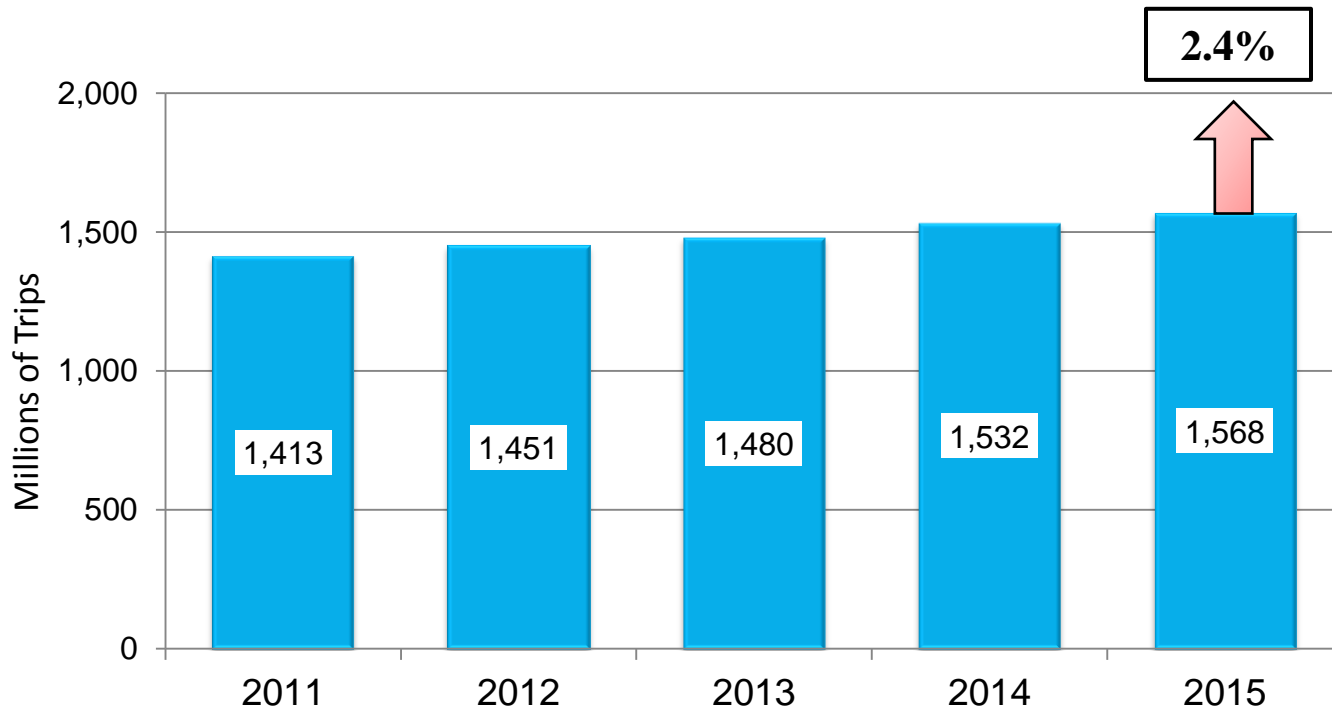


# Size & Structure of the U.S. Travel Market

# Total Size of the U.S. Travel Market — 2011-2015



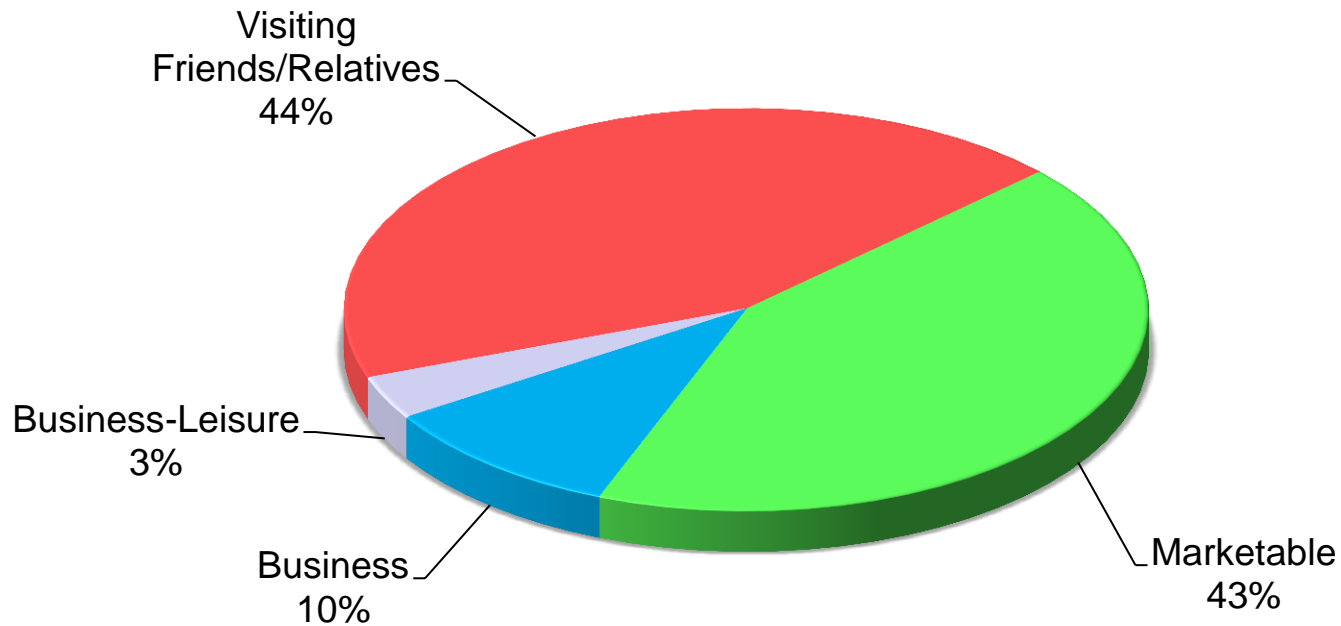
Base: Total Overnight Person-Trips



# Structure of the U.S. Travel Market – 2015 Overnight Trips



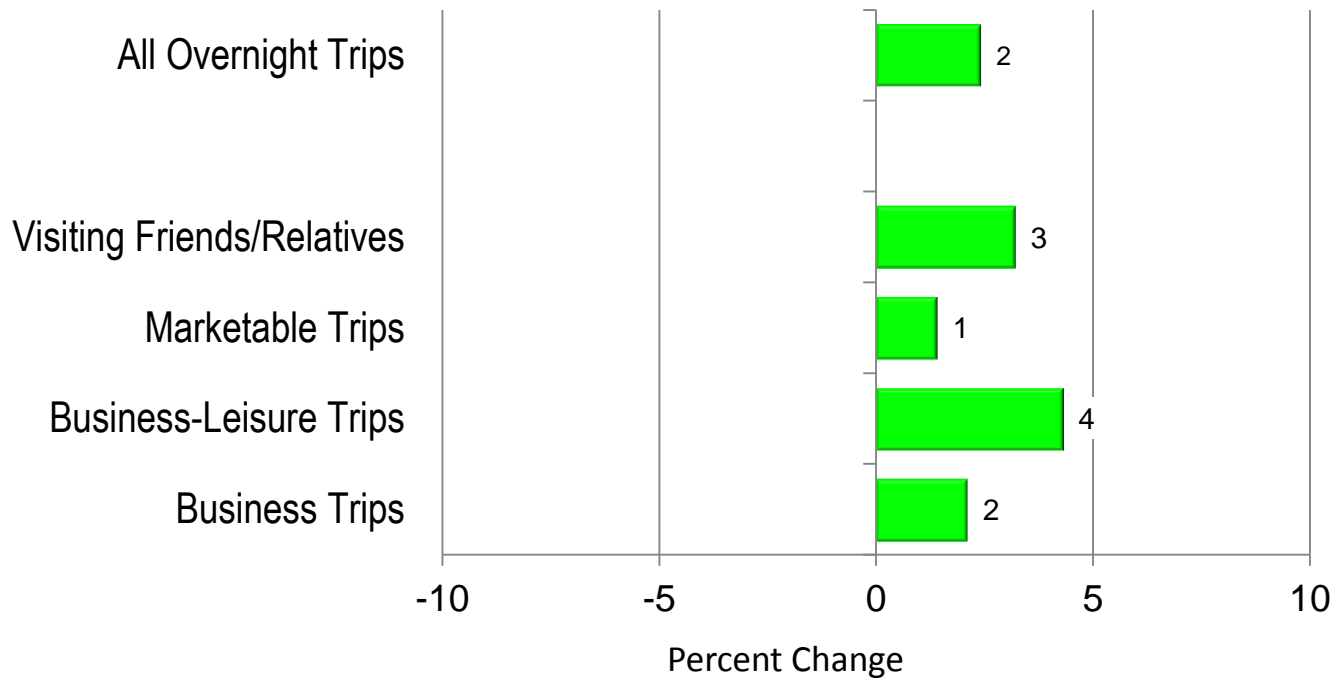
Base: Total Overnight Person-Trips



# U.S. Market Trends for Overnight Trips — 2015 vs. 2014



Base: Total Overnight Person-Trips





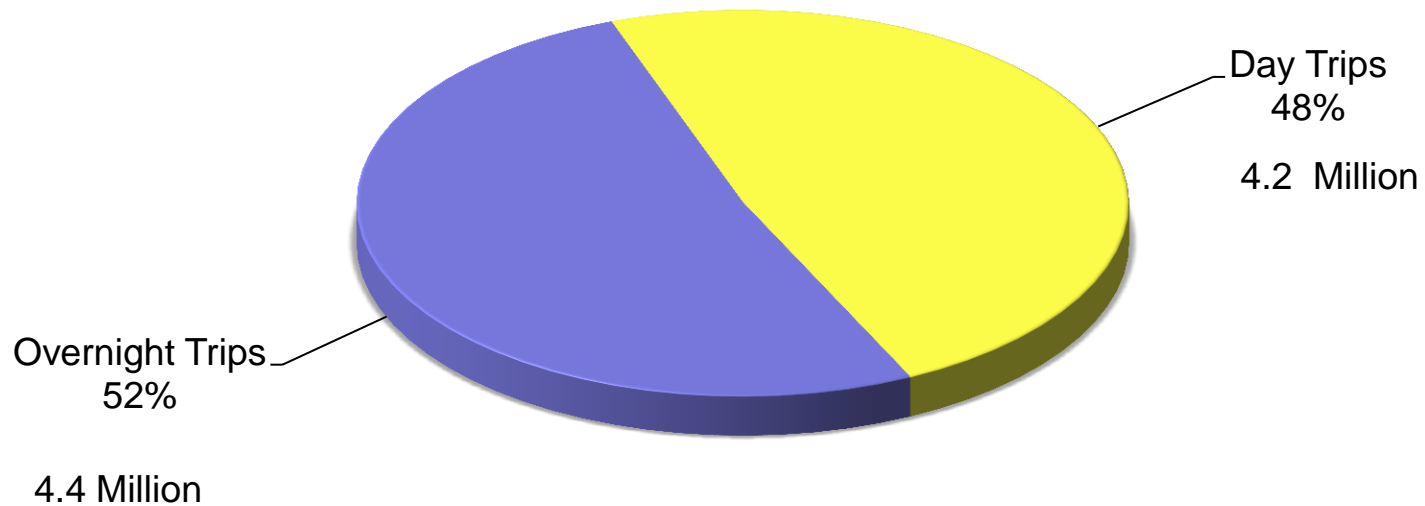
# Size & Structure of Scottsdale's Travel Market

# Total Size of the Scottsdale Travel Market in 2015



**Total Person-Trips = 8.6 Million**

**+3.1% vs. 2014**

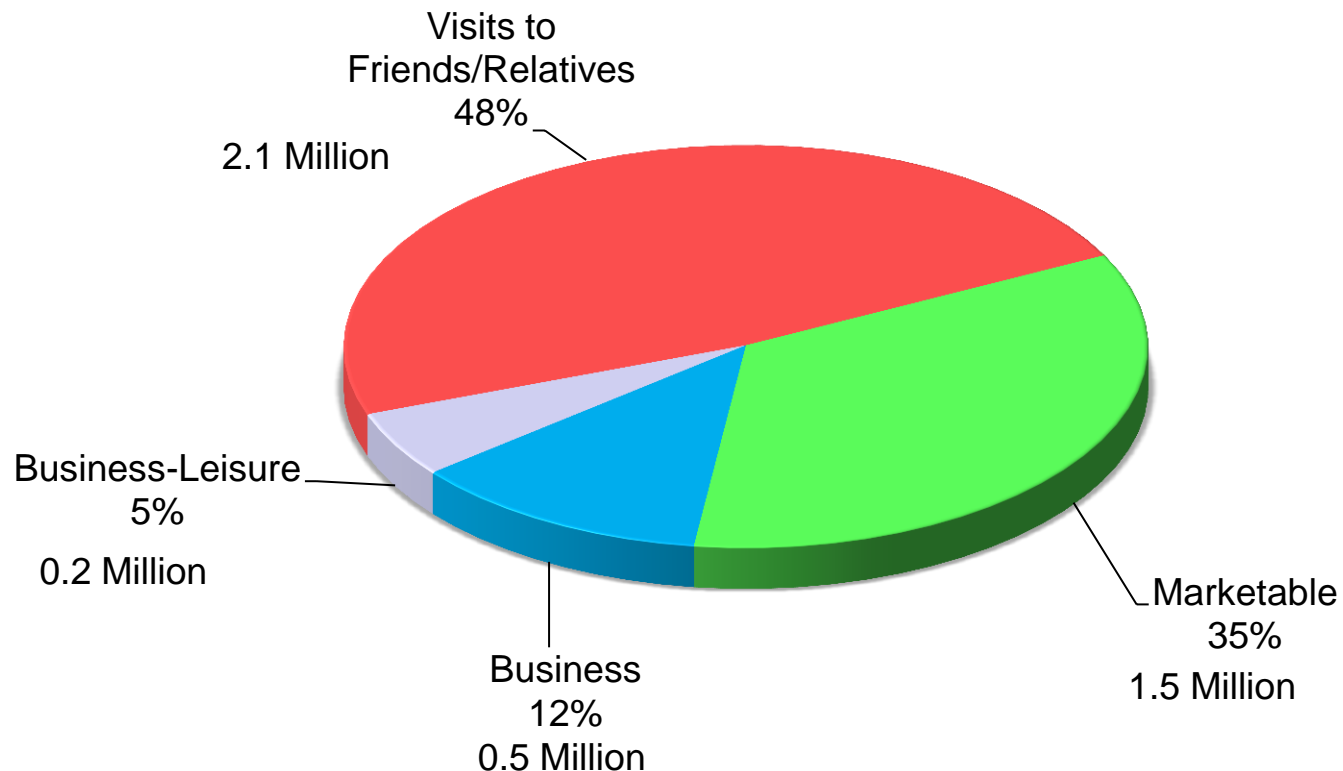


# Scottsdale's Overnight Travel Market – by Trip Purpose



**Total Overnight Person-Trips = 4.4 Million**

**+2.1% vs. 2014**



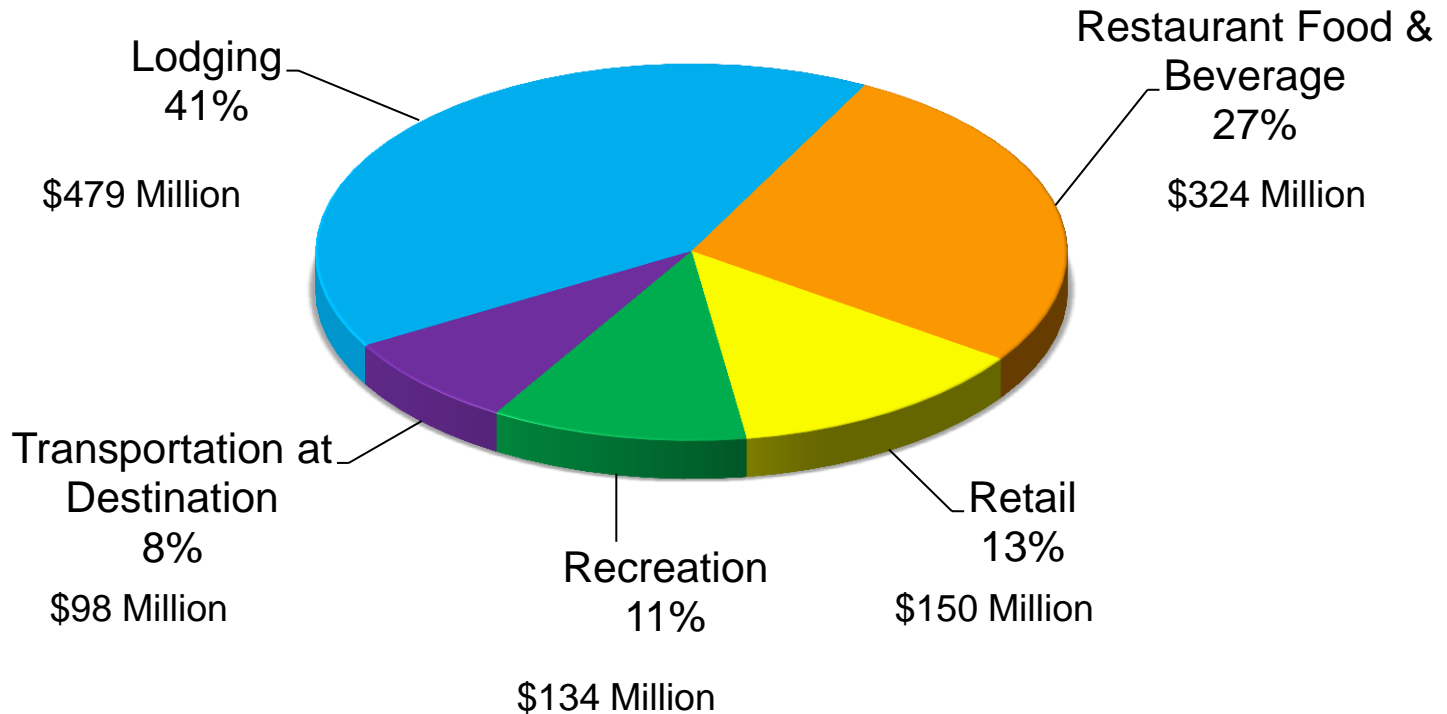


# Total Overnight Spending – by Sector



**Total Spending = \$1.2 Billion**

**+11.8% vs. 2014**

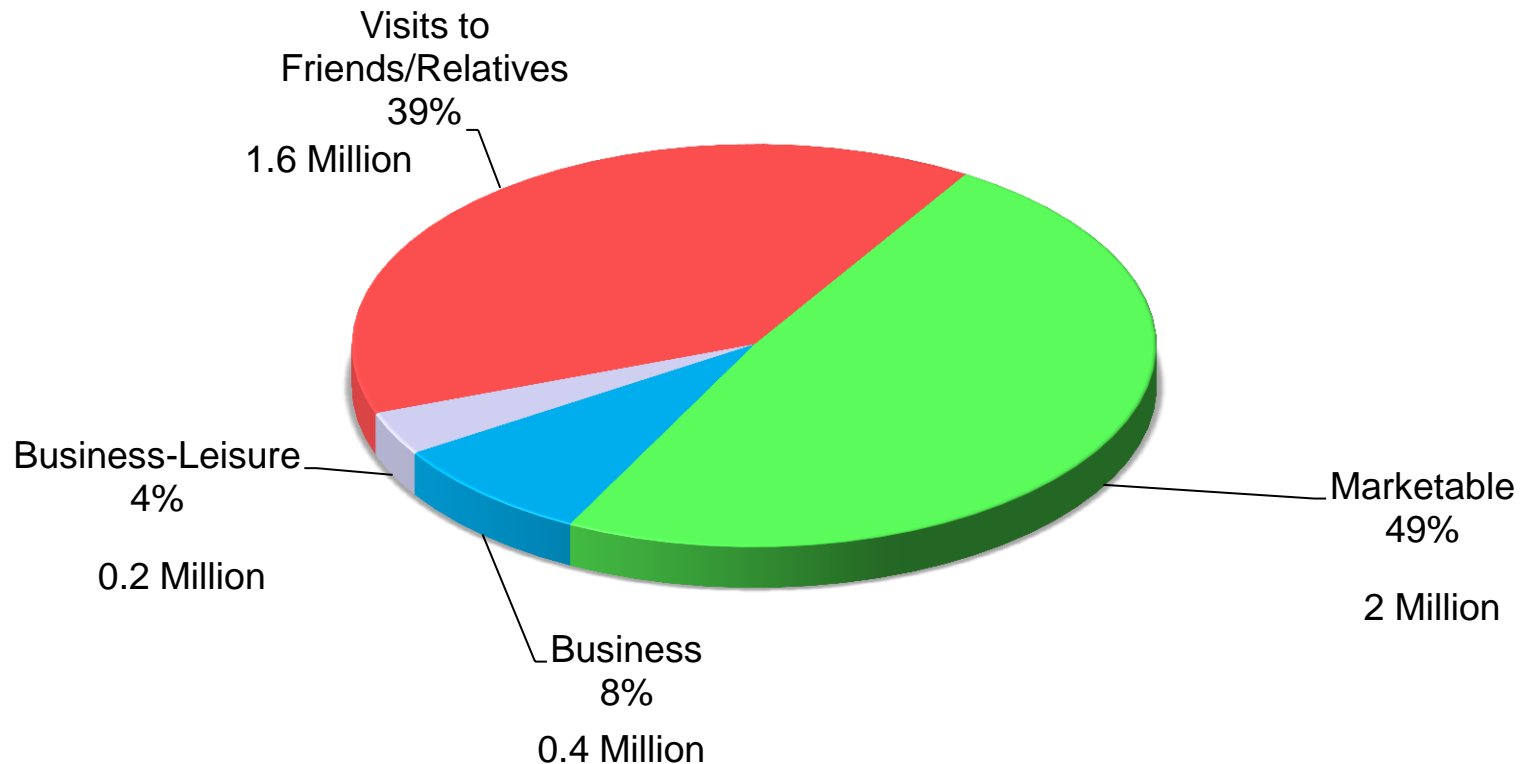


# Scottsdale's Day Travel Market — by Trip Purpose



**Total Day Person-Trips = 4.2 Million**

**+4.2% vs. 2014**

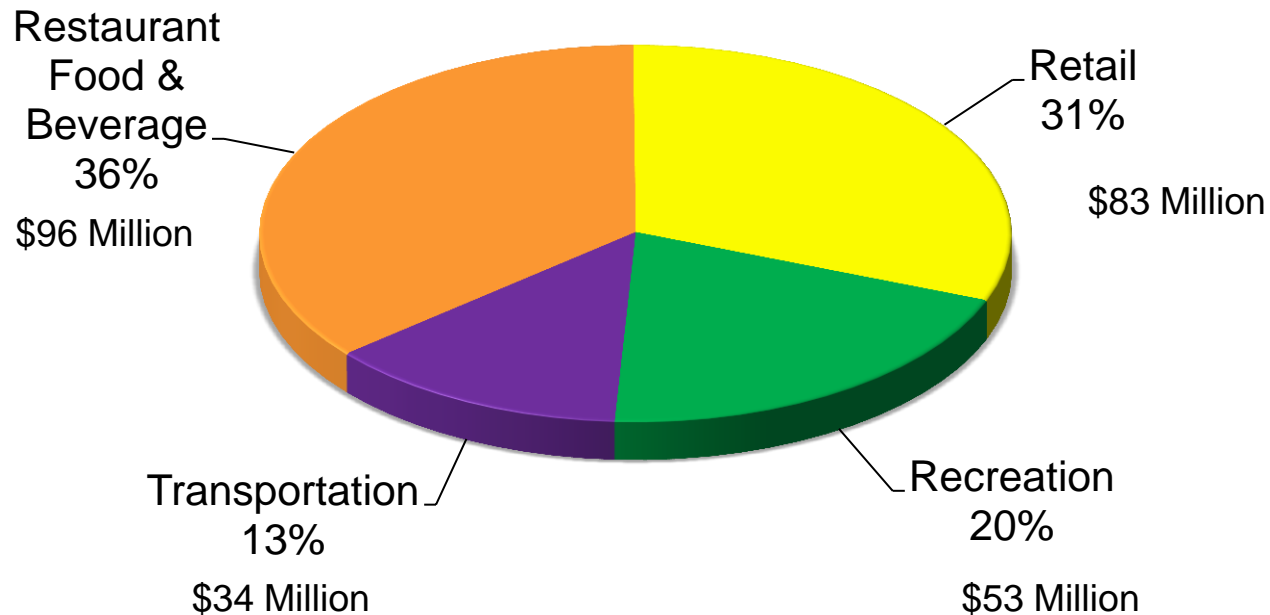


# Total Day Trip Spending – by Sector



**Total Spending = \$266 Million**

**+3.9% vs. 2014**





# Key Findings

# Key Findings



- In 2015, Scottsdale had 8.6 million person trips, an increase of 3.1% over 2014. 52% were overnight trips and 48% were day trips.
- The overnight trips generated \$1.2 billion in spending, an increase of 11.8% over 2014.
- When asked about the main purpose of their overnight trip, 48% responded that they were visiting friends and relatives, while 35% said they were on marketable trips. The most prevalent marketable trip types were special event trips (up 1% from 2014), touring through the region and resort (up 1% from 2014)
- The average number of nights spent in Scottsdale on an overnight trip was 3.9 nights (the same number of nights as 2014) and the average travel party size was 2.4 persons.

# Key Findings – (Cont'd)



- ⦿ Travelers on overnight trips to Scottsdale were more likely to arrive by plane and less likely to travel in their own car than the national average.
- ⦿ Travelers on overnight trips to Scottsdale were most likely to engage social media by reading travel reviews, posting photos online and accessing news/promotions.
- ⦿ The top five states of origin for overnight trips were California, Arizona, Illinois, Colorado and Florida. The top six DMA's of origin were Los Angeles, Chicago, Phoenix, Tucson, New York and San Francisco.
- ⦿ The top five activities engaged in by travelers on overnight trips to Scottsdale were Shopping, Fine Dining, Swimming, visiting a Landmark/Historic Site and Hiking/Backpacking.

# Key Findings – (Cont'd)



- Overall trip experience and friendliness of the people received the highest satisfaction ratings for overnight visitors to Scottsdale.
- 70% of overnight visitors had visited Scottsdale before, and 59% said they had visited in the past year.
- 49% of overnight trips were planned 2 months or less before the trip, and 7% did not plan anything in advance.
- “Airline” was the most frequently cited source of planning information at 25% and the top ranked method of booking at 28%.



*Thank you!*