



The Scottsdale/Paradise Valley Tourism Study — Lodging Statistics

Tourism and Events Department
November 2016



Lodging Statistics

Scottsdale City Council

W.J. "Jim" Lane
Mayor

David Smith

Kathy Littlefield

Suzanne Klapp

Virginia Korte

Linda Milhaven

Guy Phillips

Brian Biesemeyer
Acting City Manager

An annual publication of:

The City of Scottsdale
Tourism and Events Department
7506 E. Indian School Rd.
Scottsdale, AZ 85251
Phone: (480) 312-4013
www.scottsdaleaz.gov/tourism
sgeiogamah@scottsdaleaz.gov

Last updated: January 3, 2017

Table of Contents

I	Study Overview	5
II.	Study: Introduction & Limitations	6
III.	Executive Summary	7
IV.	The Scottsdale/Paradise Valley Market Area	8
V.	Trends in Tax Collection	12
VI.	Trends in Room Inventory	15
VII.	Average Room Rates and Occupancy	20
VIII.	Room Revenues vs. Total Hotel Revenues	22
IX.	Market Area Golf, Spas, and Destination Events	24

Index

Map 1 (Market Area Map)	9
Table 1 (List of Market Area Hotels)	10
Table 2 (Monthly Bed Tax Receipts)	13
Table 3 (Monthly Hotel/Motel Sales Tax Receipts)	14
Table 4 (Market Area Hotel Inventory)	15
Table 5 (Scottsdale Room Inventory by Category)	15
Table 6 (Resort/Hotel Property Inventory)	17
Chart 1 (Hotel Occupancy and Average Rate)	21
Table 7 (Occupancy and Average Rate)	21
Table 8 (Room Revenue vs. Total Hotel Revenue)	22
Table 9 (Hotel Revenue Streams)	23
Chart 2 (Hotel Revenue Streams)	23
Table 10 (Market Area Golf Courses)	25
Map 2 (Market Area Golf Courses Map)	26
Table 11 (Market Area Destination Spas)	27
Table 12 (Selected Scottsdale Events)	28

I. STUDY OVERVIEW

Lodging Statistics

The Scottsdale/Paradise Valley Tourism Study analyzes trends relating to the lodging industry in the Scottsdale/Paradise Valley tourist market area. The study looks specifically at trends in local transient occupancy tax (bed tax) collection, room inventory, average room rates, occupancy rates, and other factors relating to lodging trends.

The Scottsdale/Paradise Valley Tourism Study, Lodging Statistics report is prepared annually and is available at no charge from the City of Scottsdale Tourism and Events Department, or <http://www.scottsdaleaz.gov/tourism>.

The Tourism and Events Department welcomes your input and suggestions for changes and additions in future issues of this publication, and is pleased to grant permission to use excerpts from this material when credit is given to the City of Scottsdale.

While information in this report is deemed accurate, no guarantees are made or implied. Users should rely on their own research and conclusions regarding the conditions and viability of the Scottsdale lodging market.



II. THE SCOTTSDALE/PARADISE VALLEY TOURISM STUDY: INTRODUCTION & LIMITATIONS

Introduction

The economy of the Scottsdale/ Paradise Valley area is integrally linked to the tourism industry. Yet, until the early 1990's, limited information existed on the impact of tourism on our economy. The lack of information made it difficult to predict the impacts of new developments, track changes in the market, or to understand the best way to promote the market.

The primary purpose of *The Scottsdale/Paradise Valley Tourism Study* is to provide market information for the tourism, retail, and hospitality operations within the study area. The reports provide information to elected officials, city management, the general public, and private-sector entities regarding the tourism and hospitality markets.

Study Limitations

Much of the information contained in the Lodging Statistics study is based on tax collection figures, and will therefore have certain limitations. Bed tax collection figures are used because they are important and consistently tracked and readily available, but it is important to remember these three points:

- ◇ The tax receipt figures shown for each month reflects actual sales tax and bed tax collections during the previous month. There is a lag of one month between sales activity and receipts.
- ◇ The data in this report (with the exception of room stock figures) is based primarily on properties located within the City of Scottsdale.
- ◇ With the exception of room stock data, no information is available for properties that lie just outside the corporate limits of the City of Scottsdale and the Town of Paradise Valley. It may be reasonable to assume the data for these properties would be very similar to similar properties in the market area, but no projections are made as part of this report.

Did you know?

The economy of the Scottsdale/
Paradise Valley area is integrally
linked to the tourism industry.



III. EXECUTIVE SUMMARY

- ◇ Scottsdale's bed tax revenues totaled \$17,164,132 in 2015, up 8.99 percent from 2014.
- ◇ The Scottsdale/ Paradise Valley market area has grown by nearly 997 rooms since 2006.
- ◇ In the past 10 years, the bed tax has generated over \$118 million in revenue for the City of Scottsdale.
- ◇ Hotel/motel sales tax revenues for the City of Scottsdale in 2015 rose 8.6 percent from 2014 with \$9,077,324 in collections.
- ◇ Annual occupancy for the Scottsdale/Paradise Valley market area in 2015 was 67.7 percent, up from 67 percent in 2014.
- ◇ The percentage of room revenue to total hotel revenues for the City of Scottsdale in 2015 was 61.5 percent.
- ◇ The average room rate for Scottsdale/Paradise Valley market area hotels in 2015 was \$184.85, an increase from the 2014 average of \$169.90 per room.



IV. THE SCOTTSDALE/PARADISE VALLEY MARKET AREA

Map 1 (p. 9) shows the boundaries of the Scottsdale/Paradise Valley market area, and the locations of market area hotels. The market area contains all of the City of Scottsdale and the Town of Paradise Valley; portions of the cities of Phoenix and Tempe; and parts of the towns of Carefree, Cave Creek, Fountain Hills, and the Salt River Pima Maricopa Indian Community (SRPMIC).

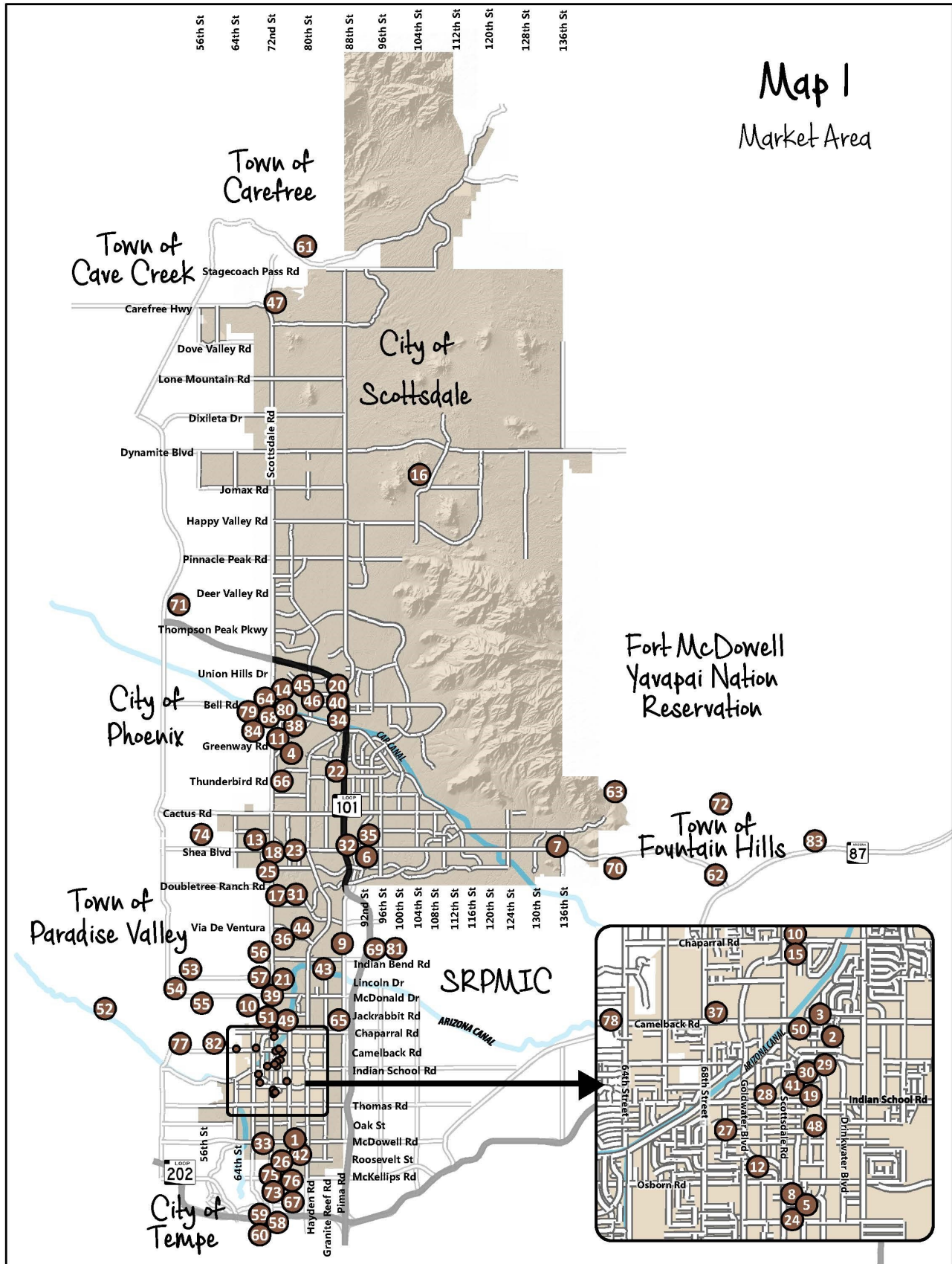
Table 1 (p. 10) lists the hotels in the Scottsdale/Paradise Valley market area.

Did you know?

The Scottsdale/Paradise Valley market area has 84 resorts and hotels, with 16,261 rooms.



Map 1 Market Area



Notice: This document is provided for general information purposes only. The City of Scottsdale does not warrant its accuracy, completeness, or suitability for any particular purpose. It should not be relied upon without field verification.

Table 1
Existing Scottsdale/Paradise Valley Market Area Properties

(Transient Use Properties With 25 or More Rooms)

Scottsdale Properties			
Key	Property Name	Address	# Rooms
1	3 Palms Resort Oasis	7707 E. McDowell Rd.	130
2	aloft Scottsdale Hotel	4415 N. Civic Center Plaza	126
3	Best Western Plus Sundial	7320 E. Camelback Rd.	54
4	Best Western Plus Thunderbird Suites	7515 E. Butherus Dr.	120
5	Comfort Suites Old Town	3275 N. Drinkwater Blvd.	60
6	Country Inn & Suites by Carlson	10801 N. 89th Pl.	162
7	Courtyard Scottsdale at Mayo Clinic	13444 E. Shea Blvd.	124
8	Courtyard Scottsdale Old Town	3311 N. Scottsdale Rd.	180
9	Days Inn & Suites Scottsdale	7330 N. Pima Rd.	150
10	Embassy Suites	5001 N. Scottsdale Rd.	312
11	Extended Stay America	15501 N. Scottsdale Rd.	121
12	Extended Stay America Old Town	3560 N. Marshall Way	120
13	Extended Stay America Scottsdale	10660 N. 69th St.	106
14	Fairmont Scottsdale Princess	7575 E. Princess Dr.	750
15	The Scott Resort & Spa	4925 N. Scottsdale Rd.	204
16	Four Seasons Resort	10600 E. Crescent Moon	210
17	Gainey Suites Hotel	7300 E. Gainey Suites Dr.	162
18	Hampton Inn Scottsdale at Shea – currently closed	10101 N. Scottsdale Rd.	130
19	Hilton Garden Inn (Old Town)	7324 E. Indian School Rd.	199
20	Hilton Garden Inn Scottsdale North	8550 E. Princess Dr	122
21	Hilton Scottsdale Resort & Villa	6333 N. Scottsdale Rd.	235
22	Holiday Inn & Suites (N. Airpark)	14255 N. 87th St	117
23	Holiday Inn Express North	7350 E. Gold Dust Ave.	122
24	Holiday Inn Express Scottsdale Old Town	3131 N. Scottsdale Rd.	169
25	Homewood Suites Hotel	9880 N. Scottsdale Rd.	114
26	Hospitality Suite Resort	409 N. Scottsdale Rd.	210
27	Hotel Valley Ho	6902 E. 1st St.	242
28	Howard Johnson Scottsdale	7110 E. Indian School Rd.	65
29	Hyatt House Old Town	4245 N. Drinkwater Dr.	164
30	Hyatt Place Scottsdale/Old Town	7300 E. 3rd Ave.	127
31	Hyatt Regency Scottsdale	7500 E. Doubletree Ranch	493
32	La Quinta Inn & Suites	8888 E. Shea Blvd.	140
33	Magnuson Hotel Papago Inn	7017 E. McDowell Rd.	58
34	Marriott at McDowell Mountain	16770 N. Perimeter Dr.	266
35	Marriott TownePlace	10740 N. 90th St.	130
36	Millennium Scottsdale Resort & Villas	7401 N. Scottsdale Rd.	125
37	Motel 6	6848 E. Camelback Rd.	122
38	Residence Inn North by Marriott	17011 N. Scottsdale Rd.	120
39	Residence Inn Scottsdale by Marriott	6040 N. Scottsdale Rd.	122
40	Scottsdale Links Resort	16858 N. Perimeter Dr.	218
41	Scottsdale Marriott Suites Old Town	7325 E. 3rd Ave.	243
42	Scottsdale Park Suites	1251 N. Miller Rd.	95
43	Scottsdale Resort & Athletic Club	8235 E. Indian Bend Rd.	85
44	Scottsdale Resort at McCormick Ranch	7700 E. McCormick Pkwy.	326
45	Scottsdale Villa Mirage	7887 E. Princess Blvd.	224



Table 1 (Continued)
Existing Scottsdale/Paradise Valley Market Area Properties
(Transient Use Properties With 25 or More Rooms)

Scottsdale Properties (Continued)			
Key	Property Name	Address	# Rooms
46	Sheraton's Desert Oasis	17700 N. Hayden Rd.	300
47	The Boulders	34631 N. Tom Darlington	160
48	The Saguaro Hotel	7353 E. Indian School Rd.	194
49	The Scottsdale Inn	5101 N. Scottsdale Rd.	213
50	W Scottsdale	7277 E. Camelback Rd.	230
Total Scottsdale Properties			8,971
Paradise Valley Properties*			
51	Doubletree Paradise Valley Resort	5401 N. Scottsdale Rd.	378
52	Hermosa Inn	5532 N. Palo Cristi Dr.	34
53	JW Marriott Camelback Inn	5402 E. Lincoln Dr.	453
54	Omni Scottsdale Resort & Spa at Montelucia	4949 E. Lincoln Dr.	293
55	Sanctuary Resort on Camelback	5700 E. McDonald Dr.	109
56	Scottsdale Plaza Resort	7200 N. Scottsdale Rd.	404
57	Smoke Tree Resort	7101 E. Lincoln Dr.	26
Total Paradise Valley Properties			1,697
Other Market Properties (Carefree, Fountain Hills, Phoenix, Tempe, SRPMIC)*			
58	aloft Tempe	951 E. Playa del Norte Dr.	136
59	Baymont Inn & Suites (Tempe)	808 N. Scottsdale Rd.	83
60	Best Western Inn of Tempe	670 N. Scottsdale Rd.	103
61	Carefree Resort & Conference Center	37220 N. Mule Train Rd.	218
62	Comfort Inn (Fountain Hills)	17105 E. Shea Blvd.	48
63	CopperWynd (Fountain Hills)	13225 Eagle Ridge Dr.	32
64	Courtyard by Marriott (North)	17010 N. Scottsdale Rd.	153
65	Courtyard by Marriott (SRPMIC)	5201 N. Pima Rd.	158
66	Fairfield Inn (North)	13440 N. Scottsdale Rd.	131
67	Hampton Inn & Suites (Tempe)	1415 N. Scottsdale Rd.	117
68	Hampton Inn/Suites (North)	16620 N. Scottsdale Rd.	123
69	Hampton Inn/Suites (SRPMIC)	9550 E. Indian Bend	101
70	Inn at Eagle Mountain	9800 Summer Hill Blvd.	37
71	JW Marriott Desert Ridge (Phoenix)	5350 E. Marriott Dr.	956
72	Lexington Hotel and Suites	12800 N. Saguaro Blvd.	104
73	Motel 6 (Tempe)	1612 N. Scottsdale Rd.	100
74	Orange Tree Golf Resort (Phoenix)	10601 N. 56th St.	160
75	Quality Suites	1635 N. Scottsdale Rd.	140
76	Red Lion Inn & Suites	1429 N. Scottsdale Rd.	118
77	Royal Palms Inn & Spa (Phoenix)	5200 E. Camelback Rd.	119
78	Scottsdale Camelback Resort (Phx)	6302 E. Camelback Rd.	111
79	Sleep Inn (Phoenix)	16630 N. Scottsdale Rd.	107
80	Springhill Suites Marriot (Phoenix)	17020 N. Scottsdale Rd.	121
81	Talking Stick Resort (SRPMIC)	9800 E. Indian Bend Rd.	496
82	The Phoenician (Phoenix)	6000 E. Camelback Rd.	643
83	Wekopa Resort & Conf. Center (Ft. McDowell)	10438 N. Ft. McDowell Rd.	246
84	Westin Kierland Resort (Phoenix)	6902 E. Greenway Pkwy.	732
Total Other Market Properties			5,593

Source: City of Scottsdale, Tourism & Events Department

*These properties do not pay bed taxes or hotel sales taxes to the City of Scottsdale, & not all are included in the Scottsdale market data.

V. TRENDS IN TAX COLLECTION

Transient Occupancy Tax (Bed Tax)

The City of Scottsdale has a five percent transient occupancy tax (bed tax). In the past ten years, the bed tax has generated over \$118 million in revenue for the City. City Council has established a policy allocating bed tax funds toward the City's general fund, destination marketing, tourism related capital projects, tourism events, and research.

Table 2 (p. 13) presents monthly and yearly breakdowns of the bed tax receipts for Scottsdale from calendar year 2006 through 2015. During 2015, the city collected \$17,164,132 in bed taxes, a 8.99 percent increase from 2014 collections. The increase in bed tax collections can be attributed to an increase in collections due to a strengthening Scottsdale tourism industry.

Sales Tax

In addition to bed tax, the City of Scottsdale tracks collection of the transaction privilege (sales) and use tax (1.65 percent) on all sales transactions in hotels. Maintaining a separate listing of all sales taxes received from hotels and motels provides a mechanism to track visitor purchasing trends.

Sales tax revenues generated by hotel/motel properties in 2015 totaled \$9,077,324, a 6.9 percent increase from 2014. Around 45 percent of the revenues in this category were generated during the peak season (mid-January through April). Since 2006, the hotel/motel sales tax has generated over \$78.9 million in revenues for the City of Scottsdale.

Table 3 (p. 14) enumerates sales tax collected from Scottsdale hotels and motels since 2006.

Did you know?

In the past ten years, the bed tax has generated over \$118 million in revenue for the City of Scottsdale.



Table 2
Monthly Bed Tax Receipts in Dollars
City of Scottsdale

(3% Tax Rate, 5% Bed Tax Rate after July 2010)

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Total
2006	\$701,101	\$966,366	\$1,065,586	\$1,373,686	\$1,123,309	\$702,111	\$472,291	\$371,782	\$379,088	\$556,836	\$832,095	\$830,766	\$9,375,017
2007	\$693,215	\$1,145,222	\$1,132,446	\$1,427,745	\$1,098,091	\$751,622	\$504,334	\$365,852	\$403,225	\$558,736	\$871,790	\$789,492	\$9,741,770
2008	\$629,853	\$1,065,634	\$1,361,716	\$1,395,675	\$1,057,041	\$710,413	\$412,163	\$294,899	\$373,040	\$508,832	\$730,114	\$739,333	\$9,278,713
2009	\$567,325	\$838,870	\$886,188	\$1,039,177	\$748,393	\$484,786	\$366,474	\$287,445	\$293,820	\$371,649	\$547,610	\$653,810	\$7,085,548
2010	\$496,390	\$746,527	\$828,485	\$1,150,123	\$783,160	\$560,558	\$393,529	\$468,069	\$481,170	\$634,850	\$1,518,628	\$990,792	\$9,052,282
2011	\$897,368	\$1,439,693	\$1,490,790	\$2,112,133	\$1,412,304	\$1,038,318	\$642,135	\$551,811	\$522,553	\$749,610	\$1,118,386	\$1,118,739	\$13,093,840
2012	\$895,391	\$1,373,586	\$1,643,740	\$2,287,454	\$1,486,879	\$1,022,196	\$660,005	\$477,816	\$513,365	\$736,410	\$1,152,324	\$958,248	\$13,207,414
2013	\$891,379	\$1,695,722	\$1,602,606	\$2,408,496	\$1,595,317	\$117,220	\$702,513	\$592,219	\$549,687	\$869,451	\$1,272,297	\$1,173,582	\$14,470,489
2014	\$991,024	\$1,461,090	\$2,013,208	\$2,566,323	\$1,764,997	\$1,278,785	\$770,464	\$606,581	\$633,261	\$939,775	\$1,278,397	\$1,443,948	\$15,747,851
2015	\$1,031,086	\$2,271,788	\$2,158,027	\$2,869,673	\$1,806,673	\$1,256,091	\$751,742	\$686,517	\$621,760	\$889,778	\$1,381,703	\$1,439,295	\$17,164,132
% of 2015	6.0%	13.2%	12.6%	16.7%	10.5%	7.3%	4.4%	4.0%	3.6%	5.2%	8.0%	8.4%	100.0%
Avg % of 10 yr	6.6%	11.0%	12.0%	15.8%	10.9%	6.7%	4.8%	4.0%	4.0%	5.8%	9.1%	8.6%	100.0%

Source: City of Scottsdale, Tax Audit Department

Note: Bed Tax increased to 5% in July 2010. Bed tax is normally received by the City the month after it is collected by the property. Therefore, the figures above generally reflect activity in the previous month, and do not account for late payments.

Table 3
Monthly Hotel/Motel Sales Tax Receipts
City of Scottsdale

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Total
2006	\$600,887	\$869,474	\$903,148	\$1,174,554	\$999,726	\$706,356	\$511,719	\$387,072	\$327,226	\$582,029	\$803,072	\$793,331	\$8,658,594
2007	\$780,696	\$975,356	\$1,055,525	\$1,196,209	\$984,026	\$776,973	\$537,883	\$381,264	\$400,036	\$562,435	\$843,962	\$766,421	\$9,260,786
2008	\$592,259	\$895,245	\$1,137,945	\$1,154,901	\$966,741	\$745,421	\$457,592	\$335,484	\$366,765	\$519,887	\$758,464	\$747,485	\$8,678,189
2009	\$547,862	\$731,660	\$729,751	\$864,429	\$673,149	\$488,280	\$376,734	\$287,040	\$280,578	\$385,472	\$515,900	\$612,231	\$6,493,087
2010	\$440,919	\$677,912	\$735,942	\$964,132	\$740,407	\$566,477	\$414,722	\$283,426	\$280,156	\$345,904	\$647,243	\$577,022	\$6,674,262
2011	\$499,210	\$707,994	\$736,982	\$1,011,023	\$752,606	\$597,389	\$372,602	\$300,802	\$285,491	\$424,082	\$611,393	\$629,816	\$6,929,389
2012	\$474,662	\$680,046	\$839,061	\$1,077,688	\$785,028	\$587,464	\$393,480	\$287,867	\$282,906	\$414,378	\$650,994	\$548,624	\$7,022,198
2013	\$495,223	\$866,856	\$821,619	\$1,148,266	\$891,479	\$633,745	\$404,986	\$357,062	\$311,769	\$514,438	\$719,488	\$647,647	\$7,812,579
2014	\$561,978	\$757,230	\$1,049,214	\$1,204,999	\$908,191	\$762,265	\$453,178	\$315,040	\$349,931	\$521,901	\$700,189	\$767,137	\$8,351,254
2015	\$565,077	\$1,144,515	\$1,027,004	\$1,324,397	\$920,654	\$710,159	\$431,460	\$425,928	\$378,695	\$564,049	\$789,305	\$796,080	\$9,077,324
% of 2015 Total	6.2%	12.6%	11.3%	14.6%	10.1%	7.8%	4.8%	4.7%	4.2%	6.2%	8.7%	8.8%	100.0%
Avg % of 10yr Total	7.0%	10.5%	11.4%	14.1%	10.9%	8.3%	5.5%	4.3%	4.1%	6.1%	8.9%	8.7%	100.0%

Source: City of Scottsdale, Tax Audit Department

Note: Sales tax is normally reported to the City the month after receipt. The figures listed above generally reflect activity from the previous month, and do not account for late payments.

VI. TRENDS IN ROOM INVENTORY

Room Supply

Table 4 reflects hotel room supply inventory for the study market area since 2006. Market area room inventory declined in 2009. However, in 2010 through 2012 there were slight increases in room inventory with decreases in 2013 through 2015. Overall, the market has grown by over 6.5 percent—997 rooms—during the past ten years.

Table 5a shows the room inventory of the City of Scottsdale by category.

Table 5b shows the room inventory of the Town of Paradise Valley by category.

Table 5c shows the room inventory of the surrounding market areas by category.

Hotel Inventory				
Total Hotel Market Area Properties				
Year	City of Scottsdale	Town of Paradise Valley	Other Market Area Hotels	Total
2006	9,021	1,564	4,679	15,264
2007	9,167	1,572	4,606	15,345
2008	9,444	1,865	4,928	16,237
2009	9,397	1,864	4,889	16,150
2010	9,354	1,862	5,375	16,591
2011	9,332	1,864	5,539	16,735
2012	9,378	1,863	5,517	16,758
2013	9,391	1,864	5,490	16,745
2014	8,997	1,695	5,609	16,301
2015	8,971	1,697	5,593	16,261

Source: Smith Travel Research (STR); City of Scottsdale, Tourism & Events Department
Note: Only hotel properties with 25 or more rooms are included

Table 5a		
Room Inventory by Category*		
City of Scottsdale - 2015		
Category	# of Rooms	% of Market
Resort	3,511	39%
Full Service	2,195	24%
Limited Service	3,265	36%
Total	8,971	100%

Table 5b		
Room Inventory by Category*		
Town of Paradise Valley - 2015		
Category	# of Rooms	% of Market
Resort	1,637	96%
Full Service	34	2%
Limited Service	26	2%
Total	1,697	100%

Table 5c		
Room Inventory by Category*		
Other Market Areas - 2015		
Category	# of Rooms	% of Market
Resort	3,324	59%
Full Service	584	10%
Limited Service	1,685	30%
Total	5,593	100%

Source: Smith Travel Research, Tourism & Events Department

New Market Area Hotels

The Scottsdale market area has had many changes in the past year and more are on the horizon. Aloft Scottsdale, a Starwood Hotel/Resort opened in May 2016 after undergoing a \$4 million renovation. Chaparral Suites was purchased by Embassy Suites and completed a \$22 million property renovation. The Fairmont Princess recently opened an additional 102 guest rooms as well as three luxury suites. In the fall of 2016, The Saguaro Scottsdale will add a ballroom and patio as well as renovate 194 guest rooms. The WaterView Scottsdale, a 269 room hotel along the canal banks in downtown Scottsdale, should begin construction in the near future.

Other upcoming renovations in Paradise Valley include Mountain Shadow and Ritz-Carlton Paradise Valley Resort.

Did you know?

The market area has grown by nearly 997 rooms since 2006.



Property Inventory

Table 6 lists the existing hotel properties within the Scottsdale/ Paradise Valley market area. The properties are classified by facility type, and room information.

Note: Hotel classifications are Resort, Full Service, and Limited Service.

Table 6 Resort Hotel Properties Scottsdale/Paradise Valley Market Area		
Property Name	# of Rooms	Location
The Boulders	160	Scottsdale
Carefree Resort & Conference Center	218	Carefree
Doubletree Paradise Valley Resort	378	Paradise Valley
Fairmont Scottsdale Princess Resort	750	Scottsdale
FireSky Resort & Spa	204	Scottsdale
Four Seasons Resort	210	Scottsdale
Hilton Scottsdale Resort & Villas	235	Scottsdale
Hyatt Regency Scottsdale	493	Scottsdale
JW Marriott Desert Ridge Resort & Spa	956	Phoenix
JW Marriott Camelback Inn	453	Paradise Valley
Marriott at McDowell Mountain	266	Scottsdale
Millennium Scottsdale Resort & Villas	125	Scottsdale
Omni Scottsdale Resort & Spa at Montelucia	293	Paradise Valley
Orange Tree Golf Resort	160	Phoenix
The Phoenician Resort & Spa	643	Phoenix
Royal Palms Resort & Spa	119	Phoenix
Sanctuary Camelback Mountain Resort & Spa	109	Paradise Valley
Scottsdale Links Resort	218	Scottsdale
Scottsdale Plaza Resort	404	Paradise Valley
Scottsdale Resort & Conference Center	326	Scottsdale
Scottsdale Villa Mirage	224	Scottsdale
Sheraton's Desert Oasis	300	Scottsdale
Talking Stick Resort	496	SRPMIC
Westin Kierland Resort & Spa	732	Phoenix

Source: City of Scottsdale, Tourism & Events Department

Table 6 (Continued)
Full Service Hotel Properties
 Scottsdale/Paradise Valley Market Area

Property Name	# of Rooms	Location
aLoft Scottsdale	126	Scottsdale
Best Western Sundial	54	Scottsdale
CopperWynd	32	Fountain Hills
Courtyard by Marriott (SRPMIC)	158	SRPMIC
Embassy Suites Scottsdale	312	Scottsdale
Hermosa Inn	34	Paradise Valley
Hilton Garden Inn (Old Town)	199	Scottsdale
Hilton Garden Inn North (Perimeter Center)	122	Scottsdale
Hospitality Suites Resort	210	Scottsdale
Hotel Valley Ho	242	Scottsdale
Inn at Eagle Mountain	37	Fountain Hills
Magnuson Hotel Papago Inn	58	Scottsdale
Saguaro Hotel	194	Scottsdale
Scottsdale Camelback Resort	111	Phoenix
Scottsdale Marriott Suites	243	Scottsdale
Scottsdale Resort & Athletic Club	85	Scottsdale
Scottsdale Thunderbird Suites	120	Scottsdale
W Hotel	230	Scottsdale
Wekopa Resort & Conference Center	246	Fort McDowell

Source: City of Scottsdale, Tourism & Events Department



Table 6 (Continued)
Limited Service Hotel Properties
 Scottsdale/Paradise Valley Market Area

Property Name	# of Rooms	Location
aloff Tempe	136	Tempe
Baymont Inn & Suites (Tempe)	83	Tempe
Best Western Inn of Tempe	103	Tempe
Comfort Inn (Fountain Hills)	48	Fountain Hills
Comfort Suites	60	Scottsdale
Country Inn & Suites	162	Scottsdale
Courtyard by Marriott (Mayo)	124	Scottsdale
Courtyard by Marriott (North)	153	Phoenix
Courtyard by Marriott (Old Town)	180	Scottsdale
Days Inn & Suites Scottsdale	150	Scottsdale
Extended Stay America	121	Scottsdale
Extended Stay America	120	Scottsdale
Extended Stay America Scottsdale	106	Scottsdale
Fairfield Inn Scottsdale North	131	Phoenix
Gainey Suites	162	Scottsdale
Hampton Inn & Suites (Tempe)	117	Tempe
Hampton Inn Scottsdale	130	Scottsdale
Hampton Inn/Suites (SRPMIC)	101	SRPMIC
Hampton Inn/Suites Phoenix/Scottsdale	123	Phoenix
Holiday Inn & Suites (N. Airpark)	117	Scottsdale
Holiday Inn Express	169	Scottsdale
Holiday Inn Express North	122	Scottsdale
Homewood Suites by Hilton	114	Scottsdale
Howard Johnson Scottsdale	65	Scottsdale
Hyatt House	164	Scottsdale
Hyatt Place (Old Town)	127	Scottsdale
La Quinta Inn & Suites	140	Scottsdale
Lexington Hotel and Suites	104	Fountain Hills
Marriott TownePlace	130	Scottsdale
Motel 6 (Scottsdale)	122	Scottsdale
Motel 6 (Tempe)	100	Tempe
Quality Suites/Suburban Extended Stay	140	Tempe
Red Lion Inn & Suites	118	Tempe
Residence Inn Scottsdale North	120	Scottsdale
Residence Inn Scottsdale/PV	122	Scottsdale
Scottsdale Park Suites	95	Scottsdale
Sleep Inn North Scottsdale	107	Phoenix
Smoke Tree Resort	26	Paradise Valley
Springhill Suites by Marriot	121	Phoenix
The Days Hotel Scottsdale	213	Scottsdale
Three Palms Hotel	130	Scottsdale

Source: City of Scottsdale, Tourism & Events Department

VII. AVERAGE ROOM RATES AND OCCUPANCY

Average Room Rates

The Tourism and Events Department uses data from Smith Travel Research (STR). This research provides the city an indication of trending and competitive performance.

Chart 1 illustrates the average room rates within the Scottsdale/Paradise Valley Market area since 2006. Table 7 represents the same data. Smith Travel Research reported the average room rate for Scottsdale/ Paradise Valley Market area hotels in 2015 was \$184.85, up from \$169.09 in 2014.

Average Occupancy

According to STR, hotels in the Scottsdale/Paradise Valley Market area experienced an occupancy rate of 67.7 percent in 2015, a slight increase from 67 percent in 2014.

Occupancy rates for the last ten years are shown on Table 7 (p. 21) and illustrated in Chart 1.

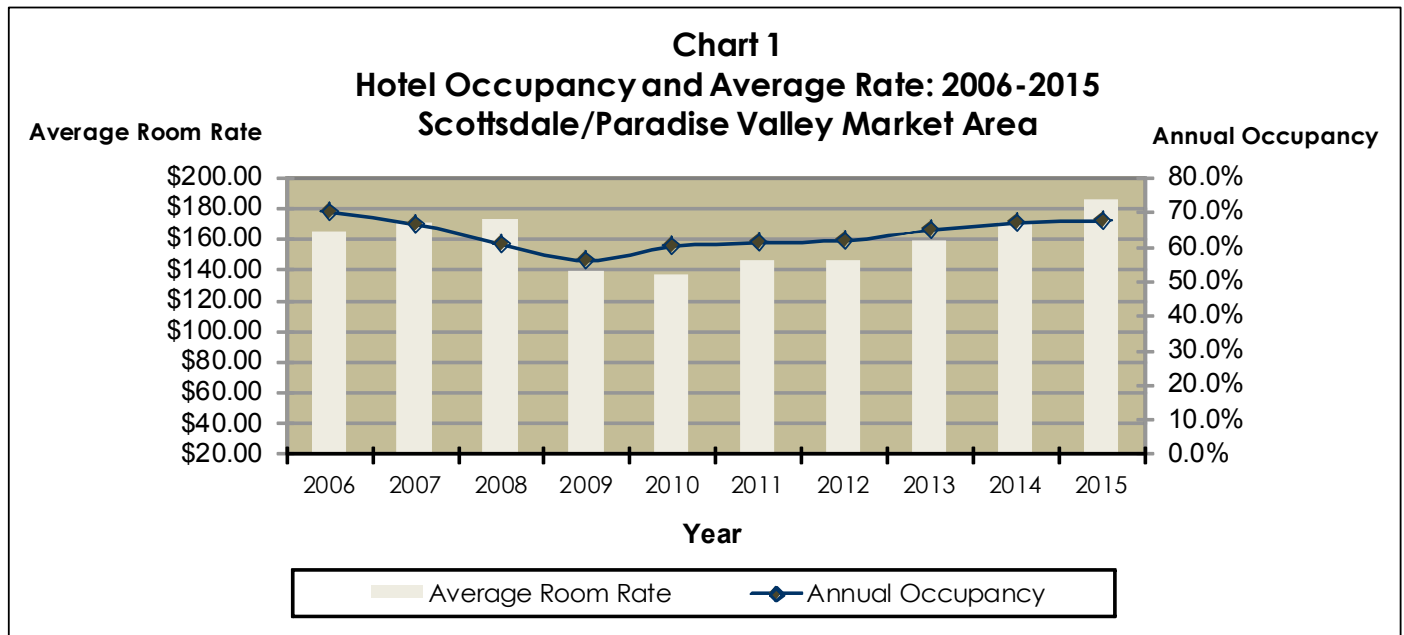


Table 7
Occupancy & Average Rate
Scottsdale/Paradise Valley Market Area

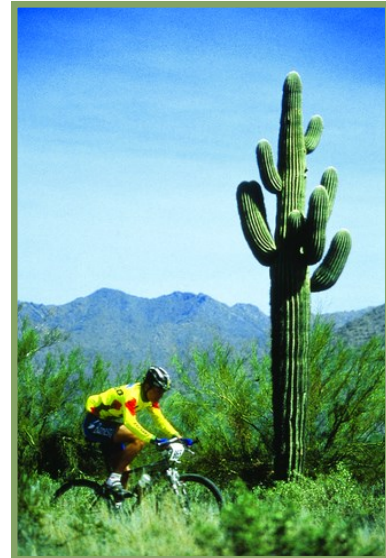
Year	Avg. Room Rate	x	Occupied Rooms	=	Gross Room Revenue	Room Supply	Annual Occupancy*
2006	\$164.19	x	2,782,578	=	\$456,871,482	3,982,638	69.9%
2007	\$170.59	x	2,657,005	=	\$453,258,483	3,990,500	66.6%
2008	\$172.26	x	2,457,869	=	\$423,392,514	4,030,283	61.0%
2009	\$139.28	x	2,327,536	=	\$324,179,214	4,154,413	56.0%
2010	\$136.99	x	2,508,930	=	\$343,698,321	4,163,920	60.3%
2011	\$145.98	x	2,524,950	=	\$368,592,201	4,135,976	61.0%
2012	\$145.65	x	2,719,641	=	\$396,115,712	4,385,540	62.0%
2013	\$158.07	x	3,019,156	=	\$477,237,989	4,653,621	64.9%
2014	\$169.90	x	3,063,936	=	\$520,562,726	4,573,697	67.0%
2015	\$184.85	x	2,947,480	=	\$544,841,678	4,354,775	67.7%

Source: Smith Travel Research

*Occupied Rooms divided by Room Supply

Did you know?

The percentage of room revenues to total hotel revenues in 2015 was 61.5 percent.



VIII. ROOM REVENUES VERSUS TOTAL HOTEL REVENUES

Table 8 compares the total room revenues to total hotel revenues for Scottsdale hotels, thereby providing a means of assessing the relative importance of room revenues compared to all other revenue sources within the hotels (food, beverage, gift shop, and recreational sales).

Over the past ten years, room revenues provided an average of 61 percent of total hotel revenues at Scottsdale properties. Since 2006, room revenues as a percentage of total hotel revenues have generally stayed in the 57-62 percent range.

From 2008 to 2015 the trend showed the percentage of room revenue was relatively stable.

In 2008 and 2009, the figures for total room revenue and total hotel revenue both continued to drop significantly due to the slowing economy. However, the percentage of room revenues to hotel revenues increased to 62.1% in 2008. This increase is likely a reflection of the slowing overall national economy as visitors became more frugal with non-room expenditures. This trend has continued through 2015.

Table 8 Room Revenue vs. Total Hotel Revenue* <i>City of Scottsdale</i>			
Year	Total Room Revenue	Total Hotel Revenue	Room Revenue as % of Hotel Revenue
2006	\$312,478,767	\$523,963,030	59.6%
2007	\$324,725,700	\$561,259,697	57.9%
2008	\$299,229,502	\$481,624,704	62.1%
2009	\$226,988,494	\$366,964,525	61.9%
2010	\$248,254,906	\$403,369,537	61.5%
2011	\$253,335,435	\$404,786,981	62.6%
2012	\$258,773,205	\$420,922,106	61.5%
2013	\$279,154,011	\$458,400,027	60.9%
2014	\$305,272,815	\$499,758,658	61.1%
2015	\$331,569,021	\$539,561,719	61.5%

Source: City of Scottsdale, Financial Services Department, Tax Audit Division

*Based on revenues generated at properties within the City of Scottsdale

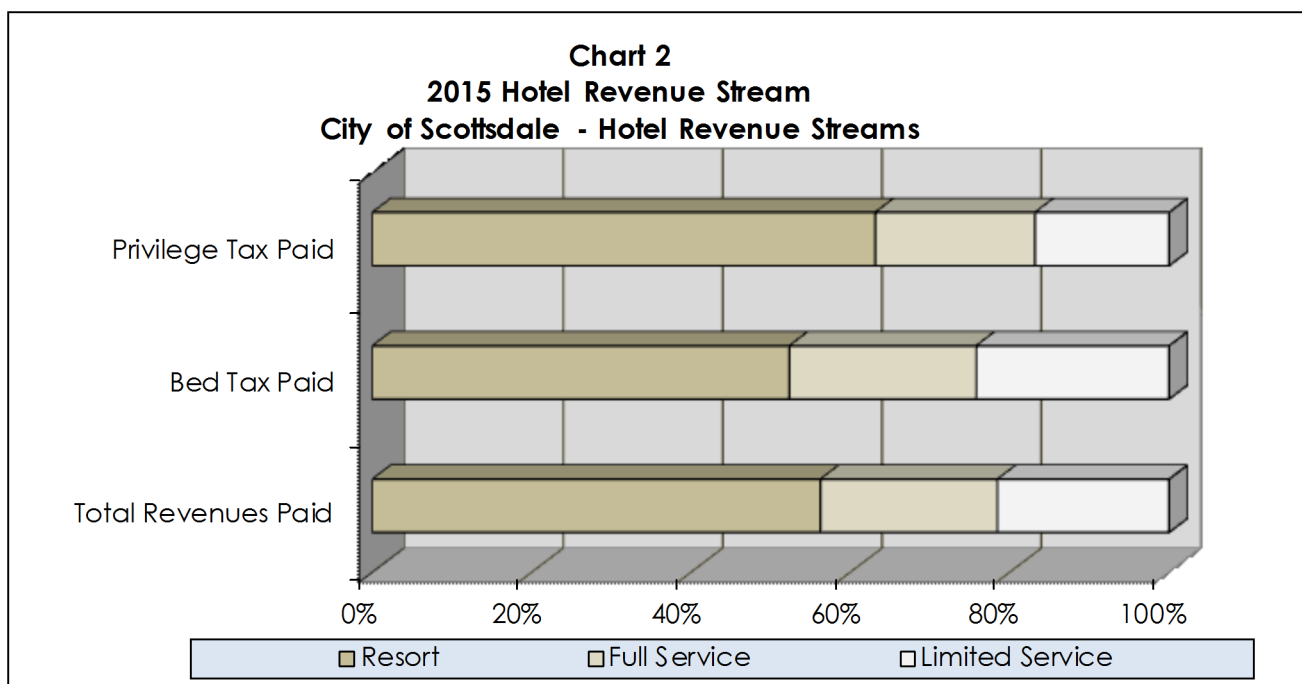
Table 9 and Chart 2 presents a comparison of total room revenues, total bed tax paid, and total privilege tax paid for Resort, Full Service, and Limited Service hotel/motels for calendar year 2015.

Note: Tables 8 and 9 refer solely to properties within Scottsdale. These properties are listed in the Scottsdale section of Table 1.

Table 9 Hotel Revenue Streams City of Scottsdale For 12 months ending December 2015			
	Total Revenues Paid	Bed Tax Paid	Privilege Tax Paid
Resort	56%	52%	63%
Full Service	22%	23%	20%
Limited Service	22%	24%	17%
Total	100%	100%	100%

Source: City of Scottsdale, Financial Services Department, Tax Audit Division

Note: Percentages may not add up to 100% due to rounding



Source: City of Scottsdale, Financial Services Department, Tax Audit Division

Note: Percentages may not add up to 100% due to rounding

IX. MARKET AREA GOLF, SPAS, AND DESTINATION EVENTS

Tourism in the City of Scottsdale is driven by several factors—destination resorts, special events, golf, desert environment, southwestern culture, and, of course, warm winters. This section provides an overview of the market area's golf courses, spa facilities, and special events.

Golf

Tourists account for an extensive amount of golf play in Scottsdale, and accomplish a great deal of that play during peak season (January through April).

Table 10 (p. 25) lists the golf courses in the Scottsdale/Paradise Valley market area. *Map 2* (p. 26) shows where many of those golf courses are located. Access to private courses is not necessarily available to visitors. Further, some golf courses are open only to guests of adjacent hotels.

Did you know?

Scottsdale is widely known for its spectacular golf courses, recreational amenities, climate, five-star resorts, numerous events and attractions, the Sonoran desert, world-class restaurants, and art galleries.



**Table 10
Golf Courses**

Scottsdale/Paradise Valley Market Area

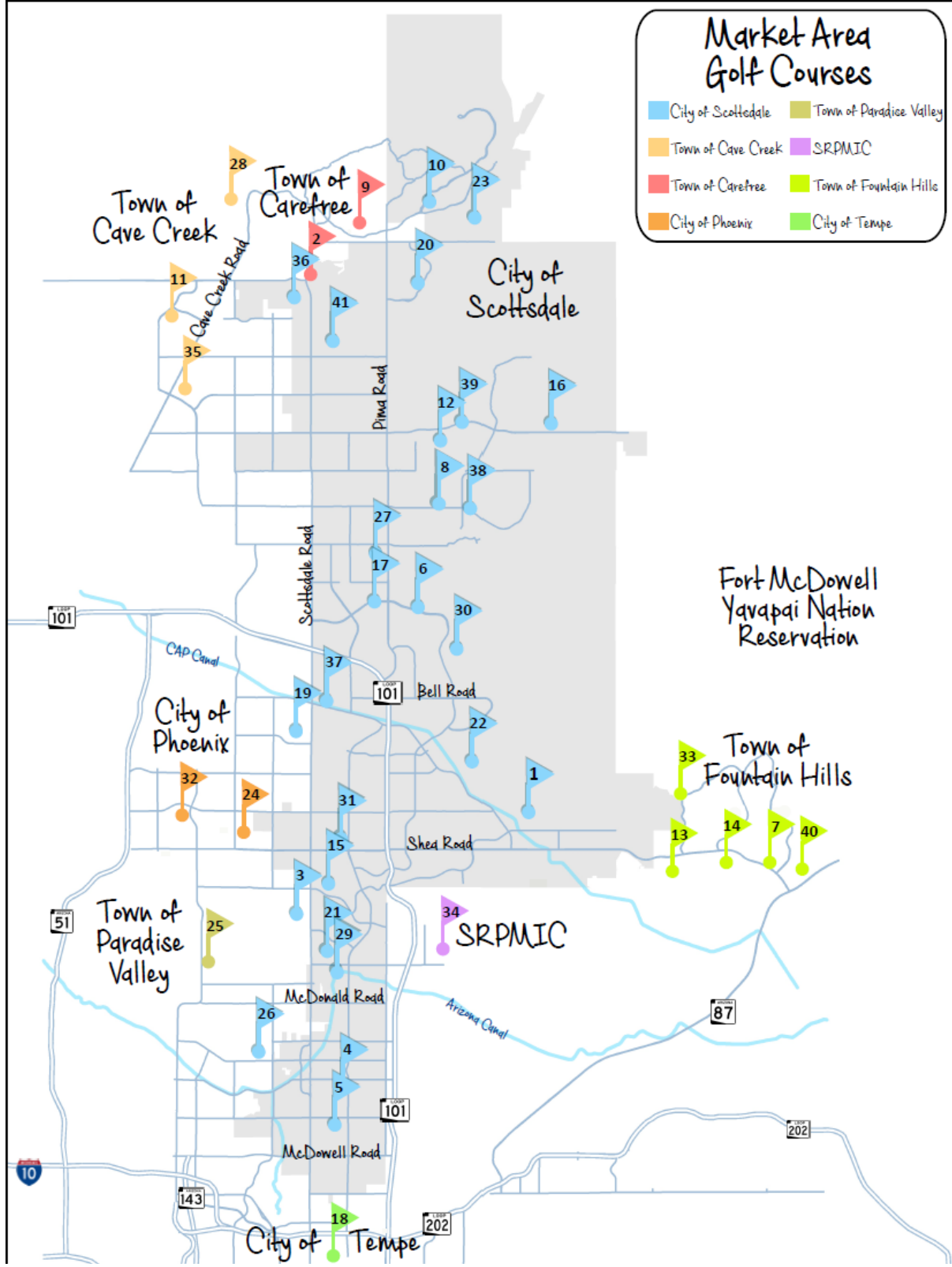
Key	Course Name	Location	Holes	Course Design	Course Type	Par	Architect
1	Ancala C.C.	Scottsdale	18	Desert	Private*	72	Dye Design
2	Boulders Golf Club	Carefree	36	Desert	Semi-Private	72	Jay Morrish
3	Camelback Golf Club	Scottsdale	36	Traditional	Semi-Private	72	Arthur Hills/Hurdzan&Fry
4	Continental Golf Club	Scottsdale	18	Traditional	Public	60	Hardin/Nash
5	Coronado Golf Course	Scottsdale	9 exec	Traditional	Public	31	Coggins/Lambe
6	DC Ranch C.C.	Scottsdale	18	Traditional	Private*	71	Lehman/Fought
7	Desert Canyon	Fountain Hills	18	Desert	Public	71	John Allen
8	Desert Highlands	Scottsdale	18	Desert	Private*	72	Jack Nicklaus
9	Desert Forest	Carefree	18	Desert	Private*	72	Robert Lawrence
10	Desert Mountain	Scottsdale	108	Desert	Private*	72	Jack Nicklaus
11	Dove Valley Ranch	Cave Creek	18	Desert	Public	72	Robert T. Jones Jr
12	The Estancia Club	Scottsdale	18	Desert	Private*	72	Tom Fazio
13	Eagle Mountain	Fountain Hills	18	Desert	Public	71	Scott Miller
14	Firerock C.C.	Fountain Hills	18	Desert	Private*	72	Gary Panks
15	Gainey Ranch	Scottsdale	27	Traditional	Private/Resort	72	Benz/Poellot
16	Scottsdale's National Golf Club	Scottsdale	18	Desert	Private*	72	Jay Morrish
17	Grayhawk Golf Club	Scottsdale	36	Desert	Public	72	Graham/Panks/Fazio
18	Karsten (ASU)	Tempe	18	Scottish Links	Public	70	Pete Dye
19	Kierland Golf Club	Scottsdale	27	Desert	Public	72	Scott Miller
20	Legend Trail Golf Club	Scottsdale	18	Desert	Public	72	Rees Jones
21	McCormick Ranch	Scottsdale	36	Traditional	Public/Resort	72	Desmond Muirhead
22	McDowell Mountain Golf Club	Scottsdale	18	Desert	Public	71	Randy Heckenkemper
23	Mirabel Club	Scottsdale	18	Links	Private*	71	Tom Fazio
24	Orange Tree	Phoenix	18	Traditional	Public/Resort	72	Bulla/Hughes
25	Paradise Valley C.C.	Paradise Valley	18	Traditional	Private*	72	Coore-Crenshaw
26	The Phoenician	Scottsdale	27	Desert	Public/Resort	70	Flint/Richardson/Robinson
27	Pinnacle Peak C.C.	Scottsdale	18	Traditional	Private*	72	Dick Turner
28	Rancho Manana	Cave Creek	18	Desert	Semi-private	70	Bill Johnson
29	Silverado Golf Club	Scottsdale	18	Traditional	Public	70	Gilmore/Graves
30	Silverleaf Club	Scottsdale	18	Desert	Private*	72	Tom Weiskopf
31	Starfire at Scottsdale C.C.	Scottsdale	27	Traditional	Semi-private	70	Arnold Palmer
32	Stonecreek Golf Club	Phoenix	18	Links	Semi-private	71	Arthur Hills
33	SunRidge Canyon Golf Club	Fountain Hills	18	Desert	Public	71	Keith Foster
34	Talking Stick Golf Club	SRPMIC	36	Traditional/Links	Public	70	Crenshaw/Coore
35	Tatum Ranch Golf Club	Cave Creek	18	Desert	Private*	72	Robert Cupp
36	Terravita	Scottsdale	18	Desert	Semi-private	72	Casper/Nash
37	TPC	Scottsdale	36	Desert	Public/Resort	71	Weiskopf/Morrish/Heckenkemper
38	Troon C.C.	Scottsdale	18	Desert	Private*	72	Tom Weiskopf
39	Troon North Golf Club	Scottsdale	36	Desert	Public/Resort	72	Weiskopf
40	We-ko-pa Golf Club	Fountain Hills	36	Desert	Public	72	Miller/Coore/Crenshaw
41	Whisper Rock	Scottsdale	36	Desert	Private*	72	Mickelson/Stephenson/Fazio

Source: City of Scottsdale, Tourism & Events Department

*Private golf courses are not shown on Map 2

Market Area Golf Courses

- City of Scottsdale
- Town of Cave Creek
- Town of Carefree
- City of Phoenix
- Town of Paradise Valley
- SRPMIC
- Town of Fountain Hills
- City of Tempe



Notice: This document is provided for general information purposes only. The City of Scottsdale does not warrant its accuracy, completeness, or suitability for any particular purpose. It should not be relied upon without field verification.

Destination Spas

In addition to golf, tourists are attracted to Scottsdale's destination spas, where they can enjoy rejuvenating and relaxing amenities unique to the Arizona desert. *Table 11* lists some of the destination spas located at resorts in the Scottsdale/Paradise Valley market area.

Spa Name	Location
Agave, The Arizona Spa	Westin Kierland Resort & Spa
Alvadora Spa at Royal Palms	Royal Palms Resort
Amansala Spa/Salon	Scottsdale Resort at McCormick Ranch
Bliss Spa	W Scottsdale Hotel
The Centre for Well-Being	The Phoenician
Joya Spa	Omni Scottsdale Resort & Spa at Montelucia
Jurlique Spa	FireSky Resort & Spa
Luna Spa	Scottsdale Resort at McCormick Ranch
Running Water Spa	Scottsdale Camelback Resort
the Saguaro Spa	The Saguaro
The Salon & Day Spa	The Scottsdale Plaza Resort
Spa at the Boulders	Boulders Resort & Spa
The Spa at Camelback Inn	Camelback Inn
The Spa	Carefree Resort & Conference Center
Spa at Four Seasons	Four Seasons Resort Scottsdale
Spa	Sanctuary Camelback Mountain
The Spa at Talking Stick	Talking Stick Resort
Spa Avania	Hyatt Regency Scottsdale
VH Spa for Vitality + Health	Hotel Valley Ho
Well Being at Willow Stream Spa	Fairmont Scottsdale Princess

Source: Scottsdale Convention and Visitor's Bureau; Tourism and Events Department

Special Events

Numerous special events take place in the Scottsdale/Paradise Valley market area throughout the year. The City of Scottsdale supports many of these events through the use of bed tax funds. Specifically funded are those events that meet the desired themes – art/culture, culinary, golf, outdoor sports/recreation, and western. Some of the major special events held in Scottsdale are listed in *Table 12*

Table 12 Selected Scottsdale Events*
January
Barrett Jackson Collector Car Event Hashknife Pony Express Waste Management Phoenix Open Golf Tournament Rock-n-Roll Marathon Russo & Steele Sports and Muscle in Scottsdale
February
Parada del Sol Parade Jewish Film Festival Scottsdale Arabian Horse Show
March
Parada del Sol Rodeo Sun Circuit Quarter Horse Show San Francisco Giants Spring Training
April
Arizona Bike Week Scottsdale Culinary Festival
May - August
Summer Spectacular Art Walk
September - October
Arabian Breeder Finals Scottsdale Film Festival Arizona Fall Championship Horse Show
November - December
Charles Schwab Cup Championship Goodguys Car Show
Ongoing Activities
Celebration of Fine Art - January through March Native Trails - January through March Scottsdale Philharmonic Scottsdale Art Walk - Year-round

*All events listed are held in Scottsdale unless otherwise noted.

For a comprehensive list of events, visit www.experienceScottsdale.com