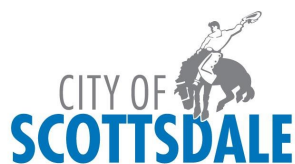


# Scottsdale Tourism Study - Lodging Statistics



January 2018  
Tourism and Events Department

# Scottsdale Lodging Statistics

January 2018

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**Last updated: January 19, 2018**

# Table of Contents

Study: Introduction	4
Executive Summary	5
The Scottsdale Market Area	6
Trends in Tax Collection	10
Trends in Room Inventory	13
Average Room Rates and Occupancy	17
Room Revenues vs. Total Hotel Revenues	19

## Introduction

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

Much of the information contained in the Lodging Statistics study is based on tax collection figures. 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 reflect 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.

## EXECUTIVE SUMMARY

- ◇ Scottsdale's bed tax revenues totaled \$18,128,683 in 2016, up 5.6 percent from 2015.
- ◇ The Scottsdale market area has grown by nearly 715 rooms since 2007.
- ◇ In the past 10 years, the bed tax has generated over \$125 million in revenue for the City of Scottsdale.
- ◇ Hotel/motel sales tax revenues for the City of Scottsdale in 2016 rose 3.8 percent from 2015 with \$9,425,931 in collections.
- ◇ Annual occupancy for the Scottsdale market area in 2016 was 68.1 percent, up from 67.7 percent in 2015.
- ◇ The average room rate for Scottsdale market area hotels in 2016 was \$188.29, an increase from the 2015 average of \$184.85 per room.
- ◇ The percentage of room revenue to total hotel revenues for the City of Scottsdale in 2016 was 62.9 percent.





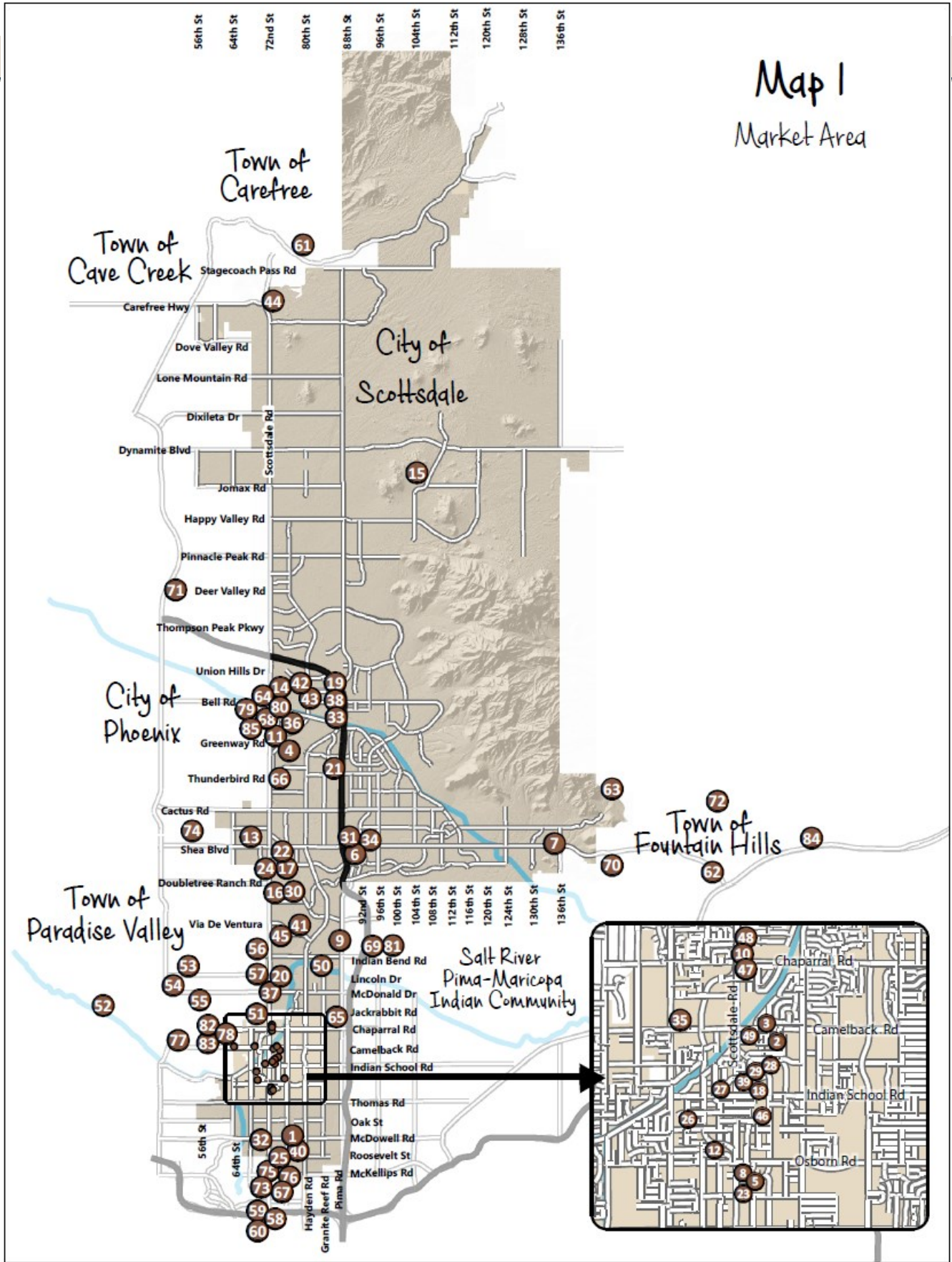
## THE SCOTTSDALE MARKET AREA

Map 1 (p. 7) shows the boundaries of the Scottsdale 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. 8) lists the hotels in the Scottsdale market area.



# 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 Market Area Properties**  
*(Transient Use Properties With 25 or More Rooms)*

<b>Scottsdale Properties</b>			
<b>Key</b>	<b>Property Name</b>	<b>Address</b>	<b># Rooms</b>
14	Fairmont Scottsdale Princess	7575 E. Princess Dr.	750
30	Hyatt Regency Scottsdale	7500 E. Doubletree Ranch	493
41	Scottsdale Resort at McCormick Ranch	7700 E. McCormick Pkwy.	326
10	Embassy Suites	5001 N. Scottsdale Rd.	312
43	Sheraton's Desert Oasis	17700 N. Hayden Rd.	300
33	Marriott at McDowell Mountain	16770 N. Perimeter Dr.	266
42	Scottsdale Villa Mirage	7887 E. Princess Blvd.	266
39	Scottsdale Marriott Suites Old Town	7325 E. 3rd Ave.	243
26	Hotel Valley Ho	6902 E. 1st St.	240
20	Hilton Scottsdale Resort & Villa	6333 N. Scottsdale Rd.	235
49	W Scottsdale	7277 E. Camelback Rd.	230
38	Scottsdale Links Resort	16858 N. Perimeter Dr.	218
48	Hotel Adeline	5101 N. Scottsdale Rd.	215
15	Four Seasons Resort	10600 E. Crescent Moon Dr	210
47	The Scott Resort & Spa	4925 N. Scottsdale Rd.	204
18	Hilton Garden Inn (Old Town)	7324 E. Indian School Rd.	199
46	The Saguaro Hotel	7353 E. Indian School Rd.	194
8	Courtyard Scottsdale Old Town	3311 N. Scottsdale Rd.	180
23	Holiday Inn Express Scottsdale Old Town	3131 N. Scottsdale Rd.	169
28	Hyatt House Old Town	4245 N. Drinkwater Dr.	164
6	Country Inn & Suites by Carlson	10801 N. 89th Pl.	162
16	Gainey Suites Hotel	7300 E. Gainey Suites Dr.	162
44	Boulders Resort & Spa	34631 N. Tom Darlington	160
31	La Quinta Inn & Suites	8888 E. Shea Blvd.	140
1	3 Palms Hotel	7707 E. McDowell Rd.	130
34	TownePlace Suites	10740 N. 90th St.	130
2	aloft Scottsdale	4415 N. Civic Center Plaza	126
29	Hyatt Place Scottsdale/Old Town	7300 E. 3rd Ave.	126
45	McCormick Scottsdale	7401 N. Scottsdale Rd.	125
7	Courtyard Scottsdale at Mayo Clinic	13444 E. Shea Blvd.	124
19	Hilton Garden Inn Scottsdale North	8550 E. Princess Dr	122
22	Holiday Inn Express North	7350 E. Gold Dust Ave.	122
35	Motel 6	6848 E. Camelback Rd.	122
37	Residence Inn Scottsdale by Marriott	6040 N. Scottsdale Rd.	122
12	Extended Stay America Old Town	3560 N. Marshall Way	121
4	Best Western Plus Thunderbird Suites	7515 E. Butherus Dr.	120
11	Extended Stay America	15501 N. Scottsdale Rd.	120
36	Residence Inn North by Marriott	17011 N. Scottsdale Rd.	120
21	Holiday Inn & Suites (N. Airpark)	14255 N. 87th St	117
24	Homewood Suites Hotel	9880 N. Scottsdale Rd.	114
13	Extended Stay America Scottsdale	10660 N. 69th St.	106
25	Hospitality Suite Resort	409 N. Scottsdale Rd.	105
9	Days Inn & Suites Scottsdale	7330 N. Pima Rd.	100
40	Scottsdale Park Suites	1251 N. Miller Rd.	95
50	Worldmark Scottsdale	8235 E. Indian Bend Rd.	85



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

<b>Scottsdale Properties (Continued)</b>			
<b>Key</b>	<b>Property Name</b>	<b>Address</b>	<b># Rooms</b>
27	Howard Johnson Scottsdale	7110 E. Indian School Rd.	65
5	Comfort Suites Old Town	3275 N. Drinkwater Blvd.	60
32	Magnuson Hotel Papago Inn	7017 E. McDowell Rd.	58
3	Best Western Plus Sundial	7320 E. Camelback Rd.	54
17	Hampton Inn Scottsdale at Shea	10101 N. Scottsdale Rd.	0
<b>Total Scottsdale Properties</b>			<b>8,727</b>
<b>Paradise Valley Properties*</b>			
53	JW Marriott Camelback Inn	5402 E. Lincoln Dr.	453
56	Scottsdale Plaza Resort	7200 N. Scottsdale Rd.	404
51	Doubletree Resort Paradise Valley	5401 N. Scottsdale Rd.	378
54	Omni Scottsdale Resort & Spa at Montelucia	4949 E. Lincoln Dr.	293
55	Sanctuary Resort on Camelback	5700 E. McDonald Dr.	109
52	Hermosa Inn	5532 N. Palo Cristi Dr.	30
57	Smoke Tree Resort	7101 E. Lincoln Dr.	26
<b>Total Paradise Valley Properties</b>			<b>1,693</b>
<b>Other Market Properties (Carefree, Fountain Hills, Phoenix, Tempe, SRPMIC)*</b>			
71	JW Marriott Desert Ridge (Phoenix)	5350 E. Marriott Dr.	950
85	Westin Kierland Resort (Phoenix)	6902 E. Greenway Pkwy.	732
82	The Phoenician (Phoenix)	6000 E. Camelback Rd.	643
81	Talking Stick Resort (SRPMIC)	9800 E. Indian Bend Rd.	496
84	Wekopa Resort & Conf. Center (Ft. McDowell)	10438 N. Ft. McDowell Rd.	246
61	Carefree Resort & Conference Center	37220 N. Mule Train Rd.	207
74	Orange Tree Golf Resort (Phoenix)	10601 N. 56th St.	160
65	Courtyard by Marriott (SRPMIC)	5201 N. Pima Rd.	158
64	Courtyard by Marriott (North)	17010 N. Scottsdale Rd.	153
75	Ramada Tempe	1635 N. Scottsdale Rd.	140
58	aloft Tempe	951 E. Playa del Norte Dr.	136
66	Fairfield Inn (North)	13440 N. Scottsdale Rd.	131
68	Hampton Inn/Suites (North)	16620 N. Scottsdale Rd.	123
80	Springhill Suites Marriot (Phoenix)	17020 N. Scottsdale Rd.	121
77	Royal Palms Inn & Spa (Phoenix)	5200 E. Camelback Rd.	119
76	Red Lion Inn & Suites	1429 N. Scottsdale Rd.	118
67	Hampton Inn & Suites (Tempe)	1415 N. Scottsdale Rd.	117
78	Scottsdale Camelback Resort (Phx)	6302 E. Camelback Rd.	111
79	Sleep Inn (Phoenix)	16630 N. Scottsdale Rd.	107
72	Lexington Hotel and Suites	12800 N. Saguaro Blvd.	104
60	Best Western Inn of Tempe	670 N. Scottsdale Rd.	103
69	Hampton Inn/Suites (SRPMIC)	9550 E. Indian Bend	101
73	Motel 6 (Tempe)	1612 N. Scottsdale Rd.	100
59	Baymont Inn & Suites (Tempe)	808 N. Scottsdale Rd.	83
83	Canyon Suites at the Phoenician	6000 E. Camelback Rd.	62
62	Comfort Inn (Fountain Hills)	17105 E. Shea Blvd.	48
70	Inn at Eagle Mountain	9800 Summer Hill Blvd.	37
63	CopperWynd (Fountain Hills)	13225 Eagle Ridge Dr.	34
<b>Total Other Market Properties</b>			<b>5,640</b>

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.

# TRENDS IN TAX COLLECTION

## Transient Occupancy 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 \$125 million in revenue for the City. The City of Scottsdale has a voter approved allocation of bed tax funds toward the City's destination marketing, tourism related capital projects, general fund, tourism events, and research.

*Table 2* (p. 11) presents monthly and yearly breakdowns of the bed tax receipts for Scottsdale from calendar year 2007 through 2016. During 2016, the city collected \$18,128,683 in bed taxes, a 5.6 percent increase from 2015 collections.

## 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 2016 totaled \$9,425,931 toward the general fund, a 3.8 percent increase from 2015. Around 42 percent of the revenues in this category were generated during the peak season (mid-January through April). Since 2007, the hotel/motel sales tax has generated over \$79.7 million in revenues for the City of Scottsdale.

*Table 3* (p. 12) enumerates sales tax collected from Scottsdale hotels and motels since 2007.



**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
<b>2007</b>	\$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
<b>2008</b>	\$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
<b>2009</b>	\$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
<b>2010</b>	\$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
<b>2011</b>	\$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
<b>2012</b>	\$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
<b>2013</b>	\$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	\$13,470,489
<b>2014</b>	\$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
<b>2015</b>	\$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
<b>2016</b>	\$1,135,306	\$1,813,107	\$2,320,417	\$2,892,090	\$1,977,341	\$1,345,248	\$860,598	\$739,002	\$719,101	\$1,196,58	\$1,557,281	\$1,572,604	\$18,128,683
<b>% of 2016</b>	6.3%	10.0%	12.8%	16.0%	10.9%	7.4%	4.7%	4.1%	4.0%	6.6%	8.6%	8.7%	100.0%
<b>Avg % of 10 yr Total</b>	6.5%	11.0%	12.3%	16.0%	10.9%	6.8%	4.8%	4.0%	4.1%	5.9%	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 Privilege Tax Receipts**  
*City of Scottsdale*

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Total
<b>2007</b>	\$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
<b>2008</b>	\$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
<b>2009</b>	\$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
<b>2010</b>	\$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
<b>2011</b>	\$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
<b>2012</b>	\$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
<b>2013</b>	\$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
<b>2014</b>	\$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
<b>2015</b>	\$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
<b>2016</b>	\$614,097	\$882,002	\$1,168,695	\$1,276,613	\$1,011,411	\$763,035	\$501,701	\$436,264	\$406,242	\$662,319	\$876,506	\$827,046	\$9,425,931
<b>% of 2016 Total</b>	6.5%	9.4%	12.4%	13.5%	10.7%	8.1%	5.3%	4.6%	4.3%	7.0%	9.3%	8.8%	100.0%
<b>Avg % of 10yr Total</b>	7.0%	10.4%	11.7%	14.1%	10.8%	8.3%	5.4%	4.3%	4.2%	6.2%	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.



# TRENDS IN ROOM INVENTORY

## Room Supply

Table 4 reflects hotel room supply inventory for the study market area since 2007. Market area room inventory declined in 2009. However, in 2010 through 2012 there were slight increases in room inventory with decreases in 2013 through 2016. Overall, the market has grown by over 4.6 percent—715 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.

Year	City of Scottsdale	Town of Paradise Valley	Other Market Area Hotels	Total
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
2016	8,727	1,693	5,640	16,060

Source: Smith Travel Research (STR); City of Scottsdale, Tourism & Events Department

Note: Only hotel properties with 25 or more rooms are included

<b>Table 5a</b> <b>Room Inventory by Category*</b> <i>City of Scottsdale - 2016</i>			<b>Table 5b</b> <b>Room Inventory by Category*</b> <i>Town of Paradise Valley - 2016</i>			<b>Table 5c</b> <b>Room Inventory by Category*</b> <i>Other Market Areas - 2016</i>		
Category	# of Rooms	% of Market	Category	# of Rooms	% of Market	Category	# of Rooms	% of Market
Resort	3,917	45%	Resort	1,637	97%	Resort	3,369	60%
Full Service	1,854	21%	Full Service	30	2%	Full Service	586	10%
Limited Service	2,956	34%	Limited Service	26	2%	Limited Service	1,685	30%
Total	8,727	100%	Total	1,693	100%	Total	5,640	100%

Source: Smith Travel Research, Tourism & Events Department

## Property Inventory

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

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

<b>Property Name</b>	<b># of Rooms</b>	<b>Location</b>
Carefree Resort & Conference Center	207	Carefree
Doubletree Resort Paradise Valley	378	Paradise Valley
JW Marriott Camelback Inn	453	Paradise Valley
Omni Scottsdale Resort & Spa at Montelucia	293	Paradise Valley
Sanctuary Resort on Camelback	109	Paradise Valley
Scottsdale Plaza Resort	404	Paradise Valley
JW Marriott Desert Ridge (Phoenix)	950	Phoenix
Orange Tree Golf Resort (Phoenix)	160	Phoenix
Royal Palms Inn & Spa (Phoenix)	119	Phoenix
The Phoenician (Phoenix)	643	Phoenix
Canyon Suites at the Phoenician	62	Phoenix
Westin Kierland Resort (Phoenix)	732	Phoenix
Fairmont Scottsdale Princess	750	Scottsdale
Four Seasons Resort	210	Scottsdale
Hilton Scottsdale Resort & Villa	235	Scottsdale
Hotel Valley Ho	240	Scottsdale
Hyatt Regency Scottsdale	493	Scottsdale
Marriott at McDowell Mountain	266	Scottsdale
Scottsdale Links Resort	218	Scottsdale
Scottsdale Resort at McCormick Ranch	326	Scottsdale
Scottsdale Villa Mirage	266	Scottsdale
Boulders Resort & Spa	160	Scottsdale
McCormick Scottsdale	125	Scottsdale
The Saguaro Hotel	194	Scottsdale
The Scott Resort & Spa	204	Scottsdale
W Scottsdale	230	Scottsdale
Talking Stick Resort (SRPMIC)	496	SRPMIC

Source: City of Scottsdale, Tourism & Events Department

**Table 6 (Continued)**  
**Full Service Hotel Properties**  
 Scottsdale Market Area

<b>Property Name</b>	<b># of Rooms</b>	<b>Location</b>
Wekopa Resort & Conf. Center	246	Fort McDowell
CopperWynd (Fountain Hills)	34	Fountain Hills
Inn at Eagle Mountain	37	Fountain Hills
Hermosa Inn	30	Paradise Valley
Scottsdale Camelback Resort (Phx)	111	Phoenix
3 Palms Hotel	130	Scottsdale
aloft Scottsdale	126	Scottsdale
Best Western Plus Sundial	54	Scottsdale
Best Western Plus Thunderbird Suites	120	Scottsdale
Embassy Suites	312	Scottsdale
Hilton Garden Inn (Old Town)	199	Scottsdale
Hilton Garden Inn Scottsdale North	122	Scottsdale
Hospitality Suite Resort	105	Scottsdale
Magnuson Hotel Papago Inn	58	Scottsdale
Scottsdale Marriott Suites Old Town	243	Scottsdale
Sheraton's Desert Oasis	300	Scottsdale
Worldmark Scottsdale	85	Scottsdale
Courtyard by Marriott (SRPMIC)	158	SRPMIC

Source: City of Scottsdale, Tourism & Events Department



**Table 6 (Continued)**  
**Limited Service Hotel Properties**  
 Scottsdale Market Area

<b>Property Name</b>	<b># of Rooms</b>	<b>Location</b>
Comfort Inn (Fountain Hills)	48	Fountain Hills
Lexington Hotel and Suites	104	Fountain Hills
Smoke Tree Resort	26	Paradise Valley
Courtyard by Marriott (North)	153	Phoenix
Fairfield Inn (North)	131	Phoenix
Hampton Inn/Suites (North)	123	Phoenix
Sleep Inn (Phoenix)	107	Phoenix
Springhill Suites Marriot (Phoenix)	121	Phoenix
Comfort Suites Old Town	60	Scottsdale
Country Inn & Suites by Carlson	162	Scottsdale
Courtyard Scottsdale at Mayo Clinic	124	Scottsdale
Courtyard Scottsdale Old Town	180	Scottsdale
Days Inn & Suites Scottsdale	100	Scottsdale
Extended Stay America	120	Scottsdale
Extended Stay America Old Town	121	Scottsdale
Extended Stay America Scottsdale	106	Scottsdale
Gainey Suites Hotel	162	Scottsdale
Hampton Inn Scottsdale at Shea	0	Scottsdale
Holiday Inn & Suites (N. Airpark)	117	Scottsdale
Holiday Inn Express North	122	Scottsdale
Holiday Inn Express Scottsdale Old Town	169	Scottsdale
Homewood Suites Hotel	114	Scottsdale
Howard Johnson Scottsdale	65	Scottsdale
Hyatt House Old Town	164	Scottsdale
Hyatt Place Scottsdale/Old Town	126	Scottsdale
La Quinta Inn & Suites	140	Scottsdale
Marriott TownePlace	130	Scottsdale
Motel 6	122	Scottsdale
Residence Inn North by Marriott	120	Scottsdale
Residence Inn Scottsdale by Marriott	122	Scottsdale
Scottsdale Park Suites	95	Scottsdale
Hotel Adeline	215	Scottsdale
Hampton Inn/Suites (SRPMIC)	101	SRPMIC
aloft Tempe	136	Tempe
Baymont Inn & Suites (Tempe)	83	Tempe
Best Western Inn of Tempe	103	Tempe
Hampton Inn & Suites (Tempe)	117	Tempe
Motel 6 (Tempe)	100	Tempe
Ramada Tempe	140	Tempe
Red Lion Inn & Suites	118	Tempe

Source: City of Scottsdale, Tourism & Events Department



# AVERAGE ROOM RATES AND OCCUPANCY

## Average Room Rates

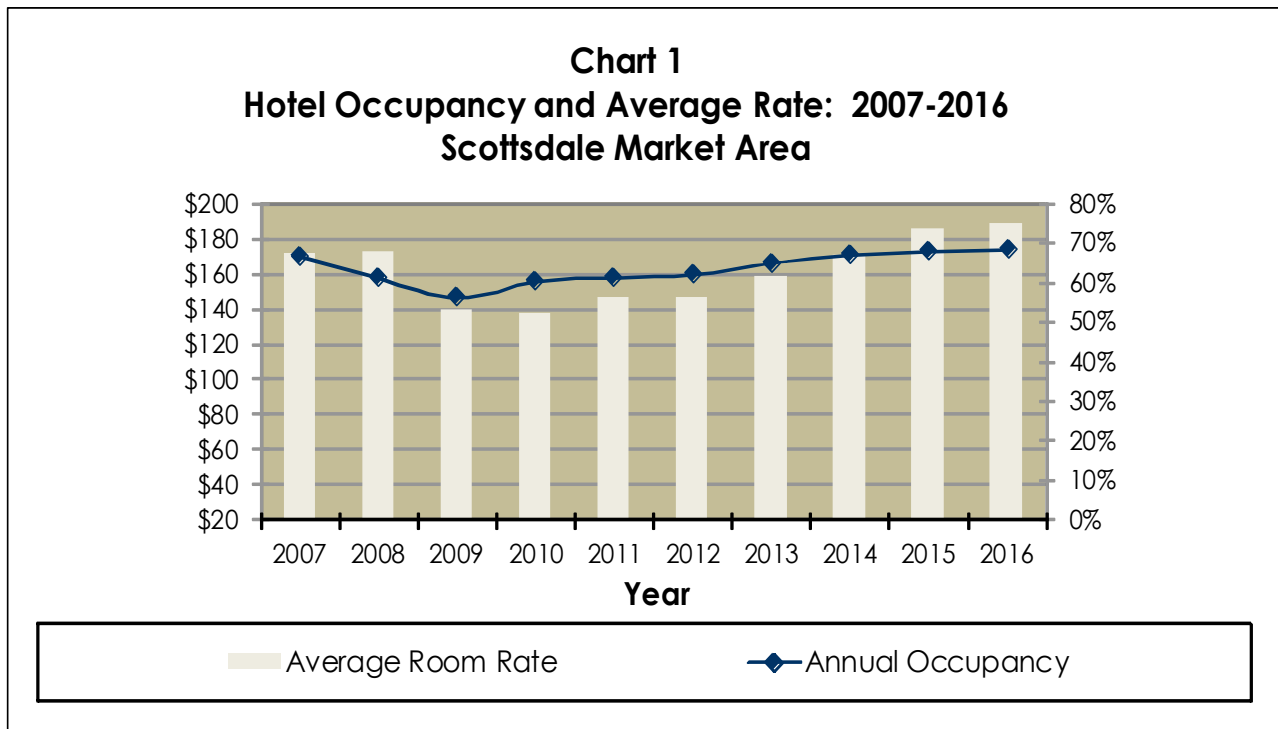
The Tourism and Events Department uses data from Smith Travel Research (STR). This research provides the city an indication of trending and competitive performance.

Chart 1 illustrates the average room rates within the Scottsdale Market area since 2007. Table 7 represents the same data. Smith Travel Research reported the average room rate for Scottsdale/ Paradise Valley Market area hotels in 2016 was \$188.29, up from \$184.85 in 2015.

## Average Occupancy

According to STR, hotels in the Scottsdale/Paradise Valley Market area experienced an occupancy rate of 68.1 percent in 2016, a slight increase from 67.7 percent in 2015.

Occupancy rates for the last ten years are shown on Table 7 (p. 18) & illustrated in Chart 1.

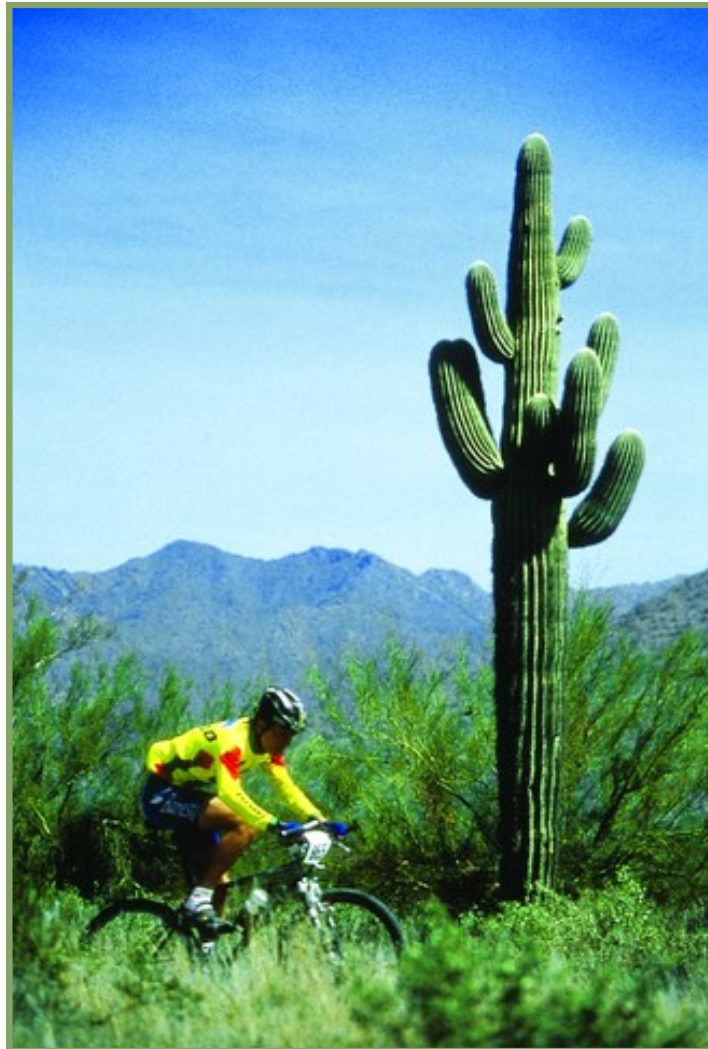


**Table 7**  
**Occupancy & Average Rate**  
*Scottsdale Market Area*

Year	Avg. Room Rate	x	Occupied Rooms	=	Gross Room Revenue	Room Supply	Annual Occupancy*
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%
2016	\$188.29	x	2,960,277	=	\$557,390,556	4,349,800	68.1%

Source: Smith Travel Research

\*Occupied Rooms divided by Room Supply



## 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 61.4 percent of total hotel revenues at Scottsdale properties. Since 2007, room revenues as a percentage of total hotel revenues have ranged from 57.9 to 62.9 percent.

<b>Table 8</b>			
<b>Room Revenue vs. Total Hotel Revenue*</b>			
<i>City of Scottsdale</i>			
<b>Year</b>	<b>Total Room Revenue</b>	<b>Total Hotel Revenue</b>	<b>Room Revenue as % of Hotel Revenue</b>
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%
2016	\$351,842,465	\$559,789,177	62.9%

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

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

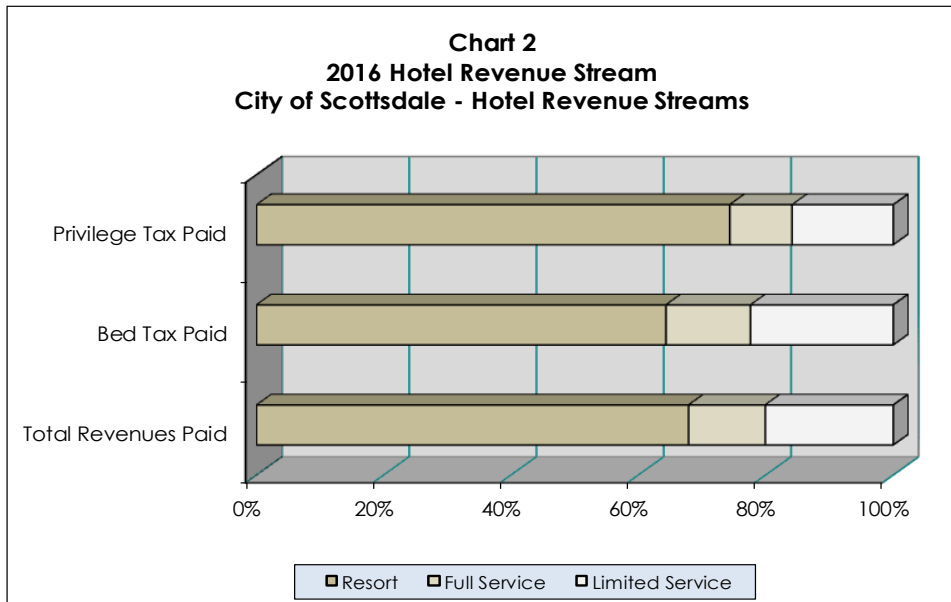
In 2016 resort properties comprises the largest segment of bed tax (64%), privilege tax (74%) and total revenues paid (68%). Resorts comprise 45% of Scottsdale properties. Table 9 and Chart 2 present a comparison of total room revenues, total bed tax paid, and total privilege tax paid for Resort, Full Service, and Limited Service hotel/motels for calendar year 2016.

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

<b>Table 9</b> <b>Hotel Revenue Streams (as a % of total revenue)</b> City of Scottsdale For 12 months ending December 2016			
	<b>Total Revenues Paid</b>	<b>Bed Tax Paid</b>	<b>Privilege Tax Paid</b>
<b>Resort</b>	68%	64%	74%
<b>Full Service</b>	12%	13%	10%
<b>Limited Service</b>	20%	22%	16%
<b>Total</b>	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