



## MEMBERSHIP WITH EXPERIENCE SCOTTSDALE

Experience Scottsdale positions our city as a world-class vacation, meetings and group travel destination. We do this by communicating Scottsdale's uniqueness as a travel destination through a variety of marketing and sales tactics. A membership with Experience Scottsdale puts the strength of our organization behind your business goals to reach the lucrative leisure, group and business travel markets.

### FREE MEMBERSHIP BENEFITS: Maximize your membership by taking advantage of these free benefits



#### Print & Online Exposure:

ExperienceScottsdale.com receives more than 2 million visitors annually. Members receive free listings on the site and in our official Scottsdale visitor guide and trade publications. You can also upload photos, coupons and special events to enhance your presence on the website.

#### "Promote This":

Have a new press release or other exciting information to share? Send an email to [promotethis@experiencescottsdale.com](mailto:promotethis@experiencescottsdale.com). By keeping our staff up to date, you'll help us better promote your business.



#### Brochure Displays:

Display your rack-size brochures at our Tourist Information Center at Scottsdale Fashion Square, which assists thousands of visitors and residents annually.

#### Scottsdale Materials:

Have complimentary copies of our visitor guide, calendar of events brochures, maps and other collateral delivered right to your door for distribution to your customers.

#### Networking Events:

Partnership opportunities are unlimited when you connect with your 400+ fellow Experience Scottsdale members at a Network Night, Quarterly Update Meeting or other event.

#### Access to Research:

We offer our members access to exclusive research on visitors and meeting planners to help you better understand your customers and improve your marketing.

#### Leads:

We work with meeting planners, travel professionals and journalists considering Scottsdale for an upcoming program and send leads to our members who meet our clients' event criteria. Responding to these leads helps you garner extra exposure and business.

#### Tourism Industry Updates:

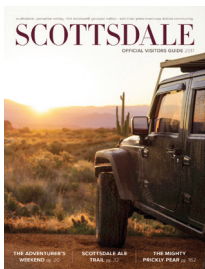
You'll receive this weekly e-newsletter, which includes timely information on Experience Scottsdale programs, city and state news, tourism industry trends and what's happening in competitive destinations.

#### Strategy Sessions:

Meet one-on-one with a member of the Experience Scottsdale staff. We'll review the available opportunities from our various departments and help you determine which programs best fit your needs.



**PAID ENGAGEMENT OPPORTUNITIES:** There are options for every budget, with programs starting as low as \$50!



**Visitor Guide Advertising:**

Advertising is available in our annual *Scottsdale Visitor Guide* and *Scottsdale Meeting and Travel Planners Guide*. Distribution points include our Scottsdale Tourist Information Center, local airports, member businesses and major events. Both guides are also available for unlimited downloads online.

**Online Advertising:**

Buy premium space on ExperienceScottsdale.com or in emails targeted to our leisure visitor and meetings markets.



**FAM/Site Inspection Sponsorship:**

We organize both group and individual FAM tours and site inspections to showcase our members to meeting planners, travel agents and the media. As a sponsor, you'll be able to connect directly with these customers during the event.

**Discounted Print Advertising:**

Leverage your media plan by advertising alongside Experience Scottsdale in traditional media (print, television, etc.) where our team has negotiated discounted rates on your behalf.



**Tradeshows & Sales Missions:**

Join us at a tradeshow, sales mission or client event to connect one-on-one with meeting planners, travel professionals and the media. Partnering with us increases Scottsdale's presence, reduces your costs and increases your opportunity to meet with key clients.

**Brochure Distribution:**

Can't join us at a tradeshow, client event or sales mission? For a nominal fee you can send your brochures with us to be distributed at the event.

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## 8-9 MILLION PEOPLE VISIT SCOTTSDALE ANNUALLY

And they're all looking for unique places to stay, new restaurants to discover, exciting outdoor adventures and other fun things to do – all the things that our members businesses offer! Joining Experience Scottsdale helps boost your exposure to this important travel audience.

- Median visitor age: 50 years
- Median length of stay: Approximately 4 nights
- Median household income (luxury traveler): \$247,000
- Average on-property spend per night (luxury traveler): \$459

## EXPERIENCE SCOTTSDALE MEMBER PORTAL

It all comes together at the Experience Scottsdale Member Portal! From the Portal, you can edit your membership profile, upload coupons and special events, access proprietary research, view leads and much more.

## MEMBERSHIP APPLICATION

To apply for membership with Experience Scottsdale, please complete the online membership application at [www.experiencescottsdale.com/members/application](http://www.experiencescottsdale.com/members/application).



**FOR MORE INFORMATION ON THESE OPPORTUNITIES, CONTACT:**

**Sarah Kearney, Director of Membership**

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