

 **Scottsdale**
Convention & Visitors Bureau®

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



2013 / 2014

ANNUAL REPORT

 **Scottsdale**
Convention & Visitors Bureau®

ACHIEVING SUCCESS

Dear valued partner:

During the past year, the Scottsdale Convention & Visitors Bureau employed several new tactics to drive incremental visitation and meetings groups to Scottsdale.

- ▶ **New research** helped the CVB determine how best to reach our customers and attract the right business to Scottsdale.
- ▶ **Seasonal marketing campaigns** pushed messaging around key time periods to strengthen destination awareness and exposure in our primary feeder markets.
- ▶ Our new **TV commercial and HD video footage** showcased Scottsdale's Sonoran Desert setting and the layered experiences that visitors can enjoy.
- ▶ **Niche trade shows and client events** reached new meeting planners, travel agents, tour operators and media to familiarize them with Scottsdale and keep the destination top of mind.
- ▶ Additional **familiarization tours and site inspections** exposed more clients to Scottsdale for a firsthand experience of the destination.

Throughout the annual report, you will find myriad ways in which the bureau worked on behalf of our members and community partners to strengthen Scottsdale's brand, generate new business and provide an exceptional return on investment.

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



M.T. Sg

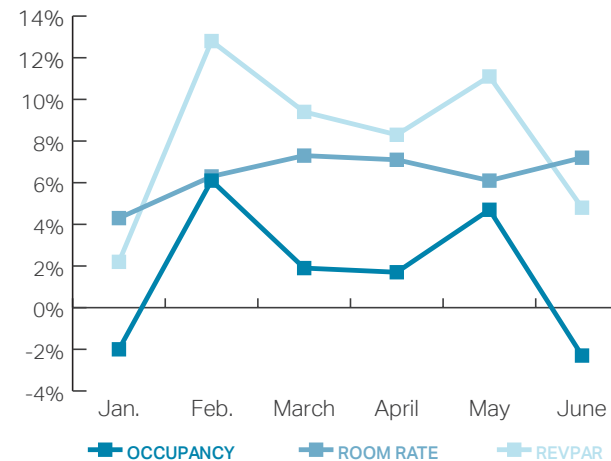
Michael Surguine
Board Chairman

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SCOTTSDALE TOURISM INDUSTRY MEASUREMENTS

Percent Change, Jan.-June 2014 vs. Jan.-June 2013



Source: Smith Travel Research, Inc. Republication or other re-use of this data without the express written permission of STR is strictly prohibited.



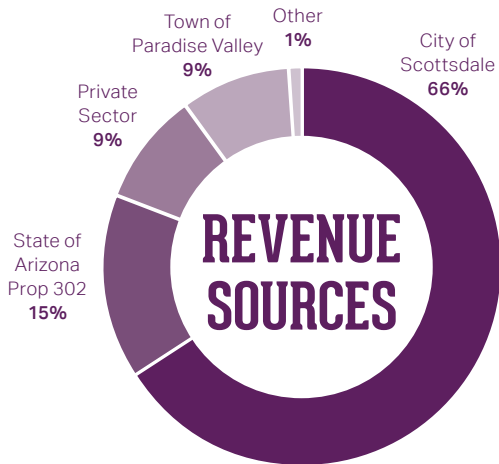
Galleria Corporate Centre
4343 N. Scottsdale Road
Suite 170
Scottsdale, AZ 85251
480-421-1004
www.ExperienceScottsdale.com

COMMUNITY PARTNERS



FINANCE

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



The CVB generates **\$30** for Scottsdale for every **\$1** invested in the organization.

ANNUAL AUDIT



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

2013-14 REVENUE & EXPENSES

For the year ending June 30, 2014 (un-audited) ♦

REVENUE

| PUBLIC SOURCES | |
|---|---------------------|
| City of Scottsdale | \$7,625,500 |
| City of Scottsdale – Event Funding ★ | \$276,346 |
| Town of Paradise Valley | \$1,032,025 |
| Fort McDowell Yavapai Nation | \$100,000 |
| Salt River Pima-Maricopa Indian Community | \$100,000 |
| State of Arizona – Prop 302 | \$1,786,890 |
| Subtotal, Public Sources | \$10,920,761 |
| PRIVATE SOURCES | |
| Private Sector ** | \$1,066,538 |
| Subtotal, Private Sources | \$1,066,538 |
| Revenue Total | \$11,987,299 |

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

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

EXPENSES

| | |
|--------------------------------------|---------------------|
| Personnel | \$4,119,172 |
| Operations/Administration/Membership | \$800,334 |
| Community & Government Affairs | \$68,361 |
| Marketing | \$5,018,193 |
| Communications | \$557,495 |
| Convention Sales & Services | \$666,722 |
| Tourism | \$303,356 |
| Expenses Total ● | \$11,533,633 |

● A partial true-up payment received toward the end of the year from the City of Scottsdale for 50 percent of bed-tax revenues was carried over to the next fiscal year to best use the funds for maximum program effectiveness.

♦ The audited 2013-14 financials will be available Sept. 30, 2014.

CVB members provided **\$987,230** worth of free rooms, meals & activities, which allowed the CVB to host more clients to experience Scottsdale firsthand.

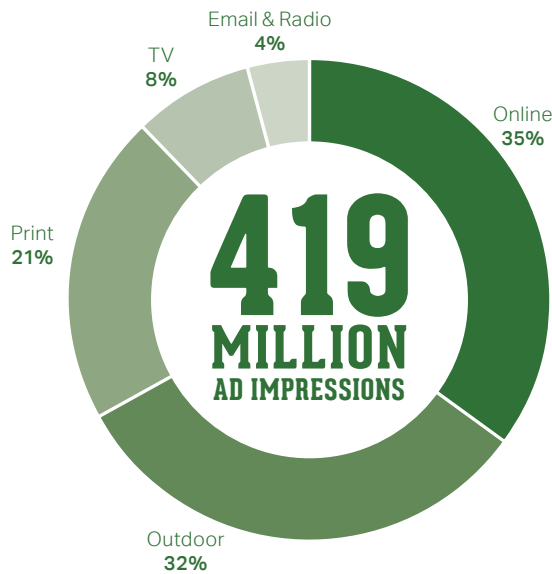
TOTAL BED-TAX COLLECTIONS INCREASED 10% FROM 2012-13 TO 2013-14



2011-2012 2012-2013 2013-2014

MARKETING

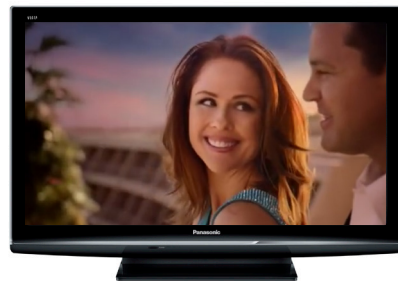
The Scottsdale CVB uses multi-layered marketing campaigns, high-end publications and contest promotions to sell the uniqueness of the Scottsdale experience and brand the area as a world-class vacation and meetings destination.



↑
ROOM RATES ARE \$54 HIGHER
 IN SCOTTSDALE/
 PARADISE VALLEY
 HOTELS AND
 RESORTS THAN
 THE REST OF THE
 PHOENIX AREA.

Scottsdale's new 30-second TV commercial ran **6,289 times** in Chicago, New York, San Francisco and Canada in October, January and February.

- ▶ 3-month run garnered nearly 32 million impressions
- ▶ Generated 12,941 visitor inquiries



I LOVE SCOTTSDALE GOLF



Research: Scottsdale's golf visitor **spends 50% more** than the average Scottsdale visitor

4,708
 Facebook page likes

475
 Twitter followers

ILoveScottsdaleGolf.com

↑
PAGE VIEWS UP 28%
UNIQUE SITE VISITS UP 179%
GOLF GUIDE DOWNLOADS UP 764%



BRANDEL CHAMBLEE



Scottsdale's golf ambassador and the face of the CVB's golf campaign hosted golf media and contest winners, participated in social media outreach, wrote monthly blog posts for the golf website, and mentioned Scottsdale golf on national TV broadcasts.

FIVE HIGH-IMPACT SEASONAL CAMPAIGNS DRIVE VISITATION

256,790
PAGE VIEWS

169 MILLION
ADVERTISING IMPRESSIONS

200+ MEMBER OFFERINGS
[FREE EXPOSURE TO MEMBERS]

1 HOLIDAY JINGLES

Celebrated the holidays with a Sonoran Desert twist

32% INCREASE
IN PAGE VIEWS OVER
LAST YEAR'S CAMPAIGN



- ▶ Targeted Chicago, Denver, New York, San Francisco and Canada

2 SUMMER IN SCOTTSDALE

Drove traffic from the Los Angeles and Phoenix areas

65,892
PAGE VIEWS

3 BREAK THE RULES IN SCOTTSDALE

Featured six rules that are meant to be broken on a Scottsdale fall vacation

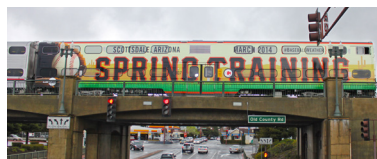
- ▶ Inaugural campaign targeting Chicago, Denver, Los Angeles, Minneapolis, New York and San Francisco

4 SPRING TRAINING

Showcased spring training fever and Scottsdale's #BaseballWeather

109,168
PAGE VIEWS

- ▶ Denver and San Francisco train and bus wraps, wallscales and digital boards



5 ESCAPE TO SCOTTSDALE

Encouraged potential visitors to escape the brutal winter weather at home for sunshine and warm temperatures in Scottsdale

12,401
CONTEST ENTRIES

70,927
PAGE VIEWS
(more than double last year's campaign)

- ▶ Radio, TV, social media, pay-per-click and online in Canada, Chicago and New York City
- ▶ Chicago and New York City train wraps
- ▶ Chicago Union Station domination with 98 advertising assets



“ SOCIAL MEDIA RESPONSE

Great targeted marketing or cruel taunting of weary, winter beaten Chicago commuters? #chicagolife #ScottsdaleEscape

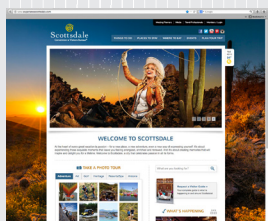
Thank you Scottsdale escape shuttle for the momentary escape. #ScottsdaleEscape

Once a year, the shuttle to Grand Central tempts me with beautiful visions of Scottsdale, Arizona #ScottsdaleEscape



ONLINE MARKETING

The Scottsdale CVB captures the attention of potential visitors and provides the information they need before they arrive and once they are here. Through online marketing, we develop deeper, more personal connections with our visitors and customers.



EXPERIENCESCOTTSDALE.COM
5 MILLION PAGE VIEWS
26% MORE THAN LAST YEAR

456,675

Page views of member listings

(20% more than last year)

56,803

Page views for member packages, promotions and coupons

(12% more than last year)

395,447

Click-thrus to member sites

(54% more than last year)

76%

New visitor traffic

RECORD-BREAKING:

Six-figure web traffic
 10 out of 12 months



43%
 MOBILE VISITS

(of all website traffic)

\$102 MILLION IN ECONOMIC IMPACT

(16% more than last year)

FROM A RECORD HIGH **1.8 MILLION** UNIQUE WEBSITE VISITORS

(23% higher than last year)



51,850 fans

50% increase from last year



26,200 followers

37% increase from last year



87,876 video views

3.5% increase from last year

Positive Feedback for ExperienceScottsdale.com through Usability Testing

- ▶ Site performed **exceedingly well**
- ▶ Minor concerns immediately fixed by the CVB's online team
- ▶ Changes resulted in **increased traffic** to the Downtown Scottsdale, Plan Your Trip and Scottsdale Maps pages, which are all highly searched for on the site

Golden Ticket Contest

- ▶ Three-week contest
- ▶ **3,161 entries and requests** for the *Experience Scottsdale* visitor guide
 (25% more requests than the previous year)
- ▶ **166,000** page views



26,757 PEOPLE CLICKED THROUGH FROM A **CVB EMAIL** TO FIND OUT MORE ABOUT SCOTTSDALE AND MEMBER BUSINESSES

VISITOR SERVICES

The Scottsdale CVB 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.

\$164 MILLION ECONOMIC IMPACT FROM VISITOR INQUIRIES



80% of inquirers convert into visitors within the **first 12 months** of receiving a Scottsdale visitor guide

HELPING VISITORS PLAN THEIR SCOTTSDALE VACATION



▶ **199,376** visitor guides distributed

▶ **33,851** walk-in visitors greeted by CVB concierge



▶ **71,967** visitors called or emailed for destination information

31,411 GUIDE DOWNLOADS

(168% increase from last year)

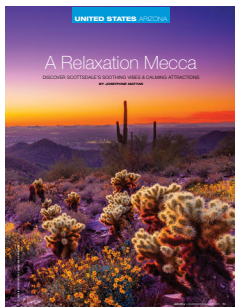


- ▶ Includes visitor guide and 12 niche guides
- ▶ 4 new niche guides added this year to serve visitors with specific interests
- ▶ Most popular guides included: visitor guide, dining guide, kids' guide, desert guide, and spring training guide

PUBLIC RELATIONS

The Scottsdale CVB tells the story of our destination to garner positive publicity for the community while promoting the amenities of the CVB's members. Targeted, positive media exposure helps to generate consumer interest.

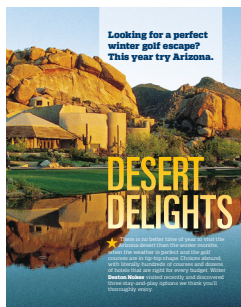
BUILDING RELATIONSHIPS WITH MEDIA RESULTS IN EXTENSIVE EDITORIAL COVERAGE



Canadian Traveller
7-page story



Destination Weddings
1-page story



FORE
8-page story

1,085
SCOTTSDALE
EDITORIAL STORIES

4.3 BILLION
READERS/VIEWERS REACHED

\$32.2 MILLION
IN ADVERTISING VALUE

Assisted **1,679**
media with
Scottsdale stories

Met with nearly **500**
journalists during
media missions

Distributed **38**
press releases and
media newsletters

225 MEDIA EXPERIENCED SCOTTSDALE FIRSTHAND

New York & Los Angeles

66 media from these
markets visited Scottsdale
(25% more than last year)

134 media connections
made during four events
(43% new media contacts for CVB)

61 clips were generated
in these markets
(65% more than last year)

\$1.5 million in equivalent ad value

248 million readers and viewers
of this editorial coverage

Canada

37 Canadian media hosted in Scottsdale
(37% more than last year)

134 articles in Canadian publications

In partnership with
Connect Worldwide,
the CVB met with
101 media in Canada
during four media
missions in Calgary,
Montreal, Toronto
and Vancouver.



Western Living
2-page story



Hosted **71** golf writers to promote Scottsdale as
The World's Finest Golf Destination

(15% more than last year)

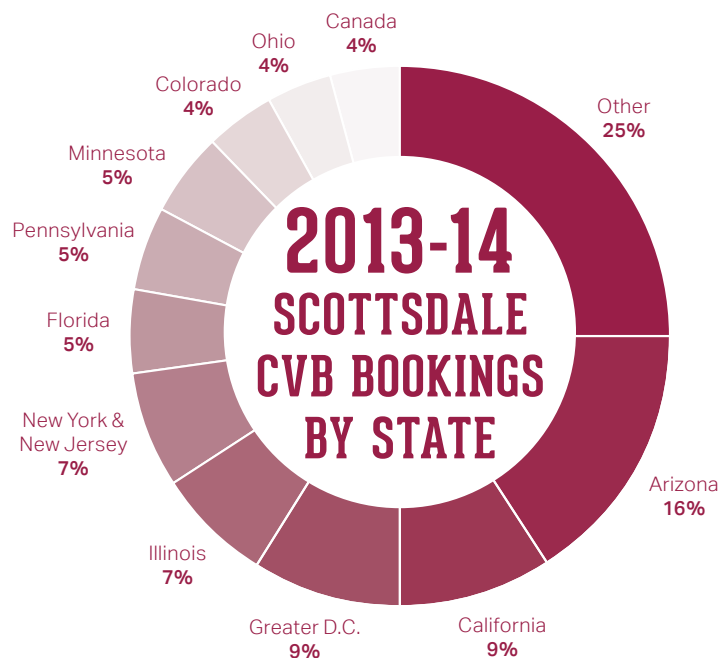
New HD destination
video footage helps the
bureau garner TV coverage
of Scottsdale, especially
during key events

TRAVEL BLOGGERS

- ▶ Hosted inaugural media tour for bloggers in an effort to reach more millennial travelers
- ▶ Generated **328** blog posts, tweets and Instagram photos on Scottsdale reaching **2 million** readers/viewers

CONVENTION SALES

The Scottsdale CVB exposes meeting planners to the area, educates them on Scottsdale's myriad destination services and amenities to fulfill every need for their programs, and generates incremental meetings business for our community.



31% CONVERSION
from leads to bookings

31% NEW BUSINESS
from companies that previously
had not been to Scottsdale

FILLING NEED PERIODS FOR SCOTTSDALE PROPERTIES

41% of the CVB's bookings will actualize during Scottsdale's need time: **May-September, November-December**

Bookings represent **74,827** total room nights (14% more than last year)

\$93.8
MILLION
ECONOMIC
IMPACT OF
MEETINGS
BOOKED

25% more than last year

1,497
HOTEL LEADS

467
MEETINGS BOOKED INTO
AREA HOTELS AND RESORTS
(8% more than last year)

160,588
ROOM NIGHTS
(22% more than last year)

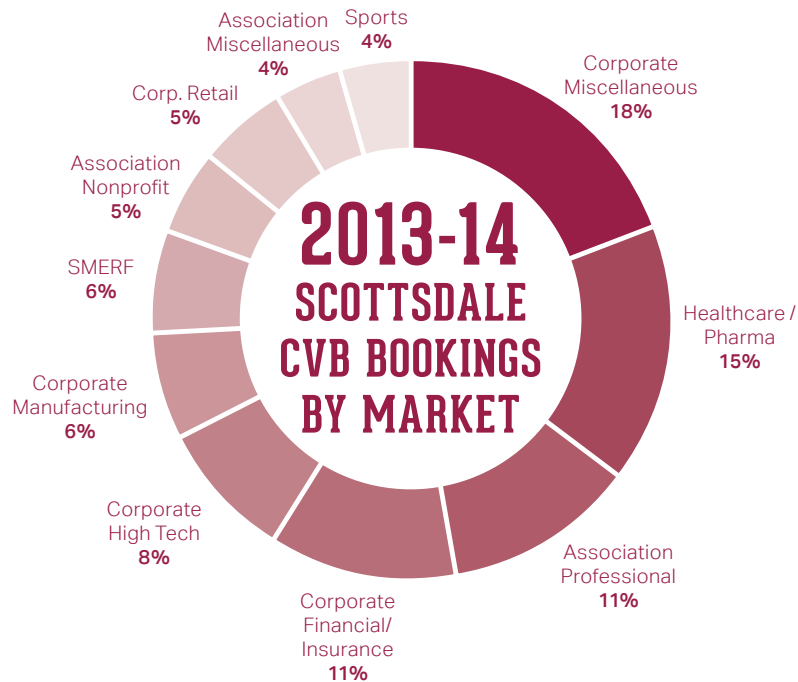
70,210
ATTENDEES CAME TO
SCOTTSDALE FOR MEETINGS
(29% more than last year)

326
CONVENTION SERVICES LEADS

“ I have always considered CVBs to be an extension of our team, and do not believe we could do our jobs without them, but the Scottsdale CVB really took it to the next level! As a former Ritz-Carlton sales professional, the highest compliment I can give is to say the Scottsdale CVB is 'first class' all the way.

-Corporate Insurance Meeting Planner
Atlanta, Georgia

MEETINGS FROM THIRD-PARTY PLANNERS ACCOUNT FOR **64%** OF ALL SCOTTSDALE CVB BOOKINGS



I would like to thank you for your contribution to our very successful site inspection in Scottsdale recently. It was incredible to witness the passion and professionalism from each representative. Overall, it was evident that there is a strong sense of pride in what Scottsdale and each property has to offer. We left Arizona last week feeling excited about the possibility of being able to deliver three quality programs in 2014 in Scottsdale.

*-Corporate Financial Meeting Planner
Toronto, Canada*



NICHE MEETINGS ON THE RISE

7% increase in room nights from pharmaceutical and medical meetings over last year

38% increase in room nights from financial and insurance meetings over last year



SITE SEE & FLY FREE ON US PROMOTION

66 planners visited Scottsdale

28 bookings

42% conversion

18,266 room nights generated for area hotels and resorts

36% of these room nights will actualize during need times, May-September and November-December

101 U.S. and Canadian planners attended a CVB familiarization tour

61 leads

18 bookings

30% conversion

\$3.1 million in booked business



Canadian Efforts

8% increase in Canadian leads

38% increase in Canadian bookings



SCOTTSDALE WAS THE #7 BOOKED DESTINATION BY HELMSBRISCOE ASSOCIATES IN 2013

TOURISM

The Scottsdale CVB provides extensive guidance to travel agents and tour operators from around the world to ensure the destination has a widespread presence and to help best capture the Scottsdale experience for their clients.

1,983 leads and services sent to CVB members

3,769 travel professionals educated at trade shows and during sales missions

3 MILLION tour brochure impressions



Pleasant Holidays
United States



Golfbreaks.com
United Kingdom



Gendron Golf
Canada



564 TRAVEL PROFESSIONALS TRAINED

to sell Scottsdale through 25 product training seminars at call centers, road shows and client offices in the United States, United Kingdom, Germany and Austria

11
CLIENT EVENTS

15
TRADE SHOWS

17
SALES MISSIONS

PRODUCT TRAINING SEMINARS HELP INCREASE YEAR-OVER-YEAR BOOKINGS

1st Class Holidays
95% increase



51% increase



9% increase

SCOTTSDALE EXPOSURE

The CVB hosted **183** travel agents and tour operators on **31** site visits and FAM tours to experience Scottsdale firsthand in order to better sell the area to their clients

► **29%** more clients than last year



TRADE COOPERATIVE MARKETING CAMPAIGNS PRODUCE NEW BUSINESS FOR SCOTTSDALE

Premier Holidays
51% increase
year-over-year in passengers

Golfbreaks.com
99% of Arizona business
is coming to Scottsdale

RedTag.ca
56% increase
year-over-year in room nights



The Scottsdale CVB is consistently the bureau that I use as an example to other cities when asked how a CVB can assist me. . .

-International Receptive Operator



MEMBERSHIP

The Scottsdale CVB works with our members to help them tap into the lucrative tourism market. One of our primary goals is to ensure that all members receive a return on their investment that exceeds expectations.

KEEPING OUR MEMBERS ENGAGED

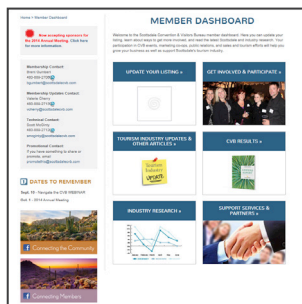
422
MEMBERS

42
NEW MEMBERS

91%
RETENTION

“Based on your report, I am even more impressed with the impact that you and the CVB team have made to strengthen the economic status and image of Scottsdale.

-CVB Member,
Annual Meeting Attendee



MEMBERSHIP DASHBOARD

New format provided greater member access to resources and research

12,099 PAGE VIEWS



E-NEWSLETTER

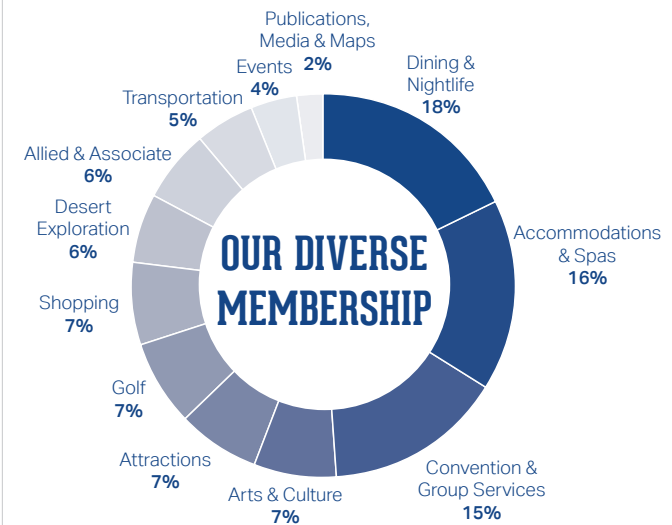
1,269

MEMBERS RECEIVE NEWSLETTER WEEKLY

CVB members provided **\$987,230** worth of FREE rooms, meals and activities, which allows the CVB to host more clients to experience Scottsdale firsthand.



1,093
MEMBERS
ATTENDED
17 CVB
MEMBER
EVENTS



“A million thanks for all the great work that you and your CVB team do - and have done for many moons! The tourism industry, and all Arizona citizens, greatly benefit from your awesome activities.

- CVB Industry Partner,
Annual Meeting Attendee

