
EXPERIENCE SCOTTSDALE

*PROMOTING SCOTTSDALE
TRAVEL & TOURISM*



EXPERIENCE
SCOTTSDALE

WHO WE ARE

Experience Scottsdale is the sole organization responsible for marketing the city as a premier travel and meetings destination to national and international leisure visitors, meeting planners, travel agents, tour operators and media.

In addition to destination marketing for the City of Scottsdale, Experience Scottsdale also partners with the Town of Paradise Valley, Fort McDowell Yavapai Nation and Salt River Pima-Maricopa Indian Community.

Experience Scottsdale represents more than 400 tourism-related businesses in these communities.

**Experience Scottsdale's annual direct
economic impact is \$229 million.**





EXPERIENCE SCOTTSDALE FUNDING

Like any product, travel destinations are brands that require investment to remain relevant, attractive and competitive.

5% OF A VISITOR'S HOTEL ROOM RATE IN SCOTTSDALE IS COLLECTED AS BED TAX.

50% goes to the City of Scottsdale for tourism-related events and projects

50% goes to Experience Scottsdale for destination marketing

Scottsdale's bed-tax funds account for nearly 70% of Experience Scottsdale's revenue. The remaining 30% of funding comes from financial support by neighboring communities, State of Arizona Prop 302 funds and annual membership dues.

GETTING THEM HERE

Scottsdale hosts approximately 9 million visitors annually who generate nearly \$40 million in local tax revenue. Experience Scottsdale ensures these visitors and groups choose our destination so their dollars benefit our community.

HERE'S HOW



Public Relations



Booking Meetings & Events



Online & Social Media



Educating Travel Agents & Tour Operators



Tourism Concierge



Advertising & Brand Messaging



ABSOLUTELY SCOTTSDALE

Experience Scottsdale, which began advertising in 1987 to capture the attention of potential visitors, recently conducted extensive research on visitor motivations and perceptions to ensure our advertisements appeal to potential visitors. The result? Our *Absolutely Scottsdale* Campaign.



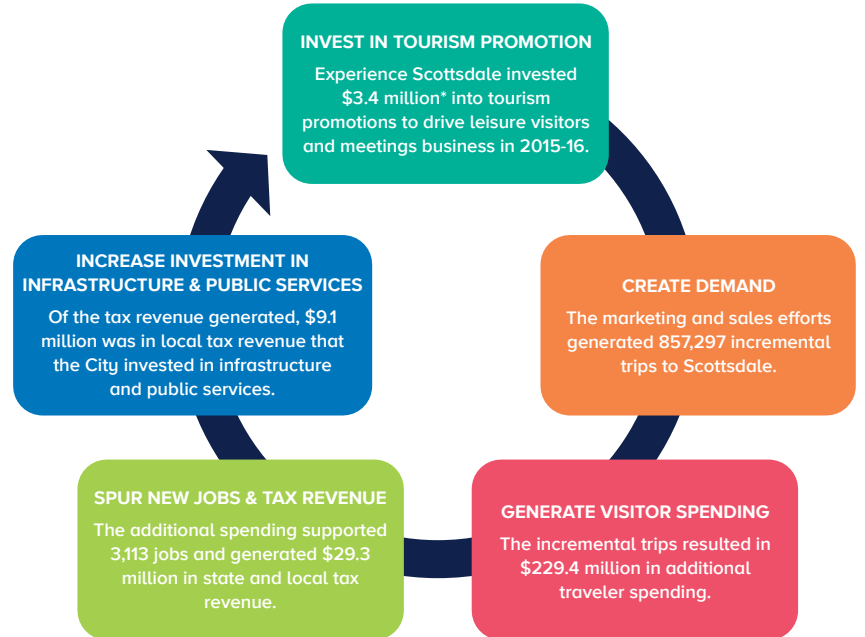
“ I’m blown away by the whole AbsolutelyScottsdale.com ecosystem. Your team did a phenomenal job! Beautifully designed. Well executed. Superb.

-GREG F.
NEW YORK RESIDENT

TRAVEL PROMOTION’S POSITIVE CYCLE

When Experience Scottsdale markets the destination, everything from local businesses to public services and citizens win. Attracting more visitors to the area means more money spent on local attractions, hotels, retail and restaurants. Increased visitor demand and spending generates a continuous cycle of positive economic benefits.

Every dollar invested in Experience Scottsdale directly generates **\$67 in visitor spending** and **\$3 in local tax revenue** for the benefit of Scottsdale residents.



INVEST IN TOURISM PROMOTION
Experience Scottsdale invested \$3.4 million* into tourism promotions to drive leisure visitors and meetings business in 2015-16.

INCREASE INVESTMENT IN INFRASTRUCTURE & PUBLIC SERVICES
Of the tax revenue generated, \$9.1 million was in local tax revenue that the City invested in infrastructure and public services.

SPUR NEW JOBS & TAX REVENUE
The additional spending supported 3,113 jobs and generated \$29.3 million in state and local tax revenue.

GENERATE VISITOR SPENDING
The incremental trips resulted in \$229.4 million in additional traveler spending.

CREATE DEMAND
The marketing and sales efforts generated 857,297 incremental trips to Scottsdale.

*The \$3.4 million investment is for Experience Scottsdale’s 2015-16 sales efforts and 2016 regional warm weather marketing campaign, which ran between January and March 2016.



IMPROVING RESIDENTS' QUALITY OF LIFE

Experience Scottsdale's tourism promotions directly generate \$29.3 million in state and local tax revenue. Such revenue supports essential public services like police, firefighters, public schools, transportation and more.

Without these travel-generated revenues, each Scottsdale household would have to pay **\$286 more in state and local taxes every year** in order to maintain the same level of services.

Increased visitors result in increased demand for amenities, which improve the overall quality of life for Scottsdale residents. Visitors and locals alike enjoy upgraded parks and sports stadiums, new dining and nightlife options, arts and culture attractions, and more.

OPENING THE DOOR TO ECONOMIC DEVELOPMENT

Experience Scottsdale's destination marketing contributes to a positive overall impression of the area. Consumers who recalled our advertising were not only more likely to visit, but also more likely to view Scottsdale as a good place to live, work, start a business, attend college, purchase a vacation home and retire.

PERCEPTION OF SCOTTSDALE AS A "GOOD PLACE TO START A BUSINESS"*

**EXPOSED TO
ADVERTISING**

**106% MORE LIKELY TO VIEW SCOTTSDALE
AS A "GOOD PLACE TO START A BUSINESS"**

**VISITED
SCOTTSDALE**

**116% MORE LIKELY TO VIEW SCOTTSDALE
AS A "GOOD PLACE TO START A BUSINESS"**

**EXPOSED TO
ADVERTISING &
VISITED SCOTTSDALE**

**226% MORE LIKELY TO VIEW SCOTTSDALE
AS A "GOOD PLACE TO START A BUSINESS"**

*Compares ranking by those who have not seen Experience Scottsdale's warm weather 2016 ad campaign or visited Scottsdale with those who did see the ads and/or visited.



CONNECT WITH US

Experience Scottsdale is a valuable resource for Scottsdale residents and businesses. Find packages, coupons and must-attend events online. Plus, Experience Scottsdale makes planning an event or meeting easy and affordable with free services, including site-selection assistance, vendor referrals and promotional materials.

EXPERIENCE SCOTTSDALE CORPORATE OFFICE


4343 N. Scottsdale Rd., Suite 170
Scottsdale, Arizona 85251
800.782.1117
Mon. - Fri., 8 a.m. to 5 p.m.

SCOTTSDALE TOURIST INFORMATION CENTER


Adjacent to the food court on the lower level of
Scottsdale Fashion Square
7014 E. Camelback Rd.
Scottsdale, Arizona 85251
800.782.1117
Mon. - Sat., 9 a.m. to 6 p.m.
Sun., 10 a.m. to 5 p.m.

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