



EXPERIENCE
SCOTTSDALE

THE POWER OF TRAVEL PROMOTION

WHO WE ARE

For over a century, people have traveled great distances to relax and rejuvenate in Scottsdale. Our first industry remains one of its largest today – in jobs, tax revenue, economic impact, and, most notably, in its contribution to quality of life.

Founded in 1987, Experience Scottsdale is the sole organization responsible for enhancing the local community by promoting the Scottsdale area as a luxury destination for meetings, events and leisure travel. As an accredited destination marketing organization, Experience Scottsdale serves both the city of Scottsdale and town of Paradise Valley.

Experience Scottsdale's promotion proves effective at inspiring interest in the Scottsdale area, growing tourism and supporting local businesses.

**For every \$1 spent on advertising,
Experience Scottsdale generates \$116 in visitor
spending and \$4 in state and local taxes.**

According to Longwoods International, this is one of the best returns on investment it has studied since the pandemic and is more than double the average visitor spending return on investment of destinations similar in size and budget.

Source: Longwoods International



WHAT WE DO

Scottsdale hosts **10.8 million visitors** each year who provide a **\$3.2 billion annual economic impact** and put over **24,000 people to work**. Through our destination branding, management and stewardship, Experience Scottsdale ensures these visitors and groups choose the destination now and into the future by:



Generating Media Coverage



Destination Advertising & Brand Messaging



Booking Meetings & Events



Providing Tourism Concierge Services



Educating Travel Professionals



Supporting New Air Service





HOW WE'RE FUNDED

Like any product, travel destinations are brands that require investment to remain relevant, attractive and competitive. Nearly 70% of our revenue comes from Scottsdale's bed-tax collections.

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

**50% FOR THE GENERAL
FUND, TOURISM-RELATED
EVENTS AND PROJECTS**

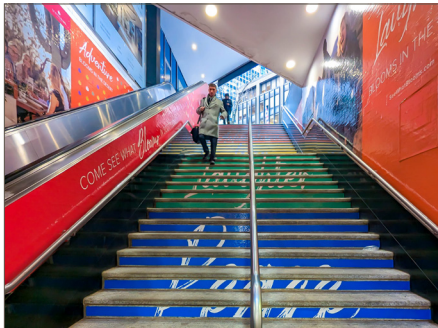
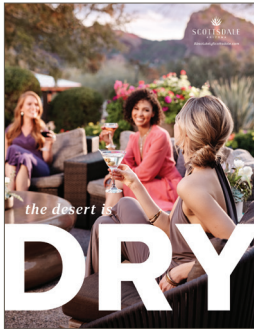
**50% FOR
DESTINATION
PROMOTION***

Experience Scottsdale's remaining revenue comes from neighboring communities, state of Arizona Prop 302, and annual membership dues.

*45% of annual bed-tax dollars support a contract with Experience Scottsdale

PROMOTING SCOTTSDALE

With advertising campaigns, Experience Scottsdale has mere seconds to capture the attention of potential visitors. To ensure our ads appeal to high-value visitors, Experience Scottsdale conducts extensive research on visitor motivations and perceptions.





ADVANCING ECONOMIC DEVELOPMENT

Travel is the first step in shaping perceptions, and Experience Scottsdale 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**

**41% MORE LIKELY TO VIEW SCOTTSDALE
AS A “GOOD PLACE TO START A BUSINESS”**

**VISITED
SCOTTSDALE**

**36% MORE LIKELY TO VIEW SCOTTSDALE
AS A “GOOD PLACE TO START A BUSINESS”**

**EXPOSED TO
ADVERTISING &
VISITED SCOTTSDALE**

**74% MORE LIKELY TO VIEW SCOTTSDALE
AS A “GOOD PLACE TO START A BUSINESS”**

Source: Longwoods International; compares ranking by those who have not seen Experience Scottsdale's ad campaign or visited Scottsdale with those who did see the ads and/or visited.

SUPPORTING SMALL BUSINESS

Experience Scottsdale represents 400 businesses of all sizes, from independent galleries and restaurants to large-scale resorts and golf courses. By driving incremental visitation and promoting all of Scottsdale's amenities, Experience Scottsdale helps stimulate small business growth.

“ The best business decision we made after locating in Scottsdale was becoming a member of Experience Scottsdale. The exposure Experience Scottsdale has brought to Scottsdale, and ultimately our business, has been extraordinary. Quite frankly, we don't know what we would do if we did not have this collaborative partner.

– PEGGY FIANDACA, LDV WINERY

“ Our partnership with Experience Scottsdale is a big part of what makes us so successful. They bring us fantastic opportunities for media stays and exposure, in addition to significant group and conference bookings.

– KRISTIN HEGGLI, HOTEL VALLEY HO



SEEKING A BETTER FUTURE

Experience Scottsdale wants everyone to witness the wonders of Scottsdale's Sonoran Desert. Like our partners at the city, Experience Scottsdale celebrates the diversity of our community members and visitors and takes intentional steps to showcase Scottsdale as an inclusive and welcoming destination for all.



DOING MORE TOGETHER

Because of tourism, visitors and locals alike enjoy upgraded parks and sports stadiums, new dining and nightlife options, arts and culture attractions, and more. Experience Scottsdale collaborates with community partners to balance economic development, sustainable tourism and quality of life, including:

Arizona Lodging & Tourism Association
Arizona Hispanic Chamber of Commerce
Arizona Office of Tourism
City of Scottsdale Economic Development
Community Celebrating Diversity
McDowell Sonoran Conservancy
OneCommunity
Phoenix Sky Harbor
Scottsdale Airport

Scottsdale Area Association of Realtors
Scottsdale Area Chamber of Commerce
Scottsdale Arts
Scottsdale Charros
Scottsdale Coalition of Today & Tomorrow
Scottsdale Community College
Scottsdale Leadership
Scottsdale Rotary
Scottsdale Sister Cities
And many more...

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 and vendor referrals.

CORPORATE OFFICE

4250 N. Drinkwater Blvd, Ste. 300, Scottsdale, AZ 85251

VISITOR CENTER

Scottsdale Fashion Square food court area
7014 E. Camelback Rd., Scottsdale, AZ 85251

Chat with us online or contact 800-782-1117



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