



TOURISM ELEMENT

Tourism is an integral part of Scottsdale’s identity, and serves as one of the community’s leading economic engines. To maintain and enhance the tourism experience, it is essential to provide, preserve, and enhance our authentic natural, built, social, and cultural environments. The tourism market is dependent on the quality, character, and service level of local hotels and resorts; the availability of natural and built attractions; the presence of signature events and entertainment activities; transportation linkages and mobility with full accessibility; and the unique desert experience.

Significant tourism dollars are generated in Scottsdale — this money helps to provide higher levels of community services and amenities to Scottsdale citizens, businesses, and visitors. Moreover, the city, its residents, and business community benefit from special events held in Scottsdale through increased cultural offerings, recreational opportunities, individual and organizational volunteer involvement, and fiscal contributions to community service organizations.

Tourism enhances the community’s status, and Scottsdale citizens and businesses benefit from the marketing exposure that comes with being a travel destination. Tourism and destination promotion are often the first step in shaping overall positive perceptions of Scottsdale. Travelers who visit Scottsdale are more likely to view Scottsdale as a good place to live, work, start a business, attend college, purchase a vacation home, and retire. Those elements open the door to generating further economic activity in Scottsdale.

The Tourism Element provides goals and policies to further validate Scottsdale as the premier Southwest tourism and special events destination.

Goals and Policies

Goal T 1

Strengthen Scottsdale's position as a premier regional, national, and international tourism and resort destination.

Policies

T 1.1 Support the development and revitalization of hotels and resorts that reflect Scottsdale's Sonoran Desert character, commitment to environmental stewardship, and high-quality image.

[Cross-reference Character & Design; Land Use; and Conservation, Rehabilitation, & Redevelopment Element]



T 1.2 Accommodate diverse, high-quality lodging and tourism market segments according to regional and national visitor trends and community character.

T 1.3 Preserve and enhance Scottsdale's natural, social, and cultural environments so that Scottsdale's tourism experiences remain uniquely competitive and viable while enriching the community's unique and extraordinary livability. *[Cross-reference Open Space and Arts, Culture & Creative Community Elements]*

T 1.4 Support tourism by providing public scenic, outdoor, educational, and recreational facilities for both visitors and residents to enjoy. *[Cross-reference Character & Design; Open Space; Recreation; Arts, Culture & Creative Community; and Public Buildings Elements]*

T 1.5 Enhance Scottsdale's tourism and resident experience by supporting services that highlight the unique elements and characteristics of different areas of the community, including fine dining, specialty and high-quality retail, art galleries, museums, spas and wellness centers, transportation, recreation and leisure opportunities, event experiences, and entertainment activities. *[Cross-reference Land Use, Healthy Community; Arts, Culture & Creative Community; and Recreation Elements]*

T 1.6 Preserve and enhance environmental, historical, and archaeological sites that support tourism, contribute to our city's unique identity, and provide educational and cultural development opportunities for the community. *[Cross-reference Arts, Culture & Creative Community Element]*



- T 1.7** Support a concentration of visitor and community services and experiences in Old Town. *[Cross-reference Growth Areas and Arts, Culture & Creative Community Elements]*
- T 1.8** Advocate for the sustainable development of new retail opportunities, especially those that capture the unique flavor of Scottsdale and complement the quality, resort, and desert character of the community. *[Cross-reference Character & Design and Land Use Elements]*
- T 1.9** Promote resorts in conjunction with recreation, retail, housing, and cultural amenities that support tourism and provide and sustain a resort-like lifestyle. *[Cross-reference Economic Vitality; Healthy Community; and Arts, Culture & Creative Community Elements]*
- T 1.10** Promote Scottsdale as a unique desert recreational experience.
- T 1.11** Encourage tourism-related public-private partnerships to provide destination marketing, arts and cultural experiences, and the development or redevelopment of community amenities.
- T 1.12** Promote Scottsdale as a welcoming and inclusive community.

Goal T 2

Enhance visitor and resident mobility, accessibility, and wayfinding.

Policies

- T 2.1** Provide multimodal transportation choices and regional links to ease tourist mobility and accessibility. *[Cross-reference Circulation Element]*
- T 2.2** Encourage the use of a broad range of mobility and accessibility options during special events.
- T 2.3** Enhance local bus route service frequency and hours of operation supplemented by organized alternative multimodal transportation choices to better serve special events and tourism attractions.
- T 2.4** Enhance the visitor experience through wayfinding, particularly in Old Town Scottsdale.
- T 2.5** Promote the diversity and inclusivity of resorts and tourism businesses that embrace and welcome all.

Goal T 3

Support and expand special events, spaces, and venues.

Policies

T 3.1 Provide destination attractions and events that celebrate Scottsdale’s heritage and cultural diversity and provide unique entertainment and educational opportunities, including the key theme areas of the arts, southwestern culture, Native American culture, cowboy/western lore, and the Sonoran Desert environment.

[Cross-reference Character & Design and Arts, Culture & Creative Community Elements]



T 3.2 Build on Scottsdale’s strength for attracting sporting entertainment opportunities and signature special events. *[Cross-reference Arts, Culture & Creative Community and Safety Elements]*

T 3.3 Attract and retain western and equestrian venues and events. *[Cross-reference Arts, Culture & Creative Community and Economic Vitality Elements]*

T 3.4 Maximize the potential of art and cultural events for generating economic activity. *[Cross-reference Economic Vitality Element]*

T 3.5 Maintain, enhance, and expand city-operated event facilities as appropriate based on comparable facilities in similar competitive destinations.

T 3.6 Provide a variety of public realm and open space areas that accommodate multiple activities and special events.

T 3.7 Support new and enhance existing event venues and facilities to accommodate special events of differing sizes and offerings.

T 3.8 Grow existing and establish new, high-quality signature festivals, events, and programming to attract resident and visitor audiences.

T 3.9 Promote environmental sustainability at events, attractions, and venues.

JENNY LIN RD.

CIRCLE MOUNTAIN RD.

HONDA BOW RD.

ROCKAWAY HILLS RD.

DESERT HILLS DR.

JOY RANCH RD.

STAGECOACH PASS

CAREFREE HWY.

DOVE VALLEY RD.

LONE MOUNTAIN RD.

DIXILETA DR.

DYNAMITE BLVD.

JOMAX RD.

HAPPY VALLEY RD.

PINNACLE PEAK RD.

DEER VALLEY RD.

LOOP 101

UNION HILLS DR.

BELL RD./FRANK LLOYD WRIGHT BLVD.

GREENWAY PKWY.

THUNDERBIRD RD.

CACTUS RD.

SHEA BLVD.

DOUBLETREE RANCH RD.

McCORMICK PKWY.

INDIAN BEND RD.

LINCOLN DR.

McDONALD DR.

CHAPARRAL RD./CAMELBACK RD.

CAMELBACK RD.

INDIAN SCHOOL RD.

THOMAS RD.

McDOWELL RD.

LOOP 202

McKELLIPS RD.

BARTLETT DAM RD.

CAVE CREEK RD.

RIO VERDE DR.

TATUM BLVD.

PALISADES BLVD.

BEELINE HWY. (87)

0 1 2 3 Miles

56th ST.

64th ST.

SCOTTSDALE RD.

HAYDEN RD.

PIMA RD.

LOOP 101

96th ST

104th ST

112th ST

120th ST

128th ST

136th ST

142th ST

GALVIN PKWY.

SCOTTSDALE RD.

HAYDEN RD.

PIMA RD.

LOOP 101

Tourism & Lodging

● Citywide Hotel Locations

■ Scottsdale McDowell Sonoran Preserve
(See Open Space Element)



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