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# Scottsdale 2022 Advertising ROI Research

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# Background and Purpose

- Scottsdale's Spring – Winter 2022 advertising campaigns were launched in key markets.
  - The campaign consisted of both traditional and online media including:
    - Social
    - Print
    - Video (Broadcast TV and streaming services)
    - Audio
- Longwoods was engaged to conduct a program of research designed to:
  - Measure the ROI and advertising awareness of the Scottsdale Spring – Winter 2022 advertising campaigns.
  - Through an analysis of Scottsdale's image, provide input into the development of positioning and messaging for future campaigns.

# Method

- A benchmark study was conducted after the conclusion of the advertising period to measure awareness of specific ads, estimate the impact of advertising awareness on intentions to visit and image, and measure short-term conversion that occurred during and shortly after the campaign period.
  - A self-completion survey of 1,408 respondents in key markets, distributed as follows:
    - New York DMA 505
    - Chicago DMA 400
    - Los Angeles DMA 503
  - To qualify for the survey, respondents must have personally taken at least one day or overnight leisure trip in the past three years and intend to take at least one day or overnight leisure trip in the next two years.
  - Respondents are members of a major online consumer research panel.
  - Adults 18 years of age and older were randomly selected from the panel, so as to ensure a representative sample.
  - Sample was drawn to be proportionate to population by specific DMAs, age, and sex.



# Method (Cont'd)

- During the survey, respondents were shown copies of the advertising materials, including video files of media-rich ads. This was done at the end of the survey as not to bias earlier questions on attitudes towards Scottsdale and other behavioral measures.
- The fieldwork was conducted in March 2023.
- Median length of survey was 13 minutes.
- Data were weighted on key demographic variables (geography, age, sex, household income, household size) prior to analysis to ensure that results are representative of and projectable to the traveler population in specific markets.
- For a sample of this size, the confidence level is  $+ / -3$ , 19 times out of 20.
- The estimates of the campaign's impacts on visits and intentions to visit Scottsdale are conservative in that:
  - Trips taken/intended by people in the absence of advertising are backed out.
  - Conservative control procedures help ensure that only advertising-influenced trips are included.

 **Experience Scottsdale**  
Sponsored ·  ... X

Scottsdale locals are serious about their Christmas décor. Check out these top neighborhood light displays that rival Clark Griswold.



experiencescottsdale.com  
**Best Neighborhoods for Christmas Lights**

[Learn more](#)

 **Experience Scottsdale**  
Sponsored ·  ...

Wondering what there is to do in Scottsdale with your family? Check out our Family Fun Itinerary.



**The Family Fun Itinerary**  
Scottsdale, Arizona

[Learn more](#)

**The Best Places to Stay**  
Resorts & Hotels

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## Conclusions and Recommendations

# Conclusions and Recommendations

- Over half of travelers in Scottsdale's primary advertising markets recalled seeing at least one Experience Scottsdale ad. More travelers remembered at least one social ad, followed by video, print, and audio ads.
- Looking at Scottsdale's primary advertising markets, there were an estimated 342 million ad exposures over the campaign period. The medium with the highest recall was social, with 207 million exposures. Video had 62 million recalled exposures, print 60 million recalled exposures, and audio 13 million exposures.
- When the number of ad exposures recalled is related to the specific amount of money spent on the ads by medium, the overall recall per dollar spent is exceptionally low, at \$5. This is a strong indicator of an incredibly efficient campaign. Print and social constituted the most efficient media in terms of generating recall per dollar spent, at around \$1 per thousand of exposures recalled. Audio ads were also efficient, at around \$4 per thousand of exposures recalled. Video (\$27 per thousand of exposures recalled) ads were less efficient, but this is normal for this media.
- The campaign produced an additional 821 thousand trips to Scottsdale, that otherwise would not have materialized in the absence of advertising. These incremental Scottsdale visitors spent \$217.2 million while in Scottsdale. When related to advertising costs of \$1.9 million, this translates into a return on investment of \$116 in visitor spending for each ad dollar spent.
- Those incremental expenditures yielded \$7.6 million in incremental local taxes. The return on investment of this campaign was \$4 in taxes for each ad dollar spent.

# Conclusions and Recommendations (Cont'd)

- At the end of the survey, after all respondents were exposed to the Experience Scottsdale campaign, respondents were asked about the campaign's influence, impression, and appeal. Overall, the campaign had a very positive impression on travelers in Scottsdale's primary markets:
  - Among ad aware travelers, over four in ten stated the campaign inspired them to consider visiting Scottsdale, while three in ten were influenced to actually visit the city or to plan a visit.
  - When asked about the campaign's influence on their impressions of Scottsdale as a leisure travel destination, over four in ten reported the ads improved their impression of Scottsdale, and a quarter agreed the ads reinforced their already positive view of the city
  - Around four in ten travelers found the Experience Scottsdale campaign very appealing or somewhat appealing. Only 3% found the ads very/somewhat unappealing.
- Three in ten travelers within Scottsdale's primary markets have visited the city during their lifetime. Among those who have visited Scottsdale in their lifetime, over four in ten have visited during the past 2 years. Four in ten intend to visit Scottsdale during the next 12 months.
- For a destination in the Scottsdale target markets to get on travelers' consideration list, it must, first and foremost, be perceived to be exciting – being seen as exciting, fun, and having a real sense of fun and adventure.

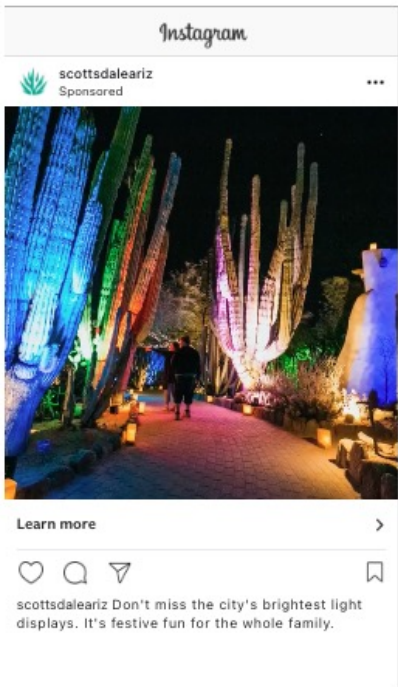
# Conclusions and Recommendations (Cont'd)

- This campaign had a positive impact on travelers' perceptions of Scottsdale. The campaign did a great job of improving people's perceptions of Scottsdale for almost every image dimension evaluated, including all 10 Hot Buttons.
- Relative to the other destinations in the competitive set for this study, Scottsdale could be more competitive around its overall image among travelers, especially against Las Vegas, Miami, and Palm Springs. However, across the markets surveyed, over half rated Scottsdale very favorably as a destination they "would really enjoy visiting." And there is only a 10-point difference between top-place Las Vegas and Scottsdale – topping this set is an achievable goal with strategic focus and funding.
- When we compare the image ratings of people who have never visited Scottsdale versus the ratings of those who have visited in the past two years, we have a measure of "product delivery", i.e., the relative satisfaction of the two groups. From this analysis we find that there were no significant product weaknesses. This means that more travelers visiting Scottsdale rated the city higher across the wide variety of leisure trip attributes included in this study, including all 10 Hot Buttons.

# Conclusions and Recommendations (Cont'd)

- The research compared consumers' ratings of Scottsdale on economic development image attributes by those who had not seen the campaign or visited Scottsdale with those who did see the tourism ads and/or visited, to determine the "halo effect" of Experience Scottsdale's campaign. In every case, Scottsdale's tourism advertising significantly improved the image of Scottsdale for a wide range of economic development objectives.





Experience Scottsdale  
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Don't miss the city's brightest light displays. It's festive fun for the whole family.

EXPERIENCESCOTTSDALE.COM  
Holiday Light Displays in Scottsdale

Learn more

This is a sponsored social media post for "Experience Scottsdale". It features a green leaf icon and the text "Experience Scottsdale Sponsored · 🌿". The main text reads "Don't miss the city's brightest light displays. It's festive fun for the whole family." Below the text is a large image of palm trees wrapped in white lights, with a purple Christmas tree and fireworks in the background. At the bottom, there is a link "EXPERIENCESCOTTSDALE.COM", the title "Holiday Light Displays in Scottsdale", and a "Learn more" button.

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# Main Findings: Advertising Impacts



 Experience Scottsdale  
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Scottsdale is ablaze with festive light displays, hot holiday gift ideas and warm, sunny days that are perfect for outdoor explorations and al fresco dining.



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Celebrate Your Holidays in Scottsdale

[Learn more](#)

 Experience Scottsdale  
Sponsored · 

Scottsdale is ablaze with festive light displays, hot holiday gift ideas and warm, sunny days that are perfect for outdoor explorations and al fresco dining.



EXPERIENCESCOTTSDALE.COM

Celebrate Your Holidays in Scottsdale

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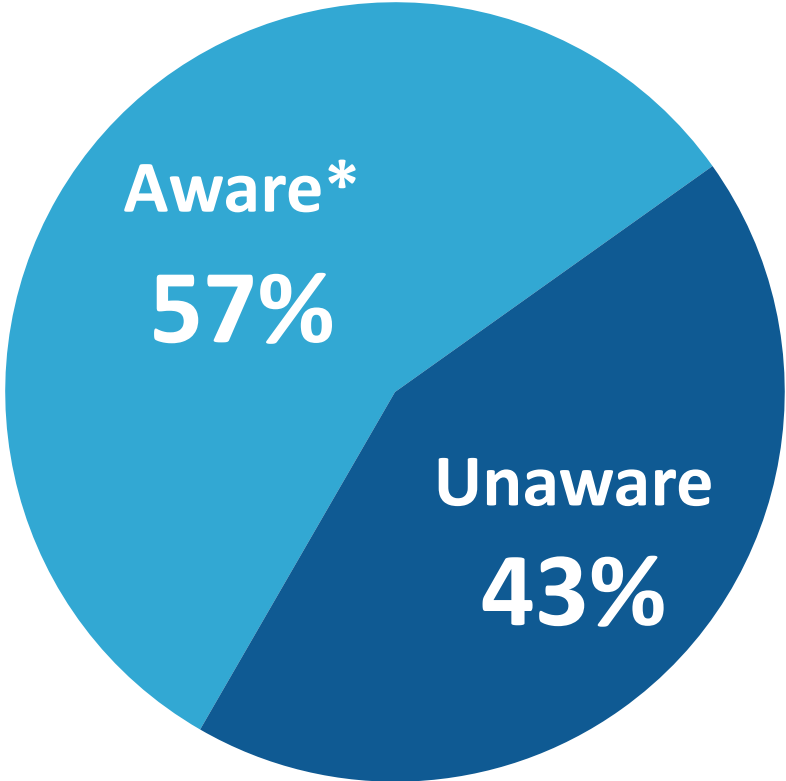
Advertising  
Awareness

# Advertising Awareness

- Almost six in ten (57%) travelers in Scottsdale's primary advertising markets recalled seeing at least one Experience Scottsdale ad.
- More travelers remembered at least one social ad (47%), followed by video (43%), print (33%), and audio (32%) ads.
- The ads with the highest level of recall were:
  - Podcast Commercial (32%)
  - Video Commercial 1 – Streaming Services (30%)
  - Video Commercial 2 – Streaming Services (29%)
  - Holiday Social Compilation 1 – Social ad (28%)
  - Summer Social Compilation 3 – Social ad (26%)
  - Summer Social Compilation 1 – Social ad (26%)
  - Evergreen Social Compilation 1 – Social ad (24%)
  - Print Ad – Hot (24%)
  - Holiday Social 3 – Social ad (24%)

# Awareness of the Ad Campaign

Base: Residents of Scottsdale's Advertising Markets

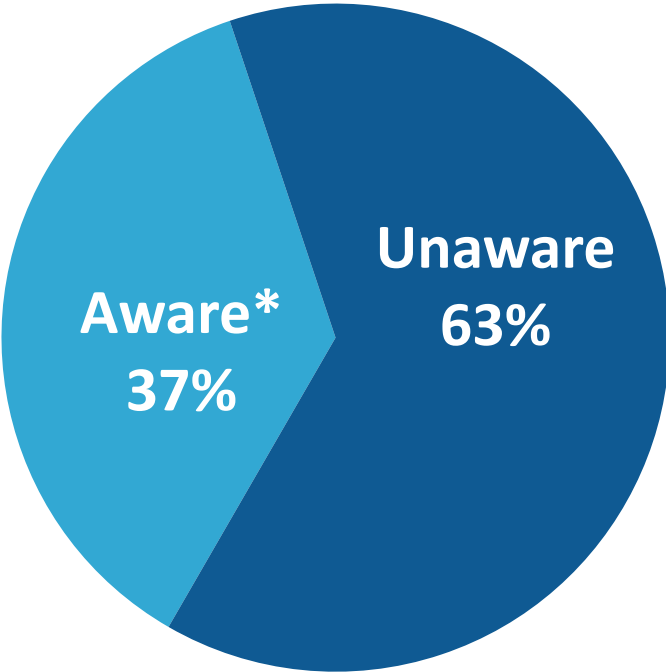


\*Saw at least one ad

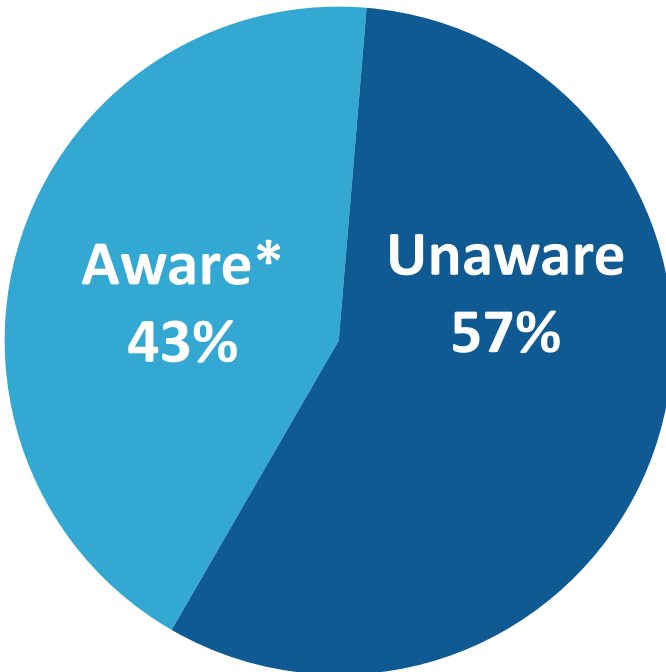
# Awareness of the Ad Campaign – 2022 vs. 2018 + 2016

Base: Residents of Scottsdale’s Advertising Markets

2018\*\*



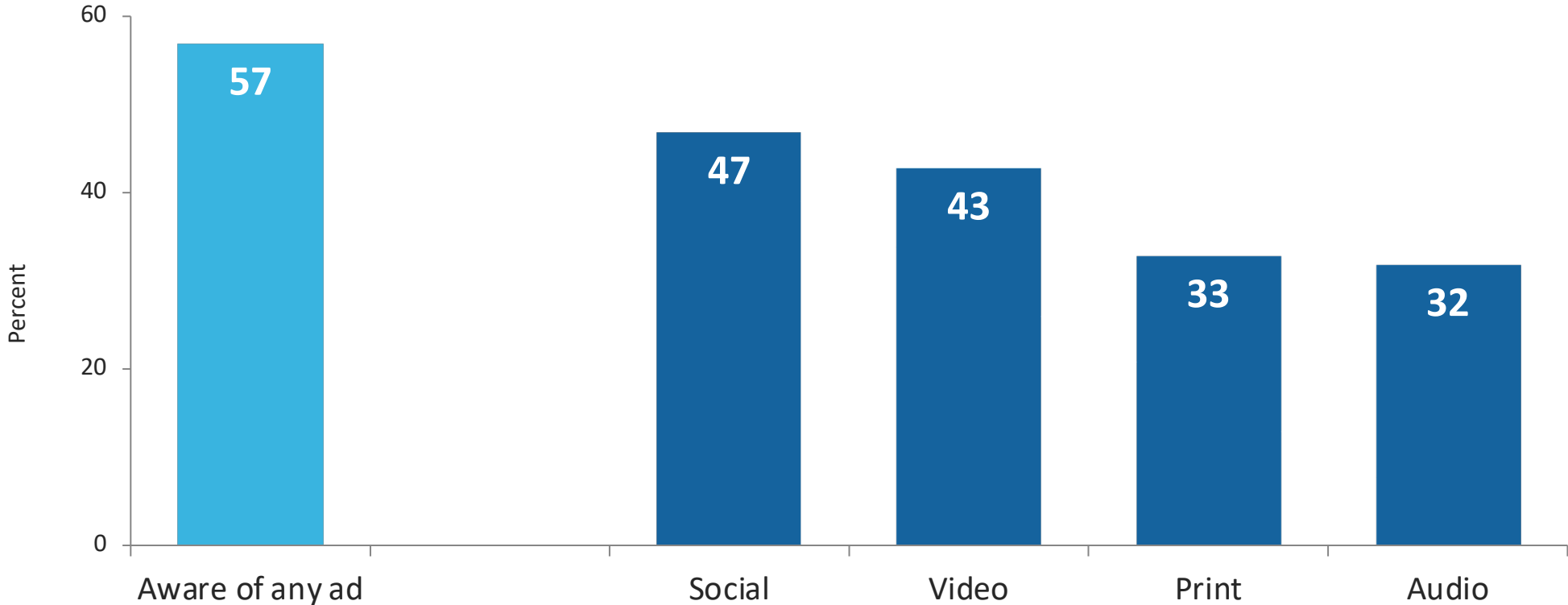
2016\*\*



\*Saw at least one ad  
\*\*U.S. results only

# Advertising Awareness\* by Medium

Base: Residents of Scottsdale's Advertising Markets

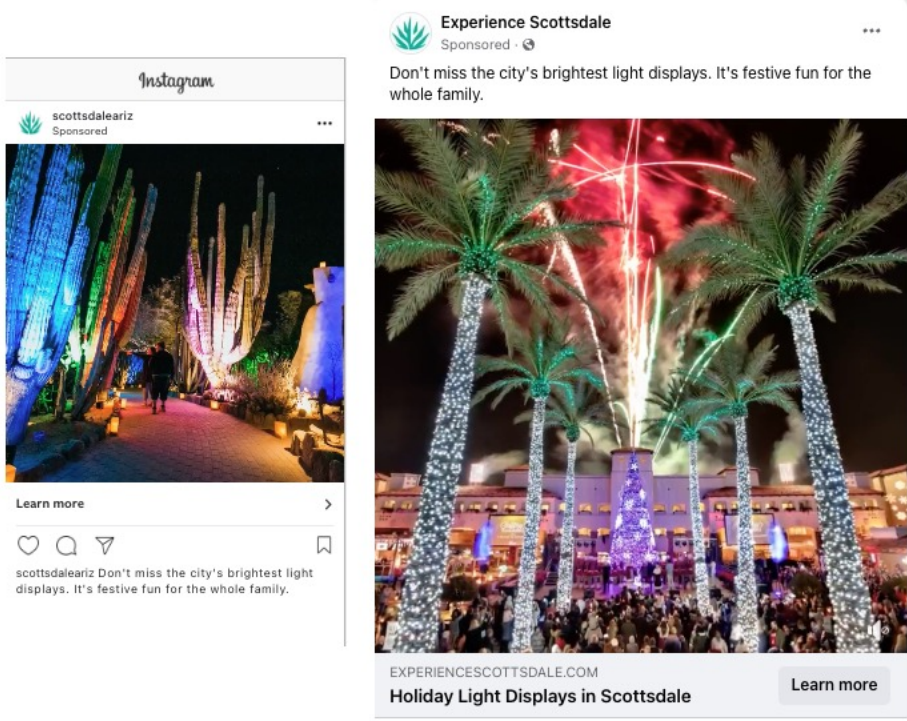


\*Saw at least one ad and based on markets where shown

# Social Creative



Evergreen Social Compilation 1



Holiday Social Compilation 1



# Social Creative (Cont'd)

**Experience Scottsdale**  
Sponsored · 🌿

Scottsdale locals are serious about their Christmas décor. Check out these top neighborhood light displays that rival Clark Griswold.



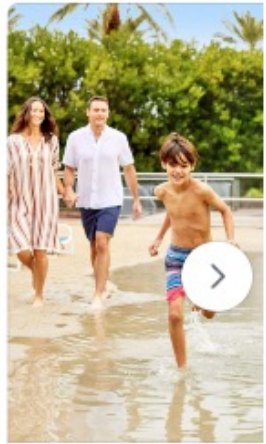

**Top 5 Neighborhoods for Christmas Lights in and around Scottsdale**

experiencescottsdale.com  
**Best Neighborhoods for Christmas Lights** [Learn more](#)

Evergreen Social Compilation 2

**Experience Scottsdale**  
Sponsored · 🌿

Wondering what there is to do in Scottsdale with your family? Check out our Family Fun Itinerary.



**The Family Fun Itinerary**  
Scottsdale, Arizona [Learn more](#)

**The Best Places to Stay**  
Resorts & Hotels

Holiday Social 3

**scottsdaleariz**  
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Don't miss the city's brightest light displays. It's festive fun for th... [more](#)

[Learn more](#)



# Social Creative (Cont'd)



**PLAN YOUR SCOTTSDALE VACATION**  
DISCOVER SPOTS

experiencescottsdale.com

### Plan Your Scottsdale Vacation

Sunny skies and lush Sonoran Desert create the perfect backdrop for outdoor activities and adventures like hiking, hot air ballooning, horseback riding, off-road tours, river rafting and more.

Scottsdale, AZ  
2.2k followers


**Note to self**  
What do you want to remember about this Pin?  
Add note

3 comments

- philliptrujillo98 Great idea! Where did  
4mo Reply
- philliptrujillo98 I tried it! It came out  
4mo Reply

See more

Add a comment



**SCOTTSDALE'S BEST NEW RESTAURANTS**  
DISCOVER SPOTS

experiencescottsdale.com

### Scottsdale's Best New Restaurants

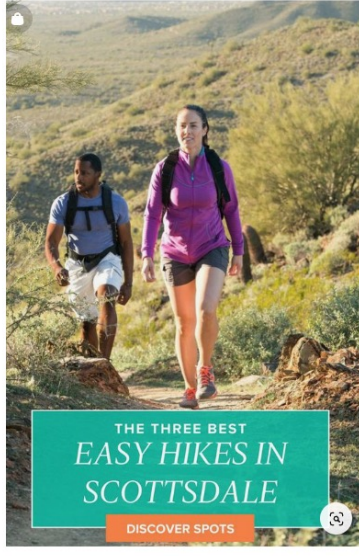
Check out Scottsdale's newest restaurants and learn why the city continues to cement itself as a foodie's favorite travel destination.

Scottsdale, AZ  
2.2k followers

**Note to self**  
What do you want to remember about this Pin?  
Add note

Comments

Add a comment



**THE THREE BEST EASY HIKES IN SCOTTSDALE**  
DISCOVER SPOTS

experiencescottsdale.com

### The Three Best Easy Hikes in Scottsdale

Don't be intimidated by desert hiking when you visit Scottsdale. Plenty of gentle trails provide an introduction to this exotic terrain for kids and adults.

Scottsdale, AZ  
2.2k followers

**Note to self**  
What do you want to remember about this Pin?  
Add note

Comments

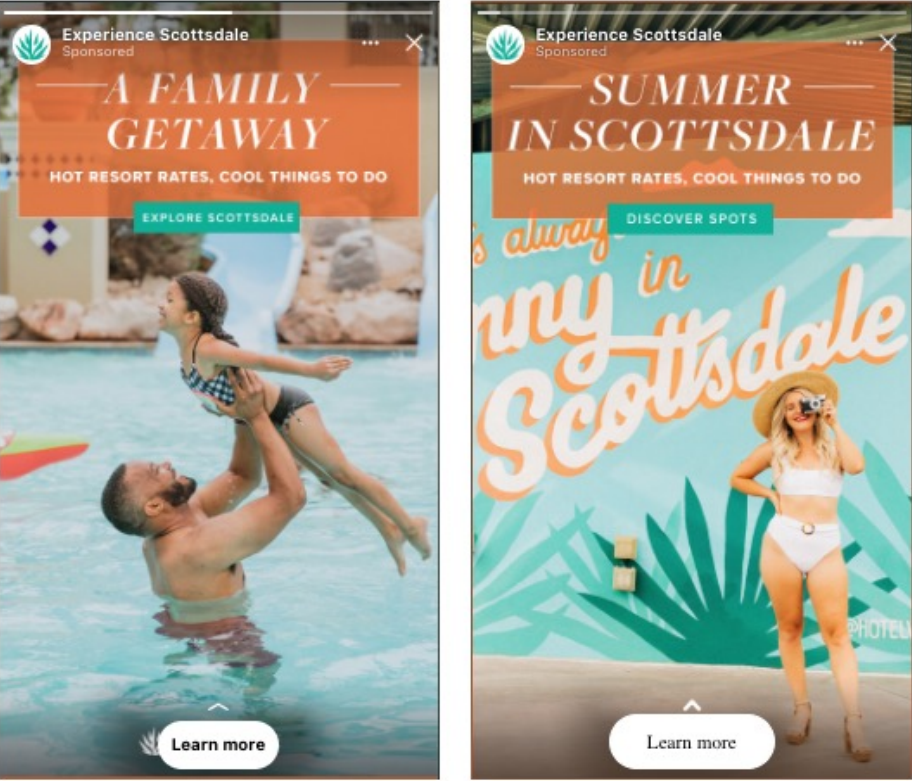
Add a comment

Evergreen Social Compilation 3

# Social Creative (Cont'd)



Summer Social Compilation 1




Summer Social Compilation 3



# Social Creative (Cont'd)

**Experience Scottsdale**  
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Everything you need for a summer vacay is in Scottsdale, Arizona. Check out resort rates starting at \$111 per night.



EXPERIENCESCOTTSDALE.COM  
**A Family Getaway in Scottsdale**  
Stay, Play & Relax [Learn more](#)

**Experience Scottsdale**  
Sponsored · 🌐

Get your best summer tan and stay cool with all of our summer activity suggestions. Check out resort rates starting at \$111 per night.



EXPERIENCESCOTTSDALE.COM  
**Summer in Scottsdale 101**  
Stay, Play & Relax [Learn more](#)

**Experience Scottsdale**  
Sponsored · 🌐

Scottsdale is ablaze with festive light displays, hot holiday gift ideas and warm, sunny days that are perfect for outdoor explorations and al fresco dining.



EXPERIENCESCOTTSDALE.COM  
**Celebrate Your Holidays in Scottsdale** [Learn more](#)

**Experience Scottsdale**  
Sponsored · 🌐

Scottsdale is ablaze with festive light displays, hot holiday gift ideas and warm, sunny days that are perfect for outdoor explorations and al fresco dining.



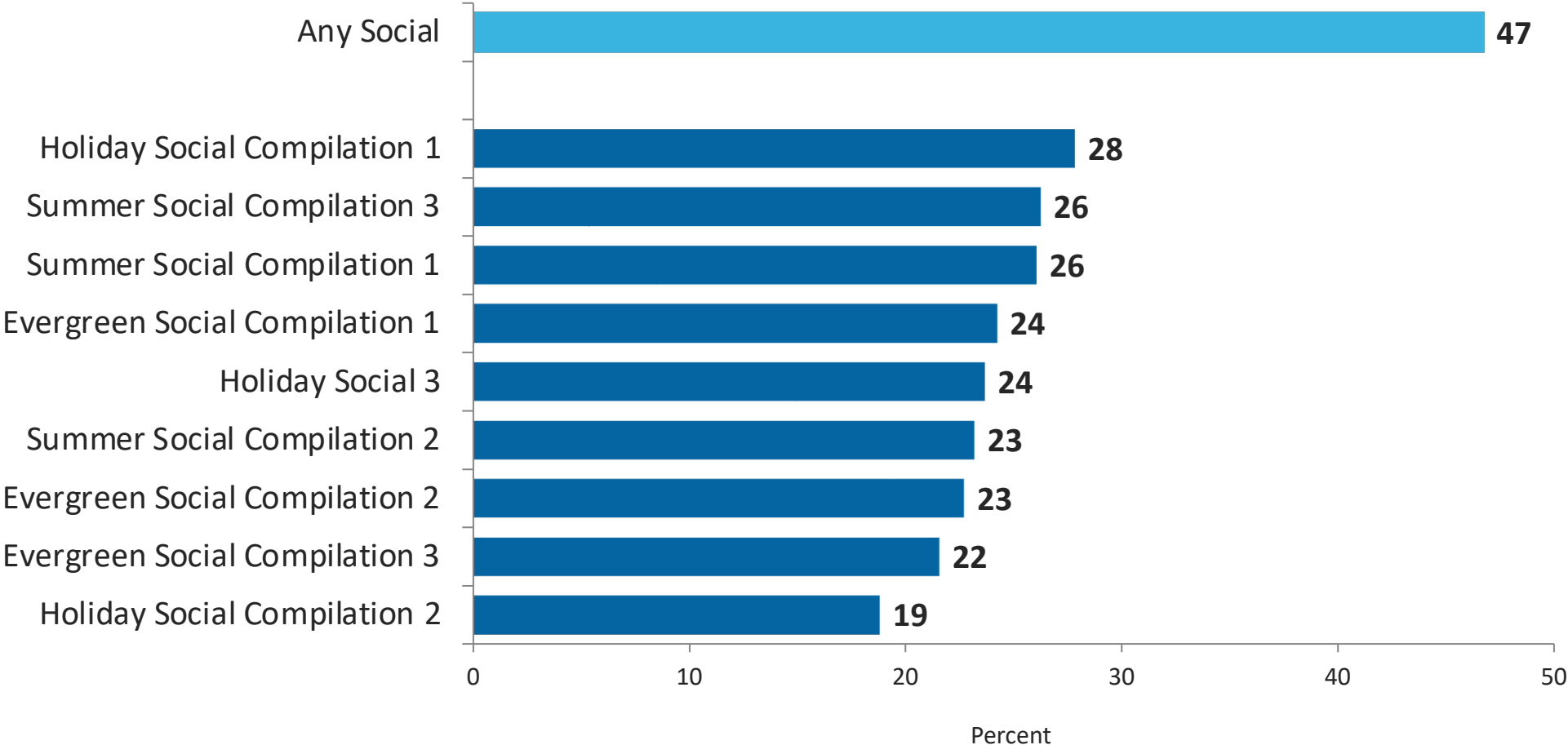
EXPERIENCESCOTTSDALE.COM  
**Celebrate Your Holidays in Scottsdale** [Learn more](#)

Summer Social Compilation 2

Holiday Social Compilation 2

# Awareness of Individual Ads\* - Social

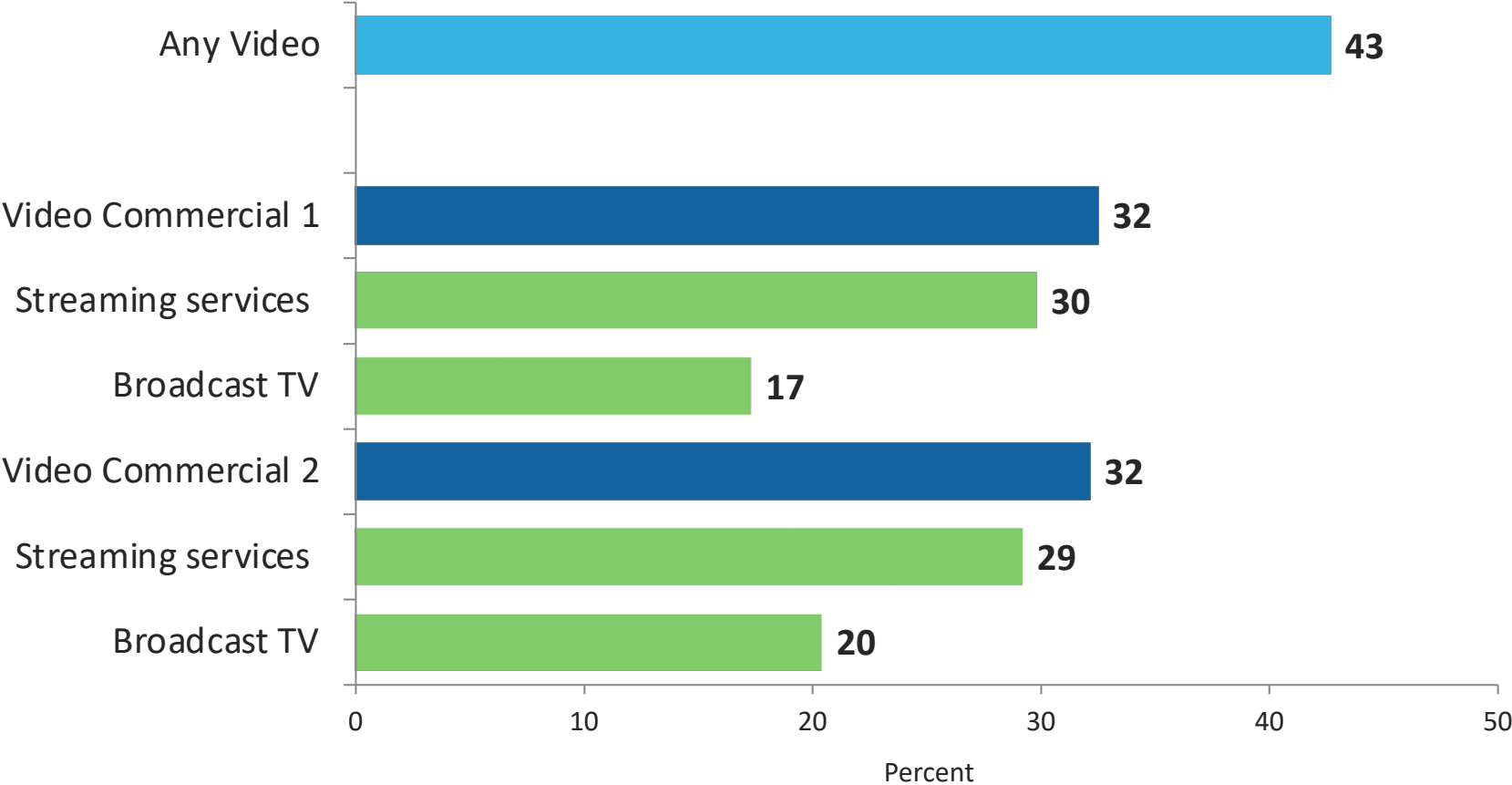
Base: Residents of Scottsdale's Advertising Markets



\*Based on markets where shown

# Awareness of Individual Ads\* - Video

Base: Residents of Scottsdale's Advertising Markets



\*Based on markets where shown



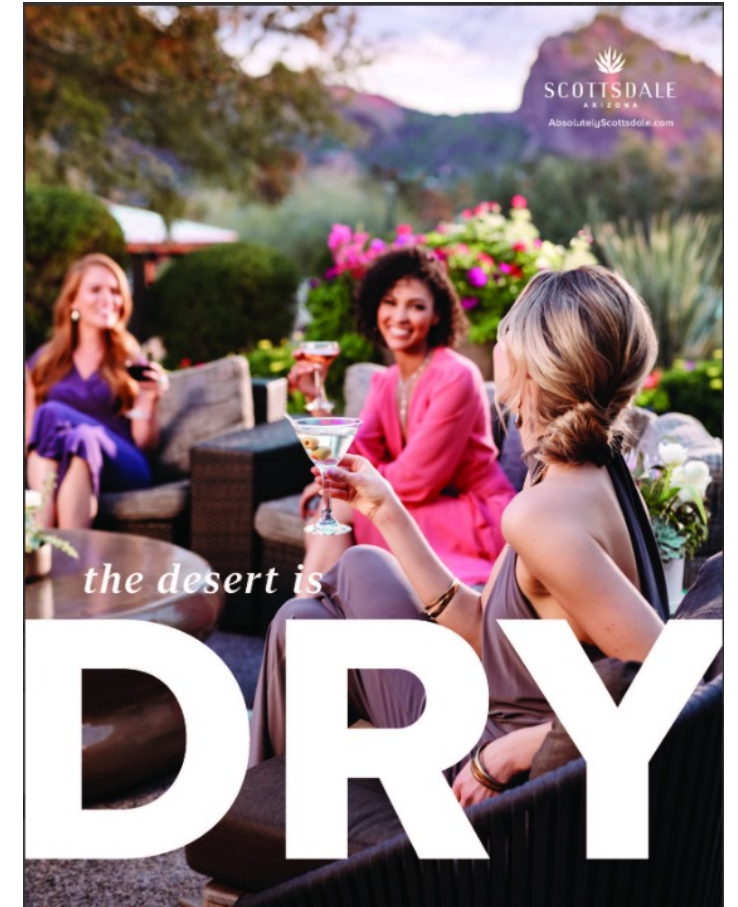
# Print Creative



Print Ad - Rough



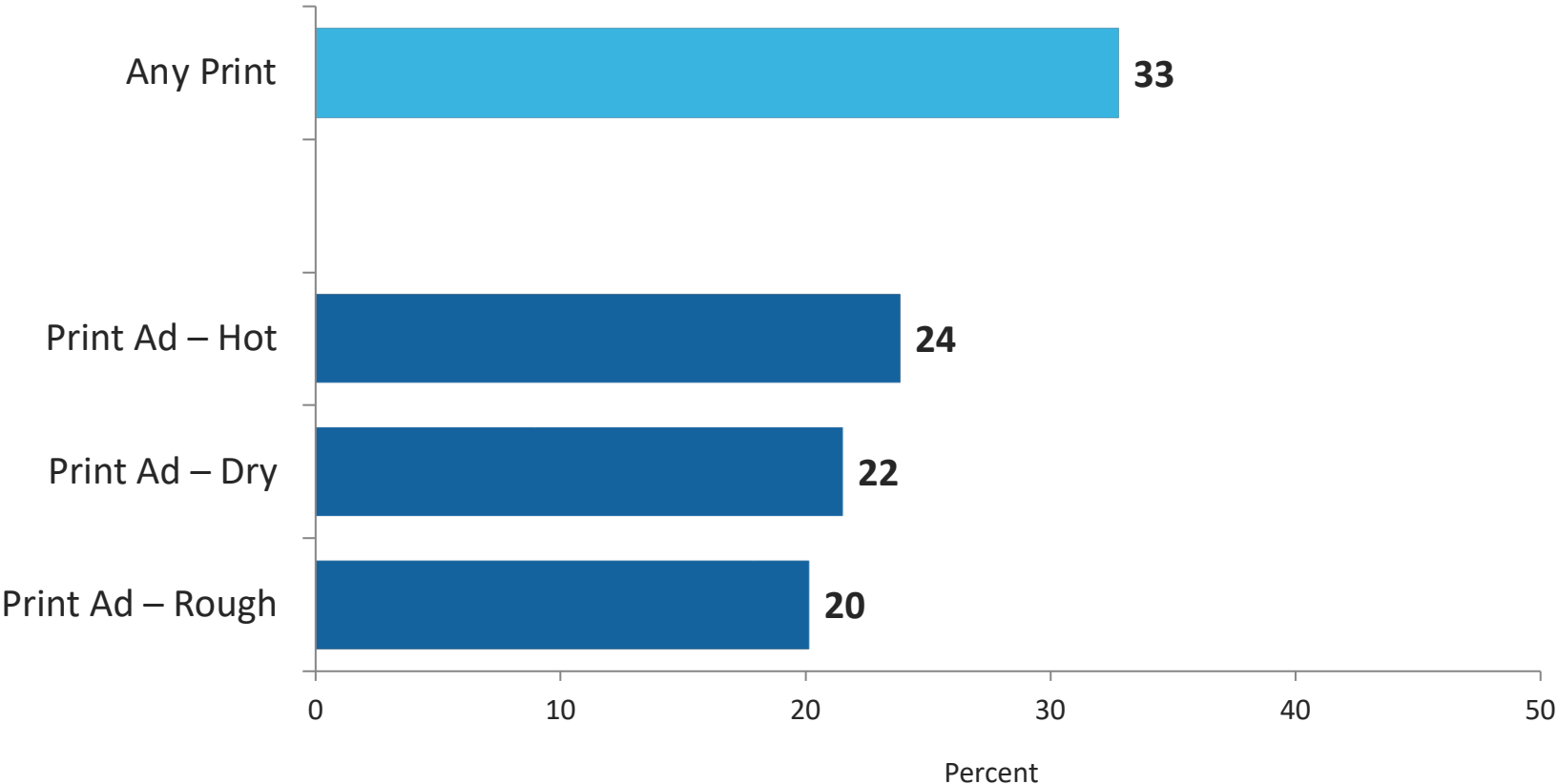
Print Ad - Hot



Print Ad - Dry

# Awareness of Individual Ads\* - Print

Base: Residents of Scottsdale's Advertising Markets

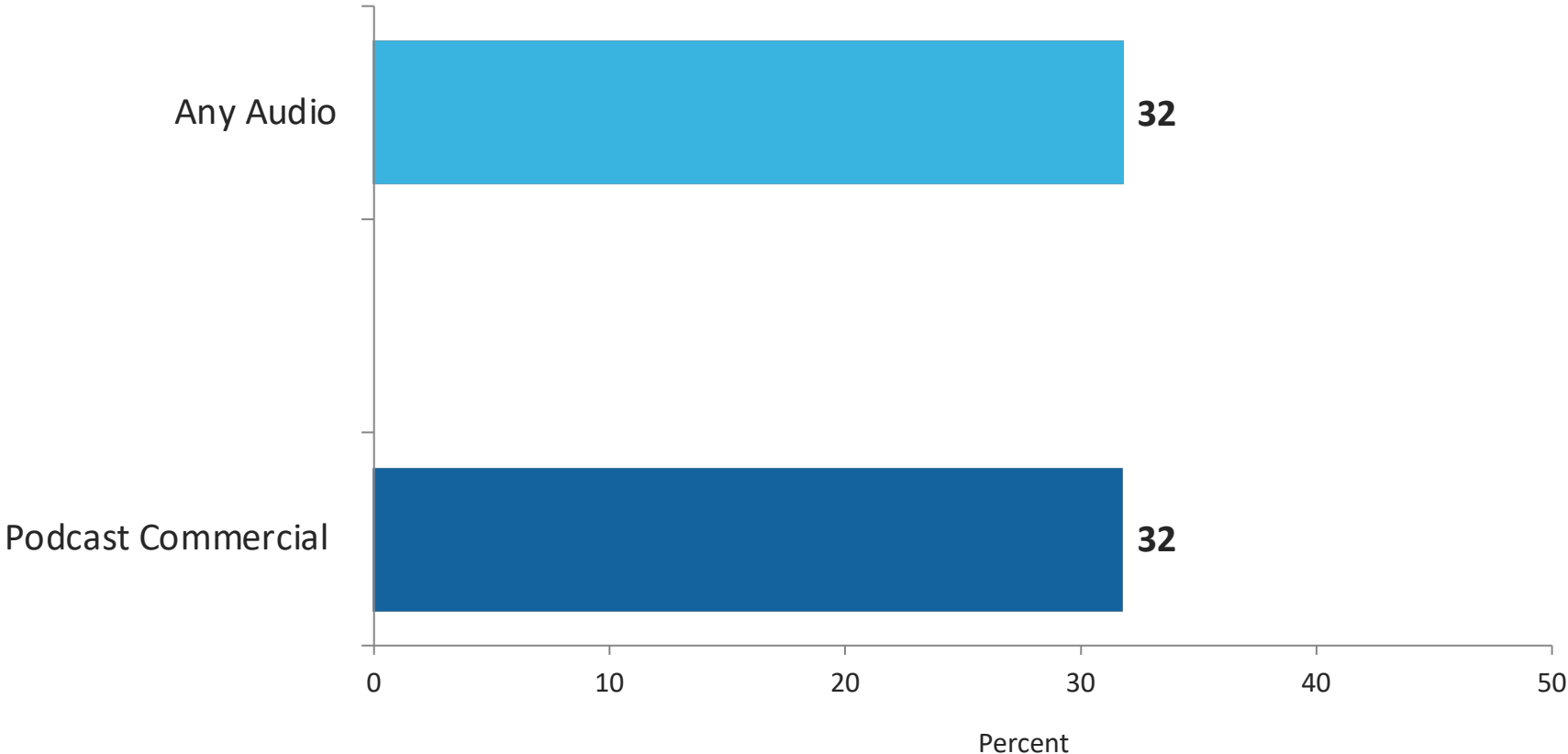


\*Based on markets where shown



# Awareness of Individual Ads\* - Audio

Base: Residents of Scottsdale's Advertising Markets



\*Based on markets where shown



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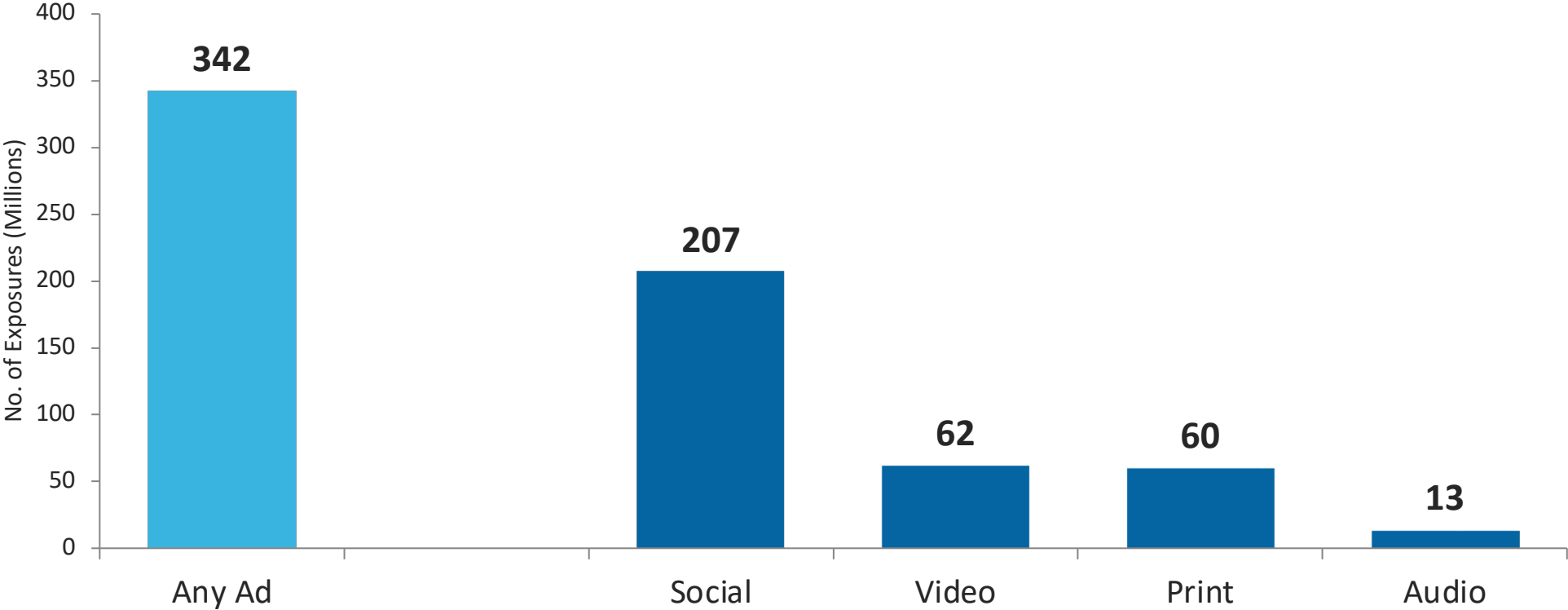
Media  
Diagnostics

# Media Diagnostics

- Looking at Scottsdale's primary advertising markets, there were an estimated 342 million ad exposures over the campaign period.
  - The medium with the highest recall was social, with 207 million exposures. Video had 62 million recalled exposures, print 60 million recalled exposures, and audio 13 million recalled exposures.
- When we relate the number of ad exposures recalled to the specific amount of money spent on the ads by medium, we see that:
  - The overall recall per dollar spent is exceptionally low, at \$5. This is a strong indicator of an incredibly efficient campaign.
  - Print and social constituted the most efficient media in terms of generating recall per dollar spent, at around \$1 per thousand of exposures recalled.
  - Audio ads were also efficient, at around \$4 per thousand of exposures recalled.
  - Video (\$27 per thousand of exposures recalled) ads were less efficient, but this is normal for this media.

# Total Exposures Recalled by Medium

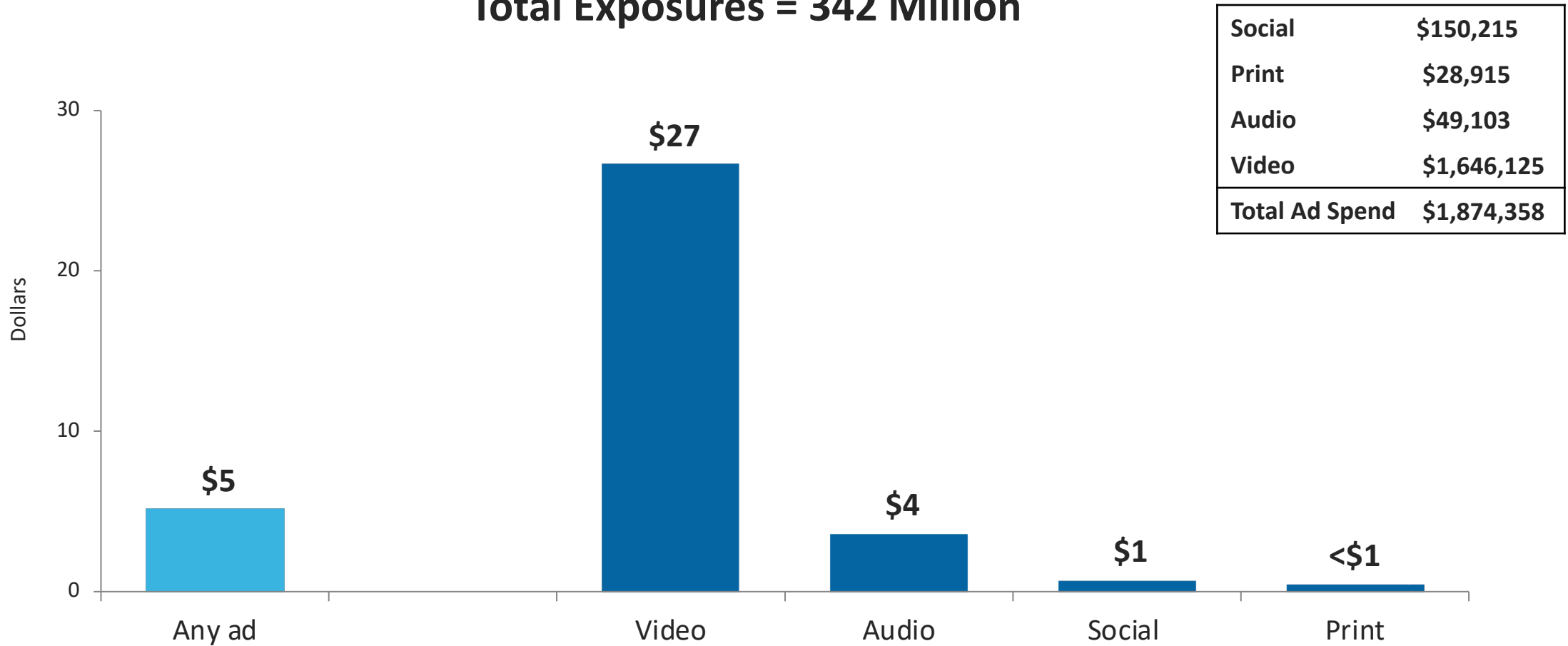
Total Exposures = 342 Million

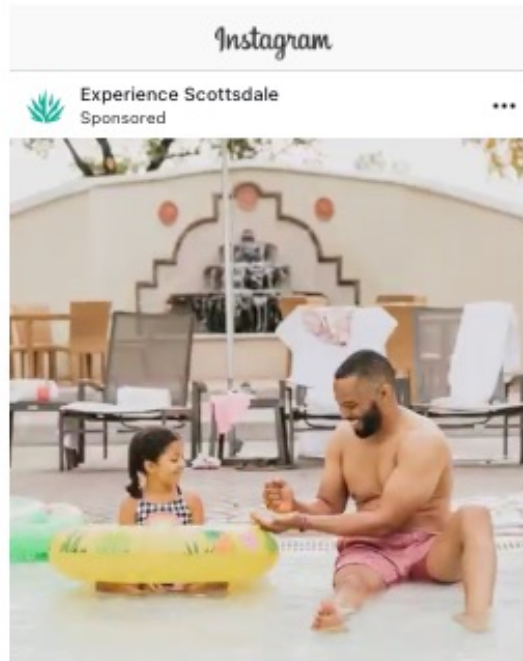


\*Incidence of awareness x population aware x mean frequency recalled

# Cost per Thousand Exposures Recalled by Medium

**Total Exposures = 342 Million**





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Everything you need for a summer vacay is in Scottsdale, Arizona. Check out resort rates star... more



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Get your best summer tan and stay cool with all of our summer activity suggestions. Check out resort ... more

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## Short-Term Conversion

# Short-Term Conversions

- The campaign produced an additional 821 thousand trips to Scottsdale, that otherwise would not have materialized in the absence of advertising.
- Using Travel USA® estimates of average visitor expenditures, we estimate that these incremental Scottsdale visitors spent \$217.2 million while in Scottsdale.
- When related to advertising costs of \$1.9 million, this translates into a return on investment of \$116 in visitor spending for each ad dollar spent.
  - This is significantly higher than 2016's \$65 and 2018's \$47 U.S. markets spending ROI.
- Those incremental expenditures yielded \$7.6 million in incremental local taxes. The return on investment of this campaign was \$4 in taxes for each ad dollar spent.
  - This is significantly higher than the \$2 tax ROI from 2016 and 2018.



# Short-Term Incremental Trips, Spending and Taxes Due to Advertising

**Ad Investment  
\$1.9M**



**821K**

**Incremental  
Trips**

**\$217.2M**

**Incremental Visitor  
Spending**

**\$7.6M**

**Incremental Local  
Taxes\***

\*Effective City Tax Rate 3.50%

# Short-Term Incremental Trips, Spending and Taxes Due to Advertising

	2023
Ad Investment	\$1.9M
Incremental Trips to Scottsdale	821K
Incremental Visitor Spending	\$217.2M
Incremental Local Taxes*	\$7.6M

\*Effective City Tax Rate 3.50%

# Short-Term Incremental Trips, Spending and Taxes Due to Advertising

	2016*	2018*	2023
Ad Investment	\$2.3M	\$6.7M	\$1.9M
Incremental Trips to Scottsdale	722K	1.3M	821K
Incremental Visitor Spending	\$147.6M	\$317.9M	\$217.2M
Incremental Local Taxes	\$5.1M	\$11.0M	\$7.6M

\*Please note that the 2016 and 2018 U.S. campaign had different markets. Comparisons to 2023 are directional, not direct. 2016 and 2018 U.S. markets: Greater Chicago, Greater New York City, Greater Denver, Northern California, Southern California, US National (excluding Arizona in 2018 only)

# Campaign Efficiency

	2022
Ad \$'s per Trip	\$2.28
Trips per Ad \$	0.44

# Campaign Efficiency

	2016*	2018*	2022
Ad \$'s per Trip	\$3.16	\$5.27	\$2.28
Trips per Ad \$	0.32	0.2	0.44

\*Please note that the 2016 and 2018 U.S. campaign had different markets. Comparisons to 2023 are directional, not direct. 2016 and 2018 U.S. markets: Greater Chicago, Greater New York City, Greater Denver, Northern California, Southern California, US National (excluding Arizona in 2018 only)



# The Bottom Line in 2023

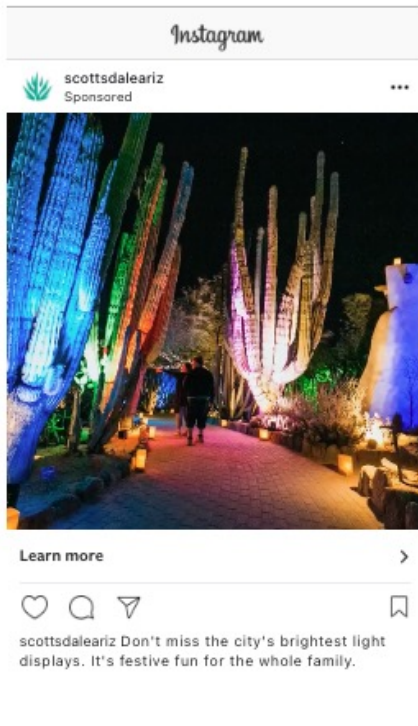


Every \$1 invested in the 2022 Scottsdale advertising campaign generated \$116 in direct visitor spending and \$4 in taxes in the city

# The Bottom Line

	2016*	2018*	2023
Spending ROI	\$65	\$47	\$116
Tax ROI	\$2	\$2	\$4

\*Please note that the 2016 and 2018 U.S. campaign had different markets. Comparisons to 2023 are directional, not direct. 2016 and 2018 U.S. markets: Greater Chicago, Greater New York City, Greater Denver, Northern California, Southern California, US National (excluding Arizona in 2018 only)



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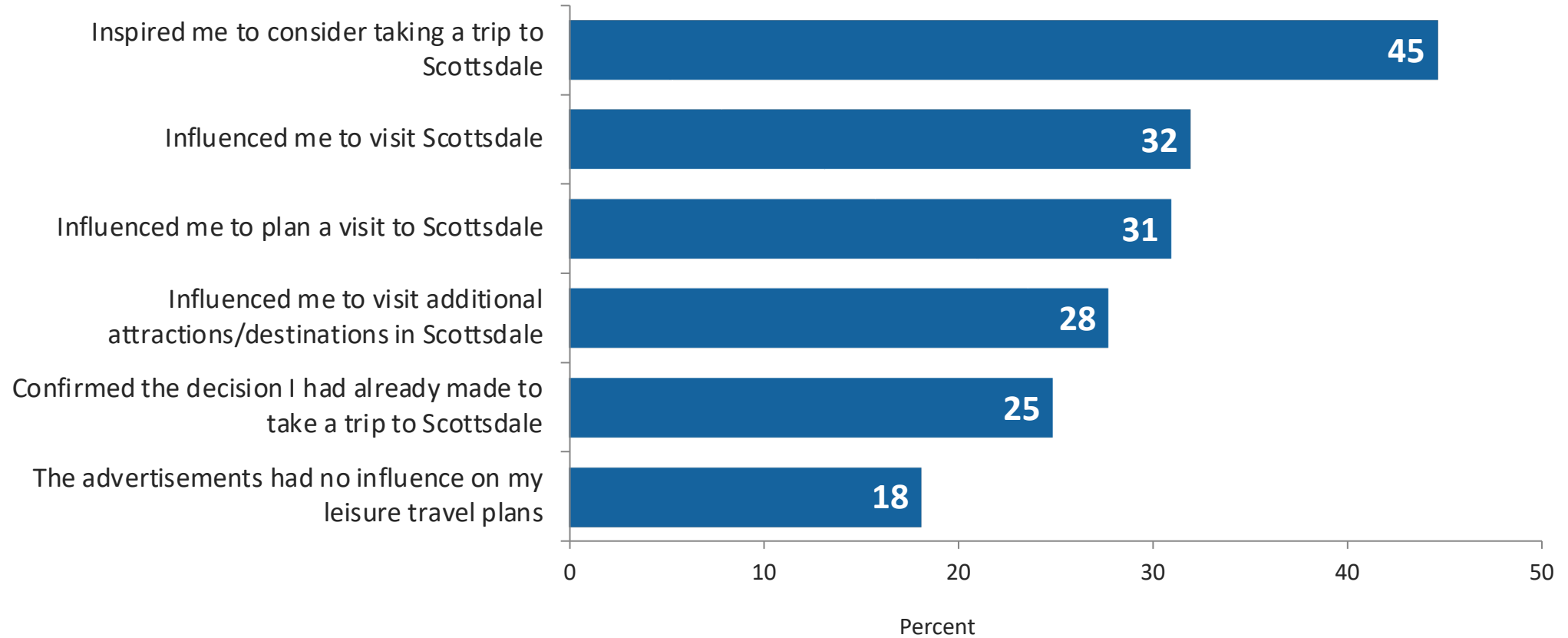
## Scottsdale's Advertisements: Influence and Impressions

# Scottsdale's Advertisements: Influence and Impressions

- At the end of the survey, after all respondents were exposed to the Experience Scottsdale campaign, respondents were asked about the campaign's influence, impression, and appeal. Overall, the campaign had a very positive impression on travelers in Scottsdale's primary markets.
- Among ad aware travelers, over four in ten (45%) stated the campaign inspired them to consider visiting Scottsdale, while three in ten were influenced to actually visit the city (32%) or to plan a visit (31%).
- When asked about the campaign's influence on their impressions of Scottsdale as a leisure travel destination, over four in ten (45%) reported the ads improved their impression of Scottsdale, and a quarter (27%) agreed the ads reinforced their already positive view of the city. Only one in ten (12%) reported the ads had no influence on their impression of Scottsdale.
- Around four in ten travelers found the Experience Scottsdale campaign very appealing (43%) or somewhat appealing (39%). Only 2% found the ads somewhat unappealing, and only 1% very unappealing.

# Influence of Advertisements on Leisure Travel Plans

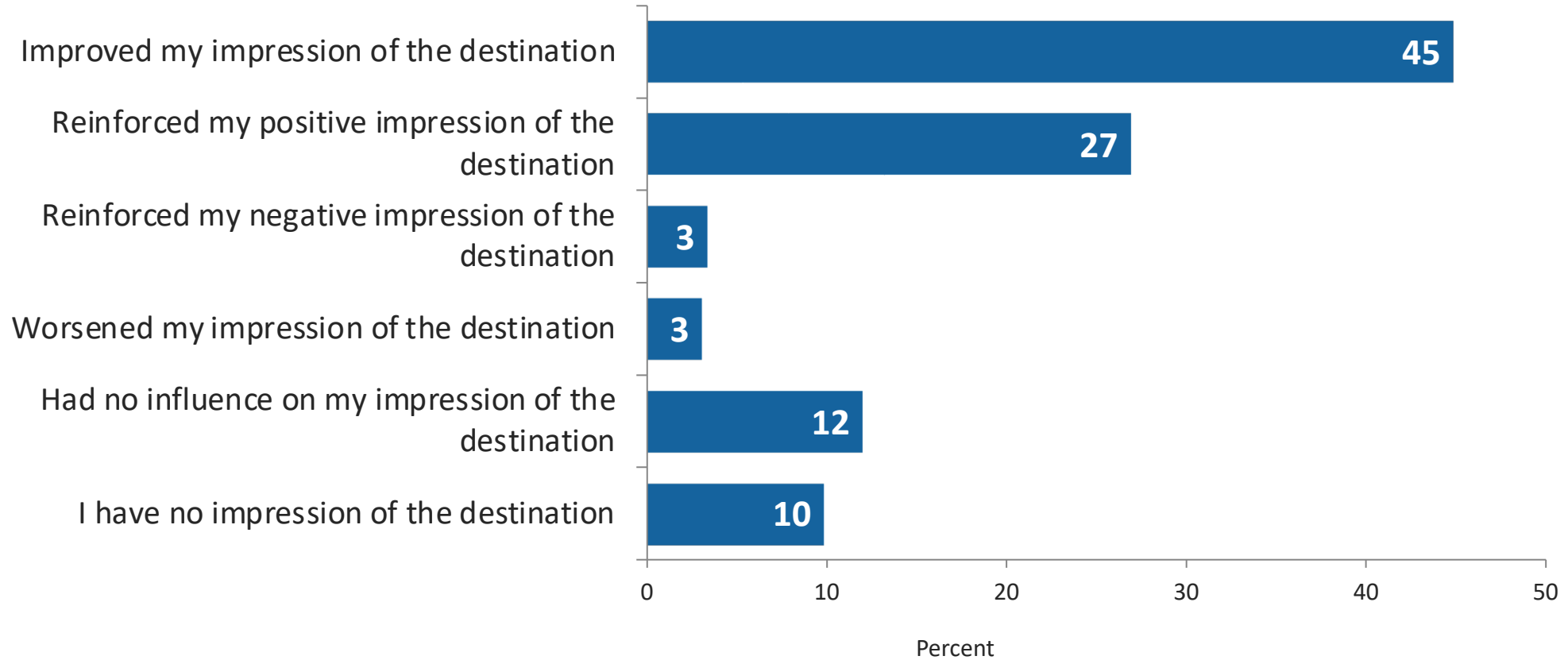
Base: Respondents aware of at least one ad





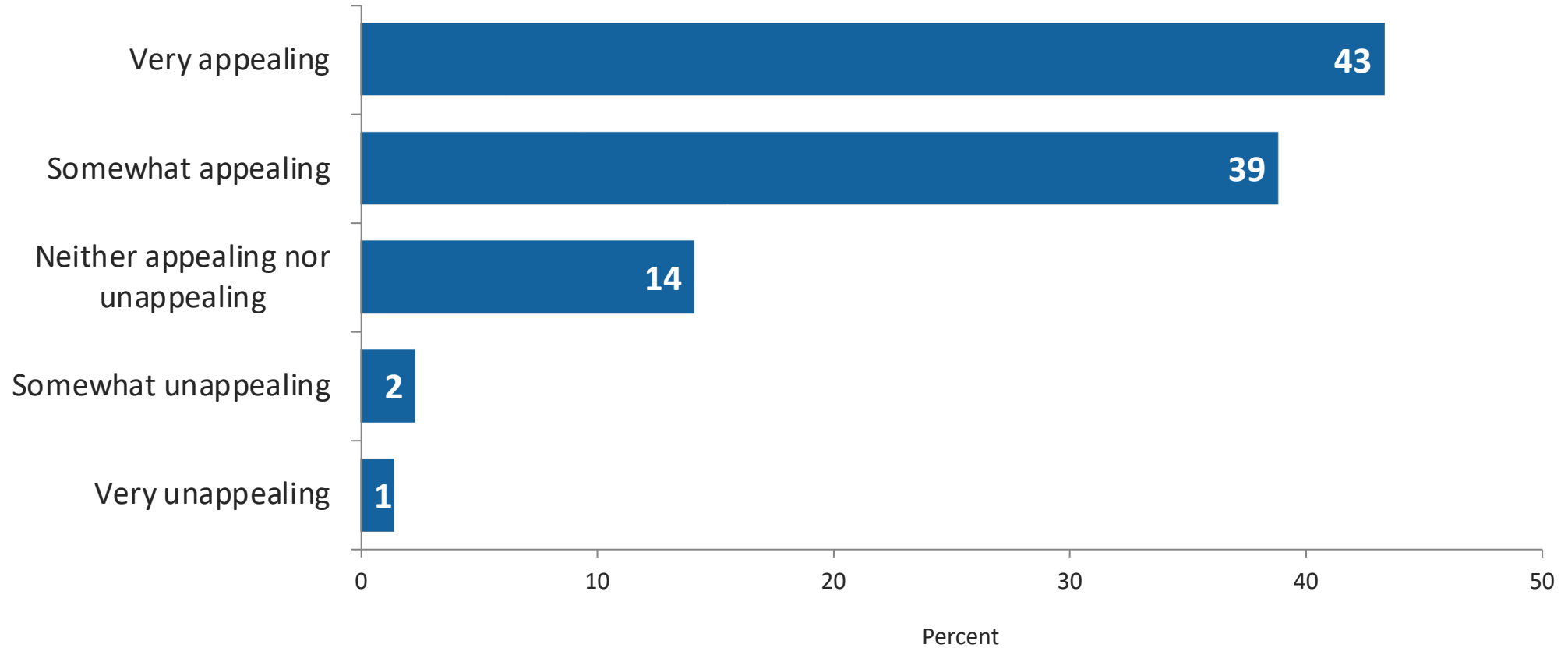
# Influence of Advertisements on Impressions of Scottsdale as a Leisure Travel Destination

Base: Residents of Scottsdale's Advertising Markets



# How Appealing are Scottsdale Advertisements?

Base: Residents of Scottsdale's Advertising Markets



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Stay, Play & Relax [Learn more](#)

**Experience Scottsdale**  
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Get your best summer tan and stay cool with all of our summer activity suggestions. Check out resort rates starting at \$111 per night.



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**Summer in Scottsdale 101**  
Stay, Play & Relax [Learn more](#)

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## Main Findings: Scottsdale's Overall Position in the Target Market



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**Destination  
Visitation  
& Interest**

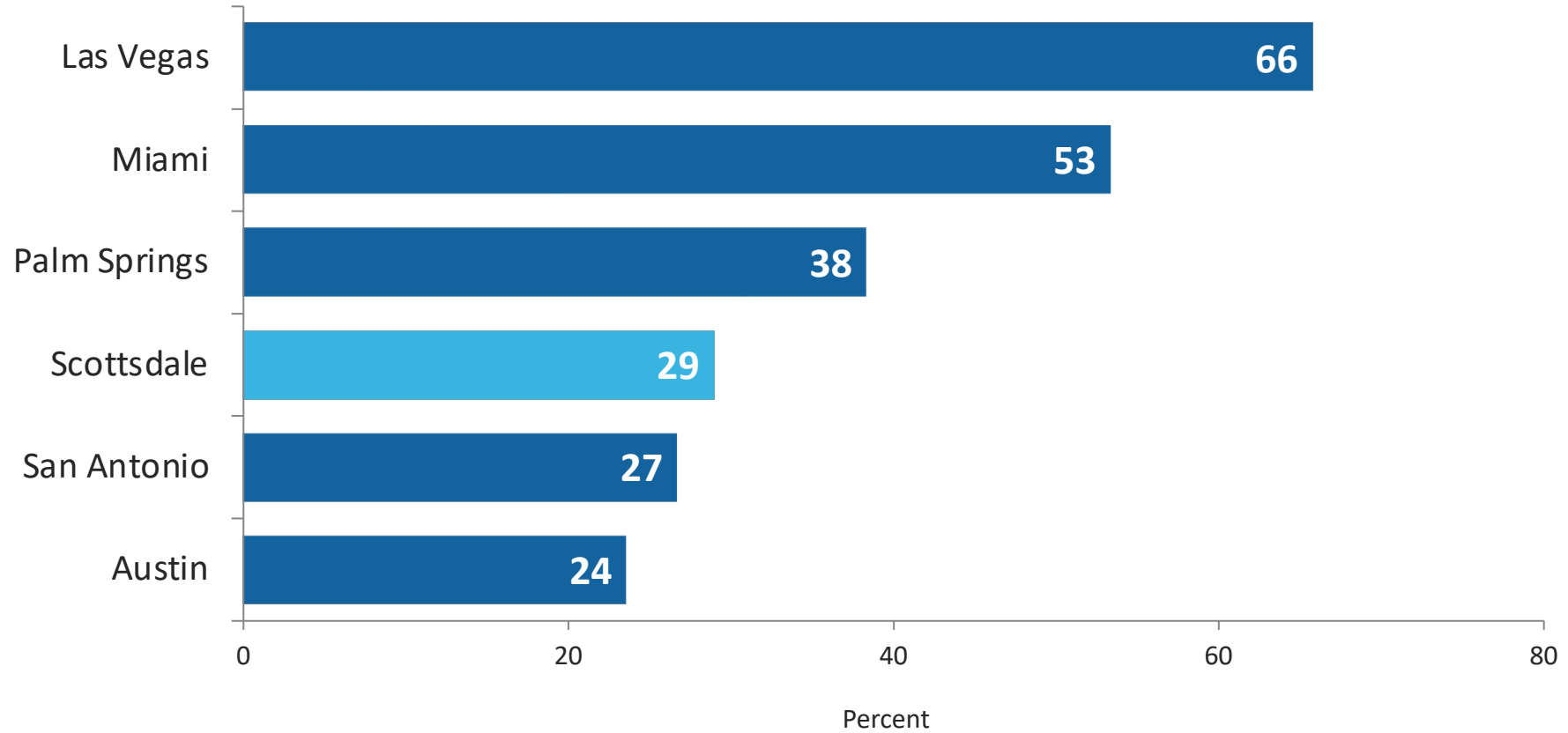
# Destination Visitation & Intent

- Three in ten (29%) travelers within Scottsdale's primary markets have visited the city during their lifetime. Las Vegas, Miami, and Palm Spring lead this metric.
- Among those who have visited Scottsdale in their lifetime, over four in ten (45%) have visited during the past 2 years. Palm Springs, Las Vegas, and Miami lead this metric.
- Four in ten (41%) intend to visit Scottsdale during the next 12 months. Scottsdale is tied with San Antonio for last place in this metric.



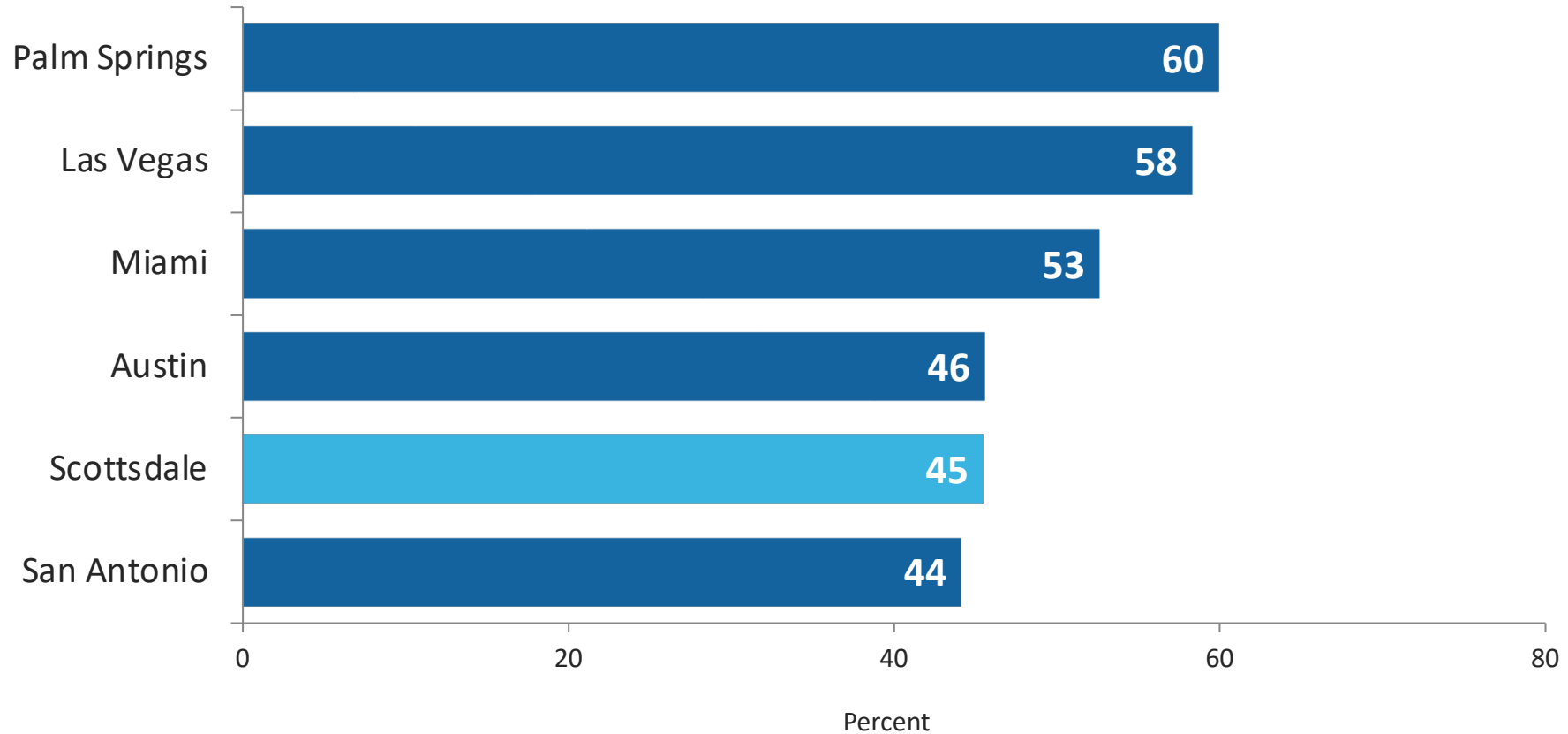
# Destinations Ever Visited

Base: Residents of Scottsdale's Advertising Markets



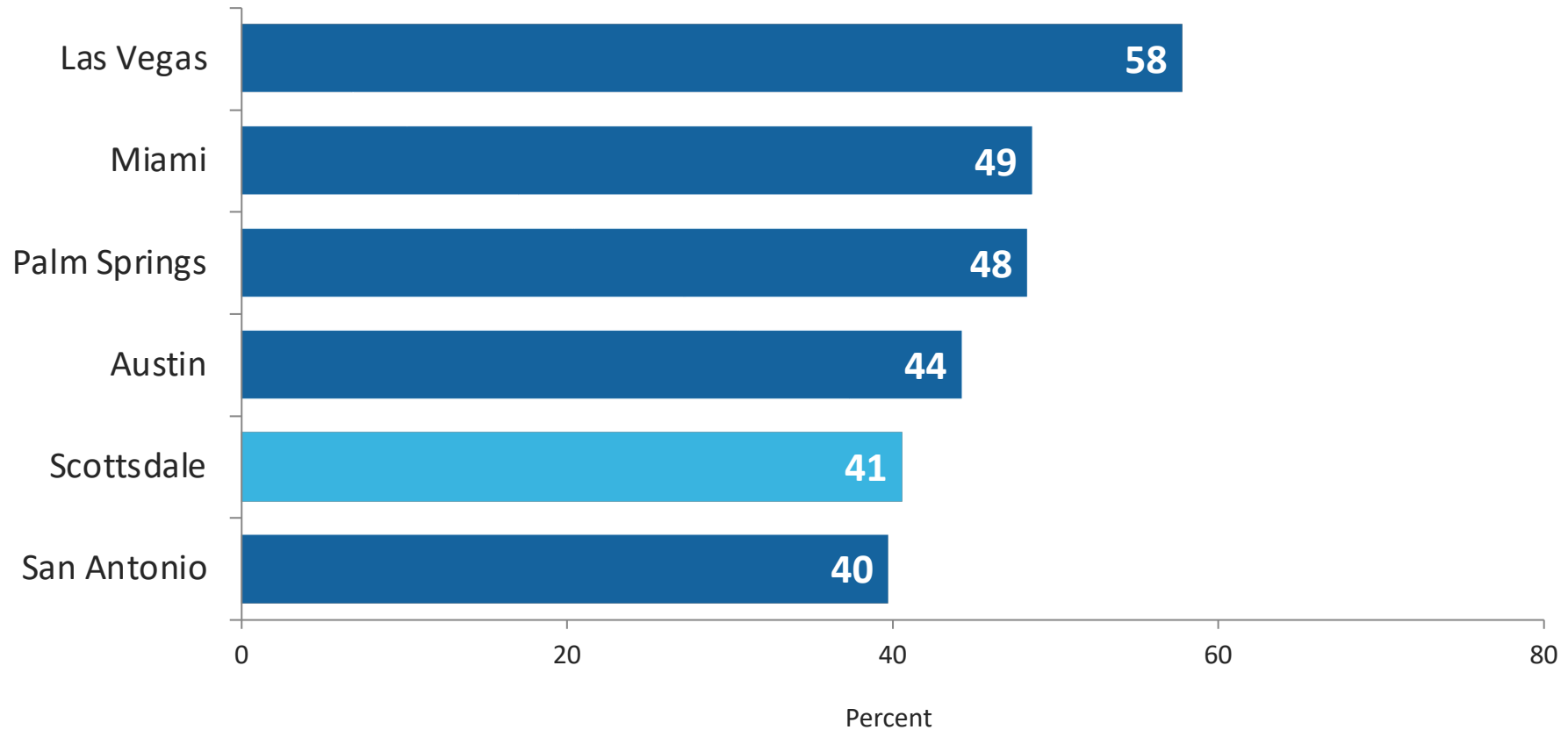
# Destinations Visited in Past 2 Years

Among those who have ever visited each destination:



# Destinations Intend to Visit in the Next 12 Months

Base: Residents of Scottsdale's Advertising Markets





**Longwoods**  
INTERNATIONAL

**Destination Hot  
Buttons**

# Travel Motivators

- Respondents evaluated the image of Scottsdale and five other destinations on an overall basis and on a series of additional detailed image attributes.
- To determine hot buttons for getting on the “wish list”, we measured the degree of association between the destinations’ overall image and their ratings on individual attributes:
  - For this purpose, we used the main overall measure included in the image battery – “A place I would really enjoy visiting” – as the predictor variable.
- Then, in order to better communicate the results, the data were grouped into broader categories or factors.
- For a destination in the Scottsdale target markets to get on travelers’ consideration list, it must, first and foremost, be perceived to be **exciting** – being seen as exciting, fun, and having a real sense of fun and adventure.

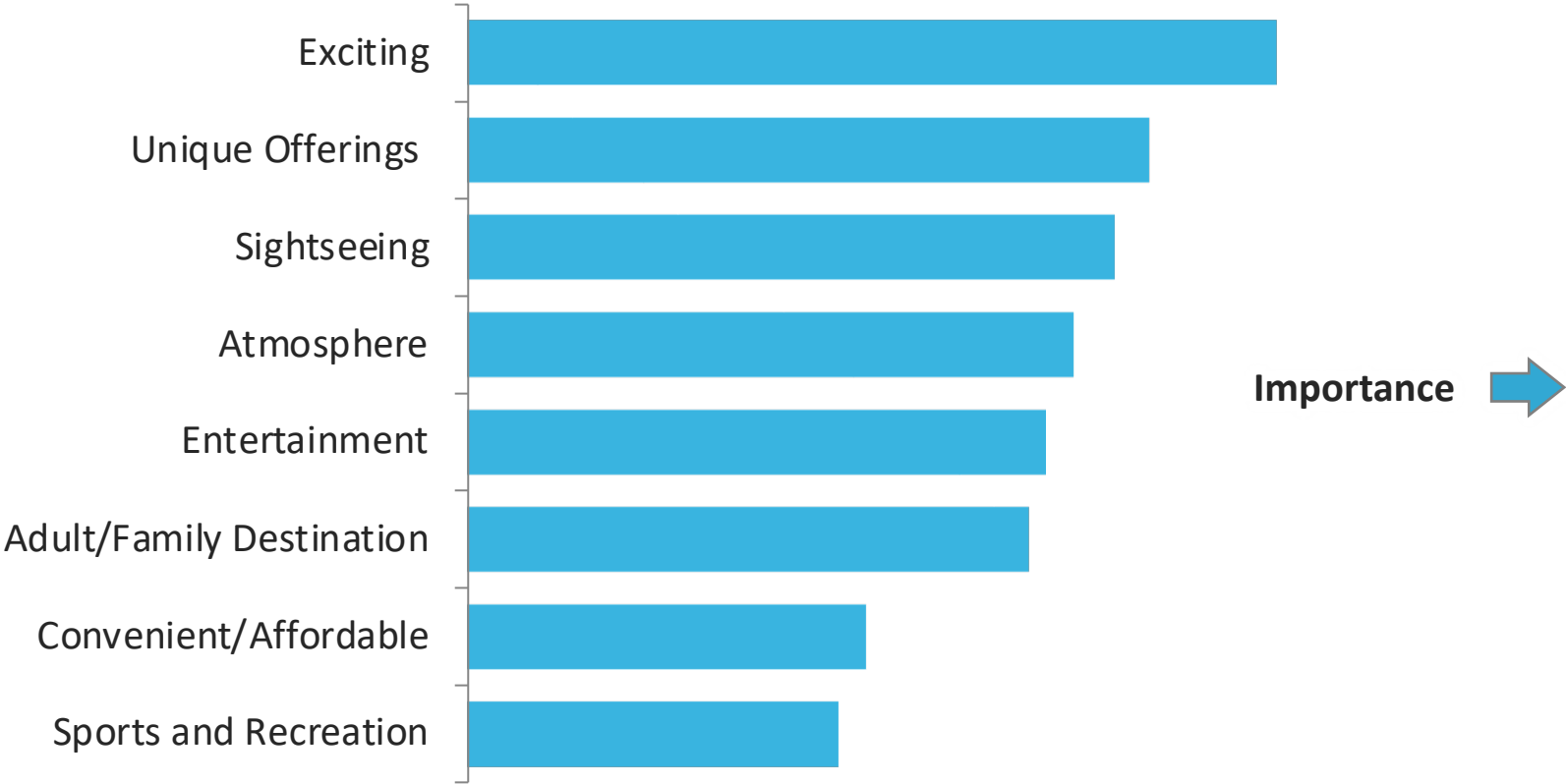


# Travel Motivators (Cont'd)

- There are several factors that individually are of moderate importance, but that in combination define the excitement and suitability for adults that attracts vacationers to a destination:
  - Have **unique offerings**, including the overall experience, first class hotels, and great restaurants.
  - Great **sightseeing**, including lots to see and do, a great downtown, beautiful scenery, and great for walking around.
  - **Atmosphere** – that it's a good place to relax and popular with vacationers.
  - The opportunities for **entertainment**, e.g., interesting festivals/fairs/events, nightlife and shows, and great for theater and the arts.
  - A great **adult/family atmosphere** – a place children would enjoy and good for an adult vacation.
- Lower priorities are:
  - **Convenient/affordable** – the destination is convenient and accessible, and it's affordable to eat there.
  - **Sports and recreation**, including golf, biking, running, and hiking.
- The **Hot Buttons**, or ten individual Image attributes most closely tied to destination selection in Scottsdale's primary markets, are: a must-see destination; a fun place for vacation; great downtown; unique vacation experience; lots to see and do; an exciting place; good for sightseeing; interesting local people; interesting cities; and beautiful scenery.

# Travel Motivators

Base: Residents of Scottsdale's Advertising Markets



\*A measure of the degree of association between each factor and whether destination is a place "I'd really enjoy visiting."

# Top 10 Hot Buttons

Base: Residents of Scottsdale's Advertising Markets

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## Hot Buttons

Must-see destination

A fun place for vacation

Great downtown

Unique vacation experience

Lots to see and do

An exciting place

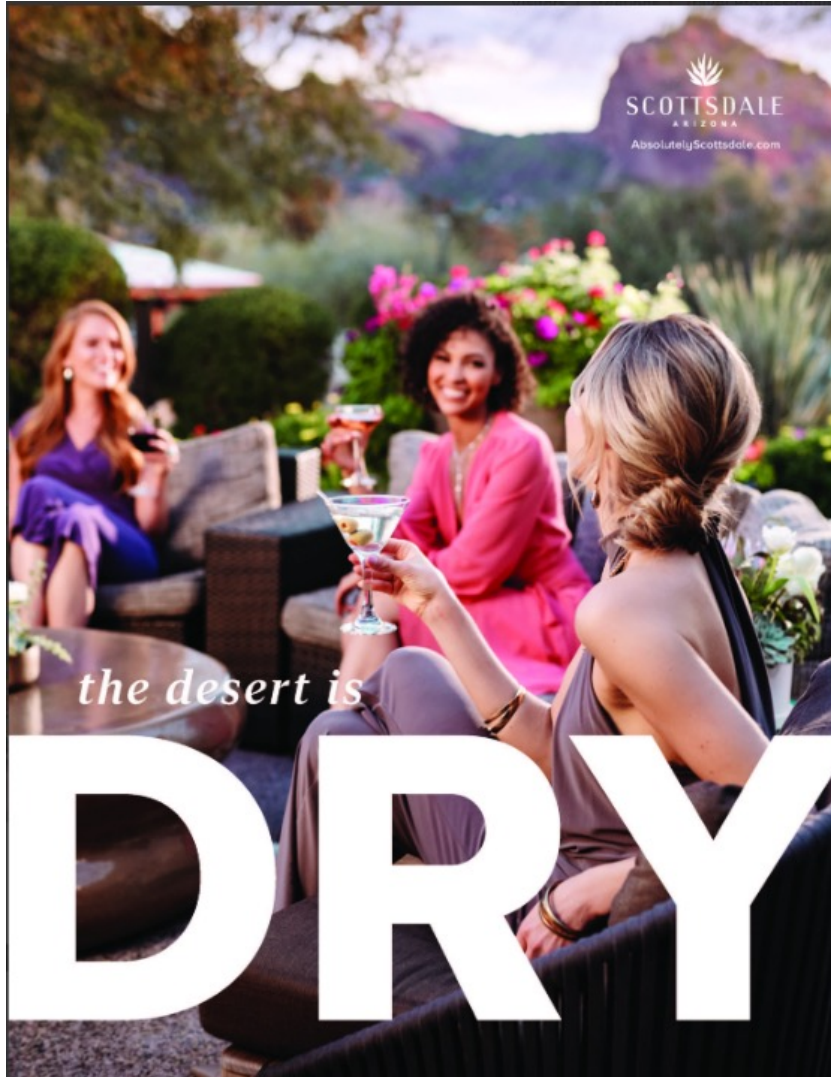
Good for sightseeing

Interesting local people

Interesting cities

Beautiful scenery

---



**Longwoods**  
INTERNATIONAL

**Advertising  
Impact on  
Short-of-Sales  
Measures**

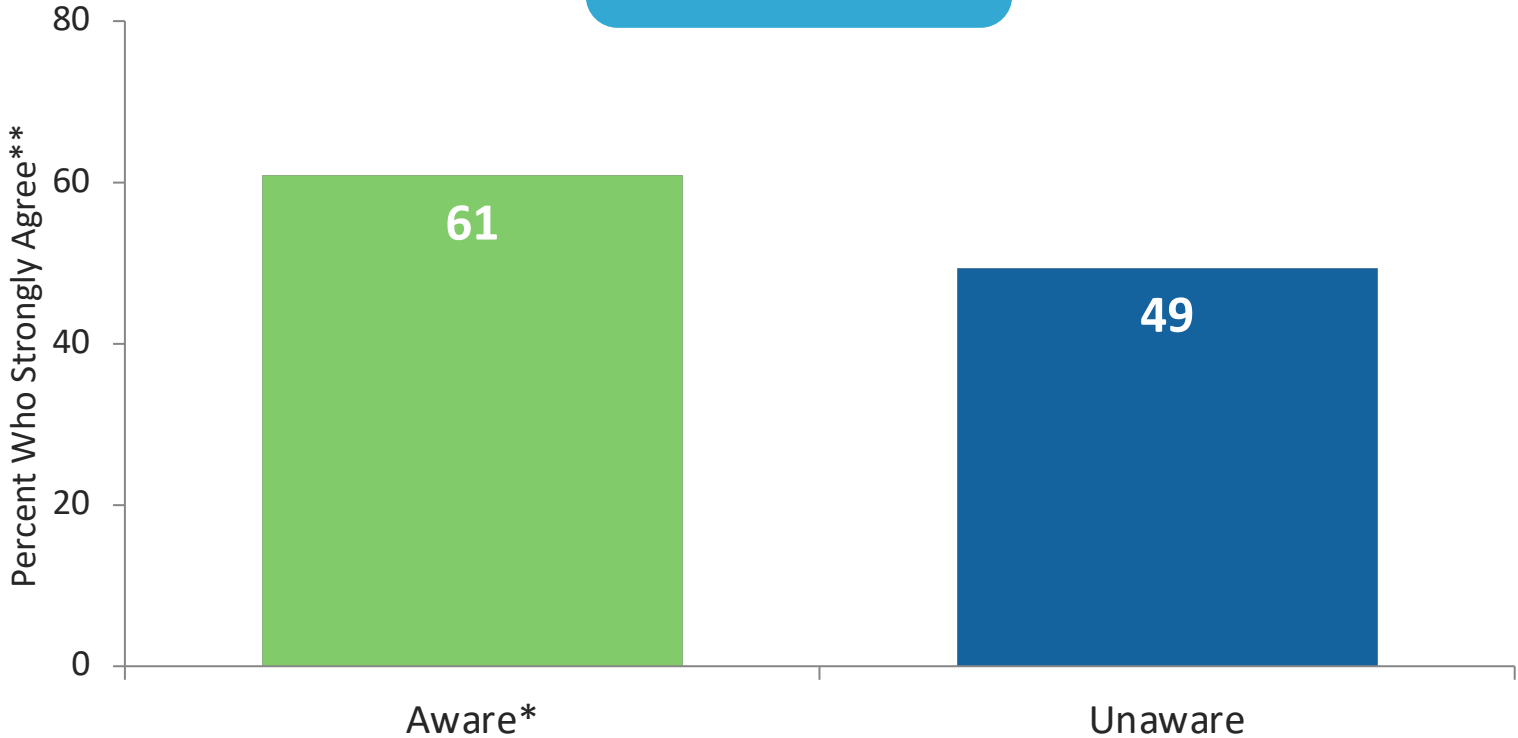
# Advertising Impacts

- This campaign had a positive impact on travelers' perceptions of Scottsdale. Travelers aware of the campaign gave the city a significantly higher rating than those unfamiliar with the campaign for the attribute "Scottsdale is a place I would really enjoy visiting".
- For the more detailed attributes, we find that the campaign did a great job of improving people's perceptions of Scottsdale for almost every image dimension evaluated, including all 10 Hot Buttons.
- The advertising had greatest impact on perceptions related to:
  - An exciting place (Hot Button)
  - Must-see destination (Hot Button)
  - Exciting nightlife/shows
  - Children would enjoy this place
  - Excellent downtown art galleries

# Advertising Impact on Scottsdale's Overall Image

Base: Residents of Scottsdale's Advertising Markets

"A place I'd really enjoy visiting"

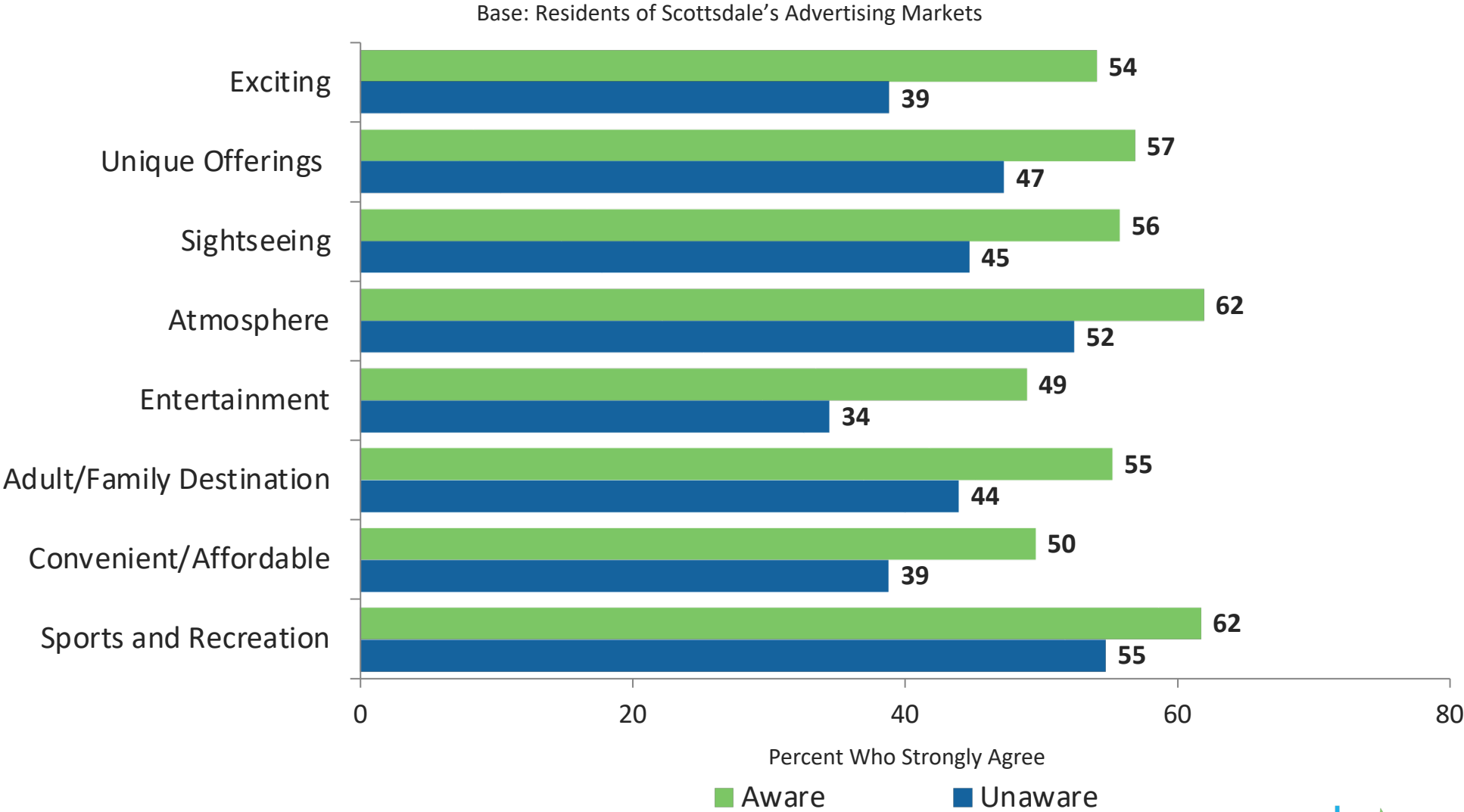


\*Saw at least one ad

\*\*"Percent who strongly agree" is the percent of respondents giving a statement an agree/disagree rating of 8, 9 or 10 out of 10

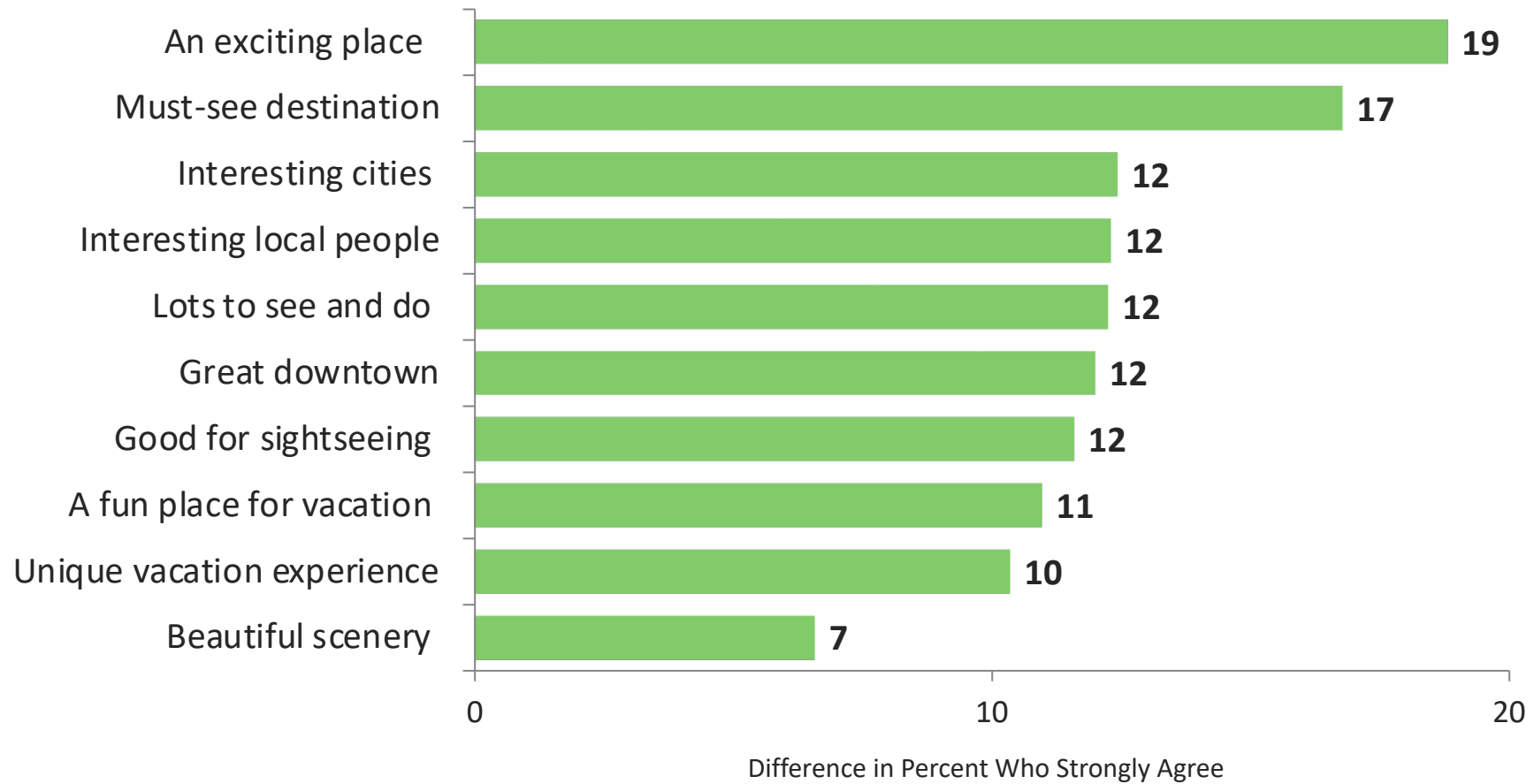


# Advertising Impact on Scottsdale's Image



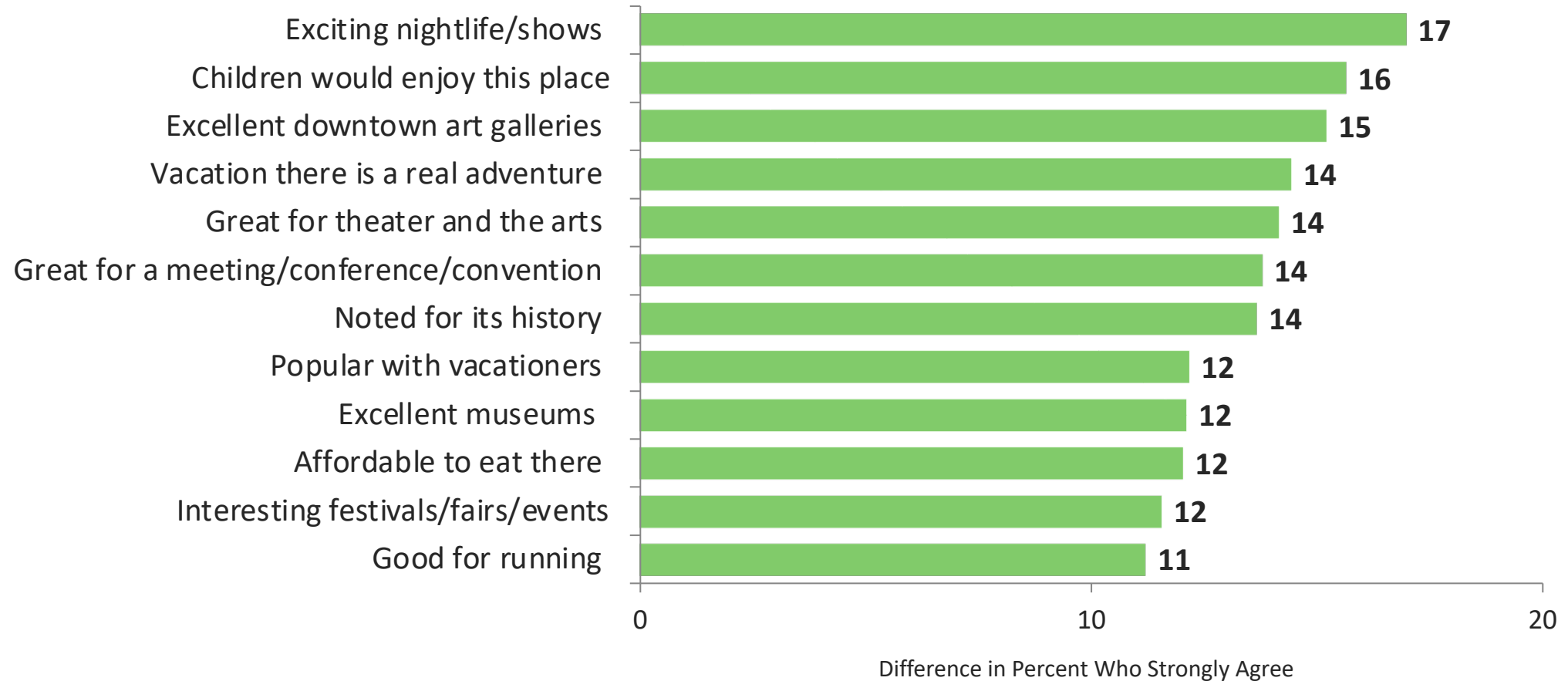
# Hot Buttons Most Impacted by Advertising

Base: Residents of Scottsdale's Advertising Markets



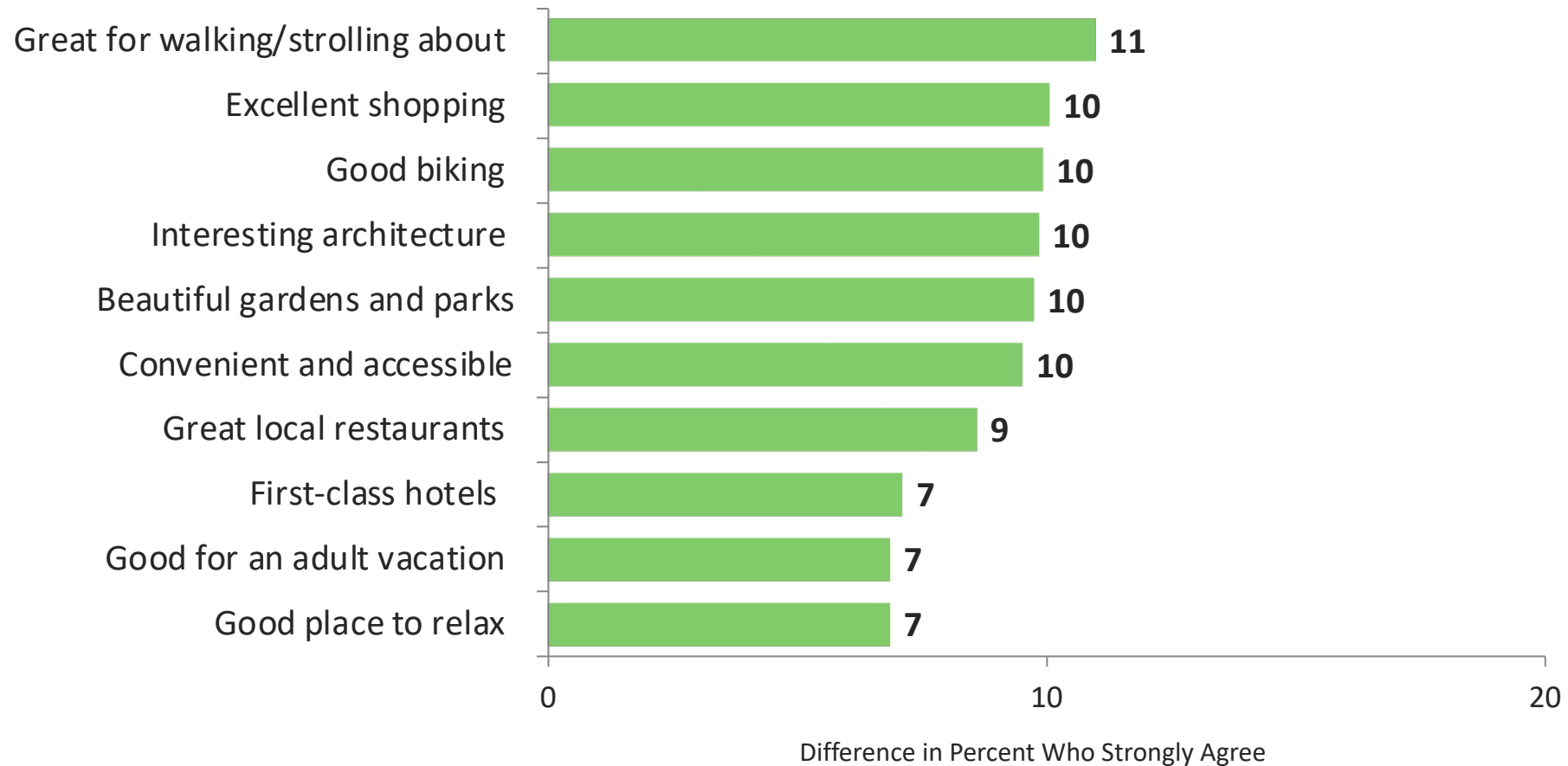
# Image Attributes Most Impacted by Advertising

Base: Residents of Scottsdale's Advertising Markets



# Image Attributes Most Impacted by Advertising (Cont'd)

Base: Residents of Scottsdale's Advertising Markets





**Longwoods**  
INTERNATIONAL

**Scottsdale's Image  
vs. the Competition**

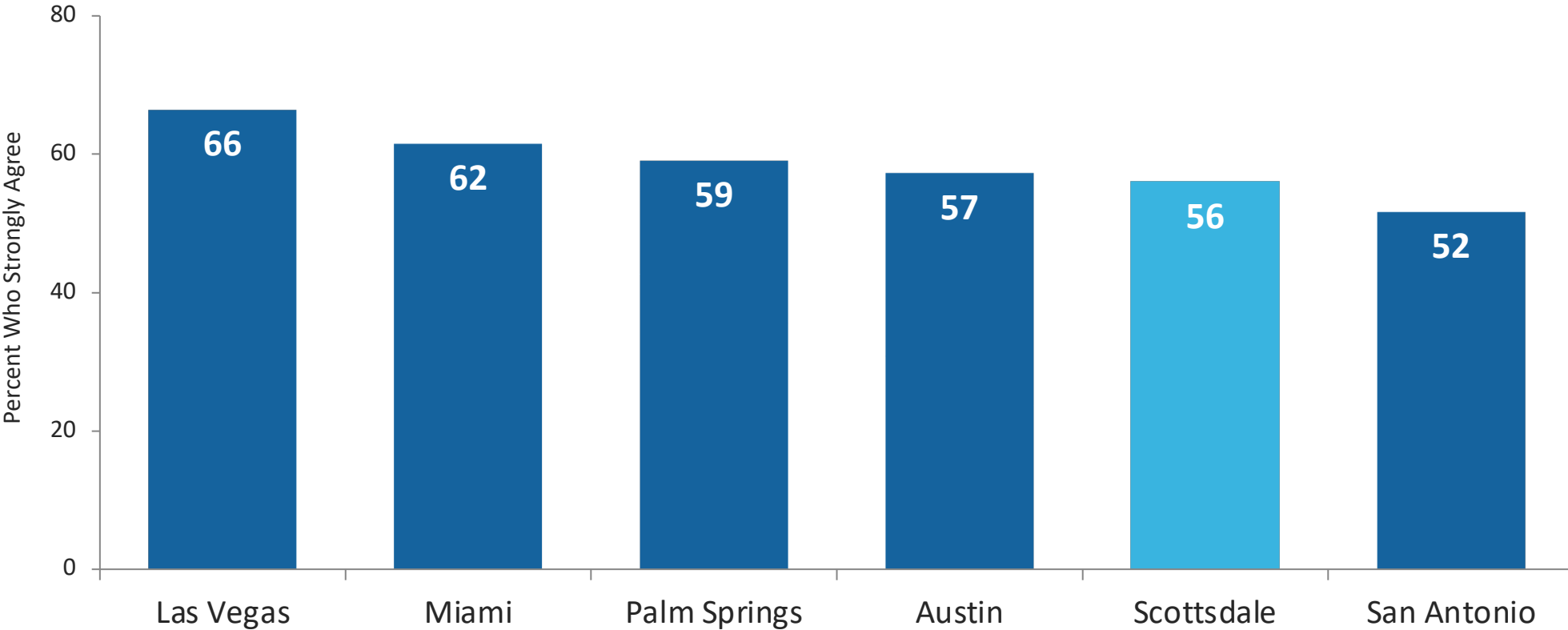
# Scottsdale's Image

- Relative to the other destinations in the competitive set for this study, Scottsdale could be more competitive around its overall image among travelers. However, across the markets surveyed, over half (56%) rated Scottsdale very favorably as a destination they “would really enjoy visiting.”
  - Ahead of San Antonio.
  - Tied with Austin.
  - Behind Las Vegas, Miami, and Palm Springs.
  - Please note – there is only a 10-point difference between top-place Las Vegas and Scottsdale – topping this set is an achievable goal with strategic focus and funding.
- When comparing Scottsdale's image versus the image of the combined competition, Scottsdale has six image strengths: great hiking; great for golfers; good biking; good place to relax; beautiful scenery (Hot Button); and beautiful gardens and parks.
- Scottsdale does have 21 weaknesses when compared to the collective competitive set, including the following eight Hot Buttons: an exciting place; lots to see and do; a great downtown; interesting cities; must-see destination; a fun place for vacation; unique vacation experience; and interesting local people.

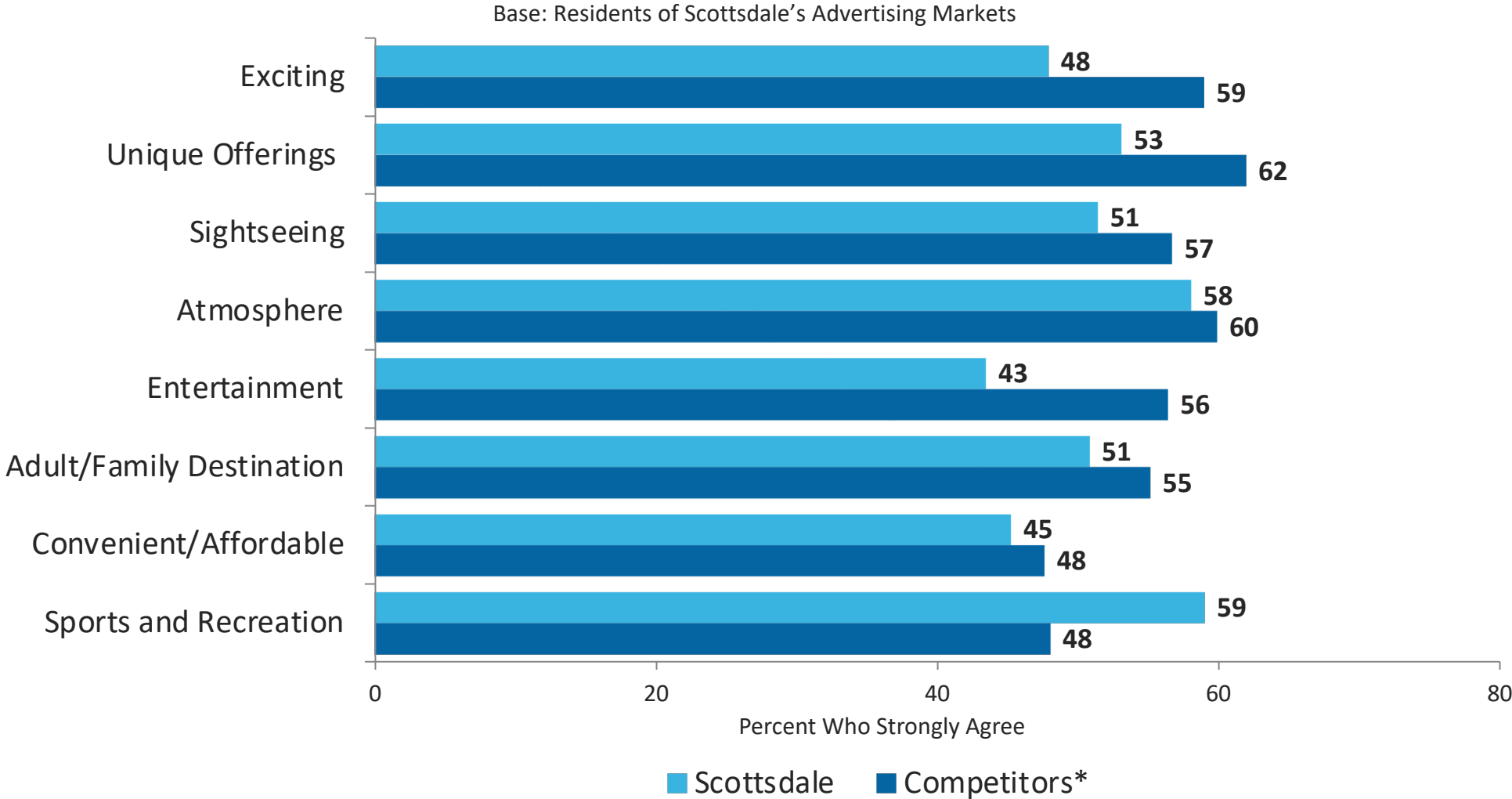


# Scottsdale's Overall Image vs. Competition — “A Place I'd Really Enjoy Visiting”

Base: Residents of Scottsdale's Advertising Markets



# Scottsdale's Overall Image vs. Competition

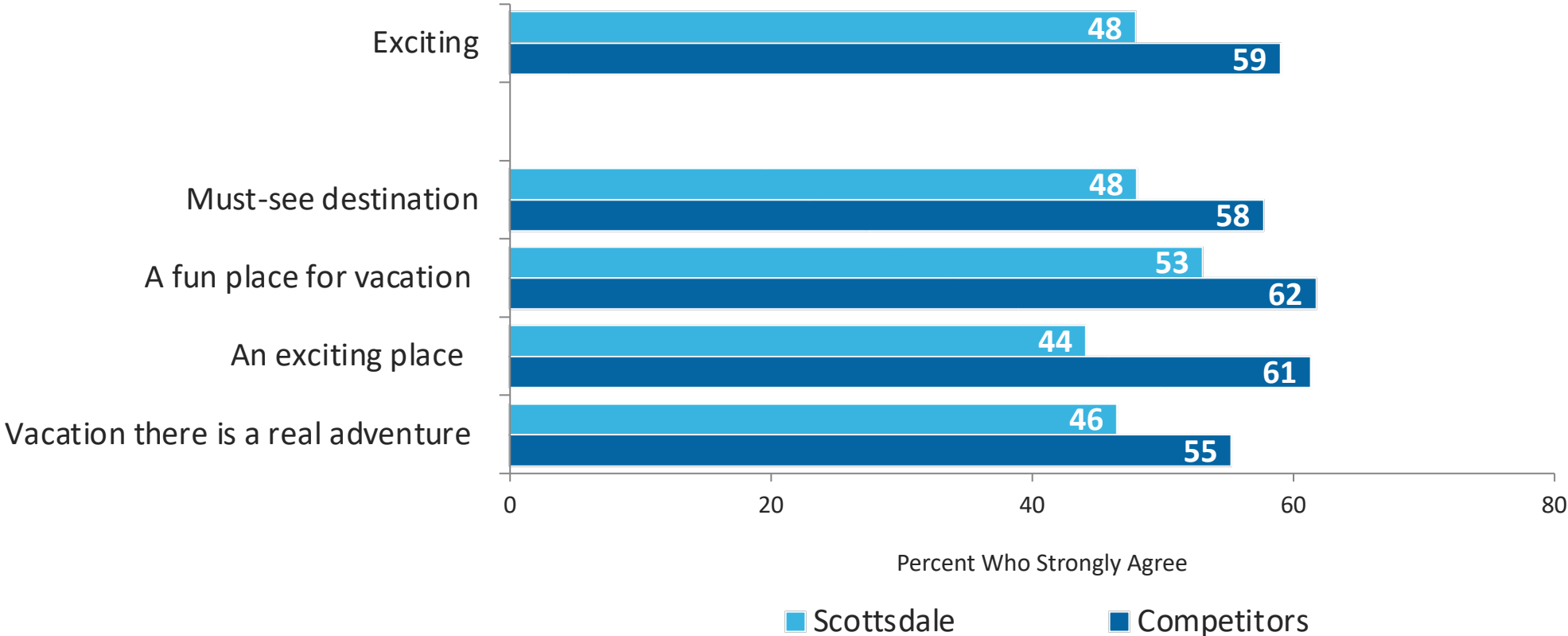


\* Includes Las Vegas, Miami, Palm Springs, Austin, and San Antonio

# Scottsdale's Image vs. Competition

## — Exciting

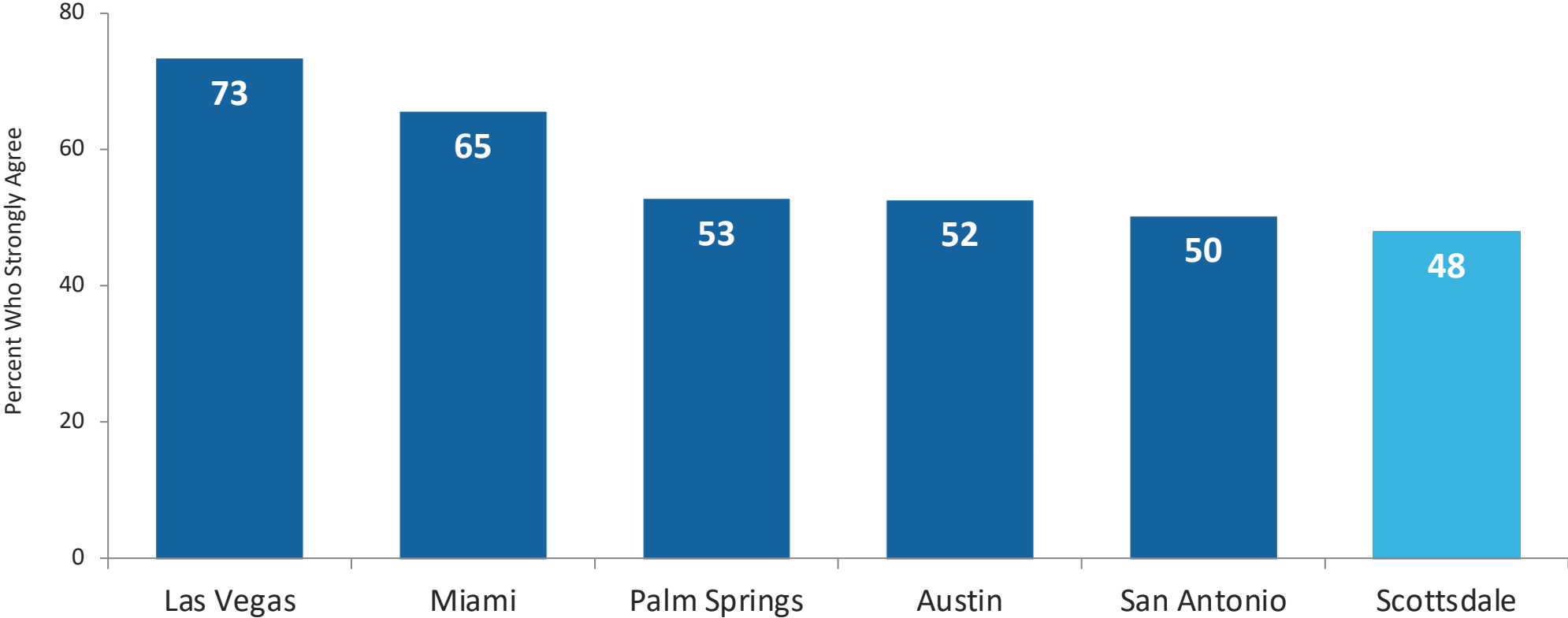
Base: Residents of Scottsdale's Advertising Markets



# Scottsdale's Image vs. Competition

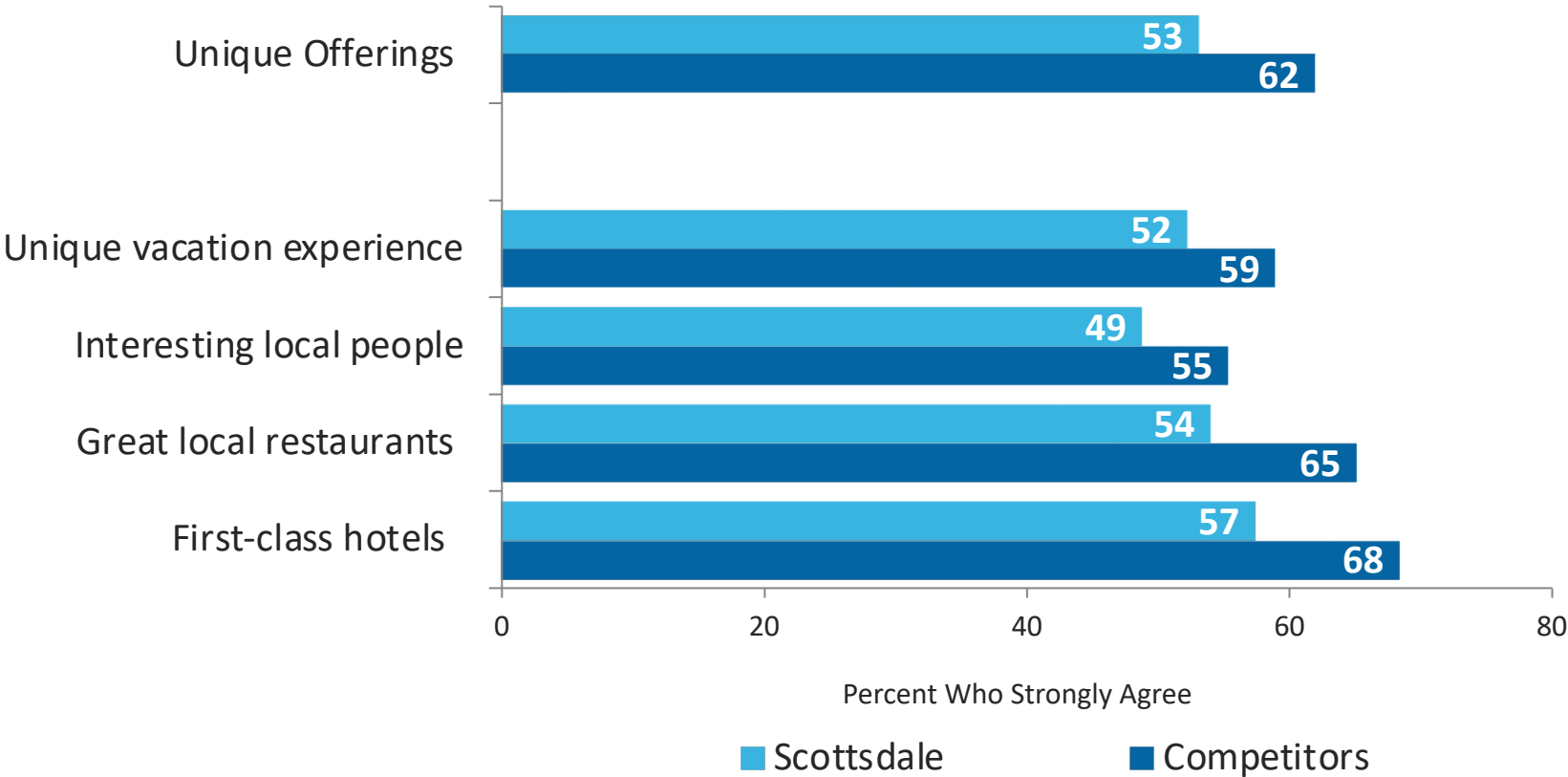
## — Exciting

Base: Residents of Scottsdale's Advertising Markets



# Scottsdale's Image vs. Competition — Unique Offerings

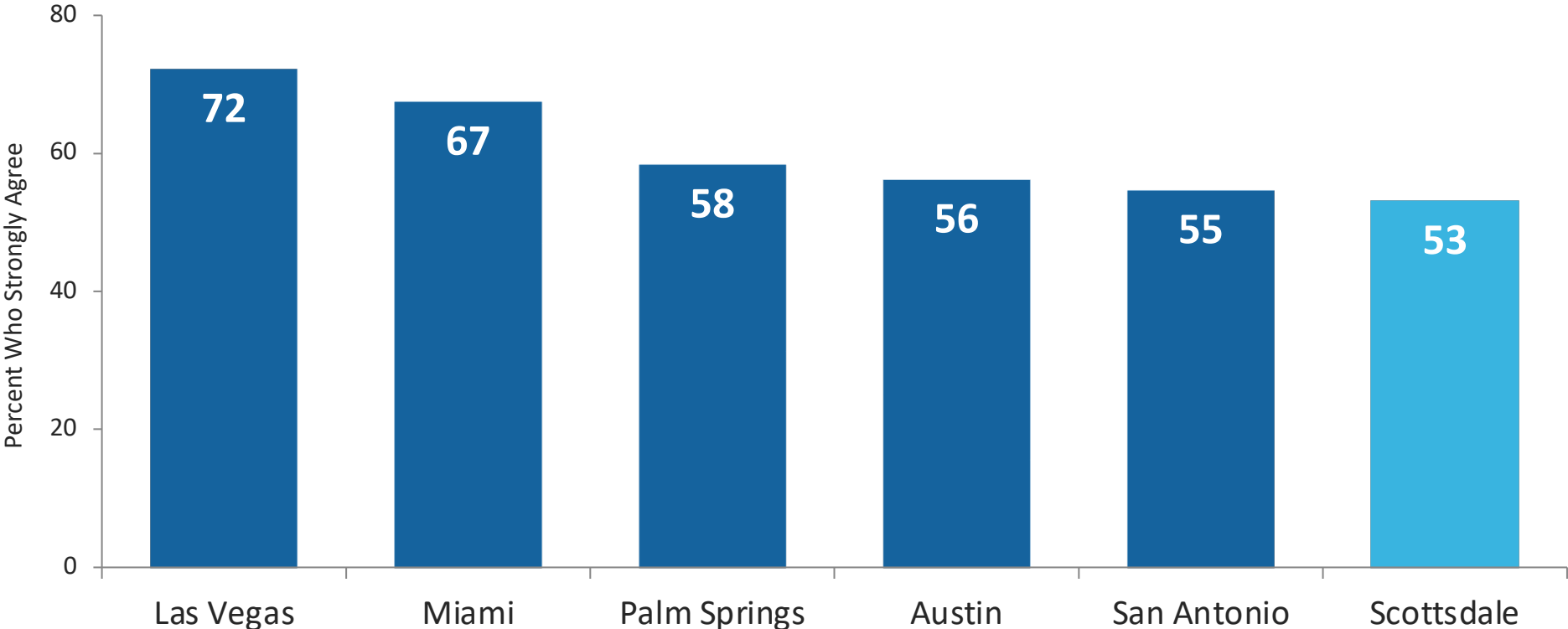
Base: Residents of Scottsdale's Advertising Markets



# Scottsdale's Image vs. Competition

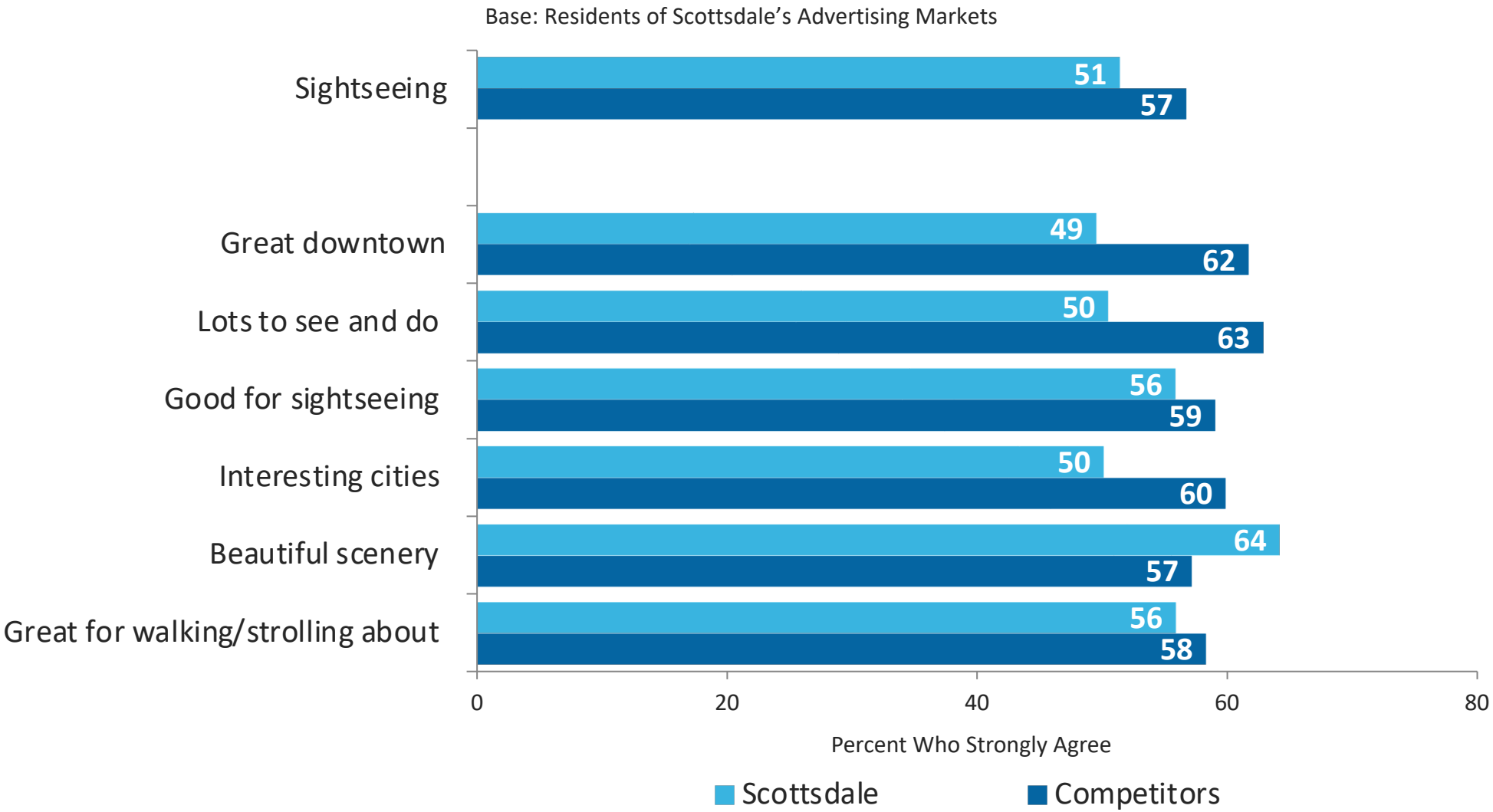
## — Unique Offerings

Base: Residents of Scottsdale's Advertising Markets

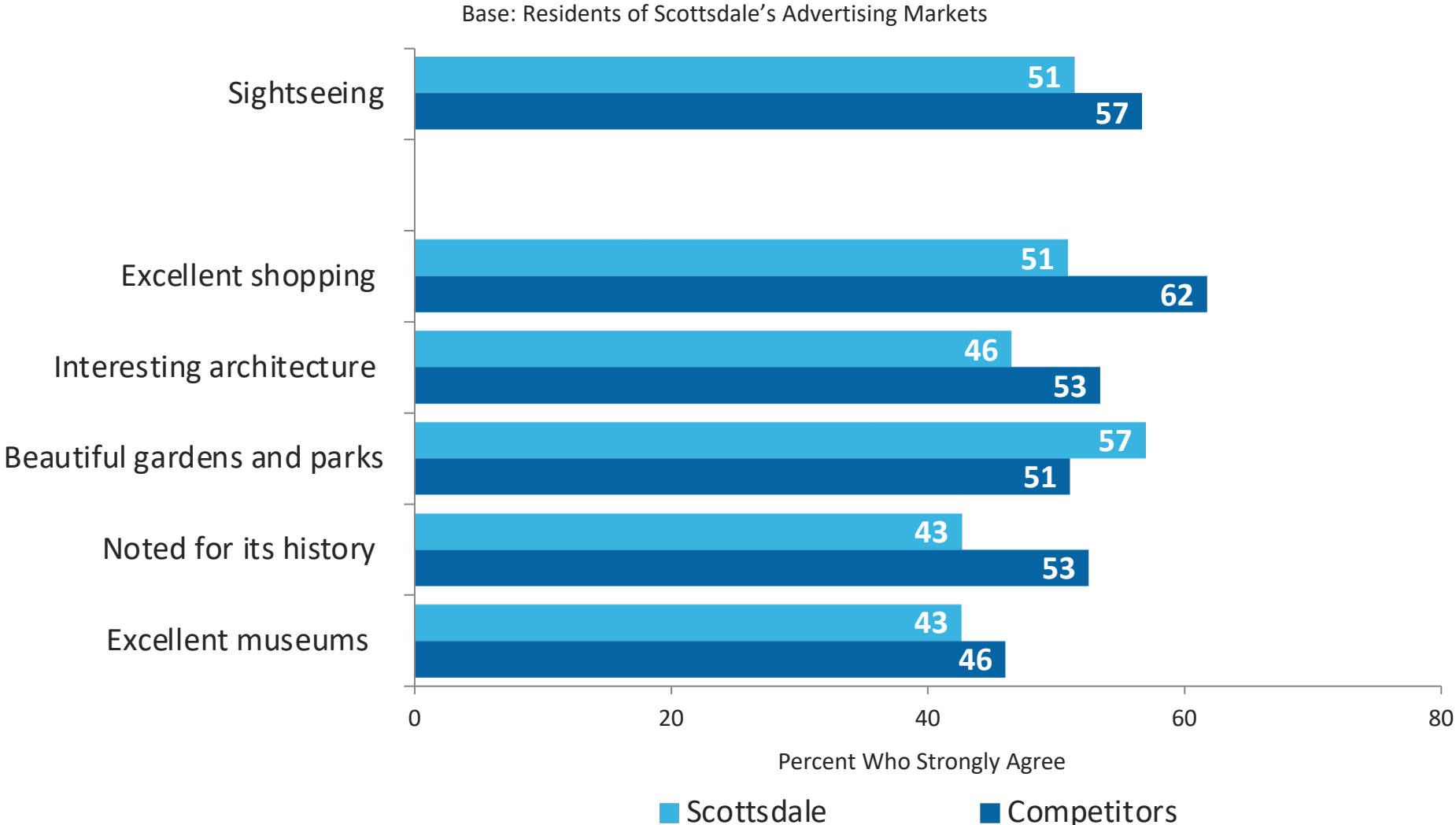




# Scottsdale's Image vs. Competition — Sightseeing



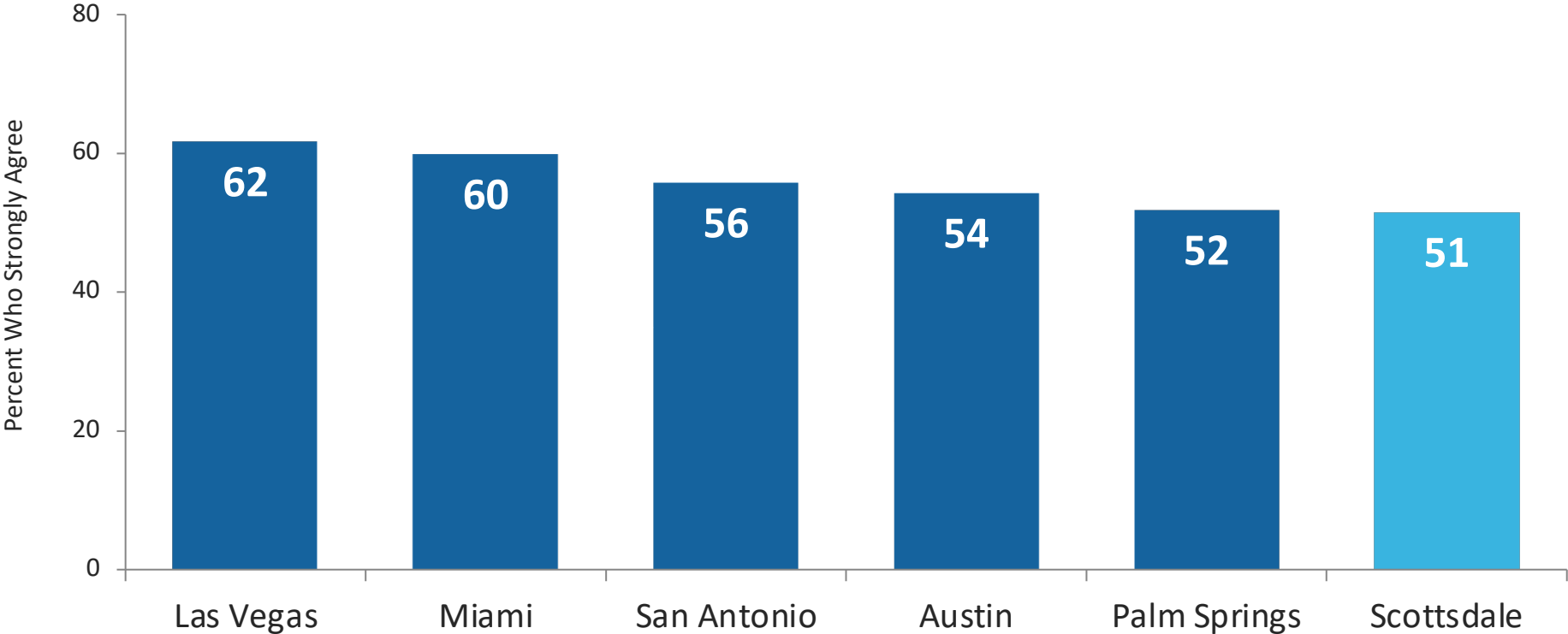
# Scottsdale's Image vs. Competition — Sightseeing (Cont'd)



# Scottsdale's Image vs. Competition

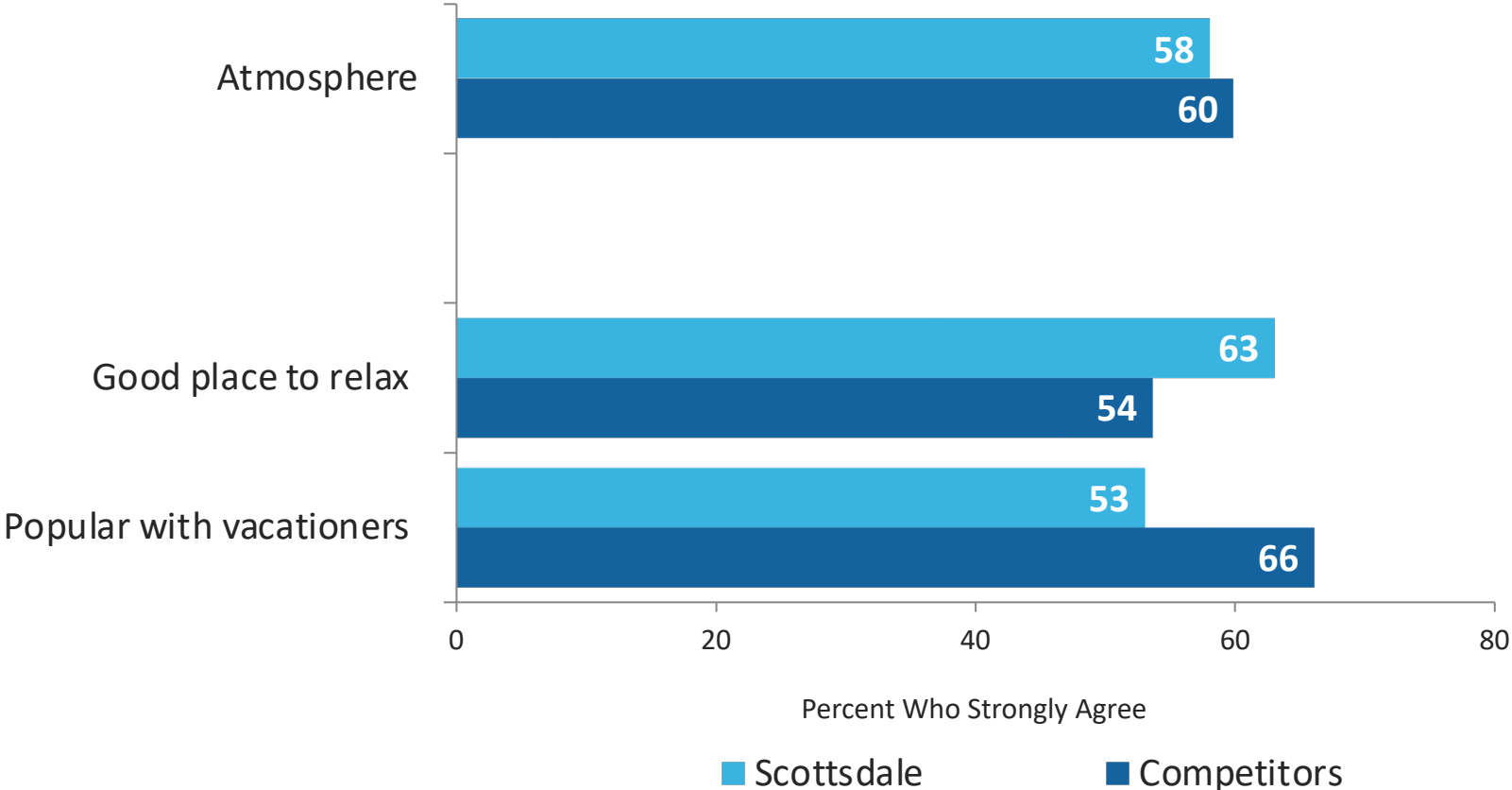
## — Sightseeing

Base: Residents of Scottsdale's Advertising Markets



# Scottsdale's Image vs. Competition — Atmosphere

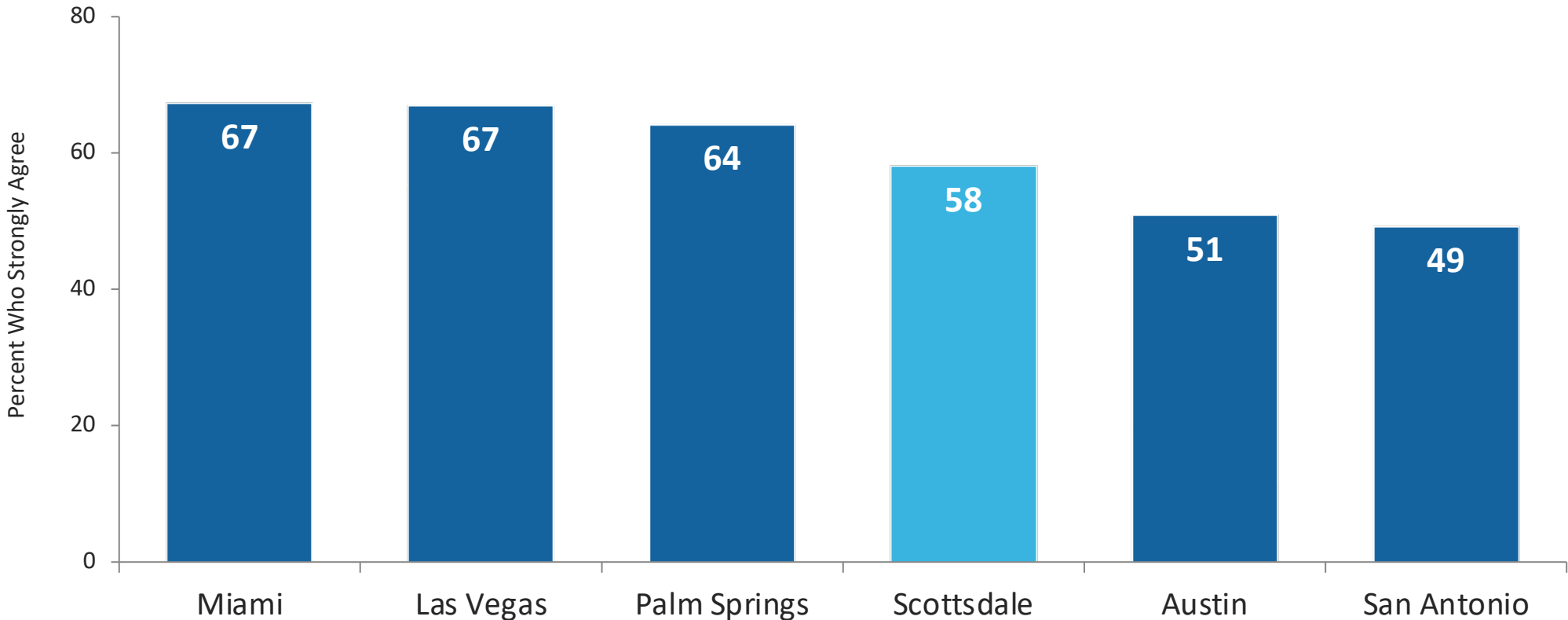
Base: Residents of Scottsdale's Advertising Markets



# Scottsdale's Image vs. Competition

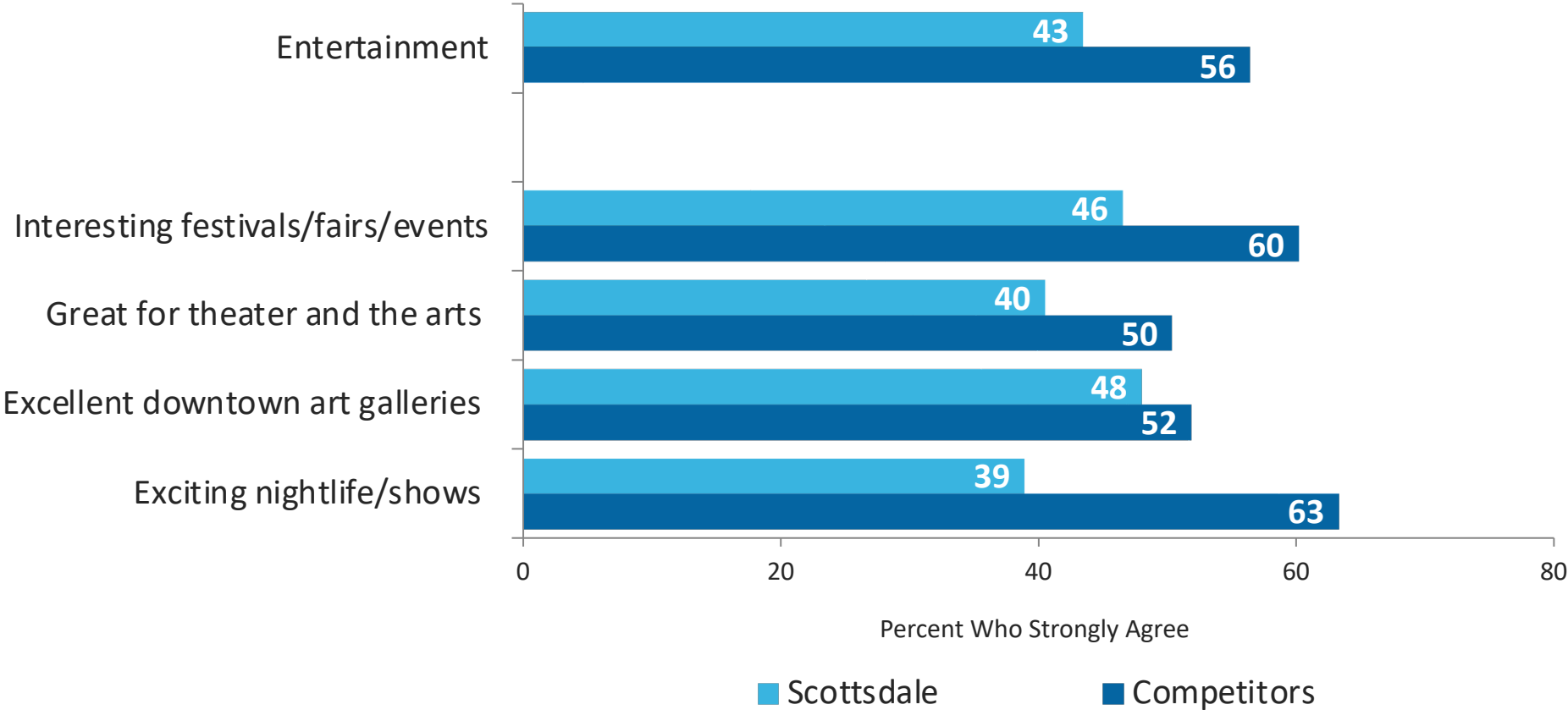
## — Atmosphere

Base: Residents of Scottsdale's Advertising Markets



# Scottsdale's Image vs. Competition — Entertainment

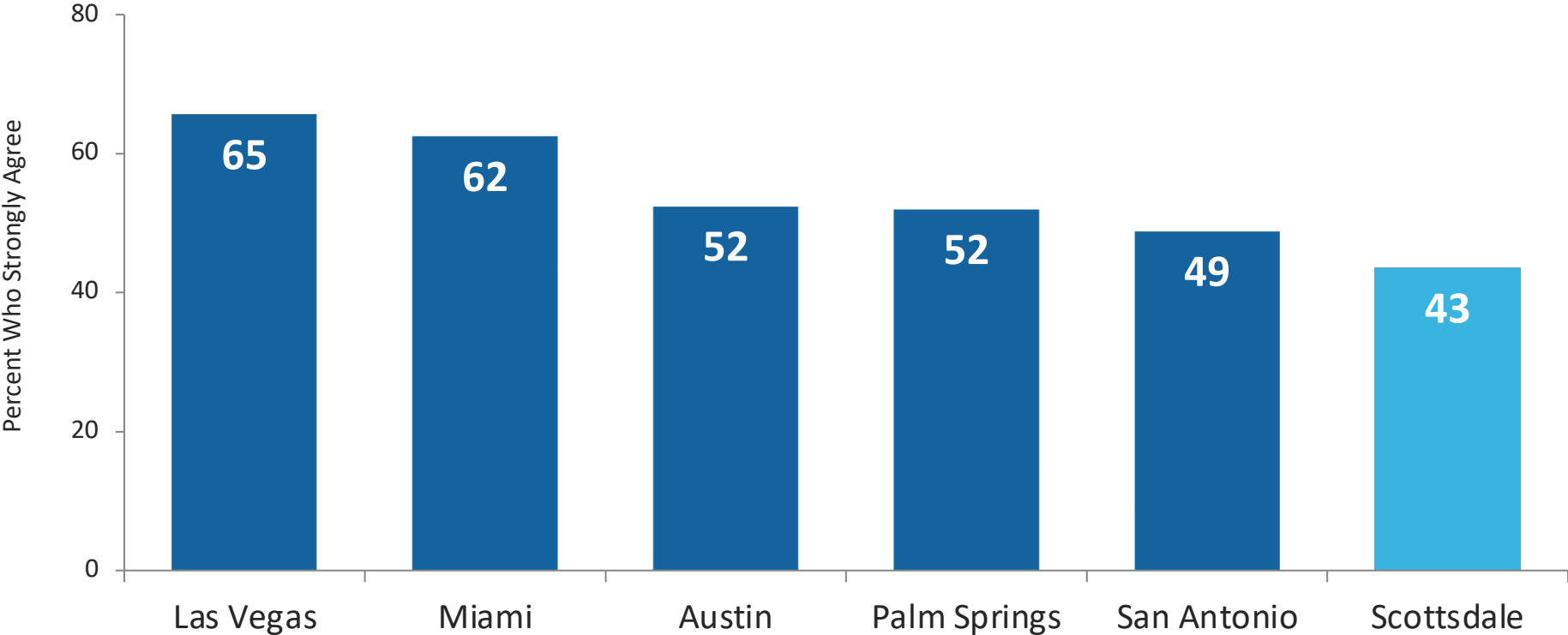
Base: Residents of Scottsdale's Advertising Markets





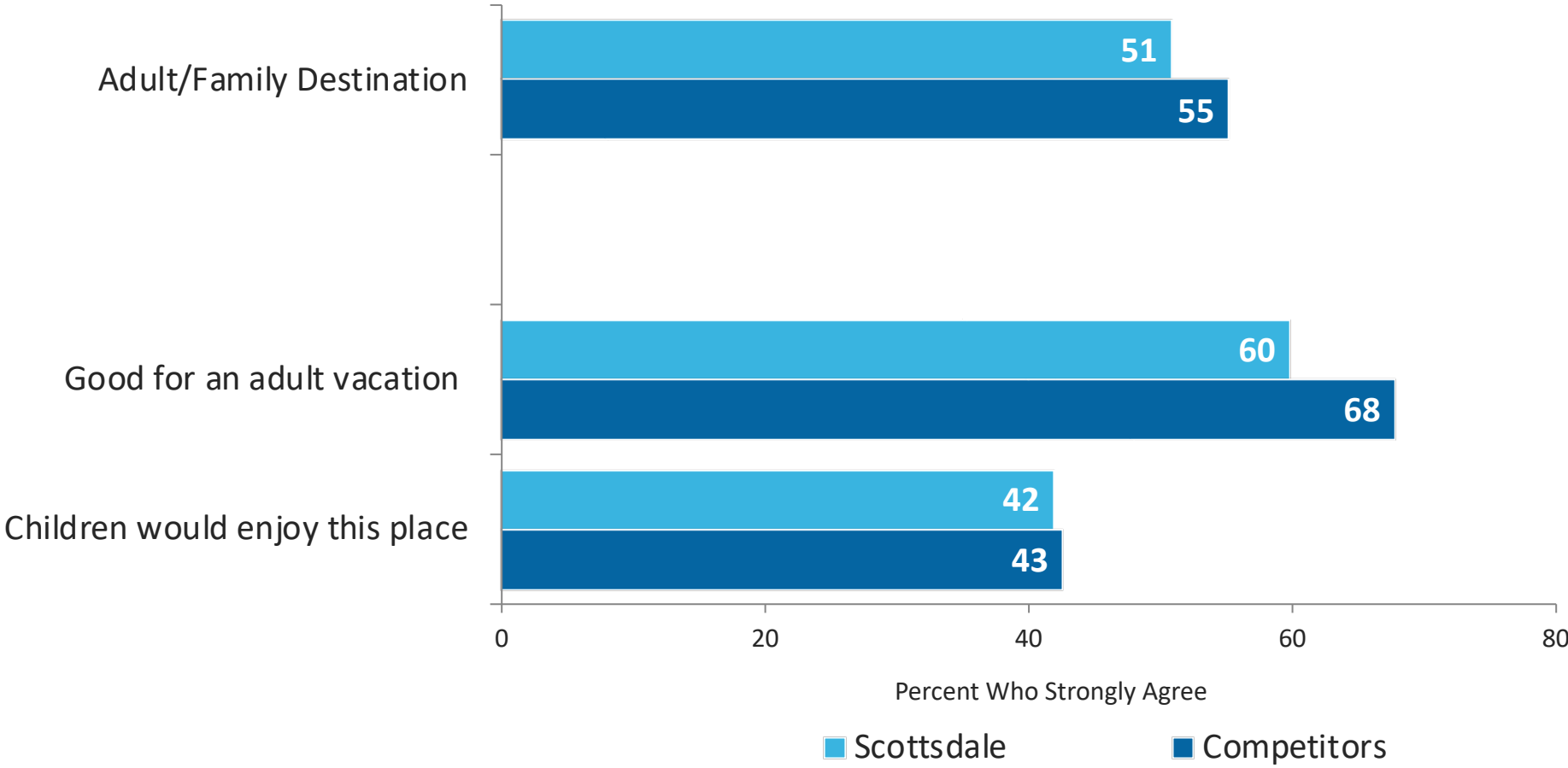
# Scottsdale's Image vs. Competition — Entertainment

Base: Residents of Scottsdale's Advertising Markets



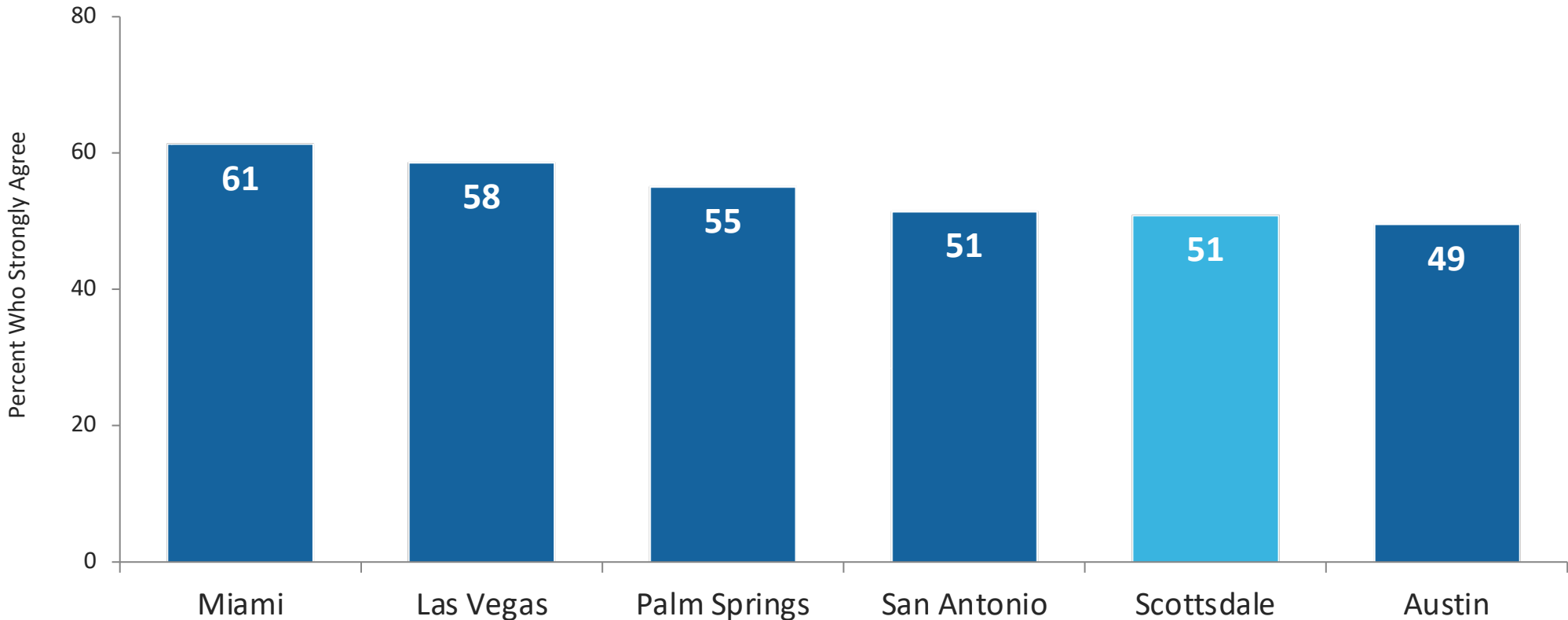
# Scottsdale's Image vs. Competition — Adult/Family Destination

Base: Residents of Scottsdale's Advertising Markets



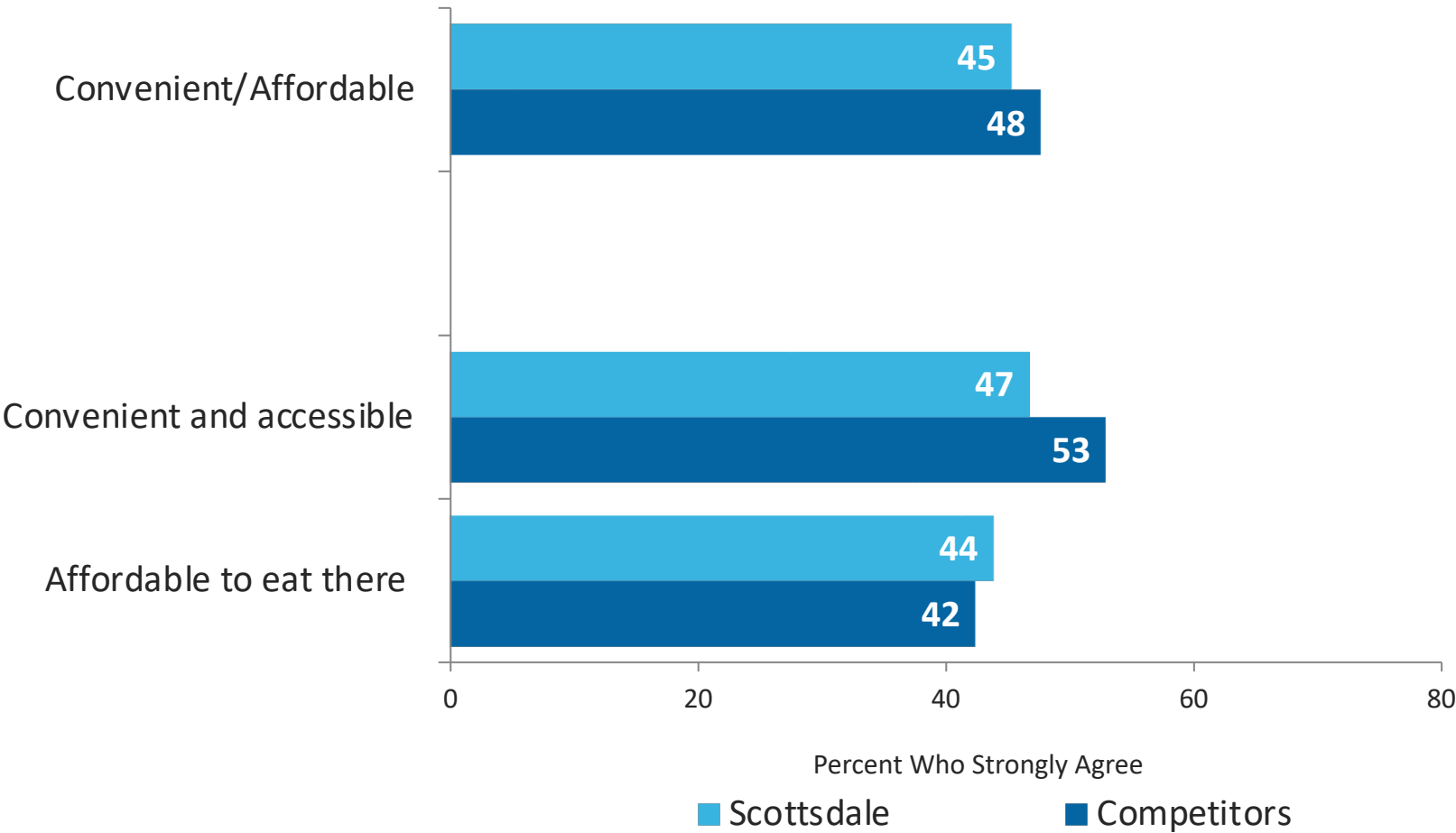
# Scottsdale's Image vs. Competition — Adult/Family Destination

Base: Residents of Scottsdale's Advertising Markets



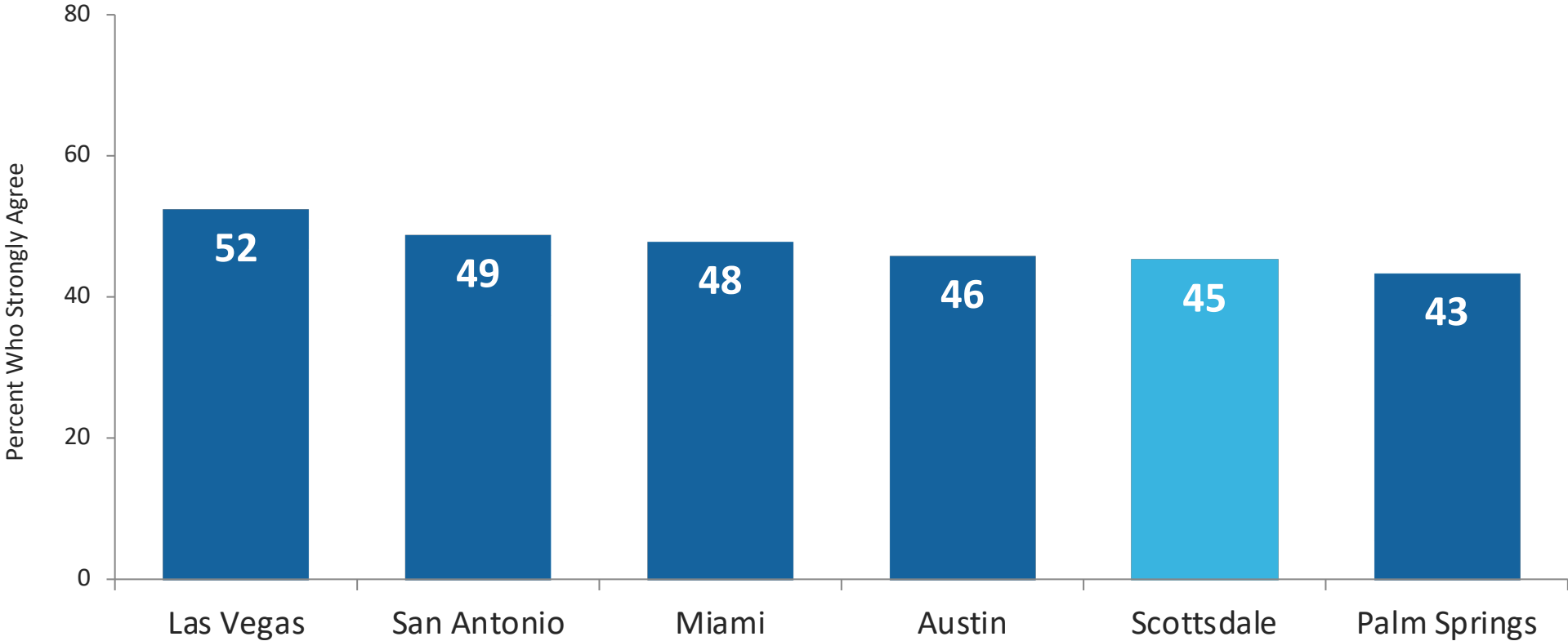
# Scottsdale's Image vs. Competition — Convenient/Affordable

Base: Residents of Scottsdale's Advertising Markets



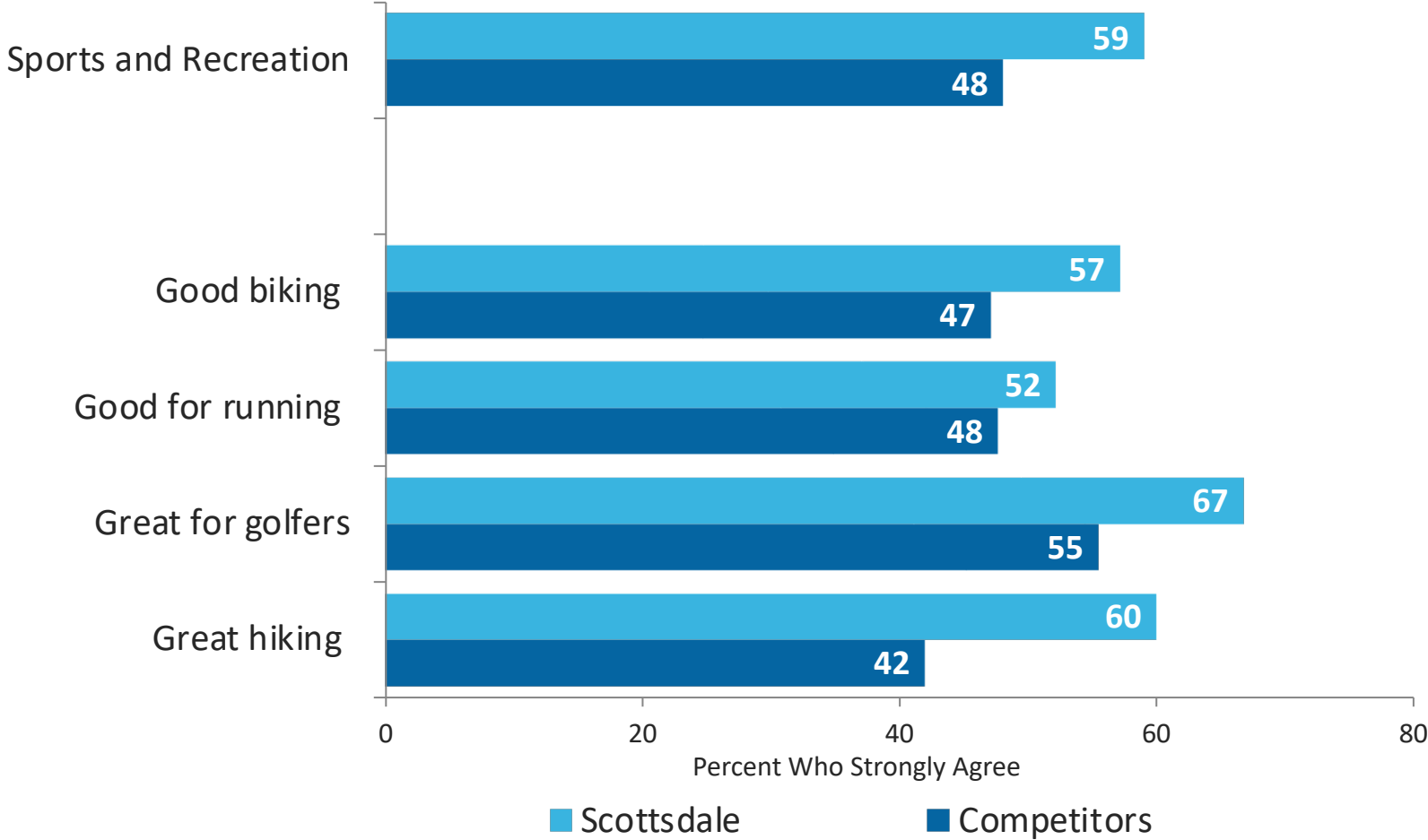
# Scottsdale's Image vs. Competition — Convenient/Affordable

Base: Residents of Scottsdale's Advertising Markets



# Scottsdale's Image vs. Competition — Sports and Recreation

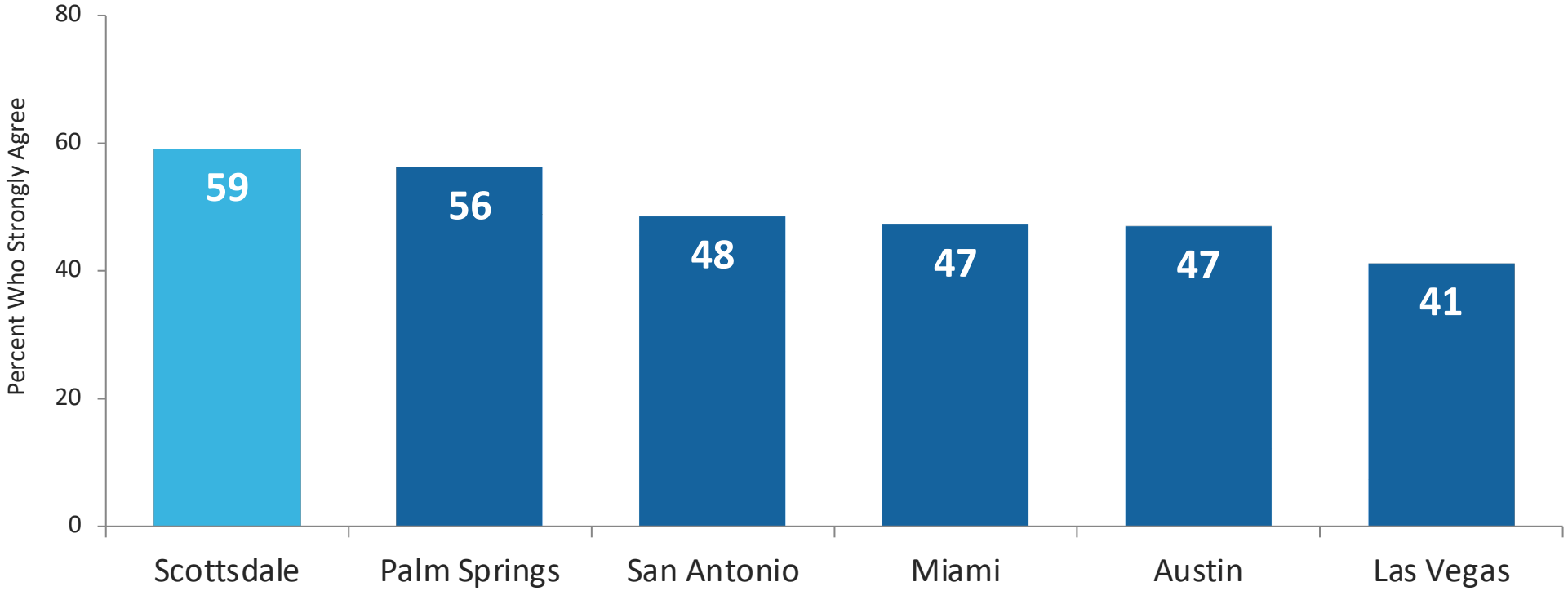
Base: Residents of Scottsdale's Advertising Markets





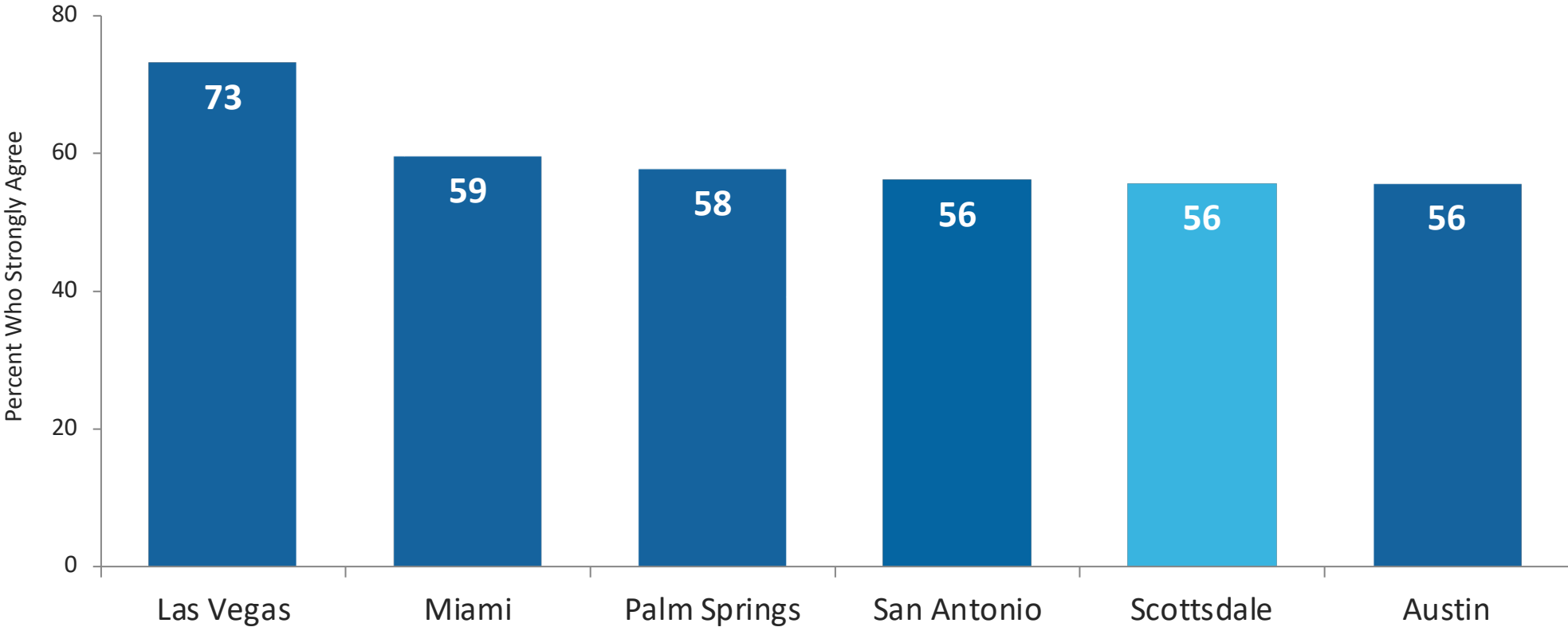
# Scottsdale's Image vs. Competition — Sports and Recreation

Base: Residents of Scottsdale's Advertising Markets

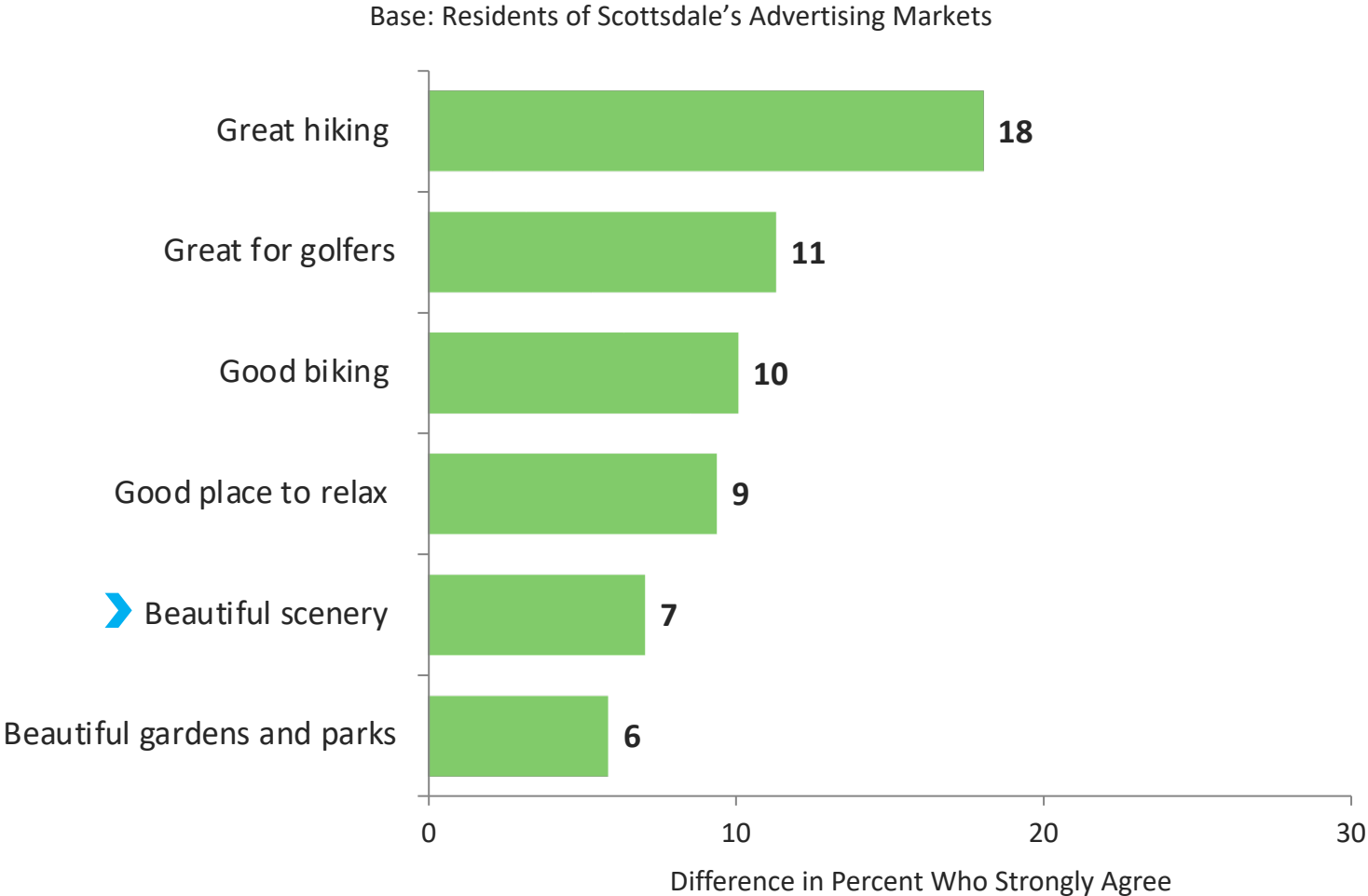


# Scottsdale's Overall Image vs. Competition — “Great for a meeting/conference/convention”

Base: Residents of Scottsdale's Advertising Markets



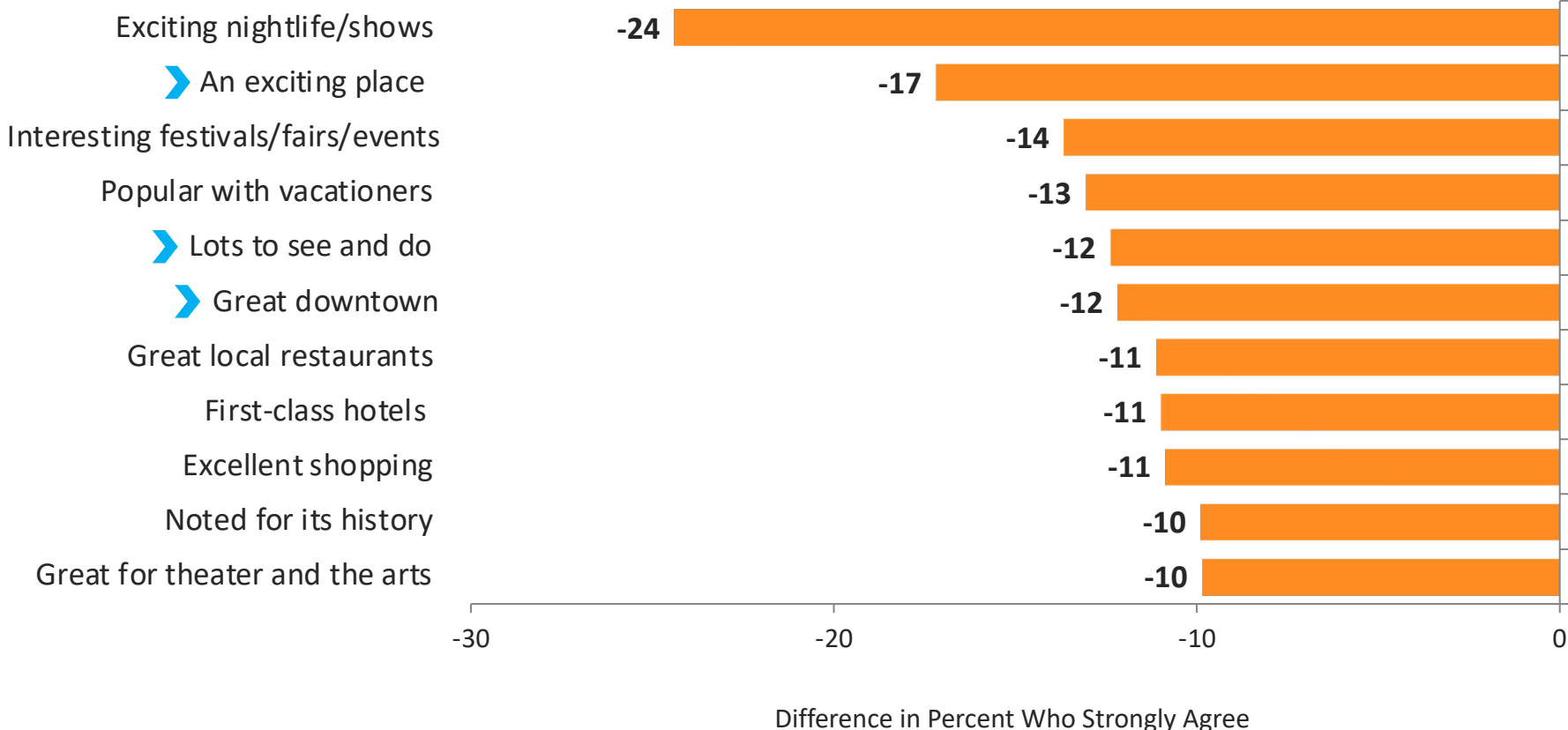
# Scottsdale's Image Strengths vs. Competition



85 \* Attributes marked with a chevron indicate some of the most important image hot buttons for travelers

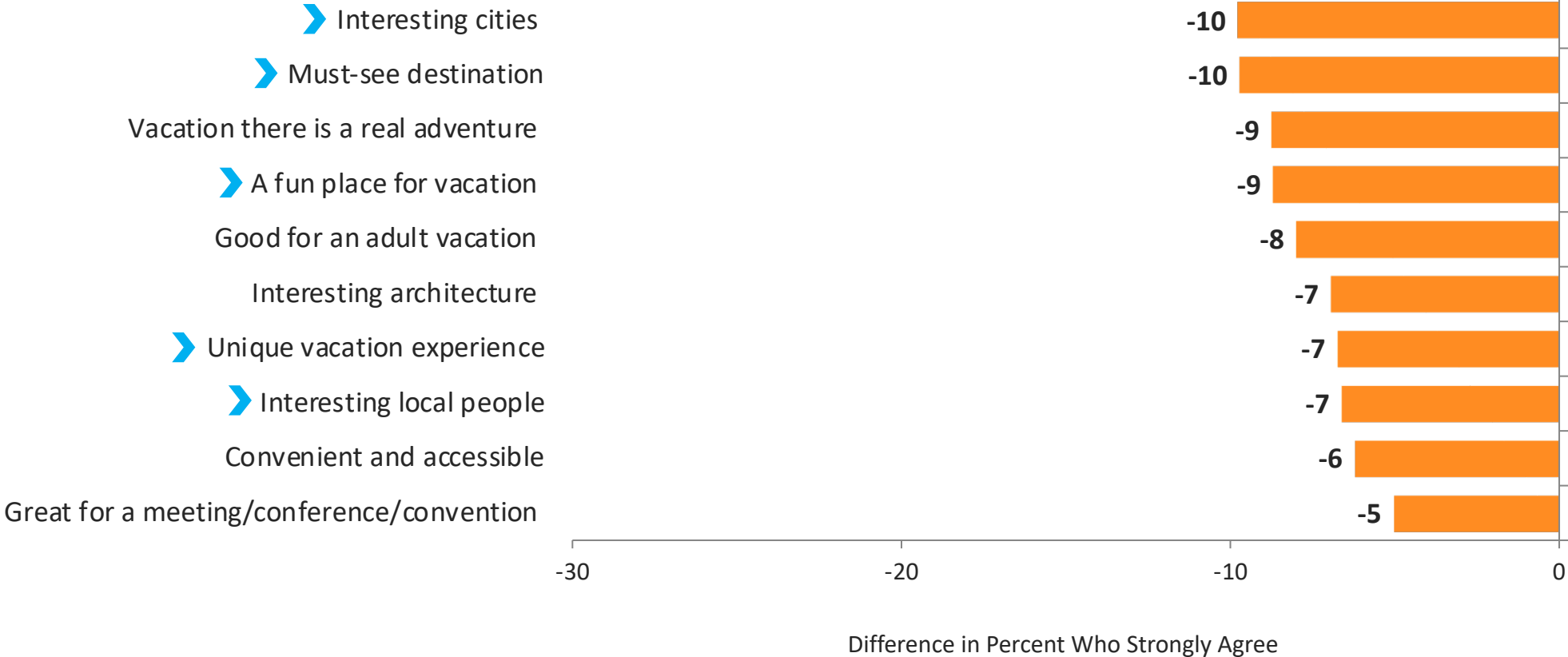
# Scottsdale's Image Weaknesses vs. Competition

Base: Residents of Scottsdale's Advertising Markets



# Scottsdale's Image Weaknesses vs. Competition (Cont'd)

Base: Residents of Scottsdale's Advertising Markets





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Learn more >



scottsdaleariz Ready to start planning your next trip to Scottsdale? Use our Resort Guide to help you s... more



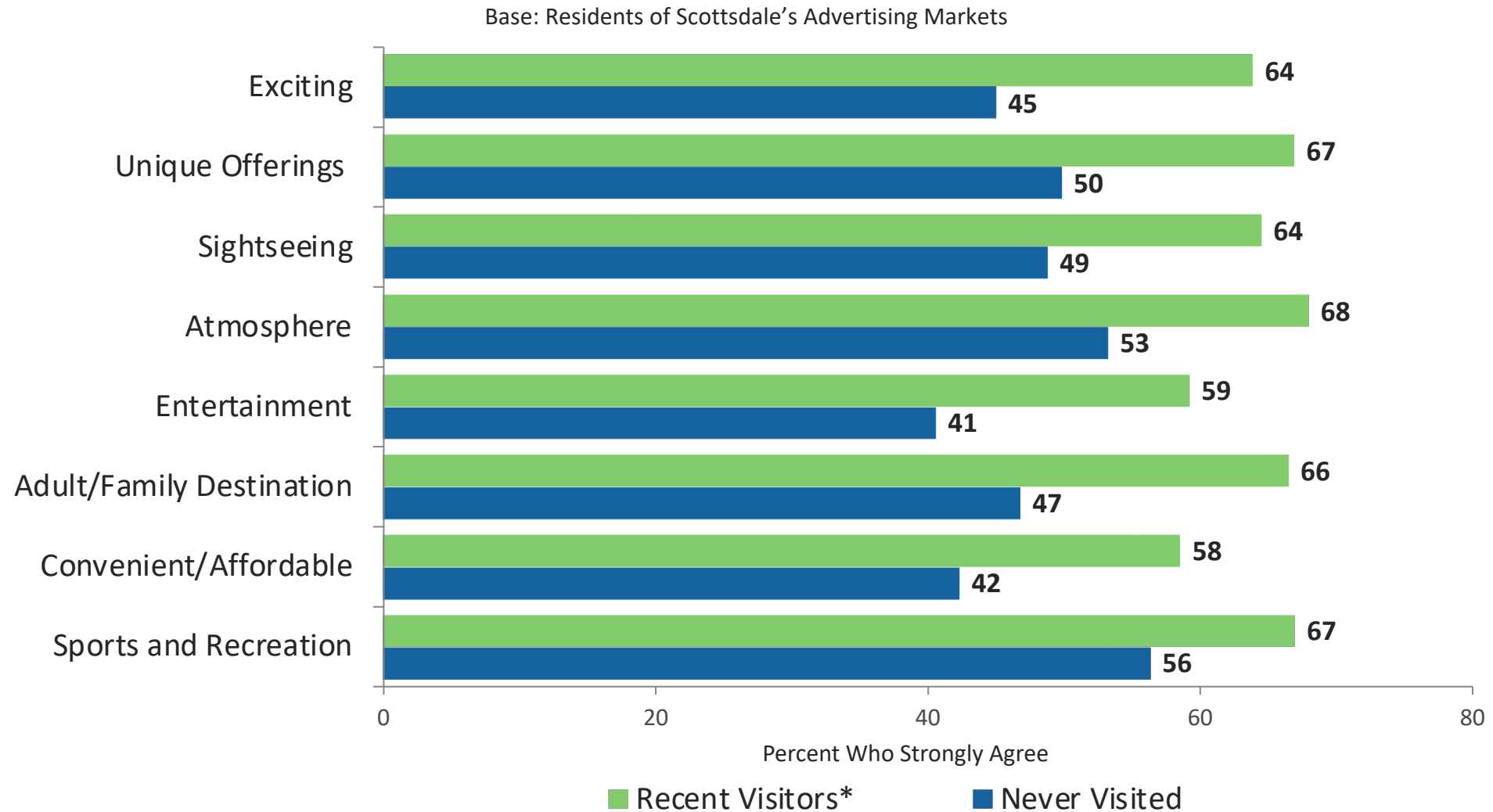
## Scottsdale's Product Delivery

# Product Delivery

- When we compare the image ratings of people who have never visited Scottsdale versus the ratings of those who have visited in the past two years, we have a measure of “product delivery”, i.e., the relative satisfaction of the two groups.
- From this analysis we find that people who have experienced Scottsdale recently were especially impressed with all 10 Hot Buttons. The following Hot Buttons experienced at least a 19-point lift:
  - Must-see destination
  - A fun place for vacation
  - Lots to see and do
  - Interesting local people
  - Great downtown
- Among the dimensions evaluated, there were no significant perceived product weaknesses.

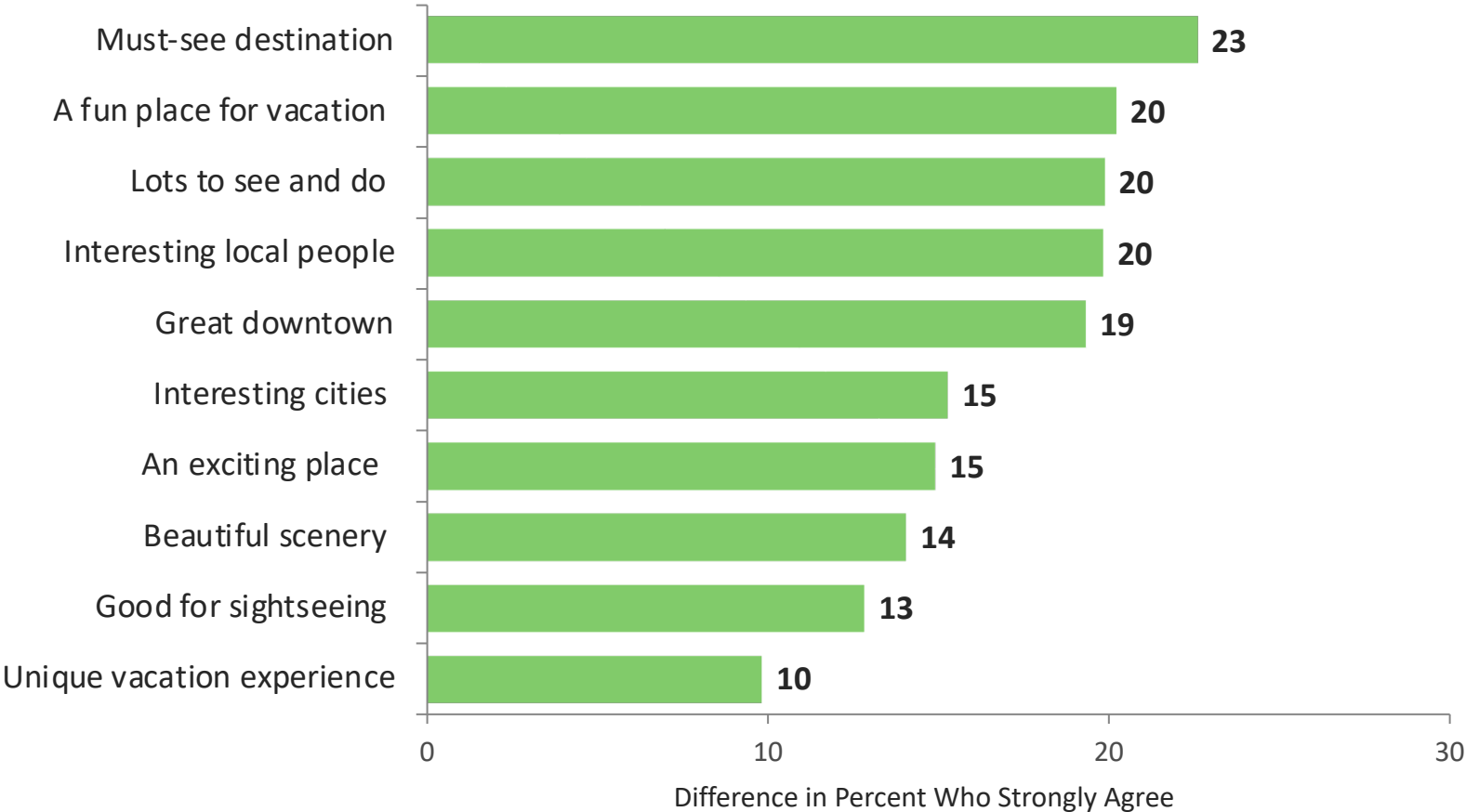


# Scottsdale's Product vs. Image



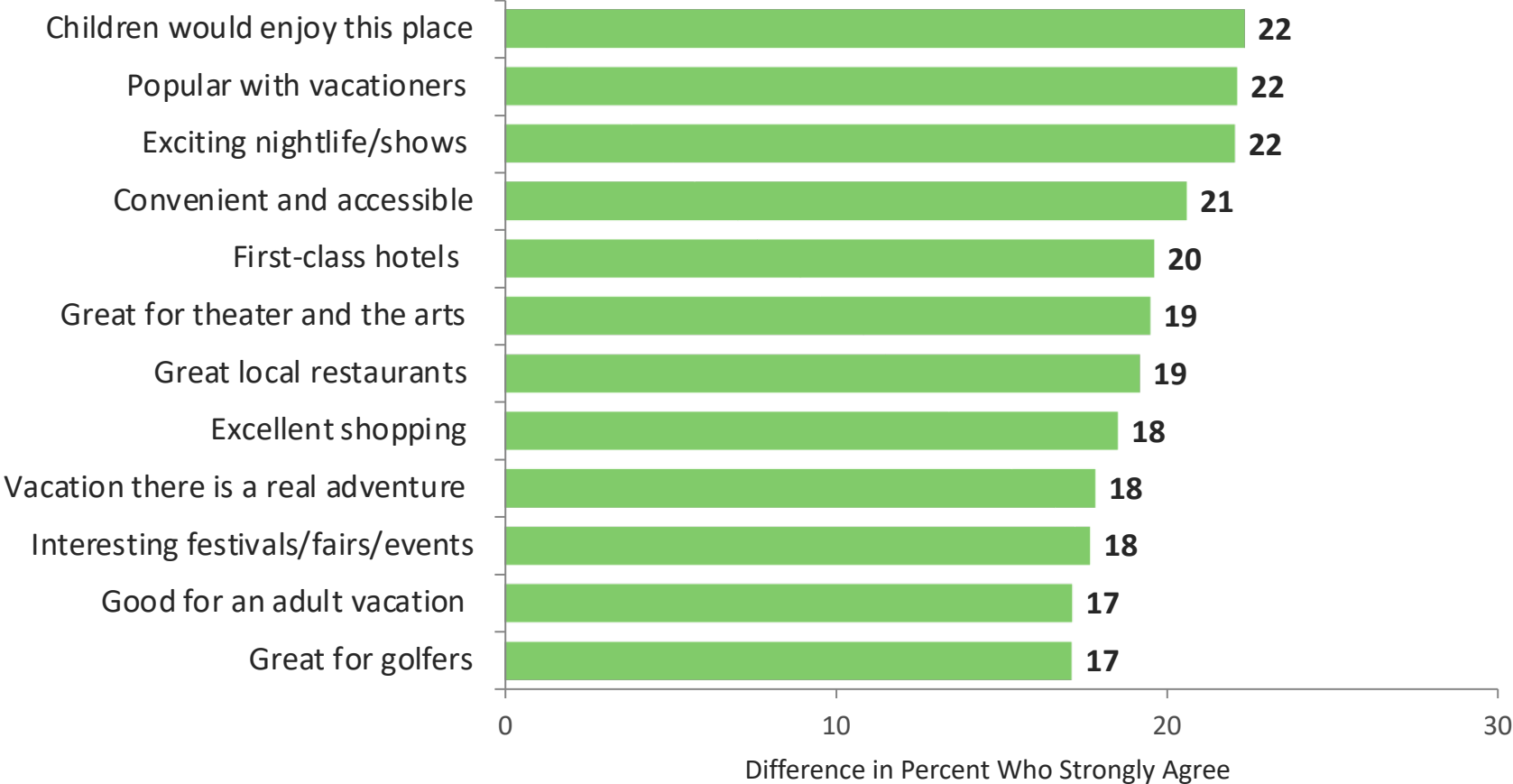
# Top Product Strengths vs. Image – Hot Buttons

Base: Residents of Scottsdale’s Advertising Markets



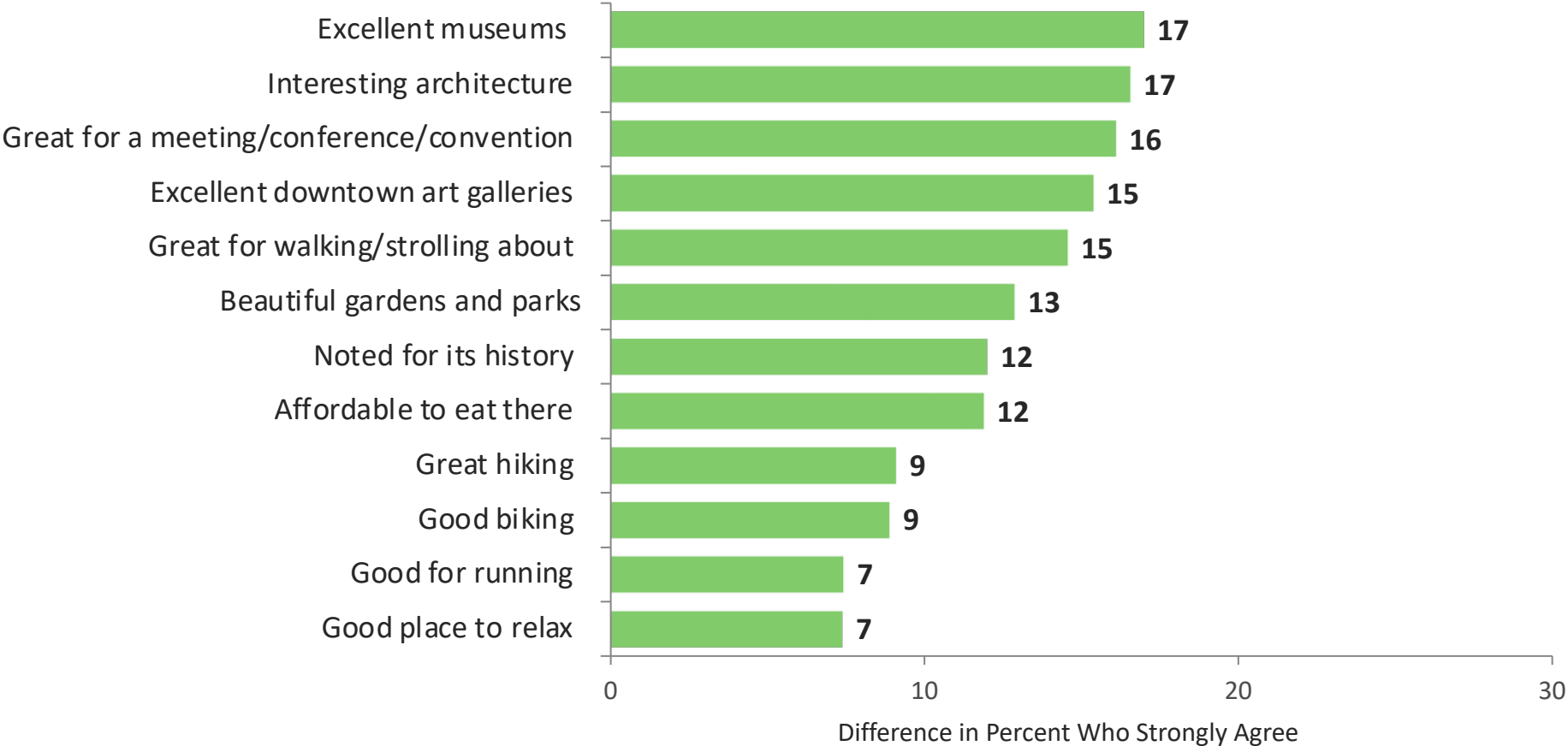
# Top Product Strengths vs. Image

Base: Residents of Scottsdale's Advertising Markets



# Top Product Strengths vs. Image (Cont'd)

Base: Residents of Scottsdale's Advertising Markets



# Top Product Weaknesses vs. Image

Base: Residents of Scottsdale's Advertising Markets

**THERE WERE NO SIGNIFICANT  
PERCEIVED PRODUCT  
WEAKNESSES VS. IMAGE**



Scottsdale locals are serious about their Christmas décor. Check out these top neighborhood light displays that rival Clark Griswold.



experiencescottsdale.com  
**Best Neighborhoods for Christmas Lights**

[Learn more](#)



Wondering what there is to do in Scottsdale with your family? Check out our Family Fun Itinerary.



**The Family Fun Itinerary**  
Scottsdale, Arizona

[Learn more](#)



**The Best Places to Stay**  
Resorts & Hotels



# Halo Effect on Economic Development Image

# Halo Effect Analysis

- Research has long demonstrated that tourism advertising and the visitation it inspires have a positive impact on consumers' image of destinations as a place for leisure travel and recreation.
- Applying the psychological concept of the “halo effect” to tourism promotion advertising, Longwoods set out to determine if gains in image for Scottsdale from its tourism advertising would extend beyond the appeal as a place to visit. Could it be that economic objectives could also be achieved, such as viewing Scottsdale more favorably as a place to live, work, start a business, attend college, purchase a vacation home and retire?
- Longwoods International has conducted this research for multiple state and city destinations across the U.S since 2014.

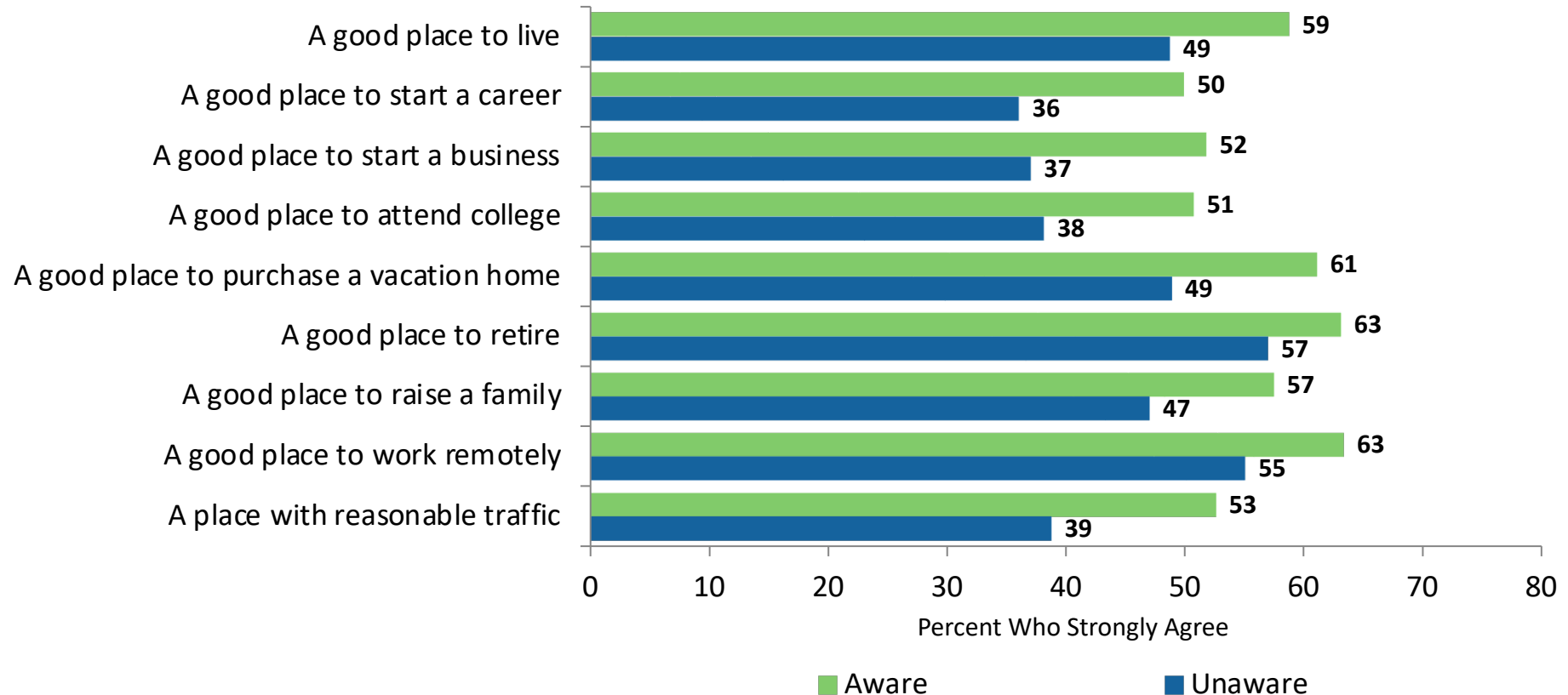


# Halo Effect Analysis

- The research compared consumers' ratings of Scottsdale on economic development image attributes by those who had not seen the campaign or visited Scottsdale with those who did see the tourism ads and/or visited.
- In every case, Scottsdale's tourism advertising significantly improved the image of Scottsdale for a wide range of economic development objectives. Travelers who saw the advertising rated Scottsdale higher on all the economic development indicators included in the study.
- Similarly, travelers who visited the city in the past two years rated Scottsdale higher on all the economic development indicators included in the study.
- For each economic development objective, the most dramatic improvement in image was among those consumers who were both exposed to the advertising campaign message and who also visited Scottsdale. On all attributes measured, more of those who saw the advertising and recently visited the city rated Scottsdale higher across these economic development indicators.

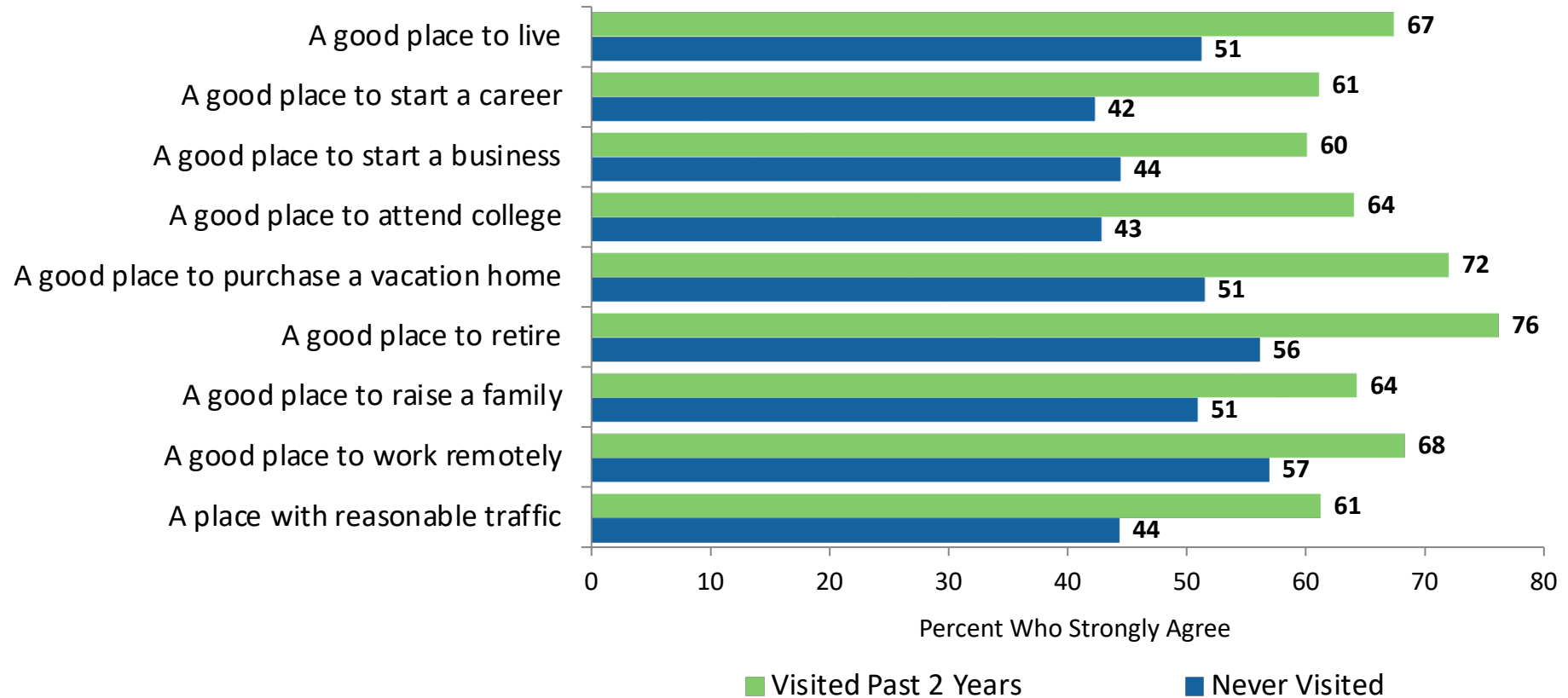
# Impact of *Tourism Ad Awareness* on Scottsdale's Economic Development Image

Base: Residents of Scottsdale's Advertising Markets



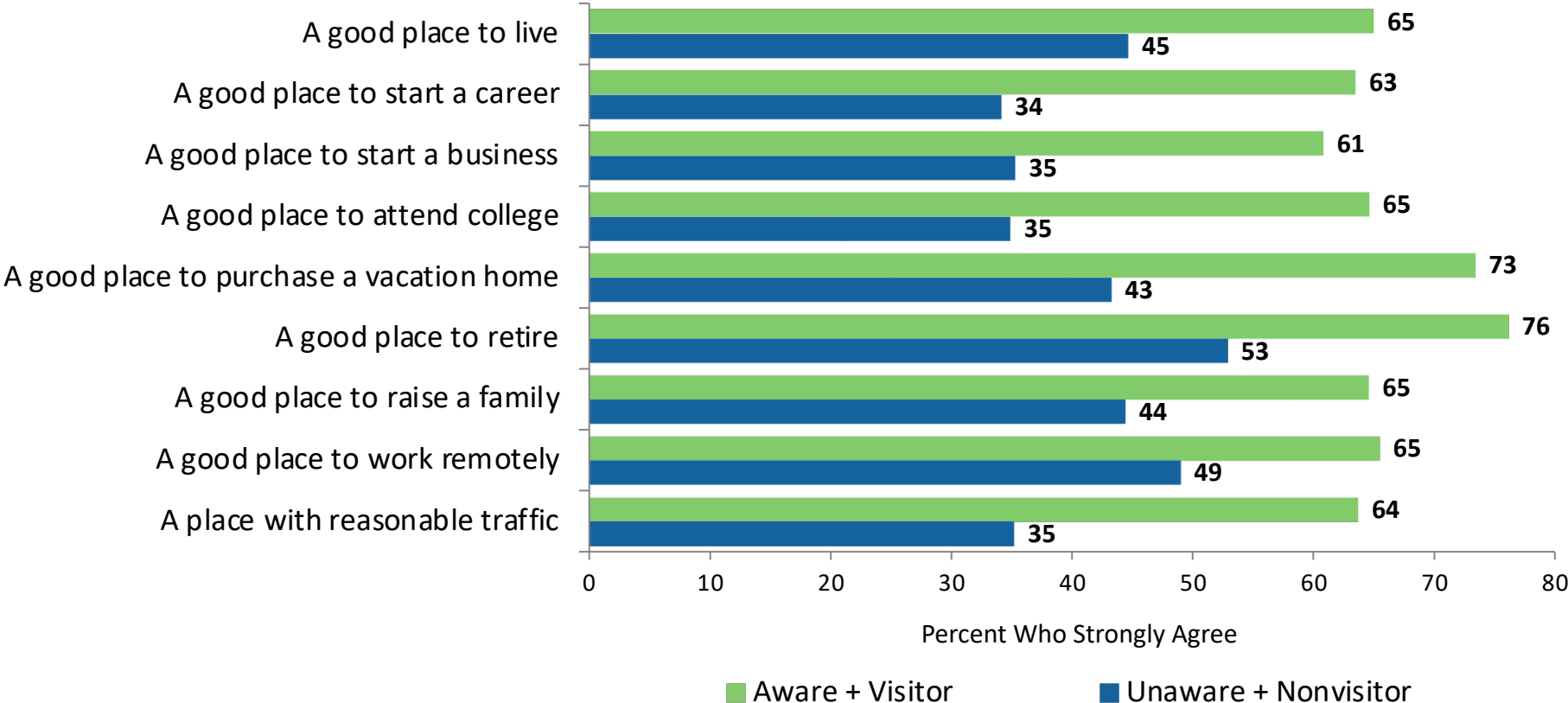
# Impact of *Visitation* on Scottsdale's Economic Development Image

Base: Residents of Scottsdale's Advertising Markets



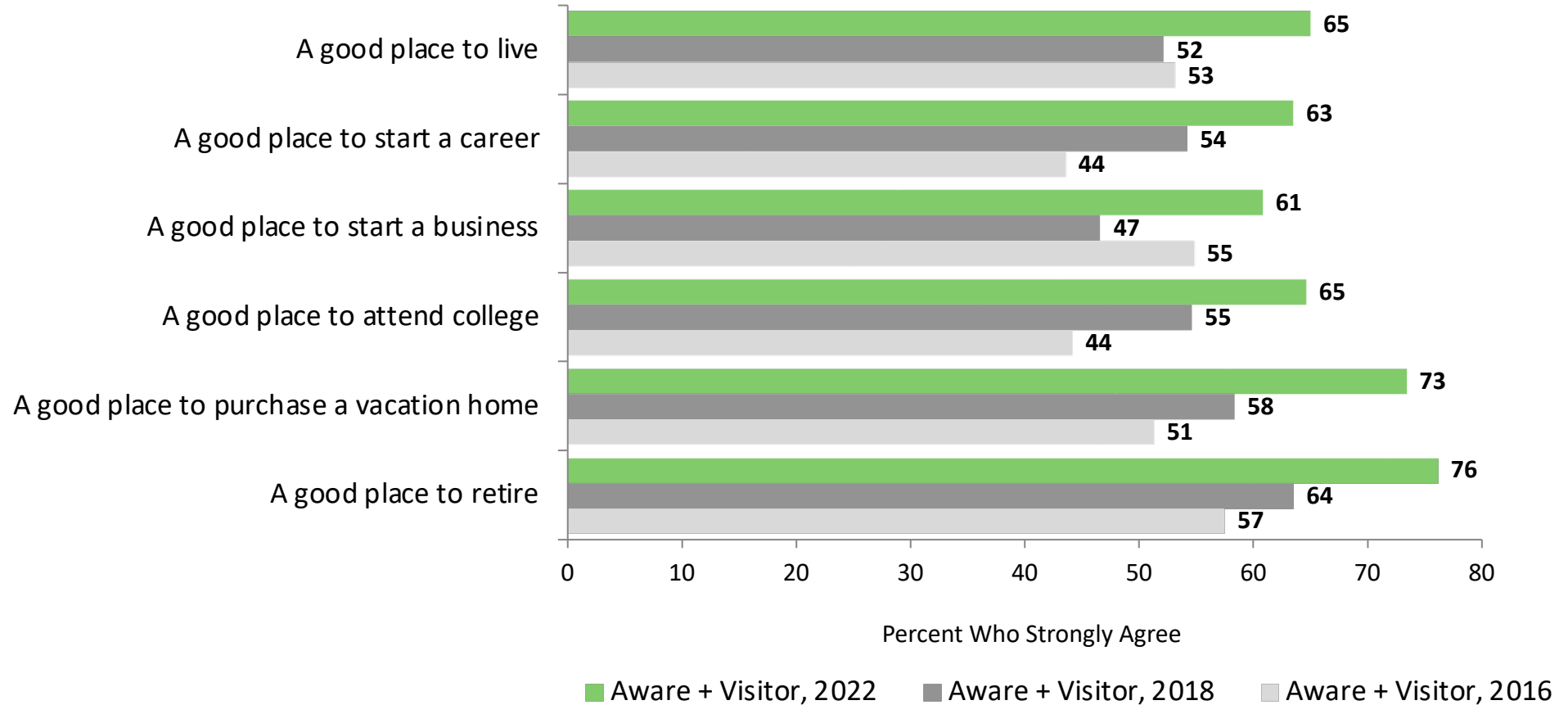
# Impact of Ad Awareness *plus* Visitation on Scottsdale's Economic Development Image

Base: Residents of Scottsdale's Advertising Markets



# Impact of Ad Awareness *plus* Visitation on Scottsdale's Economic Development Image – 2022 vs. 2018 + 2016

Base: Residents of Scottsdale's Advertising Markets



 Experience Scottsdale  
Sponsored · 


Scottsdale is ablaze with festive light displays, hot holiday gift ideas and warm, sunny days that are perfect for outdoor explorations and al fresco dining.



EXPERIENCESCOTTSDALE.COM

Celebrate Your Holidays in Scottsdale

[Learn more](#)

 Experience Scottsdale  
Sponsored · 

Scottsdale is ablaze with festive light displays, hot holiday gift ideas and warm, sunny days that are perfect for outdoor explorations and al fresco dining.



EXPERIENCESCOTTSDALE.COM

Celebrate Your Holidays in Scottsdale

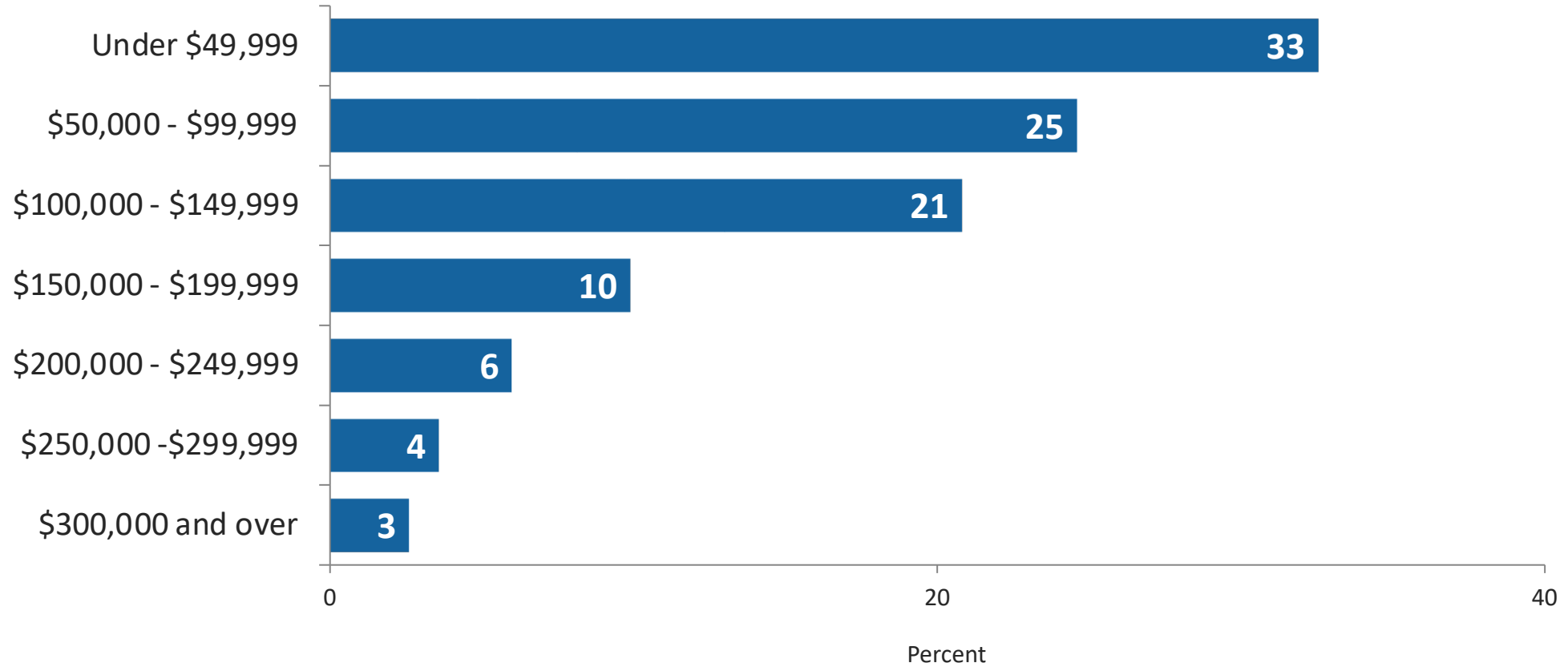
[Learn more](#)

 Longwoods  
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## Appendix I: Income

# Income

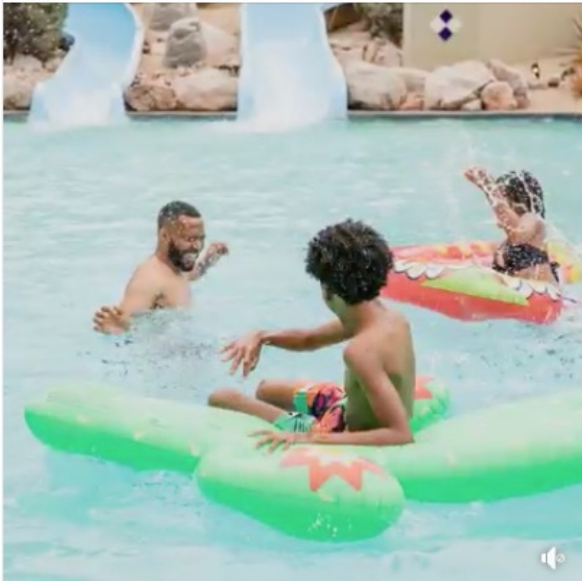
Base: Residents of Scottsdale's Advertising Markets





**Experience Scottsdale**  
Sponsored · 🌐

Everything you need for a summer vacay is in Scottsdale, Arizona. Check out resort rates starting at \$111 per night.




EXPERIENCESCOTTSDALE.COM  
**A Family Getaway in Scottsdale**  
Stay, Play & Relax

[Learn more](#)

**Experience Scottsdale**  
Sponsored · 🌐

Get your best summer tan and stay cool with all of our summer activity suggestions. Check out resort rates starting at \$111 per night.



EXPERIENCESCOTTSDALE.COM  
**Summer in Scottsdale 101**  
Stay, Play & Relax

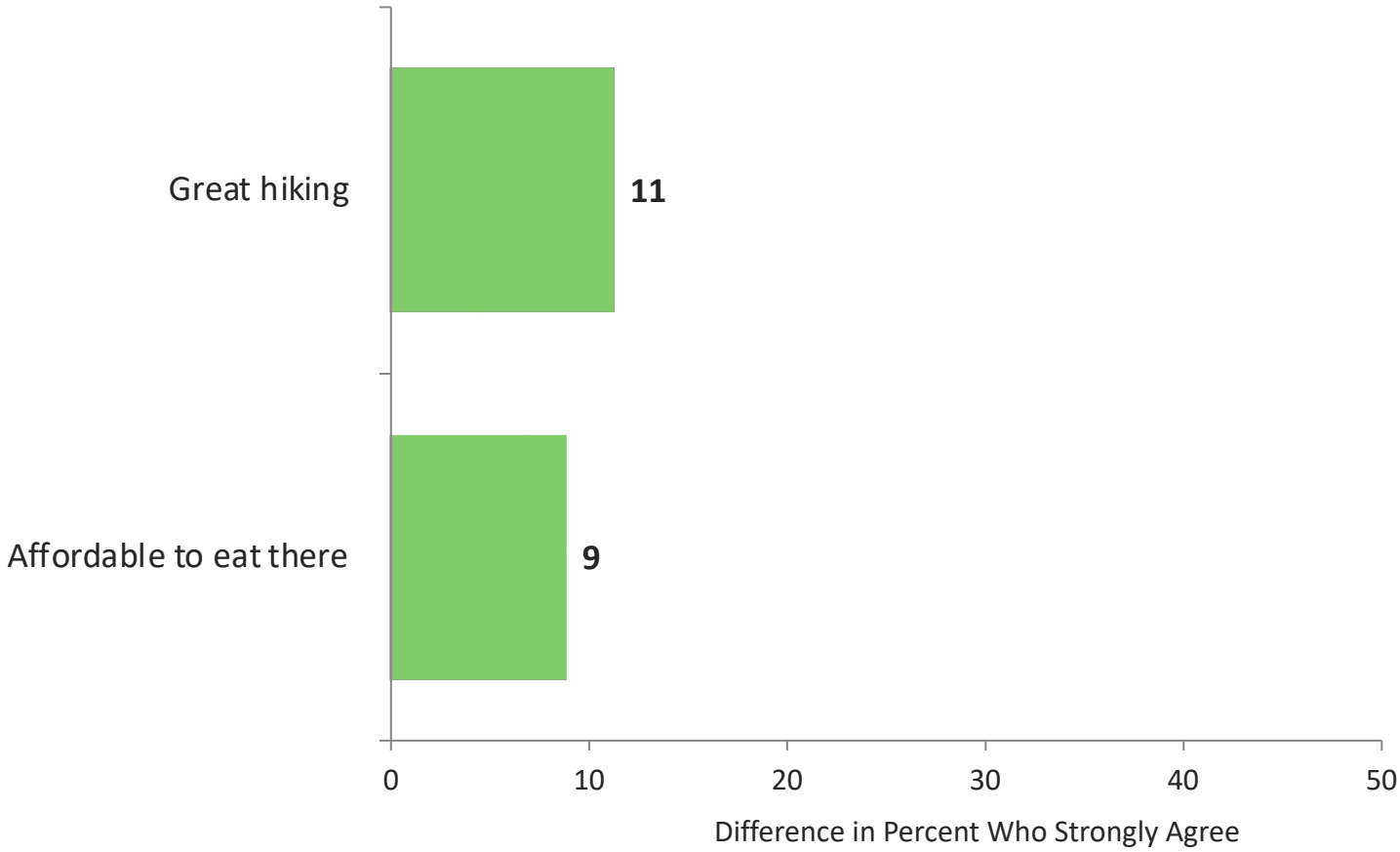
[Learn more](#)

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**Appendix II:  
Scottsdale's Image  
Strengths &  
Weaknesses vs.  
Individual Competitors**

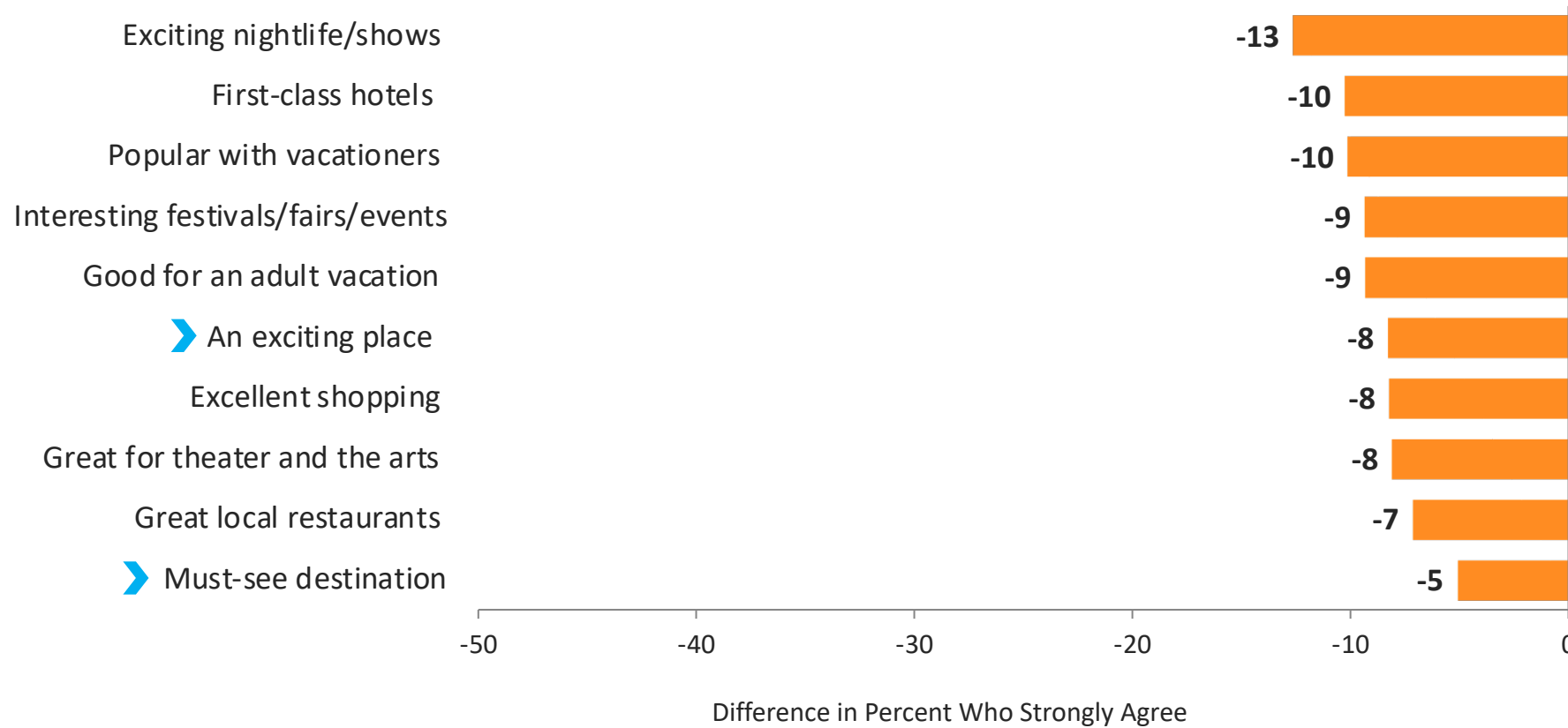
# Scottsdale's Image Strengths vs. Palm Springs

Base: Residents of Scottsdale's Advertising Markets



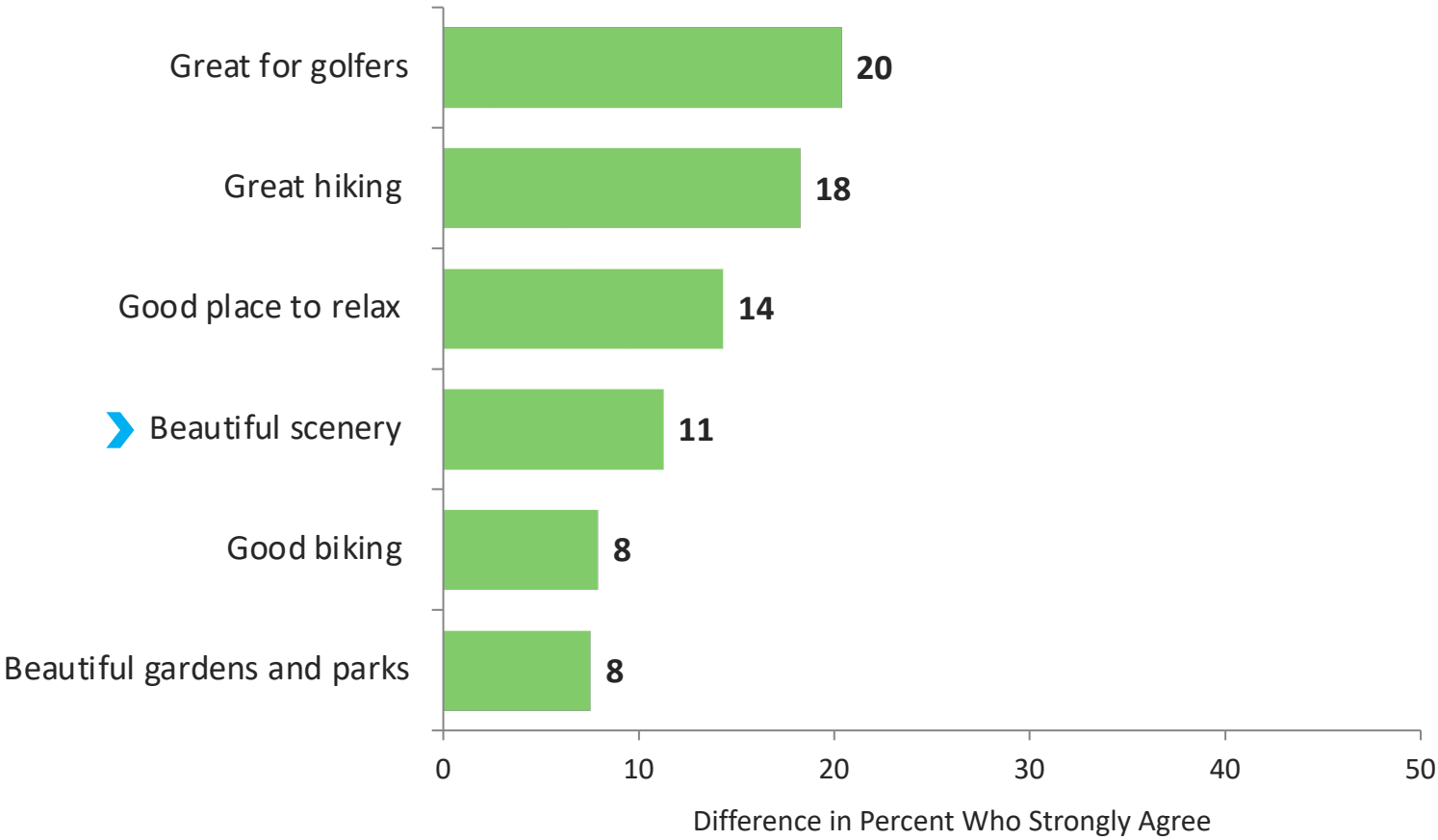
# Scottsdale's Image Weaknesses vs. Palm Springs

Base: Residents of Scottsdale's Advertising Markets



# Scottsdale's Image Strengths vs. Austin

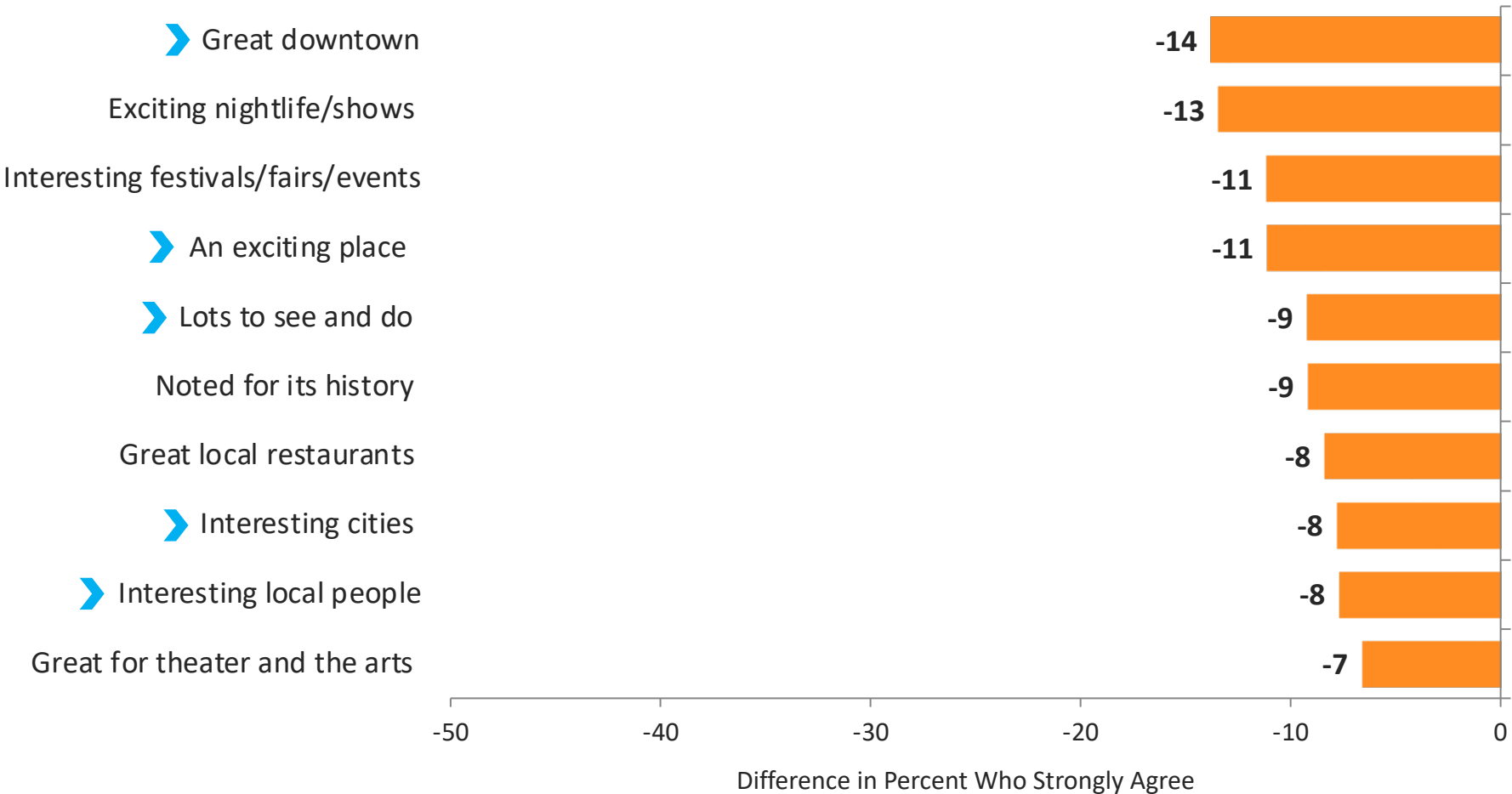
Base: Residents of Scottsdale's Advertising Markets



\* Attributes marked with a chevron indicate some of the most important image hot buttons for travelers

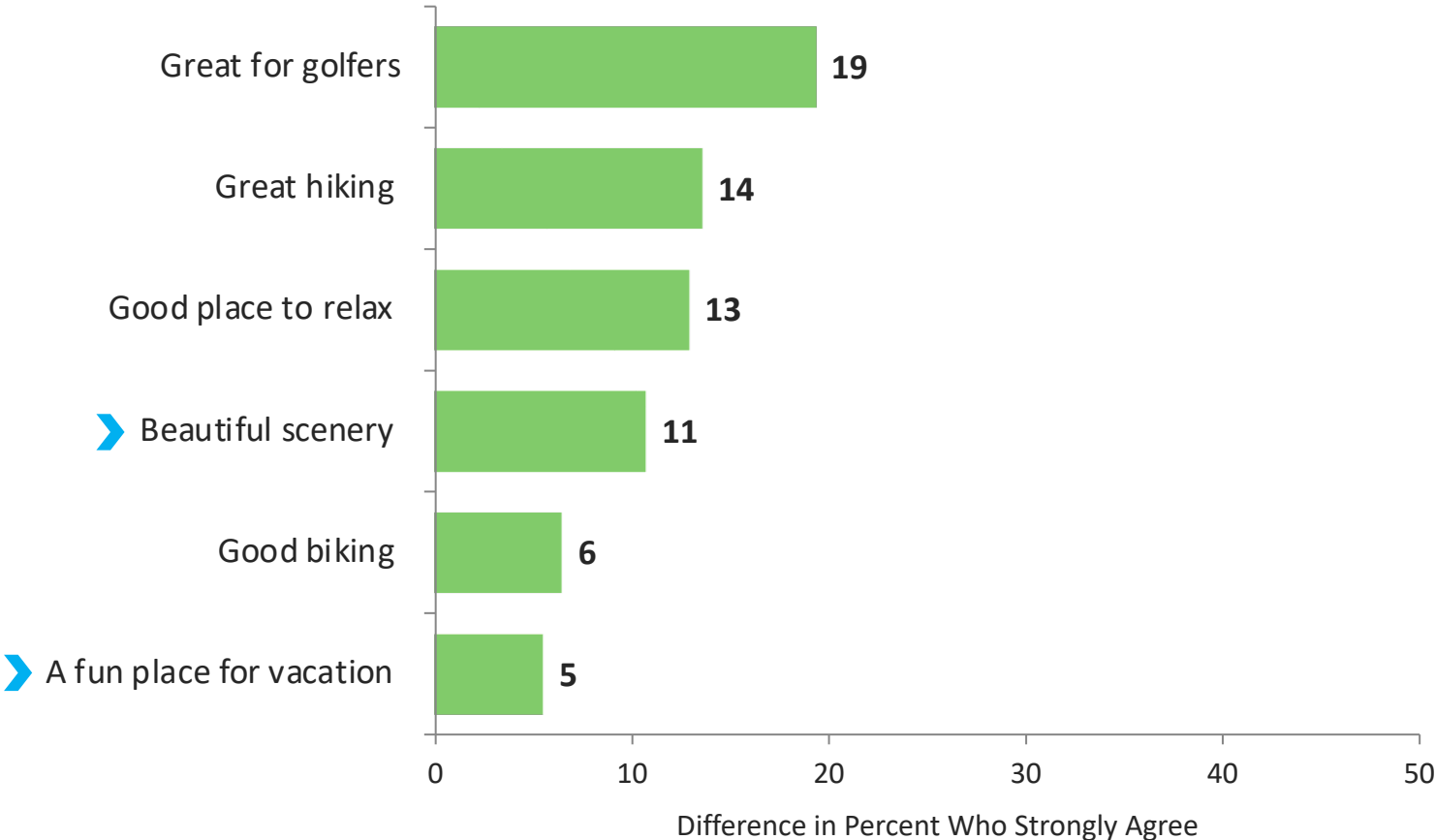
# Scottsdale's Image Weaknesses vs. Austin

Base: Residents of Scottsdale's Advertising Markets



# Scottsdale's Image Strengths vs. San Antonio

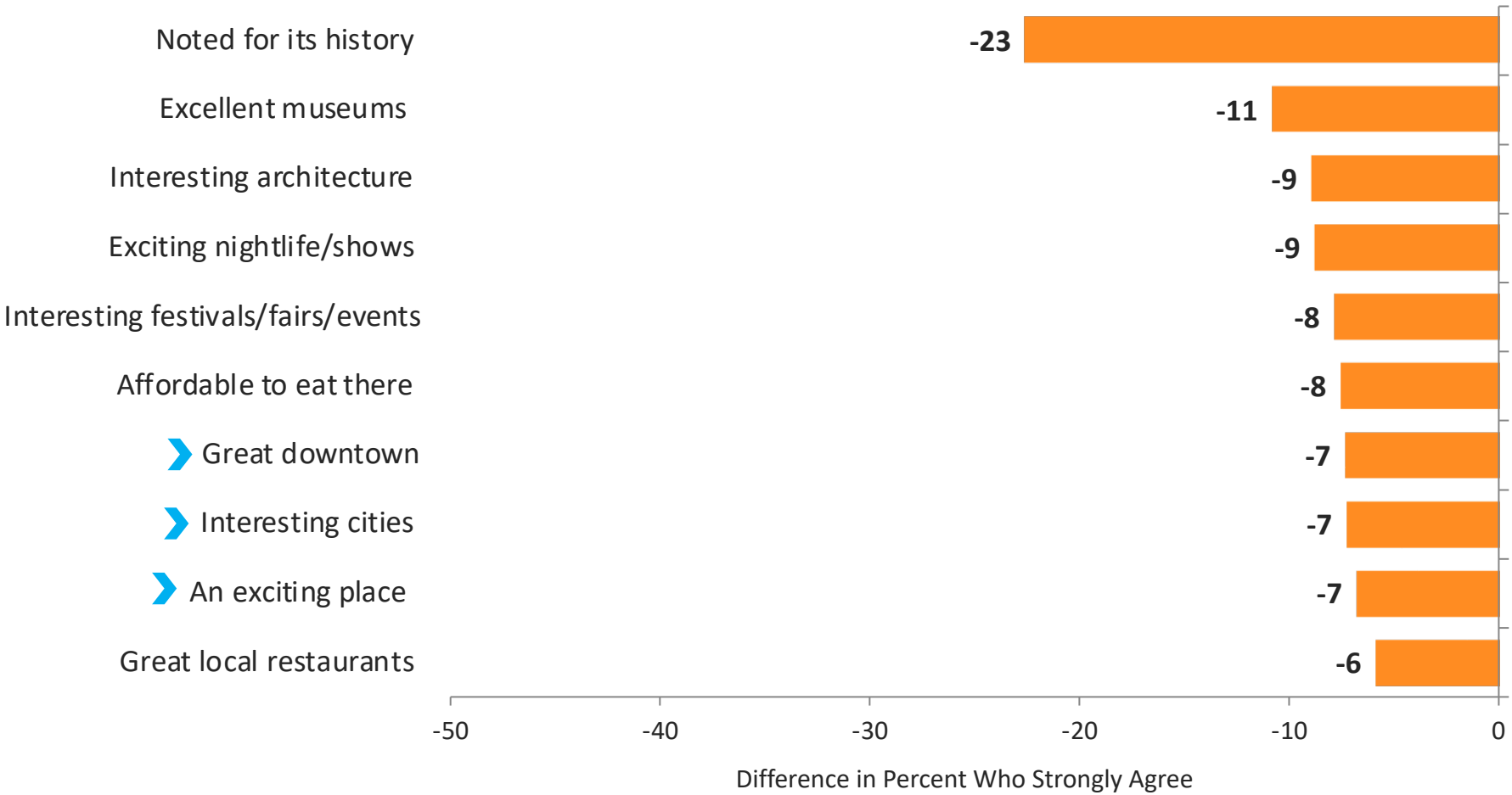
Base: Residents of Scottsdale's Advertising Markets



\* Attributes marked with a chevron indicate some of the most important image hot buttons for travelers

# Scottsdale's Image Weaknesses vs. San Antonio

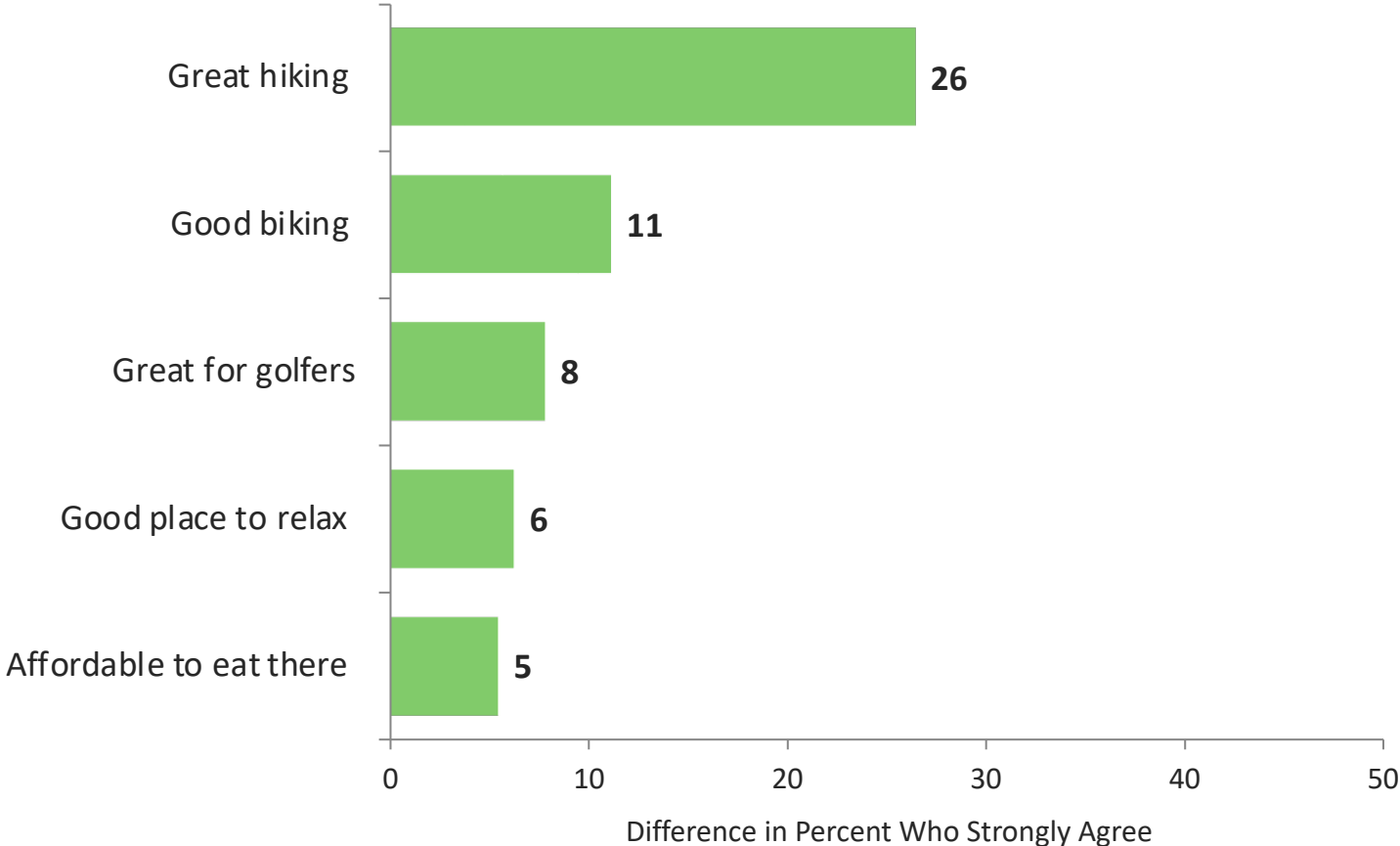
Base: Residents of Scottsdale's Advertising Markets





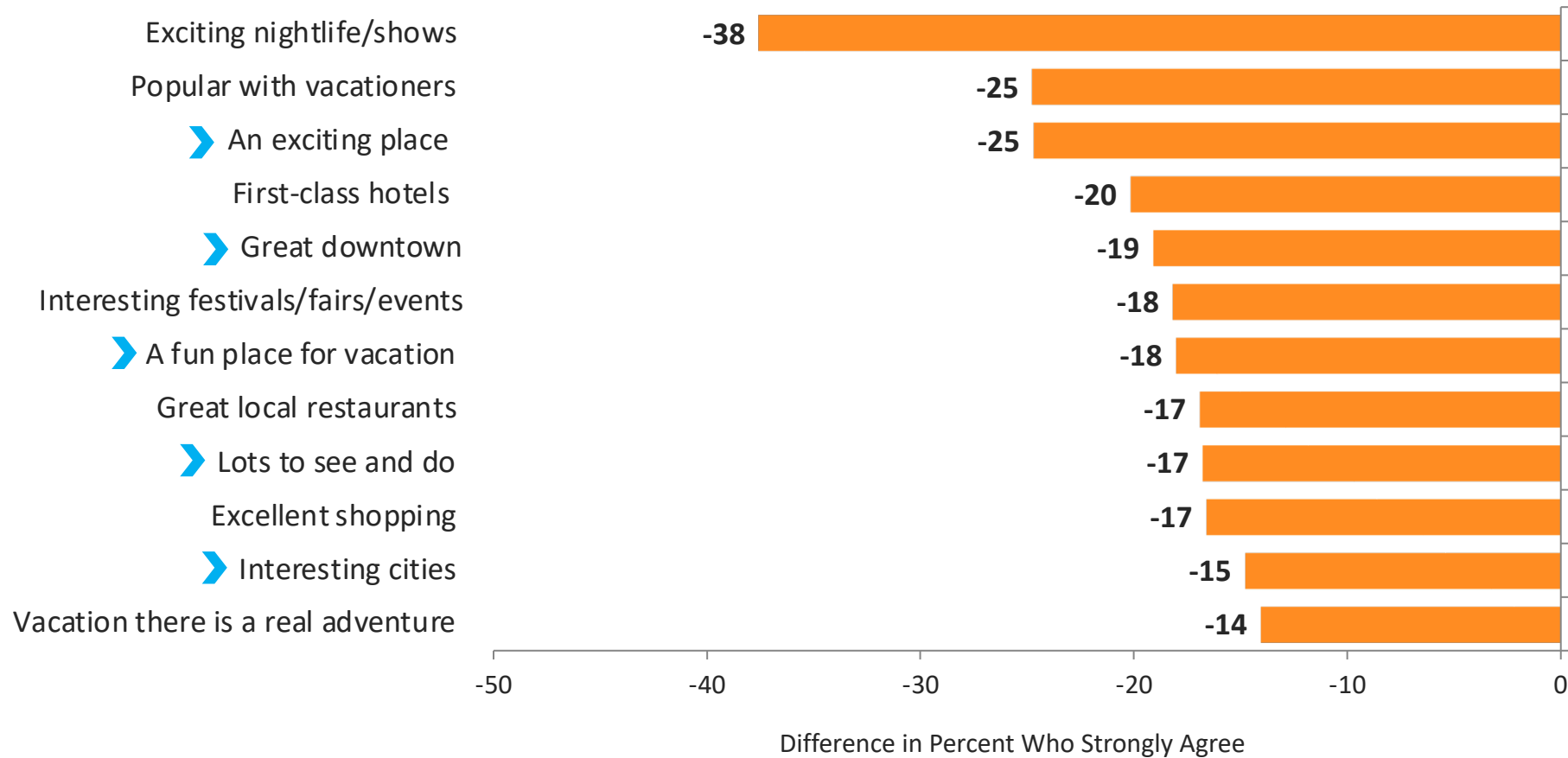
# Scottsdale's Image Strengths vs. Miami

Base: Residents of Scottsdale's Advertising Markets



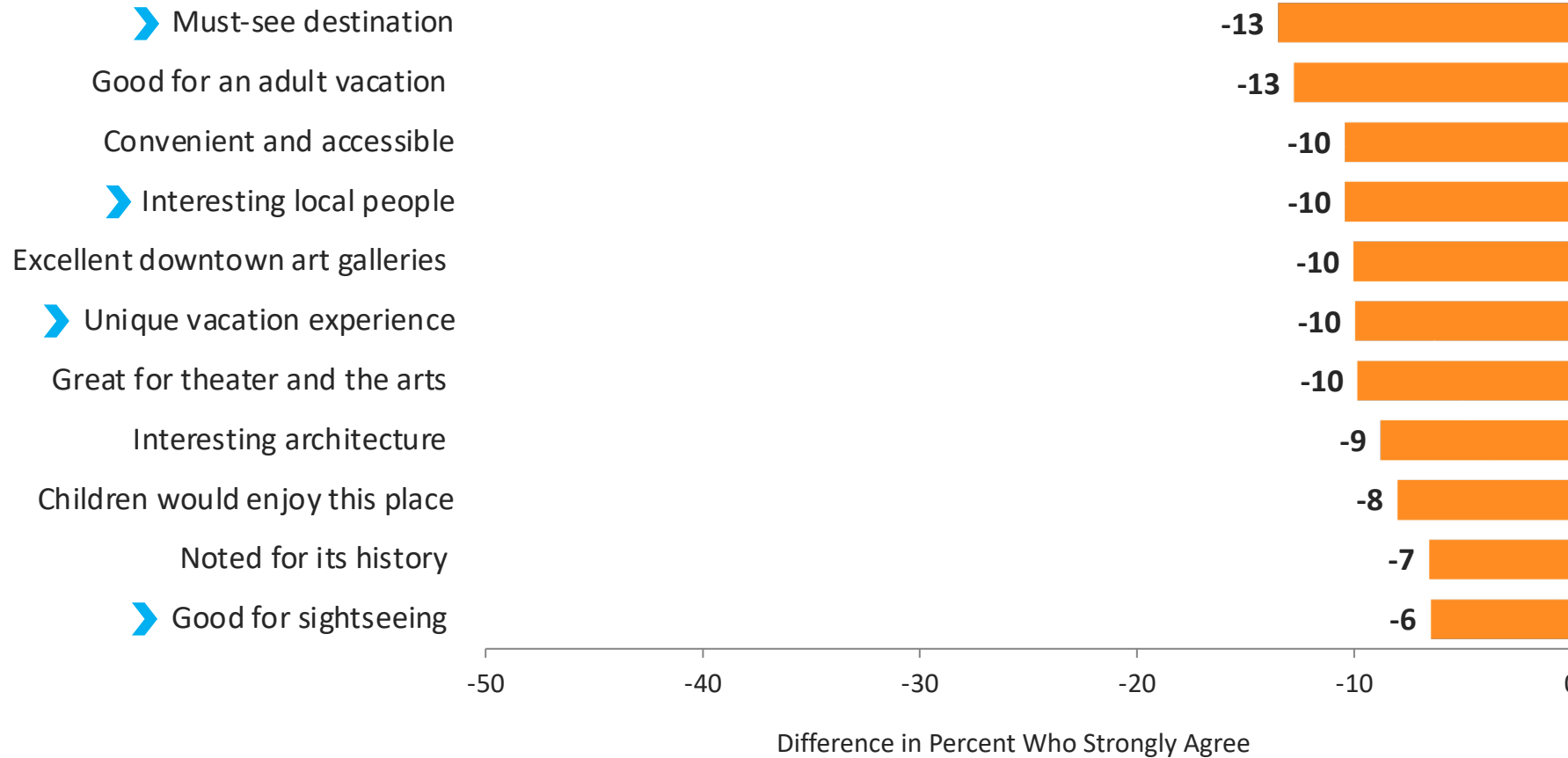
# Scottsdale's Image Weaknesses vs. Miami

Base: Residents of Scottsdale's Advertising Markets



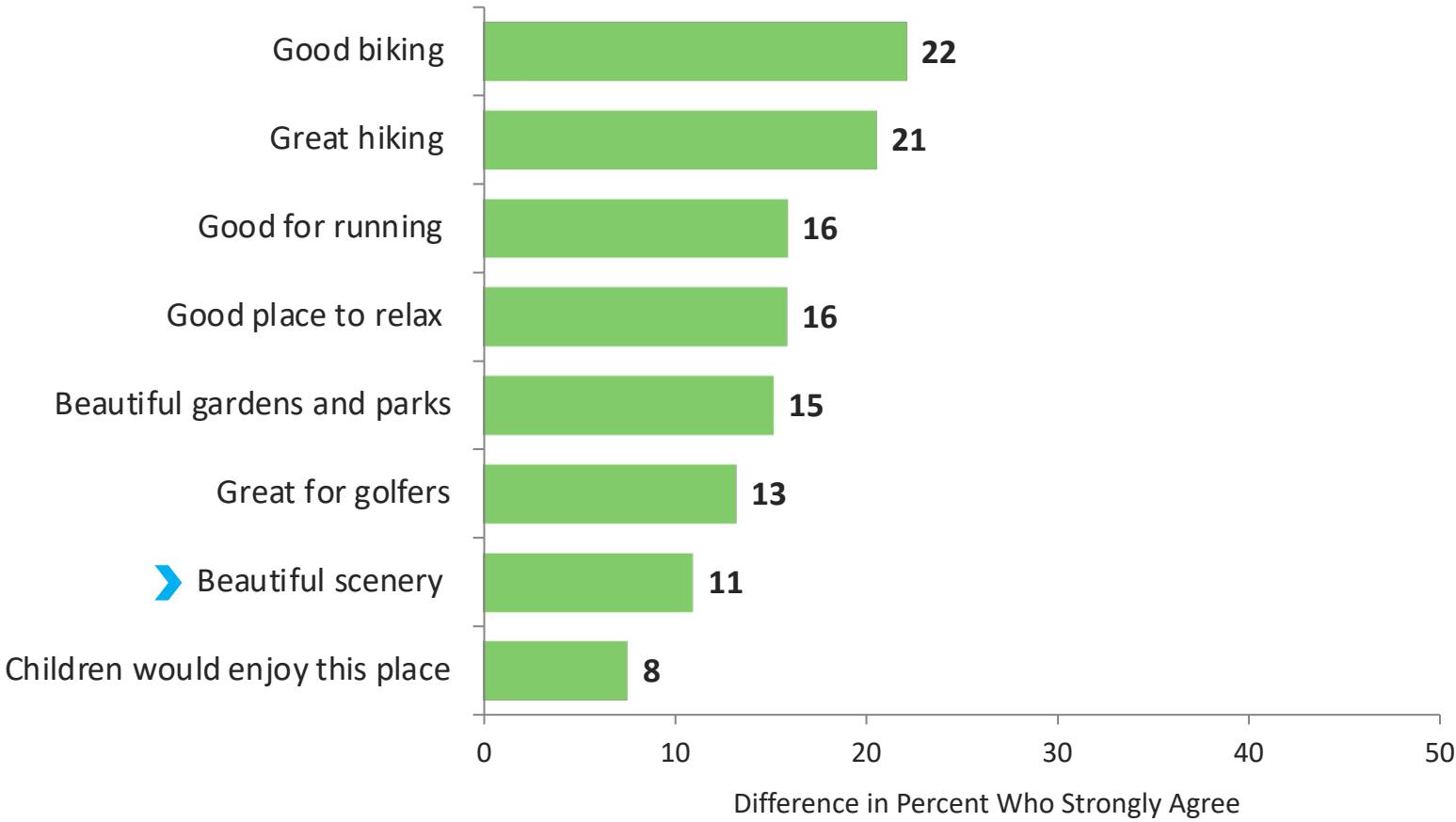
# Scottsdale's Image Weaknesses vs. Miami (Cont'd)

Base: Residents of Scottsdale's Advertising Markets



# Scottsdale's Image Strengths vs. Las Vegas

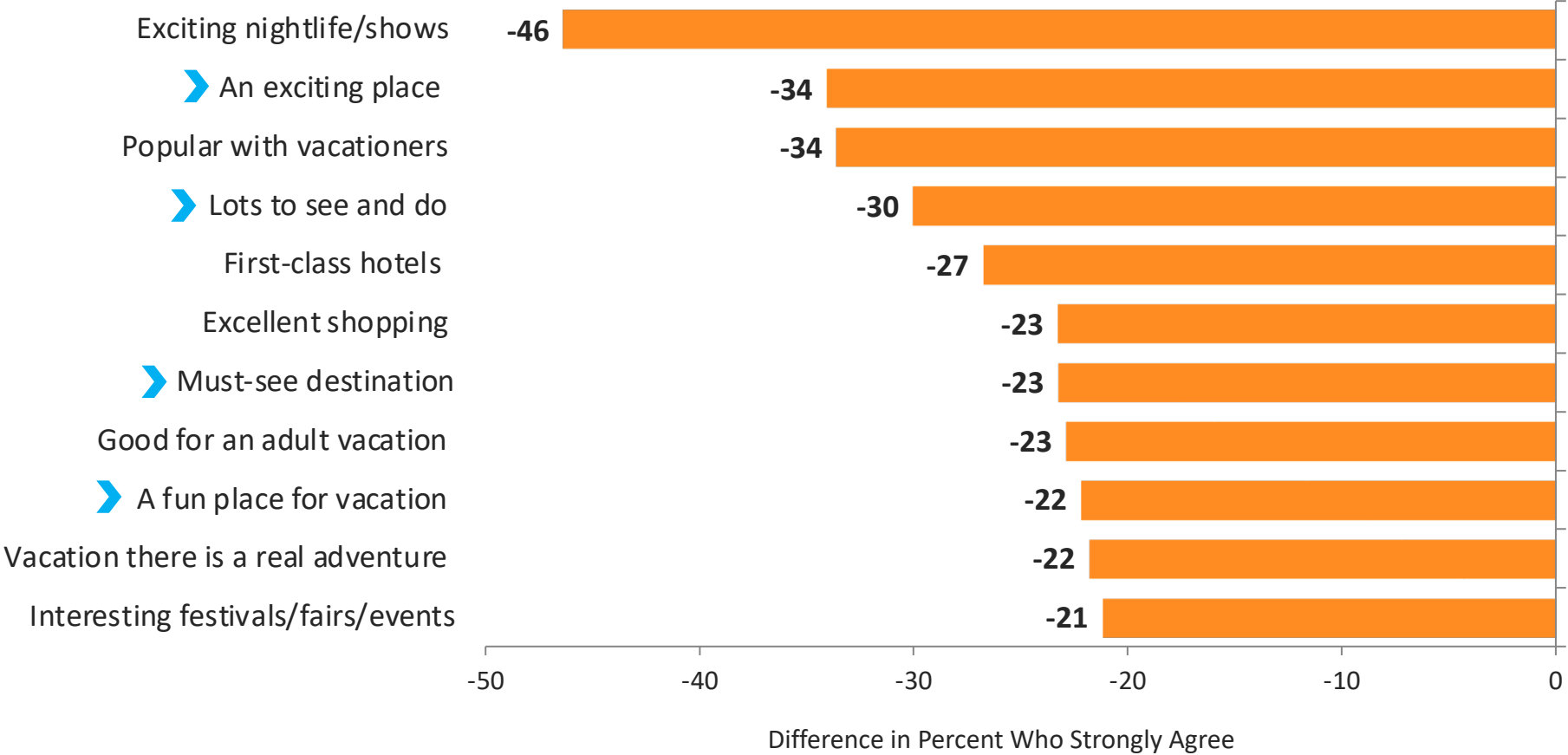
Base: Residents of Scottsdale's Advertising Markets



\* Attributes marked with a chevron indicate some of the most important image hot buttons for travelers

# Scottsdale's Image Weaknesses vs. Las Vegas

Base: Residents of Scottsdale's Advertising Markets



\* Attributes marked with a chevron indicate some of the most important image hot buttons for travelers

# Scottsdale's Image Weaknesses vs. Las Vegas (Cont'd)

Base: Residents of Scottsdale's Advertising Markets

