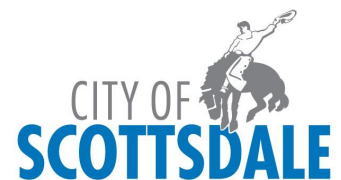


Scottsdale

Tourism Study - Lodging Statistics



October 2023
Tourism and Events



Scottsdale Lodging Statistics

September 2023

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Introduction

The primary purpose of *The Scottsdale Tourism Study Lodging Report* is to provide market information for the tourism, retail, and hospitality operations within the study area. The study looks specifically at trends in local transient occupancy tax (bed tax) collection, room inventory, average room rates, occupancy rates and other factors relating to lodging trends. The report provides information to elected officials, city management, the general public, and private-sector entities regarding the tourism and hospitality markets.

Much of the information contained in the Lodging Statistics study is based on tax collection figures. Bed tax collection figures are used because they are important and consistently tracked and readily available but it is important to remember these three points:

- ◇ The tax receipt figures shown for each month reflect actual sales tax and bed tax collections during the previous month. There is a lag of one month between sales activity and receipts.
- ◇ The data in this report (unless otherwise noted) is based primarily on properties located within the City of Scottsdale.
- ◇ With the exception of room stock data, no information is available for properties that lie just outside the corporate limits of the City of Scottsdale and the Town of Paradise Valley. It may be reasonable to assume the data for these properties would be very similar to similar properties in the market area, but no projections are made as part of this report.

EXECUTIVE SUMMARY

- ◇ Scottsdale's bed tax revenues totaled \$32,641,166 in 2022, up 39 percent from 2021.
- ◇ The Scottsdale market area has increased by 1,391 rooms since 2013. The number of rooms within the City of Scottsdale increased by 237 rooms in 2022, compared to 2021.
- ◇ In the past 10 years, bed tax revenues has generated over \$199 million for the City of Scottsdale.
- ◇ Hotel/motel sales tax revenues for the City of Scottsdale in 2022 increased 51 percent from 2021 with \$18,875,743 in collections.
- ◇ Annual occupancy for the Scottsdale market area in 2022 was 65 percent, up from 57.6 percent in 2021.
- ◇ The average room rate for Scottsdale market area hotels in 2022 was \$273.91, an increase from the 2021 average of \$228.49, per room.
- ◇ The percentage of room revenue to total hotel revenues for the City of Scottsdale in 2022 was 60.4 percent.



THE SCOTTSDALE MARKET AREA

Map 1 (p. 6) Google interactive map accessed by scanning the below QR code with mobile phone camera. Shows the boundaries of the Scottsdale market area, and the locations of market area hotels. The market area contains all of the City of Scottsdale and the Town of Paradise Valley; portions of the cities of Phoenix and Tempe; and parts of the towns of Carefree, Cave Creek, Fountain Hills, and the Salt River Pima Maricopa Indian Community (SRPMIC).

Table 1 (p. 7) lists the hotels in the Scottsdale market area.

Map 1

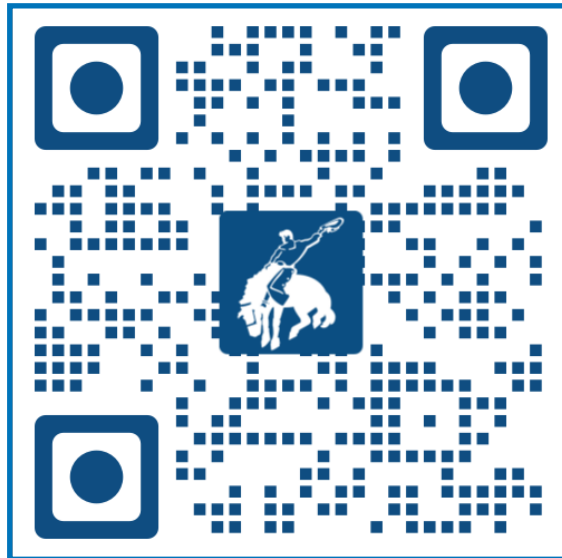


Table 1

Existing Scottsdale/Paradise Valley Market Area Properties
(Transient Use Properties with more than 25 rooms)

Scottsdale Properties

| | <u>Property Name</u> | <u>Address</u> | <u>Rooms</u> |
|----|---|----------------------------|---------------------|
| 1 | 3 Palms Hotel | 7707 E. McDowell Rd. | 130 |
| 2 | Aiden By Best Western @ Scottsdale North | 10801 N. 89th Pl. | 164 |
| 3 | aloft Scottsdale | 4415 N. Civic Center Plaza | 126 |
| 4 | Best Western Plus Scottsdale Thunderbird Suites | 7515 E. Butherus Dr. | 120 |
| 5 | Best Western Plus Sundial | 7320 E. Camelback Rd. | 54 |
| 6 | Boulders Resort & Spa, Curio Collection by Hilton | 34631 N. Tom Darlington | 160 |
| 7 | Canopy by Hilton Scottsdale Old Town | 7142 E 1st Street | 178 |
| 8 | Comfort Suites Old Town Scottsdale | 3275 N. Drinkwater Blvd. | 60 |
| 9 | Courtyard Scottsdale Old Town | 3311 N. Scottsdale Rd. | 180 |
| 10 | Element Scottsdale at SkySong | 1345 N. Scottsdale Rd | 157 |
| 11 | Embassy Suites by Hilton Scottsdale Resort | 5001 N. Scottsdale Rd. | 312 |
| 12 | Extended Stay America - Phoenix - Scottsdale | 10660 N. 69th St. | 106 |
| 13 | Extended Stay America - Phoenix - Scottsdale - North | 15501 N. Scottsdale Rd. | 120 |
| 14 | Extended Stay America - Phoenix - Scottsdale - Old Town | 3560 N. Marshall Way | 121 |
| 15 | Fairmont Scottsdale Princess | 7575 E. Princess Dr. | 750 |
| 16 | Four Seasons Resort Scottsdale at Troon North | 10600 E. Crescent Moon Dr | 210 |
| 17 | Hampton by Hilton Inn & Suites Phoenix/Scottsdale on Shea | 10101 N. Scottsdale Rd. | 150 |
| 18 | Hilton Garden Inn Scottsdale North/Perimeter Center | 8550 E. Princess Dr | 122 |
| 19 | Hilton Garden Inn Scottsdale Old Town | 7324 E. Indian School Rd. | 199 |
| 20 | Hilton North Scottsdale at Cavasson | 18700 N Hayden Rd. | 237 |
| 21 | Hilton Scottsdale Resort & Villas | 6333 N. Scottsdale Rd. | 235 |
| 22 | Holiday Inn & Suites Scottsdale North - Airpark | 14255 N. 87th St | 117 |
| 23 | Holiday Inn Express & Suites Scottsdale - Old Town | 3131 N. Scottsdale Rd. | 169 |
| 24 | Holiday Inn Express Scottsdale North | 7350 E. Gold Dust Ave. | 122 |
| 25 | Hotel Adeline, Scottsdale, A Tribute Portfolio Hotel | 5101 N. Scottsdale Rd. | 213 |
| 26 | Hotel Valley Ho | 6850 E Main St | 241 |
| 27 | Hyatt House Scottsdale/Old Town | 4245 N. Drinkwater Dr. | 164 |
| 28 | Hyatt Place / Hyatt House North Scottsdale | 18513 N Scottsdale Rd | 229 |
| 29 | Hyatt Place Scottsdale/Old Town | 7300 E. 3rd Ave. | 126 |
| 30 | Hyatt Regency Scottsdale Resort & Spa at Gainey Ranch | 7500 E. Doubletree Ranch | 493 |
| 31 | Independence 47 Hotel | 7330 N. Pima Rd. | 47 |
| 32 | La Quinta Inns & Suites by Wyndham Phoenix Scottsdale | 8888 E. Shea Blvd. | 140 |
| 33 | Metro Scottsdale | 9880 N. Scottsdale Rd. | 114 |
| 34 | Motel 6 Old Town Scottsdale | 6848 E. Camelback Rd. | 122 |
| 35 | Residence Inn by Marriott Scottsdale North | 17011 N. Scottsdale Rd. | 120 |
| 36 | Scottsdale Links Resort | 16858 N. Perimeter Dr. | 218 |
| 37 | Scottsdale Marriott at McDowell Mountains | 16770 N. Perimeter Dr. | 266 |
| 38 | Scottsdale Marriott Old Town | 7325 E. 3rd Ave. | 243 |
| 39 | Scottsdale Park Suites | 1251 N. Miller Rd. | 95 |
| 40 | Scottsdale Villa Mirage | 7887 E. Princess Blvd. | 224 |

Table 1 (Continued)**Scottsdale Properties (Continued)**

| | Property Name | Address | Rooms |
|----|--|---------------------------|--------------|
| 41 | Senna House Scottsdale, Curio Collection by Hilton | 7501 E Camelback Rd | 169 |
| 42 | Sheraton's Desert Oasis | 17700 N. Hayden Rd. | 300 |
| 43 | Sonder the Mariposa | 7017 E. McDowell Rd. | 60 |
| 44 | Sonder the Monarch | 4000 N Drinkwater Blvd | 194 |
| 45 | Sonesta ES Suites Scottsdale - Paradise Valley | 6040 N. Scottsdale Rd. | 122 |
| 46 | Sonesta Select Scottsdale at Mayo Clinic | 13444 E. Shea Blvd. | 124 |
| 47 | Sonesta Simply Suites Scottsdale North | 10740 N. 90th St. | 130 |
| 48 | Sonesta Suites Scottsdale Gainey Ranch | 7300 E. Gainey Suites Dr. | 162 |
| 49 | The McCormick Scottsdale | 7421 N. Scottsdale Rd. | 125 |
| 50 | The Scott Resort & Spa | 4925 N. Scottsdale Rd. | 204 |
| 51 | The Scottsdale Resort at McCormick Ranch | 7700 E. McCormick Pkwy. | 326 |
| 52 | W Hotel Scottsdale | 7277 E. Camelback Rd. | 236 |
| 53 | Worldmark Scottsdale | 8235 E. Indian Bend Rd. | 85 |
| | | | |
| | Total Scottsdale Properties | | 9,591 |

Paradise Valley Properties*

| | Property Name | Address | Rooms |
|----|--|-------------------------|--------------|
| 1 | Andaz Scottsdale Resort & Bungalows | 6114 N Scottsdale Rd. | 185 |
| 2 | Doubletree Resort by Hilton Hotel Paradise Valley Scottsdale | 5401 N. Scottsdale Rd. | 378 |
| 3 | JW Marriott Camelback Inn Scottsdale Resort & Spa | 5402 E. Lincoln Dr. | 453 |
| 4 | Mountain Shadows Resort | 5445 E. Lincoln Drive | 217 |
| 5 | Omni Scottsdale Resort & Spa at Montelucia | 4949 E. Lincoln Dr. | 293 |
| 6 | Sanctuary Resort on Camelback | 5700 E. McDonald Dr. | 109 |
| 7 | Scottsdale Plaza Resort | 7200 N. Scottsdale Rd. | 404 |
| 8 | Smoke Tree Resort | 7101 E. Lincoln Dr. | 26 |
| 9 | The Hermosa Inn, a boutique hideaway | 5532 N. Palo Cristi Dr. | 43 |
| 10 | The Ritz-Carlton Paradise Valley, The Palmeraie | 7000 E Lincoln Drive | 215 |
| | | | |
| | Total Paradise Valley Properties | | 2,323 |

Table 1 (Continued)**Other Market Properties**

(Carefree, Fountain Hills, Phoenix, Tempe, SRPMIC)*

| | Property Name | Address | Rooms |
|----|--|----------------------------|--------------|
| 1 | AC Hotel by Marriott Scottsdale North | 15200 N Kierland Blvd | 165 |
| 2 | Adero Scottsdale, Autograph Collections | 13225 Eagle Ridge Dr. | 177 |
| 3 | aloft Tempe | 951 E. Playa del Norte Dr. | 136 |
| 4 | Canyon Suites at the Phoenician | 6000 E. Camelback Rd. | 60 |
| 5 | CIVANA Wellness Resort and Spa | 37220 N. Mule Train Rd. | 176 |
| 6 | Comfort Inn - Fountain Hills | 17105 E. Shea Blvd. | 48 |
| 7 | Comfort Inn & Suites Tempe | 808 N. Scottsdale Rd. | 82 |
| 8 | Courtyard by Marriott Scottsdale North | 17010 N. Scottsdale Rd. | 153 |
| 9 | Courtyard by Marriott Scottsdale Salt River | 5201 N. Pima Rd. | 158 |
| 10 | Fountain Park Hotel, BW Signature Collection | 12800 N. Saguaro Blvd. | 60 |
| 11 | Great Wolf Lodge Scottsdale | 7333 N Pima Rd | 350 |
| 12 | Hampton Inn & Suites (Tempe) | 1415 N. Scottsdale Rd. | 117 |
| 13 | Hampton Inn/Suites (North) | 16620 N. Scottsdale Rd. | 123 |
| 14 | Hampton Inn/Suites Scottsdale Riverwalk | 9550 E. Indian Bend | 101 |
| 15 | Holiday Inn Express & Suites Phoenix Tempe | 670 N. Scottsdale Rd. | 103 |
| 16 | Inn at Eagle Mountain | 9800 Summer Hill Blvd. | 37 |
| 17 | JW Marriott Phoenix Desert Ridge Resort & Spa | 5350 E. Marriott Dr. | 950 |
| 18 | Motel 6 (Tempe) | 1612 N. Scottsdale Rd. | 106 |
| 19 | Orange Tree Golf Resort (Phoenix) | 10601 N. 56th St. | 160 |
| 20 | Post 1429 | 1429 N. Scottsdale Rd. | 118 |
| 21 | Scottsdale Camelback Resort (Phx) | 6302 E. Camelback Rd. | 111 |
| 22 | Sleep Inn At North Scottsdale Road | 16630 N. Scottsdale Rd. | 107 |
| 23 | SpringHill Suites Scottsdale North | 17020 N. Scottsdale Rd. | 121 |
| 24 | Staybridge Suites Scottsdale - Talking Stick | 9141 East Hummingbird Lane | 131 |
| 25 | SureStay Plus Hotel by Best Western North Scottsdale | 13440 N. Scottsdale Rd. | 131 |
| 26 | Talking Stick Resort (SRPMIC) | 9800 E. Indian Bend Rd. | 496 |
| 27 | The Phoenician, A Luxury Collection Resort | 6000 E. Camelback Rd. | 645 |
| 28 | The Unbound Collection Royal Palms Resort & Spa (Phoenix) | 5200 E. Camelback Rd. | 119 |
| 29 | Wekopa Casino Resort | 10438 N. Ft. McDowell Rd. | 246 |
| 30 | Westin Kierland Resort & Spa (Phoenix) | 6902 E. Greenway Pkwy. | 735 |
| | | | |
| | Total Other Market Properties | | 6,222 |

Source: City of Scottsdale, Tourism & Events Department

*These properties do not pay bed taxes or hotel sales taxes to the City of Scottsdale, & not all are included in the Scottsdale market data.

*Properties in [BLUE](#) indicate new properties as of 2022.

TRENDS IN TAX COLLECTION

Transient Occupancy Tax

The City of Scottsdale has a five percent transient occupancy tax (bed tax). In the past ten years, the bed tax has generated over \$199 million in revenue for the City. The City of Scottsdale has a voter approved allocation of bed tax funds toward the City's destination marketing, tourism related capital projects, general fund, tourism events, and research.

Table 2 (p. 11) presents monthly and yearly breakdowns of the bed tax receipts for Scottsdale from calendar year 2013 through 2022. During 2022, the city collected \$32,641,166 in bed taxes, a 39 percent increase from 2021 collections.

Sales Tax

In addition to bed tax, the City of Scottsdale tracks collection of the transaction privilege (sales) and use tax (1.75 percent) on all sales transactions in hotels. Maintaining a separate listing of all sales taxes received from hotels and motels provides a mechanism to track visitor purchasing trends.

Sales tax revenues generated by hotel/motel properties in 2022 totaled \$18,875,743 toward the general fund, a 51 percent increase from 2021. Around 37 percent of the revenues in this category were generated during the peak season (mid-January through April). Since 2013, the hotel/motel sales tax has generated over \$109 million in revenues for the City of Scottsdale.

Table 3 (p. 13) enumerates sales tax collected from Scottsdale hotels and motels since 2013.

Table 2

Monthly Bed Tax Receipts in Dollars
City of Scottsdale

(5% Tax Rate)

| | Jan | Feb | Mar | Apr | May | June | July | Aug | Sept | Oct | Nov | Dec | Total |
|-----------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
| 2013 | \$891,379 | \$1,695,722 | \$1,602,606 | \$2,408,496 | \$1,595,317 | \$117,220 | \$702,513 | \$592,219 | \$549,687 | \$869,451 | \$1,272,297 | \$1,173,582 | \$13,470,489 |
| 2014 | \$991,024 | \$1,461,090 | \$2,013,208 | \$2,566,323 | \$1,764,997 | \$1,278,785 | \$770,464 | \$606,581 | \$633,261 | \$939,775 | \$1,278,397 | \$1,443,948 | \$15,747,851 |
| 2015 | \$1,031,086 | \$2,271,788 | \$2,158,027 | \$2,869,673 | \$1,806,673 | \$1,256,091 | \$751,742 | \$686,517 | \$621,760 | \$889,778 | \$1,381,703 | \$1,439,295 | \$17,164,132 |
| 2016 | \$1,135,306 | \$1,813,107 | \$2,320,417 | \$2,892,090 | \$1,977,341 | \$1,345,248 | \$860,598 | \$739,002 | \$719,101 | \$1,196,588 | \$1,557,281 | \$1,572,604 | \$18,128,683 |
| 2017 | \$1,173,835 | \$1,115,043 | \$2,417,432 | \$2,458,315 | \$3,054,168 | \$1,761,758 | \$1,176,941 | \$902,085 | \$929,939 | \$999,185 | \$1,436,557 | \$1,530,091 | \$18,955,348 |
| 2018 | \$850,806 | \$2,098,049 | \$2,310,012 | \$3,558,035 | \$2,475,752 | \$1,557,545 | \$1,186,264 | \$856,484 | \$810,621 | \$1,486,663 | \$1,737,825 | \$1,439,130 | \$20,367,185 |
| 2019 | \$2,050,720 | \$2,328,754 | \$2,504,161 | \$4,014,668 | \$2,312,147 | \$1,532,549 | \$1,335,801 | \$1,010,798 | \$1,123,499 | \$1,464,346 | \$1,773,886 | \$2,400,840 | \$23,852,170 |
| 2020 | \$1,859,146 | \$2,390,331 | \$3,533,463 | \$1,320,774 | \$801,522 | \$448,378 | \$714,258 | \$670,398 | \$608,356 | \$878,154 | \$1,157,606 | \$1,484,424 | \$15,866,811 |
| 2021 | \$875,652 | \$935,898 | \$2,631,085 | \$2,537,046 | \$2,340,277 | \$2,412,324 | \$1,433,064 | \$1,916,089 | \$1,226,616 | \$1,754,159 | \$2,864,104 | \$2,565,291 | \$23,491,604 |
| 2022 | \$2,770,469 | \$2,636,620 | \$3,456,778 | \$4,191,071 | \$4,770,332 | \$2,585,929 | \$1,125,261 | \$2,132,077 | \$1,457,269 | \$2,228,925 | \$2,359,205 | \$2,927,230 | \$32,641,166 |
| % of 2022 Total | 8.5% | 8.1% | 10.6% | 12.8% | 14.6% | 7.9% | 3.4% | 6.5% | 4.5% | 6.8% | 7.2% | 9.0% | 100.0% |
| Avg % of 10 yr Total | 6.8% | 9.4% | 12.5% | 14.4% | 11.5% | 7.2% | 5.0% | 5.1% | 4.3% | 6.4% | 8.4% | 9.0% | 100.0% |

Source: City of Scottsdale, Tax Audit Department

BED TAX RECEIPTS

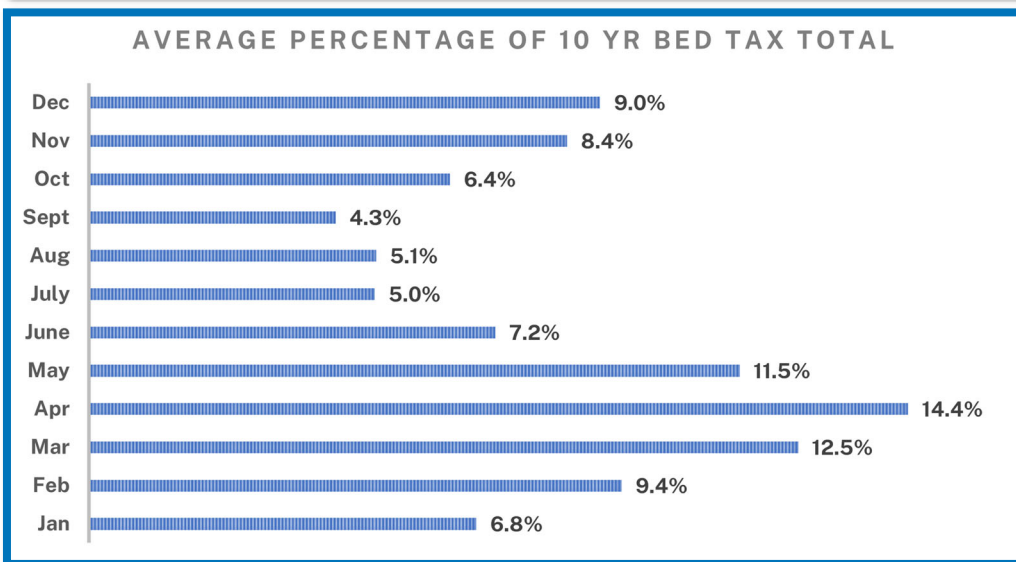
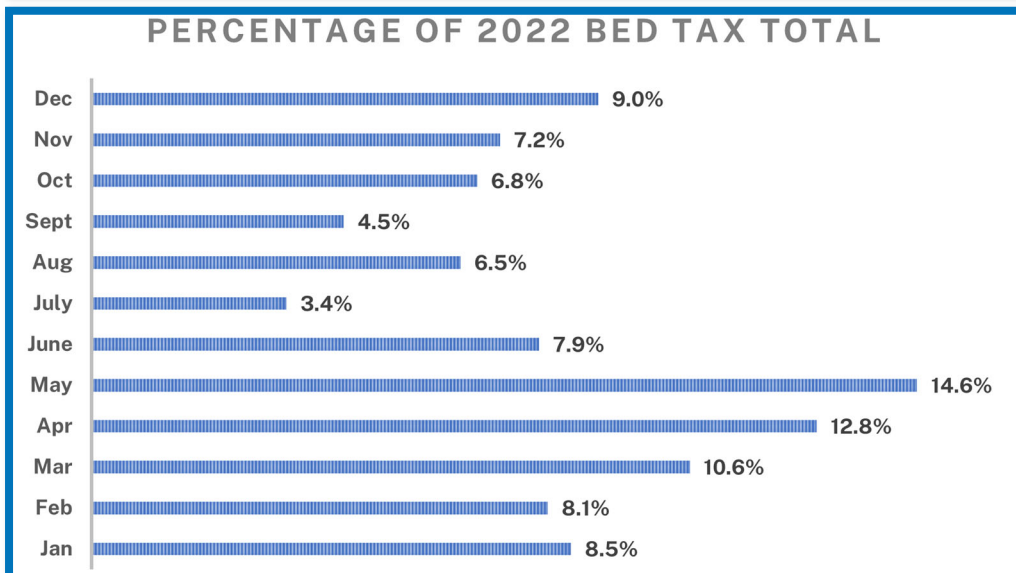
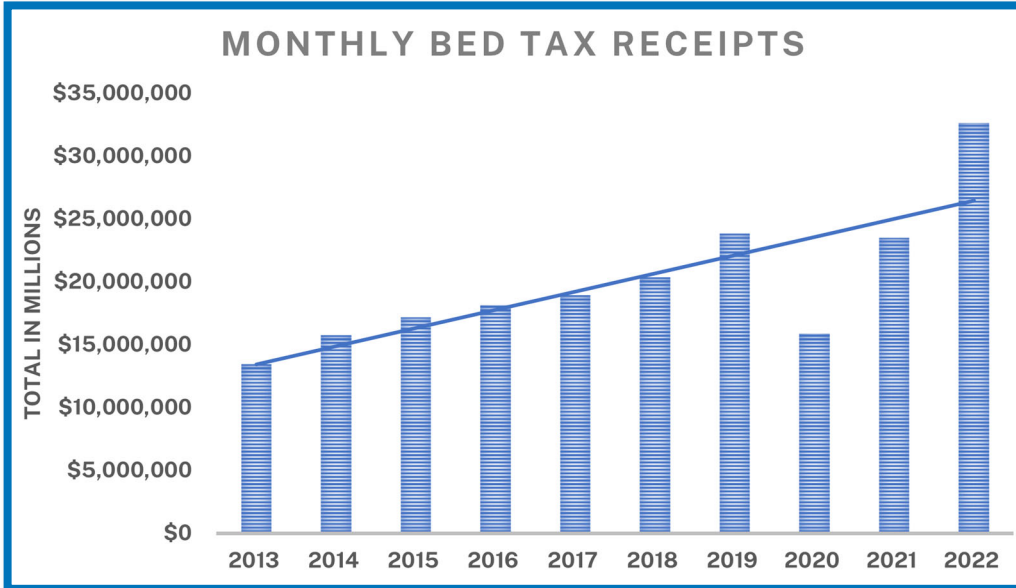


Table 3

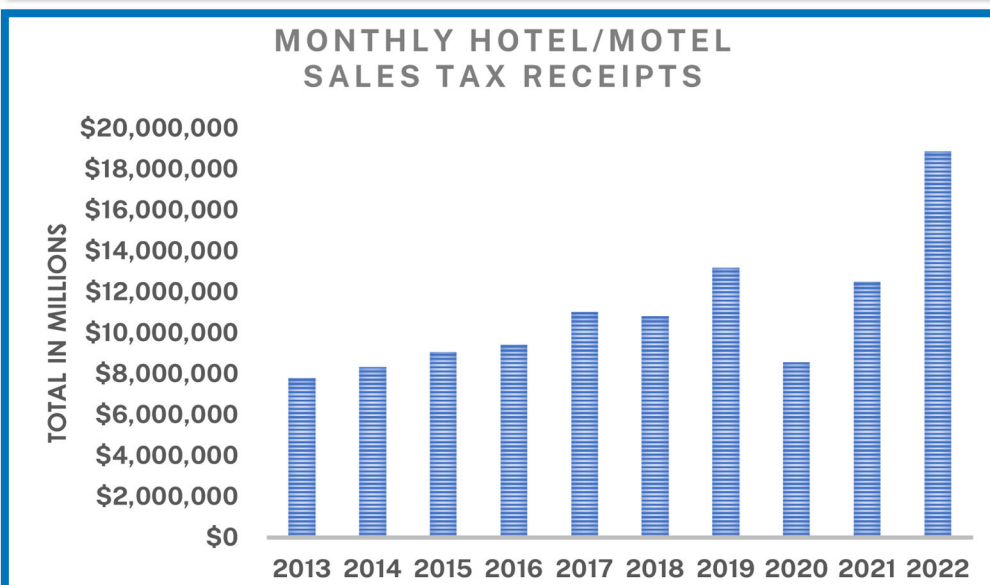
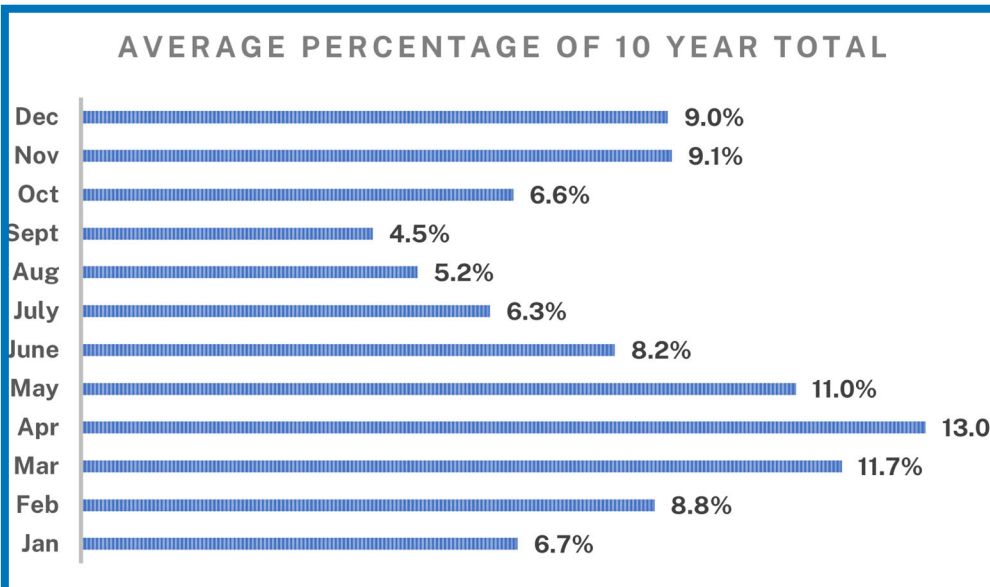
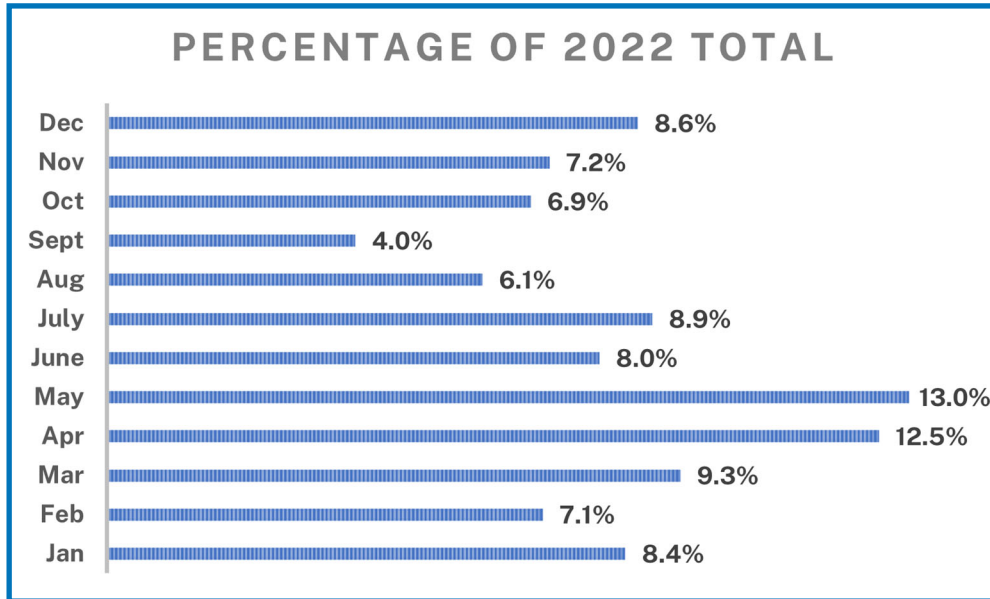
**Monthly Hotel/Motel Sales Tax Receipts
City of Scottsdale**

| | Jan | Feb | Mar | Apr | May | June | July | Aug | Sept | Oct | Nov | Dec | Total |
|----------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-----------|-------------|-------------|-------------|--------------|
| 2013 | \$495,223 | \$866,856 | \$821,619 | \$1,148,266 | \$891,479 | \$633,745 | \$404,986 | \$357,062 | \$311,769 | \$514,438 | \$719,488 | \$647,647 | \$7,812,579 |
| 2014 | \$561,978 | \$757,230 | \$1,049,214 | \$1,204,999 | \$908,191 | \$762,265 | \$453,178 | \$315,040 | \$349,931 | \$521,901 | \$700,189 | \$767,137 | \$8,351,254 |
| 2015 | \$565,077 | \$1,144,515 | \$1,027,004 | \$1,324,397 | \$920,654 | \$710,159 | \$431,460 | \$425,928 | \$378,695 | \$564,049 | \$789,305 | \$796,080 | \$9,077,324 |
| 2016 | \$614,097 | \$882,002 | \$1,168,695 | \$1,276,613 | \$1,011,411 | \$763,035 | \$501,701 | \$436,264 | \$406,242 | \$662,319 | \$876,506 | \$827,046 | \$9,425,931 |
| 2017 | \$687,430 | \$661,680 | \$1,189,894 | \$1,215,515 | \$1,563,477 | \$1,202,885 | \$867,519 | \$631,302 | \$636,246 | \$586,277 | \$882,369 | \$908,322 | \$11,032,916 |
| 2018 | \$139,701 | \$1,080,220 | \$1,245,076 | \$1,760,062 | \$1,425,266 | \$930,636 | \$692,150 | \$467,629 | \$440,245 | \$818,648 | \$1,026,087 | \$808,788 | \$10,834,505 |
| 2019 | \$1,134,389 | \$1,221,358 | \$1,371,216 | \$2,071,043 | \$1,261,080 | \$886,799 | \$808,854 | \$471,137 | \$646,096 | \$892,265 | \$1,069,506 | \$1,357,355 | \$13,191,098 |
| 2020 | \$1,038,882 | \$1,228,097 | \$1,989,324 | \$617,933 | \$467,418 | \$252,530 | \$342,258 | \$334,694 | \$347,291 | \$462,883 | \$742,114 | \$744,279 | \$8,567,704 |
| 2021 | \$527,357 | \$485,902 | \$1,199,473 | \$1,240,370 | \$1,136,408 | \$1,344,361 | \$717,390 | \$1,076,775 | \$633,418 | \$960,851 | \$1,789,361 | \$1,401,104 | \$12,512,771 |
| 2022 | \$1,588,446 | \$1,336,362 | \$1,757,017 | \$2,366,115 | \$2,456,447 | \$1,509,226 | \$1,670,647 | \$1,150,611 | \$760,366 | \$1,298,629 | \$1,355,712 | \$1,626,166 | \$18,875,743 |
| % of 2022 Total | 8.4% | 7.1% | 9.3% | 12.5% | 13.0% | 8.0% | 8.9% | 6.1% | 4.0% | 6.9% | 7.2% | 8.6% | 100.0% |
| Avg % of 10yr Total | 6.7% | 8.8% | 11.7% | 13.0% | 11.0% | 8.2% | 6.3% | 5.2% | 4.5% | 6.6% | 9.1% | 9.0% | 100.0% |

Source: City of Scottsdale, Tax Audit Department

Note: Sales tax is normally reported to the City the month after receipt. The figures listed above generally reflect activity from the previous month, and do not account for late payments.
Note: The Transaction Privilege Tax rate was increased to 1.75% and the Use Tax rate was increased to 1.55% on February 1, 2019.

SALES TAX RECEIPTS



TRENDS IN ROOM INVENTORY

Room Supply

Table 4 reflects hotel room supply inventory for the study market area since 2013. From 2013 through 2016 there was an decrease in room inventory. Room inventory dramatically increased in both 2017 and 2020. The Scottsdale market area increased by 1,391 rooms over the last 10 years.

Table 5a shows the room inventory of the City of Scottsdale by category.

Table 5b shows the room inventory of the Town of Paradise Valley by category.

| Table 4 | | | | |
|------------------------------------|--------------------|-------------------------|--------------------------|--------|
| Hotel Inventory | | | | |
| Total Hotel Market Area Properties | | | | |
| Year | City of Scottsdale | Town of Paradise Valley | Other Market Area Hotels | Total |
| 2013 | 9,391 | 1,864 | 5,490 | 16,745 |
| 2014 | 8,997 | 1,695 | 5,609 | 16,301 |
| 2015 | 8,971 | 1,697 | 5,593 | 16,261 |
| 2016 | 8,727 | 1,693 | 5,640 | 16,060 |
| 2017 | 8,875 | 2,090 | 5,624 | 16,589 |
| 2018 | 8,825 | 2,074 | 5,605 | 16,504 |
| 2019 | 8,758 | 2,108 | 5,576 | 16,442 |
| 2020 | 9,164 | 2,108 | 6,142 | 17,414 |
| 2021 | 9,354 | 2,333 | 6,091 | 17,778 |
| 2022 | 9,591 | 2,323 | 6,222 | 18,136 |

Source: Smith Travel Research (STR); City of Scottsdale, Tourism & Events Department
Note: Only hotel properties with 25 or more rooms are included

| Table 5a | | | Table 5b | | | Table 5c | | |
|--|------------|-------------|---|------------|-------------|--|------------|-------------|
| Room Inventory by Category* City of Scottsdale - 2022 | | | Room Inventory by Category* Town of Paradise Valley - 2022 | | | Room Inventory by Category* Market Areas - 2022 | | |
| Category | # of Rooms | % of Market | Category | # of Rooms | % of Market | Category | # of Rooms | % of Market |
| Resort | 3,615 | 38% | Resort | 2,254 | 97% | Resort | 3,518 | 57% |
| Full Service | 3,060 | 32% | Full Service | 43 | 2% | Full Service | 1,067 | 17% |
| Limited Service | 2,916 | 30% | Limited Service | 26 | 1% | Limited Service | 1,637 | 26% |
| Total | 9,591 | 100% | Total | 2,323 | 100% | Total | 6,222 | 100% |

Source: Smith Travel Research, Tourism & Events Department

Property Inventory

Table 6 lists the existing hotel properties within the Scottsdale market area. The properties are classified by facility type, and room information.

Note: Hotel classifications are Resort, Full Service, and Limited Service.

| Table 6 | | |
|--|------------|-----------------|
| Resort Hotel Properties | | |
| Scottsdale/Paradise Valley Market Area | | |
| Property Name | # of Rooms | Location |
| CIVANA Wellness Resort and Spa | 176 | Carefree |
| Adero Scottsdale, Autograph Collections | 177 | Fountain Hills |
| Andaz Scottsdale Resort & Bungalows | 185 | Paradise Valley |
| Doubletree Resort by Hilton Hotel Paradise Valley Scottsdale | 378 | Paradise Valley |
| JW Marriott Camelback Inn Scottsdale Resort & Spa | 453 | Paradise Valley |
| Mountain Shadows Resort | 217 | Paradise Valley |
| Omni Scottsdale Resort & Spa at Montelucia | 293 | Paradise Valley |
| Sanctuary Resort on Camelback | 109 | Paradise Valley |
| Scottsdale Plaza Resort | 404 | Paradise Valley |
| The Ritz-Carlton Paradise Valley, The Palmeraie | 215 | Paradise Valley |
| Canyon Suites at the Phoenician | 60 | Phoenix |
| JW Marriott Phoenix Desert Ridge Resort & Spa | 950 | Phoenix |
| Orange Tree Golf Resort (Phoenix) | 160 | Phoenix |
| The Phoenician, A Luxury Collection Resort | 645 | Phoenix |
| The Unbound Collection Royal Palms Resort & Spa (Phoenix) | 119 | Phoenix |
| Westin Kierland Resort & Spa (Phoenix) | 735 | Phoenix |
| Boulders Resort & Spa, Curio Collection by Hilton | 160 | Scottsdale |
| Fairmont Scottsdale Princess | 750 | Scottsdale |
| Four Seasons Resort Scottsdale at Troon North | 210 | Scottsdale |
| Hotel Valley Ho | 241 | Scottsdale |
| Hyatt Regency Scottsdale Resort & Spa at Gainey Ranch | 493 | Scottsdale |
| Scottsdale Links Resort | 218 | Scottsdale |
| Scottsdale Marriott at McDowell Mountains | 266 | Scottsdale |
| Scottsdale Villa Mirage | 224 | Scottsdale |
| Sonesta Suites Scottsdale Gainey Ranch | 162 | Scottsdale |
| The McCormick Scottsdale | 125 | Scottsdale |
| The Scott Resort & Spa | 204 | Scottsdale |
| The Scottsdale Resort at McCormick Ranch | 326 | Scottsdale |
| W Hotel Scottsdale | 236 | Scottsdale |
| Talking Stick Resort (SRPMIC) | 496 | SRPMIC |

Source: City of Scottsdale, Tourism & Events Department

Table 6 (Continued)

Full Service Hotel Properties Scottsdale/Paradise Valley Market Area

| Property Name | # of Rooms | Location |
|---|------------|-----------------|
| Wekopa Casino Resort | 246 | Fort McDowell |
| Inn at Eagle Mountain | 37 | Fountain Hills |
| The Hermosa Inn, a boutique hideaway | 43 | Paradise Valley |
| AC Hotel by Marriott Scottsdale North | 165 | Phoenix |
| Scottsdale Camelback Resort (Phx) | 111 | Phoenix |
| 3 Palms Hotel | 130 | Scottsdale |
| Aiden By Best Western @ Scottsdale North | 164 | Scottsdale |
| aloft Scottsdale | 126 | Scottsdale |
| Best Western Plus Scottsdale Thunderbird Suites | 120 | Scottsdale |
| Best Western Plus Sundial | 54 | Scottsdale |
| Canopy by Hilton Scottsdale Old Town | 178 | Scottsdale |
| Element Scottsdale at SkySong | 157 | Scottsdale |
| Embassy Suites by Hilton Scottsdale Resort | 312 | Scottsdale |
| Hilton Garden Inn Scottsdale North/Perimeter Center | 122 | Scottsdale |
| Hilton Garden Inn Scottsdale Old Town | 199 | Scottsdale |
| Hilton North Scottsdale at Cavasson | 237 | Scottsdale |
| Hilton Scottsdale Resort & Villas | 235 | Scottsdale |
| Hyatt Place / Hyatt House North Scottsdale | 229 | Scottsdale |
| Scottsdale Marriott Old Town | 243 | Scottsdale |
| Senna House Scottsdale, Curio Collection by Hilton | 169 | Scottsdale |
| Sheraton's Desert Oasis | 300 | Scottsdale |
| Worldmark Scottsdale | 85 | Scottsdale |
| Courtyard by Marriott Scottsdale Salt River | 158 | SRPMIC |
| Great Wolf Lodge Scottsdale | 350 | SRPMIC |

Source: City of Scottsdale, Tourism & Events Department



Table 6 (Continued)**Limited Service Hotel Properties
Scottsdale/Paradise Valley Market Area**

| Property Name | # of Rooms | Location |
|---|------------|-----------------|
| Comfort Inn - Fountain Hills | 48 | Fountain Hills |
| Fountain Park Hotel, BW Signature Collection | 60 | Fountain Hills |
| Smoke Tree Resort | 26 | Paradise Valley |
| Courtyard by Marriott Scottsdale North | 153 | Phoenix |
| Hampton Inn/Suites (North) | 123 | Phoenix |
| Sleep Inn At North Scottsdale Road | 107 | Phoenix |
| SpringHill Suites Scottsdale North | 121 | Phoenix |
| SureStay Plus Hotel by Best Western North Scottsdale | 131 | Phoenix |
| Comfort Suites Old Town Scottsdale | 60 | Scottsdale |
| Courtyard Scottsdale Old Town | 180 | Scottsdale |
| Extended Stay America - Phoenix - Scottsdale | 106 | Scottsdale |
| Extended Stay America - Phoenix - Scottsdale - North | 120 | Scottsdale |
| Extended Stay America - Phoenix - Scottsdale - Old Town | 121 | Scottsdale |
| Hampton by Hilton Inn & Suites Phoenix/Scottsdale on Shea | 150 | Scottsdale |
| Holiday Inn & Suites Scottsdale North - Airpark | 117 | Scottsdale |
| Holiday Inn Express & Suites Scottsdale - Old Town | 169 | Scottsdale |
| Holiday Inn Express Scottsdale North | 122 | Scottsdale |
| Hotel Adeline, Scottsdale, A Tribute Portfolio Hotel | 213 | Scottsdale |
| Hyatt House Scottsdale/Old Town | 164 | Scottsdale |
| Hyatt Place Scottsdale/Old Town | 126 | Scottsdale |
| Independence 47 Hotel | 47 | Scottsdale |
| La Quinta Inns & Suites by Wyndham Phoenix Scottsdale | 140 | Scottsdale |
| Metro Scottsdale | 114 | Scottsdale |
| Motel 6 Old Town Scottsdale | 122 | Scottsdale |
| Residence Inn by Marriott Scottsdale North | 120 | Scottsdale |
| Scottsdale Park Suites | 95 | Scottsdale |
| Sonder the Mariposa | 60 | Scottsdale |
| Sonder the Monarch | 194 | Scottsdale |
| Sonesta ES Suites Scottsdale - Paradise Valley | 122 | Scottsdale |
| Sonesta Select Scottsdale at Mayo Clinic | 124 | Scottsdale |
| Sonesta Simply Suites Scottsdale North | 130 | Scottsdale |
| Hampton Inn/Suites Scottsdale Riverwalk | 101 | SRPMIC |
| Staybridge Suites Scottsdale - Talking Stick | 131 | SRPMIC |
| aloft Tempe | 136 | Tempe |
| Comfort Inn & Suites Tempe | 82 | Tempe |
| Hampton Inn & Suites (Tempe) | 117 | Tempe |
| Holiday Inn Express & Suites Phoenix Tempe | 103 | Tempe |
| Motel 6 (Tempe) | 106 | Tempe |
| Post 1429 | 118 | Tempe |

Source: City of Scottsdale, Tourism & Events Department

AVERAGE ROOM RATES AND OCCUPANCY

Average Room Rates

The Tourism and Events Department uses data from Smith Travel Research (STR). This research provides the city an indication of trending and competitive performance.

Chart 1 illustrates the average room rates within the Scottsdale Market area since 2013. Table 7 represents the same data. Smith Travel Research reported the average room rate for Scottsdale/ Paradise Valley Market area hotels in 2022 was \$273.91 up from \$228.49 in 2021.

Average Occupancy

According to STR, hotels in the Scottsdale/Paradise Valley Market area experienced an occupancy rate of 65 percent in 2022, an increase from 57.6 percent in 2021.

Occupancy rates for the last ten years are shown on Table 7 (p. 20) & illustrated in Chart 1.

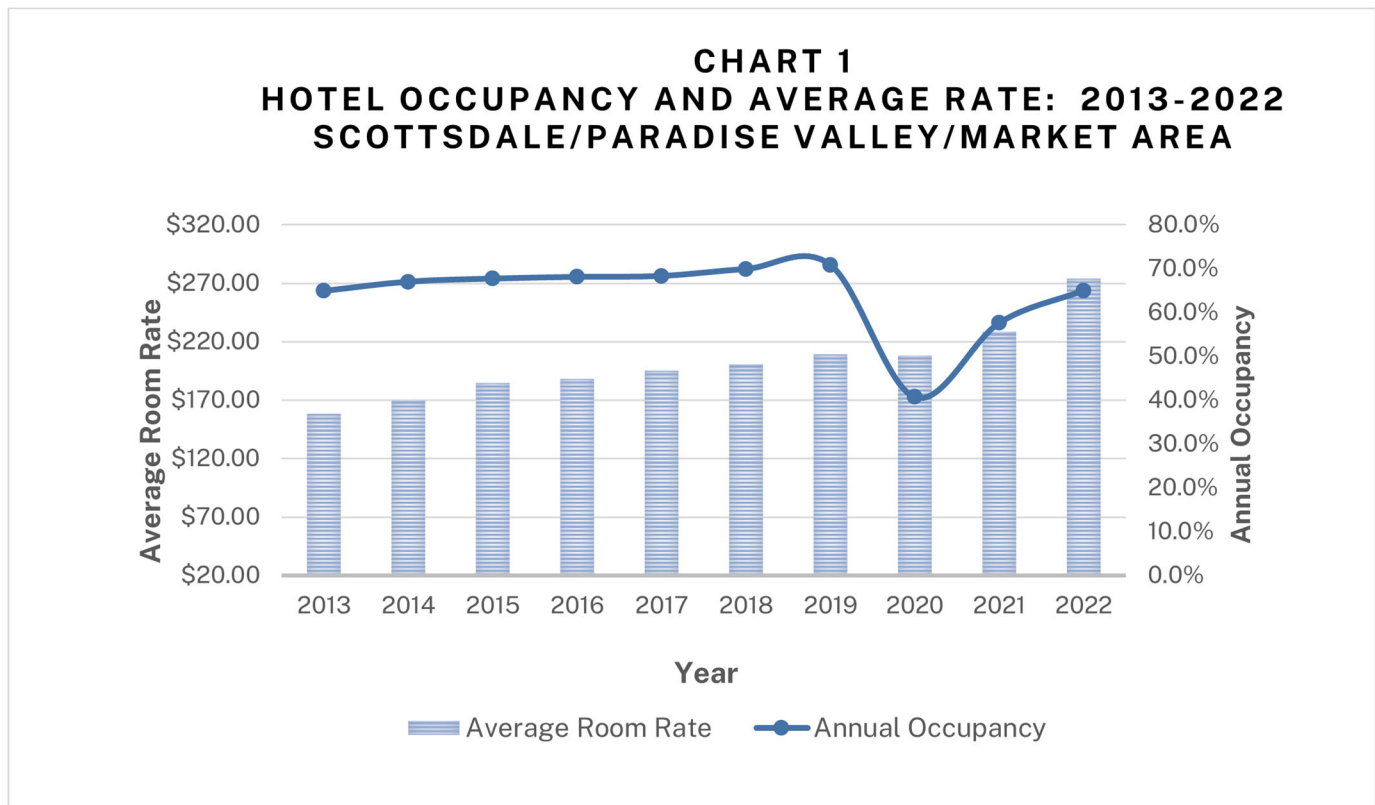


Table 7

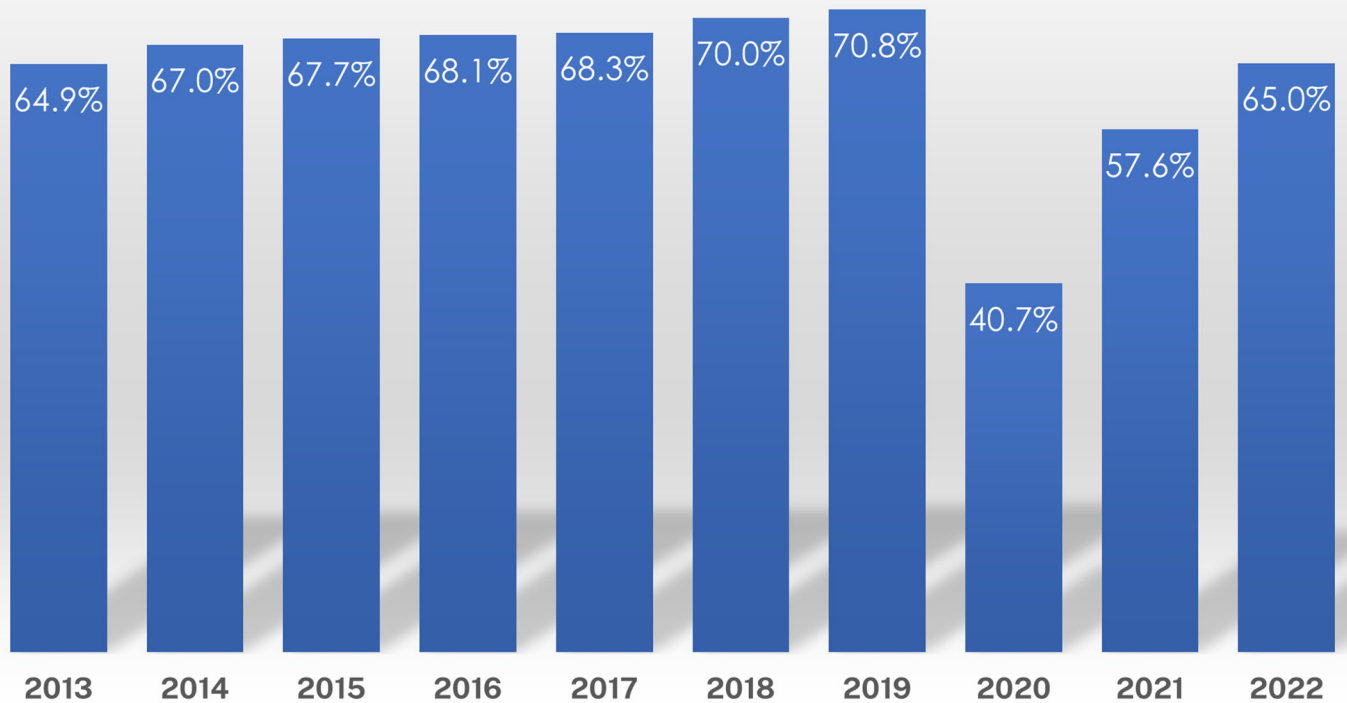
Occupancy & Average Rate
Scottsdale/Paradise Valley Market Area

| Year | Avg. Room Rate | x | Occupied Rooms | = | Gross Room Revenue | Room Supply | Annual Occupancy* |
|------|----------------|---|----------------|---|--------------------|-------------|-------------------|
| 2013 | \$158.07 | x | 3,019,156 | = | \$477,237,989 | 4,653,621 | 64.9% |
| 2014 | \$169.90 | x | 3,063,936 | = | \$520,562,726 | 4,573,697 | 67.0% |
| 2015 | \$184.85 | x | 2,947,480 | = | \$544,841,678 | 4,354,775 | 67.7% |
| 2016 | \$188.29 | x | 2,960,277 | = | \$557,390,556 | 4,349,800 | 68.1% |
| 2017 | \$195.03 | x | 2,998,666 | = | \$584,829,830 | 4,389,632 | 68.3% |
| 2018 | \$200.85 | x | 3,127,541 | = | \$628,166,610 | 4,470,651 | 70.0% |
| 2019 | \$208.94 | x | 3,125,955 | = | \$653,137,038 | 4,412,163 | 70.8% |
| 2020 | \$207.96 | x | 1,717,768 | = | \$357,227,033 | 4,224,462 | 40.7% |
| 2021 | \$228.49 | x | 2,672,358 | = | \$610,607,079 | 4,637,045 | 57.6% |
| 2022 | \$273.91 | x | 2,967,474 | = | \$812,820,803 | 4,567,915 | 65.0% |

Source: Smith Travel Research

*Occupied Rooms divided by Room Supply

Annual Occupancy Rate Market Area Hotels



ROOM REVENUES VERSUS TOTAL HOTEL REVENUES

Table 8 compares the total room revenues to total hotel revenues for Scottsdale hotels, thereby providing a means of assessing the relative importance of room revenues compared to all other revenue sources within the hotels (food, beverage, gift shop, and recreational sales).

The percentage of room revenue to total hotel revenues for the City of Scottsdale in 2022 was 60.4 percent. Over the past ten years, room revenues provided an average of 60.3 percent of total hotel revenues at Scottsdale properties. Since 2013, room revenues as a percentage of total hotel revenues have ranged from 57.6 to 62.9 percent.

| Table 8 | | | |
|---------------------------------------|---------------------------|----------------------------|---|
| Room Revenue vs. Total Hotel Revenue* | | | |
| City of Scottsdale | | | |
| <u>Year</u> | <u>Total Room Revenue</u> | <u>Total Hotel Revenue</u> | <u>Room Revenue as % of Hotel Revenue</u> |
| 2013 | \$279,154,011 | \$458,400,027 | 60.9% |
| 2014 | \$305,272,815 | \$499,758,658 | 61.1% |
| 2015 | \$331,569,021 | \$539,561,719 | 61.5% |
| 2016 | \$351,842,465 | \$559,789,177 | 62.9% |
| 2017 | \$360,302,284 | \$623,600,905 | 57.8% |
| 2018 | \$383,138,481 | \$664,803,587 | 57.6% |
| 2019 | \$402,492,018 | \$690,227,340 | 58.3% |
| 2020 | \$227,581,438 | \$364,817,479 | 62.4% |
| 2021 | \$360,546,499 | \$600,230,019 | 60.1% |
| 2022 | \$526,557,715 | \$871,868,911 | 60.4% |

Source: City of Scottsdale, Financial Services Department, Tax Audit Division
*Based on revenues generated at properties within the City of Scottsdale

In 2022, resort properties comprised the largest segment of bed tax (59%), privilege tax (67%) and total revenues paid (62%). Resorts comprise 38% of Scottsdale properties. *Table 9* and *Chart 2* present a comparison of total room revenues, total bed tax paid, and total privilege tax paid for Resort, Full Service, and Limited Service hotel/motels for calendar year 2022.

Note: Tables 8 and 9 refer solely to properties within Scottsdale. These properties are listed in the Scottsdale section of Table 1 page 8.

| Table 9 | | | |
|------------------------------------|----------------------------|---------------------|---------------------------|
| Hotel Revenue Streams | | | |
| City of Scottsdale | | | |
| For 12 months ending December 2022 | | | |
| | Total Revenues Paid | Bed Tax Paid | Privilege Tax Paid |
| Resort | 62% | 59% | 67% |
| Full Service | 15% | 15% | 14% |
| Limited Service | 23% | 26% | 19% |
| Total | 100% | 100% | 100% |

Source: City of Scottsdale, Financial Services Department, Tax Audit Division
 Note: Percentages may not add up to 100% due to rounding

■ Resort ■ Full Service ■ Limited Service
CHART 2 - HOTEL REVENUE STREAMS

