



## Scottsdale 2022 Return to Sample Research



# Table of Contents

|                                     |    |
|-------------------------------------|----|
| Methodology.....                    | 3  |
| Overnight Trip Characteristics..... | 4  |
| Day Trip Characteristics.....       | 39 |
| Appendix: Key Terms Defined.....    | 70 |

# Methodology

- Each quarter, a random, projectable sample of adult members (18 years of age and over) of a major U.S. consumer panel is invited to participate in the Travel **USA**® survey:
  - Selected to be representative of the U.S. adult population
- ✓ **Scottsdale Visitor Research**
  - ✓ The Travel USA® program identified 983 overnight trips and 215 day trips that included a visit to Scottsdale in 2022.
  - ✓ A follow-up study was conducted to obtain additional information on these Scottsdale trips. This year yielded a sample of 525 overnight trips. For day trips, 2021 and 2022 data were merged where applicable, totaling a combined 242 day trips.
- For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.



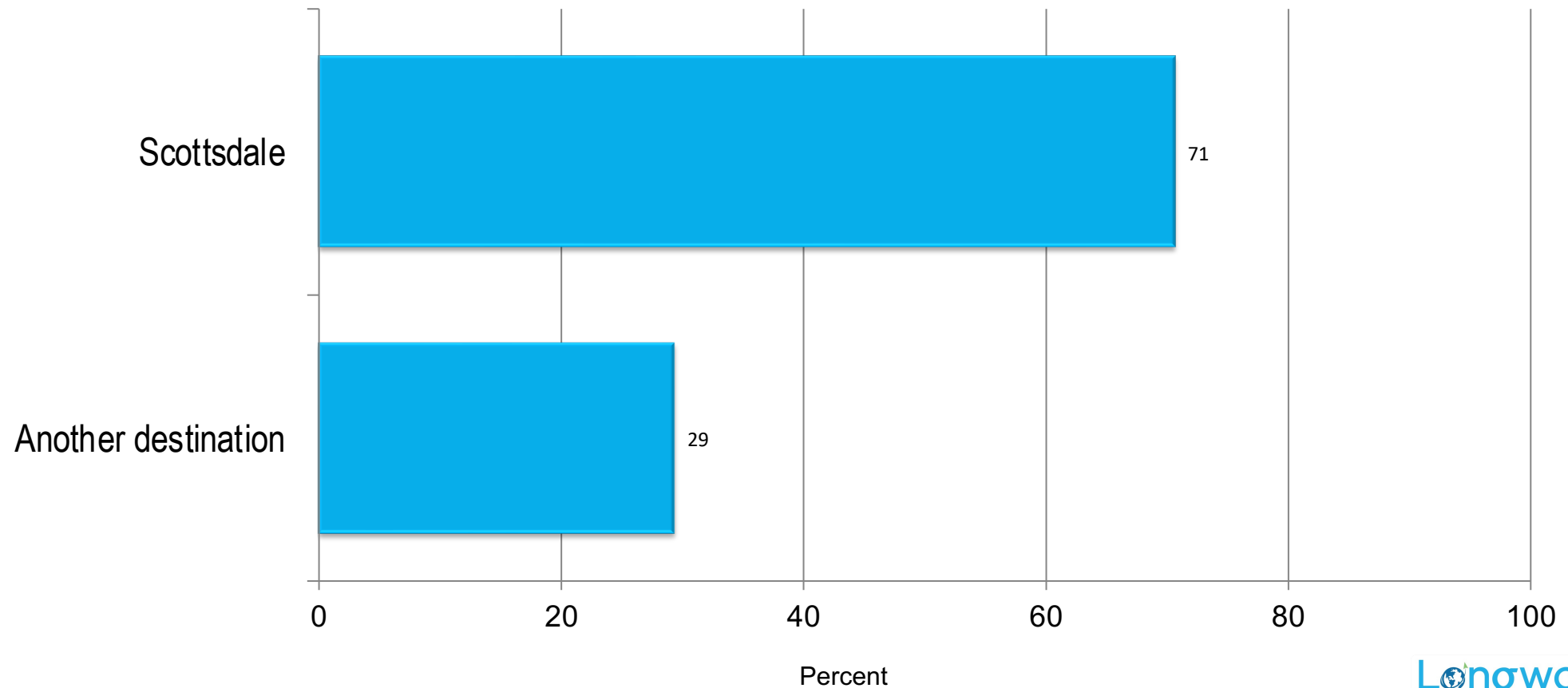
## Overnight Trip Characteristics





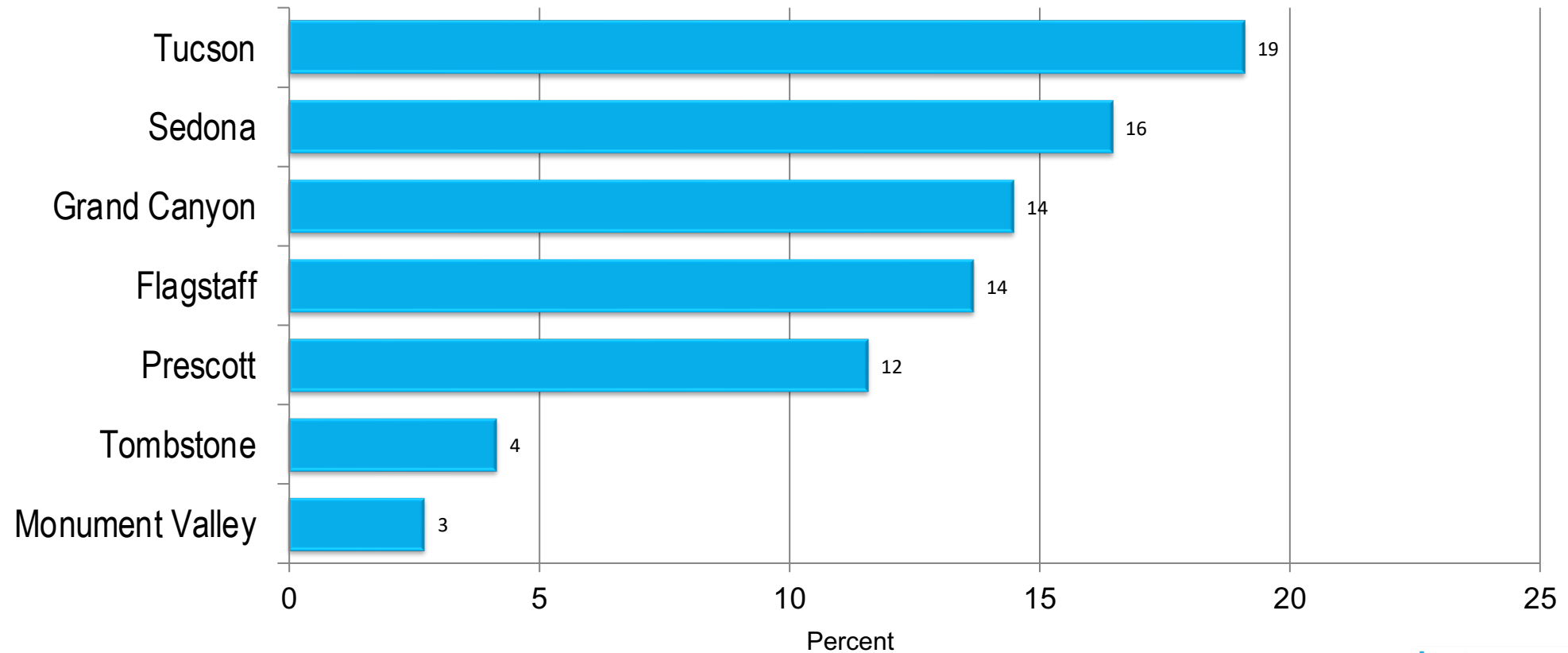
# Primary Destination on Trip

Base: 2022 Overnight Person-Trips to Scottsdale



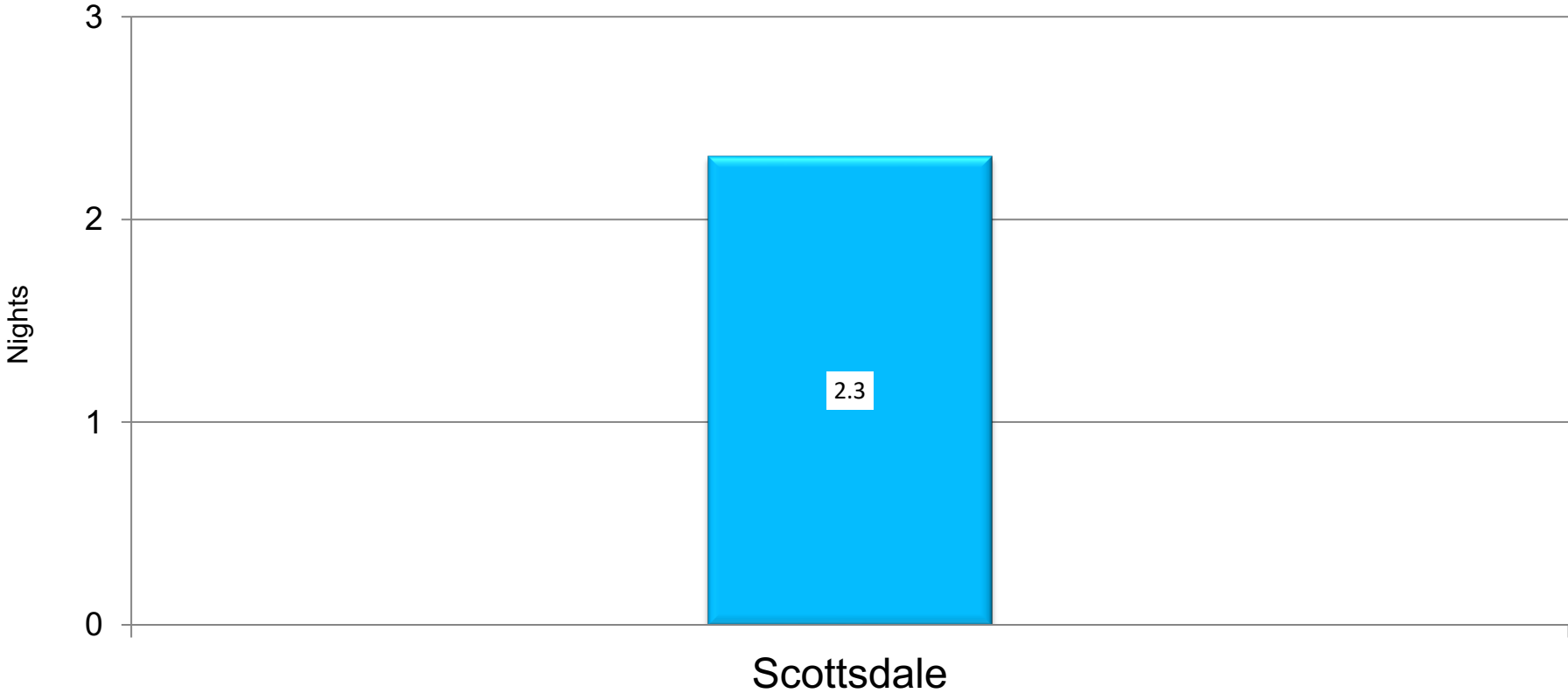
# Arizona Destinations Visited on Trip

Base: 2022 Overnight Person-Trips to Scottsdale



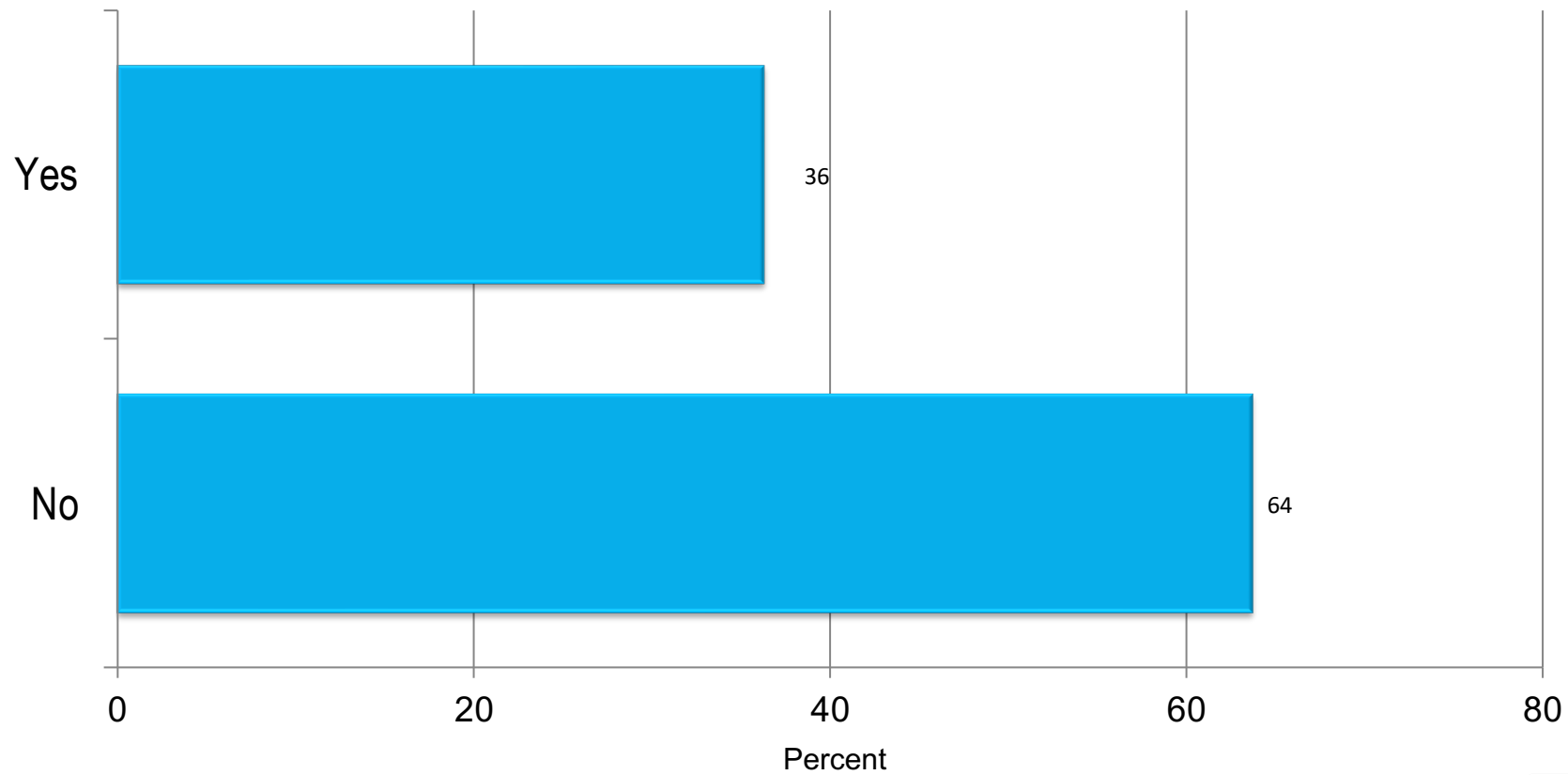
# Nights Spent in Destination

Base: 2022 Overnight Person-Trips to Scottsdale



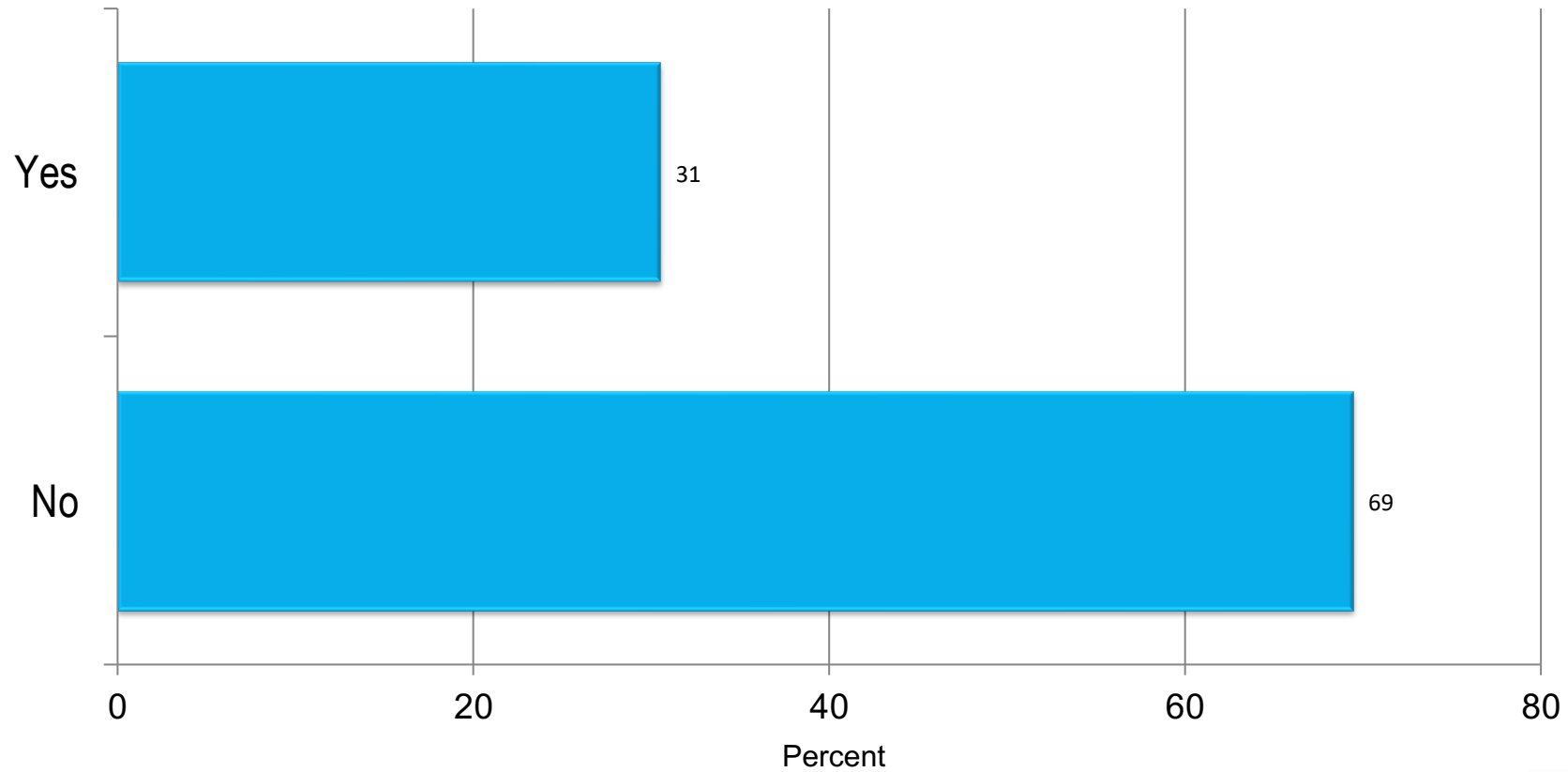
# Purchased Tickets/Made Reservations for Activity/Event/Concert Before Arriving in Scottsdale

Base: 2022 Overnight Person-Trips to Scottsdale



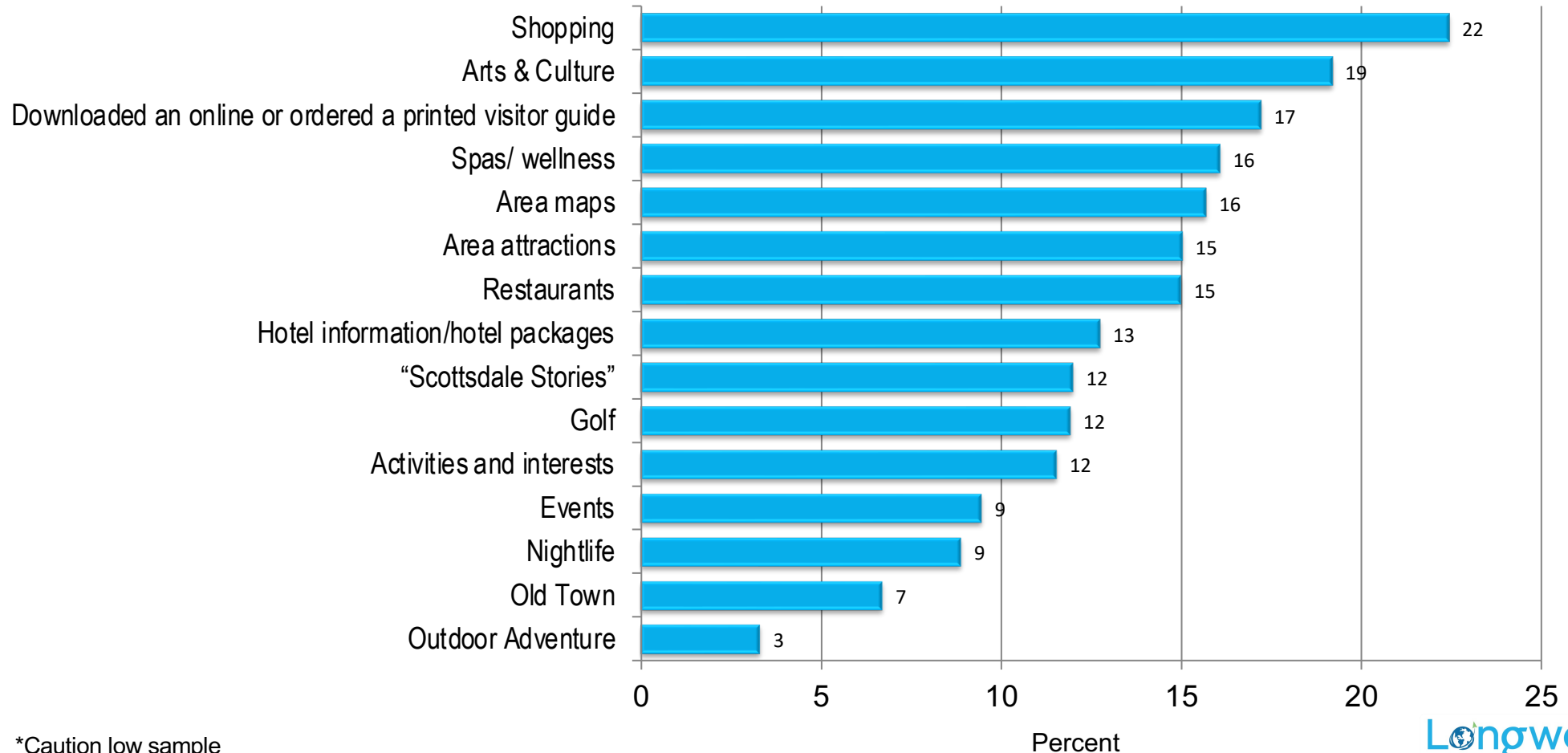
# Use of ExperienceScottsdale.com Website for Planning (Before or During) Trip

Base: 2022 Overnight Person-Trips to Scottsdale



# Types of Information Explored on ExperienceScottsdale.com

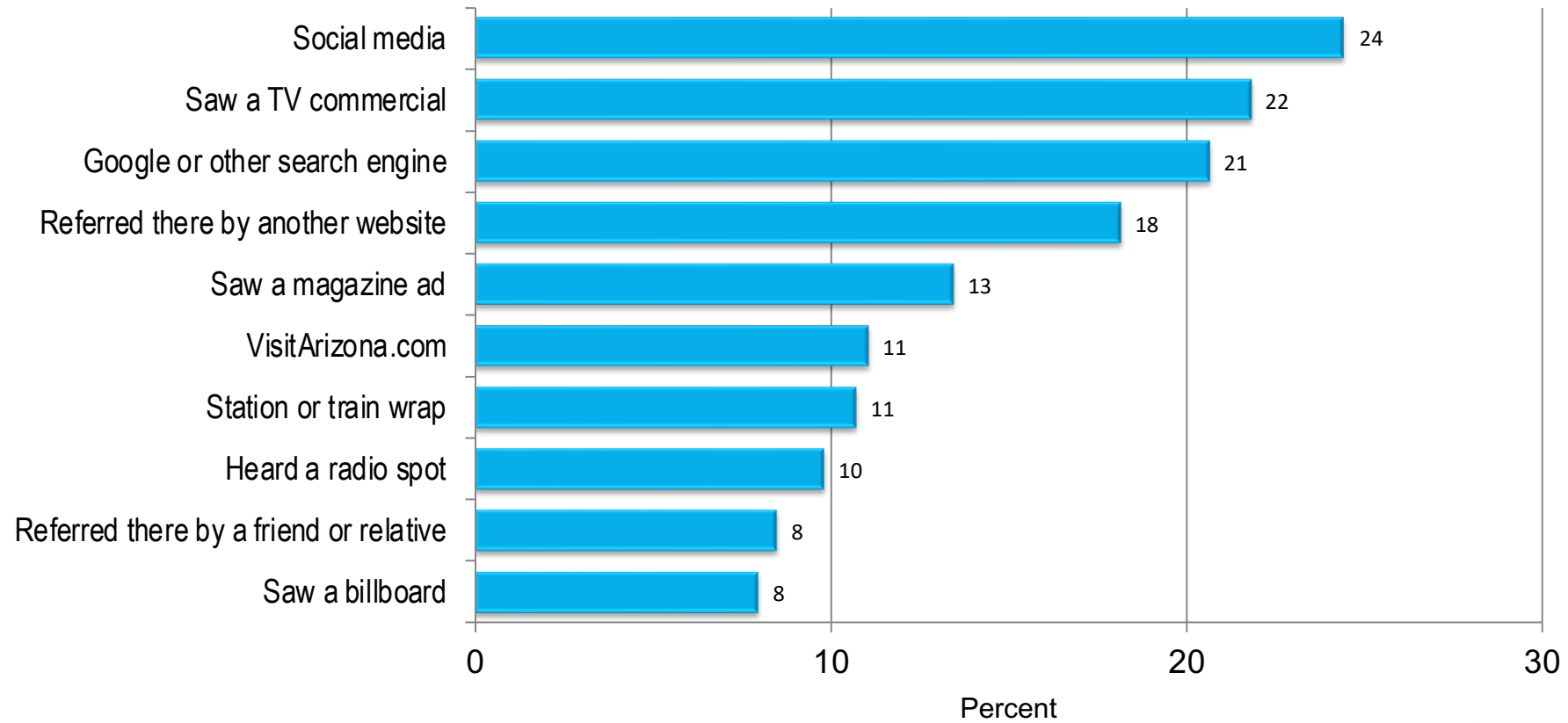
Base: 2022 Overnight Person-Trips to Scottsdale that used ExperienceScottsdale.com



\*Caution low sample

# How did you learn about ExperienceScottsdale.com?

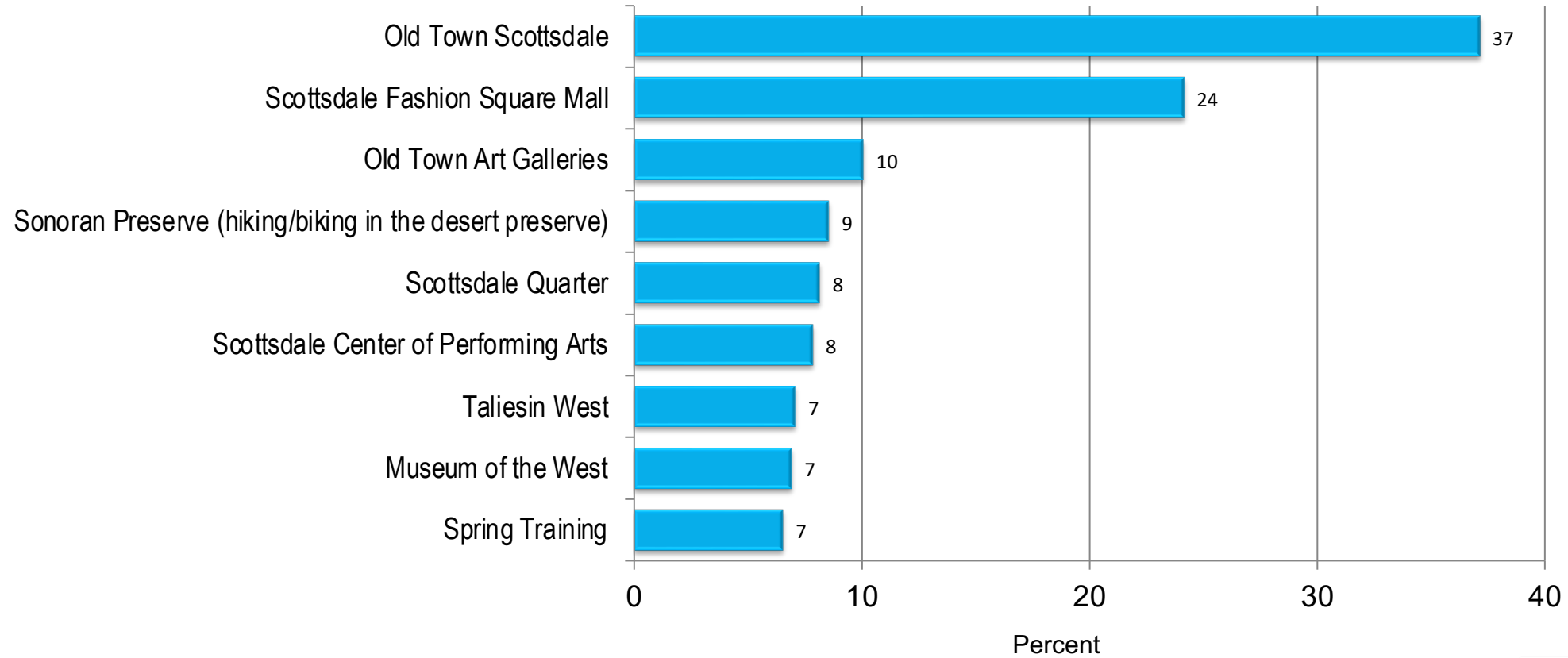
Base: 2022 Overnight Person-Trips to Scottsdale that used ExperienceScottsdale.com



\*Caution low sample

# Attractions Visited/Experienced

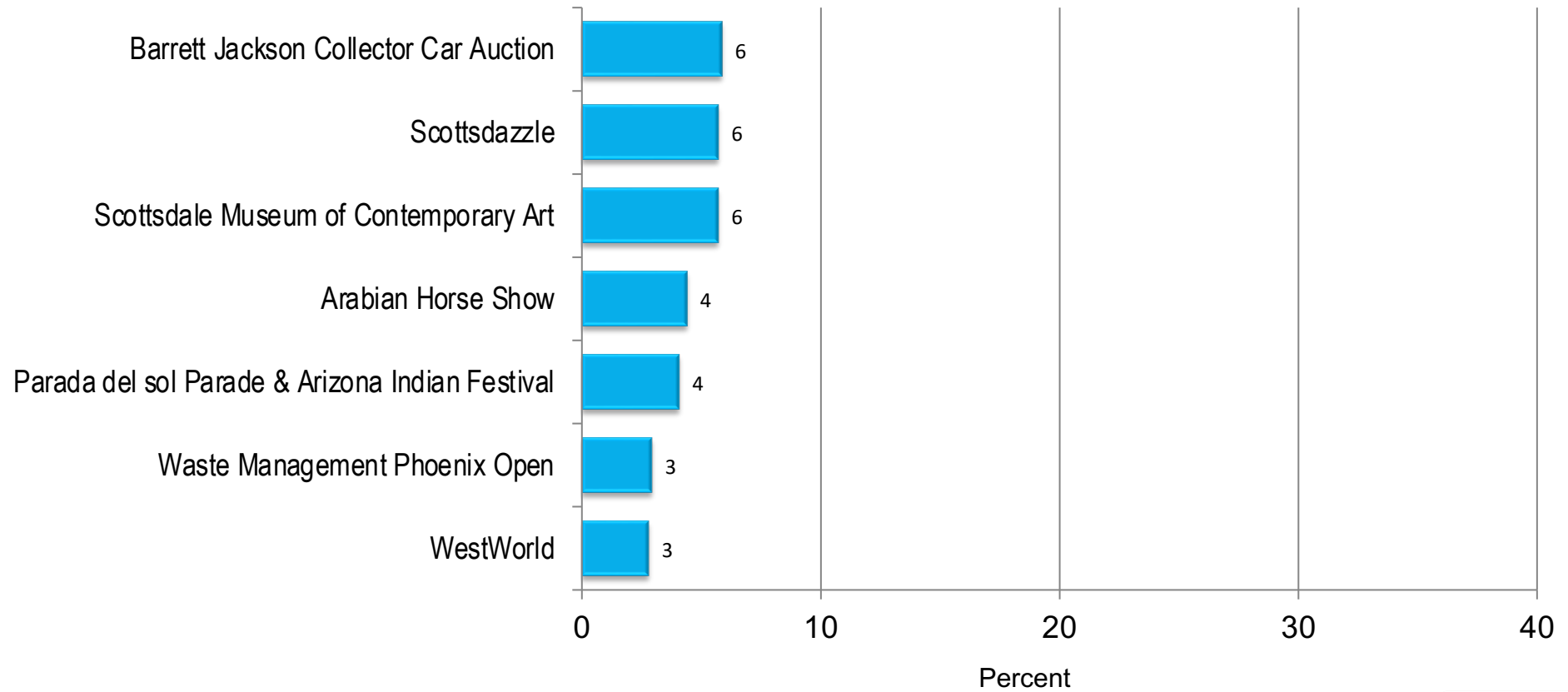
Base: 2022 Overnight Person-Trips to Scottsdale





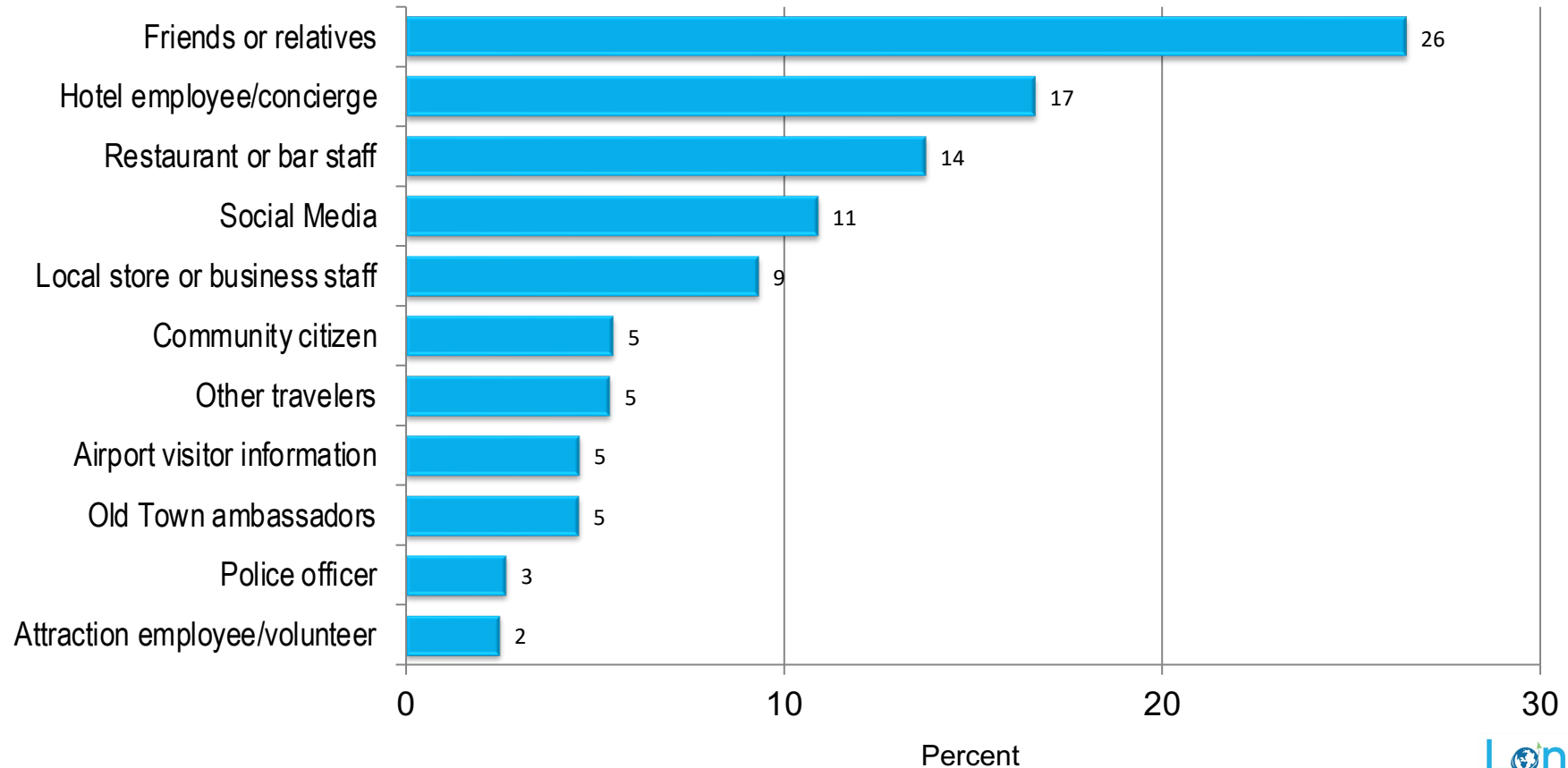
# Attractions Visited/Experienced (Cont'd)

Base: 2022 Overnight Person-Trips to Scottsdale



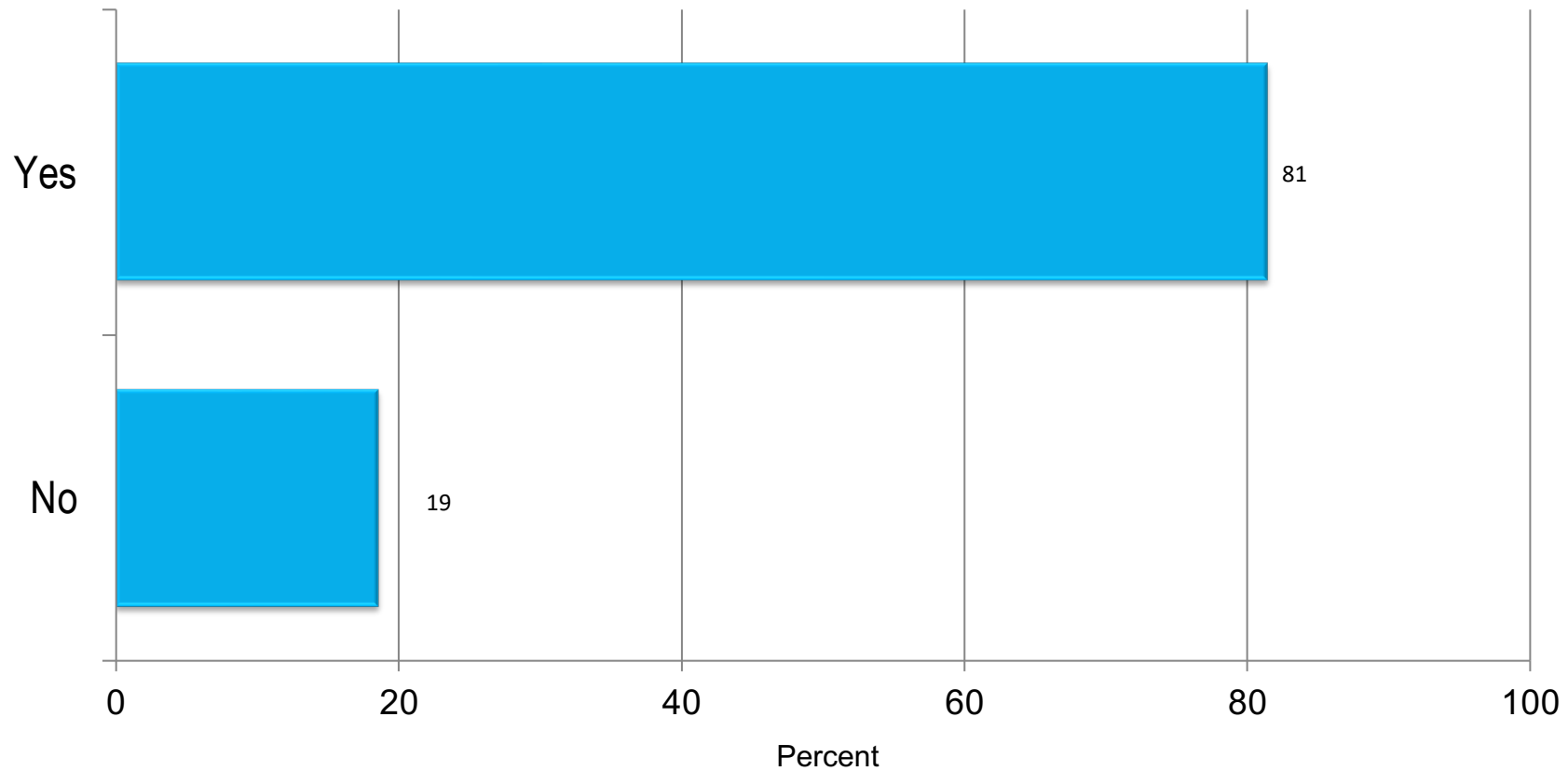
# Sources Used to Enhance Visit to Scottsdale

Base: 2022 Overnight Person-Trips to Scottsdale



# Plan to Visit Scottsdale Again

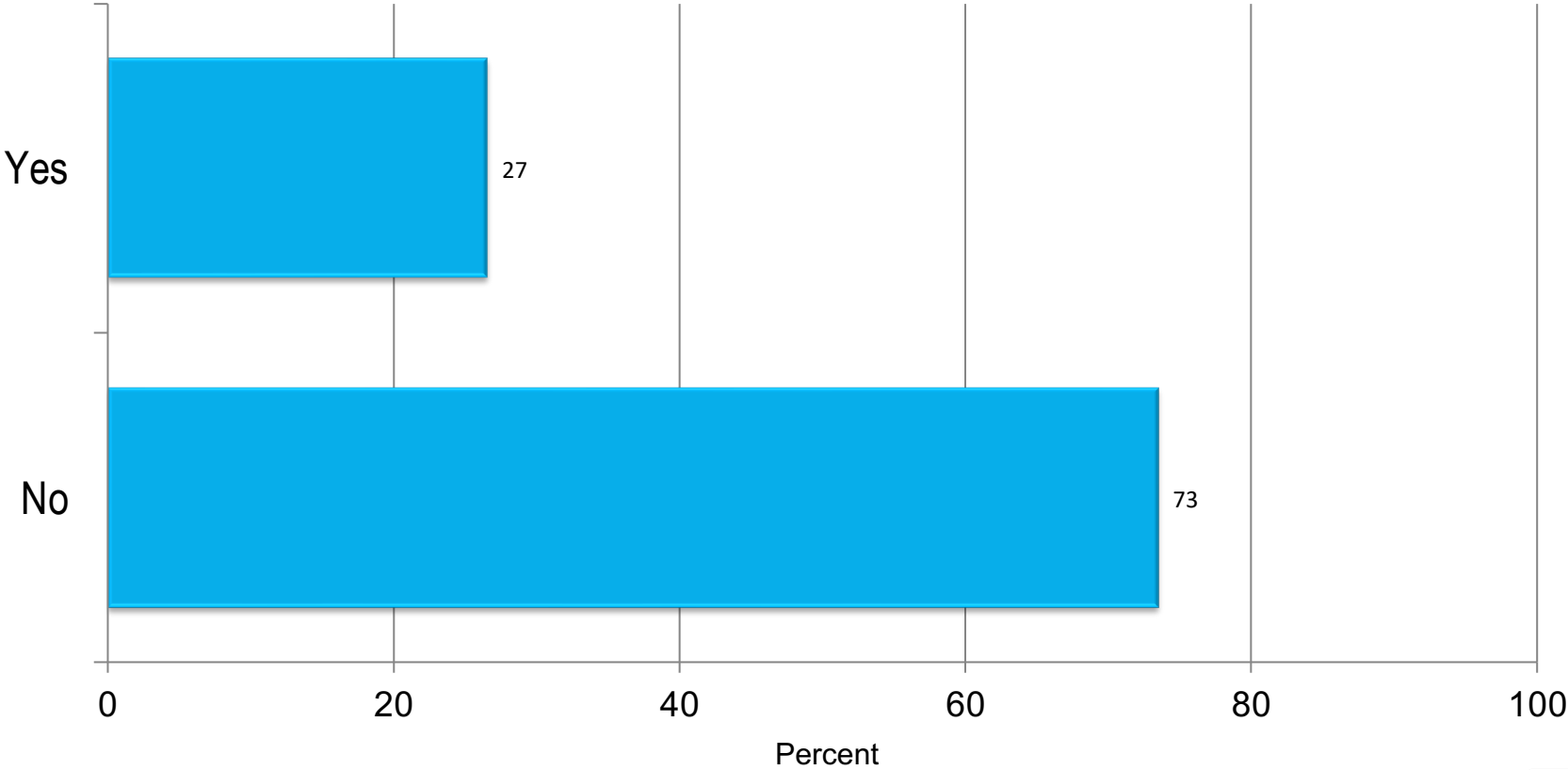
Base: 2022 Overnight Person-Trips to Scottsdale



**Yes**  
2018/2019: 84%  
2020: 82%  
2021: 78%

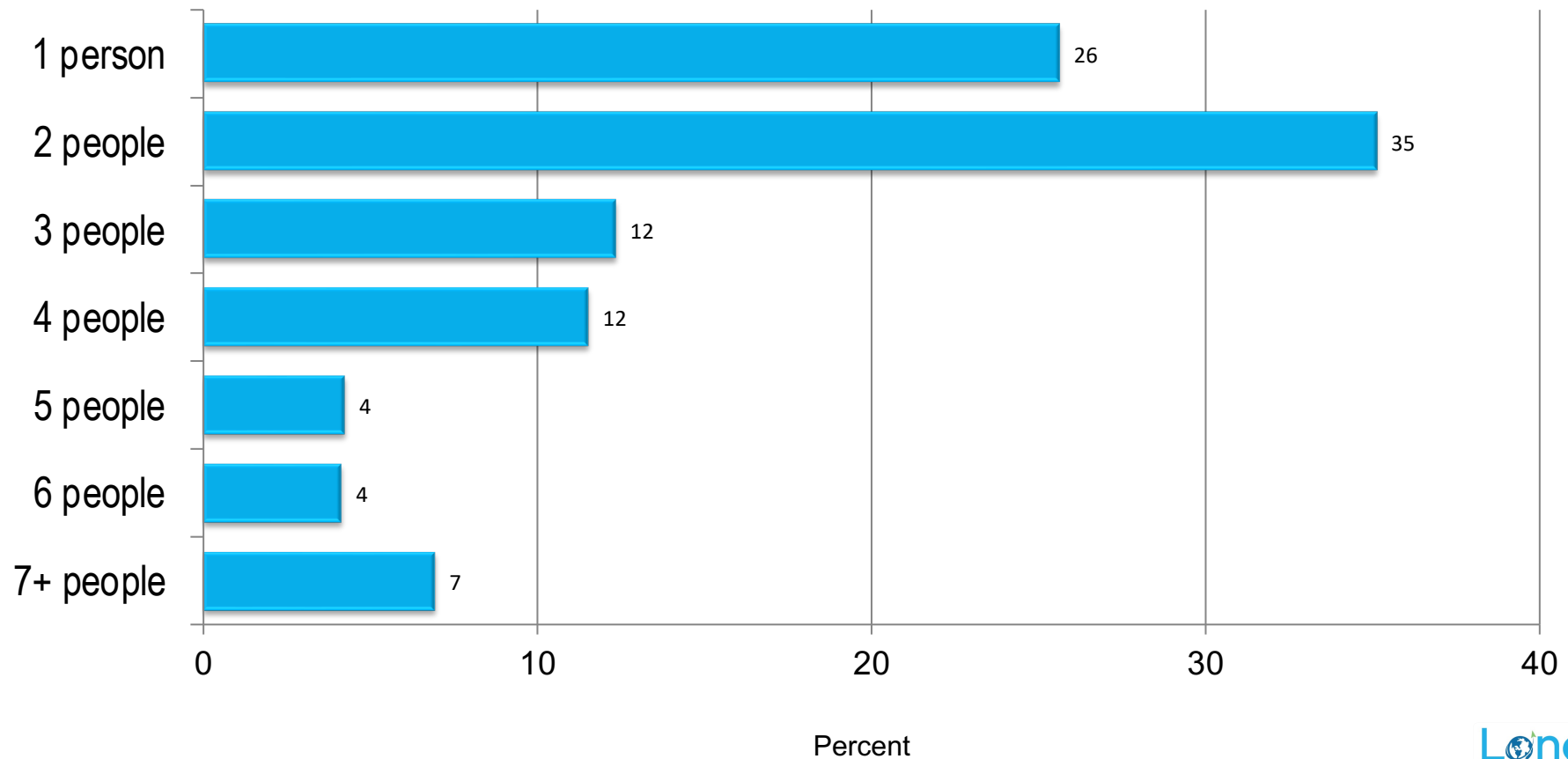
# Immediate Travel Party Part of a Larger Group

Base: 2022 Overnight Person-Trips to Scottsdale



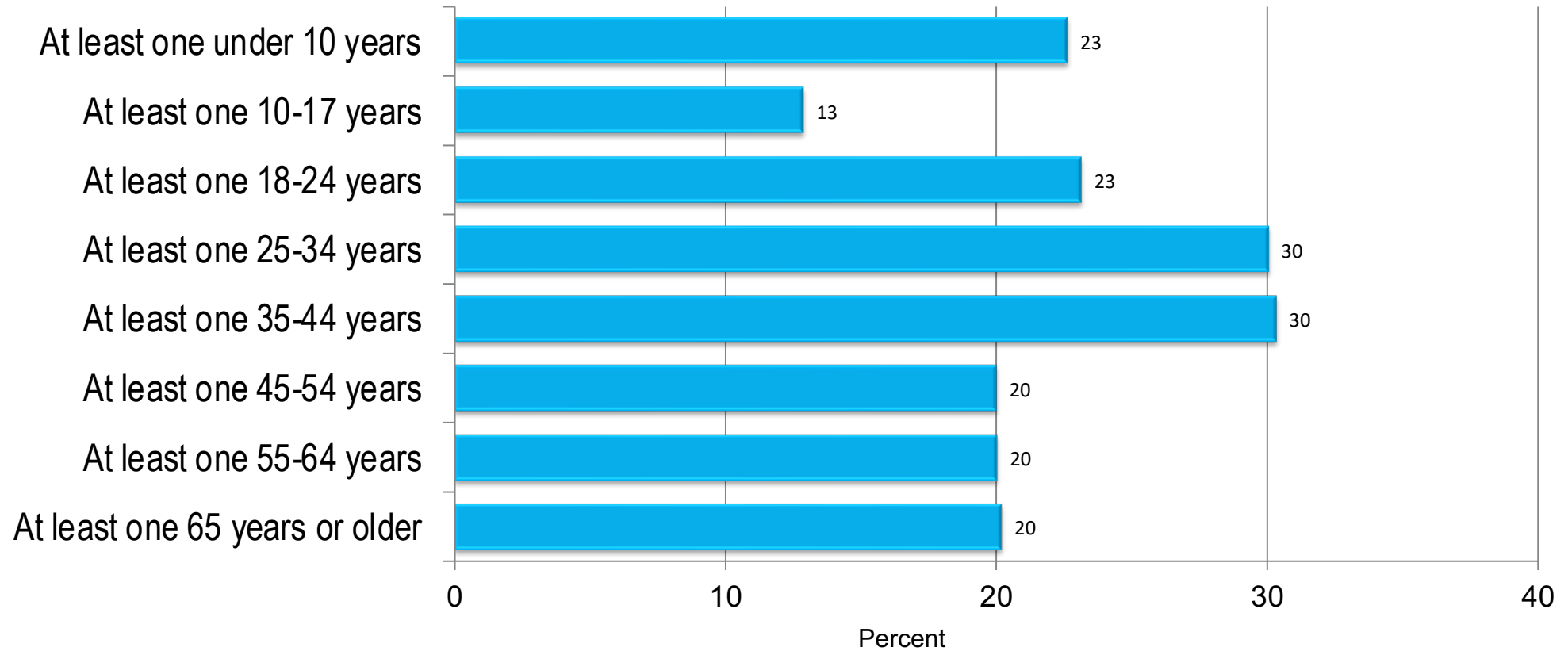
# Travel Party Size

Base: 2022 Overnight Person-Trips to Scottsdale



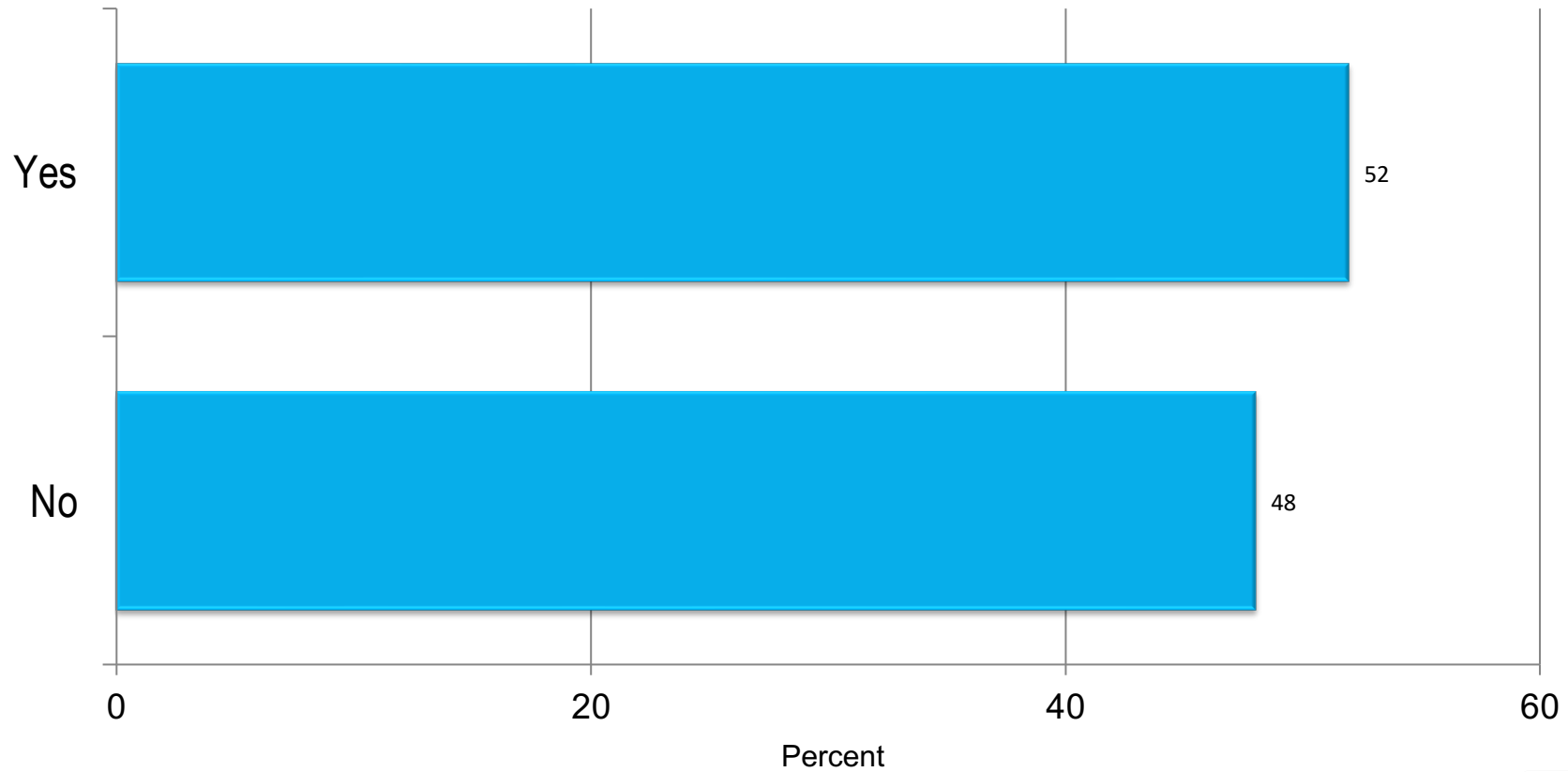
# Composition of Immediate Travel Party

Base: 2022 Overnight Person-Trips to Scottsdale



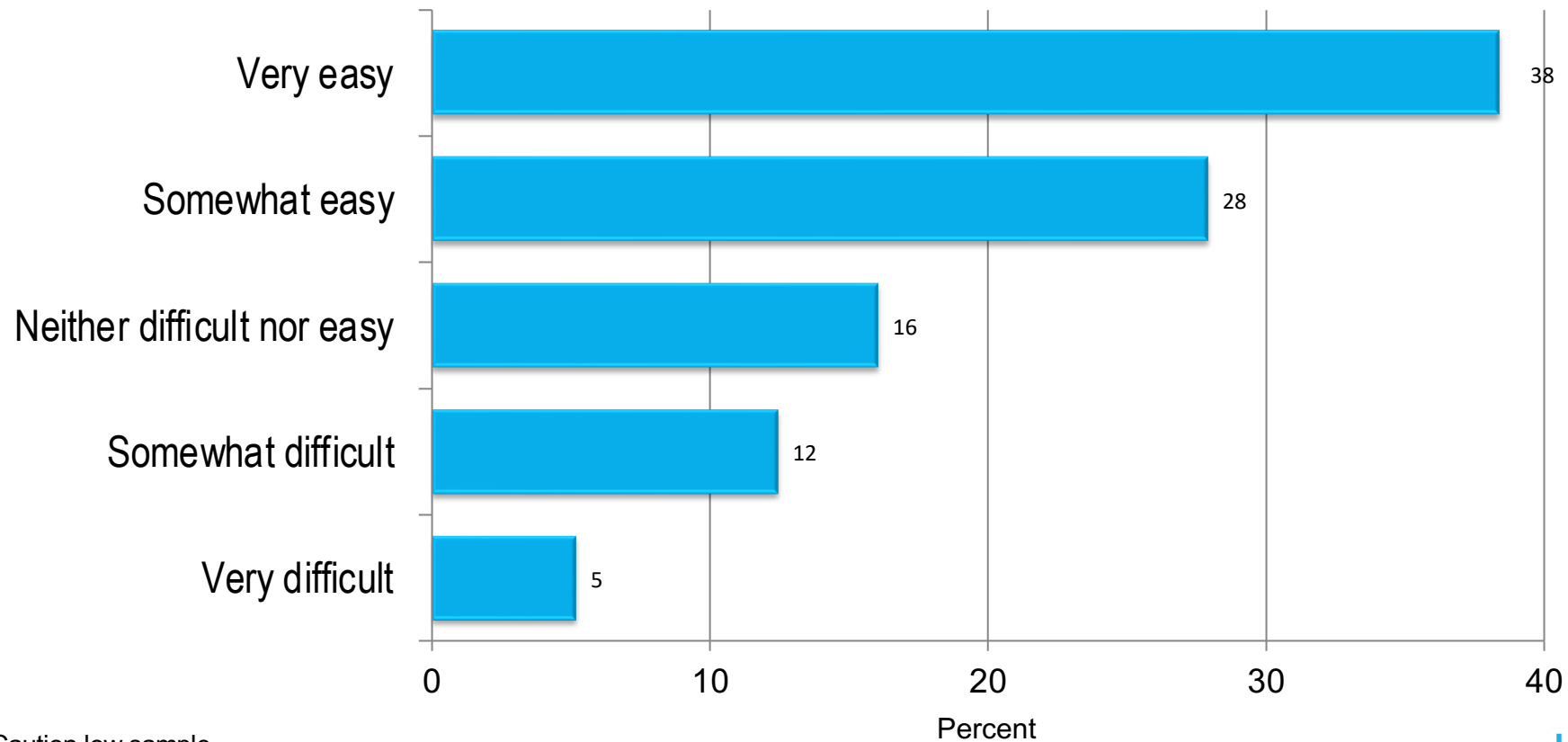
# Flew Into Phoenix Sky Harbor International Airport

Base: 2022 Overnight Person-Trips to Scottsdale



# Ease of Traveling To and/or From The Phoenix Sky Harbor International Airport to Scottsdale

Base: 2022 Overnight Person-Trips to Scottsdale that fly into Phoenix Sky Harbor International Airport

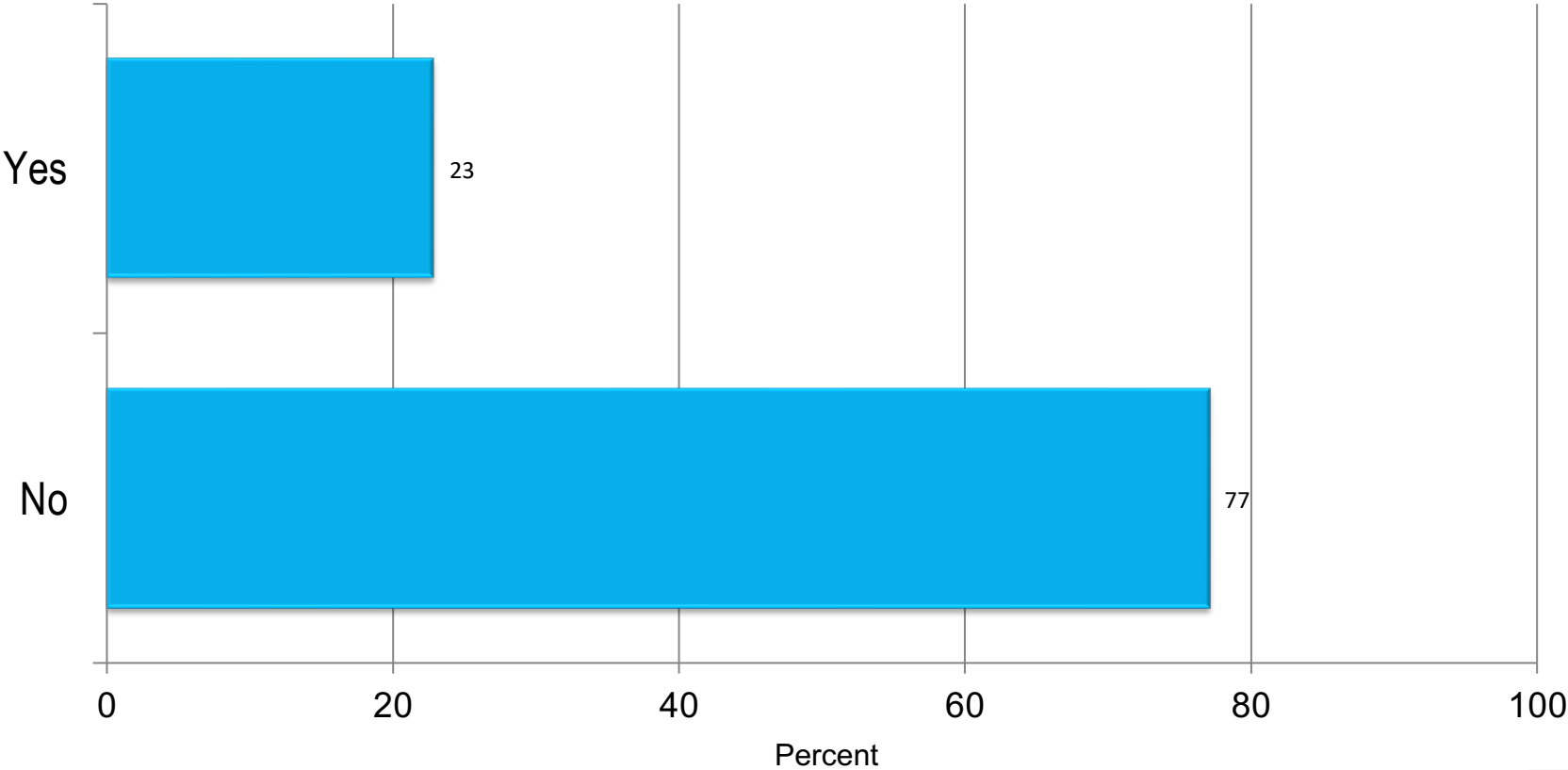


\*Caution low sample



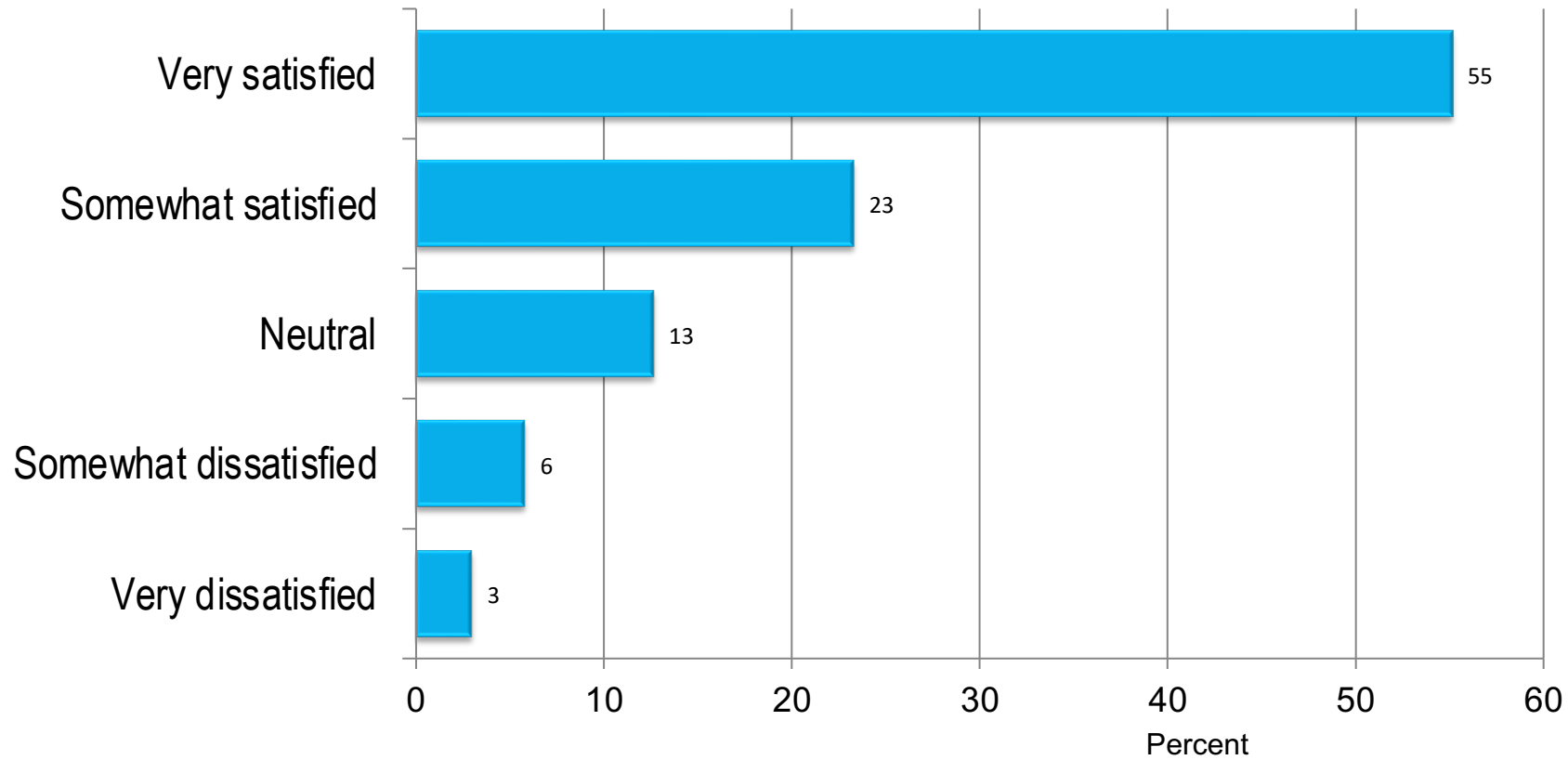
# Visit Scottsdale Visitor Information Center or Downtown Kiosks During Trip

Base: 2022 Overnight Person-Trips to Scottsdale



# Overall Satisfaction with Visit to Scottsdale

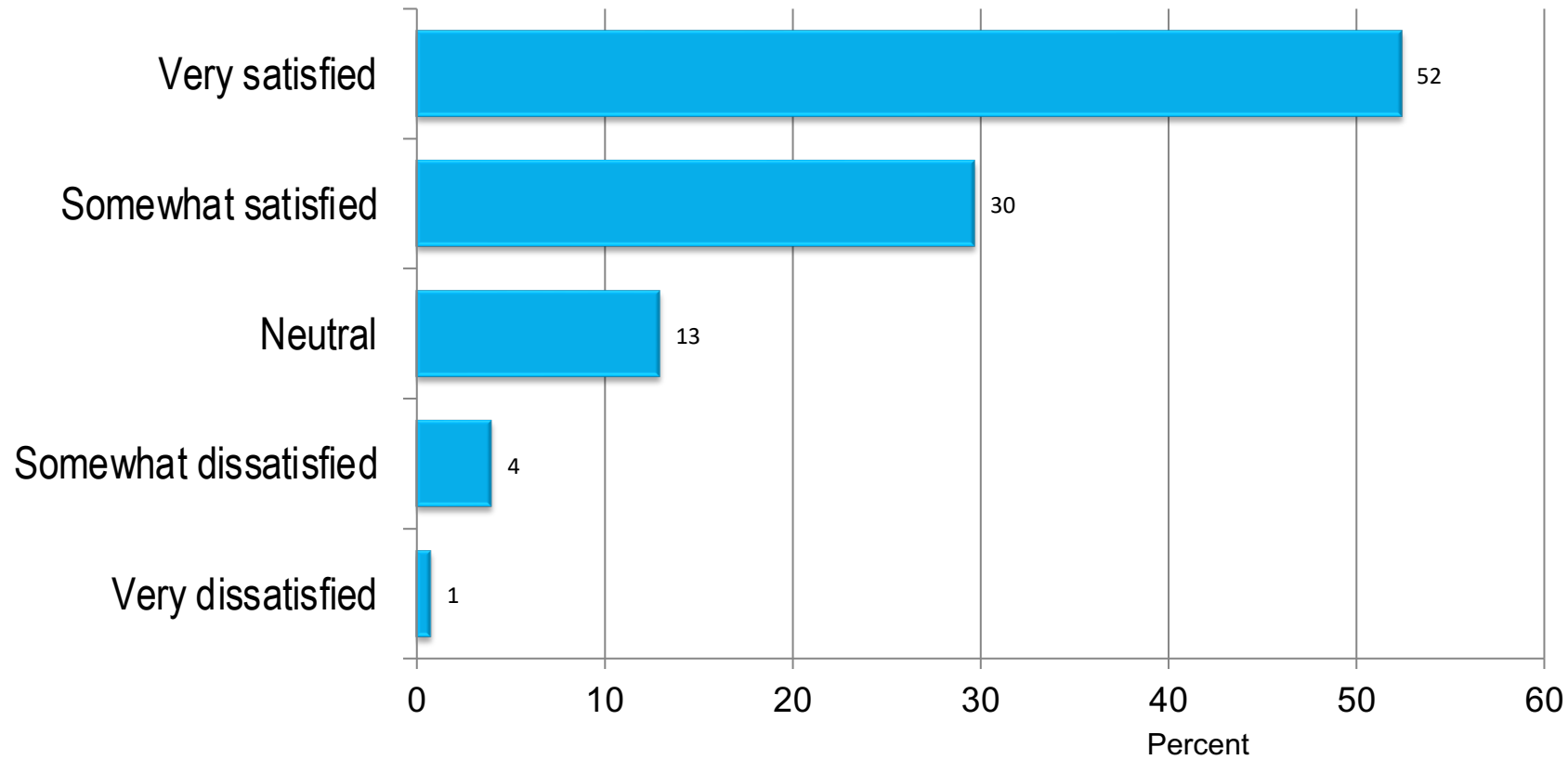
Base: 2022 Overnight Person-Trips to Scottsdale



**Very/Somewhat Satisfied:**  
2018/2019: 90%  
2020: 83%  
2021: 79%  
2022: 78%

# Satisfaction with Accommodations/Lodging

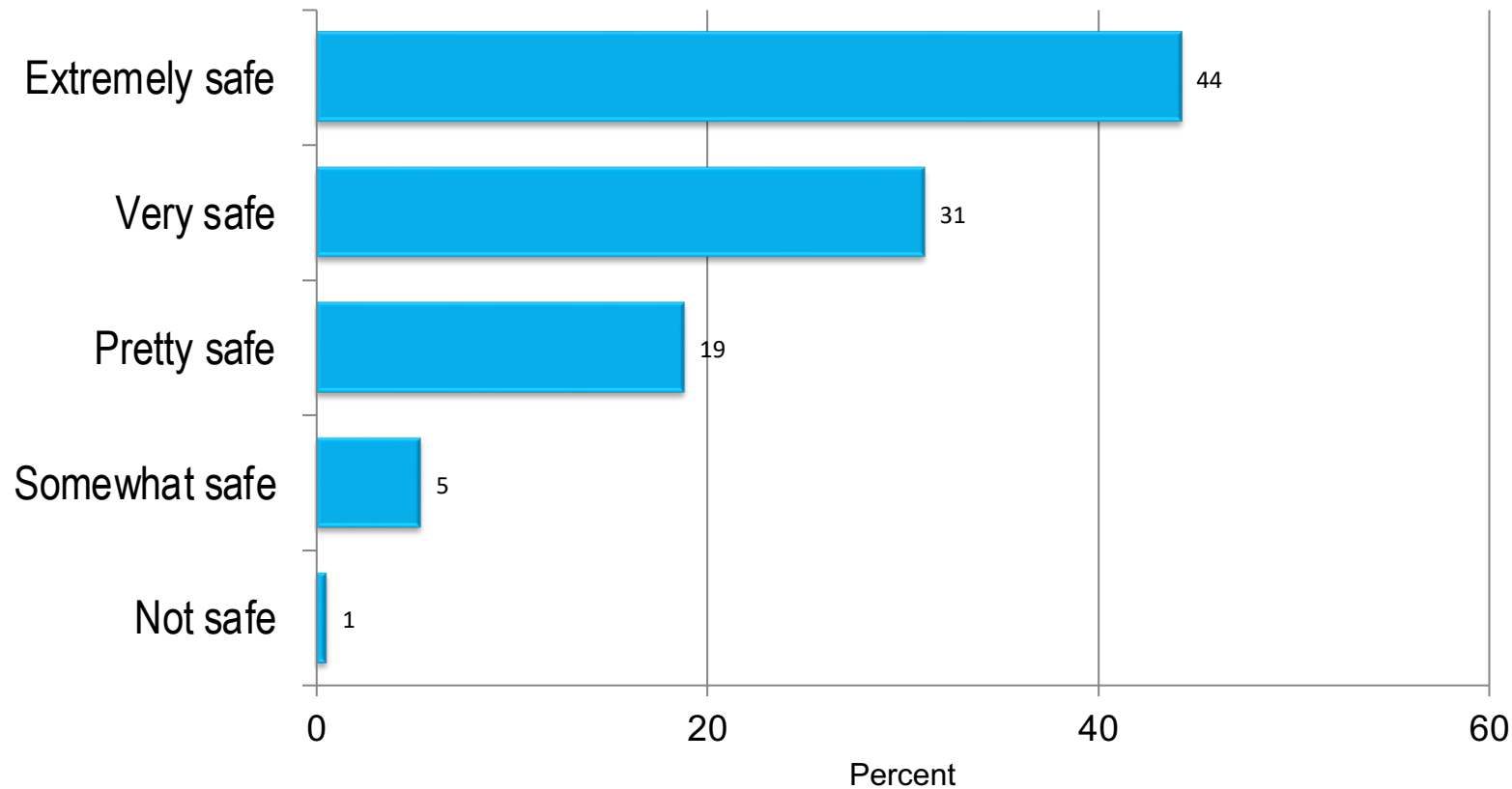
Base: 2022 Overnight Person-Trips to Scottsdale



**Very/Somewhat Satisfied:**  
2018/2019: 87%  
2020: 81%  
2021: 83%  
2022: 82%

# Perceived Level of Safety During Trip to Scottsdale

Base: 2022 Overnight Person-Trips to Scottsdale

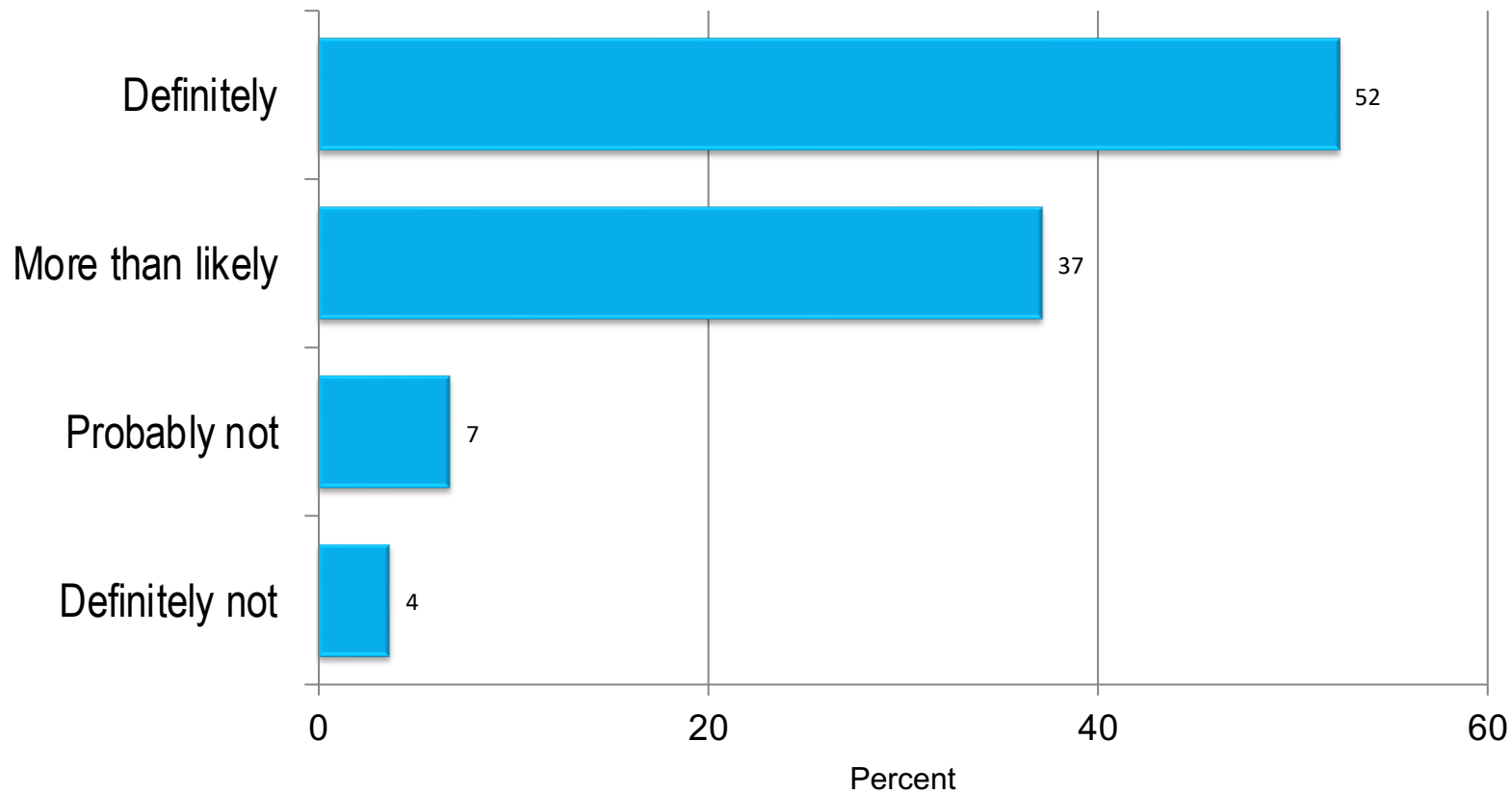


**Extremely/Very/Pretty Safe:**

2018/2019: 96%  
2020: 92%  
2021: 93%  
2022: 94%

# Likelihood to Recommend Scottsdale as a Destination

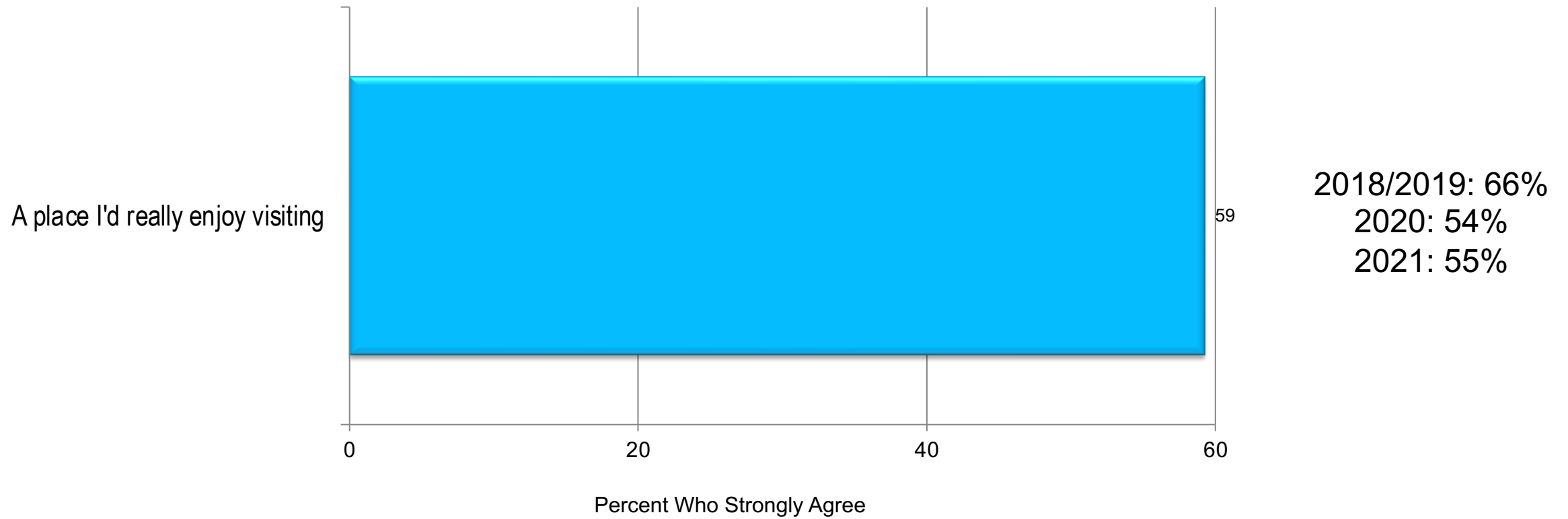
Base: 2022 Overnight Person-Trips to Scottsdale



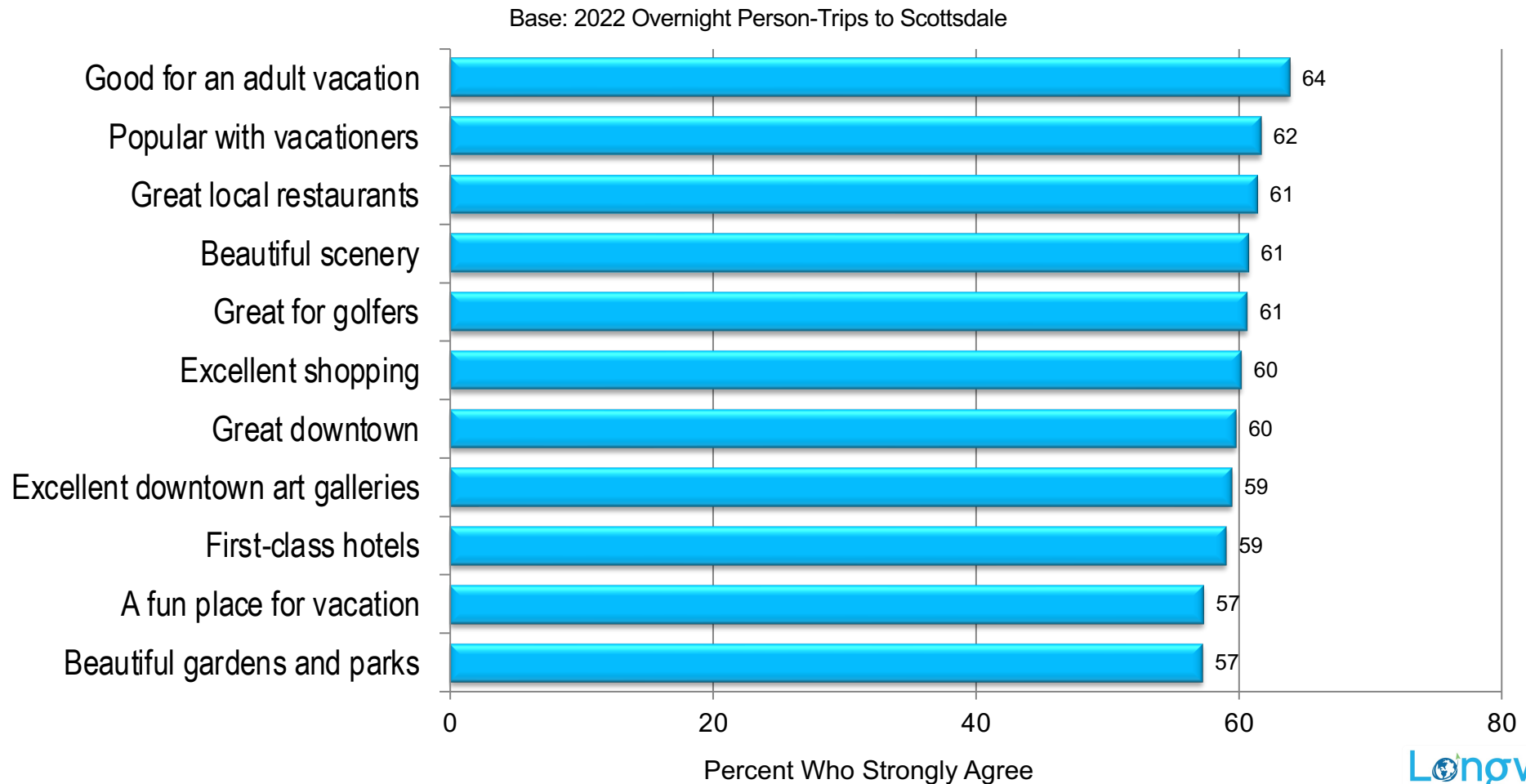
**Definitely/More Than Likely:**  
2018/2019: 94%  
2020: 93%  
2021: 89%  
2022: 89%

# Impressions of Scottsdale as a Travel Destination

Base: 2022 Overnight Person-Trips to Scottsdale

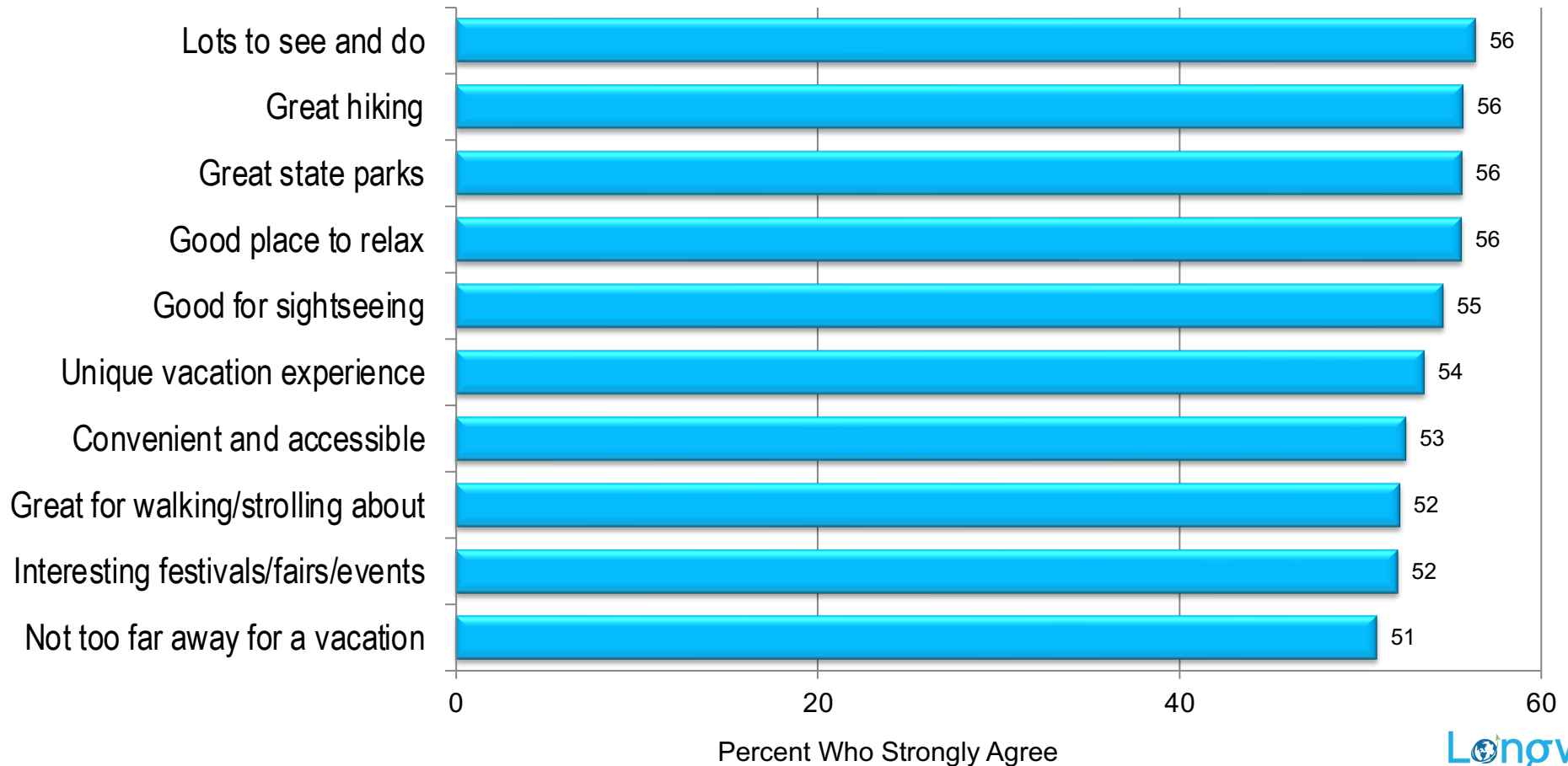


# Impressions of Scottsdale as a Travel Destination (Cont'd)



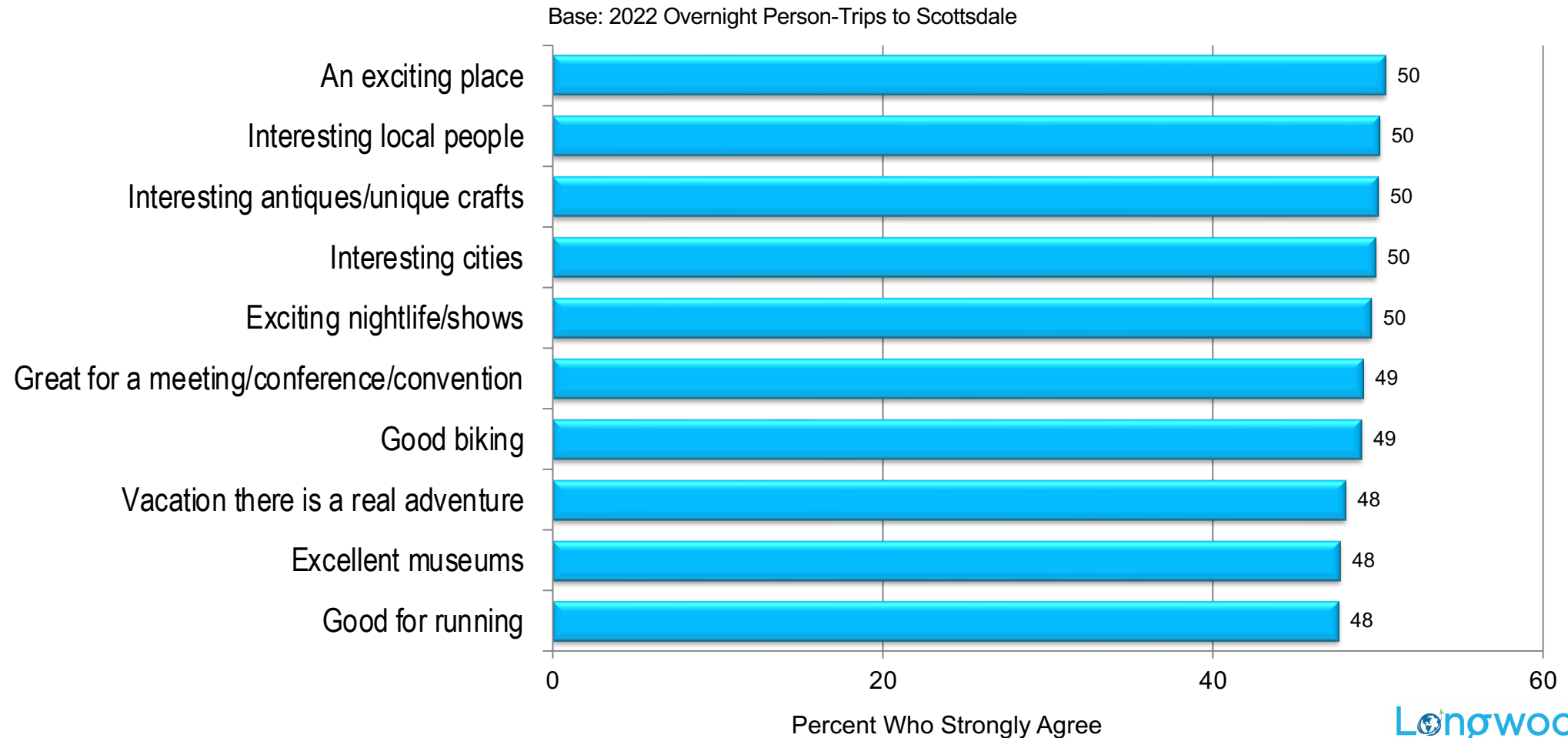
# Impressions of Scottsdale as a Travel Destination (Cont'd)

Base: 2022 Overnight Person-Trips to Scottsdale

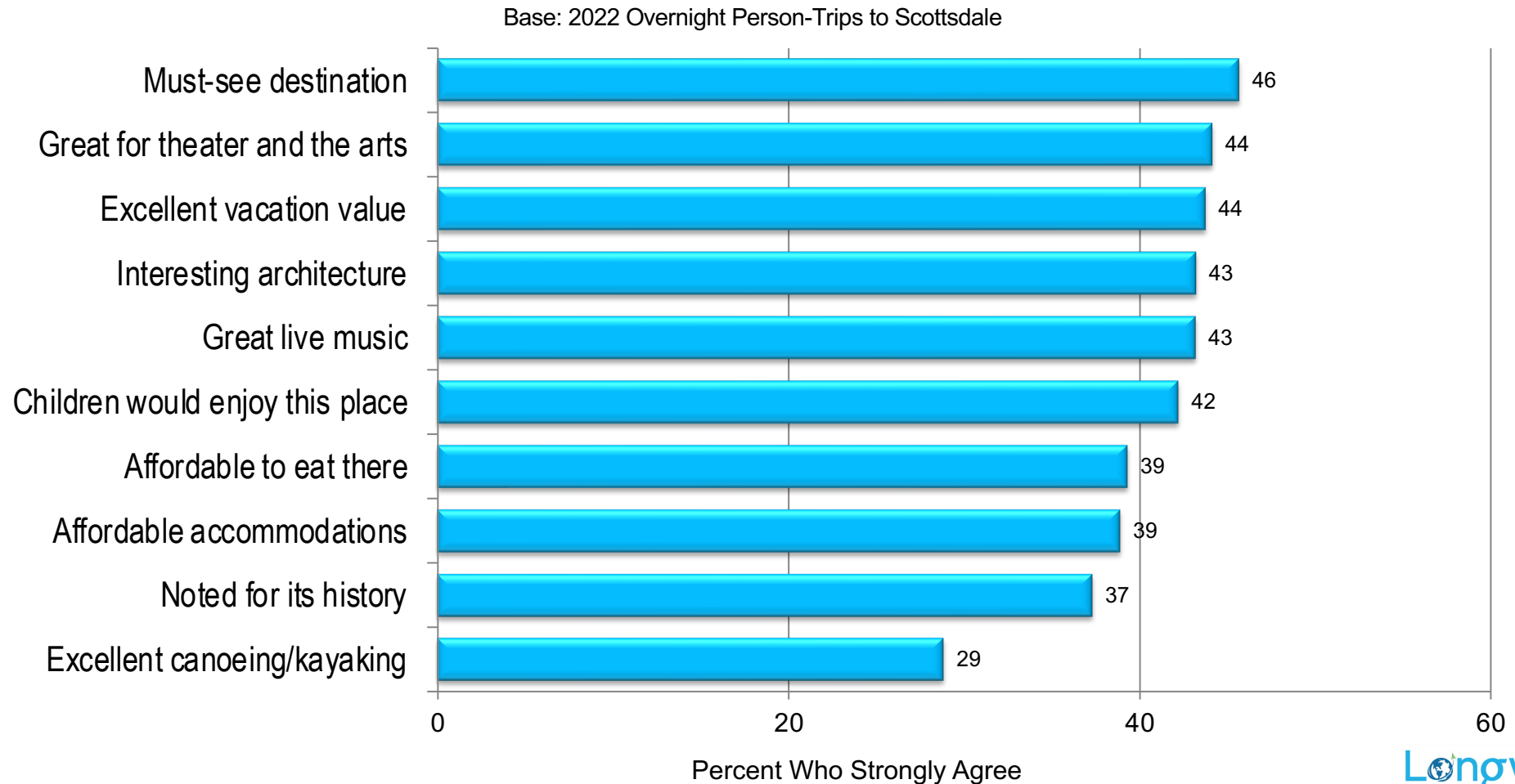




# Impressions of Scottsdale as a Travel Destination (Cont'd)

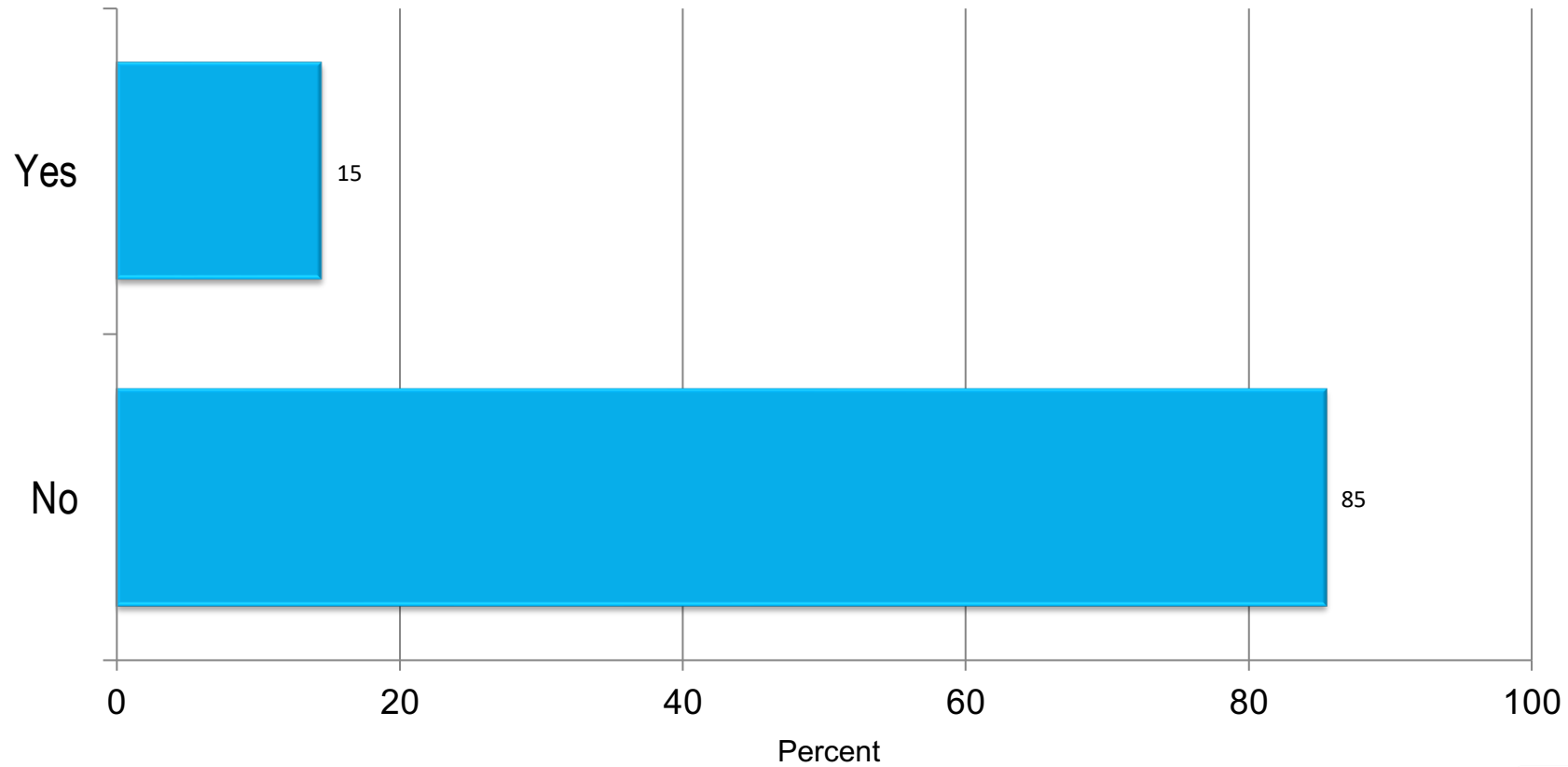


# Impressions of Scottsdale as a Travel Destination (Cont'd)



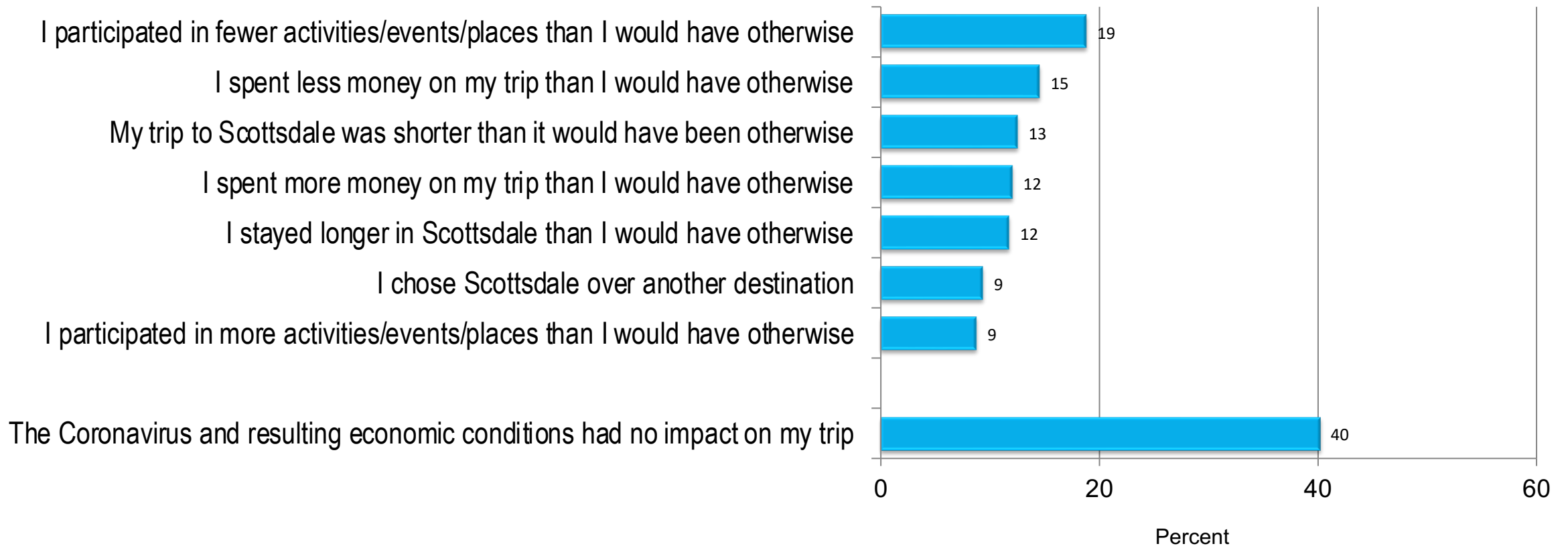
# Considered Other Destinations/Cities When Planning Trip

Base: 2022 Overnight Person-Trips to Scottsdale



# Impact of COVID-19 on Trips to Scottsdale

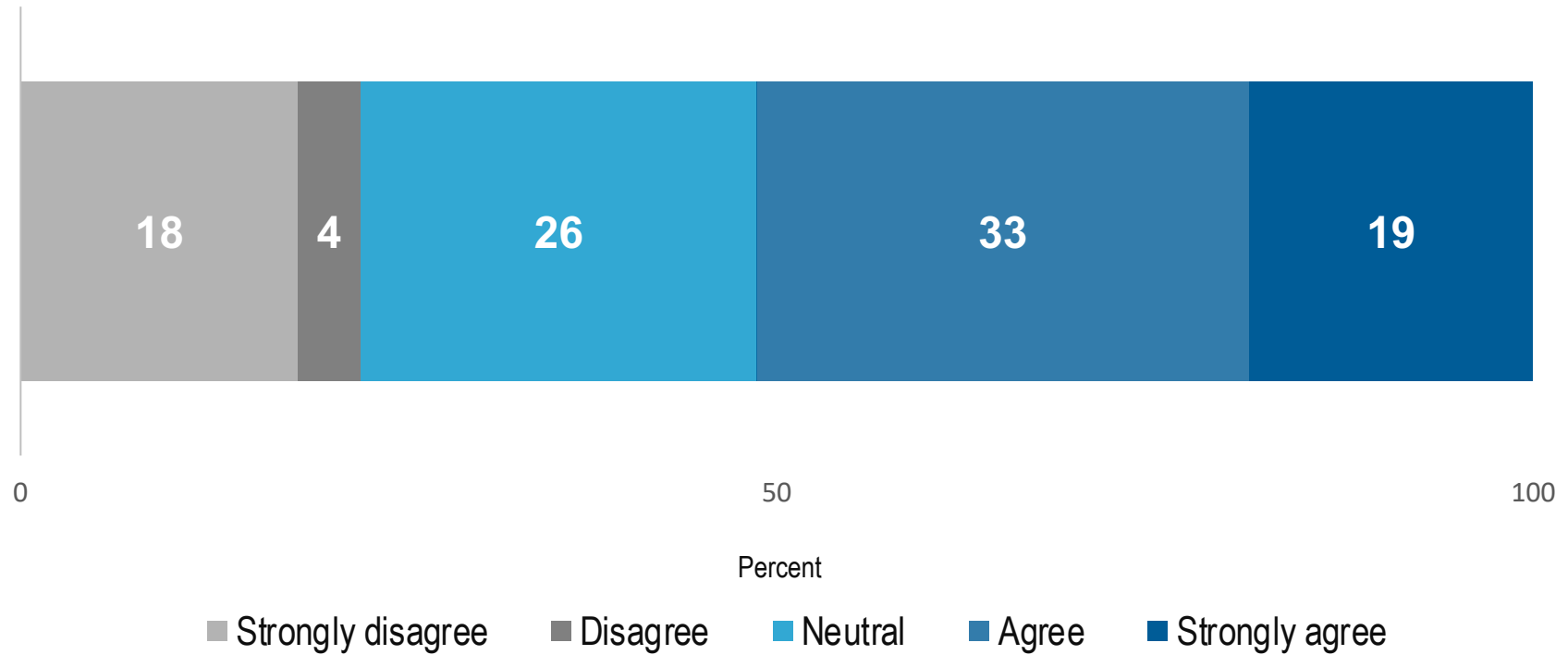
Base: 2022 Overnight Person-Trips to Scottsdale



# Scottsdale Perceptions

Base: 2022 Overnight Person-Trips to Scottsdale

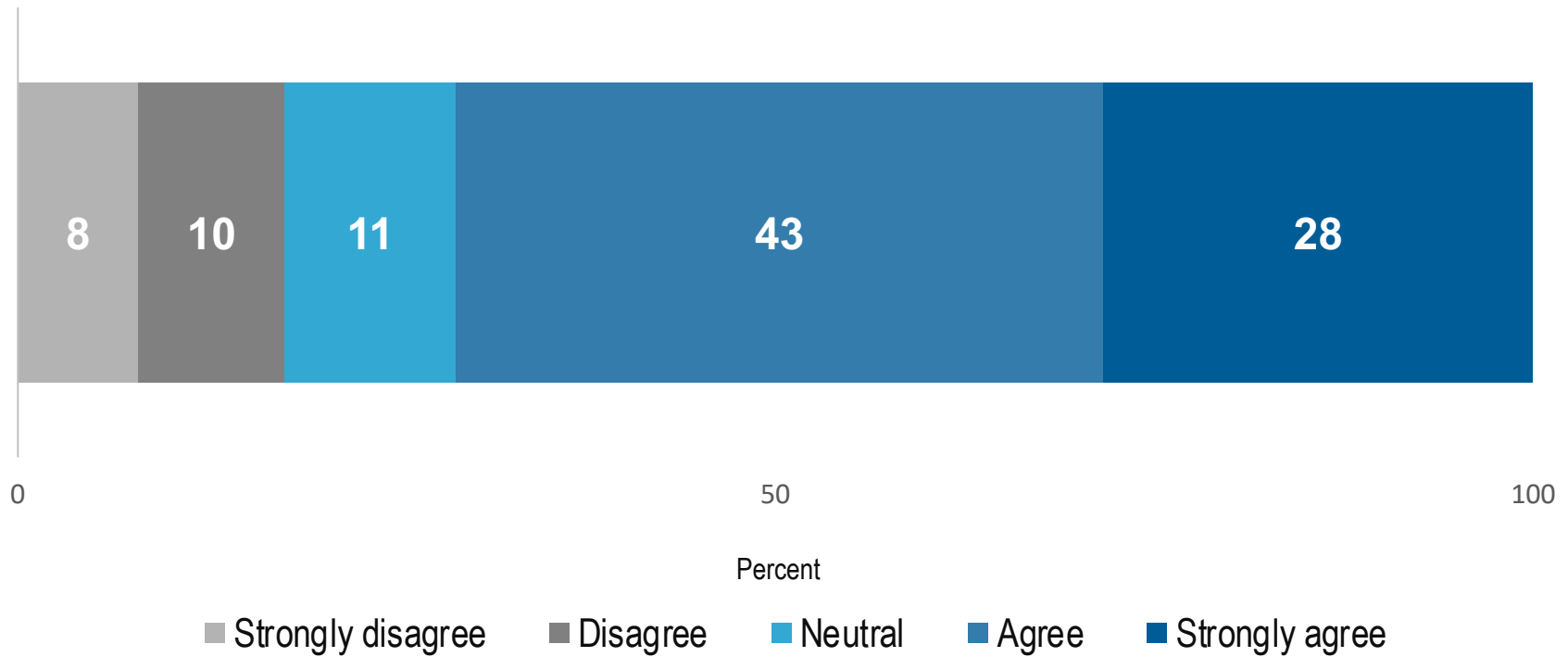
I was welcomed by Scottsdale residents on this trip



# Scottsdale Perceptions

Base: 2022 Overnight Person-Trips to Scottsdale

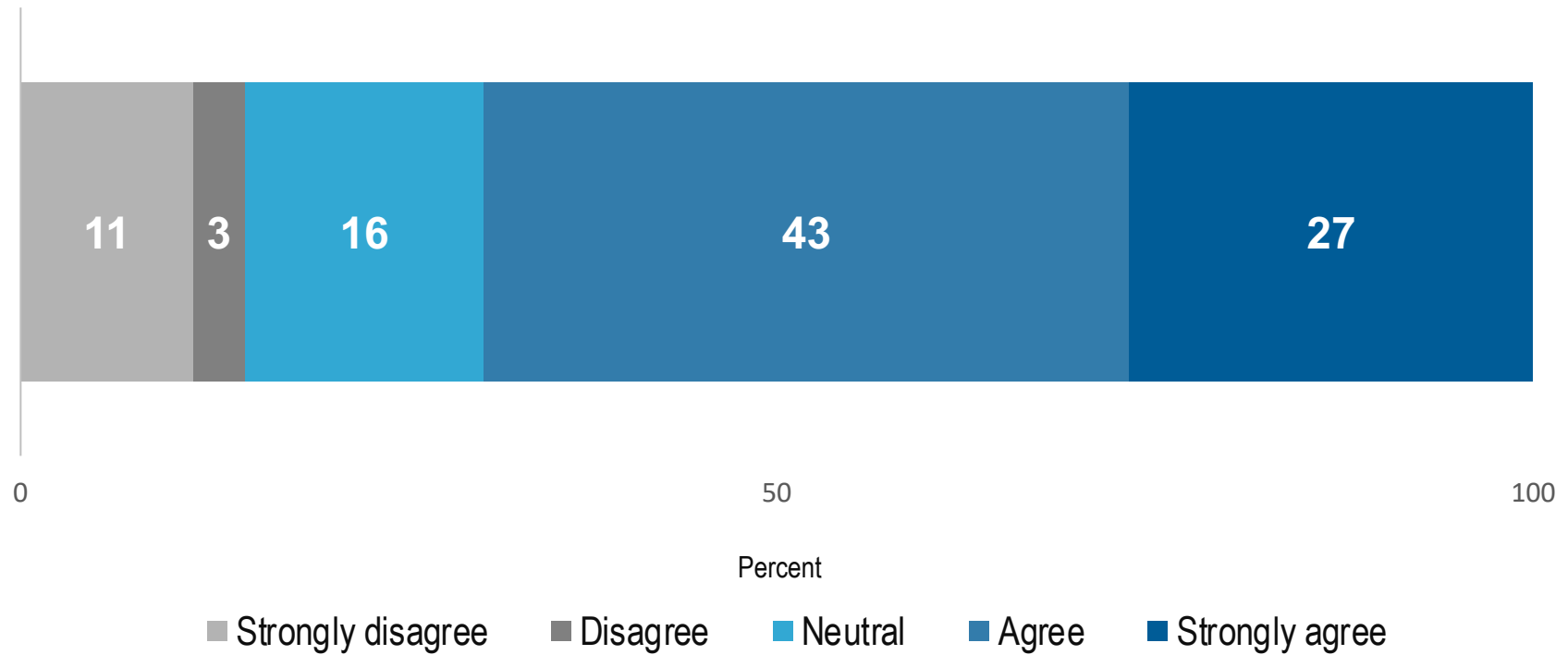
I felt safe during my trip to Scottsdale



# Scottsdale Perceptions

Base: 2022 Overnight Person-Trips to Scottsdale

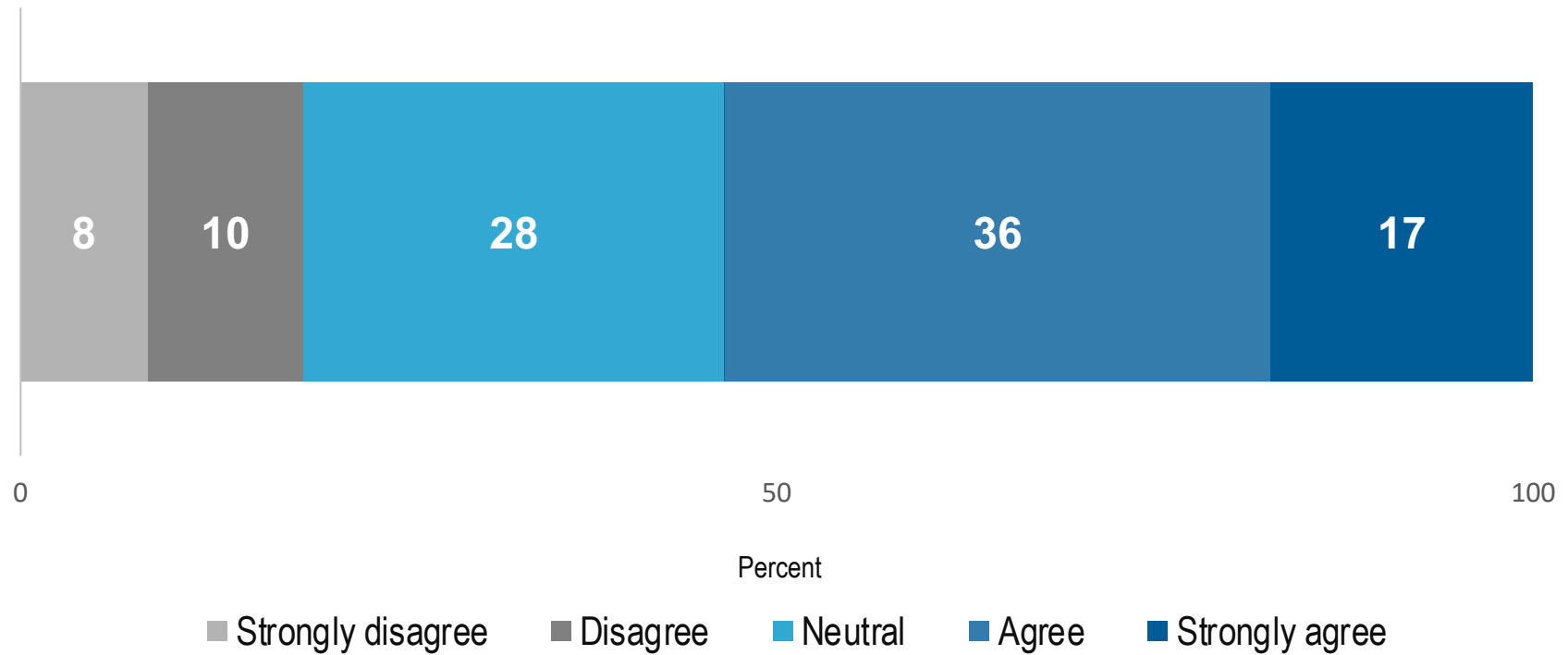
I felt safe dining in Scottsdale restaurants and shopping in retail stores



# Scottsdale Perceptions

Base: 2022 Overnight Person-Trips to Scottsdale

Scottsdale did a good job in communicating Coronavirus protocols and guidelines

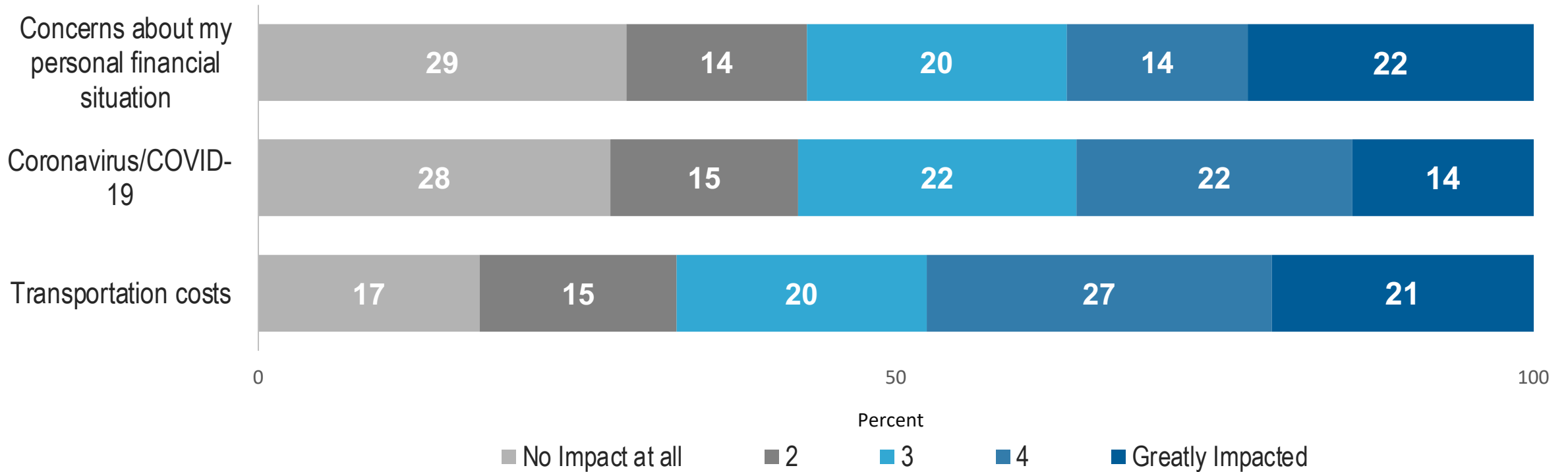




# Travel Perceptions – Next Six Months

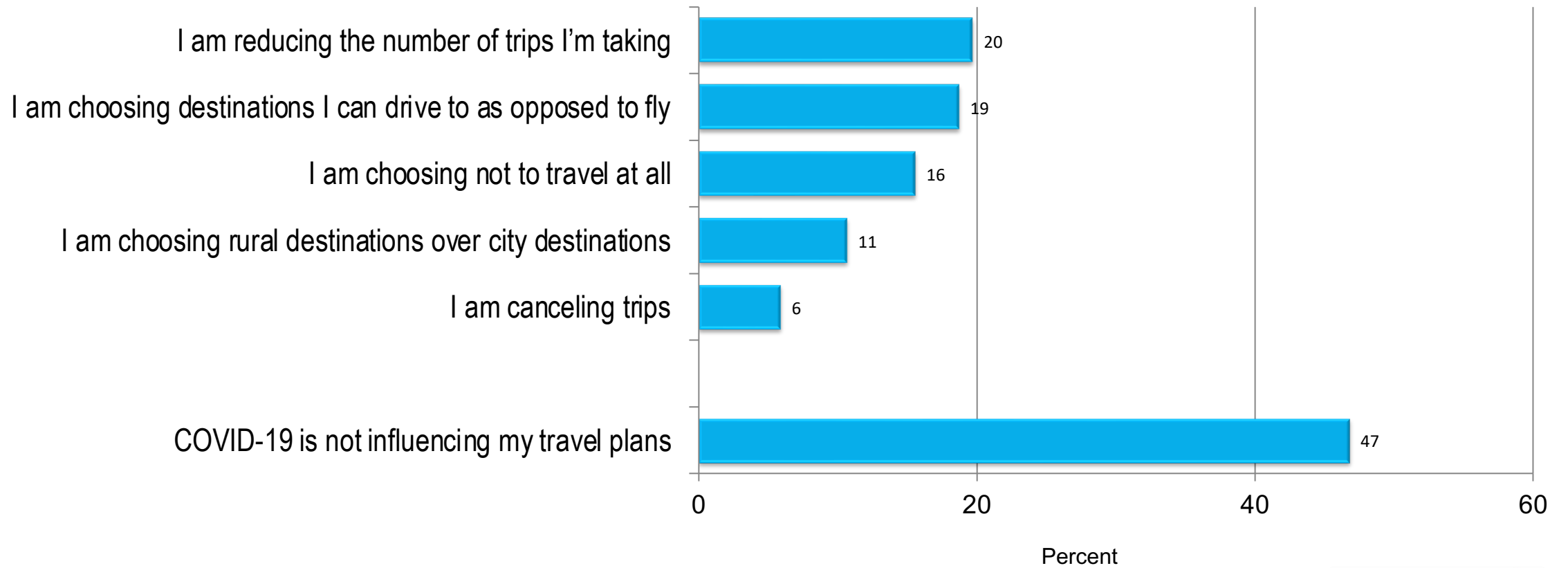
Base: 2022 Overnight Person-Trips to Scottsdale

**Please indicate how much each of the following would impact your decision to travel in the next six months?**



# Influence of COVID-19 on Travel Plans in the Next Six Months

Base: 2022 Overnight Person-Trips to Scottsdale



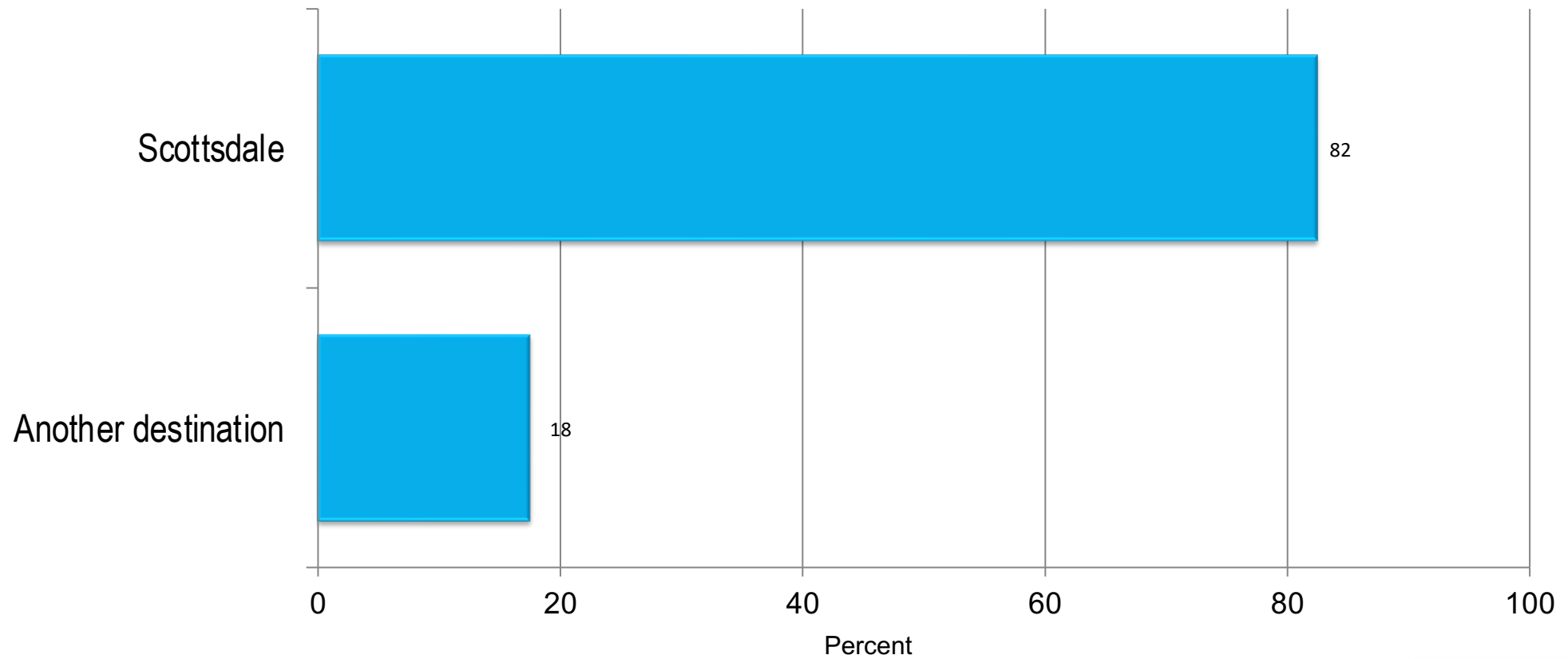


## Day Trip Characteristics



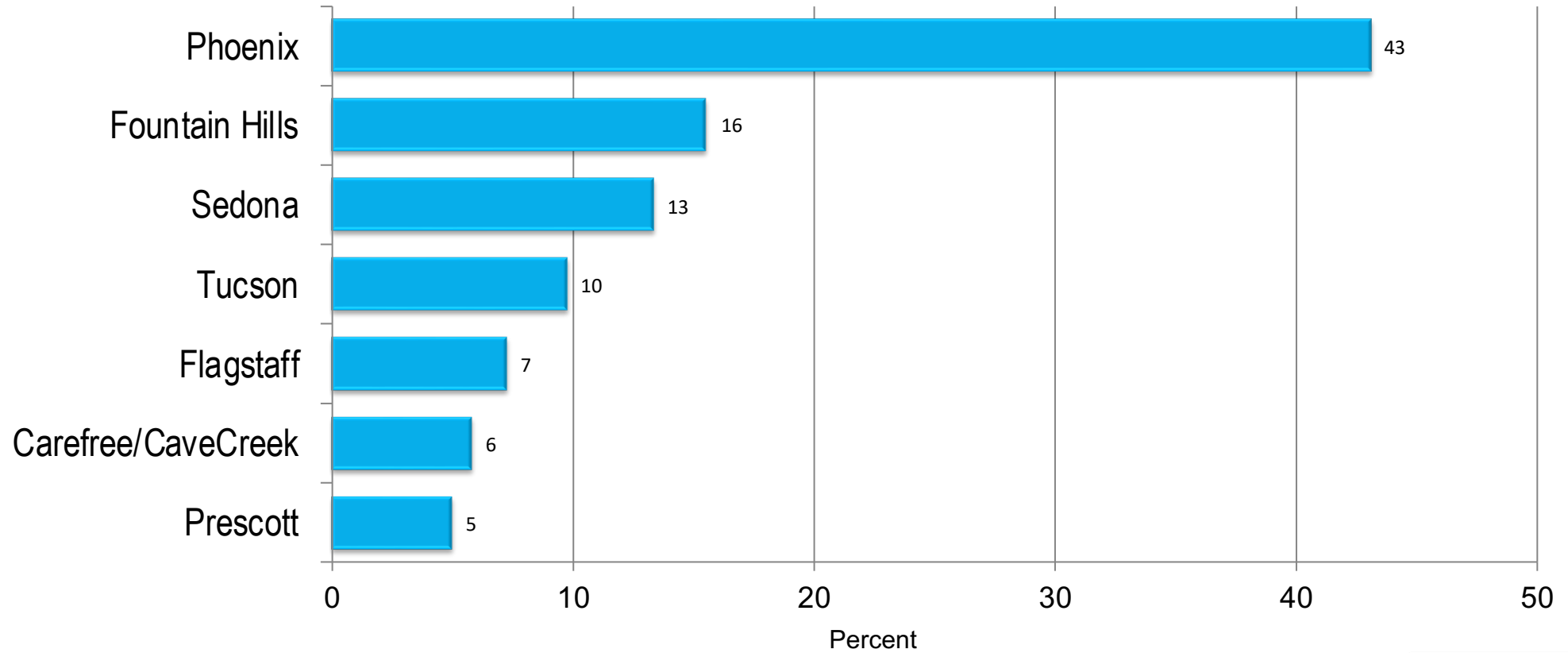
# Primary Destination on Trip

Base: 2021 & 2022 Day Person-Trips to Scottsdale



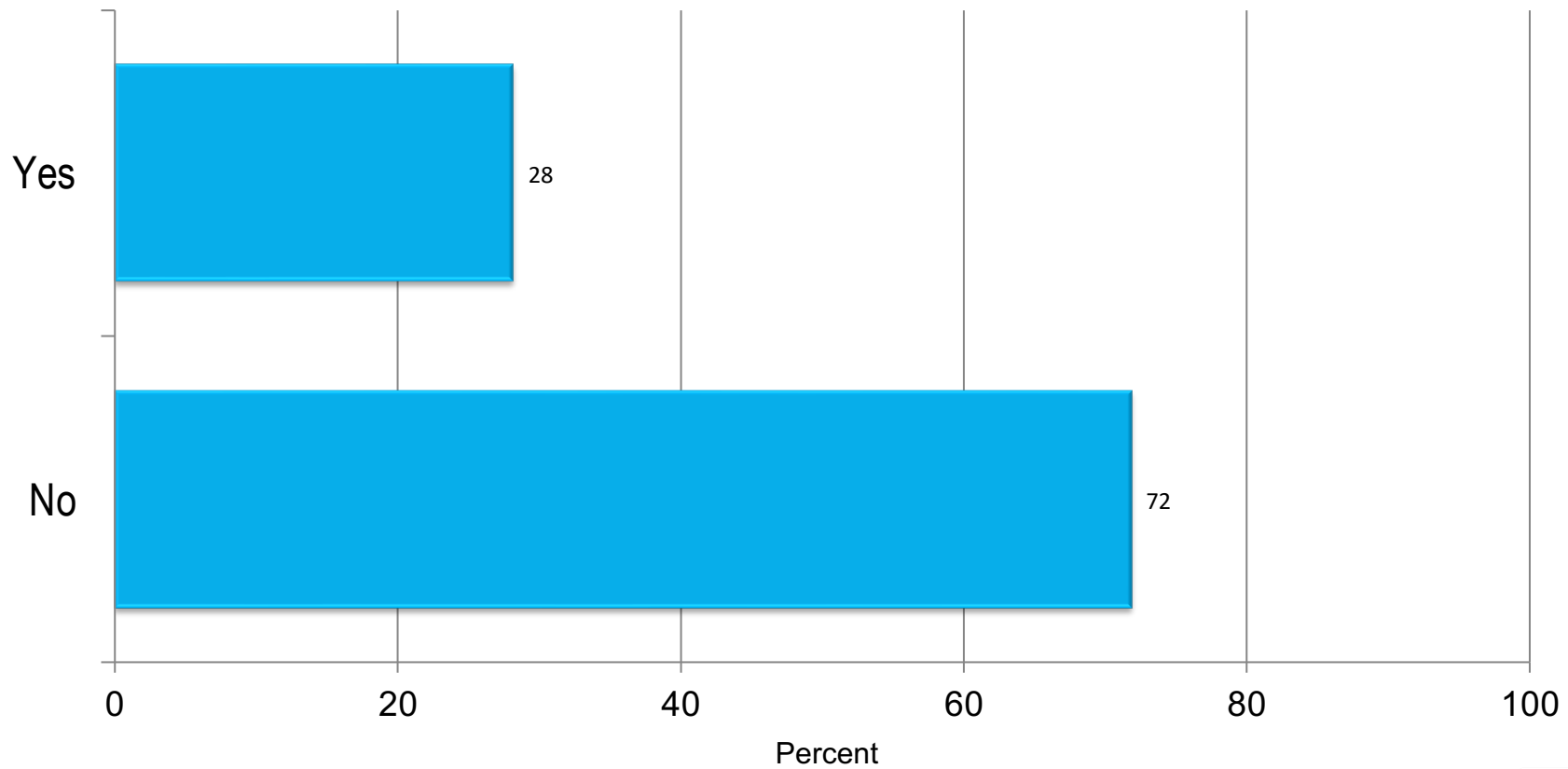
# Arizona Destinations Visited on Trip

Base: 2021 & 2022 Day Person-Trips to Scottsdale



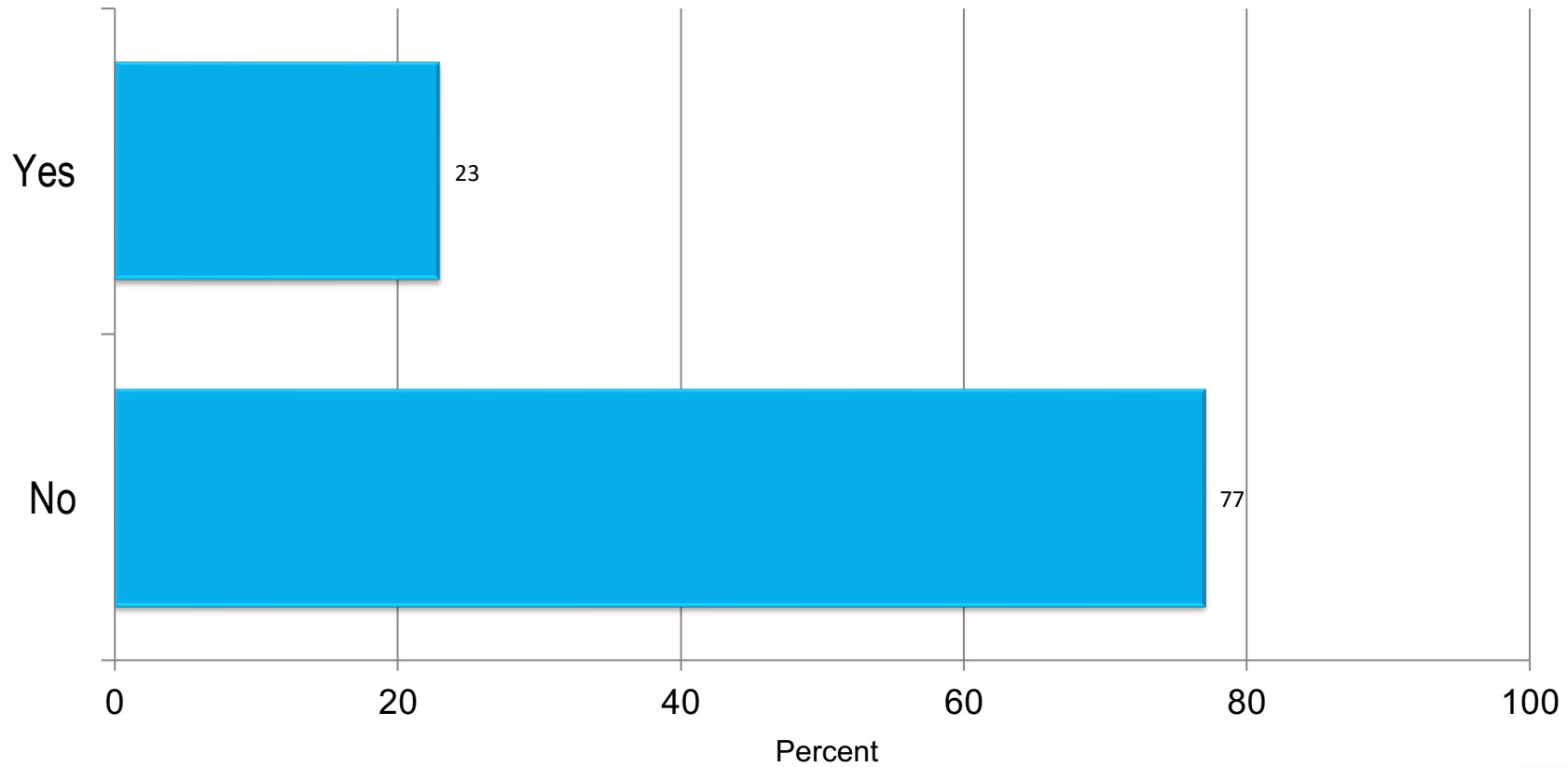
# Purchased Tickets/Made Reservations for Activity/Event/Concert Before Arriving in Scottsdale

Base: 2021 & 2022 Day Person-Trips to Scottsdale



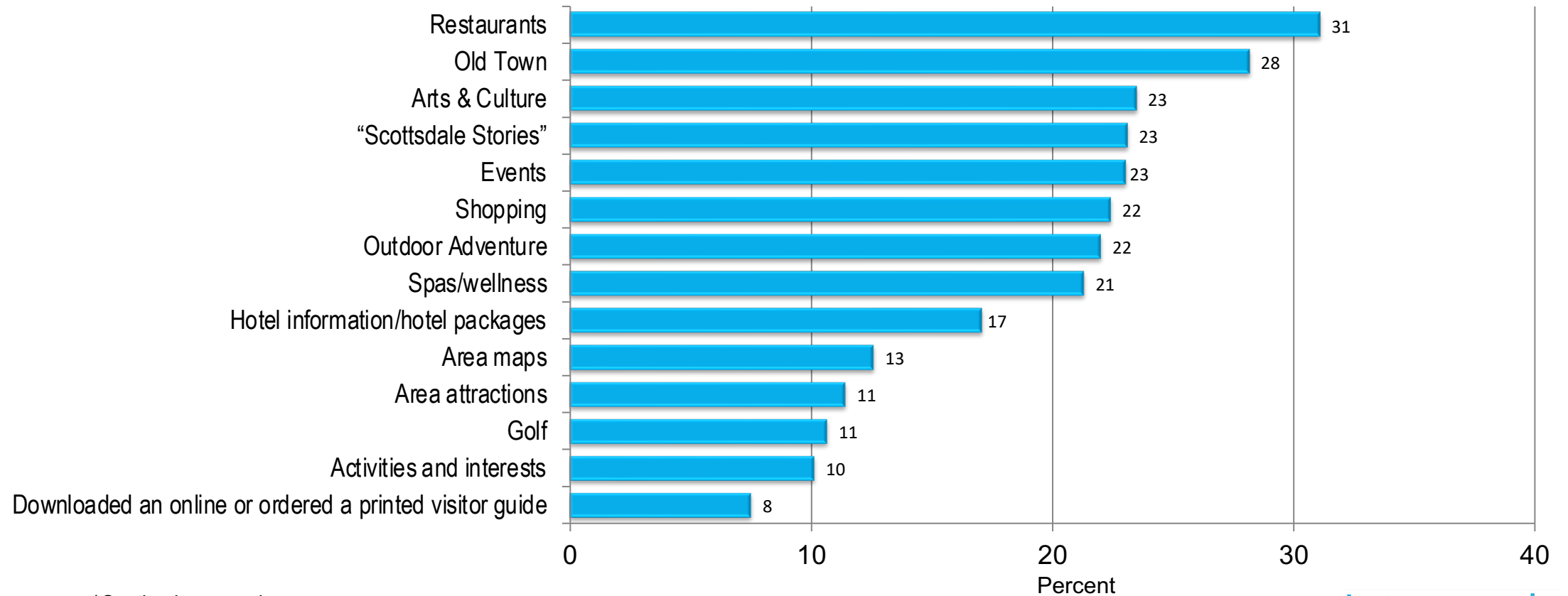
# Use of ExperienceScottsdale.com Website for Planning (Before or During) Trip

Base: 2021 & 2022 Day Person-Trips to Scottsdale



# Types of Information Explored on ExperienceScottsdale.com

Base: 2021 & 2022 Day Person-Trips to Scottsdale that used ExperienceScottsdale.com

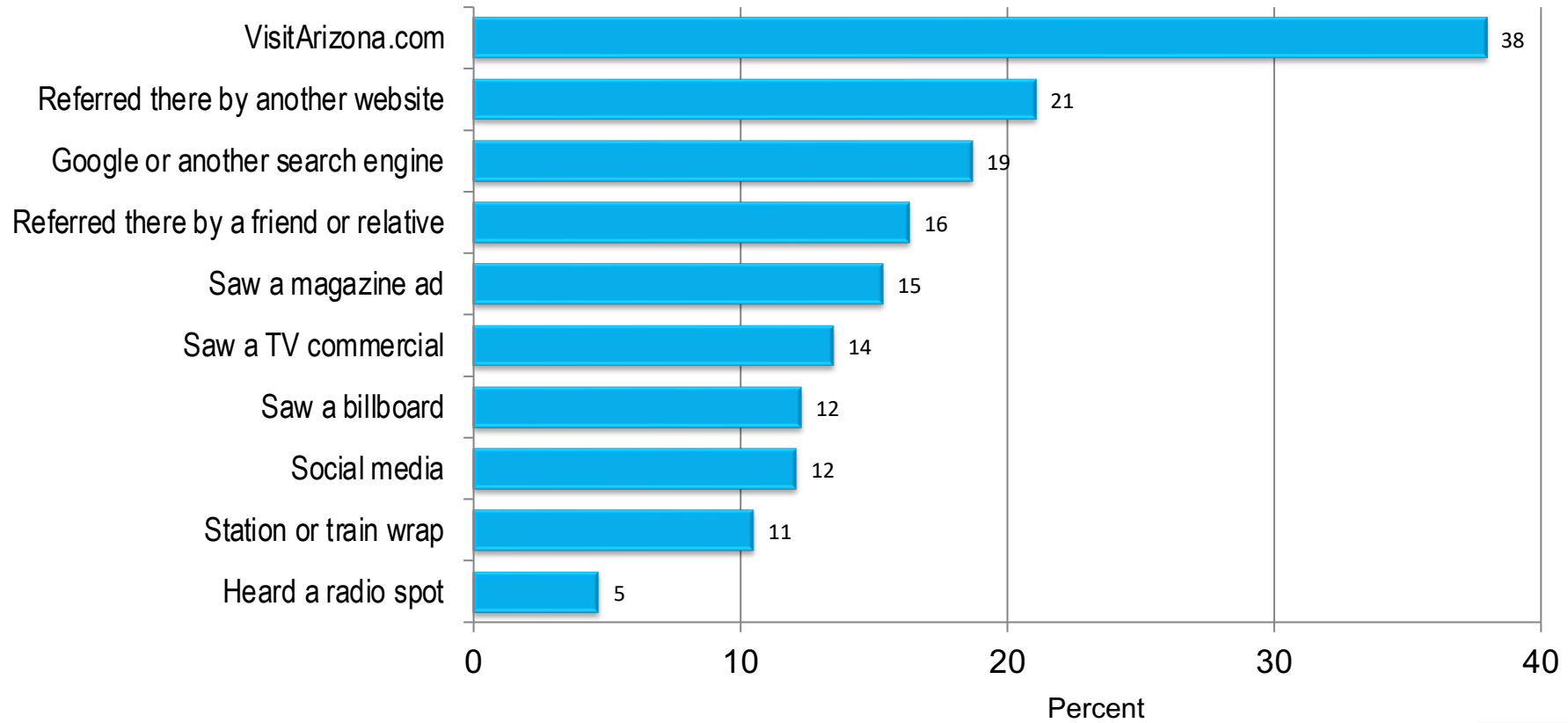


\*Caution low sample



# How did you learn about ExperienceScottsdale.com?

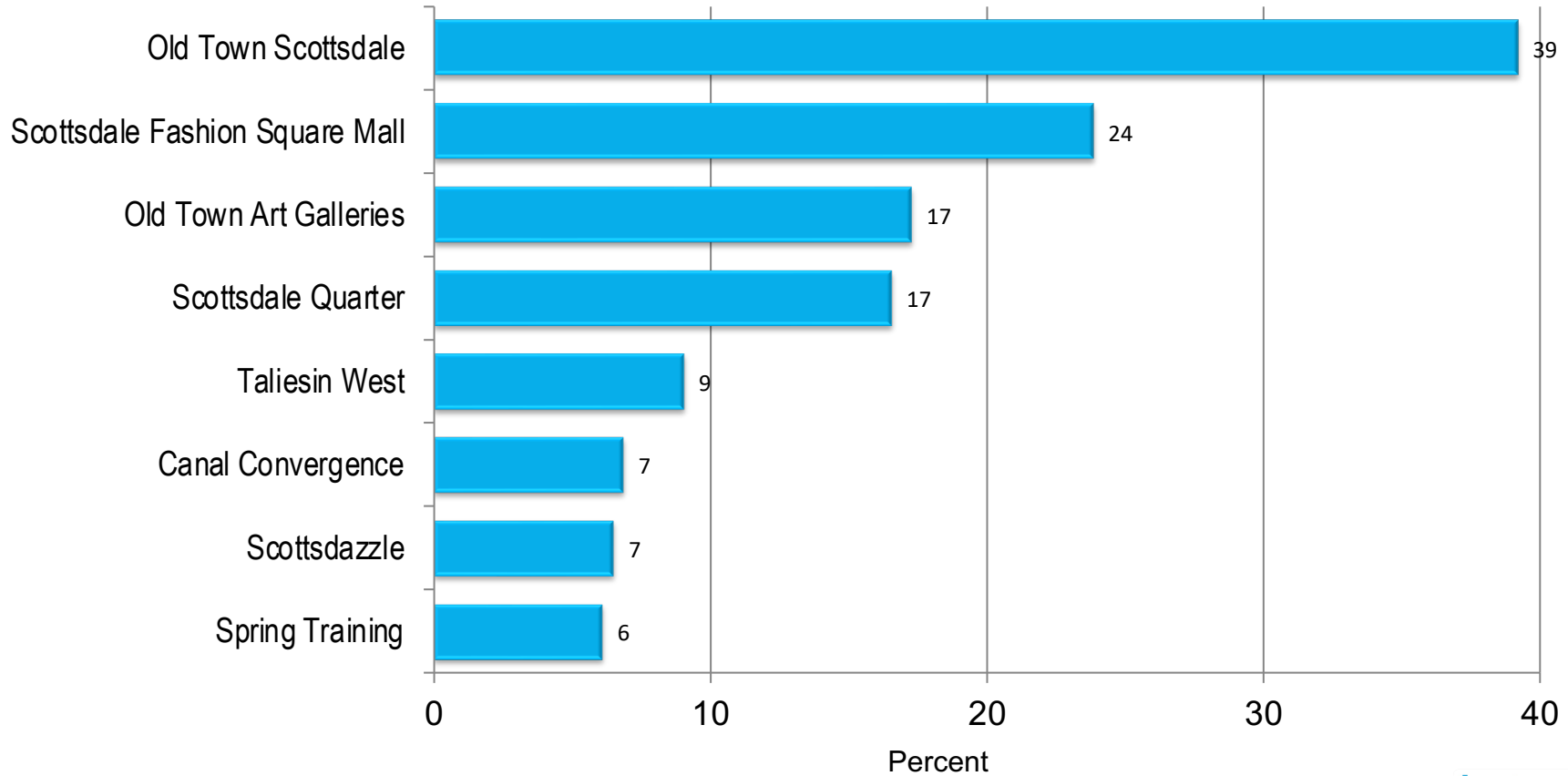
Base: 2021 & 2022 Day Person-Trips to Scottsdale that used ExperienceScottsdale.com



\*Caution low sample

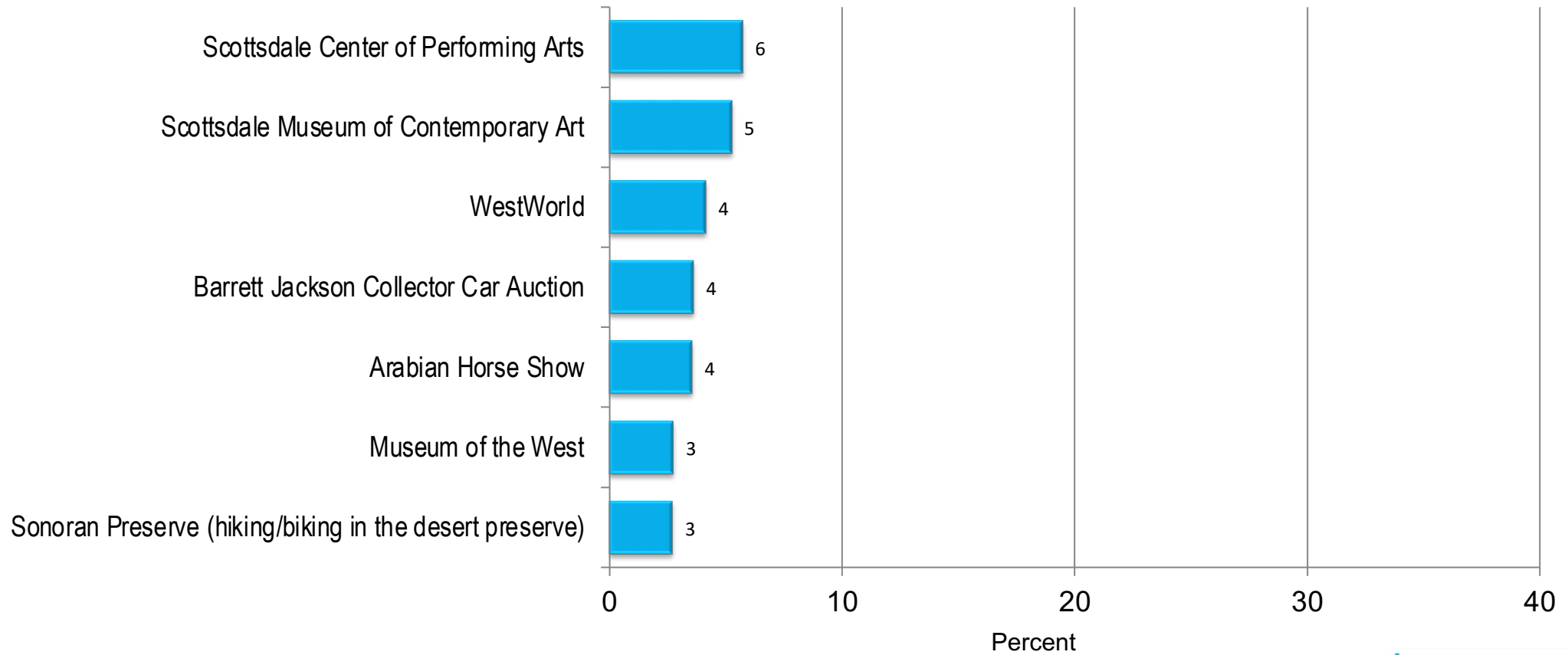
# Attractions Visited/Experienced

Base: 2021 & 2022 Day Person-Trips to Scottsdale



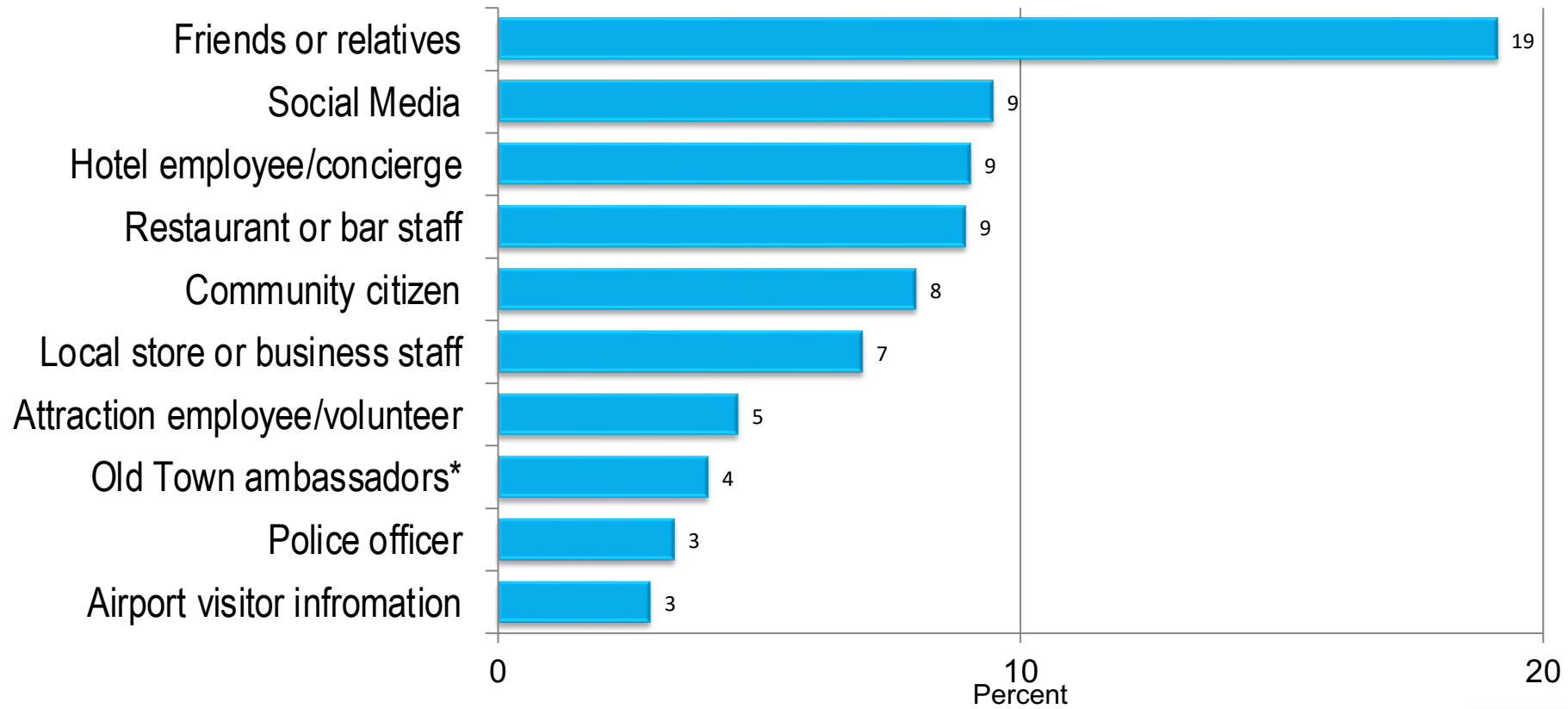
# Attractions Visited/Experienced (Cont'd)

Base: 2021 & 2022 Day Person-Trips to Scottsdale



# Sources Used to Enhance Visit to Scottsdale

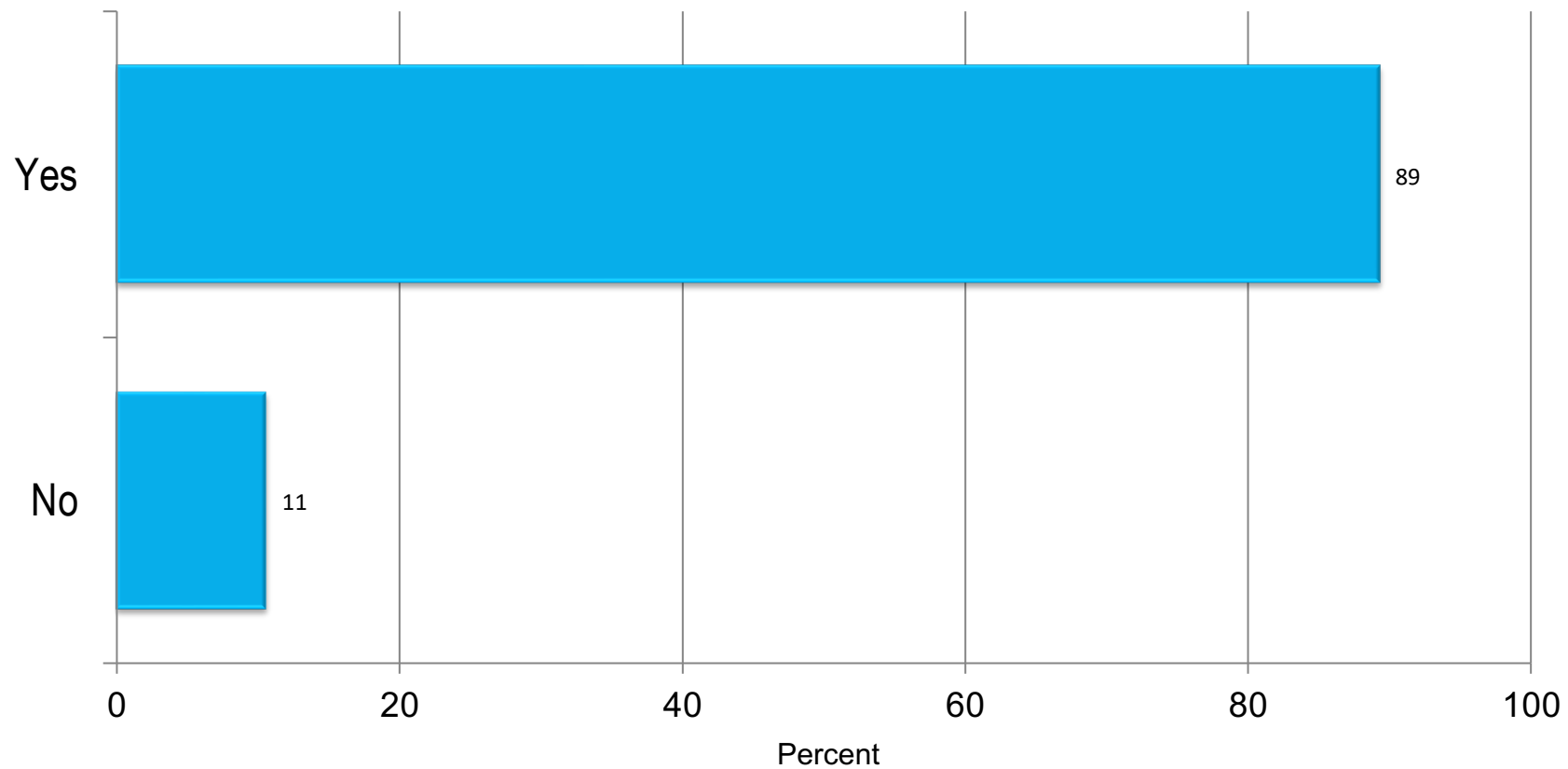
Base: 2021 & 2022 Day Person-Trips to Scottsdale



\*Response updated to 'Old Town ambassadors' in 2022, response 2022 data only

# Plan to Visit Scottsdale Again

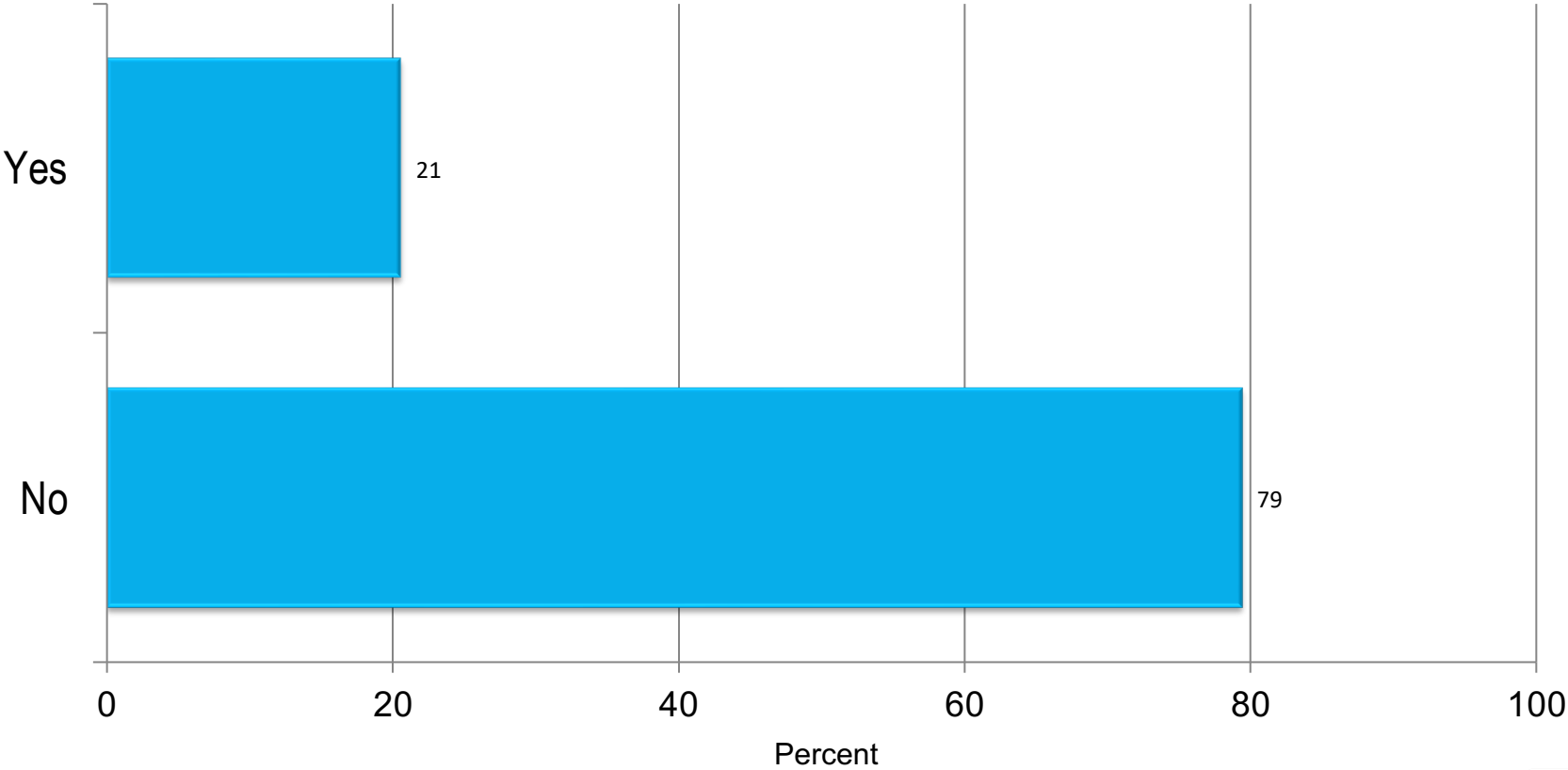
Base: 2021 & 2022 Day Person-Trips to Scottsdale



**Yes**  
2018/2019: 90%  
2019/2020: 90%  
2020/2021: 89%

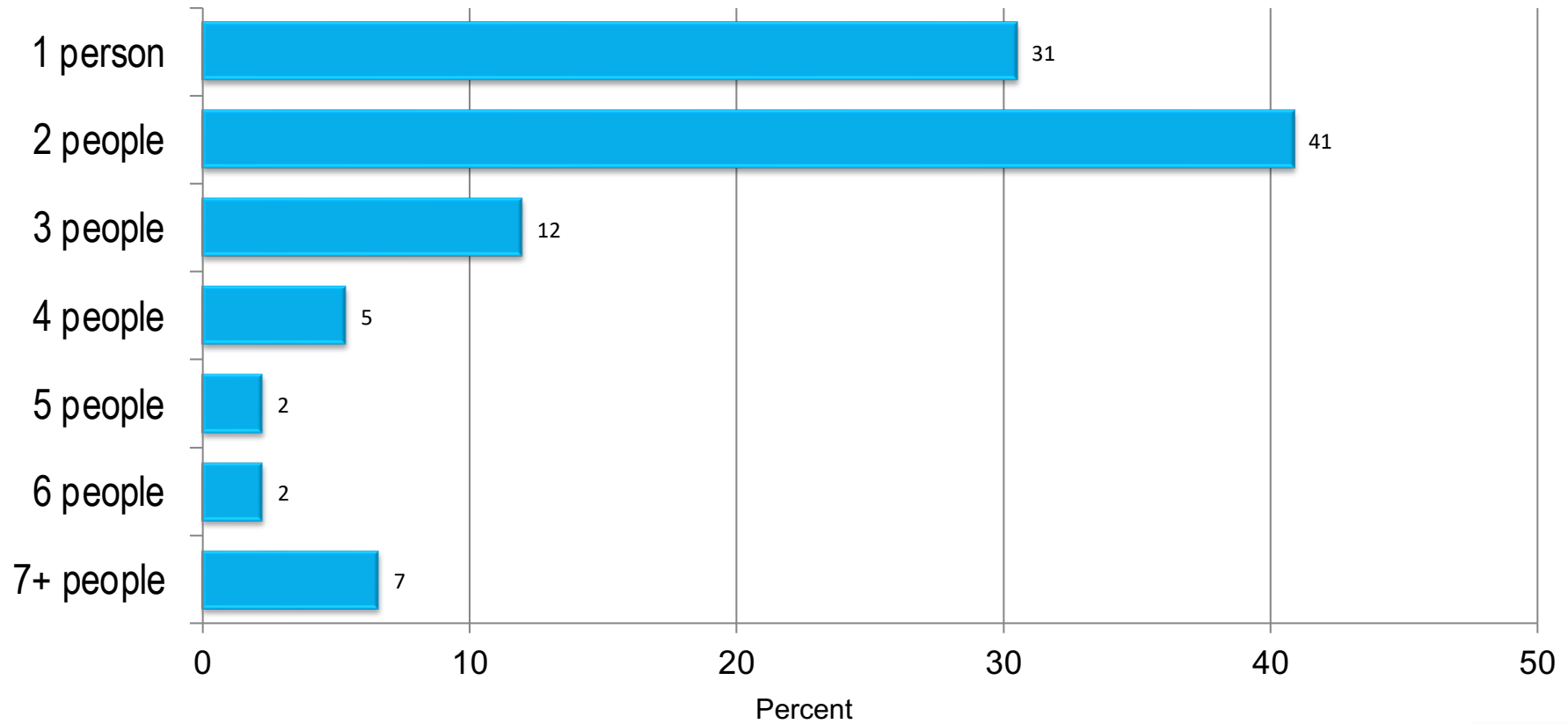
# Immediate Travel Party Part of a Larger Group

Base: 2021 & 2022 Day Person-Trips to Scottsdale



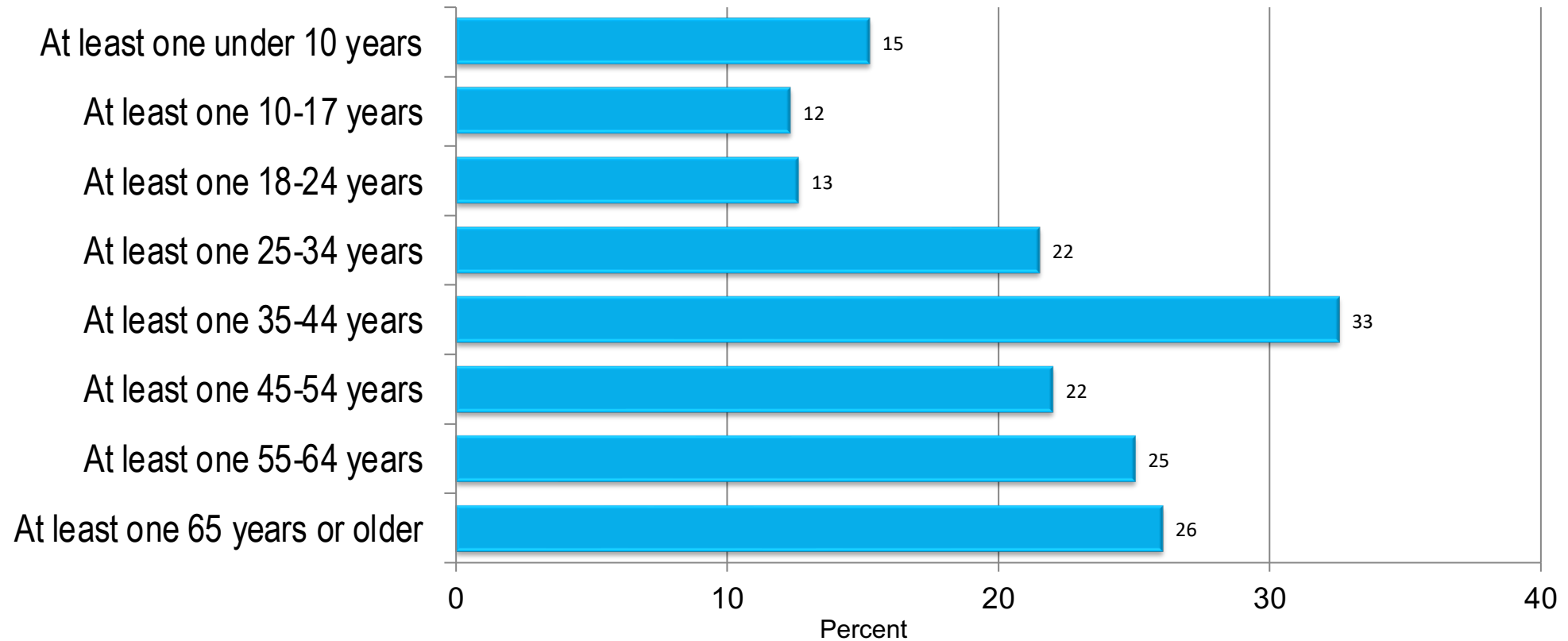
# Travel Party Size

Base: 2021 & 2022 Day Person-Trips to Scottsdale



# Composition of Immediate Travel Party

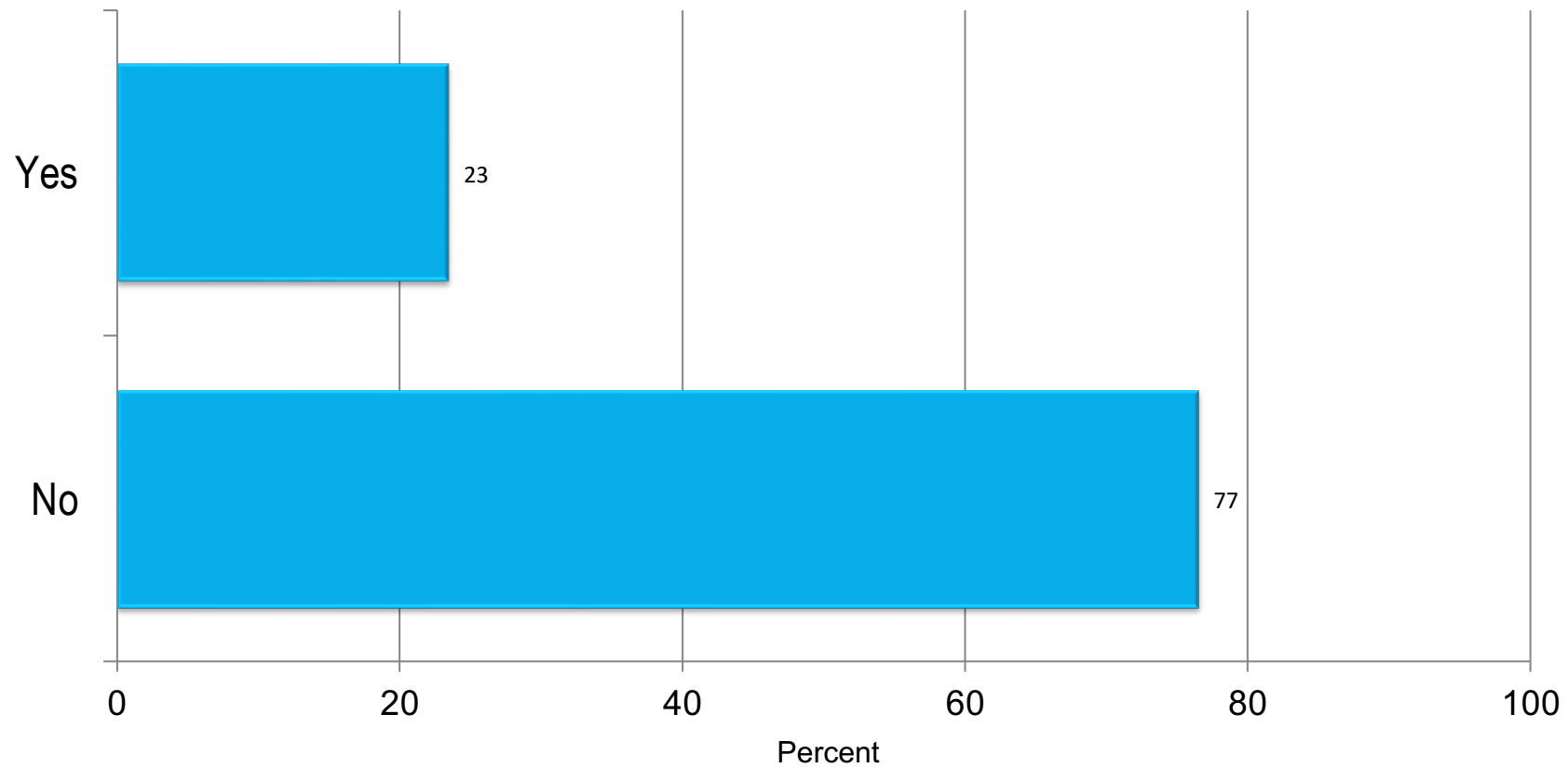
Base: 2021 & 2022 Day Person-Trips to Scottsdale





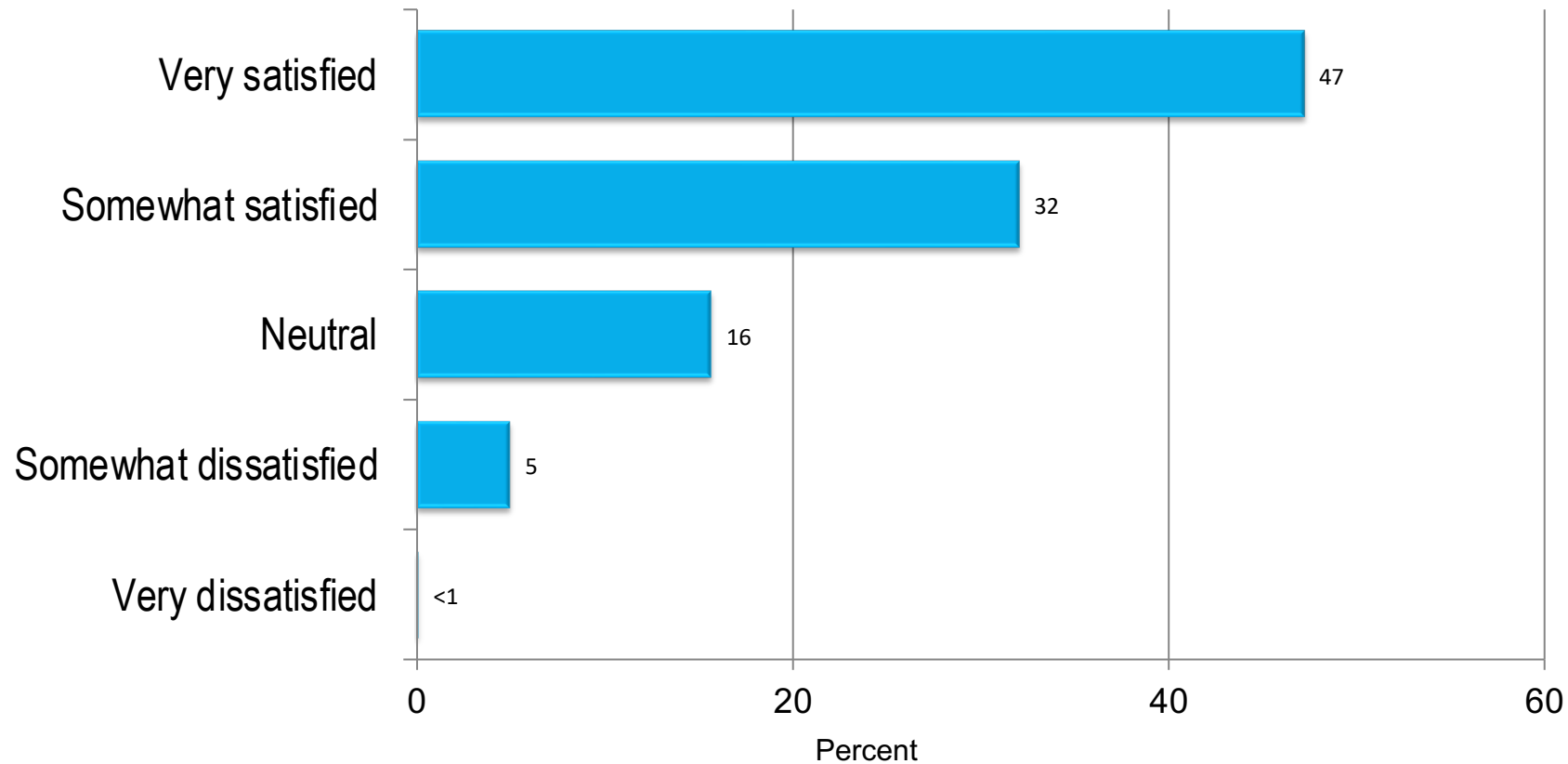
# Visit Scottsdale Visitor Information Center or Downtown Kiosks During Trip

Base: 2021 & 2022 Day Person-Trips to Scottsdale



# Overall Satisfaction with Visit to Scottsdale

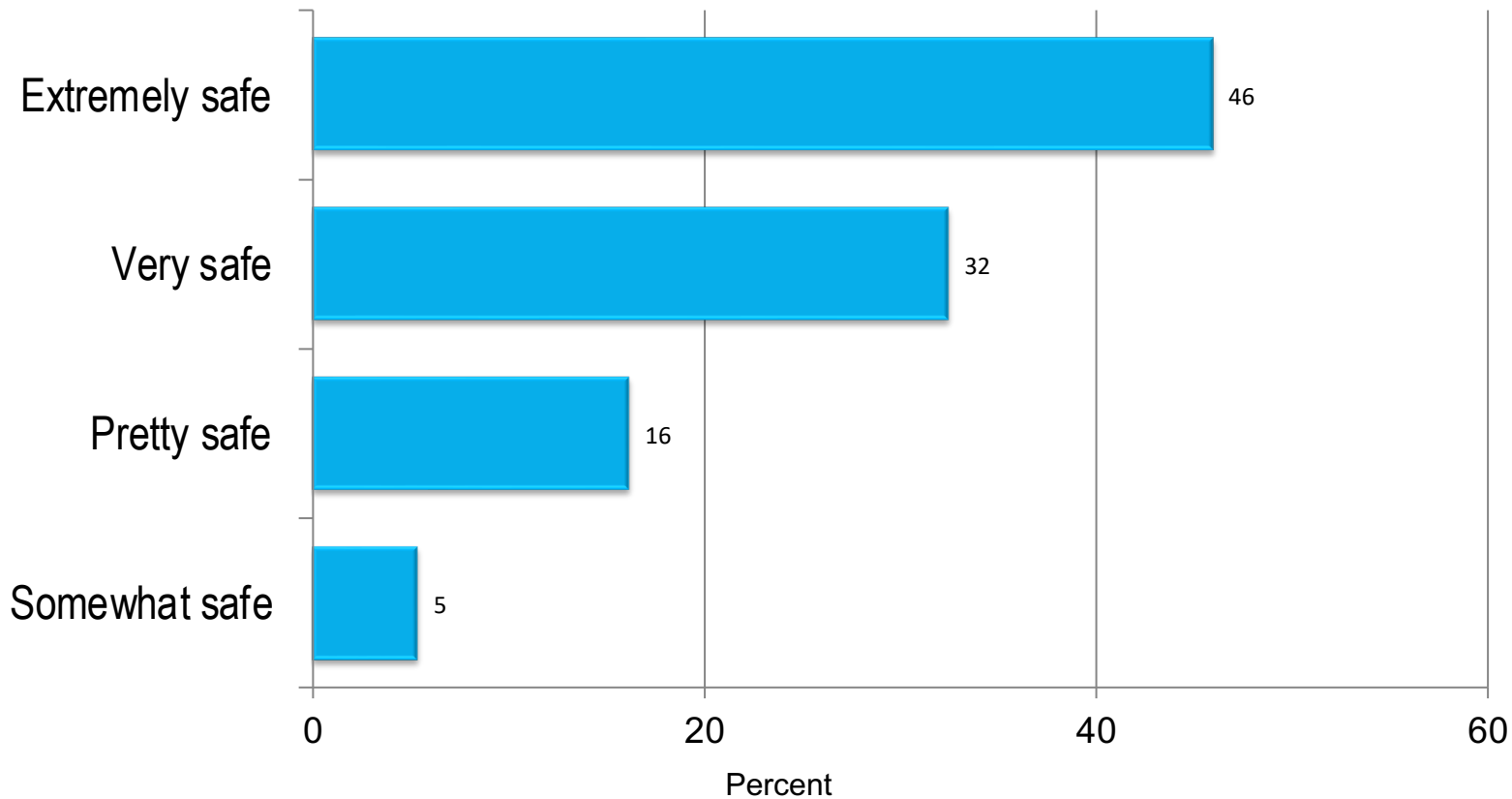
Base: 2021 & 2022 Day Person-Trips to Scottsdale



**Very/Somewhat Satisfied:**  
2018/2019: 88%  
2019/2020: 86%  
2020/2021: 80%  
2021/2022: 79%

# Perceived Level of Safety During Trip to Scottsdale

Base: 2021 & 2022 Day Person-Trips to Scottsdale

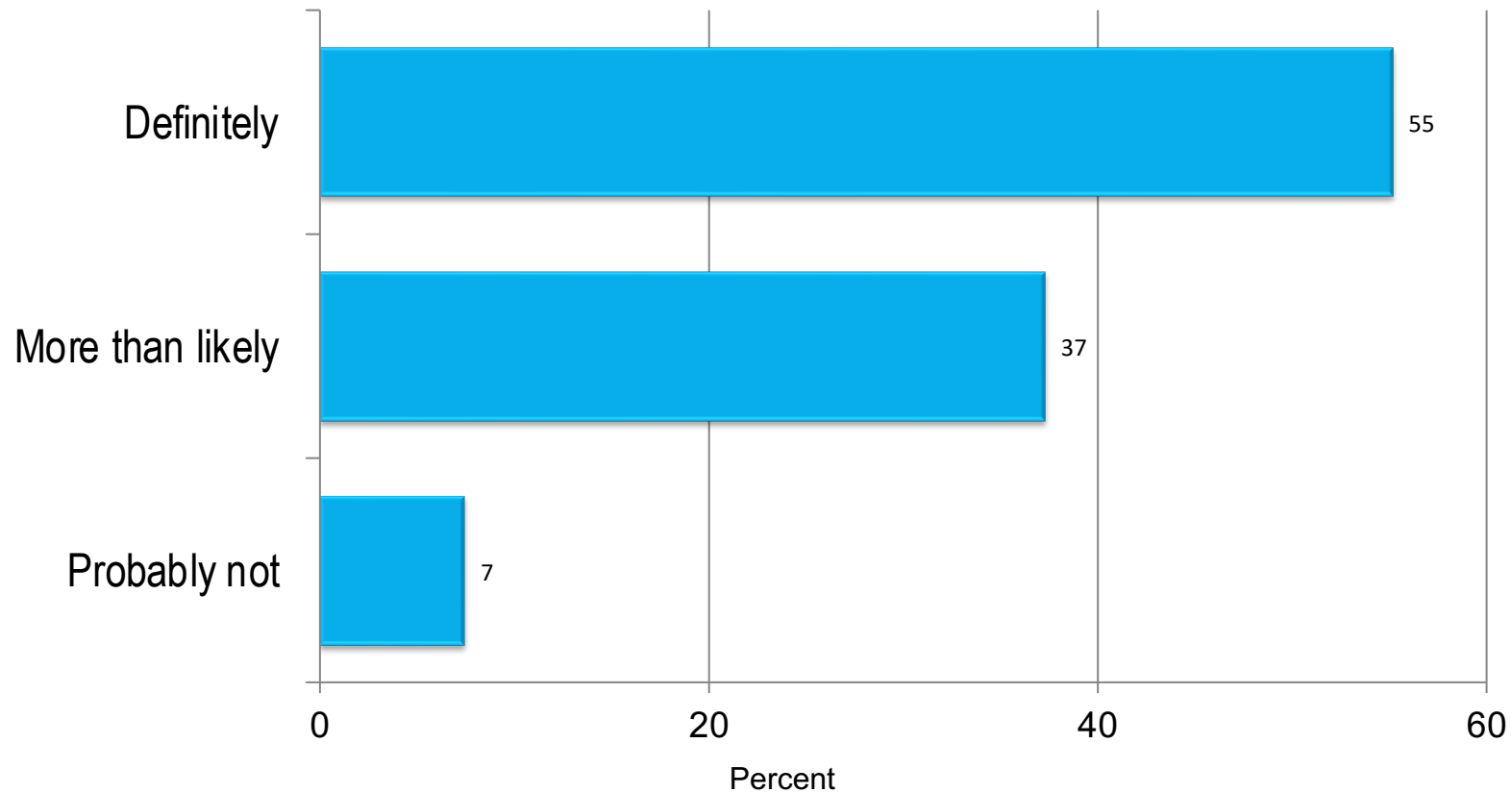


## Extremely/Very/Pretty Safe:

2018/2019: 97%  
2019/2020: 97%  
2020/2021: 94%  
2021/2022: 94%

# Likelihood to Recommend Scottsdale as a Destination

Base: 2021 & 2022 Day Person-Trips to Scottsdale

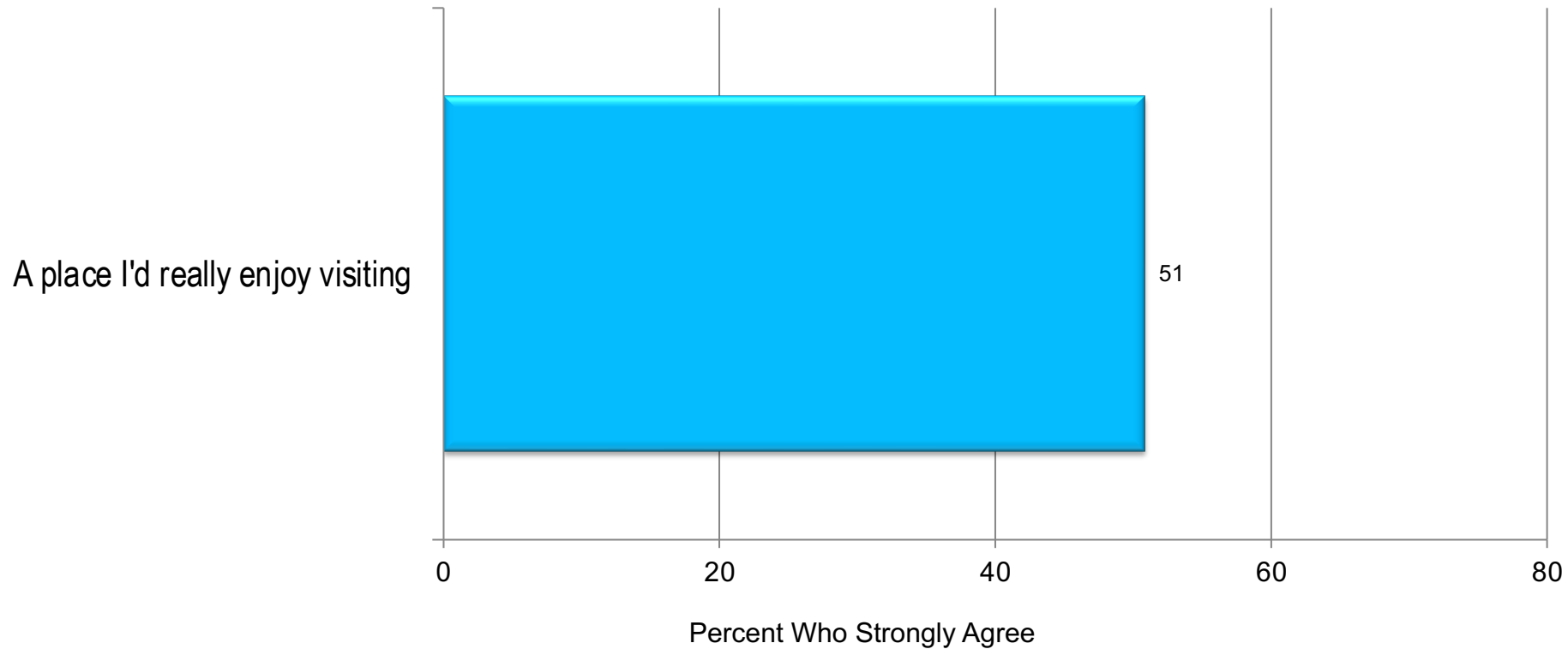


**Definitely/More Than Likely:**  
2018/2019: 94%  
2019/2020: 95%  
2020/2021: 94%  
2021/2022: 92%

\*No responses for 'definitely not'

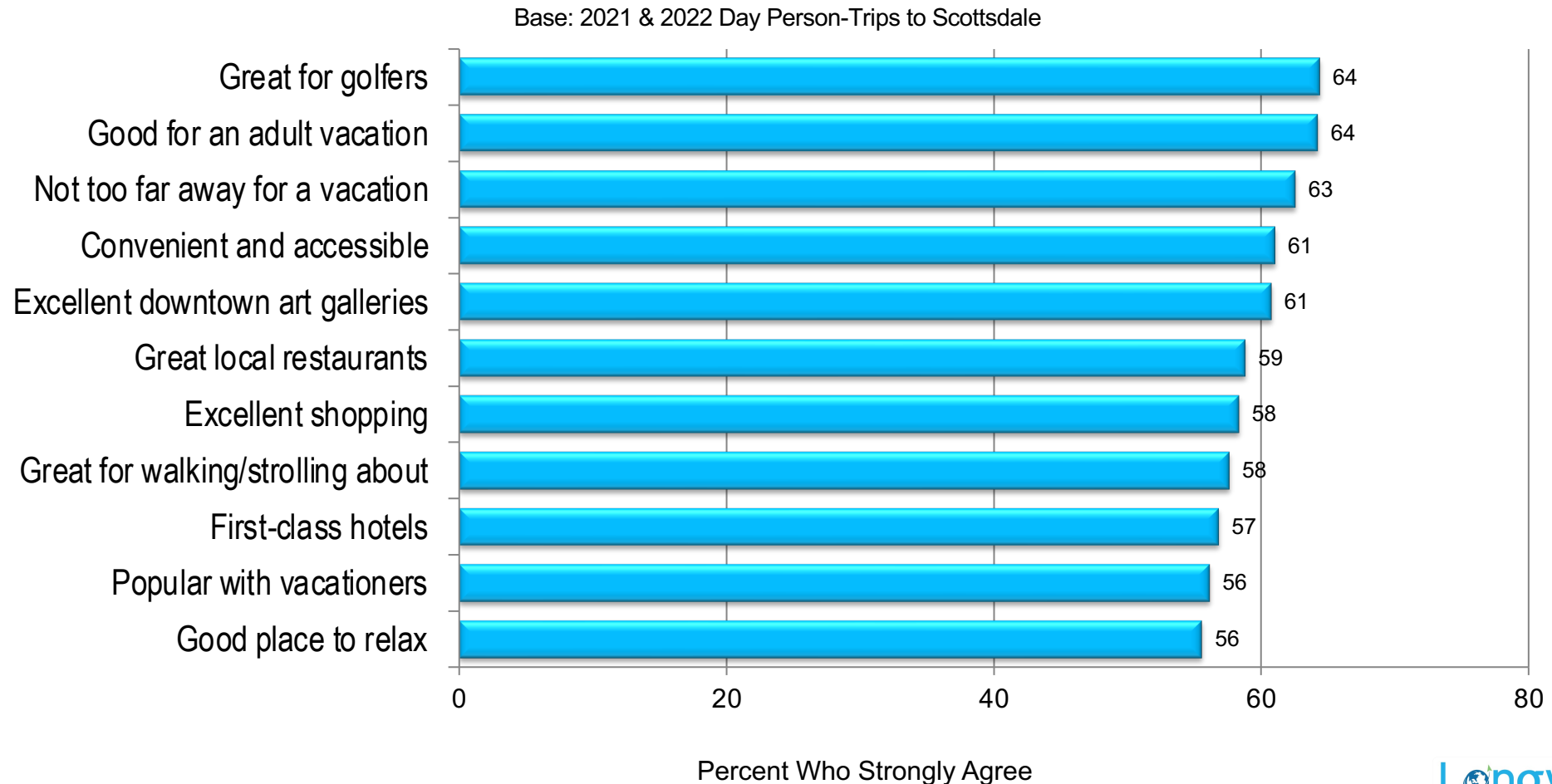
# Impressions of Scottsdale as a Travel Destination

Base: 2021 & 2022 Day Person-Trips to Scottsdale

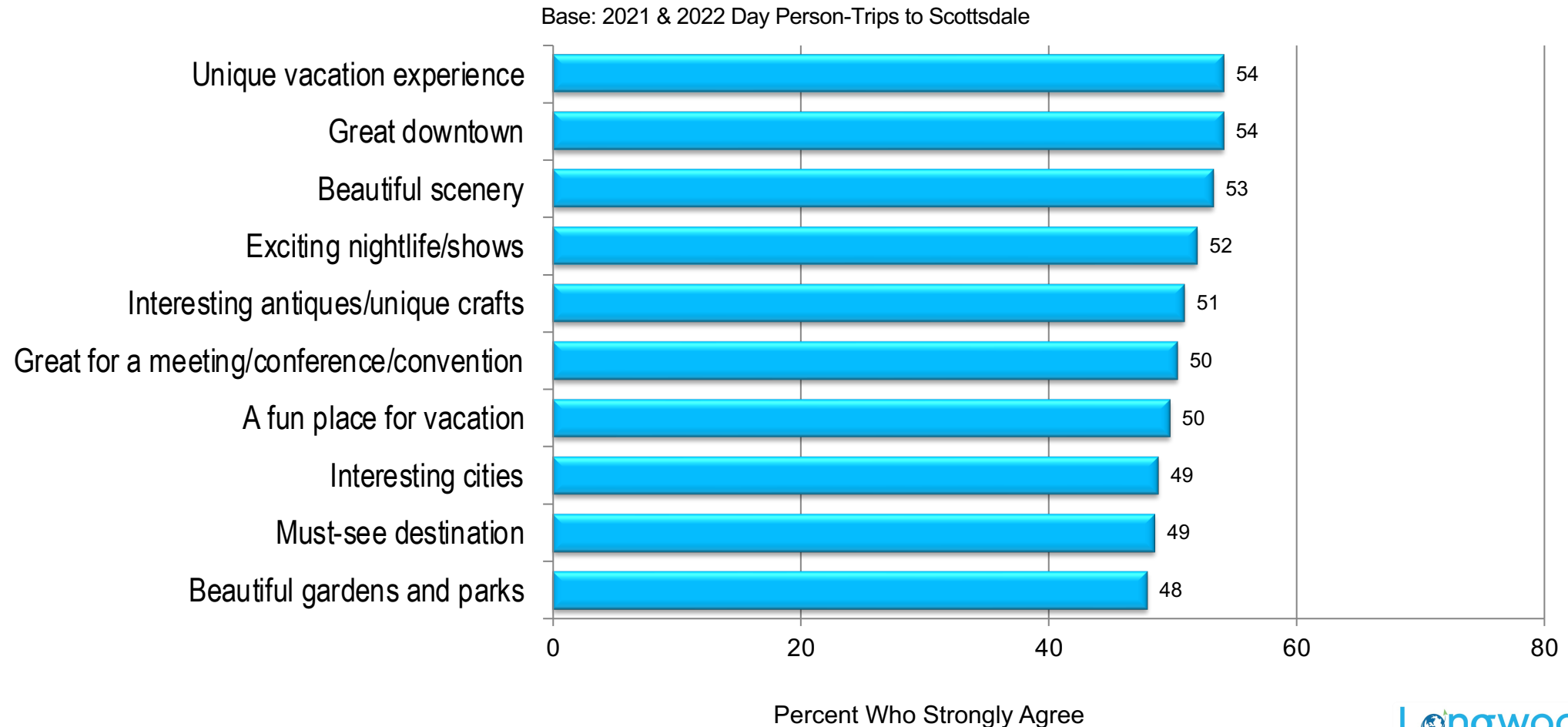


2018/2019: 57%  
2019/2020: 66%  
2020/2021: 59%

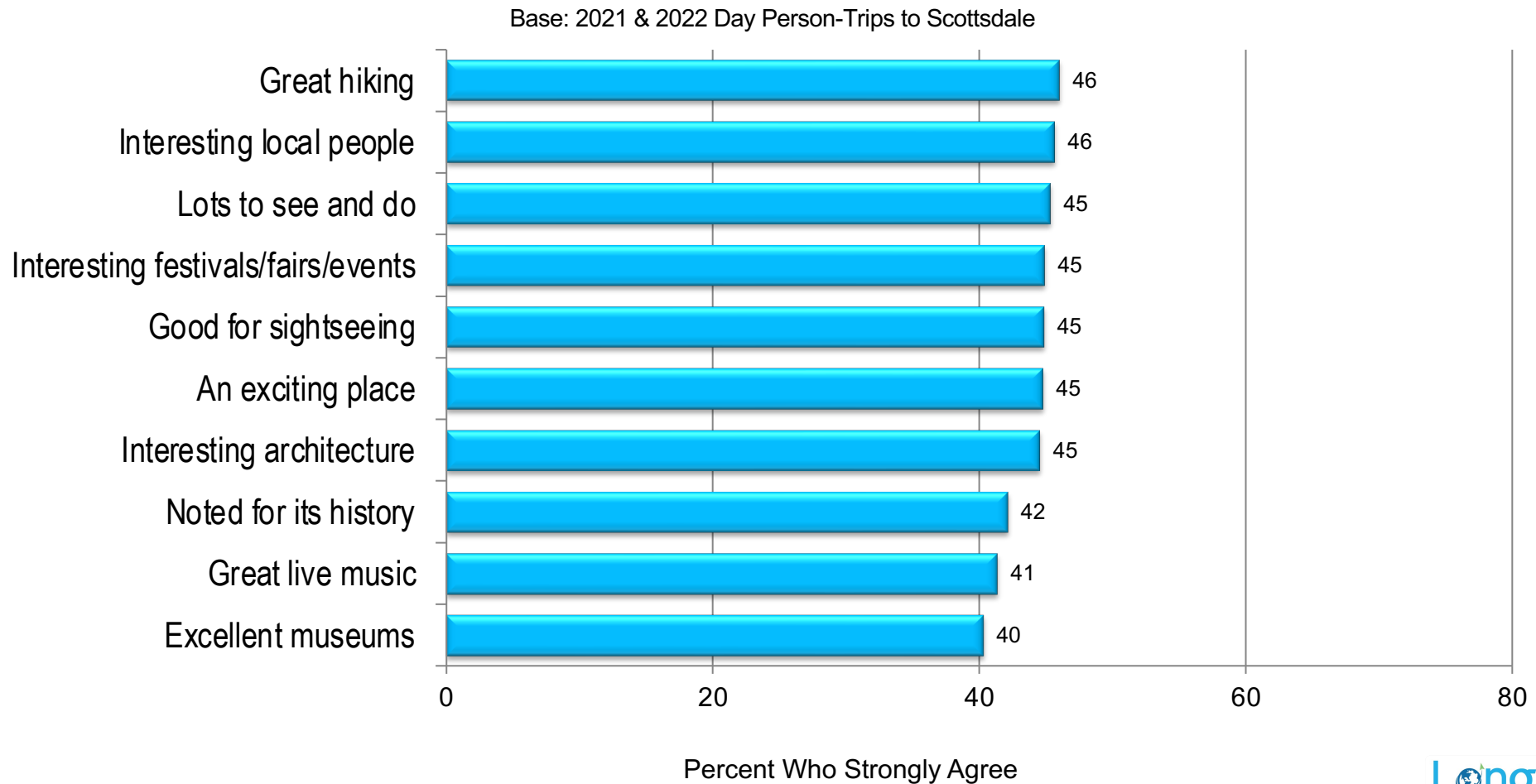
# Impressions of Scottsdale as a Travel Destination (Cont'd)



# Impressions of Scottsdale as a Travel Destination (Cont'd)

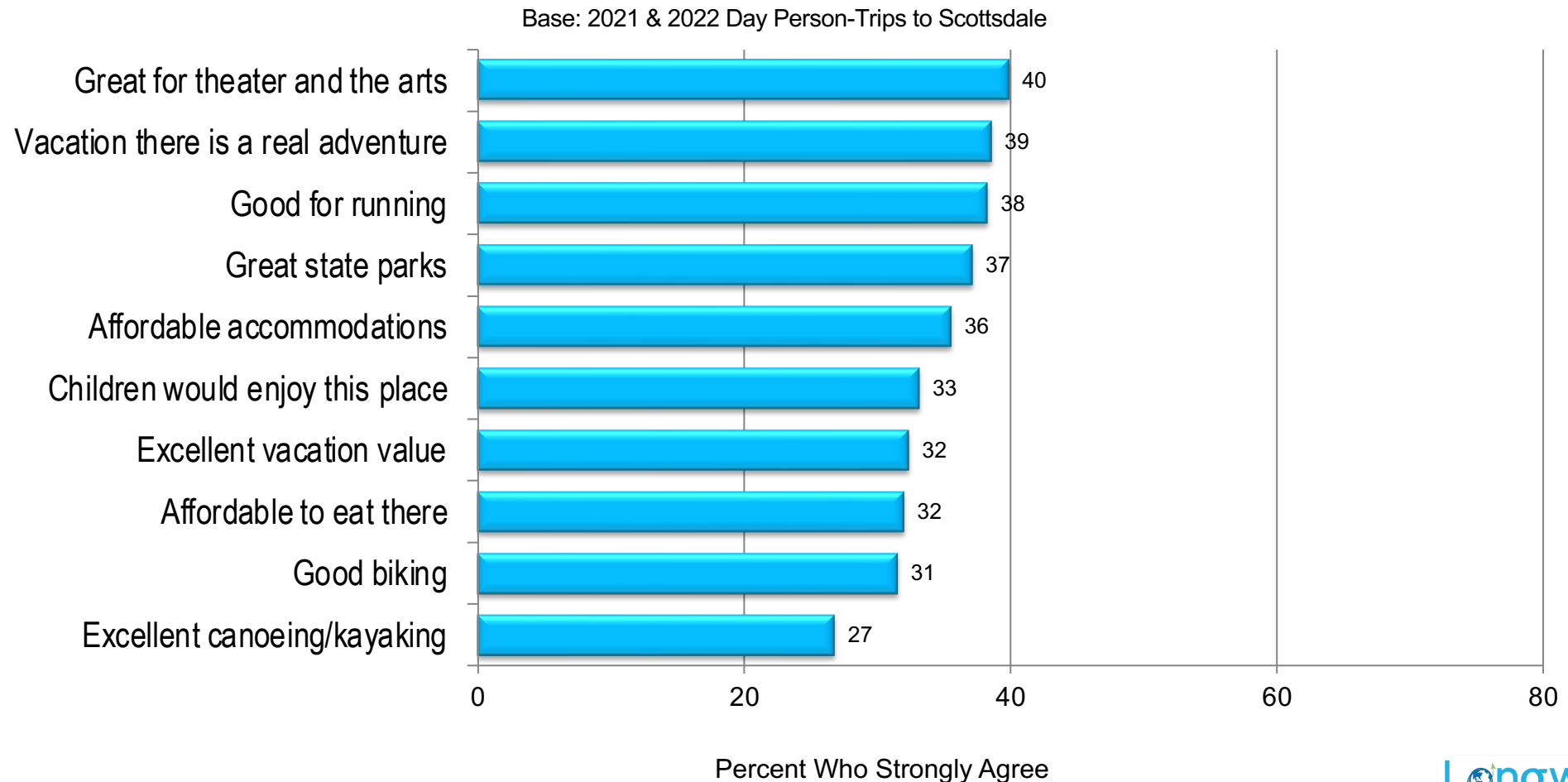


# Impressions of Scottsdale as a Travel Destination (Cont'd)



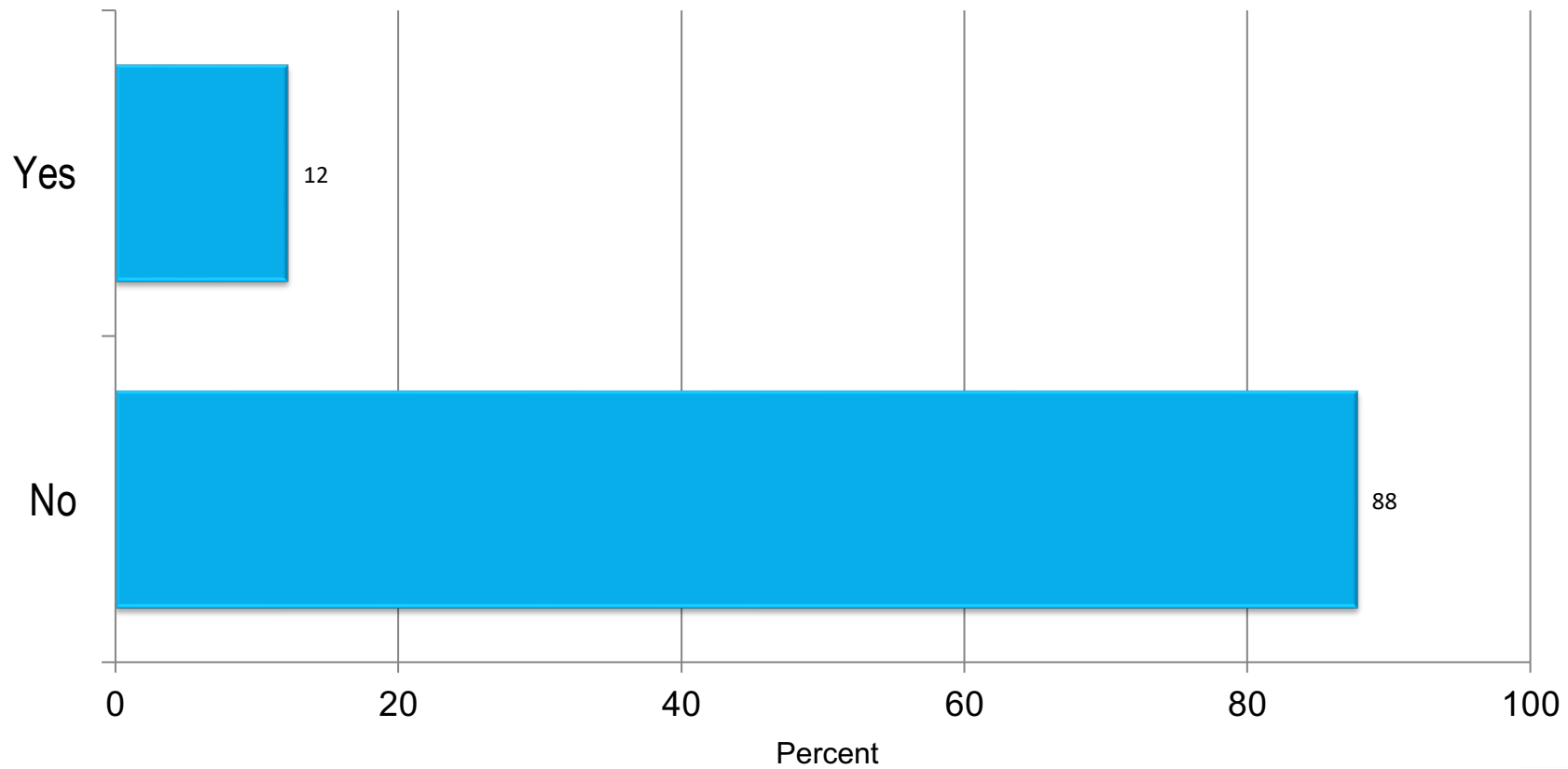


# Impressions of Scottsdale as a Travel Destination (Cont'd)



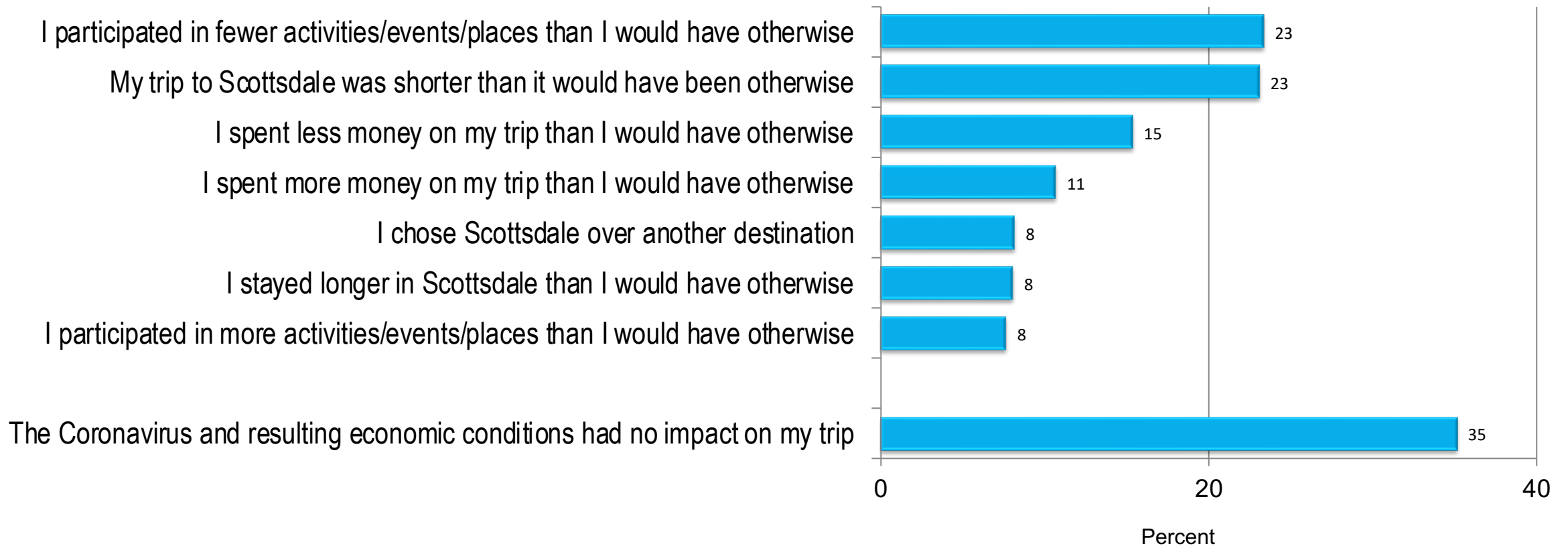
# Considered Other Destinations/Cities When Planning Trip

Base: 2021 & 2022 Day Person-Trips to Scottsdale



# Impact of COVID-19 on Trips to Scottsdale

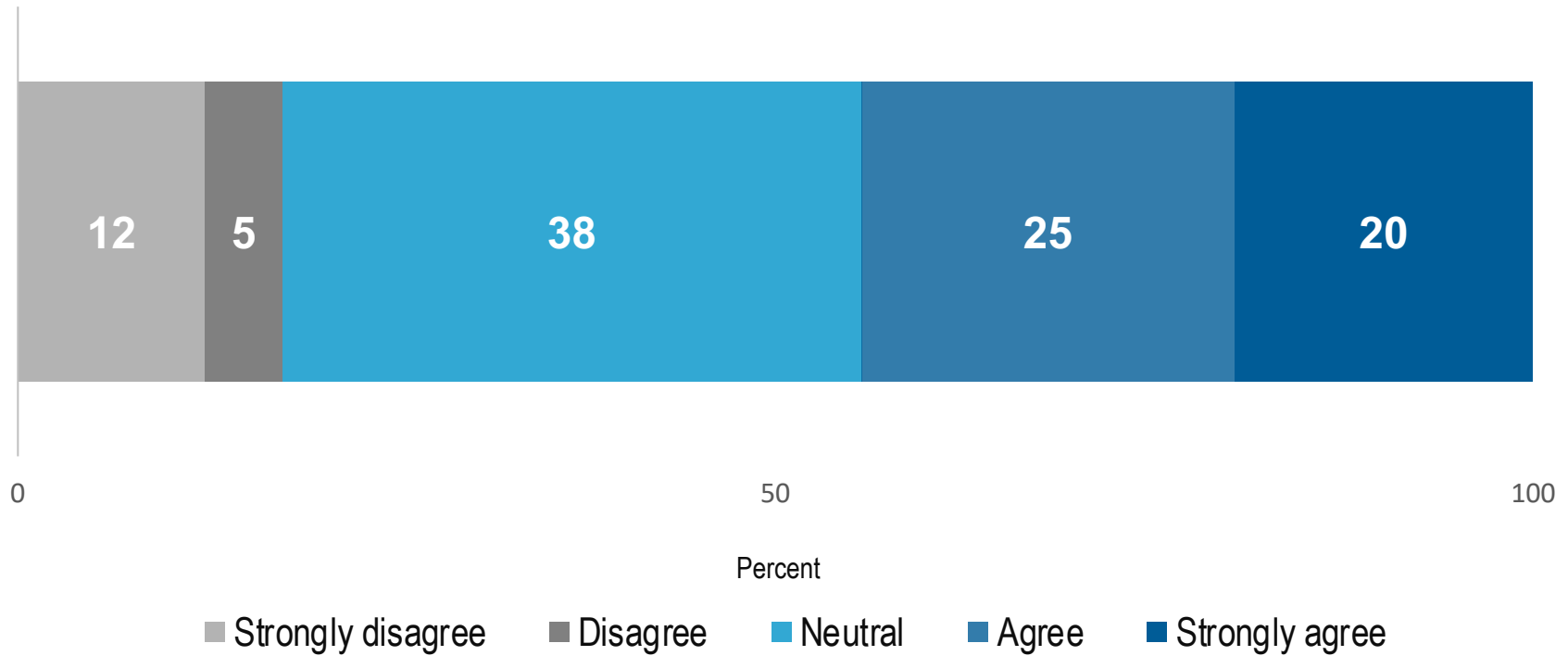
Base: 2021 & 2022 Day Person-Trips to Scottsdale



# Scottsdale Perceptions

Base: 2021 & 2022 Day Person-Trips to Scottsdale

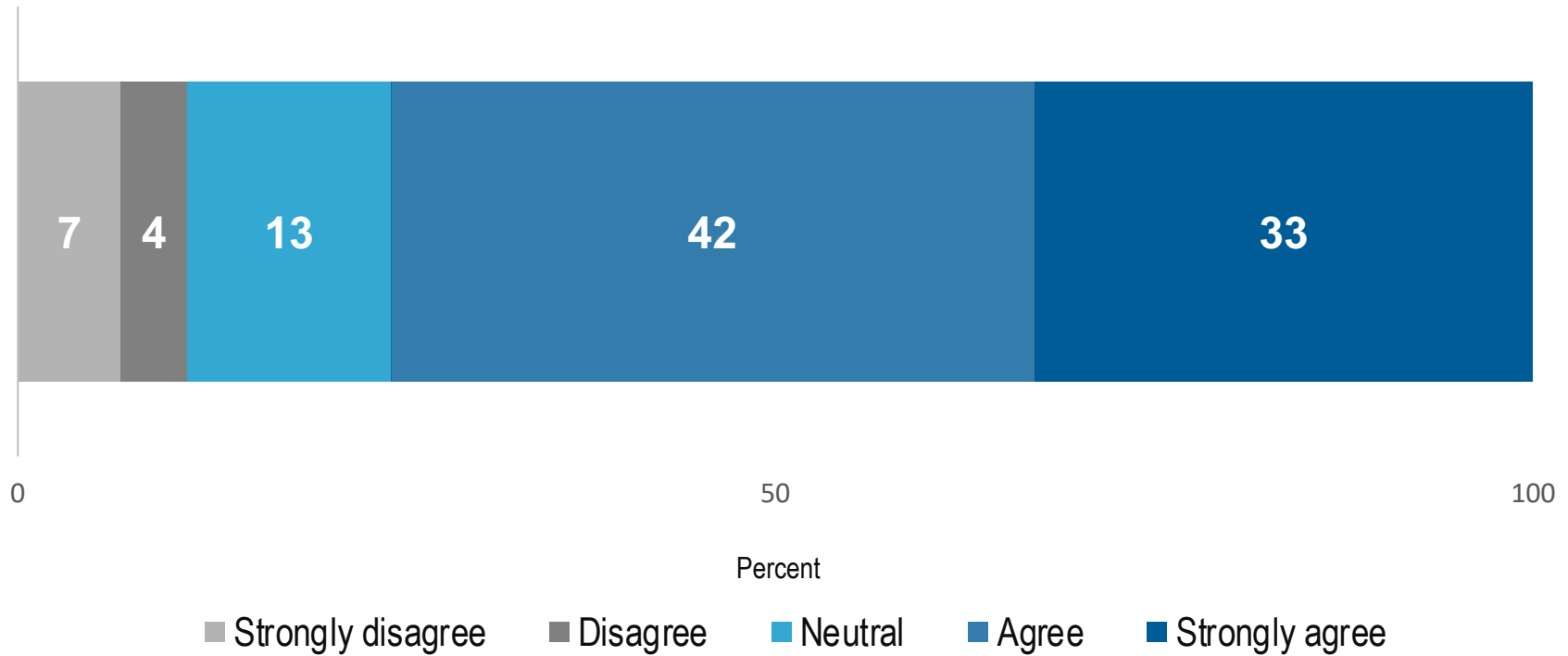
I was welcomed by Scottsdale residents on this trip



# Scottsdale Perceptions

Base: 2021 & 2022 Day Person-Trips to Scottsdale

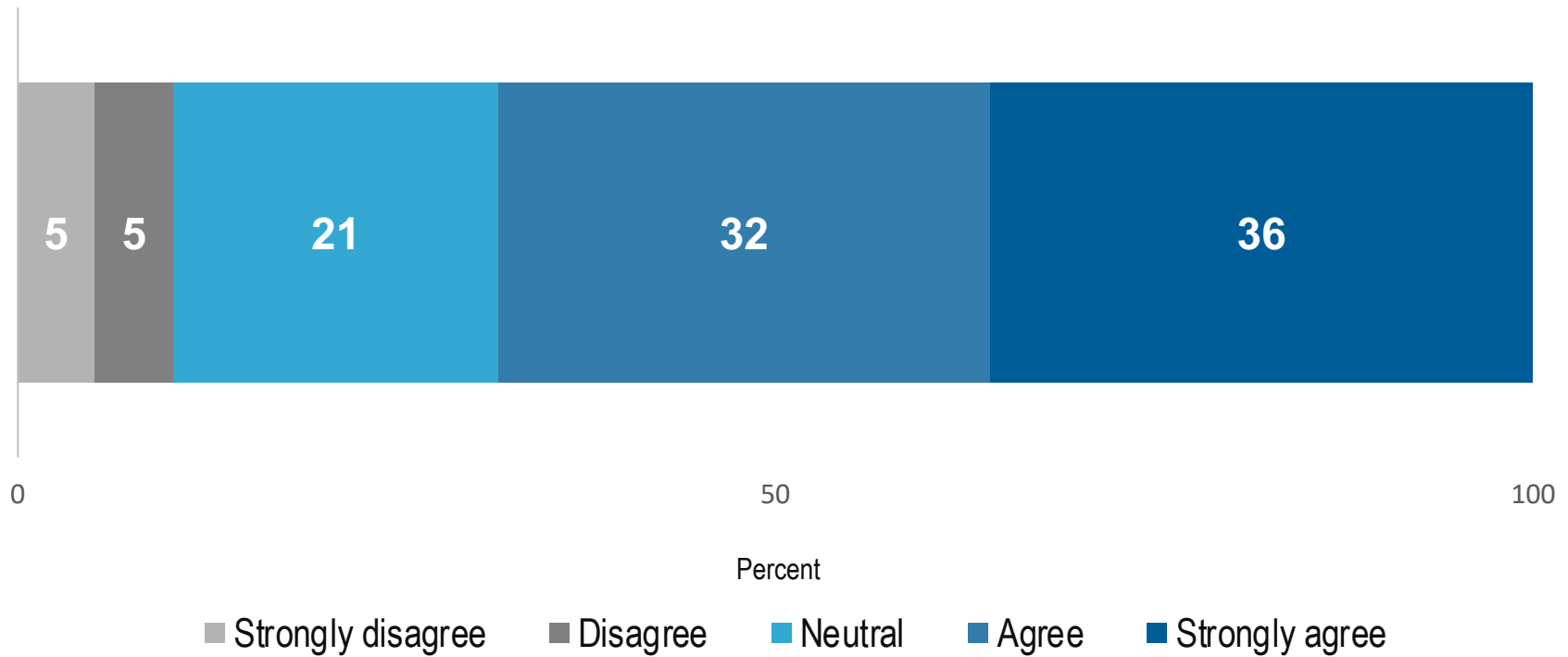
I felt safe during my trip to Scottsdale



# Scottsdale Perceptions

Base: 2021 & 2022 Day Person-Trips to Scottsdale

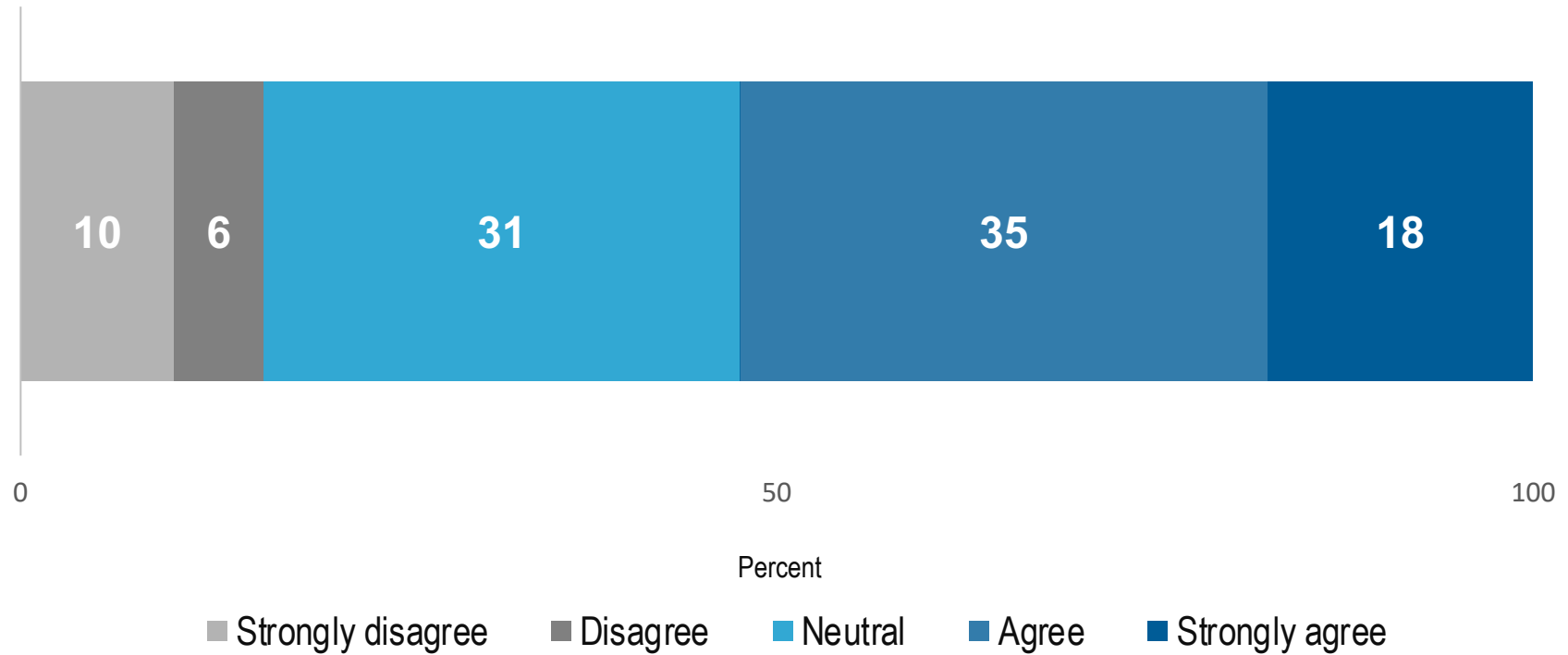
I felt safe dining in Scottsdale restaurants and shopping in retail stores



# Scottsdale Perceptions

Base: 2021 & 2022 Day Person-Trips to Scottsdale

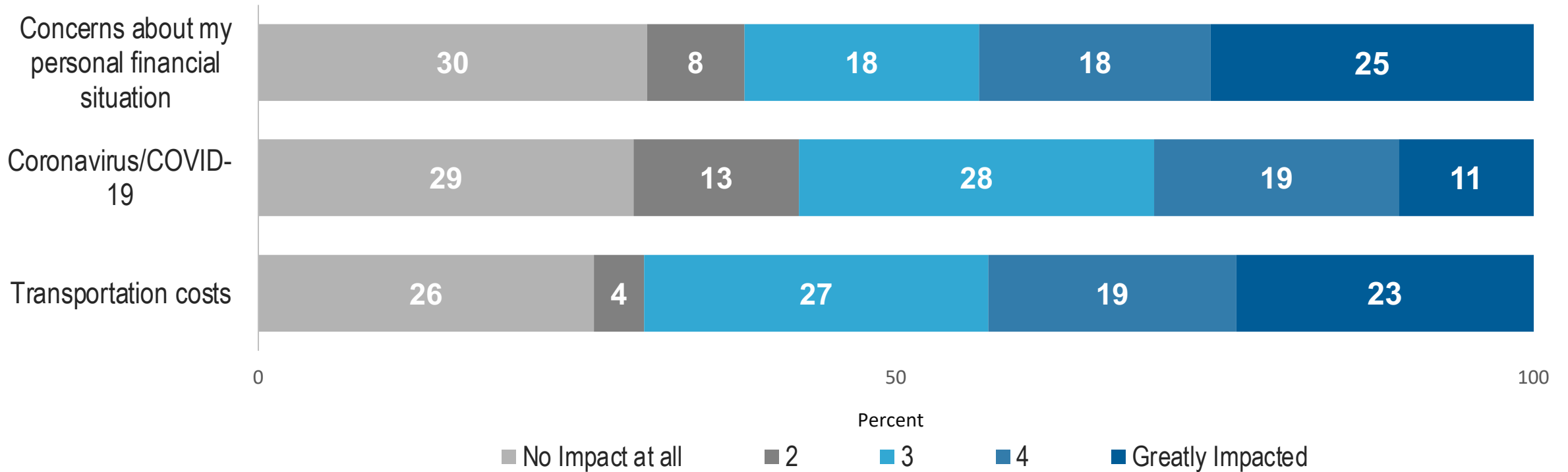
Scottsdale did a good job in communicating Coronavirus protocols and guidelines



# Travel Perceptions – Next Six Months

Base: 2021 & 2022 Day Person-Trips to Scottsdale

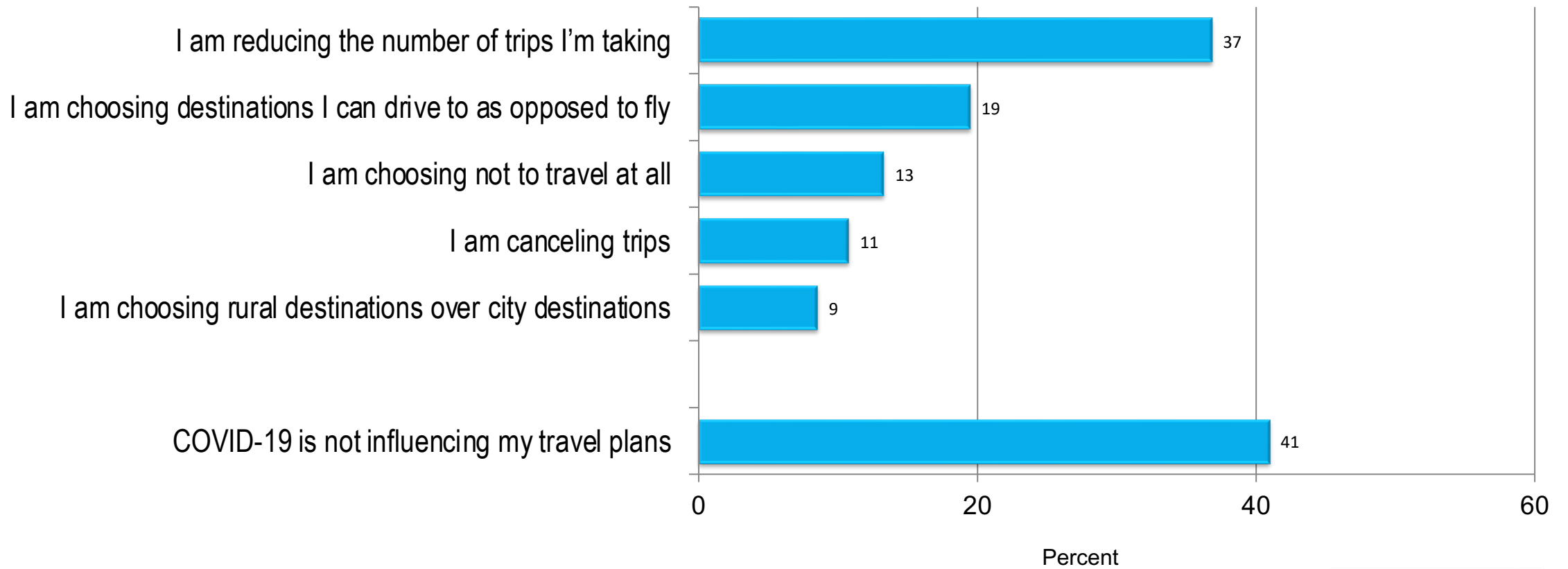
**Please indicate how much each of the following would impact your decision to travel in the next six months?**





# Influence of COVID-19 on Travel Plans in the Next Six Months

Base: 2021 & 2022 Day Person-Trips to Scottsdale





## Appendix: Key Terms Defined



# Key Terms Defined

- An **Overnight Trip** is any journey for business or pleasure, outside your community and not part of your normal routine, where you spent one more nights away from home.
- A **Day Trip** is any journey for business or pleasure, outside your community and not part of your normal routine, that did not include an overnight stay. Day trips involve travel of more than 50 miles from home.
- A **Person-Trip** is one trip taken by one visitor.
  - Person-trips are the key unit of measure for this report.