



Tourism & Events Department
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To: David Scholefield, Chairperson
Tourism Development Commission

From: Steve Geiogamah, Tourism Development Manager
Karen Churchard, Tourism & Events Director

Date: December 20, 2016

Subject: Manager Report – Tourism Reports

The following is the December 2016 management report.

Bed Tax Collection Report

This report provides a summary of monthly tax collections for the city's transient occupancy tax (bed tax), hotel/motel sales tax and sales tax on miscellaneous retail and restaurant as a percentage change from the same period in the previous year.

In order to compare current bed tax collections to the pre property classification adjustment, table two hotel classification summary now provides a percentage change comparison to current bed tax collections and pre property FY 2015/16 bed tax collections.

Highlights for Business Activity in October 2016

Bed tax collections were up in October (13%) with YTD collections up (17%). Restaurants were up YTD (4%) and miscellaneous YTD retail tax collections were up (5%).

Hotel classification report indicates bed tax collection for resorts up (15.8%) Full service property YTD (9.8%) and limited property YTD (9.2%) were up as well.

Tourism Program Special Revenue (Bed Tax) Proforma

The Tourism Program Proforma provides revenue and expenditures for the current and prior fiscal years.

Highlights for December 2016

FY 2015/16 revenue and expenditures are now final. The TDC WestWorld Municipal Use Site Plan allocation is still highlighted to reflect the commission's funding recommendation. FY2016/17 expenses have been updated.

Smith Travel Report

The City of Scottsdale contracts annually with Smith Travel Research (STR) to track hotel data (average room rate, occupancy, etc.) in the Scottsdale/Paradise Valley Market Area and its competing destinations.

Highlights for October 2016 (Scottsdale Trend Report-58 properties)

Over the past 12 months occupancy is up (0.3%) average daily rate (\$186.12) is up (1.6%) when compared to the same period last year. Rev par (\$126.48) is up (2.0%).

Segment Trend Report (Transient, Group, Contract-25 properties report)

Over the past 12 months occupancy is down (-1.8) average daily rate (1.8) is up and rev par is flat.

Trend Scottsdale Downtown (15 properties report)

Over the past 12 months occupancy (-0.8%) is down average daily rate (\$151.10) is up (2.3%) when compared to the same period last year. Rev par (\$106.74) is up (1.5%).

Hotel Performance Indicator Definitions

Occupancy is calculated by rooms sold divided by rooms available multiplied by 100.

Average Daily Rate is calculated by taking room revenue divided by rooms sold.

Rev Par is calculated by dividing room revenue by rooms available.

Program Updates

In order to enhance the monthly STR reports provided to the commission, tourism staff is currently evaluating using a regional map to differentiate Scottsdale property data. Included in the commission packet are two maps that are being evaluated. Map A is based on the general plan economic analysis report and takes into account economic development competitiveness and fiscal sustainability. Map B is based on property clusters. Staff will evaluate and provide the STR data results at an upcoming commission meeting.

On November 14th the Destination Marketing Agreement Audit report was presented to the City Council Audit Committee. The committee moved to table approval of the report until after there is further discussion between the auditors, contract administrator and Experience Scottsdale.

Tourism Advisory Task Force updates from the December 7, 2016 meeting.

- a) Downtown Connectivity Phase 2 – Staff presented options to continue the Public Space Master Plan with Holly Street as Phase 2 of the initial plan. After review and discussion, TATF voted unanimously to reallocate and fully fund \$150,000 from the \$745,000 previously recommended by the TDC and approved by council for the next phase of the downtown connectivity plan between Civic Center Mall, the canal banks and other public spaces within Downtown Scottsdale.
- b) Downtown Research and Shoulder Season Event – PLACES Consulting reviewed several areas of the 5YR Tourism Strategic Plan including two items that will require short-term working groups 1) Downtown Research and 2) Shoulder Season Event. Both of these items were previously discussed, reviewed and recommendations ensued. However, to-date neither of these items has been fully developed. PLACES in consultation with staff will make recommendations to TATF to get these items moving forward at the next TATF meeting.
- c) Downtown Scottsdale 2.0 (Tourism-related Economic Feasibility Study) – CSL International made its initial research and analysis presentation to the TATF. This was the first in a series of presentations that will be made over the next two weeks that will also include public input meetings. TATF members were accepting to the data, research and analysis to-date.

BED TAX COLLECTION REPORT - FY 16/17
Prepared by the City of Scottsdale Tourism Events Department
December 20, 2016 (Preliminary)

Item 8a

This report provides a summary of monthly collections of City revenues that reflect activity in the Tourism Industry in Scottsdale. Column one shows the actual month of business activity, not the City receipt of the taxes.

Table 1 reports the bed tax, the hotel/motel sales tax, the sales tax on miscellaneous retail and the sales tax on restaurants as a percentage change from the same period in the previous year.

Table 2 provides Bed Tax collections by hotel classification (Resort, Full Service and Limited Service) and a comparison with the same period last year and FY2015/16 property pre-classification. As a percentage of 8,971 total hotel rooms in the City as of July 2016. Resort hotels represent 43%, Full Service hotels 22%, and Limited Service hotels 35%.

*Bed Tax Classification Table reflects only funds received from a specific month. It does not include late payments received.

Table 1

Tourism Indicators as reflected in Monthly City Sales Tax Revenues

FY16-17 (July 1, 2016 through June 30, 2017) -- Change from the same period last year

Month of Business Activity	Period Share of Annual	FY15/16 Bed Tax Collections	FY16/17 Bed Tax Collections	Room Rev. Tax Change	Hotel/Motel Tax Change	Misc. Retail Sales Tax	Restaurant Tax Change
June	4.4%	\$751,742	\$860,598	14.0%	16.0%	0.0%	1.0%
July	4.0%	\$686,517	\$739,002	8.0%	2.0%	9.0%	7.0%
August	3.6%	\$621,760	\$719,101	16.0%	7.0%	0.0%	6.0%
September	5.2%	\$889,778	\$1,196,588	34.0%	17.0%	8.0%	6.0%
October	8.1%	\$1,398,632	\$1,557,281	13.0%	11.0%	7.0%	2.0%
November	8.3%	\$1,439,290					
December	6.6%	\$1,135,306					
January	10.5%	\$1,813,107					
February	13.4%	\$2,320,417					
March	16.7%	\$2,892,090					
April	11.4%	\$1,977,341					
May	7.8%	\$1,345,248					
Year to date	100.0%	\$17,271,228	\$5,072,570	17.0%	11.0%	5.0%	4.0%

MONTHLY BED TAX COLLECTION REPORT BY HOTEL CLASSIFICATION - FY 16/17

Prepared by the City of Scottsdale Tourism Events Department

December 20, 2016 (Preliminary)

8b

Table 2

FY16-17 (July 1, 2016 through June 30, 2017) -- Change from the same period last year

Month of Business Activity	Resort Hotels 3,877 Rooms	% Change from FY15/16	Pre Classification Change %	Full-Service Hotels 1,959 Rooms	% Change from FY15/16	Old Class % Change %	Limited- Service Hotels 3,135 Rooms	% Change from FY15/16	Pre Classificatio n Change %
June	\$537,901	11.6%		\$112,806	-6.5%		\$186,688	11.0%	
July	\$465,735	10.2%		\$86,533	-0.1%		\$157,005	11.8%	
August	\$441,054	11.9%	12.5%	\$95,302	6.9%	7.9%	\$160,596	11.9%	14.6%
September	\$766,079	34.7%	39.1%	\$156,263	12.6%	14.5%	\$226,860	13.9%	13.3%
October	\$1,011,432	10.1%	12.4%	\$213,879	15.9%	8.4%	\$309,882	1.2%	1.0%
November									
December									
January									
February									
March									
April									
May									
Year to date	\$3,222,201	15.8%	18.3%	\$664,783	9.8%	7.5%	\$1,041,031	9.2%	8.8%
	65.39%			13.49%			21.12%		

Table 2 report does not include late payment or adjustments

Please note that all of the Taxpayers that make up this report have been reviewed for proper classification and adjustments were made when necessary.

City of Scottsdale
Tourism Program Proforma
December 20, 2016

Item No. 8c

	2014/15 Actual-Final	2015/16 Actual-Final	2016/17 Estimate
Bed Tax Revenues	\$ 17,047,041	17,396,331	\$ 18,714,000
Princess Lease Revenues	1,786,963	1,531,012	1,600,000
Event Notification Banner Revenues	14,668	17,617	18,000
Event Survey Revenue	7,700	1,400	
TOURISM REVENUES	18,856,372	18,946,360	20,332,000
EXPENSES			
Destination Marketing (50% of bed tax revenues)	(8,523,524)	(8,698,166)	(9,357,000)
General Fund Allocation, maximum of \$1,500,000	(1,500,000)	(1,500,000)	(1,500,000)
Multi-year Commitments for Capital Projects			
• WestWorld debt service (80-acres started FY06/07, ends FY34/35)	(600,000)	(600,000)	(600,000)
• TNEC Equestrian Center debt service (started FY12/13, ends FY32/33)	(1,200,000)	(1,200,000)	(1,200,000)
• Museum of the West debt service (started FY14/15, ends FY33/34)	(432,858)	(889,941)	(900,000)
• TPC renovations debt service (started FY14/15, ends FY33/34)	(513,413)	(900,000)	(900,000)
• DDC debt service (TDC reserved \$600k/yr March 20th, 2012--council has not taken action)	-	-	(600,000)
• Uncommitted (based on projected revenues)	-	-	(3,075,000)
Total Capital Projects	(2,746,271)	(3,589,941)	(7,275,000)
One-time Commitments (available for all categories except General Fund and Marketing) maximum of \$500,000:			
• World Food Championship (Council approved 07-01-2014)	(18,698)	-	-
• Tonto Forest Tour Operators (Council approved 7-2-2014)	(20,000)	(10,000)	-
• International Visitor Committee (Council approved on April 28, 2015)	(75,000)	(75,000)	-
• Taste of the NFL (Council approved 10-21-14)	(71,016)	-	-
• PRCA Championship Rodeo- 2016 (council approved 01/11/2016) FINAL year of funding	(75,000)	(75,000)	-
• Baseball City (council approved 2-17-15)	(75,000)		
• 2015 Food & Wine Experience Event (Council approved 10-20-15) 1st year of funding		(75,000)	
• Uncommitted	-	-	(500,000)
Total One-time Commitments	(334,714)	(235,000)	(500,000)
Event Retention and Development, maximum of \$1,200,000:			
Uncommitted			(240,462)
Fiesta Bowl (20 yr agreement since 2006)	(287,398)	(298,896)	(310,852)
College Championship Game (Council approved 08-25-15)	-	(250,848)	
AZSBHC Sponsorship Super Bowl (3 year commitment thru FY14/15)	(215,280)	-	-
Competitor Group Marathon Series (barricades, public safety, st, maint)	(73,585)	(73,645)	-
Horse and Horsepower Polo Event (CC approval April 2013)	(75,000)	-	-
PGA Charles Schwab Cup Championship (council approved 07-01-15) 2016 Final Year	(75,000)	(75,000)	(75,000)
NCAA Men's Final Four (council approved 09-13-16)			(150,000)
2017 Off Road Expo (Council approved 07-06-16)			(75,000)
2016 Food & Wine Experience (council 10-25-16) 2nd year of funding			(82,500)
2016 Grand Prix Event (council 10-25-16)			(60,500)
Matching Event Advertising Funding Program	(117,756)	(98,175)	(45,000)
Event Notification Program	(17,904)	(17,455)	(18,000)
Event Venue Fee Program	(19,324)	(9,089)	(11,000)
Community Events Program	(128,000)	(194,000)	(131,686)
Total Events	(1,009,247)	(1,017,108)	(1,200,000)
Administrative/Other Professional Services, maximum of \$500,000:			
Administrative Expenses	(172,414)	(285,991)	(310,000)
Tourism Research	(37,655)	(53,400)	(90,000)
5-yr Tourism Strategic Plan	(99,948)	(99,912)	(100,000)
Total Admin/Other	(310,017)	(439,303)	(500,000)
TOTAL EXPENSES	(14,423,774)	(15,479,517)	(20,332,000)
CURRENT YEAR UNSPENT (moves to carryover at year end)	\$ 4,432,598	\$ 3,466,843	\$ -

CARRYOVER BALANCE:

Beginning Balance	\$ 9,245,189	\$ 9,787,519	\$ 10,433,004
Additions			
Current year unspent carryover (from above)	4,432,598	3,466,843	
Uses			
Trolley Expenses	(239,082)	(300,000)	(300,000)
Hospitality Trolley Marketing	(30,000)	-	-
Desert Discovery Phase III (Council approved 4-2012)	-	-	-
Tourism Strategic Plan (Council approved 5-14-13)	(104,936)	(200,863)	(319,201)
Tourism Strategic Plan (Council approved 10-10-16)			(745,000)
Museum of the West construction (Council approved 4-8-14)	(400,000)	-	-
TPC construction (Council approved during FY14/15 budget process)	(315,000)	-	-
TNEC construction (Council approved 10-7-14)	(1,115,000)	-	-
TNEC art project (Council approved 4-8-14)	(380,000)	-	-
Museum of the West 5-yr donation match (up to \$400k/year thru FY17/18)	(766,250)	(399,979)	(800,000)
Museum of the West Gallery/Marketing Project (Council approved 2/23/16)			(500,000)
Fiesta Bowl Rugby Event (council approved 01/11/16) - 2nd year of funding	(65,000)	(73,616)	
DDC Business Plan & Feasibility Study (council approved 01/11/16)		(1,696,900)	-
2017 & 2018 NCHA Western National Championship Bid (council approved 3/15/16)			(60,000)
ESPN FanFest Scottsdale (Council approved 6-3-14)	(475,000)	-	-
Bed Tax Stabilization Policy Fund (TDC reserved \$2.6 mill January 19, 2016--council has not taken action)			(2,600,000)
Downtown Event Activation (Council approved 6-7-16)			(300,000)
Ambient Lighting (Council approved 6-7-16)			(520,000)
WestWorld Municipal Use Site Plan (goes to council 11-28-16 -- no action taken)			(150,000)
Civic Center Mall Design Review Plan		(150,000)	-
Ending Balance	\$ 9,787,519	\$ 10,433,004	\$ 4,138,803

* \$366,250 of the Museum Match in FY14/15 is related to matches from the FY13/14 time period but will be paid in FY14/15.



Item 8d

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City of Scottsdale, AZ

For the Month of October 2016

Date Created: Nov 16, 2016

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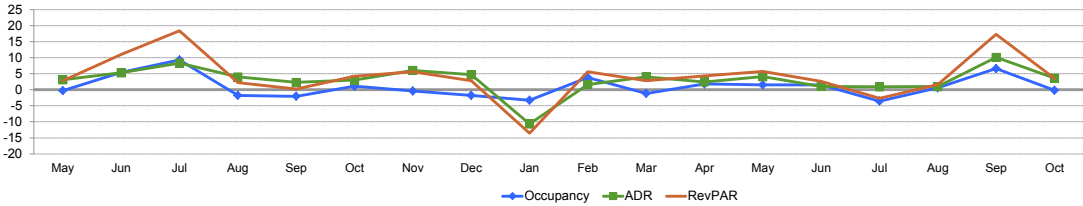


Tab 2 - Trend Scottsdale AZ+

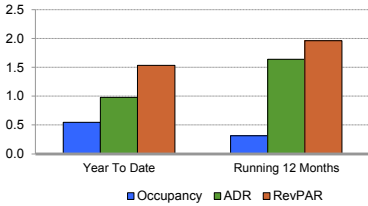
City of Scottsdale, AZ
For the Month of October 2016

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2015												2016											
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Jan	Feb	Mar	Apr	May	Jun
	This Year	67.1	58.9	54.6	54.0	58.2	70.5	68.8	57.0	70.8	84.8	89.3	79.1	68.2	59.8	52.6	54.3	62.0	70.4	73.2	81.7	90.3	77.7	67.1
	Last Year	67.3	55.9	49.9	54.9	59.4	69.7	69.1	58.1	73.2	81.7	90.3	77.7	67.1	58.9	54.6	54.0	58.2	70.5	70.5	81.7	90.3	77.7	67.1
Percent Change																								
	-0.3	5.4	9.3	-1.7	-2.0	1.1	-0.4	-1.8	-3.3	3.8	-1.1	1.8	1.6	1.5	-3.5	0.6	6.6	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1

ADR	2015												2016											
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Jan	Feb	Mar	Apr	May	Jun
	This Year	161.38	118.91	109.69	105.16	145.52	184.50	179.95	159.88	222.01	243.45	269.79	214.36	167.96	120.18	110.68	106.21	160.19	191.21	248.45	239.44	259.34	209.19	161.38
	Last Year	156.53	112.95	101.28	101.12	142.25	179.04	169.70	152.74	248.45	239.44	259.34	209.19	161.38	118.91	109.69	105.16	145.52	184.50	248.45	239.44	259.34	209.19	161.38
Percent Change																								
	3.1	5.3	8.3	4.0	2.3	3.0	6.0	4.7	-10.6	1.7	4.0	2.5	4.1	1.1	0.9	1.0	10.1	3.6	-10.6	1.7	4.0	2.5	4.1	1.1

RevPAR	2015												2016											
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Jan	Feb	Mar	Apr	May	Jun
	This Year	108.34	70.03	59.85	56.76	84.66	130.07	123.86	91.21	157.28	206.46	241.01	169.56	114.52	71.86	58.25	57.68	99.35	134.60	181.94	195.57	234.30	162.48	108.34
	Last Year	105.36	63.11	50.55	55.55	84.47	124.83	117.23	88.69	181.94	195.57	234.30	162.48	108.34	70.03	59.85	56.76	84.66	130.07	181.94	195.57	234.30	162.48	108.34
Percent Change																								
	2.8	11.0	18.4	2.2	0.2	4.2	5.7	2.8	-13.6	5.6	2.9	4.4	5.7	2.6	-2.7	1.6	17.3	3.5	-13.6	5.6	2.9	4.4	5.7	2.6

Supply	2015												2016											
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Jan	Feb	Mar	Apr	May	Jun
	This Year	372,217	360,090	361,987	361,987	360,090	372,093	356,340	368,218	368,218	332,584	368,218	357,360	372,527	360,510	372,558	368,187	356,310	368,404	368,218	332,584	368,218	357,360	372,527
	Last Year	373,054	361,020	373,054	373,054	361,020	372,279	360,270	372,279	372,279	336,252	372,186	360,180	372,217	360,090	361,987	361,987	360,090	372,093	372,279	336,252	372,186	360,180	372,217
Percent Change																								
	-0.2	-0.3	-3.0	-3.0	-0.3	0.0	-1.1	-1.1	-1.1	-1.1	-1.1	-1.1	-0.8	0.1	0.1	2.9	1.7	-1.0	-1.0	-1.1	-1.1	-1.1	-0.8	0.1

Demand	2015												2016											
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Jan	Feb	Mar	Apr	May	Jun
	This Year	249,867	212,069	197,516	195,389	209,502	262,310	245,273	210,056	260,852	282,057	328,939	282,676	254,000	215,550	196,083	199,956	220,988	259,334	260,852	282,057	328,939	282,676	254,000
	Last Year	251,110	201,716	186,187	204,947	214,383	259,566	248,873	216,159	272,612	274,643	336,258	279,753	249,867	212,069	197,516	195,389	209,502	262,310	272,612	274,643	336,258	279,753	249,867
Percent Change																								
	-0.5	5.1	6.1	-4.7	-2.3	1.1	-1.4	-2.8	-4.3	2.7	-2.2	1.0	1.7	1.6	-0.7	2.3	5.5	-1.1	-4.3	2.7	-2.2	1.0	1.7	1.6

Revenue	2015												2016											
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Jan	Feb	Mar	Apr	May	Jun
	This Year	40,324,557	25,217,999	21,666,058	20,546,798	30,486,076	48,396,674	44,137,936	33,583,709	57,911,920	68,666,095	88,745,966	60,593,349	42,661,265	25,905,275	21,703,283	21,237,732	35,399,585	49,587,636	67,731,023	65,760,181	87,203,874	58,522,904	40,324,557
	Last Year	39,306,177	22,783,448	18,856,570	20,723,652	30,495,658	46,473,204	42,234,542	33,015,783	67,731,023	65,760,181	87,203,874	58,522,904	40,324,557	25,217,999	21,666,058	20,546,798	30,486,076	48,396,674	67,731,023	65,760,181	87,203,874	58,522,904	40,324,557
Percent Change																								
	2.6	10.7	14.9	-0.9	0.0	4.1	4.5	1.7	-14.5	4.4	1.8	3.5	5.8	2.7	0.2	3.4	16.1	2.5	2.6	10.7	14.9	-0.9	0.0	2.6

Census %	2015												2016											
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Jan	Feb	Mar	Apr	May	Jun
	Census Props	58	58	57	57	58	58	57	57	57	57	57	57	57	57	56	56	56	57	57	57	57	57	57
	Census Rooms	12007	12003	11677	11677	12003	12003	11878	11878	11878	11878	11878	11912	12017	12017	12018	11877	11877	11884	11878	11878	11878	11912	12017
% Rooms Participants																								
	100.0	100.0	100.0	100.0	100.0	99.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	98.9	100.0	97.9	97.9	100.0	100.0	100.0	100.0	100.0	100.0

A blank row indicates insufficient data.

Source 2016 STR, Inc.

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City of Scottsdale, AZ
For the Month of October 2016

A blank row indicates insufficient data. Source 2016 STR, Inc.

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Tab 4 - Seg Trend Scottsdale AZ+

City of Scottsdale, AZ

For the Month of October 2016

Currency: USD - US Dollar

Current Month		This Year												Percent Change (%)											
		Occupancy (%)				ADR				RevPAR				Occupancy (%)				ADR (%)				RevPAR (%)			
		Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total
2015	May	40.4	30.3	0.0	70.7	186.30	199.85	80.06	192.04	75.18	60.51	0.04	135.72	4.6	-7.4	11.0	-0.9	3.7	1.8	-48.2	2.5	8.5	-5.7	-42.5	1.6
	Jun	38.2	23.8	0.0	62.0	139.08	132.39	83.46	136.48	53.10	31.53	0.03	84.66	3.1	7.1	-25.6	4.6	6.5	6.3	-45.9	6.4	9.8	13.9	-59.7	11.2
	Jul	42.5	16.8	0.0	59.3	132.31	111.82	76.81	126.49	56.23	18.75	0.03	75.00	8.4	26.1	-21.4	12.9	10.1	14.5	-46.9	10.5	19.4	44.4	-58.3	24.7
	Aug	45.2	13.4	0.1	58.6	123.96	106.61	78.39	119.95	55.97	14.28	0.04	70.29	3.3	-16.1	15.1	-1.9	2.6	8.7	-49.5	4.5	6.0	-8.8	-41.9	2.6
	Sep	36.3	23.3	0.0	59.7	167.16	182.43	93.14	173.09	60.68	42.57	0.03	103.29	13.9	-19.4	-29.8	-2.0	2.9	4.6	-36.7	2.9	17.2	-15.8	-55.6	0.9
	Oct	35.8	35.4	0.0	71.2	211.32	238.15	75.77	224.60	75.64	84.33	0.02	159.99	-0.8	0.0	-17.0	-0.4	2.4	6.2	-41.8	4.4	1.6	6.2	-51.7	4.0
	Nov	38.6	32.0	0.1	70.6	215.93	220.47	84.01	217.87	83.25	70.53	0.06	153.84	-6.6	11.5	-1.1	0.8	6.7	5.5	-10.4	6.3	-0.4	17.6	-11.4	7.1
	Dec	39.5	18.3	0.2	58.0	199.69	183.93	88.05	194.38	78.88	33.67	0.15	112.70	-4.1	-1.9	-1.4	-3.4	4.0	5.5	-4.7	4.4	-0.3	3.4	-6.1	0.8
2016	Jan	32.9	39.2	0.0	72.1	275.76	253.07	0.00	263.43	90.81	99.25	0.00	190.06	9.0	-13.3	-100.0	-4.5	-4.2	-13.5	-100.0	-9.3	4.5	-25.0	-100.0	-13.3
	Feb	39.3	47.1	0.0	86.4	302.86	282.41	84.67	291.64	119.13	132.93	0.03	252.09	-3.0	8.7	3.2	3.1	6.0	-1.3	-21.0	2.0	2.8	7.3	-18.4	5.1
	Mar	57.8	32.0	0.4	90.3	338.77	294.81	194.90	322.52	195.91	94.36	0.81	291.08	6.3	-12.8	269.8	-1.1	1.8	4.8	121.5	3.5	8.2	-8.6	719.1	2.4
	Apr	40.6	39.2	0.1	79.9	264.72	259.95	67.40	262.24	107.52	101.93	0.04	209.49	-9.2	7.6	-28.1	-1.7	3.0	3.6	-22.6	3.2	-6.5	11.5	-44.4	1.5
	May	40.4	28.8	0.1	69.2	196.74	210.95	73.15	202.56	79.43	60.73	0.04	140.20	0.1	-4.9	5.2	-2.1	5.6	5.6	-8.6	5.5	5.7	0.4	-3.9	3.3
	Jun	39.4	22.5	0.1	62.0	138.90	137.53	79.30	138.35	54.78	30.89	0.05	85.72	3.3	-5.7	103.2	-0.1	-0.1	3.9	-5.0	1.4	3.2	-2.0	93.1	1.2
	Jul	39.3	15.5	0.0	54.8	132.20	115.70	78.96	127.49	51.90	17.98	0.03	69.91	-7.6	-7.3	0.6	-7.5	-0.1	3.5	2.8	0.8	-7.7	-4.1	3.5	-6.8
	Aug	40.4	14.9	0.0	55.4	124.69	107.34	84.22	119.98	50.38	16.03	0.03	66.44	-10.5	11.5	-31.3	-5.5	0.6	0.7	7.4	0.0	-10.0	12.3	-26.1	-5.5
	Sep	34.6	28.2	0.0	62.9	185.84	200.32	86.04	192.28	64.32	56.51	0.03	120.86	-4.7	20.9	14.9	5.3	11.2	9.8	-7.6	11.1	6.0	32.8	6.1	17.0
	Oct	34.5	35.0	0.0	69.6	228.24	232.98	71.02	230.57	78.82	81.54	0.02	160.38	-3.5	-1.2	-19.9	-2.4	8.0	-2.2	-6.3	2.7	4.2	-3.3	-24.9	0.2

Year To Date														Percent Change (%)											
2014	Oct	39.7	29.9	0.1	69.7	197.18	207.16	126.49	201.39	78.35	61.88	0.09	140.32	3.4	3.2	-89.3	2.4	8.0	0.3	-27.0	4.5	11.7	3.5	-92.2	7.0
2015	Oct	40.8	30.5	0.1	71.4	214.94	230.80	87.05	221.63	87.71	70.44	0.04	158.19	2.7	2.2	-25.7	2.4	9.0	11.4	-31.2	10.1	11.9	13.8	-48.9	12.7
2016	Oct	39.9	30.0	0.1	70.0	222.06	227.52	142.03	224.32	88.65	68.20	0.11	156.95	-2.2	-1.8	46.6	-2.0	3.3	-1.4	63.2	1.2	1.1	-3.2	139.2	-0.8

Running 12 Month														Percent Change (%)											
2014	Oct	39.5	28.8	0.1	68.4	194.63	204.18	109.10	198.50	76.89	58.82	0.13	135.84	2.7	4.8	-79.8	2.8	8.5	0.0	-35.2	4.8	11.4	4.8	-86.9	7.7
2015	Oct	40.9	29.4	0.1	70.3	211.90	225.97	88.89	217.67	86.63	66.32	0.06	153.01	3.5	1.9	-45.9	2.7	8.9	10.7	-18.5	9.7	12.7	12.8	-55.9	12.6
2016	Oct	39.8	29.2	0.1	69.0	219.73	224.62	128.96	221.69	87.40	65.51	0.11	153.01	-2.7	-0.6	30.8	-1.8	3.7	-0.6	45.1	1.8	0.9	-1.2	89.7	0.0

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Source 2016 STR, Inc.

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Tab 5 - Seg Trend Raw Scottsdale AZ+

City of Scottsdale, AZ

For the Month of October 2016

Currency: USD - US Dollar

		This Year								Last Year									
		Supply	Demand				Revenue				Supply	Demand				Revenue			
Current Month		Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total	Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total
2015	May	211,544	85,361	64,047	104	149,512	15,903,169	12,800,100	8,326	28,711,595	212,288	81,866	69,391	94	151,351	14,708,915	13,628,392	14,524	28,351,831
	Jun	204,600	78,119	48,731	63	126,913	10,864,687	6,451,500	5,258	17,321,445	205,440	76,082	45,669	85	121,836	9,934,396	5,686,910	13,106	15,634,412
	Jul	201,314	85,549	33,751	68	119,368	11,319,370	3,774,189	5,223	15,098,782	212,288	83,210	28,235	91	111,536	10,000,631	2,757,027	13,196	12,770,855
	Aug	201,314	90,896	26,958	105	117,959	11,267,419	2,873,890	8,231	14,149,540	212,288	92,797	33,885	96	126,778	11,210,422	3,323,588	14,946	14,548,956
	Sep	204,600	74,276	47,743	72	122,091	12,415,851	8,709,612	6,706	21,132,169	205,440	65,458	59,501	103	125,062	10,636,770	10,381,626	15,153	21,033,549
	Oct	211,420	75,671	74,864	66	150,601	15,991,010	17,828,937	5,028	33,824,975	211,513	76,289	74,923	80	151,292	15,741,636	16,796,634	10,407	32,548,677
	Nov	200,850	77,436	64,255	132	141,823	16,720,982	14,166,197	11,089	30,898,268	204,690	84,538	58,719	136	143,393	17,107,053	12,273,930	12,751	29,393,734
	Dec	207,545	81,984	37,989	355	120,328	16,371,205	6,987,340	31,258	23,389,803	211,513	87,150	39,471	367	126,988	16,732,790	6,884,550	33,910	23,651,250
2016	Jan	207,545	68,343	81,400	0	149,743	18,846,450	20,599,687	0	39,446,137	211,513	63,903	95,699	118	159,720	18,386,354	27,995,301	11,683	46,393,338
	Feb	187,460	73,739	88,237	62	162,038	22,332,440	24,918,897	5,232	47,256,569	191,044	77,451	82,711	61	160,223	22,131,621	23,663,539	6,534	45,801,694
	Mar	207,545	120,023	66,430	860	187,313	40,660,087	19,584,303	167,611	60,412,001	211,513	115,116	77,633	237	192,986	38,291,429	21,839,146	20,854	60,151,429
	Apr	204,630	83,113	80,240	114	163,467	22,002,032	20,858,548	7,703	42,868,283	204,690	91,610	74,581	159	166,350	23,536,765	18,709,923	13,848	42,260,536
	May	214,706	86,687	61,811	111	148,609	17,054,638	13,038,999	8,120	30,101,757	211,544	85,361	64,047	104	149,512	15,903,169	12,800,100	8,326	28,711,595
	Jun	207,780	81,938	46,667	130	128,735	11,381,521	6,418,162	10,309	17,809,992	204,600	78,119	48,731	63	126,913	10,864,687	6,451,500	5,258	17,321,445
	Jul	214,737	84,307	33,361	73	117,741	11,145,575	3,859,972	5,764	15,011,311	201,314	85,549	33,751	68	119,368	11,319,370	3,774,189	5,223	15,098,782
	Aug	214,737	86,769	32,069	77	118,915	10,818,891	3,442,151	6,485	14,267,527	201,314	90,896	26,958	105	117,959	11,267,419	2,873,890	8,231	14,149,540
	Sep	207,810	71,921	58,624	84	130,629	13,366,150	11,743,562	7,227	25,116,939	204,600	74,276	47,743	72	122,091	12,415,851	8,709,612	6,706	21,132,169
	Oct	214,737	74,161	75,152	54	149,367	16,926,445	17,508,893	3,835	34,439,173	211,420	75,671	74,864	66	150,601	15,991,010	17,828,937	5,028	33,824,975

Year To Date										
2014	Oct	2,081,017	826,928	621,658	1,437	1,450,023	163,050,063	128,781,623	181,821	292,013,506
2015	Oct	2,053,552	837,952	626,718	1,053	1,465,723	180,107,675	144,646,137	91,691	324,845,503
2016	Oct	2,081,687	831,001	623,991	1,565	1,456,557	184,534,229	141,973,174	222,286	326,729,689

2,067,716	794,364	598,708	13,381	1,406,453	145,070,413	123,683,007	2,317,040	271,070,460		
2,081,017	826,928	621,658	1,437	1,450,023	163,050,063	128,781,623	181,821	292,013,506		
2,053,552	837,952	626,718	1,053	1,465,723	180,107,675	144,646,137	91,691	324,845,503		

Running 12 Month										
2014	Oct	2,495,878	986,078	718,955	2,906	1,707,939	191,917,952	146,798,590	317,080	339,033,621
2015	Oct	2,469,755	1,009,640	724,908	1,556	1,736,104	213,947,518	163,804,617	138,352	377,890,487
2016	Oct	2,490,082	990,421	726,235	2,052	1,718,708	217,626,416	163,126,711	264,633	381,017,760

2,482,272	955,093	682,502	14,326	1,651,921	171,307,984	139,298,203	2,411,802	313,017,989		
2,495,878	986,078	718,955	2,906	1,707,939	191,917,952	146,798,590	317,080	339,033,621		
2,469,755	1,009,640	724,908	1,556	1,736,104	213,947,518	163,804,617	138,352	377,890,487		

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Source 2016 STR, Inc.

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Tab 6 - Seg Response Scottsdale AZ+

City of Scottsdale, AZ
For the Month of October 2016

							2014												2015												2016																	
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D					
10025	DoubleTree Paradise Valley Resort Scottsdale	Scottsdale, AZ	85250	Jul 1995	Jun 1984	378		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B			
9489	Embassy Suites Scottsdale Resort	Scottsdale, AZ	85250	Jul 2016	Nov 1980	312	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B			
9678	Hilton Scottsdale Resort & Villas	Scottsdale, AZ	85250	Jan 2000	Jan 1973	235	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B			
32665	aloft Scottsdale	Scottsdale, AZ	85251	Apr 2016	Jan 1996	126	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B			
11348	FireSky Resort & Spa	Scottsdale, AZ	85251	Apr 2016	Jun 1961	204		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B			
7555	Hotel Valley Ho	Scottsdale, AZ	85251	Dec 2005	Jun 1953	240	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B			
36698	Hyatt House Scottsdale Old Town	Scottsdale, AZ	85251	Jan 2012	Oct 1998	164		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B			
34426	Hyatt Place Scottsdale Old Town	Scottsdale, AZ	85251	Sep 2006	Dec 1998	126	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B			
26577	Luxury Collection The Phoenician	Scottsdale, AZ	85251	Jun 1994	Oct 1988	643	Y	B	B	s	s	s	s	s	s	s	s	s	s	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B			
12031	Marriott Scottsdale Suites Old Town	Scottsdale, AZ	85251	May 1988	May 1988	243		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B			
9113	The Saguaro Scottsdale	Scottsdale, AZ	85251	Apr 2016	Jun 1975	194	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B			
57164	W Hotel Scottsdale	Scottsdale, AZ	85251	Sep 2008	Sep 2008	230	Y	s	s	s	s	s	s	s	s	s	s	s	s	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B		
6769	JW Marriott Camelback Inn Scottsdale Resort & Spa	Scottsdale, AZ	85253	Sep 1967	Jun 1936	453		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B			
9105	Millennium The McCormick Scottsdale	Scottsdale, AZ	85253	Apr 2001	Jun 1975	125	Y	s	s	s	s	s				s	s	s	s	s	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B			
56000	Omni Scottsdale Resort & Spa @ Montelucia	Scottsdale, AZ	85253	Jan 2014	Nov 2008	293		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B			
11349	Sanctuary On Camelback Mountain	Paradise Valley, AZ	85253	Mar 2001	Jun 1970	109	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B			
11337	The Hermosa Inn	Paradise Valley, AZ	85253	Nov 2009	Jun 1930	30	Y	B	B	B	B	B	B	B	B	B	s	s	s	B	B	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s				
26312	Fairmont Scottsdale Princess	Scottsdale, AZ	85255	Oct 1999	Jan 1988	750	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B			
35503	Springhill Suites Scottsdale North	Scottsdale, AZ	85255	Mar 1999	Feb 1998	121	Y	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s			
56696	Talking Stick Resort	Scottsdale, AZ	85256	Apr 2010	Apr 2010	496	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B			
26046	Hyatt Regency @ Gainey Ranch	Scottsdale, AZ	85258	Dec 1986	Dec 1986	493	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B			
18806	The Scottsdale Resort @ McCormick Ranch	Scottsdale, AZ	85258	Sep 2015	Jun 1976	326	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B			B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B			
38398	Marriott Scottsdale @ McDowell Mountain	Scottsdale, AZ	85260	May 1999	May 1999	266	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B			
36856	Four Seasons Resort Scottsdale @ Troon North	Scottsdale, AZ	85262	Dec 1999	Dec 1999	210		B	B	B	B	B	B	B	B	B	B	B	B	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s				
18818	Curio Collection Boulders Resort & Spa	Carefree, AZ	85377	Apr 2015	Jun 1985	160		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B			
			Total Properties:		25	6927	s - Monthly Segmentation (Transient, Group, Contract) Only r - Monthly Additional Revenue Only B - Both Segmentation and Additional Revenue Blank - No data received by STR																																									

A blank row indicates insufficient data.

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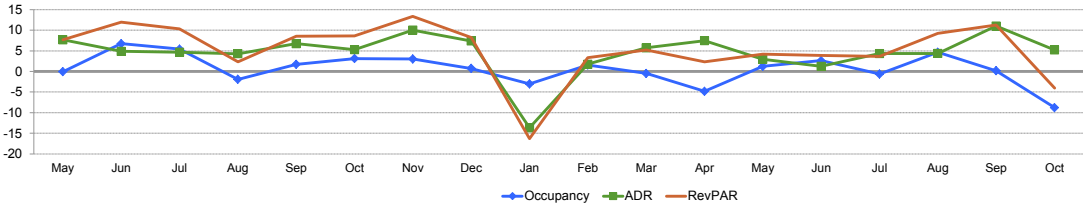
Source 2016 STR, Inc.

Tab 7 - Trend Scottsdale Downtown+

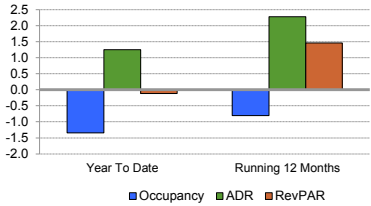
City of Scottsdale, AZ
For the Month of October 2016

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2015									2016									
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	
	This Year	69.2	61.6	55.0	55.5	66.7	79.2	75.7	62.2	73.7	86.4	91.7	76.3	70.1	63.2	54.7	58.1	66.8	72.3
	Last Year	69.3	57.7	52.2	56.6	65.6	76.8	73.5	61.7	76.0	85.0	92.2	80.2	69.2	61.6	55.5	66.7	79.2	
	Percent Change	0.0	6.7	5.4	-1.9	1.7	3.1	3.0	0.7	-3.0	1.6	-0.5	-4.8	1.2	2.6	-0.6	4.6	0.2	-8.8
ADR	2015									2016									
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	
	This Year	129.25	100.32	91.44	90.63	117.96	142.40	142.95	125.14	183.05	197.09	233.80	168.93	133.07	101.57	95.42	94.59	130.97	149.86
	Last Year	120.01	95.65	87.37	86.89	110.52	135.24	129.90	116.50	212.09	193.66	221.12	157.17	129.25	100.32	91.44	90.63	117.96	142.40
	Percent Change	7.7	4.9	4.7	4.3	6.7	5.3	10.0	7.4	-13.7	1.8	5.7	7.5	3.0	1.2	4.4	4.4	11.0	5.2
RevPAR	2015									2016									
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	
	This Year	89.48	61.75	50.33	50.34	78.66	112.82	108.27	77.81	134.94	170.20	214.43	128.93	93.26	64.15	52.19	54.97	87.49	108.30
	Last Year	83.12	55.15	45.62	49.20	72.46	103.89	95.49	71.91	161.20	164.66	203.80	126.03	89.48	61.75	50.33	50.34	78.66	112.82
	Percent Change	7.7	12.0	10.3	2.3	8.6	8.6	13.4	8.2	-16.3	3.4	5.2	2.3	4.2	3.9	3.7	9.2	11.2	-4.0
Supply	2015									2016									
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	
	This Year	71,052	68,760	71,052	71,052	68,760	71,052	65,010	67,177	67,177	60,676	67,177	68,790	71,083	68,790	71,083	71,083	68,790	71,083
	Last Year	71,021	68,730	71,021	71,021	68,730	71,021	68,730	71,021	71,021	64,148	71,021	68,730	71,052	68,760	71,052	71,052	68,760	71,052
	Percent Change	0.0	0.0	0.0	0.0	0.0	0.0	-5.4	-5.4	-5.4	-5.4	-5.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Demand	2015									2016									
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	
	This Year	49,190	42,323	39,111	39,461	45,852	56,291	49,238	41,770	49,519	52,399	61,612	52,500	49,818	43,448	38,878	41,312	45,953	51,369
	Last Year	49,188	39,632	37,088	40,215	45,059	54,557	50,525	43,837	53,980	54,543	65,459	55,114	49,190	42,323	39,111	39,461	45,852	56,291
	Percent Change	0.0	6.8	5.5	-1.9	1.8	3.2	-2.5	-4.7	-8.3	-3.9	-5.9	-4.7	1.3	2.7	-0.6	4.7	0.2	-8.7
Revenue	2015									2016									
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	
	This Year	6,357,885	4,245,786	3,576,228	3,576,520	5,408,731	8,015,865	7,038,741	5,226,987	9,064,533	10,327,061	14,404,997	8,868,965	6,629,517	4,413,124	3,709,892	3,907,782	6,018,523	7,698,169
	Last Year	5,903,272	3,790,740	3,240,234	3,494,170	4,980,125	7,378,321	6,563,362	5,106,913	11,448,380	10,562,905	14,474,081	8,662,356	6,357,885	4,245,786	3,576,228	3,576,520	5,408,731	8,015,865
	Percent Change	7.7	12.0	10.4	2.4	8.6	8.6	7.2	2.4	-20.8	-2.2	-0.5	2.4	4.3	3.9	3.7	9.3	11.3	-4.0
Census %	2015									2016									
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	
	Census Props	15	15	15	15	15	15	14	14	14	14	14	15	15	15	15	15	15	
	Census Rooms	2292	2292	2292	2292	2292	2292	2167	2167	2167	2167	2167	2293	2293	2293	2293	2293	2293	
	% Rooms Participants	100.0	100.0	100.0	100.0	100.0	100.0	94.5	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	

A blank row indicates insufficient data.

Source 2016 STR, Inc.

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Tab 8 - Response Scottsdale Downtown+

City of Scottsdale, AZ
For the Month of October 2016

								2014												2015												2016																		
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D							
32665	aloft Scottsdale	Scottsdale, AZ	85251	Apr 2016	Jan 1996	126	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•			
56174	Best Western Plus Sundial	Scottsdale, AZ	85251	Jul 2011	Mar 2009	54		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•		
32389	Comfort Suites Old Town Scottsdale	Scottsdale, AZ	85251	Jan 1996	Jan 1996	60		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
37904	Courtyard Scottsdale Old Town	Scottsdale, AZ	85251	May 1999	May 1999	180		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
31968	Extended Stay America Phoenix Scottsdale Old Town	Scottsdale, AZ	85251	Jan 2013	Aug 1995	121		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
38821	Hilton Garden Inn Scottsdale Old Town	Scottsdale, AZ	85251	Aug 1999	Aug 1999	199		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
34598	Holiday Inn Express & Suites Scottsdale Old Town	Scottsdale, AZ	85251	Jan 2003	Feb 1998	169	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
7555	Hotel Valley Ho	Scottsdale, AZ	85251	Dec 2005	Jun 1953	240	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
8073	Howard Johnson Scottsdale	Scottsdale, AZ	85251	Mar 2012	Jun 1966	65	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
36698	Hyatt House Scottsdale Old Town	Scottsdale, AZ	85251	Jan 2012	Oct 1998	164		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
34426	Hyatt Place Scottsdale Old Town	Scottsdale, AZ	85251	Sep 2006	Dec 1998	126	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
12031	Marriott Scottsdale Suites Old Town	Scottsdale, AZ	85251	May 1988	May 1988	243		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
6251	Motel 6 Scottsdale	Scottsdale, AZ	85251	May 1967	May 1967	122		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
9113	The Saguaro Scottsdale	Scottsdale, AZ	85251	Apr 2016	Jun 1975	194	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
57164	W Hotel Scottsdale	Scottsdale, AZ	85251	Sep 2008	Sep 2008	230	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
			Total Properties:		15	2293	○ - Monthly data received by STR • - Monthly and daily data received by STR Blank - No data received by STR Y - (Chg in Rms) Property has experienced a room addition or drop during the time period of the report																																											

A blank row indicates insufficient data.

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Tab 9 - Help

All data is processed by STR using both the current and historical sampling of hotels.
For further questions about the methodology used to produce our reports, please email destin@str.com.

Average Daily Rate (ADR)

Room revenue divided by rooms sold, displayed as the average rental rate for a single room.

Census (properties and rooms)

The number of properties and rooms that exist in our database for the area(s) or segment(s) shown on the report.

Contract Rooms

Contract rooms are occupied at rates stipulated by contracts – such as for airline crews and permanent guests. Room allotments that do not require guaranteed use or payment should not be classified as contract.
Rooms sold under such allotments should be classified as transient.

Country

A geographic area that has internationally recognized boundaries, an organized economy, and a sovereign government with external recognition.
It is typically recognized by the International Organization for Standardization (ISO).

Custom Segments

Defined by a + at the end of the segment name. If a custom segment is based on a selected group of properties, new properties that come into the area will NOT automatically be added to this segment.
The new property can be added alone as long as it has no more than five months of data. Once the property has six or more months of data it is considered an established property, requiring a two property change (add one/drop one or add two).

Demand (Rooms Sold)

The number of rooms sold or rented (excludes complimentary rooms).

Exchange Rate

The factor used to convert revenue from U.S. Dollars to the local currency. The exchange rate data is obtained from Oanda.com.
Any aggregated number in the report (YTD, Running 3 month, Running 12 month) uses the exchange rate of each relative month when calculating the data.

Group Rooms

Group rooms are sold simultaneously in blocks of a minimum of ten rooms or more (e.g. group tours, domestic and international groups, association, convention and corporate groups).

Index

Index (Occupancy, ADR, RevPar) - Property performance divided by competitive set performance multiplied by 100.
Internationally, indexes are also referred to as MPI – Market Penetration Index (Occupancy Index), ARI – Average Rate Index (ADR Index), and RGI – Revenue/RevPAR Generation Index (RevPAR Index).

Market

A geographic area within a country. Markets are defined by STR and STR Global.

Occupancy (Occ)

Rooms sold divided by rooms available multiplied by 100. Occupancy is always expressed as a percentage of rooms occupied.

Percent Change

Amount of growth - up, flat, or down - this period versus same period last year (month or year-to-date). Calculated as $((TY - LY) / LY) * 100$.

Revenue (Room Revenue)

Total room revenue generated from the sale or rental of rooms.

RevPAR (Revenue Per Available Room)

Room revenue divided by rooms available.

Sample or % Room Participants

The percent of rooms from which STR receives data. Calculated as $(\text{Sample Rooms} / \text{Census Rooms}) * "100"$

Sub-Market

A geographic sub-area within a Market. Sub-markets are defined by STR and STR Global.

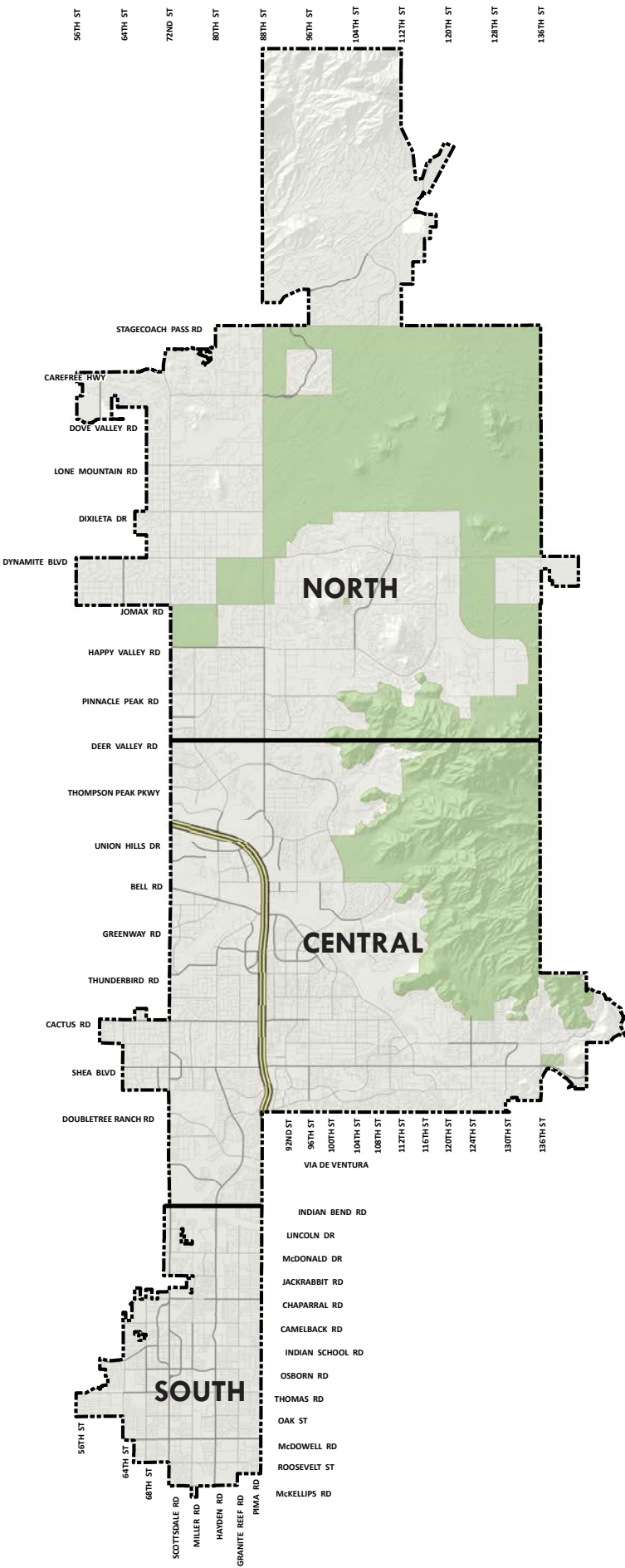
Supply (Rooms Available)

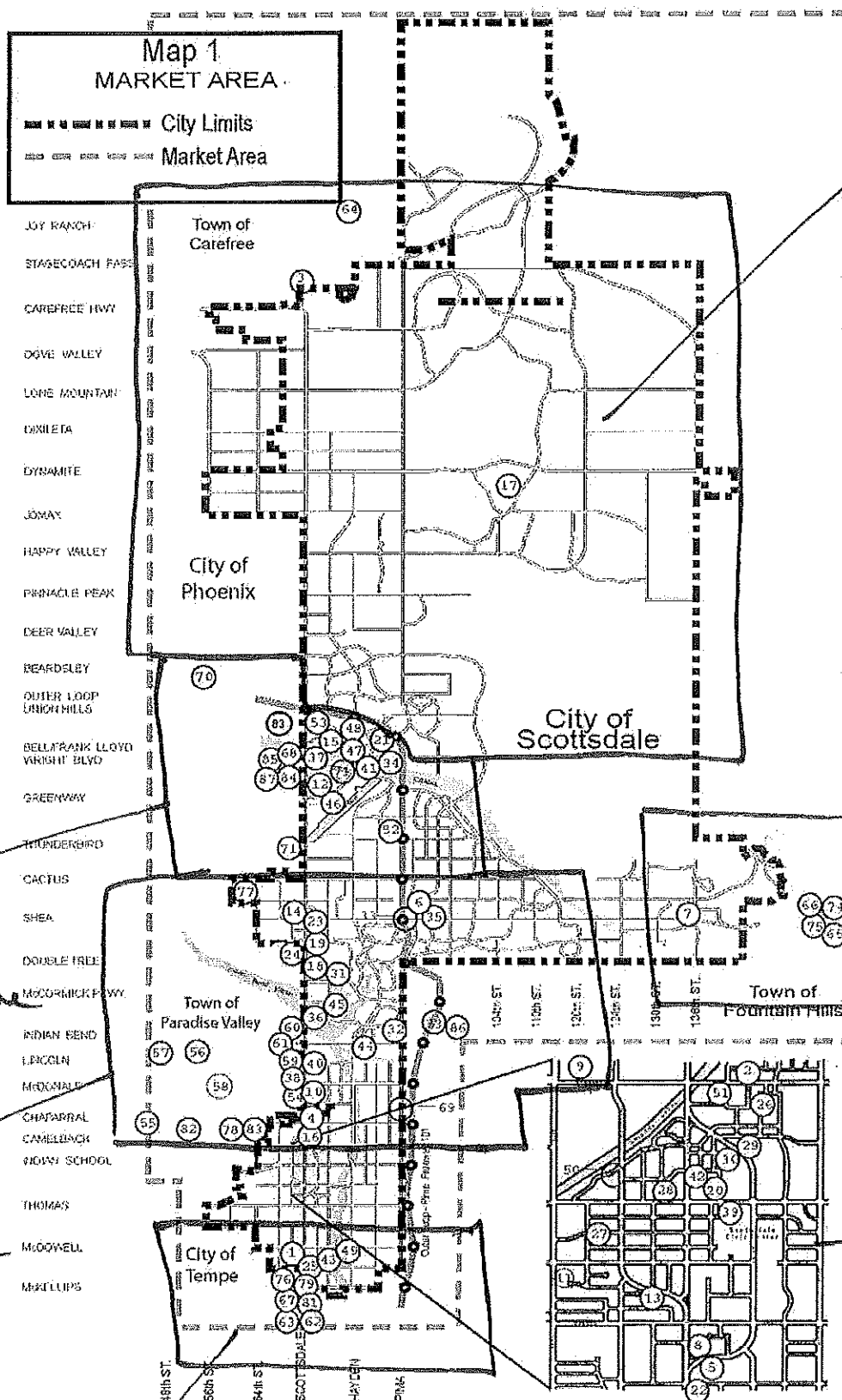
The number of rooms times the number of days in the period.

Transient Rooms

Transient rooms Include rooms occupied by those with reservations at rack, corporate, corporate negotiated, package, government, or foreign traveler rates.
Also includes occupied rooms booked via third party web sites (exception: simultaneous bookings of ten or more rooms which should be defined as group).

Twelve Month Moving Average





For North Scottsdale

*East Scottsdale
Fountain Hills*

North Scottsdale

Mid Scottsdale

Old Town Scottsdale

South Scottsdale