

# EXPERIENCE SCOTTSDALE



SCOTTSDALE  
ARIZONA

# BRANDING SCOTTSDALE

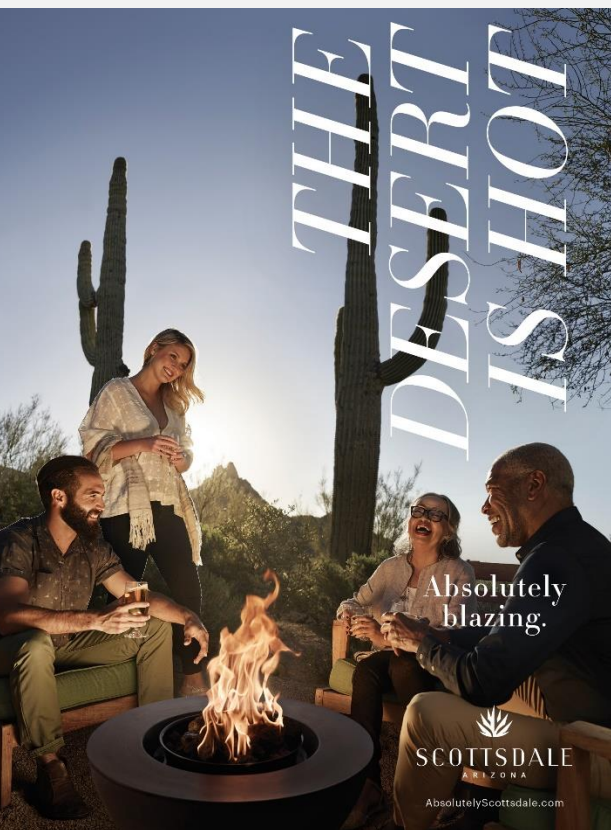


SCOTTSDALE  
ARIZONA

9 MILLION  
VISITORS



SCOTTSDALE  
ARIZONA







[AbsolutelyScottsdale.com](http://AbsolutelyScottsdale.com)



AbsolutelyScottsdale.com







COME SEE WHAT  
BLOOMS IN THE DESERT



SCOTTSDALE  
ARIZONA

[AbsolutelyScottsdale.com](http://AbsolutelyScottsdale.com)







**Every dollar invested in Experience  
Scottsdale directly generates \$67  
in visitor spending and \$3 in local  
tax revenue for the benefit of  
Scottsdale residents.**



SCOTTSDALE  
ARIZONA



An aerial photograph of a city at dusk. The sky is a mix of orange, pink, and purple. The city is illuminated with warm lights. A river flows through the center, with modern buildings on either side. Palm trees and other vegetation are visible. The word "DOWNTOWN" is overlaid in large white letters.

# DOWNTOWN



# DOWNTOWN

*Discover More*

## SCOTTSDALE STORIES

Get Ideas from the locals



### ACTIVITIES

## 2 HOURS IN SCOTTSDALE

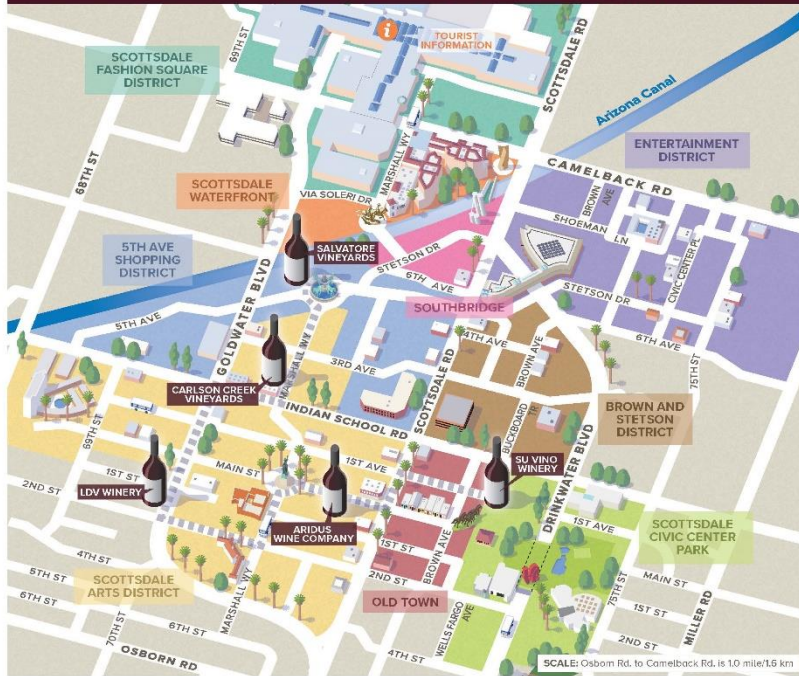
*By local contributor JoAnne Zeterberg*

If you only have a couple of hours to spare around Scottsdale, you're probably wondering what to see first. The answer to that conundrum lies with your personality. Are you adventurous? A shopper? A foodie, perhaps? Here are some of our ...

[READ THE STORY](#)



# SCOTTSDALE WINE TRAIL



## TASTING ROOMS ALONG THE SCOTTSDALE WINE TRAIL

**ARIDUS WINE COMPANY**  
7173 E. Main St.  
ariduswineco.com

**CARLSON CREEK VINEYARDS**  
4142 N. Marshall Way  
carlsoncreek.com

**LDV WINERY**  
6951 E. First St.  
ldvwinery.com

**SALVATORE VINEYARDS**  
7064 E. Fifth Ave.  
salvatorevineyards.com

**SU VINO WINERY**  
7330 E. Main St.  
suvinowinery.com

Scottsdale also is home to dozens of wine-centric restaurants – here are a few to try!

**COWBOY CIAO**  
7133 E. Stetson Dr.  
cowboyciao.com

**FNB**  
7125 E. Fifth Ave.  
fnbrestaurant.com

**KAZIMIERZ WORLD WINE BAR**  
7137 E. Stetson Dr.  
kazbar.net

**LON'S AT THE HERMOSA INN**  
5532 N. Palo Cristi Rd.  
hermosainn.com

**MASTRO'S CITY HALL**  
6991 E. Camelback Rd.  
mastrosrestaurants.com

**ORANGE SKY**  
9800 E. Talking Stick Way  
talkingstickresort.com

**POSTINO**  
Highland:  
4821 N. Scottsdale Rd.  
Kierland Commons:  
7030 E. Greenway Pkwy.  
postinowinecafe.com

**SCAPEGUAT BEER & WINE BAR**  
7150 E. Fifth Ave.  
scapegoatbar.com

**SORSO WINE ROOM**  
15323 N. Scottsdale Rd.  
sorsowineroom.com

**TERROIR WINE PUB**  
7001 N. Scottsdale Rd.  
terroirwinepub.com



ExperienceScottsdale.com

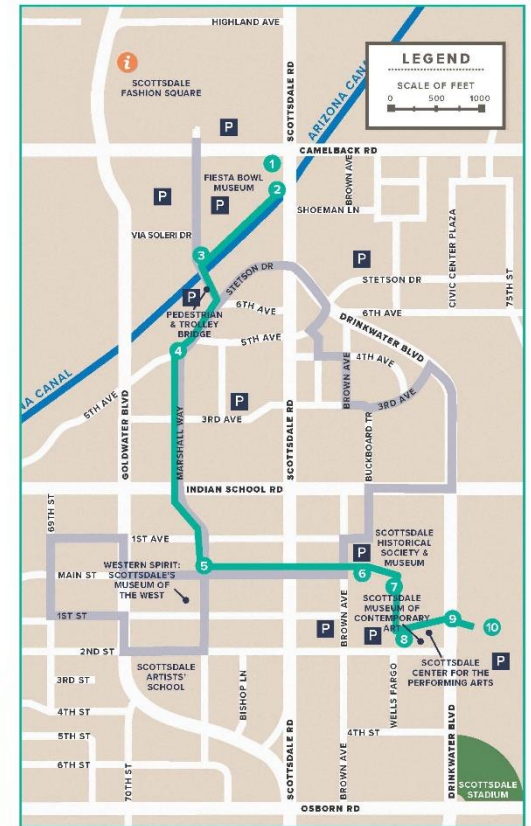
Get around on the free Downtown Trolley! Find info at [scottsdaleaz.gov/trolley](http://scottsdaleaz.gov/trolley).

# SCOTTSDALE PUBLIC ART WALKING TOUR

## The 10 Most Celebrated Public Art Works You Can See in a 60-Minute Walk

With more than 70 public art works dotting the city's landscape, it's difficult to see all of Scottsdale's public art pieces in an hour, or even a day. This self-guided, 60-minute walking tour through downtown Scottsdale will introduce you to 10 of the most-celebrated Scottsdale public art works, including striking bronze statues, dramatic fountains and interactive installations. Print out this map to begin your journey as you explore the city's rich legacy of art.

At the end of your journey, hop on the Scottsdale Downtown Trolley, which runs year-round from 10 a.m. until 9 p.m. daily. The closest stop at the end of your tour is on Main Street just west of Brown Avenue. With stops every 10 minutes, the trolley can help you get back to your starting point or continue on to another part of downtown for your next Scottsdale adventure.



EXPERIENCE SCOTTSDALE | [ExperienceScottsdale.com](http://ExperienceScottsdale.com) | 800.782.1117





# THE DOWNTOWN GUIDE

WHERE SCOTTSDALE COMES TOGETHER

**SCOTTSDALE'S DOWNTOWN** is the beating heart of our city. It's where U.S. Army Chaplain Winfield Scott put down his farming roots in 1888 and where Scottsdale residents and businesses thrived in the decades that followed.

Today, the various walkable "neighborhoods" of downtown Scottsdale are hubs for the city's arts and cultural scene, nearly 100 fabulous dining and nightlife options, and highly favored shopping and lifestyle destinations.

## THE NEIGHBORHOODS FIFTH AVENUE SHOPPING DISTRICT

### THE VIBE

Fifth Avenue has been a favorite among locals and visitors since local businessman Vito Segner and artist Lloyd Chis New built the Chis Craft Center in the 1960s. Today, the Fifth Avenue district boasts dozens of unique retailers, popular restaurants and one of the city's most beloved pieces of public art.



### THE HIGHLIGHTS

#### SHOP LOCAL

What began as a single, much-desired batch of caramel corn (chocolate bacon) for Cowboy Ciao restaurant blossomed into a full-blown contemporary antiques store from Pastry Chef Country Vaseur. Her downtown Scottsdale shop, Super Chunk Sweets & Treats, is swarming with mouth-watering, though possibly head-scratching, flavor chocolate crisp shortbread, duck fat butter candy, caramels. The tastiest token you'll pick-up from your douse.

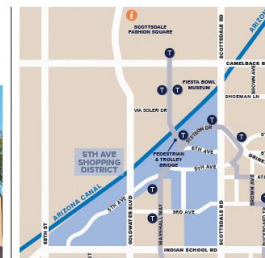
#### CIRCLE THE FOUNTAIN

The roundabout of Fifth Avenue and Marshall Way most photographed landmarks in all of Scottsdale. Fountain Park, who owned an art gallery in town the place to showcase the beauty of her fountain is the fountain's water. Each bronze equine was inspired by a horse and if you look toward the base of the fountain, their names.

#### CHECK OUT FIFTH AFTER DARK

The Fifth Avenue area is home to several of Scottsdale's nightlife venues. Just down the street on 3rd Avenue, which features some of the best national and local Station Drive, Kazmier's world wine bar is a sophisticated live music and a glamorous wine list (more than 2,000 on Fifth Avenue, 3rd West, Scottsdale's exclusive up offers dancing and entertainment seven nights a week).

EXPERIENCE SCOTTSDALE | [experience.scottsdale.com](http://experience.scottsdale.com) | 800.762.2107



### THE FOOD



#### FNB

This buzz-worthy favorite features a seasonally changing menu of sophisticated American comfort food by Chef Chaston Bachman.

7103 E. Fifth Avenue, Ste. 31  
480.284.4777 | [fivestaurant.com](http://fivestaurant.com)

CITIZEN PUBLIC HOUSE

## THE NEIGHBORHOODS ARTS DISTRICT

### THE VIBE

Scottsdale's historic Arts District is one of the top five art markets in the country and boasts dozens of art galleries clustered along Marshall Way and Main Street. This district also is home to the legendary Thursday night ArtWalk, a free event in which the galleries stay open late from 7 p.m. to 9 p.m. It's a must-see on any art lover's itinerary.



### THE HIGHLIGHTS

#### GALLERIES GALORE

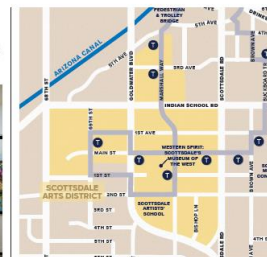
The Arts District is home to dozens of galleries where you'll find art in all genres and mediums. Explore works by Native American artists at Paoli Gallery and River Trading Post. For art celebrating the West, head to Expressions Gallery, or Amery Blomling Fine Art. For the latest offerings in contemporary art, stop by Robert Contemporary or Calvin Chaves Gallery. And if you're looking for a little something sparky, French Designer Jeweler features one-of-a-kind pieces crafted from unusual gemstones, and precious metals. To see a little bit of everything, check out the weekly Thursday night ArtWalk. All the galleries stay open from 7 p.m. to 9 p.m. and many feature artist receptions, exhibit openings and live entertainment.

#### WESTERN SPIRIT

Since its grand opening in January 2018, Western Spirit: Scottsdale's Museum of the West has been drawing rave reviews. The museum's five spacious galleries celebrate the pioneer spirit of the American West with exhibits of fine art and cultural artifacts. The museum features rotating selections of paintings and sculptures from highly renowned collections, as well as historic Native American objects, and more than 1,400 saddles, spurs, movie posters and other quintessentially Western items.

#### HANDS-ON ART

If browsing the galleries inspires you to create a masterpiece of your own, check out the offerings at the Scottsdale Artists' School (SAS). The "let for Amateurs" program is exactly that – a trio of three-hour sessions for absolute beginners in drawing, oil painting and sculpture. SAS also offers three- and five-day intensive workshops for intermediate and advanced artists.



### THE FOOD



#### VIRTU HONEST CRAFT

Chef Gio Oso's menu of inspired New Mediterranean cuisine and a romantic patio have made Virtu a local favorite.

Besopine Inn, 3701 N. Marshall Way  
480.946.3477 | [virtu.scottsdale.com](http://virtu.scottsdale.com)



#### THE HOUSE BRASSERIE

This endeavor by Chef Matt Carter features innovative New American cuisine in a historic-home setting.

6938 E. Main St.  
480.634.9500 | [thehousebrasserie.com](http://thehousebrasserie.com)



#### SEL

Featuring contemporary American cuisine by Chef Brandon Levine. Seasonal ingredients are the foundation for Levine's elegant, innovative dishes.

7044 E. Main St.  
480.945.6296 | [seleat.com](http://seleat.com)



#### BRAT HAUS

As its name implies, Brat Haus' menu boasts house-made brats, chewy pretzels and a robust roster of imported beer.

3822 N. Scottsdale Rd.  
480.947.4006 | [brathaus.com](http://brathaus.com)

EXPERIENCE SCOTTSDALE | [experience.scottsdale.com](http://experience.scottsdale.com) | 800.762.2107



## Experience Scottsdale

June 1 at 8:02am · 🌐

Did you know that every Thursday is free admission to the Scottsdale Museum of Contemporary Art? Head in there today and check out there newest installation, Ocean of Light!



### Ocean of Light: Submergence

Immerse yourself in an ocean of light. Squid visualization to create an augmented reality and the sculptural and...

[EXPERIENCESCOTTSDALE.COM](http://EXPERIENCESCOTTSDALE.COM)



## Experience Scottsdale

May 31 at 5:51pm · 🌐

Cruise into Sip Coffee & Beer house tonight for craft brews and live music!



### Music | Sip Coffee & Beer House

As you will notice when you are visiting Sip, music is loud. We will feature all genres of music. But on any given day...

[SIPCOFFEEANDBEERHOUSE.COM](http://SIPCOFFEEANDBEERHOUSE.COM)



## Experience Scottsdale

May 25 at 9:20am · 🌐

On #NationalWineDay, the only logical thing to do would be to sip some wine at one of these Downtown Scottsdale Wineries!



### Scottsdale's Wine Tasting Rooms | Official Travel Site for Scottsdale, AZ

A day tasting in wine country evokes images of endless vineyards, wide-open spaces and a bucolic countryside. But imagine having the wine country experience...

[EXPERIENCESCOTTSDALE.COM](http://EXPERIENCESCOTTSDALE.COM)



scottsdale | paradise valley | fort mcdowell | yavapai nation | salt river pima-maricopa indian community

# SCOTTSDALE

OFFICIAL VISITORS GUIDE 2017



THE ADVENTURER'S WEEKEND pg. 20 | SCOTTSTOWN TRAIL



WHERE THE OLD WEST MEETS THE NEW WEST

CARRIAGE RIDES / SINGING COWBOYS / HISTORY & MUSEUMS  
FINE DINING / FASHION / PREMIER ART GALLERIES & STUDIOS  
DYNAMIC NIGHTLIFE / VARIETY OF EVENTS  
WELCOMING HOTELS / FREE PARKING / FREE TROLLEY

SCOTTSDALE DOWNTOWN The Original CITY OF SCOTTSDALE

www.DowntownScottsdale.com / find Downtown Scottsdale on FB




## HOW TO ArtWalk

Story and photos by Christina Barrieta

Every Thursday evening, the Scottsdale ArtWalk takes place in downtown, and I can't think of a better way to explore all that the historic Arts District has to offer. Meander through the art galleries, shops and restaurants along Main Street and Marshall Way while admiring sculptures and enjoying street performances. In addition, throughout the year the Gold Palette ArtWalk Series presents special themes, such as the Native Spirit and Western Spirit ArtWalks, and the Art in Motion ArtWalk, combining fine art with video artists.

A personal favorite is the International ArtWalk. Galleries host artists and images from around the world and visitors can stroll down the streets past live music and performances representing the seven continents. I admired a stunning collection of Asian lanterns outside the galleries. Vietnamese artists at the Calvin Charles Gallery and East Indian dance at the Amery Bohling Fine Art, and I was entertained as I strolled by a calypso band and banyan tree dancers.

In between your art encounters, take advantage of some of Scottsdale's best food, cocktails, wine and craft beers. Starting on Main Street/ Craft 64 is a casual spot that boasts artisan pizzas, 30+ local beers and a 100-bottle wine list. For cocktails, try one of their Moscow Mule options. I'm naturally partial to the White on Ruby (named after my White on Ruby website), made with Campari, local Commerce gin and AZ Bitters Lab's Orange Sunshine bitters. They proudly source local ingredients, such as the technician's bacon pulled high on their bistro salad or BLT, or their own brews in the Local Sampler.

For something more upscale, I'm in love with Sol, a new Scottsdale favorite housed in a former gallery. Dishes can be ordered a la carte or as part of a prix-fixe menu. Take a seat on

the inviting patio and try dishes such as a crispy squash blossom stuffed with mozzarella-smoked lobster on a pool of sweet corn puree or a refreshing yellow tomato gazpacho with white peach granita and tarragon oil.

Take a break from the galleries and stop in for a tasting flight of award-winning Arizona wines at Carlson Creek Vineyards and Aridus Wine Company, both conveniently located on Main Street.

Along Marshall Way, start or end at citizen public house, known for its craft cocktails, such as a Manhattan embellished with maple syrup and tobacco bitters, and a creative menu by chef Bernie Kantak. The famous Original Chopped Salad is a must-order before moving on to delicious fare such as scallops and pea greens on creamy roasted corn grits or tender octopus with chorizo and watermelon gazpacho. At charming Pils on nearby Fifth Avenue, James Beard Award-nominated chef Charles Bandman is acclaimed for her seasonal farm-to-table menu, as is co-owner Pade Mille for his extensive Arizona wine list.

Fine art, great food, craft beer and cocktails - it's just another ArtWalk evening in Scottsdale. 🍷

Calvin Charles Gallery / [calvincharlesgallery.com](http://calvincharlesgallery.com)

Amery Bohling Fine Art / [amerybohling.com](http://amerybohling.com)

Craft 64 / [craft64.com](http://craft64.com)

Sol / [solrestaurant.com](http://solrestaurant.com)

Carlson Creek Vineyards / [carlsoncreek.com](http://carlsoncreek.com)

Aridus Wine Company / [ariduswinery.com](http://ariduswinery.com)

citizen public house / [citizenpublichouse.com](http://citizenpublichouse.com)

Pils Restaurant / [pilsrestaurant.com](http://pilsrestaurant.com)

OPPOSITE PAGE, CLOCKWISE FROM TOP LEFT: LOCAL GALLERY ART / MARSHALL GALLERY ART / JAPANESE LANTERNS DIGNED AT CITIZEN PUBLIC HOUSE / INDIAN DANCE AT THE AMERY BOHLING GALLERY / CRAFT BEER FLIGHT AT CRAFT 64



#### Number One SEE AND BE SEEN DOWNTOWN

Whether you're in the mood for dining, dancing, cocktailling or people-watching — or some of each — downtown Scottsdale's Entertainment District is the place to see and be seen any night of the week.

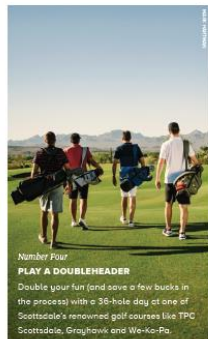


**Number Two  
DISCOVER COUNTER  
INTUITIVE**  
This tiny downtown bar is known for its rotating themes, award-winning cocktails and exclusive hours. Check them out Fridays and Saturdays from 8 p.m. to 2 a.m.



**Number Three  
TRY IMPROVISATIONAL  
CUISINE**  
A restaurant with no menu? Welcome to POSH, where every multi-course meal is customized by Chef Joshua Helbert based on your preferences among the ingredients they have on hand. It's culinary adventure at its finest!

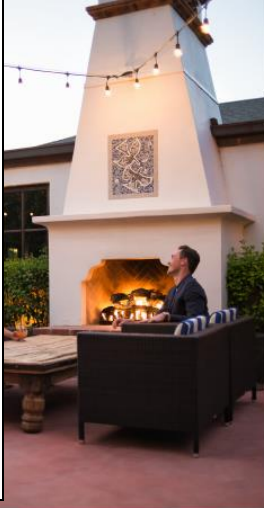
For information, call 800.309.1428 or visit [AbsoluteLyScottsdale.com](http://AbsoluteLyScottsdale.com) where you can also request your free Experience Scottsdale guide.



**Number Four  
PLAY A DOUBLEHEADER**  
Double your fun (and save a few bucks in the process) with a 36-hole day at one of Scottsdale's renowned golf courses like TPC Scottsdale, Grayhawk and We-Ko-Po.



**Number Five  
CONQUER PINNACLE PEAK**  
For a little DIY exploration, hike to the top of this north Scottsdale landmark. The Pinnacle Peak summit trail is wide and smooth, and the views from the top are worth the uphill trek.



#### Culture EXPLORING DOWNTOWN

The Radovanovics share a passion for arts and architecture, which adds to Scottsdale's appeal. With a rich Southwestern history and a high concentration of art galleries, studios and museums — most of which can be found in the scenic Downtown area — Scottsdale offers something for everyone, and Courtney and Dondra took advantage of the cultural riches.

The newest museum in town, **Western Spirit: Scottsdale's Museum of the West**, provided the perfect playground for the two photography buffs, who couldn't stop snapping pictures of all the evocative Native objects, riveting personal stories and creative pieces from the best artists in the American West.

After stopping at a few

**Downtown  
Scottsdale  
offers a high  
concentration  
of art galleries,  
studios and  
museums**

of public art, the bridge, which opened in 2007 and features two 64-foot pylons that sit at a true north axis and serve as a giant solar dial, was commissioned by the city from famed Italian architect Paolo Soleri.



**Prado's cuisine  
offers a taste of  
Spain with an  
American twist.**

#### Dining THE BEST OF THE WEST

For travel junkies like Courtney and Dondra, one of Scottsdale's most attractive features is its bustling food scene. Renowned chefs from across America have settled in this area, where farm-to-table cooking is uncomplicated and wholesome ingredients thrive. Courtney and Dondra made time to visit a couple of their favorite local eateries, starting with the renowned **El Chorro**, which is nestled between Camelback and Mummy Mountains and offers innovative American fare. Much of El Chorro's seasonal menu pulls

generously from organic ingredients grown in the private garden right outside El Chorro's kitchen window, and cozy indoor-outdoor dining spaces with fire pits and lounge areas add to the charm. The Spanish-influenced **Prado** at the **Omni Scottsdale Resort & Spa at Montelucia** offered our hungry travelers a fine-dining spread of lobster and clam casseroles, roasted cauliflower and tasty lamb chops with mint crème fraiche. Prado's intimate atmosphere was, as always, topped off with a friendly chat with Chef Michael Cairns.

ADVERTISEMENT

## BEAUTIFUL SCOTTSDALE



**Local blogger  
Rose (@sechristina)** is make the most of her that mission recently Scottsdale, Arizona. Here, can't-miss experiences, te desert adventure to is.

**LOON RIDE**  
It's quite like the magic of feet up in the air as the And Scottsdale, with its machine, has near-perfect taking to the sky. From soon, I soaked up views and the surrounding area, including Camelback the tantalizing blue of Lake

**2. TOUR OF TALESESIN WEST**  
Iconic architect Frank Lloyd Wright was one of the original snowbirds: when a doctor recommended a stint in the desert after a spell of pneumonia, he moved to Scottsdale for the winter. He was so inspired that he built Talesin West as his residence and school. But you don't need to be an architecture buff to appreciate the Insights Tour of this remarkable space.

**3. 4WD DESERT ADVENTURE**  
With more than 2,000 types of plants, the Sonoran Desert is second only to the Amazon rainforest in diversity of species. A Jeep ride with Pink Adventure Tours gave me a first-hand understanding of how vast and varied this desert landscape really is. Just don't underestimate what they mean by off-roading: stick to a light breakfast and hold on tight!

**4. DOWNTOWN DINING & DRINKING**  
It's easy to find excellent Mexican food and margaritas in walkable Old Town Scottsdale — plus farm-to-table dishes and Arizona-made wines on offer. I'm especially partial to Second Story Liquor Bar, a restaurant and bar inspired by the Had Men era. Savor your ginlet in the leather-and-wood interior of the balcony.

**5. INSIDER'S ART PERSPECTIVE**  
Ace Bailey was born and raised in Scottsdale, and she's passionate about maintaining its creative heritage while also moving it into the future. When she's not working as a concierge at Hotel Valley Ho, a mid-century landmark, she gives art and cultural tours. I loved getting her take on Scottsdale's public art — even its City Hall has a gorgeous stained glass ceiling.

Check [AFAR.com/arizona](http://AFAR.com/arizona) for more highlights from Christine's trip to Scottsdale.



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## ARIZONA

## A SMALL GUIDE TO DOWNTOWN SCOTTSDALE

BY TRACY KALER | PUBLISHED JULY 3, 2017

Facebook Twitter LinkedIn Print

It's no surprise that Scottsdale, Arizona has been labeled one of the most livable cities in the U.S. A dry climate, endless sunshine, and a host of cultural offerings attract scores of visitors to the Valley of the Sun each year. For a taste of the new West with flavors of the old intact, Scottsdale is the place.



The waterfront in Downtown Scottsdale (photo: Tracy Kaler)

Scottsdale is more than golf courses and luxury resorts; the town presents a medley of things to eat, drink, see, and do. Since the city is situated in the northern reaches of the Sonoran Desert, you'll discover much of the area's natural beauty in the outskirts of town. Meanwhile, you'll come upon more great food than your stomach can handle, locally-produced wines ripe for drinking, and a slew of shops and galleries – a testament to the city's burgeoning creative community – all in the heart of downtown.

On a short stay in Scottsdale, you won't waste time figuring out the lie of the land. The city is uber-easy to navigate, and nothing in downtown is more than a 15-minute walk, which makes discovering the town hassle-free. When your feet have had enough wandering, though, hop on the free Scottsdale Trolley, which runs from 10 a.m. until 9 p.m.



Hop on the trolley in Downtown Scottsdale (photo: Tracy Kaler)

## 10 USA TODAY 10BEST

LIFESTYLE // SLIDESHOWS

SAVE THIS PAGE

## Get a new perspective on Scottsdale by checking out its picturesque downtown

MAY 2, 2017



### Old West ambiance in the heart of Old Town

Want to experience a taste of the Old West? A stroll through [Old Town Scottsdale](#) takes you back to the original Scottsdale, the heart of the "West's Most Western Town," that began more than 100 years ago.

Photo courtesy of Joanne DiBona



About Joanne DiBona

You'll never see Joanne without a camera or two strapped around her neck as she travels around the world, together with her photographer husband Tony, to unearth new and exciting destinations to share with her readers. Her professional career includes a long tenure in communications with the San Diego Tourism Authority, where she gained expertise with both the camera and the descriptive word. When she's not adding fresh images to her [Scenic Photos](#) website, she's posting her current adventures on her popular [Travel Blog](#). Joanne is a member of



Hot-air balloons afford sweeping desert views in Arizona.  
Mark Orwill

ADVENTURES FAMILY WEEKENDERS WHERE TO GO NEXT

## Weekenders: Arizona's Valley of the Sun

Discover Scottsdale and Phoenix.

By Mark Orwill



The Valley of the Sun, with Phoenix and Scottsdale at its heart, is a year-round destination. That's true even in summer, when there are plenty of ways to keep cool while making the most of the gorgeous Sonoran Desert and urban attractions—from regional museums to restaurants whose chefs are drawing the notice of the nation's culinary connoisseurs. But a Valley vacation isn't all about the modern city scene. In fact, *traditional* is a word you'll hear a lot, because those who live here and love the Valley enjoy its slower pace and outdoorsy scene and take their Western heritage seriously. After a few days in the Valley of the Sun, you may feel the same way.

### The Lure of the West

Phoenix was never a Wild West town but rather full of farms and ranches and hardworking settlers. To learn more about the Valley's past, history buffs can visit the Smithsonian-affiliated **Western Spirit: Scottsdale's Museum of the West**, an archive of period relics and handicrafts as well as fine art. For a different kind of Western experience, consider touring architect Frank Lloyd Wright's mesmerizing **Taliesin West**, an architecture school built by Wright and his acolytes in the 1930s. The school's plan was inspired by the Southwestern landscape and was built with local materials.



## TOP 10 REASONS TO BOOK SCOTTSDALE

Scottsdale, Arizona, offers all the services and amenities you'd expect for your clients: top-tier accommodations, state-of-the-art meeting facilities and hassle-free transportation both in the air and on the ground. It also offers the discovery of something delightfully unexpected – the stirring beauty of the Sonoran Desert. From our exotic cactus blossoms and year-round sunshine to the bright smiles of our people, Scottsdale's Sonoran Desert creates a welcoming environment that will leave your group inspired.



### 1. HOTELS & RESORTS

More than 70 meetings-friendly properties that range from award-winning resorts and stylish, urban hotels to limited-service properties.



### 2. VALUES, DEALS & GREAT RATES

Stretch your program budget with group values and room rate discounts during the summer and shoulder seasons.



### 3. GREAT GOLF

Scottsdale's more than 200 golf courses include lush traditional tracks and challenging desert golf layouts.



### 4. EASY AIRPORT ACCESS

Scottsdale is an easy 15-minute drive from Phoenix Sky Harbor International Airport, which offers nonstop service to more than 100 cities worldwide and over 1,200 daily arrivals and departures.



### 5. THE SONORAN DESERT

Scottsdale's more than 330 days of sunshine a year allow you to plan outdoor events and activities with confidence. Plus, Scottsdale is recognized as one of the nation's safest, cleanest and most vibrant cities.



### 6. ACTIVITIES & ADVENTURES

Recreational options include horseback riding, off-road tours, hiking and hot air ballooning. Attractions include Frank Lloyd Wright's Taliesin West, Desert Botanical Garden and many more.



### 7. ARTS & CULTURE

The arts take center stage in the Scottsdale Arts District, Scottsdale Museum of Contemporary Art and Scottsdale Center for the Performing Arts.



### 8. DINING & NIGHTLIFE

Downtown Scottsdale alone offers nearly 100 restaurants, wine bars and nightclubs, with hundreds of additional options available citywide.



### 9. ONLINE TOOLS

At MeetInScottsdale.com you can submit an RFP, request images and promotional materials, view sample itineraries, discover deals and value-added packages, and more.



### 10. RENOWNED SPAS

In addition to traditional treatments, Scottsdale spas offer nutrition and fitness programs to boost health and reduce stress.



## COMPLIMENTARY EXPERIENCE SCOTTSDALE SERVICES

- Complete site inspection coordination
- On-line RFPs
- Customized bids for transportation, DMCs, off-site venues, entertainment, and more
- Customized lead distribution
- Downloadable photography and videos
- Creative ideas for unique theme parties, itineraries and group dining
- Promotional and collateral materials, including visitor guides, to help boost attendance
- Comprehensive Scottsdale Meeting & Travel Planners Guide

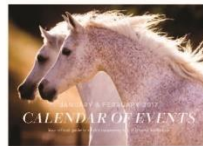




## MEMBERSHIP WITH EXPERIENCE SCOTTSDALE

Experience Scottsdale positions our city as a world-class vacation, meetings and group travel destination. We do this by communicating Scottsdale's uniqueness as a travel destination through a variety of marketing and sales tactics. A membership with Experience Scottsdale puts the strength of our organization behind your business goals to reach the lucrative leisure, group and business travel markets.

### FREE MEMBERSHIP BENEFITS: Maximize your membership by taking advantage of these free benefits



#### Print & Online Exposure:

ExperienceScottsdale.com receives more than 2 million visitors annually. Members receive free listings on the site and in our official Scottsdale visitor guide and trade publications. You can also upload photos, coupons and special events to enhance your presence on the website.

#### "Promote This":

Have a new press release or other exciting information to share? Send an email to [promotethis@experiencescottsdale.com](mailto:promotethis@experiencescottsdale.com). By keeping our staff up to date, you'll help us better promote your business.



#### Brochure Displays:

Display your rack-size brochures at our Tourist Information Center at Scottsdale Fashion Square, which assists thousands of visitors and residents annually.



#### Scottsdale Materials:

Have complimentary copies of our visitor guide, calendar of events brochures, maps and other collateral delivered right to your door for distribution to your customers.

#### Networking Events:

Partnership opportunities are unlimited when you connect with your 400+ fellow Experience Scottsdale members at a Network Night, Quarterly Update Meeting or other event.

#### Access to Research:

We offer our members access to exclusive research on visitors and meeting planners to help you better understand your customers and improve your marketing.



#### Leads:

We work with meeting planners, travel professionals and journalists considering Scottsdale for an upcoming program and send leads to our members who meet our clients' event criteria. Responding to these leads helps you garner extra exposure and business.

#### Tourism Industry Updates:

You'll receive this weekly e-newsletter, which includes timely information on Experience Scottsdale programs, city and state news, tourism industry trends and what's happening in competitive destinations.



#### Strategy Sessions:

Meet one-on-one with a member of the Experience Scottsdale staff. We'll review the available opportunities from our various departments and help you determine which programs best fit your needs.



# THANK YOU



SCOTTSDALE  
ARIZONA