



Scottsdale  
2014 Visitor Report  
July 2015

# Table of Contents



Introduction.....	3
Methodology.....	4
U.S. Travel Market Trends.....	5
Size & Structure of Scottsdale’s Travel Market.....	9
Overnight Trip Detail.....	15
Overnight Expenditures.....	16
Overnight Trip Characteristics.....	22
Day Trip Detail.....	43
Day Trip Expenditures.....	44
Day Trip Characteristics.....	50
Demographic Profile of Visitors to Scottsdale.....	65
Appendix: Key Terms Defined.....	76

# Introduction



- Longwoods International began tracking American travelers in 1985, and has conducted large-scale syndicated visitor research quarterly since 1990.
- In 2007, our proprietary Longwoods **Travel USA®** program was migrated from mail to online, with the benefits of rapid turnaround, enhanced flexibility and interactivity, as well as greater respondent involvement.
- It is currently the largest ongoing study ever conducted of American travelers, providing our clients with more reliable data and greater ability to home in on key market segments of interest.
- This report provides an overview for Scottsdale's domestic tourism business in 2014.

# Methodology



- Each quarter, a random cross-section of online sample is sent an e-mail invitation to participate in the survey. A reminder is e-mailed several days later to non-responders.
- For the 2014 travel year, this yielded :
  - 302,908 trips for analysis nationally:
    - 206,720 overnight trips
    - 96,188 day trips
- For Scottsdale, the following sample was achieved in 2014:
  - 921 trips:
    - 736 overnight trips
    - 185 day trips\*
- For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

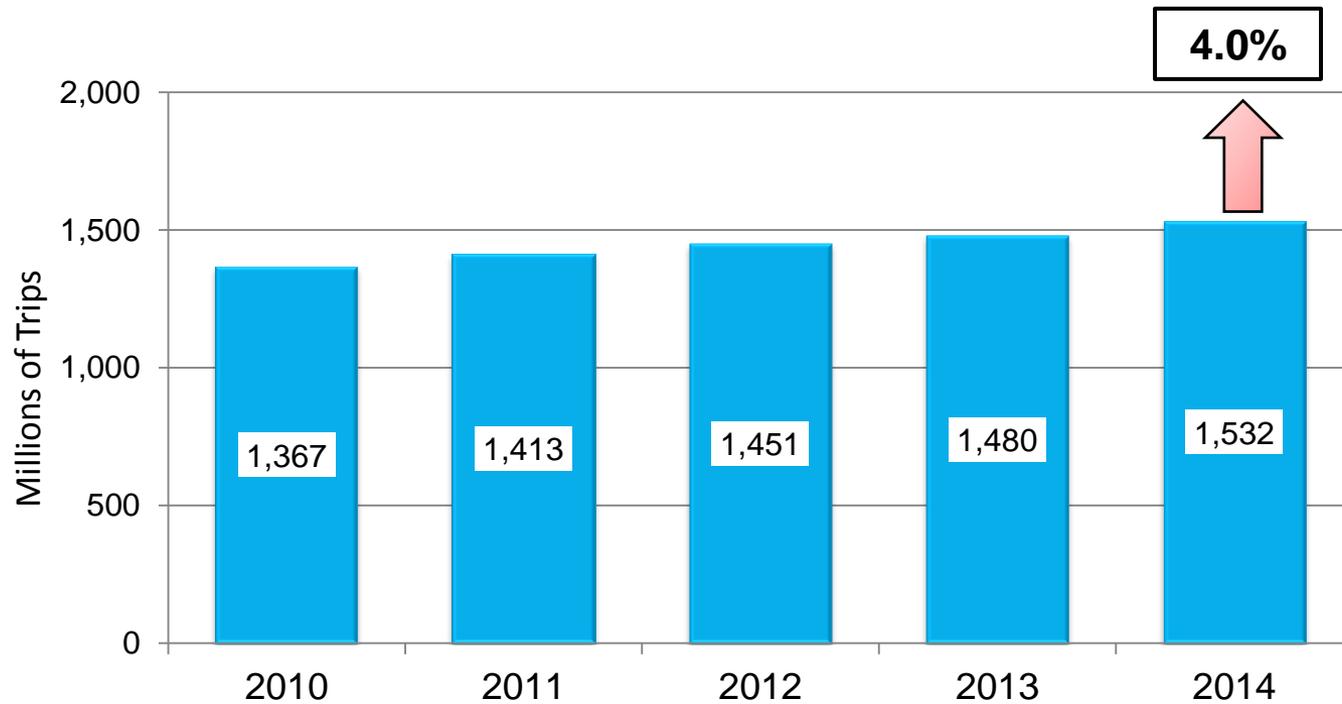


# Size & Structure of the U.S. Travel Market

# Total Size of the U.S. Travel Market — 2010-2014



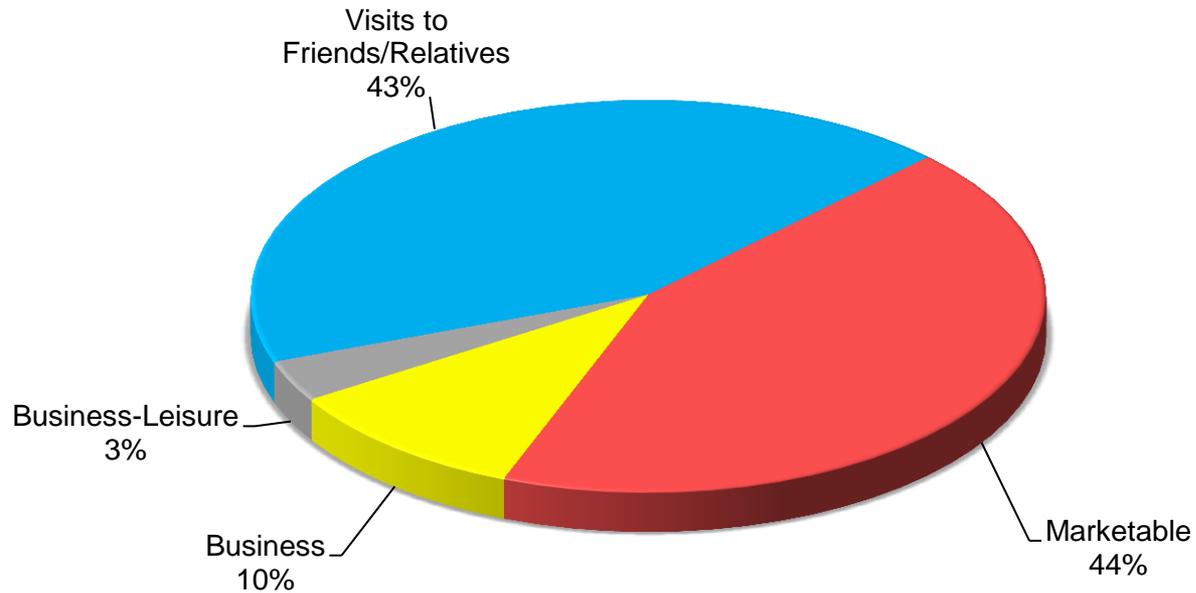
Base: Total Overnight Person-Trips



# Structure of the U.S. Travel Market — 2014 Overnight Trips



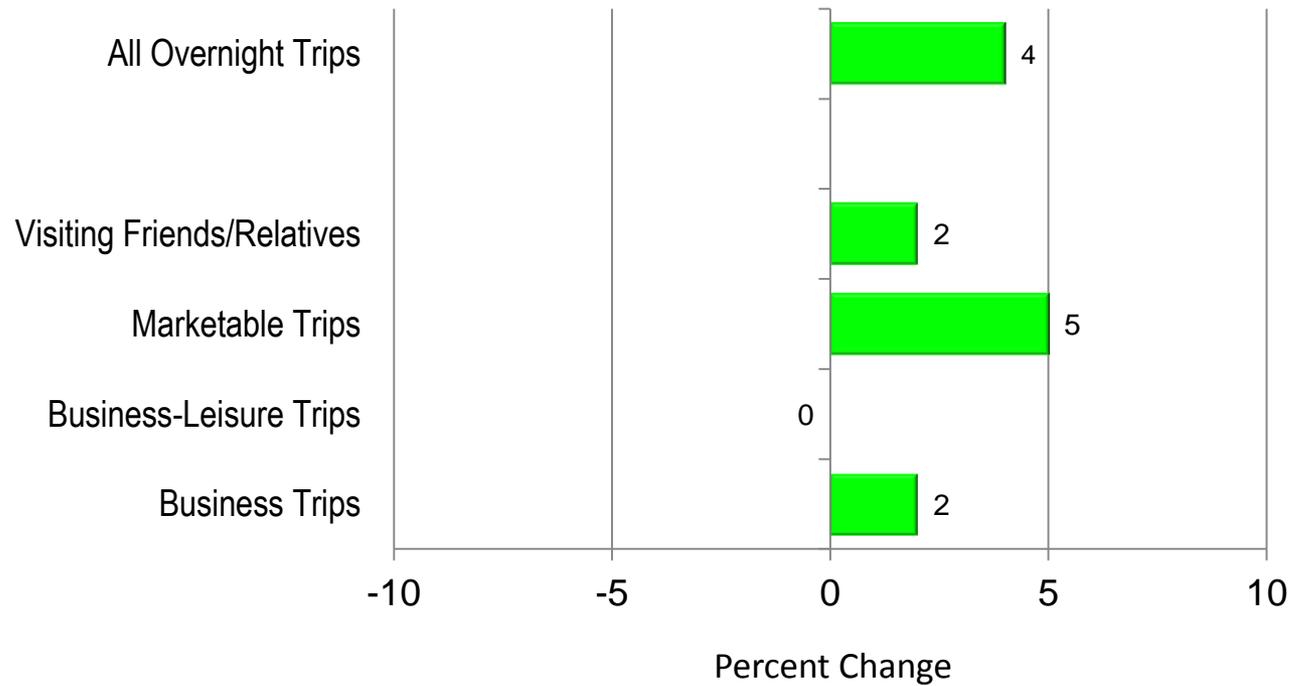
Base: Overnight Person-Trips



# U.S. Market Trends for Overnight Trips – 2014 vs. 2013



Base: Overnight Person-Trips



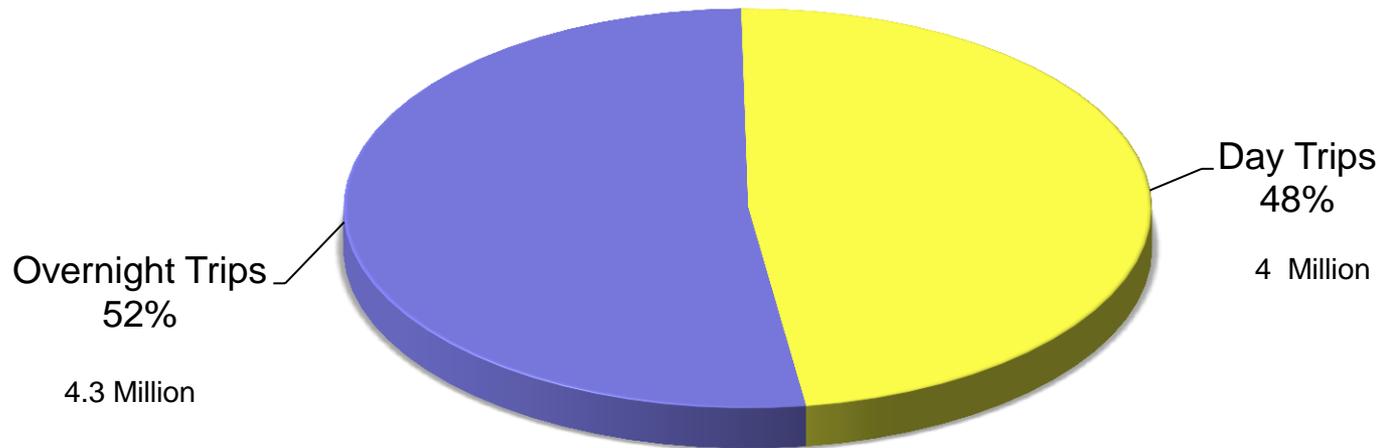


# Size & Structure of Scottsdale's Travel Market

# Total Size of Scottsdale's Travel Market



**Total Person-Trips = 8.3 Million**

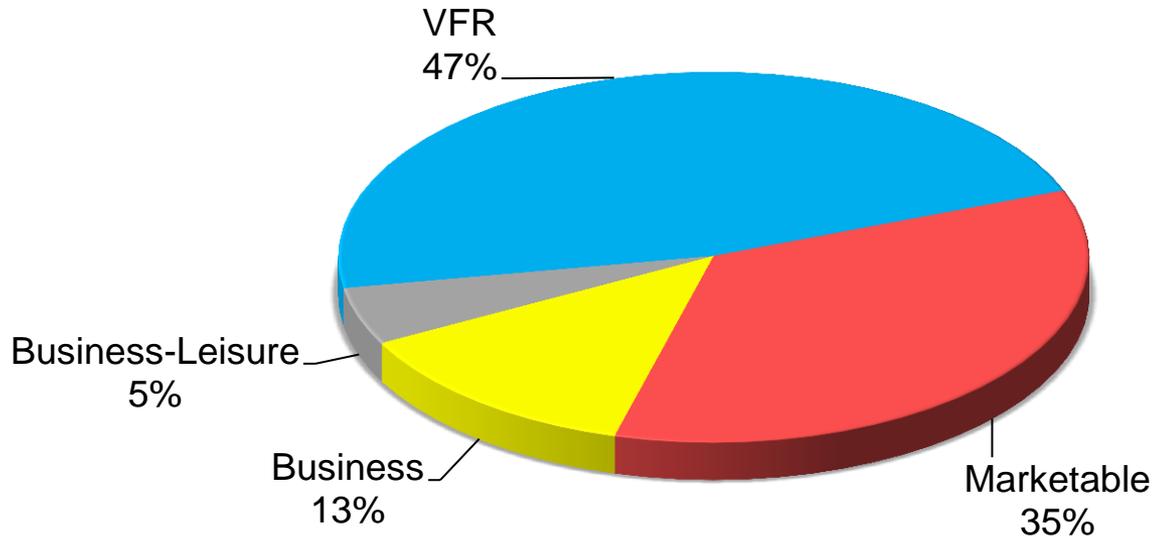


# Scottsdale's Overnight Travel Market — by Trip Purpose



Base: Adult Overnight Trips to Scottsdale

**Overnight Person-Trips = 4.3 Million**

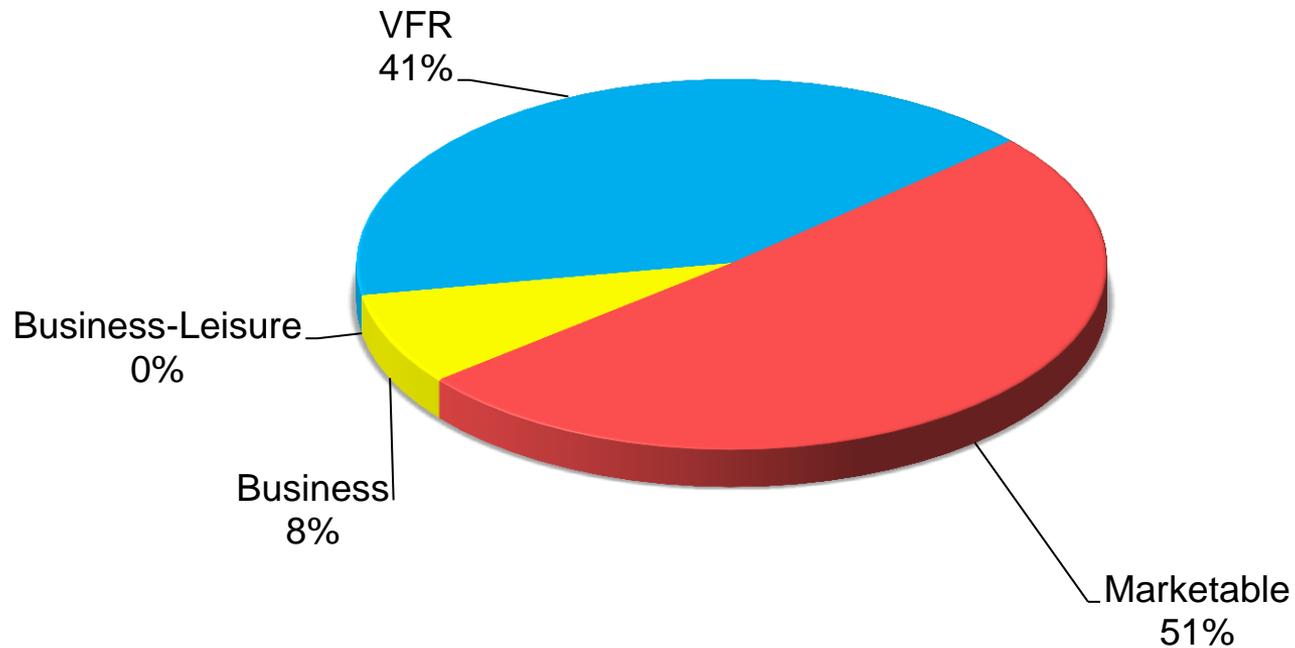


# Scottsdale's Day Travel Market — by Trip Purpose



Base: Adult Day Person-Trips to Scottsdale

**Day Person-Trips = 4 Million**





# Overnight Trip Detail

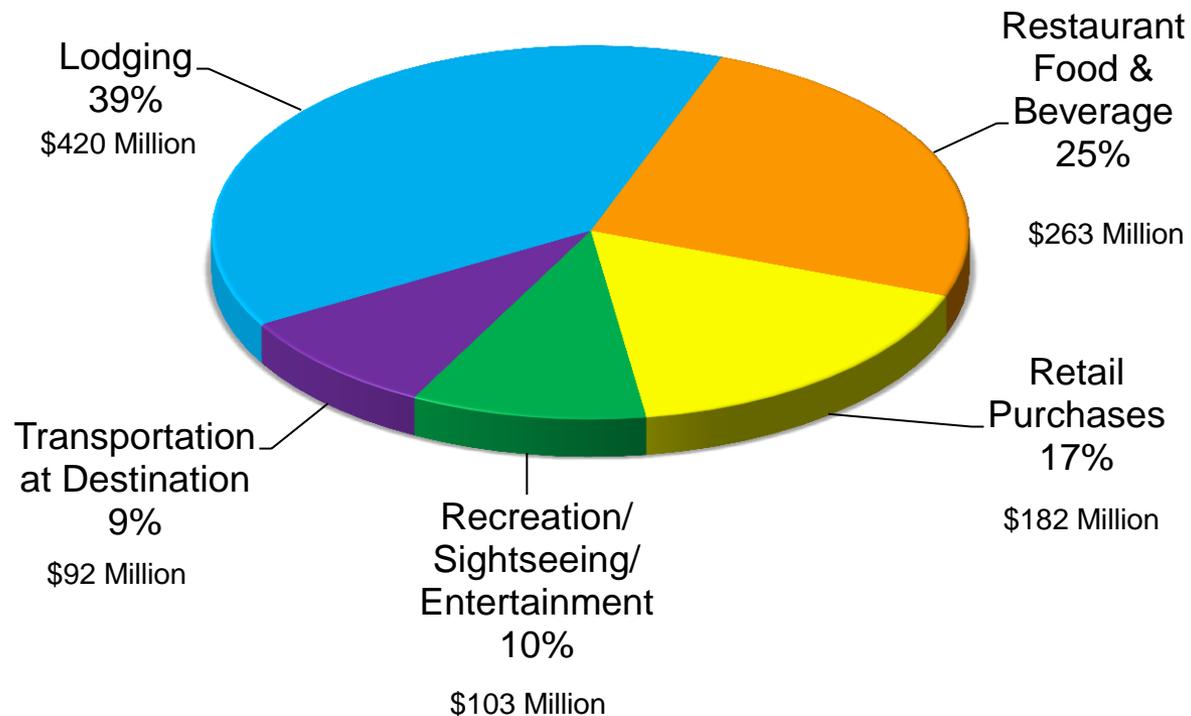


# Overnight Expenditures

# Total Overnight Spending in Scottsdale — by Sector



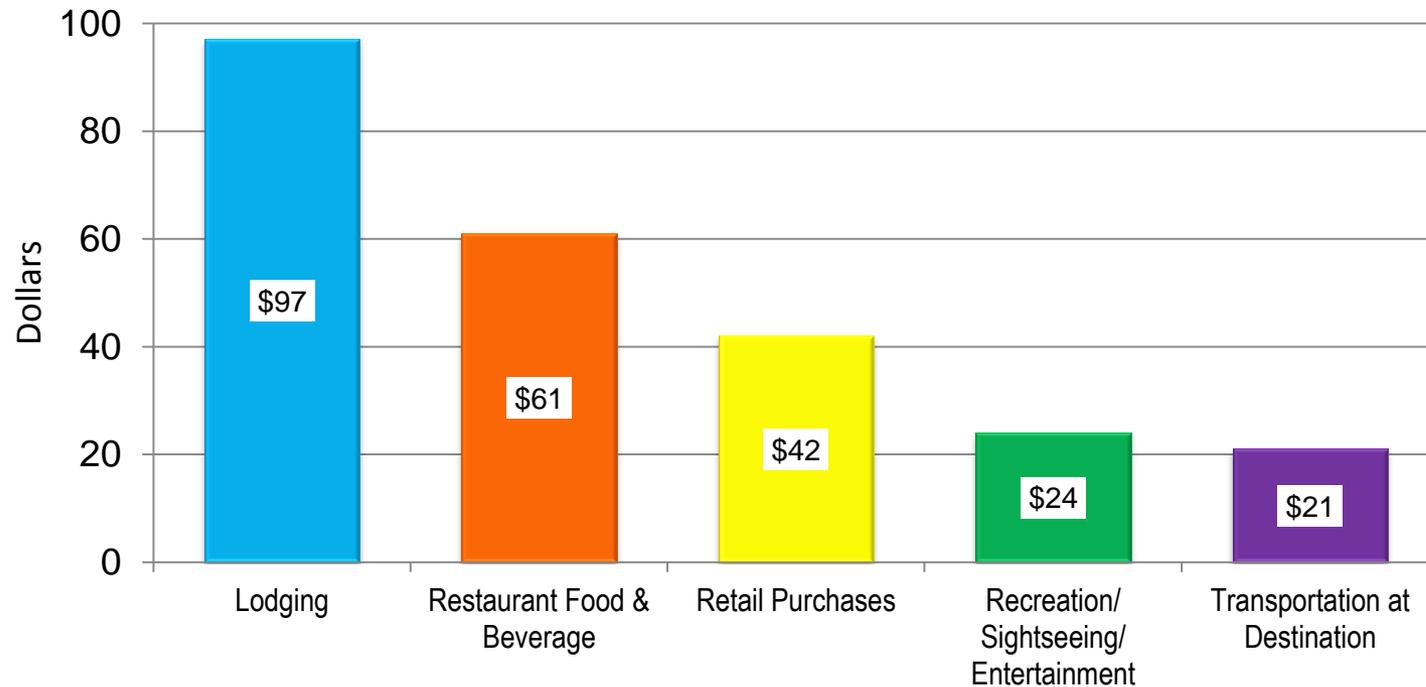
**Total Spending = \$1.1 Billion**



# Average Per Person Expenditures on Overnight Trips to Scottsdale – By Sector



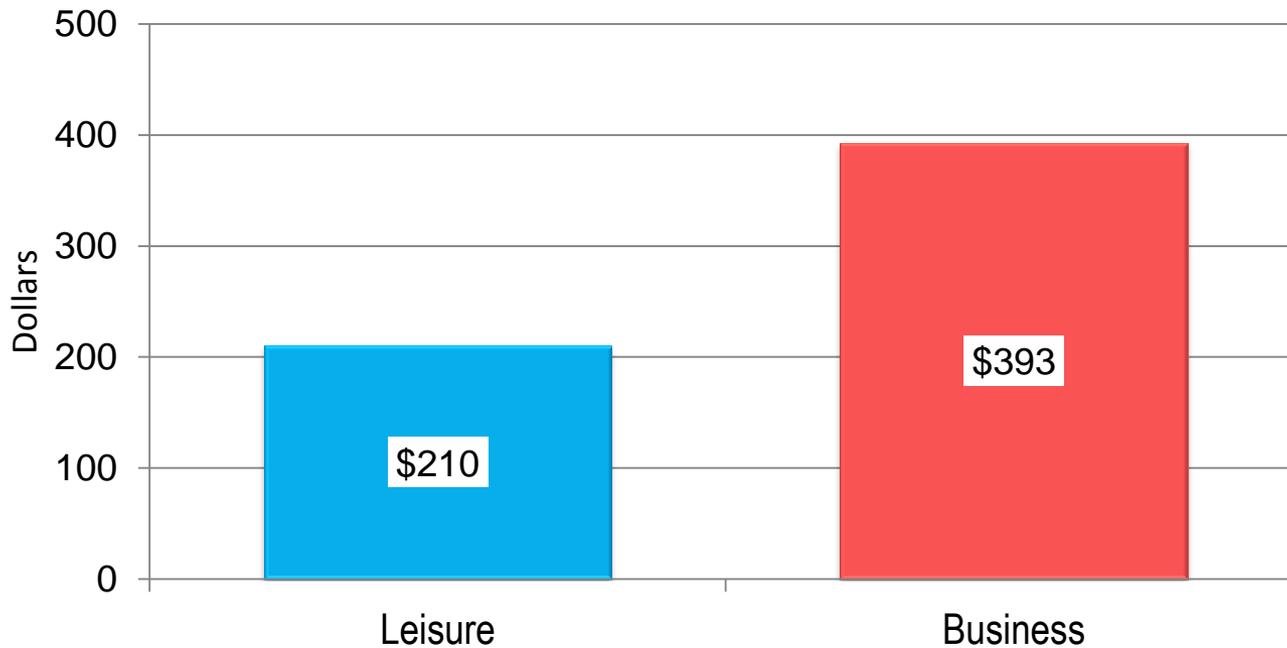
Base: Total Overnight Person-Trips



# Average Per Person Expenditures on Overnight Trips to Scottsdale – by Trip Purpose



Base: Total Overnight Person-Trips



# Average Per Party Expenditures on Overnight Trips to Scottsdale – By Sector



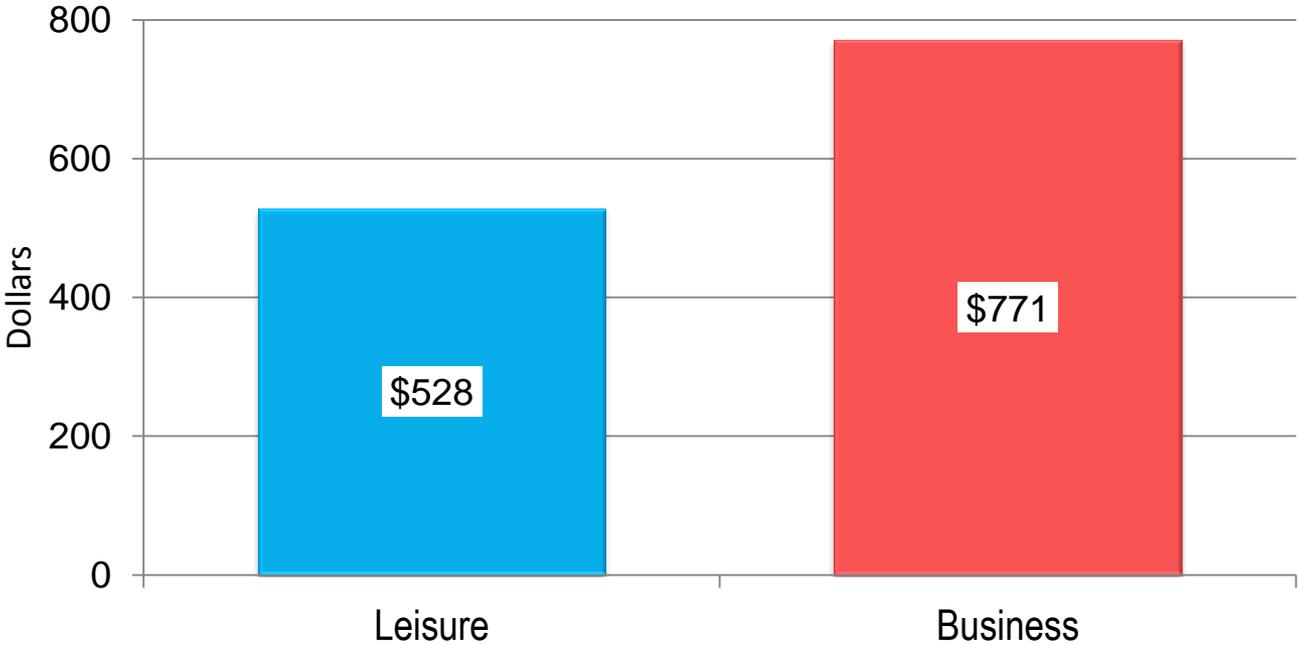
Base: Total Overnight Person-Trips



# Average Per Party Expenditures on Overnight Trips to Scottsdale – by Trip Purpose



Base: Total Overnight Person-Trips





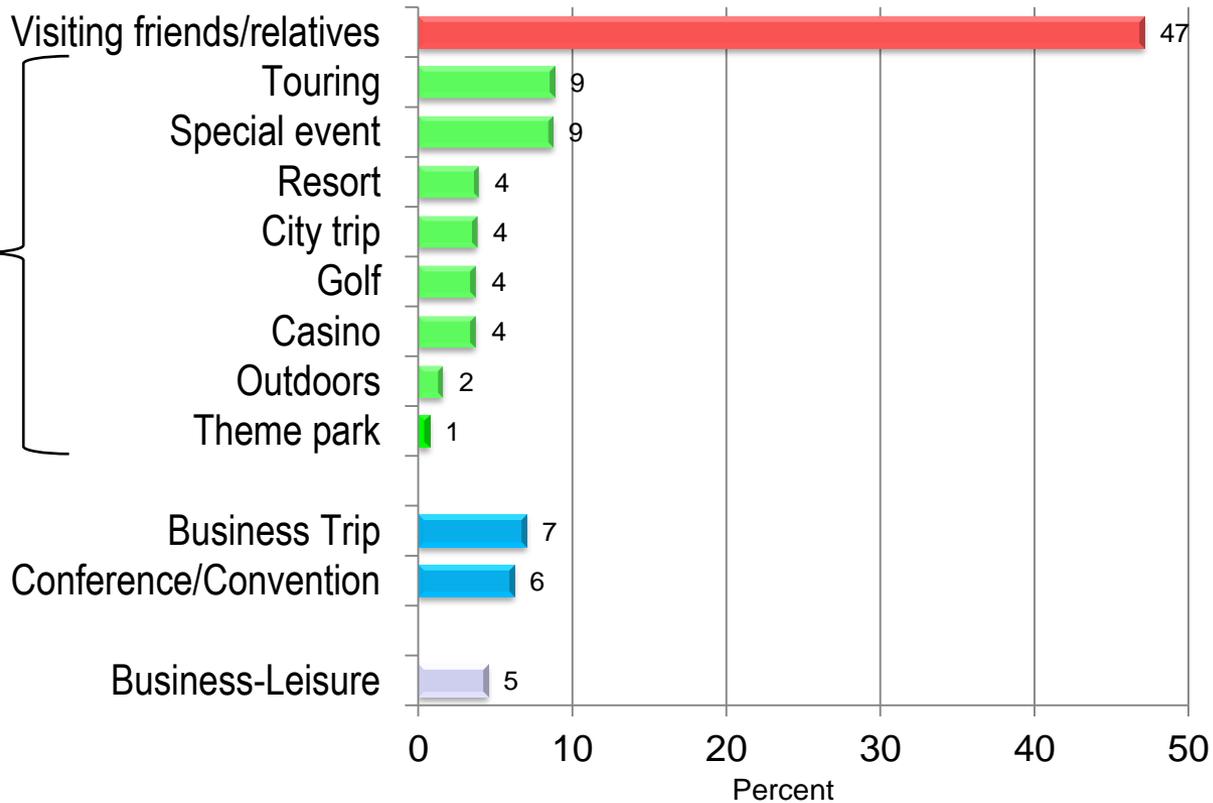
# Overnight Trip Characteristics

# Main Purpose of Trip



Base: Overnight Person-Trips to Scottsdale

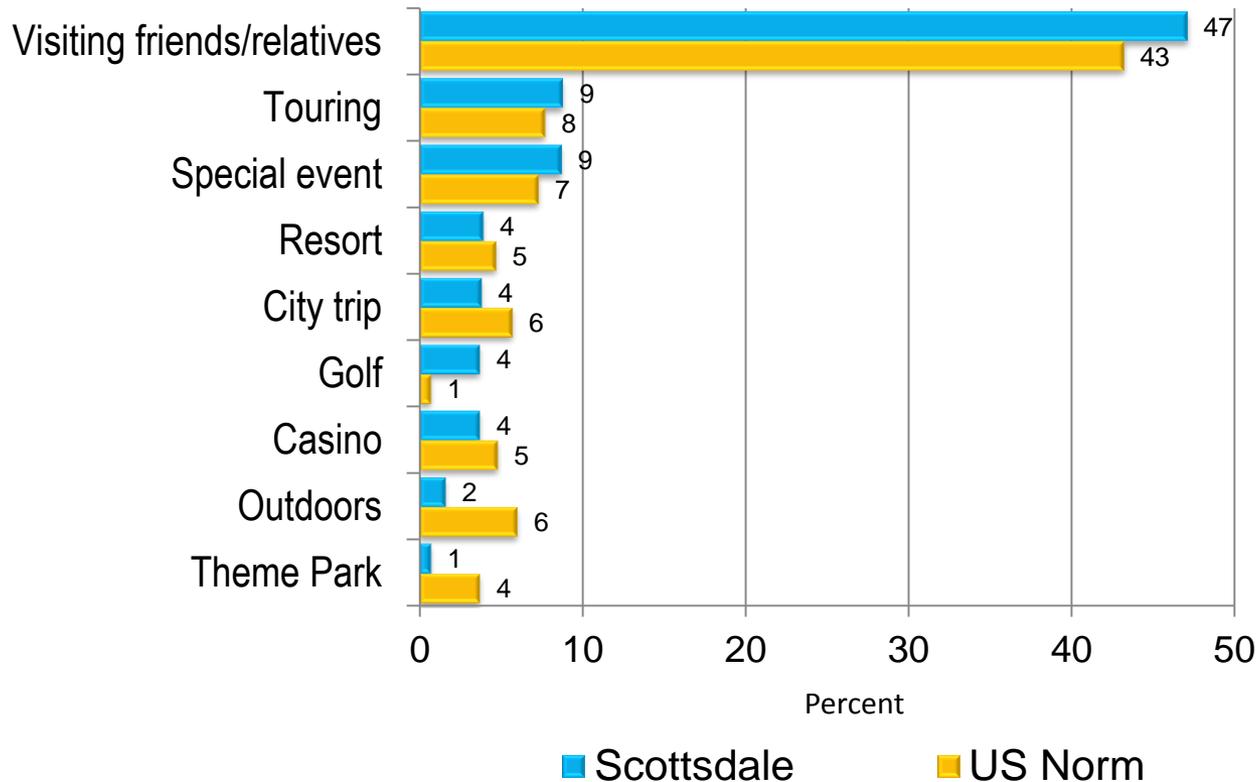
**Marketable  
Trips  
35%**



# Main Purpose of Leisure Trip — Scottsdale vs. National Norm



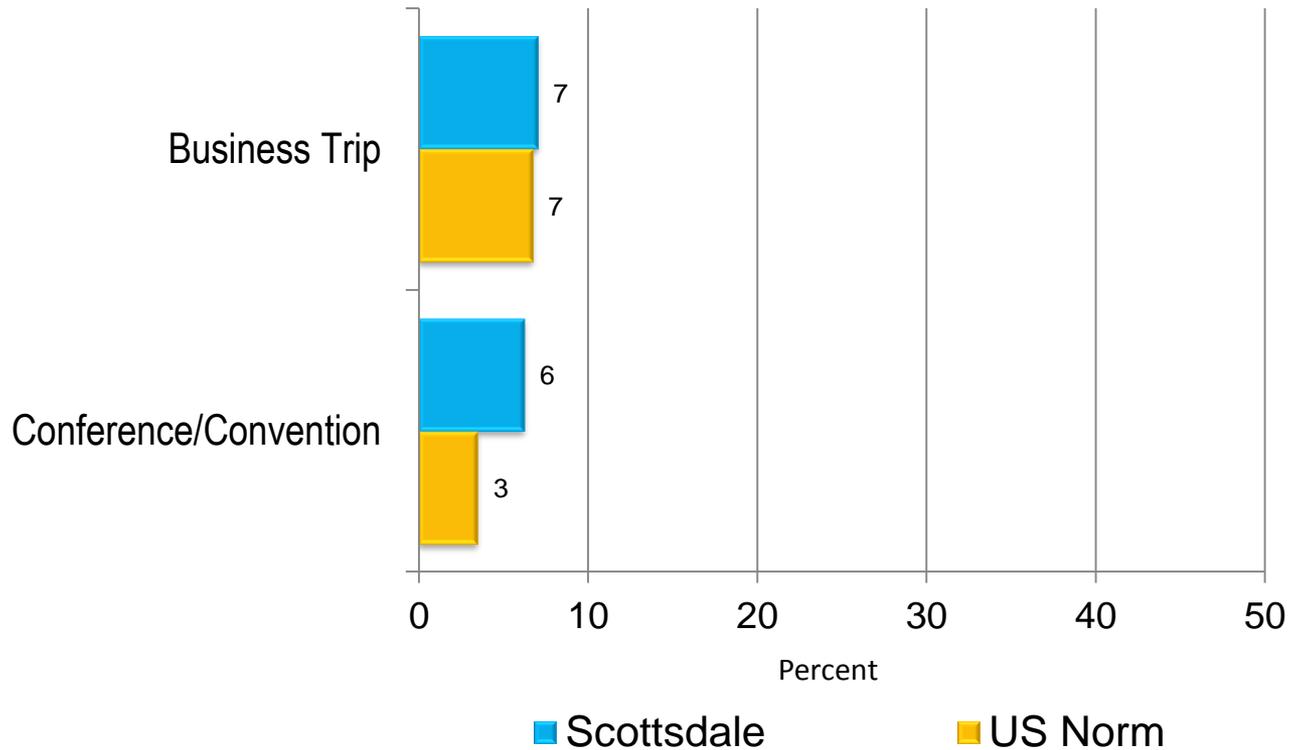
Base: Overnight Person-Trips



# Main Purpose of Business Trip — Scottsdale vs. National Norm



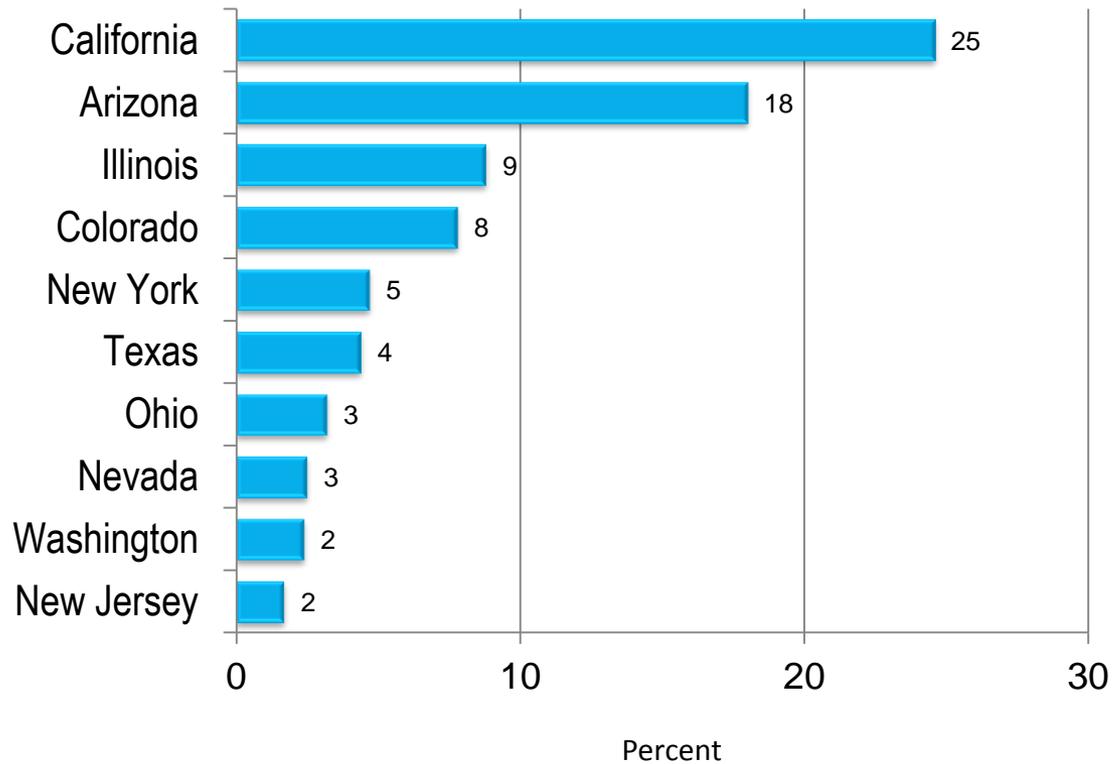
Base: Overnight Person-Trips



# State Origin Of Trip



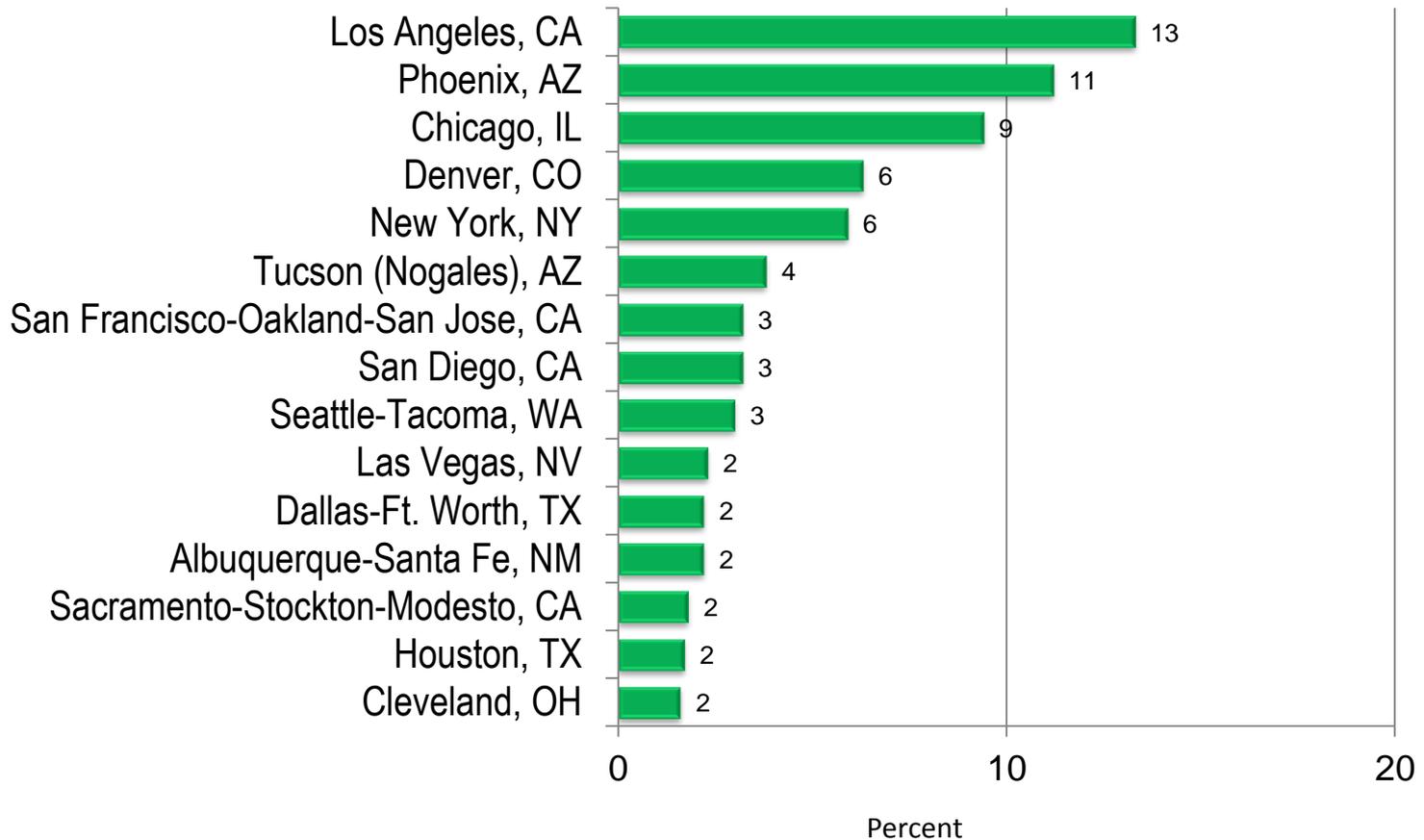
Base: Overnight Person-Trips to Scottsdale



# DMA Origin Of Trip



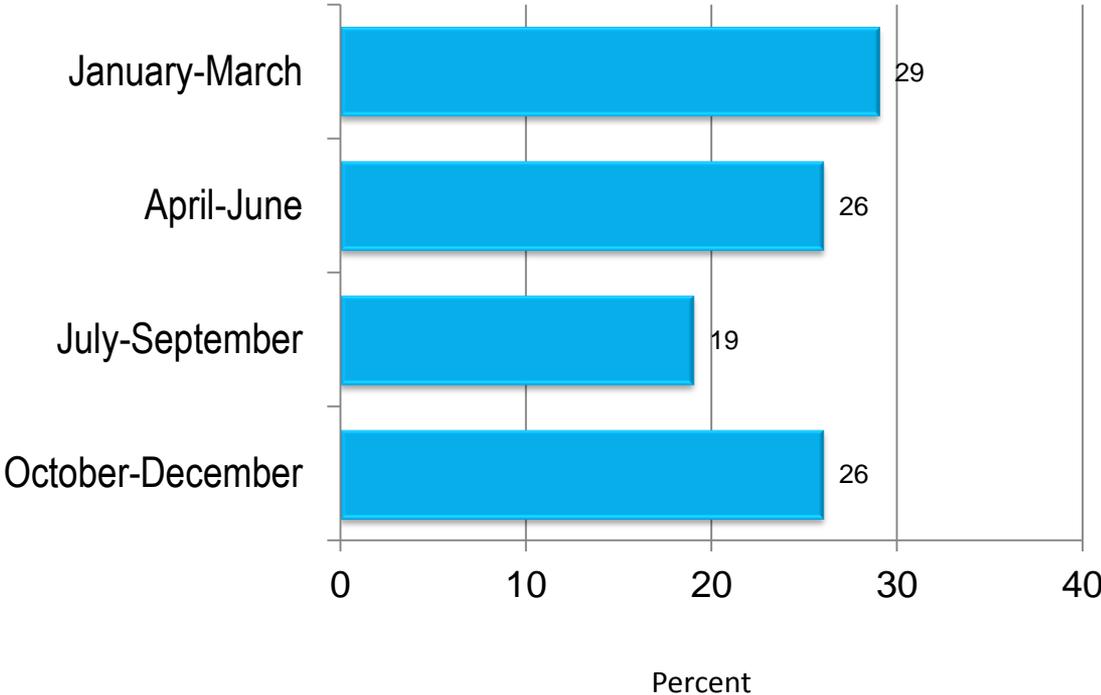
Base: Overnight Person-Trips to Scottsdale



# Season of Trip



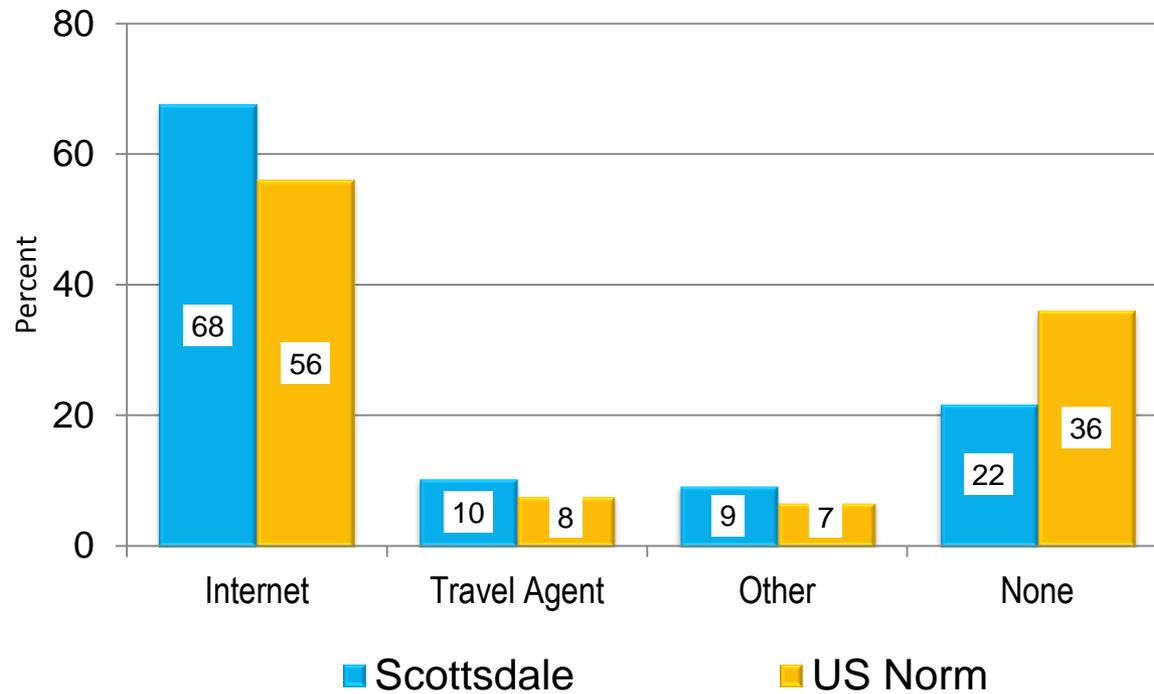
Base: Overnight Person-Trips to Scottsdale



# Method of Planning Trip



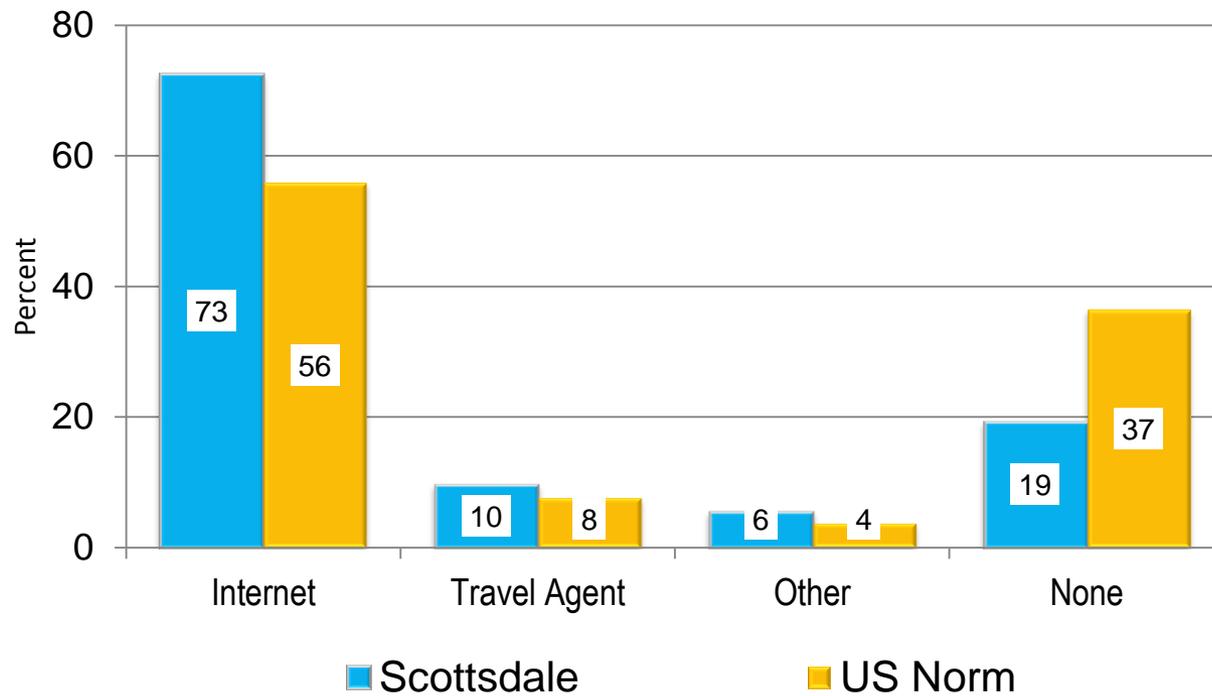
Base: Overnight Person-Trips



# Method of Booking Trip



Base: Overnight Person-Trips



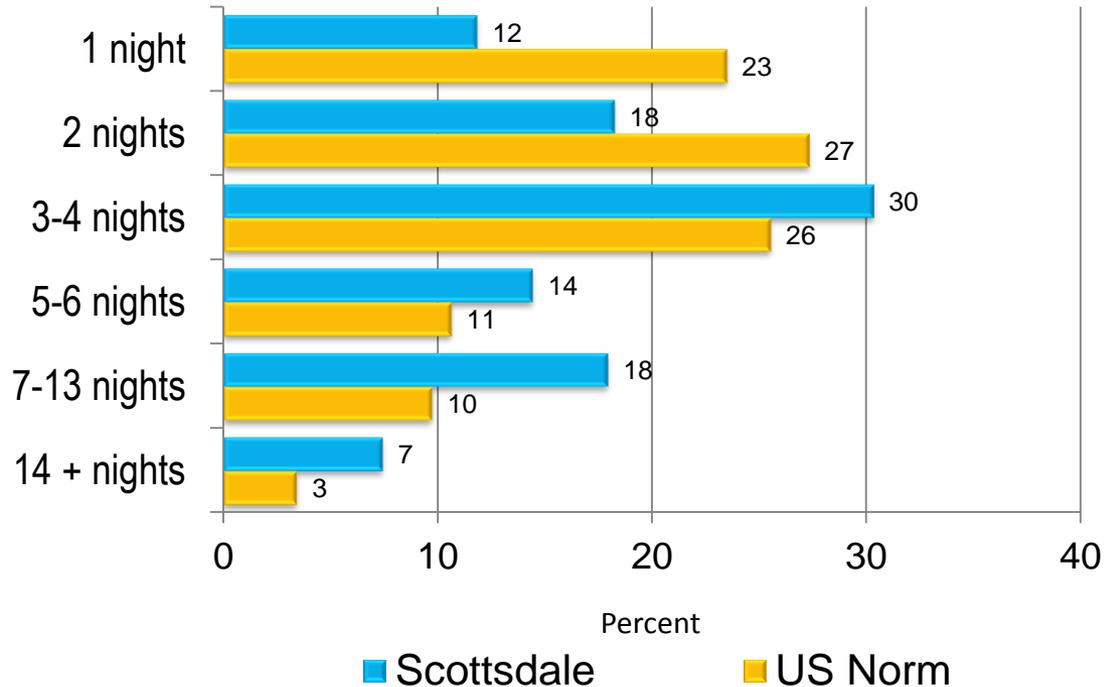
# Total Nights Away on Trip



Base: Overnight Person-Trips

**Average  
Scottsdale  
= 5.3 Nights**

**Average  
US Norm  
= 3.7 Nights**

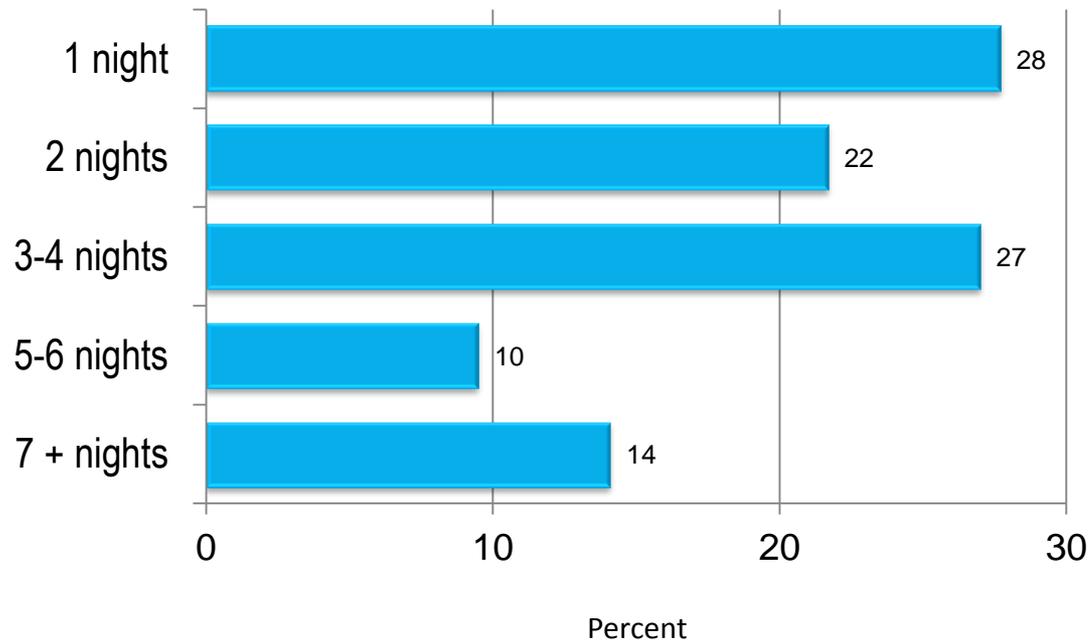


# Number of Nights Spent in Scottsdale



Base: Overnight Person-Trips with 1+ Nights Spent In Scottsdale

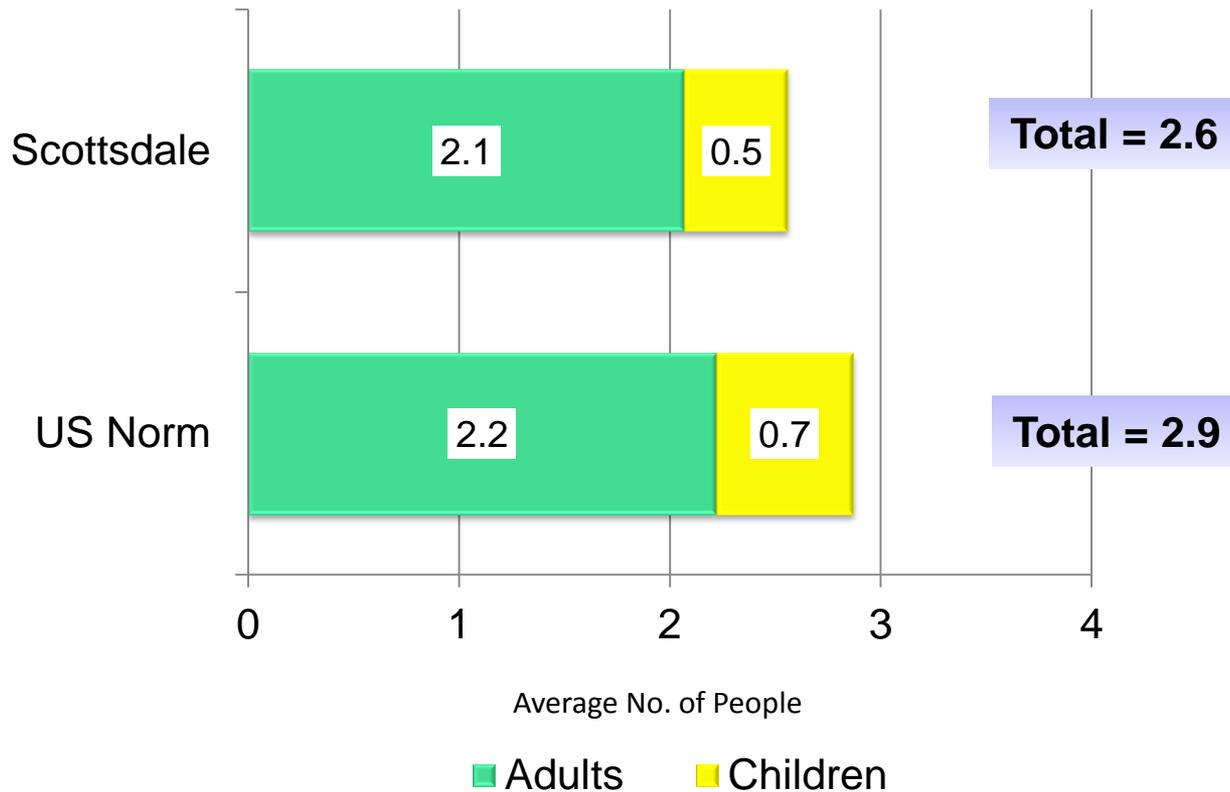
**Average Nights Spent in Scottsdale = 3.9**



# Size of Travel Party



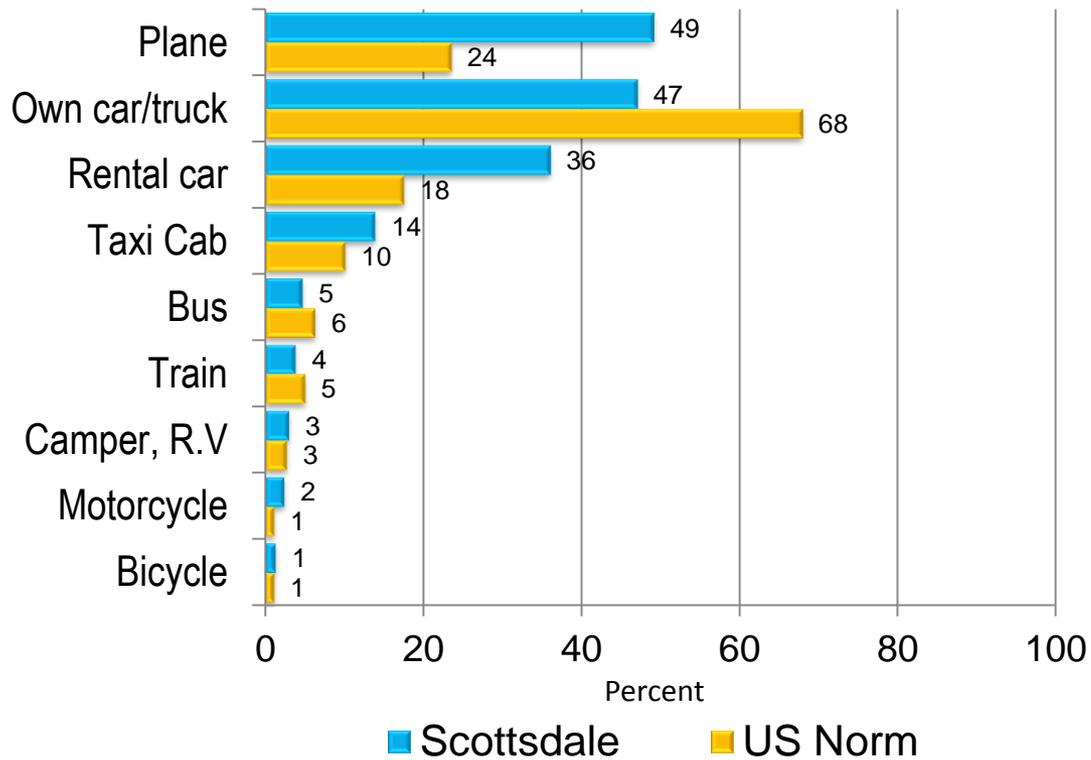
Base: Overnight Person-Trips



# Transportation



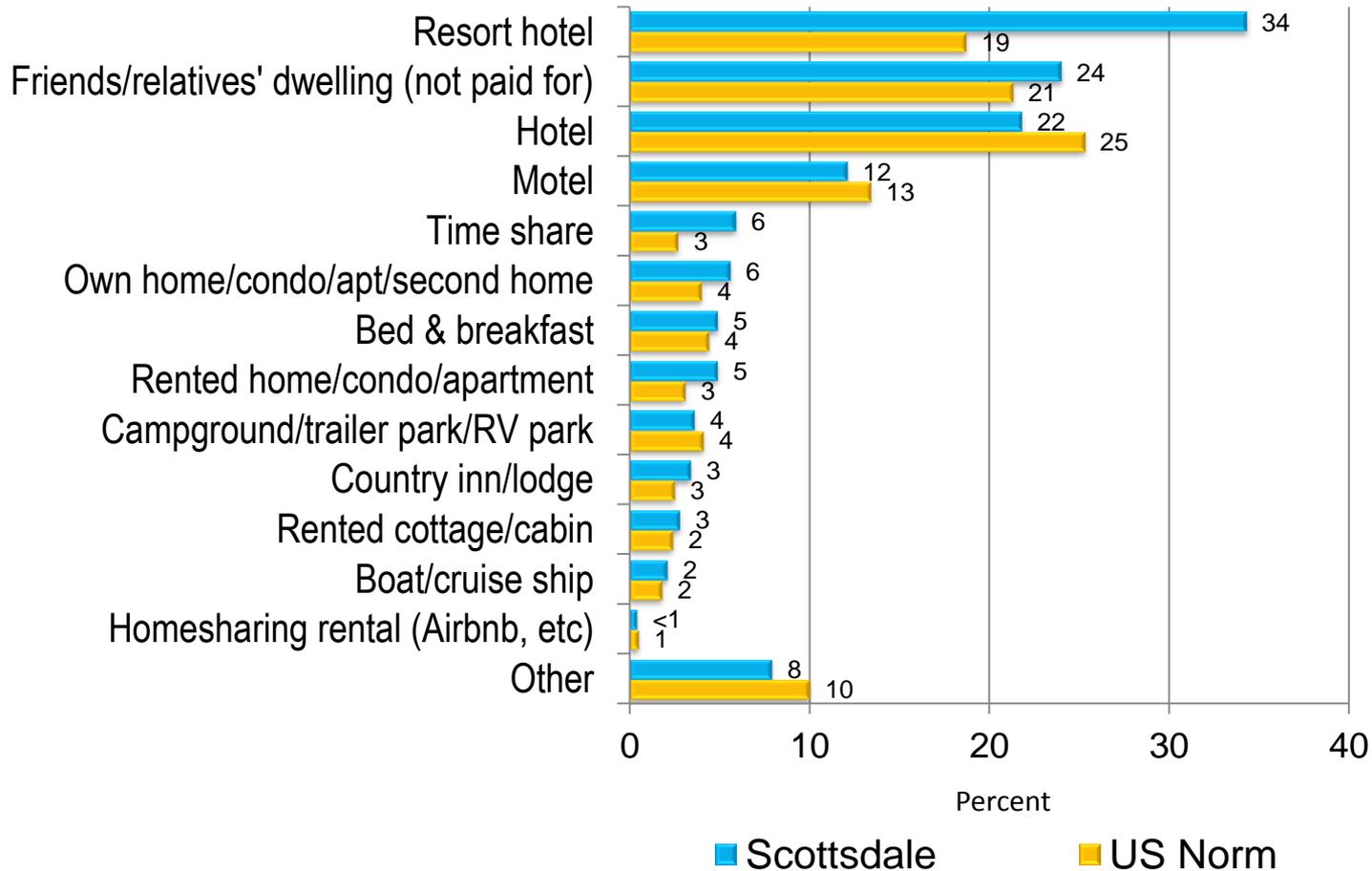
Base: Overnight Person-Trips



# Accommodation



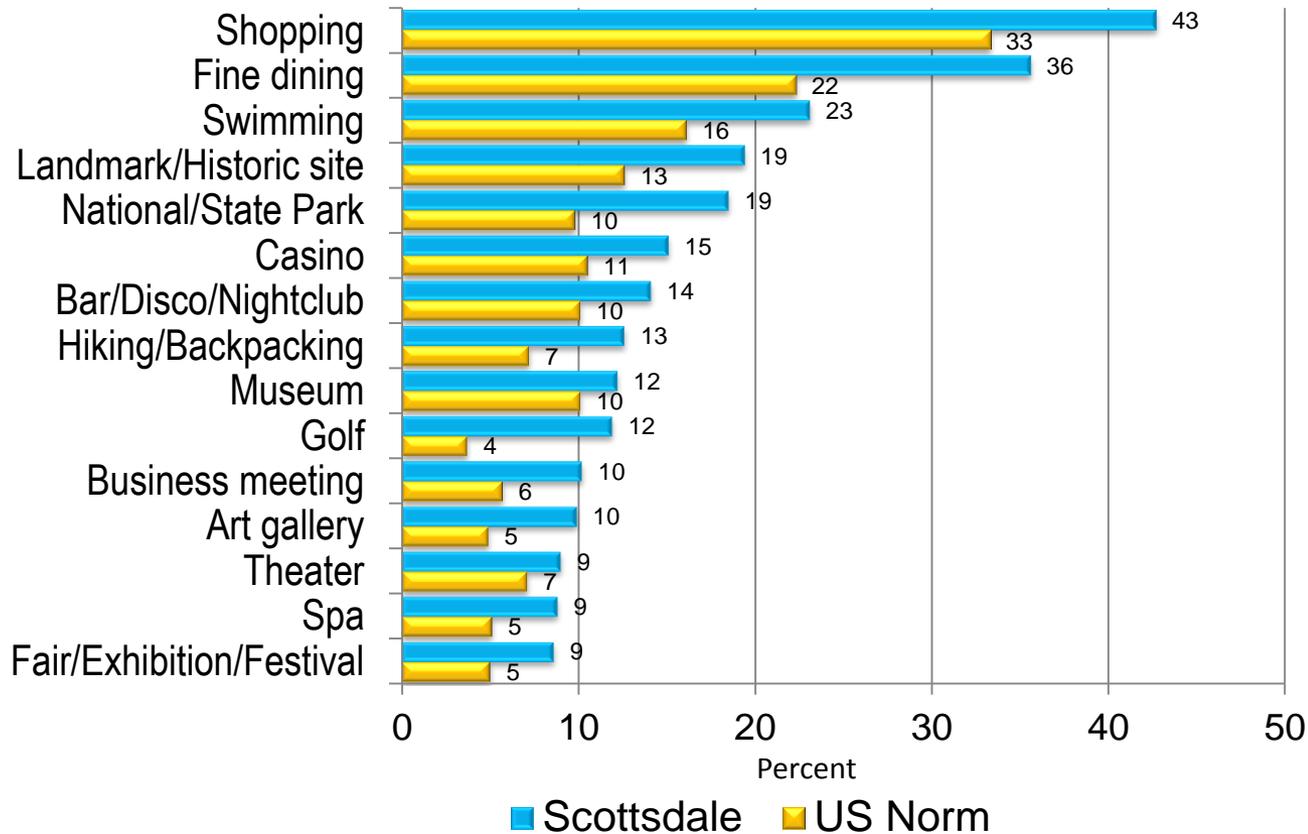
Base: Overnight Person-Trips



# Activities and Experiences



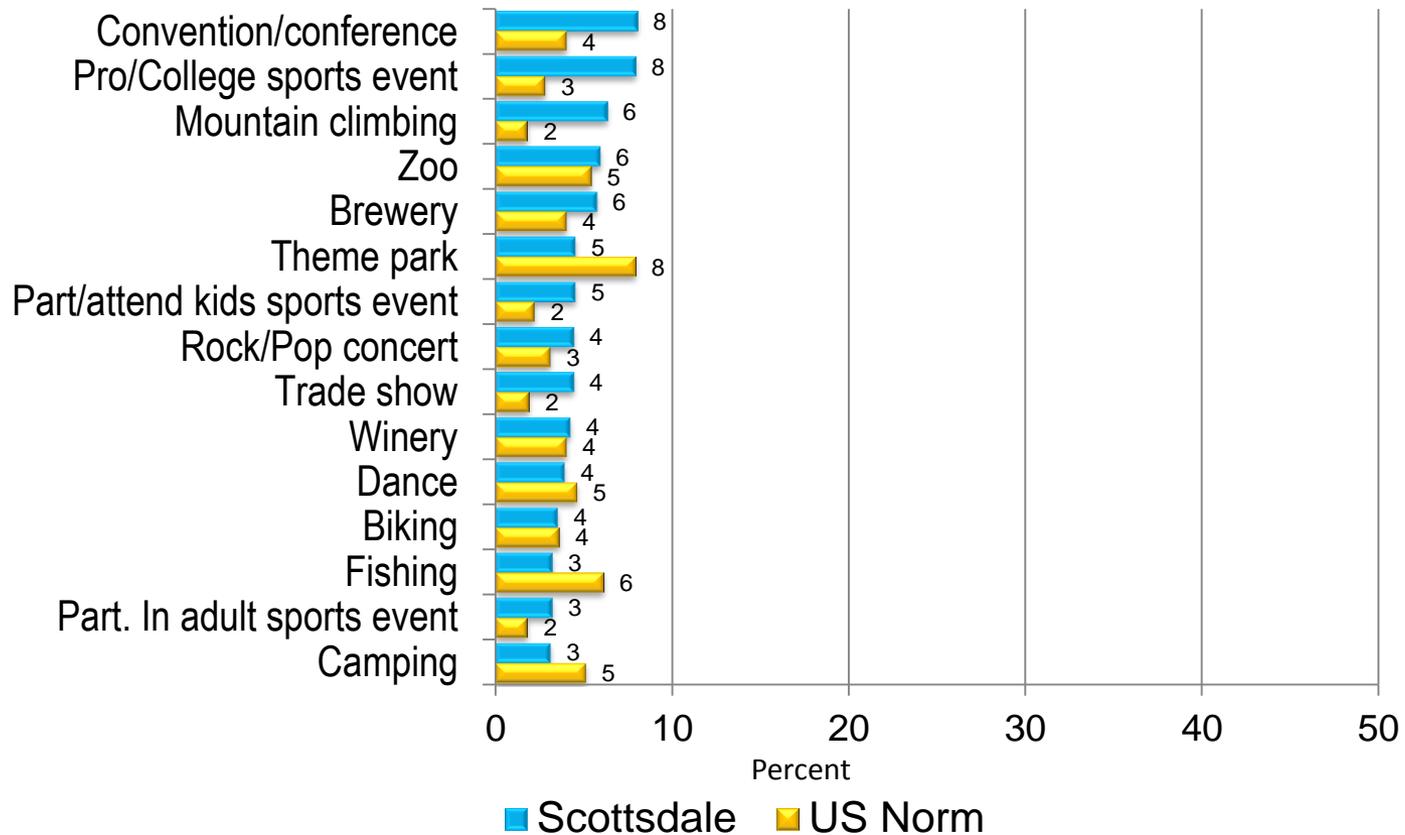
Base: Overnight Person-Trips



# Activities and Experiences (Cont'd)



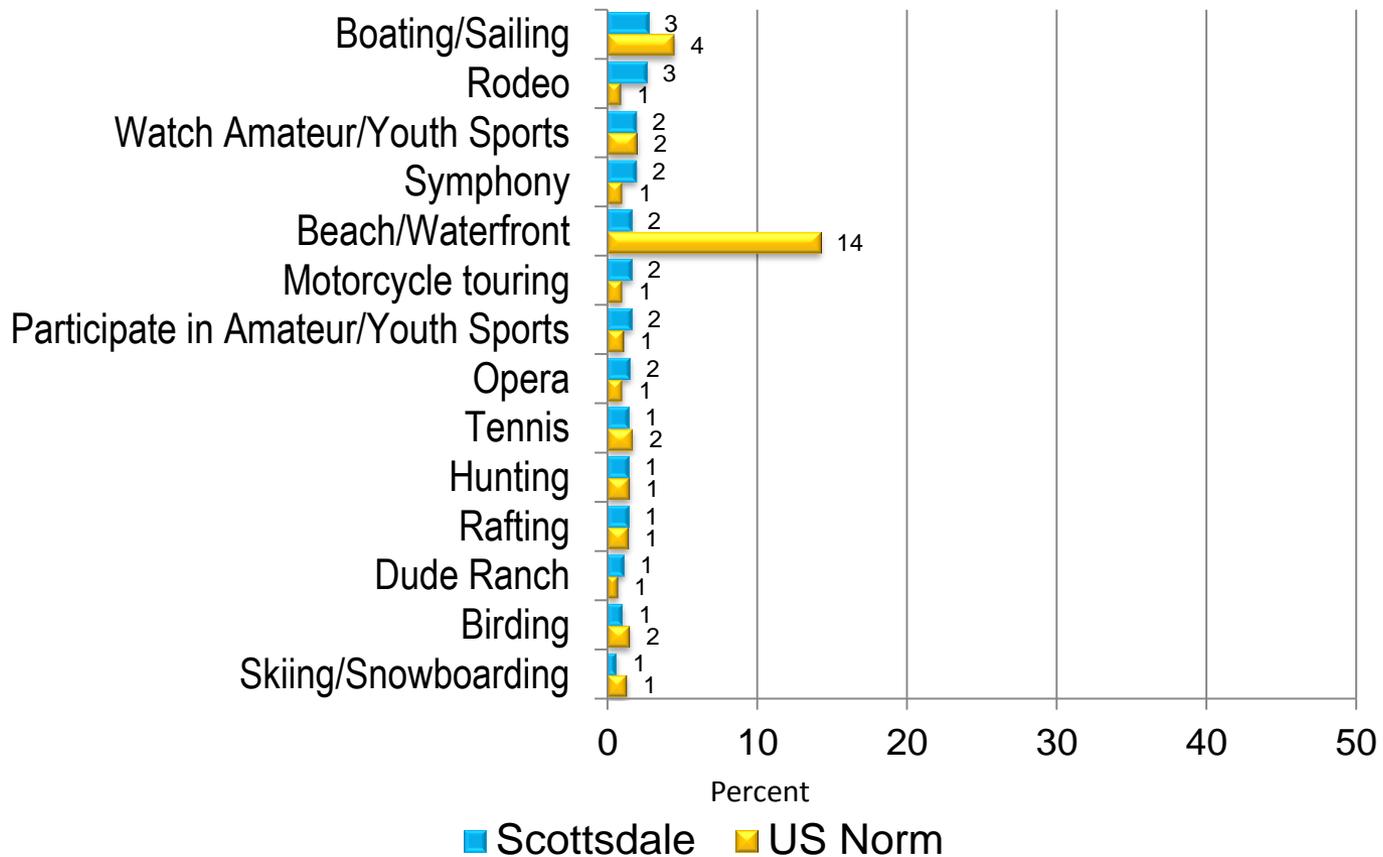
Base: Overnight Person-Trips



# Activities and Experiences (Cont'd)



Base: Overnight Person-Trips



# Activities of Special Interest



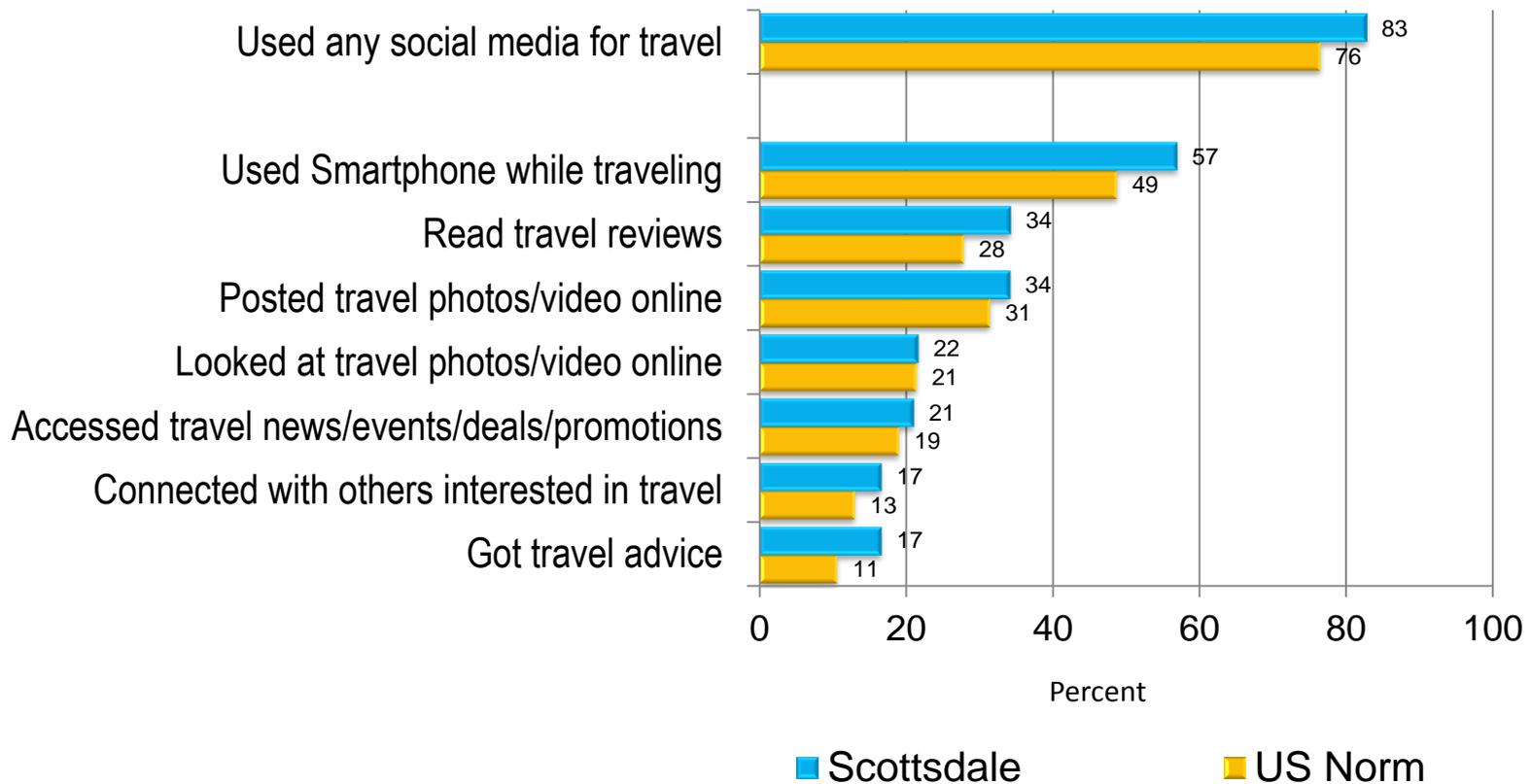
Base: Overnight Person-Trips



# Online Social Media Use by Travelers



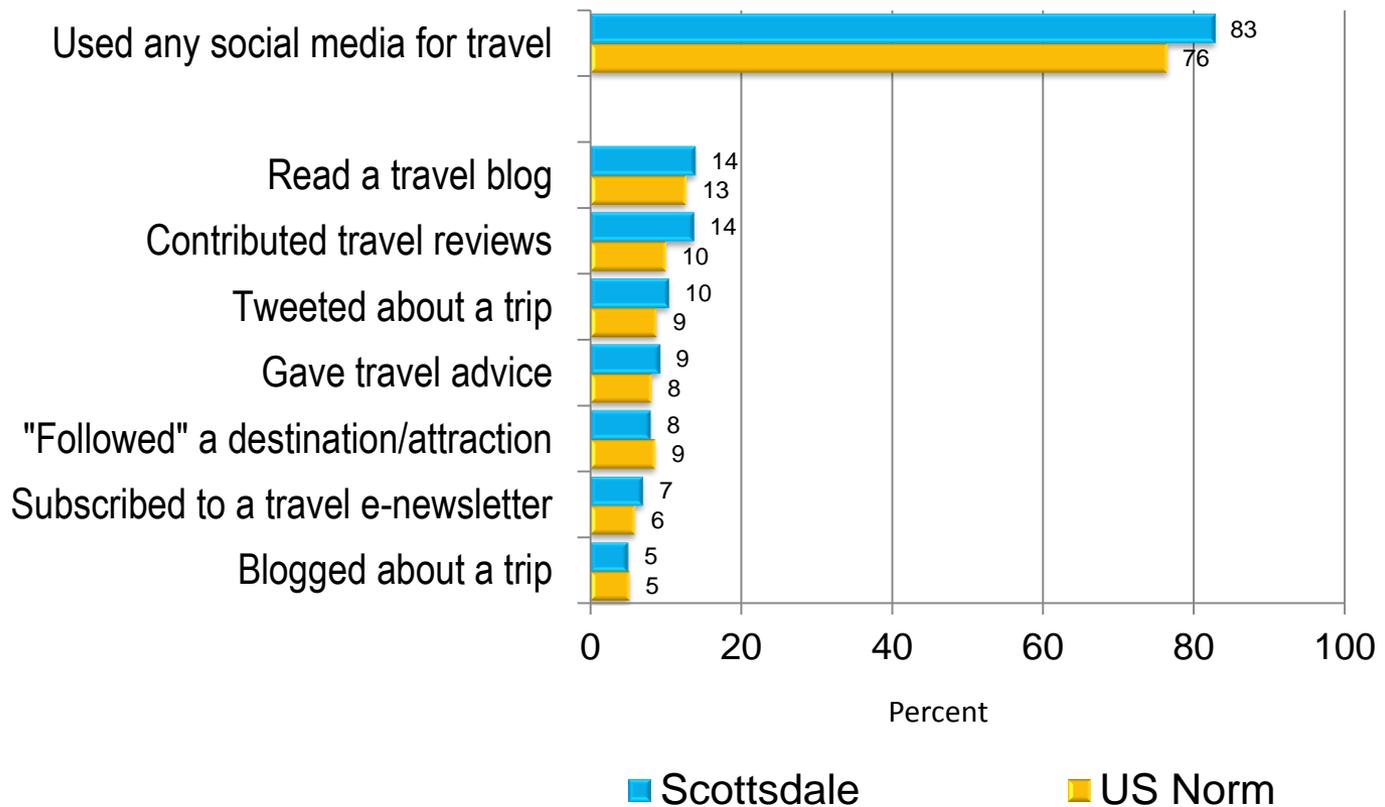
Base: Overnight Person-Trips



# Online Social Media Use by Travelers (Cont'd)



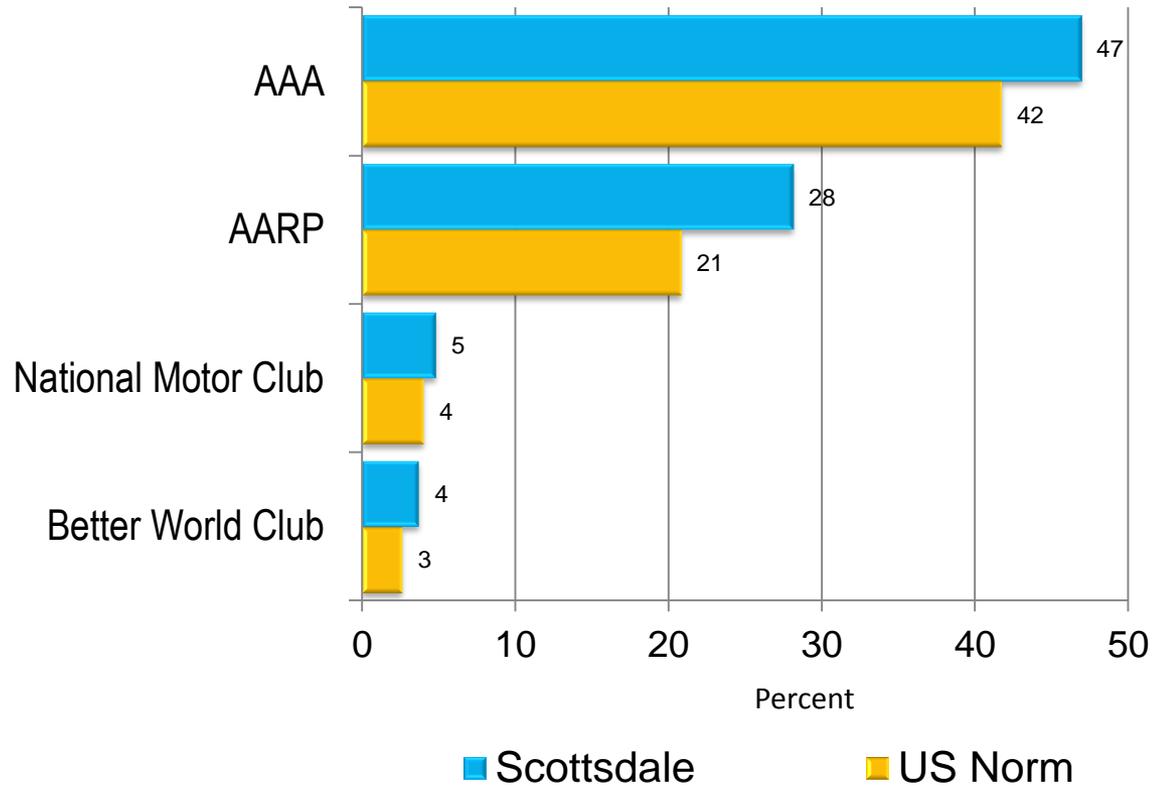
Base: Overnight Person-Trips



# Organization Membership



Base: Overnight Person-Trips





# Day Trip Detail

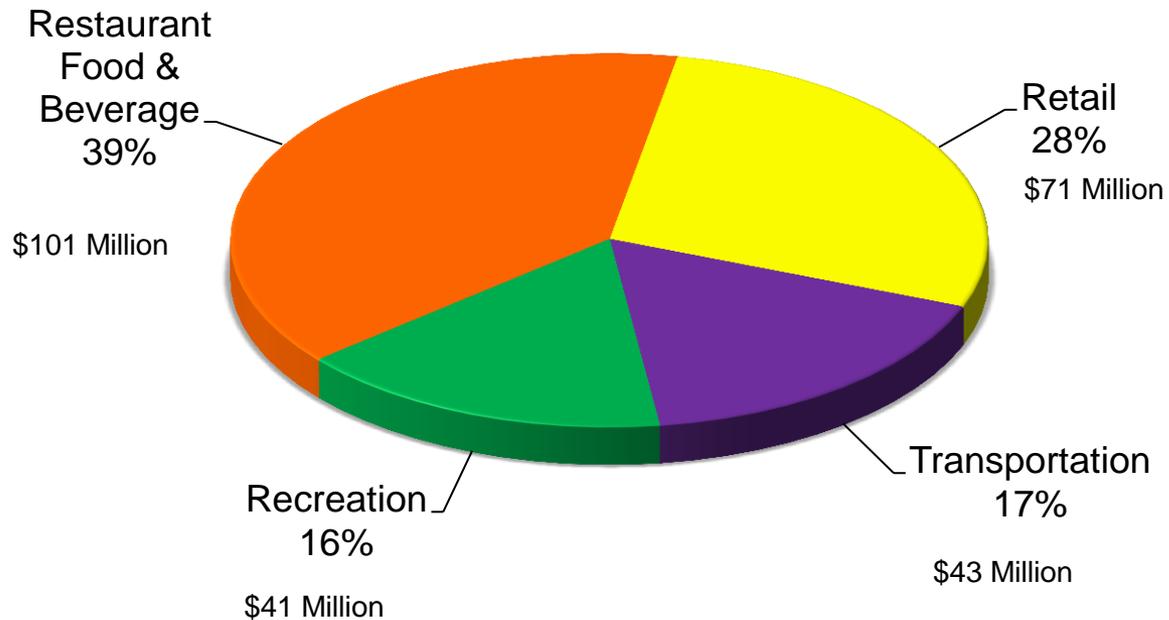


# Day Trip Expenditures

# Total Day Trip Spending – by Sector



**Total Spending = \$256 Million**



# Average Per Person Expenditures on Day Trips — By Sector



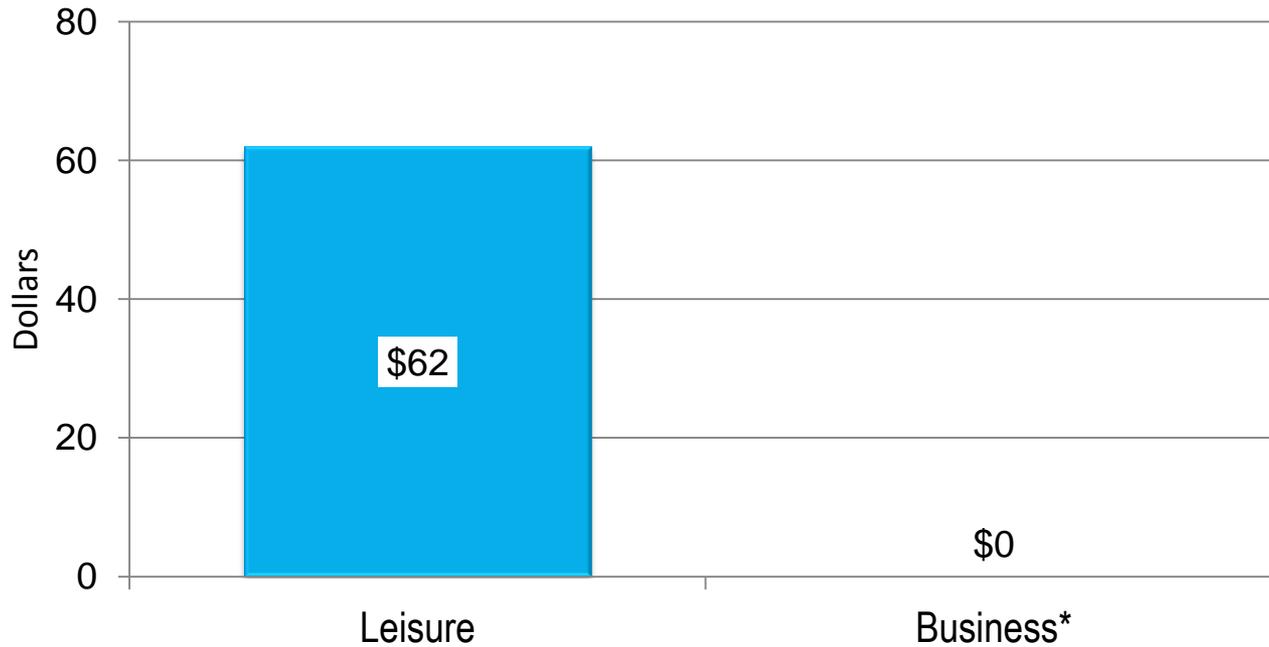
Base: Total Day Person-Trips



# Average Per Person Expenditures on Day Trip — by Trip Purpose



Base: Total Day Person-Trips

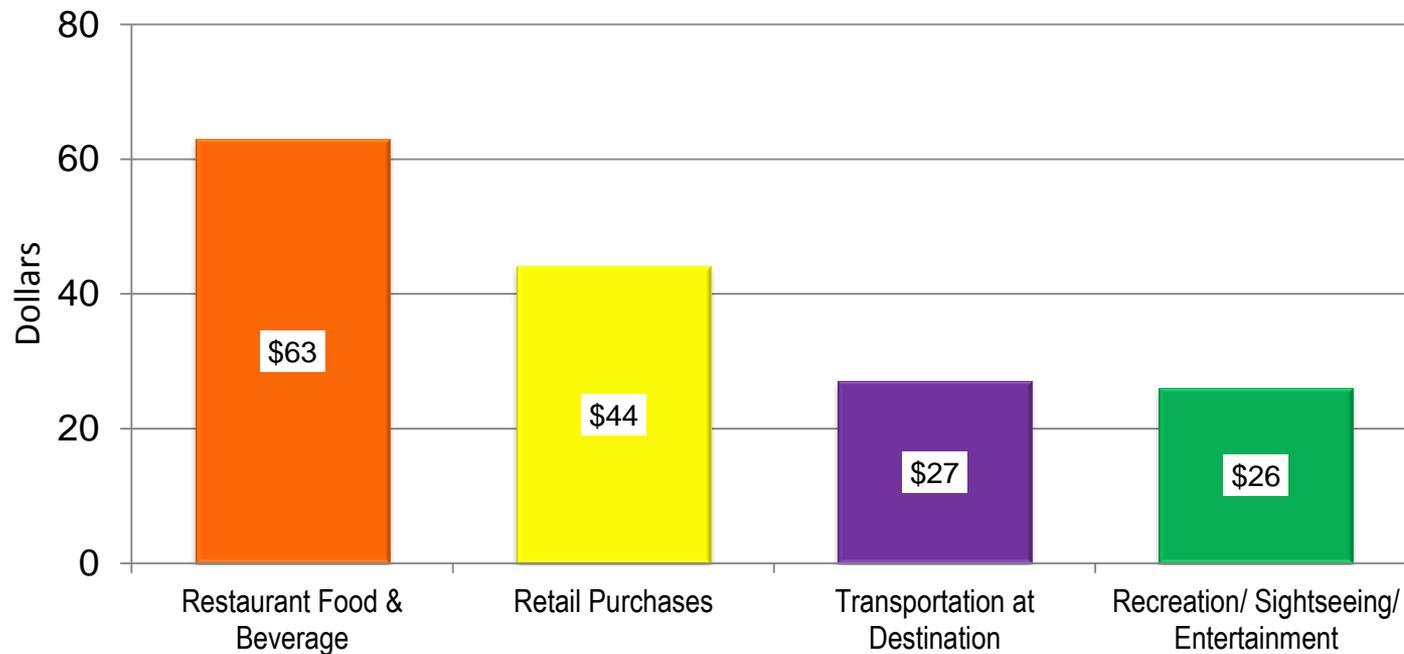


\* Low Business Base

# Average Per Party Expenditures on Day Trips — By Sector



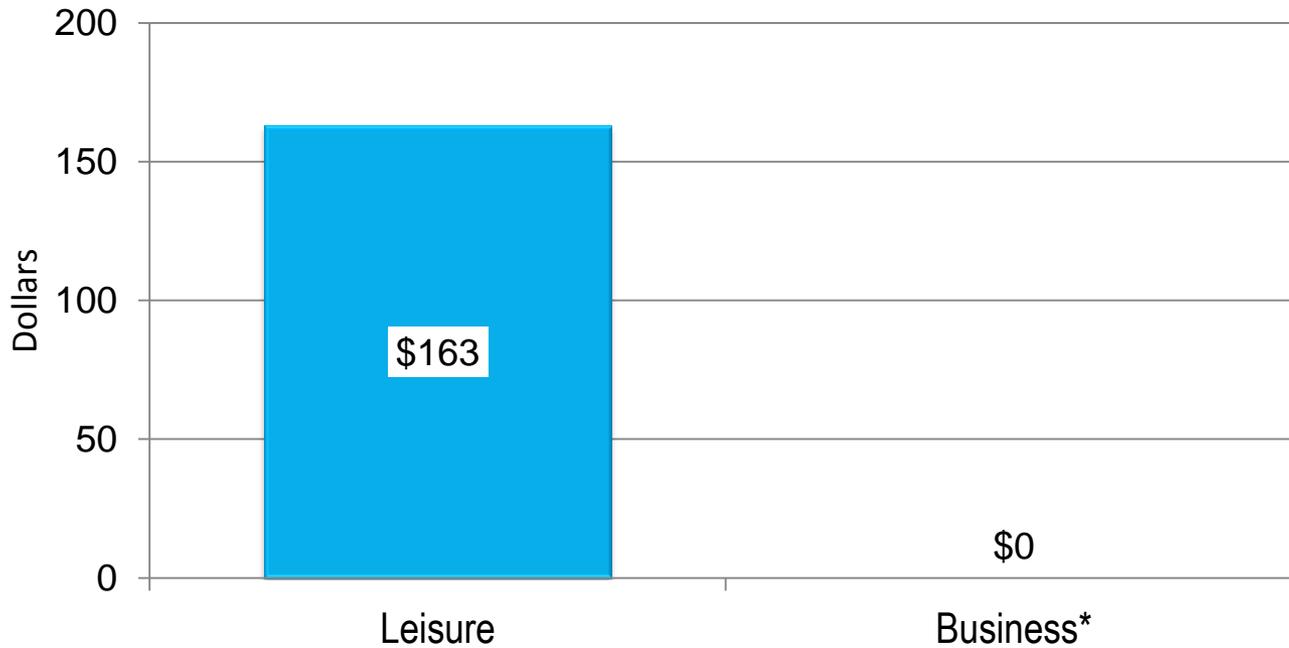
Base: Total Day Person-Trips



# Average Per Party Expenditures on Day Trip — by Trip Purpose



Base: Total Day Person-Trips



\* Low Business Base

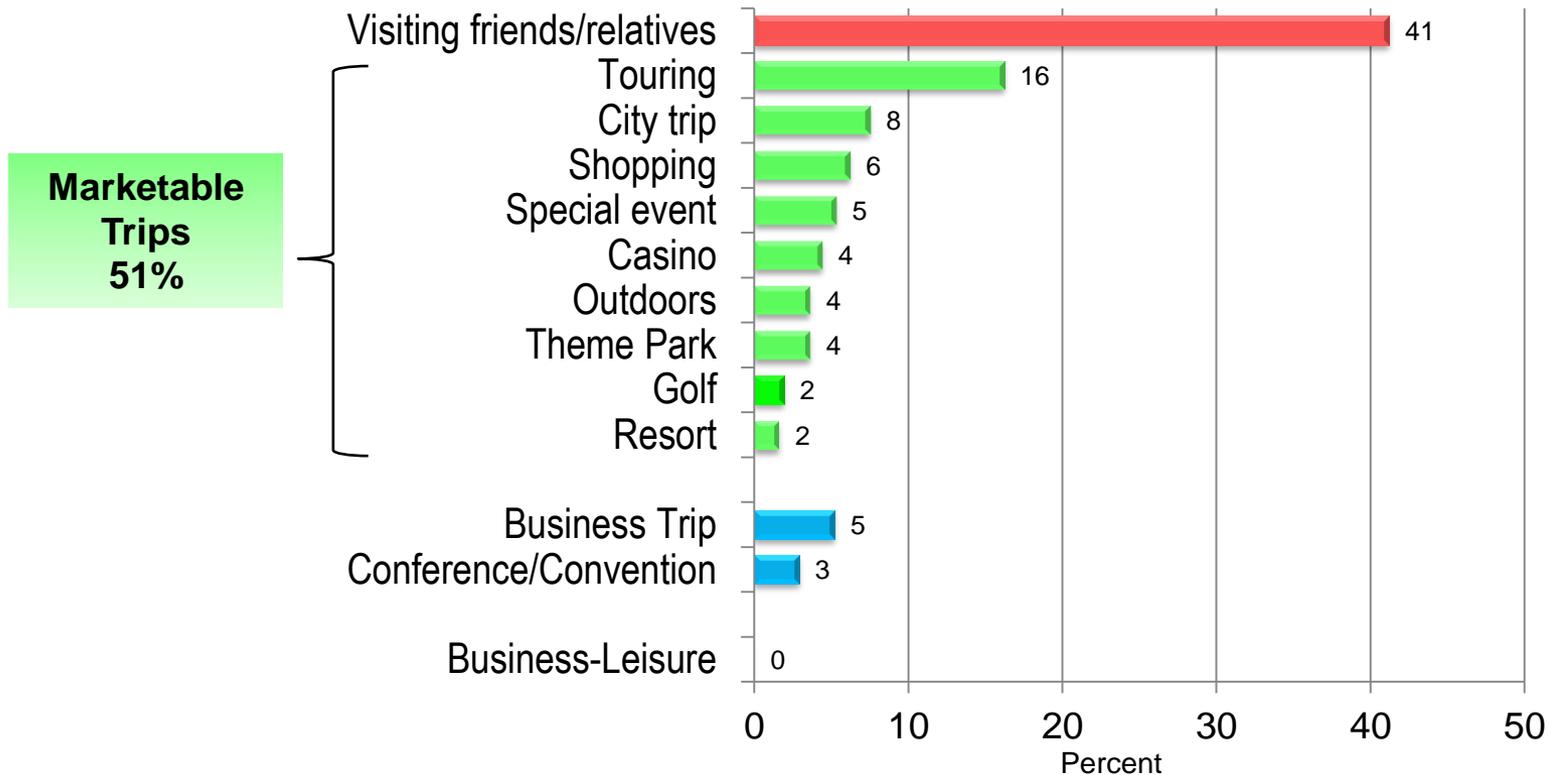


# Day Trip Characteristics

# Main Purpose of Trip



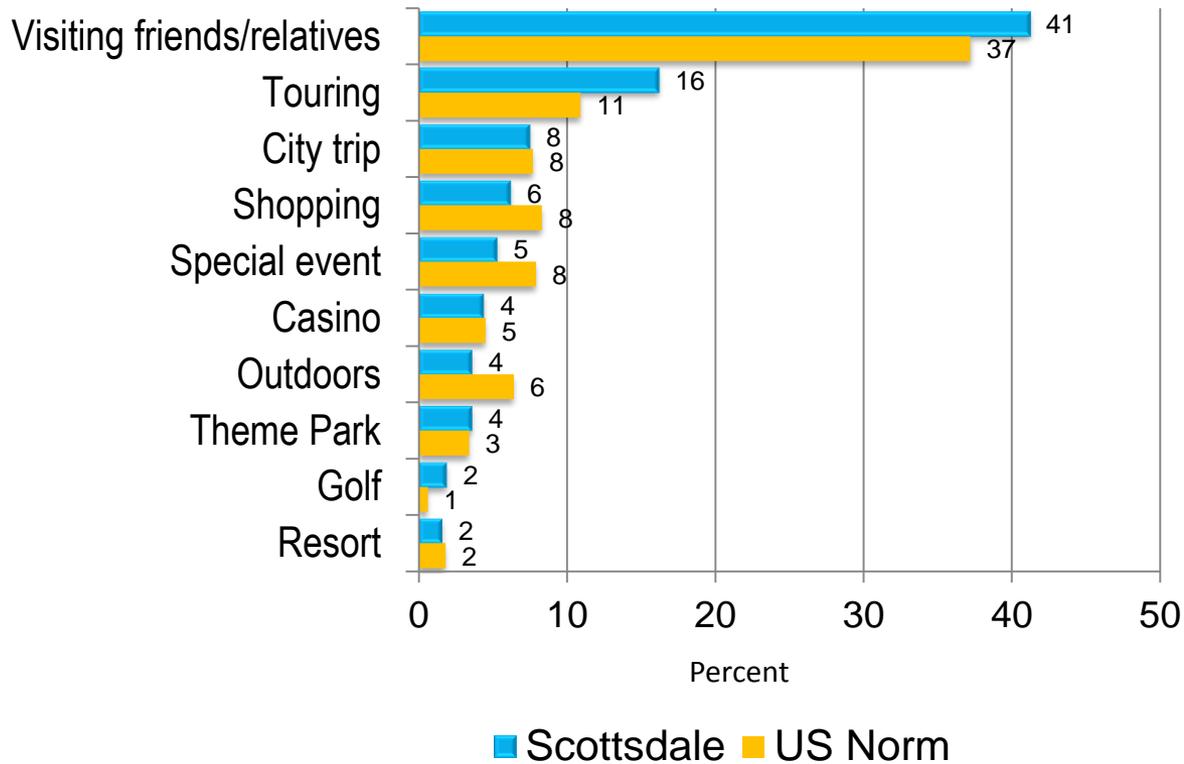
Base: Day Person-Trips to Scottsdale



# Main Purpose of Leisure Trip — Scottsdale vs. National Norm



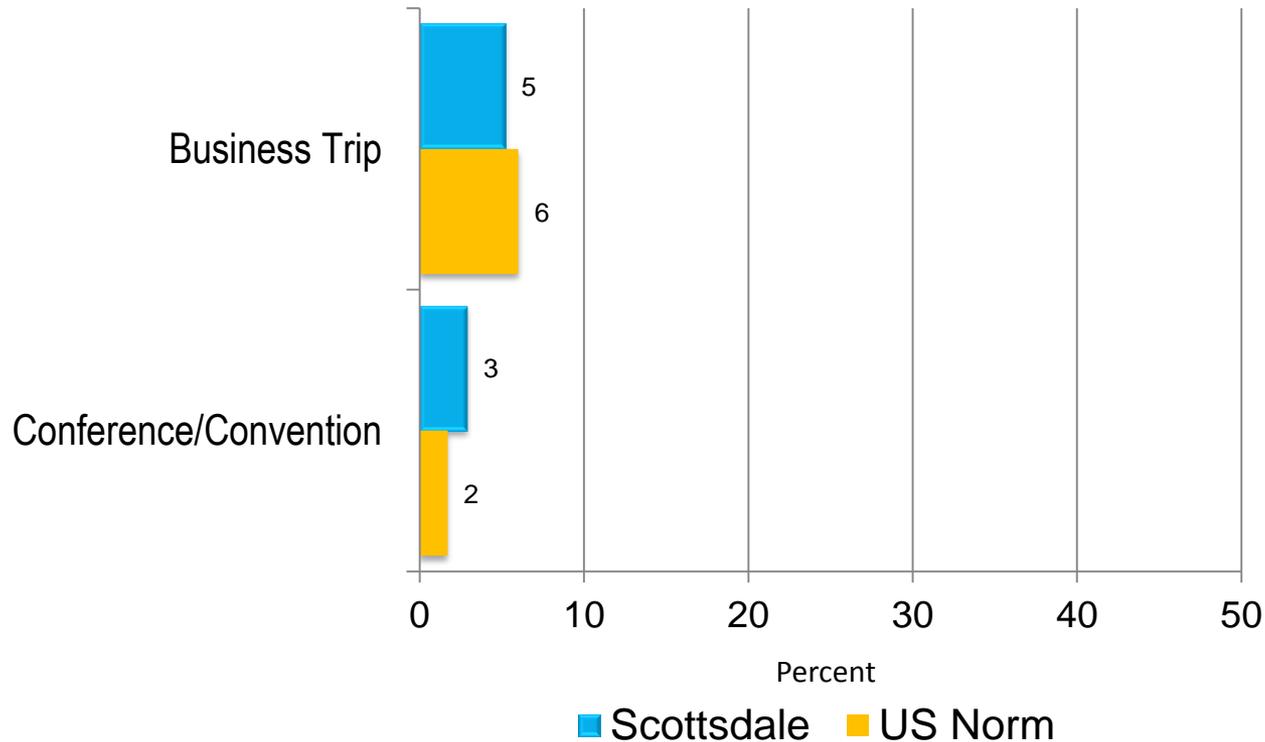
Base: Day Person-Trips



# Main Purpose of Business Trip — Scottsdale vs. National Norm



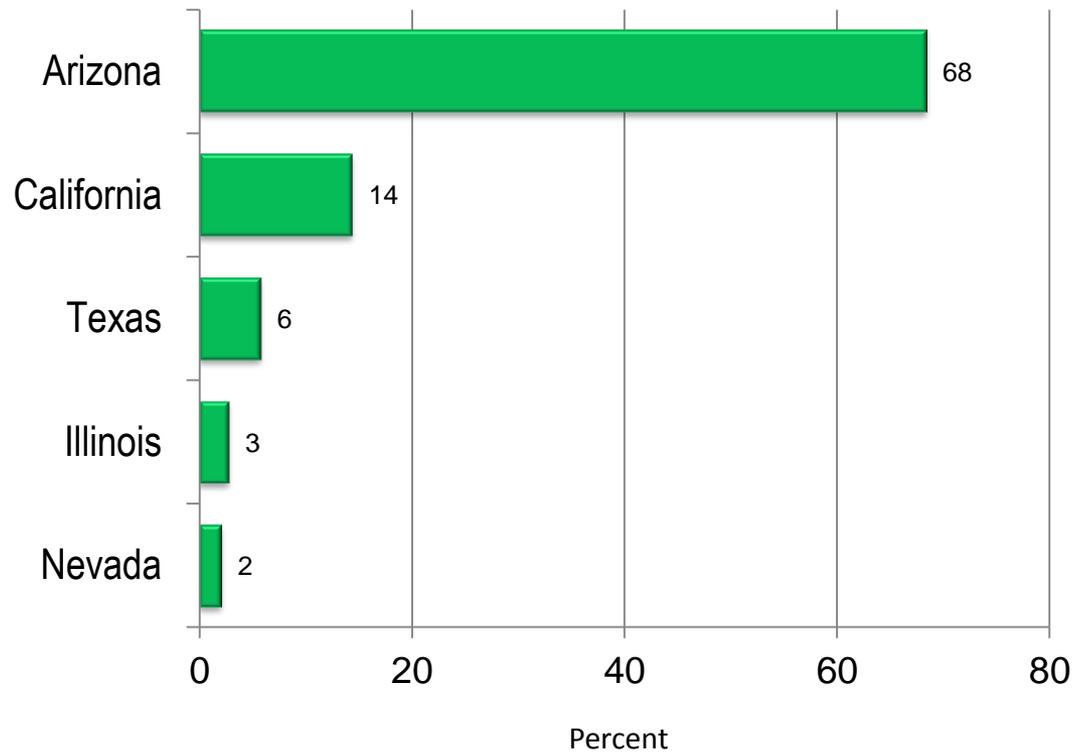
Base: Day Person-Trips



# State Origin Of Trip



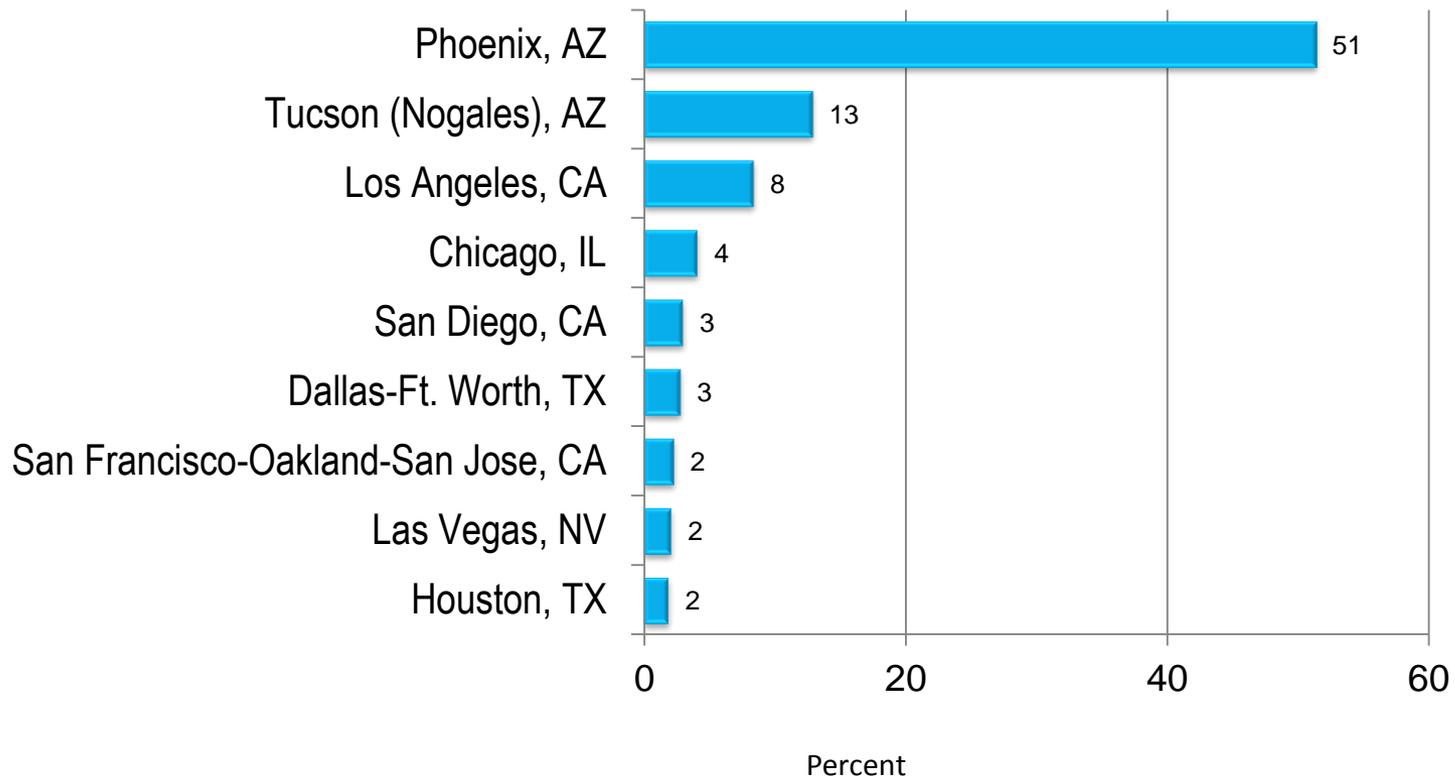
Base: Day Person-Trips to Scottsdale



# DMA Origin Of Trip



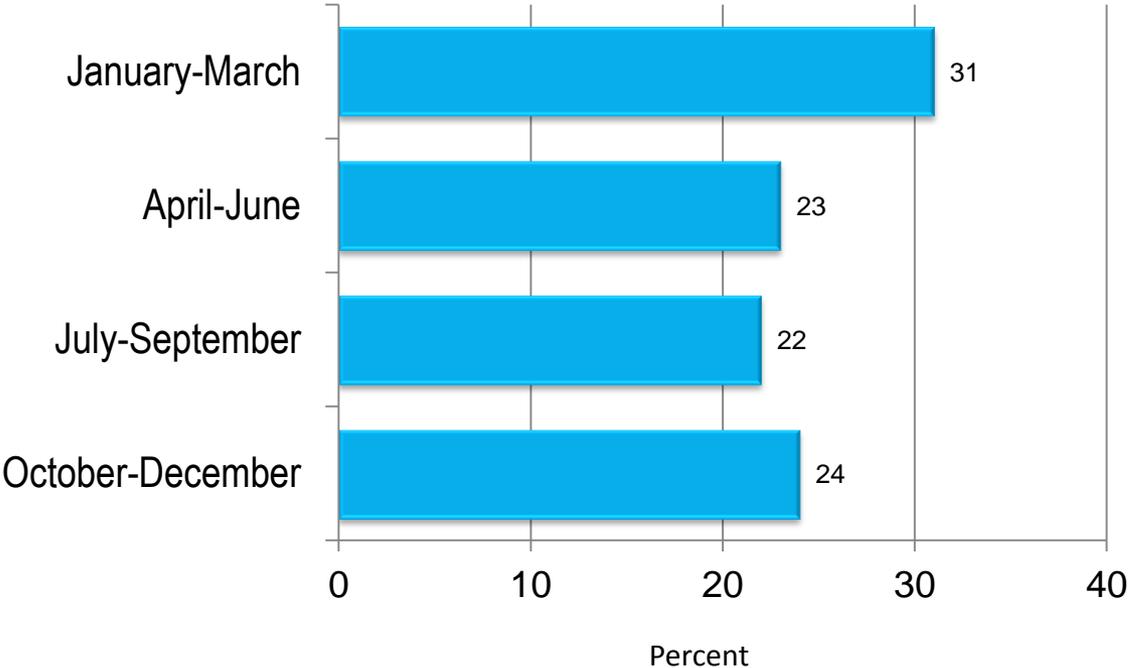
Base: Day Person-Trips to Scottsdale



# Season of Trip



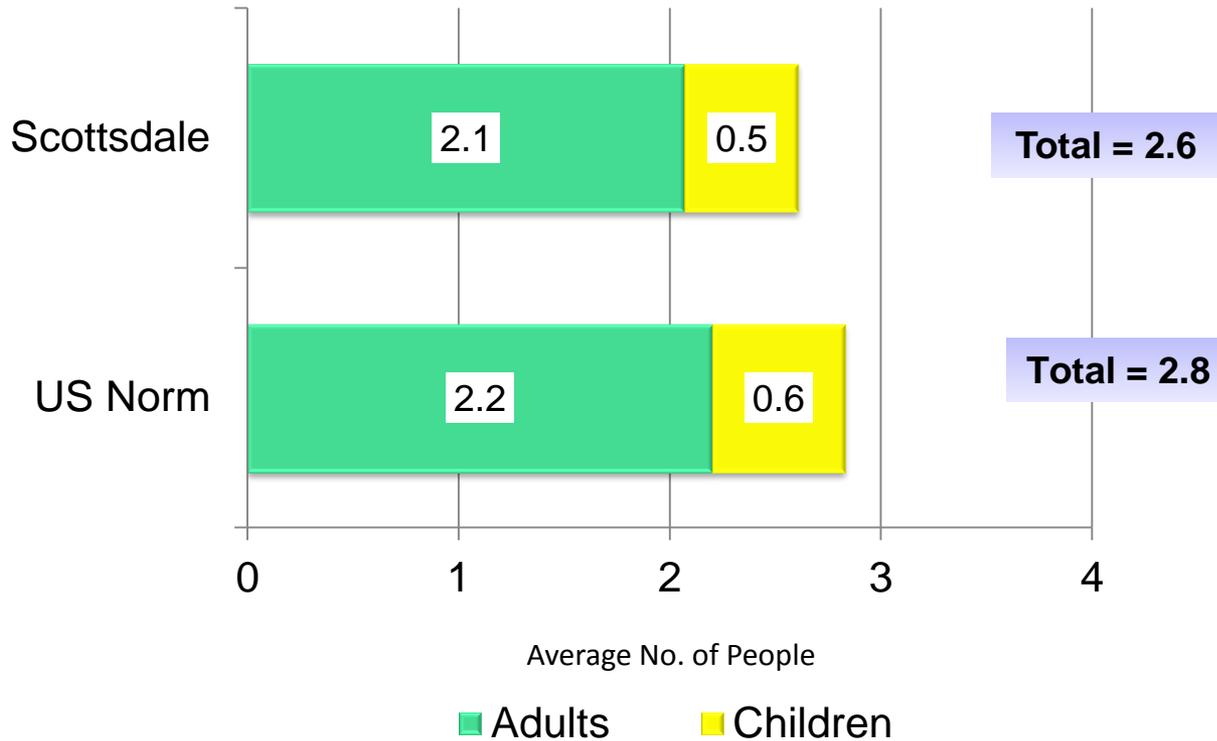
Base: Day Person-Trips to Scottsdale



# Size of Travel Party



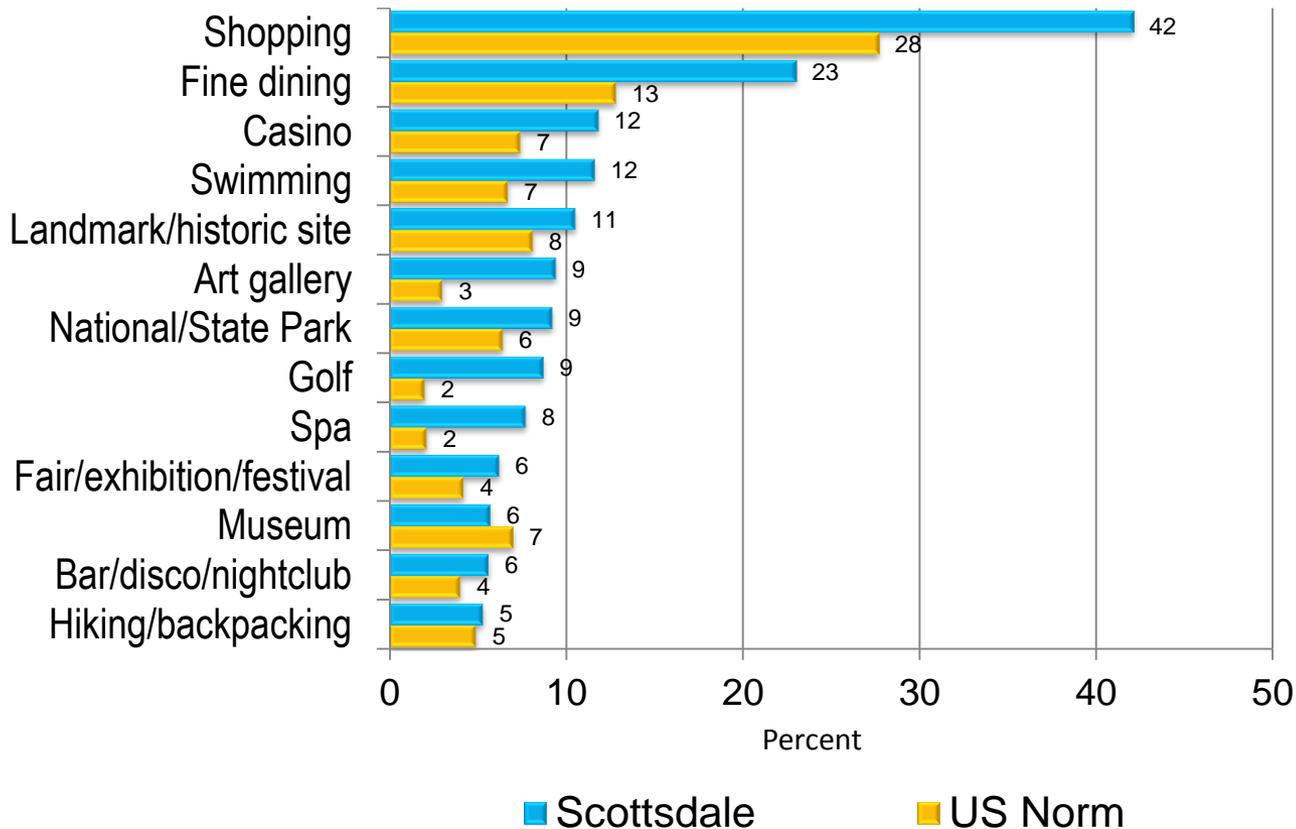
Base: Day Person-Trips



# Activities and Experiences



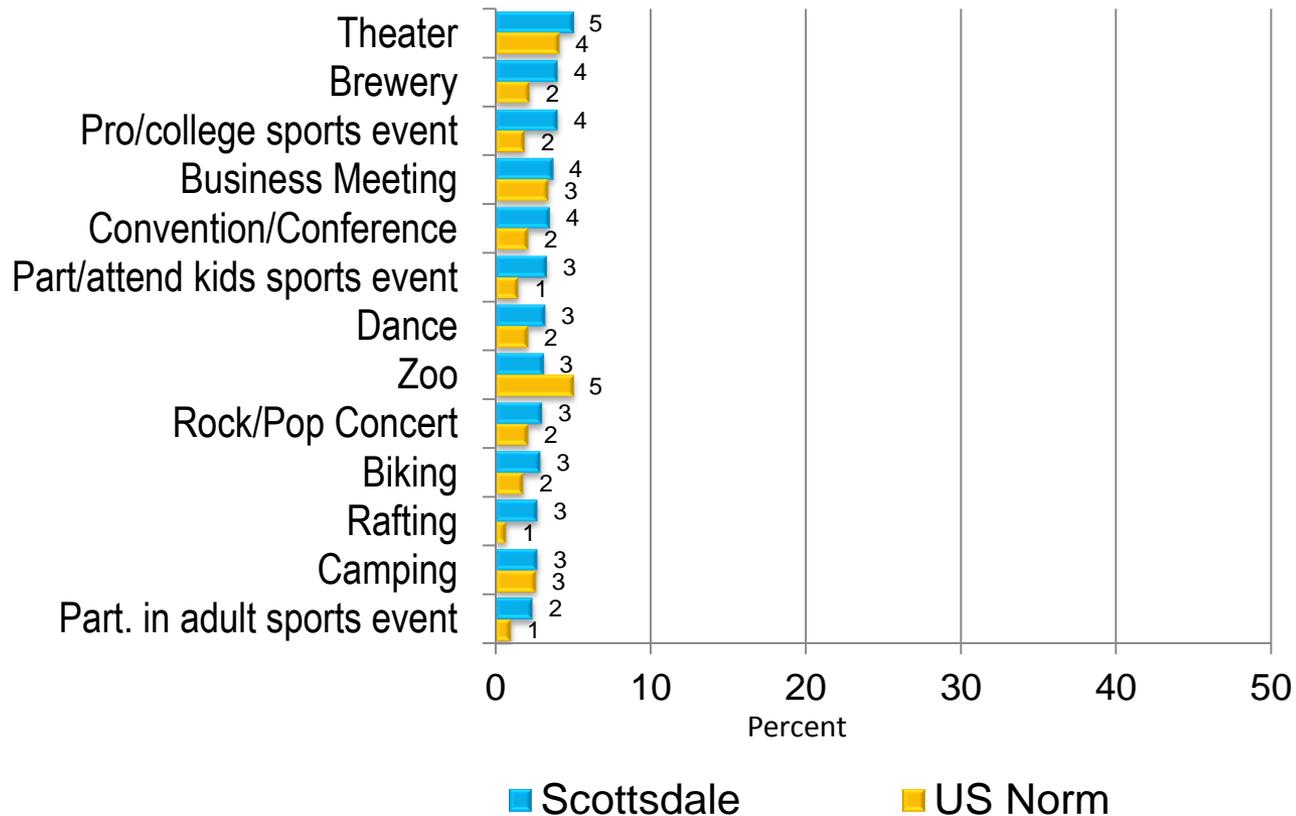
Base: Day Person-Trips



# Activities and Experiences (Cont'd)



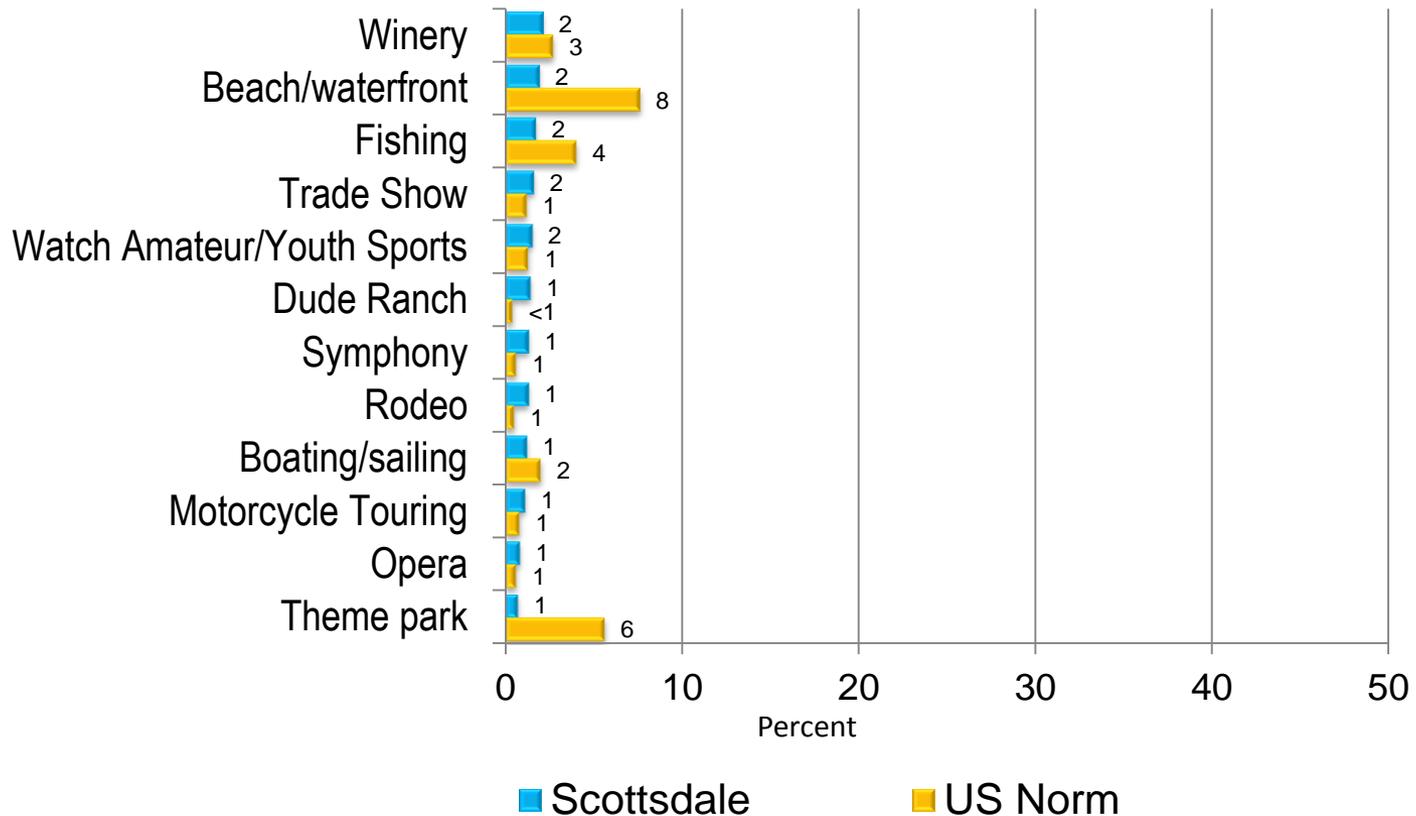
Base: Day Person-Trips



# Activities and Experiences (Cont'd)



Base: Day Person-Trips



# Activities of Special Interest



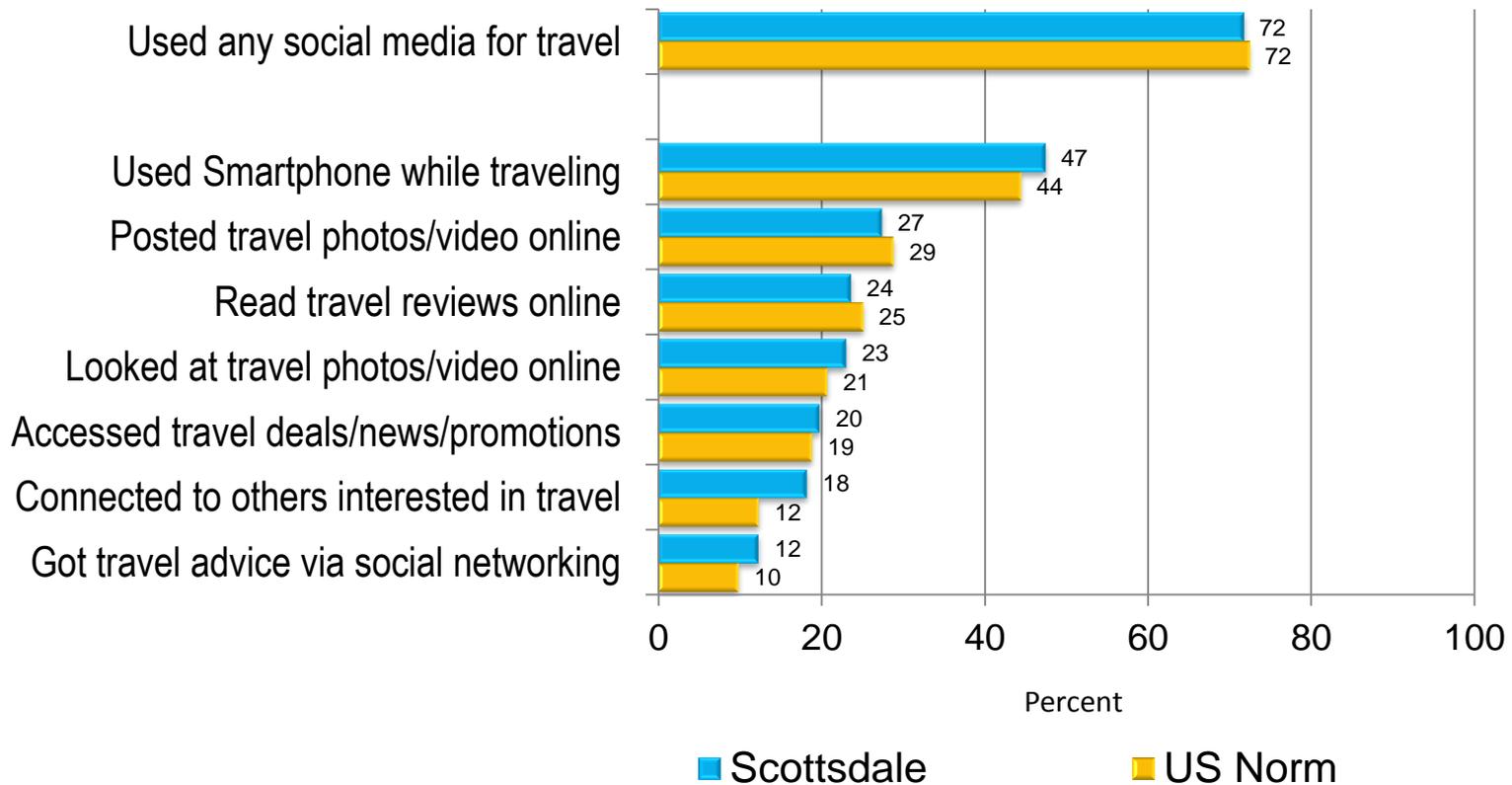
Base: Day Person-Trips



# Social Media Use by Travelers



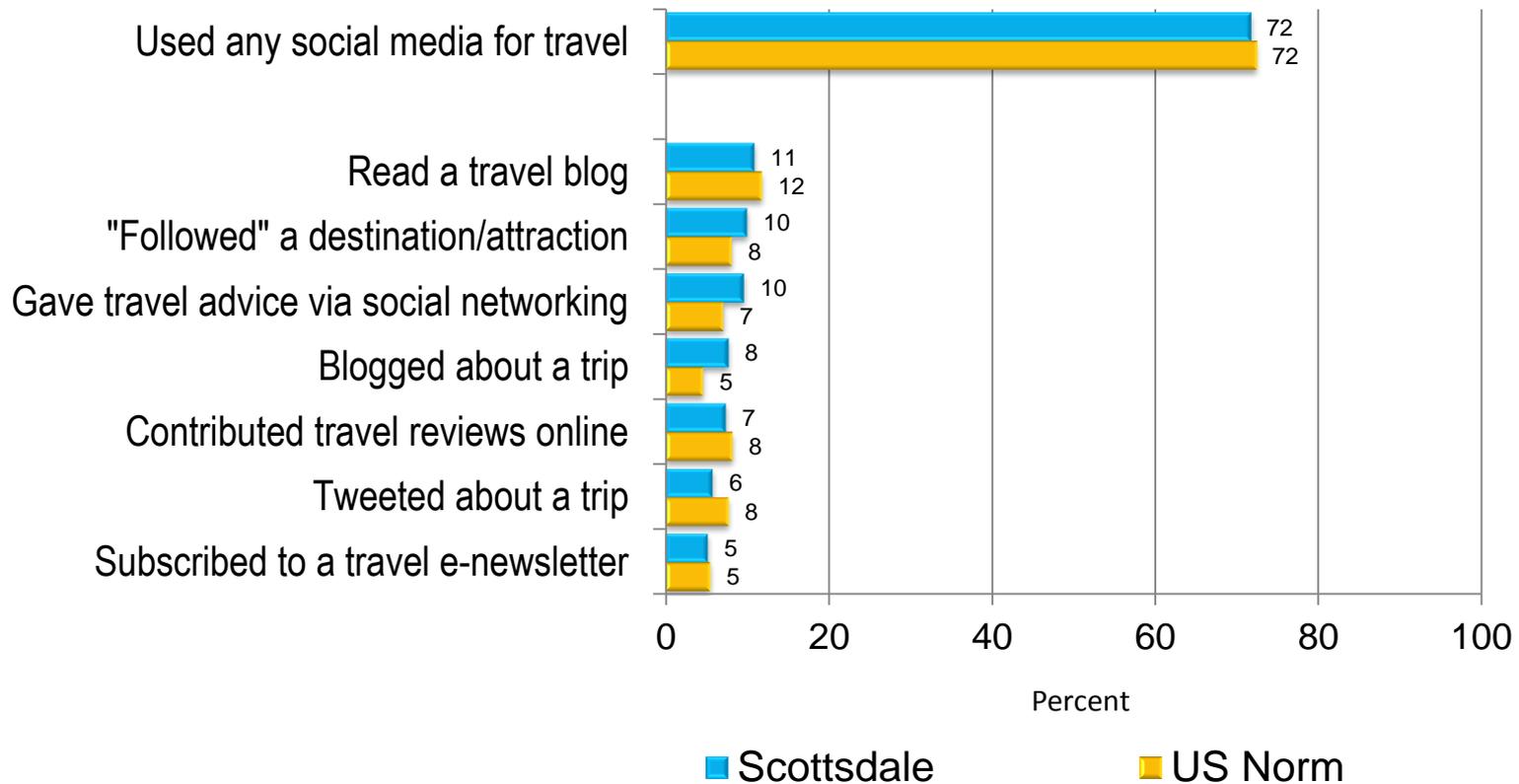
Base: Day Person-Trips



# Social Media Use by Travelers (Cont'd)



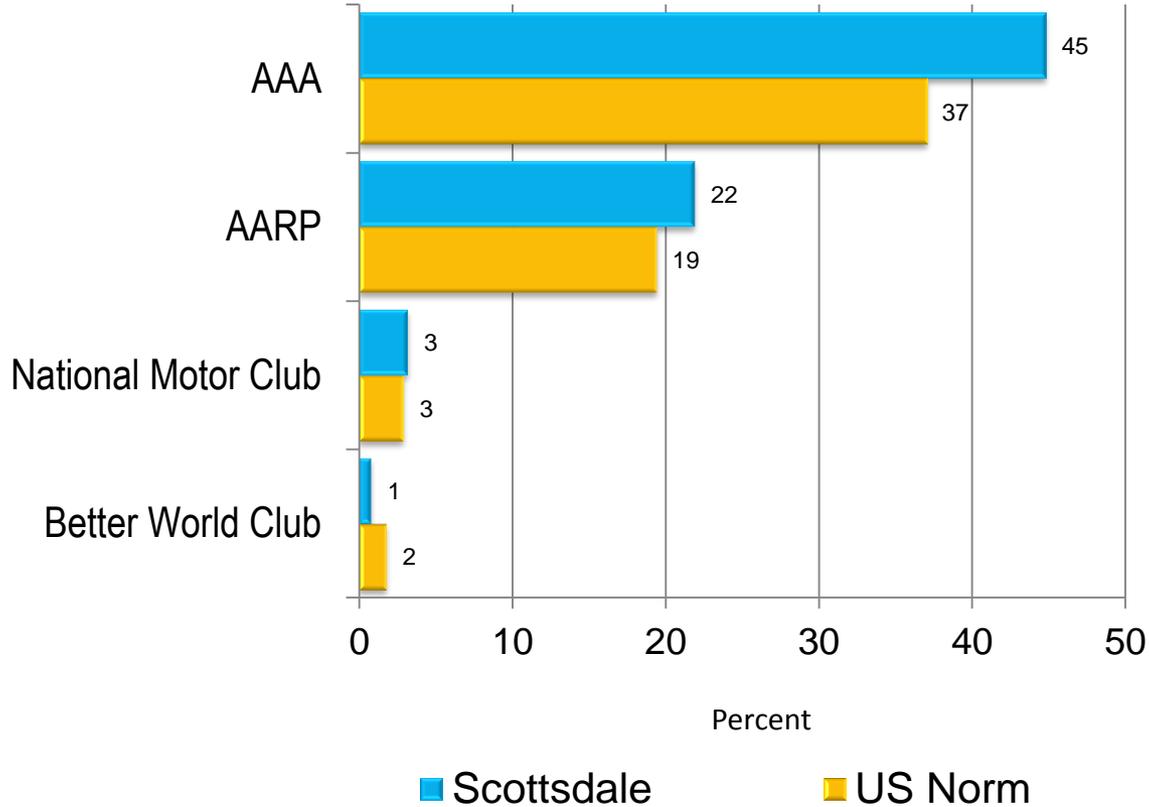
Base: Day Person-Trips



# Organization Membership



Base: Day Person-Trips



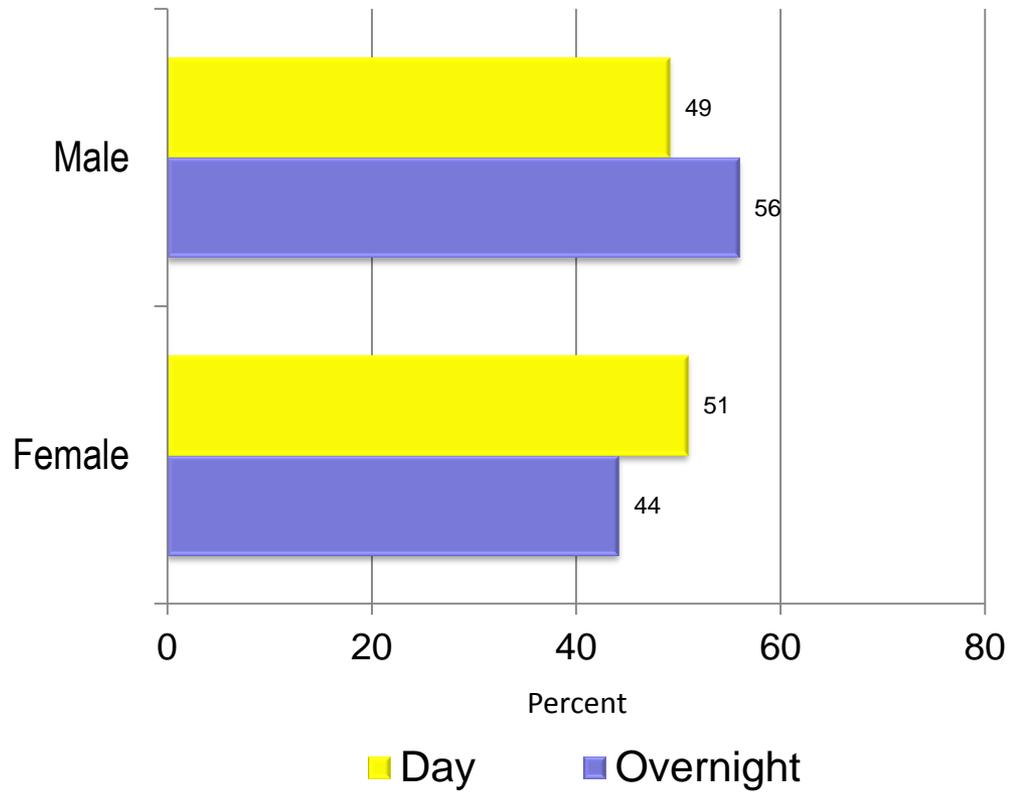


# Demographic Profile of Visitors to Scottsdale

# Gender



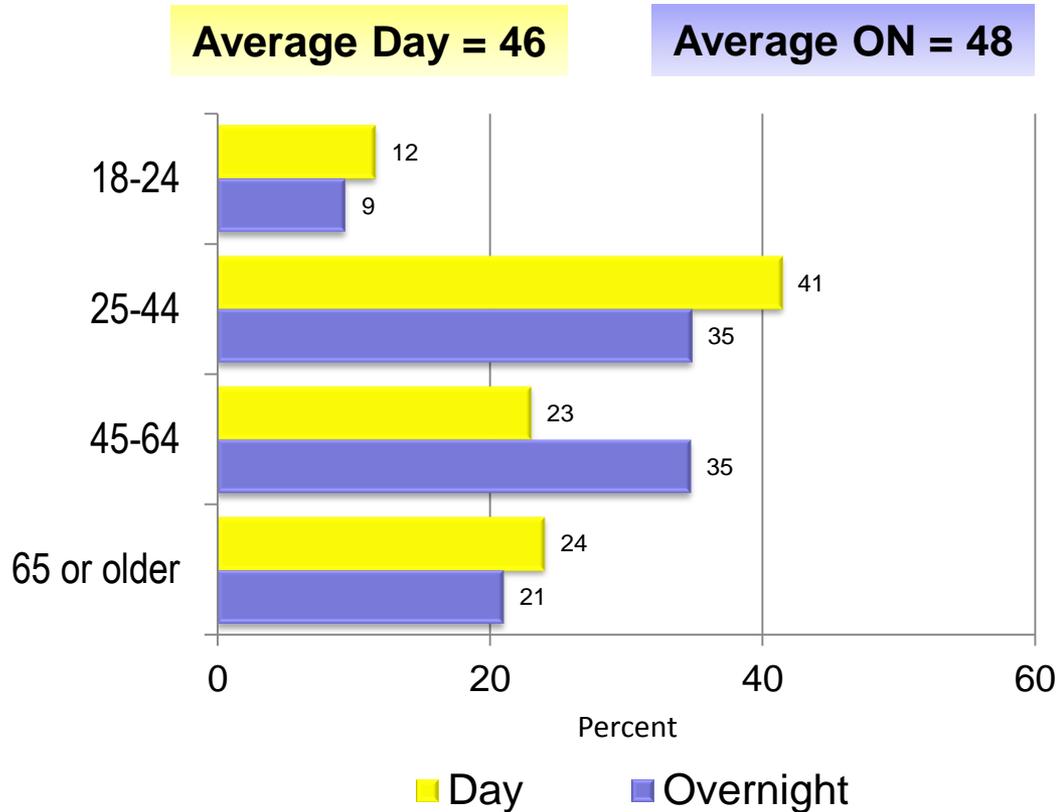
Base: Total Person-Trips to Scottsdale



# Age



Base: Total Person-Trips to Scottsdale



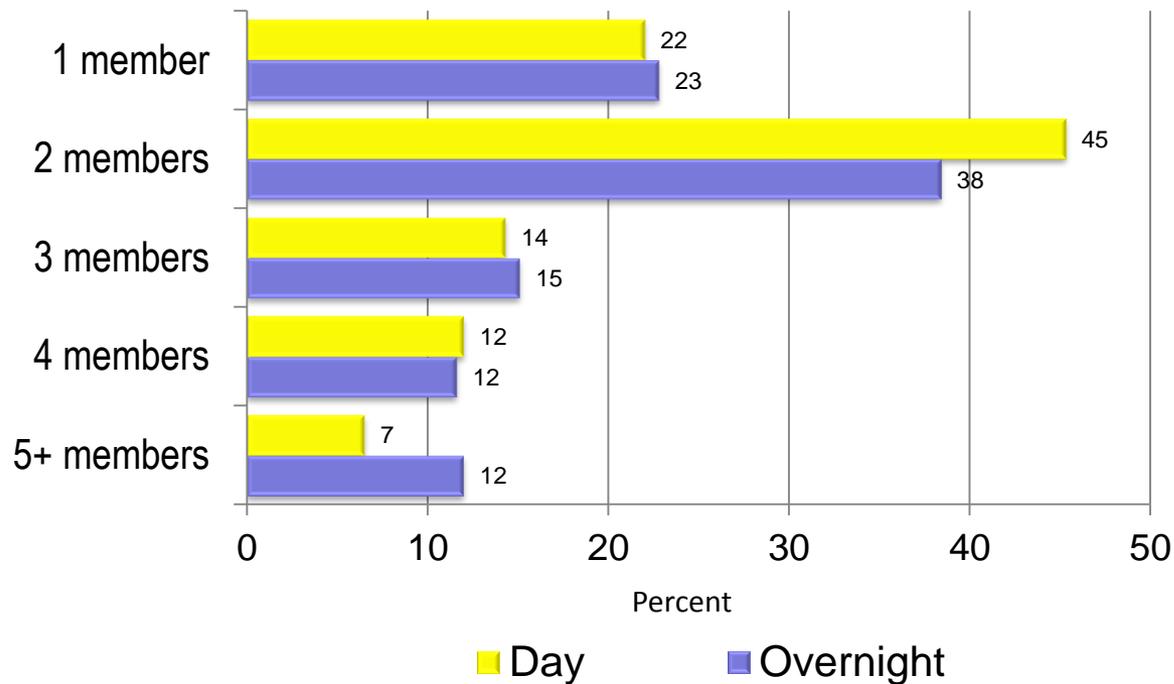
# Household Size



Base: Total Person-Trips to Scottsdale

**Average Day = 2.4**

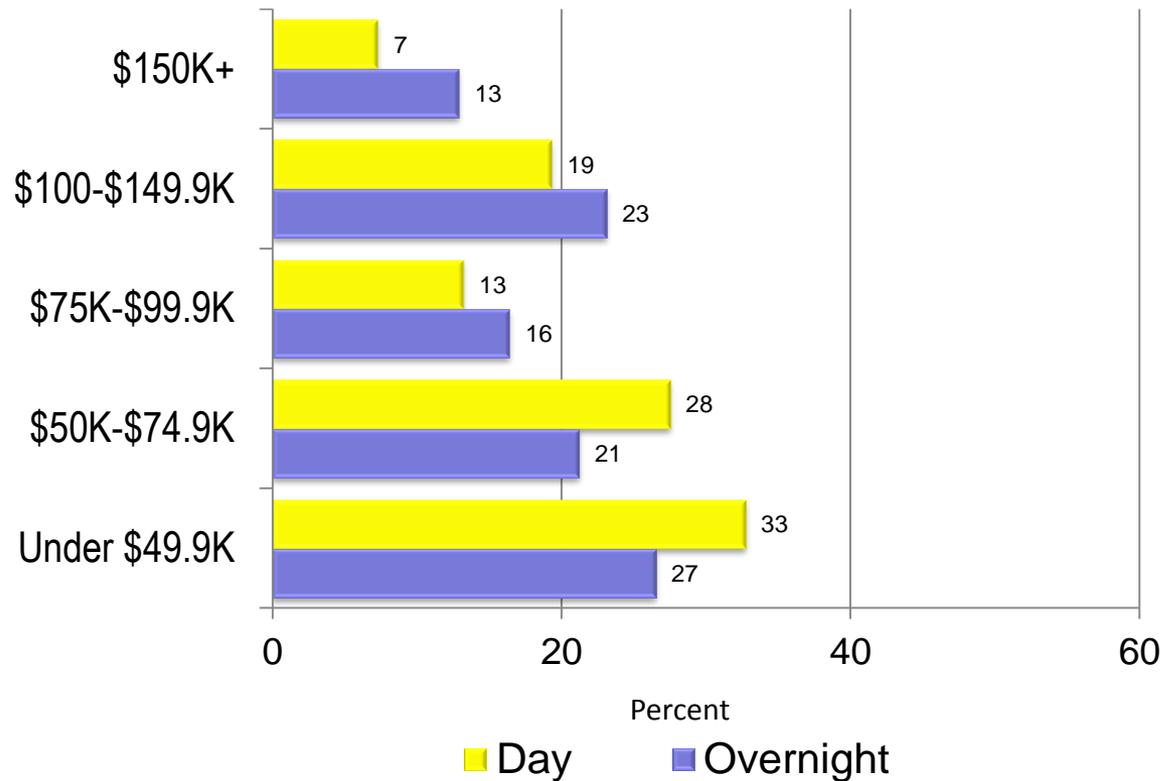
**Average ON = 2.7**



# Household Income



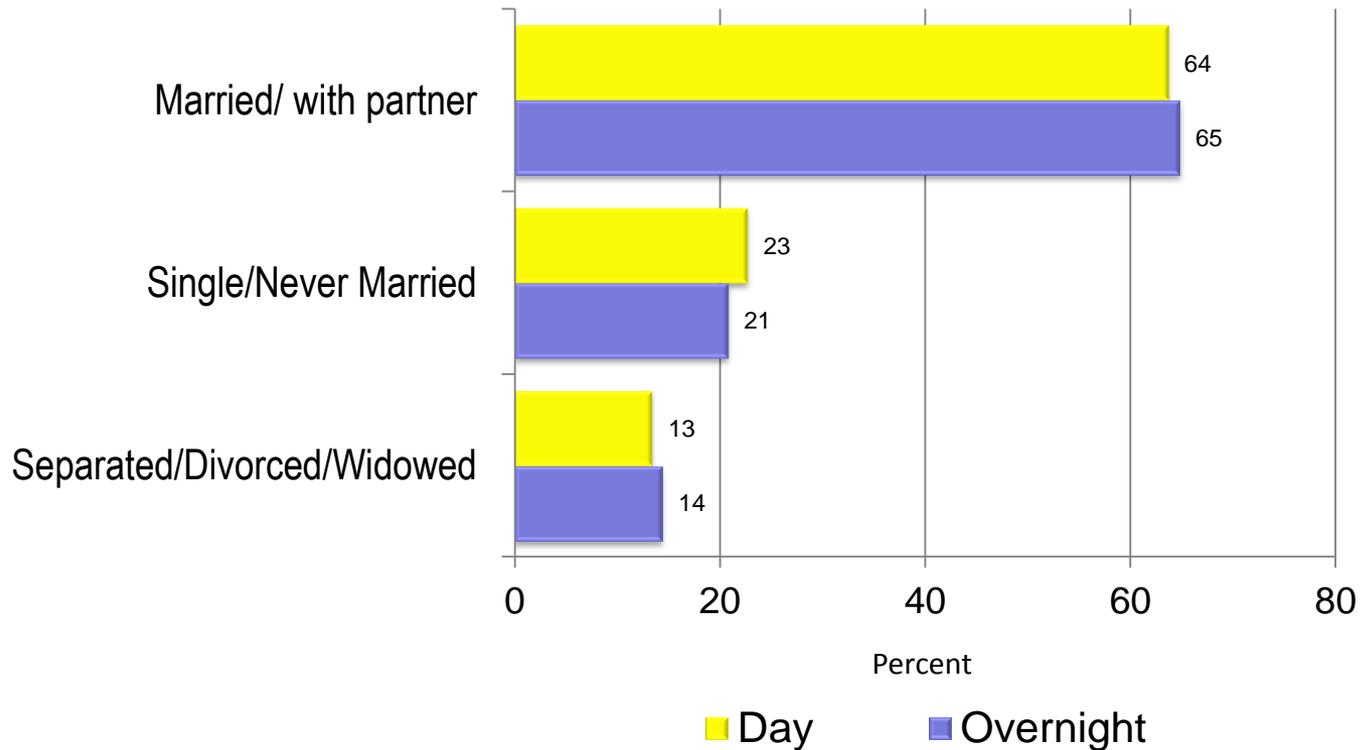
Base: Total Person-Trips to Scottsdale



# Marital Status



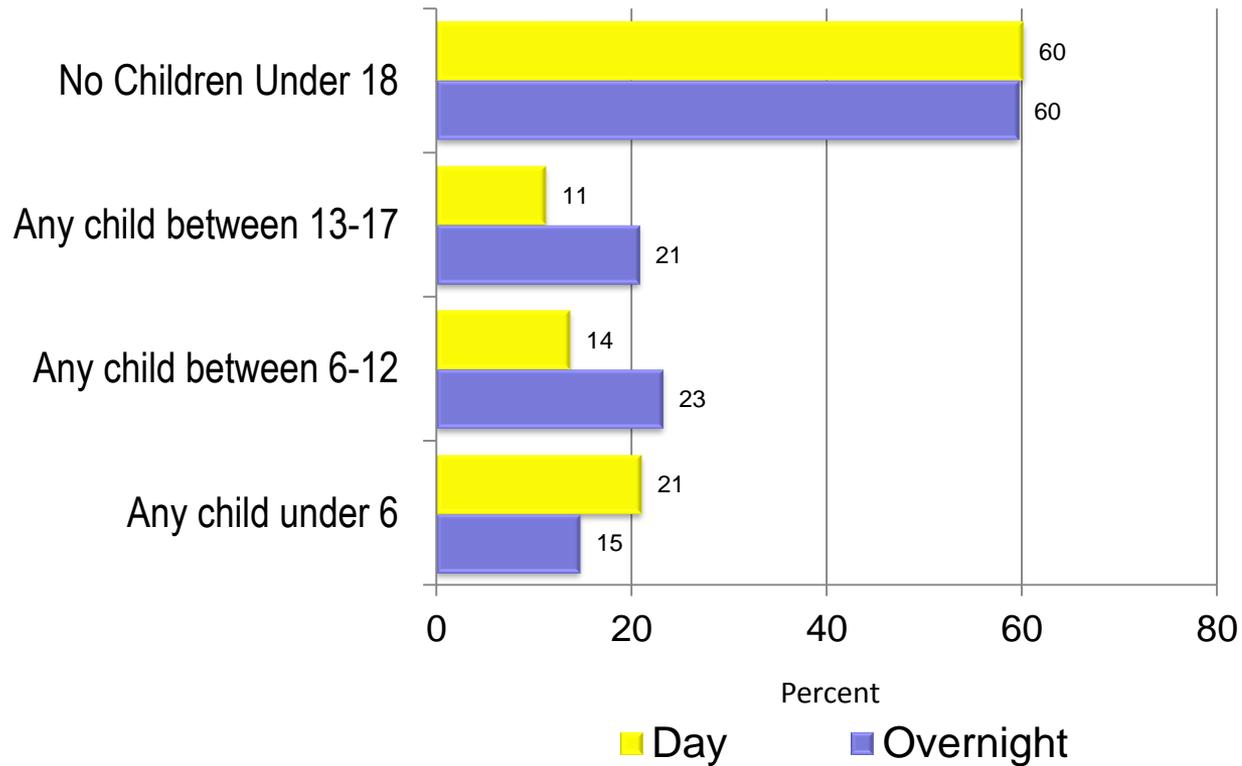
Base: Total Person-Trips to Scottsdale



# Children in Household



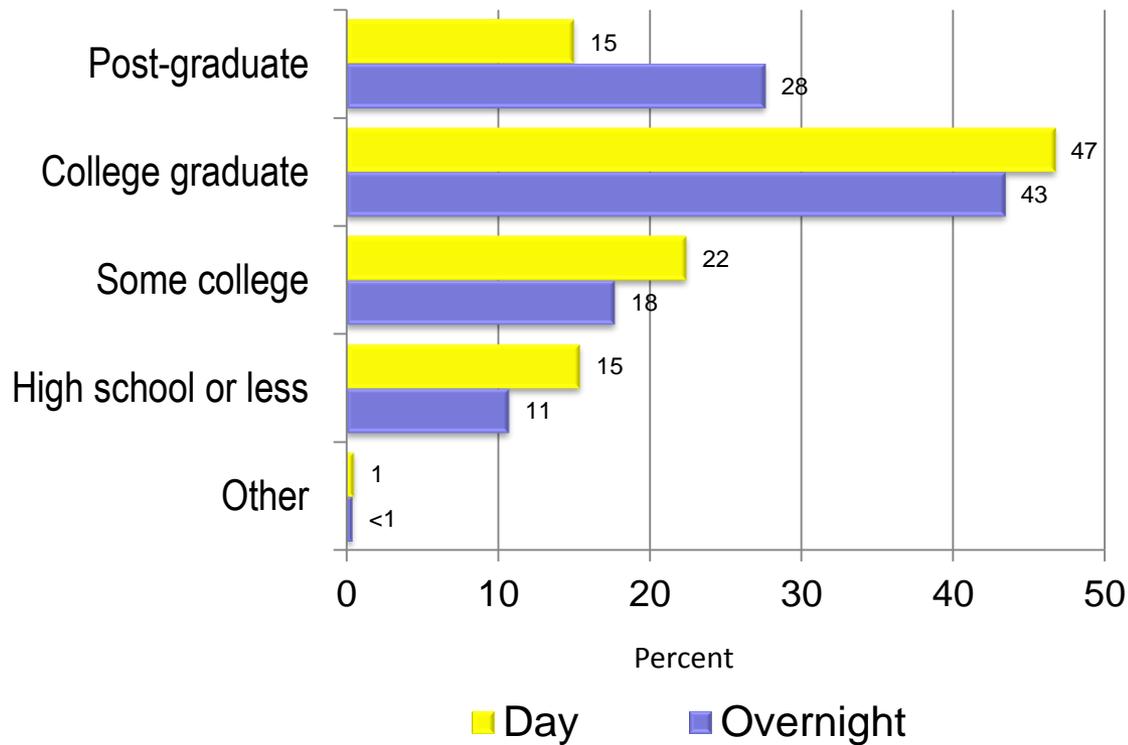
Base: Total Person-Trips to Scottsdale



# Education



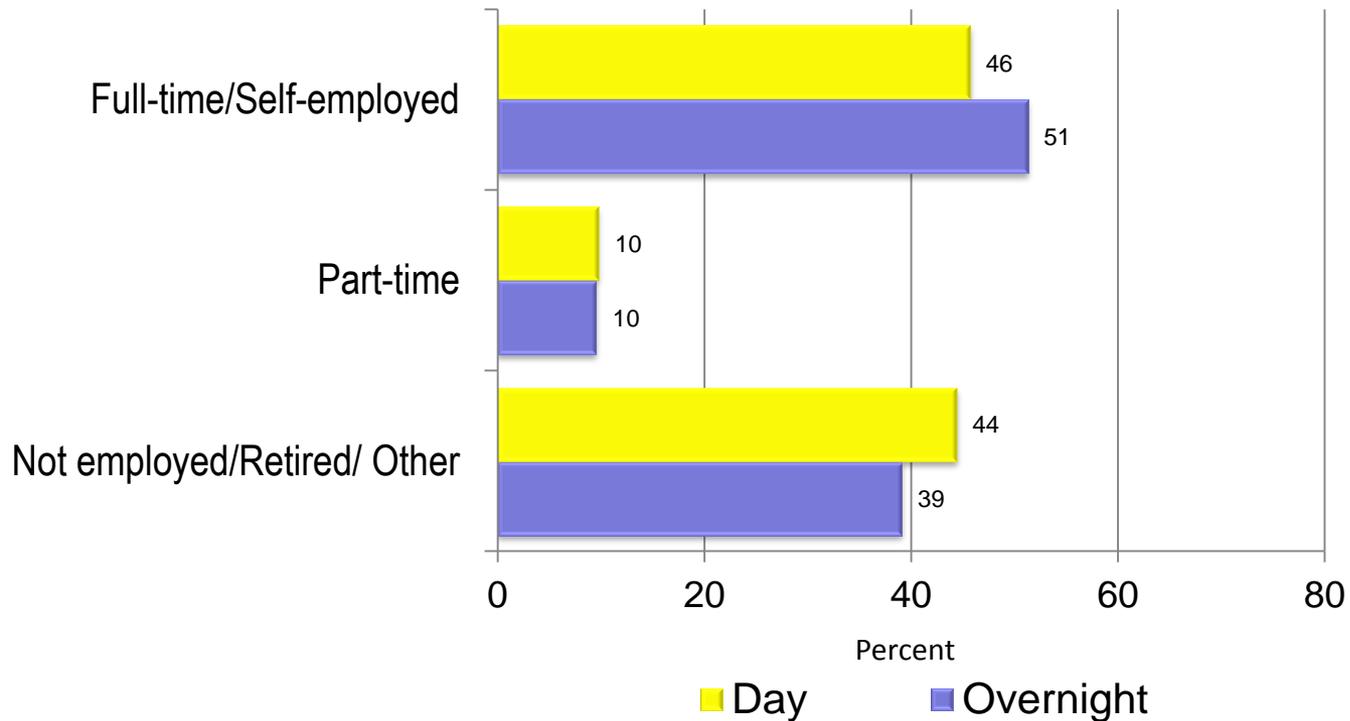
Base: Total Person-Trips to Scottsdale



# Employment



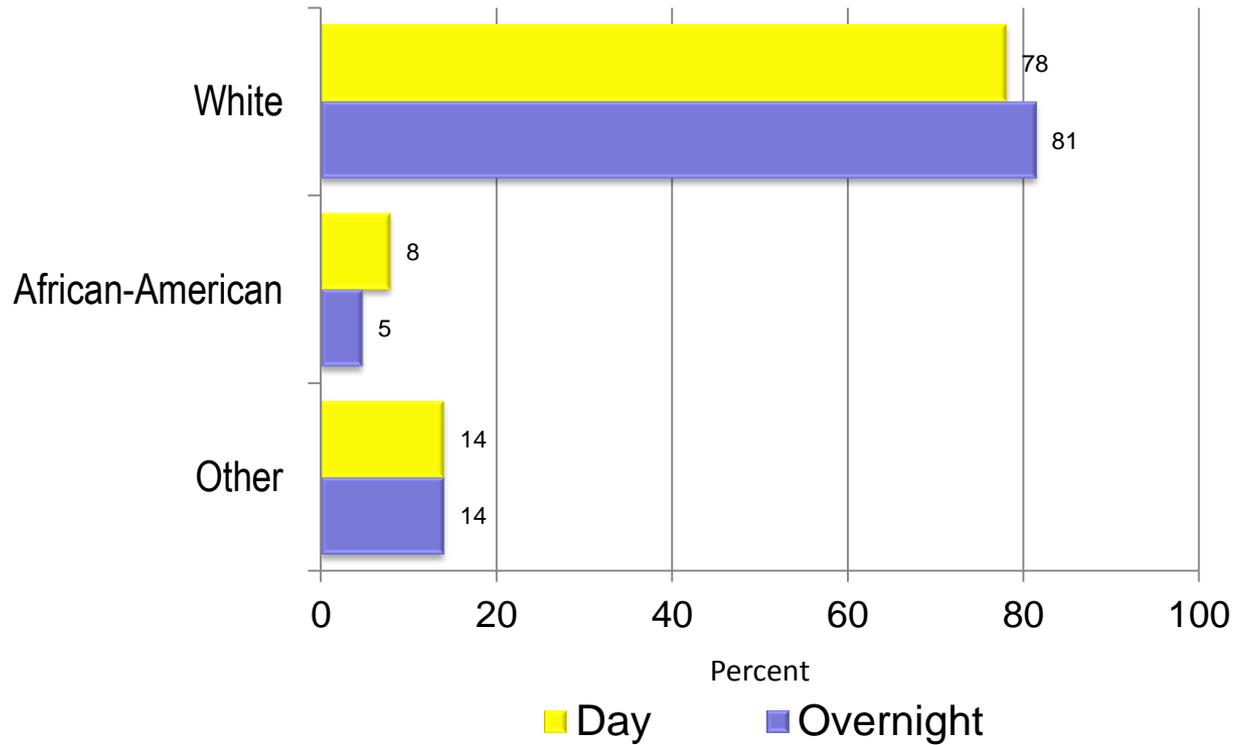
Base: Total Person-Trips to Scottsdale



# Race



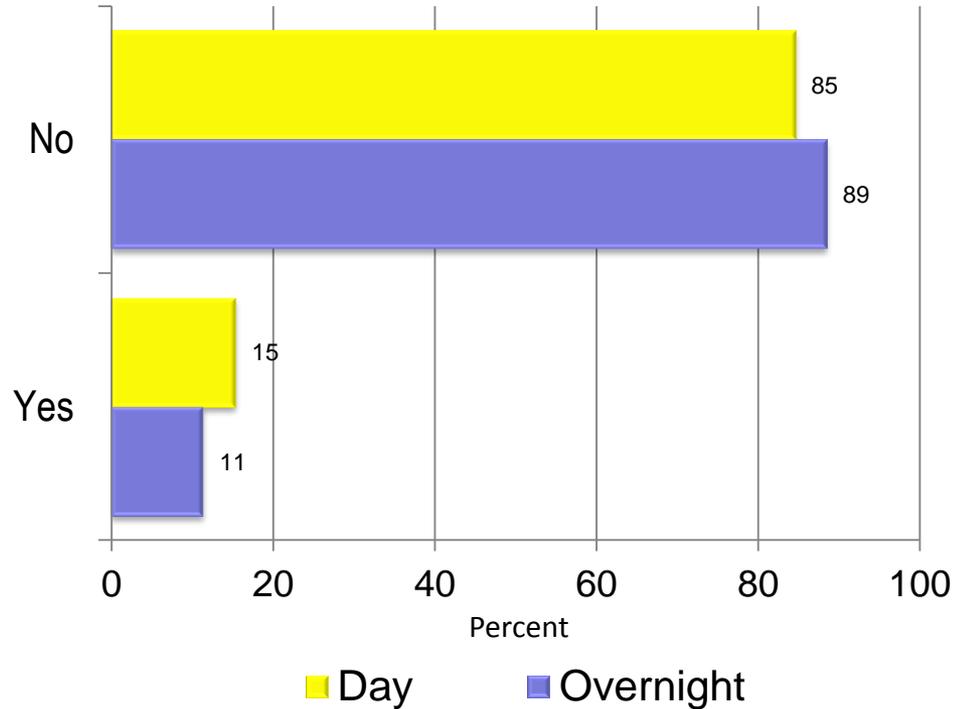
Base: Total Person-Trips to Scottsdale



# Hispanic Background



Base: Total Person-Trips to Scottsdale





# Appendix A: 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.*

# Trip-Type Segments



## Total Trips = Leisure + Business + Business-Leisure

- **Leisure Trips:** includes all trips where the main purpose was one of the following:
  - *Visiting friends/relatives*
  - *Touring through a region to experience its scenic beauty, history and culture*
  - *Outdoors trip to enjoy activities such as camping, hunting, fishing, hiking, and boating*
  - *Special event, such as a fair, festival, or sports event*
  - *City trip*
  - *Cruise*
  - *Casino*
  - *Theme park*
  - *Resort (ocean beach, inland or mountain resort)*
  - *Skiing/snowboarding*
  - *Golf*
- **Business Trips:** includes
  - *Conference/convention*
  - *Other business trip*
- **Business-Leisure:** a trip for business where, on the same trip, the visitor stayed for at least one additional day to experience the same place or nearby area simply for leisure.

### Marketable Trips:

Includes all leisure trips, with the exception of visits to friends/relatives