

FOR IMMEDIATE RELEASE

**Arizona residents show Scottsdale visitors “Where the Locals Go”
Contest for National Tourism Week promotes city’s hotspots**

www.ScottsdaleTravelMatters.com

SCOTTSDALE, Ariz. (May 11, 2009) – Arizona residents can share their favorite ways to vacation in Scottsdale with the Scottsdale Convention & Visitors Bureau’s “Where the Locals Go” promotion. Between May 11 and June 11, residents can upload a video to YouTube showcasing their favorite ways to enjoy Scottsdale and Paradise Valley for a chance to win a staycation package for two.

“The contest lets residents show visitors the best that Scottsdale has to offer,” said Lauren Simons, vice president of marketing at the Scottsdale Convention & Visitors Bureau. “Scottsdale travelers will get an insider’s view into area hot spots and hopefully find some hidden gems.”

The promotion, aimed at encouraging residents to explore their own city, works in conjunction with the bureau’s work in educating the public about the importance of tourism during National Travel & Tourism Week. Held May 9-17, the 26th Annual National Travel & Tourism Week celebrates and recognizes the importance of tourism to local communities. In Scottsdale, tourism generates \$36.7 million in additional tax revenue for the city, and nearly one in six Scottsdale jobs are directly related to the tourism industry.

To enter the “Where the Locals Go” contest, residents can submit a link to their YouTube video at www.ScottsdaleTravelMatters.com (see Web site for complete contest rules). The winning video will be selected by a panel of Scottsdale tourism professionals based on originality, relevancy and creativity. The winner of the contest will be announced on June 18. The prize package for two includes a two-night stay at the InterContinental Montelucia Resort & Spa, treatments at Joya Spa, dinner at Fleming’s Prime Steakhouse & Wine Bar, golf at Eagle Mountain Golf Club, and a tour with Across Arizona Tours.

In addition to the contest, www.ScottsdaleTravelMatters.com offers Arizona residents the chance to win one of nearly two dozen other signature Scottsdale prizes by testing their tourism IQ, as well as information about the importance of the tourism industry to our local community.

The Scottsdale Convention & Visitors Bureau is responsible for marketing Scottsdale as a premier travel destination to national and international target audiences, including meeting planners, travel agents, tour operators, incentive planners and individual tourists.

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