



FY 2022-23 Strategic Business Plan Packet

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	FY 2020-21* Actuals (Cash Basis)	FY 2021-22* Proposed Budget	FY 2021-22* Reforecasted Budget	FY 2022-23 Proposed Budget Negotiated Fee (45% Bed Tax)
BEGINNING CASH BALANCES				
Operating Accounts				
Checking & Savings Accounts	1,866,899	3,664,720	3,664,720	2,983,028
TOTAL Operating Accounts	1,866,899	3,664,720	3,664,720	2,983,028
Board-Designated Accounts**				
Private-Sector Reserve	694,882	694,882	694,882	694,882
Public-Sector Reserve*	-	-	-	703,102
Super Bowl Fund	250,000	250,000	250,000	250,000
Opportunity Fund	472,102	197,102	197,102	762,102
Technology Fund	116,578	116,578	116,578	116,578
TOTAL Board-Designated Accounts	1,533,562	1,258,562	1,258,562	2,526,664
TOTAL Beginning Cash	3,400,461	4,923,282	4,923,282	5,509,692
REVENUE				
City of Scottsdale (per contract)				
Forecasted Bed-Tax Collections	7,423,605	10,818,615	10,818,615	11,250,000
Balance of Bed-Tax Collections	-	1,179,464	1,471,594	-
Fiesta Bowl Pass-Through	163,644	189,100	189,100	196,664
TOTAL City of Scottsdale	7,587,249	12,187,179	12,479,309	11,446,664
Town of Paradise Valley (per contract)				
Forecasted Bed-Tax Collections	900,000	900,000	900,000	2,026,000
Balance of Bed-Tax Collections	-	-	459,004	1,084,500
TOTAL Town of Paradise Valley	900,000	900,000	1,359,004	3,110,500
Other Revenue				
State of Arizona (per Prop 302)	1,152,304	1,227,203	2,294,521	2,200,000
PPP Loan	795,779	-	-	-
Salt River Pima-Maricopa Indian Community	75,000	-	75,000	75,000
Visit Arizona Initiative Grant (per Gov. Ducey)	-	-	499,667	-
Membership Dues & Participation Fees	551,786	450,000	560,300	400,000
TOTAL Other Revenue	2,574,869	1,677,203	3,429,488	2,675,000
TOTAL Revenue	11,062,118	14,764,382	17,267,801	17,232,164
EXPENSES				
Departments / Programs				
Marketing	3,043,859	5,876,591	8,134,839	7,910,836
Marketing - Fiesta Bowl, City Pass-Through	163,644	189,100	189,100	196,664
Marketing - Fiesta Bowl, Experience Scottsdale	163,644	189,100	189,100	196,664
Marketing - Super Bowl	-	-	-	250,000
Communications	353,511	560,000	600,000	680,000
Tourism	181,629	285,000	440,000	385,000
Convention Sales & Services	492,496	925,636	995,000	1,200,000
Community & Government Affairs	105,037	235,000	240,000	130,000
Membership & Destination Development	8,917	20,000	20,000	25,000
TOTAL Departments / Programs	4,512,737	8,280,427	10,808,039	10,974,164
Operations/Administration	881,416	1,200,000	1,000,000	873,000
Personnel				
Salaries	3,312,693	3,945,336	3,945,336	4,625,000
Taxes	228,578	263,016	263,016	300,000
Benefits	603,873	685,000	665,000	710,000
TOTAL Personnel	4,145,144	4,893,352	4,873,352	5,635,000
TOTAL Expenses	9,539,297	14,373,779	16,681,391	17,482,164
Net	1,522,821	390,603	586,410	(250,000)
ENDING CASH BALANCES				
Operating Accounts				
Checking & Savings Accounts	3,664,720	3,352,221	2,983,028	2,983,028
TOTAL Operating Accounts	3,664,720	3,352,221	2,983,028	2,983,028
Board-Designated Accounts**				
Private-Sector Reserve	694,882	694,882	694,882	694,882
Public-Sector Reserve*	-	703,102	703,102	703,102
Super Bowl Fund	250,000	250,000	250,000	-
Opportunity Fund	197,102	197,102	762,102	762,102
Technology Fund	116,578	116,578	116,578	116,578
TOTAL Board-Designated Accounts	1,258,562	1,961,664	2,526,664	2,276,664
TOTAL Ending Cash	4,923,282	5,313,885	5,509,692	5,259,692

NOTES:

* COVID years

** Board-designated accounts are not available for general expenses and require executive committee approval to use; see fund policies for further details.

* The public-sector reserve includes money from both city of Scottsdale and town of Paradise Valley.

Private and public sector reserves total \$1,397,984, or 36 days expenses.

In FY 2022-23, all compensation fully restored, including incentives. Also includes two replaced positions, and one new position in marketing.

STRATEGIC BUSINESS PLAN **2022-2023**

DRAFT



EXPERIENCE
SCOTTSDALE



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A MESSAGE

FROM OUR LEADERSHIP

IN MAY OF 2020, EXPERIENCE SCOTTSDALE RELEASED OUR STRATEGIC RECOVERY BUSINESS PLAN. We had no idea what the next two years had in store for Scottsdale's tourism industry, but in that plan, we declared something that remains true to this day: Ours is a resilient industry, and we would emerge from the crisis stronger than ever.

Is it possible to say we arrived at the other side of the pandemic? After two years of new variants and dashed hopes, we will leave that for the experts to decide. Yet we can confidently say Scottsdale's tourism industry is stronger today than we were in May of 2020 – drastically so.

Though the 2021-22 fiscal year did not break any records, we welcomed the return of visitors. We saw occupancy rates reach pandemic-era highs, despite prolonged hurdles for international travelers and meetings groups. We experienced a banner spring as travelers filled our streets even in the weeks when there was no baseball to enjoy. Overall, Scottsdale performed better than many other destinations, as Experience Scottsdale continued our programs and promotions that emphasized the destination's wide-open spaces and natural beauty.

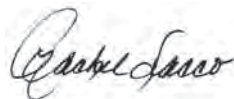
Experience Scottsdale's efforts over the past two years helped our industry recover, and this plan

showcases how we'll hone the lessons we learned throughout the pandemic, from entering new markets to leaning into digital trends.

Now, Experience Scottsdale has the opportunity to not only plan for the future but also take stock. This fiscal year, we'll host focus groups and assess our advertising to ensure that, as we move forward, we are positioning our destination in the best possible light. Experience Scottsdale's continued efforts in the diversity, equity and inclusion space will open our market to new and more diverse visitors and groups. We also will help implement the city's five-year tourism strategic vision while focusing on building a responsible, sustainable tourism landscape.

Thank you, as always, for being a part of Experience Scottsdale. Our industry is stronger because of Experience Scottsdale, and Experience Scottsdale is stronger because of your partnership.

Sincerely,



Rachel Sacco
President & CEO



Kate Birchler
Board Chair

- >> A 501(c)6 nonprofit **destination marketing organization** founded in 1987.
- >> Charting a path with a vision to establish Scottsdale as a year-round, **luxury travel destination**.

- >> Guided by a volunteer board of directors of **community leaders**.
- >> A team of **productive, positive people** passionate about Scottsdale, our businesses, our residents and our visitors.

WHO WE ARE

WE ARE EXPERIENCE SCOTTSDALE

- >> Aligning with nearly 400 tourism partners to **grow the industry**.
- >> **Strategically executing business strategies** under four key objectives.
 1. Generate visitor-related economic impact for the Scottsdale market area
 2. Foster positive relationships with customers and stakeholders
 3. Run an effective business
 4. Enhance the long-term health and development of the destination

- >> Delivering on the mission to **enhance the local community** by promoting the Scottsdale area as a luxury destination for meetings, events and leisure travel.
- >> Working **in tandem with city of Scottsdale and town of Paradise Valley** leaders and staff.
- >> **Mindfully administering private and public-sector revenue** via membership dues, bed-tax collections and state of Arizona, Prop. 302, dollars.



WHAT WE DO

FISCAL YEAR STRATEGIES

EACH YEAR, EXPERIENCE SCOTTSDALE MAINTAINS EXISTING PROGRAMS THAT PROVIDE A CONSISTENT RETURN ON INVESTMENT WHILE IMPLEMENTING NEW PROGRAMS THAT ALLOW US TO REMAIN COMPETITIVE. Tourism is an incredibly fierce industry, and as competitive destinations increase their budgets and ramp up their promotions, it's essential that Experience Scottsdale stay innovative and ahead of trends in both the leisure travel and meetings sectors. More on our established programs can be found on pgs. 8-15. In fiscal year 2022-23, our new and enhanced strategies include:

BUILDING A SUSTAINABLE TOURISM LANDSCAPE

According to *Skift*, the prevalence of climate change and overtourism has travelers reconsidering how and where they travel – with many choosing more sustainable brands and experiences. Though a thriving tourism destination, Scottsdale is located in a delicate, natural environment where increasing temperatures and drought are major areas of concern. Fortunately, hospitality businesses have long been mindful of protecting our Sonoran Desert setting. Throughout the fiscal year and beyond, Experience Scottsdale will take on a destination stewardship role, developing content and leaning into messaging about sustainable and responsible tourism.

CHAMPIONING DIVERSITY, EQUITY & INCLUSION

Industry research has shown that younger generations of travelers want to support brands that represent their values. For the tourism industry, championing diversity, equity and inclusion (DEI) is a gateway to growth. As we strive to connect with future customers, Experience Scottsdale will continue our efforts to educate our staff, leadership and members on the principles of DEI and the importance of becoming a truly welcoming and inclusive destination, while also ensuring our messaging authentically reflects a range of diverse backgrounds and experiences. This is an ongoing effort, and we will continue adding more inclusive imagery to our website and social media channels and partnering with influencers and writers who identify as people of color and LGBTQ+ to help tell our destination's story.

ALIGNING WITH DIGITAL TRENDS

Consumers use digital mediums for an average of eight hours a day, with social, mobile audio and video being the most dominant forms of use. That shift to digital continues to grow, and nearly 80% of visitors to Experience Scottsdale's website are browsing on their mobile devices. Though we will continue to have a strong integrated media mix, we will implement a digital media

strategy that focuses on leveraging influencer partnerships, enhancing our video content, and advertising in travel-focused apps, among other initiatives. To meet the needs of our web visitors, Experience Scottsdale also will revamp our website for a mobile-first experience. Digital publications have long been important in providing readers immediate calls to action and in enhancing our search engine optimization with links to ours and our members' websites. Experience Scottsdale will continue to connect with travel writers producing for digital outlets in the year.

TARGETING UP-AND-COMING MARKETS

Throughout the course of the pandemic, we saw new customers take interest in all that Scottsdale has to offer leisure visitors and meetings groups. We relied upon those emerging feeder markets, which became focal points for our marketing, tourism, communications and sales recovery programs. As our industry continues to recover, we're extending our reach even further. Our new digital strategy will include promotions that target Austin, Atlanta, Houston and Omaha. Our tourism team will connect with travel professionals in those same markets before our promotions hit, preparing travel advisors and tour operators in those areas to sell Scottsdale vacations. Experience Scottsdale will explore new markets for media missions and satellite media tours, such as Seattle, which is ripe with freelance writers and media outlets. We also will develop relationships with meeting planners in second- and third-tier markets with new business potential like Austin, Detroit, Indianapolis and Salt Lake City through a mixture of traditional sales calls and one-on-one appointment-based trade shows.

TAPPING FEEDBACK & RESEARCH

Research and industry insights have always guided our strategies, but they have proven to be a lifeline in this pandemic-era recovery. To better understand the needs and wants of meetings groups in this new landscape, Experience Scottsdale will convene focus groups during our sales missions throughout the fiscal year, allowing us to gather valuable feedback about the destination directly from highly qualified planners in key markets. One of the focus groups will comprise sports event organizers to discuss the city of Scottsdale's venues and funding programs. Experience Scottsdale also will participate in an advertising effectiveness study to better

understand the return on investment from our advertising campaigns, which include updated imagery, taglines and messaging. The new findings will help to inform, adjust and measure the success of our marketing efforts on shaping positive perceptions of the destination and impacting incremental visitation and spend.

LEANING INTO LUXURY PARTNERSHIPS

Scottsdale's visitors tend to be more affluent, and with a new partnership, Experience Scottsdale will ensure Scottsdale remains top of mind for luxury travel advisors and their clients. Experience Scottsdale will partner with Virtuoso, the leading global network of agencies specializing in luxury and experiential travel. Through the partnership, we will train thousands of advisors in Virtuoso's network to sell Scottsdale vacations and experiences. Experience Scottsdale also will reach luxury advisors through trade show participation, notably at the International Luxury Travel Market (ILTM) North America and Europe. We attended ILTM Europe for the first time last fiscal year and stood out as one of only four U.S. cities to exhibit at the highly curated, premier trade show.

MAPPING OUT A FIVE-YEAR STRATEGIC PLAN

In fiscal year 2021-22, Experience Scottsdale partnered with the city of Scottsdale and Resonance Consultancy to develop a comprehensive, five-year strategic plan to support Scottsdale's tourism industry in the short- and long-term. The process included stakeholder interviews, visitor and community surveys, and research and destination analysis. Experience Scottsdale will review the plan's findings and recommendations to determine how best to incorporate them into our programs.

PROMOTING CITY VENUES

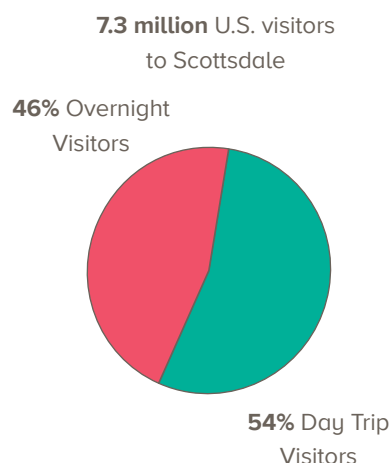
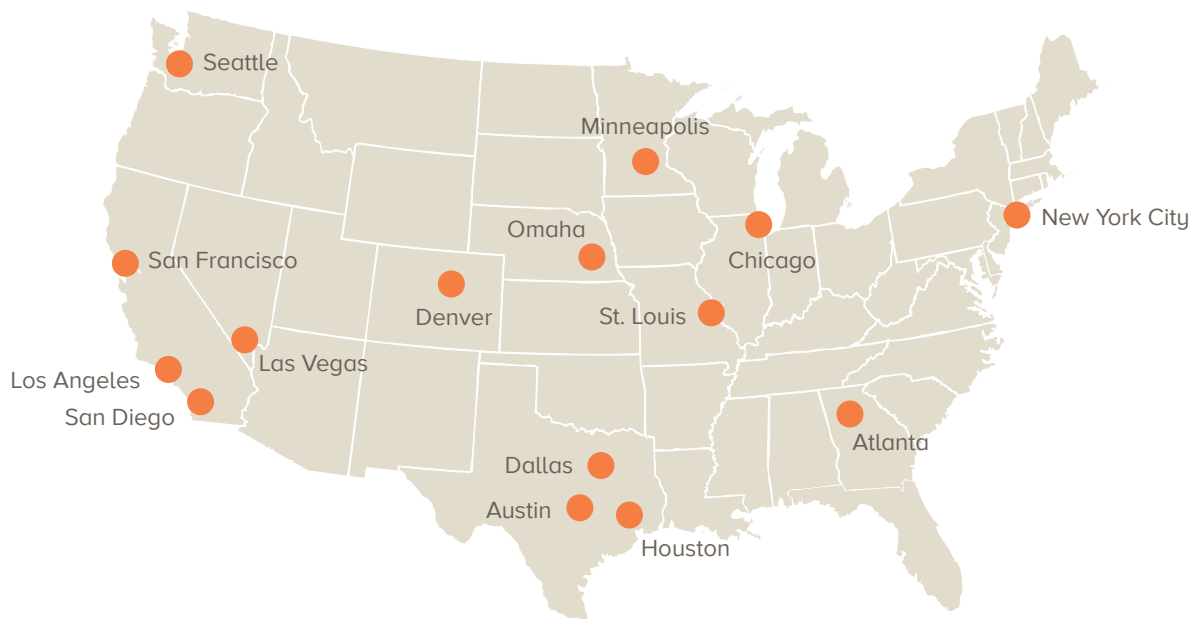
As always, Experience Scottsdale will work with the city of Scottsdale to promote the city's event venues, such as WestWorld of Scottsdale, Scottsdale Stadium, Scottsdale Sports Complex, and Bell94 Sports Complex. These venues offer unique, outdoor spaces for meetings, events and sports tournaments. We also will promote city destinations, such as Old Town Scottsdale, Scottsdale Airport, Scottsdale Arts and Western Spirit: Scottsdale Museum of the West through our marketing, communications, convention sales and services, and tourism programs.

WHERE WE TARGET

RESEARCH IS CRITICAL TO THE SUCCESS OF EXPERIENCE SCOTTSDALE'S INITIATIVES, ENSURING OUR PROGRAMS ARE COST-EFFICIENT AND EFFECTIVE. Industry-wide research allows us to stay ahead of trends and innovate. Experience Scottsdale's proprietary

research, like the Visitor Industry Customer Analysis, keeps us apprised of the demographics and interests of our high-value travelers, while geographic location data helps us identify new and impactful markets to target with our promotions and programs.

WHERE WE TARGET: DOMESTIC LEISURE MARKETS



Scottsdale's Average Domestic Overnight Traveler

42.8 years average age

\$86,800 average household income

Staying an average of **3.3 nights**

Spending **\$257** per person

66% of Scottsdale's average visitors stay overnight in hotels/resorts

Scottsdale's Luxury Leisure Traveler

53.3 years median age

\$246,900 median household income

Staying an average of **2.5 nights**

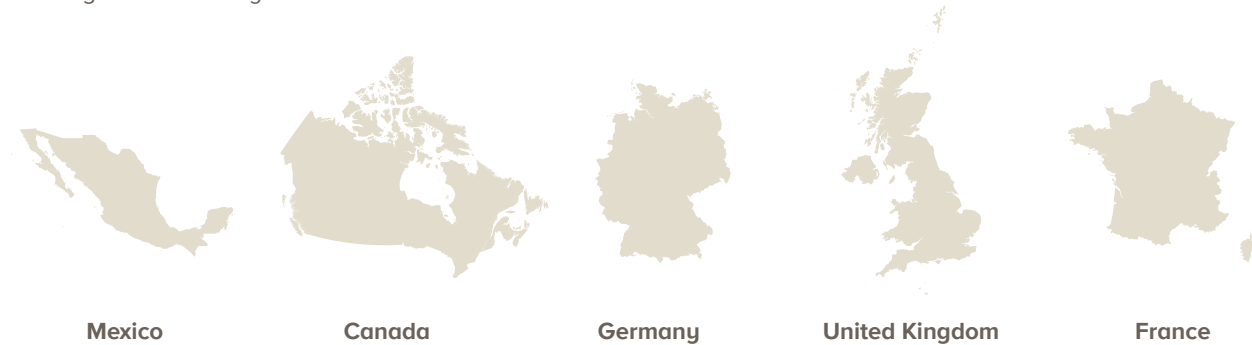
Spending an average of **\$628** daily on property

53% of Scottsdale's luxury visitors are repeat visitors

The above data is based on 2020 visitation impacted by COVID-19. Pre-pandemic, Scottsdale welcomed **9.3 million** domestic visitors, who skewed slightly older.

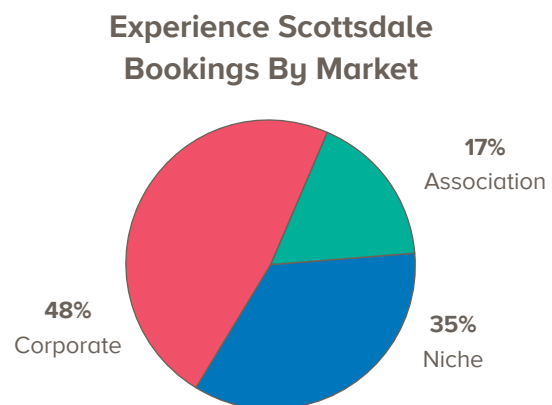
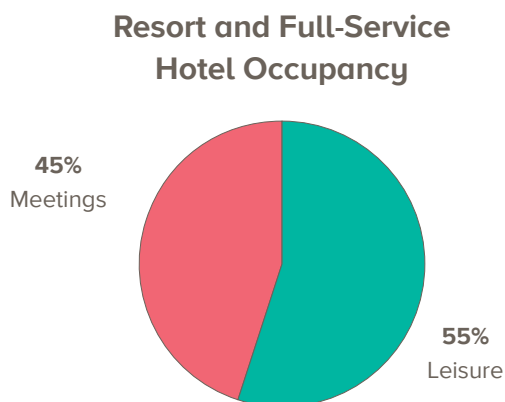
WHERE WE TARGET: **INTERNATIONAL MARKETS**

In 2020, Scottsdale welcomed just **858,500** international travelers. Pre-pandemic, however, Scottsdale saw **1.7 million** international visitors. International visitors to Arizona largely travel for leisure and tend to spend more and stay longer than U.S. travelers, making them an important segment of the industry that Experience Scottsdale continues to target. Traditionally these visitors come to Arizona from:



WHERE WE TARGET: **MEETINGS MARKET**

Though leisure visitation has led the way for Scottsdale's rebound, the meetings sector remains an essential part of Scottsdale's tourism industry. Meaningful, sustainable recovery must include this sector. Experience Scottsdale has seen leads for future business return to pre-pandemic levels, and we continue to secure short- and long-term group business for hotels, resorts and venues. We focus on corporate (healthcare, high tech, financial, manufacturing, insurance and retail), association (major conventions, board meetings, training/educational seminars and professional/technical meetings) and niche meetings (sports, government, social, military, educational, religious and fraternal meetings).



Meetings from third-party planners account for more than half of Experience Scottsdale's bookings, largely due to Experience Scottsdale's relationships with companies such as AMEX, ConferenceDirect, Experient, Global Cynergies, HelmsBriscoe, HPN, Maritz and Prestige Global Meeting Source.



HOW WE TARGET MARKETING

EXPERIENCE SCOTTSDALE BRANDS THE SCOTTSDALE MARKET AREA AS A LUXURY LEISURE AND MEETINGS DESTINATION THROUGH BRAND ADVERTISING, INCLUDING HIGH-END COLLATERAL AND PUBLICATIONS, TRADITIONAL MEDIA, DIGITAL EFFORTS AND SOCIAL MEDIA. We provide the information leisure visitors need before they arrive and once they are here.

BRANDING

Experience Scottsdale maintains, protects and promotes Scottsdale's destination brand. Following extensive research and testing, we developed the *Effortless Revitalization* brand story that showcases our desert

destination as the nexus of relaxation and adventure. We created the current *Absolutely Scottsdale* print advertising campaign to help tell that story, along with our two commercials, *Let's Get Together* and *Extraordinary Moments, Lifelong Memories*.

MEDIA PLAN

Experience Scottsdale develops a media plan based on extensive research and strategic planning to align Scottsdale's brand message with appropriate mediums that best reach our target audiences. With intense competition in the travel marketplace, Experience Scottsdale develops a strong integrated media mix that drives reach, frequency

and awareness. Our promotions – high-end print, radio, television, digital and out-of-home – effectively capture the interest of potential baby boomer, Gen X and millennial travelers in traditional and emerging feeder markets.

DIGITAL MARKETING

Experience Scottsdale's digital marketing tactics include paid search engine, video and connected television, social and influencer, and digital media advertising. Our objectives are to increase brand awareness, showcase members, and increase visitation and bookings with advertising focused on inspiration, rates and niche travel. Digital promotions drive visitors to our primary website, ExperienceScottsdale.com, and to our dedicated micro-sites. We maintain an active presence on social media channels such as Facebook, Twitter, YouTube, Instagram, Pinterest and LinkedIn to generate organic engagement. Experience Scottsdale also offers videos, digital flipbooks and downloadable guides to provide greater access to information online.

SEASONAL CAMPAIGNS

We develop seasonal marketing campaigns to drive additional visitation during need periods: the holidays and summer. These targeted campaigns use online mediums, radio, outdoor advertising and various other efforts to strengthen destination awareness during times when hospitality-related businesses need it most.

RELATIONSHIP MARKETING

Experience Scottsdale maintains permission-based databases of leisure travelers, meeting planners and Arizona residents for direct mail and email. Our relationship marketing keeps Scottsdale top of mind with people who have visited, expressed interest in visiting, or fit our target audience demographics.

PROMOTIONAL MATERIALS

Experience Scottsdale produces a variety of publications for leisure travelers, including the Scottsdale Visitor Guide; Hiking, Biking & Trail Guide; Old Town Guide; Historic Walking Tour Map and more. To assist meeting planners, travel advisors and tour operators, Experience Scottsdale produces the Scottsdale Meeting & Travel Planners Guide and offers high-quality promotional materials that can be used to sell Scottsdale, including brochures, maps, photos and videos.

EVENT MARKETING

To help drive incremental visitation to the destination, Experience Scottsdale supports special events by incorporating them into our advertising, guides, website, emails and social media channels. Our team partners with the city of Scottsdale and our members to promote umbrella events like Scottsdazzle and Western Week. Experience Scottsdale provides visitor services and materials at several events, and we work with event producers to secure new events that fill room nights and attract new customers to Scottsdale.

VISITOR SERVICES

Experience Scottsdale operates a Tourist Information Center in Scottsdale Fashion Square. We provide visitors with destination information via phone, email and our web chat.



HOW WE TARGET

COMMUNICATIONS

EXPERIENCE SCOTTSDALE GARNERS POSITIVE PUBLICITY FOR THE SCOTTSDALE MARKET AREA AS A LUXURY TRAVEL AND MEETINGS DESTINATION THROUGH TARGETED, POSITIVE MEDIA EXPOSURE IN PRINT, BROADCAST, ONLINE AND SOCIAL MEDIA. In markets where advertising dollars are scarce or nonexistent, communications programs are critical in generating interest.

TRADE SHOWS & MEDIA MISSIONS

To build relationships and target high-caliber journalists with strategic messages, Experience Scottsdale conducts one-on-one editorial meetings and hosts receptions and events in key cities. When possible, Experience Scottsdale

also attends travel trade shows to pitch story ideas and further develop media relationships.

PRESS TRIPS & CONFERENCES

Experience Scottsdale encourages qualified journalists to explore Scottsdale, as media who visit typically produce better coverage and write more frequently about the destination than those who do not. We facilitate individual and group visits by providing story ideas and coordinating customized itineraries with the support of our members. Group tours are often produced around specific drivers or special events to attract niche media. Experience Scottsdale also hosts a biennial travel writers

conference, Travel Classics West, which provides an additional way to introduce top editors and freelance writers to the destination. When the conference is in another city, Experience Scottsdale attends as a sponsor to develop and maintain media relationships.

PAID STORYTELLING PROGRAM

Experience Scottsdale spent years navigating the world of social media to develop strict standards for vetting, selecting and negotiating influencer partnerships that will benefit the destination. For our paid storytelling program, Experience Scottsdale partners with highly qualified influencers with target audiences. Our team works hand-in-hand to shape their message, allowing us to address niche topics, complement seasonal marketing campaigns and improve search engine optimization. We also conduct satellite media tours, in which we partner with a broadcast television expert to produce news segments about Scottsdale's offerings that air in markets across the country.

PUBLIC RELATIONS REPRESENTATIVES

Experience Scottsdale contracts with international public relations representatives in Canada, the United Kingdom and Germany to have a more consistent presence in these markets. Experience Scottsdale also contracts with a domestic agency with offices in New York and Los Angeles to help us further penetrate these media-rich cities. In addition, Experience Scottsdale partners with a local golf-focused public relations agency. Our representatives help build relationships with media in their respective markets, respond to media requests, distribute press materials, coordinate media visits to Scottsdale, and advise Experience Scottsdale regarding opportunities to further our positioning.

MEDIA RESOURCES

Our resources provide story ideas, enhance editorial coverage and help Experience Scottsdale build relationships with media.

- **Monthly E-Newsletter:** Our monthly newsletter updates over 4,000 domestic and international media on what's new in Scottsdale.
- **Press Releases:** Experience Scottsdale disseminates news and seasonal releases, which often incorporate information submitted by Experience Scottsdale

members. Some releases are published in other languages.

- **Customized Pitches:** Customized pitches allow Experience Scottsdale to tailor the message to a publication and its audience to secure thorough, high-value coverage.
- **Destination Images:** Experience Scottsdale provides media with high-definition video footage and images to enhance Scottsdale editorial.
- **Downloadable Guides:** Experience Scottsdale's website offers downloadable fact sheets on some of Scottsdale's main tourism drivers, as well as maps and guides, to further educate media.



HOW WE TARGET **TOURISM**

EXPERIENCE SCOTTSDALE PROVIDES DESTINATION EDUCATION TO TRAVEL ADVISORS, TOUR OPERATORS, AIRLINE VACATION DIVISIONS AND INTERNATIONAL MEETINGS GROUPS. We help travel professionals best capture the Scottsdale experience for their clients, and we ensure Scottsdale stands out as a unique destination in travel company product inventories throughout the world.

LEADS

Experience Scottsdale generates leads for members, including Scottsdale-area hotels. Once a travel professional has established a relationship with a Scottsdale market-

area hotel, Experience Scottsdale introduces new itinerary ideas to enhance the experience for customers and increase the number of nights booked for a Scottsdale vacation.

TRADE SHOWS & SALES MISSIONS

We connect face-to-face with travel professionals at select trade shows, which generate immediate leads for Experience Scottsdale members. In addition, Experience Scottsdale conducts sales missions, client events and educational seminars in key markets to cultivate relationships with new clients and meet with longtime clients. During one-on-one client meetings, Experience Scottsdale reviews the travel company's product offering to ensure

that area hotels and resorts are properly featured within a Scottsdale-branded section, prominently featured in printed travel brochures or highlighted on the cover.

FAMILIARIZATION TOURS & SITE INSPECTIONS

Experience Scottsdale hosts familiarization tours (FAMs) for travel professionals to increase their overall knowledge of the destination by experiencing it firsthand.

These FAMs and site inspections provide an opportunity for members to showcase their properties, services and events to travel professionals who are actively seeking new product to sell.

PRODUCT TRAINING SEMINARS

Experience Scottsdale conducts in-person and online product training sessions for travel industry clientele and reservation agents who sell Scottsdale hotels and activities. These seminars are a valuable tool for increasing room-night bookings to the area; the more information each travel advisor absorbs, the easier the destination is to sell to the leisure traveler.

TRADE COOPERATIVE MARKETING

To drive more travelers to purchase Scottsdale vacation packages, we partner with international and domestic tour operators to create trade cooperative marketing campaigns in their respective cities and countries. Experience Scottsdale matches the nominal cost incurred by the tour operator to execute the promotion and in turn receives exposure in every medium of the promotion (e.g. print ads, direct mail, in-store displays).

FLIGHT SERVICE & PROMOTION

Experience Scottsdale partners with Phoenix Sky Harbor International Airport to attract new international flight service, ensuring travelers from Canada and Europe have more opportunities to visit the destination. In recent years, Sky Harbor has secured additional service from London, Frankfurt and Montreal, in part, because of Experience Scottsdale and other area destination marketing organizations' commitment to promote the flights. Our team also promotes Scottsdale Airport's fix-based operators and amenities during product training seminars, ensuring luxury travel advisors are aware of this option as private jet travel has become more prevalent.

SERVICES

We help travel professionals sell Scottsdale by providing complimentary materials such as photos, videos, visitor guides, maps, brochures and itinerary ideas. Many travel professionals include Scottsdale promotional pieces with itineraries for clients who have purchased a Scottsdale vacation.

TOURISM REPRESENTATIVES

Experience Scottsdale works with trade representatives in the United Kingdom, Germany, France, Canada and Mexico. Our representatives respond to travel industry requests, participate in trade shows, and conduct educational seminars and sales missions to promote tourism to Scottsdale.



HOW WE TARGET

CONVENTION SALES

EXPERIENCE SCOTTSDALE PROVIDES DESTINATION EDUCATION TO MEETING PLANNERS AND ASSISTS WITH SECURING SPACE AND SERVICES FOR MEETING AND INCENTIVE PROGRAMS. We help planners understand the opportunities available that meet the needs of their programs, from our venues and off-site attractions to our services and amenities, ensuring their attendees have the best possible experience in the destination.

LEADS

Experience Scottsdale customizes all meeting planners' requests for accommodations, meeting space and other types of services. We work closely with both clients and

members to ensure a great match between the needs and wants of our clients and the products and services of our members. Because of this, Experience Scottsdale does not produce a convention calendar. In addition to leads generated from our own efforts, Experience Scottsdale also has an agreement with Cvent to generate incremental leads for the destination.

TRADE SHOWS & SALES MISSIONS

Experience Scottsdale connects face-to-face with meeting planners at select trade shows, which typically generate immediate leads for Experience Scottsdale members. Often in conjunction with a trade show, our

team conducts sales calls to connect with additional planners. Members frequently partner with Experience Scottsdale for these events, increasing Scottsdale's presence in the markets.

FAMILIARIZATION TOURS & SITE INSPECTIONS

To give clients a firsthand experience of the destination, Experience Scottsdale conducts meeting planner familiarization tours (FAMs) each year. These FAMs provide an opportunity for members to showcase their properties and services to highly qualified meeting planners who are actively considering Scottsdale for future programs. In addition to FAMs, our team arranges smaller and more customized site inspections for qualified clients throughout the year.

CLIENT OUTREACH

Experience Scottsdale keeps the destination top of mind through client outreach. We contact clients during the year via direct mail, phone calls and emails to generate awareness and provide updates on new amenities and products in Scottsdale.

ADVERTISING & PUBLIC RELATIONS

Experience Scottsdale reaches meeting planners through advertising, email blasts, digital efforts, social media, and online RFP tools such as Cvent. Experience Scottsdale also works to keep Scottsdale top of mind with media from key meetings publications. In addition, we create meeting planner promotions to promote business during need periods like the summer and to target specific geographic areas, such as Canada and Arizona.

SPORTS TOURNAMENTS & MEGA EVENTS

Sports tournaments and mega events attract groups and individuals who might not otherwise come to Scottsdale, broadening the destination's exposure and encouraging return travel. We work closely with the city of Scottsdale to promote and secure tournaments for the city's event venues, WestWorld of Scottsdale, Scottsdale Stadium, Scottsdale Sports Complex and Bell94 Sports Complex. Our partnership with the Fiesta Bowl Organization guarantees teams, media and alumni stay at Scottsdale-area hotels and resorts during our holiday need period. Experience Scottsdale also collaborates with partner organizations on bids to secure mega events, such as the Super Bowl and NCAA and Pac-12 tournaments.

DESTINATION SERVICES

Experience Scottsdale efficiently matches planners' requests for destination management services, off-property venues, speakers, wholesale gifts, and other types of services with member businesses. Our team helps planners boost attendance for their programs by providing complimentary materials such as photos, videos, brochures, visitor guides and welcome letters.

WHY WE MEASURE

INDUSTRY OUTLOOK

THE HEALTH OF SCOTTSDALE'S TOURISM INDUSTRY IS LARGELY RELIANT ON THE STRENGTH OF THE NATIONAL AND GLOBAL TOURISM INDUSTRY. Experience Scottsdale monitors research and publications to stay apprised of trends and shifts in the industry-at-large.

COVID-19 IMPACT & RECOVERY

- The pandemic resulted in **\$770 billion** in cumulative losses for the U.S. travel economy through February 2022
- The continual depressed level of travel spending caused a loss of **\$95 billion** in federal, state and local tax revenue
- The leisure and hospitality sector remains **1.5 million** jobs below its pre-pandemic levels as of February 2022

LEISURE TRAVEL

- More than **54%** of American travelers plan to spend more than they did pre-pandemic
- Nearly **3 in 5** American travelers are willing to pay more in fees to make a trip sustainable, and **50%** would choose a less crowded destination to reduce the effects of overtourism
- **76%** of travelers will spend more on travel for well-being and health
- **7 in 10** travelers in the U.S. anticipate visiting an outdoor destination such as a beach, lake, mountain or desert

“Barring some new setback, the much-awaited shift in mindset among American travelers from ‘pandemic’ to ‘endemic’ travel finally may be underway.” – Longwoods International President & CEO Amir Eylon

MEETINGS & BUSINESS TRAVEL

- **75%** of meeting planners anticipate favorable live attendance numbers for the year ahead
- **50%** of meeting planners report their events are shorter than in 2019
- **3 in 4** travel managers expect business travel volume to be higher in 2022 than it was in 2021

INTERNATIONAL TRAVEL

- 2021 was the second worst year on record for global tourism with international arrivals down **72%** from pre-pandemic levels
- **58%** of global experts expect a rebound for international travel in 2022, while **64%** see international arrivals returning to 2019 levels in 2024 or later
- The pandemic inspired **83%** of global travelers to make sustainable travel a priority in the future

“2022 is going to be a very positive year. I’ve said multiple times, with [the] reopening of international travel, we have every piece of the demand segment now that we need to put the pieces of the puzzle back together for a full recovery.” – STR President Amanda Hite

LODGING INDUSTRY FORECASTS			
	2022 STR Forecast	2023 STR Forecast	2024 STR Forecast
Occupancy	63.8%	66.1%	66.8%
Average Daily Rate	\$134	\$140	\$145
Revenue Per Available Room	\$86	\$92	\$97

U.S. Travel Association and Tourism Economics | Bureau of Labor Statistics | Expedia | MMGY Global | World Travel & Tourism Council | MPI | Global Business Travel Association | Business Travel News | United Nations World Travel Organization | STR, © 2022 CoStar Group

WHY WE MEASURE

LOCAL OUTLOOK

EXPERIENCE SCOTTSDALE AND THE CITY OF SCOTTSDALE COMMISSION RESEARCH AND REPORTS FROM MARKET LEADERS IN BENCHMARKING, DATA ANALYSIS AND ECONOMIC IMPACT. Data shows that the Scottsdale market area has continued rebounding from the COVID-19 pandemic, with promotions helping move the needle in a positive direction.

WHY WE MEASURE: **INDUSTRY IMPACT**

INFORMATION BASED ON 2020 VISITATION



8.2 million domestic and international visitors generated an economic impact of **\$2 billion**



Visitor-paid tax dollars accounted for **15%** of the city's privilege tax collections



15,602 jobs were directly attributable to Scottsdale's tourism industry

WHY WE MEASURE: **ORGANIZATIONAL IMPACT**

On average, Experience Scottsdale's annual direct economic impact to the community is **\$247 million.**

Experience Scottsdale's tourism promotions directly generate an average of **\$31.4 million** in annual state and local tax revenue.

THIS REVENUE SUPPORTS ESSENTIAL PUBLIC SERVICES AND IS ENOUGH MONEY TO PAY FOR:



THE SALARIES
OF **498** POLICE
OFFICERS AND
FIREFIGHTERS

OR



THE SALARIES
OF **830** PUBLIC
SCHOOL
TEACHERS

OR



BUILDING **8**
TRAILHEADS IN
THE MCDOWELL
SONORAN
PRESERVE

OR



REPAVING
98 MILES
OF FOUR-LANE
CITY STREETS

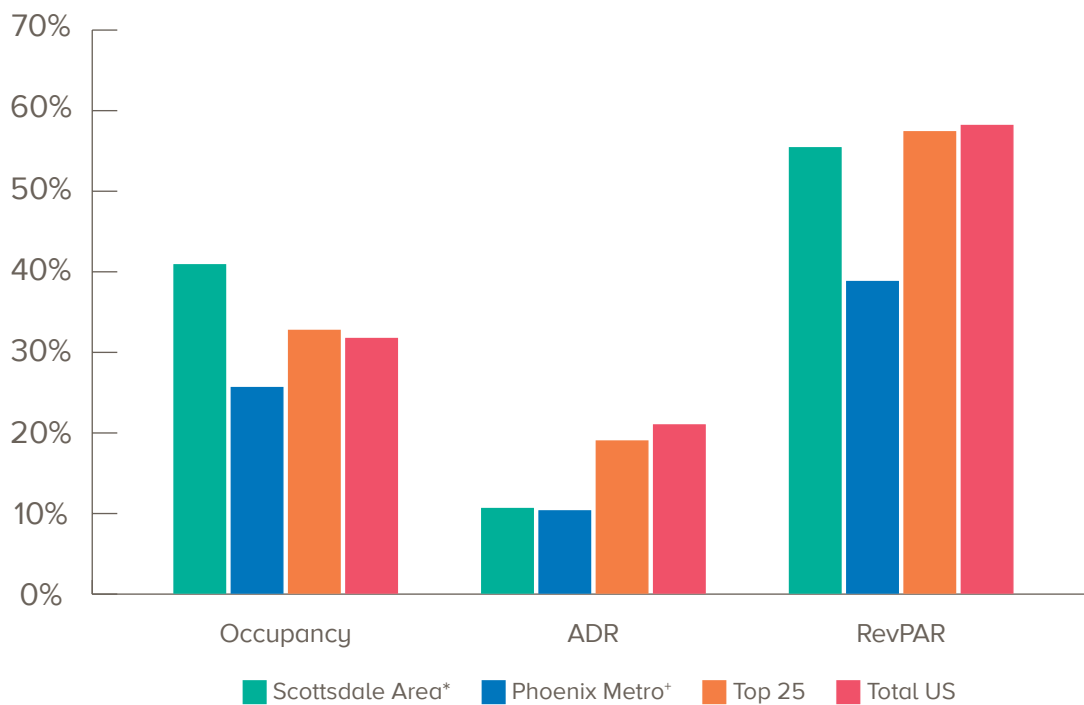
Without these travel-generated revenues, each Scottsdale household would have to pay an average of **\$307** more in state and local taxes every year to maintain the same level of services.

City of Scottsdale Applied Economics 2020 Visitor Statistics | Tourism Economics and Longwoods International Organizational Impact Study; Information based on 2018 impact and inflation.

WHY WE MEASURE: **LODGING PERFORMANCE**

SCOTTSDALE VS. OTHER U.S. MARKETS				
2021 (January – December)				
	Scottsdale Area*	Phoenix Metro ⁺	Top 25 Markets	Total U.S.
Occupancy	56.5%	63.0%	56.8%	57.7%
Average Daily Rate	\$227.13	\$128.17	\$136.29	\$124.68
Revenue Per Available Room	\$128.24	\$80.73	\$77.44	\$71.88

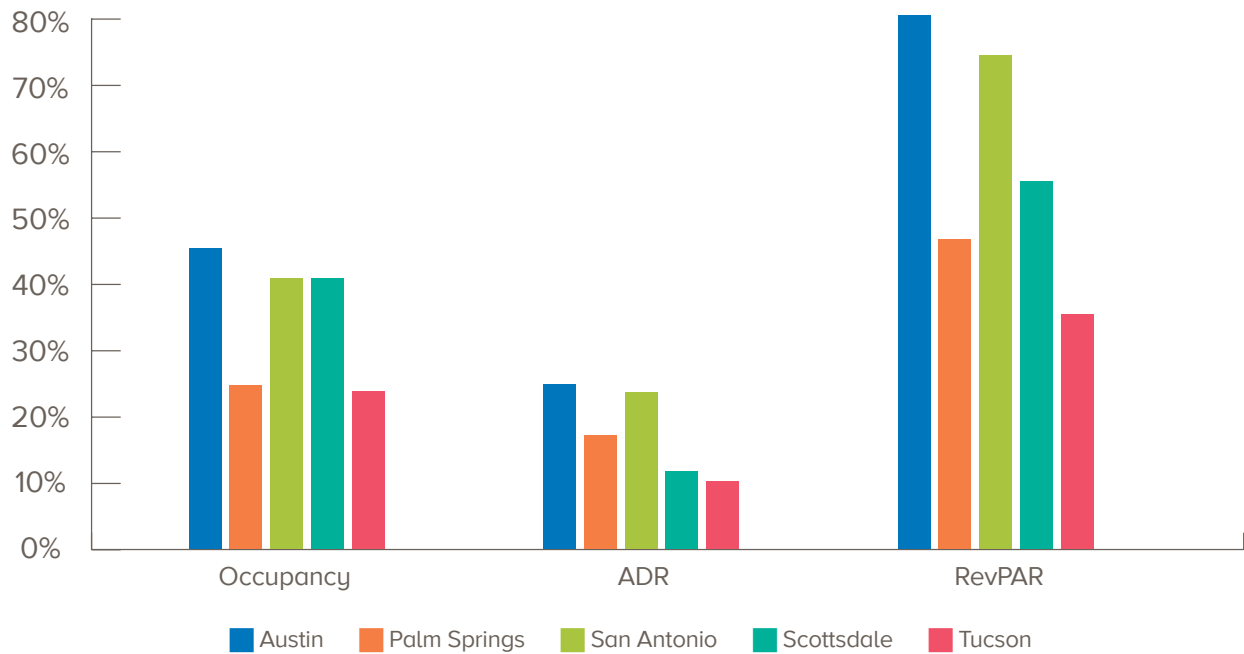
SCOTTSDALE VS. OTHER U.S. MARKETS Percent Change – 2021 vs. 2020



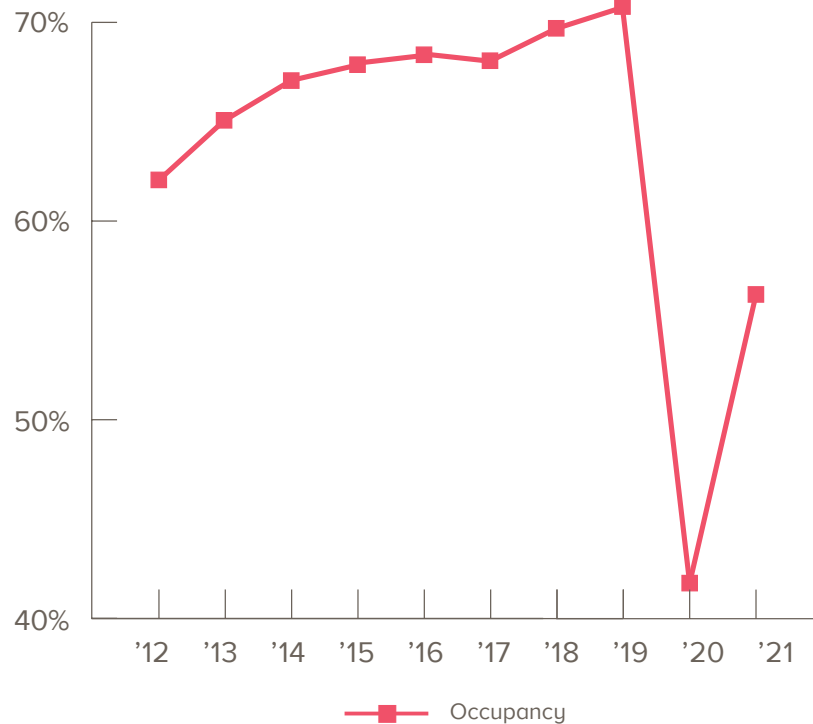
**Includes all hotels in Experience Scottsdale's membership, including properties in Scottsdale, Paradise Valley, Salt River Pima-Maricopa Indian Community, and a few in Phoenix*

+Includes Scottsdale area

SCOTTSDALE VS. WARM WEATHER COMPETITORS Percent Change – 2021 vs. 2020

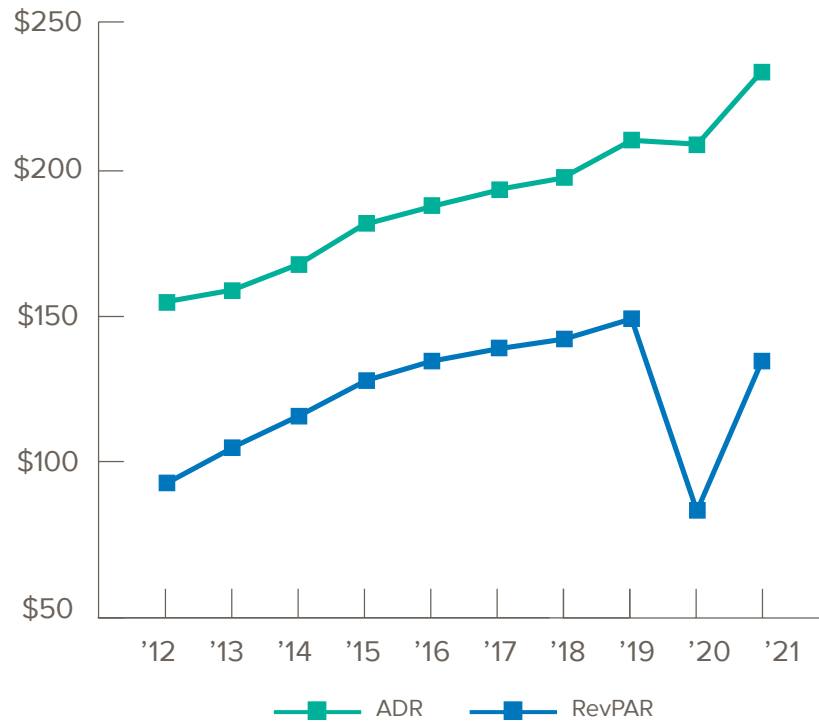


10-YEAR SCOTTSDALE AREA TOURISM INDUSTRY MEASUREMENTS



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10-YEAR SCOTTSDALE AREA TOURISM INDUSTRY MEASUREMENTS



WHY WE MEASURE: **LODGING FORECAST**

In 2022, Scottsdale-area hotels and resorts are projected to experience growth in occupancy, average daily rate (ADR) and revenue per available room (RevPAR). Actual ADR and RevPAR are forecasted to be much higher than years past.

SCOTTSDALE LODGING FORECASTS	
Occupancy	63.7% (+12.9%)
Average Daily Rate	\$236.77 (+1.3%)
Revenue Per Available Room	\$150.76 (+14.3%)

THANK YOU

EXPERIENCE SCOTTSDALE'S BOARD OF DIRECTORS

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Macerich

*Joe Iturri, Vice Chair
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Dr. Gerd Wuestemann
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*Executive Committee Member
+Ex-officio Member

EXPERIENCE SCOTTSDALE'S MEMBERS AND COMMUNITY PARTNERS





2022-23 Media Schedule

This plan is subject to change. Experience Scottsdale maintains the right to cancel or reschedule programs at any time.

JULY 2022

- Pay-Per-Click Advertising
- Social Media Advertising
- YouTube.com Advertising
- Summer Campaign Advertising

AUGUST 2022

- Pay-Per-Click Advertising
- Social Media Advertising
- YouTube.com Advertising
- Summer Campaign Advertising

SEPTEMBER 2022

- Pay-Per-Click Advertising
- Social Media Advertising
- YouTube.com Advertising
- Hopper.com Advertising
- Summer Campaign Advertising
- Scottsdale Republic
- AFAR – Sep/Oct
- Elite Traveler
- Meetings Advertising - digital

OCTOBER 2022

- Pay-Per-Click Advertising
- Social Media Advertising
- YouTube.com Advertising
- Hopper.com Advertising
- Food & Wine
- Travel + Leisure
- Golf Digest
- Los Angeles Television – Oct/Nov
- Chicago Television – Oct/Nov
- New York Television – Oct/Nov

NOVEMBER 2022

- Pay-Per-Click Advertising
- Social Media Advertising
- YouTube.com Advertising
- Food & Wine
- Travel + Leisure
- Holiday Campaign Advertising

DECEMBER 2022

- Pay-Per-Click Advertising
- Social Media Advertising
- YouTube.com Advertising
- Holiday Campaign Advertising
- Independent Newspapers
- Elite Traveler Magazine

JANUARY 2023

- Pay-Per-Click Advertising
- Social Media Advertising
- YouTube.com Advertising
- Scottsdale Republic
- AFAR – Jan/Feb
- Golf Digest – Jan/Feb
- AOT Visitors Guide
- Meetings Advertising - digital

FEBRUARY 2023

- Pay-Per-Click Advertising
- Social Media Advertising
- YouTube.com Advertising
- Food & Wine
- Scottsdale Republic
- Travel + Leisure
- Canada Television - Feb/Mar
- Canada Television Traffic sponsorship – Feb/Mar
- Canada Weather Channel – Feb/Mar
- New York Television - Feb/Mar
- Chicago Television – Feb/Mar
- Los Angeles – Feb/Mar
- Denver Television – Feb/Mar
- Minneapolis Television – Feb/Mar
- Seattle Television – Feb/Mar
- Dallas Television – Feb/Mar
- Houston Television – Feb/Mar
- Chicago out-of-home – Feb/Mar
- New York out-of-home – Feb/Mar

MARCH 2023

- Pay-Per-Click Advertising
- Social Media Advertising
- YouTube.com Advertising
- Hopper.com Advertising

APRIL 2023

- Pay-Per-Click Advertising
- Social Media Advertising
- YouTube.com Advertising
- Meetings Advertising - digital

MAY 2023

- Pay-Per-Click Advertising
- Social Media Advertising
- YouTube.com Advertising
- Summer Campaign Advertising
- Scottsdale Progress

JUNE 2023

- Pay-Per-Click Advertising
- Social Media Advertising
- YouTube.com Advertising
- Summer Campaign Advertising



2022-23 Communications Program of Work

This plan is subject to change. Experience Scottsdale maintains the right to cancel or reschedule programs at any time.

*(*open to member participation)*

JULY 2022

***It's that Hot! – Summer Paid Storytelling**

The past few years, the communications team has been partnering with bloggers and other influencers on paid storytelling. We will host media visits and work with content creators who know the destination to refresh their content and encourage their audiences to consider Scottsdale when they are ready to travel.

- Participation Cost: Donated services
- Estimated Media Attendance: 1-2 North American content creators
- Location: Scottsdale, AZ
- Experience Scottsdale Contact: Emily Lawrence at elawrence@experiencescottsdale.com or 480-424-1958

***Arizona Governor's Conference on Tourism "GCOT" – July 13-15, 2022**

The annual Arizona Governor's Conference on Tourism provides the state's tourism stakeholders the opportunity to network with peers, learn from expert panelists, draw inspiration from keynote speaker, and celebrate our industry's accomplishments.

- Participation Cost: Donated services
- Participation Cost: Varies with sponsorship <http://azgcot.com/>
- Location: JW Marriott Camelback Inn, Scottsdale, AZ
- AOT Contact: Alena Hicks at ahicks@toursim.az.gov

AUGUST 2022

SEPTEMBER 2022

Seattle Media Mission

Experience Scottsdale will conduct media appointments with key editors and freelance writers to pitch Scottsdale story ideas and keep the destination top-of-mind with travel, culinary and lifestyle journalists. Washington continues to be in the top 10 states for visitation.

- Participation Cost: N/A
- Estimated Media Attendance/Interaction: 10 Seattle-area journalists
- Location: Seattle, WA
- Experience Scottsdale Contact: Emily Lawrence at elawrence@experiencescottsdale.com or 480-424-1958

Denver Media Mission with Visit Phoenix – TBD

Experience Scottsdale will partner with Visit Phoenix to host a series of small gatherings and appointments with Denver-area media. This event will give Experience Scottsdale the opportunity to present Scottsdale news and story ideas to media in this key feeder market. While Denver is a small media market, according to recent Datafy reports, it ranks sixth for domestic feeder cities to Scottsdale and ranks third for luxury hotel customers. Increased direct flights from Denver to Phoenix, Colorado Rockies spring training at the Salt River Fields at Talking Stick, and Experience Scottsdale's targeted marketing in the region have led to a steady increase in Denver-area visitation to Scottsdale. It is also particularly important to lure these visitors as their cold fall and winter seasons approach.

- Participation Cost: N/A
- Estimated Media Attendance/Interaction: 12-15 Denver-area journalists
- Location: Denver, CO
- Experience Scottsdale Contact: Christina Dickson at cdickson@experiencescottsdale.com or 480-889-2709

Travel Classics West – September 22-25

Travel Classics West is a premier travel writer conference that allows freelance travel writers the opportunity to meet with the industry's top editors. This conference attracts top-notch editors from publications such as *Travel + Leisure*, *Conde Nast Traveler*, *Food & Wine*, *AFAR* and more. Travel Classics West alternates annually between Scottsdale, Arizona and another western destination in North America.

- Participation Cost: Varies per sponsorship; participation limited to event sponsors. Visit www.travelclassics.com/conferences or contact Maren Rudolph at maren@travelclassics.com or 914-591-4503 for sponsorship opportunities.
- Estimated Media Attendance/Interaction: 18-20 top editors and 45 freelance writers
- Location: Grand Hyatt Vail, CO
- Experience Scottsdale Contact: Laura McMurchie at lmcmurchie@experiencescottsdale.com or 480-429-2253

OCTOBER 2022

New York City Mission – Week of Oct. 10

Experience Scottsdale will conduct media appointments with key editors and freelance writers to pitch Scottsdale story ideas and keep the destination top-of-mind with travel, culinary and lifestyle journalists. Working with The Brandman Agency, Experience Scottsdale will foster existing media relationships as well as tap into new contacts. New York is the media hub of the U.S. and Scottsdale's top revenue generating market.

- Participation Cost: N/A
- Estimated Media Attendance/Interaction: 20 New York-area journalists
- Location: New York, New York
- Experience Scottsdale Contact: Christina Dickson at cdickson@experiencescottsdale.com or 480-889-2709

***UK Group Press Trip – Oct. 13-18**

Experience Scottsdale will host magazine and newspaper travel media from the UK market to share the best of Scottsdale, including resorts, restaurants and attractions.

- Participation Cost: Donated Services
- Estimated Media Attendance/Interaction: 6 UK/Irish journalists
- Location: Scottsdale, Ariz.
- Experience Scottsdale Contact: Laura McMurchie at lmcmurchie@experiencescottsdale.com or 480-429-2253

Toronto + Montreal Media Mission – Oct. 24-28

Experience Scottsdale will coordinate a series of small media functions and meetings with key editors and freelance writers to pitch Scottsdale story ideas to travel, culinary and lifestyle journalists. Despite more air lift from cities in Canada's Western provinces, Toronto remains Scottsdale's top city of origin and top city for spend and Montreal continues to gain strength.

- Participation Cost: NA
- Estimated Media Attendance/Interaction: approximately 20
- Location: Toronto, Ontario and Montreal, Quebec, Canada
- Experience Scottsdale Contact: Laura McMurchie at lmcmurchie@experiencescottsdale.com or 480-429-2253

NOVEMBER 2022**Chicago Media Mission – TBD early November**

Experience Scottsdale's communications team will conduct one-on-one meetings and small events to connect with Chicago-area media. Chicago is an important market for Scottsdale, particularly in our peak season when rates are at a premium. Chicago consistently ranks in the top three DMAs in both visitation and revenue for Scottsdale and according to recent Datafy data, ranks in the top 10 for both luxury and upper moderate hotel customers.

- Participation Cost: N/A
- Estimated Media Attendance/Interaction: 12-15 Chicago-area journalists
- Location: Chicago, IL
- Experience Scottsdale Contact: Christina Dickson at cdickson@experiencescottsdale.com or 480-889-2709

***Art in the Desert: Canal Convergence FAM(s) – Individual or Small Group Press Trips**

Experience Scottsdale will craft an experience around the importance of art in Scottsdale. The trip will focus on everything from hotels with art galleries to the galleries of Old Town themselves, as well as Scottsdale Public Art and UNESCO World Heritage Site Taliesin West. Itineraries will include a celebration of 10 years for water + art + light at Canal Convergence, a free, large-scale public art event, taking place each evening from Friday, Nov. 4, through Sunday, Nov. 13.

- Participation Cost: Donated services
- Estimated Media Attendance/Interaction: 2-4 North American journalists
- Location: Scottsdale, Ariz.
- Experience Scottsdale Contact: Emily Lawrence at elawrence@experiencescottsdale.com or 480-424-1958

***Canadian Group Press Trip – TBD (over Canal Convergence)**

Experience Scottsdale will host magazine and newspaper travel media from the Canadian market to share the best of Scottsdale, including resorts, restaurants and attractions.

- Participation Cost: Donated Services
- Estimated Media Attendance/Interaction: 6 Canadian journalists
- Location: Scottsdale, Ariz.
- Experience Scottsdale Contact: Laura McMurchie at lmcmurchie@experiencescottsdale.com or 480-429-2253

***Scottsdale for the Holidays Paid Storytelling – November/December**

Introduce new content creators to Scottsdale to encourage their audiences to consider a desert holiday when the weather is perfect, and the resorts are dressed in holiday cheer. This strategic partnership will bolster seasonal values messaging and include both blog and social content.

- Participation Cost: Donated services
- Estimated Media Attendance/Interaction: 1-3 North American content creators
- Location: Scottsdale, Ariz.
- Experience Scottsdale Contact: Christina Dickson at cdickson@experiencescottsdale.com or 480-889-2709

DECEMBER 2022

***Golf Group Press Trip - The Art of the Course - TBD**

Experience Scottsdale will host key golf journalists for an architecture-focused group press trip, highlighting the course architects.

- Participation Cost: Donated services
- Estimated Media Attendance/Interaction: 4 North American journalists
- Location: Scottsdale, Ariz.
- Experience Scottsdale Contact: Emily Lawrence at elawrence@experiencescottsdale.com or 480-424-1958

***Scottsdale Showcase – Early December**

Each year, Experience Scottsdale conducts missions in top media markets with the hope these face-to-face pitch meetings will result in confirmed assignments for magazines, newspapers and online publications. In 2020-21, Experience Scottsdale will offer travel and lifestyle writers exclusive, experiential pitches – but instead of bringing Scottsdale to them, we'll bring them to Scottsdale. Experience Scottsdale will flip the media mission model by inviting California writers to a two-day media showcase. Rather than hear about Scottsdale from behind their desks, journalists will enjoy Scottsdale's hospitality firsthand and become acquainted with the depth and breadth of the destination's offerings during a trade show in Scottsdale, meeting with a variety of members to learn about the latest news and amenities.

- Participation Cost: TBD
- Estimated Media Attendance/Interaction: Approximately 40 journalists from Scottsdale's top DMAs
- Location: Scottsdale, Arizona
- Experience Scottsdale Contact: Christina Dickson at cdickson@experiencescottsdale.com or 480-889-2709

***20th Annual Golf Media Classic – Dec. 4-7**

Experience Scottsdale will sponsor golf writer/personality Bill Huffman's golf media event and play host to approximately 70 golf journalists and 14 spouses. Featured Scottsdale partners include Troon North, Grayhawk and the Waste Management Phoenix Open.

- Participation Cost: Donated services
- Estimated Media Attendance/Interaction: 70 writers
- Location: Scottsdale, Ariz.
- Experience Scottsdale Contact: Emily Lawrence at elawrence@experiencescottsdale.com or 480-424-1958. To participate, contact: Bill Huffman at bhuffman777@gmail.com.

JANUARY 2023

TravMedia International Media Marketplace (IMM) – Jan. 25-26

Scottsdale will meet with top editors and freelancers in pre-scheduled one-on-one appointments to share news at this two-day networking and relationship-building event.

- Estimated Media Attendance/Interaction: 24 North American journalists
- Location: New York, New York
- Experience Scottsdale Contact: Emily Lawrence at elawrence@experiencescottsdale.com or 480-424-1958

AOT Mexico Trade and Media Mission – TBD

Experience Scottsdale will participate in a series of AOT-organized meetings in Mexico City and Guadalajara, to educate media about Arizona's world-class tourism amenities.

- Participation Cost: \$2,500
- Location: Mexico City and Guadalajara
- Experience Scottsdale Contact: Laura McMurchie at lmcmurchie@experiencescottsdale.com or 480-429-2253

***German Group Press Trip – Old West Meets New West – TBD**

Experience Scottsdale will host magazine and newspaper travel media from the German-speaking markets to share the best of Scottsdale, including resorts, restaurants and attractions.

- Participation Cost: Donated Services
- Estimated Media Attendance/Interaction: 3-5 German-speaking journalists
- Location: Scottsdale, Ariz.
- Experience Scottsdale Contact: Christina Dickson at cdickson@experiencescottsdale.com or 480-889-2709

FEBRUARY 2023

Super Bowl LVII – Feb. 12

Los Angeles + San Diego Media Mission – TBD

Experience Scottsdale will conduct media appointments with key editors and freelance writers to pitch Scottsdale story ideas and keep the destination top-of-mind with travel, culinary and lifestyle journalists. Working with The Brandman Agency, Experience Scottsdale will foster existing media relationships as well as tap into new contacts. Los Angeles and San Diego are important media markets and top visitation markets for Scottsdale.

- Participation Cost: N/A

- Estimated Media Attendance/Interaction: 20 Los Angeles and San Diego-area journalists
- Location: Los Angeles and San Diego, CA
- Experience Scottsdale Contact: Christina Dickson at cdicksen@experiencescottsdale.com or 480-889-2709

MARCH 2023

IMM Berlin TravMedia Day – March 7

IMM TravMedia is a self-registering event. IMM is established as the industry's leading event for the media to meet travel and tourism brands. Exhibitors each enjoy a dedicated branded table where they can meet top travel journalists, editors and broadcasters to discuss their news, events and developments. As a single-day networking and relationship-building opportunity for journalists and travel & tourism brands, IMM is unrivaled. Visit <https://travmedia.com/immgermany> for more info.

- Participation Cost: N/A
- Estimated Media Attendance/Interaction: Approx. 25 German-speaking journalists
- Location: Berlin, Germany
- Experience Scottsdale Contact: Christina Dickson at cdicksen@experiencescottsdale.com or 480-889-2709

ITB Trade Show Germany – March 8-10

Experience Scottsdale's German-speaking rep will attend the International Tourismus Borse (ITB), an annual trade show that involves more than 50,000 tourism professionals from around the world, including travel agents, tour operators and media. Pre-scheduled appointments are arranged through Arizona's German representative. North America is the primary markets for visitation to Arizona; however, the long-haul markets listed above are important visitors in key periods such as spring, holidays and summer. In addition, overseas visitors tend to stay longer and spend more money than North American visitors.

- Participation Cost: N/A
- Estimated Media Attendance/Interaction: Approx. 40 German-speaking journalists
- Location: Berlin, Germany
- Experience Scottsdale Contact: Christina Dickson at cdicksen@experiencescottsdale.com or 480-889-2709

*Ditch Day FAM(s) – Individual or Small Group

The Communications team will host a few short-lead media, bloggers and influencers to experience the ease of a quick Scottsdale getaway during Scottsdale's idyllic spring seasons for a one-night stay in Scottsdale.

- Participation Cost: Donated services
- Estimated Media Attendance/Interaction: 2-4 LA or San Francisco-based journalists
- Location: Scottsdale, Ariz.
- Experience Scottsdale Contact: Emily Lawrence at elawrence@experiencescottsdale.com or 480-424-1958

APRIL 2023

Dallas Media Mission – TBD

Experience Scottsdale will conduct media appointments with key editors and freelance writers to pitch Scottsdale story ideas and keep the destination top-of-mind with travel, culinary and lifestyle journalists. Dallas-Fort Worth DMA is a sizeable media market and an important one for Scottsdale, as it ranks within the top five markets in visitation and revenue. According to recent Datafy data, Dallas also ranks among the top 10 cities for the luxury and upper moderate categories.

- Participation Cost: TBD
- Estimated Media Attendance/Interaction: 20 Dallas-area journalists
- Location: Dallas, TX
- Experience Scottsdale Contact: Christina Dickson at cdicksen@experiencescottsdale.com or 480-889-2709

MAY 2023

US Travel Association's IPW San Antonio, TX – May 20-24

IPW, organized by the US Travel Association, is the premier international trade show in the US attracting nearly 1,200 international tour operators and 250 travel journalists from more than 70 countries each year. Experience Scottsdale will meet with journalists at the Media Marketplace, which is typically held on the first day of the show, as well as in additional meetings on the trade show floor and at off-site venues. Experience Scottsdale will also coordinate custom itineraries for individual press trips before and after the show.

- Participation Cost: N/S
- Estimated Media Attendance/Interaction: 250 Domestic and International Media
- Location: San Antonio, TX
- Experience Scottsdale contact: Laura McMurchie at lmcmurchie@experiencescottsdale.com or 480-429-2253

UK Media Mission – TBD

Experience Scottsdale will conduct a media mission in London focusing on editorial meetings with key UK freelance writers and editors. The United Kingdom is one of Arizona's top overseas market for visitation. British Airways recently expanded service on the London Heathrow flight into Phoenix Sky Harbor International Airport.

- Participation Cost: N/A
- Estimated Media Attendance/Interaction: Approximately 15 UK journalists
- Location: London, England
- Experience Scottsdale Contact: Laura McMurchie at lmcmurchie@experiencescottsdale.com or 480-429-2253

Travel Classics International – TBD

Travel Classics International is a premier travel writer conference that allows freelance travel writers the opportunity to meet with the industry's top editors. There is a low writer-to-editor ratio and pre-scheduled appointments, which gives the writers ample opportunities to have one-on-one time with the editors. This conference attracts top-notch editors from publications such as *Travel + Leisure*, *Condé Nast Traveler*, *Food & Wine*, *AFAR* and more. Travel Classics West alternates annually between Scottsdale, Arizona and another western destination in North America.

- Participation Cost: Sponsorships vary

- Estimated Media Attendance/Interaction: Approximately 18 editors and 45 freelance writers
- Location: Ireland
- Experience Scottsdale Contact: Laura McMurchie at lmcmurchie@experiencescottsdale.com or 480-429-2253

***Spring Meeting Planner FAM – TBD**

The Communications team will work with the Convention Sales team to host 1-3 meetings journalists as part of this meeting planner familiarization tour. This FAM trip gives media the opportunity to discover Scottsdale's meeting venues and amenities as well as to interact with their readers, the meeting planners.

- Participation Cost: Donated services
- Estimated Media Attendance/Interaction: 1-3 journalists covering the meetings market
- Location: Scottsdale, Ariz.
- Experience Scottsdale Contact: Christina Dickson at cdickson@experiencescottsdale.com or 480-889-2709

***It's That Hot – Summer in Scottsdale FAM(s) and Paid Storytelling**

The Communications team will host a few short-haul market journalists with short lead times or content creators to experience the quality, quantity and value of Scottsdale's summer offers and publish before June 30, 2021.

- Participation Cost: Donated services
- Estimated Media Attendance/Interaction: 2-4 North American journalists
- Location: Scottsdale, Ariz.
- Experience Scottsdale Contact: Emily Lawrence at elawrence@experiencescottsdale.com or 480-424-1958

Western Canada Media Mission (Calgary/Vancouver/Edmonton) – TBD

- Experience Scottsdale Contact: Laura McMurchie at lmcmurchie@experiencescottsdale.com or 480-429-2253

JUNE 2023



2022-23 Tourism Program of Work

This plan is subject to change. Experience Scottsdale maintains the right to cancel or reschedule programs at any time.

JULY 2022

ASTA Fiesta in the Desert – July 15-16

This event welcomes advisors and suppliers from all over the US to attend this annual tradeshow and conference. The weekend includes roundtable discussions and an interactive tradeshow component where suppliers have the opportunity to meet face to face with likeminded advisors.

- Participation Cost: \$375 (to register, visit www.azasta.org)
- Location: Scottsdale, AZ
- Contact: Nicole Krekeler at nkrekeler@experiencescottsdale.com or 480-949-2161

Arizona Governor's Conference on Tourism – July 13-15

This conference provides a forum for professionals from destination marketing organizations, tour operators, attractions, airlines, accommodations, and other hospitality related organizations to review marketing strategies and critical issues facing the Arizona tourism industry.

- Participation Cost: \$650 (to register, visit www.azgcot.com)
- Location: Scottsdale, AZ
- Contact: Emily Wininger at ewininger@experiencescottsdale.com or 480-889-2705

GTM Flagship Marketplace – July 28-31

Global Travel Flagship Marketplace (GMT Flagship) is an elite appointment-only event that connects the most influential travel advisors in North America with global travel suppliers in face-to-face meetings as well as boardroom sessions.

- Participation Costs: \$6000 (to register: www.gtmflagship.com)
- Location: Ft. Lauderdale, FL
- Contact: Nicole Krekeler at nkrekeler@experiencescottsdale.com or 480-949-2161

AUGUST 2022

Connect Travel RTO International Marketplace – August 8-10

Connect Travel RTO International Marketplace is an international travel show that combines the right timing for product development in a unique format that creates an efficient and effective environment to expedite the sales process and close business along with a robust educational track to inspire and inform industry leaders in a rapidly evolving global market.

- Participation Cost: \$3,950 (to register: <https://www.connectmeetings.events/event.cfm?id=3407>)
- Location: Detroit, MI
- Contact: Emily Wininger at ewininger@experiencescottsdale.com or 480-889-2705

Virtuoso Travel Week – August 13-19

Virtuoso Travel Week is the ultimate annual global luxury travel event. Exclusive to the Virtuoso network, it features an entire week of personal one-on-one appointments with luxury travel advisors, extensive professional development opportunities, and a celebration of the world's top luxury travel network.

- Participation Cost: (invitation only)
- Location: Las Vegas, NV
- Contact: Nicole Krekeler at nkrekeler@experiencescottsdale.com or 480-949-2161

SEPTEMBER 2022

ILTM North America Trade Show – Sept. 19-22

ILTM North America is an invitation-only event, where the very best travel agents and advisors from across the USA, Canada and Mexico meet the world's very best luxury travel experiences via pre-scheduled appointments.

- Participation Costs: \$10,000 (plus travel expenses) (register at www.iltm.com)
- Location: Riviera Maya, Mexico
- Contact: Nicole Krekeler at nkrekeler@experiencescottsdale.com or 480-949-2161

Brand USA Global Marketplace's Travel Week Europe – Sept. 26-29

Experience Scottsdale will participate in Brand USA's tourism trade show, Travel Week Europe, for the United Kingdom and European. The event will consist of B2B meetings and will showcase the very best the United States has to offer in an engaging, unique, and interactive environment. This dedicated U.S. event will be at the forefront of what is next in the travel space, providing partners the opportunity to promote their product to UK, Ireland, and European hosted buyers.

- Participation Cost: \$7,500 (plus travel expenses)
- Location: Frankfurt, Germany
- Contact: Emily Winger at ewininger@experiencescottsdale.com or 480-889-2705

OCTOBER 2022

TravelBrands Roadshow & Canadian Sales Mission – Oct. 3-7

Experience Scottsdale will travel to Canada to conduct sales calls and host a client event for top tour operators and travel advisors. This mission will give participating members the chance to present their company's information to travel agents in this important feeder market. In addition to the sales mission Experience Scottsdale will be participating in the TravelBrands Roadshow taking place in Toronto (10/4) and Montreal (10/6).

- Participation Cost: \$850 (plus travel expenses)/ \$200 brochure distribution only – space is limited
Travel Brands Roadshow Cost: \$2500
- Location: Canada
- Contact: Nicole Krekeler at nkrekeler@experiencescottsdale.com or 480-949-2161

East Coast Travel Advisor Sales Mission – Oct. 17-21

Experience Scottsdale will travel to the New York tri-state area to conduct sales calls with top producing travel advisors. This mission will provide participating members the opportunity to present their company information to clients in this important feeder market.

- Participation Cost: \$850 (plus travel expenses) / \$150 brochure distribution only
- Location: TBD
- Contact: Nicole Krekeler at nkrekeler@experiencescottsdale.com or 480-949-2161

NBAA Annual Conference – Oct. 18-20

Experience Scottsdale teams up with the Scottsdale Airport to promote the destination for corporate and leisure travel. NBAA is a diverse group of entrepreneurs and organizations located around the United States and makes up the majority of America's business aviation fleet. Scottsdale will host a 40'x40' booth with a Barrett Jackson Collector Car as the centerpiece.

- Participation Cost: \$200 brochure distribution only
- Location: Orlando, FL.
- Contact: Emily Winingler at ewiningler@experiencescottsdale.com or 480-889-2705

NOVEMBER 2022

International Scottsdale Showcase – TBD

Experience Scottsdale will host a virtual tradeshow for international tour operators for member participation. This three-day event will consist of one-on-one appointments and training opportunities.

- Participation Cost: \$150 (participation only)
- Location: Virtual
- Contact: Emily Winingler at ewiningler@experiencescottsdale.com or 480-889-2705

Las Vegas and Los Angeles Receptive Sales Mission – TBD

The Experience Scottsdale tourism team will conduct sales calls to receptive tour operators in Las Vegas. These high-volume clients are responsible for sending thousands of visitors to Scottsdale from all international markets.

- Participation Cost: \$100 brochure distribution only
- Location: Las Vegas, NV and Los Angeles, CA
- Contact: Emily Winingler at ewiningler@experiencescottsdale.com or 480-889-2705

Mid-West Travel Advisor Sales Mission – Nov. 14-18

Experience Scottsdale will travel to Minneapolis & Chicago to conduct sales calls and host client events with top producing travel advisors. This mission will provide participating members the opportunity to present their company information to clients in this important feeder market.

- Participation Cost: \$650 (plus travel expenses) / \$150 brochure distribution only
- Location: Minneapolis & Chicago
- Contact: Nicole Krekeler at nkrekeler@experiencescottsdale.com or 480-949-2161

DECEMBER 2022

ILTM Europe Trade Show – Dec. 5-8

Experience Scottsdale will exhibit at ILTM Europe part of ILTM's World Tour, a hybrid show designed specifically for a highly targeted, highly qualified cohort within the luxury travel industry in the Europe, Middle East and Africa regions.

- Participation Cost: \$11,893 (register online www.iltm.com)
- Location: Cannes, France
- Contact: Emily Winingler at ewiningler@experiencescottsdale.com or 480-889-2705

JANUARY 2023

Texas Sales Mission – TBD

Experience Scottsdale will travel to Dallas, Austin and Houston for a sales mission. This effort will give participating members the chance to present their company information to travel agents in this important feeder market.

- Participation Cost: \$850 (plus travel expenses) – \$150 brochure distribution only
- Location: Dallas, Austin & Houston, Texas
- Contact: Nicole Krekeler at nkrekeler@experiencescottsdale.com or 480-949-2161

FEBRUARY 2023

Go West Summit – Feb. 27 – March 2

Go West Summit provides a unique business setting structured specifically to give Western U.S. suppliers the chance to promote their product to tour operators from around the world and receptive operators from the United States. This show consists of two days of one-on-one appointments, tourism industry seminars and networking sessions.

- Participation Cost: \$2495 (register online www.GoWestSummit.com)
- Location: Anchorage, AK
- Contact: Emily Wininger at ewininger@experiencescottsdale.com or 480-889-2705

MARCH 2023

Unite Visit USA – TBD

Experience Scottsdale will participate in Unite Visit USA. This ‘one-stop-shop’ event brings together UK based tour operators to hold pre-booked one-to-one meetings with tourist boards, airlines, hoteliers, attractions, tour providers, cruise and rail companies from throughout the United States in one place.

- Participation Cost: \$675 (plus travel expenses) / \$200 brochure distribution only
- Location: London, UK
- Contact: Emily Wininger at ewininger@experiencescottsdale.com or 480-889-2705

United Kingdom Sales Mission – TBD

Experience Scottsdale will conduct tour operator sales calls and destination product trainings in the UK. Members are invited to join in this sales effort and meet face-to-face with key accounts in the UK.

- Participation Cost: \$1000 (plus travel expenses) / \$200 brochure distribution only
- Location: Edinburgh, Scotland; Manchester, England; Chester, England; and London, United Kingdom
- Contact: Emily Wininger at ewininger@experiencescottsdale.com or 480-889-2705

APRIL 2023

Southern California Sales Mission – TBD

Experience Scottsdale will travel to Southern California to conduct sales calls with travel advisors in this key markets. This mission will provide participating members the opportunity to present their company’s information to clients in this important market.

- Participation Cost: \$600 (plus travel expenses) / \$150 brochure distribution only
- Location: TBD
- Contact: Nicole Krekeler at nkrekeler@experiencescottsdale.com or 480-949-2161

MAST Annual Conference & Tradeshow – TBD

Experience Scottsdale will participate in this four-day event that gives suppliers a one-of-a-kind opportunity to network with qualified travel agency owners from the mid-west. Participants will have the opportunity to showcase their destination on the trade show floor, reserve face-to-face meetings with top producers and attend networking events throughout the week.

- Participation Cost: \$1800 (plus travel expenses)
- Location: TBD
- Contact: Nicole Krekeler at nkrekeler@experiencescottsdale.com or 480-949-2161

MAY 2023

German Sales Mission – TBD

Experience Scottsdale will conduct tour operator sales calls and destination product trainings in Germany. Members are invited to join in this sales mission and meet face-to-face with key accounts in Germany.

- Participation Cost: \$1000 (plus travel expenses) / \$200 brochure distribution only
- Location: Hamburg, Hannover, Frankfurt, Munich, Germany
- Contact: Emily Wininger at ewininger@experiencescottsdale.com or 480-889-2705

GTM West – TBD

Global Travel Marketplace West (GTM West) is an elite appointment-only event that connects the most influential travel advisors in North America with global travel suppliers in face-to-face meetings as well as boardroom sessions.

- Participation Costs: \$5500 (to register: www.gtmflagship.com)
- Location: TBD
- Contact: Nicole Krekeler at nkrekeler@experiencescottsdale.com or 480-949-2161

Scottsdale Local Travel Professional Event – TBD

Experience Scottsdale will hold a local client tradeshow. This trade show/agent training day is a great way to educate and refresh local Arizona agents on our Scottsdale hotel and attractions product.

- Participation Costs: \$75 local event (includes table for trade show) / \$50 brochure distribution only
- Location: Scottsdale, Ariz.
- Contact: Nicole Krekeler at nkrekeler@experiencescottsdale.com or 480-949-2161

June 2023

U.S. Travel Association IPW Trade Show – June 21-24

IPW is the largest and most important international trade show held in the United States. Experience Scottsdale will have pre-scheduled appointments with top international and domestic tour operators from Asia, Australia, Canada, France, Italy, Germany, Latin America, Mexico and United Kingdom. Experience Scottsdale will have a booth and invite members to participate.

- Participation Cost: \$3000 (plus travel expenses) – space is limited
- Location: San Antonio, Tex.
- Contact: Emily Wininger at ewininger@experiencescottsdale.com or 480-889-2705



2022-23 Convention Sales Program of Work

This plan is subject to change. Experience Scottsdale maintains the right to cancel or reschedule programs at any time.

JULY 2022

AUGUST 2022

- Connect Marketplace Trade Show, & Sports Market Focus Group (Detroit)
- Maritz NEXT & Global Events Partner Meeting (Tampa)
- MPI Educon Trade Show
- Canadian Virtual Event

SEPTEMBER 2022

- Pharma Forum, Northeast Focus Group, and Multi-DMO Client Event (Boston)
- Prestige Trade Show (Minneapolis & Phoenix)
- Connect West
- Local Meeting Planner Familiarization Tour
- Sales Calls (Michigan)

OCTOBER 2022

- IMEX America Trade Show (Las Vegas)
- GPS Events (Denver, Phoenix & Salt Lake City)
- Sales Calls (Salt Lake City)
- Sales Mission, Client Event & Focus Group (Pittsburgh & Philadelphia)

NOVEMBER 2022

- FICP Annual Mee3ting (Boston)
- HPN Partner Meeting (Denver)
- INTER[action] AmEx Supplier Showcase (Houston)
- GPS Events (Kansas City & St. Louis)
- Prestige Trade Show (San Jose)
- Fall Meeting Planner Familiarization Tour

DECEMBER 2022

- SITE Southeast Education Summit (Louisville)
- Conference Direct CEO Summit
- Connect Trade Show & Focus Group (Washington D.C.)
- GPS Events (Portland & Seattle)
- Maritz Familiarization Tour

- Sales Calls (New York & Connecticut)
- Local Multi-DMO Meeting Planner Holiday Event
- HPN Virtual Event

JANUARY 2023

- PCMA Convening Leaders Trade Show
- FICP Winter Symposium Trade Show
- Fiesta Bowl Sports Familiarization Tour

FEBRUARY 2023

- Sales Mission & Client Event (Minnesota)
- Sales Mission (Rocky Mountains)
- Sales Calls (Texas)

MARCH 2023

- Destination Showcase (Washington D.C.)
- MPI-NCC Annual Conference & Expo
- Retreat Resources Southeast
- Client Event (San Francisco)

APRIL 2023

- Prestige Annual Meeting
- Cvent Connect Trade Show
- Conference Direct Annual Partner Meeting
- Elite Meetings Trade Show
- Customer Advisory Board Meeting
- Sales Calls (Chicago)
- Sales Mission, Client Event, Focus Group (Toronto)
- Sales Calls (Rhode Island & Massachusetts)
- Client Event (Washington D.C.)

MAY 2023

- HelmsBriscoe Trade Show
- Sports ETA (Kansas City)
- Northstar Meetings Incentive Trade Show
- Sunsational Familiarization Tour
- Local Meetings & Travel Professionals Trade Show

JUNE 2023

- MPI-WEC Trade Show
- PCMA Educon
- FEA Trade Show
- Retreat Resources (Florida)
- FICP Summer Symposium
- Local Meetings Familiarization Tour
- Client Events (Orange County & San Diego)



2022-23 Performance Standards

Experience Scottsdale will use 2022-23 to set a baseline for these performance measures as several have not been tracked or reported on previously.

Experience Scottsdale's mission is to enhance the local community by promoting the Scottsdale area as a luxury destination for meetings, events, and leisure travel. While Experience Scottsdale is a membership-based organization, our marketing and promotional efforts aim to provide our visitors with the most relevant destination-wide content to inspire them to consider Scottsdale.

Experience Scottsdale's performance standards are determined for the subsequent year by both Experience Scottsdale and the city's contract administrator based on multiple factors, including the organization's overall budget (including revenue changes from all sources), our prior year performance, priority areas where revenue will be deployed in the coming year, economic and business cycles, and the capacity of our staff and resources. We aim to exceed these measures each year by setting higher requirements for individual staff performance to provide the city with the greatest return on investment possible.

Some performance standards are based on Experience Scottsdale's overall outcomes for the Scottsdale market area, which means all businesses located in Scottsdale and its surrounding areas that are part of Experience Scottsdale's membership, including members located in other communities. Other performance standards are for businesses, entities, and areas within Scottsdale city limits only. These are indicated as such.

CONTRACT RECITAL: Establish the City of Scottsdale as a year-round luxury leisure and meetings travel destination by providing effective destination marketing to attract and generate visitor-related economic activity.

DESTINATION MARKETING ACTIVITY: Marketing. Experience Scottsdale shall position Scottsdale as a luxury world-class vacation, meetings and group travel destination by using a variety of methods as determined by Experience Scottsdale in its reasonable discretion, but which may include print, radio, TV, digital and online advertising; website; publications; emails; social media; event marketing; and visitor services.

PERFORMANCE STANDARDS:

- Number of website user sessions: 2,851,926
- Number of website pageviews: 5,103,189

- Number of printed/downloaded/flip book official visitor guide requests: 18,500
- Number of printed/downloaded/flip book requests for Old Town-specific maps and guides: 43,000
- Number of opened emails: 450,000

CONTRACT RECITAL: Provide relevant visitor information and a quality visitor experience to increase visitor volume, length of stay and visitor spending for the City of Scottsdale and the Scottsdale market area.

DESTINATION MARKETING ACTIVITY: Visitor Services. Experience Scottsdale shall provide relevant visitor information and a quality visitor experience by using a variety of methods as noted under Marketing, as well as visitor services to respond in a timely manner, make information readily available, and provide visitors destination information, regardless of whether the information provided pertains to a business that is a member of Experience Scottsdale.

PERFORMANCE STANDARD:

- Number of chats: 4,000

CONTRACT RECITAL: Garner positive national and international publicity for the City of Scottsdale and the Scottsdale market area as a luxury travel and meetings destination to develop awareness and generate national and international exposure to the City of Scottsdale.

DESTINATION MARKETING ACTIVITY: Communications. Experience Scottsdale shall garner national and international positive publicity for Scottsdale as a premier travel and meetings destination in print, broadcast, online and social mediums through building relationships with media, pitching stories ideas, attending media missions and trade shows, hosting media familiarization tours, and offering photos and videos for media use.

PERFORMANCE STANDARDS:

- Number of media placements about the Scottsdale market area: 1,200
- Number of media placements that include entities within Scottsdale city limits (Scottsdale business, attraction, event, or entity; also includes McDowell Sonoran Preserve and Old Town): 780

CONTRACT RECITAL: Provide destination education about the City of Scottsdale and the Scottsdale market area to travel trade professionals to generate overnight visitors, visitor spending and economic impact for the City through booking group and individual leisure travel.

DESTINATION MARKETING ACTIVITY: Tourism. Experience Scottsdale shall provide destination education to travel trade professionals to help them best capture the Scottsdale experience for their clients and to ensure that Scottsdale stands out as a unique destination in travel company product inventories throughout the world through generating leads, building relationships with clients, attending trade shows and sales missions, hosting familiarization tours and site inspections, conducting product training seminars, creating trade cooperative marketing campaigns, and providing materials and services to clients.

PERFORMANCE STANDARDS:

- Number of domestic and international travel trade leads and services for Scottsdale market area businesses: 1,500
- Number of travel trade accounts with activity (client reach) for Scottsdale market area businesses: 3,000
- As a subset of the above, number of travel trade professionals trained about Scottsdale specifically via product training seminars: 800

CONTRACT RECITAL: Provide destination education about the City of Scottsdale and the Scottsdale market area to meeting and event planners to generate overnight visitors, visitor spending and economic impact for the City of Scottsdale by working in partnership with the City and Scottsdale area hotels, privately owned facilities, and City-owned event venues, including WestWorld, Scottsdale Stadium, and Scottsdale Sports Complex, to influence bookings of meetings and events.

DESTINATION MARKETING ACTIVITY: Convention Sales & Services. Experience Scottsdale shall provide destination education to meeting and event planners and assist with securing space and services for meetings and events through generating leads, building relationships with clients, attending trade shows and sales missions, hosting familiarization tours and site inspections, and providing materials and services to clients.

PERFORMANCE STANDARDS:

- Number of convention sales leads for Scottsdale market area properties: 1,680
- Number of convention sales leads for properties within Scottsdale city limits: 1,428
- Number of meetings booked into properties within Scottsdale city limits: 420
- Number of meetings booked into Scottsdale properties: 210
- Number of estimated room nights from meetings booked into Scottsdale market area properties: 96,000
- Number of estimated room nights from meetings booked into properties within Scottsdale city limits: 38,400

Most meetings booked into the Scottsdale market area come from corporate and association meetings, which typically request luxury and upper-moderate accommodations with ample meeting space, full-service food and beverage, and in-house

audio/visual. Smaller social and sports groups, which make up a lesser portion of Scottsdale market area meetings, will consider moderate accommodations as their meeting space, food and beverage, and audio/visual needs are not as extensive. Prior to the pandemic, the average group size was 325 room nights. A total of 47% of all luxury and upper-moderate properties represented in the Scottsdale market area by Experience Scottsdale are within Scottsdale city limits. These properties account for 47% of rooms and 46% of meeting space in the Scottsdale market area. A total of 11 properties in the Scottsdale market area have more than 300 room nights; four of these properties are in Scottsdale.

CONTRACT RECITAL: Assist the City in the City's efforts to promote Old Town as a key destination within the City of Scottsdale.

DESTINATION MARKETING ACTIVITY: Old Town Promotions. Experience Scottsdale will assist the City in its efforts to promote Old Town as a key destination within Scottsdale by incorporating Old Town into its programming, including marketing, communications, and tourism and convention sales activities.

PERFORMANCE STANDARDS:

- Percent of communications, tourism and convention sales itineraries for group and individual familiarization tours that include Old Town: 70%

CONTRACT RECITAL: Guide, educate and support tourism-related businesses located within the City, regardless of whether the business is a member of Experience Scottsdale, to generate visitor-related revenue and economic activity.

DESTINATION MARKETING ACTIVITY: Local Business Support and Services. Experience Scottsdale shall guide, educate, and support tourism-related businesses located within the City, regardless of whether the business is a member of Experience Scottsdale, to generate visitor-related revenue and economic activity by using a variety of methods as determined by Experience Scottsdale in its reasonable discretion to provide appropriate access and exposure to the travel and tourism marketplace, which may include partnership opportunities, meetings and events, research, and industry news.

PERFORMANCE STANDARDS:

- Number of registered attendees (excluding Experience Scottsdale and city staff) at Experience Scottsdale-hosted tourism meetings and networking events: 750