EXPERIENCE SCOTTSDALE
SCOTTSDALE
ARIZONA

DESTINATION MARKETING ORGANIZATIONS

"A destination marketing organization is responsible for promoting a community as an attractive travel destination by enhancing its public image as a dynamic place to live and work. Through the impact of travel, DMOs strengthen the economic position and provide opportunity for people in their community."

– DESTINATIONS INTERNATIONAL

EXPERIENCE SCOTTSDALE

- 501(c)6 nonprofit destination marketing organization
- Enhance the local community by promoting the Scottsdale area as a luxury destination for meetings, events and leisure travel
- Partner with City of Scottsdale and Town of Paradise Valley
- 400 hospitality and tourism partners

CITY PARTNERSHIP

- Current 5-year contract through 2021-22
- Annual review of programs, budget and performance metrics
- Oversight via Tourism & Events Department, Tourism Development Commission, Scottsdale City Council

SCOTTSDALE'S VISITORS

AVERAGE LUXURY VISITORS

Median age ..... 53.5 years old

Median household income $246,900

Average length of stay ..... 2.5 nights

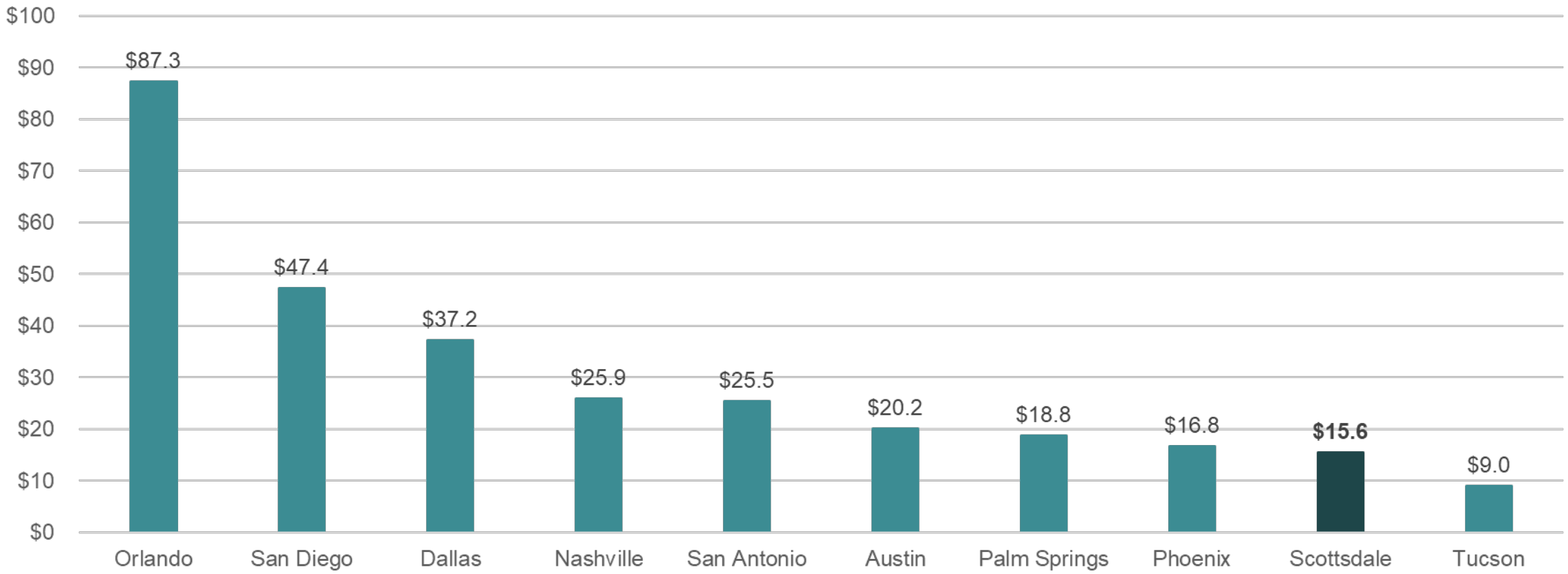
Average daily on-property expenditures (including room)* $628

Visited the city before 53%

*Includes on-property expenditures only and does not include daily off-property expenses

DESTINATION COMPETITION

FY 2018-19



PROGRAM COSTS

	DMOs: $10-$25 million budgets	Experience Scottsdale
Personnel	35%	**34%**
Admin/General	11%	**7%**
Programs	54%	**59%**

BRANDING SCOTTSDALE
SCOTTSDALE
ARIZONA

BRAND PERSONALITY

Contemporary, *but not faddish*

Casual, *but not sloppy*

Sophisticated, *but not snobby*

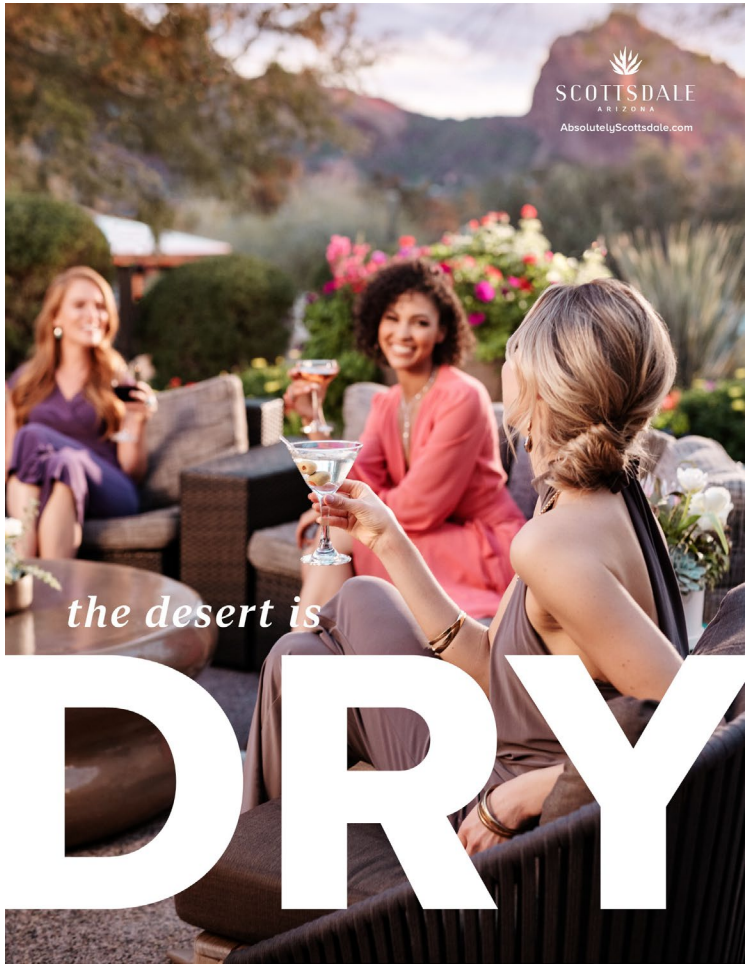
Seductive, *but not risqué*

Welcoming, *but not pushy*

Active, *but not hardcore*

Exciting, *but not exhausting*

ADVERTISING CAMPAIGN

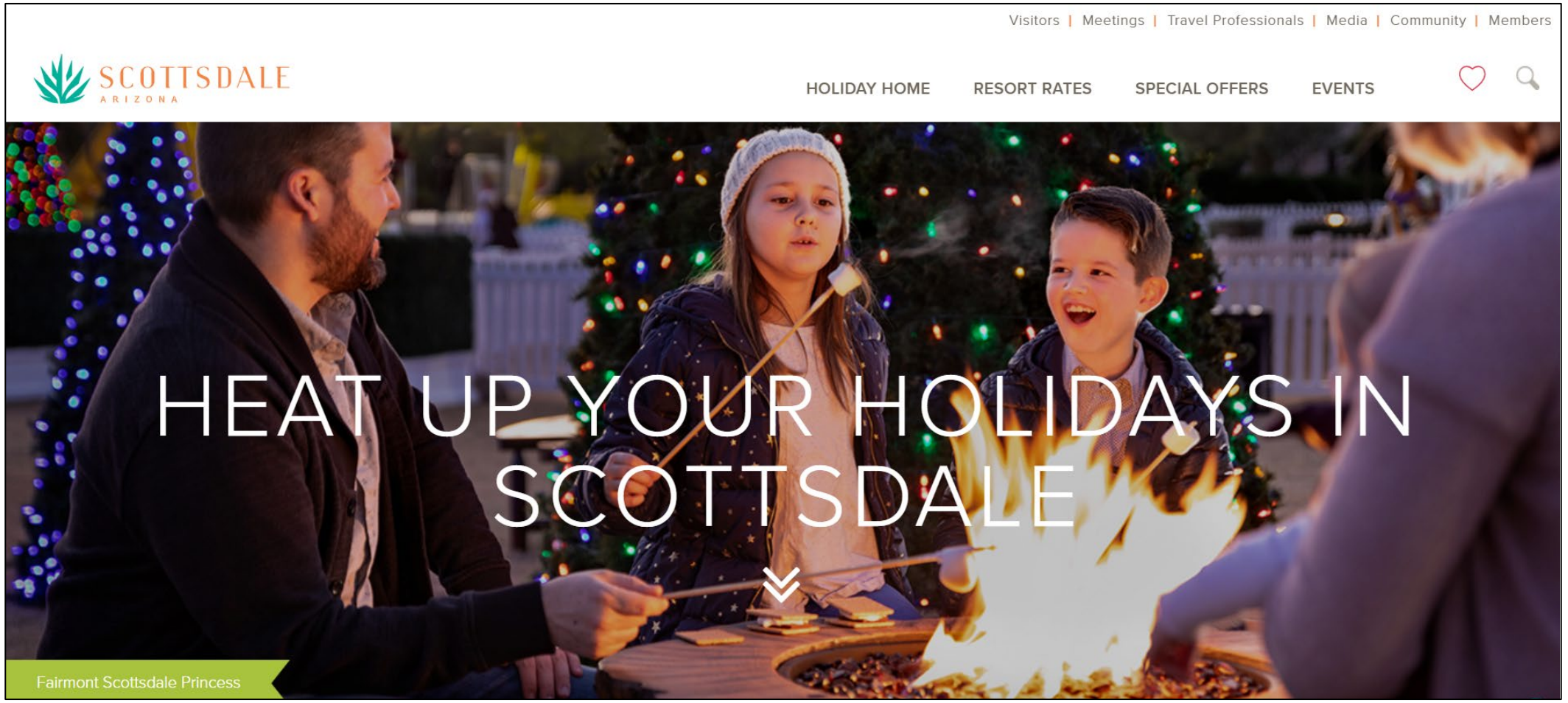


ADVERTISING CAMPAIGN

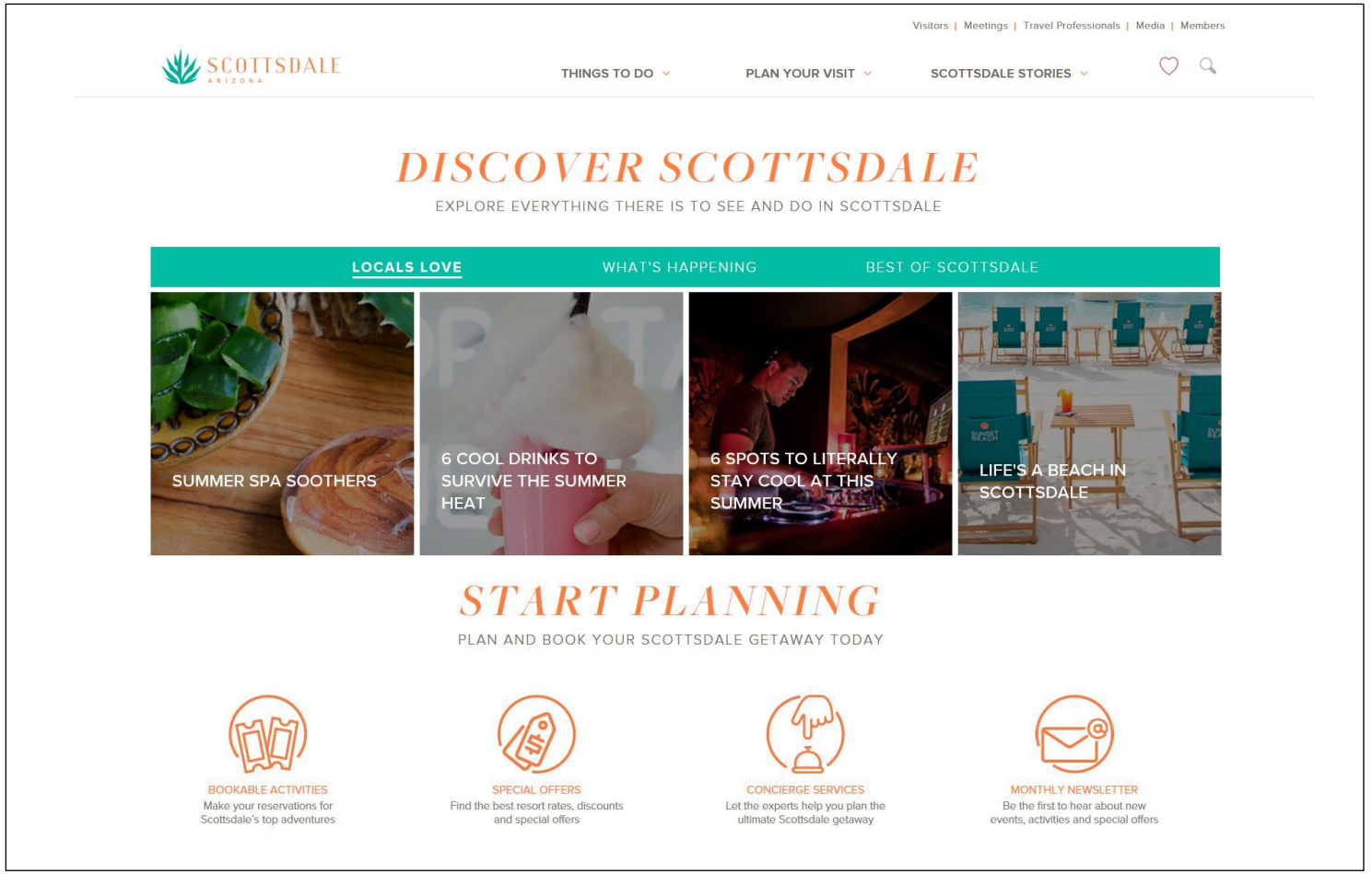
HIGH-IMPACT ADVERTISING

TELEVISION COMMERCIAL

SEASONAL PROMOTIONS



PUBLICATIONS & RESOURCES



BOOKING MEETINGS & EVENTS

Build relationships

Conduct sales activities

Help partners book meetings

Meetings generate tax revenue

EDUCATING TRAVEL PROFESSIONALS

SCOTTSDALE
ARIZONA

GARNERING POSITIVE PUBLICITY

Three Perfect Days

Arizona

American pop culture has always reduced the Grand Canyon State to stereotypes: towering saguaros, stoic cowboys, racing roadrunners, and, more recently, golfing snowbirds. Now, however, a fresh wind is blowing the dust off these desert clichés. Phoenix perpetually ranks among America's fastest-growing big cities, and newcomers are shaking up the dynamics here. In Scottsdale, Tucson, and beyond, chefs and bartenders are turning to Sonoran spoils—from mesquite pods to Native-grown tepary beans to chiltepin chilies—for inspiration, while artists, designers, and architects are remixing the region's flora, fauna, and geology in cutting-edge works. But as much as the state changes, its best assets will always remain the same: You're never more than a few miles from some national or state park to explore, trail to hike or bike, or mountain overlook from which to marvel at a dazzling sunset.

Tacos at Boca Tacos y Tequila, opposite page: cacti at McDowell Sonoran Preserve

57

escape /// 24 hours

Salt MARGARITAS, Not Sidewalks

ENJOY INTERACTIVE ART, AN UPSTAIRS NATURAL WINE BAR AND STUNNING MOUNTAIN VIEWS AT THIS **ROMANTIC, DESERT DESTINATION**

Scottsdale, AZ

WRITTEN BY: **TAYLOR GORSKI**

Road trip from Southern California to Arizona or hop on a quick flight to this sunny desert destination. The Sonoran Desert is a magical, mystical and vibrant place for a long weekend away. Featuring stunning hotels, decadent restaurants and entertaining activities, disconnect for the weekend and escape to Scottsdale, Arizona. Whether you're searching for a romantic vacation or a getaway with the girls, you'll leave feeling refreshed, rejuvenated and thankful for the Arizona sunshine.

BENJAMIN'S UPSTAIRS

1 p.m.
Innovative Art
→ Wonderspaces is an art show showcasing interactive art from around the world. Wonderspaces believes art is for everyone and partners with artists to create shared experiences. After you enter, order a cocktail at the bar to enjoy while browsing through the art.
WONDERSPACES
www.arizona.wonderspaces.com

4 p.m.
Happier Hours
→ Located upstairs at Citizen Public House is an intimate, swanky and quaint restaurant that transports you to another time and place. Benjamin's Upstairs is Scottsdale's newest hot spot. With options of natural wines and cocktails, along with flavorful appetizers (the cornbread waffle served with maple whiskey butter and chipotle butter is a must-try!), you'll want to spend a few hours just chatting and relaxing the night away here.
BENJAMIN'S UPSTAIRS
www.benjaminsaz.com

7 p.m.
Tacos and Margs, Please!
→ Make a dinner reservation at local favorite The Mission, which serves Latin cuisine in a gorgeous, moody setting. Start with the tableside guacamole, the grilled street corn and the Primarita margarita. Take your pick from five different taco options (two being vegetarian) or gourmet entrees, and you're guaranteed to leave with a full belly!
THE MISSION
www.themissionaz.com

8 a.m.
Wake Up Here
→ Book a stay at Andaz Scottsdale Resort and Bungalows for midcentury modern, chic and stylish accommodations. This urban oasis is situated on 23 acres of desert landscape, boasting three pools, an on-site restaurant and a luxury spa.
ANDAZ SCOTTSDALE RESORT AND BUNGALOWS
www.hyatt.com/en-US/hotel/arizona/andaz-scottsdale-resort-and-bungalows/phxaz

9 p.m.
Explore on Foot
→ If you're vacationing in Scottsdale, exploring Old Town Scottsdale is a must. Walk around Old Town after dinner under the sparkling outdoor lights, and you'll most likely want to stop for another drink at one of the many lively restaurants.
OLD TOWN SCOTTSDALE
experiencescottsdale.com/old-town

10 a.m.
Adventure Awaits
→ Aside from lounging by the pool all weekend long, golf, hike or take flight in a hot-air balloon ride. Scottsdale is home to spectacular golf courses like TPC Scottsdale, Papago Golf Club and Camelback Golf Club. Want to get your heart rate up? Embark on a sunrise hike at McDowell Sonoran Preserve!
experiencescottsdale.com

10 p.m.
Sweet Dreams
→ Take advantage of the Scottsdale hotel scene, and change it up with a stay at Omni Scottsdale Resort & Spa at Montelucia—the epitome of a romantic and luxurious desert resort. Tucked against the Camelback Mountains, this five-star resort's Mediterranean charm and warm ambiance will have you slipping into total relaxation mode.
OMNI SCOTTSDALE RESORT & SPA AT MONTELUCIA
www.omnihotels.com/hotels/scottsdale-montelucia

ANDAZ SCOTTSDALE RESORT AND BUNGALOWS

THE MISSION

OMNI SCOTTSDALE RESORT & SPA AT MONTELUCIA

Photography Provided By: Experience Scottsdale | Andaz Scottsdale Resort and Bungalows | The Mission: Halle Sutton for Experience Scottsdale | Omni Scottsdale Resort & Spa at Montelucia

188 LOCALE MAGAZINE

TOURISM PROMOTION'S IMPACT
SCOTTSDALE
ARIZONA

GENERATING ECONOMIC IMPACT

On average, Experience Scottsdale's annual direct economic impact is

$247 million.

IMPROVING QUALITY OF LIFE

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

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

OR

REPAVING **98** MILES OF FOUR-LANE CITY STREETS

ADVANCING ECONOMIC DEVELOPMENT

PERCEPTION OF SCOTTSDALE AS A "GOOD PLACE TO START A BUSINESS"

Exposed to Advertising

39% more likely to view Scottsdale as a "good place to start a business"

Visited Scottsdale

50% more likely to view Scottsdale as a "good place to start a business"

Exposed to Advertising & Visited Scottsdale

74% more likely to view Scottsdale as a "good place to start a business"

Compares ranking by those wo have not seen Experience Scottsdale's ad campaign or visited Scottsdale with those who did see the ads and/or visited.

PARTNERING WITH OUR COMMUNITY

City of Scottsdale Economic Development

Scottsdale Area Chamber of Commerce

Scottsdale Charros

Scottsdale Leadership

Scottsdale Sister Cities

McDowell Sonoran Conservancy

Scottsdale Arts

Scottsdale Rotary

Community Celebrating Diversity

OneCommunity

Arizona Lodging & Tourism Association

Arizona Hispanic Chamber of Commerce

Scottsdale Community College

Scottsdale Coalition of Today & Tomorrow

SECURING NEW FLIGHT SERVICE

WHERE WE TARGET: **INTERNATIONAL MARKETS**

1.7 million international visitors to Scottsdale

4.0 million Mexican visitors to AZ	**963,600 Canadian** visitors to AZ	**145,400 German** visitors to AZ	**126,500 U.K.** visitors to AZ	**115,900 French** visitors to AZ
84% traveling for leisure	**89%** traveling for leisure	**94%** traveling for leisure	**91%** traveling for leisure	**92%** traveling for leisure

SUPPORTING SMALL BUSINESSES

"The exposure Experience Scottsdale has brought to Scottsdale, and ultimately our business, has been extraordinary. Quite frankly, we don't know what we would do if we did not have this collaborative partner."

– LDV WINERY TASTING ROOM

"Our partnership with Experience Scottsdale is a big part of what makes us so successful, particularly being an independently managed and locally-owned hotel. They bring us fantastic opportunities for media stays and exposure, in addition to significant group and conference bookings."

– HOTEL VALLEY HO

COVID-19'S IMPACT

SCOTTSDALE
ARIZONA

THANK YOU!

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ExperienceScottsdale.com

Instagram @scottsdaleariz
Facebook @experiencescottsdale
Twitter @ExpScottsdale
Pinterest @scottsdaleariz
YouTube @experiencescottsdale
LinkedIn @ExperienceScottsdale