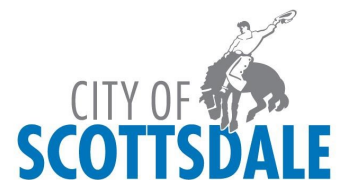


Scottsdale

Tourism Study - Lodging Statistics



August 2025
Tourism and Events



Scottsdale Lodging Statistics

September 2025

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Table of Contents

Study: Introduction	4
Executive Summary	5
The Scottsdale Market Area	6
Trends in Tax Collection	10
Trends in Room Inventory	15
Average Room Rates and Occupancy	19
Room Revenues vs. Total Hotel Revenues	21

Introduction

The primary purpose of *The Scottsdale Tourism Study Lodging Report* is to provide market information for the tourism, retail, and hospitality operations within the study area. The study looks specifically at trends in local transient occupancy tax (bed tax) collection, room inventory, average room rates, occupancy rates and other factors relating to lodging trends. The report provides information to elected officials, city management, the general public, and private-sector entities regarding the tourism and hospitality markets.

Much of the information contained in the Lodging Statistics study is based on tax collection figures. Bed tax collection figures are used because they are important and consistently tracked and readily available but it is important to remember these three points:

- ◇ The tax receipt figures shown for each month reflect actual sales tax and bed tax collections during the previous month. There is a lag of one month between sales activity and receipts.
- ◇ The data in this report (unless otherwise noted) is based primarily on properties located within the City of Scottsdale.
- ◇ With the exception of room stock data, no information is available for properties that lie just outside the corporate limits of the City of Scottsdale and the Town of Paradise Valley. It may be reasonable to assume the data for these properties would be very similar to similar properties in the market area, but no projections are made as part of this report.

EXECUTIVE SUMMARY

- ◇ Scottsdale's bed tax revenues totaled \$34,968,502 in 2024, down 3 percent from 2023.
- ◇ The Scottsdale market area has increased by 2,183 rooms since 2015. The number of rooms within the City of Scottsdale increased by 235 rooms in 2024, compared to 2023.
- ◇ In the past 10 years, bed tax revenues has generated over \$241 million for the City of Scottsdale.
- ◇ Hotel/motel sales tax revenues for the City of Scottsdale in 2024 decreased .5 percent from 2023 with \$18,310,103 in collections.
- ◇ Annual occupancy for the Scottsdale market area in 2024 was 65.1 percent, down from 65.2 percent in 2023.
- ◇ The average room rate for Scottsdale market area hotels in 2024 was \$271.17 a decrease from the 2023 average of \$279.84 , per room.
- ◇ The percentage of room revenue to total hotel revenues for the City of Scottsdale in 2024 was 62.1 percent.



THE SCOTTSDALE MARKET AREA

Map 1 (p. 6) Google interactive map accessed by scanning the below QR code with mobile phone camera. Shows the boundaries of the Scottsdale market area, and the locations of market area hotels. The market area contains all of the City of Scottsdale and the Town of Paradise Valley; portions of the cities of Phoenix and Tempe; and parts of the towns of Carefree, Cave Creek, Fountain Hills, and the Salt River Pima Maricopa Indian Community (SRPMIC).

Table 1 (p. 7) lists the hotels in the Scottsdale market area.

Map 1



Table 1

Existing Scottsdale/Paradise Valley Market Area Properties
(Transient Use Properties with more than 25 rooms)
Scottsdale Properties

	Property Name	Address	Rooms
1	Aiden By Best Western @ Scottsdale North	10801 N. 89th Pl.	164
2	Aloft Scottsdale	4415 N. Civic Center Plaza	126
3	Best Western Plus Scottsdale Thunderbird Suites	7515 E. Butherus Dr.	120
4	Best Western Plus Sundial	7320 E. Camelback Rd.	54
5	Boulders Resort & Spa, Curio Collection by Hilton	34631 N. Tom Darlington	160
6	Caesars Republic Scottsdale, a Hilton Hotel	4747 N Goldwater Blvd	265
7	Canopy by Hilton Scottsdale Old Town	7142 E 1st Street	178
8	Courtyard Scottsdale Old Town	3311 N. Scottsdale Rd.	180
9	Element Scottsdale at SkySong	1345 N. Scottsdale Rd	157
10	Embassy Suites by Hilton Scottsdale Resort	5001 N. Scottsdale Rd.	312
11	Extended Stay America - Phoenix - Scottsdale	10660 N. 69th St.	106
12	Extended Stay America - Phoenix - Scottsdale - North	15501 N. Scottsdale Rd.	120
13	Extended Stay America - Phoenix - Scottsdale - Old Town	3560 N. Marshall Way	121
14	Fairfield Inn & Suites Scottsdale Old Town	3275 N. Drinkwater Blvd.	58
15	Fairmont Scottsdale Princess	7575 E. Princess Dr.	750
16	Four Seasons Resort Scottsdale at Troon North	10600 E. Crescent Moon Dr	210
17	Grand Hyatt Scottsdale Resort	7500 E. Doubletree Ranch	496
18	Hampton by Hilton Inn & Suites Phoenix/Scottsdale on Shea	10101 N. Scottsdale Rd.	150
19	Hilton Garden Inn Scottsdale North/Perimeter Center	8550 E. Princess Dr	122
20	Hilton Garden Inn Scottsdale Old Town	7324 E. Indian School Rd.	199
21	Hilton North Scottsdale at Cavasson	7965 E Cavasson Blvd	234
22	Hilton Scottsdale Resort & Villas	6333 N. Scottsdale Rd.	235
23	Holiday Inn & Suites Scottsdale North - Airpark	14255 N. 87th St	117
24	Holiday Inn Express Scottsdale North	7350 E. Gold Dust Ave.	122
25	Home2 Suites by Hilton North Scottsdale near Mayo Clinic	20001 N Scottsdale Rd	130
26	Home2 Suites by Hilton Scottsdale Old Town	3131 N. Scottsdale Rd.	169
27	Hotel Adeline, Scottsdale	5101 N. Scottsdale Rd.	213
28	Hotel Valley Ho	6850 E Main St	241
29	Hyatt House Scottsdale/Old Town	4245 N. Drinkwater Dr.	164
30	Hyatt Place / Hyatt House North Scottsdale	18513 N Scottsdale Rd	229
31	Hyatt Place Scottsdale/Old Town	7300 E. 3rd Ave.	126
32	La Quinta Inns & Suites by Wyndham Phoenix Scottsdale	8888 E. Shea Blvd.	140
33	Metro Scottsdale	9880 N. Scottsdale Rd.	114
34	Monarch Hotel Scottsdale	4000 N Drinkwater Blvd	194
35	Motel 6 Old Town Scottsdale	6848 E. Camelback Rd.	122
36	Papago Hotel by Reside, by Wyndham	7017 E. McDowell Rd.	70
37	Residence Inn by Marriott Scottsdale North	17011 N. Scottsdale Rd.	120
38	Scottsdale Links Resort	16858 N. Perimeter Dr.	228
39	Scottsdale Marriott at McDowell Mountains	16770 N. Perimeter Dr.	266
40	Scottsdale Marriott Old Town	7325 E. 3rd Ave.	243

Table 1 (Continued)

Scottsdale Properties (Continued)

	Property Name	Address	Rooms
41	Scottsdale Park Suites	1251 N. Miller Rd.	95
42	Scottsdale Parkview Resort	7707 E. McDowell Rd.	130
43	Scottsdale Villa Mirage	7887 E. Princess Blvd.	224
44	Senna House Scottsdale, Curio Collection by Hilton	7501 E Camelback Rd	169
45	Sheraton's Desert Oasis	17700 N. Hayden Rd.	300
46	Sonesta ES Suites Scottsdale - Paradise Valley	6040 N. Scottsdale Rd.	122
47	Sonesta Select Scottsdale at Mayo Clinic	13444 E. Shea Blvd.	124
48	Sonesta Simply Suites Phoenix Scottsdale	10740 N. 90th St.	130
49	Sonesta Suites Scottsdale Gainey Ranch	7300 E. Gainey Suites Dr.	164
50	SpringHill Suites Phoenix Scottsdale	1500 North Scottsdale Rd	117
51	The McCormick Scottsdale	7421 N. Scottsdale Rd.	125
52	The Scott Resort & Spa	4925 N. Scottsdale Rd.	204
53	The Scottsdale Resort and Spa, Curio Collection by Hilton	7700 E. McCormick Pkwy.	278
54	W Scottsdale	7277 E. Camelback Rd.	241
55	Worldmark Scottsdale	8235 E. Indian Bend Rd.	125
	Total Scottsdale Properties		10,073

Paradise Valley Properties*

	Property Name	Address	Rooms
1	Andaz Scottsdale Resort & Bungalows	6114 N Scottsdale Rd.	185
2	Doubletree Resort by Hilton Hotel Paradise Valley Scottsdale	5401 N. Scottsdale Rd.	378
3	JW Marriott Camelback Inn Scottsdale Resort & Spa	5402 E. Lincoln Dr.	453
4	Mountain Shadows Resort	5445 E. Lincoln Drive	220
5	Omni Scottsdale Resort & Spa at Montelucia	4949 E. Lincoln Dr.	293
6	Sanctuary Resort on Camelback	5700 E. McDonald Dr.	110
7	Scottsdale Plaza Resort	7200 N. Scottsdale Rd.	404
8	The Hermosa Inn, a boutique hideaway	5532 N. Palo Cristi Dr.	43
	Total Paradise Valley Properties		2,086

Table 1 (Continued)**Other Market Properties**

(Carefree, Fountain Hills, Phoenix, Tempe, SRPMIC)*

	Property Name	Address	Rooms
1	AC Hotel by Marriott Scottsdale North	15200 N Kierland Blvd	165
2	Adero Scottsdale, Autograph Collections	13225 Eagle Ridge Dr.	177
3	Aloft Tempe	951 E. Playa del Norte Dr.	136
4	Canyon Suites at the Phoenician	6000 E. Camelback Rd.	60
5	CIVANA Wellness Resort and Spa	37220 N. Mule Train Rd.	176
6	Comfort Inn & Suites Tempe	808 N. Scottsdale Rd.	82
7	Courtyard by Marriott Scottsdale North	17010 N. Scottsdale Rd.	153
8	Courtyard by Marriott Scottsdale Salt River	5201 N. Pima Rd.	158
9	Fountain Park Hotel, BW Signature Collection	12800 N. Saguaro Blvd.	58
10	Great Wolf Lodge Scottsdale	7333 N Pima Rd	350
11	Hampton Inn & Suites (Tempe)	1415 N. Scottsdale Rd.	117
12	Hampton Inn/Suites (North)	16620 N. Scottsdale Rd.	123
13	Hampton Inn/Suites Scottsdale Riverwalk	9550 E. Indian Bend	101
14	Holiday Inn Express & Suites Phoenix Tempe	670 N. Scottsdale Rd.	103
15	Home2 Suites By Hilton Scottsdale Salt River	8401 N. Pima Center Pkwy	85
16	Inn at Eagle Mountain	9800 Summer Hill Blvd.	37
17	JW Marriott Phoenix Desert Ridge Resort & Spa	5350 E. Marriott Dr.	950
18	Motel 6 (Tempe)	1612 N. Scottsdale Rd.	100
19	Orange Tree Golf Resort (Phoenix)	10601 N. 56th St.	160
20	Residence Inn Salt River	5351 N Pima Rd	111
21	Revival Scottsdale Studios	13440 N. Scottsdale Rd.	131
22	Royal Palms Resort & Spa (Phoenix)	5200 E. Camelback Rd.	119
23	Scottsdale Camelback Resort (Phx)	6302 E. Camelback Rd.	111
24	Sleep Inn At North Scottsdale Road	16630 N. Scottsdale Rd.	107
25	Spark by Hilton Fountain Hills Scottsdale	17105 E. Shea Blvd.	48
26	SpringHill Suites Scottsdale North	17020 N. Scottsdale Rd.	75
27	Staybridge Suites Scottsdale – Talking Stick	9141 E. Hummingbird Lane	112
28	SureStay Plus by Best Western Tempe University	1429 N. Scottsdale Rd.	118
29	Talking Stick Resort (SRPMIC)	9800 E. Indian Bend Rd.	496
30	The Phoenician, A Luxury Collection Resort	6000 E. Camelback Rd.	585
31	Wekopa Casino Resort	10438 N. Ft. McDowell Rd.	246
32	Westin Kierland Resort & Spa (Phoenix)	6902 E. Greenway Pkwy.	735
	Total Other Market Properties		6,285

Source: City of Scottsdale, Tourism & Events Department

*These properties do not pay bed taxes or hotel sales taxes to the City of Scottsdale, & not all are included in the Scottsdale market data. *Properties in BLUE indicate new properties as of 2024.

TRENDS IN TAX COLLECTION

Transient Occupancy Tax

The City of Scottsdale has a five percent transient occupancy tax (bed tax). In the past ten years, the bed tax has generated over \$241 million in revenue for the City. The City of Scottsdale has a voter approved allocation of bed tax funds toward the City's destination marketing, tourism related capital projects, general fund, tourism events, and research.

Table 2 (p. 11) presents monthly and yearly breakdowns of the bed tax receipts for Scottsdale from calendar year 2015 through 2024. During 2024, the city collected \$34,968,502 in bed tax, a 3 percent decrease from 2023 collections.

Sales Tax

In addition to bed tax, the City of Scottsdale tracks collection of the transaction privilege (sales) and use tax (1.75 percent) on all sales transactions in hotels. Maintaining a separate listing of all sales taxes received from hotels and motels provides a mechanism to track visitor purchasing trends.

Sales tax revenues generated by hotel/motel properties in 2024 totaled \$18,310,103 toward the general fund, a .5 percent decrease from 2023. Around 43.6 percent of the revenues in this category were generated during the peak season (January through April). Since 2015, the hotel/motel sales tax has generated over \$130 million in revenues for the City of Scottsdale.

Table 3 (p. 13) enumerates sales tax collected from Scottsdale hotels and motels since 2015.

Table 2

Monthly Bed Tax Receipts in Dollars City of Scottsdale

(5% Tax Rate)

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Total
2015	\$1,031,086	\$2,271,788	\$2,158,027	\$2,869,673	\$1,806,673	\$1,256,091	\$751,742	\$686,517	\$621,760	\$889,778	\$1,381,703	\$1,439,295	\$17,164,132
2016	\$1,135,306	\$1,813,107	\$2,320,417	\$2,892,090	\$1,977,341	\$1,345,248	\$860,598	\$739,002	\$719,101	\$1,196,588	\$1,557,281	\$1,572,604	\$18,128,683
2017	\$1,173,835	\$1,115,043	\$2,417,432	\$2,458,315	\$3,054,168	\$1,761,758	\$1,176,941	\$902,085	\$929,939	\$999,185	\$1,436,557	\$1,530,091	\$18,955,348
2018	\$850,806	\$2,098,049	\$2,310,012	\$3,558,035	\$2,475,752	\$1,557,545	\$1,186,264	\$856,484	\$810,621	\$1,486,663	\$1,737,825	\$1,439,130	\$20,367,185
2019	\$2,050,720	\$2,328,754	\$2,504,161	\$4,014,668	\$2,312,147	\$1,532,549	\$1,335,801	\$1,010,798	\$1,123,499	\$1,464,346	\$1,773,886	\$2,400,840	\$23,852,170
2020	\$1,859,146	\$2,390,331	\$3,533,463	\$1,320,774	\$801,522	\$448,378	\$714,258	\$670,398	\$608,356	\$878,154	\$1,157,606	\$1,484,424	\$15,866,811
2021	\$875,652	\$935,898	\$2,631,085	\$2,537,046	\$2,340,277	\$2,412,324	\$1,433,064	\$1,916,089	\$1,226,616	\$1,754,159	\$2,864,104	\$2,565,291	\$23,491,604
2022	\$2,770,469	\$2,636,620	\$3,456,778	\$4,191,071	\$4,770,332	\$2,585,929	\$1,125,261	\$2,132,077	\$1,457,269	\$2,228,925	\$2,359,205	\$2,927,230	\$32,641,166
2023	\$3,212,127	\$3,566,489	\$5,027,214	\$4,265,437	\$4,882,360	\$2,297,128	\$2,137,416	\$1,340,457	\$1,419,425	\$2,097,311	\$2,622,051	\$3,247,825	\$36,115,239
2024	\$3,173,540	\$3,402,172	\$2,903,578	\$6,584,499	\$3,389,327	\$2,347,324	\$2,069,402	\$1,370,650	\$1,571,212	\$1,839,607	\$2,864,277	\$3,452,913	\$34,968,502
% of 2024 Total	9.1%	9.7%	8.3%	18.8%	9.7%	6.7%	5.9%	3.9%	4.5%	5.3%	8.2%	9.9%	100.0%
Avg % of 10 yr Total	7.5%	9.3%	12.1%	14.4%	11.5%	7.3%	5.3%	4.8%	4.3%	6.1%	8.2%	9.1%	100.0%

Source: City of Scottsdale, Tax Audit Department

BED TAX RECEIPTS

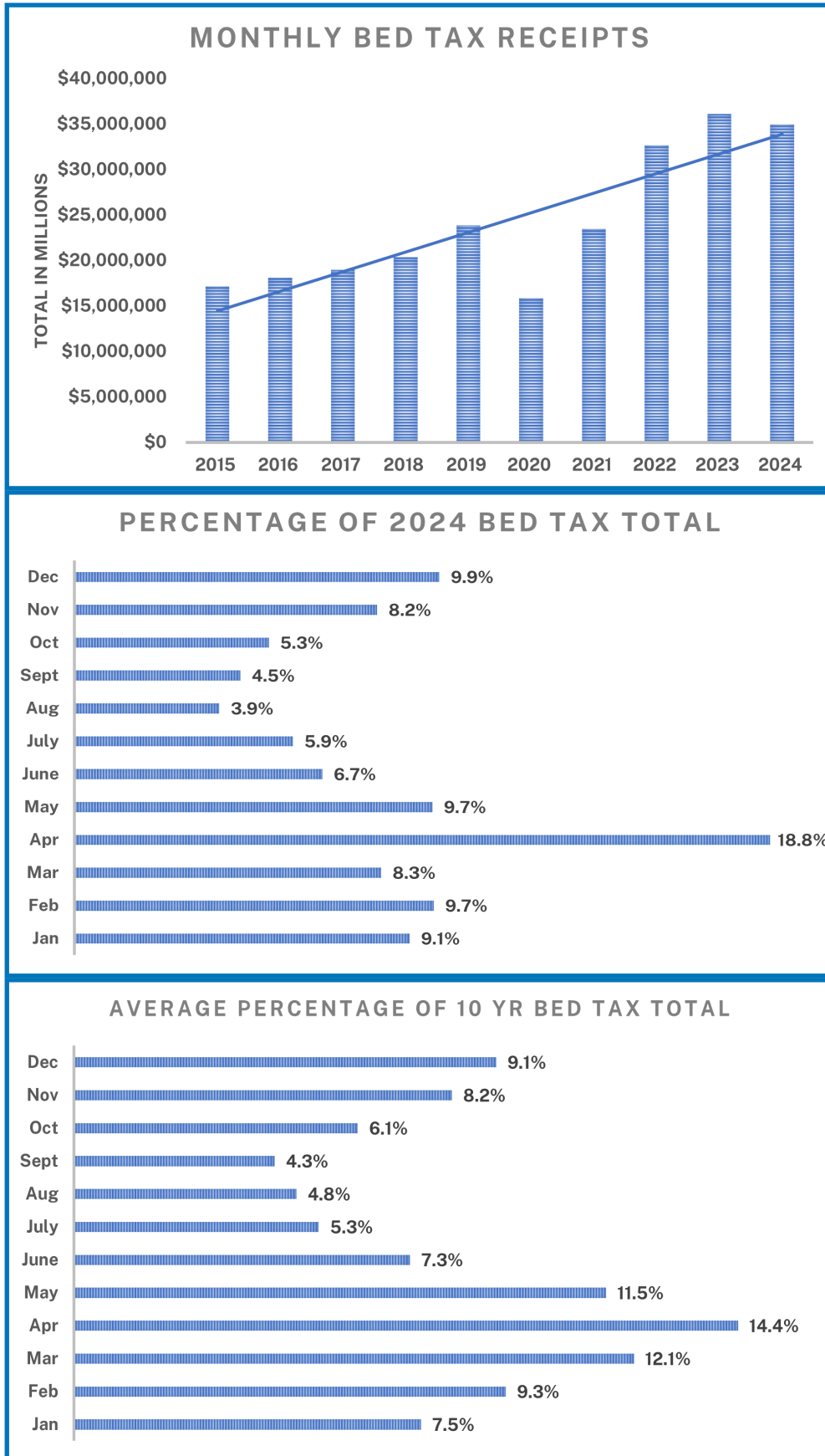


Table 3

**Monthly Hotel/Motel Sales Tax Receipts
City of Scottsdale**

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Total
2015	\$565,077	\$1,144,515	\$1,027,004	\$1,324,397	\$920,654	\$710,159	\$431,460	\$425,928	\$378,695	\$564,049	\$789,305	\$796,080	\$9,077,324
2016	\$614,097	\$882,002	\$1,168,695	\$1,276,613	\$1,011,411	\$763,035	\$501,701	\$436,264	\$406,242	\$662,319	\$876,506	\$827,046	\$9,425,931
2017	\$687,430	\$661,680	\$1,189,894	\$1,215,515	\$1,563,477	\$1,202,885	\$867,519	\$631,302	\$636,246	\$586,277	\$882,369	\$908,322	\$11,032,916
2018	\$139,701	\$1,080,220	\$1,245,076	\$1,760,062	\$1,425,266	\$930,636	\$692,150	\$467,629	\$440,245	\$818,648	\$1,026,087	\$808,788	\$10,834,505
2019	\$1,134,389	\$1,221,358	\$1,371,216	\$2,071,043	\$1,261,080	\$886,799	\$808,854	\$471,137	\$646,096	\$892,265	\$1,069,506	\$1,357,355	\$13,191,098
2020	\$1,038,882	\$1,228,097	\$1,989,324	\$617,933	\$467,418	\$252,530	\$342,258	\$334,694	\$347,291	\$462,883	\$742,114	\$744,279	\$8,567,704
2021	\$527,357	\$485,902	\$1,199,473	\$1,240,370	\$1,136,408	\$1,344,361	\$717,390	\$1,076,775	\$633,418	\$960,851	\$1,789,361	\$1,401,104	\$12,512,771
2022	\$1,588,446	\$1,336,362	\$1,757,017	\$2,366,115	\$2,456,447	\$1,509,226	\$1,670,647	\$1,150,611	\$760,366	\$1,298,629	\$1,355,712	\$1,626,166	\$18,875,743
2023	\$1,728,342	\$1,818,482	\$2,388,839	\$1,974,635	\$2,610,088	\$1,239,453	\$1,140,028	\$723,035	\$736,994	\$1,124,792	\$1,513,929	\$1,683,334	\$18,681,951
2024	\$1,715,658	\$1,665,293	\$1,516,178	\$3,074,371	\$1,705,258	\$1,300,736	\$1,199,061	\$719,101	\$872,485	\$1,045,475	\$1,661,537	\$1,834,950	\$18,310,103
% of 2024 Total	9.4%	9.1%	8.3%	16.8%	9.3%	7.1%	6.5%	3.9%	4.8%	5.7%	9.1%	10.0%	100.0%
Avg % of 10yr Total	7.5%	8.8%	11.4%	13.0%	11.2%	7.8%	6.4%	4.9%	4.5%	6.4%	9.0%	9.2%	100.0%

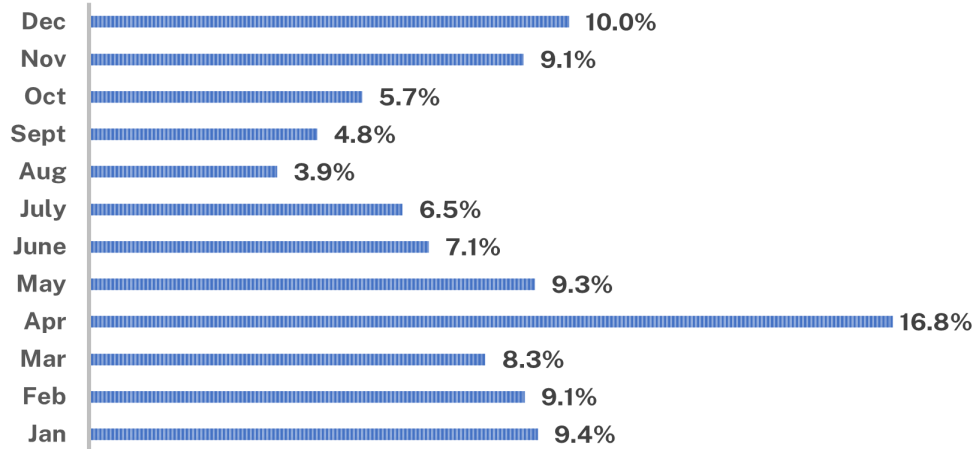
Source: City of Scottsdale, Tax Audit Department

Note: Sales tax is normally reported to the City the month after receipt. The figures listed above generally reflect activity from the previous month, and do not account for late payments.

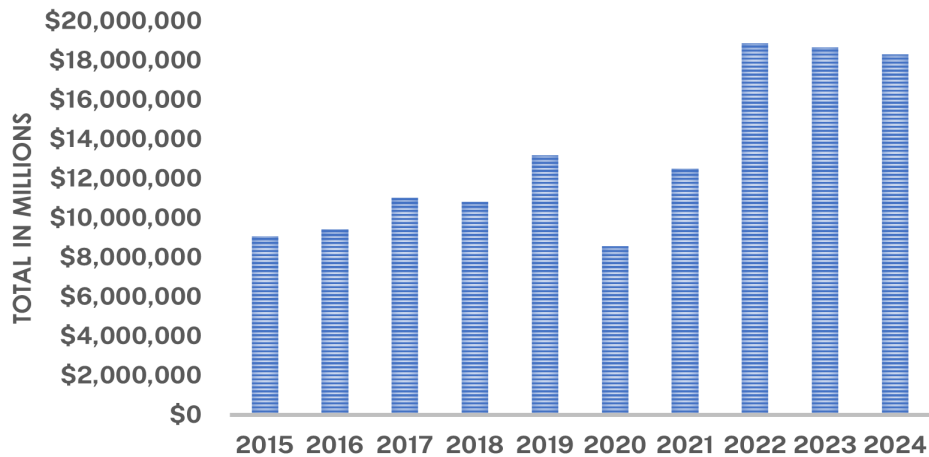
Note: The Transaction Privilege Tax rate was increased to 1.75% and the Use Tax rate was increased to 1.55% on February 1, 2019.

SALES TAX RECEIPTS

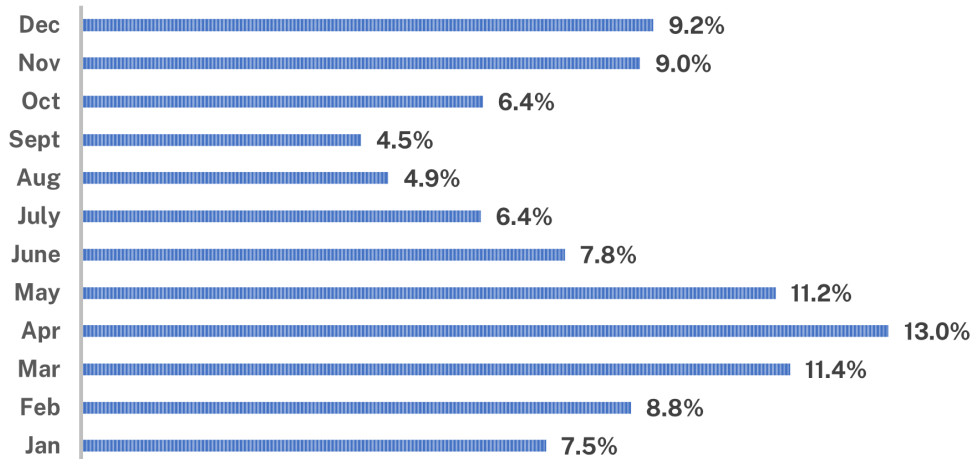
PERCENTAGE OF 2024 TOTAL



MONTHLY HOTEL/MOTEL SALES TAX RECEIPTS



AVERAGE PERCENTAGE OF 10 YEAR TOTAL



TRENDS IN ROOM INVENTORY

Room Supply

Table 4 reflects hotel room supply inventory for the study market area since 2015.

Room inventory increased in 2017 and every year since 2020. The Scottsdale market area increased by 2,183 rooms over the last 10 years.

Table 5a shows the room inventory of the City of Scottsdale by category.

Table 5b shows the room inventory of the Town of Paradise Valley by category.

Table 5c shows the room inventory of the surrounding market areas by category.

Table 4				
Hotel Inventory				
Total Hotel Market Area Properties				
Year	City of Scottsdale	Town of Paradise Valley	Other Market Area Hotels	Total
2015	8,971	1,697	5,593	16,261
2016	8,727	1,693	5,640	16,060
2017	8,875	2,090	5,624	16,589
2018	8,825	2,074	5,605	16,504
2019	8,758	2,108	5,576	16,442
2020	9,164	2,108	6,142	17,414
2021	9,354	2,333	6,091	17,778
2022	9,591	2,323	6,222	18,136
2023	9,838	2,082	6,499	18,419
2024	10,073	2,086	6,285	18,444
Source: Smith Travel Research (STR); City of Scottsdale, Tourism & Events Department				
Note: Only hotel properties with 25 or more rooms are included				

Table 5a			Table 5b			Table 5c		
Room Inventory by Category*			Room Inventory by Category*			Room Inventory by Category*		
City of Scottsdale - 2024			Town of Paradise Valley - 2024			Market Areas - 2024		
Category	# of Rooms	% of Market	Category	# of Rooms	% of Market	Category	# of Rooms	% of Market
Resort	3,587	36%	Resort	2,043	98%	Resort	3,458	55%
Full Service	3,609	36%	Full Service	43	2%	Full Service	1,263	20%
Limited Service	2,877	29%	Limited Service	0	0%	Limited Service	1,564	25%
Total	10,073	100%	Total	2,086	100%	Total	6,285	100%
Source: Smith Travel Research, Tourism & Events Department								

Property Inventory

Table 6 lists the existing hotel properties within the Scottsdale market area. The properties are classified by facility type, and room information.

Note: Hotel classifications are Resort, Full Service, and Limited Service.

Table 6		
Resort Hotel Properties		
Scottsdale/Paradise Valley Market Area		
Property Name	# of Rooms	Location
CIVANA Wellness Resort and Spa	176	Carefree
Adero Scottsdale, Autograph Collections	177	Fountain Hills
Andaz Scottsdale Resort & Bungalows	185	Paradise Valley
Doubletree Resort by Hilton Hotel Paradise Valley Scottsdale	378	Paradise Valley
JW Marriott Camelback Inn Scottsdale Resort & Spa	453	Paradise Valley
Mountain Shadows Resort	220	Paradise Valley
Omni Scottsdale Resort & Spa at Montelucia	293	Paradise Valley
Sanctuary Resort on Camelback	110	Paradise Valley
Scottsdale Plaza Resort	404	Paradise Valley
Canyon Suites at the Phoenician	60	Phoenix
JW Marriott Phoenix Desert Ridge Resort & Spa	950	Phoenix
Orange Tree Golf Resort (Phoenix)	160	Phoenix
The Phoenician, A Luxury Collection Resort	585	Phoenix
Royal Palms Resort & Spa (Phoenix)	119	Phoenix
Westin Kierland Resort & Spa (Phoenix)	735	Phoenix
Boulders Resort & Spa, Curio Collection by Hilton	160	Scottsdale
Fairmont Scottsdale Princess	750	Scottsdale
Four Seasons Resort Scottsdale at Troon North	210	Scottsdale
Grand Hyatt Scottsdale Resort	496	Scottsdale
Hotel Valley Ho	241	Scottsdale
Scottsdale Links Resort	228	Scottsdale
Scottsdale Marriott at McDowell Mountains	266	Scottsdale
Scottsdale Villa Mirage	224	Scottsdale
Sonesta Suites Scottsdale Gainey Ranch	164	Scottsdale
The McCormick Scottsdale	125	Scottsdale
The Scott Resort & Spa	204	Scottsdale
The Scottsdale Resort and Spa, Curio Collection by Hilton	278	Scottsdale
W Scottsdale	241	Scottsdale
Talking Stick Resort (SRPMIC)	496	SRPMIC
Source: City of Scottsdale, Tourism & Events Department		

Table 6 (Continued)**Full Service Hotel Properties**

Scottsdale/Paradise Valley Market Area

Property Name	# of Rooms	Location
Inn at Eagle Mountain	37	Fountain Hills
Wekopa Casino Resort	246	Fountain Hills
AC Hotel by Marriott Scottsdale North	165	Phoenix
Scottsdale Camelback Resort (Phx)	111	Phoenix
The Hermosa Inn, a boutique hideaway	43	PV
Aiden By Best Western @ Scottsdale North	164	Scottsdale
Aloft Scottsdale	126	Scottsdale
Best Western Plus Scottsdale Thunderbird Suites	120	Scottsdale
Best Western Plus Sundial	54	Scottsdale
Caesars Republic Scottsdale, a Hilton Hotel	265	Scottsdale
Canopy by Hilton Scottsdale Old Town	178	Scottsdale
Element Scottsdale at SkySong	157	Scottsdale
Embassy Suites by Hilton Scottsdale Resort	312	Scottsdale
Hilton Garden Inn Scottsdale North/Perimeter Center	122	Scottsdale
Hilton Garden Inn Scottsdale Old Town	199	Scottsdale
Hilton North Scottsdale at Cavasson	234	Scottsdale
Hilton Scottsdale Resort & Villas	235	Scottsdale
Home2 Suites by Hilton North Scottsdale near Mayo Clinic	130	Scottsdale
Hyatt Place / Hyatt House North Scottsdale	229	Scottsdale
Scottsdale Marriott Old Town	243	Scottsdale
Scottsdale Parkview Resort	130	Scottsdale
Senna House Scottsdale, Curio Collection by Hilton	169	Scottsdale
Sheraton's Desert Oasis	300	Scottsdale
SpringHill Suites Phoenix Scottsdale	117	Scottsdale
Worldmark Scottsdale	125	Scottsdale
Courtyard by Marriott Scottsdale Salt River	158	SRPMIC
Great Wolf Lodge Scottsdale	350	SRPMIC
Home2 Suites By Hilton Scottsdale Salt River	85	SRPMIC
Residence Inn Salt River	111	SRPMIC

Source: City of Scottsdale, Tourism & Events Department



Table 6 (Continued)

Limited Service Hotel Properties
 Scottsdale/Paradise Valley Market Area

Property Name	# of Rooms	Location
Fountain Park Hotel, BW Signature Collection	58	Fountain Hills
Spark by Hilton Fountain Hills Scottsdale	48	Fountain Hills
Courtyard by Marriott Scottsdale North	153	Phoenix
Hampton Inn/Suites (North)	123	Phoenix
Sleep Inn At North Scottsdale Road	107	Phoenix
Staybridge Suites Scottsdale – Talking Stick	112	Phoenix
Courtyard Scottsdale Old Town	180	Scottsdale
Extended Stay America - Phoenix - Scottsdale	106	Scottsdale
Extended Stay America - Phoenix - Scottsdale - North	120	Scottsdale
Extended Stay America - Phoenix - Scottsdale - Old Town	121	Scottsdale
Fairfield Inn & Suites Scottsdale Old Town	58	Scottsdale
Hampton by Hilton Inn & Suites Phoenix/Scottsdale on Shea	150	Scottsdale
Holiday Inn & Suites Scottsdale North - Airpark	117	Scottsdale
Holiday Inn Express Scottsdale North	122	Scottsdale
Home2 Suites by Hilton Scottsdale Old Town	169	Scottsdale
Hotel Adeline, Scottsdale	213	Scottsdale
Hyatt House Scottsdale/Old Town	164	Scottsdale
Hyatt Place Scottsdale/Old Town	126	Scottsdale
La Quinta Inns & Suites by Wyndham Phoenix Scottsdale	140	Scottsdale
Metro Scottsdale	114	Scottsdale
Monarch Hotel Scottsdale	194	Scottsdale
Motel 6 Old Town Scottsdale	122	Scottsdale
Papago Hotel by Reside, by Wyndham	70	Scottsdale
Residence Inn by Marriott Scottsdale North	120	Scottsdale
Scottsdale Park Suites	95	Scottsdale
Sonesta ES Suites Scottsdale - Paradise Valley	122	Scottsdale
Sonesta Select Scottsdale at Mayo Clinic	124	Scottsdale
Sonesta Simply Suites Phoenix Scottsdale	130	Scottsdale
Hampton Inn/Suites Scottsdale Riverwalk	101	SRPMIC
Revival Scottsdale Studios	131	SRPMIC
SpringHill Suites Scottsdale North	75	SRPMIC
Aloft Tempe	136	Tempe
Comfort Inn & Suites Tempe	82	Tempe
Hampton Inn & Suites (Tempe)	117	Tempe
Holiday Inn Express & Suites Phoenix Tempe	103	Tempe
Motel 6 (Tempe)	100	Tempe
SureStay Plus by Best Western Tempe University	118	Tempe

Source: City of Scottsdale, Tourism & Events Department

AVERAGE ROOM RATES AND OCCUPANCY

Average Room Rates

The Tourism and Events Department uses data from Smith Travel Research (STR). This research provides the city an indication of trending and competitive performance.

Chart 1 illustrates the average room rates within the Scottsdale Market area since 2015 *Table 7* represents the same data. Smith Travel Research reported the average room rate for Scottsdale/ Paradise Valley Market area hotels in 2024 was \$271.17 down from \$279.84 in 2023.

Average Occupancy

According to STR, hotels in the Scottsdale/Paradise Valley Market area experienced an occupancy rate of 65.1 percent in 2024, a slight decrease from 65.2 percent in 2023.

Occupancy rates for the last ten years are shown on *Table 7* (p. 20) & illustrated in *Chart 1*.

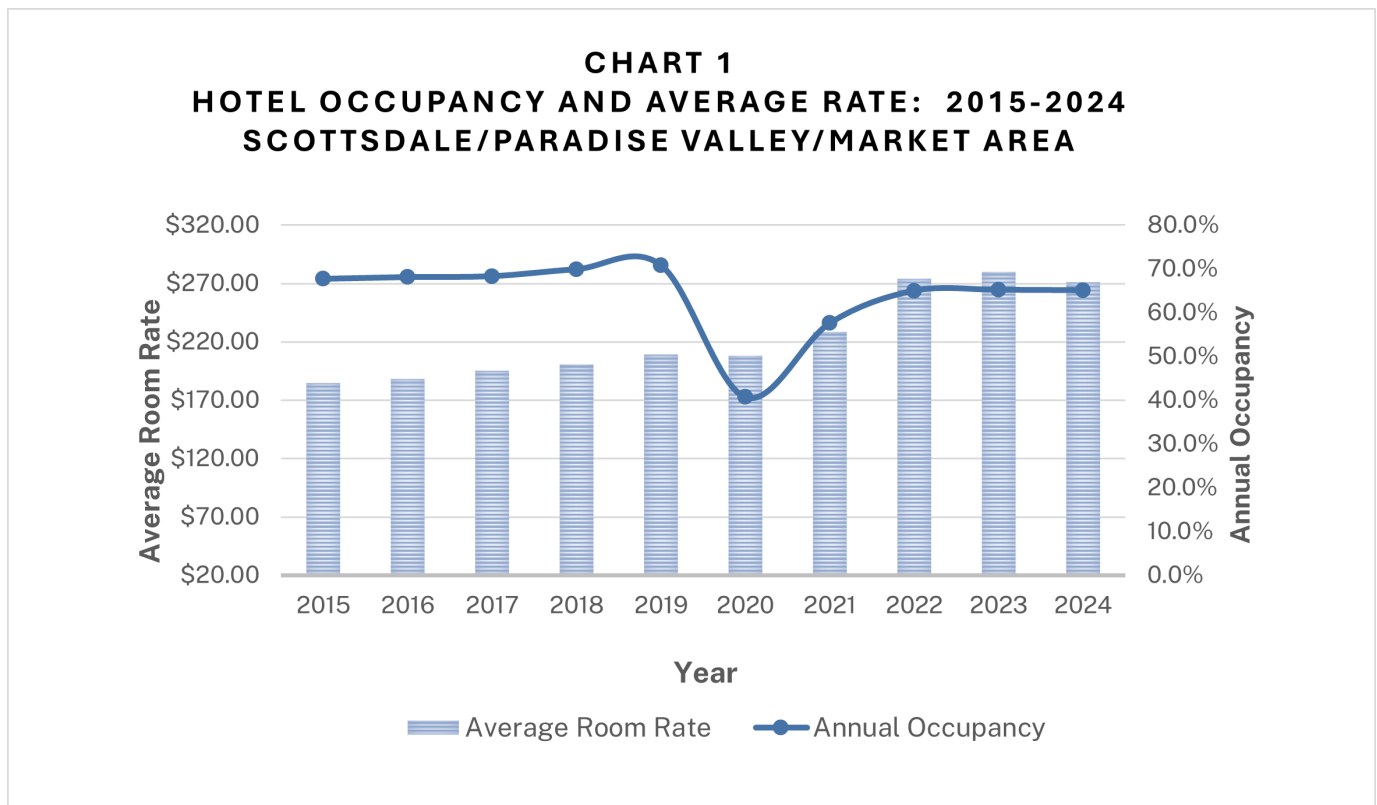


Table 7

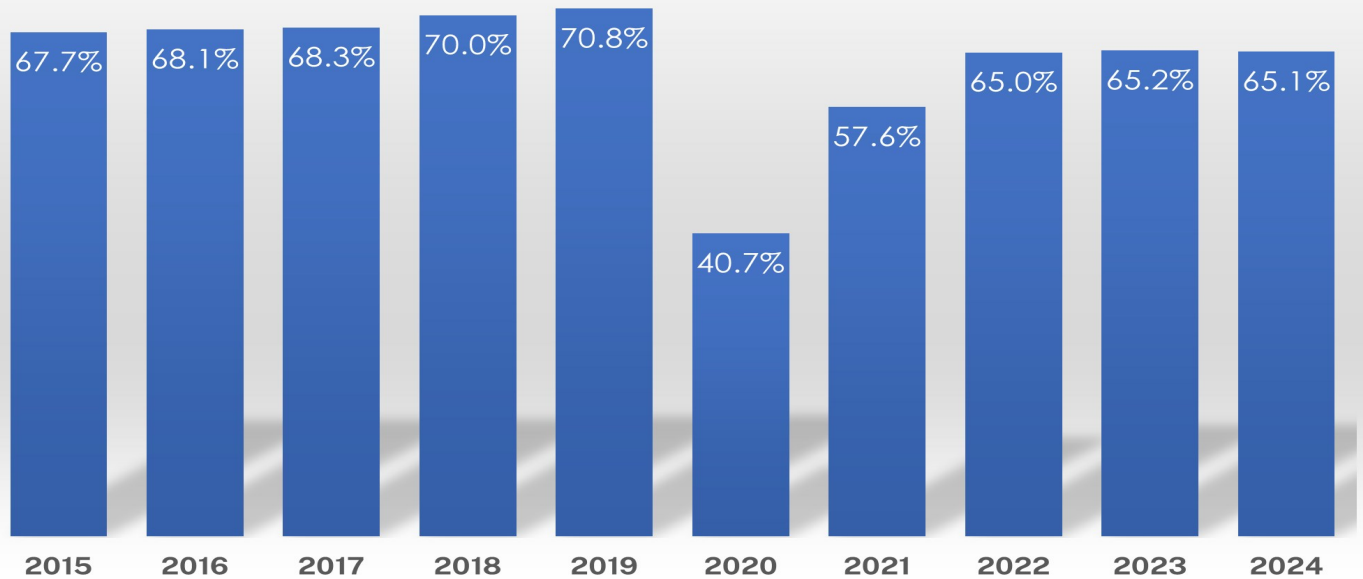
Occupancy & Average Rate
Scottsdale/Paradise Valley Market Area

Year	Avg. Room Rate	x	Occupied Rooms	=	Gross Room Revenue	Room Supply	Annual Occupancy*
2015	\$184.85	x	2,947,480	=	\$544,841,678	4,354,775	67.7%
2016	\$188.29	x	2,960,277	=	\$557,390,556	4,349,800	68.1%
2017	\$195.03	x	2,998,666	=	\$584,829,830	4,389,632	68.3%
2018	\$200.85	x	3,127,541	=	\$628,166,610	4,470,651	70.0%
2019	\$208.94	x	3,125,955	=	\$653,137,038	4,412,163	70.8%
2020	\$207.96	x	1,717,768	=	\$357,227,033	4,224,462	40.7%
2021	\$228.49	x	2,672,358	=	\$610,607,079	4,637,045	57.6%
2022	\$273.91	x	2,967,474	=	\$812,820,803	4,567,915	65.0%
2023	\$279.84	x	2,996,364	=	\$838,502,502	4,593,925	65.2%
2024	\$271.17	x	3,028,170	=	\$821,148,859	4,654,439	65.1%

Source: Smith Travel Research

*Occupied Rooms divided by Room Supply

Annual Occupancy Rate Market Area Hotels



ROOM REVENUES VERSUS TOTAL HOTEL REVENUES

Table 8 compares the total room revenues to total hotel revenues for Scottsdale hotels, thereby providing a means of assessing the relative importance of room revenues compared to all other revenue sources within the hotels (food, beverage, gift shop, and recreational sales).

The percentage of room revenue to total hotel revenues for the City of Scottsdale in 2024 was 62.1 percent. Over the past ten years, room revenues provided an average of 60.6 percent of total hotel revenues at Scottsdale properties. Since 2015, room revenues as a percentage of total hotel revenues have ranged from 57.6 to 62.9 percent.

Table 8			
Room Revenue vs. Total Hotel Revenue* City of Scottsdale			
Year	Total Room Revenue	Total Hotel Revenue	Room Revenue as % of Hotel Revenue
2015	\$331,569,021	\$539,561,719	61.5%
2016	\$351,842,465	\$559,789,177	62.9%
2017	\$360,302,284	\$623,600,905	57.8%
2018	\$383,138,481	\$664,803,587	57.6%
2019	\$402,492,018	\$690,227,340	58.3%
2020	\$227,581,438	\$364,817,479	62.4%
2021	\$360,546,499	\$600,230,019	60.1%
2022	\$526,557,715	\$871,868,911	60.4%
2023	\$573,793,953	\$914,706,141	62.7%
2024	\$573,795,105	\$923,786,468	62.1%
Source: City of Scottsdale, Financial Services Department, Tax Audit Division			
*Based on revenues generated at properties within the City of Scottsdale			

In 2024, resort properties comprised the largest segment of bed tax (51%), privilege tax (60%) and total revenues paid (54%). Resorts comprise 36% of Scottsdale properties. *Table 9* and *Chart 2* present a comparison of total room revenues, total bed tax paid, and total privilege tax paid for Resort, Full Service, and Limited Service hotel/motels for calendar year 2024.

Note: Tables 8 and 9 refer solely to properties within Scottsdale. These properties are listed in the Scottsdale section of Table 1 page 8.

Table 9			
Hotel Revenue Streams			
City of Scottsdale			
For 12 months ending December 2024			
	Total Revenues Paid	Bed Tax Paid	Privilege Tax Paid
Resort	54%	51%	60%
Full Service	20%	21%	19%
Limited Service	26%	28%	21%
Total	100%	100%	100%
Source: City of Scottsdale, Financial Services Department, Tax Audit Division			
Note: Percentages may not add up to 100% due to rounding			

