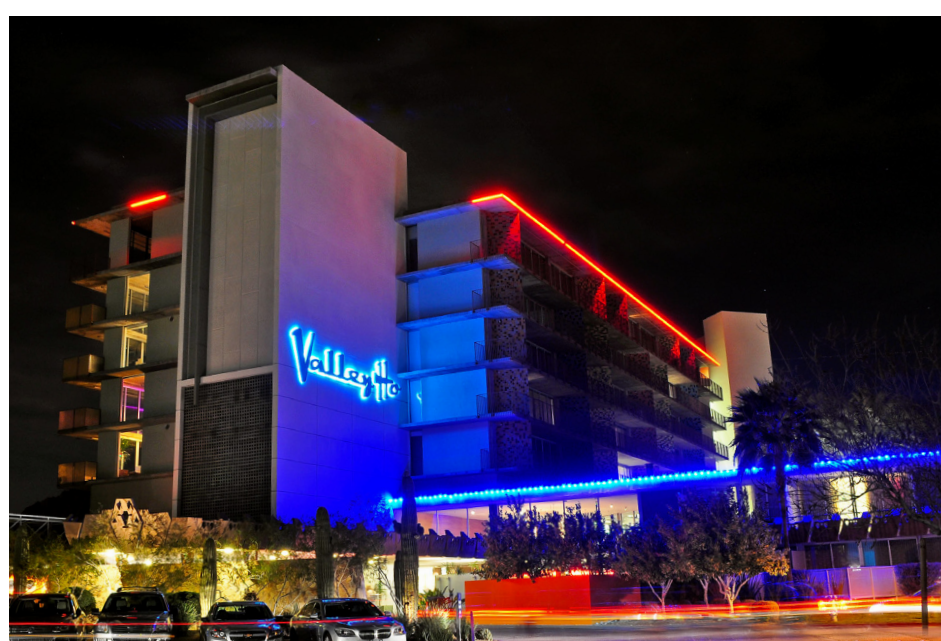




# Scottsdale Tourism Study

## Lodging Statistics

September 2026  
Tourism and Events

# Scottsdale Lodging Statistics

**September 2026**

## Scottsdale City Council

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Mayor

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**Last updated: September 22, 2026**



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# 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.



Photographed at Scottsdale Museum of Contemporary Art (SMOCA)





# Executive Summary

- Scottsdale's bed tax revenues totaled \$35,580,355 in 2025, up 2 percent from 2024.
- The Scottsdale market area has increased by 2,955 rooms since 2016. The number of rooms within the City of Scottsdale increased by 161 rooms in 2025, compared to 2024.
- In the past 10 years, bed tax revenues has generated over \$259 million for the City of Scottsdale.
- Hotel/motel sales tax revenues for the City of Scottsdale in 2025 increased 1.83 percent from 2024 with \$18,645,200 in collections.
- Annual occupancy for the Scottsdale market area in 2025 was 65.5 percent, up from 65.1 percent in 2024.
- The average room rate for Scottsdale market area hotels in 2025 was \$277.79 an increase from the 2024 average of \$271.17, per room.
- The percentage of room revenue to total hotel revenues for the City of Scottsdale in 2025 was 60.9 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**

|    | <b>Property Name</b>                                      | <b>Address</b>             | <b>Rooms</b> |
|----|-----------------------------------------------------------|----------------------------|--------------|
| 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    | 208          |
| 6  | Caesars Republic Scottsdale, a Hilton Hotel               | 4747 N Goldwater Blvd      | 265          |
| 7  | Canopy by Hilton Scottsdale Old Town                      | 7142 E 1st Street          | 177          |
| 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       | 122          |
| 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       | 237          |
| 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 Club Vacations Scottsdale Resort              | 7677 E. Princess Blvd.     | 213          |
| 25 | Holiday Inn Express Scottsdale North                      | 7350 E. Gold Dust Ave.     | 122          |
| 26 | Home2 Suites by Hilton North Scottsdale near Mayo Clinic  | 20001 N Scottsdale Rd      | 130          |
| 27 | Home2 Suites by Hilton Scottsdale Old Town                | 3131 N. Scottsdale Rd.     | 169          |
| 28 | Hotel Adeline, Scottsdale                                 | 5101 N. Scottsdale Rd.     | 213          |
| 29 | Hotel Solaya                                              | 4000 N Drinkwater Blvd     | 194          |
| 30 | Hotel Valley Ho                                           | 6850 E Main St             | 241          |
| 31 | Hyatt House Scottsdale/Old Town                           | 4245 N. Drinkwater Dr.     | 164          |
| 32 | Hyatt Place / Hyatt House North Scottsdale                | 18513 N Scottsdale Rd      | 229          |
| 33 | Hyatt Place Scottsdale/Old Town                           | 7300 E. 3rd Ave.           | 126          |
| 34 | La Quinta Inns & Suites by Wyndham Phoenix Scottsdale     | 8888 E. Shea Blvd.         | 140          |
| 35 | Metro Scottsdale                                          | 9880 N. Scottsdale Rd.     | 114          |
| 36 | Motel 6 Old Town Scottsdale                               | 6848 E. Camelback Rd.      | 122          |
| 37 | Papago Hotel by Reside                                    | 7017 E. McDowell Rd.       | 70           |
| 38 | Residence Inn by Marriott Scottsdale North                | 17011 N. Scottsdale Rd.    | 120          |
| 39 | Scottsdale Links Resort                                   | 16858 N. Perimeter Dr.     | 228          |
| 40 | Scottsdale Marriott at McDowell Mountains                 | 16770 N. Perimeter Dr.     | 266          |

| TABLE 1 (CONTINUED)   |                                                              |                                        |                     |
|-----------------------|--------------------------------------------------------------|----------------------------------------|---------------------|
| Scottsdale Properties |                                                              |                                        |                     |
|                       | Property Name                                                | Address                                | Rooms               |
| 41                    | Scottsdale Marriott Old Town                                 | 7325 E. 3rd Ave.                       | 243                 |
| 42                    | Scottsdale Park Suites                                       | 1251 N. Miller Rd.                     | 95                  |
| 43                    | Scottsdale Parkview Hotel                                    | 7707 E. McDowell Rd.                   | 128                 |
| 44                    | Scottsdale Villa Mirage                                      | 7887 E. Princess Blvd.                 | 224                 |
| 45                    | Senna House Scottsdale, Curio Collection by Hilton           | 7501 E Camelback Rd                    | 169                 |
| 46                    | Sentral Old Town                                             | 4735 N. Scottsdale Road                | 66                  |
| 47                    | Sheraton's Desert Oasis                                      | 17700 N. Hayden Rd.                    | 300                 |
| 48                    | Sonesta ES Suites Scottsdale - Paradise Valley               | 6040 N. Scottsdale Rd.                 | 122                 |
| 49                    | Sonesta Select Scottsdale at Mayo Clinic                     | 13444 E. Shea Blvd.                    | 125                 |
| 50                    | Sonesta Simply Suites Phoenix Scottsdale                     | 10740 N. 90th St.                      | 130                 |
| 51                    | Sonesta Suites Scottsdale Gainey Ranch                       | 7300 E. Gainey Suites Dr.              | 164                 |
| 52                    | SpringHill Suites Phoenix Scottsdale                         | 1500 North Scottsdale Rd               | 117                 |
| 53                    | The McCormick Scottsdale                                     | 7421 N. Scottsdale Rd.                 | 125                 |
| 54                    | <a href="#">The REMI Scottsdale, Autograph Collection</a>    | <a href="#">4415 N Buckboard Trail</a> | <a href="#">161</a> |
| 55                    | The Scott Resort & Spa                                       | 4925 N. Scottsdale Rd.                 | 204                 |
| 56                    | The Scottsdale Resort and Spa, Curio Collection by Hilton    | 7700 E. McCormick Pkwy.                | 278                 |
| 57                    | W Scottsdale                                                 | 7277 E. Camelback Rd.                  | 241                 |
| 58                    | Worldmark Scottsdale                                         | 8235 E. Indian Bend Rd.                | 125                 |
|                       |                                                              |                                        |                     |
|                       | <b>Total Scottsdale Properties</b>                           |                                        | <b>10,563</b>       |
|                       |                                                              |                                        |                     |
|                       | 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                     | Kimpton Miralina Resort & Villas                             | 7200 N. Scottsdale Rd.                 | 404                 |
| 5                     | Mountain Shadows Resort                                      | 5445 E. Lincoln Drive                  | 220                 |
| 6                     | Omni Scottsdale Resort & Spa at Montelucia                   | 4949 E. Lincoln Dr.                    | 293                 |
| 7                     | Sanctuary Resort on Camelback                                | 5700 E. McDonald Dr.                   | 110                 |
| 8                     | The Hermosa Inn, a boutique hideaway                         | 5532 N. Palo Cristi Dr.                | 43                  |
|                       |                                                              |                                        |                     |
|                       | <b>Total Paradise Valley Properties</b>                      |                                        | <b>2,086</b>        |

| TABLE 1 (CONTINUED)                                                            |                                                  |                            |              |
|--------------------------------------------------------------------------------|--------------------------------------------------|----------------------------|--------------|
| Other Market Properties<br>(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                                                                              | Baymont Inn & Suites by Wyndham Tempe            | 1429 N. Scottsdale Rd.     | 118          |
| 5                                                                              | Canyon Suites at the Phoenician                  | 6000 E. Camelback Rd.      | 60           |
| 6                                                                              | City Express by Marriot Tempe                    | 808 N. Scottsdale Rd.      | 82           |
| 7                                                                              | CIVANA Wellness Resort and Spa                   | 37220 N. Mule Train Rd.    | 176          |
| 8                                                                              | Courtyard by Marriott Scottsdale North           | 17010 N. Scottsdale Rd.    | 153          |
| 9                                                                              | Courtyard by Marriott Scottsdale Salt River      | 5201 N. Pima Rd.           | 158          |
| 10                                                                             | Fountain Park Hotel, BW Signature Collection     | 12800 N. Saguaro Blvd.     | 58           |
| 11                                                                             | Great Wolf Lodge Scottsdale                      | 7333 N Pima Rd             | 350          |
| 12                                                                             | Hampton Inn & Suites (Tempe)                     | 1415 N. Scottsdale Rd.     | 117          |
| 13                                                                             | Hampton Inn/Suites (North)                       | 16620 N. Scottsdale Rd.    | 123          |
| 14                                                                             | Hampton Inn & Suites Scottsdale at Talking Stick | 9550 E. Indian Bend        | 101          |
| 15                                                                             | Holiday Inn Express & Suites Phoenix Tempe       | 670 N. Scottsdale Rd.      | 103          |
| 16                                                                             | Home2 Suites By Hilton Scottsdale Salt River     | 8401 N. Pima Center Pkwy   | 85           |
| 17                                                                             | Inn at Eagle Mountain                            | 9800 Summer Hill Blvd.     | 37           |
| 18                                                                             | JW Marriott Phoenix Desert Ridge Resort & Spa    | 5350 E. Marriott Dr.       | 950          |
| 19                                                                             | Motel 6 (Tempe)                                  | 1612 N. Scottsdale Rd.     | 100          |
| 20                                                                             | Orange Tree Golf Resort (Phoenix)                | 10601 N. 56th St.          | 160          |
| 21                                                                             | Residence Inn Salt River                         | 5351 N Pima Rd             | 111          |
| 22                                                                             | Revival Scottsdale Studios                       | 13440 N. Scottsdale Rd.    | 131          |
| 23                                                                             | Royal Palms Resort & Spa (Phoenix)               | 5200 E. Camelback Rd.      | 119          |
| 24                                                                             | Scottsdale Camelback Resort (Phoenix)            | 6302 E. Camelback Rd.      | 111          |
| 25                                                                             | Sleep Inn At North Scottsdale Road               | 16630 N. Scottsdale Rd.    | 107          |
| 26                                                                             | Spark by Hilton Fountain Hills Scottsdale        | 17105 E. Shea Blvd.        | 48           |
| 27                                                                             | SpringHill Suites Scottsdale North               | 17020 N. Scottsdale Rd.    | 75           |
| 28                                                                             | Staybridge Suites Scottsdale – Talking Stick     | 9141 E. Hummingbird Lane   | 112          |
| 29                                                                             | Talking Stick Resort (SRPMIC)                    | 9800 E. Indian Bend Rd.    | 496          |
| 30                                                                             | The Phoenician, A Luxury Collection Resort       | 6000 E. Camelback Rd.      | 585          |
| 31                                                                             | Tru by Hilton Scottsdale Salt River              | 8401 N. Pima Center Pkwy   | 81           |
| 32                                                                             | Wekopa Casino Resort                             | 10438 N. Ft. McDowell Rd.  | 246          |
| 33                                                                             | Westin Kierland Resort & Spa (Phoenix)           | 6902 E. Greenway Pkwy.     | 735          |
|                                                                                | <b>Total Other Market Properties</b>             |                            | <b>6,366</b> |

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 \$259 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 2016 through 2025. During 2025, the city collected \$35,580,355 in bed tax, a 2 percent increase from 2024 collections.

## Sales Tax

In addition to bed tax, the City of Scottsdale tracks collection of the transaction privilege (sales) and use tax (1.7 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 2025 totaled \$18,645,200 toward the general fund, a 1.8 percent increase from 2024. Around 42.3 percent of the revenues in this category were generated during the peak season (January through April). Since 2016, the hotel/motel sales tax has generated over \$140 million in revenues for the City of Scottsdale.

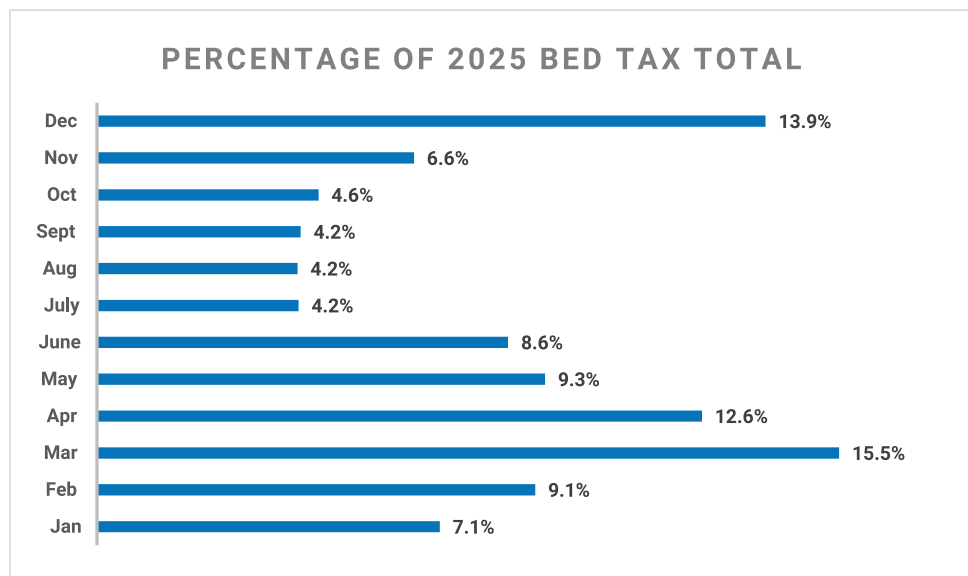
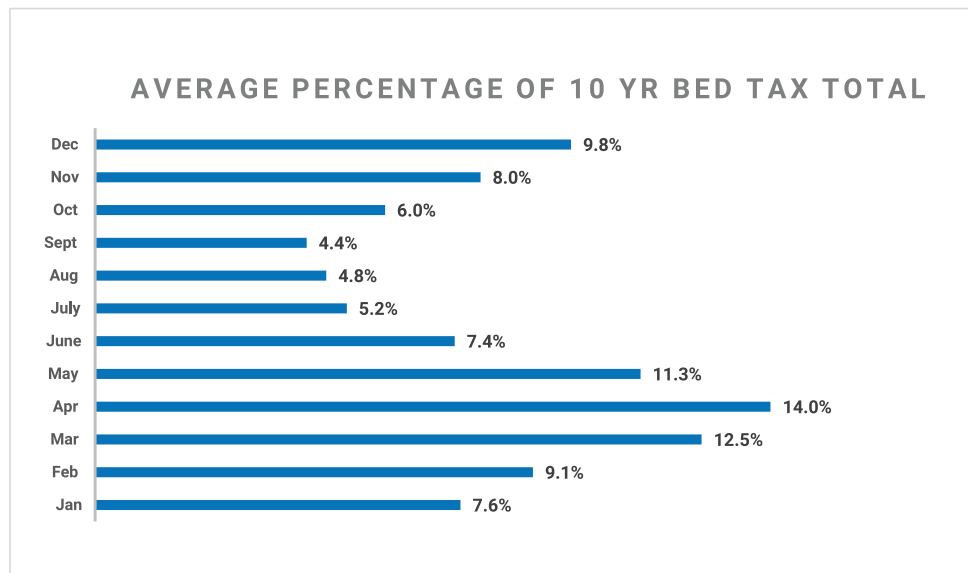
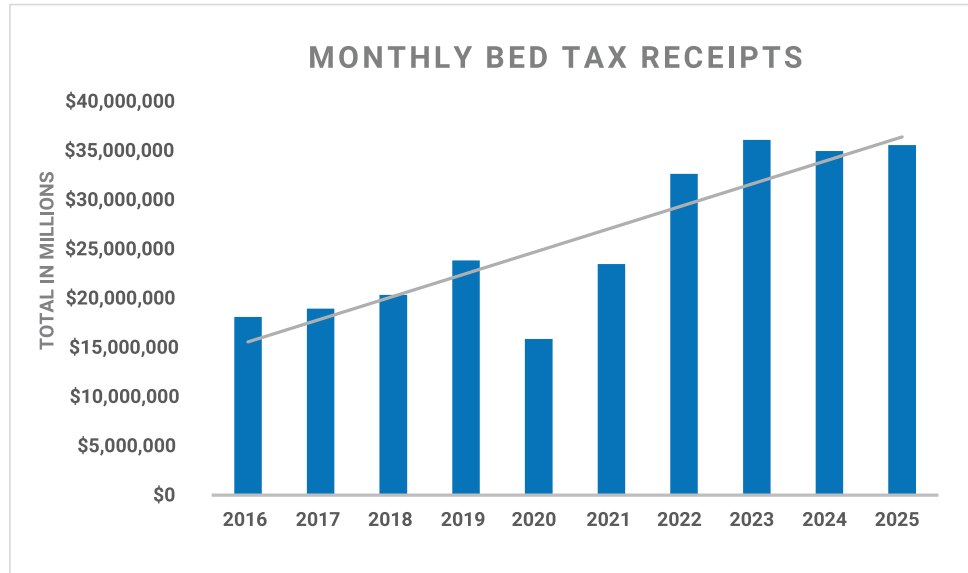
Table 3 (p. 13) enumerates sales tax collected from Scottsdale hotels and motels since 2016.



| TABLE 2                                                                    |             |             |             |             |             |             |             |             |             |             |             |             |              |
|----------------------------------------------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
| Monthly Bed Tax Receipts in Dollars<br>City of Scottsdale<br>(5% Tax Rate) |             |             |             |             |             |             |             |             |             |             |             |             |              |
|                                                                            | Jan         | Feb         | Mar         | Apr         | May         | June        | July        | Aug         | Sept        | Oct         | Nov         | Dec         | Total        |
| 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 |
| 2025                                                                       | \$2,540,881 | \$3,247,960 | \$5,501,714 | \$4,484,293 | \$3,321,138 | \$3,047,018 | \$1,494,104 | \$1,486,182 | \$1,509,654 | \$1,641,578 | \$2,349,293 | \$4,956,540 | \$35,580,355 |
| % of 2025 Total                                                            | 7.1%        | 9.1%        | 15.5%       | 12.6%       | 9.3%        | 8.6%        | 4.2%        | 4.2%        | 4.2%        | 4.6%        | 6.6%        | 13.9%       | 100.0%       |
| Avg % of 10 yr Total                                                       | 7.6%        | 9.1%        | 12.5%       | 14.0%       | 11.3%       | 7.4%        | 5.2%        | 4.8%        | 4.4%        | 6.0%        | 8.0%        | 9.8%        | 100.0%       |

Source: City of Scottsdale, Tax Audit Department

# Bed Tax Receipts



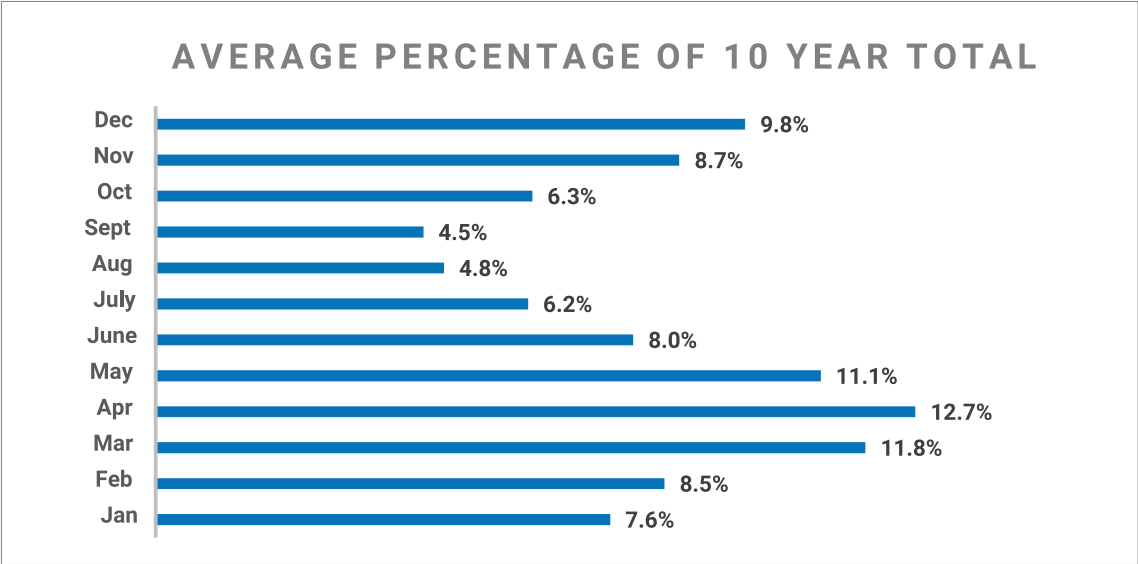
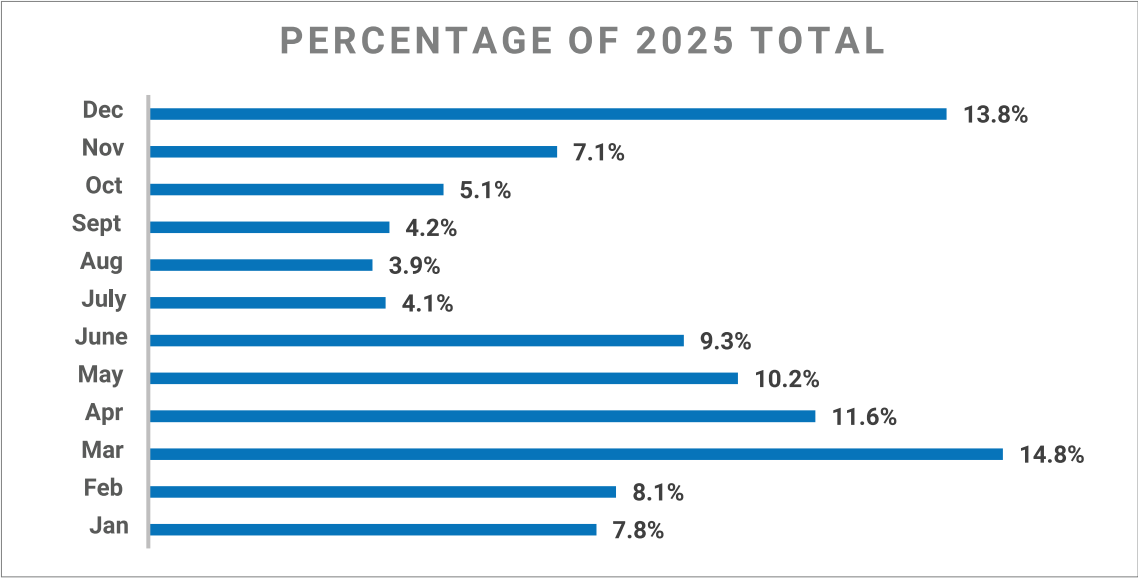
| TABLE 3                                                      |             |             |             |             |             |             |             |             |           |             |             |             |              |
|--------------------------------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-----------|-------------|-------------|-------------|--------------|
| Monthly Hotel/Motel Sales Tax Receipts<br>City of Scottsdale |             |             |             |             |             |             |             |             |           |             |             |             |              |
|                                                              | Jan         | Feb         | Mar         | Apr         | May         | June        | July        | Aug         | Sept      | Oct         | Nov         | Dec         | Total        |
| 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 |
| 2025                                                         | \$1,448,686 | \$1,512,345 | \$2,763,180 | \$2,156,308 | \$1,906,227 | \$1,730,924 | \$767,168   | \$725,132   | \$779,109 | \$953,956   | \$1,321,295 | \$2,580,871 | \$18,645,200 |
| % of 2025 Total                                              | 7.8%        | 8.1%        | 14.8%       | 11.6%       | 10.2%       | 9.3%        | 4.1%        | 3.9%        | 4.2%      | 5.1%        | 7.1%        | 13.8%       | 100.0%       |
| Avg % of 10yr Total                                          | 7.6%        | 8.5%        | 11.8%       | 12.7%       | 11.1%       | 8.0%        | 6.2%        | 4.8%        | 4.5%      | 6.3%        | 8.7%        | 9.8%        | 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



# 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<br>Total Hotel Market Area Properties |                    |                         |                          |        |
| Year                                                  | City of Scottsdale | Town of Paradise Valley | Other Market Area Hotels | Total  |
| 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 |
| 2025                                                  | 10,563             | 2,086                   | 6,366                    | 19,015 |

Source: Smith Travel Research (STR); City of Scottsdale, Tourism & Events Department

Note: Only hotel properties with 25 or more rooms are included

| TABLE 5A                                                 |               |             |
|----------------------------------------------------------|---------------|-------------|
| Room Inventory by Category*<br>City of Scottsdale - 2025 |               |             |
| Category                                                 | # of Rooms    | % of Market |
| Resort                                                   | 3,344         | 32%         |
| Full Service                                             | 4,340         | 41%         |
| Limited Service                                          | 2,879         | 27%         |
| <b>Total</b>                                             | <b>10,563</b> | <b>100%</b> |

| TABLE 5B                                                     |              |             |
|--------------------------------------------------------------|--------------|-------------|
| Room Inventory by Category<br>Town of Paradise Valley - 2025 |              |             |
| Category                                                     | # of Rooms   | % of Market |
| Resort                                                       | 2,043        | 98%         |
| Full Service                                                 | 43           | 2%          |
| Limited Service                                              | 0            | 0%          |
| <b>Total</b>                                                 | <b>2,086</b> | <b>100%</b> |

| TABLE 5C                                           |              |             |
|----------------------------------------------------|--------------|-------------|
| Room Inventory by Category*<br>Market Areas - 2025 |              |             |
| Category                                           | # of Rooms   | % of Market |
| Resort                                             | 3,458        | 54%         |
| Full Service                                       | 1,344        | 21%         |
| Limited Service                                    | 1,564        | 25%         |
| <b>Total</b>                                       | <b>6,366</b> | <b>100%</b> |

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<br>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            |
| Kimpton Miralina Resort & Villas                                  | 404                 | Paradise Valley            |
| Mountain Shadows Resort                                           | 220                 | Paradise Valley            |
| Omni Scottsdale Resort & Spa at Montelucia                        | 293                 | Paradise Valley            |
| Sanctuary Resort on Camelback                                     | 110                 | 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                    |
| Royal Palms Resort & Spa (Phoenix)                                | 119                 | Phoenix                    |
| The Phoenician, A Luxury Collection Resort                        | 585                 | Phoenix                    |
| Westin Kierland Resort & Spa (Phoenix)                            | 735                 | Phoenix                    |
| Boulders Resort & Spa, Curio Collection by Hilton                 | 208                 | 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 Marriott at McDowell Mountains                         | 266                 | Scottsdale                 |
| Sonesta Suites Scottsdale Gainey Ranch                            | 164                 | Scottsdale                 |
| The McCormick Scottsdale                                          | 125                 | Scottsdale                 |
| <a href="#">The REMI Scottsdale, Autograph Collection</a>         | <a href="#">161</a> | <a href="#">Scottsdale</a> |
| 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                     |
| Talking Stick Resort (SRPMIC)                                     | 496                 | SRPMIC                     |

Source: City of Scottsdale, Tourism & Events Department

| TABLE 6 (CONTINUED)                                                     |            |                 |
|-------------------------------------------------------------------------|------------|-----------------|
| Full Service Hotel Properties<br>Scottsdale/Paradise Valley Market Area |            |                 |
| Property Name                                                           | # of Rooms | Location        |
| Inn at Eagle Mountain                                                   | 37         | Fountain Hills  |
| Wekopa Casino Resort                                                    | 246        | Fountain Hills  |
| The Hermosa Inn, a boutique hideaway                                    | 43         | Paradise Valley |
| AC Hotel by Marriott Scottsdale North                                   | 165        | Phoenix         |
| Scottsdale Camelback Resort (Phx)                                       | 111        | Phoenix         |
| 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                                    | 177        | 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                                     | 237        | Scottsdale      |
| Hilton Scottsdale Resort & Villas                                       | 235        | Scottsdale      |
| Home2 Suites by Hilton North Scottsdale near Mayo Clinic                | 130        | Scottsdale      |
| Holiday Inn Club Vacations Scottsdale Resort                            | 213        | Scottsdale      |
| Hyatt Place / Hyatt House North Scottsdale                              | 229        | Scottsdale      |
| Scottsdale Marriott Old Town                                            | 243        | Scottsdale      |
| Scottsdale Parkview Hotel                                               | 128        | Scottsdale      |
| Scottsdale Links Resort                                                 | 228        | Scottsdale      |
| Scottsdale Villa Mirage                                                 | 224        | Scottsdale      |
| Senna House Scottsdale, Curio Collection by Hilton                      | 169        | Scottsdale      |
| Sentral Old Town                                                        | 66         | 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          |
| Tru by Hilton Scottsdale Salt River                                     | 81         | SRPMIC          |

Source: City of Scottsdale, Tourism & Events Department

**TABLE 6 (CONTINUED)**

**Limited Service Hotel Properties  
Scottsdale/Paradise Valley Market Area**

| <b>Property Name</b>                                      | <b># of Rooms</b> | <b>Location</b> |
|-----------------------------------------------------------|-------------------|-----------------|
| 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         |
| Revival Scottsdale Studios                                | 131               | Phoenix         |
| Sleep Inn At North Scottsdale Road                        | 107               | Phoenix         |
| SpringHill Suites Scottsdale North                        | 75                | 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   | 122               | 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      |
| Hotel Solaya                                              | 194               | 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      |
| Motel 6 Old Town Scottsdale                               | 122               | Scottsdale      |
| Papago Hotel by Reside                                    | 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                  | 125               | Scottsdale      |
| Sonesta Simply Suites Phoenix Scottsdale                  | 130               | Scottsdale      |
| Hampton Inn & Suites Scottsdale at Talking Stick          | 101               | SRPMIC          |
| Staybridge Suites Scottsdale – Talking Stick              | 112               | SRPMIC          |
| Aloft Tempe                                               | 136               | Tempe           |
| Baymont Inn & Suites by Wyndham Tempe                     | 118               | Tempe           |
| City Express by Marriot Tempe                             | 82                | Tempe           |
| Hampton Inn & Suites (Tempe)                              | 117               | Tempe           |
| Holiday Inn Express & Suites Phoenix Tempe                | 103               | Tempe           |
| Motel 6 (Tempe)                                           | 100               | Tempe           |

# Average Room Rates And Occupancy

## Average Room Rates

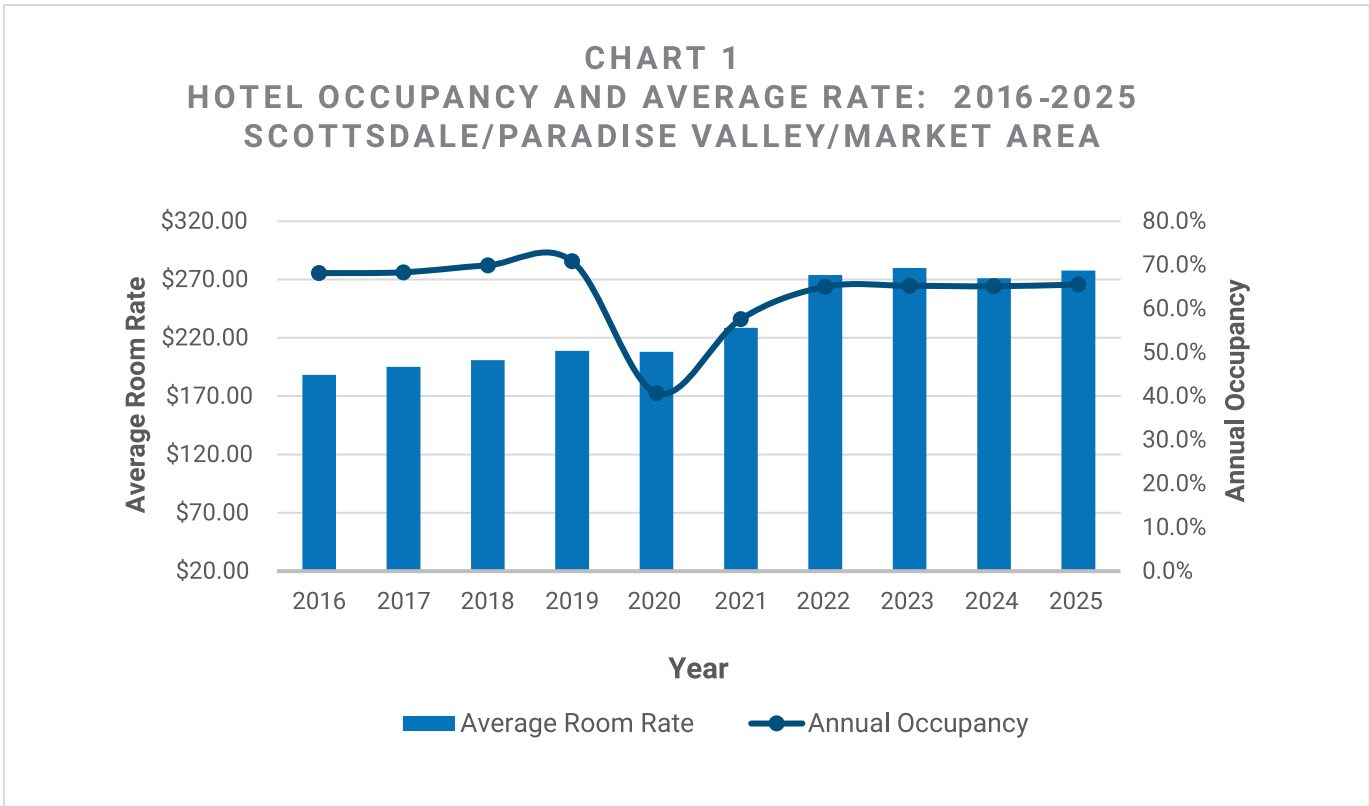
The Tourism and Events Department uses data from Smith Travel Research (STR). This research provides the city an indication of trending and competitive performance.

Chart 1 illustrates the average room rates within the Scottsdale Market area since 2016. Table 7 represents the same data. Smith Travel Research reported the average room rate for Scottsdale/Paradise Valley Market area hotels in 2025 was \$277.79 up from \$271.17 in 2024.

## Average Occupancy

According to STR, hotels in the Scottsdale/Paradise Valley Market area experienced an occupancy rate of 65.5 percent in 2025, a slight increase from 65.1 percent in 2024.

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

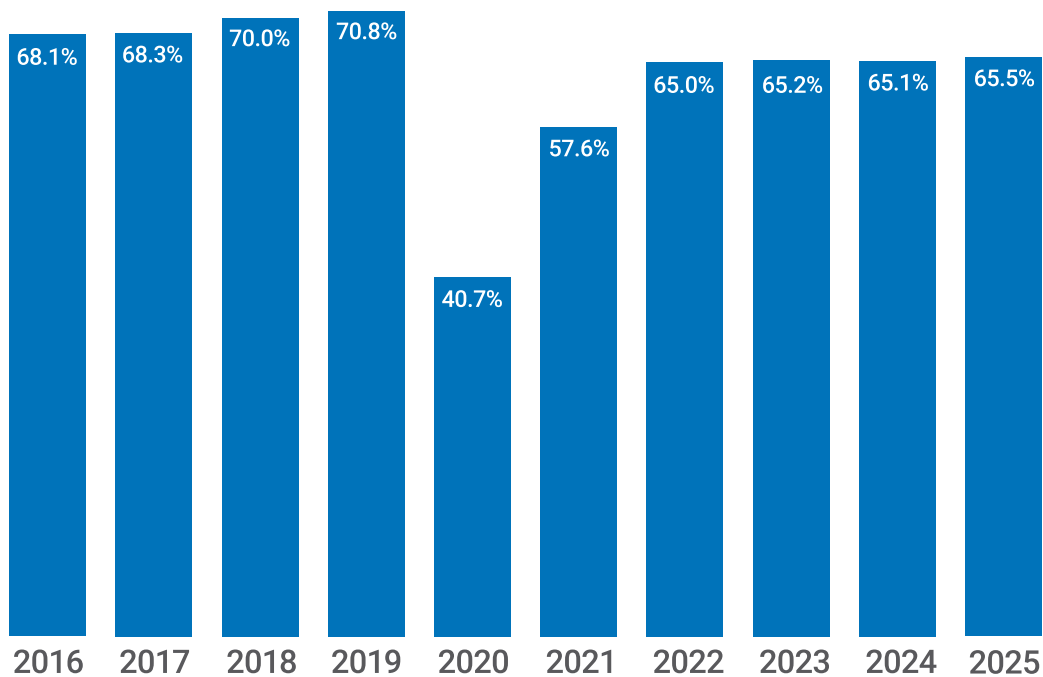


| TABLE 7                                                            |                |   |                |   |                    |             |                   |
|--------------------------------------------------------------------|----------------|---|----------------|---|--------------------|-------------|-------------------|
| Occupancy & Average Rate<br>Scottsdale/Paradise Valley Market Area |                |   |                |   |                    |             |                   |
| Year                                                               | Avg. Room Rate | x | Occupied Rooms | = | Gross Room Revenue | Room Supply | Annual Occupancy* |
| 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%             |
| 2025                                                               | \$277.79       | x | 3,038,787      | = | \$844,144,641      | 4,638,359   | 65.5%             |

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 2025 was 60.9 percent. Over the past ten years, room revenues provided an average of 60.5 percent of total hotel revenues at Scottsdale properties. Since 2016, 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*<br>City of Scottsdale |                    |                     |                                    |
| Year                                                        | Total Room Revenue | Total Hotel Revenue | Room Revenue as % of Hotel Revenue |
| 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%                              |
| 2025                                                        | \$591,537,031      | \$970,823,221       | 60.9%                              |

Source: City of Scottsdale, Financial Services Department, Tax Audit Division

\*Based on revenues generated at properties within the City of Scottsdale



In 2025, resort properties comprised the largest segment of bed tax (56%), privilege tax (64%) and total revenues paid (58%). Resorts comprise 37% 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 2025.

*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 2025 |                     |              |                    |
|                                    | Total Revenues Paid | Bed Tax Paid | Privilege Tax Paid |
| Resort                             | 58%                 | 56%          | 64%                |
| Full Service                       | 20%                 | 20%          | 19%                |
| Limited Service                    | 22%                 | 24%          | 17%                |
| 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

