



**Scottsdale 2024  
Return to Sample  
Research**



# Table of Contents

Methodology	3
Overnight Trip Characteristics	4
Day Trip Characteristics	23
Appendix: Key Terms Defined	41

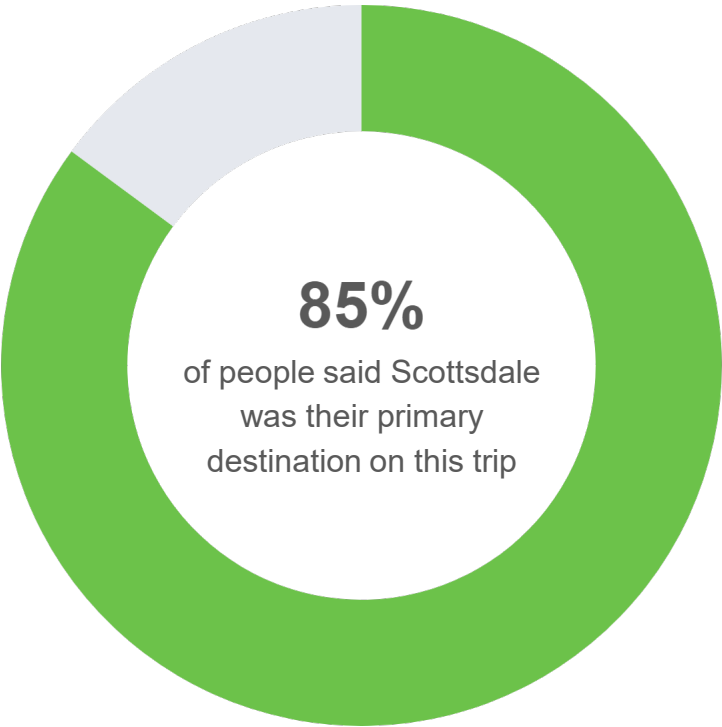
- Each quarter, a random, projectable sample of adult members (18 years of age and over) of a major U.S. consumer panel is invited to participate in the Travel **USA**® survey:
  - Selected to be representative of the U.S. adult population
- Scottsdale Visitor Research
  - The Travel USA® program identified 940 overnight trips and 249 day trips that included a visit to Scottsdale in 2024.
  - A follow-up study was conducted to obtain additional information on these Scottsdale trips. This year yielded a sample of 392 overnight trips. For day trips, 2023 and 2024 data were merged where applicable, totaling a combined 249 day trips.
- For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.



## Overnight Trip Characteristics

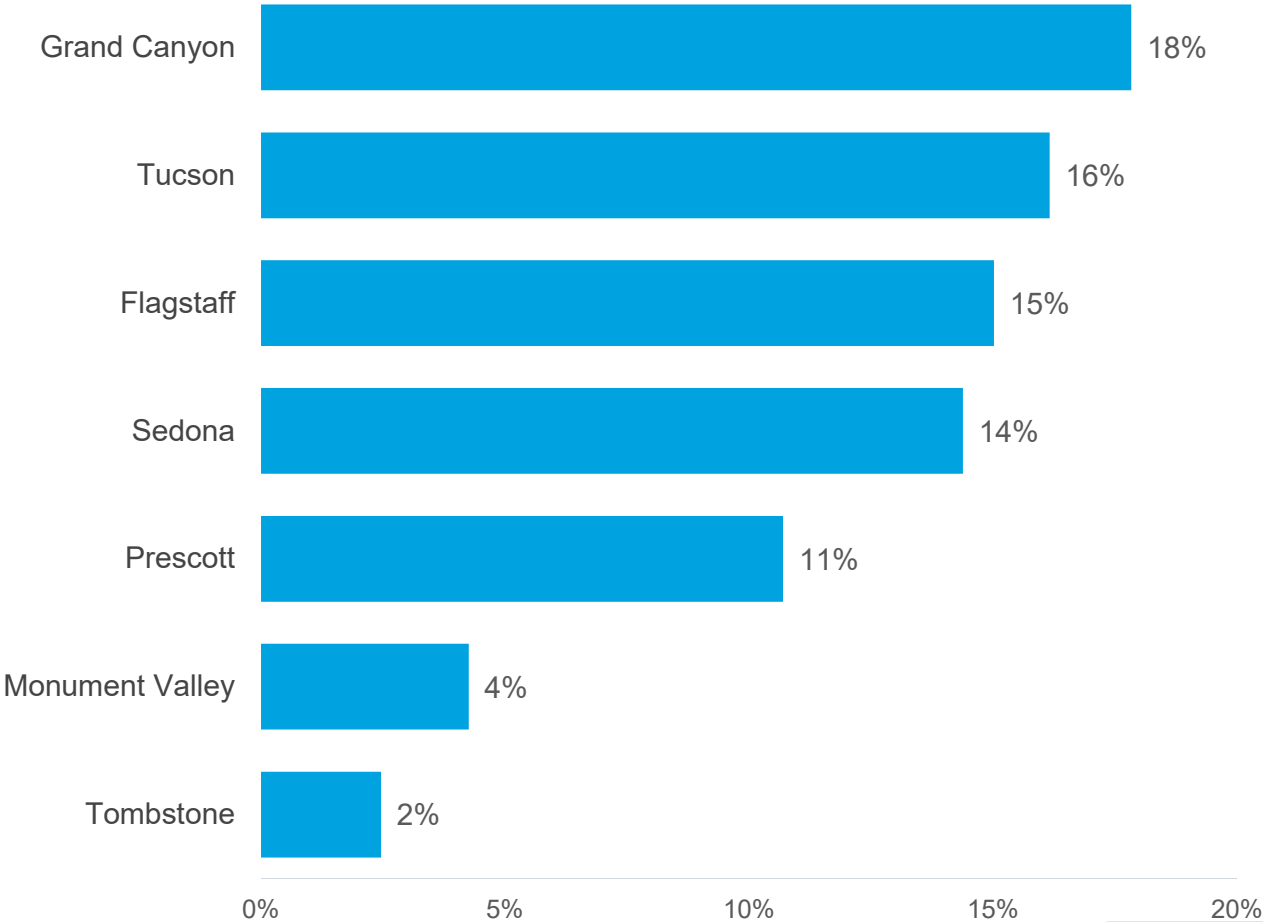


## Primary Destination on Trip



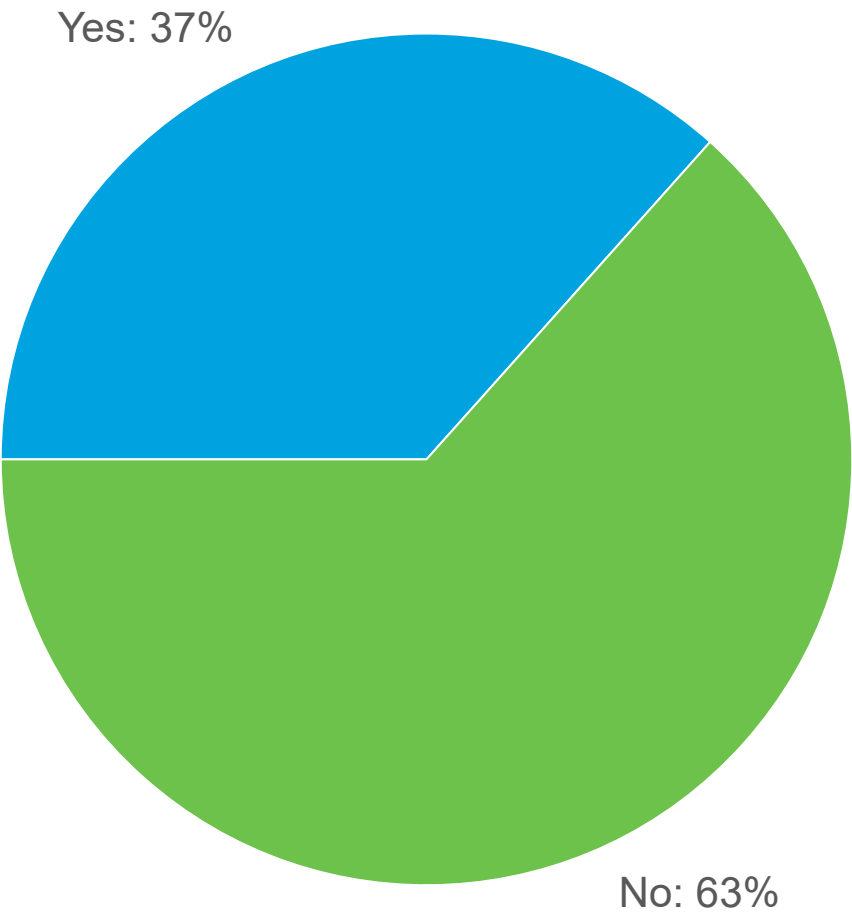
ON AVERAGE PEOPLE STAYED  
**2.8**  
NIGHTS IN SCOTTSDALE

## Arizona Destinations Visited on Trip



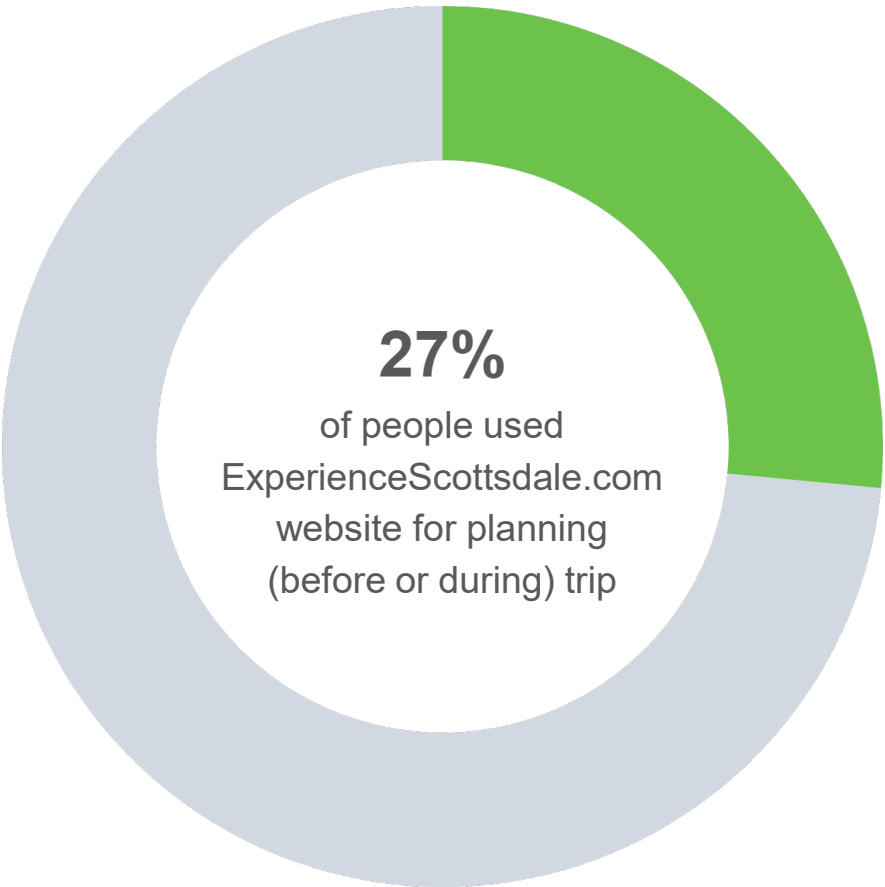
# Purchased Tickets/Made Reservations for Activity/Event/Concert Before Arriving in Scottsdale

Base: 2024 Overnight Person-Trips to Scottsdale



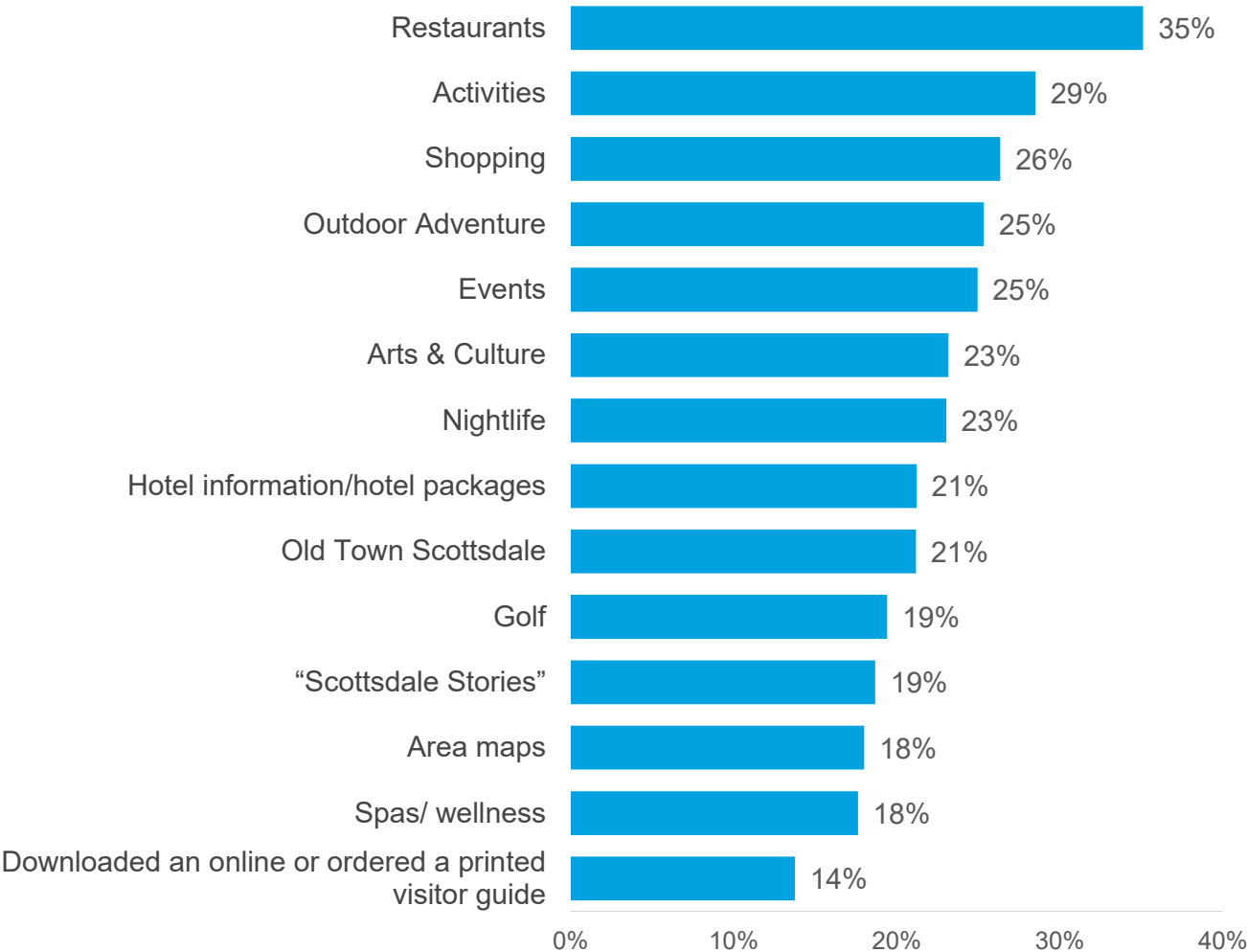


Use of ExperienceScottsdale.com



Types of Information Explored

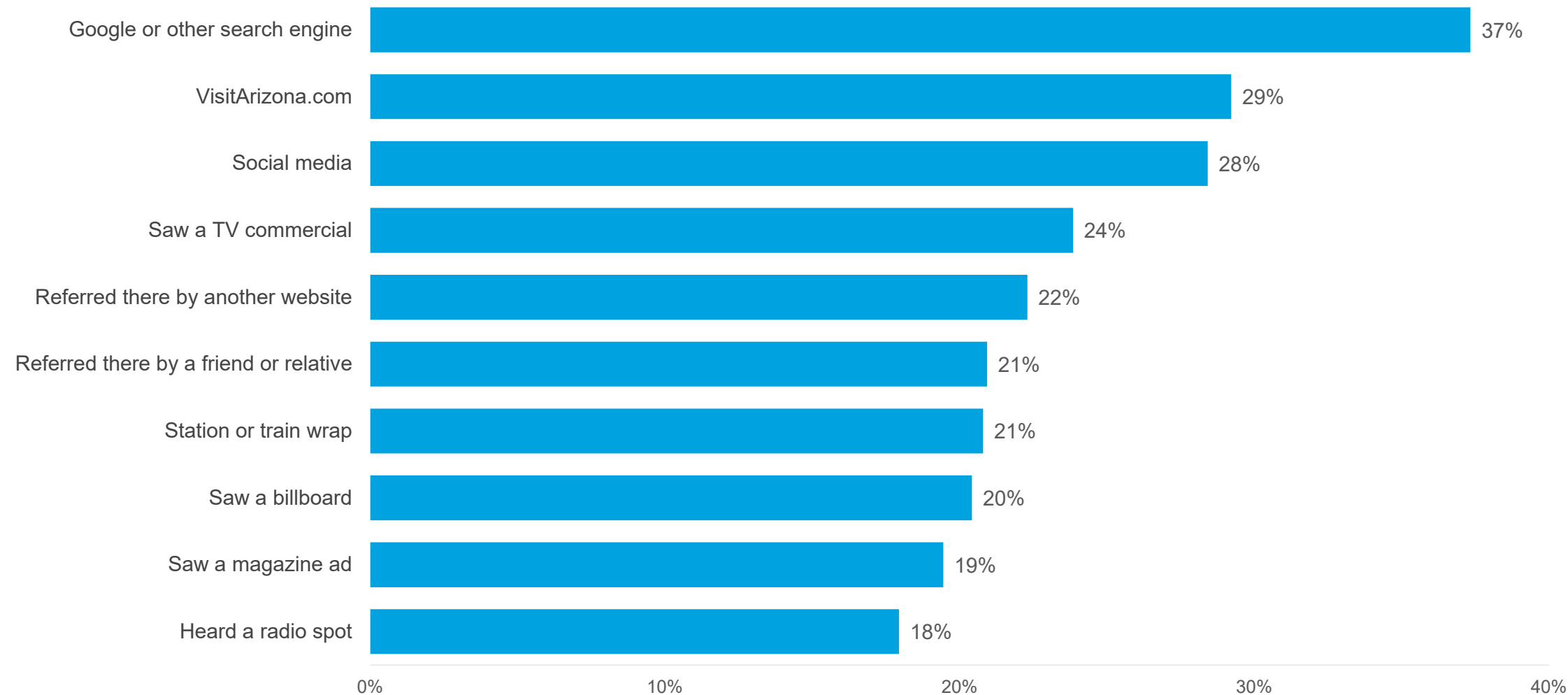
Base: 2024 Overnight Person-Trips to Scottsdale that used ExperienceScottsdale.com\*



\*Caution: low sample

# How Did You Learn About ExperienceScottsdale.com?

Base: 2024 Overnight Person-Trips to Scottsdale that used ExperienceScottsdale.com\*



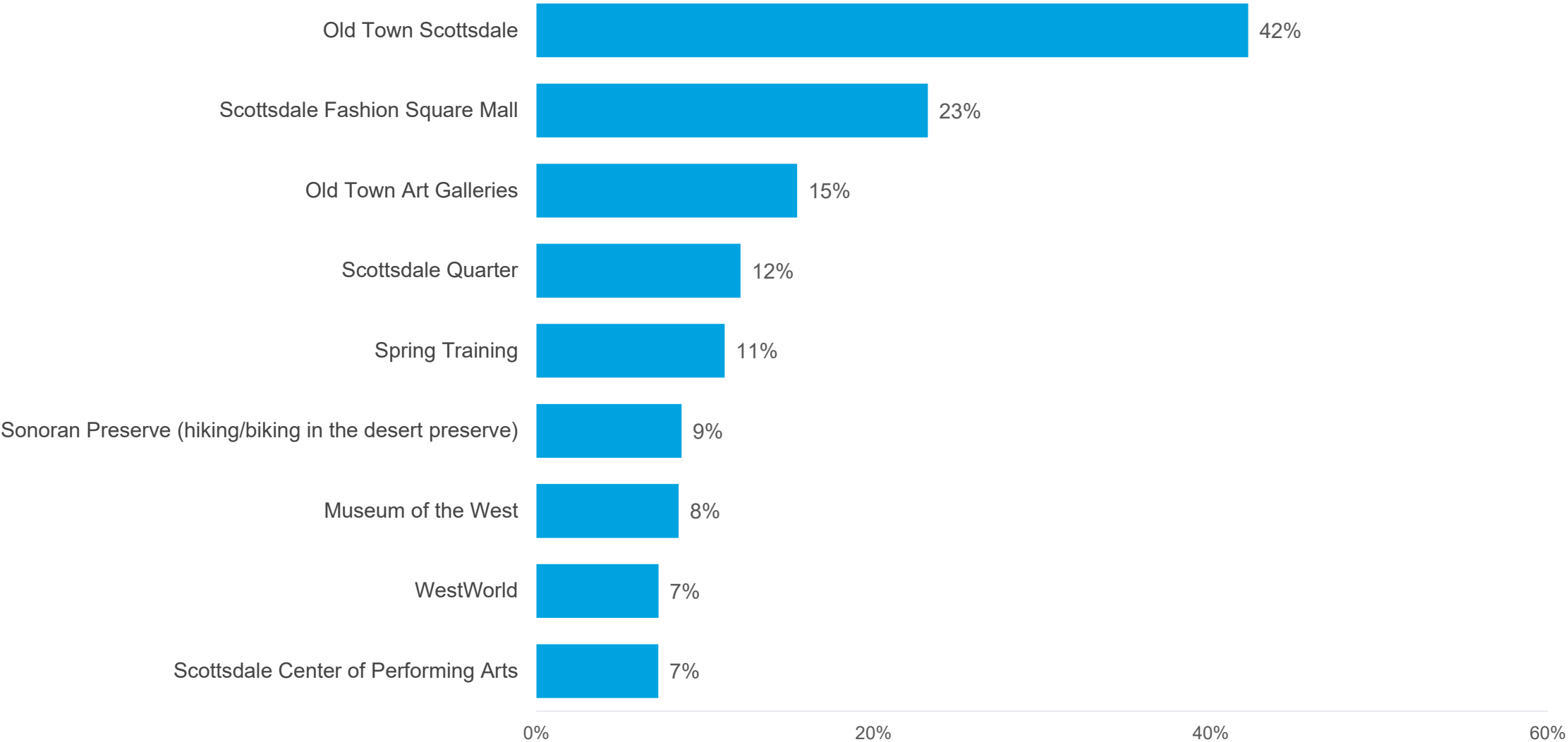
\*Caution: low sample





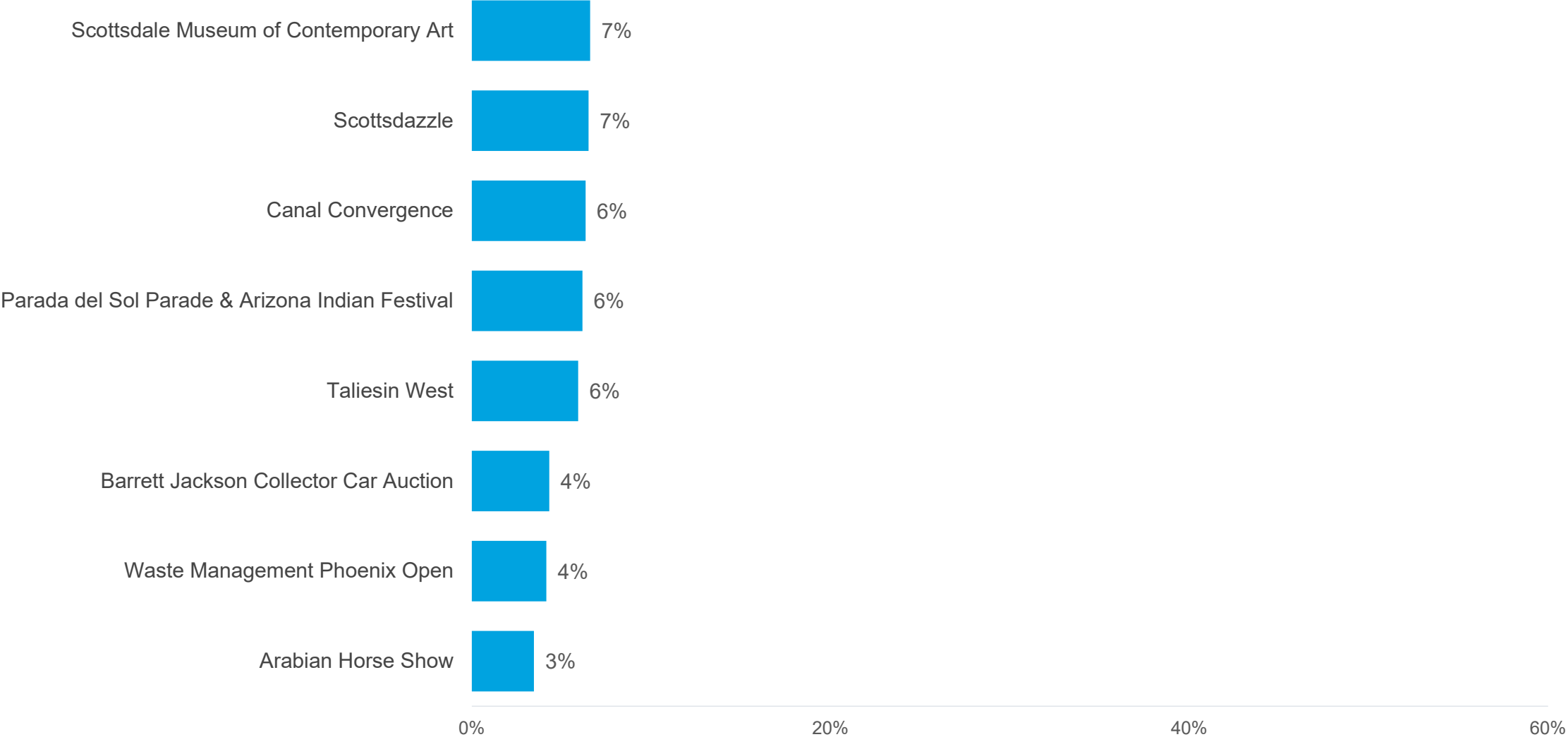
# Attractions Visited/Experienced

Base: 2024 Overnight Person-Trips to Scottsdale

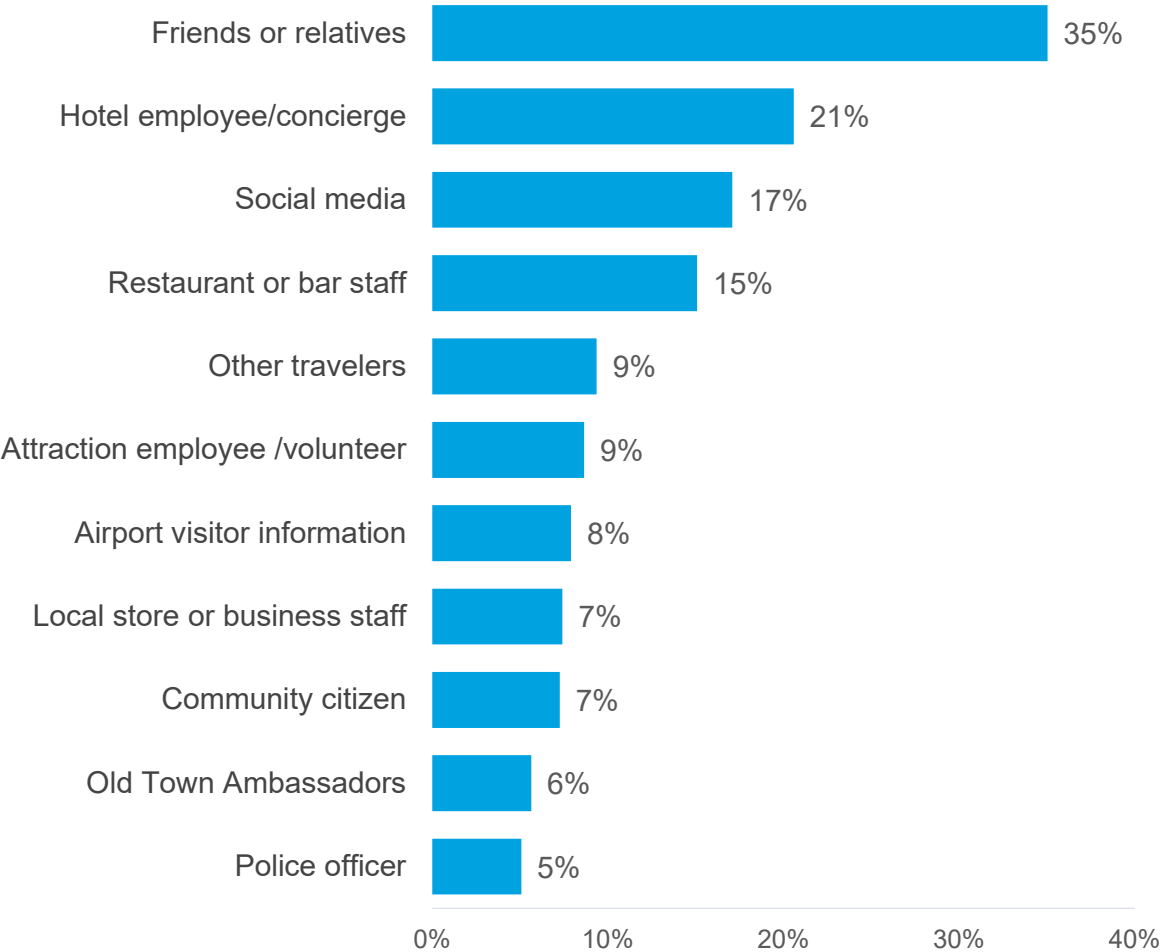


# Attractions Visited/Experienced (Cont'd)

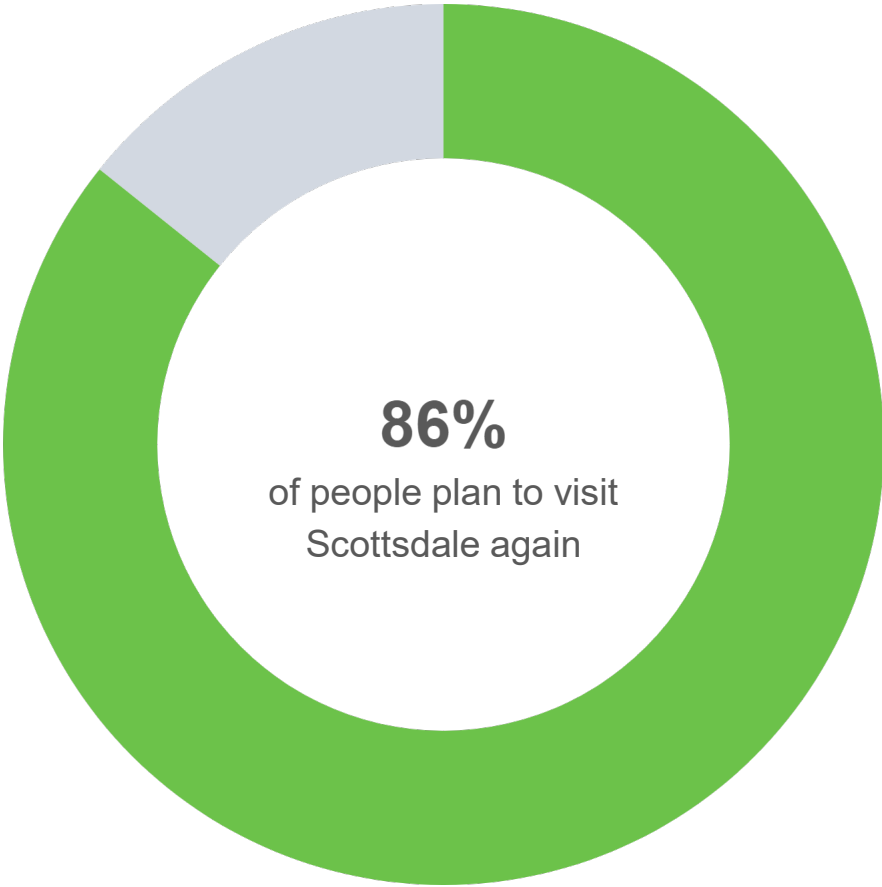
Base: 2024 Overnight Person-Trips to Scottsdale



## Sources Used to Enhance Visit to Scottsdale



## Plan to Visit Scottsdale Again

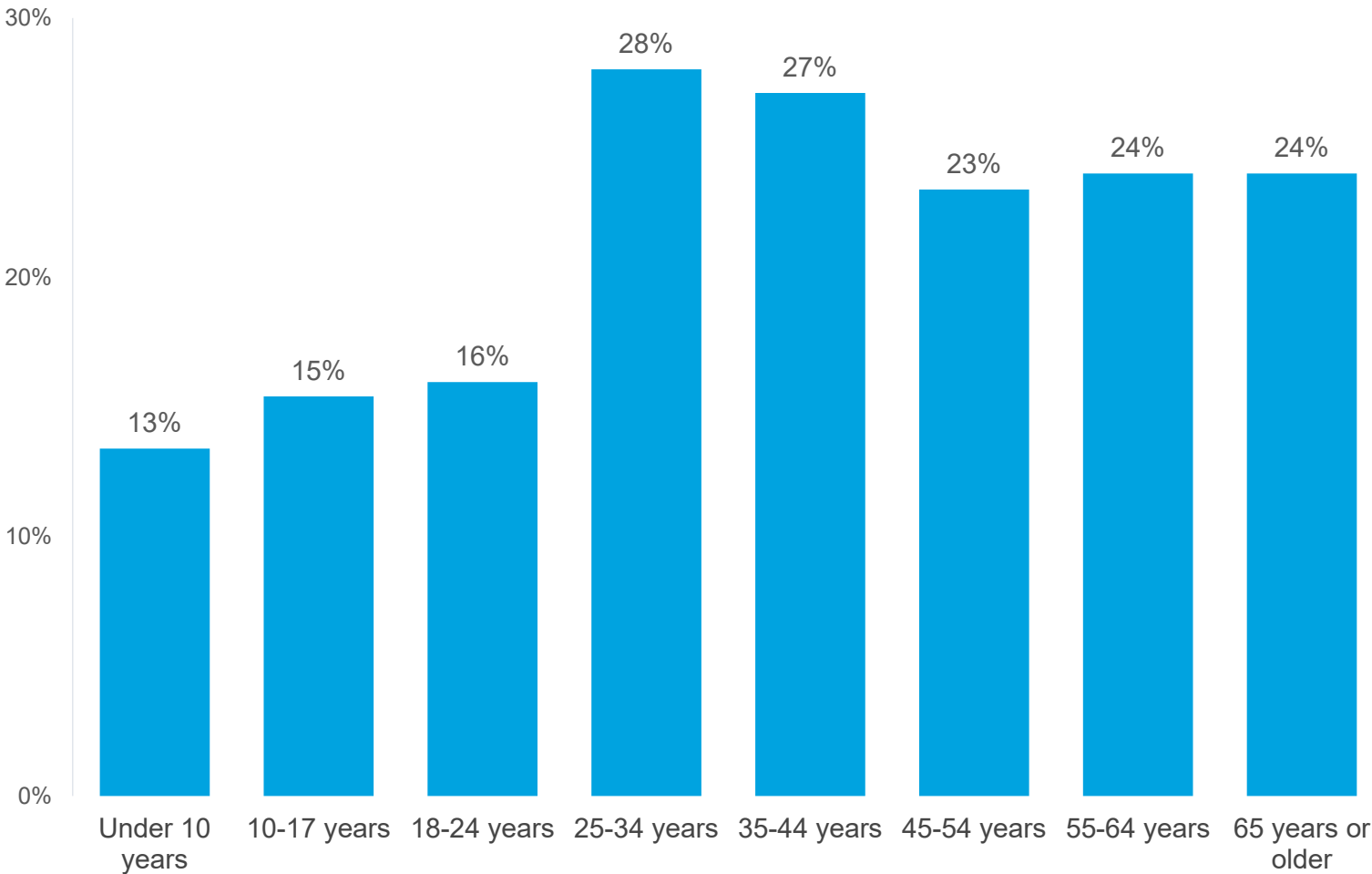




**27%**

of people said their  
immediate travel party  
was part of a larger  
group

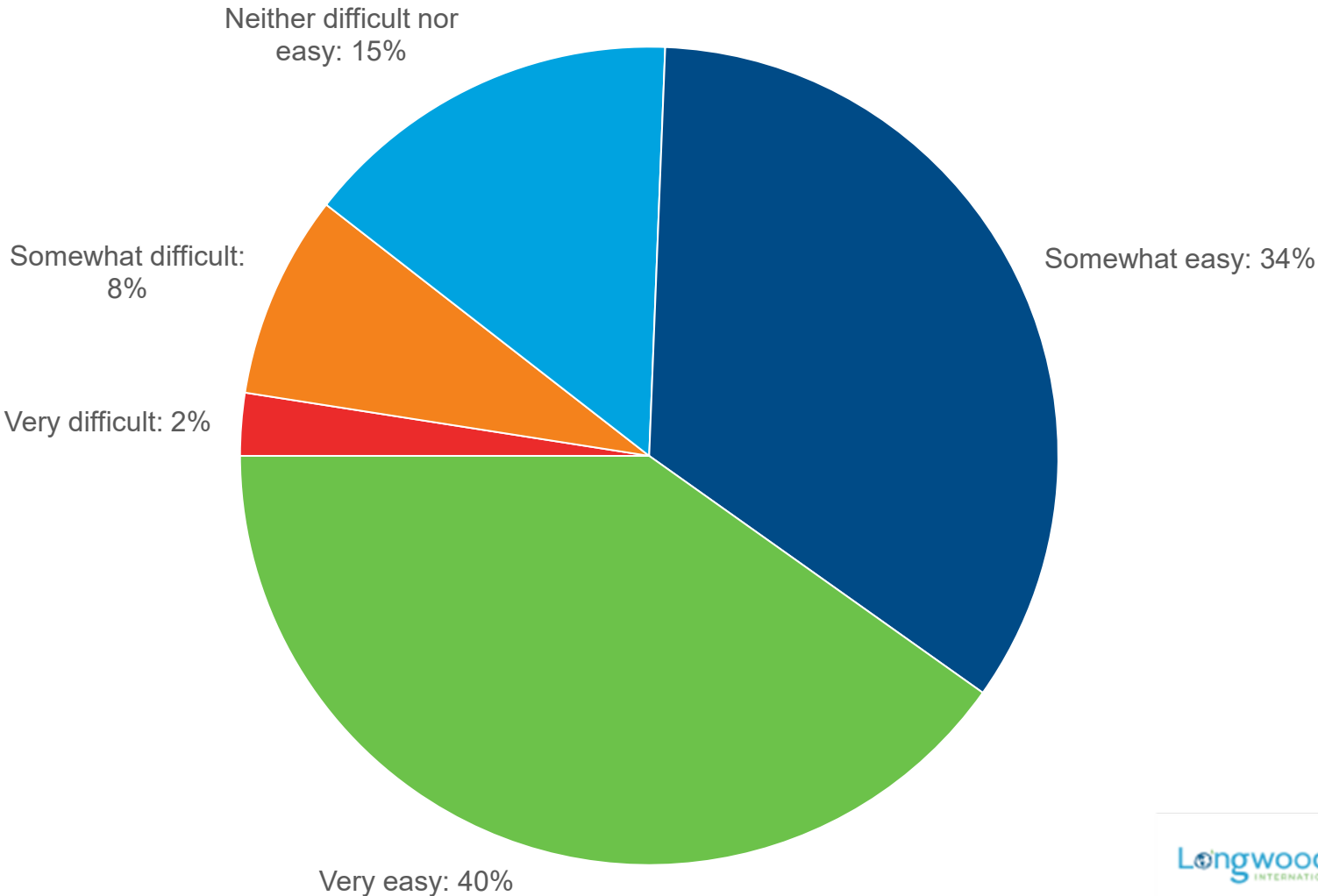
## Composition of Immediate Travel Party





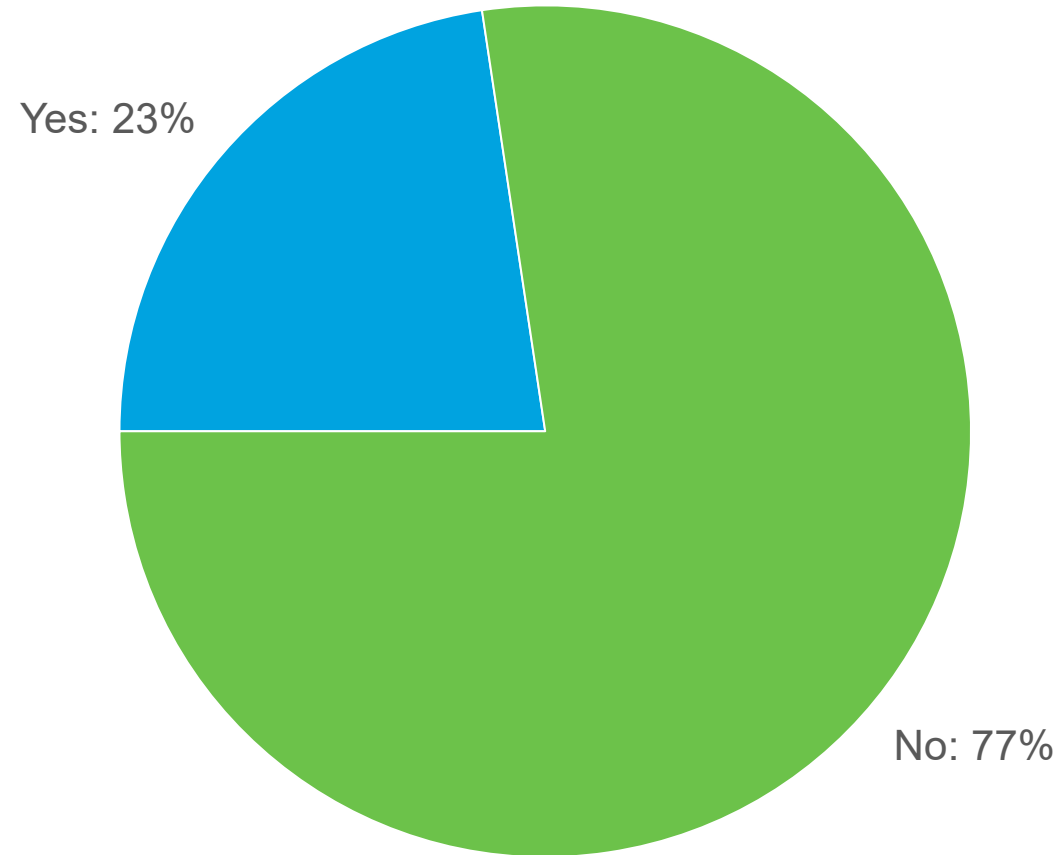
**55%**  
of people flew into the  
Phoenix Sky Harbor  
International Airport

## Ease of Traveling To and/or From The Phoenix Sky Harbor International Airport to Scottsdale



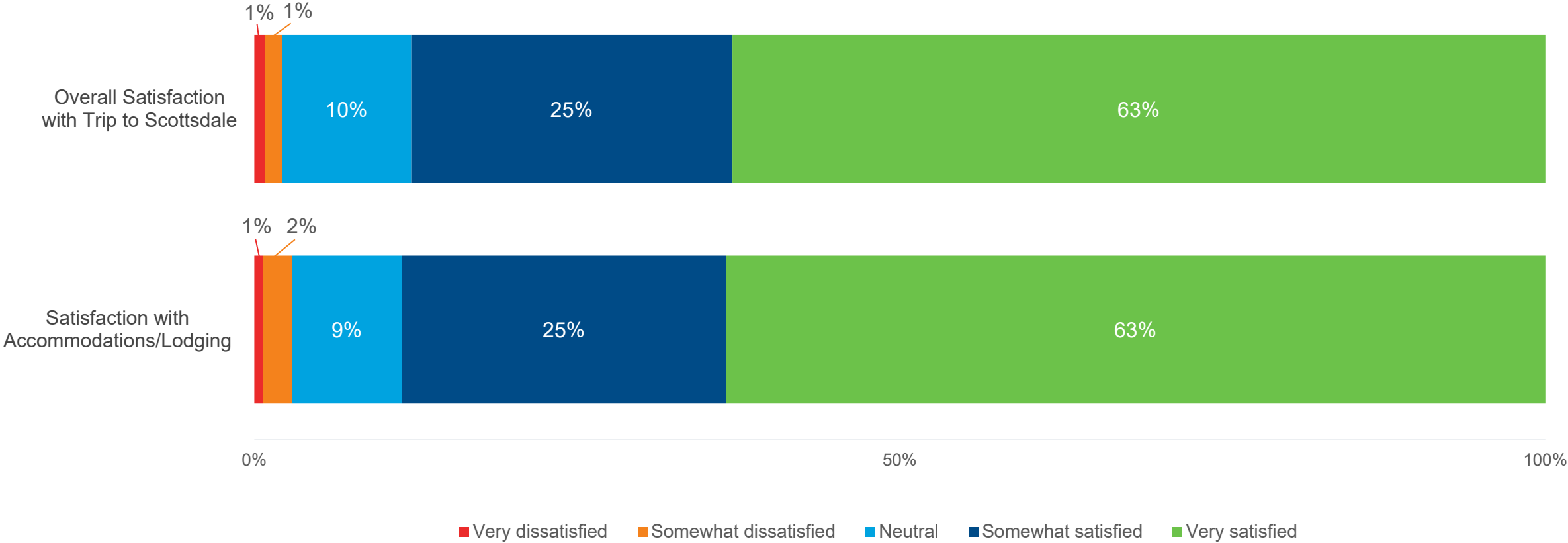
# Visit Scottsdale Visitor Information Center or Downtown Kiosks During Trip

Base: 2024 Overnight Person-Trips to Scottsdale



# Trip Satisfaction

Base: 2024 Overnight Person-Trips to Scottsdale



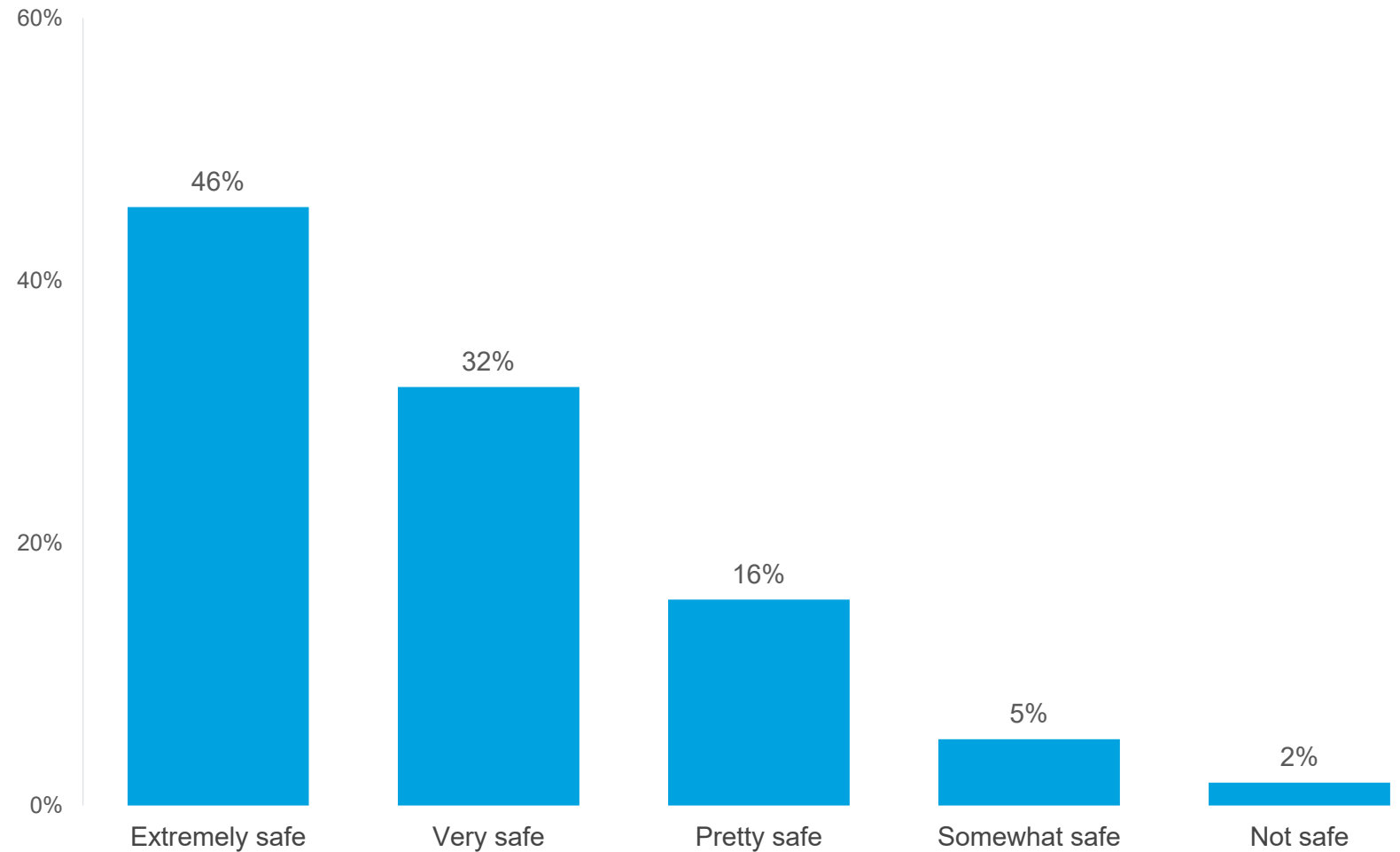


# Perceived Level of Safety During Trip to Scottsdale

Base: 2024 Overnight Person-Trips to Scottsdale

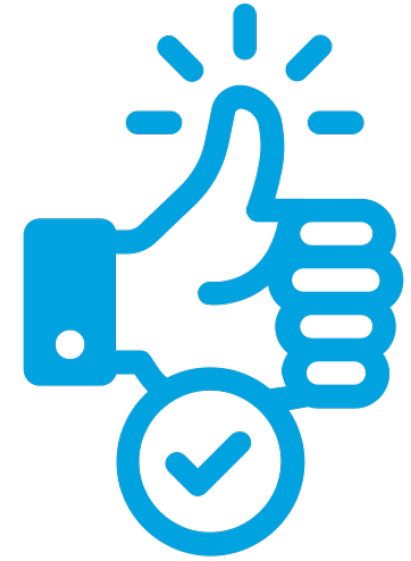
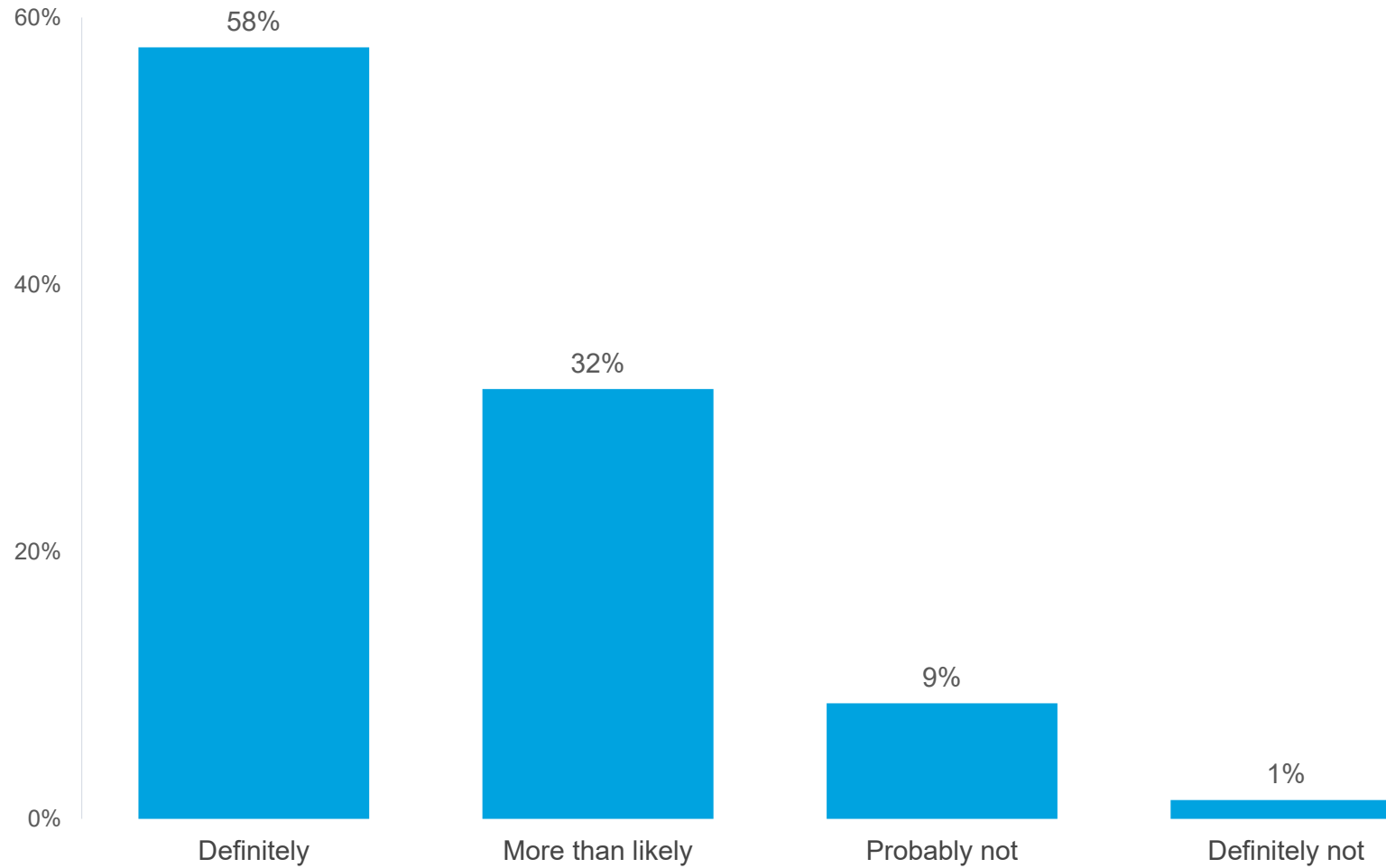


A majority of people  
(77%) felt very to  
extremely safe while  
traveling in Scottsdale



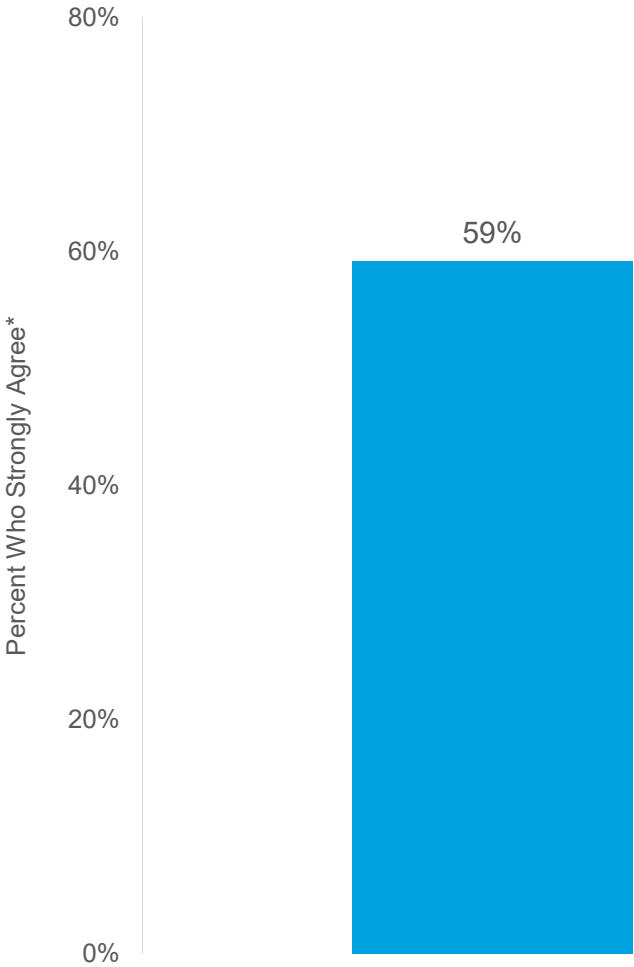
# Likelihood to Recommend Scottsdale as a Destination

Base: 2024 Overnight Person-Trips to Scottsdale



**90%** of people are likely to recommend Scottsdale as a destination to others

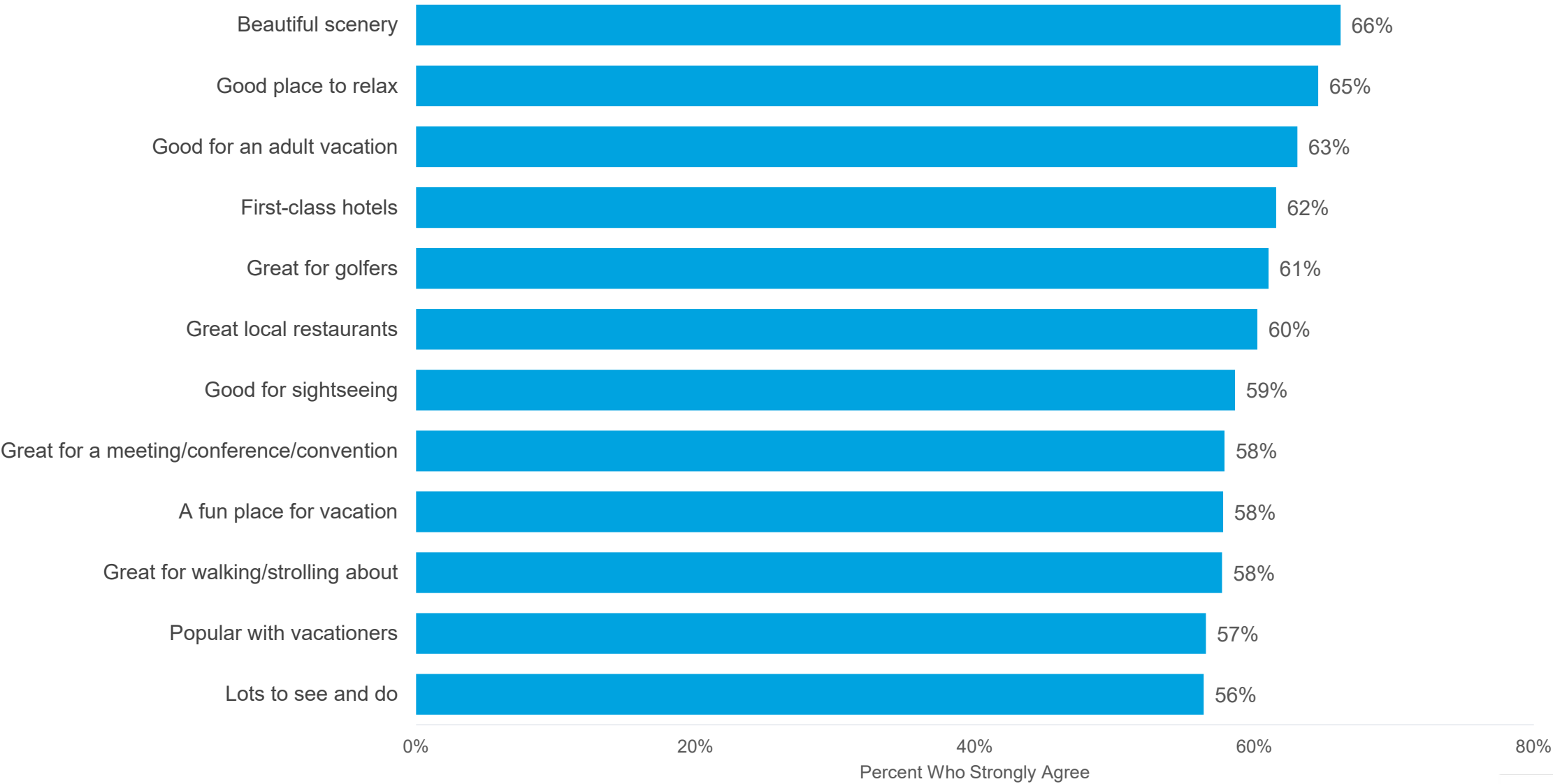
## A Place I'd Really Enjoy Visiting



\*"Percent who strongly agree" is the percent of respondents giving a statement an agree/disagree rating of 8, 9 or 10 out of 10

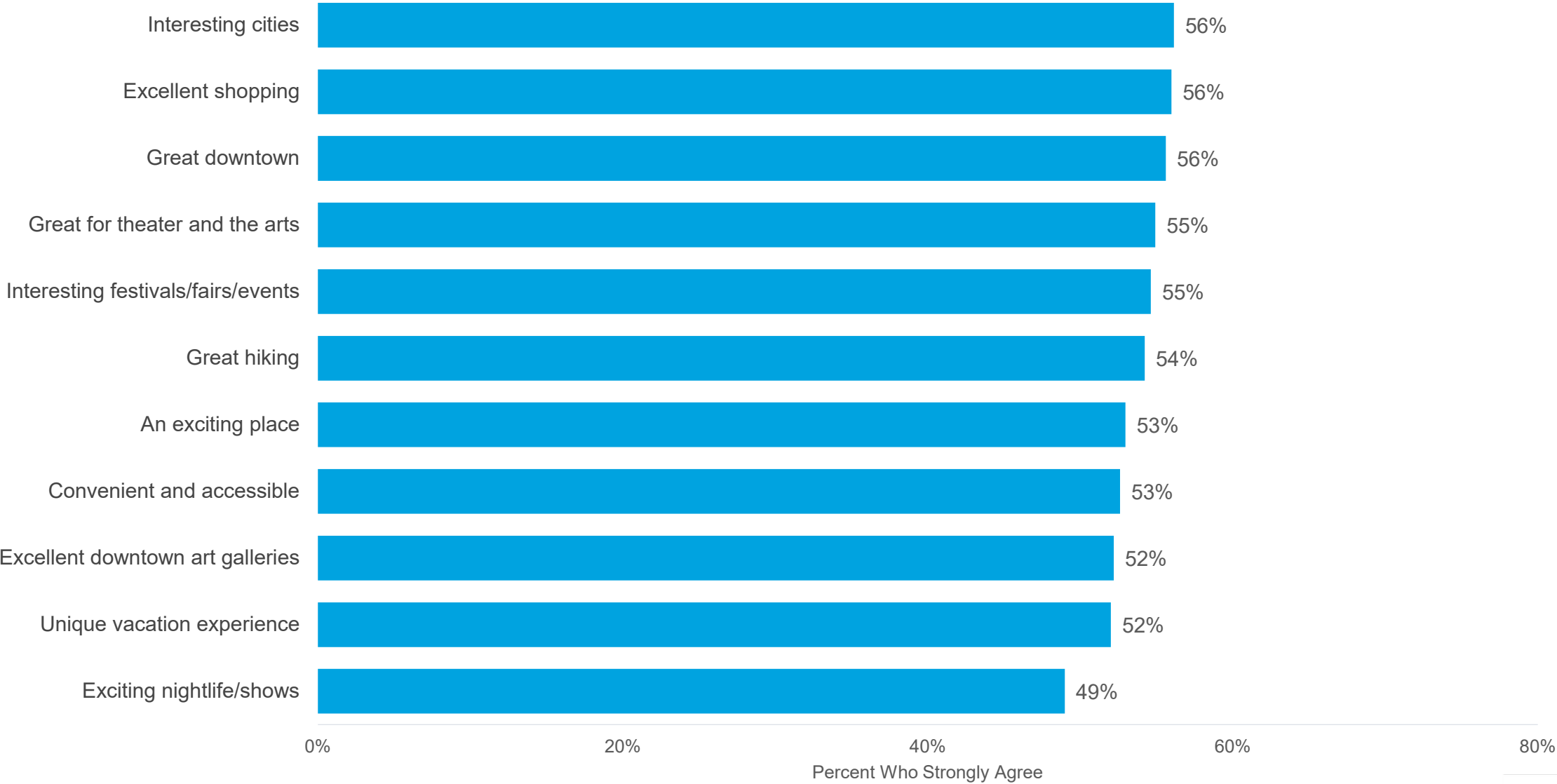
# Impressions of Scottsdale as a Travel Destination (Cont'd)

Base: 2024 Overnight Person-Trips to Scottsdale



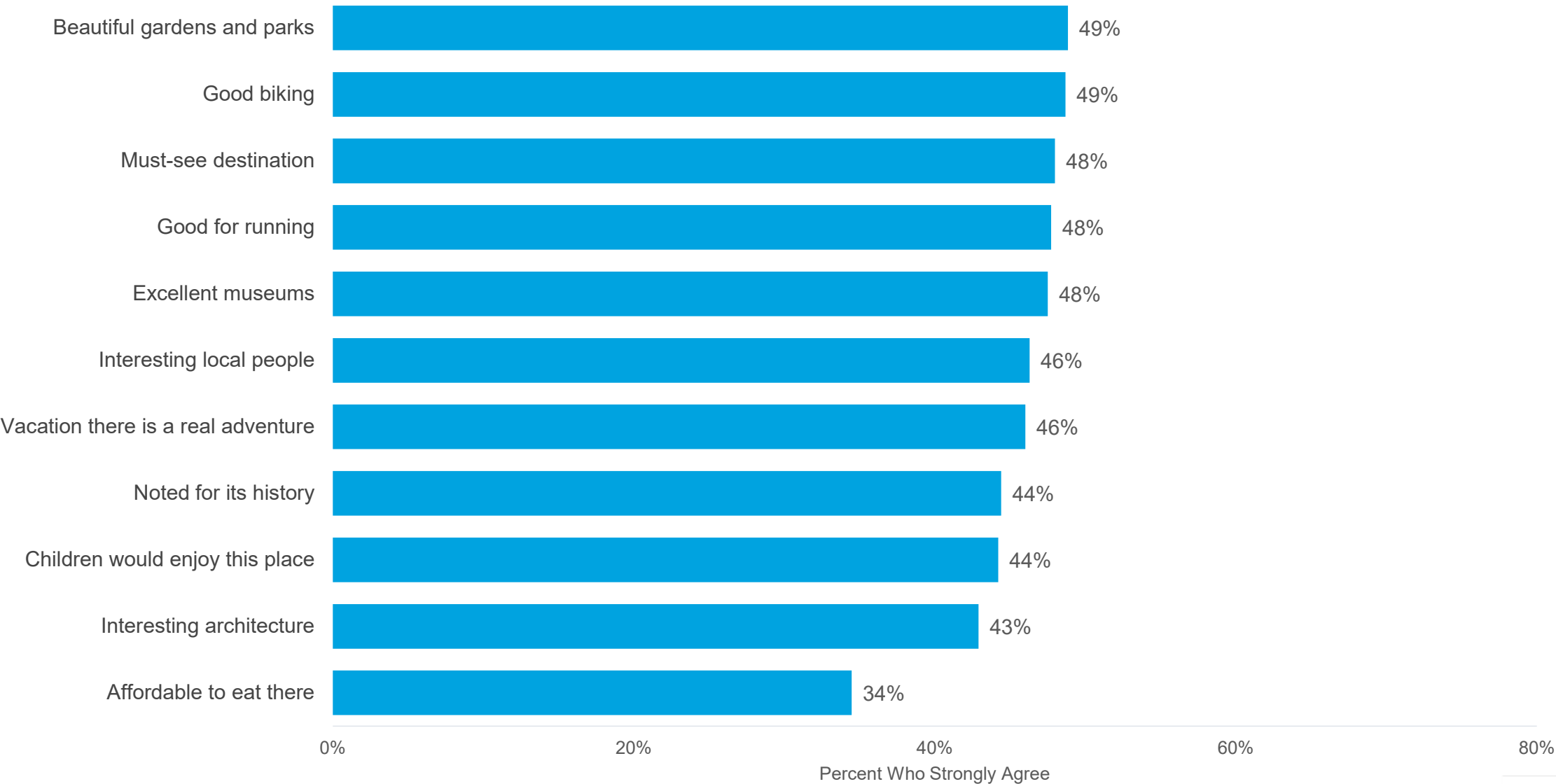
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# Impressions of Scottsdale as a Travel Destination (Cont'd)

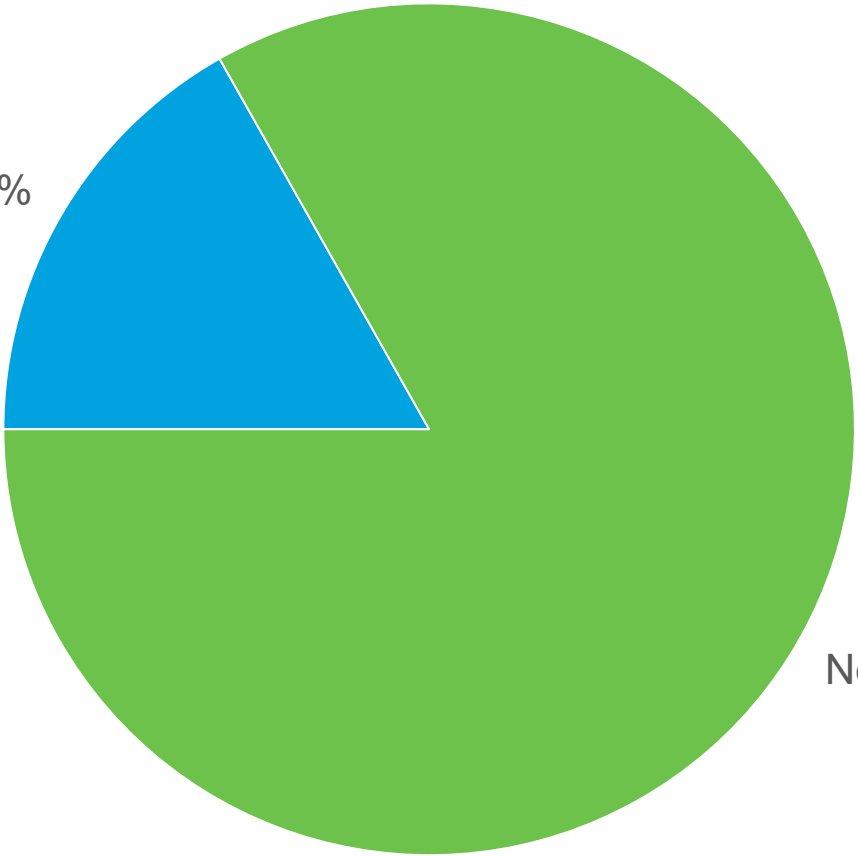
Base: 2024 Overnight Person-Trips to Scottsdale



# Considered Other Destinations/Cities When Planning Trip

Base: 2024 Overnight Person-Trips to Scottsdale

Yes: 17%



No: 83%

## Other Destinations/Cities Considered During Trip Planning



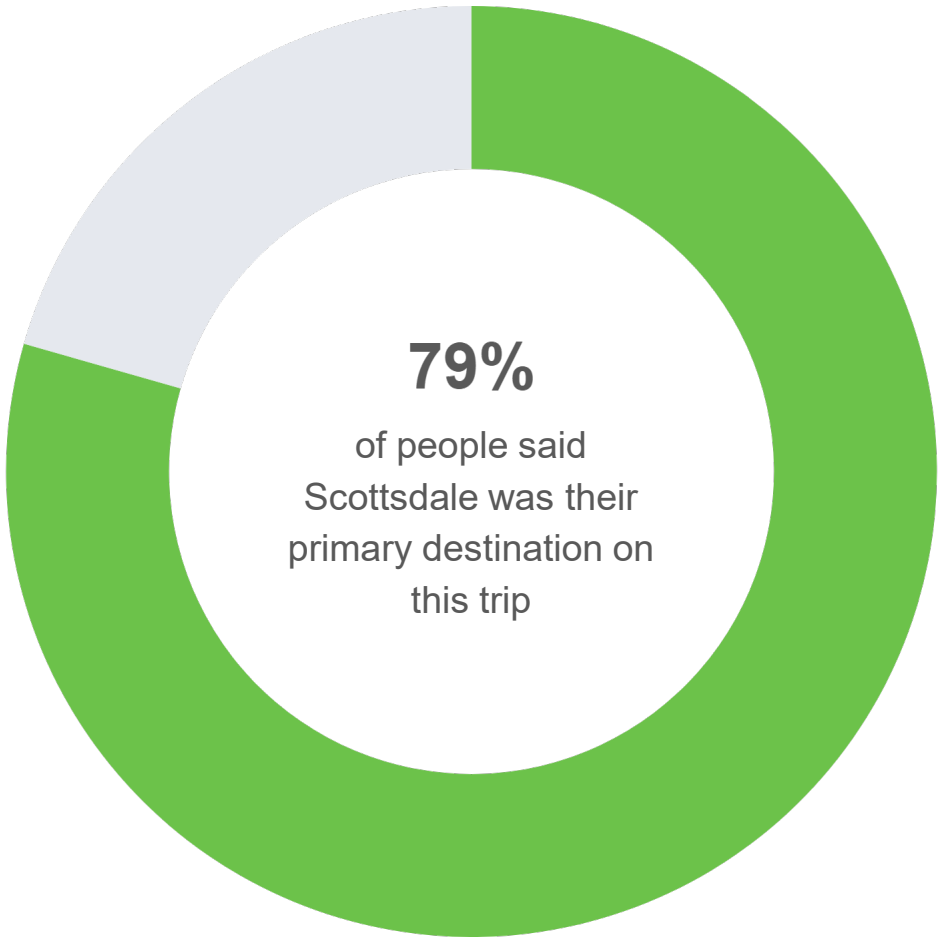




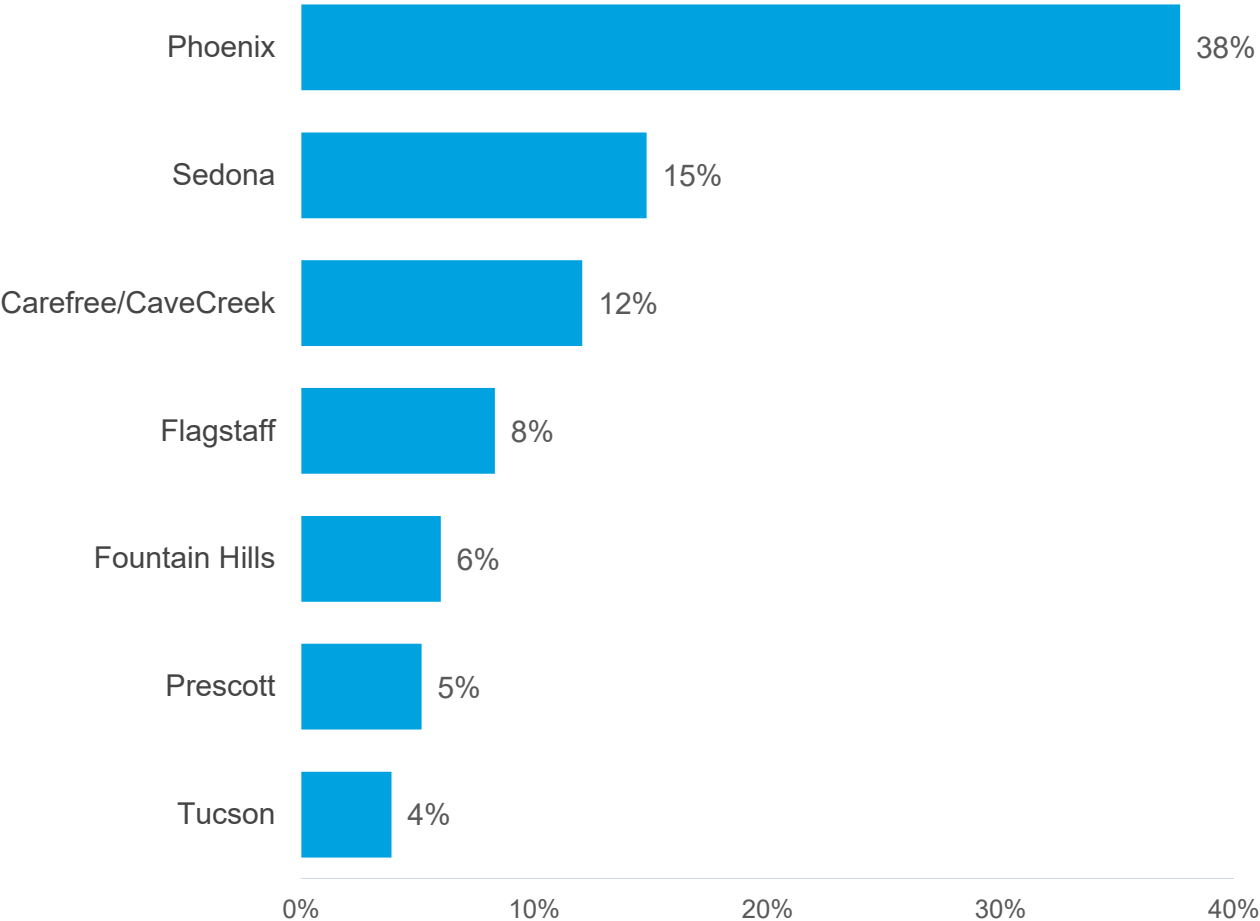
## Day Trip Characteristics



## Primary Destination on Trip

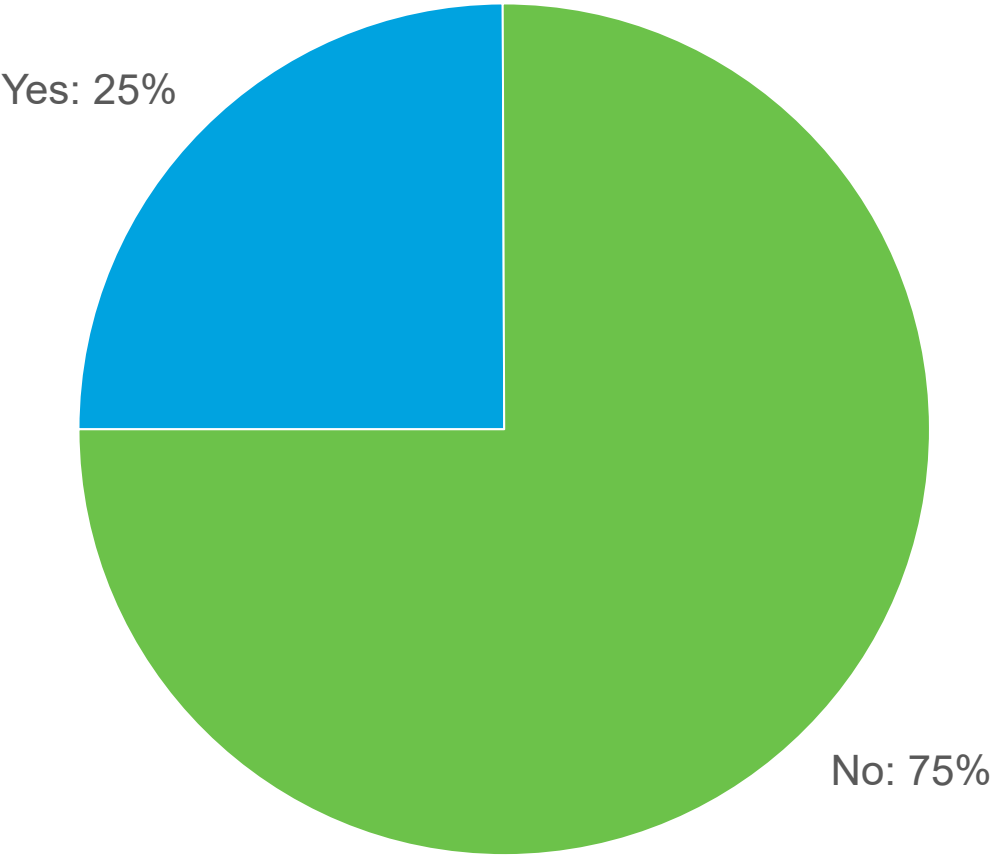


## Arizona Destinations Visited on Trip

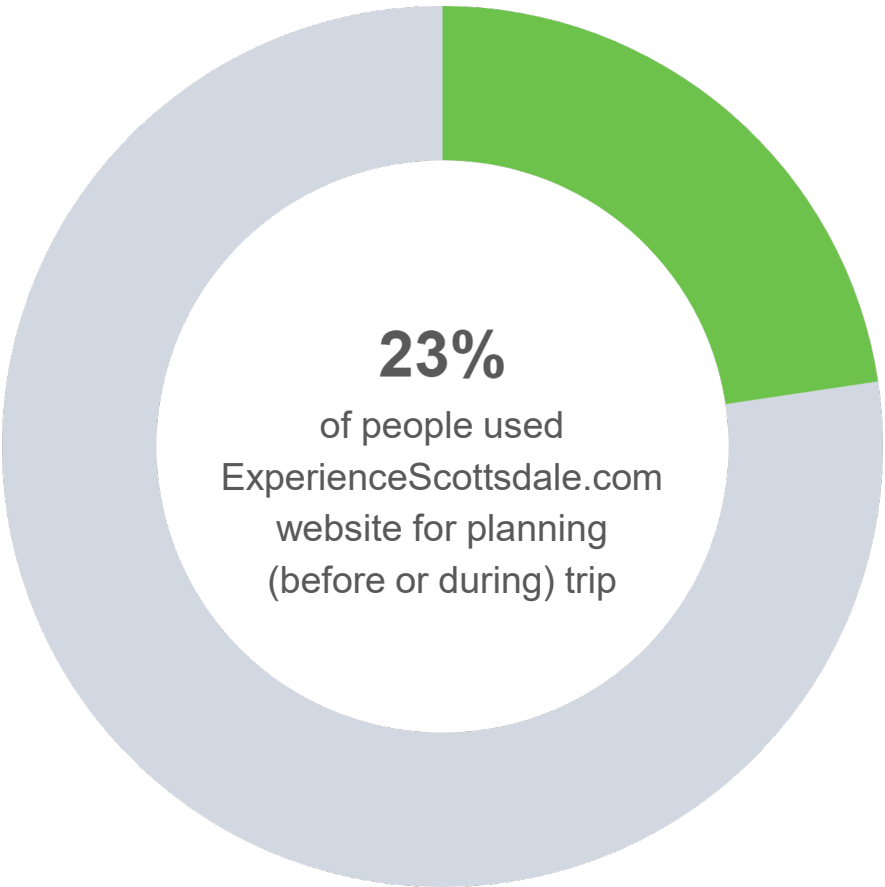


# Purchased Tickets/Made Reservations for Activity/Event/Concert Before Arriving in Scottsdale

Base: 2023 & 2024 Day Person-Trips to Scottsdale

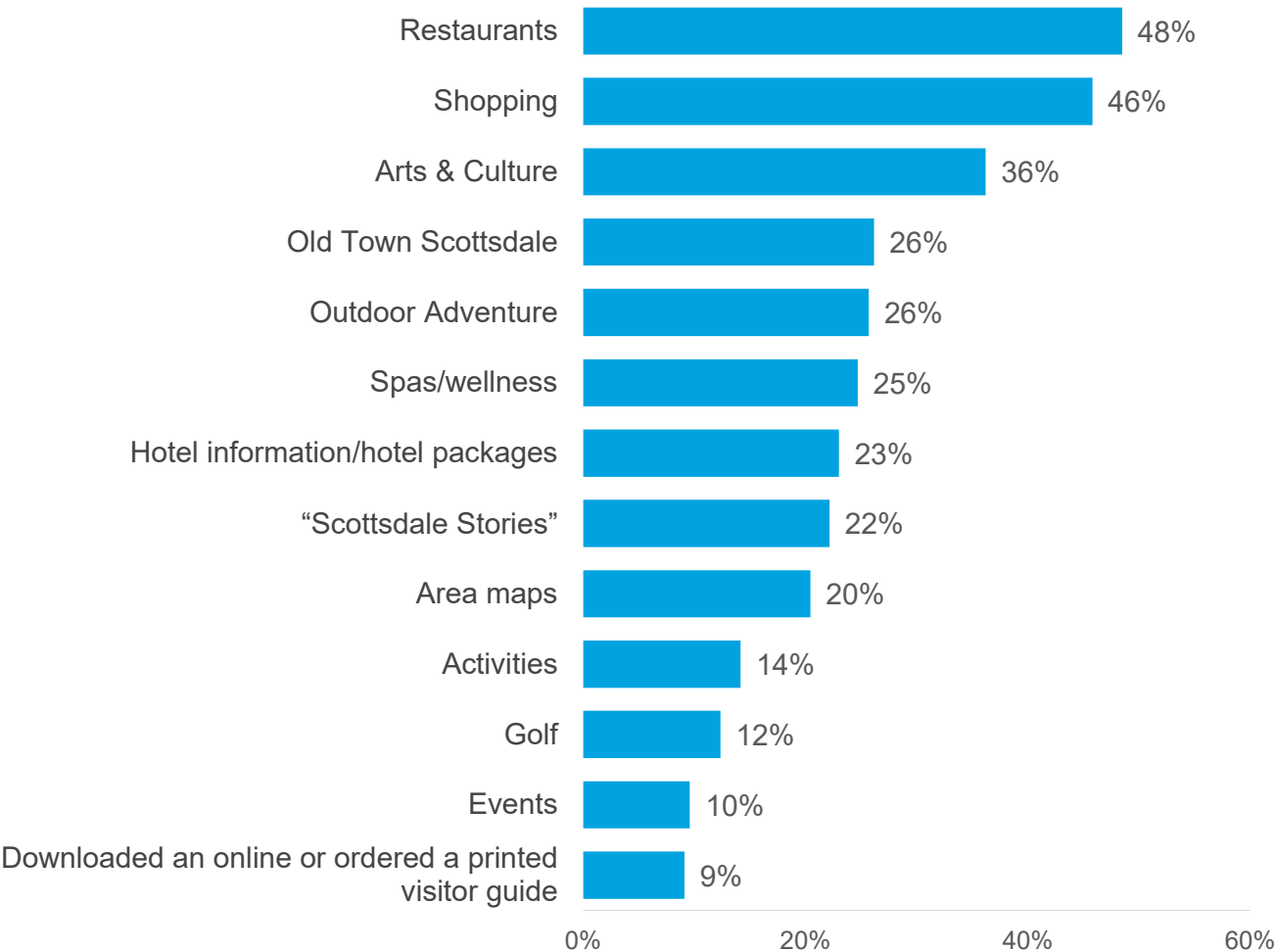


### Use of ExperienceScottsdale.com



### Types of Information Explored

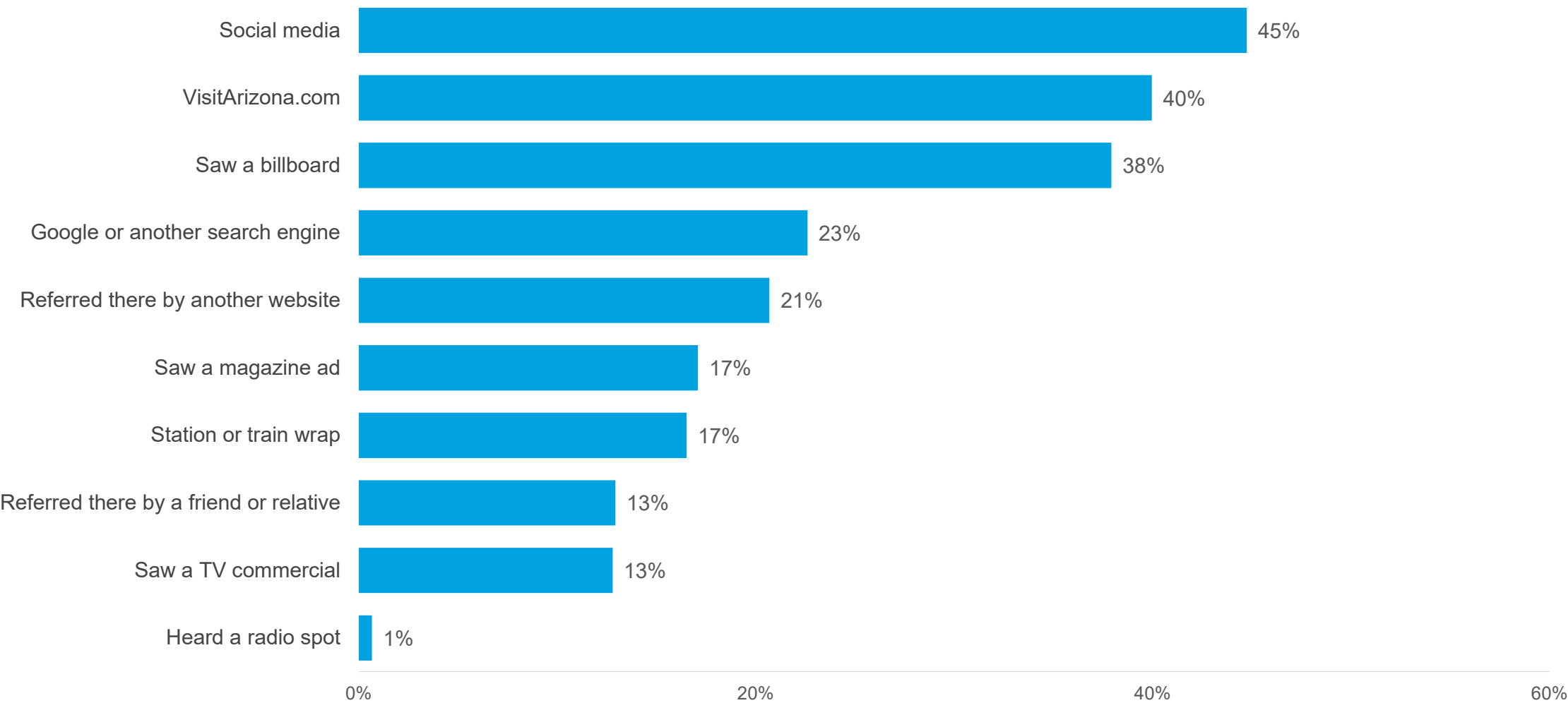
Base: 2023 & 2024 Day Person-Trips to Scottsdale that used ExperienceScottsdale.com\*



\*Caution: low sample

# How Did You Learn About ExperienceScottsdale.com?

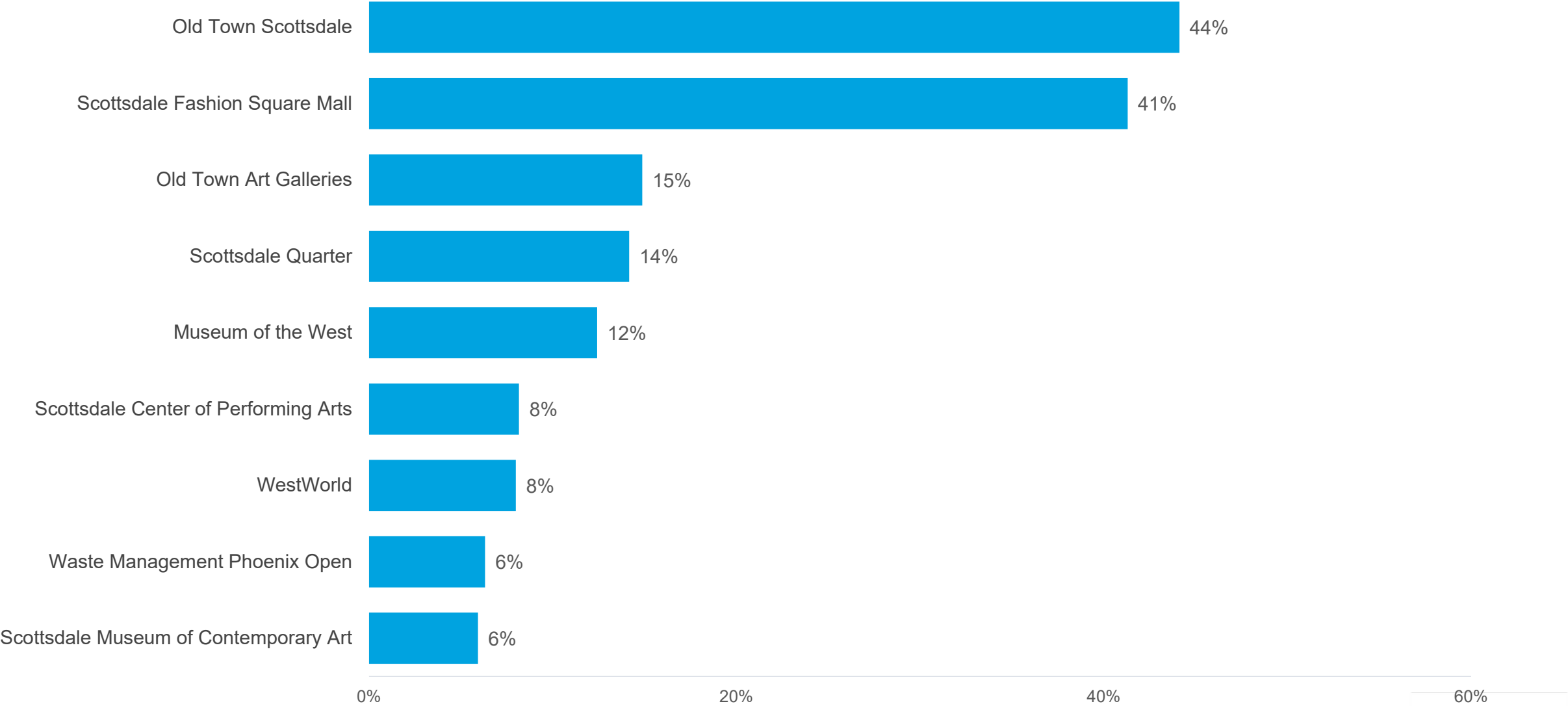
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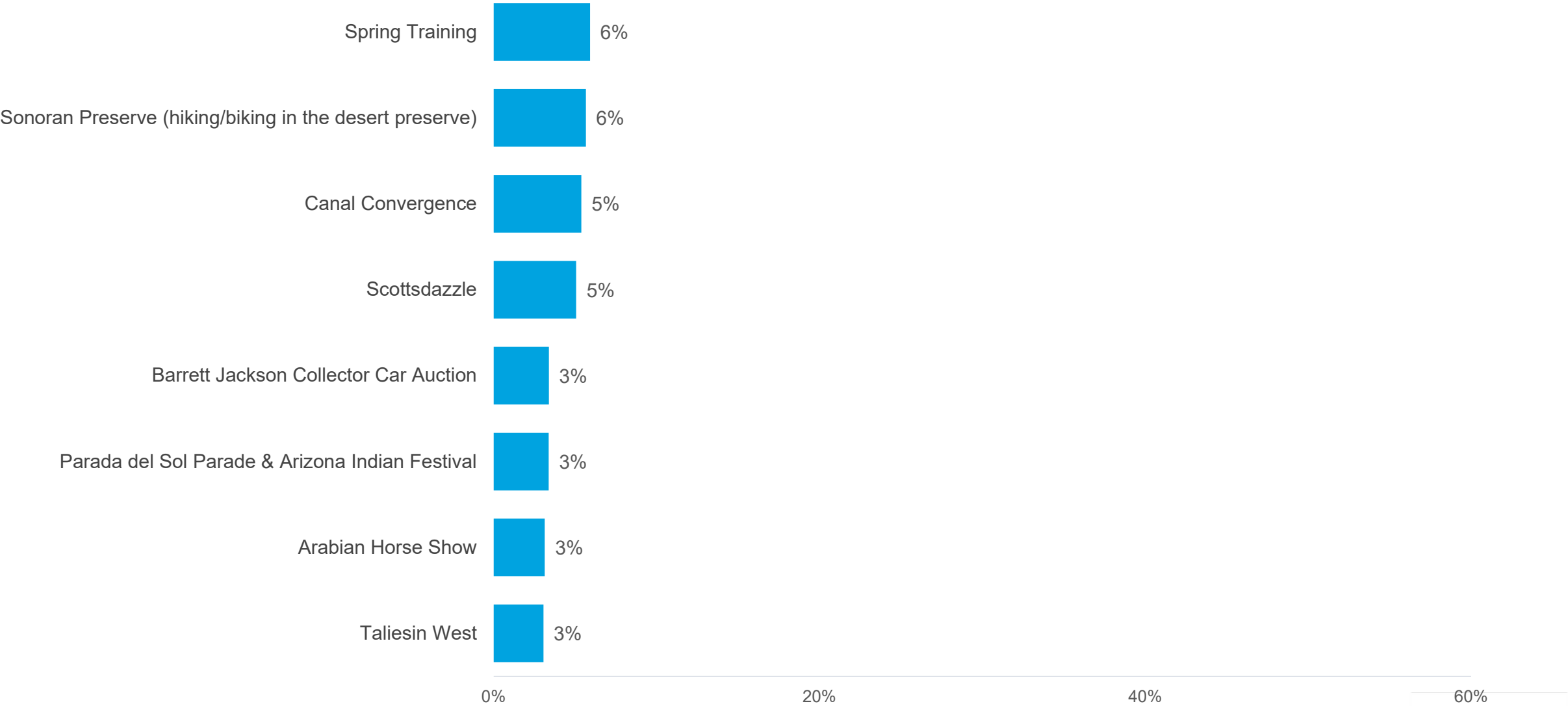
# Attractions Visited/Experienced

Base: 2023 & 2024 Day Person-Trips to Scottsdale



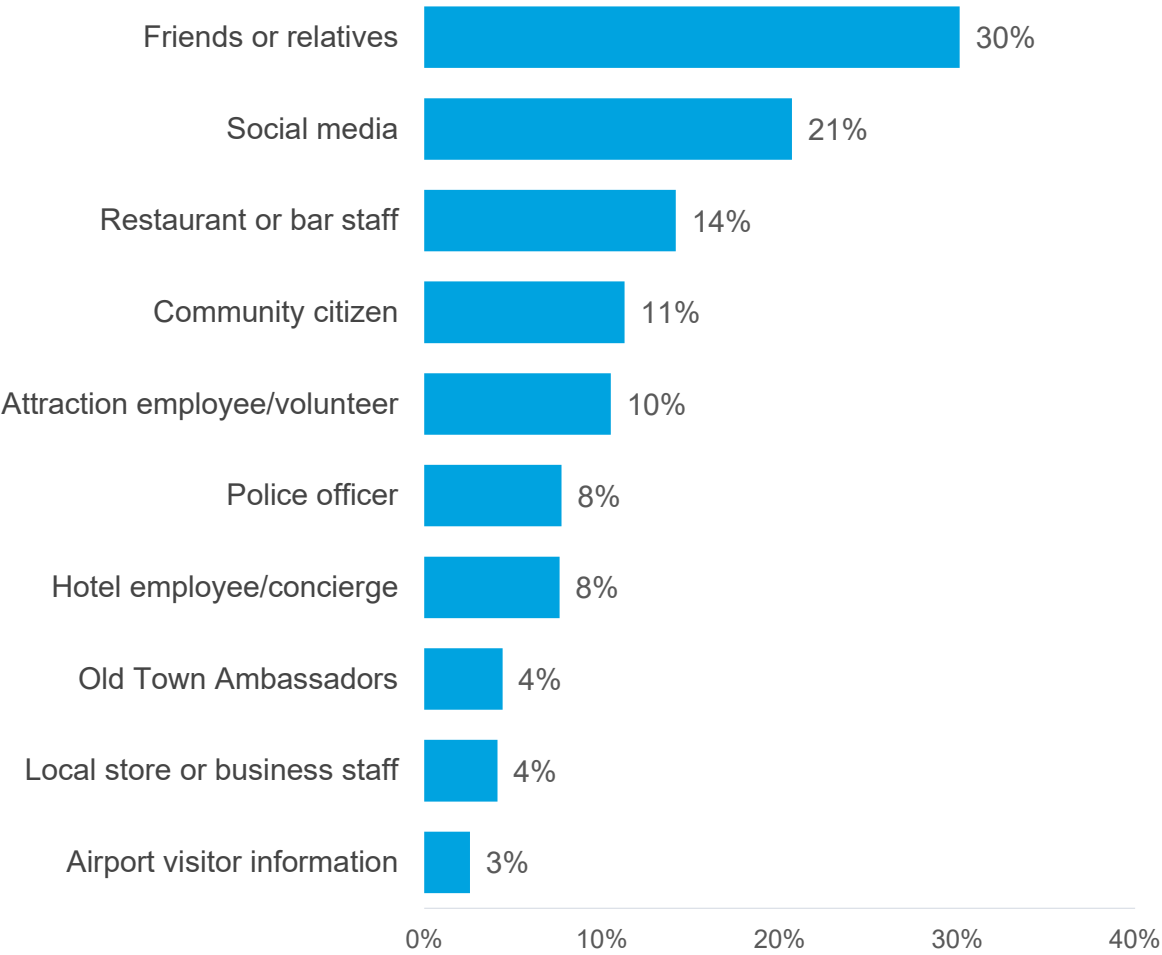
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Base: 2023 & 2024 Day Person-Trips to Scottsdale

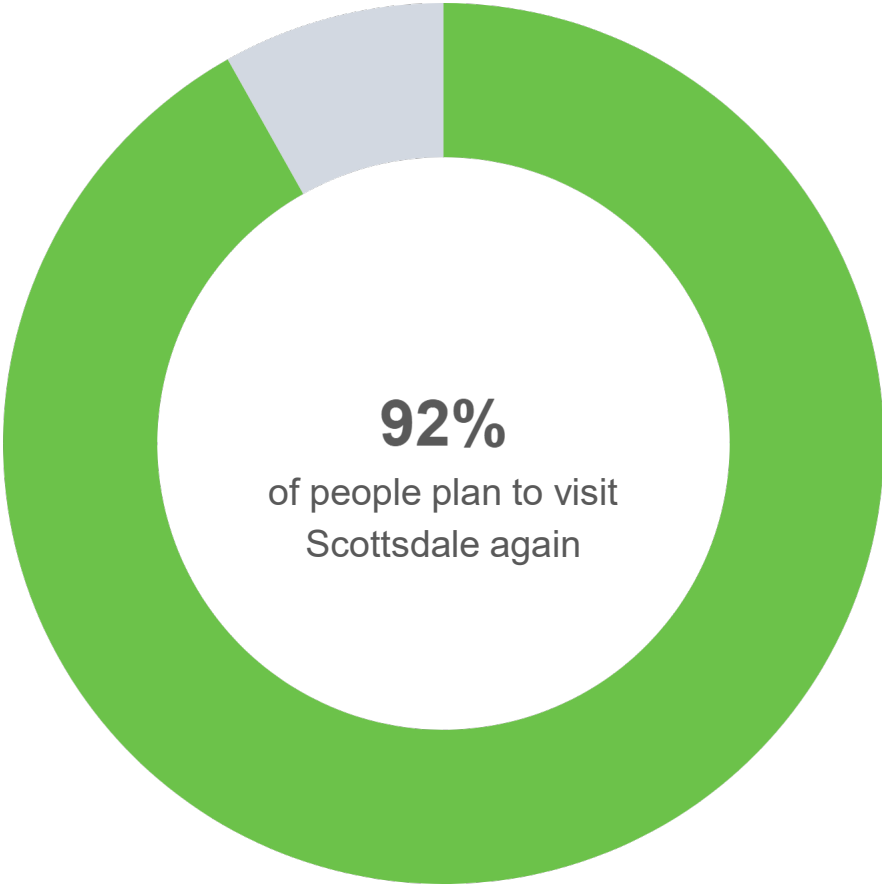




## Sources Used to Enhance Visit to Scottsdale

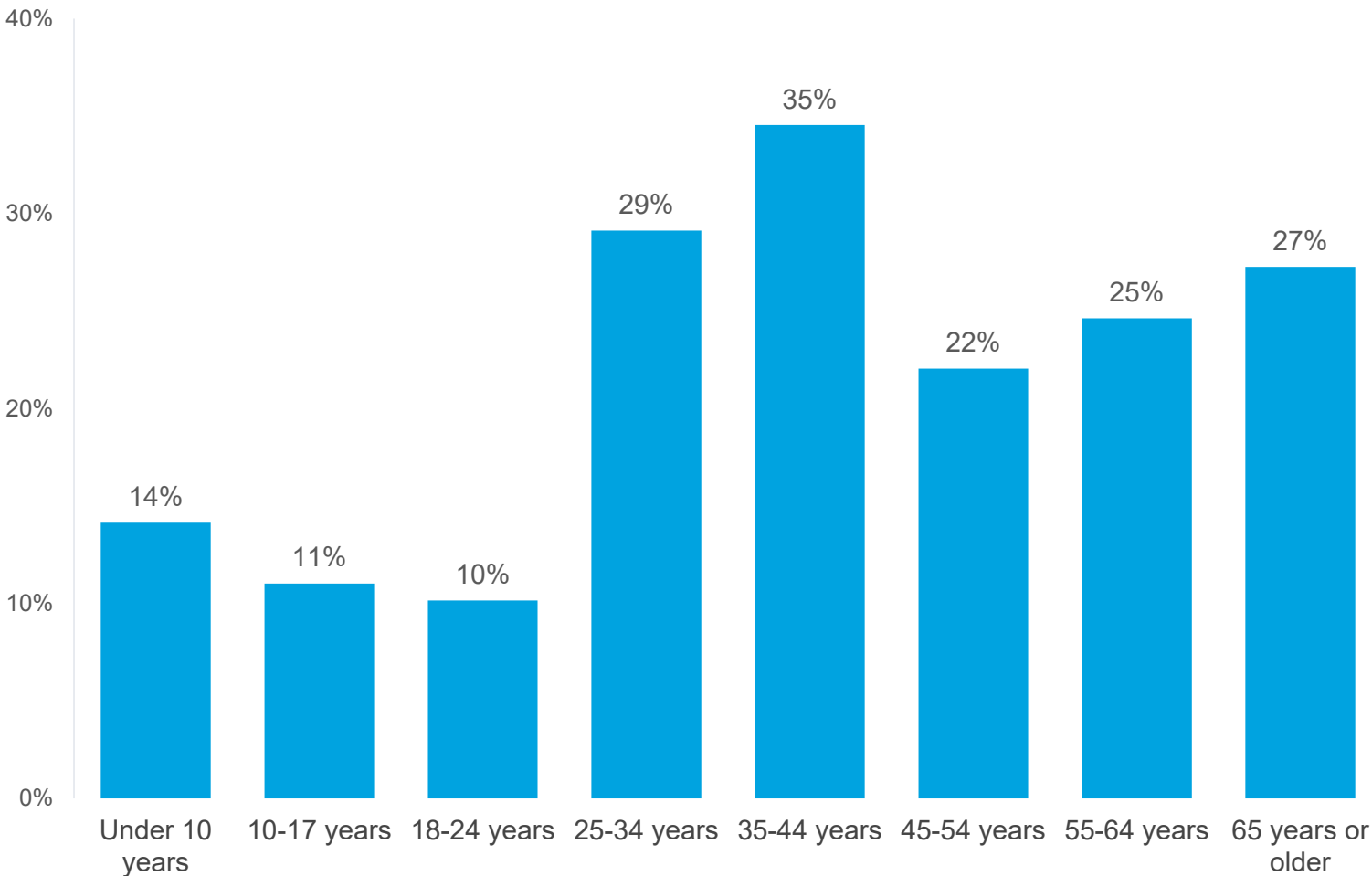


## Plan to Visit Scottsdale Again



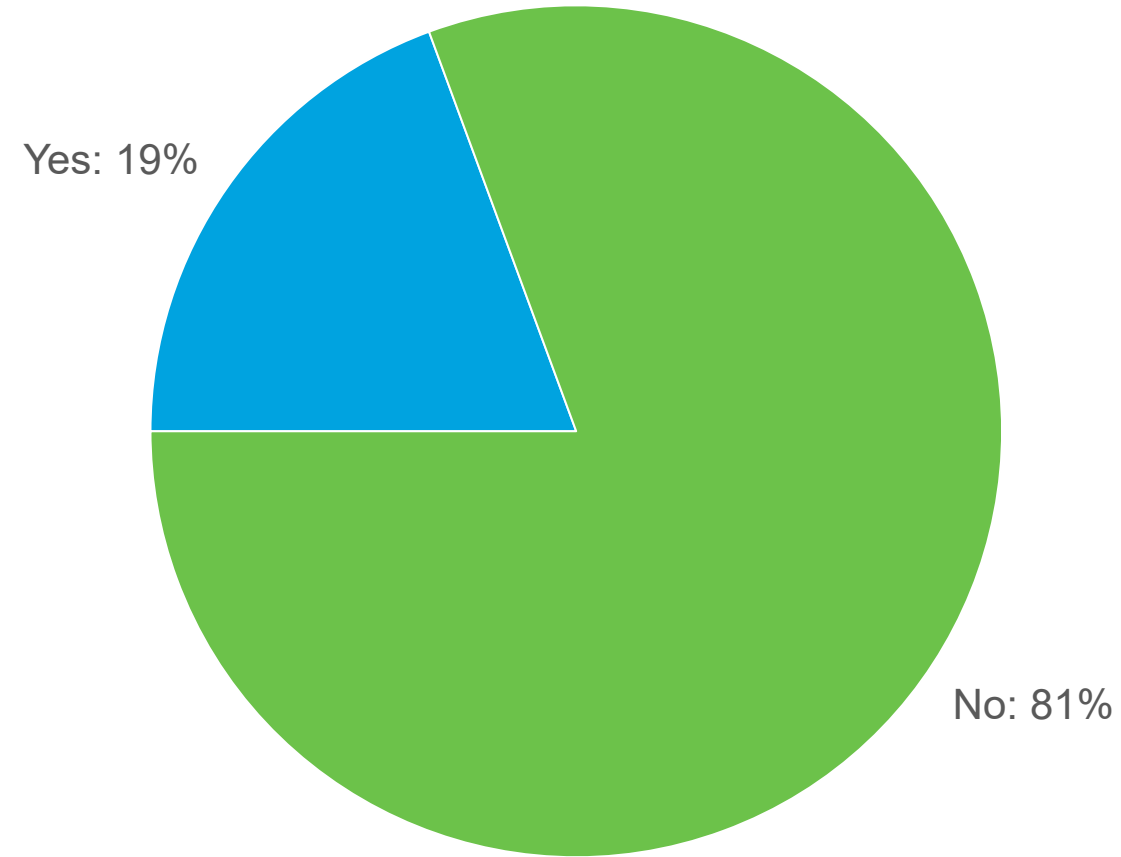


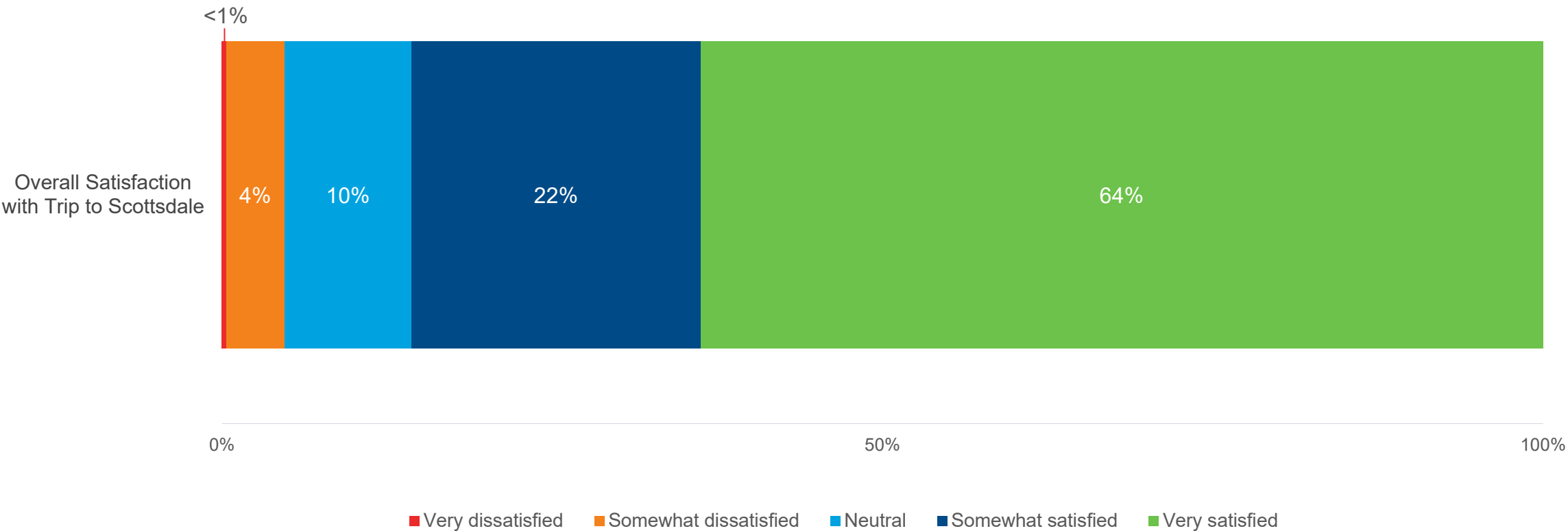
## Composition of Immediate Travel Party



# Visit Scottsdale Visitor Information Center or Downtown Kiosks During Trip

Base: 2024 Overnight Person-Trips to Scottsdale



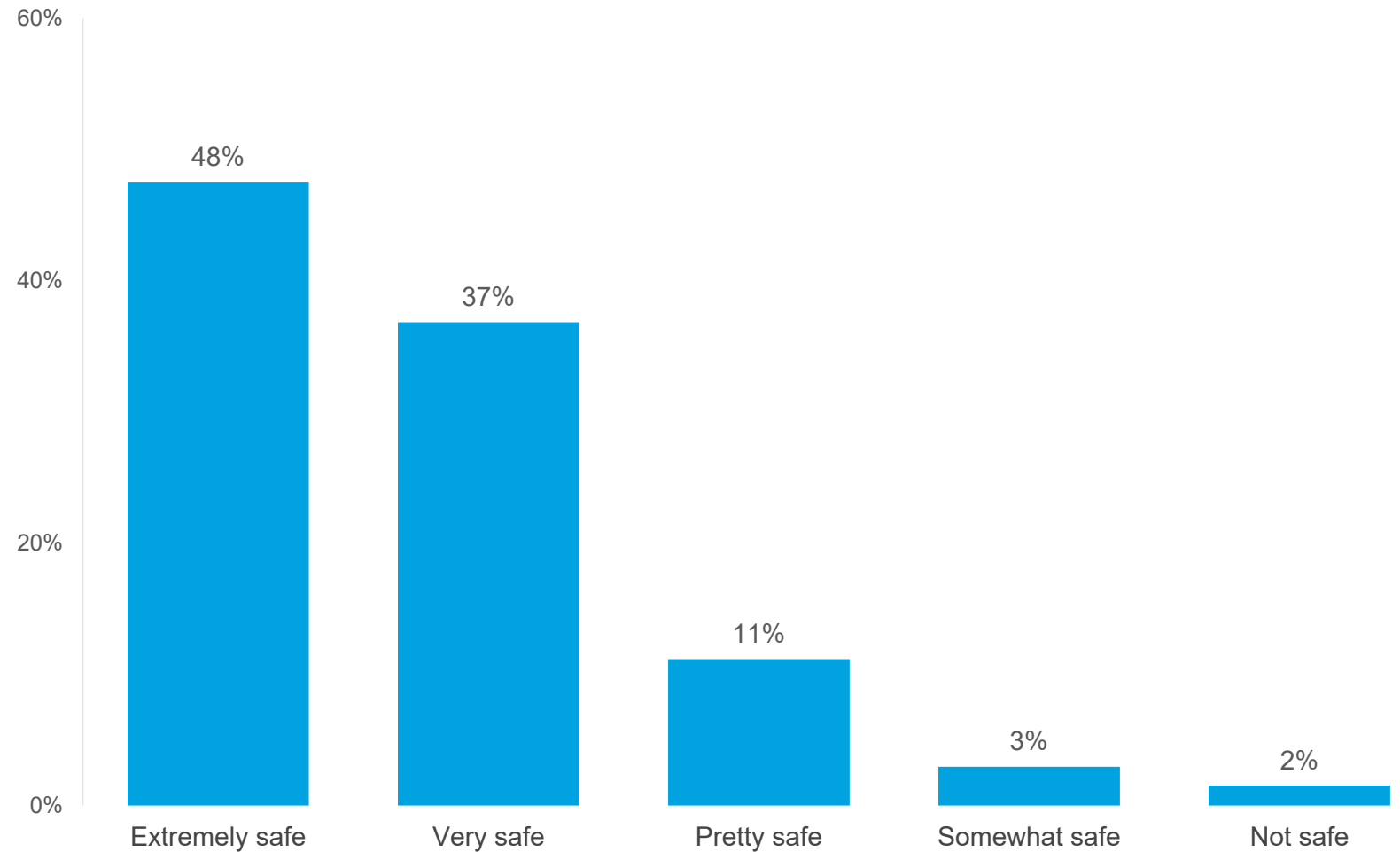


# Perceived Level of Safety

Base: 2024 Overnight Person-Trips to Scottsdale

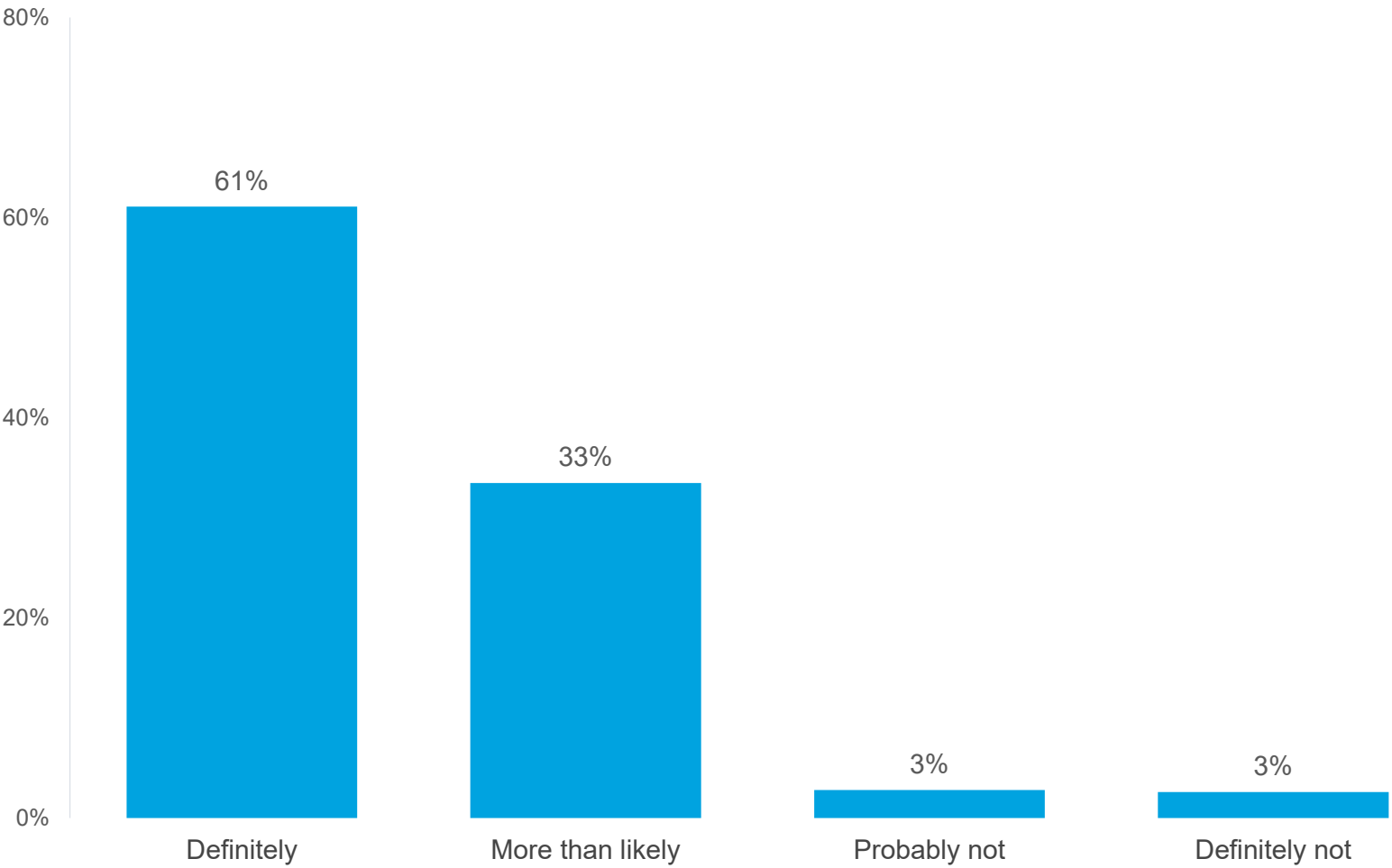


A majority of people  
(84%) felt very to  
extremely safe while  
traveling in Scottsdale



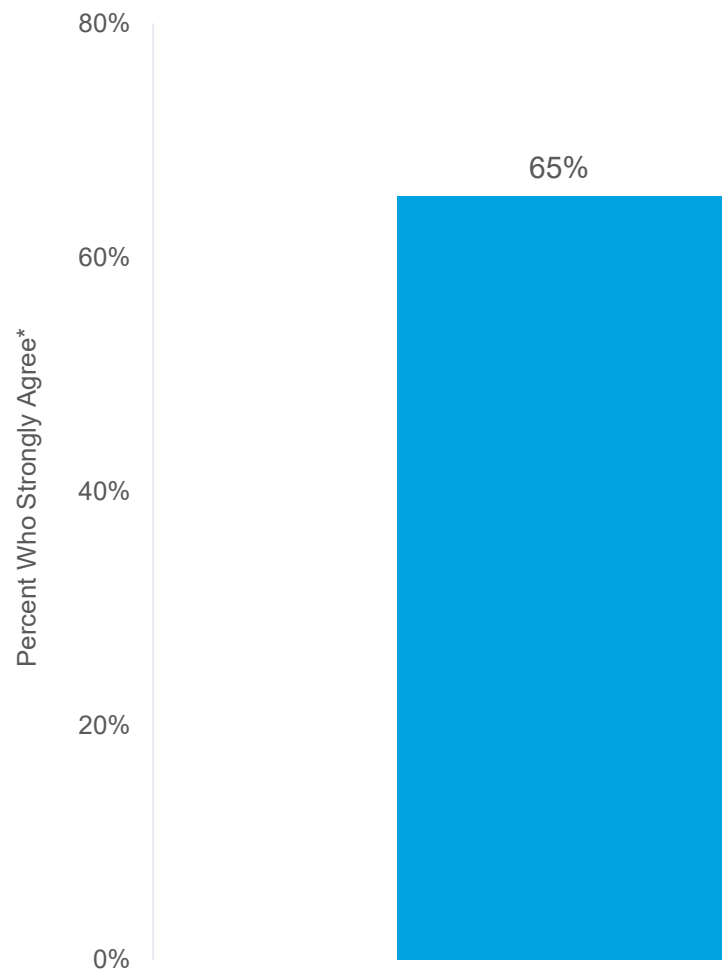
# Likelihood to Recommend Scottsdale as a Destination

Base: 2024 Overnight Person-Trips to Scottsdale



**95%** of people are likely to recommend Scottsdale as a destination to others

## A Place I'd Really Enjoy Visiting

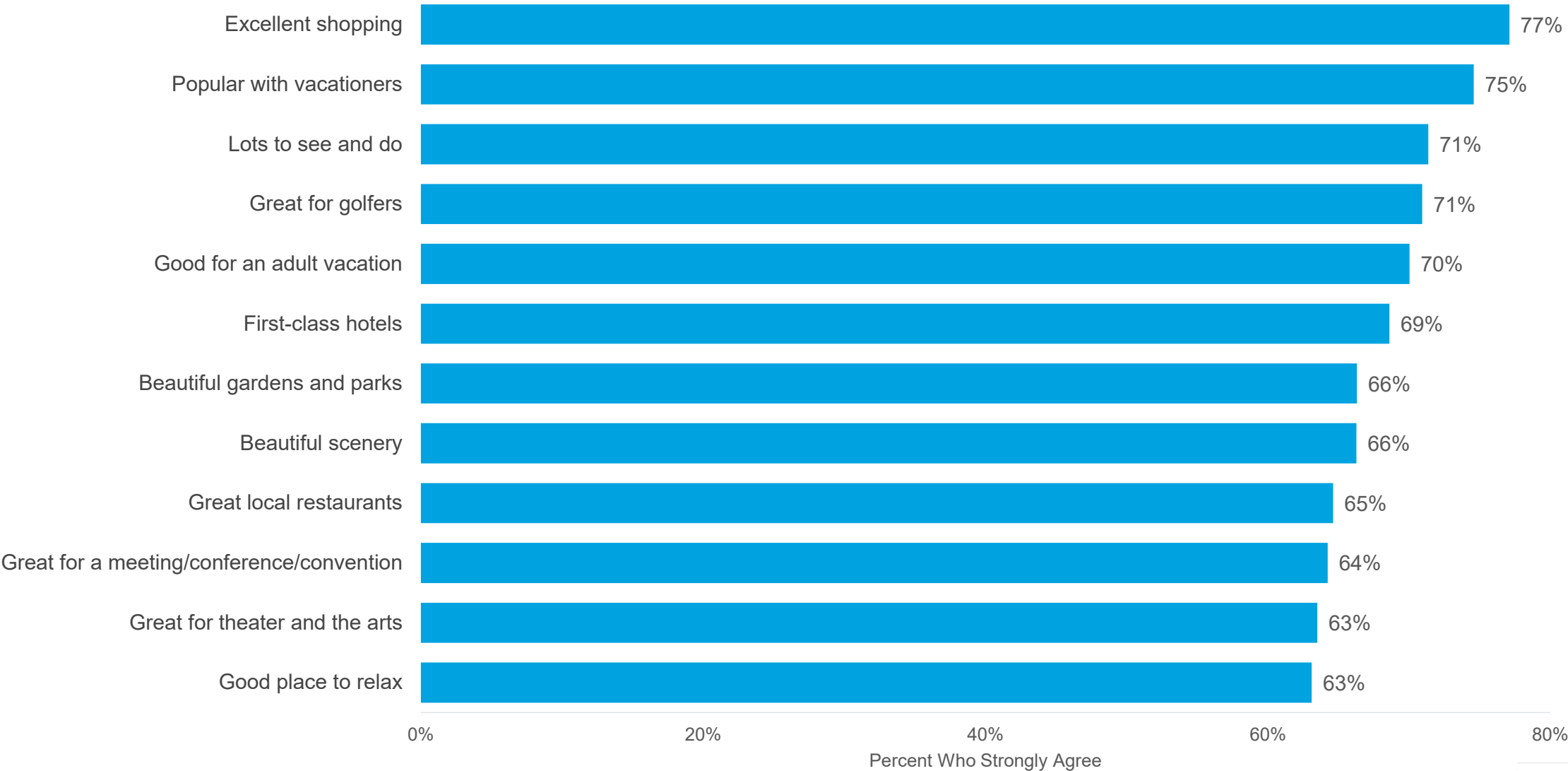


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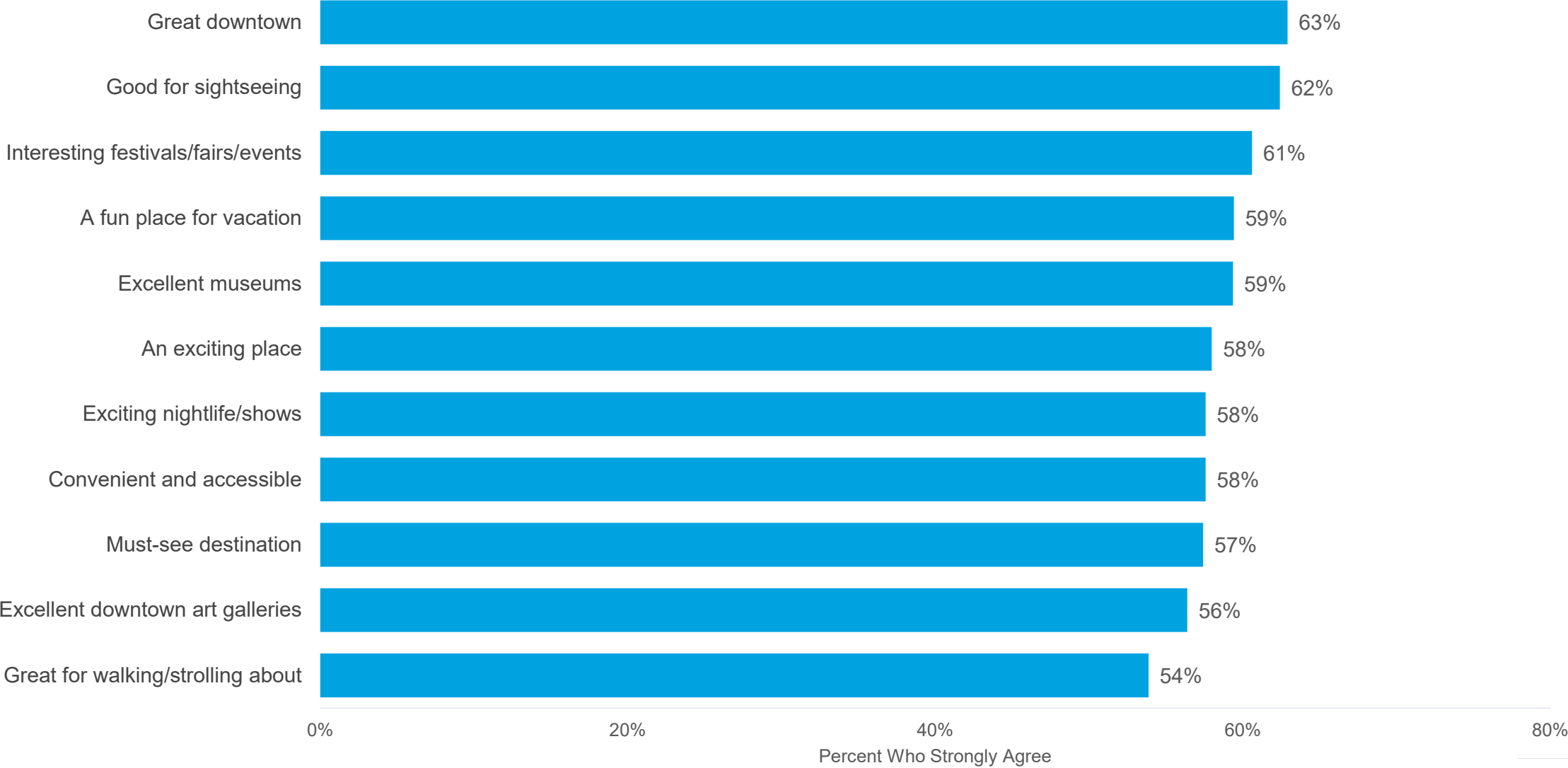
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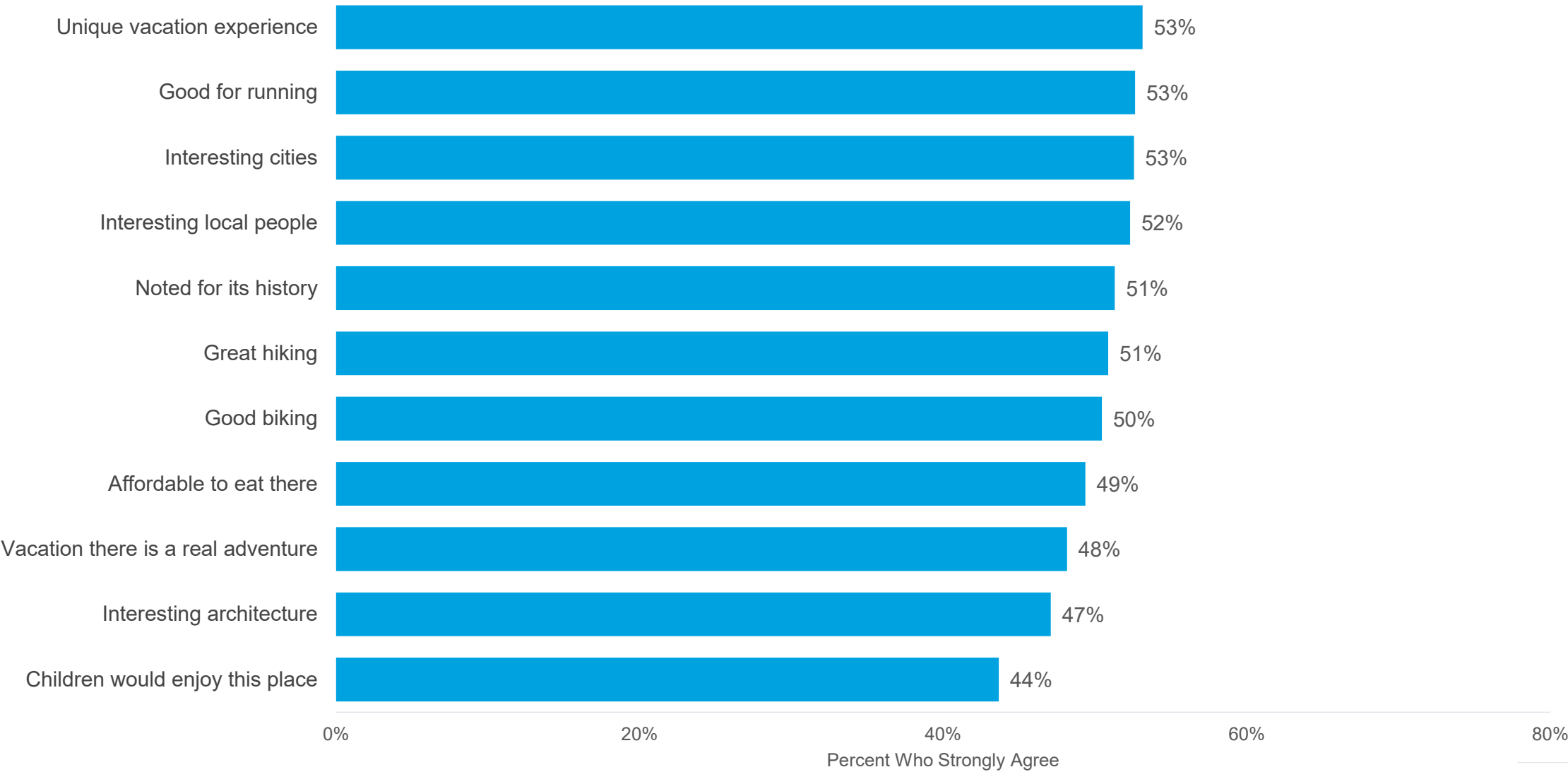
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Base: 2024 Overnight Person-Trips to Scottsdale



# Impressions of Scottsdale as a Travel Destination (Cont'd)

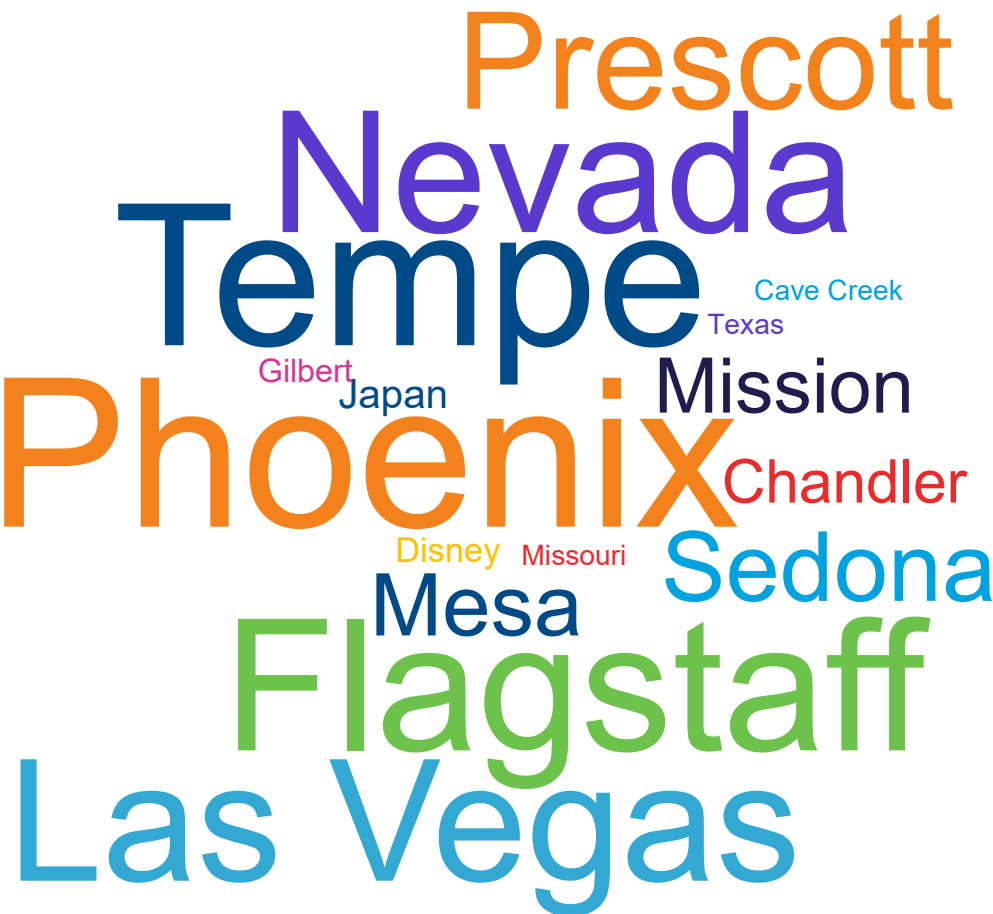
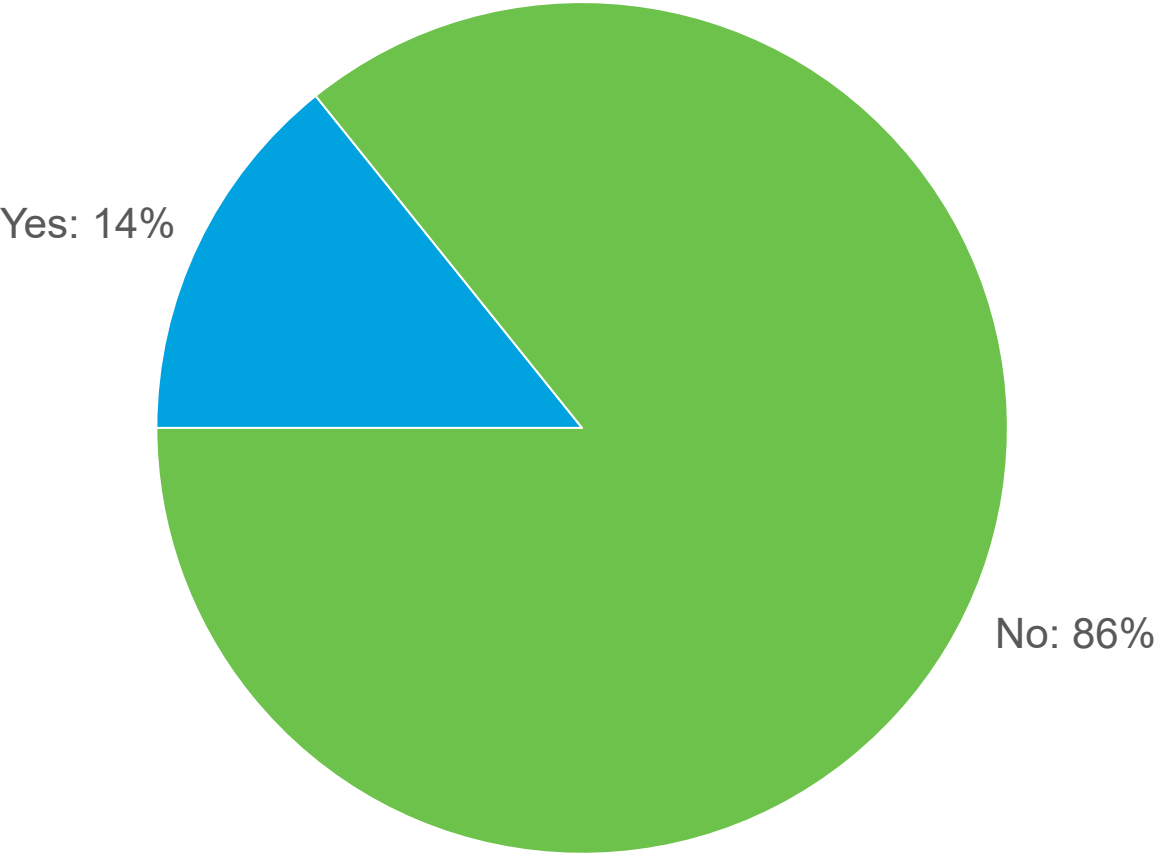
Base: 2024 Overnight Person-Trips to Scottsdale



# Considered Other Destinations/Cities When Planning Trip

Base: 2024 Overnight Person-Trips to Scottsdale

## Other Destinations/Cities Considered During Trip Planning\*



\*Caution: low sample



## **Appendix: Key Terms Defined**



# Key Terms Defined

- An **Overnight Trip** is any journey for business or pleasure, outside your community and not part of your normal routine, where you spent one more nights away from home.
- A **Day Trip** is any journey for business or pleasure, outside your community and not part of your normal routine, that did not include an overnight stay. Day trips involve travel of more than 50 miles from home.
- A **Person-Trip** is one trip taken by one visitor.
  - Person-trips are the key unit of measure for this report.