



# Scottsdale Travel USA 2025 Return-to-Sample Research

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Travel USA®

# Travel USA® Overview

## Methodology

Longwoods International began tracking domestic American travelers in 1985 and has conducted large-scale syndicated visitor research quarterly since 1990.

It is currently the largest ongoing study conducted of American travelers, providing our clients with more reliable data and greater ability to home in on key market segments of interest.

Each quarter, Longwoods International invites a random, projectable sample of adult members (age 18+) from a major U.S. consumer panel to participate in the Travel USA® survey. Respondents are selected to ensure representativeness of the U.S. adult population.

For analysis, data were weighted on key demographic variables to adjust for any differences between the sample and U.S. population targets derived from the 2020 Census.

To enhance the insights provided by Travel USA®, we conducted a follow-up survey with a sample of Scottsdale visitors identified through Travel USA®. Where applicable, 2024 and 2025 data were merged for day trips. Scottsdale's base size for the 2025 return-to-sample survey:

Overnight 2025: 339      Day 2024/2025: 296



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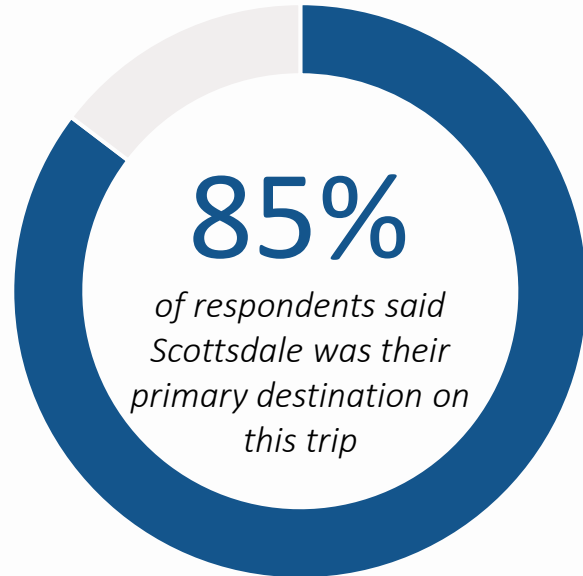
# Overnight Visitation

# Destinations Visited on Trip

## Scottsdale & Other Arizona Destinations

Base: 2025 Overnight Person-Trips

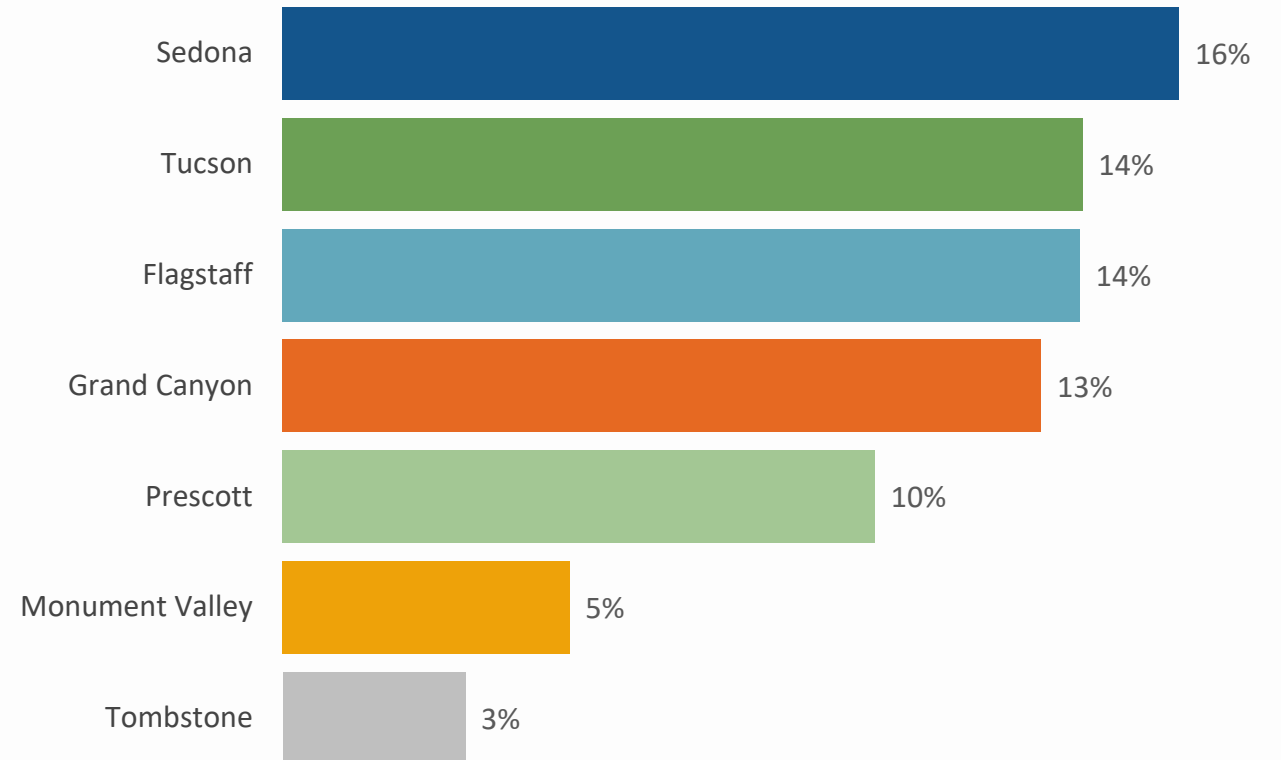
### Primary Destination on Trip



Average Number of Nights in Scottsdale

2.6

### Arizona Destinations Visited on Trip



# Purchased Tickets/Made Reservations Before Arriving in Scottsdale

To Participate in Activities/Events/Concerts

Base: 2025 Overnight Person-Trips

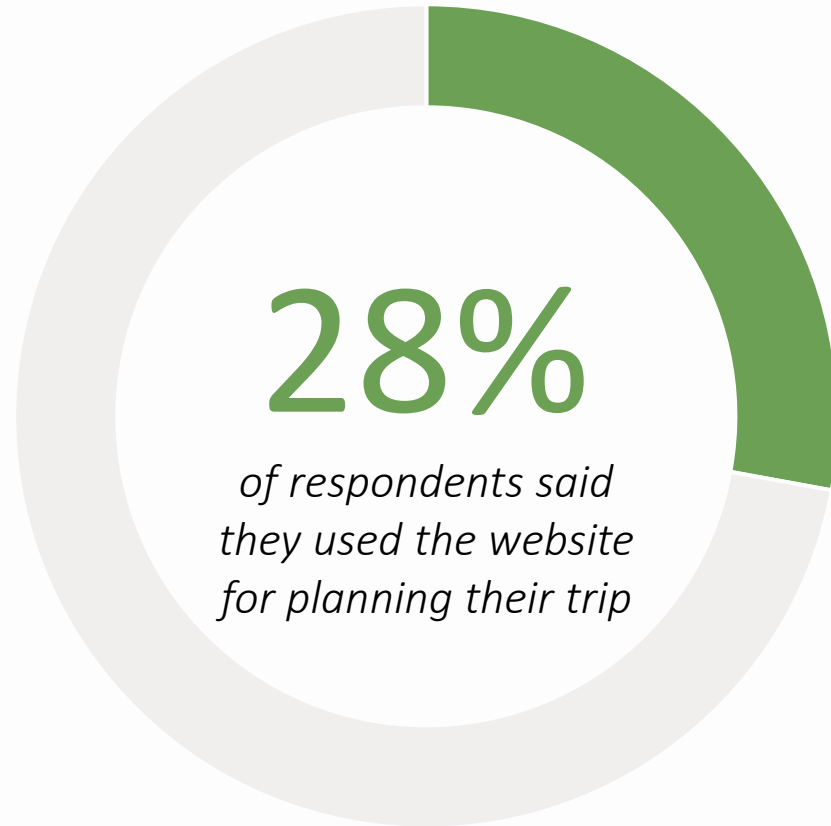


# ExperienceScottsdale.com Website Use for Trip Planning

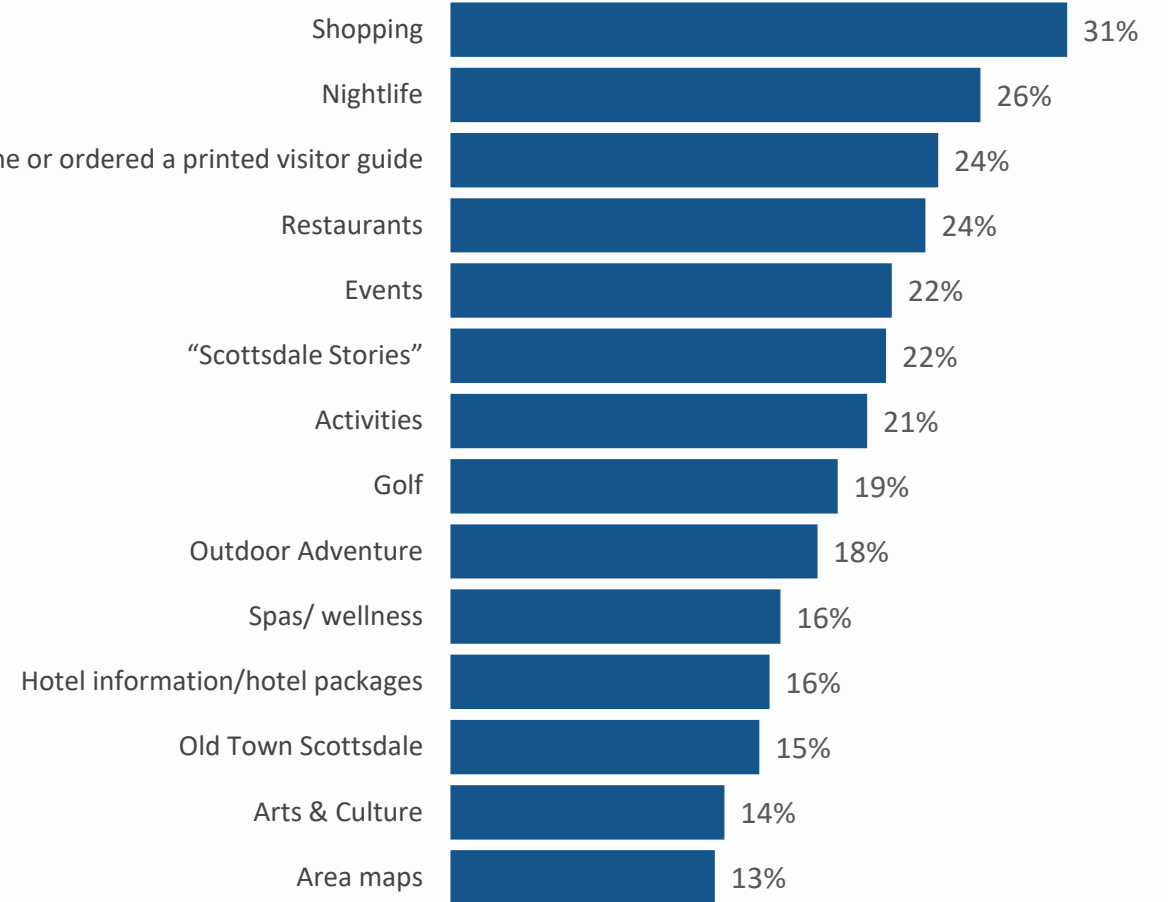
Either Before or During Trip to Scottsdale

Base: 2025 Overnight Person-Trips

## Use of ExperienceScottsdale.com



## Types of Information Explored\*

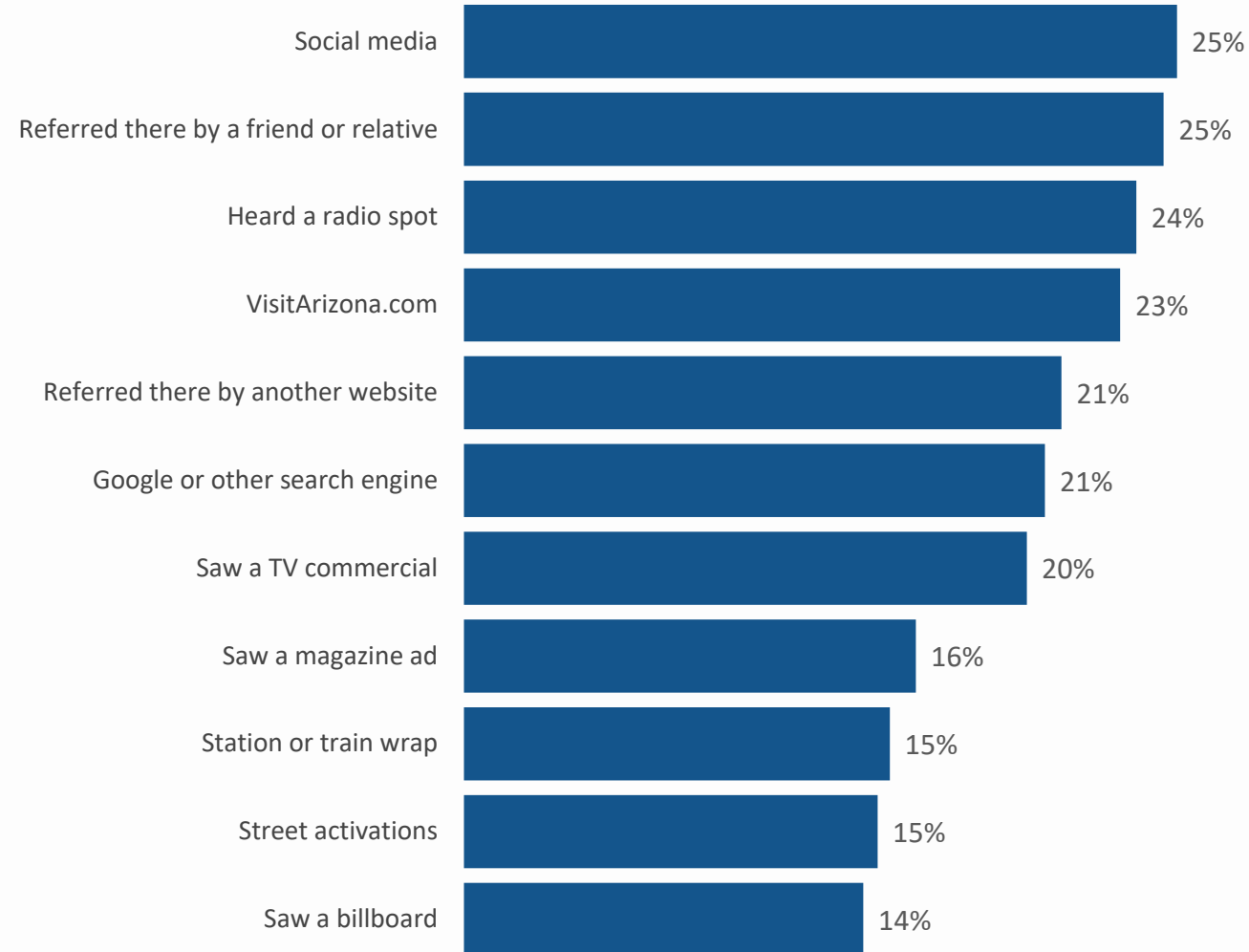


Base: Overnight Person-Trips that used ExperienceScottsdale.com

\*Caution: Low Sample

# How Did You Learn About ExperienceScottsdale.com?

Based on Respondents Who Used the Website to Plan Their Trip



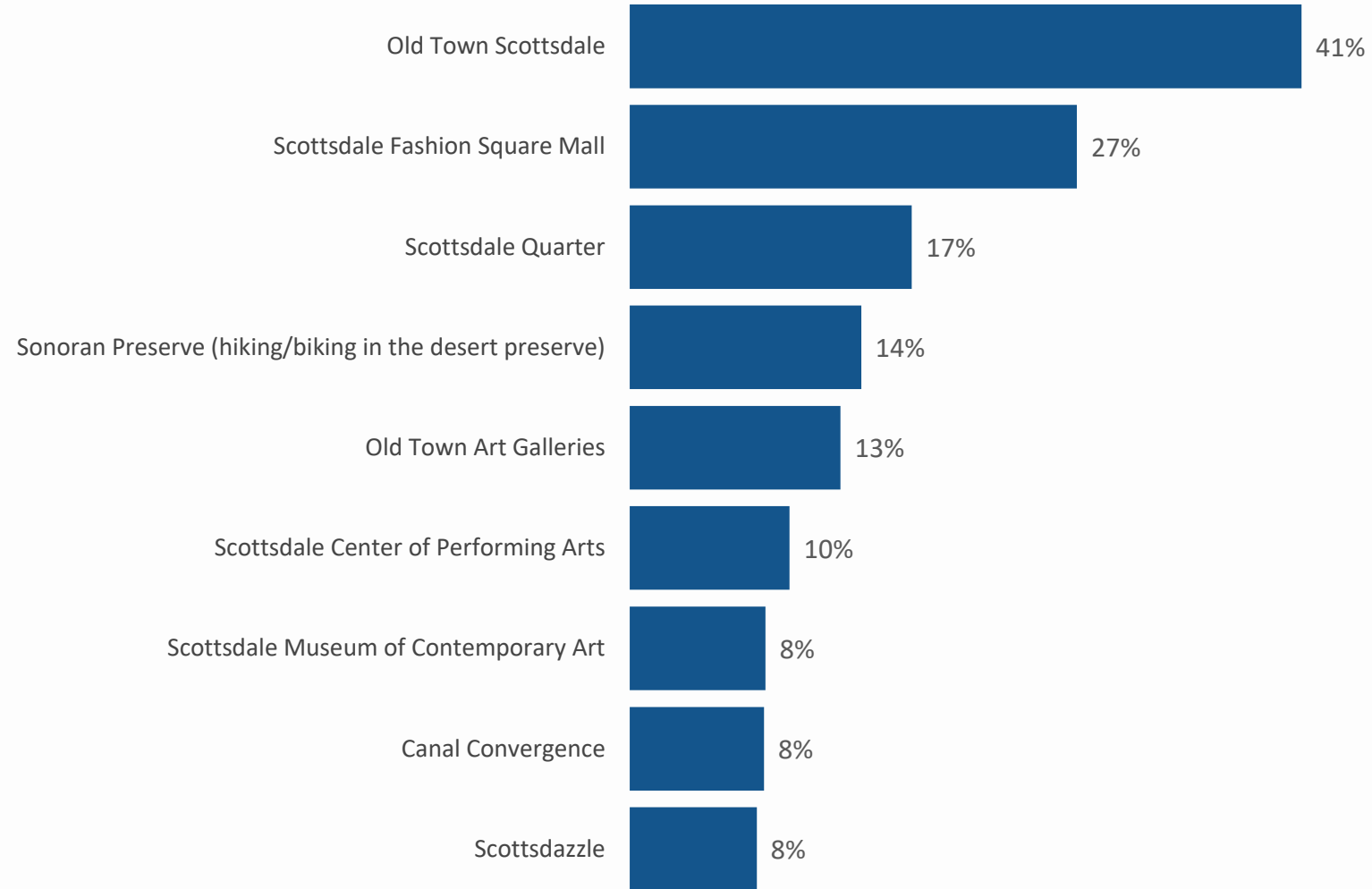
Base: Overnight Person-Trips that used ExperienceScottsdale.com

\*Caution: Low Sample

# Attractions Visited/Experienced

## During Trip to Scottsdale

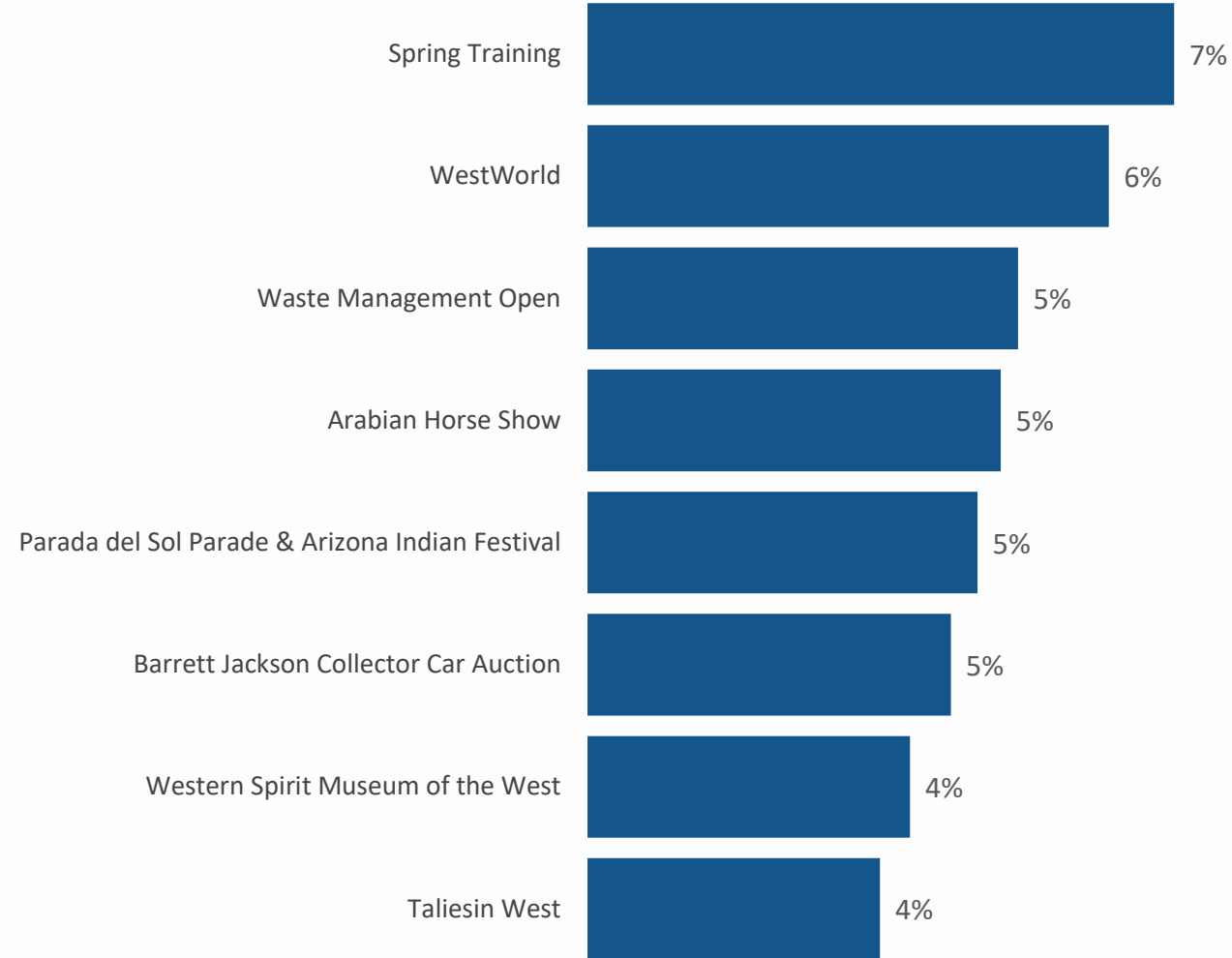
Base: 2025 Overnight Person-Trips



# Attractions Visited/Experienced (cont.)

## During Trip to Scottsdale

Base: 2025 Overnight Person-Trips

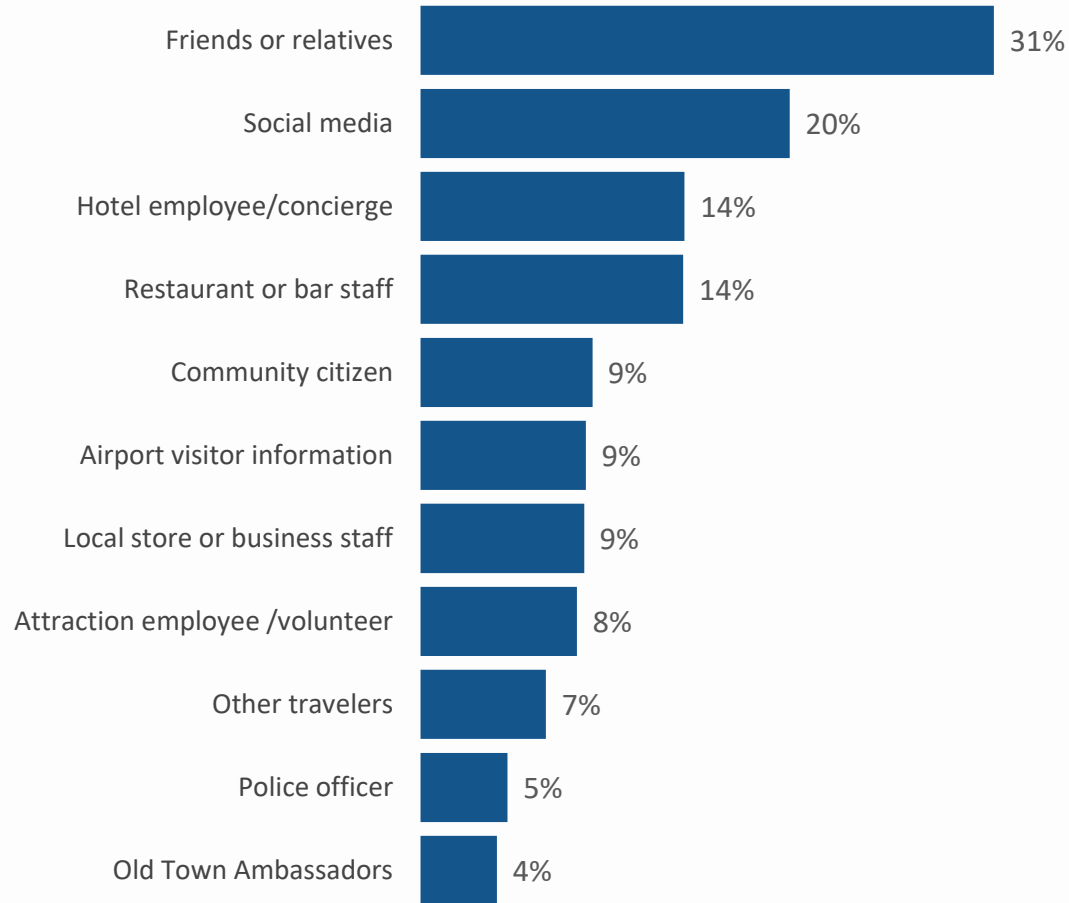


# Sources Used to Enhance Visit & Future Visitation

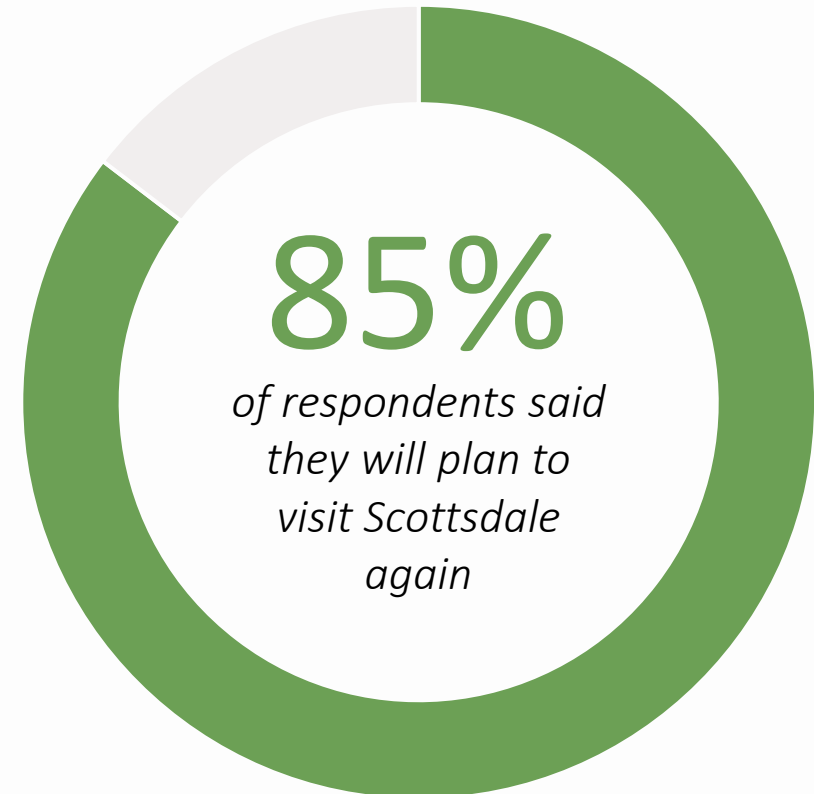
## To Scottsdale

Base: 2025 Overnight Person-Trips

### Sources Used to Enhance Visit



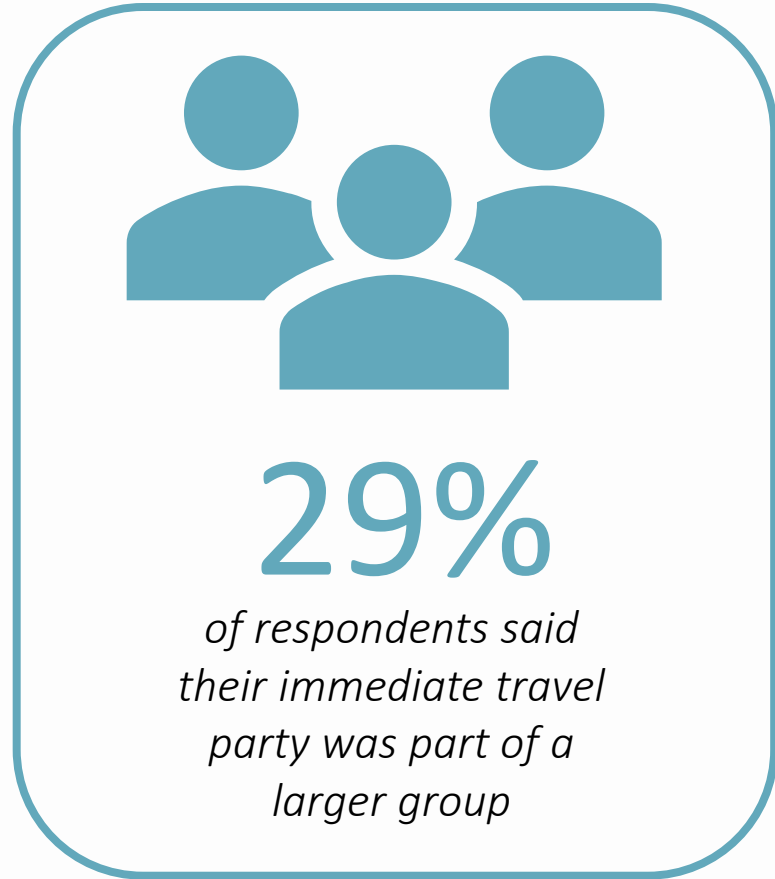
### Future Visitation



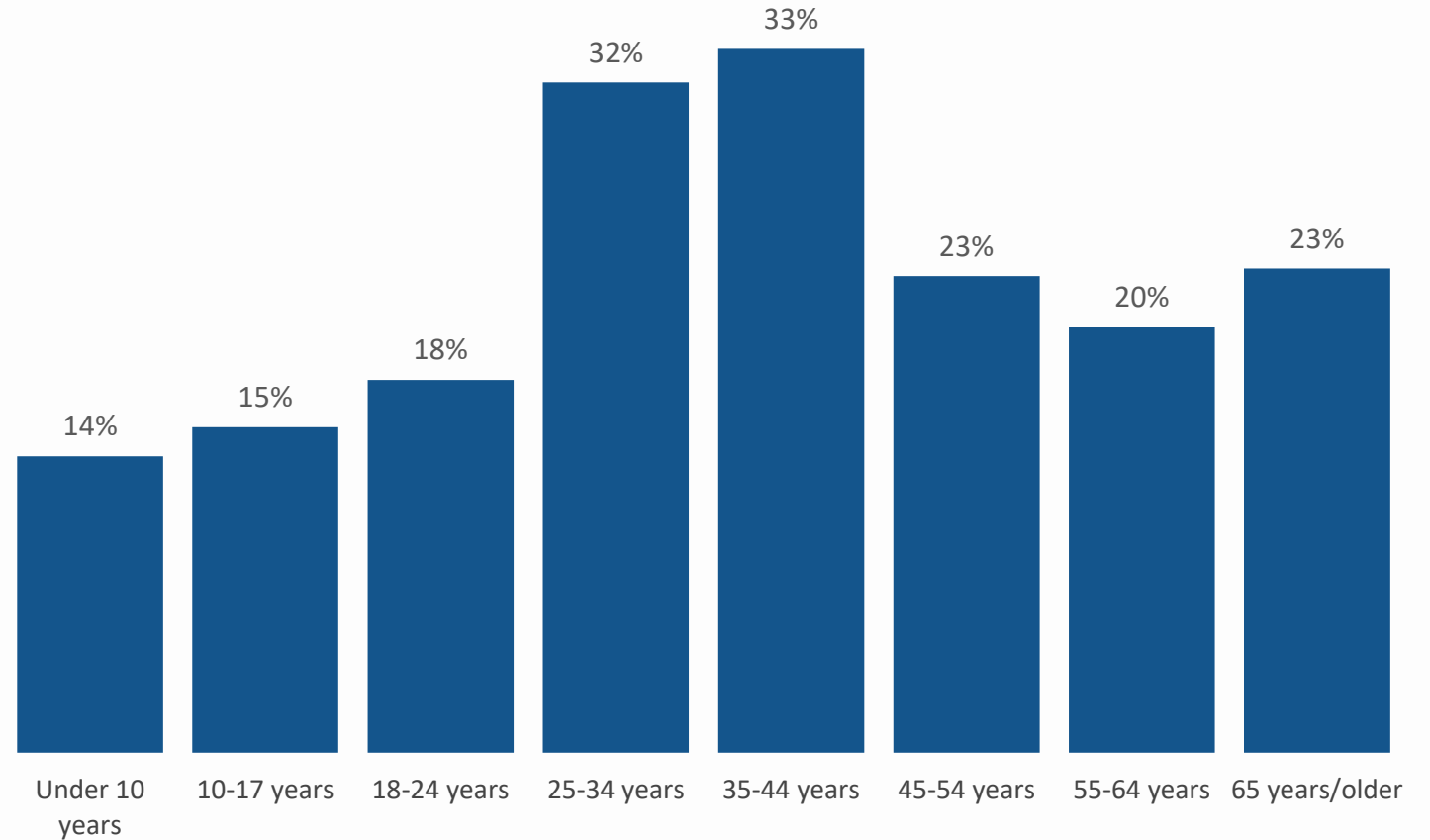
# Travel Party Composition

## Size & Age

Base: 2025 Overnight Person-Trips



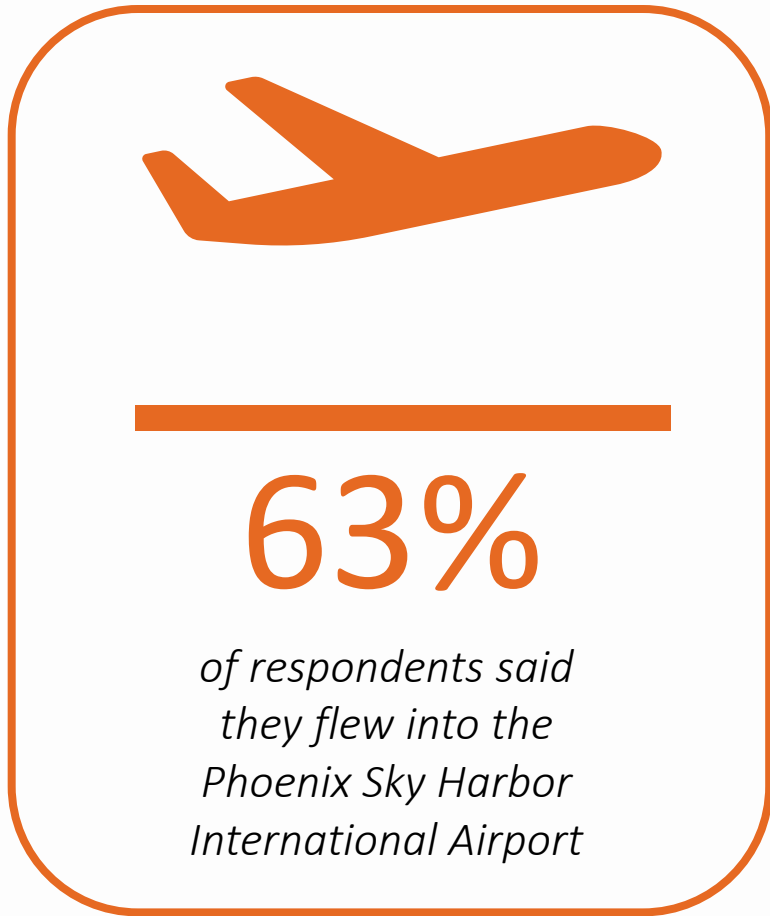
## Composition of Immediate Travel Party



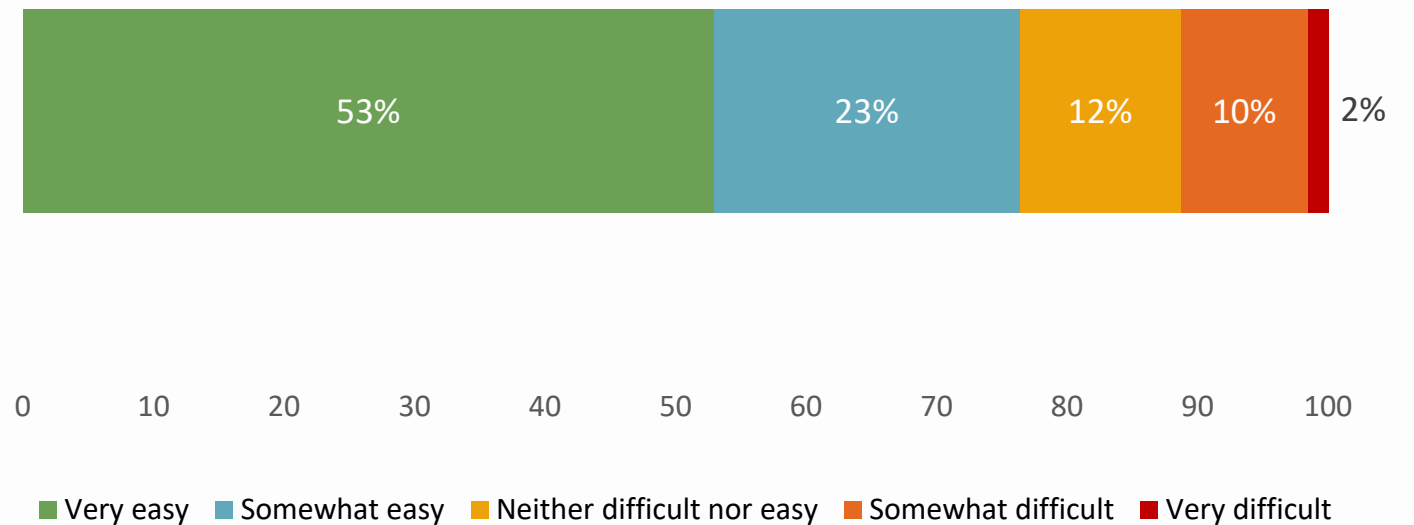
# Perceptions of Phoenix Sky Harbor International Airport

## Usage & Ease of Travel

Base: 2025 Overnight Person-Trips



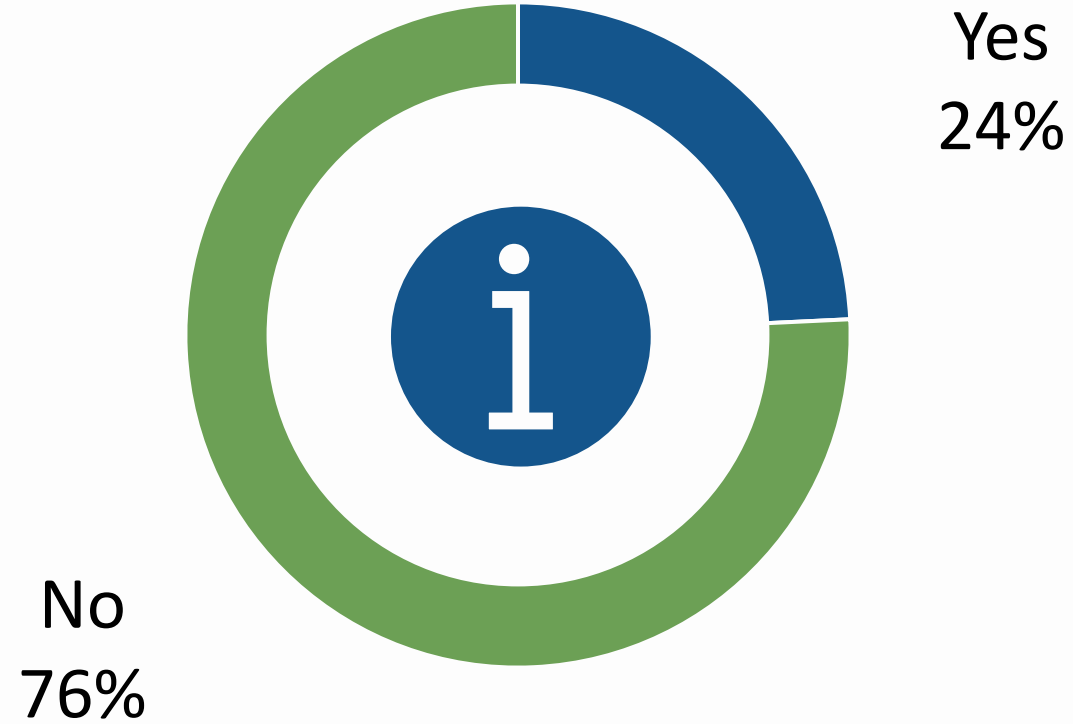
### Ease of Traveling to and/or from the Phoenix Sky Harbor International Airport



# Did You Visit Any of the Old Town Ambassadors or Downtown Kiosks?

While Visiting Scottsdale

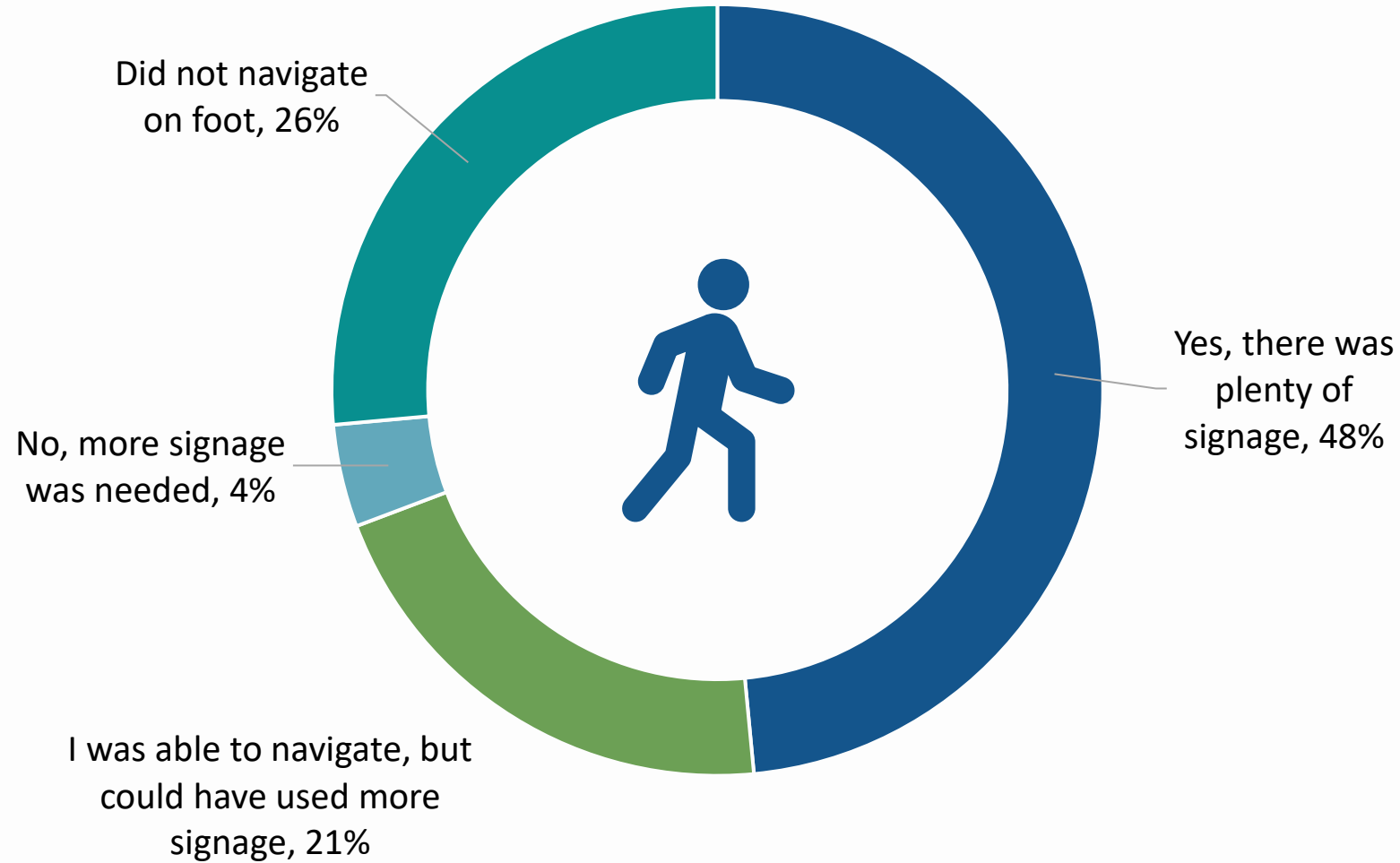
Base: 2025 Overnight Person-Trips



# Were you able to easily navigate around Scottsdale on foot?

## While Visiting Scottsdale

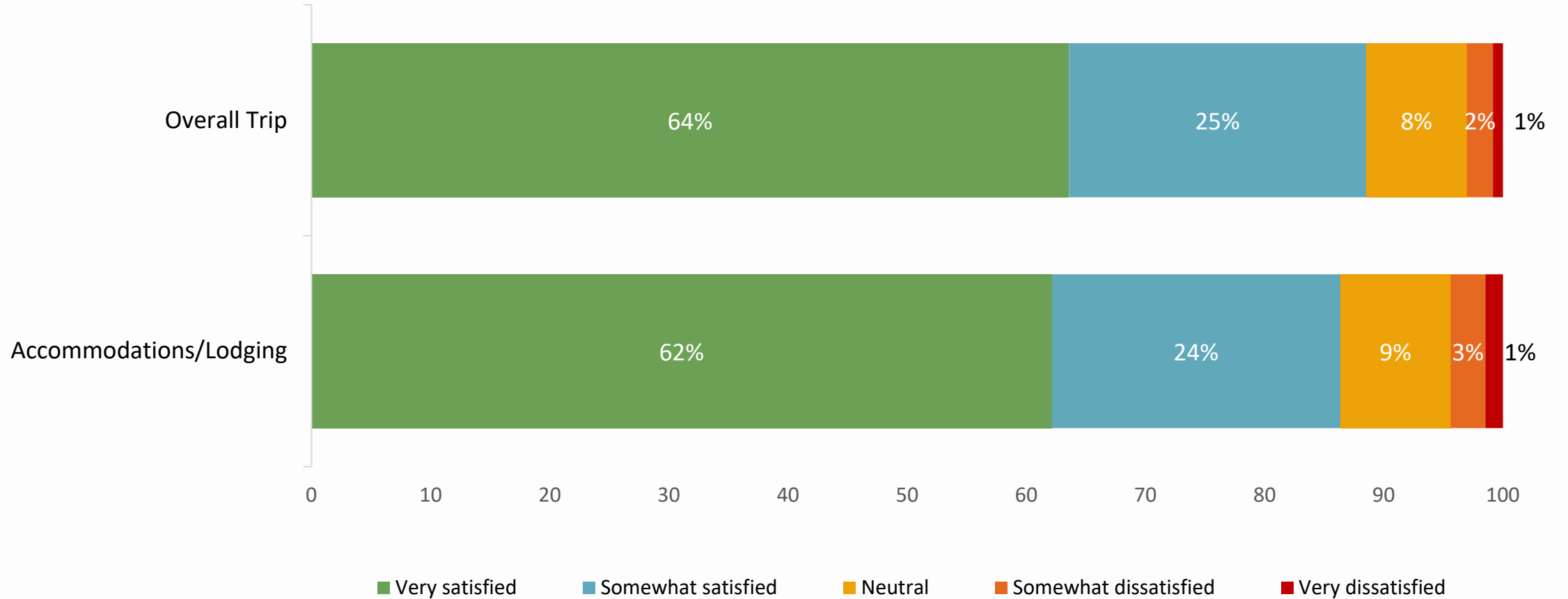
Base: 2025 Overnight Person-Trips



# Trip Satisfaction

## Overall & Accommodations/Lodging


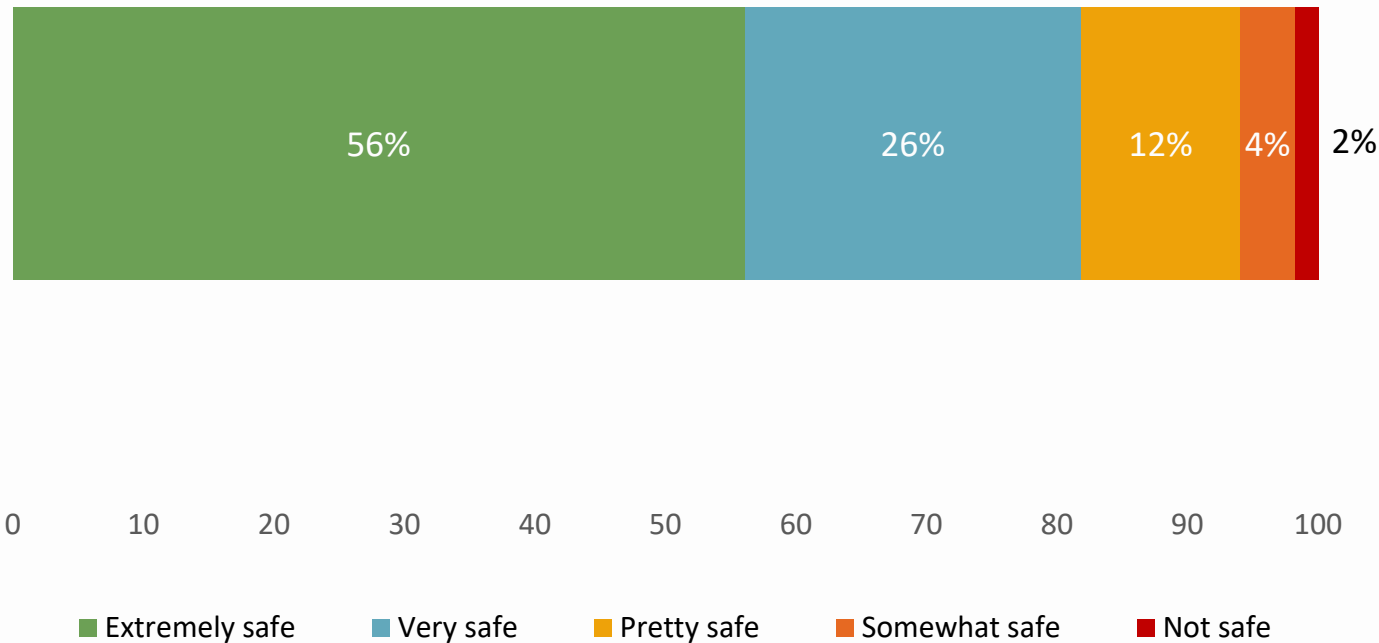
Base: 2025 Overnight Person-Trips



# Perceptions of Safety

## While Visiting Scottsdale

Base: 2025 Overnight Person-Trips


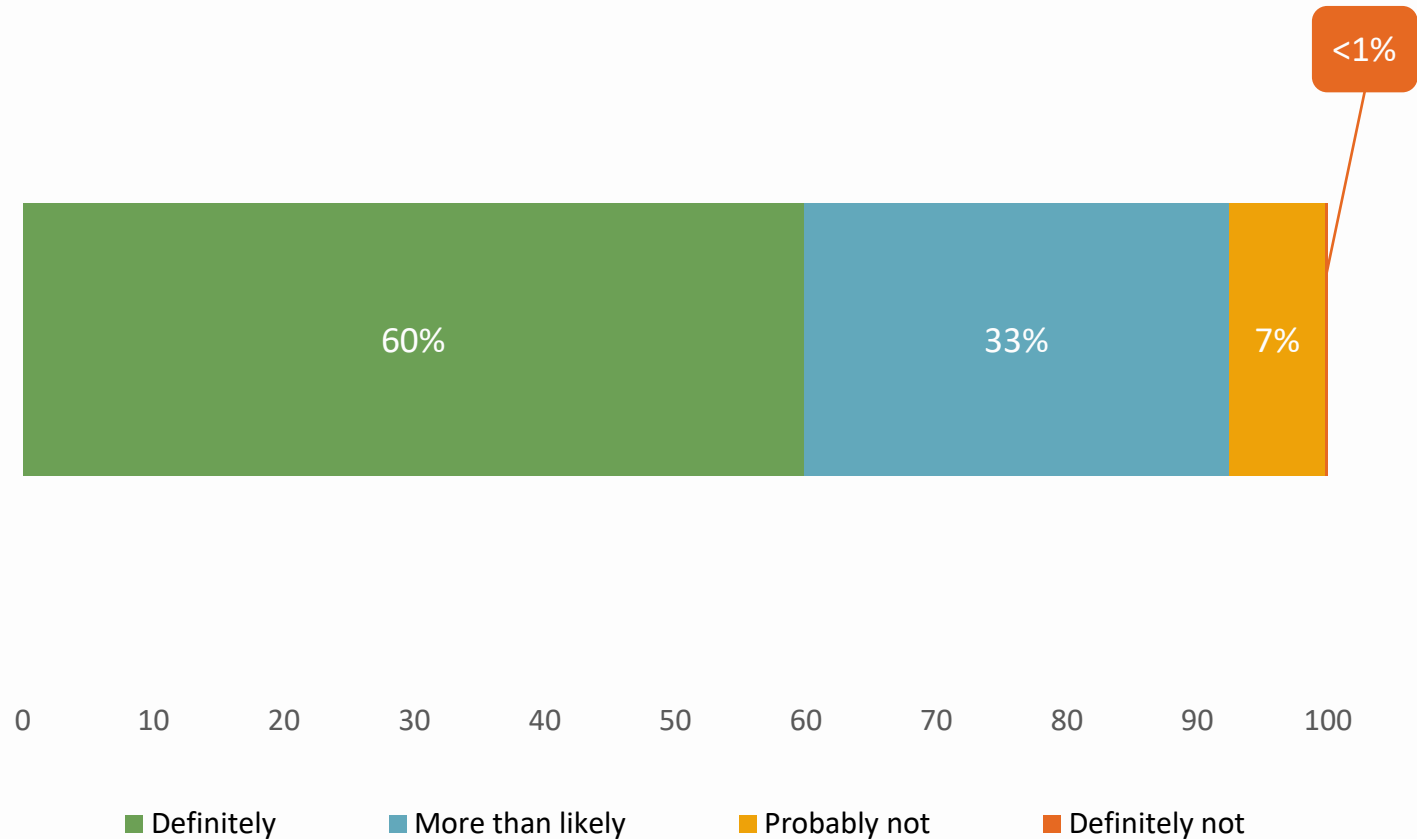


**82%**  
*of respondents felt very to extremely safe while traveling in Scottsdale*

# Likelihood of Recommending Scottsdale

## As a Destination to Others

Base: 2025 Overnight Person-Trips



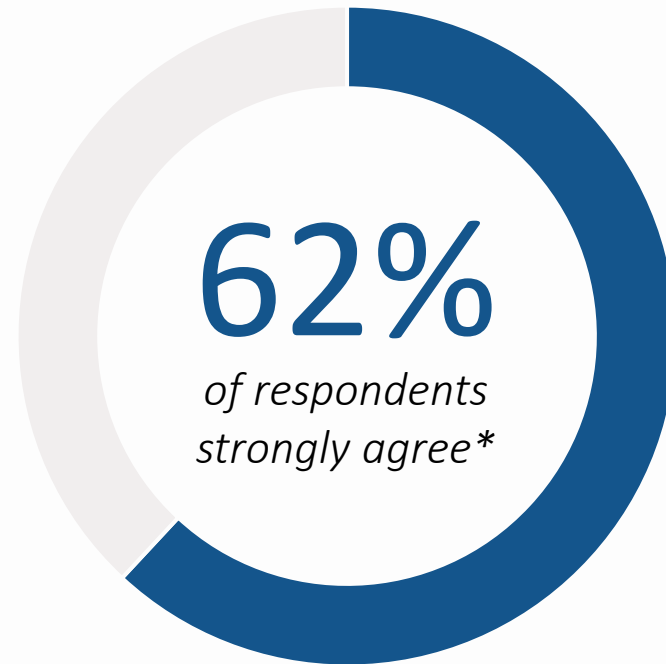
**92%**  
*of respondents are likely to recommend Scottsdale as a destination to others*

# Impressions of Scottsdale as a Travel Destination

Those Who Strongly Agree that Scottsdale is 'A Place I'd Really Enjoy Visiting'

Base: 2025 Overnight Person-Trips

## A Place I'd Really Enjoy Visiting



*\*'Percent Who Strongly Agree' includes ratings of 8, 9, or 10 out of 10*

# Perceptions of Scottsdale as a Travel Destination

## Percent Who Strongly Agree

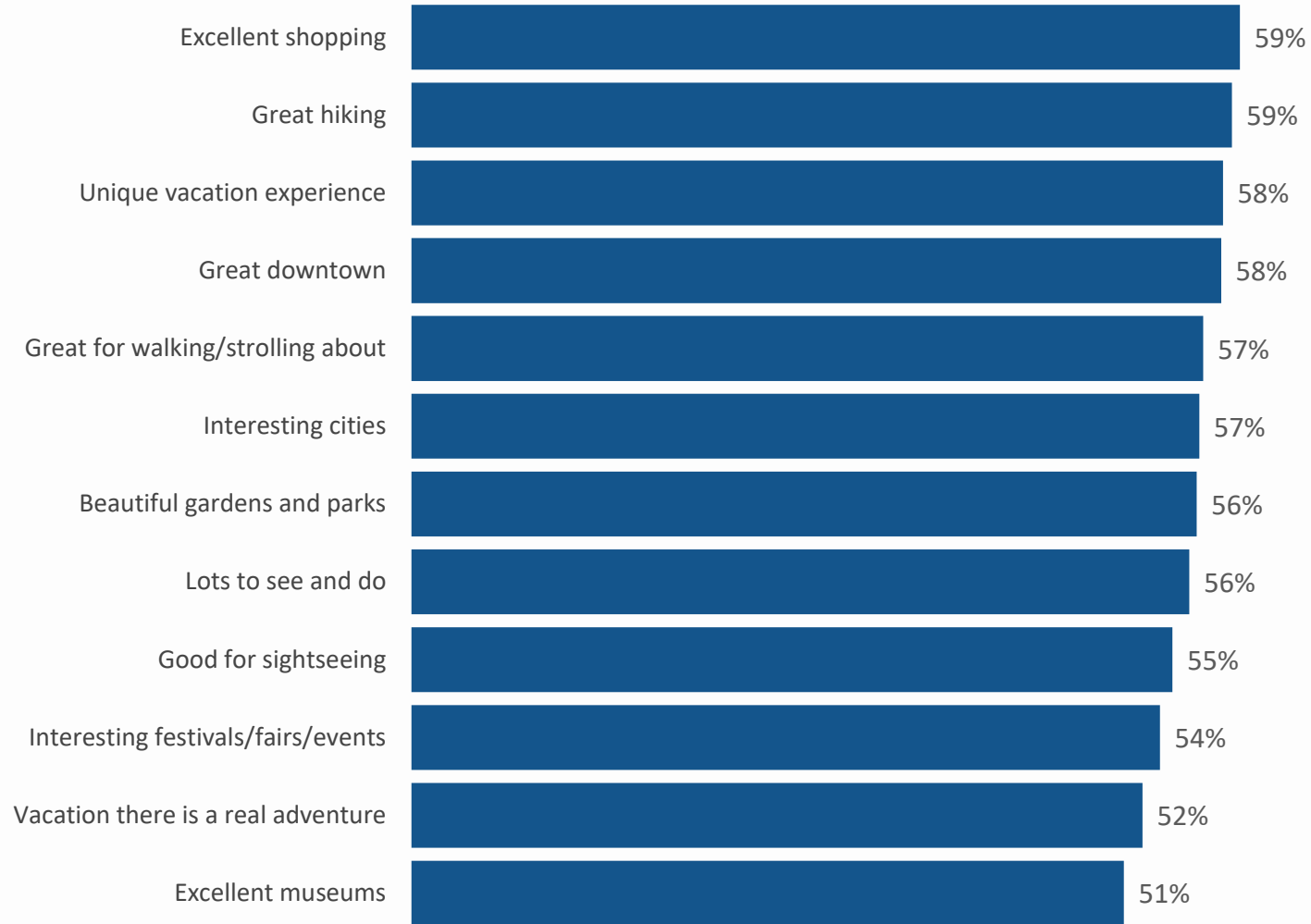
Base: 2025 Overnight Person-Trips



# Perceptions of Scottsdale as a Travel Destination (cont.)

## Percent Who Strongly Agree

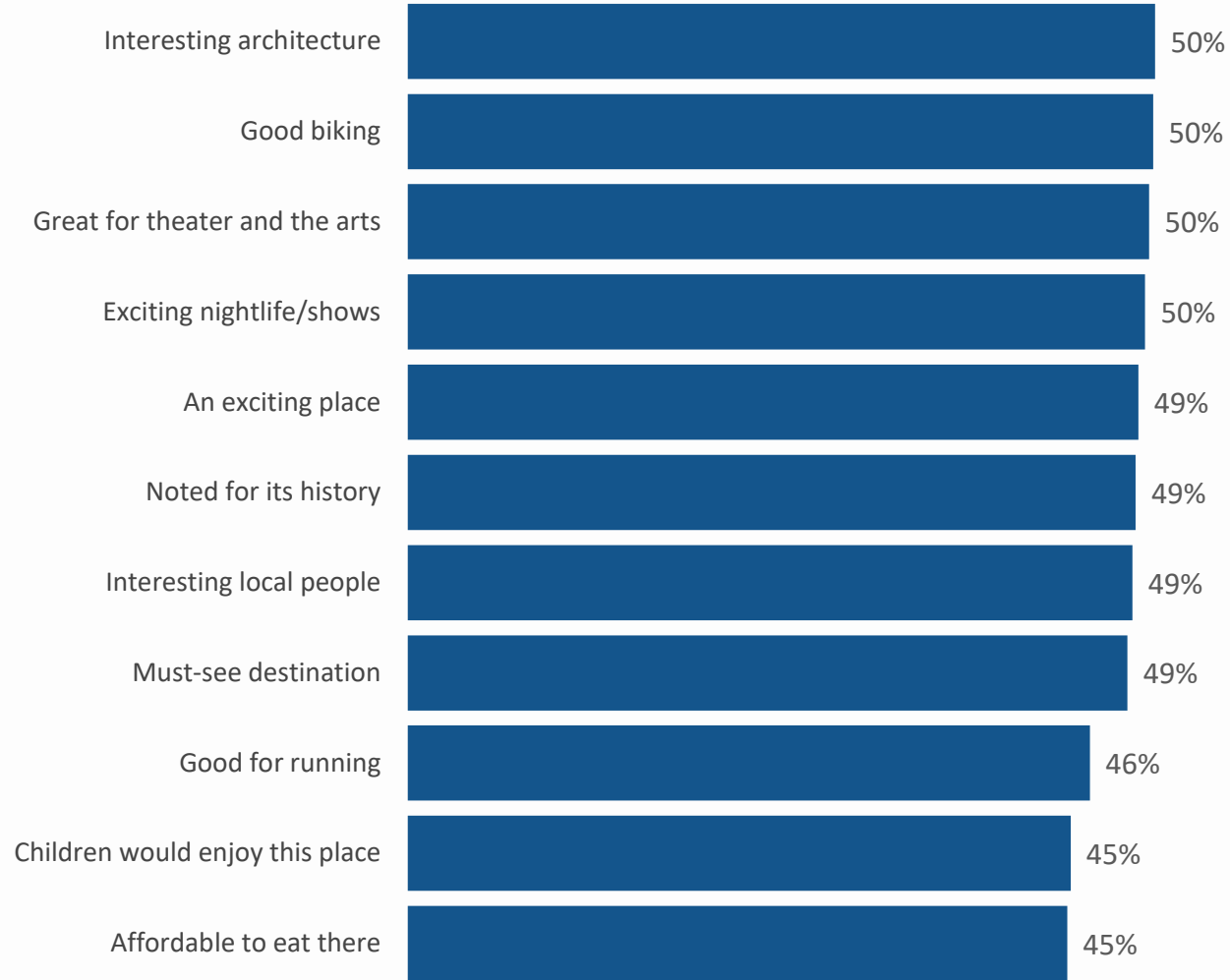
Base: 2025 Overnight Person-Trips



# Perceptions of Scottsdale as a Travel Destination (cont.)

## Percent Who Strongly Agree

Base: 2025 Overnight Person-Trips

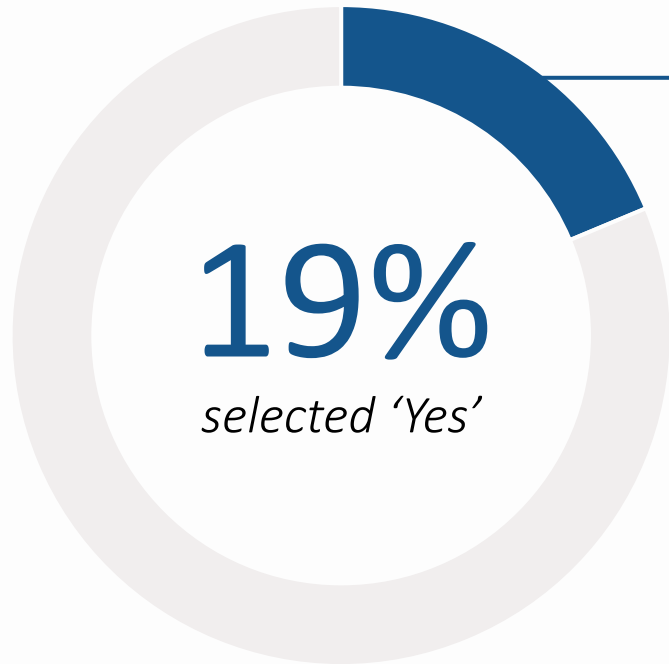


# Other Destinations/Cities Respondents Considered

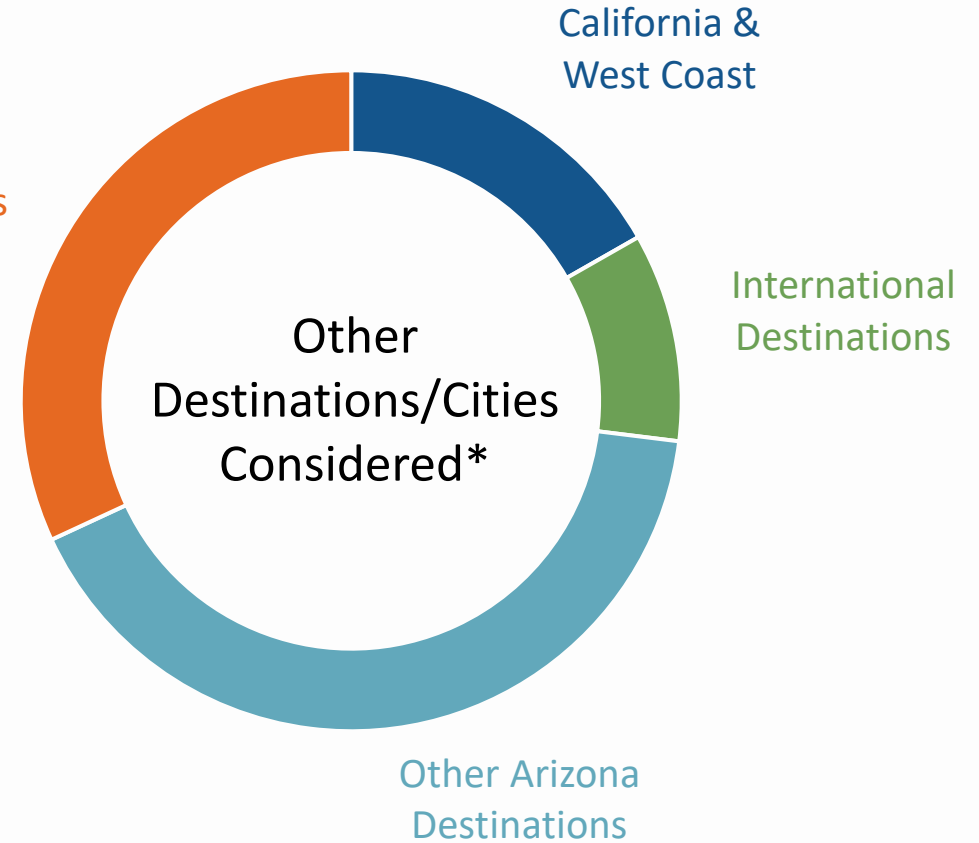
When Initially Planning Their Trip

Base: 2025 Overnight Person-Trips

Did you consider any other destinations or cities when planning your trip?



Other US  
Cities & States



# Reasons for Selecting Scottsdale as Trip Destination

Why did you choose Scottsdale as your destination instead of other destinations?

Base: 2025 Overnight Person-Trips



\*Based on text categorization of open-ended results

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# Day Visitation

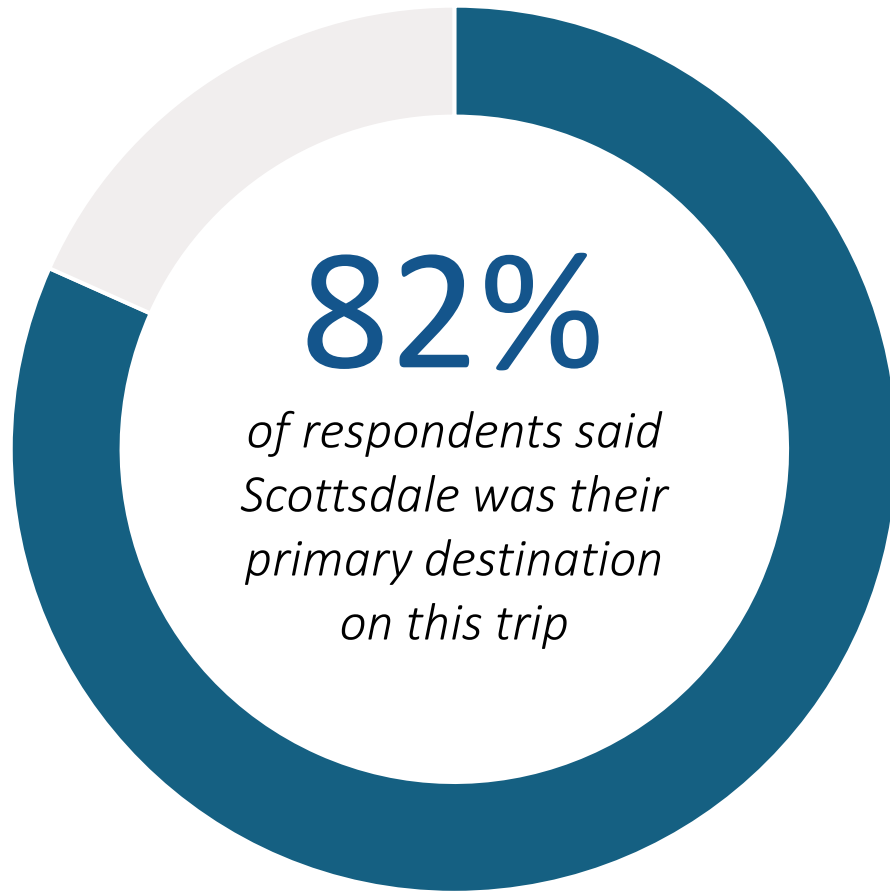


# Destinations Visited on Trip

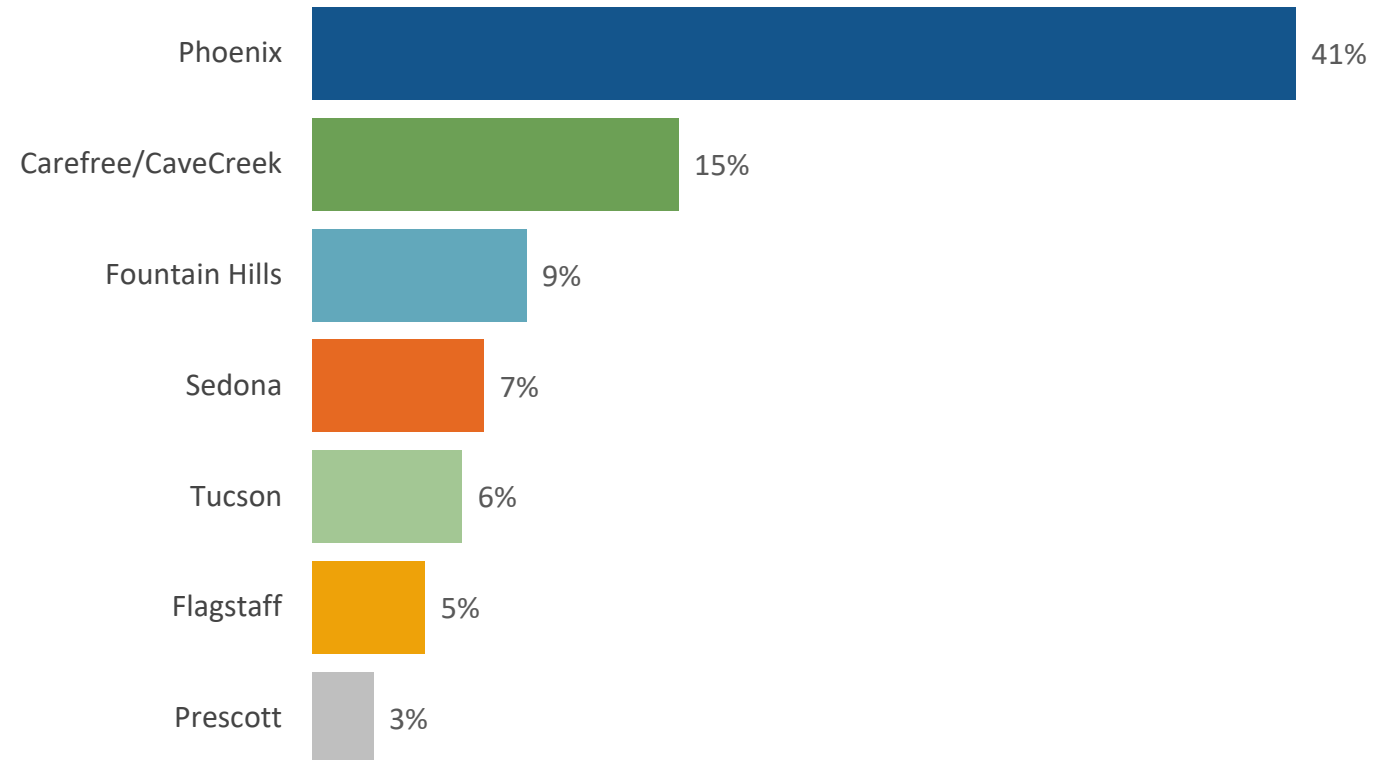
## Scottsdale & Other Arizona Destinations

Base: 2024/2025 Day Person-Trips

### Primary Destination on Trip



### Arizona Destinations Visited on Trip



# Purchased Tickets/Made Reservations Before Arriving in Scottsdale

To Participate in Activities/Events/Concerts

Base: 2024/2025 Day Person-Trips

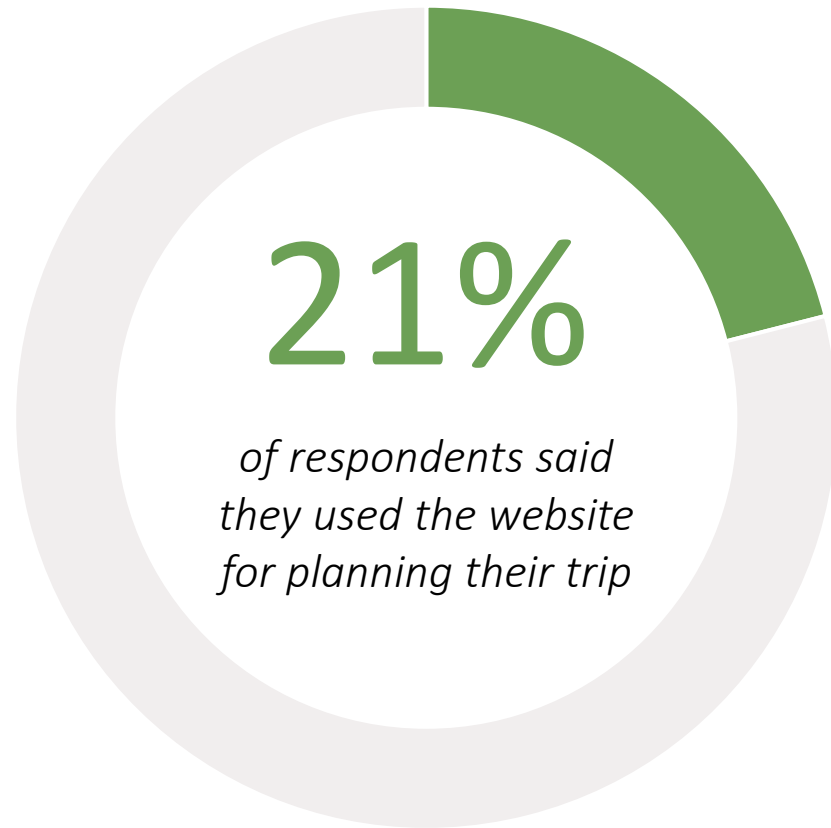


# ExperienceScottsdale.com Website Use for Trip Planning

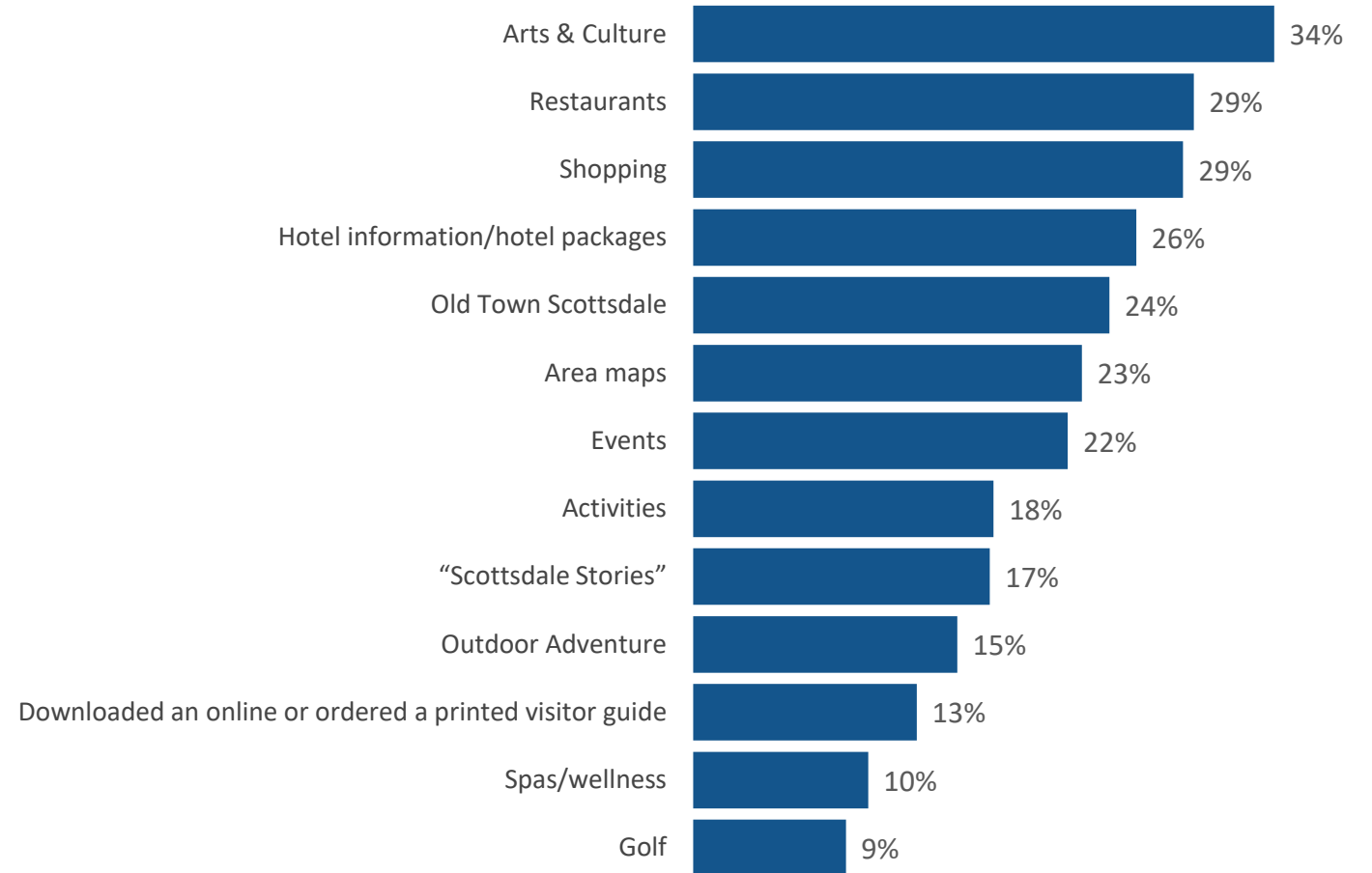
Either Before or During Trip to Scottsdale

Base: 2024/2025 Day Person-Trips

## Use of ExperienceScottsdale.com



## Types of Information Explored\*

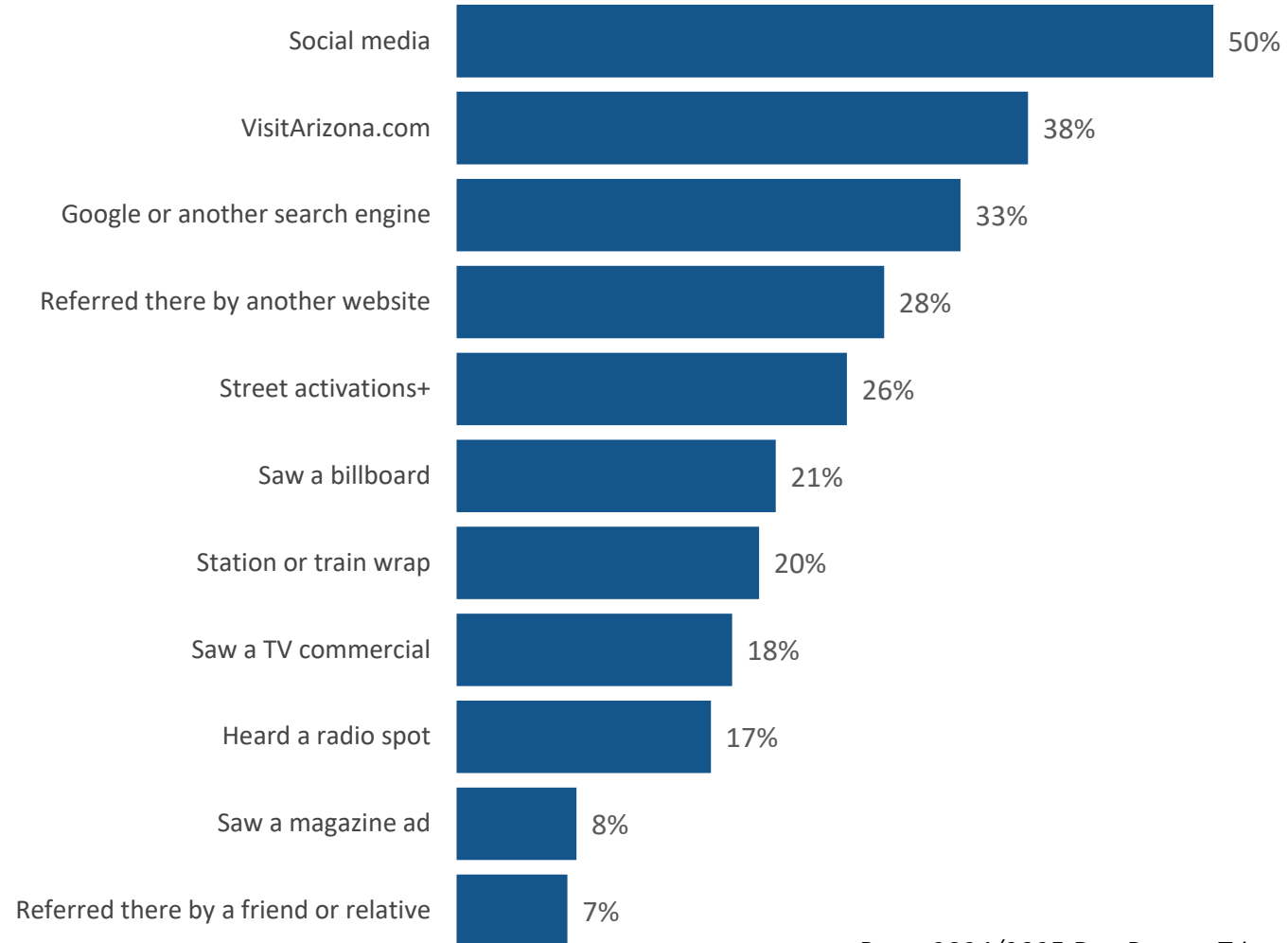


Base: Day Person-Trips that used ExperienceScottsdale.com

\*Caution: Low Sample

# How Did You Learn About ExperienceScottsdale.com?

Based on Respondents Who Used the Website to Plan Their Trip



Base: 2024/2025 Day Person-Trips that used ExperienceScottsdale.com

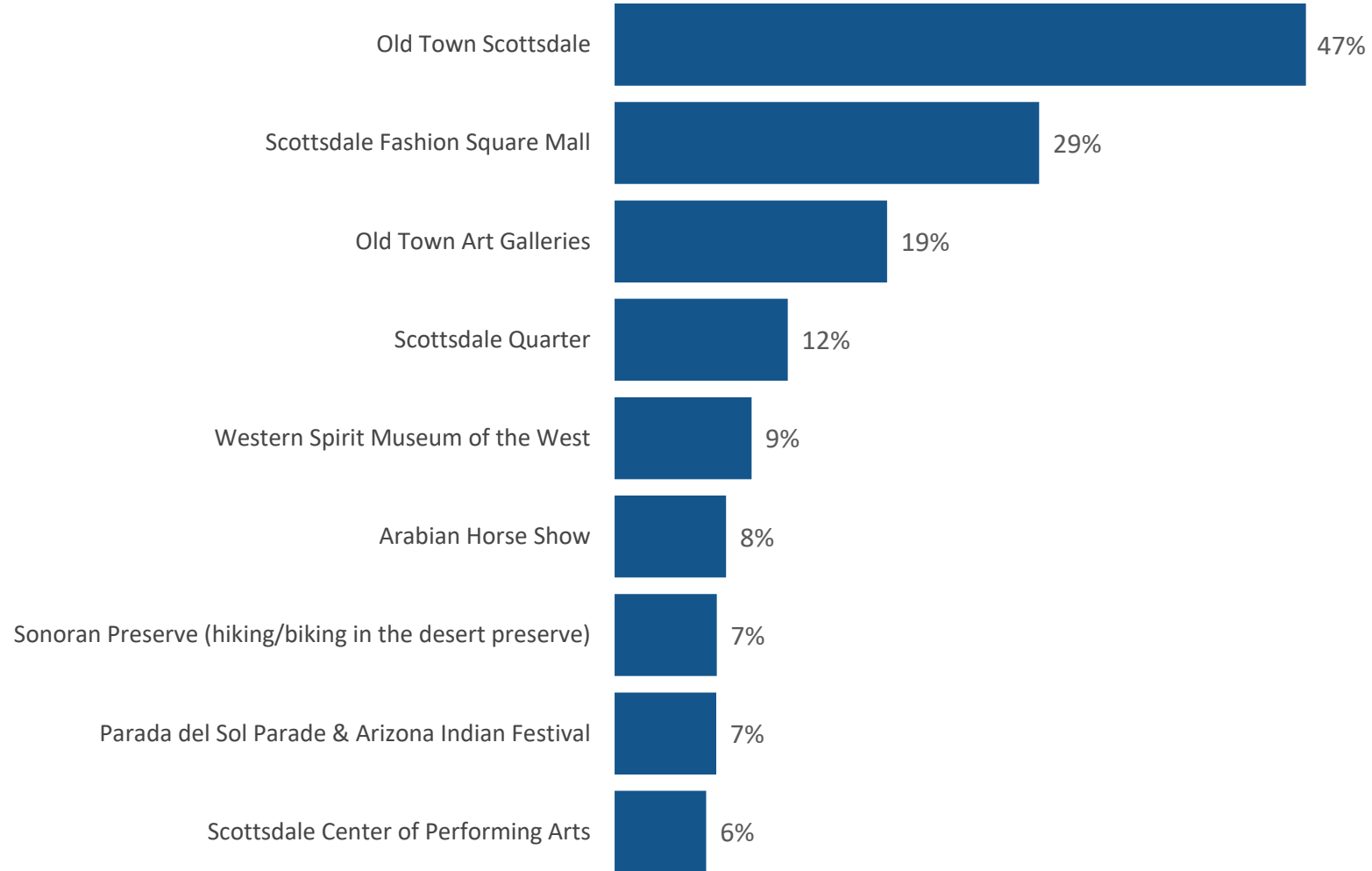
\*Caution: Low Sample

+ 2025 data only

# Attractions Visited/Experienced

## During Trip to Scottsdale

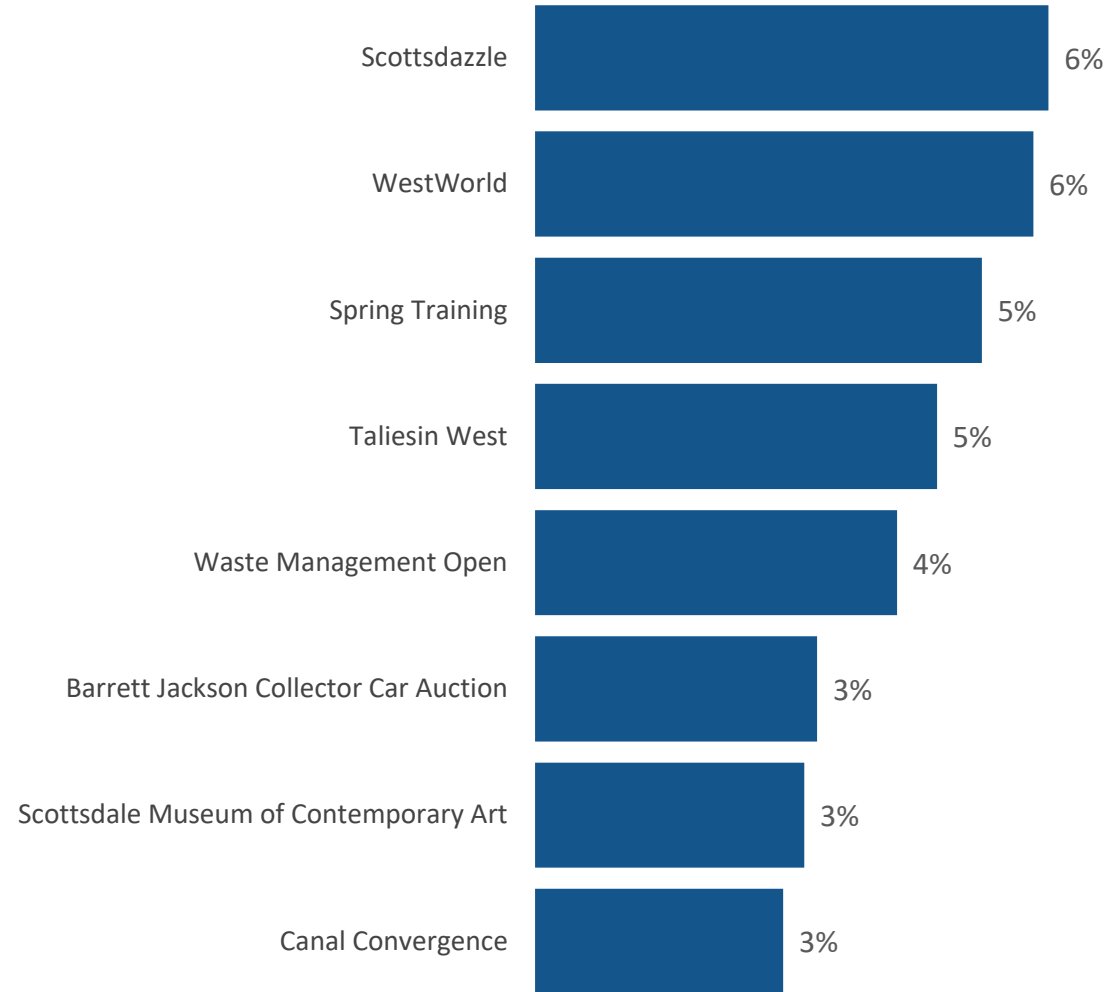
Base: 2024/2025 Day Person-Trips



# Attractions Visited/Experienced (cont.)

## During Trip to Scottsdale

Base: 2024/2025 Day Person-Trips

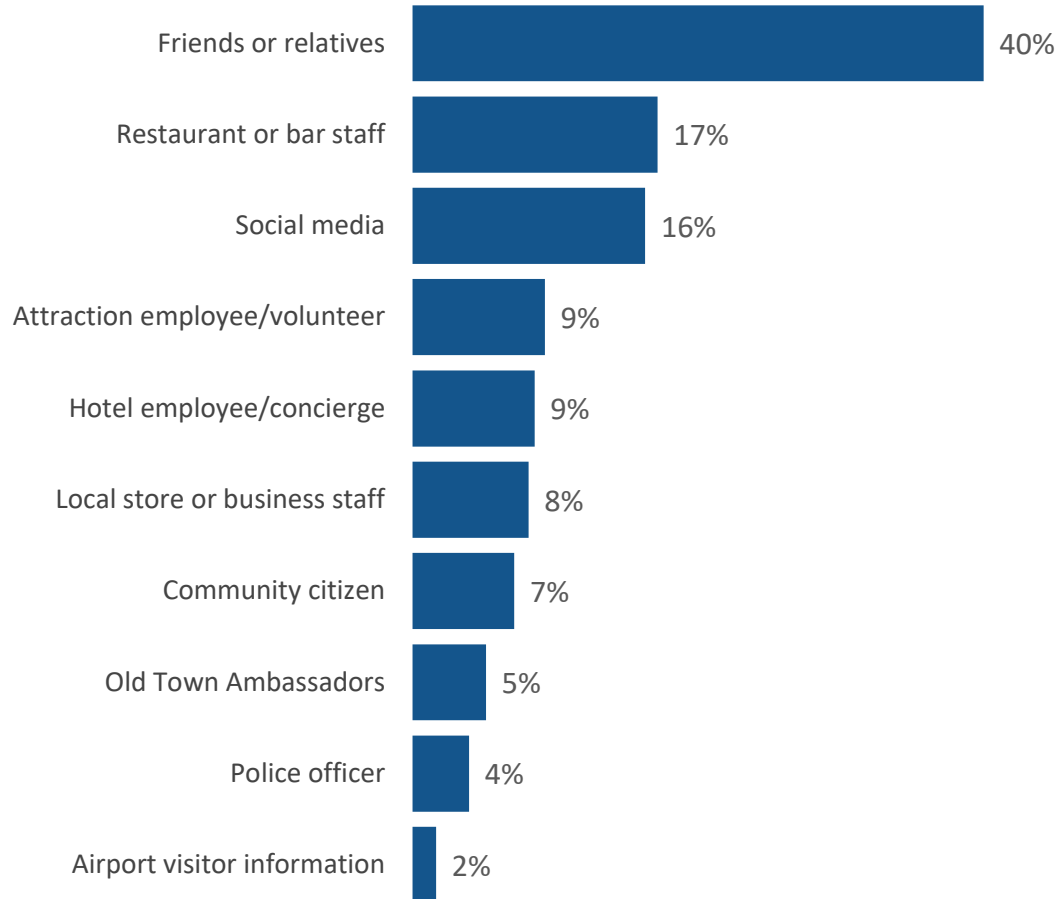


# Sources Used to Enhance Visit & Future Visitation

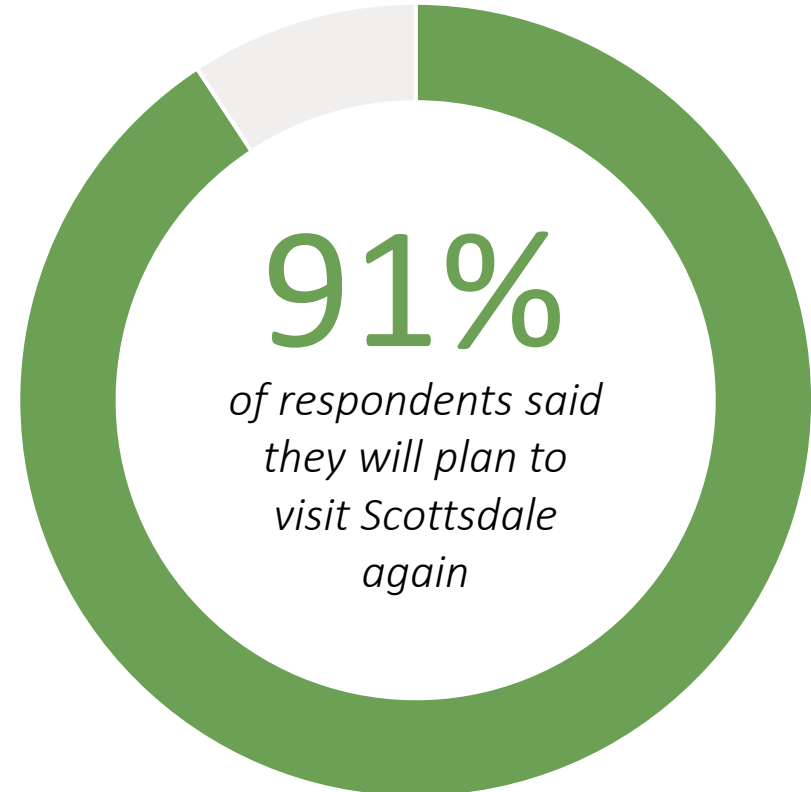
## To Scottsdale

Base: 2024/2025 Day Person-Trips

### Sources Used to Enhance Visit



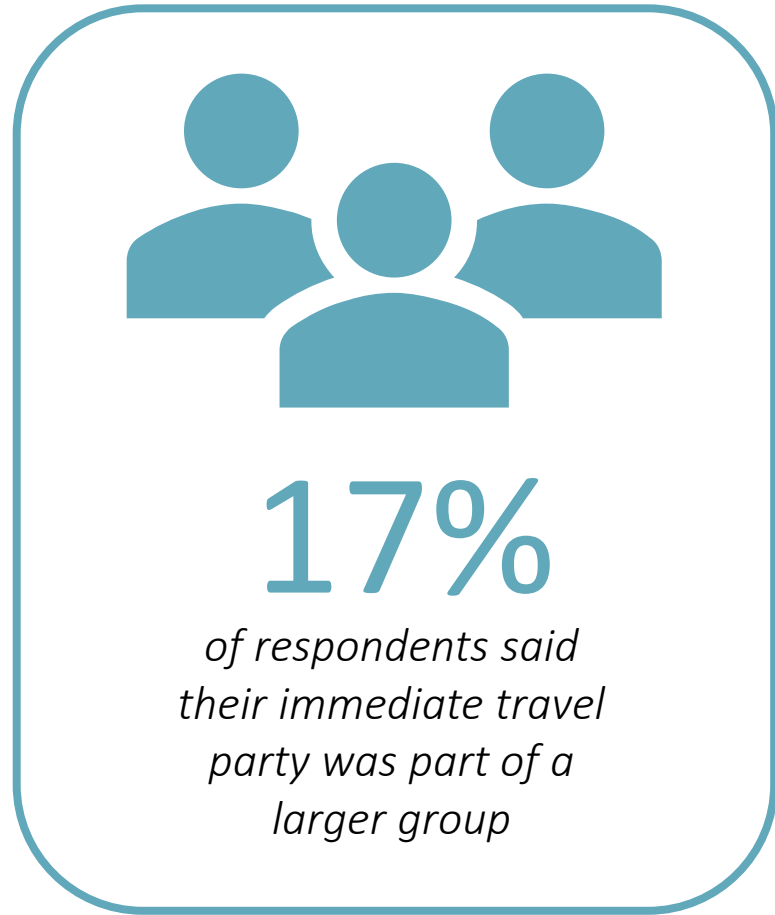
### Future Visitation



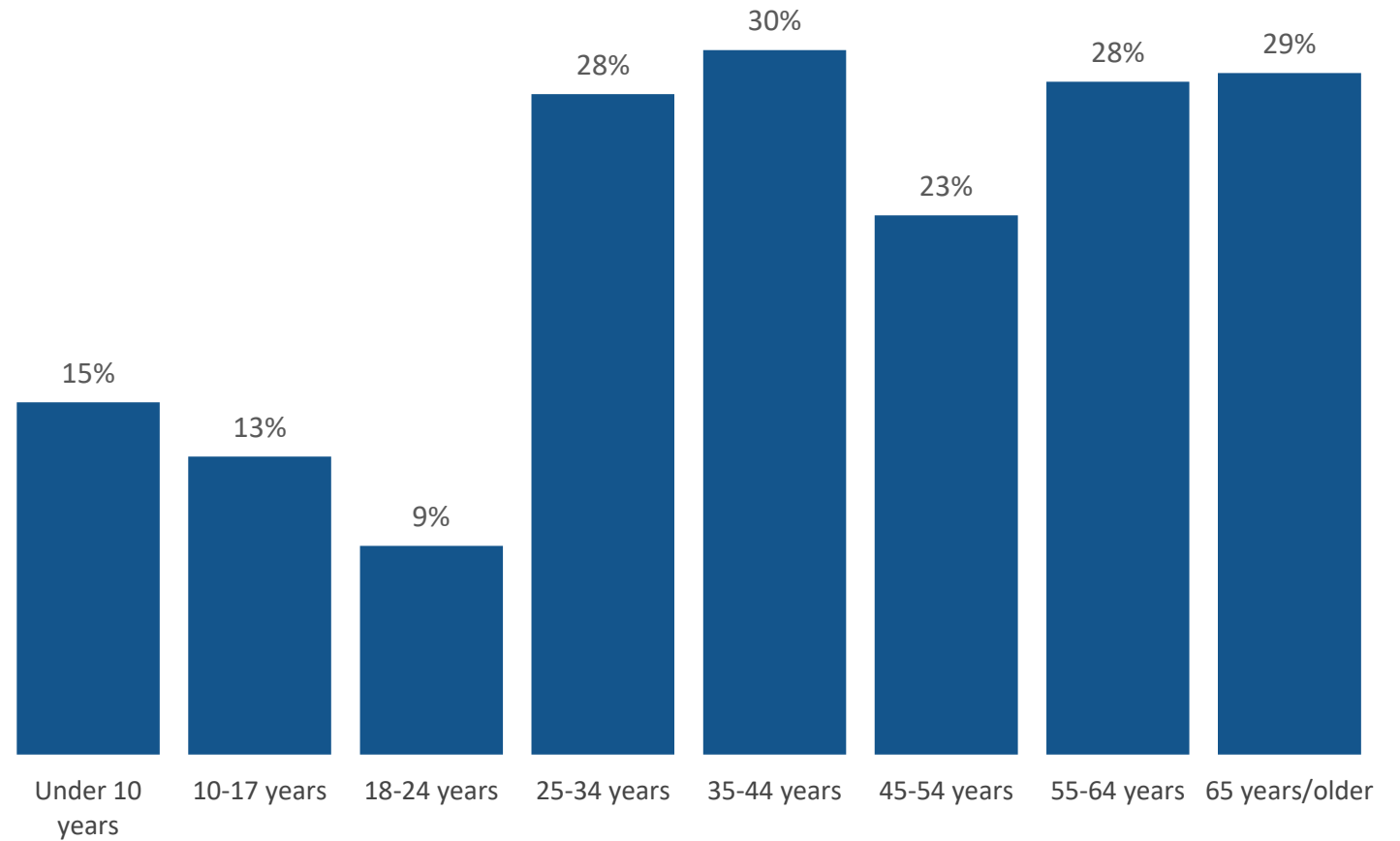
# Travel Party Composition

## Size & Age

Base: 2024/2025 Day Person-Trips



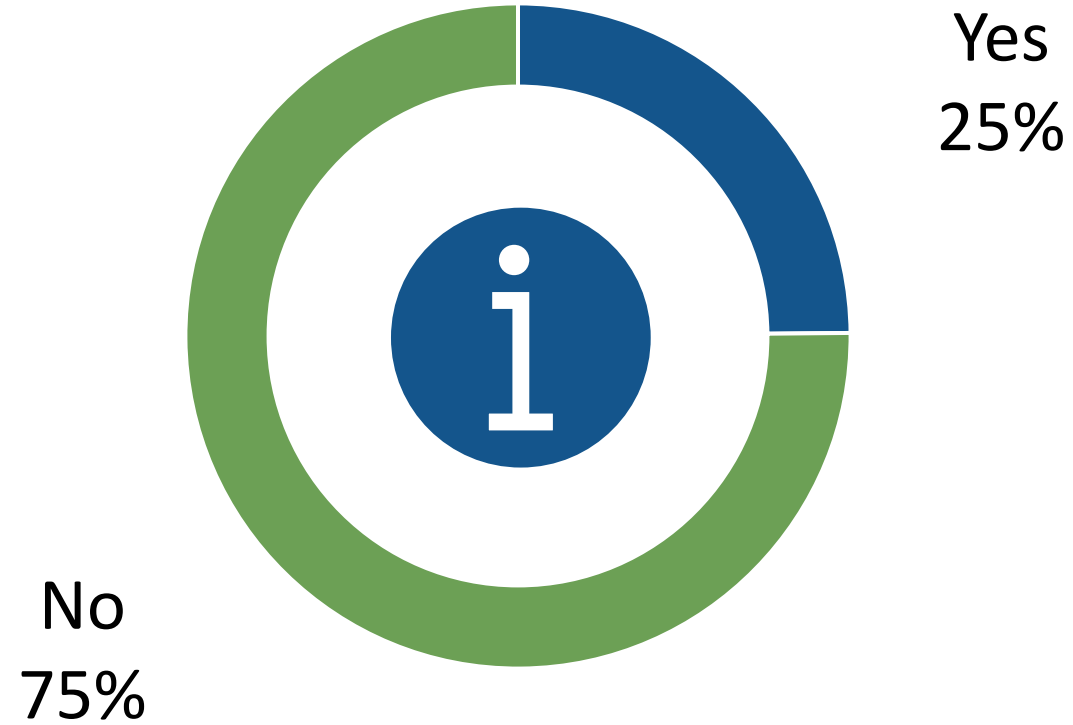
## Composition of Immediate Travel Party



# Did You Visit Any of the Old Town Ambassadors or Downtown Kiosks?

While Visiting Scottsdale

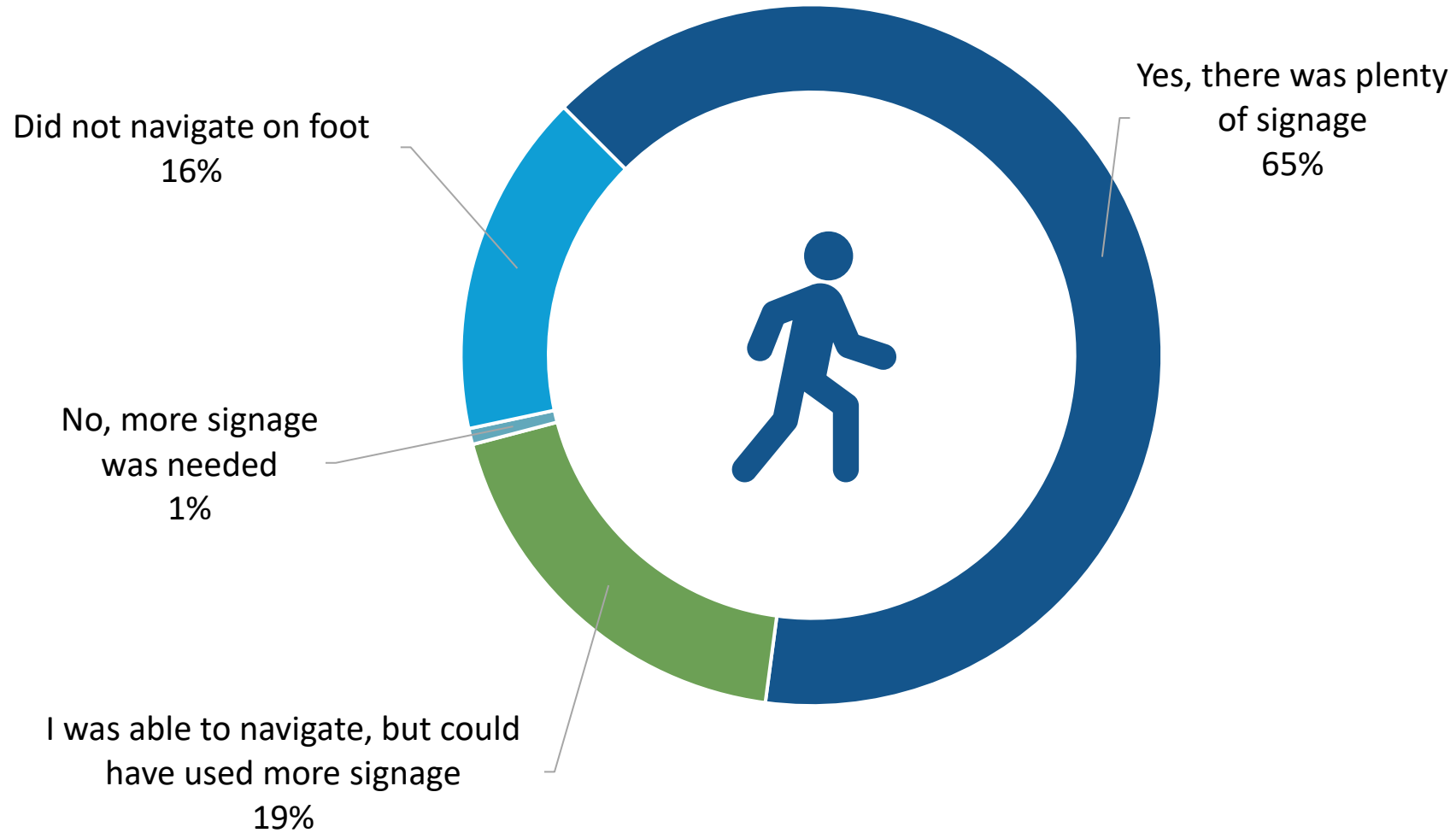
Base: 2024/2025 Day Person-Trips



# Were you able to easily navigate around Scottsdale on foot?

## While Visiting Scottsdale

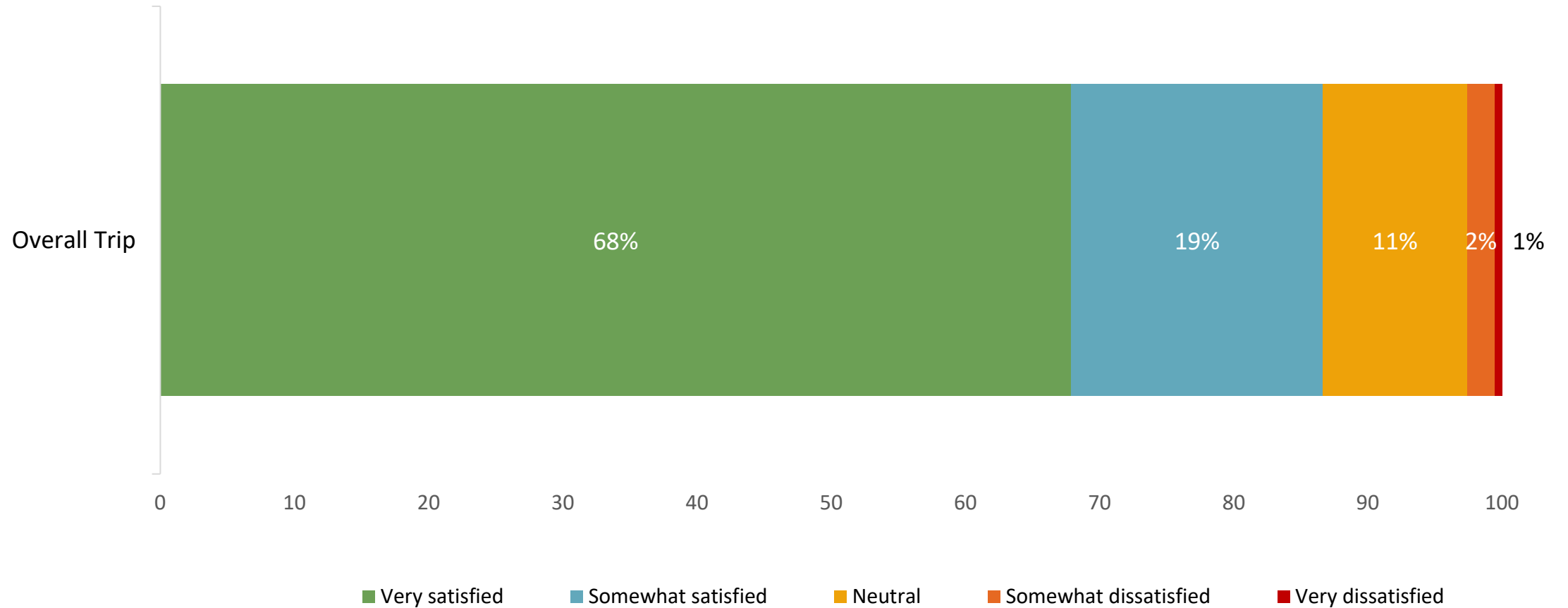
Base: 2025 Day Person-Trips



# Trip Satisfaction

## Overall Trip


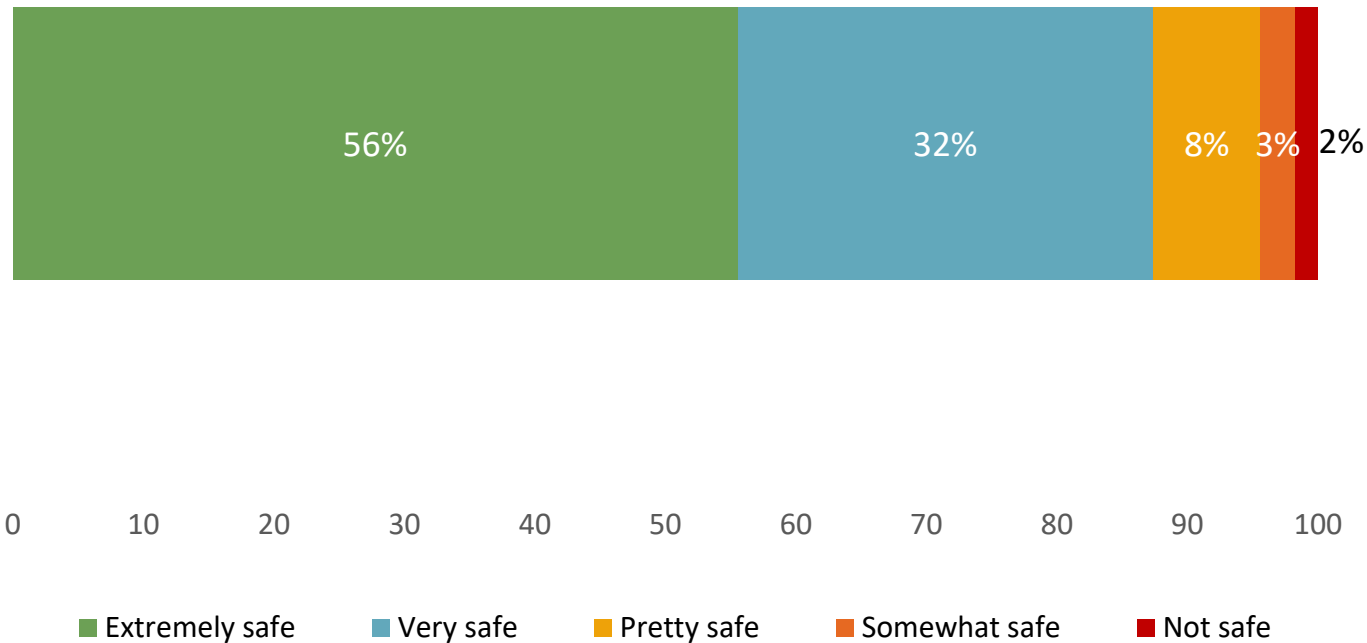
Base: 2024/2025 Day Person-Trips



# Perceptions of Safety

## While Visiting Scottsdale

Base: 2024/2025 Day Person-Trips


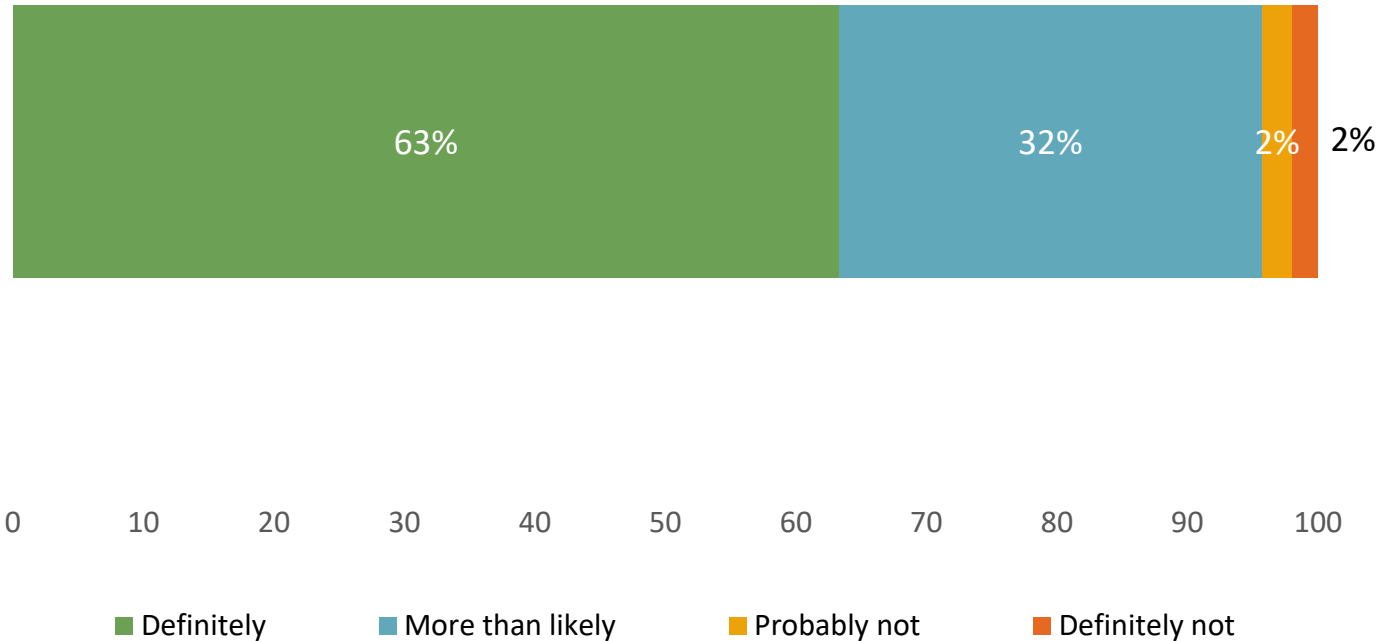


**87%**  
*of respondents felt very to extremely safe while traveling in Scottsdale*

# Likelihood of Recommending Scottsdale

## As a Destination to Others

Base: 2024/2025 Day Person-Trips



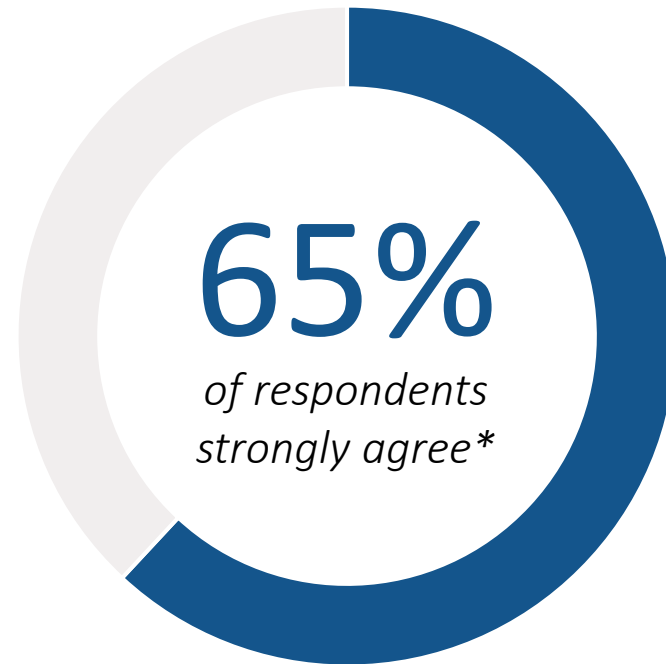
**96%**  
*of respondents are likely to recommend Scottsdale as a destination to others*

# Impressions of Scottsdale as a Travel Destination

Those Who Strongly Agree that Scottsdale is 'A Place I'd Really Enjoy Visiting'

Base: 2024/2025 Day Person-Trips

## A Place I'd Really Enjoy Visiting

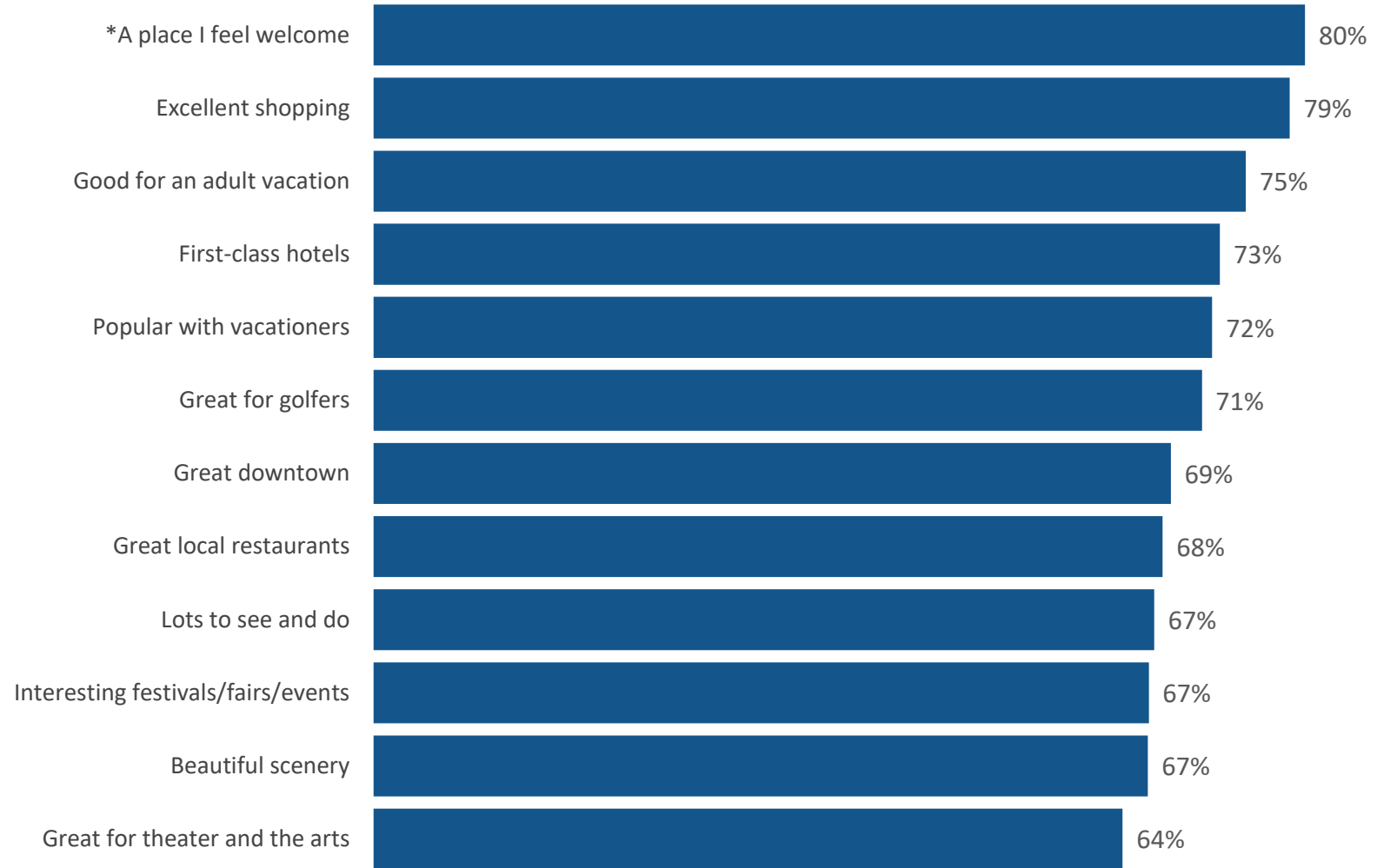


*\*'Percent Who Strongly Agree' includes ratings of 8, 9, or 10 out of 10*

# Perceptions of Scottsdale as a Travel Destination

## Percent Who Strongly Agree

Base: 2024/2025 Day Person-Trips



\*2025 data only

# Perceptions of Scottsdale as a Travel Destination (cont.)

## Percent Who Strongly Agree

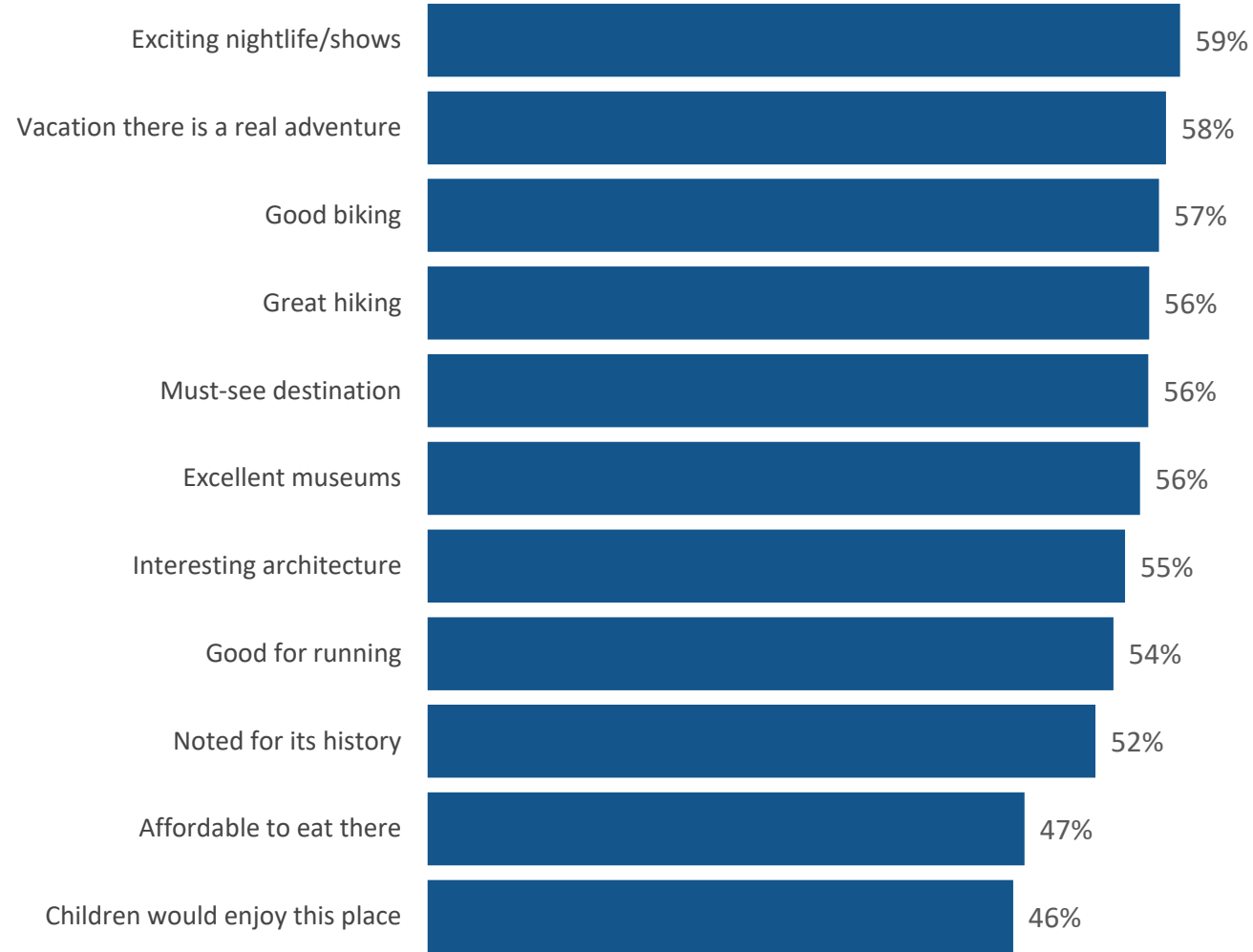
Base: 2024/2025 Day Person-Trips



# Perceptions of Scottsdale as a Travel Destination (cont.)

## Percent Who Strongly Agree

Base: 2024/2025 Day Person-Trips

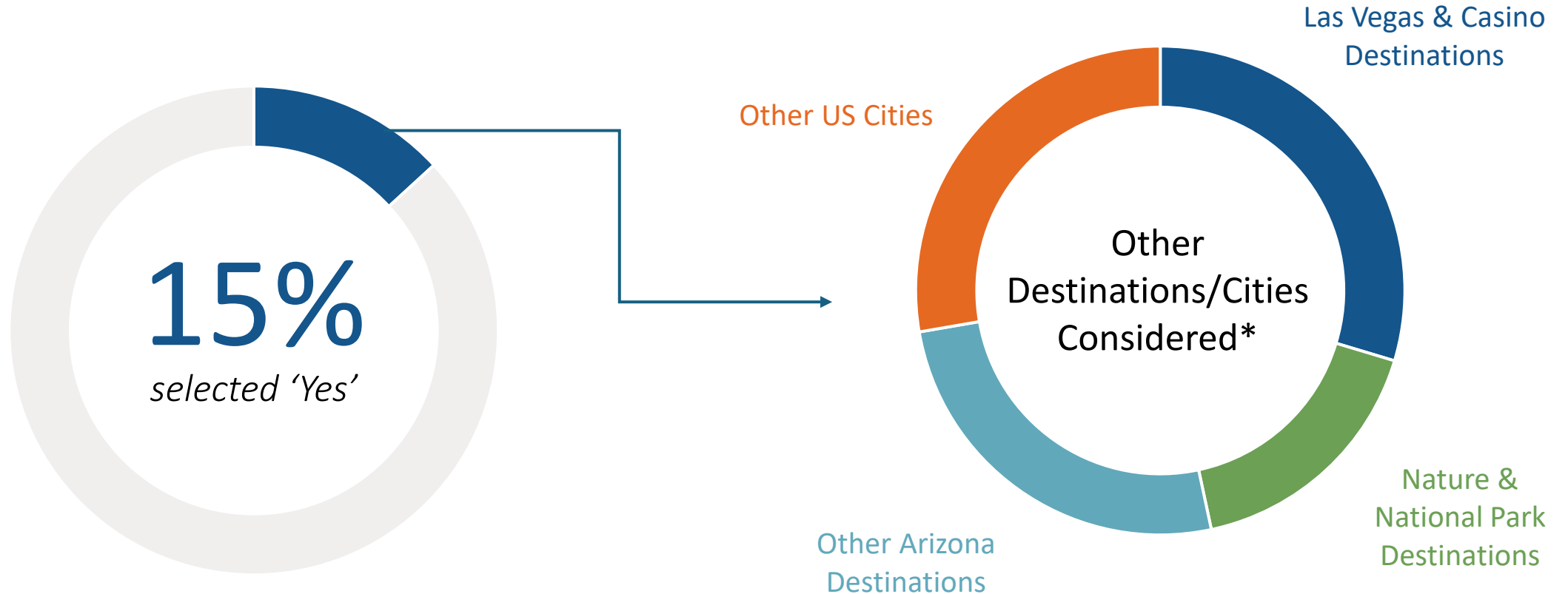


# Other Destinations/Cities Respondents Considered

When Initially Planning Their Trip

Base: 2024/2025 Day Person-Trips

Did you consider any other destinations or cities when planning your trip?



# Reasons for Selecting Scottsdale as Trip Destination

Why did you choose Scottsdale as your destination instead of other destinations?

Base: 2024/2025 Day Person-Trips



\*Based on text categorization of open-ended results

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