



ANNUAL REPORT

2022 / 2023



EXPERIENCE
SCOTTSDALE

MAKING AN IMPACT

DEAR EXPERIENCE SCOTTSDALE STAKEHOLDER:

Destination promotion has the potential to make a profound, long-lasting impact. Experience Scottsdale's mission is to enhance the local community through the power of tourism, and it's crucial our programs benefit Scottsdale and Paradise Valley businesses and residents.

To make that positive impact on our community, Experience Scottsdale strove for excellence during the 2022-23 fiscal year, culminating with Destinations International awarding Experience Scottsdale accreditation with distinction in the Destination Marketing Accreditation Program.

We also learned from Longwoods International, a leader in market research, that our marketing campaigns were highly efficient, persuasive and effective. Our advertising effectiveness study determined we generated \$116 in visitor spending for every \$1 spent – more than double the average return on investment of destinations similar in size and budget.

Our sales team received several honors from meetings professionals, and we were named HelmsBriscoe's Destination Partner of the Year for the second year in a row. Even in a year when availability proved to be a challenge, we saw incredible growth in future bookings and room nights.

Some of that limited availability stemmed from excitement surrounding *Scottsdale Super Season*. In partnership with the city, Experience Scottsdale transformed one major sporting event into an entire season celebrating all our high season, tourism-driving events.

Our programs kept Scottsdale top of mind well before and long after, as we leveraged our partnership with Virtuoso to reach its global consortium of luxury travel advisors and showcased Scottsdale to top writers and editors during an inaugural two-day media event.

Once we introduced visitors, clients and media to Scottsdale's offerings, we directed them to our revamped website designed and developed by our in-house marketing team. Our new website was recognized by Simpleview as a leading example for other destination marketing organizations to emulate.

We invite you to read about these impactful initiatives and more throughout the report. Thank you for your support and for making all these programs possible.

Regards,



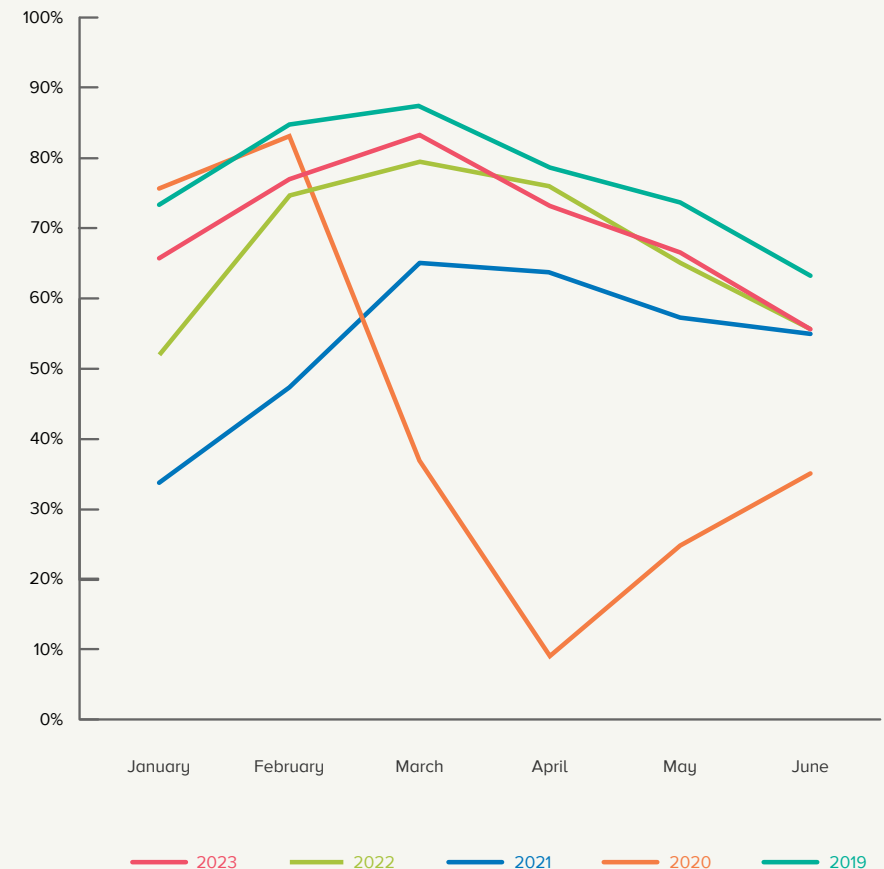
RACHEL SACCO
President & CEO



KATE BIRCHLER
Board Chair

HOTEL PERFORMANCE

Comparison of Scottsdale market area hotel occupancy January through June from 2019 to 2023.



Source: 2023 STR, LLC/ STR Global, Ltd. Trading as "STR." © 2023 CoStar Group. Reproduction or other re-use of this data without the express written permission of STR is strictly prohibited.

LOCAL IMPACT

Every city and town that values tourism is competing for their share of the world's attention, customers and investment. Experience Scottsdale's programs have proven to build awareness and cultivate positive impressions, strengthening not only our industry but the community at large.

SETTING THE BAR OF EXCELLENCE

Experience Scottsdale received accreditation with distinction from Destinations International's Destination Marketing Accreditation Program, having demonstrated compliance with rigorous and aspirational standards set forth by the professional destination marketing community. Of the 225 currently accredited organizations, only 8% have earned accreditation with distinction. According to Destinations International, this means Experience Scottsdale is among the destinations that set the bar of excellence for our industry.



PARTNERING WITH THE COMMUNITY

Experience Scottsdale collaborates with community partners to balance economic development, sustainable tourism and quality of life. We worked with the city of Scottsdale and Resonance Consultancy to develop and finalize the Tourism & Events Strategic Plan. The Plan will guide programs over the coming years to help support the industry and community in the short- and long-term with emphasis on:

COMMUNITY WELL-BEING

CULTURE & CREATIVITY

FESTIVALS & EVENTS

MEETINGS & EVENTS

OUTDOOR PURSUITS

PLACEMAKING & ENTERTAINMENT

SPORTS TOURISM

TRAVEL & HOSPITALITY ADVOCACY

GENERATING VISITOR SPENDING

Experience Scottsdale's promotion proves effective at inspiring interest in the Scottsdale area, growing tourism and supporting local businesses.

For every **\$1** spent on advertising, Experience Scottsdale generates **\$116** in visitor spending and **\$4** in state and local taxes.

ADVANCING ECONOMIC DEVELOPMENT

Increased visitor demand and spending generates a virtuous cycle of economic benefits, as does destination promotion. Travel is the first step in shaping perceptions, and Experience Scottsdale contributes to a positive overall impression of the area that makes consumers more likely to view Scottsdale as a good place to visit, live, work, start a business, attend college, purchase a vacation home and retire.

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

EXPOSED TO
ADVERTISING

**41% MORE LIKELY TO VIEW SCOTTSDALE
AS A "GOOD PLACE TO START A BUSINESS"**

VISITED
SCOTTSDALE

**36% MORE LIKELY TO VIEW SCOTTSDALE
AS A "GOOD PLACE TO START A BUSINESS"**

EXPOSED TO
ADVERTISING &
VISITED SCOTTSDALE

**74% MORE LIKELY TO VIEW SCOTTSDALE
AS A "GOOD PLACE TO START A BUSINESS"**

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

Source: Longwoods International

FINANCE

Experience Scottsdale uses resources efficiently for the benefit of the Scottsdale area and our members. A combination of public and private investments allows us to leverage our revenue for maximum impact to the community.

2022-23 REVENUE & EXPENSES

For the year ending June 30, 2023 (un-audited)*

During the fiscal year, Experience Scottsdale worked to build our public- and private-sector reserves to ensure greater stability for the organization and align with industry best practices.

REVENUE

Public Sources	\$23,974,643
City of Scottsdale	\$16,096,285
City of Scottsdale – Event Funding*	\$196,664
Town of Paradise Valley	\$3,274,925
State of Arizona – Prop 302	\$3,100,000
Visit Arizona Initiative Grant	\$500,000
Federal Employee Retention Tax Credit	\$806,769
Private Sources**	\$731,436
Revenue Total	\$24,706,079

*Pass-through dollars from the City of Scottsdale for the Fiesta Bowl.

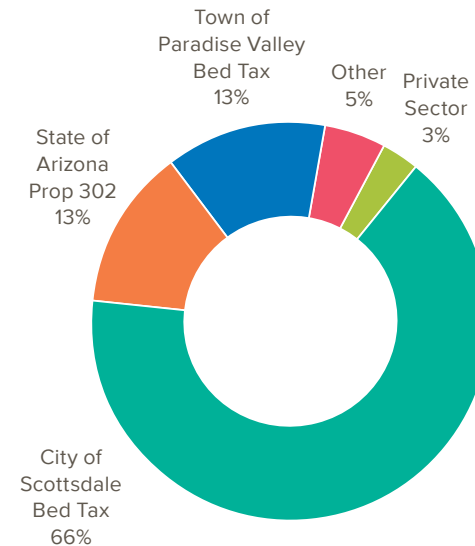
**Includes money received from members for membership dues and for participation in Experience Scottsdale cooperative ads, emails and other programs. With this investment from our members, we extended the destination's exposure and funded additional projects.

EXPENSES

Programs	\$11,811,108
Marketing	\$9,595,440
Convention Sales & Services	\$1,101,318
Communications	\$692,454
Tourism	\$421,896
Personnel	\$5,677,081
Operations & Administration	\$1,099,739
Expenses Total	\$18,587,928

+The audited 2022-23 financials will be available Oct. 1, 2023.

REVENUE SOURCES



MEMBER CONTRIBUTIONS GO A LONG WAY

Our members provided **\$790,989** worth of free rooms, meals and activities, all of which allowed us to host more clients to experience Scottsdale firsthand.

ANNUAL AUDIT

We received the **best report possible** during our annual financial audit conducted by an independent CPA firm. The audit highlighted our extensive internal control policies and prudent use of funds.

PROGRAM COSTS

Experience Scottsdale prides ourselves on maximizing the amount of dollars spent on programs rather than overhead, and we compare well to other destination marketing organizations (DMOs) with similar-sized budgets.

	DMOs with \$10-\$25 million budgets	Experience Scottsdale
Personnel	29%	30%
Operations & Administration	9%	6%
Programs	63%	64%

Source: Destinations International; most recent data available as of July 2023.

MARKETING

Experience Scottsdale brands the area as a luxury leisure and meetings destination with multi-layered marketing campaigns, including digital, out-of-home, television, and high-end print advertising. Once we've captured visitors' attention, our resources and visitor services provide the information they need before they arrive and once they are here.

ADVERTISING BY THE NUMBERS

**339
MILLION**

traditional advertising
impressions

**127
MILLION**

digital advertising
impressions

TAKING OVER NEW YORK

Our monthlong *See What Blooms* campaign took over six high-trafficked subway stations in New York City. To capitalize on the campaign and leverage New York City's global reach, we began airing our *Let's Get Together* commercial around the clock in Times Square.

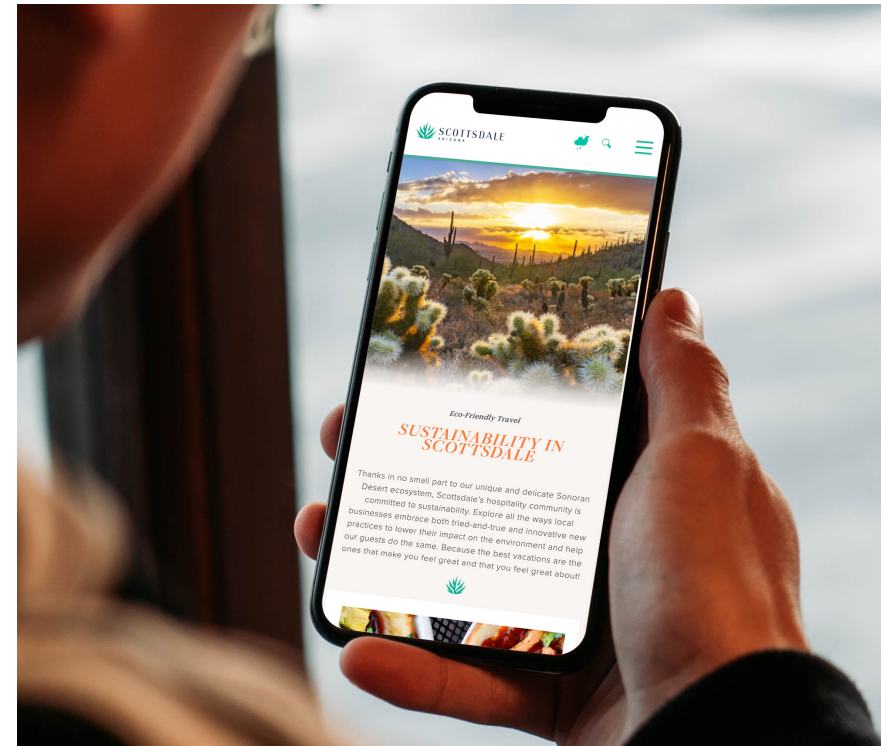
- Immersed **6 million** weekly commuters with **10,200** square feet of ad space with breathtaking Scottsdale imagery to inspire new and repeat travel
- Broadcasted our commercial in New York City, where it continues to play in Time Square and will generate **129 million+** impressions through Dec. 31, 2023



REVAMPING THE USER EXPERIENCE

After nearly a year of in-house planning, development and testing, Experience Scottsdale launched a redesigned and restructured website with a mobile-first approach that provides a seamless user experience. New content provides travel inspiration and planning resources and highlights Scottsdale's commitment to sustainability.

- Presented to **700+** destinations as a leading example at the Simpleview Summit



WEB TRAFFIC BY THE NUMBERS

**5.7
MILLION**
page views

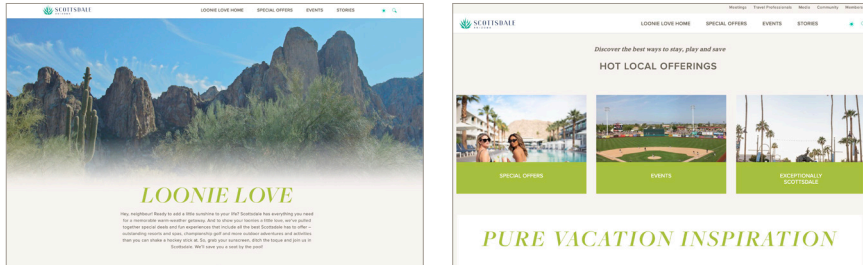
**3.6
MILLION**
website user sessions

112,195 click-thrus to member sites

DRIVING CANADIAN VISITATION

Canada is traditionally Scottsdale's top international market, and after years of delay, we revived our *Loonie Love* campaign to drive a return in Canadian visitation from top markets of Calgary, Toronto, Edmonton and Vancouver.

- Aired over **1,200** television spots on broadcast and connected television, generating **19.7 million** impressions
- Partnered with Kayak to reach their users through an email promotion sent to **1.2 million** Canadian residents



LEANING INTO GOLF

We partnered with the team behind the fastest growing golf show on television to create a “Breaking Par Destinations: Scottsdale” episode and a new commercial that positions Scottsdale as the top golf destination in the nation.

- Developed the most watched “Breaking Par Destinations” episode, which appeared **623** times across **22** regional sports networks
- Aired our commercials during all episodes October through June, generating **7.9 million** impressions



SHOWCASING THE SUPER SEASON

Experience Scottsdale partnered with the city of Scottsdale to develop a campaign promoting *Scottsdale Super Season* – a season of tourism-driving events January through April.

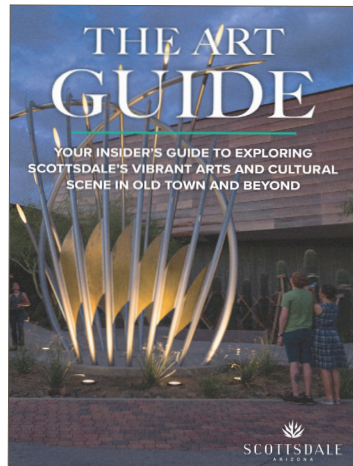
- Aired commercials during the Guaranteed Rate Bowl and an NFL playoff game to generate further awareness with football fans
- Captured **270,486** combined page views for the *Super Season* microsite and event webpages
- Sponsored the Giants FanFest to reach **30,000** attending fans and promote Scottsdale spring training on Bay area radio stations



SHARING DESTINATION KNOWLEDGE

We assisted visitors with information about Scottsdale through our guides, maps and visitor services. We added new stories, itineraries and guides like the Art Guide to share the latest and greatest offerings.

- › **137,669** maps and guides viewed, downloaded and distributed
- › **5,039** visitors assisted at the Scottsdale Tourist Information Center
- › **4,125** online chats answered



"We are visiting the area for several days and needed guidance to make the best use of our time here. The information and materials provided at the visitor center were excellent. We have already used the maps, the hiking guide and the visitors guide and have learned a great deal about the area. Meeting your concierge improved the tenor of our visit. Thank you for providing such a valuable resource in an area easily accessible to visitors."

– Scottsdale Tourist Information Center Visitor

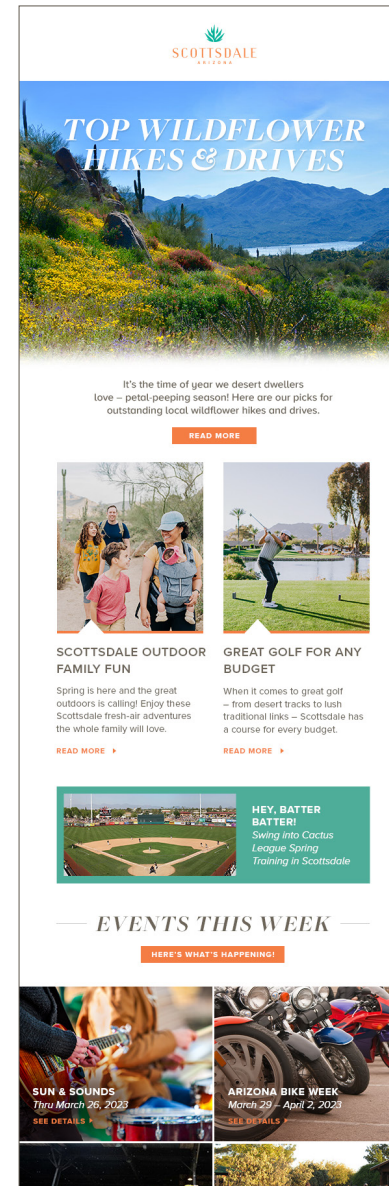
EXPANDING PARTNERSHIPS

Experience Scottsdale began partnering with online travel agencies to connect with motivated travelers actively looking for inspiration and booking travel on Hopper, Expedia, Kayak and TripAdvisor.

- › Increased Scottsdale bookings **52%** in the fall and **48%** in the spring with Hopper Deal Drops
- › Generated **2.8 million** impressions with Expedia campaigns

REACHING INBOXES

810,973 people opened emails from Experience Scottsdale to learn more about the destination.



GETTING SOCIAL

Organic and paid social media posts raised awareness about members, events and amenities.



286,350 Facebook likes
@ExperienceScottsdale



90,875 X followers
@ExpScottsdale



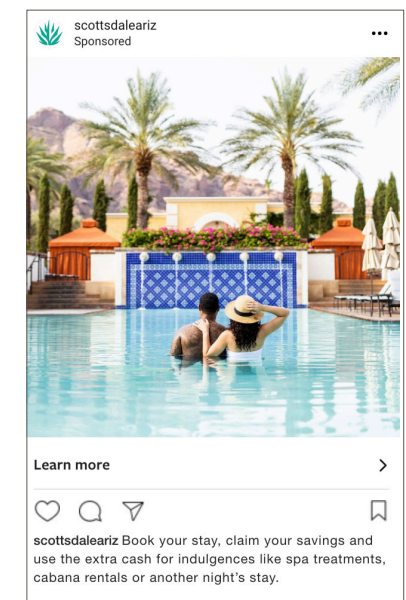
65,585 Instagram followers
@ScottsdaleAriz



8.3 MILLION YouTube views
@ExperienceScottsdale



308,300 Pinterest average monthly views
@ScottsdaleAriz



COMMUNICATIONS

Experience Scottsdale garners positive publicity for the community by sharing the destination's stories with travel and lifestyle media and influencers. Consistent, positive media coverage inspires consumer interest.

COMMUNICATIONS BY THE NUMBERS

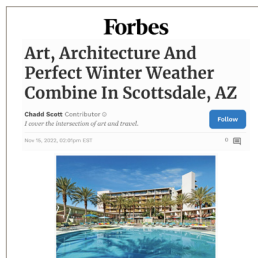
1,624
media assists

1,577
media hits

6.6
BILLION
in circulation



Modern Luxury



Forbes



Ranch & Coast

CONNECTING WITH THE MEDIA

Experience Scottsdale kept the destination top of mind in key markets across North America and abroad, pitching Scottsdale stories to writers, editors and bloggers while on the road and inviting qualified media to experience the destination firsthand.

- › Met with **102** writers, editors and bloggers during media missions
- › Connected with **222** journalists during trade shows and conferences
- › Hosted **186** media during press trips
- › Coordinated satellite media tours with **3** broadcast correspondents



GENERATING INTERNATIONAL BUZZ

In partnership with our network of international public relations agencies, we garnered positive media coverage through press releases, newsletters, media missions and pitch meetings, and individual and group press trips.

- › **672** international media hits – **89%** year-over-year increase
- › **487 million** in circulation
- › **43%** of total media coverage



OK! (U.K.)

SHOWCASING SCOTTSDALE

The inaugural Scottsdale Showcase brought **32** freelance writers, editors and staff writers representing outlets such as *Condé Nast Traveler*, *Thrillist* and *Travel + Leisure* for an immersive, experiential two-day program that allowed them to research story ideas for future assignments.

- › **18** members participated in one-on-one pitch appointments
- › **25** resulting media hits to date



"The last few days were a whirlwind of great experiences, flavors, sights and adventures, and I loved it. Of course, the destination is incredible. But you created a way for us all to witness it from our own perspectives. It was a brilliant way to showcase your gorgeous destination. As I sat in the airport waiting for my flight home, I jotted down at least four different story angles. I really did not fully grasp all the different story opportunities in Scottsdale – and I have been there many times!"

– Freelance Writer

CONVENTION SALES

Experience Scottsdale generates incremental meetings business for our community by exposing meeting planners to the area and educating them on Scottsdale's myriad destination services and amenities to meet their programs' needs.

SALES BY THE NUMBERS

\$106.9 MILLION
in future economic impact

2,331
hotel leads

602 bookings into area
hotels and resorts
27% year-over-year increase

179,570
definite room nights
48% year-over-year increase

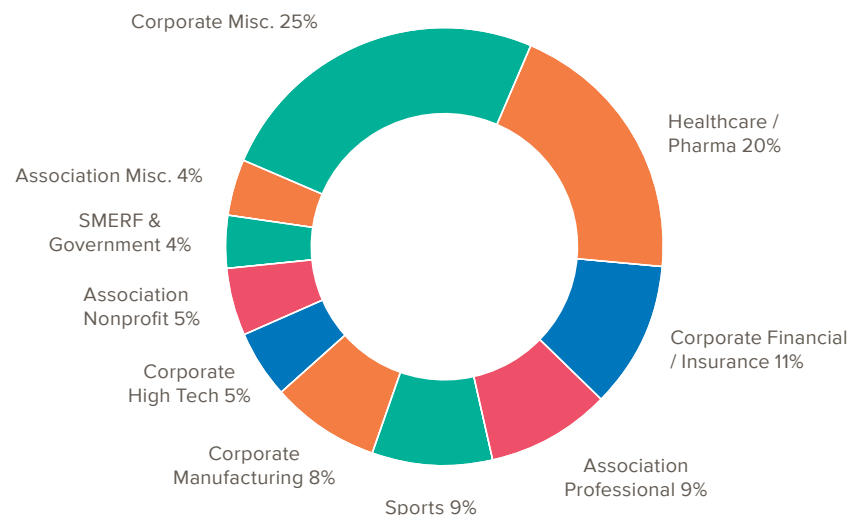
RECEIVING ACCOLADES

Experience Scottsdale's sales managers were recognized for our expertise and professionalism by meetings clients during the fiscal year.

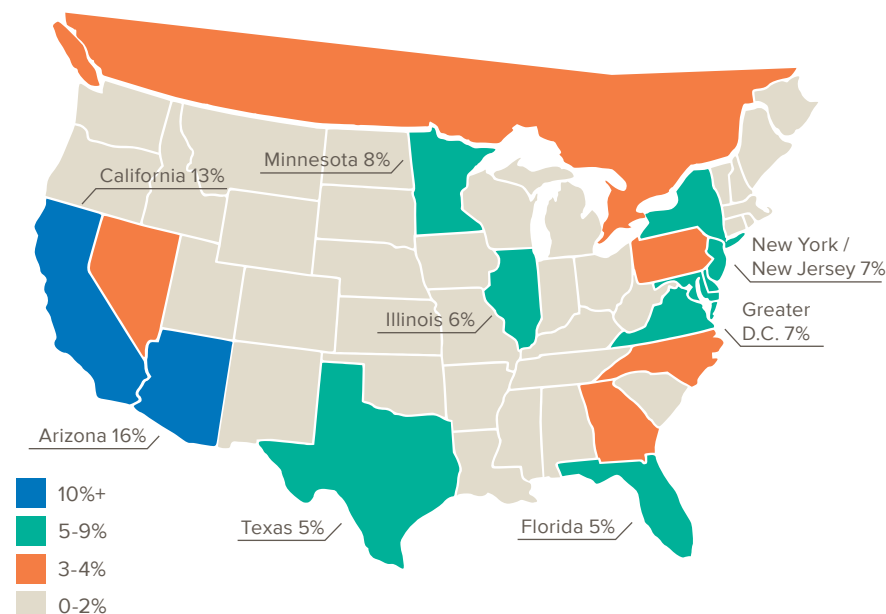
- › HelmsBriscoe 2022 Destination Partner of the Year
- › *Association Conventions & Facilities* Distinctive Achievement Award Winner
- › HPN Global U.S. Destination Marketing Organization Partner of the Year
- › Meetings Made Easy CVB Professional of the Year



2022-23 EXPERIENCE SCOTTSDALE BOOKINGS BY MARKET



2022-23 EXPERIENCE SCOTTSDALE BOOKINGS BY STATE



GENERATING NEED TIME BUSINESS

Experience Scottsdale continued to invest in strategically targeting groups that meet in competitive destinations during our need periods in order to introduce them to Scottsdale as a meetings destination option, including with the revival of our summer rebate program.

- › **35%** of total bookings fill need periods, accounting for **62,107** definite room nights
- › **28** bookings and **18,612** definite room nights secured for summer

HOSTING FAMILIARIZATION TOURS

Experience Scottsdale's familiarization tours introduced qualified meetings professionals to Scottsdale's hotels, resorts, venues and off-site activities, helping establish relationships with clients and generate leads for the destination.

- › **63** meetings professionals visited during **5** familiarization tours
- › **70%** of Sunsational familiarization tour attendees were first-time visitors



"Wow, what an incredible tour! You all were so helpful, informative, and simply a pleasure to meet. From the initial planning to the end, everything was so professionally organized and generous. I'm grateful for the opportunity to have experienced your wonderfully beautiful area and see so many hotels and sites. Thank you again, and I look forward to sourcing Scottsdale now that I am more familiar with the area."

– Incentive Meeting Planner

SUPPORTING THE SUPER SEASON

Our Super Bowl LVII preparations were years in the making, as we worked alongside the Scottsdale Tourism & Events team and Arizona Super Bowl Host Committee to land events and groups into Scottsdale-area hotels, resorts and venues, including ESPN's live broadcast from Old Town Scottsdale.



FORGING NEW PARTNERSHIPS

Experience Scottsdale entered a new partnership with Maritz Global Events, which specializes in corporate, association and incentive events. The partnership provided unique opportunities and access to strategic data on Scottsdale and our competitors.

- › **85** associates participated in a virtual destination education program
- › **14** associates joined for an exclusive familiarization tour
- › **53%** year-over-year growth in lead opportunities from Maritz Global Events

GROWING THE ADVISORY BOARD

Our Customer Advisory Board has provided crucial insights for Experience Scottsdale since it was formed in 2018, and we invited new high-caliber clients to join and share their valuable insight into the destination and Experience Scottsdale's sales strategies and programs.

- › **25%** of board members were new to the Customer Advisory Board



"Last year was my first Customer Advisory Board, and I was blown away. I walked away with that same feeling this year and feeling extremely grateful to be a part of such an amazing group of forward thinkers. It's very easy to put Scottsdale at the top of our sourcing list when we see how passionate your team is about it. Inviting us to have the hard conversations in addition to experiencing all the special gems that Scottsdale has to offer is truly invaluable."

– Customer Advisory Board Member

TOURISM

Experience Scottsdale ensures the destination has a widespread presence. We provide extensive guidance to travel professionals from around the world so they can best capture the Scottsdale experience for their clients.

TOURISM BY THE NUMBERS

1,757

leads and services for
Experience Scottsdale
members

3,275

clients reached during
sales activities
and product trainings

EDUCATING CLIENTS TO SELL SCOTTSDALE

By educating travel advisors and tour operators about the destination, we ensured our travel trade clientele were better equipped to sell Scottsdale vacations to their customers.

- › Trained **1,575** travel professionals during **32** hands-on product training seminars
- › Connected with **1,375** travel professionals during **21** trade shows

LEVERAGING LUXURY PARTNERSHIPS

Our first year as a Virtuoso destination proved successful, and we leveraged our partnership with a variety of programming that gave us unparalleled access to Virtuoso's network of 21,000 luxury travel advisors. We gained valuable exposure with clients we otherwise would not have met.

- › Reached **640** Virtuoso clients across **21** countries
- › Hosted **3** immersion webinars for U.S. and Canadian clients
- › Participated in exclusive events like Virtuoso Travel Week, Virtuoso EMEA Forum and Virtuoso On Tour



"I had such a great time getting to know you and the city of Scottsdale. I have clients arriving today and have given them a laundry list of things for them to do outside of the pool and spa. Thank you for providing such a valuable resource and your expertise!"

– Virtuoso Travel Advisor

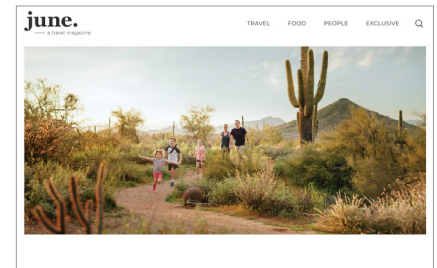
GENERATING EXPOSURE

Our cooperative marketing campaigns generated additional exposure and bookings in domestic and overseas markets. These campaigns spanned months and reached both travel professionals and consumers across multiple mediums.

- › ITC's (U.K.) dedicated newsletter was emailed to **8,000** consumers and **2,000** advisors
- › Travelbag's (U.K.) campaign led to a **40%** increase in room nights for Scottsdale
- › USA Travel's (Belgium) article on Scottsdale had a readership of **35,000**
- › Travel Industry Marketing Agency's (U.S.) campaign reached **94,615** consumers



Travelbag (U.K.)



USA Travel (Belgium)

REVIVING INTERNATIONAL EFFORTS

With international travel continuing to recover, we resumed familiarization tours and site visits for our international clients to help sell Scottsdale vacations.

- › Hosted **65** international clients during **25** familiarization tours and site visits
- › Majority of visiting clients from **10** countries were first-time visitors



"Thank you for everything you did for us. You put together such a wonderful itinerary, and we wish we could have stayed longer! We completely fell in love with Scottsdale, and I will be telling everyone about it at every opportunity."

– U.K. Luxury Tour Operator

COMMUNITY & GOVERNMENT AFFAIRS

Experience Scottsdale effectively communicates the value of Experience Scottsdale and Scottsdale's tourism industry to members, stakeholders, government officials, local media and residents.

PROMOTING TOURISM'S VALUE

- 34 presentations to community groups
- 99 residents tuned into our Tourism & Events Strategic Plan webinar
- 96 advertorials, editorials and mentions in local and trade outlets and newsletters
- Appearances on podcasts like "Today and Tomorrow in Scottsdale," "Shop Talk with Chief Walther" and "Scottsdale Vibes"



Scottsdale Republic



"Thank you so much for speaking at our tour last week. You were excellent and shared such great information! The commercial is awesome – I love it! As a native Chicago girl, it works!"

– Scottsdale Realtor

SHARING OUR STORIES

Throughout the year, we strove to keep our members and partners informed about our latest programs, as well as relevant happenings in the community and industry.

- 49 editions of the weekly *Tourism Industry Update* newsletter
- 280 heard an economic forecast from Tourism Economics President Adam Sacks during the 2022 Annual Meeting at Scottsdale Stadium
- 263 attended our first in-person Tourism Update Meetings since 2020



PROVIDING RESEARCH INSIGHTS

Research is the foundation of all Experience Scottsdale's efforts, and we shared relevant data with our members regarding our visitors, hotels and golf courses through our Monthly Research Roundup, *Tourism Industry Update* newsletter, and on our website.



"These are awesome! Appreciate you putting them together and sending them out. It's so nice to see the main metrics in a condensed and clear format. Makes it easy to digest and apply to our business."

– Experience Scottsdale Member

ADVOCATING FOR THE INDUSTRY

Experience Scottsdale, in partnership with our public policy representative, advocated for the industry at the local, state and national level alongside regional partners and our Public Policy Committee, which includes representatives from our staff, our board of directors, the city of Scottsdale, the town of Paradise Valley and Arizona tourism partners.

- Shared key priorities with congressional members during Destination Capitol Hill
- Joined U.S. Travel Association's Sustainable Travel Coalition
- Participated in Destinations International's Advocacy Committee and Equity, Diversity & Inclusion Committee



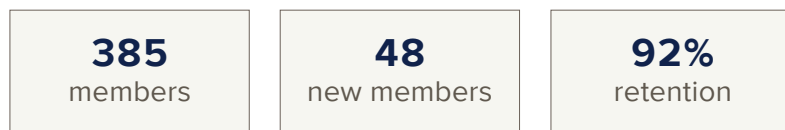
COMMUNITY PARTNERS



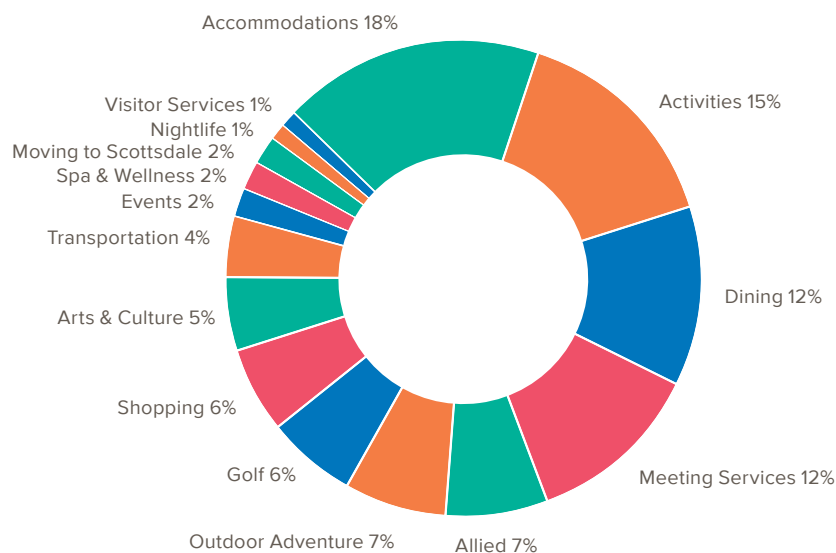
MEMBER & PARTNER DEVELOPMENT

Experience Scottsdale works with our members to help them tap into the lucrative tourism market. One of our primary goals is to ensure that all members receive a return on their membership investment that exceeds expectations.

ENGAGING OUR MEMBERS



MEMBERSHIP BY THE NUMBERS



"Thank you for crafting such a wonderful event for us to participate in! We absolutely love working with you all and always feel confident with your name stamped on an event, gathering, hosting, anything, knowing that you have found the best fitting partners, and it will be well planned!"

– Experience Scottsdale Member

PROMOTING IMMERSIVE EXPERIENCES

After launching the Exceptionally Scottsdale Collection last fiscal year, Experience Scottsdale, the city of Scottsdale and Veneto Collaboratory helped additional local businesses expand the Collection. Because of the program's success, Scottsdale was selected to host the upcoming Experience Lab, an interactive workshop for destination marketing organizations and economic development agencies seeking to develop their own collections.

- › Guided **15** participating members to create and promote experiences
- › Captured photos and videos to showcase the Collection
- › Promoted experiences to clients and media



PROVIDING MEMBER EDUCATION

Experience Scottsdale hosted educational sessions, trainings and site visits to ensure members got the most out of their membership.

- › **5** education sessions highlighted participation opportunities
- › **8** site inspections kept staff up-to-date on member offerings
- › **1** free workshop provided diversity, equity and inclusion training to members



"My team attended this training, and we all felt it was extremely valuable. The presenter gave a lot of useful information and made everyone feel comfortable asking questions and engaging with the material. I think this is a crucial area to educate employees on to enhance their awareness on LGBTQIA+ issues. Thank you to Experience Scottsdale for putting together such a great session!"

– Experience Scottsdale Member



EXPERIENCE
SCOTTSDALE

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