



ANNUAL REPORT

2023 / 2024



EXPERIENCE
SCOTTSDALE

CAPTURING ATTENTION

DEAR EXPERIENCE SCOTTSDALE STAKEHOLDER:

In today's highly competitive global marketplace, travelers are bombarded daily with messages from travel destinations and brands vying for their attention. In this fiercely competitive industry, Experience Scottsdale is often up against destinations with budgets that outsize our own.

Experience Scottsdale has mere seconds to make emotional connections with potential visitors and clients, whether a visitor seeing our commercial, a meeting planner or travel advisor visiting our trade show booth, or a journalist hearing our pitch.

Our team's extensive expertise, research and passion for the destination allow Experience Scottsdale to create highly effective and cost-efficient promotions and programs that elevate Scottsdale's brand and captivate visitors and clients around the world. During the 2023-24 fiscal year, we captured the attention of audiences in new markets and in new, innovative ways.

We unveiled a high-impact campaign, the Scottsdale Sun Globe Experience, that drew thousands of potential visitors in our top markets to experience the sights, sounds, tastes and warmth of the Sonoran Desert. Experience Scottsdale expanded the reach of our advertising through new partnerships, and we debuted a new commercial nationwide on streaming television.

Experience Scottsdale showcased the destination during our second Scottsdale Media Showcase, an experiential pitch that allowed 40 journalists to develop future story ideas. We then hosted 23 meeting planners for the inaugural Scottsdale Meetings Showcase, which included a marketplace-style trade show and tours of Scottsdale's venues and off-site activities.

With a focus on the luxury market, Experience Scottsdale leveraged our partnership with Virtuoso, not only attending numerous events to connect with travel advisors but also advertising in the consortium's publications. We connected with even more luxury owners, managers and hard-to-reach independent contractors through participation in the Ensemble Summit and Luxury Travel Advisor's ULTRA Summit.

Throughout this report, we invite you to learn more about the ways Experience Scottsdale captured the world's attention. These are just highlights from an incredibly successful year for our organization. Thank you for your support that made these initiatives and many others possible.

Regards,



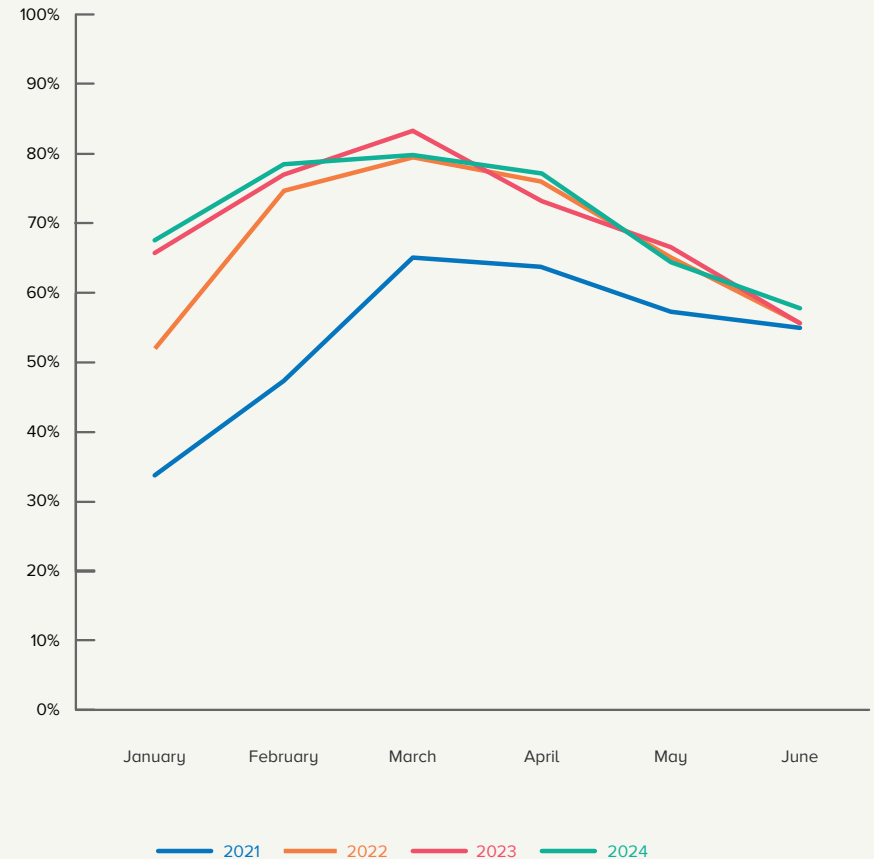
RACHEL SACCO
President & CEO



KATE BIRCHLER
Board Chair

HOTEL PERFORMANCE

Comparison of Scottsdale market area hotel occupancy January through June from 2021 to 2024.



Source: 2024 STR, LLC/STR Global, Ltd. Trading as "STR." © 2024 CoStar Group. Republication 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 community at large.

PROMOTING SUSTAINABLE TOURISM

According to a study from Booking.com, 71% of travelers want to leave the places they visit better than when they first arrived. Experience Scottsdale added new content to our Sustainability in Scottsdale webpage, showcasing how sustainable choices include supporting local businesses and experiencing local culture. We also highlighted the city's initiatives like heat mitigation, desert preservation and water conservation.

LAUNCHING ACCESSIBILITY PARTNERSHIP

The World Health Organization reports 16% of the world's global population has some form of disability, and according to "The Global Economics of Disability 2020," this market spends \$120 billion on travel experiences. In the fiscal year, Experience Scottsdale partnered with online booking platform Wheel the World, which matches seniors and travelers with disabilities with accommodations and experiences that meet their individual needs. We also captured new photography to use across our website and social channels of visitors of all abilities enjoying Scottsdale's attractions.



PARTNERING WITH THE COMMUNITY

Experience Scottsdale collaborates with community partners to balance economic development, sustainable tourism and quality of life. In the fiscal year, we worked with the city of Scottsdale to continue advancing the council-approved five-year vision for Scottsdale's tourism industry, the Tourism & Events Strategic Plan.

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.

2023-24 REVENUE & EXPENSES

For the year ending June 30, 2024 (un-audited and cash basis)+

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	
City of Scottsdale	\$15,576,628
City of Scottsdale – Event Funding*	\$204,530
Town of Paradise Valley	\$2,482,594
State of Arizona – Prop 302	\$2,996,232
Private Sources**	
Revenue Total	\$22,546,256

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

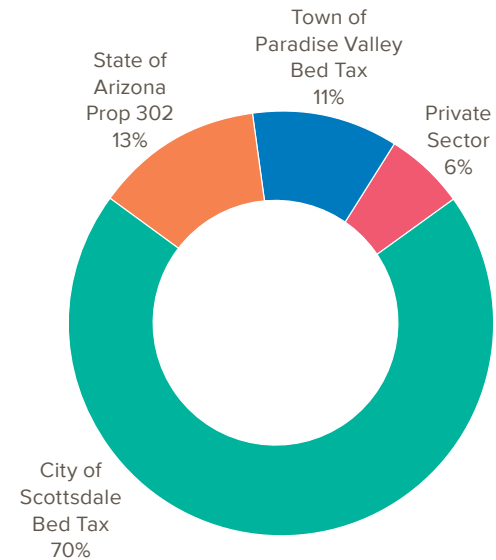
**Includes interest income and money received from members for membership dues and for participation in Experience Scottsdale cooperative ads, emails and other programs. With this investment from our members, we extended the destination's exposure and funded additional projects.

EXPENSES

Programs	
Marketing	\$9,173,972
Convention Sales & Services	\$1,366,782
Communications	\$741,420
Tourism	\$461,452
Personnel	
Operations & Administration	\$1,178,065
Expenses Total	\$19,100,624

+The audited 2023-24 financials will be available Oct. 1, 2024.

REVENUE SOURCES



MEMBER CONTRIBUTIONS GO A LONG WAY

Our members provided **\$966,733** 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.

ACCREDITED WITH DISTINCTION

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 related to governance, strategic planning, finance, management and operations, technology, and more.



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.

MARKETING BY THE NUMBERS

**246
MILLION**
advertising
impressions

**6.5
MILLION**
page views
14% year-over-year
increase

**3.6
MILLION**
website user
sessions

WARMING UP TOP MARKETS

The Scottsdale Sun Globe Experience shared the sights, sounds, tastes and warmth of the Sonoran Desert with our top markets for visitation. Chicago and New York City residents, commuters and visitors stopped by Experience Scottsdale's heating station to escape the January cold and enjoy prickly pear tea, desert blossom-scented candles, and other Scottsdale-themed giveaways.

- › **2,800** people participated
- › **800,000** impressions
- › **4,600** TikTok views and **12,000** page views



CALLING ALL VISITORS

Incorporating insights from our advertising effectiveness study, Experience Scottsdale developed, filmed and debuted a new television commercial nationwide on streaming television, "Scottsdale is Calling." The commercial showcases Scottsdale's unique destination story while positioning the destination as exciting, fun, welcoming and safe.



- › **9.4 million** airings and **20.3 million** impressions in its first week
- › Times Square activation seen by **75,000**

CAPTIVATING INTERNATIONAL MARKETS

With year-round digital advertising in our top international markets, we generated further awareness about the destination in Canada and the United Kingdom. Our Canadian-focused campaign inspired further interest during the high season with advertising via email and on streaming radio, podcasts and television.

- › Toronto transit station takeover immersed **1.2 million** commuters
- › **114,804** page views to Canadian microsite
- › **2.4** million impressions on British Airways flights



LEVERAGING PARTNERSHIPS

Experience Scottsdale leveraged the reach of a wide range of advertising partners, including online travel agencies, travel advisor consortiums, streaming platforms, media companies, sports teams, and meeting planner tools. These partnerships allowed Experience Scottsdale to target our audience personas — potential visitors whose interests align with Scottsdale’s offerings.

- › Advertorials in *Smithsonian Magazine*, *The Sunday Telegraph*, *Virtuoso* and more reached North American and U.K. readers
- › *Golf Digest* campaign and “Journeys with Matt Ginella” episode generated **5 million impressions**
- › Newsletters sent by theSkimm captured **100,000** pages views

SPOTLIGHT ON SCOTTSDALE

DESTINATION DESERT

Plan for a getaway in Scottsdale this fall.

BLUE SKIES, pleasantly warm weather, and saguaro-dotted surroundings — Scottsdale, Arizona, really finds its stride in the fall, welcoming travelers who want to sip, savor, or see their way into a new season. With its Victorian hotels located in and around Old Town Scottsdale — the city’s walkable heart — it’s easy to settle in and start exploring.

Visual Wonders
Scottsdale’s collection of arts and culture spaces — including more than 100 galleries and public installations, the Scottsdale Museum of Contemporary Art, and Western Spirit Scottsdale Museum of the West — showcases the work of emerging and established talent, offering the city as an art hub for collectors and casual appreciators. Theaters would also grace to visit the Native Art Center, a high-ranking 200 **Indigenous makers** from Arizona’s 22 tribes; Celler Truck, an artist colony created in the 1930s to support local creatives; and Taksoni Way, the former home of architect Frank Lloyd Wright and a UNESCO World Heritage site. Given that Scottsdale is known for its walkability, the best way to explore the city’s art corners is during the weekly Thursday evening strolls — the oldest continuously operating one of its kind in the country.

Prized Plates
From traditional Southwestern and Mediterranean New American cuisine to farm-to-table dishes and fine dining, Scottsdale’s culinary scene satisfies any traveler’s palate. A crop of renowned chefs gives the city its distinct gastronomic identity. New Chefs, Golf Club, gallops for the green against a backdrop of mountains and city skylines. Followed by a back-nine adventure through a meticulously curated. Every golfer’s list includes Troon North’s challenging Mountain and Phoenix courses, but the crown jewel might be the 19th. Scottsdale. The city’s Champions Course caters to golfers of all levels, and its Desert Course was ranked as the best of the PGA’s 100 Private Clubs.

Desert Oasis
Thanks to its portfolio of luxury resorts, Scottsdale has no shortage of oases. It’s a nod to the region’s rich desert environs, draped at the Palm Court Spa and the Andaz Scottsdale Resort & Spa. Guests can enjoy nature ingredients such as **prickly pear cactus** and locally grown citrus for their catering treatments. And endless green beyond the walls — in addition to its food and local treatments, the Spa at Four Seasons Resort Scottsdale at Troon North offers a quiet hideaway, interspersed with golf. At the nearby 40-acre McDowell Sonoran Preserve, more than 200 miles of trails can be accessed at the Gateway or Troon’s Beach Club, including the easy 6.8-mile Jane Foy Trail and the 4.4-mile Gateway Loop Trail, ideal for savoring a classic Southwestern sunset.

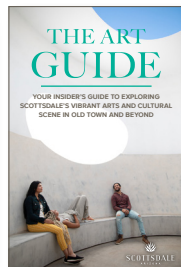
Photo left: The Scottsdale Museum of Contemporary Art. All rights reserved. Photo right: The Gateway Club, Troon Course and the 19th hole of the Four Seasons Resort Scottsdale.



SHARING DESTINATION KNOWLEDGE

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

- › **498,276** page views for member listings
- › **155,270** maps and guides viewed, downloaded and distributed
- › **6,507** visitors assisted at the Scottsdale Tourist Information Center
- › **1,537** online chats answered



REACHING INBOXES


560,917 people opened Experience Scottsdale’s emails to learn about the destination. We reached additional inboxes through partnerships with *Condé Nast*, *Elite Traveler*, *Food & Wine*, *Travel + Leisure* and more.

Take the pain out of vacation planning, we have an itinerary for everyone.

View on the Web

TRAVEL+ LEISURE

We found a special offer from one of our partners that we think is perfect for Travel + Leisure readers — check it out!



Expertly Curated Itineraries


Whether you have a few hours or a few days to explore, these carefully curated itineraries will guide you to the city’s most popular attractions and recreational activities based on your areas of interest.

[EXPLORE MORE](#)

First Timers

If this is your first time visiting Scottsdale, we have something exceptional in store for you!


[BEGIN YOUR JOURNEY](#)



Family Fun

Wondering what there is to do in Scottsdale with your family? We’ve got you covered.


[START YOUR TREK](#)



Western & Native American Heritage

Scottsdale’s cultural roots run deep. From the area’s first inhabitants to the cowboy ranchers and farmers that followed.

[SADDLE UP & EXPLORE](#)



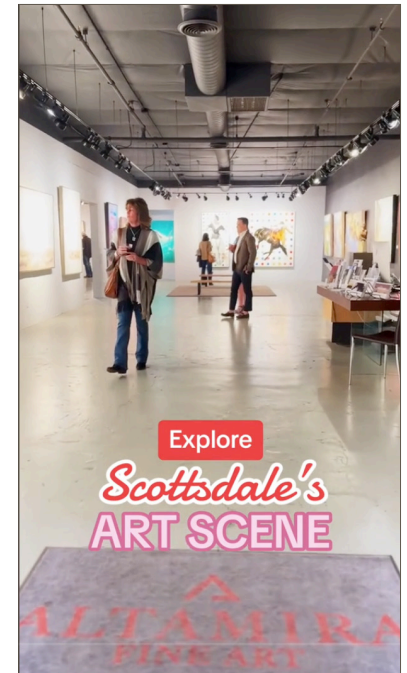
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GROWING OUR SOCIALS

Social media leads as one of the top platforms across all demographics for travel inspiration and motivation. Due to the impact social media has on travel decisions, Experience Scottsdale continues to focus on growing this medium.



Across Facebook, Instagram, X, YouTube, Pinterest and TikTok:

- › **1,600** posts and **12,427** new followers
- › **76.1 million** impressions
- › **1.5 million** engagements

After launching our TikTok channel, we posted **114** videos, which captured **34,300** likes and **1 million** views.

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

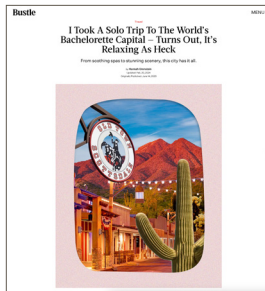
9,041
media hits

5.5
BILLION
in circulation

1,150
media assists



The San Diego Union-Tribune



Bustle



The Evening Standard (U.K.)

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.



- › Connected with **172** journalists during trade shows and conferences
- › Hosted **157** media during press trips
- › Met with **42** writers, editors and bloggers during media missions
- › Coordinated satellite media tours with **4** broadcast correspondents

GENERATING INTERNATIONAL BUZZ

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

- › **1,060** international media hits – **57%** year-over-year increase
- › **464 million** in circulation



National Geographic Traveller (U.K.)

SHOWCASING SCOTTSDALE

The second Scottsdale Media Showcase brought **40** freelance writers, editors and staff writers representing outlets such as *The Points Guy*, *USAToday* and *Toronto Star* for an immersive, experiential three-day program that allowed them to research story ideas for future assignments.

- › **23** members participated in one-on-one pitch appointments
- › **76** resulting media hits to date



“As the dust settles and we come crashing back to reality, I wanted to drop you a line to say a HUGE thank you for what was the most incredible introduction to Scottsdale this last week. I can honestly say it surpassed all my expectations. Needless to say, I’m very much looking forward to reliving it as I write it up.”

– Travel Editor

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

\$114.8 MILLION
in future economic impact

2,287
hotel leads

645 bookings into
area hotels and resorts
7% year-over-year increase

197,495
definite room nights
10% year-over-year increase

28%
conversion rate

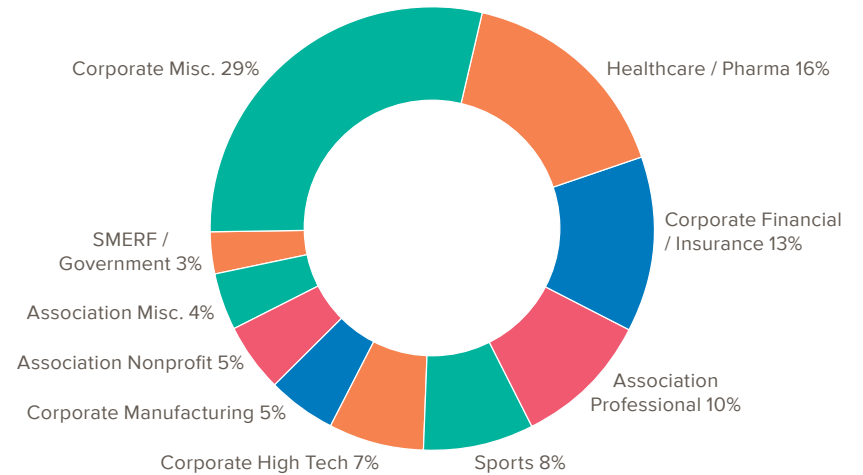
20%
new business leads



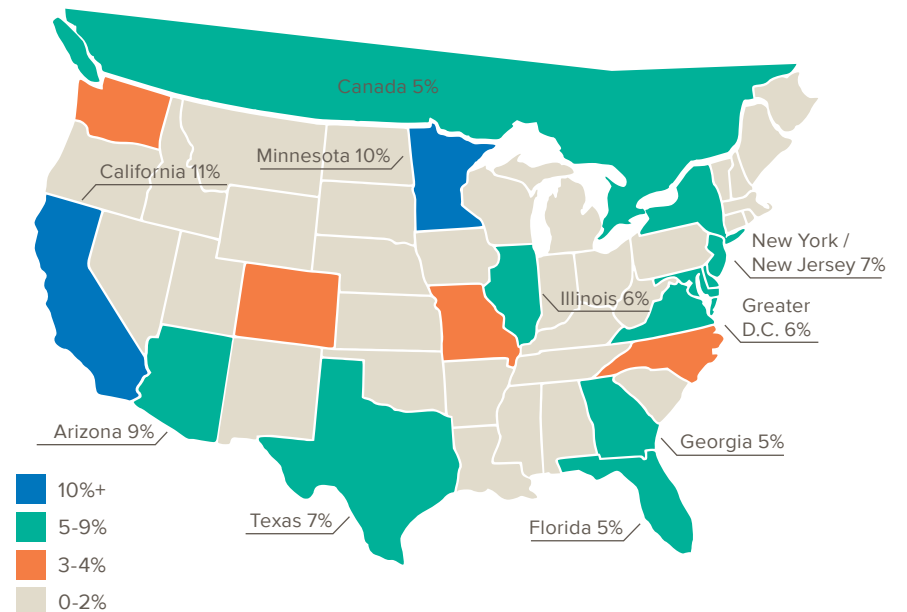
Scottsdale ranked the **#12** top destination in North America by Cvent, an industry-leading meetings, events and hospitality technology provider. Experience Scottsdale works closely with meeting planners before they submit their RFPs through Cvent to ensure they are considering Scottsdale and determining the properties that can best meet their needs.



2023-24 EXPERIENCE SCOTTSDALE BOOKINGS BY MARKET



2023-24 EXPERIENCE SCOTTSDALE BOOKINGS BY STATE



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.

- › **17** meetings professionals visited for the Sunsational Familiarization Tour
- › **13** planners joined for our first Canadian Meetings Familiarization Tour since 2019
- › **15** local clients attended our tour of Scottsdale's city-owned venues



"A huge THANK YOU to you and your team for the well-organized and informative familiarization tour! I just presented to our internal buyer team today about all we sited and the familiarization tour highlights, and they were amazed at all we were able to pack in. I made some awesome supplier connections and had such a great time with our group. Thanks again for the amazing coordination and wonderful experience in Scottsdale."

– Meeting Planner

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 and incentivize summer bookings.

- › **31%** of total bookings fill need periods, accounting for **77,889** definite room nights
- › **34** bookings and **28,777** definite room nights secured for summer

MAXIMIZING TRADE SHOW PARTICIPATION

Experience Scottsdale maximized our trade show participation through unique activations and sponsorships that provided destination exposure and access to additional customers. We hosted a Scottsdale Custom Sneaker Lounge at the Connect Spring Marketplace and a wellness lounge at Cvent Connect, where we decked out the women's restroom with cacti, paintings of the desert, and specialty saguaro-shaped hand soaps.

- › **30** top clients customized Scottsdale kicks and generated buzz among other attendees as they walked the trade show floor
- › **225** clients entered Experience Scottsdale's raffle giveaway at our wellness lounge



SHOWCASING SCOTTSDALE MEETINGS

Experience Scottsdale hosted the Scottsdale Meetings Showcase, a two-day, immersive program that included one-on-one appointments and off-site events and experiences.

- › **32** members participated in a marketplace-style trade show at Scottsdale Stadium
- › **24** meetings professionals joined for the Showcase



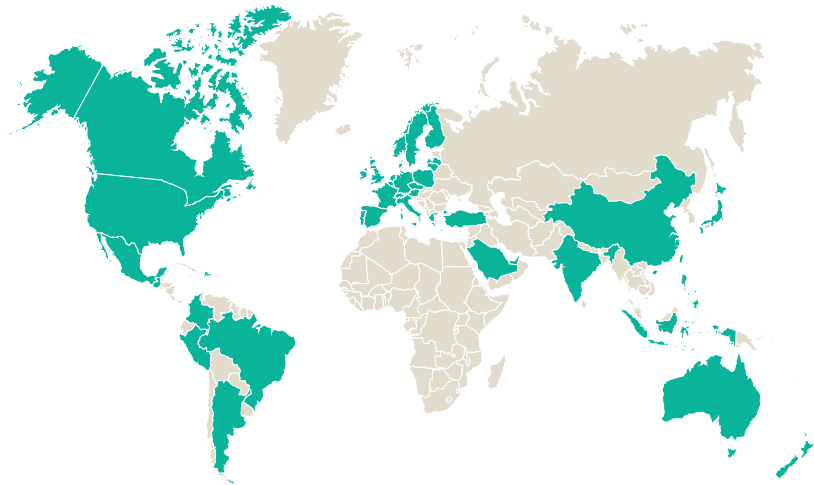
"I feel like I left that event with so much valuable information that I can share with the businesses I support. There's truly a hotel that can service every various type of event we have, and, honestly, I had no idea there were that many in the area."

– Meeting Planner

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



GENERATING EXPOSURE

Our co-operative marketing campaigns generated additional exposure and bookings in domestic and overseas markets.

- › Elegant Resorts (U.K.) campaign led **10%** year-over-year increase in bookings for 2024 and **25%** increase for 2025
- › Explorer Fernreisen's (Germany) dedicated newsletter was sent to **16,571** consumers



PROMOTING NEW AIR SERVICE

Experience Scottsdale supported efforts to promote the spring launch of Air France's new nonstop service between Charles de Gaulle Airport and Phoenix Sky Harbor International Airport, establishing Scottsdale as a unique and convenient destination for European travelers.

- › Educated **75** Air France team members on the destination's offerings
- › Hosted **14** Air France team members for a familiarization tour

FOCUSING ON LUXURY



With our focus on the luxury market, we strengthened our relationships and created new ones through strategic efforts.

- › Participated in **2** Virtuoso webinars and met with **457** luxury advisors during Virtuoso Travel Week, OnTour and Connect events held across North America and the U.K.
- › Presented to **62** agency owners and managers during Ensemble Summit in Scottsdale
- › Attended our first Luxury Travel Advisor's ULTRA Summit to meet with **27** hard-to-reach independent contractors and luxury travel business owners and managers

CREATING MEMORABLE EXPERIENCES

Experience Scottsdale invites travel professionals to experience the destination firsthand, creating memorable experiences that travel advisors and tour operators can sell to their clients.

- › Hosted **26** familiarization tours and site inspections for clients from **11** countries



"Thanks so much for hosting us and sharing your passion and knowledge for Scottsdale — looking forward to being in touch as I book clients to Scottsdale in the month ahead."

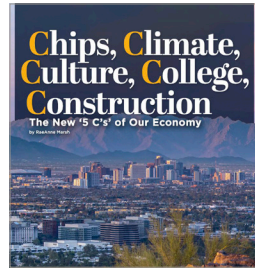
– Travel Advisor

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

- › 33 presentations to community groups
- › 116 advertorials, editorials and mentions in local and trade outlets, newsletters and podcasts



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 through our Public Policy Committee of our board of directors.

- › Shared key priorities with congressional members during Destination Capitol Hill
- › Attended the Destinations International Advocacy and EDI Summits to share ideas and best practices with fellow DMO representatives
- › Participated in Destinations International's Advocacy Committee and Social Inclusion Committee



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 and Annual Research Roundups, *Tourism Industry Update* newsletter and on our website.

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
- › 309 attendees heard inspirational stories on how tourism is a force for good during the 2023 Annual Meeting
- › 231 attended Tourism Update Meetings to hear from Longwoods International, Phoenix Sky Harbor International Airport and Blue Zones Project Scottsdale



"You did an incredible job with the theme of today's annual meeting. It was over and above the most superb, compelling and important presentation ever produced. The message was huge. It is an honor to live in a community that our tourism gives back so much."

– Scottsdale Resident

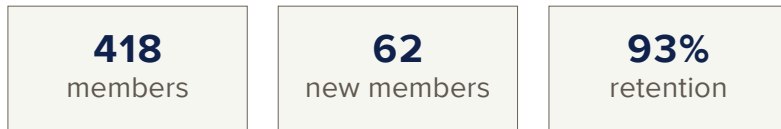
COMMUNITY PARTNERS



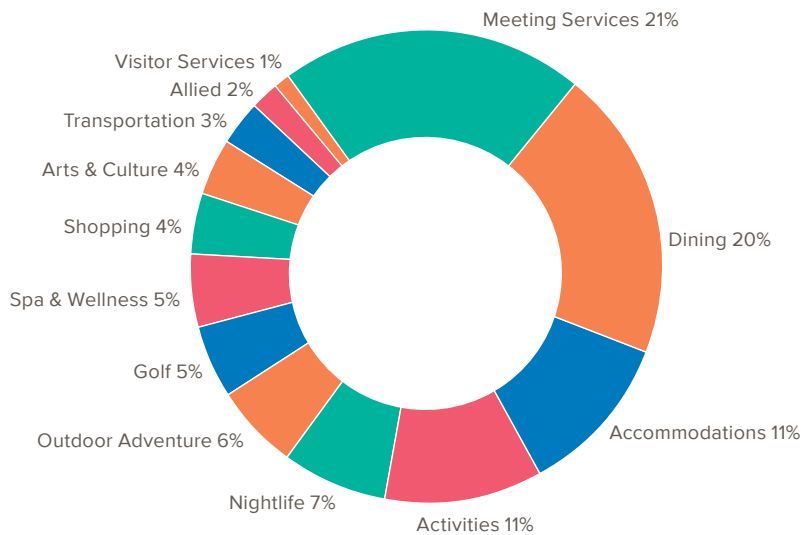
MEMBER & PARTNER DEVELOPMENT

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



PROMOTING IMMERSIVE EXPERIENCES

The Exceptionally Scottsdale Collection, designed in collaboration with the city of Scottsdale and Veneto Collaboratory, continues with **13** existing experiences and **2** new experiences. Because of the success of the program, Scottsdale was the host site of the Experience Lab, an interactive workshop for destination marketing organizations and economic development agencies seeking to develop their own collections.



PROVIDING MEMBER EDUCATION

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

- › **3** education sessions highlighted opportunities for participation
- › **11** site inspections and **10** presentations kept staff up to date on member offerings
- › **2** free workshops trained members on human-centered leadership and on cultural competency to better serve international visitors and clients
- › **4** Network Nights helped connect our members



“My partnership with Experience Scottsdale is perhaps the best investment I’ve ever made. This organization does an enormous service to the entire Scottsdale tourism industry. I am very proud of our association, and plan on being a member for life. Experience Scottsdale is a credit to our Scottsdale community and everyone that lives and works here.”

– Experience Scottsdale Member



“My business was brand new, but I knew to join Experience Scottsdale! Attend the terrific workshops, get quick responses from seasoned staff, volunteer for familiarization tours. I had more than enough business to make it worthwhile and am glad I invested in a membership.”

– Experience Scottsdale Member



EXPERIENCE
SCOTTSDALE

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