



EXPERIENCE  
SCOTTSDALE

# DESTINATION CHAMPIONS

## THE IMPORTANCE OF TOURISM PROMOTION

Founded in 1987, Experience Scottsdale is responsible for enhancing the local community by promoting the Scottsdale area as a luxury destination for meetings, events and leisure travel. We serve hundreds of tourism-related businesses in the community and elevate Scottsdale's brand with potential visitors around the world.

### EFFECTIVE PROMOTION PROVIDES



Scottsdale's tourism industry is essential to our city's economic growth and vitality, making the community a dynamic and vibrant place to live and work.

Through a variety of marketing, public relations and sales tactics, Experience Scottsdale brings highly sought-after visitor dollars to our city.



Scottsdale's **9.7 MILLION** annual visitors generate **\$2.5 BILLION** in economic impact.



Visitor-paid tax dollars account for **17%** of total privilege tax collections.



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

# THE ROLE OF DESTINATION CHAMPIONS

Like any product, travel destinations are brands that require investment to remain relevant, attractive and competitive. Destination Champions are corporate supporters and business leaders whose partnerships with Experience Scottsdale help fund important initiatives that result in:

- Strengthening the economy
- Driving new customers
- Creating demand for new amenities
- Attracting and retaining talent
- Elevating the city's reputation
- Spurring additional air service



My team leverages Scottsdale's brand as we strive to attract, retain and grow investment in the community. And because of Experience Scottsdale, that brand is globally renowned. Their promotions showcase Scottsdale's unique livability and beauty, opening the door for future economic development opportunities that welcome new business and talent to the city.

*—Rob Millar, Former City of Scottsdale Economic Development Director*

## BECOME A DESTINATION CHAMPION

By becoming an Experience Scottsdale Destination Champion, you'll contribute to the strength of Scottsdale's tourism industry and overall economic prosperity. You'll show your employees and customers that you understand the value of tourism promotion and support the community where you do business.

If we build a place  
where people want  
to visit...

Then we have built  
a place where people  
want to live...

And we have built  
a place where people  
want to work.

**IT ALL STARTS WITH A VISIT.**

**JOIN THIS INITIATIVE TODAY BY CONTACTING:**

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*Experience Scottsdale is a 501(c)(6) organization. No amounts paid or donated to Experience Scottsdale can be deducted as a charitable contribution. Amounts paid or donated, however, may be deductible as a business expense. Please contact your tax advisor for assistance.*