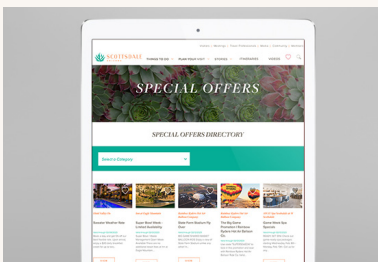




*Experience Scottsdale*

# MEMBER BENEFITS

Experience Scottsdale positions our city as a world-class vacation, meetings and group travel destination using a variety of marketing and sales tactics. As a member of Experience Scottsdale, you'll have the strength of our organization behind your business goals to reach the lucrative leisure, group and business travel markets.



## INCLUDED WITH YOUR PAID MEMBERSHIP: FREE AND EASY WAYS TO MAXIMIZE YOUR MEMBERSHIP

**Print & Online Exposure:** Members receive a listing on our website ExperienceScottsdale.com (1.5+ million annual visitors) and in our official visitor guide and trade publications. You can upload photos, special offers and events to enhance your presence on the site.

**"Promote This":** Help our staff promote your business by sharing press releases and other updates via email at [promotethis@experiencescottsdale.com](mailto:promotethis@experiencescottsdale.com).

**Brochure Displays:** Display your rack brochure at our Tourist Information Center inside Scottsdale Fashion Square, which is open 7 days a week.

**Scottsdale Materials:** Order free copies of our visitor guide, maps and other collateral to have on hand for your customers.

**Networking Events:** Discover new partnership opportunities with your fellow Experience Scottsdale members at a variety of networking events.

**Research:** Enjoy access to exclusive research on visitors and meeting planners to help fine tune your marketing programs.

**Leads:** We work with meeting planners, travel professionals and journalists considering Scottsdale for an upcoming program and send leads to our members who meet our clients' event criteria. Responding to these leads helps you garner extra exposure and business.

**Tourism Industry Updates:** This weekly e-newsletter includes timely information on Experience Scottsdale programs, city and state news, tourism industry trends and more.

**Strategy Sessions:** Meet one-on-one with members of our staff to review the available partnership opportunities from our various departments.





## ADDITIONAL PAID ENGAGEMENT OPPORTUNITIES: OPPORTUNITIES START AS LOW AS \$50!

**Visitor Guide Advertising:** Advertising is available in our annual *Scottsdale Visitor Guide* (65K print circulation; unlimited digital downloads), which is distributed at our Scottsdale Tourist Information Center, local airports, member businesses and major events.

**Scottsdale Meeting & Travel Planner Guide Advertising:** Advertising also is available in the digital-only Scottsdale Meeting & Travel Planners Guide. This comprehensive planning resource is targeted to meeting planners and tour/travel professionals.

**Online Advertising:** Buy premium space on [ExperienceScottsdale.com](http://ExperienceScottsdale.com) or in emails targeted to our leisure visitor and meetings markets.

**FAM/Site Inspection Sponsorships:** We organize both group and individual FAM tours and site inspections to showcase our members to meeting planners, travel agents and the media. As a sponsor, you'll be able to connect directly with these customers during the event.

**Tradeshows & Sales Missions:** Join us at a tradeshow, sales mission or client event to connect one-on-one with meeting planners, travel professionals and the media. Partnering with us increases Scottsdale's presence, reduces your costs and increases your opportunity to meet with key clients. Can't join us? Send your brochures with us for a nominal fee.

## *Approximately 9.7 million travelers visit Scottsdale annually*

And they're all looking for unique places to stay, new restaurants to discover, exciting outdoor adventures and other fun things to do – all the things that our members businesses offer! Joining Experience Scottsdale helps boost your exposure to this important travel audience.

**53.5 years**

**Median visitor age**  
(luxury traveler)

**2.5 nights**

**Average length of stay**  
(luxury traveler)

**\$246,900**

**Median household income**  
(luxury traveler)

**\$628**

**Average daily on-property expenditures** (luxury traveler)

### EXPERIENCE SCOTTSDALE MEMBER PORTAL

The Experience Scottsdale Member Portal allows you to edit your membership profile with up-to-date information, upload coupons and special events, access proprietary research, view leads and much more.

### MEMBERSHIP APPLICATION

To apply for membership with Experience Scottsdale, please complete the online membership application at [www.experiencescottsdale.com/members/application](http://www.experiencescottsdale.com/members/application).



FOR MORE INFORMATION ON THESE OPPORTUNITIES, CONTACT:

Sarah Kearney, *Director of Partner Development*  
[skearney@experiencescottsdale.com](mailto:skearney@experiencescottsdale.com) or 480.889.2706