THE POWER OF TRAVEL PROMOTION
For over a century, people have traveled great distances to relax and rejuvenate in Scottsdale. Our first industry remains one of its largest today – in jobs, tax revenue, economic impact, and, most notably, in its contribution to quality of life.

Founded in 1987, Experience Scottsdale is the sole organization responsible for enhancing the local community by promoting the Scottsdale area as a luxury destination for meetings, events and leisure travel. As an accredited destination marketing organization, Experience Scottsdale serves both the city of Scottsdale and town of Paradise Valley.

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.

According to Longwoods International, this is the best return on investment they have seen since the pandemic and is more than double the average visitor spending return on investment of destinations similar in size and budget.

Source: Longwoods International

Scottsdale hosts 9.7 million visitors each year who provide a $2.5 billion annual economic impact and put nearly 20,000 people to work. Through our destination management and stewardship, Experience Scottsdale ensures these visitors and groups choose the destination now and into the future by:

Generating Media Coverage
Destination Advertising & Brand Messaging
Booking Meetings & Events
Providing Tourism Concierge Services
Educating Travel Professionals
Supporting New Air Service
Like any product, travel destinations are brands that require investment to remain relevant, attractive and competitive. Over 70% of our revenue comes from Scottsdale’s bed-tax collections.

Experience Scottsdale’s remaining revenue comes from neighboring communities, state of Arizona Prop 302, and annual membership dues.

*45% of annual bed-tax dollars support a contract with Experience Scottsdale

HOW WE’RE FUNDED

50% FOR THE GENERAL FUND, TOURISM-RELATED EVENTS AND PROJECTS

5% OF A VISITOR’S HOTEL ROOM RATE IN SCOTTSDALE IS COLLECTED AS BED TAX

50% FOR DESTINATION PROMOTION*

PROMOTING SCOTTSDALE

With advertising campaigns, Experience Scottsdale has mere seconds to capture the attention of potential visitors. To ensure our ads appeal to high-value visitors, Experience Scottsdale conducts extensive research on visitor motivations and perceptions.
Travel is the first step in shaping perceptions, and Experience Scottsdale contributes to a positive overall impression of the area. Consumers who recalled our advertising were not only more likely to visit, but also more likely to view Scottsdale as a good place to live, work, start a business, attend college, purchase a vacation home and retire.

**ADVANCING ECONOMIC DEVELOPMENT**

Experience Scottsdale represents 400 businesses of all sizes, from independent galleries and restaurants to large-scale resorts and golf courses. By driving incremental visitation and promoting all of Scottsdale’s amenities, Experience Scottsdale helps stimulate small business growth.

**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”

Source: Longwoods International; 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.

**The best business decision we made after locating in Scottsdale was becoming a member of Experience Scottsdale. The exposure Experience Scottsdale has brought to Scottsdale, and ultimately our business, has been extraordinary. Quite frankly, we don’t know what we would do if we did not have this collaborative partner.**

—PEGGY FIANDACA, LDV WINERY

**Our partnership with Experience Scottsdale is a big part of what makes us so successful. They bring us fantastic opportunities for media stays and exposure, in addition to significant group and conference bookings.**

—KRISTIN HEGGLI, HOTEL VALLEY HO
SEEKING A BETTER FUTURE

Experience Scottsdale wants everyone to witness the wonders of Scottsdale’s Sonoran Desert. Like our partners at the city, Experience Scottsdale celebrates the diversity of our community members and visitors and takes intentional steps to showcase Scottsdale as an inclusive and welcoming destination for all.

DOING MORE TOGETHER

Because of tourism, visitors and locals alike enjoy upgraded parks and sports stadiums, new dining and nightlife options, arts and culture attractions, and more. Experience Scottsdale collaborates with community partners to balance economic development, sustainable tourism and quality of life, including:

- Arizona Lodging & Tourism Association
- Arizona Hispanic Chamber of Commerce
- Arizona Office of Tourism
- City of Scottsdale Economic Development
- Community Celebrating Diversity
- McDowell Sonoran Conservancy
- OneCommunity
- Phoenix Sky Harbor
- Scottsdale Airport
- Scottsdale Area Association of Realtors
- Scottsdale Area Chamber of Commerce
- Scottsdale Arts
- Scottsdale Charros
- Scottsdale Coalition of Today & Tomorrow
- Scottsdale Community College
- Scottsdale Leadership
- Scottsdale Rotary
- Scottsdale Sister Cities
- And many more...

CONNECT WITH US

Experience Scottsdale is a valuable resource for Scottsdale residents and businesses. Find packages, coupons and must-attend events online. Plus, Experience Scottsdale makes planning an event or meeting easy and affordable with free services, including site-selection assistance and vendor referrals.

CORPORATE OFFICE
4250 N. Drinkwater Blvd, Ste. 300, Scottsdale, AZ 85251

VISITOR CENTER
Scottsdale Fashion Square food court area
7014 E. Camelback Rd., Scottsdale, AZ 85251

Chat with us online or contact 800-782-1117

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