



EXPERIENCE  
SCOTTSDALE

**DESTINATION CHAMPIONS:**  
*A Case for Support*





# DESTINATION PASSION

Thank you for your interest in joining Experience Scottsdale's corporate partnership program and becoming a Destination Champion.

For over a century, people have traveled great distances to relax and rejuvenate in Scottsdale. Tourism is the foundation of our city and the backbone of our local economy. Though our economy has diversified with the expansion of construction, high technology, healthcare and other industries, Scottsdale's first industry remains one of our largest today – in jobs, tax revenue, economic impact, and, most notably, in its contribution to our quality of life.

Scottsdale's visitors generate demand for the amenities we enjoy here in Scottsdale. We all take advantage of our resorts, golf courses, spas, arts and cultural attractions, shops, restaurants and more. Such luxuries make Scottsdale a vibrant and dynamic place to live, work and visit.

Thus, we all have a stake in the health and vitality of Scottsdale's tourism industry and destination promotion. Since 1987, Experience Scottsdale's promotions have ensured that Scottsdale's brand as a luxury travel destination remains strong and that millions of visitors land in our community every year.

By becoming a Destination Champion, you will contribute to the strength of Scottsdale's tourism industry and overall economic prosperity. We look forward to sharing more about this program with you.

Sincerely,

A handwritten signature in black ink, appearing to read "Rachel Sacco". The signature is fluid and cursive, with a large initial "R" and "S".

Rachel Sacco  
*President & CEO*





# STRENGTHEN SCOTTSDALE'S ECONOMY & QUALITY OF LIFE

Any investment you make as a business must align with your goals as a company. A strategic alliance with Experience Scottsdale will help ensure a strong local economy, improve the quality of life of your employees, elevate the reputation of the city you call home, drive new customers to the community, and help attract and retain talent in our community.

Scottsdale welcomes nearly 10.8 million visitors annually. These visitors generate billions in economic impact, alleviate the tax burden on our residents, and support the livelihoods of thousands in our community. The city also is able to invest millions of visitor-generated bed tax dollars annually into capital projects and special events that benefit our citizens.

Well before Scottsdale was incorporated as a city, people traveled great distances to relax and rejuvenate here. From the 19th century well into the 21st century, tourism has helped spark our community's economic growth and development, and it remains one of Scottsdale's leading industries today.

Tourism is considered the front door for economic development because it attracts corporations and associations to hold conferences and meetings in our hotels. It entices families to vacation in Scottsdale. And it draws people to attend our special events. C-level executives and business owners come to Scottsdale for all these reasons. In doing so, they experience everything our community has to offer – which they surely keep in mind when considering where to relocate or expand their businesses.







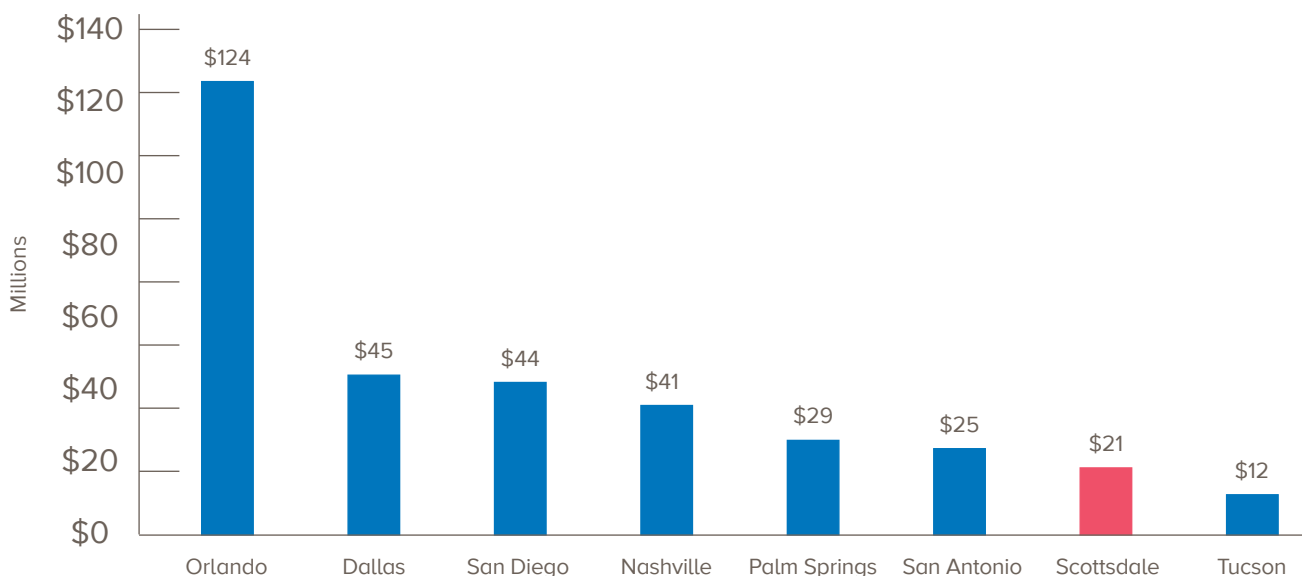
# THE NEED

Every city and town that values tourism is competing for their share of the world’s attention, customers and investment. In order to have a competitive edge, communities need to build awareness, cultivate positive impressions and appeal to these potential customers and investors. Destination marketing organizations fill this need for communities.

Scottsdale’s visitors, like our residents, tend to be more affluent. The competition for such visitors – who can afford to go anywhere they want in the world – is fierce. That’s why it’s critical for Scottsdale to have a strong destination brand that elevates our global standing and separates us from other domestic and international destinations.

For both leisure travelers and meetings business, Scottsdale competes with other warm-weather destinations, such as Austin and San Antonio, Texas; Palm Springs and San Diego, California; Las Vegas, Nevada; Orlando and Miami, Florida; and Phoenix and Tucson, Arizona. Experience Scottsdale’s promotional budget is two to three times smaller than many of these cities – putting our city at a competitive disadvantage.

**FY 2023 Budgets**



# WE HAVE THE SOLUTION

Funding a destination marketing organization is an investment in our community's future. A destination marketing organization like Experience Scottsdale is a community asset responsible for programs promoting a community as an attractive travel destination and enhancing its public image as a dynamic place to live and work. Though our budget is smaller than competitors, it is through our knowledge of the destination, our brand management and our promotional programs that we strengthen the community's economic position and vitality.

The health of our community's economy depends on a strong travel economy. Scottsdale welcomes 10.8 million visitors each year, and through a variety of marketing, public relations and sales tactics, Experience Scottsdale ensures these travelers and their dollars land in our community.

**As a result, the tourism industry is one of the most significant sources of revenue for the city of Scottsdale.** 21% of Scottsdale's privilege tax collections are generated by visitors.







**21% OF SCOTTSDALE'S  
PRIVILEGE TAX  
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# WHY ALIGN WITH EXPERIENCE SCOTTSDALE?

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. Experience Scottsdale serves more than 400 tourism-related businesses in the community and elevates Scottsdale's brand with potential visitors around the world.

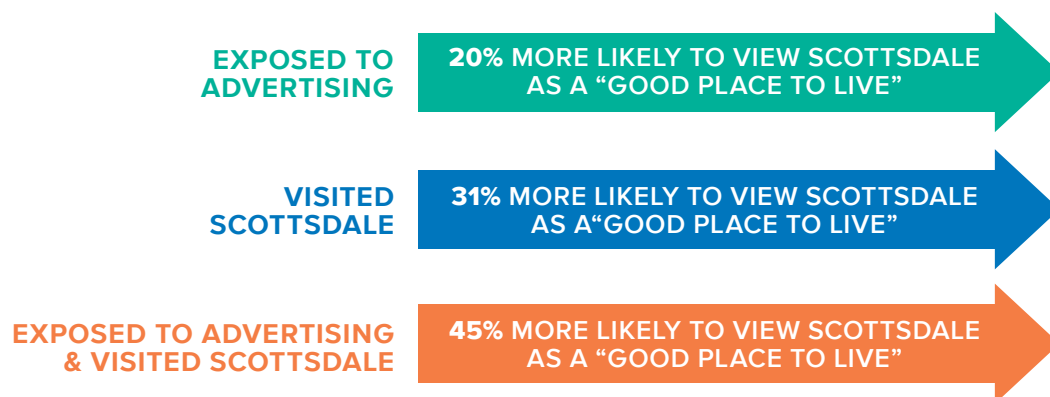
When Experience Scottsdale promotes the destination, local businesses, public services and citizens win. Attracting more visitors to the area means more money spent on local attractions, hotels, retail and restaurants. Increased visitor demand and spending generates a “virtuous cycle” of economic benefits, including job creation, increased investment in infrastructure, plus crucial tax revenue to support essential public services like police, firefighters and educators.

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- Experience Scottsdale is among the destination marketing organizations that set the bar for excellence for the industry, as we are accredited with distinction with Destinations International's Destination Marketing Accreditation Program. Only 8% of the 225 currently accredited destinations have earned this honor of distinction.
  - For every \$1 spent on advertising, Experience Scottsdale generates **\$116 in visitor spending** and \$4 in state and local tax revenue for the benefit of Scottsdale residents.\*
  - Experience Scottsdale's focused multi-year efforts to build up the destination as a **holiday hotspot** helped increase average hotel occupancy for November/December from 57% to more than 65%.
  - Experience Scottsdale elevates the city's reputation and **garners positive publicity** for the community by telling the stories of our destination. Annually, we reach billions of domestic and international readers and viewers through editorial generated by our team.
  - Sky Harbor International Airport, with the support of destination marketing organizations like Experience Scottsdale, **landed new international flights** to Germany and France, allowing us to attract more visitors to the destination.



Travel is the first step in shaping perceptions, and Experience Scottsdale's destination promotion 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.**

## PERCEPTION OF SCOTTSDALE AS A "GOOD PLACE TO LIVE"+



*\*Source: Longwoods International*

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

# DOING MORE TOGETHER

Increased visitors result in increased demand for amenities, which improve the overall quality of life for Scottsdale residents. 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. These are just some of our community partners working together for the betterment of Scottsdale.

*Arizona Hispanic Chamber of Commerce*

*Scottsdale Area Chamber of Commerce*

*Arizona Lodging & Tourism Association*

*Scottsdale Arts*

*City of Scottsdale Economic Development*

*Scottsdale Charros*

*Community Celebrating Diversity*

*Scottsdale Coalition of Today & Tomorrow*

*McDowell Sonoran Conservancy*

*Scottsdale Community College*

*OneCommunity*

*Scottsdale Leadership*

*Phoenix Sky Harbor*

*Scottsdale Rotary*

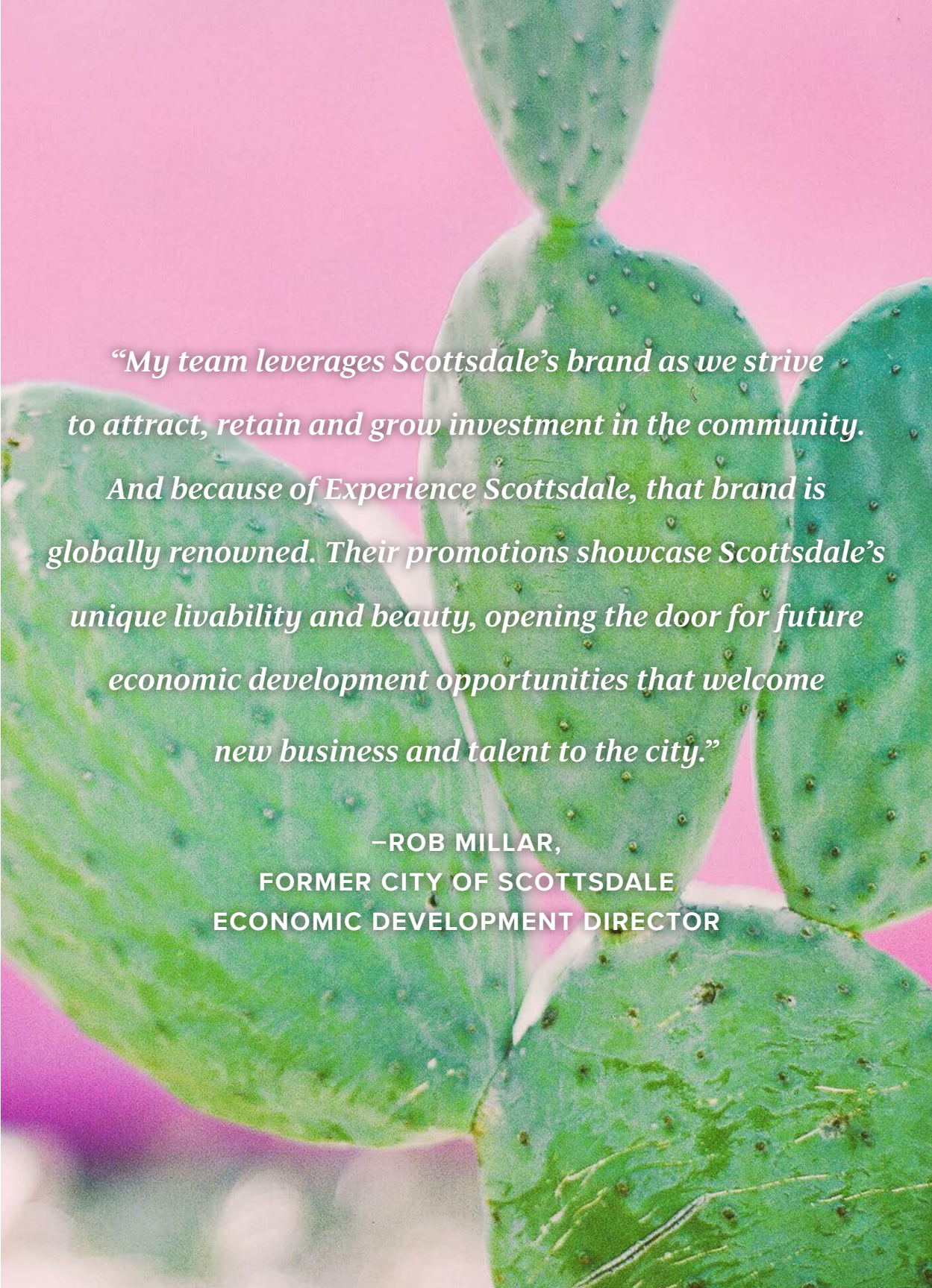
*Scottsdale Airport*

*Scottsdale Sister Cities*

*Scottsdale Area Association of Realtors*

*And many more!*





*“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

Like any product, travel destinations are brands that require investment to remain relevant, attractive and competitive. By becoming an Experience Scottsdale Destination Champion, you will help fund initiatives that will result in:

- Strengthening the economy where you do business
- Creating demand for new amenities
- Improving the quality of life of your employees
- Elevating the city's reputation
- Driving new customers
- Attracting and retaining talent
- Spurring additional air service

By partnering with Experience Scottsdale, you'll contribute to the strength of Scottsdale's tourism industry and overall economic prosperity. Among the benefits of being a Destination Champion, you'll receive brand visibility, networking opportunities and talent recruitment resources.

**Join this initiative today by contacting:**

Alleson Dunaway, Director of Partner Development  
adunaway@experiencescottsdale.com / 480-949-6281

*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.*



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