



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. When you partner with Experience Scottsdale, our team becomes an extension of yours, supporting your business goals to reach the lucrative leisure, group and business travel markets.



BENEFITS SUMMARY

Maximize your investment! All of these benefits are included with your paid membership.

MARKETING	
Online Exposure	Your business will be listed on ExperienceScottsdale.com, which receives more than 2.8 million visitors annually. You can upload photos, special offers and events to enhance your presence on the site.
Scottsdale Visitors Guide	Members in most categories receive a business listing in the annual Scottsdale Visitors Guide (50K print + digital flipbook). The guide is distributed nationally and internationally, as well as at tradeshow and conferences to promote Scottsdale, and via local hotels and businesses.
Promote This	Share your press releases and other updates with the entire Experience Scottsdale team at promotethis@experiencescottsdale.com to help us promote your business.
Scottsdale Materials	Order free copies of our visitor guide, maps and other collateral to have on hand for your customers.
Strategy Sessions	Meet one-on-one with members of our staff to review partnership opportunities available with our various departments.
Education Sessions	Take a deeper dive into specific areas of interest, such as ways to maximize your marketing, how to work with influencers and more.
NETWORKING	
Member Network Night (quarterly)	Held at a member venue or restaurant, these events provide an opportunity to connect and build relationships with other Experience Scottsdale members and staff.
Industry Update Meetings (3 per year)	Receive an update from our CEO on current marketing, PR and sales efforts, and hear from a guest speaker providing insight in happenings around Scottsdale.
Annual Meeting	Hear about Experience Scottsdale's year in review and enjoy a featured industry speaker.
Industry Introductions	We can connect you with other industry professionals who may be of assistance, from local DMCs and business owners to the concierge network and other groups.
MEETINGS & GROUPS	
Leads	We work with meeting planners, travel professionals and journalists considering Scottsdale for an upcoming program and send qualified leads to our members who meet our clients' criteria. Responding to leads can help you make connections and book additional business.
Meeting & Travel Planners Guide	Members with a meetings listing receive a business listing in this digital publication designed specifically for meeting planners and tour/travel professionals to help them plan Scottsdale programs.
INDUSTRY DATA	
Tourism Industry Update Emails	This weekly e-newsletter includes timely information on Experience Scottsdale programs, city and state news, tourism industry trends and much more.
Research	Enjoy access to exclusive research on visitors and meeting planners to help fine tune your marketing efforts.

ADDITIONAL OPPORTUNITIES

These paid engagement opportunities start as low as \$50.

Visitor Guide Advertising	Extend your reach with an ad in our annual Scottsdale Visitor Guide (50K print circulation; unlimited digital views/downloads). The guide is mailed to potential visitors and distributed at local airports, member businesses and major events.
Meeting & Travel Planners Guide Advertising	Advertising is available in this digital-only planning resource targeted to meeting planners and tour/travel professionals.
Online Advertising	Buy premium space on ExperienceScottsdale.com or in emails targeted to our leisure visitor and meetings markets.
FAM & Site Inspection Sponsorships	We organize group and individual familiarization (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.
Content Creator Partnerships	We partner with vetted social media influencers to promote Scottsdale and our members. These partnerships help boost your visibility and promote your business.
Tradeshows & Sales Missions	Join us at a tradeshow, sales mission or client event to connect with meeting planners, travel professionals and media. These partnerships increase Scottsdale's presence, reduce your costs and boost your opportunity to meet with key clients. Can't join us? Send your brochures with us for a nominal fee.

Approximately 11.2 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 – everything that our member businesses offer! Joining Experience Scottsdale boosts your exposure to this important travel audience.

46.5 years

Median visitor age

3 nights

Average length of stay

\$95,100

Median household income

\$322

Average per-person
spend per trip

THE MEMBER PORTAL

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

EXPERIENCE SCOTTSDALE MEMBERSHIP INVESTMENT

Scottsdale business license holder

\$370 annually

Non-Scottsdale business license holder

\$535 annually

Additional category listings

\$110 (Scottsdale) / \$160 (non-Scottsdale)



APPLY TODAY!

Scan the QR code or visit [ExperienceScottsdale.com/members/application](https://www.experiencescottsdale.com/members/application) to apply.



FOR QUESTIONS AND ADDITIONAL INFORMATION, CONTACT:

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