



ANNUAL REPORT

2021 / 2022



EXPERIENCE
SCOTTSDALE



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FINDING OPPORTUNITY

DEAR EXPERIENCE SCOTTSDALE STAKEHOLDER:

Much like the one before it, the 2021-22 fiscal year brought plenty of challenges for our local tourism industry. Yet as the travel industry returned to form, it also brought opportunity.

Once travel became more accessible and industry events resumed, Experience Scottsdale ramped up traditional programs largely paused earlier in the pandemic, from familiarization tours to client events. We returned to all major domestic markets and extended our reach further by continuing to build connections in secondary and up-and-coming markets.

A new funding opportunity helped us regain valuable market share in one of our most important domestic markets, New York City. Experience Scottsdale greeted New Yorkers returning to their daily commutes with our first out-of-home advertising campaign in two years, made possible by the Visit AZ Initiative grant program.

As international travel restrictions lifted and destinations once again competed for international travelers, we gained leverage by increasing our overseas marketing campaigns and shifting from virtual education to face-to-face connections during media and sales missions in Canada, the United Kingdom, Germany and beyond.

Meanwhile, a new commercial and new imagery invited visitors of all backgrounds to reunite and gather in Scottsdale, and immersive experiences offered them more ways to explore the destination's culture, history, dining and shopping.

We invite you to read about these initiatives and more throughout the report. Thank you for your partnership and for making all these opportunities possible.

Regards,



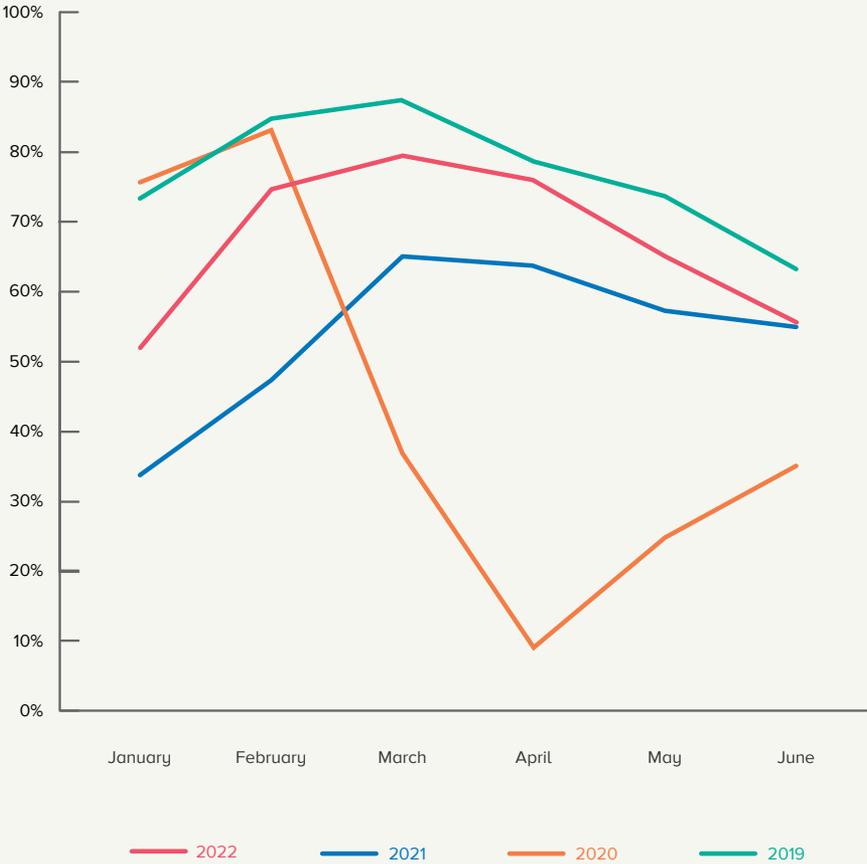
RACHEL SACCO
President & CEO



KATE BIRCHLER
Board Chair

HOTEL PERFORMANCE

Comparison of Scottsdale market area hotel occupancy January through June from 2019 to 2022.



Source: STR © 2019 - 2022 CoStar Group. Reproduction or other re-use of this data without express written permission of STR is strictly prohibited.

LOCAL IMPACT

Every city and town that values tourism is competing for their share of the world's attention, customers and investment. Experience Scottsdale's programs have proven to build awareness and cultivate positive impressions, strengthening not only our industry but the community at large.

On average, Experience Scottsdale's promotions directly generate **\$247 million** in annual economic impact and **\$31.4 million** in annual state and local tax revenue.

SUPPORTING THE COMMUNITY

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.

**EFFECTIVE
PROMOTION
PROVIDES**



PARTNERING WITH THE COMMUNITY

Experience Scottsdale collaborates with community partners to balance economic development, sustainable tourism and quality of life. Strategic partnerships with area airports and destination marketing organizations support bringing new air service and mega events, providing opportunities for visitors and locals alike.



ADVANCING ECONOMIC DEVELOPMENT

Travel is the first step in shaping perceptions, and Experience Scottsdale's destination promotion contributes to a positive overall impression of the area that makes consumers more likely to view Scottsdale as a good place to visit, live, work, start a business, attend college, purchase a vacation home and retire.

PERCEPTION OF SCOTTSDALE AS A "GOOD PLACE TO START A BUSINESS"*

**EXPOSED TO
ADVERTISING**

**39% MORE LIKELY TO VIEW SCOTTSDALE
AS A "GOOD PLACE TO START A BUSINESS"**

**VISITED
SCOTTSDALE**

**50% 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"**

*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.

Sources: Longwoods International, Tourism Economics; Information based on 2018 impact and inflation.

FINANCE

Experience Scottsdale uses resources efficiently for the benefit of the Scottsdale area and our members. A combination of public and private investments allows us to leverage our revenue for maximum impact to the community.

2021-22 REVENUE & EXPENSES

For the year ending June 30, 2022 (un-audited)*

REVENUE

Public Sources	\$16,516,656
City of Scottsdale	\$12,290,569
City of Scottsdale – Event Funding*	\$189,100
Town of Paradise Valley	\$1,359,005
Salt River Pima-Maricopa Indian Community	\$75,000
State of Arizona – Prop 302	\$2,103,315
Visit Arizona Initiative Grant	\$499,667
Private Sources**	\$706,176
Revenue Total	\$17,222,832

*Pass-through dollars from the City of Scottsdale for the Fiesta Bowl.

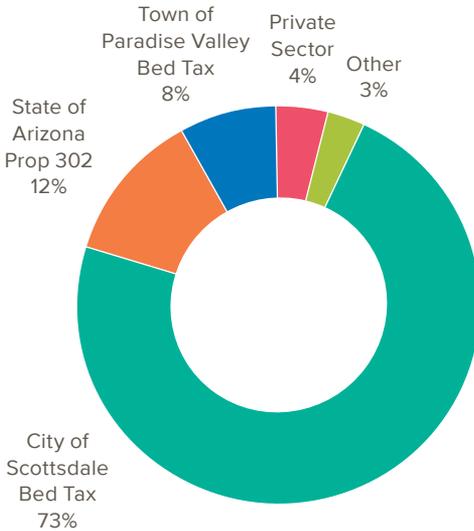
**Includes money received from members for membership dues and for participation in Experience Scottsdale cooperative ads, emails and other programs. With this investment from our members, we extended the destination's exposure and funded additional projects.

EXPENSES

Programs	\$10,416,231
Marketing	\$8,356,927
Convention Sales & Services	\$1,057,534
Communications	\$555,421
Tourism	\$446,349
Personnel	\$4,754,562
Operations & Administration	\$1,082,362
Expenses Total	\$16,253,155

+ The audited 2020-21 financials will be available Oct. 1, 2022.

REVENUE SOURCES



MEMBER CONTRIBUTIONS GO A LONG WAY

Our members provided **\$592,255** worth of free rooms, meals and activities, all of which allowed us to host more clients to experience Scottsdale firsthand.

ANNUAL AUDIT

We received the **best report possible** during our annual financial audit conducted by an independent CPA firm. The audit highlighted our extensive internal control policies and prudent use of funds.

PROGRAM COSTS

Experience Scottsdale prides ourselves on maximizing the amount of dollars spent on programs rather than overhead, and we compare well to other destination marketing organizations (DMOs) with similar-sized budgets.

	DMOs with budgets of \$10-\$25 million	Experience Scottsdale
Personnel	35%	29%
Operations & Administration	11%	7%
Programs	54%	64%

Source: Destinations International; Information for DMOs based on most recent data available for 2018-19.

MARKETING

Experience Scottsdale brands the area as a luxury leisure and meetings destination with multi-layered marketing campaigns, including digital, out-of-home, television, and high-end print advertising. Once we've captured visitors' attention, our resources and visitor services provide the information they need before they arrive and once they are here.

ADVERTISING BY THE NUMBERS

294
MILLION

traditional advertising
impressions

98
MILLION

digital advertising
impressions

RETURNING TO KEY MARKETS

New York City is historically Scottsdale's top feeder market for visitation and revenue. Experience Scottsdale returned to the market with a monthlong, high-impact campaign.

- › **19 million** impressions
- › **148** digital boards in **8** high-end commuter transit stations and hubs



DRIVING SEASONAL INTEREST

Experience Scottsdale kept the destination top of mind with **3** campaigns promoting the need and shoulder seasons across key markets and new markets.

- › *It's That Hot* summer campaign generated **28 million** impressions
- › *Extraordinary Moments, Lifelong Memories* fall campaign generated **35 million** impressions
- › *Heat Up Your Holidays* campaign generated **24 million** impressions



OPENING SCOTTSDALE'S DOORS

To showcase Scottsdale as a welcoming destination, Experience Scottsdale filmed a new television commercial and captured new imagery during **6** photoshoots featuring casts of various ages, races, sexual orientations and sizes.

- › *Let's Get Together* aired on broadcast and connected television in **11** markets, garnering **164 million** combined impressions with the *Extraordinary Moments*, *Lifelong Memories* spot



CAPTURING SCOTTSDALE

As travelers turned to video for trip planning, Experience Scottsdale leaned into video storytelling.

- › *Extraordinary Moments*, *Lifelong Memories* destination film surpassed **1 million** views
- › **6** videos spotlighting Scottsdale's golf courses captured **116,802** combined views
- › **6** videos showcasing uniquely Scottsdale attractions captured **112,523** combined views

WEB TRAFFIC BY THE NUMBERS

5.1
MILLION
page views

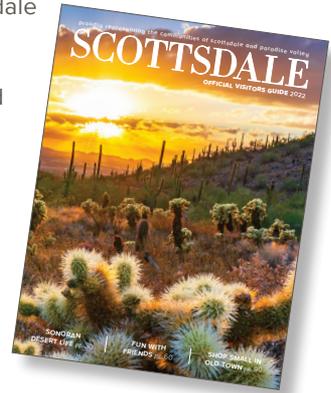
3
MILLION
visitor sessions

115,427 click-thrus to member sites

SHARING DESTINATION KNOWLEDGE

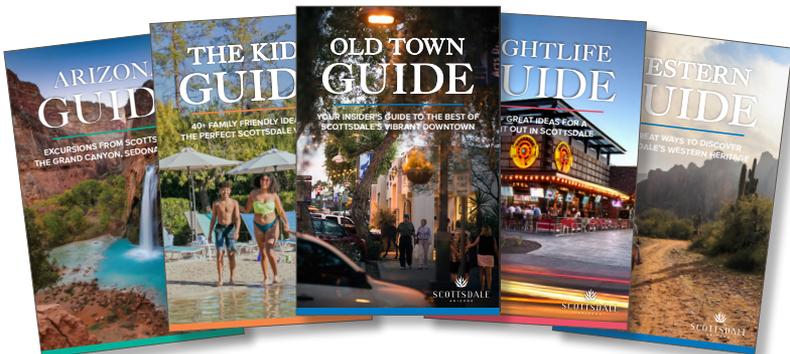
We assisted visitors with information about Scottsdale through our guides, maps and visitor services.

- › **145,742** maps and guides viewed, downloaded and distributed
- › **6,875** visitors assisted at the Scottsdale Tourist Information Center
- › **3,886** online chats answered
- › **87%** new web traffic
- › **70%** web traffic accessed on mobile devices



REVAMPING GUIDES

We unveiled updated versions of our downloadable guides to include larger images, embedded videos and refreshed content.



REACHING INBOXES



WHY SUMMER IN SCOTTSDALE?



From cool pools and hot resort rates to the season's best cocktails, here are the top 8 reasons you'll want to visit Scottsdale this summer!

[READ MORE](#)



SCOTTSDALE'S TOP POOL PARTIES

When the heat presses pause on most outdoor activities, Scottsdale's renowned pool parties are in full swing.

[READ MORE](#)



STAY-COOL SUMMER ATTRACTIONS

We're counting down the 10 best ways to relax, have fun, and stay cool in Scottsdale – all summer long!

[READ MORE](#)

SUMMER IN SCOTTSDALE - IT'S THAT HOT
RESORT RATES FROM \$111

— UPCOMING EVENTS —



ADVENTURE SUMMER
#ATTHEPRINCESS
May 25 – Sept. 5, 2022

[SEE DETAILS](#)



THE LION KING
July 7-31, 2022

[SEE DETAILS](#)



SALT RIVER TUBING
Thu Sept. 5, 2022

[SEE DETAILS](#)



ART IN BLOOM
Thu Sept. 10, 2022

[SEE DETAILS](#)

682,590 people opened emails from Experience Scottsdale to learn more about the destination.

GETTING SOCIAL

Organic and paid social media posts raised awareness about members, events and amenities. A new ad campaign targeting Pinterest users generated additional engagement on the platform.



285,803 Facebook likes
@ExperienceScottsdale



92,047 Twitter followers
@ExpScottsdale



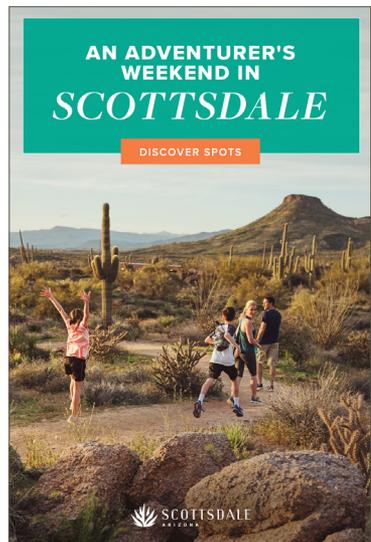
59,323 Instagram followers
@ScottsdaleAriz



37,275 organic YouTube views
@ExperienceScottsdale



324,400 Pinterest average monthly views
@ScottsdaleAriz



AN ADVENTURER'S WEEKEND IN SCOTTSDALE

[DISCOVER SPOTS](#)

SCOTTSDALE ARIZONA

COMMUNICATIONS

Experience Scottsdale garners positive publicity for the community by sharing the destination's stories with travel and lifestyle media and influencers. Consistent, positive media coverage inspires consumer interest.

COMMUNICATIONS BY THE NUMBERS

4,059
media hits

4.1
BILLION
in circulation

CONNECTING WITH THE MEDIA

Experience Scottsdale kept the destination top of mind with media in domestic and international markets.

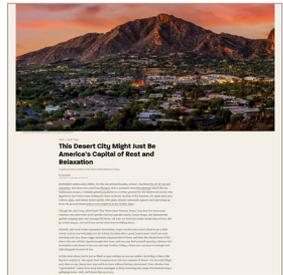
- › Assisted **1,242** media with Scottsdale coverage
- › Met with **47** writers and editors during media missions
- › Connected with **191** journalists during in-person and virtual trade shows



AFAR



ELITE TRAVELER



THRILLIST

HOSTING TRAVEL CLASSICS WEST

We welcomed back the Travel Classics West writers conference for its 12th year in Scottsdale. Our sponsorship allowed us to showcase the destination to **17** top editors and **42** freelance writers.

REVIVING GROUP PRESS TRIPS

Throughout the year, we hosted **240** media during press trips, a **180%** year-over-year increase. Group press trips allowed Experience Scottsdale to showcase the destination to golf writers and travel writers from the U.S., Canada and Germany.



"I can't tell you how sad I was to leave Scottsdale yesterday. We had such a lovely trip, and I can't wait to share the experience with my readers! It was such a pleasure to work with you. I am so grateful for your help in putting together such a wonderful overview of the city."

– Freelance Writer

BROADCASTING SCOTTSDALE

Experience Scottsdale partnered with broadcast correspondents for satellite media tours resulting in placements on television and radio programs in over **200** markets. These experts focused on Scottsdale's summer and holiday need periods, as well as the destination's appeal for Canadian travelers.



"We wanted to send a huge thank you for a wonderful trip. This was one of our favorites. Great activities, great people, great restaurants, great weather, great museums. You knocked it out of the park. We can't wait to put together an awesome episode."

– Television Host

CONVENTION SALES

Experience Scottsdale generates incremental meetings business for our community by exposing meeting planners to the area and educating them on Scottsdale's myriad destination services and amenities to meet their programs' needs.

Experience Scottsdale's sales efforts generated **\$57.8 million** in future economic impact.*

SALES BY THE NUMBERS

2,286
hotel leads

120,989
definite room nights

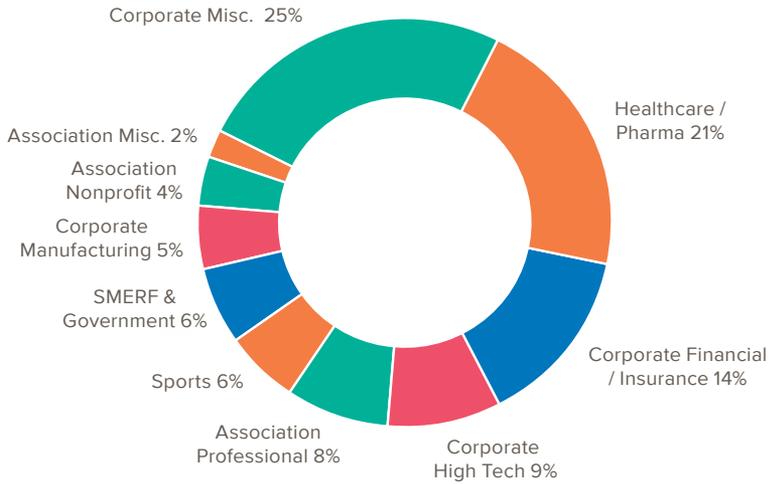
473 bookings into area hotels and resorts



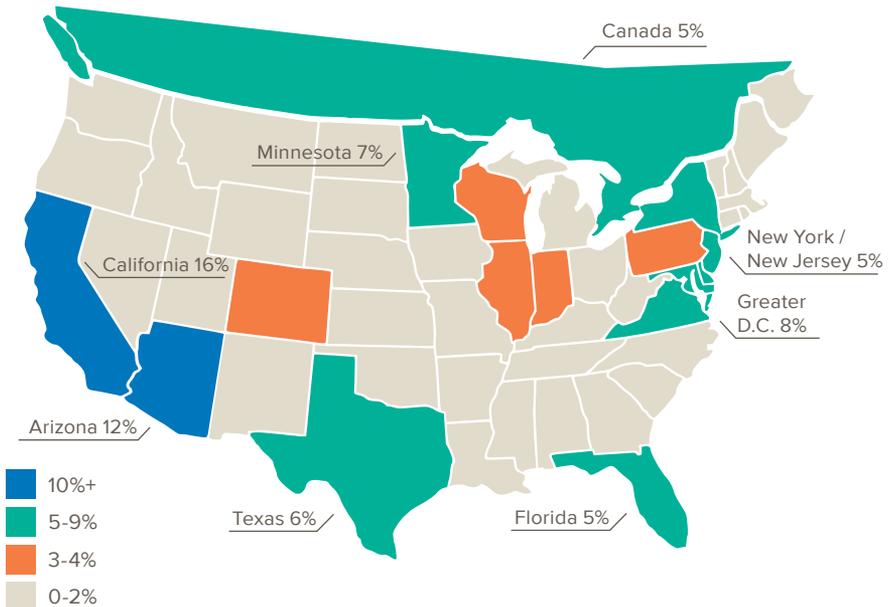
Experience Scottsdale was chosen by HelmsBriscoe's team of global associates as the 2021 Destination Partner of the Year.

*Sales figures account for secured bookings that may have been canceled or postponed due to COVID-19.

2021-22 EXPERIENCE SCOTTSDALE BOOKINGS BY MARKET



2021-22 EXPERIENCE SCOTTSDALE BOOKINGS BY STATE



BUILDING LOCAL MARKET CONNECTIONS

Experience Scottsdale continued building relationships with Arizona-based meeting professionals throughout the year to introduce them to Scottsdale's offerings and hidden gems.

- › **75** clients participated in **4** virtual presentations
- › **20** clients attended **2** local familiarization tours
- › **30** clients met with **28** members during a local trade show
- › **6** sports organizers attended a local client event



“Thank you so much for the amazing familiarization tour yesterday. It was so nice to meet everyone and catch up with people. I particularly enjoyed seeing the new properties I had not seen before. Please tell everyone on your team what a wonderful time I had and what a great job you did planning this.”

– Local Meeting Planner

TAPPING INTO CUSTOMER INTELLIGENCE

Experience Scottsdale conducted focus groups and convened our Customer Advisory Board to gather insight into the future of the meetings industry and form future strategies for the sector's recovery.

- › Focus group with **15** Washington, D.C., association planners
- › Perception studies with pharmaceutical, healthcare and incentive planners
- › Virtual and in-person strategy sessions with **13**-member Customer Advisory Board



HOSTING FAMILIARIZATION TOURS

After a two-year hiatus, Experience Scottsdale revived our largest meeting planner familiarization tour, the 33rd Sunsational Familiarization Tour, to showcase area resorts, venues and amenities.

- › **20** meetings professionals and **1** meetings journalist hosted
- › Nearly **50%** of attendees were visiting Scottsdale for the first time



RAMPING UP MISSIONS AND EVENTS

As trade shows and events resumed, Experience Scottsdale hit the road to connect face-to-face with meetings professionals in new and key markets like Austin, Chicago, Orlando, Toronto and more.

CONTINUING VIRTUAL EDUCATION

Before cross-border travel restrictions were lifted, we educated Canadian meeting planners via virtual appointments and events, including a one-day virtual familiarization tour.

- › **34** Canadian meeting professionals participated
- › **6** members showcased in virtual site tours, presentations and activities



“Thank you again for the invitation and for being a great host for the virtual familiarization tour today! It was a great experience to see some of the hotels more in-depth. I made some lovely connections and got some great ideas for holiday entertaining!”

– Third-Party Planner

TOURISM

Experience Scottsdale ensures the destination has a widespread presence. We provide extensive guidance to travel professionals from around the world so they can best capture the Scottsdale experience for their clients.

Experience Scottsdale reached travel professionals across **32** countries during trade shows, sales missions and product training seminars.

TOURISM BY THE NUMBERS

1,641

leads and services for Experience Scottsdale members

3,956

clients reached during trade shows, missions and product trainings

FOCUSING ON FAMILIARIZATION TOURS

We focused on hosting familiarization tours and site inspections once more, inspiring advisors and tour operators to use their firsthand experiences to better sell the destination to future clients.

› **72** travel professionals hosted during **19** familiarization tours and site visits



INTRODUCING CLIENTS TO SCOTTSDALE

By meeting with and training travel professionals, we ensured travelers around the globe learned about Scottsdale vacations from advisors and tour operators.

- › Trained **1,662** travel professionals during **38** hands-on product training seminars
- › Met **565** travel professionals during **14** domestic and international sales missions
- › Connected with **383** travel professionals during **18** events

INCREASING EXPOSURE

To generate additional bookings from domestic and overseas markets, we increased our cooperative marketing campaigns, with **21** campaigns reaching travel professionals and consumers via newsletters, magazines, social media and more.

- › Bonotel (U.S.) campaign generated **29%** more revenue than 2019
- › Americas As You Like It (U.K.) campaign generated **1.1 million** impressions
- › Travel Counsellors (U.K.) newsletter was sent to **227,945** consumers



TRAVEL COUNSELLORS (U.K.)

EDUCATING LUXURY ADVISORS

We educated luxury advisors about the destinations' offerings for their clients during the International Luxury Travel Market and the Global Travel Marketplace and through a new partnership with Virtuoso, gaining direct access to **20,000** elite advisors.



"Thanks so much for the awesome presentation on all that's new with Scottsdale! I was amazed by all the ways Scottsdale can be marketed as a leisure destination and will certainly be sharing this information with my clients."

– Luxury Travel Advisor

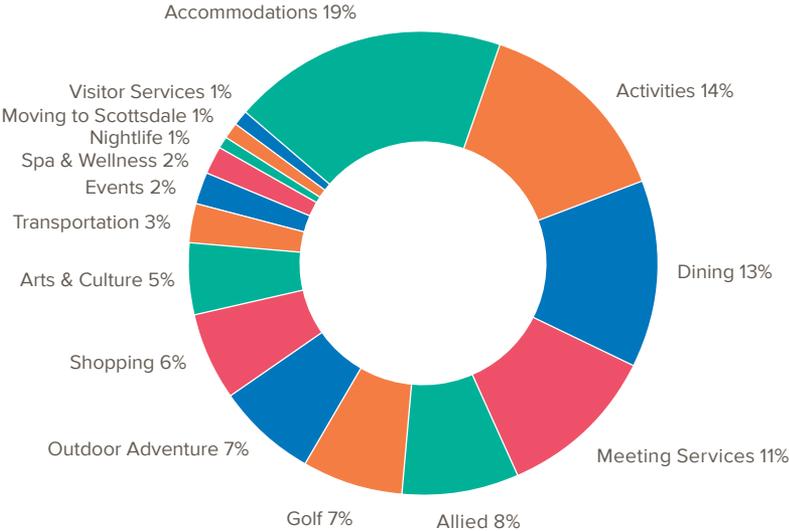
MEMBER & PARTNER DEVELOPMENT

Experience Scottsdale works with our members to help them tap into the lucrative tourism market. One of our primary goals is to ensure that all members receive a return on their membership investment that exceeds expectations.

ENGAGING OUR MEMBERS



MEMBERSHIP BY THE NUMBERS



DEVELOPING IMMERSIVE EXPERIENCES

Experience Scottsdale partnered with the city of Scottsdale and the experiential design experts with Veneto Collaboratory to launch the Exceptionally Scottsdale Collection, immersive experiences for visitors and locals to enjoy. Experience Scottsdale promotes the Collection on a dedicated website and shares information with visitors, clients and media.

- › **7-month** program to design, develop and execute experiences
- › **11** participating members with unique experiences
- › **29,107** combined page views for Exceptionally Scottsdale webpages

Following the November launch, we began a second round of experiential development, working with new businesses and providing further support to current Exceptionally Scottsdale Collection participants.



“Thank you to the city and Experience Scottsdale for bringing this great program to Scottsdale. Truly grateful to Joe [Veneto] and his team for pushing us all forward and helping us see our businesses in a new light. Now it is up to us to deliver exceptional experiences. We won’t let you down.”

– Exceptionally Scottsdale Collection Member

COMMUNITY PARTNERS





EXPERIENCE
SCOTTSDALE

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