

EXPERIENCE SCOTTSDALE



SCOTTSDALE
ARIZONA

ANNUAL REVIEW



COMMUNICATIONS

Fiscal Year	Year to Date	% of Annual Goal
FY 18-19	537 articles	275%
FY 19-20	106 articles	54%



With over 330 days of sunshine every year, Scottsdale, Arizona beckons with its steady, heady heat. During Hollywood's golden era, Scottsdale was a natural extension to the playground of the stars, drawing the likes of Dean Martin, Frank Sinatra and Bing Crosby, who favoured hotel lounges and poolside parties. Decades later, "snowbirds" - mostly Canadians escaping cold winters - and retirees discovered this nearby paradise with its sunny, semi-arid climate and dramatic palm-lined boulevards. Coming full circle, Scottsdale has once again piqued the interest of celebrities, with sightings of Lady Gaga, Beyoncé and Jennifer Aniston frequently being reported. The main draw this time? Spas.

This is spa country. The Greater Phoenix area (including Scottsdale) has over 400,000 sq. ft. of dedicated spa space. Many of these luxury spas and resorts routinely top every American and international "best of" spa list. Combined with a magnificent food scene and the

charming, warm Southwest aesthetic, Scottsdale is becoming a top destination for those seeking some serious pampering.

When planning your trip, keep in mind this area is in the Sonoran Desert - it's hot. Peak season is usually from November through March. But if soaring temperatures don't bother you, coming in the summer will fetch you a great deal as many resorts reduce prices dramatically during this period. Golf carts are a given at these expansive properties, so don't worry, you'll never be out in the open sun longer than you choose to. Bring your bathing suit to your spa treatment and plan on going early and staying late to make the most of the spectacular amenities at these luxury resorts.

Scottsdale is becoming a top destination for those seeking some serious pampering.

OMNI SCOTTSDALE RESORT & SPA AT MONTELUCIA

Inspired by the Andalusia region in Spain, the Omni Scottsdale Resort & Spa at Montelucia is an intimate, picturesque property dotted with lively fountains and floral walkways. This is where former US President, Barack Obama was based when he visited the area in February 2009.

The resort's Joya Spa is modeled after Moroccan hammams - rich in deep, earthy colours and exotic with Moorish flourishes. Treatment rooms feel as if they're extensions of a plush bedroom lavishly decorated with jewel-toned throws and pillows. Indulge in the Arnica and Hot Towel Massage (starting at US\$239 for 80 min), a deep tissue massage using the essential oils of arnica, sage, lavender and spearmint, all proven to help soothe inflamed, sore muscles. As the massage progresses, a series of hot towels are placed over the treated areas, promoting the extracts' healing properties.



Omni Scottsdale
Resort & Spa at Montelucia
4945 E. Lincoln Drive
Paradise Valley, AZ
OmniMontelucia.com



TRAVEL

CONVENTION SALES



Fiscal Year	Year to Date	% of Annual Goal
FY 18-19	177 bookings	221%
FY 19-20	51 bookings	54%

MARKETING & ADVERTISING

- **Magazine Placements**
 - *Elite Traveler, Food & Wine, EnRoute and Links*
- **Out of Home Campaigns**
 - Toronto GO Trains
- **Television, Radio & Streaming**
 - Chicago, Los Angeles and New York
- **Pay-Per-Click Advertising**
 - Google and Facebook

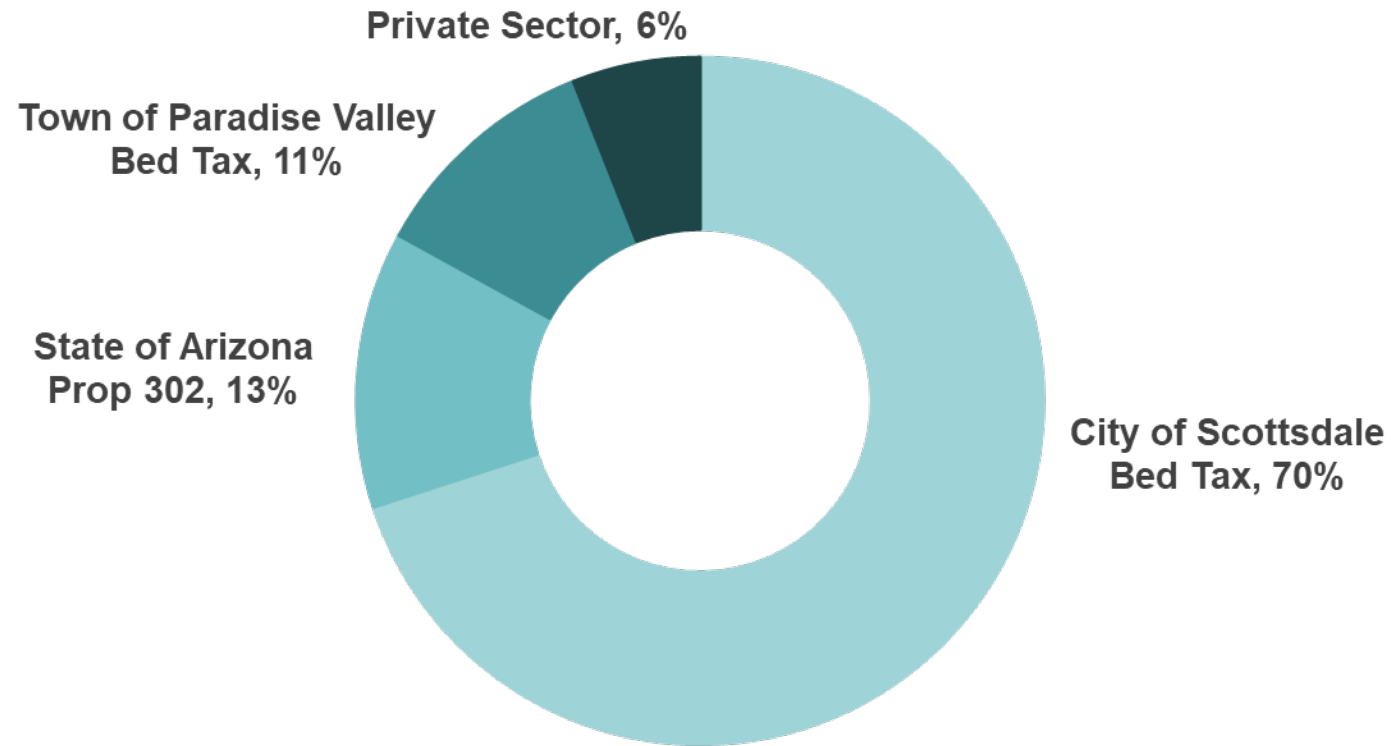


PRIVILEGE TAX COLLECTIONS

REPORTING PERIOD	FOR BUSINESS ACTIVITY IN	BED- AND SALES-TAX REVENUE
August 2015 – September 2019	July 2015 – August 2019	\$39,322,823

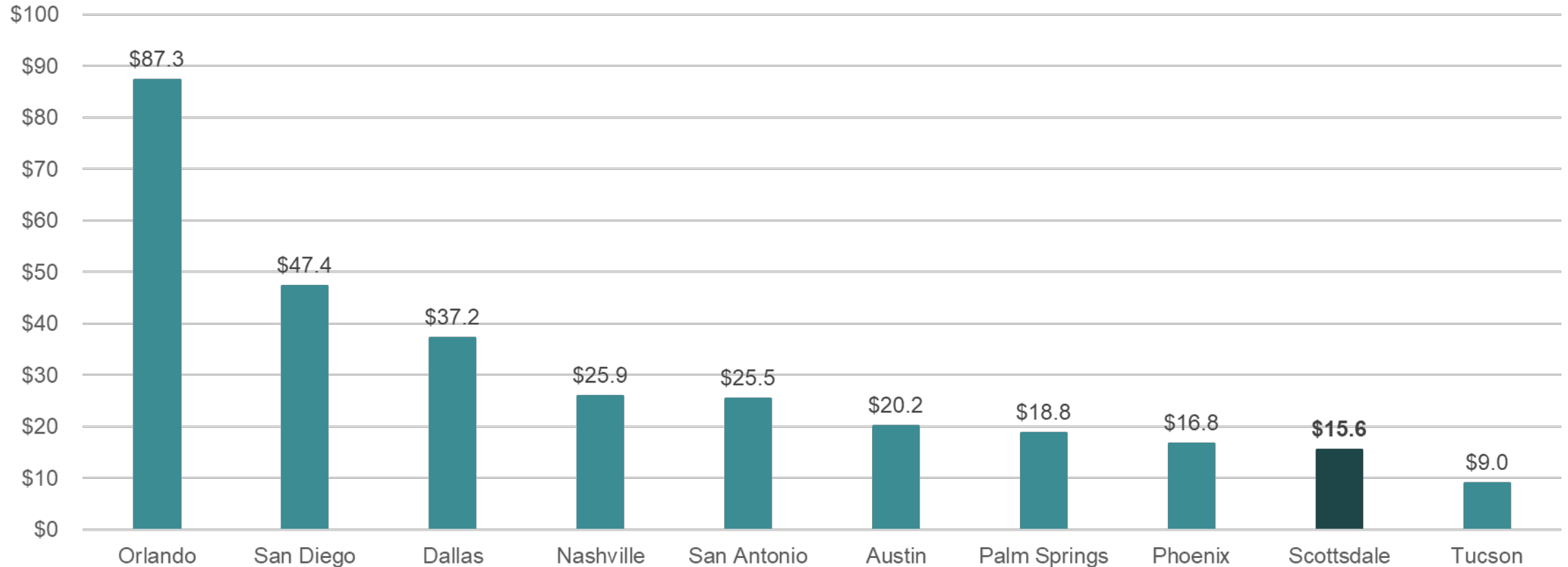
ANNUAL FINANCIAL AUDIT

FY 2019-20 BUDGET



DESTINATION COMPETITION

FY 2018-19



PROGRAM COSTS

	All Destination Marketing Organizations	Experience Scottsdale
Personnel	40%	35%
Admin/General	12%	8%
Programs	48%	57%



DOUG HEATON

Experience Scottsdale Board Chair



SCOTTSDALE
ARIZONA

A close-up photograph of several aloe vera leaves, which are sharp and pointed, filling the foreground. The background is a soft, out-of-focus sunset or sunrise sky with warm orange and yellow tones near the horizon, transitioning into a cooler blue at the top.

THANK YOU!



SCOTTSDALE
ARIZONA