

A close-up photograph of several large, pink cactus flowers with yellow centers, blooming from a green cactus. The flowers are the main visual element of the top half of the page.

# STRATEGIC RECOVERY

BUSINESS PLAN **2020–2021**



# A MESSAGE

## FROM OUR LEADERSHIP

UNPRECEDENTED TIMES. Those words have become a drumbeat for the national tourism industry. And while the crisis we face can be described in no other way, our industry and our community's ability to overcome incredible challenges is not unprecedented.

We rallied together in the aftermath of 9/11, during the Great Recession, and throughout countless public health emergencies. Each time, our industry took our hits and emerged even stronger. That resiliency is why tourism has and always will be one of the Scottsdale market area's largest and most important industries. Though our industry has a long, tough road ahead, I have no doubt the same will be true this time.

Tourism is the lifeblood of our community and the foundation of our economy, and this shift has impacted us all. I know you've had to make hard choices during this uncertain time. Experience Scottsdale has had hard choices as well. But since the COVID-19 outbreak, we have worked diligently to shift dollars and ready strong programs that will be activated when the time is right.

With a tightened budget, we will turn to our tried and true strategies, letting extensive research and important relationships guide our outreach to the visitors who have a propensity to travel to Scottsdale and will be essential to our road to recovery.

Experience Scottsdale's destination promotion will be critical in maintaining a positive perception of the Scottsdale market area as a travel and meetings destination, and we are working in lock-step with the regional hospitality and business community, as well as our partners at the city of Scottsdale and town of Paradise Valley, to ensure we have a coordinated and united front to protect our economic future.

Now, more than ever, we must remember that travel is a truly resilient industry. For more than three decades, Experience Scottsdale has worked with partners like you to overcome previous hurdles. Thank you for putting your trust in Experience Scottsdale. Let us not forget our strength as a community, our passion as an industry, and our resilience as people – no matter how unprecedented these times may be.

Sincerely,



Rachel Sacco  
President & CEO





# INDUSTRY OUTLOOK

THE HEALTH OF OUR COMMUNITY'S TOURISM INDUSTRY IS LARGELY RELIANT ON THE STRENGTH OF THE NATIONAL AND GLOBAL TOURISM INDUSTRY. Experience Scottsdale monitors publications, research and news to stay apprised of trends and shifts in the industry-at-large.

## FALLOUT FROM THE COVID-19 HEALTH CRISIS

At the outset of 2020, industry researchers anticipated annual growth in leisure, business and international travel, as well as meetings business. Once the COVID-19 public health emergency swept the U.S., those predications were no longer valid. As of April, according to Tourism Economics, the sudden impact of the coronavirus will result in:

- A **45%** decline in travel spending in 2020
- **\$519 billion** in lost revenue and a decline of **\$80 billion** in taxes
- The loss of **6.9 million** jobs in the travel and tourism sector

“Travel has come to a virtual standstill, but we expect the market to begin to regain its footing this summer. Once travel resumes, the combination of pent-up travel demand and federal aid will help fuel the recovery as we move into the latter part of this year and next year.”

– **Tourism Economics President Adam Sacks**

LODGING INDUSTRY FORECASTS		
	2020 STR Forecast	2021 STR Forecast
Occupancy	35.8% (-45.8%)	52.1% (+45.5%)
Average Daily Rate	\$102.83 (-21.6%)	\$104.58 (+1.7%)
Revenue Per Available Room	\$36.84 (-57.5%)	\$54.53 (+48.0%)

# RECOVERY BUSINESS PLAN

EACH YEAR, EXPERIENCE SCOTTSDALE MAINTAINS EXISTING PROGRAMS THAT PROVIDE A CONSISTENT RETURN ON INVESTMENT WHILE IMPLEMENTING NEW PROGRAMS TO REMAIN COMPETITIVE. In fiscal year 2020-21, these enhanced strategies will support our destination's recovery:

## MARKETING

### **Focus on increasing brand awareness in regional and drive markets: Arizona, California, Colorado, Nevada, New Mexico, Texas and Utah**

Industry researchers believe that, following the coronavirus public health crisis, people will be more likely to travel by car than plane. Campaigns in these markets will rely upon flexible mediums: television, radio and digital. As cross-country travel becomes more accessible, we will consider additional campaigns in traditional top feeder markets.

### **Roll out a summer campaign to encourage travel from Memorial Day through Labor Day**

One of our first campaigns to roll out will be a summer campaign promoted in Phoenix through radio, digital and billboard ads, as well as in Tucson and parts of southern California (as the state reopens) through radio and digital ads. Messaging will focus on sizzling rates, nearby staycations and activities the whole family can enjoy as consumers look to begin traveling again.

### **Lead with inspiring messages about the emotional ties travelers have to the destination and Sonoran Desert**

Research shows that travelers will be seeking wide open spaces, experiences that allow them room to roam, ways to focus on their health and wellness, as well as creating connections with family and friends. Our messaging is primed for those reassurances. That story is incorporated into our new television commercial and destination video, which were in production at the beginning of the year and will roll out in the fall.

## COMMUNICATIONS

### **Flip the media mission model to create opportunities for face-to-face pitch meetings with media**

Each year, Experience Scottsdale conducts missions in top media markets with the hope these face-to-face pitch meetings will result in confirmed assignments for magazines, newspapers and online publications. Experience Scottsdale will flip the media mission model by inviting California travel and lifestyle writers to a two-day media showcase in the destination to offer exclusive, experiential pitches. Rather than hear about our destination from behind their desks, journalists will enjoy our hospitality firsthand and become acquainted with the depth and breadth of the area's offerings during a trade show, meeting with a variety of members and experiencing some of the destination's attractions and experiences.

### **Partner with content creators to produce destination travel features for their blogs, YouTube and social media channels**

As consumers continue to turn to digital media on mobile devices, Experience Scottsdale will partner with these content creators to complement our seasonal marketing efforts and traditional earned media hits, as well as promote niche messaging. By partnering with vetted content creators, we will boost the destination's presence on YouTube and help gain visibility in Google searches. Blogs and videos created by these partners also will include backlinks to drive additional traffic to ExperienceScottsdale.com.

### **Collaborate with a travel expert to showcase the destination this summer on TV in 10 key markets**

By partnering with a nationally recognized broadcast travel expert, Experience Scottsdale can guarantee destination coverage in key regional markets. While we can influence the messaging and video footage used in the markets we select, the final television segments

shown to viewers will resemble unbiased editorial coverage. Additional segments will be considered for later in the year as well.

## TOURISM

### **Target luxury advisors close to home as affluent travelers rely more heavily on their expertise**

The long-standing relationships the Experience Scottsdale team has built with travel professionals from around the world will help us continue to sell the destination to affluent travelers who are still looking to book vacations – but closer to home. Many travel advisors who traditionally sell cruises or international destinations are looking for new luxury experiences to sell to their clients in the more immediate future. We will ensure such luxury advisors are trained to sell the Scottsdale market area to help fill this need. While visitation from international segments will take longer to recover, we will employ our in-market representation along with receptive tour operators based in key U.S. gateway cities to maintain our presence in Canada, Mexico, the United Kingdom and Germany, allowing the destination to sustain valuable market share when pent-up international travel demand returns.

### **Help travel professionals connect to the destination virtually through new tools and trainings**

In addition to traditional sales missions in regional markets, Experience Scottsdale will make it easier for travel professionals to connect with the destination virtually through new video content and itineraries on our website, and by leading virtual product trainings and participating in virtual trade shows. Through a layered approach, we will reach and educate top clients in the way that is most comfortable for them – in person or online. Customized virtual site inspections will provide travel advisors full access to the destination.

### **Develop immersive experiences to provide visitors with a deeper connection to the destination**

Experience Scottsdale will partner with the city of Scottsdale to develop, enhance and promote immersive and engaging experiences for Scottsdale visitors. Through this program being funded by the city, we will collectively work with destination consultant Veneto Collaboratory to identify opportunities to innovate

Scottsdale's tourism landscape and promote local, authentic experiences.

## CONVENTION SALES

### **Tap the association and local markets to spur new leads and bookings**

Association bookings account for more than 20% of all Experience Scottsdale's group business, and these groups will likely be the first following the crisis to seek new opportunities to bring their members together as mandated by their bylaws. We will target the association market with the "Reward the Board" promotion. The new promotion will incentivize associations that book their annual programs in the destination to additionally book their board meetings here. By targeting board meetings, which are smaller in size, this promotion will have the potential to benefit resorts and hotels of all sizes and tiers. We also will expand our local meeting planner promotion to encourage local planners to book their future meetings and events closer to home, including focusing on industry segments within Arizona, such as associations, healthcare, and financial/insurance.

### **Host customer focus groups to gain valuable insight into the meetings industry**

Experience Scottsdale has gained valuable insight into the meetings industry through our Customer Advisory Board. To keep our pulse on what's trending in three specific markets, we will work with Connect Meetings to host moderated focus groups in Salt Lake City, Utah; Washington, D.C.; and Jersey City, N.J. Connect will recruit, vet and confirm qualified meeting planners to participate in these events, which will not only build new connections but also provide market-specific feedback from an emerging market like Salt Lake City or a top room night generator like Washington, D.C.

### **Help meeting planners experience the destination virtually through new tools and resources**

For meeting planners unable to visit the destination firsthand, Experience Scottsdale will ramp up the virtual experiences available to meeting planners on our website. Virtual tours and experiences will be featured along with additional destination videos and more online content to make planning a meeting in Scottsdale even easier.

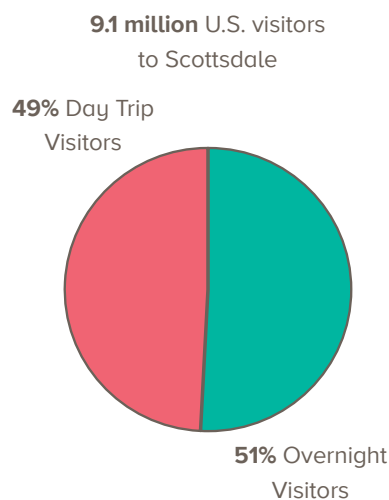
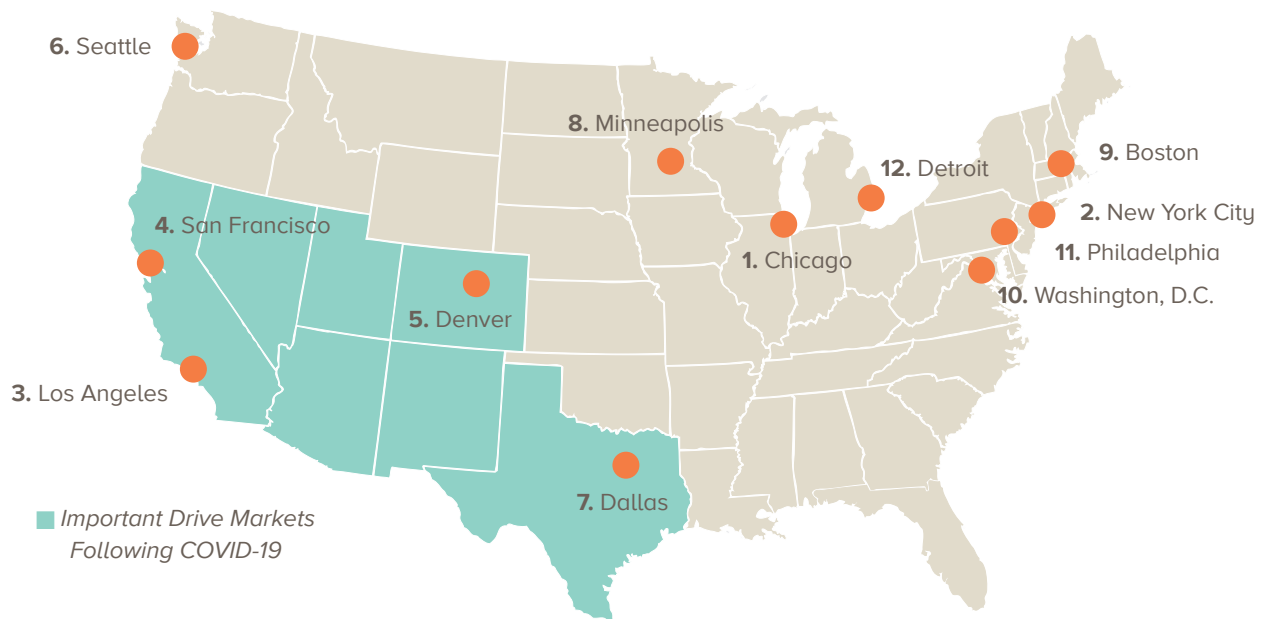
# WHERE WE TARGET

RESEARCH IS CRITICAL TO THE SUCCESS OF EXPERIENCE SCOTTSDALE'S INITIATIVES, ENSURING OUR PROGRAMS ARE COST-EFFICIENT AND EFFECTIVE IN ATTRACTING THE RIGHT BUSINESS TO SCOTTSDALE. Though we will shift priorities to regional and drive

markets following the coronavirus outbreak, our top U.S., Canadian and overseas markets will remain vital as tourism rebounds. Our efforts will keep our core customers inspired to visit when the time is right.

## WHERE WE TARGET: DOMESTIC LEISURE VISITATION

### TOP U.S. Revenue Producing Markets



**Scottsdale's Luxury Leisure Traveler**

53.5 years median age

**\$246,900** median household income

Staying an average of **2.5 nights**

Spending an average of **\$628** daily on property

**53%** of Scottsdale's luxury visitors are repeat visitors

**Scottsdale's Average Domestic Overnight Traveler**

**48 years** average age

**\$82,000** average household income

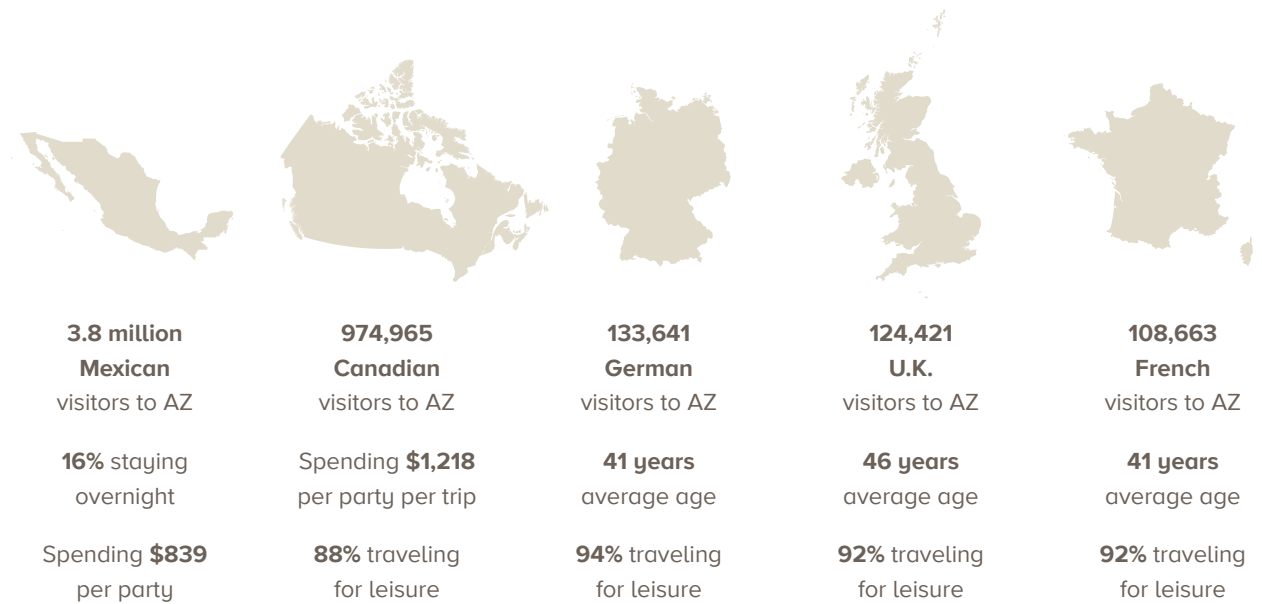
Staying an average of **3.9 nights**

Spending **\$290** per person

**68%** of Scottsdale's average visitors stay overnight in hotels/resorts

## WHERE WE TARGET: **INTERNATIONAL MARKETS**

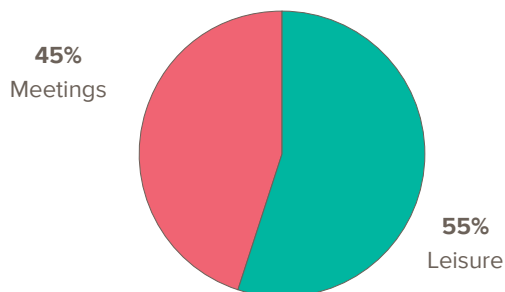
**1.7 million** international visitors to Scottsdale



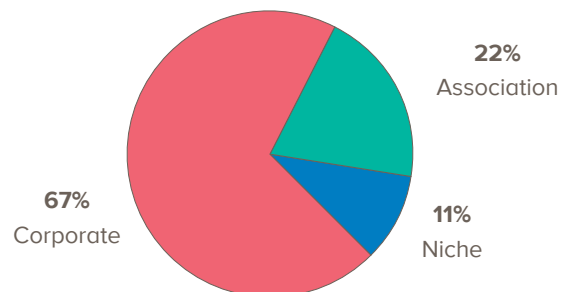
## WHERE WE TARGET: **MEETINGS MARKET**

Experience Scottsdale focuses on corporate (healthcare, high tech, financial, manufacturing, insurance and retail), association (major conventions, board meetings, training/educational seminars and professional/technical meetings) and niche meetings (sports, government, social, military, educational, religious and fraternal meetings).

**Resort and Upper-Moderate Hotel Occupancy**



**Experience Scottsdale Bookings By Market**



Meetings from third-party planners account for more than half of Experience Scottsdale's bookings, largely due to Experience Scottsdale's relationships with companies such as AMEX, HelmsBriscoe, ConferenceDirect, Experient, Global Cynergies and HPN.

# HOW WE TARGET MARKETING

EXPERIENCE SCOTTSDALE BRANDS THE SCOTTSDALE MARKET AREA AS A LUXURY LEISURE AND MEETINGS DESTINATION THROUGH BRAND ADVERTISING, INCLUDING HIGH-END COLLATERAL AND PUBLICATIONS, TRADITIONAL MEDIA, DIGITAL EFFORTS AND SOCIAL MEDIA.

## **MEDIA PLAN**

Experience Scottsdale develops a media plan based on extensive research and strategic planning to align Scottsdale's brand message with appropriate mediums that best reach our target audiences. With intense competition in the travel marketplace, Experience Scottsdale looks for the most effective outlets. Our efforts effectively capture the interest of potential baby boomer, Gen X and millennial travelers in key feeder markets.

## **SEASONAL CAMPAIGNS**

We develop seasonal marketing campaigns to drive additional visitation during need periods: the holidays and summer. These targeted campaigns use outdoor advertising, online mediums and various other efforts to strengthen destination awareness.

## **RELATIONSHIP MARKETING**

Experience Scottsdale maintains permission-based databases of leisure travelers and meeting planners for direct mail and email that keeps Scottsdale top of mind with people who have visited, expressed interest in visiting or fit our target audience demographics.

## **PROMOTIONAL MATERIALS**

Experience Scottsdale produces a variety of publications for leisure travelers, including the Scottsdale Visitor Guide; Hiking, Biking & Trail Guide; Old Town Guide; and monthly Calendar of Events. To assist meeting planners, travel advisors and tour operators, Experience Scottsdale produces the Scottsdale Meeting & Travel

Planners Guide and offers high-quality promotional materials that can be used to sell Scottsdale, including brochures, maps, photos and videos.

## **DIGITAL MARKETING**

ExperienceScottsdale.com is Experience Scottsdale's primary website. We drive visitors to the website via advertising, digital marketing, pay-per-click advertising and search marketing programs. We maintain an active presence on social media channels such as Facebook, Twitter, YouTube, Instagram, Pinterest and LinkedIn. Experience Scottsdale also uses videos, a local expert program and downloadable guides to provide greater access to information online.

## **EVENT MARKETING**

To help drive incremental visitation to the destination, Experience Scottsdale supports special events by incorporating them into our advertising, guides, website, emails and social media channels.

Experience Scottsdale provides visitor services at several events, and we work with event producers to secure new events that fill room nights and attract new customers to Scottsdale.

## **VISITOR SERVICES**

Experience Scottsdale operates a Tourist Information Center in Scottsdale Fashion Square. We provide visitors with destination information via phone, email and our web chat.



# HOW WE TARGET

## COMMUNICATIONS

EXPERIENCE SCOTTSDALE GARNERS POSITIVE PUBLICITY FOR THE SCOTTSDALE MARKET AREA AS A LUXURY TRAVEL AND MEETINGS DESTINATION THROUGH TARGETED, POSITIVE MEDIA EXPOSURE IN PRINT, BROADCAST, ONLINE AND SOCIAL MEDIA. In markets where advertising dollars are scarce or nonexistent, communications programs are critical in generating interest.

### TRADE SHOWS & MEDIA MISSIONS

To build relationships and target high-caliber journalists with strategic messages, Experience Scottsdale conducts one-on-one editorial meetings and hosts receptions and events in key cities. When possible, Experience Scottsdale also attends travel trade shows to pitch story ideas and further develop media relationships.

### PRESS TRIPS & CONFERENCES

Experience Scottsdale encourages qualified journalists to explore Scottsdale, as media who visit typically produce better coverage and write more frequently about the destination than those who do not. Experience Scottsdale facilitates individual and group visits by providing story ideas and coordinating customized itineraries with the support of our members. Group tours are often produced around specific drivers or special events to attract niche media.

Experience Scottsdale also hosts a biennial travel writers conference, Travel Classics West, which provides an additional way to introduce top editors and freelance writers to the destination. When the conference is in another city, Experience Scottsdale attends as a sponsor to develop and maintain media relationships.

### MEDIA RESOURCES

Our resources provide story ideas, enhance editorial coverage and help Experience Scottsdale build relationships with media.

- **Press Kits:** Experience Scottsdale's press kits are available online and used for media fulfillment. Visiting media are encouraged to download the press kits from the website.
- **Press Releases:** Experience Scottsdale disseminates news and seasonal releases, which often incorporate information submitted by Experience Scottsdale members. Some releases are published in other languages.
- **Customized Pitches:** Customized pitches allow Experience Scottsdale to tailor the message to a publication and its audience to secure thorough, high-value coverage.
- **Destination Images:** Experience Scottsdale provides media with high-definition video footage and images to enhance Scottsdale editorial.
- **Monthly E-Newsletter:** Our monthly newsletter updates more than 4,000 domestic and international media on what's new in Scottsdale.

### PUBLIC RELATIONS REPRESENTATIVES

Experience Scottsdale contracts with international public relations representatives in Canada, the United Kingdom and Germany to have a more consistent presence in these markets. Experience Scottsdale also contracts with a domestic agency with offices in New York and Los Angeles to help us further penetrate these media-rich cities. In addition, Experience Scottsdale partners with a local golf-focused public relations agency. Our representatives help build relationships with media in their respective markets, respond to media requests, distribute press materials, coordinate media visits to Scottsdale, and advise Experience Scottsdale regarding opportunities to further our positioning.

# HOW WE TARGET

## TOURISM

EXPERIENCE SCOTTSDALE PROVIDES DESTINATION EDUCATION TO TRAVEL ADVISORS, TOUR OPERATORS, AIRLINE VACATION DIVISIONS AND INTERNATIONAL MEETINGS GROUPS. We help travel professionals best capture the Scottsdale experience for their clients, and we ensure Scottsdale stands out as a unique destination in tour operator product inventories throughout the world.

### LEADS

Experience Scottsdale generates leads for members, including Scottsdale-area hotels. Once a travel professional has established a relationship with a Scottsdale market area hotel, Experience Scottsdale introduces new itinerary ideas to enhance the experience for customers and increase the number of nights booked for a Scottsdale vacation.

### TRADE SHOWS & SALES MISSIONS

We connect face-to-face with travel professionals at select trade shows, which generate immediate leads for Experience Scottsdale members. In addition, Experience Scottsdale conducts sales missions, client events and educational seminars in key markets to cultivate relationships with new clients and meet with long-term clients. During one-on-one client meetings, Experience Scottsdale reviews travel catalogues to ensure that area hotels and resorts are properly featured within a Scottsdale-branded section, prominently featured in the catalogue or highlighted on the cover.

### FAMILIARIZATION TOURS & SITE INSPECTIONS

Experience Scottsdale hosts familiarization tours (FAMs) for travel professionals to increase their overall knowledge of the destination by experiencing it firsthand. These FAMs and site inspections provide an opportunity for members to showcase their properties, services and events to travel professionals who are actively seeking new product to sell.

### PRODUCT TRAINING SEMINARS

Experience Scottsdale conducts in-person and online product training sessions for travel industry clientele and reservation agents who sell Scottsdale hotels and activities. These seminars are a valuable tool for increasing room-night bookings to the area – the more information each agent absorbs, the easier the destination is to sell to the leisure traveler.

### TRADE COOPERATIVE MARKETING

To drive more travelers to purchase Scottsdale vacation packages, Experience Scottsdale partners with international and domestic tour operators to create trade cooperative marketing campaigns in their respective cities and countries. These promotions are organized around seasonal travel packages or a Scottsdale vacation contest. Experience Scottsdale matches the nominal cost incurred by the tour operator to execute the promotion and in turn receives exposure in every medium of the promotion (e.g. print ads, direct mail, in-store displays).

### SERVICES

We help travel professionals sell Scottsdale by providing complimentary materials such as photos, videos, brochures, maps, visitor guides and itinerary ideas. Many travel professionals include Scottsdale promotional pieces with itineraries for clients who have purchased a Scottsdale vacation.

### TOURISM REPRESENTATIVES

Experience Scottsdale works with trade representatives in the United Kingdom, Germany, Canada and Mexico. Our representatives respond to travel industry requests, participate in trade shows, and conduct educational seminars and sales missions to promote tourism to Scottsdale.

# HOW WE TARGET

## CONVENTION SALES

EXPERIENCE SCOTTSDALE PROVIDES DESTINATION EDUCATION TO MEETING PLANNERS AND ASSISTS WITH SECURING SPACE AND SERVICES FOR MEETING AND INCENTIVE PROGRAMS.

### LEADS

Experience Scottsdale customizes all meeting planners' requests for accommodations, meeting space and other types of services. Experience Scottsdale works closely with both clients and members to ensure a great match between the needs and wants of our clients and the products and services of our members. In addition to leads generated from our own efforts, Experience Scottsdale also has an agreement with Cvent to generate incremental leads for the destination. Experience Scottsdale does not produce a convention calendar.

### TRADE SHOWS & SALES MISSIONS

Experience Scottsdale connects face-to-face with meeting planners at select trade shows, which typically generate immediate leads for Experience Scottsdale members. Often in conjunction with a trade show, Experience Scottsdale will conduct sales calls to connect with additional planners. Members frequently partner with Experience Scottsdale for these events, increasing Scottsdale's presence in the markets.

### FAMILIARIZATION TOURS & SITE INSPECTIONS

To give clients a firsthand experience of the destination, Experience Scottsdale conducts large meeting planner familiarization tours (FAMs) each year as well as smaller niche FAMs. These FAMs provide an opportunity for members to showcase their properties and services to highly qualified meeting planners who are actively considering Scottsdale for future programs. In addition to FAMs, smaller and more customized site inspections are coordinated throughout the year for qualified clients.

### CLIENT OUTREACH

Clients are contacted during the year via direct mail, phone calls and emails to generate awareness, keep Scottsdale top of mind, and update customers on new amenities and products in Scottsdale.

### ADVERTISING & PUBLIC RELATIONS

Experience Scottsdale reaches meeting planners through advertising, email blasts, digital efforts, social media and online RFP tools such as Cvent. Experience Scottsdale also works to keep Scottsdale top of mind with media from key meetings publications. In addition, Experience Scottsdale creates meeting planner promotions to target specific geographic areas, such as Canada and the local Arizona market, and to promote business during need times for the hotels and resorts.

### DESTINATION SERVICES

Experience Scottsdale efficiently matches planners' requests for destination management services, off-property venues, speakers, wholesale gifts, and other types of services with member businesses. Experience Scottsdale also helps planners boost attendance for their programs by providing complimentary materials such as photos, videos, brochures, visitor guides and welcome letters.



# WHY WE MEASURE

EXPERIENCE SCOTTSDALE COMMISSIONS RESEARCH AND REPORTS FROM MARKET LEADERS IN BENCHMARKING, DATA ANALYSIS AND ECONOMIC IMPACT. Though the pandemic changed the immediate outlook for the industry, historic data shows the Scottsdale market area was on a positive trajectory with promotions moving the needle.

## WHY WE MEASURE: **ORGANIZATIONAL IMPACT**

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On average, Experience Scottsdale's annual direct economic impact is **\$247 million.**

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Experience Scottsdale's tourism promotions directly generate an average of **\$31.4 million** in annual state and local tax revenue.

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THIS REVENUE SUPPORTS ESSENTIAL PUBLIC SERVICES AND IS ENOUGH MONEY TO PAY FOR:



THE SALARIES OF **498**  
POLICE OFFICERS AND  
FIREFIGHTERS

OR



THE SALARIES OF **830**  
PUBLIC SCHOOL  
TEACHERS



BUILDING **8** TRAILHEADS  
IN THE MCDOWELL  
SONORAN PRESERVE

OR



REPAVING **98** MILES  
OF FOUR-LANE  
CITY STREETS

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Without these travel-generated revenues, each Scottsdale household would have to pay an average of **\$307** more in state and local taxes every year to maintain the same level of services.

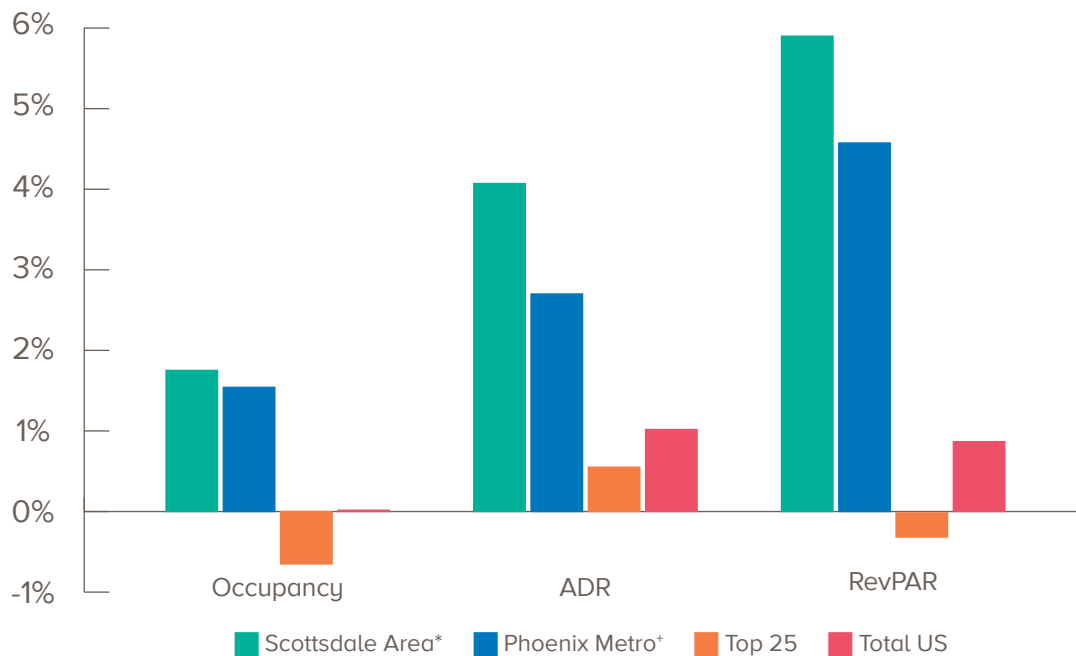
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## WHY WE MEASURE: **LODGING PERFORMANCE**

SCOTTSDALE VS. OTHER U.S. MARKETS				
2019 (January – December)				
	Scottsdale Area*	Phoenix Metro*	Top 25 Markets	Total U.S.
<b>Occupancy</b>	70.7%	70.7%	73.1%	66.1%
<b>Average Daily Rate</b>	\$211.32	\$133.36	\$158.31	\$131.21
<b>Revenue Per Available Room</b>	\$149.39	\$94.23	\$115.76	\$86.76

### SCOTTSDALE VS. OTHER U.S. MARKETS Percent Change – 2019 vs. 2018

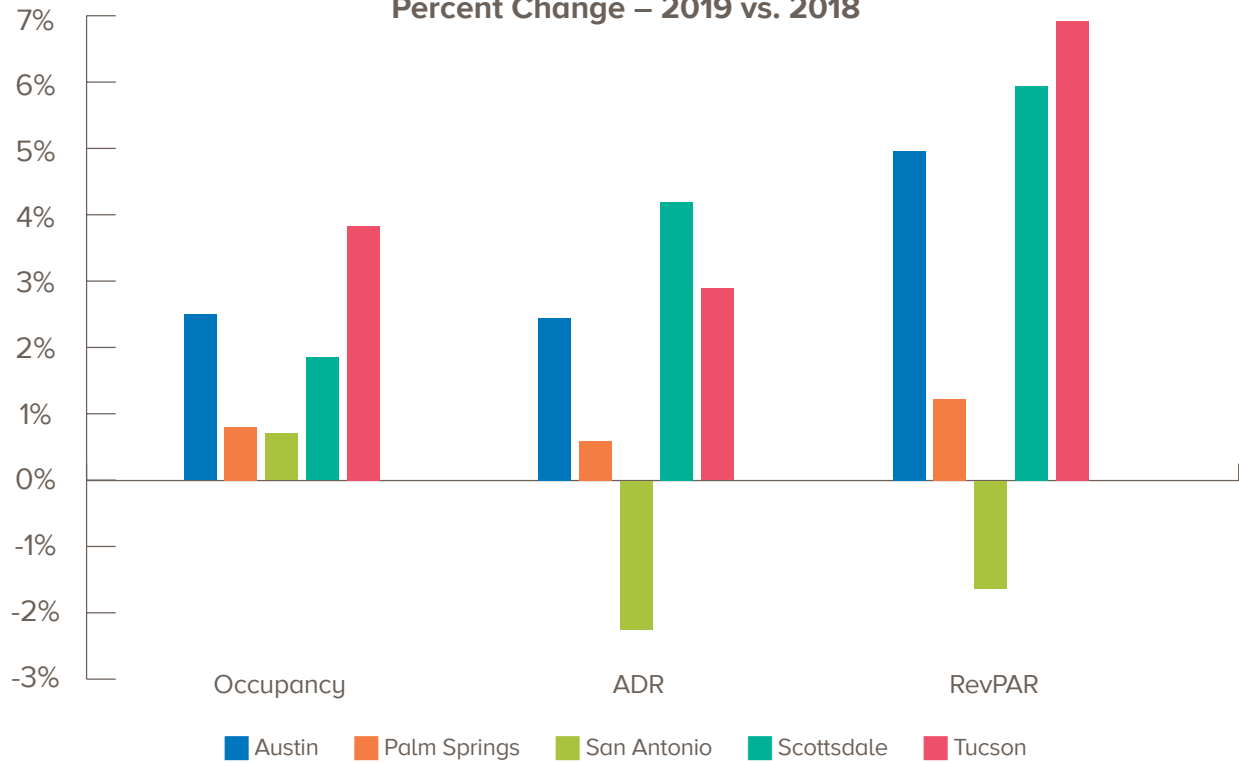


\*Includes all hotels in Experience Scottsdale's membership, including properties in Scottsdale, Paradise Valley, Salt River Pima-Maricopa Indian Community, and a few in Phoenix

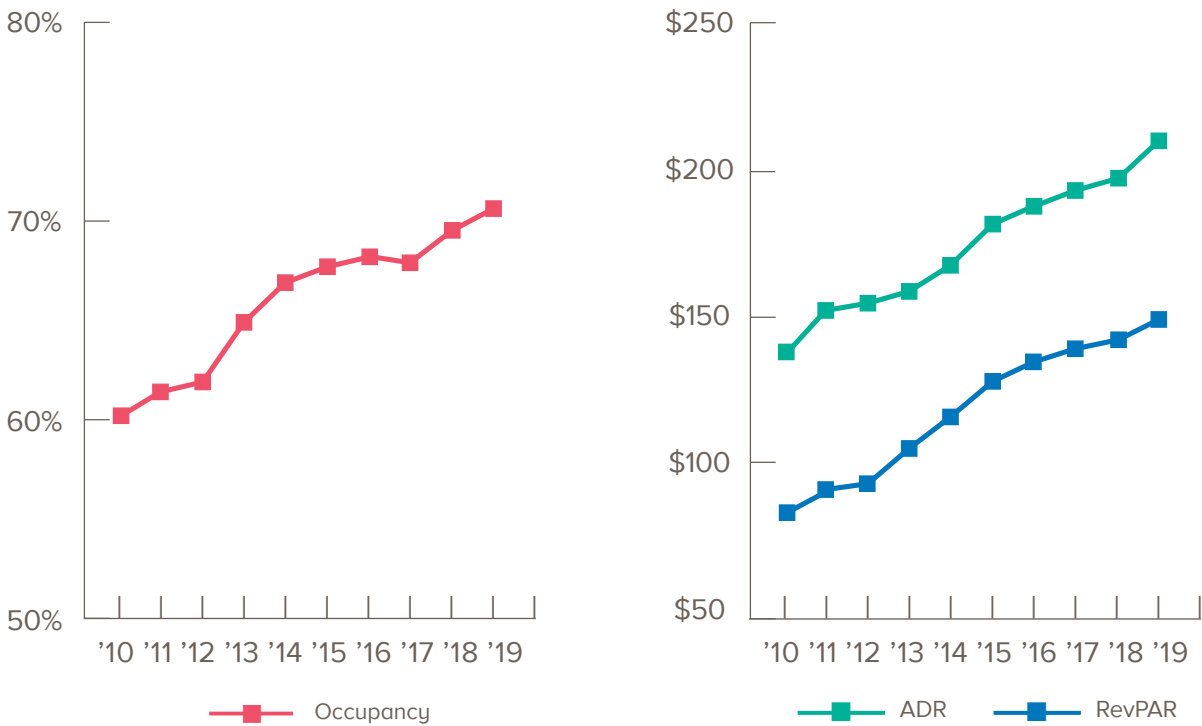
+Includes Scottsdale area

## SCOTTSDALE VS. WARM WEATHER COMPETITORS

Percent Change – 2019 vs. 2018



## 10-YEAR SCOTTSDALE AREA TOURISM INDUSTRY MEASUREMENTS



## WHY WE MEASURE: **GOLF PERFORMANCE**

SCOTTSDALE GOLF INDUSTRY VS. COMPETITIVE MARKETS				
2019 (January – December)				
	Scottsdale Area	Phoenix Metro	Palm Springs	Las Vegas
Course Occupancy	53.5%	53.8%	47.5%	52.0%
Average Rate Per Available Round	\$81.53	\$58.17	\$65.43	\$47.97
Revenue Per Available Round	\$43.62	\$31.32	\$31.08	\$24.92

## WHY WE MEASURE: **MEETINGS INSIGHT**

Although Scottsdale faces tough competition, Scottsdale is viewed favorably in important meetings site considerations. When choosing a meetings site, the two most important considerations for meeting planners are “safe environment” and “clean/attractive place.” Meeting planners give Scottsdale top marks in those two areas.

SCOTTSDALE AREA VS. COMPETITIVE MARKETS			
Percent of Overall Meeting Planners			
	Have/Would Consider	Used in Past Two Years	Plan to Use in Next Two Years
Austin	45%	15%	15%
Las Vegas	54%	22%	20%
Orlando	50%	20%	19%
Phoenix	43%	12%	11%
San Diego	49%	19%	16%
Scottsdale	34%	11%	9%

- >> A 501(c)6 nonprofit **destination marketing organization** founded in 1987.
- >> A team of **productive, positive people** passionate about Scottsdale, our businesses, our residents and our visitors.

- >> Guided by Experience Scottsdale's Board of Directors, 25+ volunteer, **community leaders**.
- >> Charting a path with a vision to establish Scottsdale as a year-round, **luxury travel destination**.

# WHO WE ARE

## WE ARE EXPERIENCE SCOTTSDALE

- >> Delivering on the mission to **enhance the local community** by promoting the Scottsdale area as a luxury destination for meetings, events and leisure travel.
- >> **Strategically executing business strategies** under four key objectives.
  1. Generate visitor-related economic impact for the Scottsdale market area
  2. Foster positive relationships with customers and stakeholders
  3. Run an effective business
  4. Enhance the long-term health and development of the destination

- >> Aligning with more than 400 hospitality and tourism partners to **grow the industry**.
- >> Working **in tandem with city of Scottsdale and town of Paradise Valley** leaders and staff.
- >> **Mindfully administering private and public-sector revenue** via membership dues, bed-tax collections and state of Arizona, Prop. 302, dollars.