

EXECUTIVE SUMMARY

During the first quarter, Experience Scottsdale continued to shift our programs to virtual platforms, keeping the Scottsdale area top of mind by hosting virtual trade shows, appointments and training sessions with travel advisors, tour operators, meeting planners and travel media. Late into the quarter, once COVID-19 cases declined in Arizona, we began to see increased interest from clients in visiting the destination. We also revived our marketing promotions, including our summer campaign targeting Arizona residents. All the while, we continued to drive home the importance of adhering to health and safety protocols with potential visitors, clients and member businesses.

As we move into the next quarter, we hope to continue expanding the reach of our promotions, all while closely monitoring coronavirus conditions in Arizona and neighboring states. With the return of our holiday campaign in October, we will target drive markets with low to moderate cases and will promote the Scottsdale area as a safe winter destination to regional travel media and influencers.

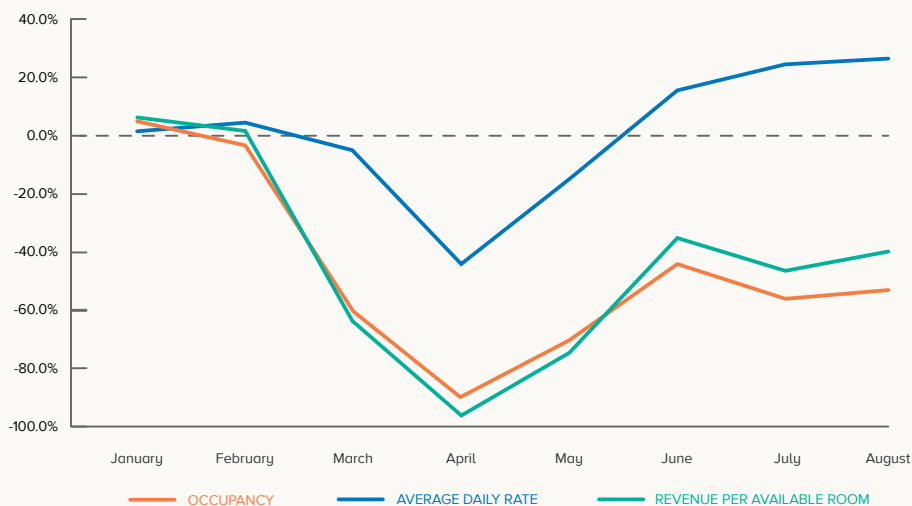
Regarding the state of our local tourism industry, hotel research company STR forecasts that the Scottsdale/Paradise Valley area will experience just 39.9% occupancy for the remainder of 2020, though that will increase to 54.1% in 2021. And year to date through August, total revenue at Paradise Valley resorts was \$48.8 million, down 43% from the year prior, according to STR.

Kind regards,

RACHEL SACCO *President & CEO*

TOWN INDUSTRY TRENDS JANUARY – AUGUST 2020

YEAR-OVER-YEAR RESORT PERFORMANCE



PARADISE VALLEY VS. SCOTTSDALE RESORT PERFORMANCE

	Paradise Valley	Scottsdale	Town Advantage
Occupancy	38.1%	43.3%	-12.0%
Average Daily Rate	\$259.30	\$193.31	+34.1%
Revenue per Available Room	\$98.70	\$83.64	+18.0%


TOWN YEAR-TO-DATE RESULTS JULY – SEPTEMBER 2020

EARNED MEDIA	TRAVEL PROFESSIONAL OUTREACH	GROUP MEETINGS	WEB SESSIONS
50 articles 40.8 million in circulation	873 connections via trade shows, meetings and trainings	21 bookings \$3.7 million future economic impact	286,537 visitor sessions

QUARTER HIGHLIGHTS JULY – SEPTEMBER 2020

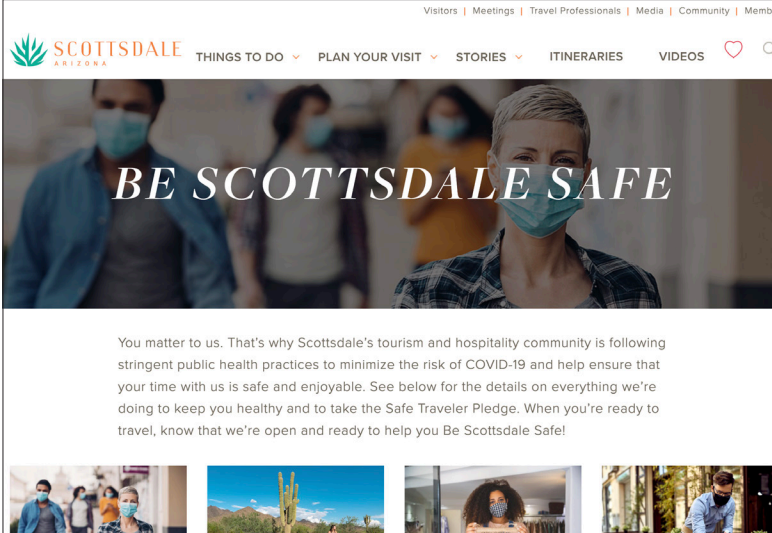
- The *Let Scottsdale Surprise You* campaign encourages Arizona residents to plan staycations into the fall through a website, radio and social media advertising.
- **26** local clients attended the Local Meeting Planners & Travel Agents virtual trade show, discovering the amenities in their own backyard, including **3** participating Paradise Valley resorts.
- Experience Scottsdale pitched **16** journalists with outlets like *Travel + Leisure*, *AFAR* and *Sunset* on how their readers can safely travel in the Scottsdale area during virtual media missions.

QUARTER SAMPLES JULY – SEPTEMBER 2020



ANDAZ SCOTTSDALE
 This property is so serene, you can almost hear the birds moving through the air. The hotel is made up of 185 private bungalows and suites that dot the walking paths weaving through the grounds. Each is outfitted with a private patio, huge bathrooms, mid-century modern furniture, and quirky sculptures, paintings, and ceramics by local Scottsdale artists from the nearby Cattle Track Arts Compound. There's lots to do right on the property: Have blue corn pancakes delivered to your bungalow and eat them on the patio overlooking Camelback Mountain. Head to a yoga class at the fitness center before getting a Himalayan salt stone massage at the spa. Sip margaritas by the pool, or take a nap on one of the property's several hammocks. At night, head to Weft & Warp, the on-site restaurant that serves, among other delicious things, a decadent, creamy scallop risotto and incredible desserts. Stay for the live music before melting into your oversized bed.

"A Wildly Scenic Road Trip Through Arizona" on Goop.com resulted from an Experience Scottsdale individual press trip to Paradise Valley.



Visitors | Meetings | Travel Professionals | Media | Community | Member

THINGS TO DO | PLAN YOUR VISIT | STORIES | ITINERARIES | VIDEOS

BE SCOTTSDALE SAFE

You matter to us. That's why Scottsdale's tourism and hospitality community is following stringent public health practices to minimize the risk of COVID-19 and help ensure that your time with us is safe and enjoyable. See below for the details on everything we're doing to keep you healthy and to take the Safe Traveler Pledge. When you're ready to travel, know that we're open and ready to help you Be Scottsdale Safe!

BeScottsdaleSafe.com, received more than **17,000** page views, educating potential visitors about health and safety measures at hospitality businesses.



"We had the most AMAZING visit and are so in love with Scottsdale! Our accommodations were among my favorite I've ever visited, and the itinerary you all created was absolutely perfect for our three-day stay."

– Journalist who visited Paradise Valley during a press trip