

———— EXPERIENCE SCOTTSDALE ————
*PROMOTING SCOTTSDALE
TRAVEL & TOURISM*
————



WHO WE ARE

Experience Scottsdale is the sole organization responsible for marketing the city as a premier travel and meetings destination to national and international target audiences, including leisure visitors, meeting and incentive planners, travel agents, tour operators, and the media.

In addition to destination marketing for the City of Scottsdale, Experience Scottsdale also partners with the Town of Paradise Valley, Fort McDowell Yavapai Nation and Salt River Pima-Maricopa Indian Community. Experience Scottsdale represents more than 400 tourism-related member businesses in these communities.



GETTING THEM HERE

Scottsdale hosts 8 to 9 million visitors annually who generate nearly \$40 million in tax revenue. Before a visitor or group decides on a hotel, golf course, spa or restaurant, they first must choose our destination. Experience Scottsdale ensures these visitor and group dollars land in our community.

HERE'S HOW



Public Relations



Booking Meetings & Events



Online & Social Media



Educating Travel Agents
& Tour Operators



Tourism Concierge



Advertising & Brand Messaging



WHO IS SCOTTSDALE'S HIGH-VALUE VISITOR?



AVERAGE AGE
50 Years Old

PERCENTAGE OF VISITORS THAT ARE MARRIED
75%

AVERAGE HOUSEHOLD INCOME
\$247,000

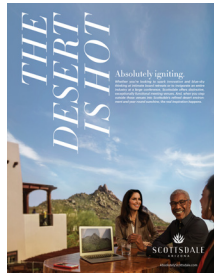
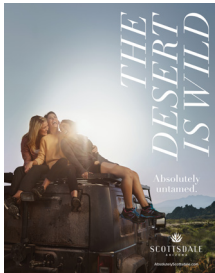
POPULAR INTERESTS
International Travel, Regular Exercise
and Culinary Experiences

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Scottsdale does a great job on branding.
I don't know of a destination that does a better job
branding their unique offerings.

- **MICK LEE**

MANAGING DIRECTOR, CITIGROUP



MARKETING

Experience Scottsdale began advertising in 1987 to capture the attention of potential visitors and provide them with the information they need before they arrive and once they are here. Experience Scottsdale conducted extensive research on visitor motivations and perceptions to create the above advertisements to appeal to potential visitors.

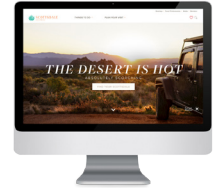
NOT JUST FOR VISITORS

Experience Scottsdale is a valuable resource for Scottsdale residents and businesses.

ExperienceScottsdale.com/Locals

is the place to find:

- Local-specific packages and coupons
- Must-attend events in the area



Plus, Experience Scottsdale makes planning an event or meeting easy and affordable with free services, including:

- Site-selection assistance
- Lead distribution
- Vendor referrals
- Promotional materials



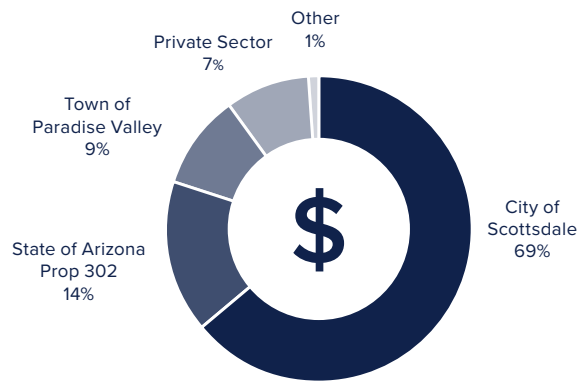
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Experience Scottsdale fosters that sense of community and encourages our industry to think beyond the traditional, setting our destination apart from any other.

- **KATE BIRCHLER**

ASSISTANT VP OF TOURISM MARKETING, MACERICH

EXPERIENCE SCOTTSDALE REVENUE SOURCES



HOW IS EXPERIENCE SCOTTSDALE FUNDED BY THE CITY OF SCOTTSDALE?

5% of a visitor's hotel room rate is collected as bed tax. Of that:

- 50% goes to the City of Scottsdale for tourism-related events and projects
- AND
- 50% goes to Experience Scottsdale for destination marketing

Experience Scottsdale also is financially supported by neighboring communities and annual membership dues.



CONNECT WITH US

- [Facebook.com/ExperienceScottsdale](https://www.facebook.com/ExperienceScottsdale)
- [Twitter.com/ScottsdaleAZ](https://twitter.com/ScottsdaleAZ)
- [Youtube.com/ExperienceScottsdaleAZ](https://www.youtube.com/ExperienceScottsdaleAZ)
- [Instagram.com/ScottsdaleAriz](https://www.instagram.com/ScottsdaleAriz)
- [ExperienceScottsdale.com](https://www.ExperienceScottsdale.com)

EXPERIENCE SCOTTSDALE CORPORATE OFFICE

4343 N. Scottsdale Rd., Suite 170
Scottsdale, Arizona 85251
800.782.1117
Mon. - Fri., 8 a.m. to 5 p.m.

SCOTTSDALE TOURIST INFORMATION CENTER

Adjacent to the food court on the lower level
of Scottsdale Fashion Square
7014 E. Camelback Rd.
Scottsdale, Arizona 85251
800.782.1117
Mon.-Sat., 9 a.m. to 6 p.m.
Sun., 10 a.m. to 5 p.m.

