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EXPERIENCE SCOTTSDALE

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*PROMOTING SCOTTSDALE  
TRAVEL & TOURISM*

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EXPERIENCE  
SCOTTSDALE

# WHO WE ARE

Founded in 1987, Experience Scottsdale is the sole organization responsible for enhancing the local community by promoting the Scottsdale area as a luxury destination for meetings, events and leisure travel.

Experience Scottsdale partners with the city of Scottsdale and town of Paradise Valley for destination promotion, supporting hundreds of tourism-related businesses in the community.

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

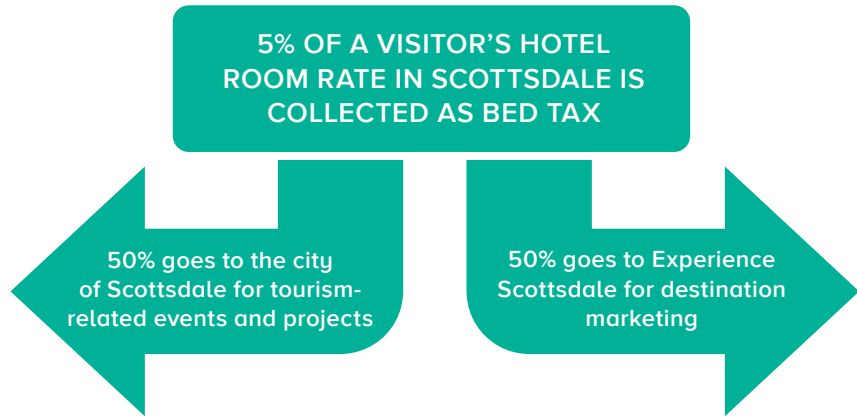
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## EXPERIENCE SCOTTSDALE FUNDING

Like any product, travel destinations are brands that require investment to remain relevant, attractive and competitive. Nearly 70 percent of Experience Scottsdale's revenue comes from Scottsdale's bed-tax collections.



Experience Scottsdale's remaining revenue comes from neighboring communities, state of Arizona Prop 302 and annual membership dues.

## GETTING VISITORS HERE

Scottsdale hosts approximately **11 million visitors** each year who provide a **\$3.3 billion annual economic impact** and directly support nearly **27,000 jobs** in the community. Experience Scottsdale ensures these visitors and groups choose the destination so that their dollars benefit the community.

### HERE'S HOW



Public Relations



Booking Meetings & Events



Online & Social Media



Educating Travel Advisors & Tour Operators



Tourism Concierge



Advertising & Brand Messaging



# PROMOTING SCOTTSDALE

With advertising campaigns, Experience Scottsdale has mere seconds to capture the attention of potential visitors – before they turn the page or change the channel. To ensure our ads appeal to high-value visitors, Experience Scottsdale conducts extensive research on visitor motivations and perceptions. The result? The *Absolutely Scottsdale* print and TV campaign.



“ I was reading my latest copy of *Chicago Magazine* and saw the beautiful Experience Scottsdale ad. It immediately caught my attention and wonderfully captures the essence of Scottsdale.

–JANICE S., SCOTTSDALE RESIDENT

# IMPROVING QUALITY OF LIFE

When Experience Scottsdale promotes the destination, local businesses, public services and citizens win.

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

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

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.

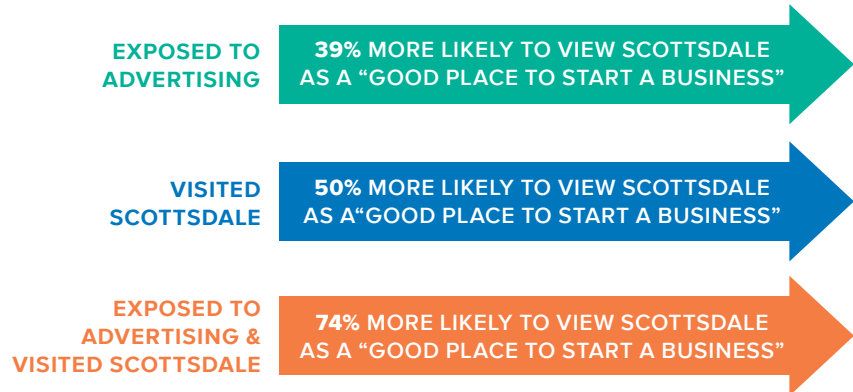
Increased visitors result in increased demand for amenities, which improve the overall quality of life for Scottsdale residents. Visitors and locals alike enjoy upgraded parks and sports stadiums, new dining and nightlife options, arts and culture attractions, and more.



## 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. Consumers who recalled our advertising were not only more likely to visit, but also more likely to view Scottsdale as a good place to live, work, start a business, attend college, purchase a vacation home and retire.

### PERCEPTION OF 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 have seen the ads and/or visited.

## SUPPORTING SMALL BUSINESSES

Experience Scottsdale represents businesses of all sizes, from independent art galleries and restaurants to large-scale resorts and golf courses. By driving incremental visitation and promoting all of Scottsdale's amenities, Experience Scottsdale helps stimulate small business growth.

“ The best business decision we made after locating in Scottsdale was becoming a member of Experience Scottsdale. The exposure Experience Scottsdale has brought to Scottsdale, and ultimately our business, has been extraordinary. Quite frankly, we don't know what we would do if we did not have this collaborative partner. ”  
—PEGGY FIANDACA, LDV WINERY TASTING ROOM

“ For Arizona Outback Adventures, travel adds opportunity. Without travelers, we would just be a small little business. Because of the travelers that we get to share the desert and the Southwest with, we're able to be this flourishing part of the Scottsdale tourism industry. ”  
—ANNEMARIE KRUSE,  
REI CO-OP EXPERIENCES / ARIZONA OUTBACK ADVENTURES

“ Our partnership with Experience Scottsdale is a big part of what makes us so successful, particularly being an independently-managed and locally-owned hotel. They bring us fantastic opportunities for media stays and exposure, in addition to significant group and conference bookings. ”  
—KRISTIN HEGGLI, HOTEL VALLEY HO

# CONNECT WITH US

Experience Scottsdale is a valuable resource for Scottsdale residents and businesses. Find packages, coupons and must-attend events online. Plus, Experience Scottsdale makes planning an event or meeting easy and affordable with free services, including site-selection assistance, vendor referrals and promotional materials.

## **EXPERIENCE SCOTTSDALE CORPORATE OFFICE**

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

## **SCOTTSDALE TOURIST INFORMATION CENTER**

Scottsdale Fashion Square (food court)  
7014 E. Camelback Rd., Scottsdale, AZ 85251  
Free brochures available during mall hours.



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@ScottsdaleAriz



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