

CITY COUNCIL REPORT



Meeting Date: **May 19, 2026**
General Plan Element: ***Economic Development***
General Plan Goal: ***Sustain Scottsdale as a tourist destination***

ACTION

Experience Scottsdale Strategic Business Plan. Adopt Resolution No. 13675 authorizing the FY 2026/27 Budget, Strategic Business Plan, Programs of Work, and Performance Standards under Destination Marketing Services Contract No. 2022-054-COS between the City of Scottsdale and Scottsdale Convention and Visitors Bureau D/B/A Experience Scottsdale.

BACKGROUND

Since 1977, the city has maintained a Destination Marketing Organization (DMO) through a public-private partnership funded by Transient Occupancy (bed) tax to provide long-term development and marketing of Scottsdale and the immediate region through a travel and tourism strategy. The general direction and major activity areas undertaken annually by Experience Scottsdale are reflective of the primary mission of a DMO and include marketing, communications, convention sales and services, and tourism.

In March 2010, the residents of Scottsdale voted to increase the Transient Occupancy (bed) tax from 3 percent to 5 percent effective July 1, 2010. Collections are recorded in the Tourism Development Fund where 50 percent of the total Transient Occupancy (bed) tax collections are to be used for destination marketing and 50 percent for tourism-related event support, tourism research, tourism-related capital projects, and other eligible uses as determined by city ordinance and state law.

The ongoing partnership between the city and Experience Scottsdale is memorialized by the five-year Destination Marketing Agreement No. 2022-054-COS approved by City Council in June 2022. The city's Senior Director of Economic Development & Tourism is responsible for administration of the contract and receives regular reporting from Experience Scottsdale regarding budget, programming updates, and annual performance standards.

ANALYSIS & ASSESSMENT

The Destination Marketing Agreement requires an annual Strategic Business Plan be presented for Mayor and Council consideration and approval. Included in these materials as Attachment B, the FY 2026/27 Strategic Business Plan packet includes the proposed budget, strategic business plan, programs of work, and performance standards. As required in the agreement, on April 21st, the Tourism Development Commission reviewed and recommended (7-0) that the City Council approve

Experience Scottsdale’s FY 2026/27 Strategic Business Plan, Performance Standards and Contract Budget.

Strategic Business Plan

Each year, Experience Scottsdale maintains existing programs that provide a consistent return on investment while implementing new programs to remain competitive. In FY 2026/27, Experience Scottsdale’s new and enhanced strategies (Strategic Business Plan Pages 4-6, attached) include:

- Leaning into our personas
- Tapping unique differentiators
- Expanding luxury advisor outreach
- Leveraging in-market conferences
- Addressing destination misconceptions
- Elevating air service
- Promoting city venues
- Supporting the five-year strategic plan

Performance Standards

The performance standards for Experience Scottsdale are determined for the next fiscal year’s program of work by Experience Scottsdale staff and the city’s contract administrator based on multiple factors, including the organization’s overall budget, prior year performance, priority areas where revenue will be deployed in the coming year, economic and business cycles, and the capacity of Experience Scottsdale’s staff and resources.

Seventeen performance standards were developed for FY 2025/26, with seven being specific to businesses, entities, and areas within Scottsdale city limits only. At the end of the third quarter, sixteen performance standards are already above 100% including all Scottsdale city limits only standards. Seven of the Scottsdale city limits’ performance standards, year-to-date outcomes are outlined in Table 1 below. Once again in FY 2026/27, seventeen performance standards were developed and seven are specific to businesses, entities, and areas within Scottsdale city limits only.

Table 1. FY 2025/26 Performance Measures within Scottsdale Limits

	Annual Goal	Actual thru 3 rd Quarter	% of Annual Goal
Number of media placements	1,300	6,116	470%
Number of travel trade professionals trained about Scottsdale specifically	1,300	2,138	164%
Number of convention sales leads for properties	1,584	1,910	121%
Number of meetings booked into properties	240	358	149%
Number of estimated room nights from meetings booked into properties	43,848	82,833	189%

City Council Report | Experience Scottsdale Strategic Business Plan

Number of printed/downloaded/flip book requests for Old Town-specific maps and guides	51,975	67,926	131%
Percent of communications, tourism and convention sales clients who visit Old Town as part of a group and individual familiarization tours	70%	70%	100%

Source: Experience Scottsdale 3rd Quarter Report

Budget

The agreement requires Experience Scottsdale to keep its non-program operating costs at or below 20 percent, and not to exceed 23 percent. Compliance is determined by reviewing the most recent annual audited financial statement, which was September 2025 based on FY 2024/25 Financials. The non-program costs for FY 2024/25 were 14.4 percent of the total program expenses, below the 20 percent requirement.

The agreement requires 45 percent of bed tax funds be paid to Experience Scottsdale based on the prior month’s actual collections. As such, the first payment in July will be determined by the City Treasurer’s Department calculating 45 percent of the actual bed tax funds collected in the prior month June and so forth through the final payment in June 2027, which will be determined by the City Treasurer’s Department calculating 45 percent of the actual bed tax funds collected in May 2027.

For purposes of creating a budget, the city provides Experience Scottsdale with a 45 percent of bed tax projection, calculated to be \$16,161,850 for FY 2026/27. Experience Scottsdale anticipates their total FY 2026/27 operating revenue budget to be \$22.9 million.

As noted previously, Experience Scottsdale’s approved FY 2026/27 budget is attached within the Strategic Plan Business Packet, which includes beginning and ending cash balances for its Operating and Board-Designated Accounts. Table 2 below provides an overview of the revenues and expenses.

Table 2. Experience Scottsdale FY 2026/27 Operating Budget

	FY 2024/25 Actuals (Accrual Basis)	FY 2025/26 Adopted Budget	FY 2025/26 Reforecast Budget	FY 2026/27 Proposed Budget
REVENUE				
City Contract Amount	\$15,575,117	\$14,850,000	\$15,844,950	\$16,161,850
*City Fiesta Bowl Pass-Thru	212,711	212,219	212,219	
<i>City of Scottsdale Sub-Total</i>	<i>\$15,787,828</i>	<i>\$15,062,219</i>	<i>\$16,057,169</i>	<i>\$16,161,850</i>
Town of Paradise Valley	2,194,480	2,490,800	2,194,480	2,490,800
State of Arizona Prop 302	3,052,116	3,025,372	3,133,051	3,052,366
Private Sector	840,241	768,500	768,500	640,750
Other Revenue	622,633	300,000	584,100	595,000

City Council Report | Experience Scottsdale Strategic Business Plan

Total Revenue	\$22,497,298	\$21,655,891	\$22,746,300	\$22,940,766
No Fiesta Bowl Pass-Thru in 2026/27				
	FY 2024/25 Actuals (Accrual Basis)	FY 2025/26 Adopted Budget	FY 2025/26 Reforecast Budget	FY 2026/27 Proposed Budget
EXPENSE				
Marketing	11,628,346	11,865,435	11,946,471	12,170,036
Convention Sales & Services	3,373,772	3,861,135	3,861,135	4,107,554
Communications	1,752,910	1,799,729	1,799,729	1,976,114
Tourism	1,317,207	1,454,820	1,454,820	1,540,341
Management and General	3,034,847	3,113,732	3,099,732	3,267,252
TOTAL EXPENSE	\$21,107,082	\$22,094,851	\$22,161,887	\$23,061,297

Sources: City of Scottsdale City Treasurer's Department and Experience Scottsdale

RESOURCE IMPACTS

The city's FY 2026/27 Proposed Operating Budget forecasts bed tax revenue at \$35.9 million. Forty-five percent of the actual total revenue derived from the bed tax will be paid to Experience Scottsdale to execute their agreement forecast at \$16.2 million and the remaining five percent of destination marketing funds forecast at \$2.5 million are allocated for the city's destination marketing use with a focus on Old Town Scottsdale.

The remaining 50 percent is allocated among tourism research, support for tourism-driven events, tourism-related capital projects, and other eligible uses.

STAFF RECOMMENDATION

Adopt Resolution No. 13675 authorizing the FY 2026/27 Budget, Strategic Business Plan, Programs of Work, and Performance Standards under Destination Marketing Services Contract No. 2022-054-COS between the City of Scottsdale and Scottsdale Convention and Visitors Bureau D/B/A Experience Scottsdale.

RESPONSIBLE DEPARTMENT(S)

Tourism & Events Department

STAFF CONTACT(S)

Kevin Burke, Sr Director Economic Development & Tourism, 480-312-2533,
KBurke@scottsdaleaz.gov

APPROVED BY



Scott Selin, Budget Director
(For Financial Policies Compliance and Budget Appropriation)
480-312-2603 sselin@scottsdaleaz.gov

5/5/26 07:13 MST

Date



Judy Doyle, Deputy City Manager
Enterprise Operations
480-312-2691, jdoyle@scottsdaleaz.gov

5/5/26 07:30 MST

Date



Greg Caton, City Manager
480-312-7759, gcaton@scottsdaleaz.gov

5/5/26 07:36 MST

Date

ATTACHMENTS

1. Resolution No. 13675
2. FY 2026/27 Strategic Business Plan Packet:
 - Budget*
 - Strategic Business Plan*
 - Programs of Work*
 - Performance Standards*

RESOLUTION NO. 13675

A RESOLUTION OF THE COUNCIL OF THE CITY OF SCOTTSDALE, MARICOPA COUNTY, ARIZONA, AUTHORIZING THE FY 2026/2027 STRATEGIC BUSINESS PLAN, WHICH INCLUDES PERFORMANCE STANDARDS AND A BUDGET, UNDER DESTINATION MARKETING SERVICES CONTRACT 2022-054-COS BETWEEN THE CITY OF SCOTTSDALE AND SCOTTSDALE CONVENTION AND VISITORS BUREAU D/B/A EXPERIENCE SCOTTSDALE.

WHEREAS, City and Scottsdale Convention and Visitors Bureau doing business as Experience Scottsdale ("Experience Scottsdale") are parties to a Destination Marketing Services Agreement (No. 2022-054-COS) dated July 1, 2022 (the "Agreement").

WHEREAS, Pursuant to paragraphs 2.3.1.2, 2.3.2.4 and 4.1 of the Agreement, Experience Scottsdale has submitted a proposed strategic business plan for Fiscal Year (FY) 2026/2027, which includes proposed performance standards for FY 2026/2027 and a budget for FY 2026/2027.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Scottsdale, Maricopa County, Arizona, as follows;

Section 1. The City Council hereby approves Experience Scottsdale's proposed strategic business plan for Fiscal Year 2026/2027.

PASSED AND ADOPTED by the Council of the City of Scottsdale, Maricopa County, Arizona this ____ day of _____, 2026.

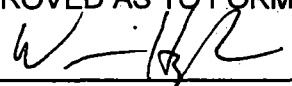
CITY OF SCOTTSDALE, an Arizona
municipal corporation

ATTEST:

Ben Lane, City Clerk

Lisa Borowsky, Mayor

APPROVED AS TO FORM:



Luis E. Santaella, City Attorney
By: William Hylan
Deputy City Attorney

Attachment 1



FY 2026-27 Strategic Business Plan Packet

Contents

- Budget
- Strategic Business Plan
- Programs of Work
 - Media Schedule
 - Communications Program of Work
 - Tourism Program of Work
 - Convention Sales & Services Program of Work
- Performance Standards

EXPERIENCE SCOTTSDALE

	Actual FY 2024/25 (Accrual Basis) ¹	Actual FY 2024/2025 Expense Program %	Budget FY 2025/26 Cash Basis	Reforecasted FY 2025/26 as of 04/26 Cash Basis	Proposed FY 2026/27 Cash Basis	Proposed FY 2026/27 Expense Program %
BEGINNING CASH BALANCE						
Checking and Savings Accounts	8,542,454		8,201,615	8,201,615	8,441,028	
Board-Designated Accounts¹¹						
Private-Sector Reserve	907,071		1,049,974	1,049,974	1,091,974	
Public-Sector Reserve	5,137,042		6,379,233	6,379,233	6,624,233	
Opportunity Fund	893,005		1,438,940	1,438,940	1,496,940	
Total Board-Designated Accounts	6,937,118		8,868,147	8,868,147	9,213,147	
TOTAL BEGINNING CASH BALANCE	15,479,572		17,069,762	17,069,762	17,654,175	
REVENUE						
City of Scottsdale (45% per contract)	15,575,117		14,850,000	15,844,950	16,161,850	
City of Scottsdale (Fiesta Bowl pass-through)	212,711		221,219	221,219	-	
Town of Paradise Valley (per contract)	2,194,480		2,490,800	2,194,480	2,490,800	
State of Arizona (per Proposition 302)	3,052,116		3,025,372	3,133,051	3,052,366	
Private Sector	840,241		768,500	768,500	640,750	
Other Revenue	622,633		300,000	584,100	595,000	
TOTAL REVENUE	22,497,298		21,655,891	22,746,300	22,940,766	
EXPENSES						
Marketing						
Salaries, Wages, Benefits & Payroll Taxes	1,780,854		1,765,101	1,765,101	1,853,356	
Advertising (including all Prop 302)	7,602,630		7,852,115	7,895,151	8,352,700	
Production/Retainer	564,638		447,500	447,500	537,500	
Contracts/Subscriptions/Website	408,118		550,000	550,000	622,800	
Printing/Postage/Fulfillment	469,774		322,500	360,500	372,500	
Fiesta Bowl (City pass-through)	212,711		221,219	221,219	-	
Fiesta Bowl (Experience Scottsdale)	212,711		221,220	221,220	-	
Other Expenses	63,185		169,100	169,100	114,500	
Allocated Expenses	313,725		316,680	316,680	316,680	
Total Marketing	11,628,346	55%	11,865,435	11,946,471	12,170,036	53%
Convention Sales & Services						
Salaries, Wages, Benefits & Payroll Taxes	1,760,236		1,928,385	1,928,385	2,024,804	
FAMs & Site Inspections	140,329		186,000	186,000	238,500	
Professional Services	573,959		561,750	561,750	585,250	
Trade Shows/Conferences/Client Events	480,428		476,500	476,500	600,150	
Meetings Sponsorships & Promotions	117,052		397,750	397,750	359,000	
Other Expenses	16,157		28,000	28,000	17,100	
Allocated Expenses	285,811		282,750	282,750	282,750	
Total Convention Sales & Services	3,373,772	16%	3,861,135	3,861,135	4,107,554	18%
Communications						
Salaries, Wages, Benefits & Payroll Taxes	780,937		827,699	827,699	869,084	
PR Contracts & Expenses	419,223		290,000	290,000	453,500	
Media Missions/Events/Trade Shows	63,993		63,000	63,000	145,000	
FAMs & Site Inspections	228,815		285,000	285,000	290,000	
Conferences & Media Forums	97,833		120,000	120,000	71,500	
Other Expenses	17,100		67,000	67,000	-	
Allocated Expenses	145,009		147,030	147,030	147,030	
Total Communications	1,752,910	8%	1,799,729	1,799,729	1,976,114	9%
Tourism						
Salaries, Wages, Benefits & Payroll Taxes	681,260		710,410	710,410	745,931	
Trade Shows/Sales Missions/Product Training	261,877		295,000	295,000	300,000	
Trade Representation/Co-ops/Sponsorships	179,888		250,000	250,000	280,000	
FAMs & Site Inspections	46,569		35,000	35,000	50,000	
Other Expenses	30,725		40,000	40,000	40,000	
Allocated Expenses	116,888		124,410	124,410	124,410	
Total Tourism	1,317,207	6%	1,454,820	1,454,820	1,540,341	7%
Management and General¹²						
Salaries, Wages, Benefits & Payroll Taxes	2,426,095		2,489,202	2,489,202	2,738,122	
Software Subscriptions/Maintenance Contracts	246,102		264,000	264,000	238,700	
Rent & Occupancy Expenses	329,229		365,000	351,000	310,000	
Professional Services	347,518		302,000	302,000	310,750	
Corporate Insurance	39,280		50,000	50,000	50,000	
Local Travel	201		1,700	1,700	1,000	
CEO and Board Expenses	70,916		95,000	95,000	95,000	
Annual Meeting	87,336		80,750	80,750	75,500	
Community Relations	13,076		14,000	14,000	5,000	
Other Expenses	336,326		322,950	322,950	314,050	
Allocated Expenses	(861,232)		(870,870)	(870,870)	(870,870)	
Total Management and General	3,034,847	14%	3,113,732	3,099,732	3,267,252	14%
TOTAL EXPENSES	21,107,082		22,094,851	22,161,887	23,061,297	
Net	1,390,216		(438,960)	584,413	(120,531)	
ENDING CASH BALANCE						
Checking and Savings Accounts	8,201,615		7,762,655	8,441,028	7,975,497	
Board-Designated Accounts¹¹						
Private-Sector Reserve	1,049,974		1,049,974	1,091,974	1,133,974	
Public-Sector Reserve	6,379,233		6,379,233	6,624,233	6,869,233	
Opportunity Fund	1,438,940		1,438,940	1,496,940	1,554,940	
Total Board-Designated Accounts	8,868,147		8,868,147	9,213,147	9,558,147	
TOTAL ENDING CASH BALANCE	17,069,762		16,630,802	17,654,175	17,533,644	
¹¹ Board-designated accounts require executive committee approval to be used.						
¹² Includes non-program expenses only.						
¹³ Accrual basis matches audited financials; budget, reforecasted and proposed columns are all cash basis. Significant budget line items will be determined each year.						

STRATEGIC

BUSINESS PLAN **2026-2027**



EXPERIENCE
SCOTTSDALE



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A MESSAGE

FROM OUR LEADERSHIP

Destination promotion is like a puzzle, and many pieces need to fall into place for promotion that is both effective and appealing.

As destination professionals, our role is to understand the qualities that make Scottsdale special and ensure visitors and meetings groups across the globe understand as well. Experience Scottsdale's team members, whether with us for a few years or a few decades, dedicate time to learning our destination's history, culture, attractions, events and more. We tour your facilities and attend your events, so that we can share our knowledge with visitors, clients and media who truly appreciate our resorts, spas, golf, retail, dining, arts and culture, and beyond.

Yet knowing what makes Scottsdale unique is only part of this complex puzzle. We also must know who those high-value visitors and clients are — the people and key market segments who generate the most revenue for your businesses and tax dollars for our community — and identify competitive destinations to understand our domestic and international positioning. Experience Scottsdale leverages a variety of data sources to know how we compare, as well as where our customers are, what they are seeking in their vacations and meetings, and how we can best reach them during the dreaming, planning and booking stages of travel.

You, our members and stakeholders, are those final pieces of the puzzle. We value the guidance and insights you regularly share with our team. Your active participation helps us understand what your businesses and municipalities need from Experience Scottsdale in order to thrive and succeed.

When all the pieces align, Experience Scottsdale sees the complete picture of Scottsdale tourism. When those pieces come together — our deep understanding of the destination, our data-driven insights, and our community input — we form successful, layered strategies that bring Scottsdale to the world and the world to Scottsdale.

We invite you to read more about those puzzle pieces, those valuable industry insights, throughout this Strategic Business Plan, as well as the enhanced strategies and traditional programs that formed as a result. Thank you as always for your partnership and support so that Experience Scottsdale can strengthen our industry and community.

Sincerely,



Rachel Sacco
President & CEO



Ronen Aviram
Board Chair

- >> A 501(c)6 nonprofit **destination marketing organization** founded in 1987.
- >> Charting a path with a vision to establish Scottsdale as a year-round, **luxury travel destination**.
- >> Guided by a volunteer board of directors of **community leaders**.

- >> A team of **productive, positive people** passionate about Scottsdale, our businesses, our residents and our visitors.
- >> **Setting the bar of excellence** for the tourism industry having earned accreditation with distinction from Destinations International.

WHO WE ARE

WE ARE EXPERIENCE SCOTTSDALE

- >> Aligning with over 400 tourism partners to **strengthen the industry**.
- >> **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

- >> Delivering on the mission to **enhance the local community** by promoting the Scottsdale area as a luxury destination for meetings, events and leisure travel.
- >> Stewarding the destination **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.



WHAT WE DO

Each year, Experience Scottsdale maintains existing programs that provide a consistent return on investment while implementing new programs and leaning into successful strategies that allow us to remain competitive. Tourism is an incredibly fierce industry, and as competitive destinations increase their budgets and ramp up their promotions, it's essential that Experience Scottsdale stay innovative and ahead of trends in both the leisure travel and meetings sectors. More on our established programs can be found on pgs. 18-25. In fiscal year 2026-27, our enhanced strategies include:

LEANING INTO OUR PERSONAS

Experience Scottsdale developed our target audience personas (breakdowns of each persona available on pg. 10) to truly understand our key audiences beyond basic demographic information. By understanding the affluent travelers most likely to convert and maximize spend in Scottsdale, our messaging successfully taps into their travel motivators and style. This fiscal year, we will expand our evergreen campaigns and dedicated marketing efforts to align with each of our personas. For our family units, for example, we'll create robust cam-

paings aligning with the spring, fall and summer breaks, specifically timed for the ideal planning windows based on school schedules. To reach our luxury travelers, we'll partner with publications like *Virtuoso*, *The Magazine* and *Andrew Harper Traveler* for dedicated series focused on elevated, one-of-a-kind experiences that these travelers are seeking. In addition, we will move to year-round podcast advertising with spots that align with our personas in premium markets with high travel intent. In recent years, we have utilized host-read podcast ads to amplify our seasonal campaigns, and podcasts have proven to be one of the most effective mediums at driving actualized visitation. As podcasts evolve into more visual mediums, we'll explore opportunities there as well. We also will continue to leverage connected television and curate additional social content to reach our audience personas.

TAPPING UNIQUE DIFFERENTIATORS

Experience Scottsdale has always showcased the destination's unique assets that truly separate Scottsdale from our competitors. This fiscal year, we will home in on specific trends and assets that will ensure Scottsdale stands out in this crowded tourism landscape. "Cowboy Core" is a leading trend in travel, and Scottsdale provides authentic, elevated Western experiences that set our destination apart. To capitalize on this trend, Experience Scottsdale will develop a dedicated commercial that showcases the Western side of Scottsdale. Scottsdale also is home to award-winning, chef-driven restaurants that span all budgets, and with the forthcoming *Michelin Guide Southwest*, we will lean further into messaging around Scottsdale's culinary talent in both our marketing and communications efforts. Arts and culture are woven into Scottsdale's history and character, and this fiscal year, we will leverage a variety of strategic partnerships to highlight Scottsdale's offerings in this space, including one with *Southwest Contemporary*. This leading arts publication will be producing its inaugural "Arizona Field Guide," and we will work closely with the magazine's staff on a Scottsdale-specific insert. Golf remains a point of focus for our marketing efforts, and Experience Scottsdale will continue partnering with prominent golf publications, airing our two golf commercials on streaming television, and promoting our nine dedicated golf videos on YouTube.

EXPANDING LUXURY ADVISOR OUTREACH

Phocuswright's "U.S. Travel Agency Landscape 2024" report revealed that consumers who use travel advisors are typically older and wealthier than the average traveler, with 73% of clients over the age of 40 and 58% with incomes of at least \$100,000. Seventy-four percent of travel advisors specialize in luxury travel. In recent years, our tourism team has successfully forged relationships with luxury advisors through partnerships with consortia like Virtuoso Ltd. and Serandipians, while also attending exclusive events for luxury travel professionals like Crème de la Crème and ILTM. We will continue to uncover new opportunities to connect with these important clients to ensure they are selling Scottsdale vacations. Experience Scottsdale will increase our activation at ILTM Cannes, where last fiscal year our men's and ladies' lounge takeovers generated buzz among the 10,000 attendees, and we will attend LE Miami and ILTM Asia. We'll host Serandipians advisors in the destination for a familiarization tour, giving them a behind-the-scenes look at Scottsdale's unique offerings. Experience Scottsdale also will host a Luxury Travel Advisor Study Tour, offering a deep dive into the destination for handpicked luxury clients who have never visited Scottsdale.

LEVERAGING IN-MARKET CONFERENCES

After several years of relationship building and outreach, Experience Scottsdale successfully secured the Fraternity Executives Association and Fraternity Communications Association Annual Conference. This conference has the potential to deliver long-term value to the community, and we will leverage our sponsorship and participation by exhibiting during the trade show and hosting pre- and post-conference familiarization tours for attendees. The conference will bring nearly 350 senior leaders, executives, and communications professionals from fraternity and sorority organizations nationwide. These are key decision-makers who influence future meetings and events, creating meaningful opportunities for repeat and off-season business for Scottsdale hotels, venues, and local businesses. Beyond the immediate economic impact, we will leverage this conference to position Scottsdale as a premier destination for influential national associations that often book business during our summer need period. Experience Scottsdale also secured Connect West in the destination, which will bring a mix of corporate, association and third-party planners to the Scottsdale area. The

attendees will have active meetings opportunities for the West Coast, and we will use this opportunity to ensure they consider Scottsdale for future group business.

ADDRESSING DESTINATION MISCONCEPTIONS

Experience Scottsdale convenes focus groups of meetings professionals to better understand our destination's strengths, weaknesses and opportunities in key meetings markets and segments. During a recent focus group, we discovered that while meetings professionals from the Mid-Atlantic market continue to source and book Scottsdale for their events, they have outdated perceptions of the destination. This market, predominantly made up of association groups, is important to Scottsdale, as the Greater D.C. area is traditionally one of our top markets for group business. During the fiscal year, we will host a familiarization tour for Mid-Atlantic meeting planners to address these misconceptions and open the door for more leads that convert into definite bookings. Association groups often return to destinations, and they generate a variety of opportunities, with groups of varying sizes and budgets meeting all throughout the year, from annual conferences to board meetings.

ELEVATING AIR SERVICE

Experience Scottsdale will test airport lounge activations in premiere lounges in our top visitation markets. Building on the success of our out-of-market activations in recent years, we will bring Scottsdale to travelers — surprising and delighting airport lounge guests with immersive touches inspired by the destination. These activations will highlight key selling points of the destination like golf, wellness and our Western roots by bringing in interactive elements, such as a golf simulator, hot bar and wellness-related activities. We also will leverage the airlines operating out of Scottsdale Airport, including JSX and RetrieAir, a pet-friendly airline. We will team up with JSX on email and social media advertising, as well as flash sales for Scottsdale airfares. We will partner with both JSX and RetrieAir on airport hangar activations, content creator trips and airplane wraps. With new air service connecting Arizona with Taiwan and additional Asian feeder markets, Experience Scottsdale's marketing, communications and tourism teams will work alongside the Arizona Office of Tourism to tap into the market and support these flights. We will reinforce Scottsdale's positioning as a premier luxury destination within the

Valley and ensure we are well positioned to attract both business and leisure travelers from this emerging market.

PROMOTING CITY VENUES

As always, Experience Scottsdale will work with the City of Scottsdale to promote the City's event venues, such as WestWorld of Scottsdale, Scottsdale Stadium, Scottsdale Sports Complex, Bell94 Sports Complex and the Reata Sports Complex. As we look to expand sports tourism, as established by the Tourism & Events Strategic Plan, these venues offer unique, outdoor spaces for sports tournaments, as well as year-round meetings and events. We also will promote city destinations, such as Old Town Scottsdale, Scottsdale Airport, Scottsdale Arts and Western Spirit: Scottsdale's Museum of the West through our marketing, communications, convention sales and services, and tourism programs.

SUPPORTING THE FIVE-YEAR STRATEGIC PLAN

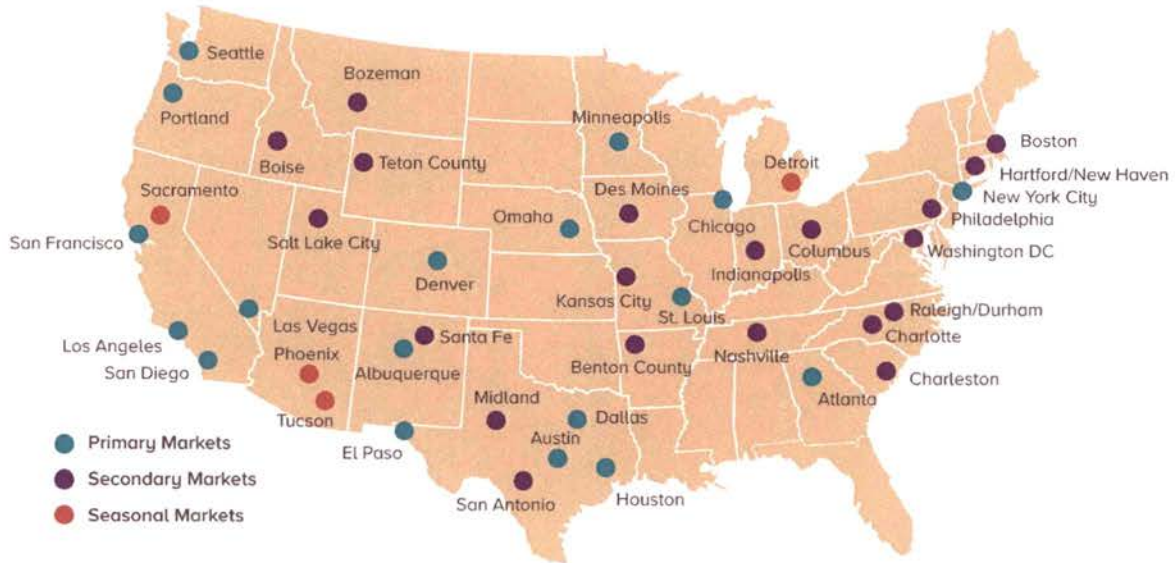
Experience Scottsdale will continue to align its programs and initiatives with the City of Scottsdale's Tourism & Events Strategic Plan, incorporating relevant strategies and action items into our 2026-27 efforts. As the City refreshes and evolves its plan, we remain committed to supporting its priorities and ensuring our work advances shared goals that strengthen the Scottsdale area's tourism economy.

WHERE WE TARGET

Research is critical to the success of Experience Scottsdale's initiatives, ensuring our programs are cost-efficient and effective. Experience Scottsdale's research keeps us apprised of the demographics of high-value travelers and helps us identify new and impactful markets to target with our promotions and programs.

WHERE WE TARGET: DOMESTIC LEISURE MARKETS

Our marketing strategy is driven by economic return, historical visitation data, and alignment with Scottsdale's luxury positioning. We target affluent travelers most likely to convert and maximize spend. Geography is one variable in a layered, data-driven approach. We target designated market areas, each of which include multiple cities and counties with diverse populations beyond the cities noted below.



10 million U.S. visitors to Scottsdale



50% Overnight Visitors

50% Day Trip Visitors

Scottsdale's Average Domestic Overnight Traveler

44.3 years average age | \$97,000 average household income
 Staying an average of 2.9 nights | Spending \$321 per person
 79% stay overnight in hotels/resorts/motels | 80% are repeat visitors
 59% visited before in the past 12 months

Scottsdale-Area Hotels' Out-of-State Visitors

36% are between 45-64 years old | 28% at the \$150,000+ income level
 Staying an average of 4.5 days | 48% are repeat visitors

Top Designated Market Areas by Visitation: 1. Los Angeles 2. Chicago 3. Denver 4. New York 5. Seattle

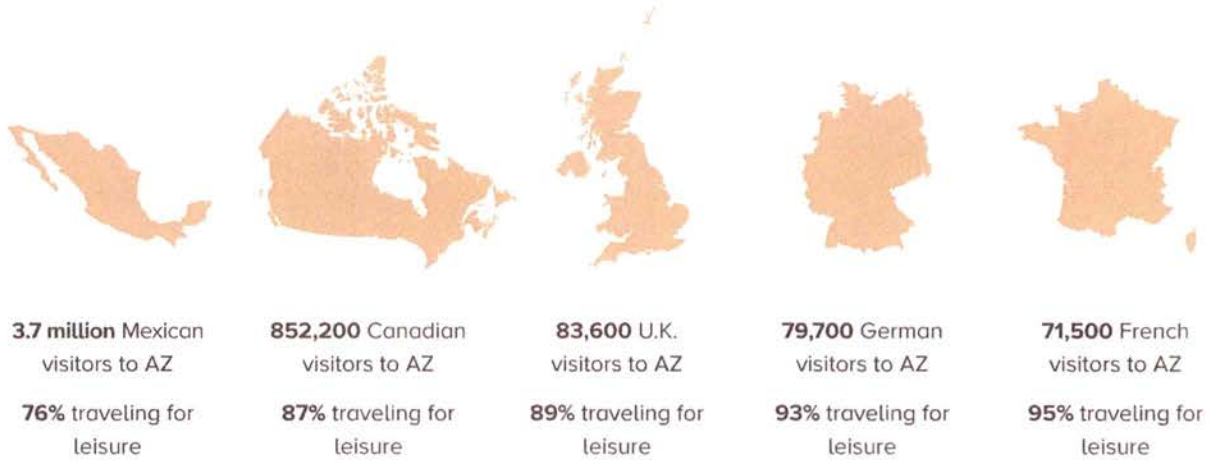
Top Designated Market Areas by Spending: 1. Los Angeles 2. Chicago 3. Dallas 4. New York 5. Denver

Top Designated Market Areas for Luxury Hotels: 1. Los Angeles 2. Chicago 3. New York 4. Dallas 5. Denver

City of Scottsdale Applied Economics 2024 Visitor Statistics | City of Scottsdale Longwoods International 2024 | Datafy Geolocation Data for 2025

WHERE WE TARGET: **INTERNATIONAL MARKETS**

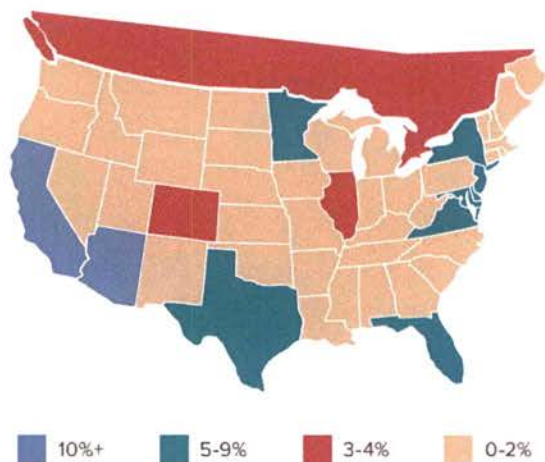
1.7 million international visitors to Scottsdale in 2024



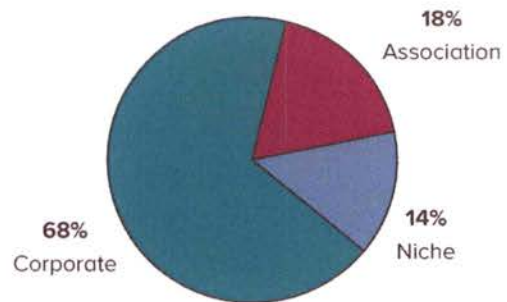
WHERE WE TARGET: **MEETINGS MARKET**

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).

Experience Scottsdale Bookings By State



Experience Scottsdale Bookings By Market





WHOM WE REACH

OUR AUDIENCE PERSONAS

Experience Scottsdale provides inspiration and education throughout every stage of the travel process, from dreaming to planning to booking. With our audience personas, created using a variety of data sources, we have a refined understanding of those visiting Scottsdale, in addition to basic demographic information. With targeted promotions, Experience Scottsdale taps into their interests, behaviors, social status, spending habits, motivators and travel style to ensure we are reaching the right audience at the right time with the right message in the right mediums.



LUXURY TRAVELERS | 40-65 years old | \$250,000+ household income

They travel as a couple or family for 4.5 days, staying at our highest-end resorts. They seek walkability and a variety of amenities at their fingertips and are influenced by word of mouth, travel professionals and social media. We can reach Luxury Travelers through digital ads targeted to high-wealth zip codes, high-end online travel agencies, and media opportunities with *Elite Traveler*, *Condé Nast* or *Vanity Fair*.



FAMILY UNITS | 35-55 years old | \$150,000+ household income

Family Units travel for 5 days, staying at mid-range hotels to upper mid-range resorts with many family-friendly amenities and nearby activities. They seek connection, family time and outdoor adventure and are influenced by social media, friends and online resources. We can reach Family Units through digital billboards, advertising with online travel agencies, and digital advertising like promotions with family content creators.



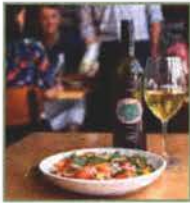
WELLNESS WARRIORS | 35-55 years old | \$150,000+ household income

Wellness Warriors travel alone, in pairs or in small groups for 5 days. They stay at mid- to high-end hotels and resorts with spas and healthy food programs as they seek abundant health offerings and itineraries. Wellness Warriors respond to messaging that ensures an escape from everyday life, and we can reach them through digital advertising and advertising on podcasts, streaming apps and fitness apps, as well as wellness activations.



SPORTS GOERS | 30-55 years old | \$150,000+ household income

They stay at mid-range to high-end hotels and resorts near attractions. They seek recreation and entertainment options, are influenced by social media and online research, and respond to content that is energetic and lighthearted. We can reach Sports Goers via ads on sports-focused streaming television, digital and video ads with publications like *Golf Digest*, and activations with sports teams.



FOODIES | 30-60 years old | \$150,000+ household income

Foodies travel alone or in couples for 2.5 days, staying near the heartbeat of the destination like Old Town Scottsdale. They are influenced by social media, online resources and review sites and respond to content that shows the variety of dining offerings. We can reach Foodies with dining activations, advertising on review sites, and media opportunities like *Food + Wine* and Food Network.



INDULGENT INDIVIDUALS | 25-45 years old | \$150,000+ household income

They travel as couples or families for 4 days, staying at upper mid-range hotels to luxury resorts. They are seeking relaxation and self-reward and respond to content that plays up Scottsdale's many ways to disconnect. We can reach Indulgent Individuals through partnerships with content creators, social media advertising, and media buys with podcasts and publications like *Travel + Leisure*.

Just like leisure travelers, it's important to understand who meeting planners are and how they work so that we can send impactful messages during the moments that matter. Our marketing promotions home in on the searching and planning phase of the meeting planning process, while our sales efforts assist clients during the pre-travel planning and in-destination phases.



MEETING PLANNERS | Largely corporate, association and third-party planners

Meeting planners are researching destinations, airfare and pricing on all mediums: desktop, video, and mobile. They represent key industries for the Scottsdale community like healthcare, financial, high tech and insurance. We can reach them through paid search, LinkedIn lead generation advertisements, connected television, and meetings publications such as *Meetings Today*.



WHY WE MEASURE

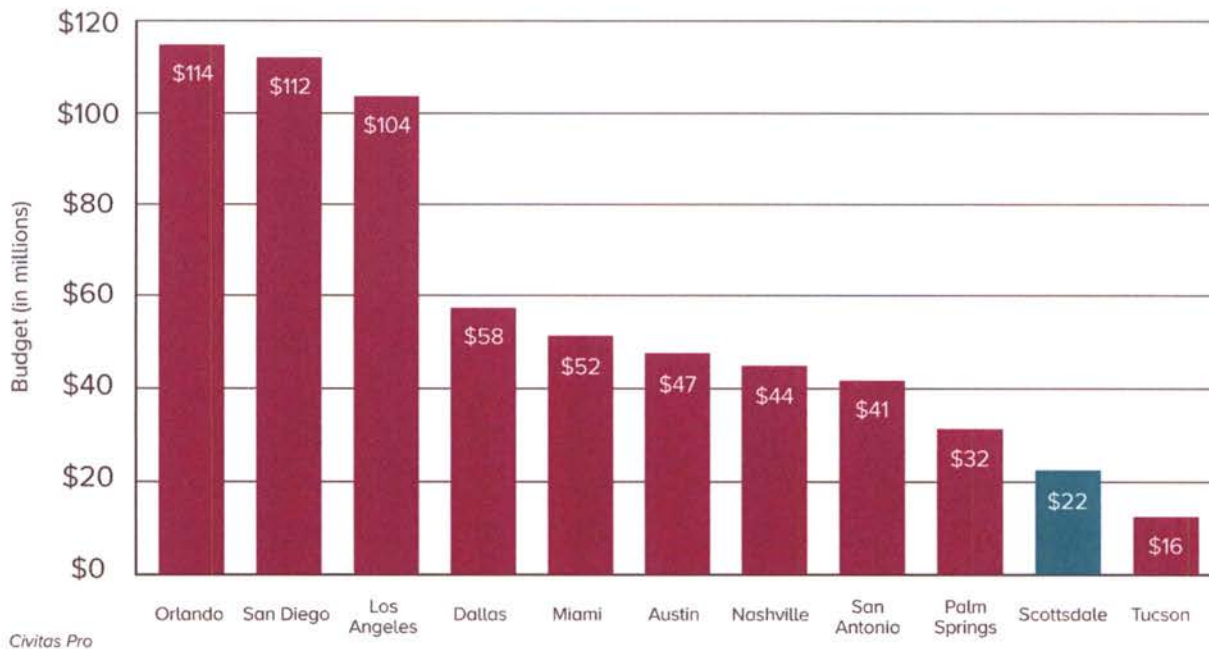
LOCAL OUTLOOK

Experience Scottsdale commissions research and reports from market leaders in benchmarking, data analysis and economic impact to keep a pulse on Scottsdale's performance compared to competitive destinations. Such insight allows us to identify trends and understand visitor demand as we aim to drive visitation.

WHY WE MEASURE: DESTINATION COMPETITION

For both leisure travelers and meetings business, Scottsdale competes with other warm-weather destinations, including cities throughout Arizona, California, Nevada, Texas, Tennessee and Florida. Experience Scottsdale's promotional budget is two to three times smaller than many of these cities — putting our city at a competitive disadvantage.

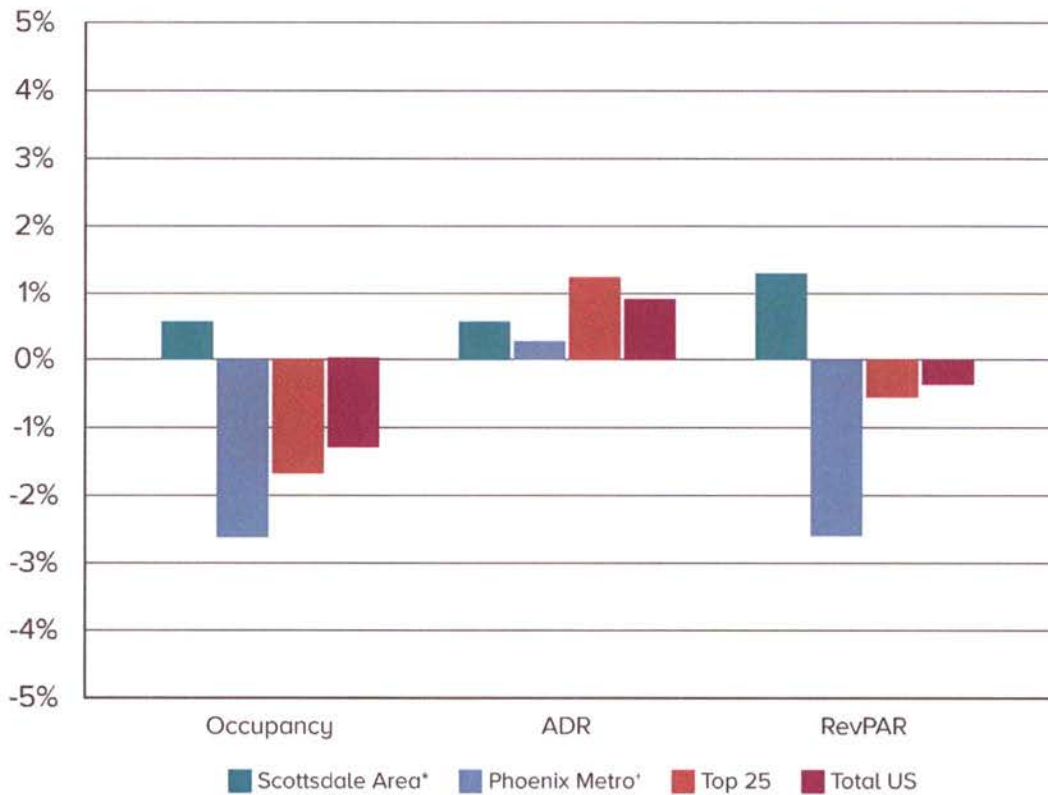
BUDGET COMPARISON



WHY WE MEASURE: **LODGING PERFORMANCE & FORECAST**

SCOTTSDALE VS. OTHER U.S. MARKETS				
2025 (January – December)				
	Scottsdale Area*	Phoenix Metro*	Top 25 Markets	Total U.S.
Occupancy	65.0%	66.5%	68.6%	62.3%
Average Daily Rate	\$268.59	\$173.29	\$191.45	\$160.54
Revenue Per Available Room	\$174.65	\$115.27	\$131.37	\$100.02

SCOTTSDALE VS. OTHER U.S. MARKETS
Percent Change – 2025 vs. 2024

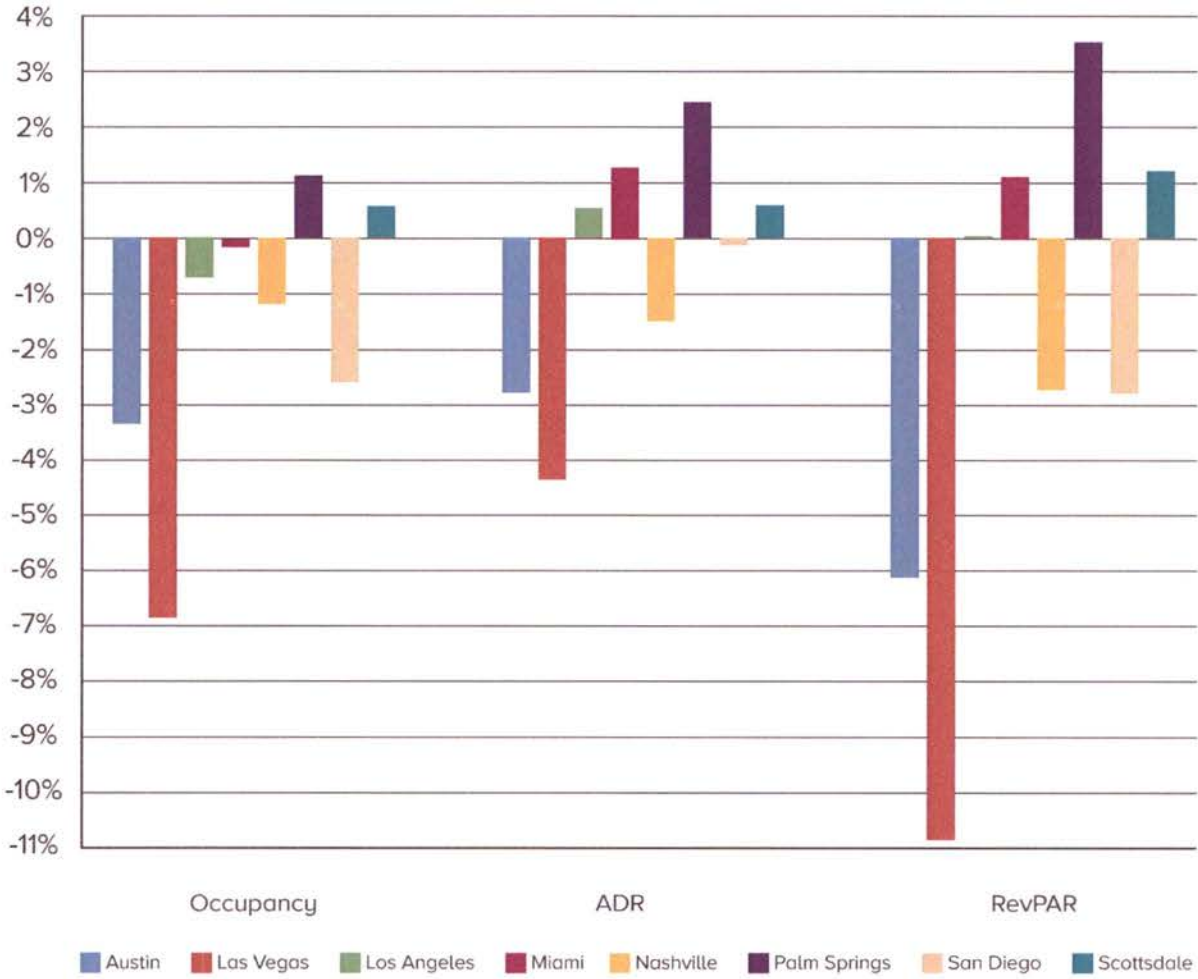


*Includes all hotels in Experience Scottsdale's membership, including properties in Scottsdale, Paradise Valley, Salt River Pima-Maricopa Indian Community, and a few in Phoenix

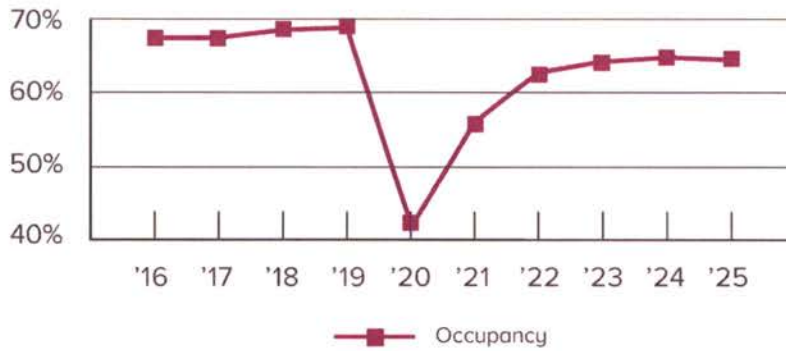
+Includes Scottsdale area

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SCOTTSDALE VS. COMPETITORS Percent Change – 2025 vs. 2024

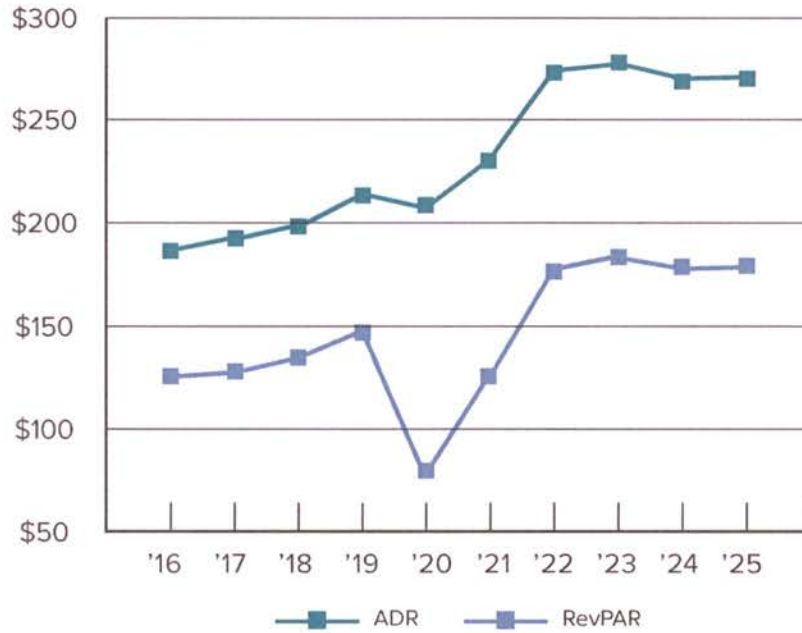


10-YEAR SCOTTSDALE AREA TOURISM INDUSTRY MEASUREMENTS



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10-YEAR SCOTTSDALE AREA TOURISM INDUSTRY MEASUREMENTS



SCOTTSDALE LODGING FORECAST		
	2026 Forecast	2027 Forecast
Occupancy	63.6%	64.3%
Average Daily Rate	\$271.78	\$276.15
Revenue Per Available Room	\$172.74	\$177.55

WHY WE MEASURE: GOLF PERFORMANCE

2025 SCOTTSDALE GOLF PERFORMANCE (YEAR-OVER-YEAR CHANGE)	
Course Occupancy	57.7% (+1.1%)
Average Rate Per Round	\$125.10 (+5.8%)
Revenue Per Available Round	\$72.14 (+6.6%)

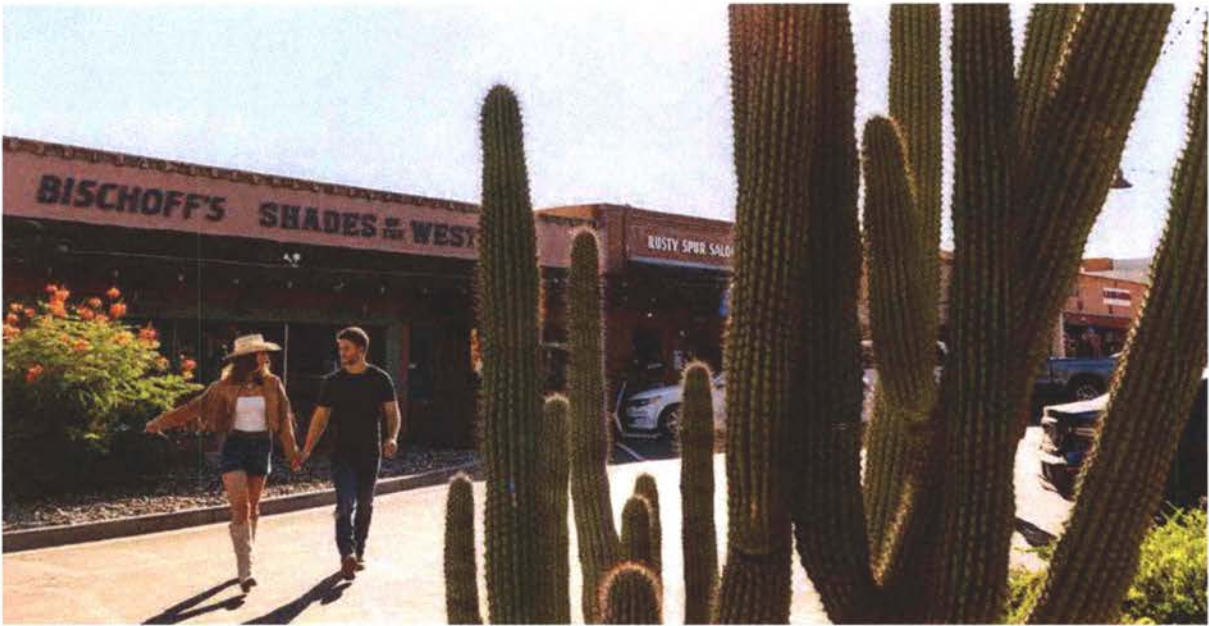
WHY WE MEASURE: **SHORT-TERM RENTAL PERFORMANCE**

2025 SCOTTSDALE PERFORMANCE (YEAR-OVER-YEAR CHANGE)	
Occupancy	35.1% (+4.4%)
Average Daily Rate	\$417.13 (+14.2%)
Revenue Per Available Room	\$146.25 (+19.2%)

WHY WE MEASURE: **INTERNATIONAL VISITATION & SPEND**

2025 SCOTTSDALE PERFORMANCE (YEAR-OVER-YEAR CHANGE)		
Country of Origin	Card Counts	Card Spending
Canada	-20%	-21%
France	+54%	+24%
Germany	+8%	-6%
Mexico	+9%	+4%
United Kingdom	+19%	+9%

Key Data | Visa Destination Insights; Data reflects Visa spend only. European visitors tend to use other forms of payment more frequently.



WHY WE MEASURE

INDUSTRY OUTLOOK

The health of Scottsdale's tourism industry is largely reliant on the strength of the national and global tourism industry. Experience Scottsdale continuously monitors research and publications to stay apprised of overarching trends and shifts in the industry at large, so that we can better understand the behaviors and decisions of travelers and meetings groups. These insights allow Experience Scottsdale to capitalize on trends, uncover new opportunities and monitor headwinds.

LEISURE TRAVEL

- U.S. travelers project to take 4 leisure trips on average during the year, with an annual leisure travel budget averaging \$6,453.
- Over 90% of travelers with household incomes over \$150,000 plan to travel within the next 12 months.
- Sports and wellness are major trends for travel. 34% of American travelers are likely to take an overnight

trip to attend sporting events, such as professional or college games. 32% of travelers say they combine sports and wellness in their trips.

- 47% of travelers are interested in touring Route 66 for its 100th anniversary, looking to experience the natural beauty and historic significance of the route.
- 2 in 3 travelers say experiences, ranging from visiting museums or cultural sites to engaging in wellness activities, play a major role in choosing which destination to visit.

"Special events such as the FIFA World Cup, America 250 and the 100th anniversary of Route 66 will all motivate U.S. travel this year. And 52% of travelers plan to travel overnight to attend cultural events, such as concerts and festivals." – Longwoods International President & CEO Amir Eylon

MEETINGS & BUSINESS TRAVEL

- 60% of meeting planners expect favorable live attendance throughout 2026, though most anticipate attendance growth of less than 10%.
- 85% of meetings professionals are optimistic for the sector in 2026.
- 70% of planners use generative AI technologies regularly and 62% view AI integration in the meeting and event business landscape as positive. However, 67% rate their ability to use AI to deliver meaningful experiences and events as average, poor or terrible.
- Meeting professionals' top priority is improving attendee experience with more memorable event. Their top challenges are cost, economic uncertainty, designing events that meet the needs of today's attendees, budget cuts, and location uncertainty.
- Cost, ease of travel and transportation, and destination safety and security are key factors for destination selection.

"Talking with customers, you get this sense of growing confidence, and that's feeding through to increased optimism and activity." – Amex Global Business Travel Meetings & Events Head of Strategic Meetings Jennifer Nelson

INTERNATIONAL TRAVEL

- In 2025, total international travel fell 5.5%, leaving the U.S. 14% below 2019 levels.
- Canadian visitation dropped 23% in 2025, totaling 4.6 million fewer visitors, while visits from Mexico rose 8%.
- International visits are forecast to resume growth in 2026 with 70.4 million visits, reaching 89% of 2019 levels.
- 59% of Canadian travelers report that U.S. policies, trade and political statements make them less likely to travel to the U.S. in the next 12 months, and of those travelers, 45% are replacing their U.S. travel with domestic trips within Canada.

"Other destinations are actively competing for international travelers — streamlining entry, reducing costs and marketing aggressively. The U.S. has a choice: make it easier or make it costlier. The administration has shown a real commitment to modernizing our travel system. We're confident that the same commitment will guide decisions on policies that affect international visitation. The world is coming, let's make sure we're ready to welcome them."
– U.S. Travel Association President & CEO Geoff Freeman

U.S. LODGING FORECAST		
	2026 STR Forecast	2027 STR Forecast
Occupancy	62.1% (-0.3%)	62.2% (+0.2%)
Average Daily Rate	+1.0%	+1.3%
Revenue Per Available Room	+0.6%	+1.4%

Future Partners' The State of the American Traveler | MMGY Travel Intelligence | Longwoods International | Phocuswright's The Outlook for Travel Experiences 2019–2029 | MPI Meetings Outlook | AMEX Global Business Travel 2026 Global Meetings and Events Forecast | Tourism Economics | U.S. Travel Association | STR, © 2026 CoStar Group



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. We provide the information leisure visitors need before they arrive and once they are here.

BRANDING

Experience Scottsdale maintains, protects and promotes Scottsdale's destination brand. Following extensive research and testing, we developed the *Effortless Revitalization* brand story that showcases our desert destination as the nexus of relaxation and adventure.

To help tell that story, we incorporate elements of Scottsdale's brand essence and position into all marketing efforts.

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 develops a strong integrated media mix that drives reach, frequency and awareness. Our promotions — digital, social, high-end publications, streaming audio, connected

television and out-of-home — effectively capture the interest of potential travelers that align with our strategically developed personas in traditional and emerging feeder markets.

DIGITAL MARKETING

Experience Scottsdale's digital marketing tactics include paid search engine, video and connected television, social and content creators, email, podcasts, online travel agencies, and digital media advertising. Our objectives are to increase brand awareness, showcase members, and increase visitation and bookings with advertising focused on inspiration, rates and niche travel. Digital promotions drive visitors to our primary website, ExperienceScottsdale.com, and to our dedicated microsites. We communicate regularly with leisure travelers, meeting planners and Arizona residents through dedicated email campaigns. We maintain an active presence on social media channels such as Facebook, Threads, TikTok, YouTube, Instagram, Pinterest and LinkedIn to generate organic engagement. Experience Scottsdale also offers videos, digital flipbooks and downloadable guides to provide greater access to information online.

SEASONAL CAMPAIGNS

We develop seasonal marketing campaigns to drive additional visitation during need periods: the holidays and summer. These targeted campaigns use online mediums, streaming audio, connected television, out-of-home advertising and various other efforts to strengthen destination awareness during times when hospitality-related businesses need it most.

PROMOTIONAL MATERIALS

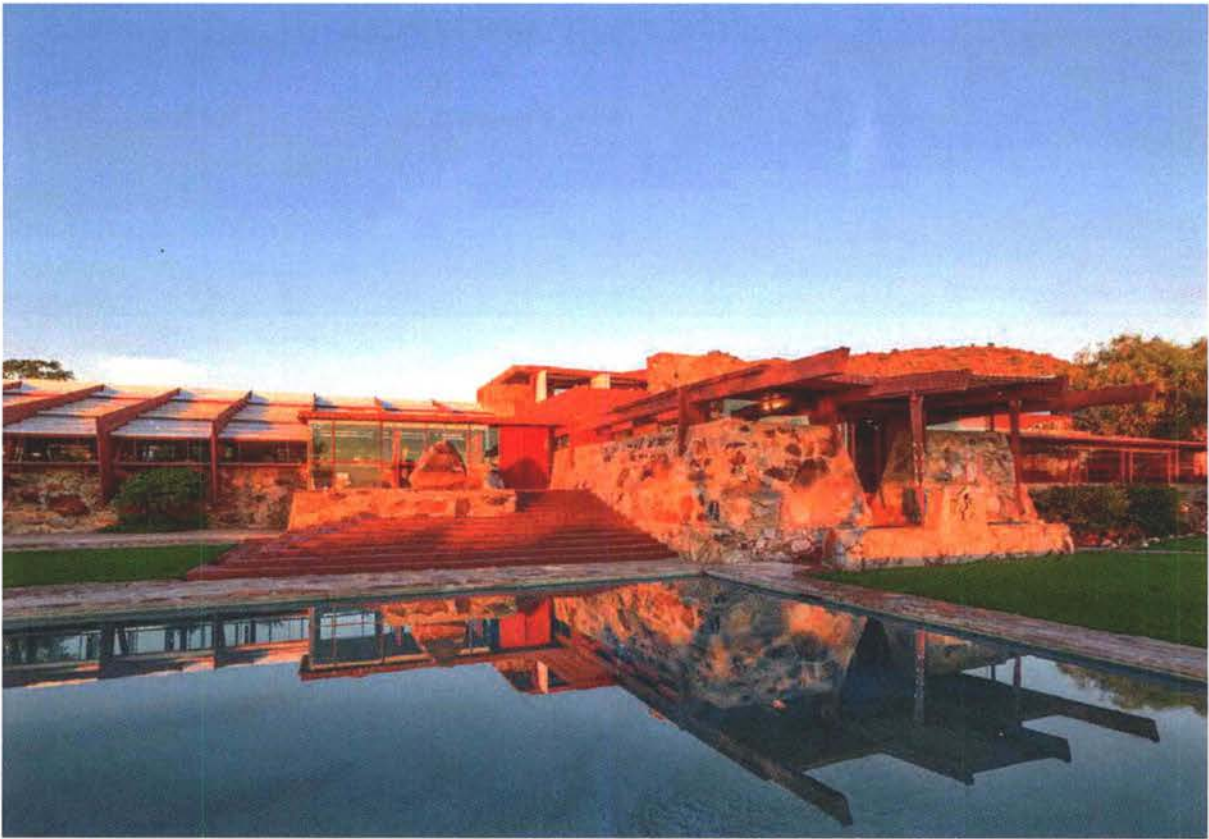
Experience Scottsdale produces a variety of publications for leisure travelers, including the Scottsdale Visitor Guide; Scottsdale Area Hiking, Biking & Trail Guide; Old Town Guide; Art Guide; Historic Walking Tour Map and more. To assist meeting planners, travel advisors and tour operators, Experience Scottsdale produces the digital Scottsdale Meeting & Travel Planners Guide and offers high-quality promotional materials that can be used to sell Scottsdale, including brochures, maps, photos and videos.

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. Our team partners with the City of Scottsdale and our members to promote umbrella events like Scottsdazzle and Western Week. We also promote events that drive significant tourism — Barrett-Jackson Collector Car Auction, WM Phoenix Open, Scottsdale Arabian Horse Show and Cactus League Spring Training — as part of our *Scottsdale's Signature Events* campaign. Experience Scottsdale provides materials 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 provides visitors with destination information via phone, email and our web chat. Our visitor guide and other publications are available on the Old Town Ambassadors' carts and at Phoenix Sky Harbor International Airport, Scottsdale Airport and Mesa Gateway Airport. Plus, we distribute our publications to member businesses, including hotels and resorts, to get the guides into the hands of visitors while they're in the destination.



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. Our Scottsdale Showcase flips the media mission model by bringing writers and editors from top markets to Scottsdale for a multi-day, immersive program designed to help attendees gather the inspiration and information they need to pitch and secure future assignments with magazines, newspapers and online publications. Experience Scottsdale also annually attends the travel industry's premier international marketplace, IPW, 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. We facilitate 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.

PAID STORYTELLING PROGRAM

Experience Scottsdale has developed strict standards for vetting, selecting and negotiating influencer partnerships that will benefit the destination. For our paid storytelling program, Experience Scottsdale partners with highly qualified influencers with target audiences that fit Scottsdale. Our team works hand-in-hand to shape their message, allowing us to address niche topics, complement seasonal marketing campaigns and improve search engine optimization. We also conduct satellite media tours, in which we partner with a broadcast television expert to produce news segments about Scottsdale's offerings that air in markets across the country.

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, as well as representatives in France for specific projects. 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 and beyond. 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.

MEDIA RESOURCES

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

- **Monthly E-Newsletter:** Our monthly newsletter updates approximately 3,750 domestic and international media on what's new in Scottsdale.
- **Online Press Room:** Experience Scottsdale's online press room includes press releases, fact sheets and sample itineraries.
- **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.
- **Downloadable Guides:** Experience Scottsdale's website offers downloadable fact sheets on some of Scottsdale's main tourism drivers, as well as maps and guides, to further educate media.



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 travel company 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 longtime clients. When possible, we leverage sponsorship opportunities and activations during leading industry events to raise further awareness of the destination outside of our

appointments. During one-on-one client meetings, Experience Scottsdale reviews the travel company's product offering to ensure that area hotels and resorts are properly featured within a Scottsdale-branded section, prominently featured in travel brochures or highlighted on the company's website.

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 travel advisor absorbs, the easier the destination is to sell to the leisure traveler.

TRADE COOPERATIVE MARKETING

To drive more travelers to purchase Scottsdale vacation packages, we partner with international and domestic tour operators and travel consortia to create trade cooperative marketing campaigns in their respective cities and countries. Experience Scottsdale helps cover a portion of the cost incurred by the tour operator or travel consortium to execute the promotion and in turn receives exposure in every medium of the promotion (e.g., print ads, online newsletters, advertorials, website promotions, in-store displays).

FLIGHT SERVICE & PROMOTION

Experience Scottsdale partners with Phoenix Sky Harbor International Airport to attract new international flight service, ensuring travelers from Canada, Mexico, Europe and Asia have more opportunities to visit the destination. In recent years, Sky Harbor has secured additional service from Paris and Taipei, in part, because of Experience Scottsdale and other area destination marketing organizations' commitment to promote the flights. Our team also promotes Scottsdale Airport's

fix-based operators and amenities during product training seminars, ensuring luxury travel advisors are aware of this option as private jet travel has become more prevalent.

SERVICES

We help travel professionals sell Scottsdale by providing complimentary materials such as photos, videos, visitor guides, maps, brochures and itinerary ideas. Many travel professionals share Scottsdale promotional pieces with their customers who are interested in purchasing a Scottsdale vacation.

TOURISM REPRESENTATIVES

Experience Scottsdale works with trade representatives in the United Kingdom, Germany, France, 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. We help planners understand the opportunities available that meet the needs of their programs, from our venues and off-site attractions to our services and amenities, ensuring their attendees have the best possible experience in the destination.

LEADS

Experience Scottsdale customizes all meeting planners' requests for accommodations, meeting space and other types of services. We work 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. Because of this, Experience Scottsdale does not produce a convention calendar. Experience Scottsdale generates additional leads by working in tandem with Cvent; we communicate with clients before and after they submit their RFPs through Cvent's online lead portal, ensuring they are considering all the appropriate options in the Scottsdale market area for their program.

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. When possible, we leverage sponsorship opportunities and activations during leading industry events to raise further awareness of the destination outside of our appointments. Often in conjunction with a trade show, our team conducts 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 meeting planner familiarization tours (FAMs) each year. 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, our team arranges smaller and more customized site inspections for qualified clients throughout the year.

CLIENT OUTREACH

Experience Scottsdale keeps the destination top of mind through client outreach. We contact clients during the year via phone calls and emails to generate awareness and provide updates on new amenities and products in Scottsdale.

FEEDBACK & RESEARCH

Research and industry insights have always guided our strategies. To better understand the needs and wants of meetings groups, Experience Scottsdale convenes focus groups that allow us to gather valuable feedback about the destination directly from highly qualified planners in key markets and segments. Our Customer Advisory Board also provides invaluable insight and feedback into our destination's strengths, weaknesses and competition.

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, we create meeting planner promotions to promote busi-

ness during need periods like the summer and to target specific geographic areas, such as Canada and Arizona.

SPORTS TOURNAMENTS & MEGA EVENTS

Sports tournaments and mega events attract groups and individuals who might not otherwise come to Scottsdale, broadening the destination's exposure and encouraging return travel. We work closely with the City of Scottsdale to promote and secure tournaments for the city's event venues, including WestWorld of Scottsdale, Scottsdale Stadium, Scottsdale Sports Complex, Bell94 Sports Complex, and Reata Sports Complex. Experience Scottsdale also collaborates with partner organizations on bids to secure mega events, such as the Super Bowl and NCAA tournaments.

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. Our team helps planners boost attendance for their programs by providing complimentary materials such as photos, videos, brochures, visitor guides and welcome letters.

THANK YOU

EXPERIENCE SCOTTSDALE'S BOARD OF DIRECTORS

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Hotel Valley Ho

*Andrew Chippindall, Vice Chair
Mountain Shadows

*John H. Holdsworth, Secretary
Xclusive Enterprises

*Kate Birchler

+City Manager Greg Caton
City of Scottsdale

*Steve Chucri
Arizona Restaurant Association

+Town Manager Andrew Ching
Town of Paradise Valley

John Graham
Sunbelt Holdings

Rebecca Grossman
*Scottsdale Area Association
of REALTORS*

Jody Harwood
Grace Hospitality

Ryan Hibbert
Riot Hospitality Group

*Joe Iturri
HCW

+*Mike King
Gammage & Burnham

*Todd LaPorte
HonorHealth

Brandon Maxwell
M Culinary Concepts

Councilwoman Maryann McAllen
City of Scottsdale

Laura McIver
Sanctuary Camelback Mountain

*Jack J. Miller
Fairmont Scottsdale Princess

+Chris Montgomery
*Scottsdale Tourism Development
Commission*

Erik Moses
Fiesta Sports Foundation

Councilmember Julie Pace
Town of Paradise Valley

Michael J. Reina
Southern Glazer's Wine & Spirits

Dennis E. Robbins
*Scottsdale Charros –
The Charro Foundation*

+*Rachel Sacco
Experience Scottsdale

Dr. Gerd Wuestemann
Scottsdale Arts

*Executive Committee Member
+Ex-officio Member

New board members joining for the 2026-2027 fiscal year will be approved in early May 2026.

EXPERIENCE SCOTTSDALE'S MEMBERS AND COMMUNITY PARTNERS





2026-27 Media Schedule

This plan is subject to change. Experience Scottsdale maintains the right to cancel or reschedule programs at any time.

JULY 2026

- Pay-Per-Click Advertising
- Display and Retargeting Advertising
- Social Media Advertising
- YouTube.com Advertising
- CTV Streaming Advertising Nationwide – leisure and meetings
- Podcast Advertising
- Persona Campaigns
- Meetings Advertising – digital
- Breaking Par Golf Broadcast Television Advertising
- Mexico-Focused Advertising – digital
- UK-Focused Advertising – digital
- British Airways Campaign – video
- Summer Campaign Advertising
- SiriusXM – audio streaming & host-read podcast ads
- Spotify ads – video
- JSX campaign

AUGUST 2026

- Pay-Per-Click Advertising
- Display and Retargeting Advertising
- Social Media Advertising
- YouTube.com Advertising
- CTV Streaming Advertising Nationwide – leisure and meetings
- Podcast Advertising
- Persona Campaigns
- Meetings Advertising – digital
- Breaking Par Golf Broadcast Television Advertising
- Mexico-Focused Advertising – digital
- UK-Focused Advertising – digital
- British Airways Campaign – video
- Summer Campaign Advertising
- SiriusXM – audio streaming & host-read podcast ads

- Spotify ads – video
- JSX campaign
- Virtuoso Advertising
- Airport Lounge Advertising – activation

SEPTEMBER 2026

- Pay-Per-Click Advertising
- Display and Retargeting Advertising
- Social Media Advertising
- YouTube.com Advertising
- CTV Streaming Advertising Nationwide – leisure and meetings
- Podcast Advertising
- Persona Campaigns
- Meetings Advertising – digital
- Breaking Par Golf Broadcast Television Advertising
- Mexico-Focused Advertising – digital
- UK-Focused Advertising – digital
- Summer Campaign Advertising
- SiriusXM – audio streaming & host-read podcast ads
- Spotify ads – video
- JSX campaign

OCTOBER 2026

- Pay-Per-Click Advertising
- Display and Retargeting Advertising
- Social Media Advertising
- YouTube.com Advertising
- CTV Streaming Advertising Nationwide – leisure and meetings
- Podcast Advertising
- Persona Campaigns
- Meetings Advertising – digital
- Mexico-Focused Advertising – digital
- UK-Focused Advertising – digital
- Fall/Holiday Campaign Advertising
- SiriusXM – audio streaming & host-read podcast ads
- Spotify ads – video
- JSX campaign
- Virtuoso Advertising
- Airport Lounge Advertising – activation

NOVEMBER 2026

- Pay-Per-Click Advertising
- Display and Retargeting Advertising
- Social Media Advertising
- YouTube.com Advertising

- CTV Streaming Advertising Nationwide – leisure and meetings
- Persona Campaigns
- Podcast Advertising
- Meetings Advertising – digital
- Mexico-Focused Advertising – digital
- UK-Focused Advertising – digital
- Fall/Holiday Campaign Advertising
- SiriusXM – audio streaming & host-read podcast ads
- Spotify ads – video
- JSX campaign

DECEMBER 2026

- Pay-Per-Click Advertising
- Display and Retargeting Advertising
- Social Media Advertising
- YouTube.com Advertising
- CTV Streaming Advertising Nationwide – leisure and meetings
- Persona Campaigns
- Podcast Advertising
- Meetings Advertising – digital
- Mexico-Focused Advertising – digital
- UK-Focused Advertising – digital
- Fall/Holiday Campaign Advertising
- SiriusXM – audio streaming & host-read podcast ads
- Spotify ads – video
- JSX campaign

JANUARY 2027

- Pay-Per-Click Advertising
- Display and Retargeting Advertising
- Social Media Advertising
- YouTube.com Advertising
- CTV Streaming Advertising Nationwide – leisure and meetings
- Persona Campaigns
- Podcast Advertising
- Meetings Advertising – digital
- Mexico-Focused Advertising – digital
- UK-Focused Advertising – digital
- Scottsdale Signature Event Campaign Advertising
- SiriusXM – audio streaming & host-read podcast ads
- Spotify ads – video
- JSX campaign
- Virtuoso Advertising
- Airport Lounge Advertising – activation

FEBRUARY 2027

- Pay-Per-Click Advertising
- Display and Retargeting Advertising
- Social Media Advertising
- YouTube.com Advertising
- CTV Streaming Advertising Nationwide – leisure and meetings
- Persona Campaigns
- Podcast Advertising
- Meetings Advertising – digital
- Mexico-Focused Advertising – digital
- UK-Focused Advertising – digital
- Scottsdale Signature Event Campaign Advertising
- SiriusXM – audio streaming & host-read podcast ads
- Spotify ads – video
- JSX campaign
- Virtuoso Advertising
- Airport Lounge Advertising – activation

MARCH 2027

- Pay-Per-Click Advertising
- Display and Retargeting Advertising
- Social Media Advertising
- YouTube.com Advertising
- CTV Streaming Advertising Nationwide – leisure and meetings
- Persona Campaigns
- Podcast Advertising
- Meetings Advertising – digital
- Mexico-Focused Advertising – digital
- UK-Focused Advertising – digital
- Scottsdale Signature Event Campaign Advertising
- SiriusXM – audio streaming & host-read podcast ads
- Spotify ads – video
- JSX campaign
- Virtuoso Advertising

APRIL 2027

- Pay-Per-Click Advertising
- Display and Retargeting Advertising
- Social Media Advertising
- YouTube.com Advertising
- CTV Streaming Advertising Nationwide – leisure and meetings
- Persona Campaigns
- Podcast Advertising
- Meetings Advertising – digital
- Mexico-Focused Advertising – digital

- UK-Focused Advertising – digital
- JSX campaign
- Virtuoso Advertising

MAY 2027

- Pay-Per-Click Advertising
- Display and Retargeting Advertising
- Social Media Advertising
- YouTube.com Advertising
- CTV Streaming Advertising Nationwide – leisure and meetings
- Persona Campaigns
- Podcast Advertising
- Meetings Advertising – digital
- Mexico-Focused Advertising – digital
- UK-Focused Advertising – digital
- JSX campaign
- Virtuoso Advertising
- Summer Campaign Advertising
- SiriusXM – audio streaming & host-read podcast ads
- Spotify ads – video
- JSX campaign

JUNE 2027

- Pay-Per-Click Advertising
- Display and Retargeting Advertising
- Social Media Advertising
- YouTube.com Advertising
- CTV Streaming Advertising Nationwide – leisure and meetings
- Persona Campaigns
- Podcast Advertising
- Meetings Advertising – digital
- Mexico-Focused Advertising – digital
- UK-Focused Advertising – digital
- Summer Campaign Advertising
- SiriusXM – audio streaming & host-read podcast ads
- Spotify ads – video
- JSX campaign



2026-27 Communications Program of Work

This plan is subject to change. Experience Scottsdale maintains the right to cancel or reschedule programs at any time.

JULY 2026

***Take the Plunge! – Summer in Scottsdale Individual FAMs + Paid Storytelling – July/Aug.**

To help generate interest in Scottsdale during a key need period and complement the Marketing team's summer campaign, the Communications team partners with vetted and qualified influencers/content creators and broadcast experts on paid storytelling. Hosting media visits and working with creators who know the destination to refresh their content encourages their audiences to consider Scottsdale and bolsters seasonal values messaging.

- Participation Cost: Donated services
- Location: Scottsdale, AZ
- Experience Scottsdale Contact: Christina Dickson at cdicksen@experiencescottsdale.com or 480-889-2709

AUGUST 2026

***Arizona Governor's Conference on Tourism "GCOT" – Aug. 12-14**

The Arizona Governor's Conference on Tourism is the premier education and information-sharing event in the state for travel professionals and destination marketers. The conference provides its attendees the opportunity to exchange ideas with peers, learn from industry experts, draw inspiration from nationally renowned speakers and discover the latest in destination marketing techniques.

- Location: Tucson, AZ
- AOT Contact: azgovcon@tourism.az.gov

SEPTEMBER 2026

Brand USA Travel Week U.K. + Europe – Sept. 28-30

Brand USA Travel Week is a key event for the travel industry, featuring the Brand USA Media Forum and CEO Summit. As the only tourism event in the U.K. and Europe dedicated to facilitating travel to the United States, the meetings provide an opportunity to reach an influential media audience. The two-day media track features up to 30 pre-scheduled appointments.

- Location: Amsterdam, NLD
- Experience Scottsdale Contact: Laura McMurchie at lmcmurchie@experiencescottsdale.com or 480-429-2253

OCTOBER 2026

Paris Media Mission – Post-Brand USA Travel Week U.K. + Europe – Oct. 1-3

In conjunction with Brand USA's Travel Week U.K. + Europe, Experience Scottsdale is coordinating a series of media appointments and small media functions with key editors and freelance writers to pitch Scottsdale story ideas. According to the Arizona Office of Tourism's most recent international visitation statistics, France is Arizona's No. 3 overseas market and it has continued to grow since Air France launched non-stop service from Paris to Phoenix Sky Harbor International in May 2024 and expanded in May 2025.

- Location: Paris, FRA
- Experience Scottsdale Contact: Laura McMurchie at lmcmurchie@experiencescottsdale.com or 480-429-2253

London Media Mission – Post-Brand USA Travel Week U.K. + Europe – Oct. 5-8

In conjunction with Brand USA's Travel Week U.K. + Europe, Experience Scottsdale is conducting desk-side and small group appointments with key media in London, Great Britain's media hub. According to the Arizona Office of Tourism's most recent international visitation statistics, the U.K. remains Arizona's top overseas market and an important one because of the non-stop British Airways flight to Heathrow International Airport.

- Location: London, GBR
- Experience Scottsdale Contact: Laura McMurchie at lmcmurchie@experiencescottsdale.com or 480-429-2253

Crème de la Crème – Oct. 12

Experience Scottsdale is represented at Crème de la Crème, an international luxury travel trade show specifically designed for the French-speaking market. Following a successful inaugural event in Oct. 2025, the second edition returns to Paris from Oct. 12-15, 2026, with media appointments held on the first day of the show. The show aims to foster high-value business within the mature, high-spending French-speaking luxury travel ecosystem of France, Belgium, Monaco, and Switzerland. French visitation to Arizona has continued to grow with the arrival of non-stop service from Paris to Phoenix Sky Harbor International on Air France in May 2024 and expanded service in May 2025.

- Location: Paris, FRA
- Experience Scottsdale Contact: Laura McMurchie at lmcmurchie@experiencescottsdale.com or 480-429-2253

AOT Mexico Trade & Media Mission – TBD

Experience Scottsdale joins the Arizona Office of Tourism for desk-side and small group appointments with key media in Monterrey and Mexico City. According to the Arizona Office of Tourism's most recent international visitation statistics, Mexico is the top country of origin for visitation to Arizona.

- Location: Mexico City + Monterrey, MEX
- Experience Scottsdale Contact: Laura McMurchie at lmcmurchie@experiencescottsdale.com or 480-429-2253

Canadian Media Mission – Toronto, Montreal, Vancouver, Calgary – TBD

Experience Scottsdale hosts a series of small gatherings and appointments with key travel journalists in four to Canada's top markets. This event gives Experience Scottsdale the opportunity

to present Scottsdale news and story ideas to media in these key feeder markets. Canada has historically been a top feeder market for Scottsdale and Arizona with Canadian Visa Card Spending ranked #1 in 2024 with 36 % of total International Travel Spending in Arizona. While geopolitics has kept some Canadians from traveling to the United States in the short term, it's important to continue to share destination news and welcoming messaging.

- Location: Toronto, ON, CAN + Montreal, QC, CAN + Vancouver, BC, CAN + Calgary, AB, CAN
- Experience Scottsdale Contact: Laura McMurchie at lmcmurchie@experiencescottsdale.com or 480-429-2253

NOVEMBER 2026

Travel Classics West – Nov. 5-8

Travel Classics International is a premier travel writer conference that allows approximately 45 freelance travel writers the opportunity to meet with about 18 of the industry's top editors. The low writer-to-editor ratio and pre-scheduled appointments gives the writers ample opportunities to have one-on-one time with the editors. This conference attracts top-notch editors from publications such as *Travel + Leisure*, *Conde Nast Traveler*, *Food & Wine*, *AFAR* and more. Travel Classics West typically alternates annually between Scottsdale, Arizona and another western destination in North America.

- Location: Santa Fe, NM
- Experience Scottsdale Contact: Laura McMurchie at lmcmurchie@experiencescottsdale.com or 480-429-2253

***Canal Convergence Individual FAMs – Nov. 6-15**

Crafting an experience around the importance of art in Scottsdale, Experience Scottsdale host press trips focusing on everything from design-forward hotels to the galleries of Old Town, as well as Scottsdale Public Art and UNESCO World Heritage Site, Taliesin West. Itineraries will include Canal Convergence, a free, large-scale public art event, taking place each evening from Friday, Nov. 6, through Sunday, Nov. 15.

- Participation Cost: Donated services
- Location: Scottsdale, AZ
- Experience Scottsdale Contact: Christina Dickson at cdickson@experiencescottsdale.com or 480-889-2709

***A Taste of Scottsdale Culinary Group Media FAM – Nov. 11-15**

Culinary travel is a rapidly growing sector, with recent studies showing 77-80% of travelers planning trips around food and over 80% wanting to engage in unique dining experiences. Capitalizing on this interest and the momentum of the first Michelin Southwest Guide, this group press trip* aims to feature some of the Scottsdale area's nationally recognized restaurants, hidden gems and the local makers and farmers behind them. The journalists will experience Old Town Scottsdale's Arizona wine tasting rooms, the Arizona Indigenous Culinary Experience at Western Spirit: Scottsdale's Museum of the West, Taliesin West's Sonoran Desert Plant Hike and other quintessentially Scottsdale experiences.

- Participation Cost: Donated services
- Estimated Media Attendance: North American journalists. *This program will be modified to host select individual writers who can't attend the group FAM.
- Location: Scottsdale, AZ

- Experience Scottsdale Contact: Laura McMurchie at lmcmurchie@experiencescottsdale.com or 480-429-2253

***Scottsdale for the Holidays – Paid Storytelling – Nov./Dec.**

To help generate interest in Scottsdale during a key need period and complement the Marketing team's holiday campaign, the Communications team partners with vetted and qualified influencers/content creators and broadcast experts to encourage their audiences to consider Scottsdale, a desert holiday, when the weather is perfect, and the resorts are dressed in holiday cheer.

- Participation Cost: Donated services
- Location: Scottsdale, AZ
- Experience Scottsdale Contact: Christina Dickson at cdickson@experiencescottsdale.com or 480-889-2709

DECEMBER 2026

AOT German Speaking Market Mission – Dec. 7-10

Experience Scottsdale joins the Arizona Office of Tourism for desk-side and small group appointments with key media in two of the DACH region's top media hubs. According to the Arizona Office of Tourism's most recent German Market Visitor Profile, German VISA card spending was the highest in Q3 of the calendar year, Scottsdale's low season (36% of total spending). Pre-pandemic, Germany was Arizona's top overseas market for visitation and it remains in the No. 2 spot.

- Location: Hamburg, GER + Vienna, AUT
- Experience Scottsdale Contact: Laura McMurchie at lmcmurchie@experiencescottsdale.com or 480-429-2253

JANUARY 2027

New York Media Mission – Jan. 18-20

In conjunction with TravMedia's International Media Marketplace (IMM) New York, Experience Scottsdale conducts desk-side and small group appointments with key media in Manhattan, the travel media capitol of the United States.

- Location: New York, NY
- Experience Scottsdale Contact: Christina Dickson at cdickson@experiencescottsdale.com or 480-889-2709

TravMedia's International Media Marketplace (IMM) New York – Jan. 21

Experience Scottsdale attends IMM New York, the leading global networking event connecting the travel industry with editors, journalists, broadcasters, and content creators. Celebrating its 15th year in 2027, IMM features prescheduled meetings between exhibitors and media.

- Location: New York, NY
- Experience Scottsdale Contact: Christina Dickson at cdickson@experiencescottsdale.com or 480-889-2709

FEBRUARY 2027

AOT Canadian Media Mission – TBD

Experience Scottsdale is to be represented at a state-led media mission to Toronto and Vancouver featuring a mix of functions and meetings. Canada has historically been a top feeder market for Scottsdale and Arizona with

Canadian Visa Card Spending ranked #1 in 2024 with 36 % of total International Travel Spending in Arizona. While geopolitics has kept some Canadians from traveling to the United States in the short term, it's important to continue to share destination news and welcoming messaging.

- Location: Toronto, ON, CAN + Vancouver, BC, CAN
- Experience Scottsdale Contact: Laura McMurchie at lmcmurchie@experiencescottsdale.com or 480-429-2253

***Canadian Group Media FAM – Feb. 11-15**

Experience Scottsdale hosts magazine and newspaper travel media from the Canadian market to share the best of Scottsdale, including resorts, restaurants and attractions. Canada has historically been a top feeder market for Scottsdale and Arizona with Canadian Visa Card Spending ranked #1 in 2024 with 36 % of total International Travel Spending in Arizona.

- Participation Cost: Donated Services
- Location: Scottsdale, AZ
- Experience Scottsdale Contact: Laura McMurchie at lmcmurchie@experiencescottsdale.com or 480-429-2253

Chicago Media Mission – TBD

Experience Scottsdale hosts a series of small gatherings and appointments with Chicago-area media. This event will give Experience Scottsdale the opportunity to present Scottsdale news and story ideas to media in this key feeder market. While Chicago has become a small media market, according to recent Symphony reports, it consistently ranks in the top 5 domestic feeder cities to Scottsdale and was the No. 2 market based on total trips to Scottsdale in 2025. Increased direct flights from Chicago to Phoenix – driven significantly by American Airlines expanding its network capacity in both hubs for 2026 – as well as Chicago Cubs spring training at nearby Sloane Park, and Experience Scottsdale's targeted marketing in the region have led to a steady increase in Chicago-area visitation to Scottsdale. It is also particularly important to lure these visitors during their winter season, as they look for escapes to warmer climes.

- Estimated Media Attendance/Interaction: 10 area journalists
- Location: Chicago, IL
- Experience Scottsdale Contact: Christina Dickson at cdickson@experiencescottsdale.com or 480-889-2709

***French Group Media FAM – TBD**

Experience Scottsdale hosts magazine and newspaper travel media from the French market to share the best of Scottsdale, including resorts, restaurants and attractions. Air France launched 3-day-a-week non-stop service from Paris to Phoenix Sky Harbor International in May 2024 and expanded the service to 5-days-a-week and larger planes in May 2025.

- Participation Cost: Donated Services
- Location: Scottsdale, AZ
- Experience Scottsdale Contact: Laura McMurchie at lmcmurchie@experiencescottsdale.com or 480-429-2253

MARCH 2027

***UK Group Media FAM – TBD**

Experience Scottsdale hosts magazine and newspaper travel media from the UK market to share the best of Scottsdale's art and architecture scene including resorts, restaurants and attractions under the theme of "Design in the Desert." According to the Arizona Office of Tourism's most recent international visitation statistics, the U.K. remains Arizona's top overseas market and an important one, because of the non-stop British Airways flight to London Heathrow International Airport.

- Participation Cost: Donated Services
- Location: Scottsdale, AZ
- Experience Scottsdale Contact: Laura McMurchie at lmcmurchie@experiencescottsdale.com or 480-429-2253

TravMedia's International Media Marketplace (IMM) Paris – March 11

Experience Scottsdale is represented by Orkestra Tourism at TravMedia's IMM Paris. IMM is established as the industry's leading event for the media to meet travel and tourism brands. Exhibitors each enjoy a dedicated branded table where they can meet top travel journalists, editors and broadcasters to discuss their news, events and developments. As a single-day networking and relationship-building opportunity for journalists and travel & tourism brands, IMM is unrivaled.

- Location: Paris, FRA
- Experience Scottsdale Contact: Laura McMurchie at lmcmurchie@experiencescottsdale.com or 480-429-2253

TravMedia's International Media Marketplace (IMM) Berlin – March 21

Experience Scottsdale is represented by Kaus Media Services at TravMedia's IMM Berlin. Established as the industry's leading event for journalists to meet travel and tourism brands, this single-day event facilitates discussions about destination news, events and developments.

- Location: Berlin, GER
- Experience Scottsdale Contact: Christina Dickson at cdickson@experiencescottsdale.com or 480-889-2709

TravMedia's International Media Marketplace (IMM) U.K. – March 22 + 23

Experience Scottsdale is represented by MMGY Hills Balfour at TravMedia's IMM London trade show. Established as the industry's leading event for journalists to meet travel and tourism brands, this single-day event facilitates discussions about destination news, events and developments.

- Location: London, GBR
- Experience Scottsdale Contact: Laura McMurchie at lmcmurchie@experiencescottsdale.com or 480-429-2253

LA Mission – TBD

Experience Scottsdale conducts media appointments with key editors and freelance writers to pitch Scottsdale story ideas and keep the destination top-of-mind with travel, culinary and lifestyle journalists. Working with The Brandman Agency, Experience Scottsdale fosters existing media relationships and taps into new contacts. Los Angeles is an important media market and according to Symphony data, consistently ranks in the top five visitation markets for Scottsdale, and was the destination's top market by total trips in 2025.

- Estimated Media Attendance/Interaction: 10-15 Los Angeles-area journalists
- Location: Los Angeles, CA
- Experience Scottsdale Contact: Christina Dickson at cdicksen@experiencescottsdale.com or 480-889-2709

APRIL 2027

*Travel Classics West – TBD April or May

Travel Classics International is a premier travel writer conference that allows approximately 45 freelance travel writers the opportunity to meet with about 18 of the industry's top editors. The low writer-to-editor ratio and pre-scheduled appointments gives the writers ample opportunities to have one-on-one time with the editors. This conference attracts top-notch editors from publications such as *Travel + Leisure*, *Conde Nast Traveler*, *Food & Wine*, *AFAR* and more. Travel Classics West typically alternates annually between Scottsdale, Arizona and another western destination in North America.

- Participation Cost: Sponsorships vary
- Location: Scottsdale, AZ
- Experience Scottsdale Contact: Laura McMurchie at lmcmurchie@experiencescottsdale.com or 480-429-2253

Dallas + Austin Media Mission – TBD

Experience Scottsdale hosts a series of small gatherings and appointments with Dallas- and Austin-area media. This event gives Experience Scottsdale the opportunity to present Scottsdale news and story ideas to media in these key feeder markets. In addition to Dallas' position as a large media market, in 2025, the Dallas market came in third for visitor spending in Scottsdale and sixth for visitation, according to Symphony data. Austin is a growing media market and continues to climb the ranks for visitation to Scottsdale in 2026, landing a solid spot amongst the destination's secondary markets.

- Location: Dallas + Austin, TX
- Experience Scottsdale Contact: Christina Dickson at cdicksen@experiencescottsdale.com or 480-889-2709

MAY 2027

U.S. Travel Association's IPW New Orleans – May 2-6

Experience Scottsdale participates in the annual IPW, the U.S. Travel Association's premier international trade show attracting nearly 1,200 international tour operators and 250 travel journalists from more than 70 countries. Experience Scottsdale preschedules appointments with journalists at the Media Marketplace, as well as attends the press brunch and holds additional meetings on the trade show floor and at off-site venues.

- Location: New Orleans, NO
- Experience Scottsdale contact: Laura McMurchie at lmcmurchie@experiencescottsdale.com or 480-429-2253

*German Group Media FAM – TBD

Experience Scottsdale will host magazine and newspaper travel media from the German-speaking markets to share the best of Scottsdale, including resorts, restaurants and attractions. According to the Arizona Office of Tourism's most recent German Market Visitor Profile, German VISA card

spending was the highest in Q3 of the calendar year, Scottsdale's low season (36% of total spending). Pre-pandemic, Germany was Arizona's top overseas market for visitation and it remains in the No. 2 spot.

- Participation Cost: Donated Services
- Location: Scottsdale, AZ
- Experience Scottsdale Contact: Christina Dickson at cdicksen@experiencescottsdale.com or 480-889-2709

***Spring Meeting Planner FAM – TBD**

The Communications team works with the Convention Sales team to host 1-2 meetings journalists as part of this meeting planner familiarization tour. This FAM trip gives media the opportunity to discover Scottsdale's meeting venues and amenities as well as to interact with their readers, the meeting planners.

- Participation Cost: Donated services
- Location: Scottsdale, AZ
- Experience Scottsdale Contact: Christina Dickson at cdicksen@experiencescottsdale.com or 480-889-2709

***Take the Plunge! – Summer in Scottsdale Individual FAMs + Paid Storytelling – May-Aug.**

The Communications team hosts a few short-haul market journalists with short lead times or influencers/content creators to experience the quality, quantity and value of Scottsdale's summer offers.

- Participation Cost: Donated services
- Location: Scottsdale, AZ
- Experience Scottsdale Contact: Christina Dickson at cdicksen@experiencescottsdale.com or 480-889-2709

Travel Media Association of Canada – TBD

Experience Scottsdale is represented at the annual Travel Media Association of Canada (TMAC) conference, which features three days of networking and 24 one-on-one appointments with Canadian travel writers and content creators. TMAC brings together nearly 400 Canadian travel journalists and worldwide industry partners. Canada has historically been a top feeder market for Scottsdale and Arizona with Canadian Visa Card Spending ranked #1 in 2024 with 36 % of total International Travel Spending in Arizona. While geopolitics has kept some Canadians from traveling to the United States in the short term, it's important to continue to share destination news and welcoming messaging.

- Location: TBD
- Experience Scottsdale Contact: Laura McMurchie at lmcmurchie@experiencescottsdale.com or 480-429-2253

JUNE 2027

***Public Relations Society of America Travel & Tourism Conference – TBD**

This annual conference offers communications professionals in the travel and tourism arena the opportunity to learn about industry trends, technology and best practices from their peers as well as top travel media.

- Participation Cost: Visit the [PRSA website](#) for information.
- Location: TBD



2026-27 Tourism Program of Work

This plan is subject to change. Experience Scottsdale maintains the right to cancel or reschedule programs at any time.

JULY 2026

Travel Pivots – Jul. 8-10, 2026

Experience Scottsdale will participate in Travel Pivots, an initiative that was formed to have a setting where advisors and suppliers, both new to the industry and those who are seasoned, join forces. This is a think tank and forum to share best practices and ideas. Series Five will take place in Arizona and will feature two days of panels, round table discussions, and engagement in an exclusive, intimate and casual setting.

- Participation Cost: (invitation only)
- Location: Phoenix, AZ
- Contact: Catrina Miyazaki at cmiyazaki@experiencescottsdale.com or 480-949-2161

AUGUST 2026

Arizona Governor's Conference on Tourism – Aug. 12-14, 2026

This conference provides a forum for professionals from destination marketing organizations, tour operators, attractions, airlines, accommodations, and other hospitality related organizations to review marketing strategies and critical issues facing the Arizona tourism industry.

- Participation Cost: \$500 (to register, visit www.azgcot.com)
- Location: Tucson, AZ
- Contact: Emily Wininger at ewininger@experiencescottsdale.com or 480-889-2705

ASTA Fiesta in the Desert – Aug. 28-29, 2025

This event welcomes advisors and suppliers from all over the US to attend this annual tradeshow and conference. The weekend includes roundtable discussions and an interactive tradeshow component where suppliers have the opportunity to meet face to face with likeminded advisors.

- Participation Cost: \$900 (to register, visit www.azasta.org)
- Location: Phoenix, AZ
- Contact: Catrina Miyazaki at cmiyazaki@experiencescottsdale.com or 480-949-2161

Virtuoso Travel Week – Aug. 8-14, 2026

Virtuoso Travel Week is the ultimate annual global luxury travel event. Exclusive to the Virtuoso network, it features an entire week of personal one-on-one appointments with luxury travel advisors, extensive professional development opportunities, and a celebration of the world's top luxury travel network.

- Participation Cost: (invitation only)
- Location: Las Vegas, NV
- Contact: Catrina Miyazaki at cmiyazaki@experiencescottsdale.com or 480-949-2161

SEPTEMBER 2026

East Coast Sales Mission – Sept. 14-18, 2026

Experience Scottsdale will travel to the New York tri-state area to conduct sales calls with top producing travel advisors. This mission will provide participating members the opportunity to present their company information to clients in this important feeder market.

- Participation Cost: \$1,000 (plus travel expenses) / \$200 brochure distribution only
- Location: New York, New Jersey & Connecticut, USA
- Contact: Catrina Miyazaki at cmiyazaki@experiencescottsdale.com or 480-949-2161

France Sales Mission – Sept. 21-25, 2026

Experience Scottsdale will conduct tour operator and travel agency sales calls and will conduct destination product trainings in France. Members are invited to join in this sales effort and meet face-to-face with key accounts in the French market.

- Participation Cost: \$1,000 (plus travel expenses) / \$200 brochure distribution only
- Location: Paris and other cities, France
- Contact: Emily Wininger at ewininger@experiencescottsdale.com or 480-889-2705

Virtuoso On Tour Latin America – Sept. or Oct. 2026

Experience Scottsdale will attend the Virtuoso On Tour event focusing on Latin American travel advisors. During the event Experience Scottsdale will attend networking sessions and meet with luxury travel advisors from Mexico for one-on-one meetings.

- Participation Cost: (invitation only)
- Location: Mexico City and Monterrey, Mexico
- Contact: Catrina Miyazaki at cmiyazaki@experiencescottsdale.com or 480-949-2161

ILTM North America – Sept. 28-Oct. 1, 2026

Experience Scottsdale will attend ILTM North America which continues to be the annual B2B tabletop event for the world's most prestigious suppliers and hosted buyers. Attending will be travel professionals from 200 cities across U.S., Mexico and Canada. The travel professionals attending will include a mix of independent agencies and members of main consortia to provide tailored appointments for suppliers.

- Participation Cost: \$8,050 (plus travel expenses) – space is limited
- Location: Baha Mar, Bahamas
- Contact: Catrina Miyazaki at cmiyazaki@experiencescottsdale.com or 480-949-2161

Brand USA Travel Week U.K. & Europe – Sept. 28-Oct. 1, 2026

Experience Scottsdale will participate in Brand USA's tourism trade show, Travel Week Europe, for the United Kingdom, Irish and European markets. The event will consist of B2B meetings and will showcase the very best the United States has to offer in an engaging, unique, and interactive environment.

- Participation Cost: \$5,500 (plus travel expenses) – space is limited / \$200 brochure distribution only
- Location: Amsterdam, Netherlands

- Contact: Emily Winger at ewinger@experiencescottsdale.com or 480-889-2705

OCTOBER 2026

Travel Agency Owners Forum – Oct. 12-15, 2026

Experience Scottsdale will participate in this three-day event that gives suppliers a one-of-a-kind opportunity to network with qualified travel agency owners. Participants will have the opportunity to showcase their destination on the trade show floor, reserve face-to-face meetings with top producers and attend networking events throughout the week.

- Participation Cost: \$6,995 (to register/apply, visit <https://www.agencyownersforum.com/suppliers>)
- Location: Nuevo Vallarta, Nayarit, Mexico
- Contact: Catrina Miyazaki at cmiyazaki@experiencescottsdale.com or 480-949-2161

Crème de la Crème Luxury Travel Tradeshow – Oct. 12-15, 2026

Experience Scottsdale will attend the inaugural Crème de la Crème Luxury Travel Tradeshow. Crème de la Crème Luxury Travel Tradeshow brings together premier suppliers from all over the world with top luxury travel professionals. During the event Experience Scottsdale will meet luxury buyers from French-speaking Europe.

- Participation Cost: \$4,700 (plus travel expenses) – space is limited
- Location: Paris, France
- Contact: Emily Winger at ewinger@experiencescottsdale.com or 480-889-2705

United Kingdom Sales Mission – Oct. 19-23, 2026

Experience Scottsdale will conduct tour operator and travel agency sales calls and will conduct destination product trainings in the UK. Members are invited to join in this sales effort and meet face-to-face with key accounts in the UK.

- Participation Cost: \$1,000 (plus travel expenses) / \$200 brochure distribution only
- Location: London and other cities, United Kingdom
- Contact: Emily Winger at ewinger@experiencescottsdale.com or 480-889-2705

Virtuoso On Tour UK & Ireland – Oct. 21, 2025

Experience Scottsdale will attend the Virtuoso On Tour event focusing on meeting with luxury travel advisors from the UK & Irish markets. During this one-day event, Experience Scottsdale will attend networking sessions, 1:1 appointments, and educational sessions.

- Participation Cost: (invitation only)
- Location: London, UK
- Contact: Emily Winger at ewinger@experiencescottsdale.com or 480-889-2705

NOVEMBER 2026

Arizona Office of Tourism (AOT) Taiwan Trade Mission – Nov. 2027

Experience Scottsdale will join the Arizona Office of Tourism for sales calls and client events in the Taipei travel market. The week-long mission will be coordinated by AVIAREPS, Arizona's in-market trade and media representatives.

- Participation Cost: \$1,750 – spaces limited

- Location: London and Scotland, United Kingdom and Paris, France
- Contact: Emily Winger at ewinger@experiencescottsdale.com or 480-889-2705

Serandipians Presidents' Club – Nov. 27-29, 2026

Experience Scottsdale will attend The Presidents' Club hosted by Serandipians. The exclusive event includes education sessions, networking activities, events, and pre-scheduled, one-on-one appointments with luxury travel designers.

- Participation Cost: (invitation only)
- Location: Nice, France
- Contact: Emily Winger at ewinger@experiencescottsdale.com or 480-889-2705

ILTM Flagship – Nov. 30-Dec. 3, 2026

Experience Scottsdale will exhibit at ILTM Cannes part of ILTM's World Tour, a show designed specifically for a highly targeted, highly qualified cohort within the luxury travel industry in the Europe, Middle East and Africa regions.

- Participation Cost: \$9,000 (plus travel expenses) – space is limited / \$200 brochure distribution only
- Location: Cannes, France
- Contact: Emily Winger at ewinger@experiencescottsdale.com or 480-889-2705

DECEMBER 2026

JANUARY 2027

GTM Luxury – Jan. 20-22, 2027

GTM Luxury is a curated, invitation-only experience designed to foster genuine, high-quality connections between the most influential luxury travel advisors in North America with global 4+ star travel suppliers. The goal of GTM Luxury is to create a space where the best in luxury travel can efficiently and effectively network, build relationships, and drive business growth. All of the advisors who attend GTM Luxury have proven luxury sales experience and have been meticulously vetted through our industry-leading vetting process.

- Participation Costs: \$7,800 (to apply/register: <https://www.gtm-luxury.com/>)
- Location: Los Angeles, CA
- Contact: Catrina Miyazaki at cmiyazaki@experiencescottsdale.com or 480-949-2161

FEBRUARY 2027

Southern California Sales Mission – Feb. 2027

Experience Scottsdale will travel to Southern California to conduct sales calls with travel advisors in this key markets. This mission will provide participating members the opportunity to present their company's information to clients in this important market.

- Participation Cost: \$1000 (plus travel expenses) / \$200 brochure distribution only
- Location: Southern California
- Contact: Catrina Miyazaki at cmiyazaki@experiencescottsdale.com or 480-949-2161

Go West Summit – Feb. 27-Mar. 3, 2027

Go West Summit provides a unique business setting structured specifically to give Western U.S. suppliers the chance to promote their product to tour operators from around the world and receptive operators from the United States. This show consists of two days of one-on-one appointments, tourism industry seminars and networking sessions.

- Participation Cost: \$3,495 (register online www.GoWestSummit.com)
- Location: TBC, USA
- Contact: Emily Wininger at ewininger@experiencescottsdale.com or 480-889-2705

Connections Luxury Americas East – Feb. 28 – Mar. 3, 2027

Connections Luxury takes pride in introducing vetted suppliers with powerful luxury travel buyers. Connections Luxury Americas East brings together top travel designers from across North, Central and South America, plus a select international mix, to meet global luxury travel brands through one-one-one meetings and immersive experiences.

- Participation Cost: \$8,500 (to apply, visit <https://www.connectionsluxury.com/>)
- Location: New York City, NY
- Contact: Catrina Miyazaki at cmiyazaki@experiencescottsdale.com or 480-949-2161

MARCH 2027

Unite Trade Show – Mar. 2027

Experience Scottsdale will participate in Unite. This ‘one-stop-shop’ event brings together UK based tour operators to hold pre-booked one-to-one meetings with tourist boards, airlines, hoteliers, attractions, tour providers, cruise and rail companies from throughout the United States in one place.

- Participation Cost: \$500 (plus travel expenses) – space is limited / \$200 brochure distribution only
- Location: London, UK
- Contact: Emily Wininger at ewininger@experiencescottsdale.com or 480-889-2705

APRIL 2027

German Sales Mission – Apr. 12 – 16, 2027

Experience Scottsdale will conduct tour operator and travel agency sales calls and will conduct destination product trainings in Germany. Members are invited to join the in this sales mission and meet face-to-face with key accounts in Germany.

- Participation Cost: \$1,000 (plus travel expenses) / \$200 brochure distribution only
- Location: Munich and other cities, Germany
- Contact: Emily Wininger at ewininger@experiencescottsdale.com or 480-889-2705

Arizona Office of Tourism (AOT) UK & France Mission – Apr. 19 – 22, 2027

Experience Scottsdale will join the Arizona Office of Tourism for sales calls and client events in the UK & France travel markets. The week-long mission will be coordinated by Black Diamond and B World Communication, Arizona’s in-market trade and media representatives.

- Participation Cost: \$1,750 – spaces limited
- Location: London, UK; Dublin, Ireland; and Paris, France

- Contact: Emily Wininger at ewininger@experiencescottsdale.com or 480-889-2705

Mexico Sales Mission – Apr. 2027

Experience Scottsdale will conduct sales calls and host client events in the key Mexican travel markets. Members are invited to join in this sales mission and meet face-to-face with key accounts in Mexico.

- Participation Cost: TBD – space is limited / \$200 brochure distribution only
- Location: Multiple Cities, Mexico
- Contact: Catrina Miyazaki at cmiyazaki@experiencescottsdale.com or 480-949-2161

Virtuoso On Tour Canada – Apr. 2027

Experience Scottsdale will attend the Virtuoso On Tour Canada event focusing on Canadian travel advisors. During the event Experience Scottsdale will attend networking sessions and meet with luxury travel advisors from Canada during one-on-one meetings.

- Participation Cost: (invitation only)
- Location: Vancouver and Toronto, Canada
- Contact: Catrina Miyazaki at cmiyazaki@experiencescottsdale.com or 480-949-2161

MAY 2027

U.S. Travel Association IPW – May 3-7, 2027

IPW is the largest and most important international trade show held in the United States. Experience Scottsdale will have pre-scheduled appointments with top international and domestic tour operators from Asia, Australia, Canada, France, Italy, Germany, Latin America, Mexico and United Kingdom. Experience Scottsdale will have a booth and invite members to participate.

- Participation Cost: \$1,500 (plus travel expenses) – space is limited / \$200 brochure distribution only
- Location: New Orleans, LA
- Contact: Emily Wininger at ewininger@experiencescottsdale.com or 480-889-2705

Scottsdale Local Travel Professional Event – May 2027

Experience Scottsdale will hold a local client tradeshow. This trade show/agent training day is a great way to educate and refresh local Arizona agents on our Scottsdale hotel and attractions product.

- Participation Costs: TBD (includes table for trade show)
- Location: Scottsdale, AZ
- Contact: Catrina Miyazaki at cmiyazaki@experiencescottsdale.com or 480-949-2161

L.E/Miami – May 2027

Limited Edition Miami is a high-end travel trade show that connects luxury and lifestyle travel brands with global buyers. The event focuses on contemporary, design-driven hospitality, attracting trendsetting hotels, travel agencies, and influencers. This invitation-only event consists of pre-scheduled meetings, networking events, and thought leadership sessions on the future of luxury travel. L.E/Miami is known for its vibrant, unconventional approach, redefining how modern luxury is marketed and experienced.

- Participation Costs: \$12,500 (plus travel expenses) *pending supplier invitation approval
- Location: Miami, FL

- Contact: Catrina Miyazaki at cmiyazaki@experiencescottsdale.com or 480-949-2161

JUNE 2027

ILTM Asia Pacific – June 2027

Experience Scottsdale will exhibit at ILTM Asia Pacific to target the Asian luxury travel trade market. Designed for those who know there's a whole world beyond China, ILTM Asia Pacific is the ultimate sales and marketing opportunity for those targeting or providing for this ever-expanding market. The event will consist of highly curated meetings with the region's most exclusive and sought after travel designers.

- Participation: \$8,000 – space is limited / \$200 brochure distribution only
- Location: Marina Bay Sands, Singapore
- Contact: Emily Wininger at ewininger@experiencescottsdale.com or 480-889-2705



2026-27 Convention Sales Program of Work

This plan is subject to change. Experience Scottsdale maintains the right to cancel or reschedule programs at any time.

JULY 2026

- Cvent Connect (Nashville)
- Lamont Co AXS Associate Exchange Summit (Las Vegas)
- SITE (Minnesota)
- The Legal Summit (Washington DC)
- ConferenceDirect Familiarization Tour
- Minnesota Sales Calls
- Chicago Sales Calls
- SITE & PCMA Events (Chicago)
- Seattle Sales Calls

AUGUST 2026

- Canadian Meetings & Events Expo
- ASAE Annual Meeting & Expo (Indianapolis)
- SITE Mountain West (Scottsdale)
- MPI Educon (Prescott)
- GPS (Minneapolis & Indianapolis)
- Connect Marketplace (Tampa)
- Prestige (New York)
- SITE Golf Event (Toronto)
- Indiana Sales Calls

SEPTEMBER 2026

- Scottsdale Showcase
- Detroit Sales Calls
- Colorado Rockies Event
- Legal Luncheon Event (New York)
- Denver Sales Calls

OCTOBER 2026

- IMEX America (Las Vegas)
- Prestige Midwest Summit (Chicago)
- Fall for Scottsdale Local Familiarization Tour

- NE CVB Reps Far Hills Race Event (New Jersey)
- Chicago Client Event

NOVEMBER 2026

- FICP Annual Meeting (New Orleans)
- NW CVB Reps Destination Celebration (Seattle)
- Etherio Connect (Atlanta)
- Retreat Resources (Atlanta)
- Prestige (Austin)
- Canadian Meetings Familiarization Tour
- Seattle Sales Calls

DECEMBER 2026

- ConferenceDirect CD Forum (Phoenix)
- Holiday Showcase (Chicago)
- SITE Chicago Trolley Event
- SITE SoCal Holiday Event (San Diego)
- AMEX INTER[action] (Orlando)
- Connect Winter Marketplace (Washington DC)
- ConferenceDirect CEO Summit
- Mid-Atlantic Meetings Familiarization Tour

JANUARY 2027

- PCMA Convening Leaders (Miami)
- Legal Summit (Naples)
- FICP Winter Symposium
- Local Meeting Planner Event
- Northeast Sales Calls

FEBRUARY 2027

- MEET (New York)
- Minnesota Sales Mission
- HelmsBriscoe Client Event (Minnesota)
- Philadelphia Sales Mission

MARCH 2027

- Pharma Forum (Washington DC)
- GPS (San Diego & Orange County)
- Mid-Atlantic Sales Mission
- Atlanta Sales Mission
- Denver Showcase & Sales Mission

APRIL 2027

- Prestige Partner Conference
- Connect Spring Marketplace

- HelmsBriscoe Annual Business Conference
- Customer Advisory Board Meeting

MAY 2027

- FEA Summer Education Forum
- Retreat Resources Mountain Market Blitz
- Sunsational Familiarization Tour
- Toronto Sales Calls
- Denver & Salt Lake City Sales Calls

JUNE 2027

- FICP Summer Education Forum
- SITE Chicago Summer Networking Event (Milwaukee)
- Local Trade Show
- San Diego Client Event
- Connecticut & Rhode Island Sales Calls
- Wisconsin Sales Calls



2026-27 Performance Standards

Experience Scottsdale's mission is to enhance the local community by promoting the Scottsdale area as a luxury destination for meetings, events, and leisure travel. While Experience Scottsdale is a membership-based organization, our marketing and promotional efforts aim to provide our visitors with the most relevant destination-wide content to inspire them to consider Scottsdale.

Experience Scottsdale's performance standards are determined for the subsequent year by both Experience Scottsdale and the city's contract administrator based on multiple factors, including the organization's overall budget (including revenue changes from all sources), our prior year performance, priority areas where revenue will be deployed in the coming year, economic and business cycles, and the capacity of our staff and resources. We aim to exceed these measures each year by setting higher requirements for individual staff performance to provide the city with the greatest return on investment possible.

Some performance standards are based on Experience Scottsdale's overall outcomes for the Scottsdale market area, which means all businesses located in Scottsdale and its surrounding areas that are part of Experience Scottsdale's membership, including members located in other communities. Other performance standards are for businesses, entities, and areas within Scottsdale city limits only. These are indicated as such.

MARKETING / VISITOR SERVICES

CONTRACT RECITAL: Establish the City of Scottsdale as a year-round luxury leisure and meetings travel destination by providing effective destination marketing to attract and generate visitor-related economic activity.

DESTINATION MARKETING ACTIVITY: Marketing. Experience Scottsdale shall position Scottsdale as a luxury world-class vacation, meetings and group travel destination by using a variety of methods as determined by Experience Scottsdale in its reasonable discretion, but which may include print, radio, TV, digital and online advertising; website; publications; emails; social media; event marketing; and visitor services.

CONTRACT RECITAL: Provide relevant visitor information and a quality visitor experience to increase visitor volume, length of stay and visitor spending for the City of Scottsdale and the Scottsdale market area.

DESTINATION MARKETING ACTIVITY: Visitor Services. Experience Scottsdale shall provide relevant visitor information and a quality visitor experience by using a variety of methods as noted under Marketing, as well as visitor services to respond in a timely manner, make information readily

available, and provide destination information to visitors, regardless of whether the information provided pertains to a business that is a member of Experience Scottsdale.

PERFORMANCE STANDARDS:

- Number of website user sessions: 3,307,500
- Number of website pageviews: 5,843,250
- Number of printed/downloaded/flip book official visitor guide requests: 60,500
- Number of printed/downloaded/flip book requests for Old Town-specific maps and guides: 57,200
- Number of opened emails: 525,000

COMMUNICATIONS

CONTRACT RECITAL: Garner positive national and international publicity for the City of Scottsdale and the Scottsdale market area as a luxury travel and meetings destination to develop awareness and generate national and international exposure to the City of Scottsdale.

DESTINATION MARKETING ACTIVITY: Communications. Experience Scottsdale shall garner national and international positive publicity for Scottsdale as a premier travel and meetings destination in print, broadcast, online and social mediums through building relationships with media, pitching stories ideas, attending media missions and trade shows, hosting media familiarization tours, and offering photos and videos for media use.

PERFORMANCE STANDARDS:

- Number of media placements about the Scottsdale market area: 2,000
- Number of media placements that include entities within Scottsdale city limits: 1,500

The number of media placements that include entities within Scottsdale city limits only include articles that mention a specific Scottsdale business, attraction, event, or entity, including mention of the McDowell Sonoran Preserve and Old Town. Articles that include or even highlight Scottsdale, but do not name specific entities within the city, are not included in the second performance standard, but are accounted for in the first. These articles often include high-value TV segments, accolades for the city, and other critical brand recognition media placements.

TOURISM

CONTRACT RECITAL: Provide destination education about the City of Scottsdale and the Scottsdale market area to travel trade professionals to generate overnight visitors, visitor spending and economic impact for the City through booking group and individual leisure travel.

DESTINATION MARKETING ACTIVITY: Tourism. Experience Scottsdale shall provide destination education to travel trade professionals to help them best capture the Scottsdale experience for their clients and to ensure that Scottsdale stands out as a unique destination in travel company product inventories throughout the world through generating leads, building relationships with clients, attending trade shows and sales missions, hosting familiarization tours and site

inspections, conducting product training seminars, creating trade cooperative marketing campaigns, and providing materials and services to clients.

PERFORMANCE STANDARDS:

- Number of domestic and international travel trade leads and services for Scottsdale market area businesses: 1,500
- Number of travel trade professionals trained about Scottsdale specifically via product training seminars: 1,500

CONVENTION SALES & SERVICES

CONTRACT RECITAL: Provide destination education about the City of Scottsdale and the Scottsdale market area to meeting and event planners to generate overnight visitors, visitor spending and economic impact for the City of Scottsdale by working in partnership with the City and Scottsdale area hotels, privately owned facilities, and City-owned event venues, including WestWorld, Scottsdale Stadium, and Scottsdale Sports Complex, to influence bookings of meetings and events.

DESTINATION MARKETING ACTIVITY: Convention Sales & Services. Experience Scottsdale shall provide destination education to meeting and event planners and assist with securing space and services for meetings and events through generating leads, building relationships with clients, attending trade shows and sales missions, hosting familiarization tours and site inspections, and providing materials and services to clients.

PERFORMANCE STANDARDS:

- Number of convention sales leads for Scottsdale market area properties: 1,932
- Number of convention sales leads for properties within Scottsdale city limits: 1,632
- Number of meetings booked into Scottsdale market area properties: 480
- Number of meetings booked into properties within Scottsdale city limits: 252
- Number of contracted room nights from meetings booked into Scottsdale market area properties: 112,800
- Number of contracted room nights from meetings booked into properties within Scottsdale city limits: 45,120

Most meetings booked into the Scottsdale market area come from corporate and association meetings, which typically request luxury and upper-moderate accommodations with ample meeting space, full-service food and beverage, and in-house audio/visual. Smaller social and sports groups, which make up a lesser portion of Scottsdale market area meetings, will consider moderate accommodations as their meeting space, food and beverage, and audio/visual needs are not as extensive. The current average group size is 309 room nights. A total of 55% of all luxury and upper-moderate properties represented in the Scottsdale market area by Experience Scottsdale are within Scottsdale city limits. A total of 11 properties in the Scottsdale market area have more than 300 rooms with 4 of these properties in Scottsdale.

OLD TOWN PROMOTIONS

CONTRACT RECITAL: Assist the City in the City's efforts to promote Old Town as a key destination within the City of Scottsdale.

DESTINATION MARKETING ACTIVITY: Old Town Promotions. Experience Scottsdale will assist the City in its efforts to promote Old Town as a key destination within Scottsdale by incorporating Old Town into its programming, including marketing, communications, and tourism and convention sales activities.

PERFORMANCE STANDARDS:

- Percent of communications, tourism and convention sales clients who visit Old Town as part of group and individual familiarization tours: 70%

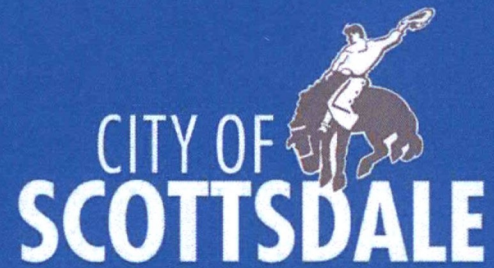
LOCAL BUSINESS SUPPORT & SERVICES

CONTRACT RECITAL: Guide, educate and support tourism-related businesses located within the City, regardless of whether the business is a member of Experience Scottsdale, to generate visitor-related revenue and economic activity.

DESTINATION MARKETING ACTIVITY: Local Business Support and Services. Experience Scottsdale shall guide, educate, and support tourism-related businesses located within the City, regardless of whether the business is a member of Experience Scottsdale, to generate visitor-related revenue and economic activity by using a variety of methods as determined by Experience Scottsdale in its reasonable discretion to provide appropriate access and exposure to the travel and tourism marketplace, which may include partnership opportunities, meetings and events, research, and industry news.

PERFORMANCE STANDARDS:

- Number of registered attendees (excluding Experience Scottsdale and city staff) at Experience Scottsdale-hosted tourism meetings and networking events: 800



**Experience Scottsdale
Strategic Business Plan**

City Council Meeting – May 19, 2026

Action Requested

Adopt Resolution No. 13675 authorizing the FY 2026/27 Strategic Business Plan, Performance Standards and Contract Budget under Destination Marketing Services Contract No. 2022-054-COS between the City of Scottsdale and Scottsdale Convention and Visitors Bureau D/B/A Experience Scottsdale.



EXPERIENCE SCOTTSDALE


SCOTTSDALE
ARIZONA



ORGANIZATIONAL MAKE-UP

- >> A 501(c)6 nonprofit **destination marketing organization** founded in 1987.
- >> Charting a path with a vision to establish Scottsdale as a year-round, **luxury travel destination**.
- >> Guided by a volunteer board of directors of **community leaders**.

- >> Aligning with over 400 tourism partners to **strengthen the industry**.
- >> **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

- >> A team of **productive, positive people** passionate about Scottsdale, our businesses, our residents and our visitors.
- >> **Setting the bar of excellence** for the tourism industry having earned accreditation with distinction from Destinations International.

- >> Delivering on the mission to **enhance the local community** by promoting the Scottsdale area as a luxury destination for meetings, events and leisure travel.
- >> Stewarding the destination **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.



PERFORMANCE STANDARDS

Marketing

- **3,307,500** website user sessions
- **5,843,250** website pageviews
- **60,500** visitors guides printed/ downloaded/ flip book requests
- **57,200** Old Town-specific maps and guides printed/ downloaded/ flip book requests
- **525,000** opened emails

Communications

- **2,000** Scottsdale market area media placements
- **1,500** Scottsdale city limit media placements

Tourism

- **1,500** domestic and international travel trade Scottsdale market area leads and services
- **1,500** travel trade professionals trained about Scottsdale

Convention Sales

- **1,932** Scottsdale market area convention sales leads
- **1,632** Scottsdale city limit convention sales leads
- **480** Scottsdale market area meetings booked
- **252** Scottsdale city limit meetings booked
- **112,800** Scottsdale market area room nights
- **45,120** Scottsdale city limit room nights

Old Town Promotions

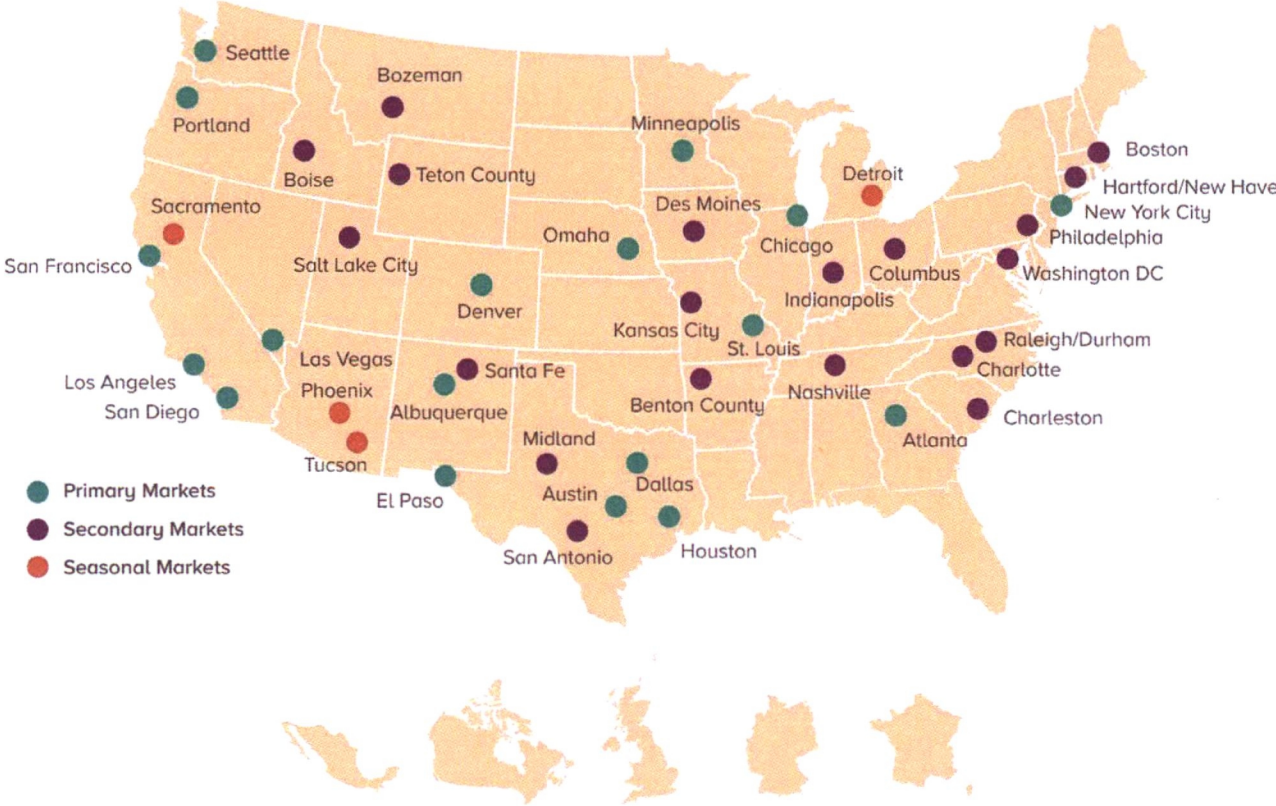
- **70%** of clients visit Old Town for group and individual FAM tours

Local Business Support

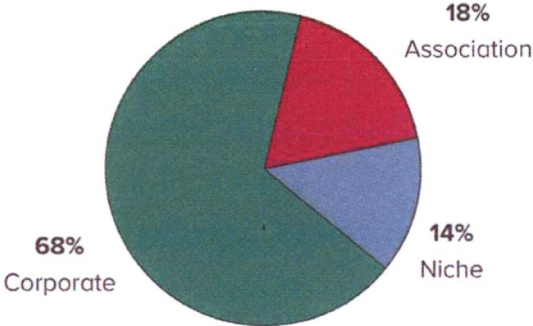
- **800** registered attendees at Experience Scottsdale meetings and networking events



REACHING OUR AUDIENCES



Experience Scottsdale Bookings By Market



A scenic photograph of a desert landscape at sunset. The sky is filled with soft, colorful clouds in shades of orange, pink, and purple. The sun is low on the horizon, creating a bright glow and casting long shadows. In the foreground, several saguaro cacti are visible, some with their characteristic arms. The ground is covered in sparse desert vegetation. On the left side of the image, there is a large, semi-transparent green overlay that contains the text 'THANK YOU!' and the Scottsdale Arizona logo.

THANK YOU!

The logo for Scottsdale, Arizona, featuring a stylized white leaf or plant icon above the text 'SCOTTSDALE ARIZONA'.

SCOTTSDALE
ARIZONA