

EXECUTIVE SUMMARY

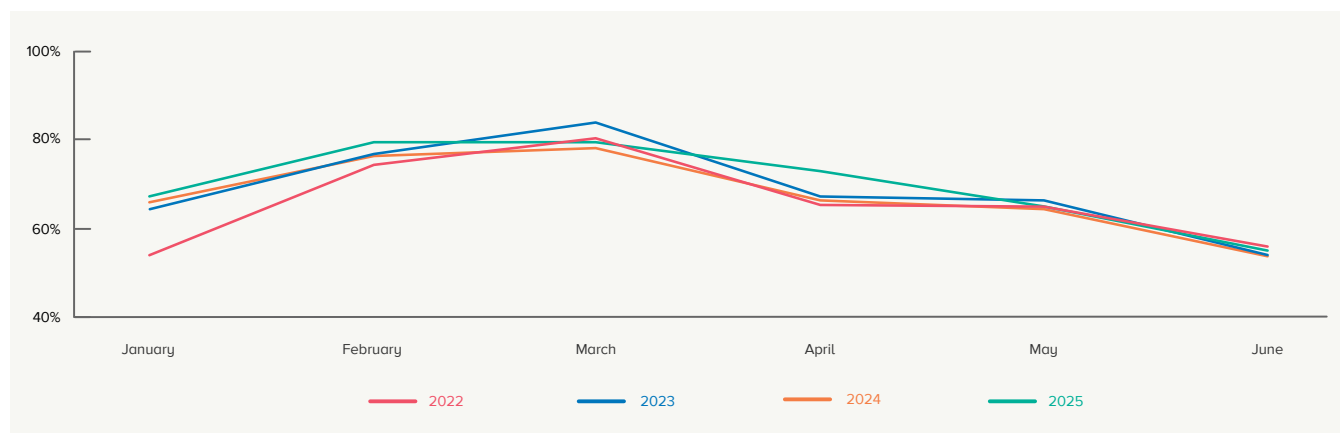
In the fourth quarter, we saw our high season end on a strong note, with Scottsdale hotels and resorts experiencing 75% occupancy January through April. But the quarter also marks the start of the summer need period, and each year, we run a campaign to drive visitation. Our local hospitality businesses struggle throughout the summer months, and we first launched our seasonal promotions at the request of our hotels and resort partners to help them weather the season; this year's *Take the Plunge** campaign reaches 17 top local, drive and fly markets. To generate important group business, our *Summer Meetings, Summer Savings* program incentivizes meeting planners to book during the need period, and nearly 32,000 room nights generated by the program this fiscal year will fill current and future summer need periods for the Scottsdale market area. Also during the quarter, we convened our Customer Advisory Board, a group of highly qualified meetings clients, to hear their insights and feedback into our destination's strengths, weaknesses and competition, as well as Old Town Scottsdale's wayfinding, accessibility, districts and experiences. Throughout the fiscal year, our convention sales team generated a record-breaking 238,463 future room nights, which have and will actualize between 2024 and 2029. This was a 21% increase over the year prior; the last time we surpassed 200,000 room nights was the 2018-19 fiscal year.

In the coming months, we are teaming up with *Bon Appétit* for a 150-person dinner in New York City, one of Scottsdale's top markets for visitation. We'll invite luxury travelers, media, meeting planners and travel advisors to experience a distinctly Scottsdale dining experience showcasing the talents of acclaimed Native American chefs. We'll be joined by the city of Scottsdale's economic development team and their clients to help further the city's economic development goals, and our teams will connect with additional media and clients during sales calls while in the market.

Kind regards,

RACHEL SACCO *President & CEO*

YEAR-TO-DATE RESORT OCCUPANCY JANUARY – JUNE 2025



The above data is specific to bed tax-paying properties within the city of Scottsdale from hotel research company STR. Source: 2025 STR, LLC/ STR Global, Ltd. Trading as "STR." © 2025 CoStar Group. Republication or other re-use of this data without the express written permission of STR is strictly prohibited.



"All I can say is 'WOW.' Experience Scottsdale knocked every aspect of the familiarization tour out of the park. Thank you so much for your hospitality. Wow is also true for the wide range of quality properties that Scottsdale has to offer. I look forward to bringing a group to Scottsdale in the near future."

– Clarissa R., Association Planner

QUARTER HIGHLIGHTS APRIL – JUNE 2025

Through media partnerships, Experience Scottsdale reaches key audiences and aligns our destination with trusted publications. For example, we reached luxury travelers with a two-page spread in *Vogue's Future of Wellness* issue, further promoted on the high-end magazine's website and social media.

Experience Scottsdale hosted 61 journalists in Scottsdale during the quarter to generate future, positive media exposure for the destination in key North American and overseas markets. Among the journalists were five German-speaking travel writers who joined for our "Old West Meets New West" group press trip.

Experience Scottsdale hosted the Sunsational familiarization tour for 19 North American meeting planners, more than a third of whom had never experienced Scottsdale before. We arranged a trade show at Western Spirit to connect the planners directly with Scottsdale businesses.

Our always-on Expedia campaign keeping Scottsdale top of mind in primary target markets generated over 17,000 room nights and \$3.1 million in revenue for Scottsdale-area hotels and resorts throughout the quarter. Since first launching, the campaign has generated \$110 in room revenue for every \$1 in advertising.

We reached luxury travel advisors in a number of ways during the quarter. We trained 16 luxury advisors with Serandipians to sell Scottsdale vacations, hosted a luxury-focused familiarization tour, and generated 68 leads and services for Scottsdale businesses by attending the Luxury Travel Advisors ULTRA Summit.

At the recommendation of our Customer Advisory Board, we sponsored an activation at Cvent Connect, which allowed us to reach 465 meetings and events professionals, in addition to the 185 meeting planners we met with during one-on-one appointments.

QUARTER SAMPLES APRIL – JUNE 2025

↓ To connect directly with affluent, wellness-focused New Yorkers from the Midtown Manhattan area, a prime zip code for Scottsdale luxury visitors, we are sponsoring yoga classes in Bryant Park throughout the summer. Our June activation allowed us to introduce Scottsdale to 1,000 attendees who align with our Wellness Warrior persona.



↑ Experience Scottsdale hosted *HELLO! Fashion* (U.K.) writer Tania Leslau for a press trip in the fall, resulting in her article for the magazine and its website, "Arizona's Desert Secret." Leslau describes her visit to Arizona's hidden gem, Scottsdale, as a "dollop of metropolitan magic." The website has 9.8 million unique visitors monthly, while the magazine has a circulation of nearly 42,000.

YEAR-END PERFORMANCE STANDARDS JULY 2024 – JUNE 2025

MARKETING	
3,342,127 website user sessions	106% of goal
5,857,815 website page views	105% of goal
136,080 printed/ downloaded/ flipbook official visitor guide requests	272% of goal
112,695 printed/ downloaded/ flip book requests for Old Town-specific maps and guides	239% of goal
531,600 opened emails	107% of goal

COMMUNICATIONS ¹	
4,078 media placements about the Scottsdale market area	204% of goal
1,420 media placements that include entities within Scottsdale city limits ²	109% of goal

TOURISM	
1,811 domestic and international travel trade leads and services for Scottsdale market area businesses	121% of goal
2,481 travel trade professionals trained about Scottsdale specifically via product training seminars	207% of goal

CONVENTION SALES & SERVICES ³	
2,478 convention sales leads for Scottsdale market area properties	138% of goal
2,320 convention sales leads for properties within Scottsdale city limits ⁴	152% of goal
770 meetings booked into Scottsdale market area properties	173% of goal
445 meetings booked into properties within Scottsdale city limits	200% of goal
238,463 estimated room nights from meetings booked into Scottsdale market area properties	228% of goal
118,321 estimated room nights from meetings booked into properties within Scottsdale city limits	290% of goal

OLD TOWN PROMOTIONS	
74% of communications, tourism and convention sales clients visited Old Town as part of group and individual familiarization tours	106% of goal

LOCAL BUSINESS SUPPORT & SERVICES	
984 registered attendees (excluding Experience Scottsdale and city staff) at Experience Scottsdale-hosted tourism meetings and networking events	131% of goal

Unless otherwise specified, performance standards are based on the organization's overall outcomes for the Scottsdale market area, defined as businesses within Experience Scottsdale's membership in Scottsdale and neighboring communities.

¹Media placements that include entities within Scottsdale city limits only include articles that mention a specific Scottsdale business, attraction, event, or entity, including the McDowell Sonoran Preserve and Old Town. Articles that highlight Scottsdale but do not name specific entities within the city are only included in the first performance standard. These articles often include high-value TV segments, accolades for the city, and other critical brand recognition media placements. ²The majority of media hits tracked in our database in Q1 and Q2 (2,428) were a syndicated television segment that promoted the summer value season in Scottsdale. The segment spoke about Scottsdale as a destination to visit but did not mention specific entities. ³Most 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. 47% of all luxury and upper-moderate properties represented in the Scottsdale market area by Experience Scottsdale are within Scottsdale city limits. Prior to the pandemic, the average group size was 325 room nights. 11 properties in the Scottsdale market area have more than 300 room nights, of which 4 are in Scottsdale. ⁴Lead numbers were adjusted in Q4; at the client's request, some leads reported in earlier quarters that did not originally include properties within Scottsdale city limits were later expanded to include Scottsdale properties.