



Scottsdale 2023 Return to Sample Research



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Methodology

- Each quarter, a random, projectable sample of adult members (18 years of age and over) of a major U.S. consumer panel is invited to participate in the Travel **USA**[®] survey:
 - Selected to be representative of the U.S. adult population
- ✓ **Scottsdale Visitor Research**
 - ✓ The Travel USA[®] program identified 820 overnight trips and 223 day trips that included a visit to Scottsdale in 2023.
 - ✓ A follow-up study was conducted to obtain additional information on these Scottsdale trips. This year yielded a sample of 255 overnight trips. For day trips, 2022 and 2023 data were merged where applicable, totaling a combined 237 day trips.
- For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

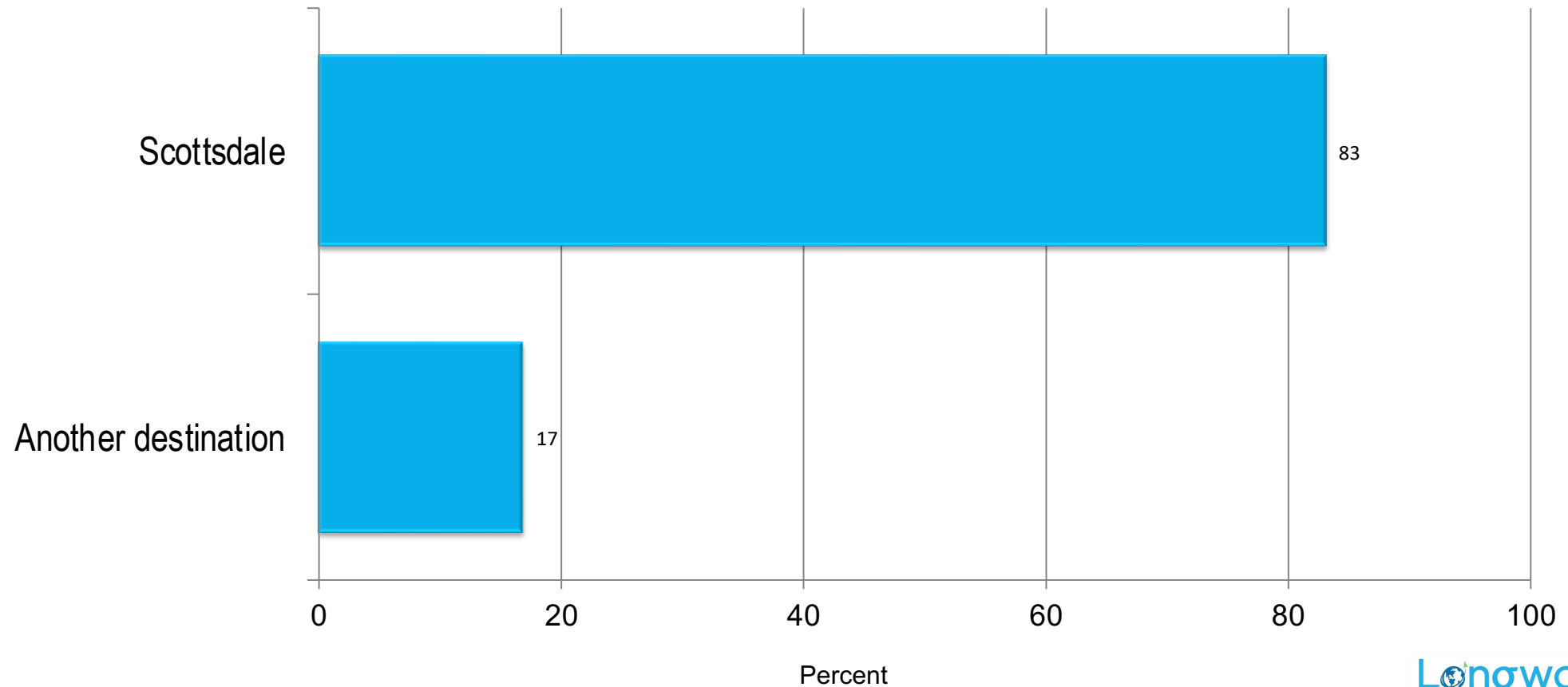


Overnight Trip Characteristics



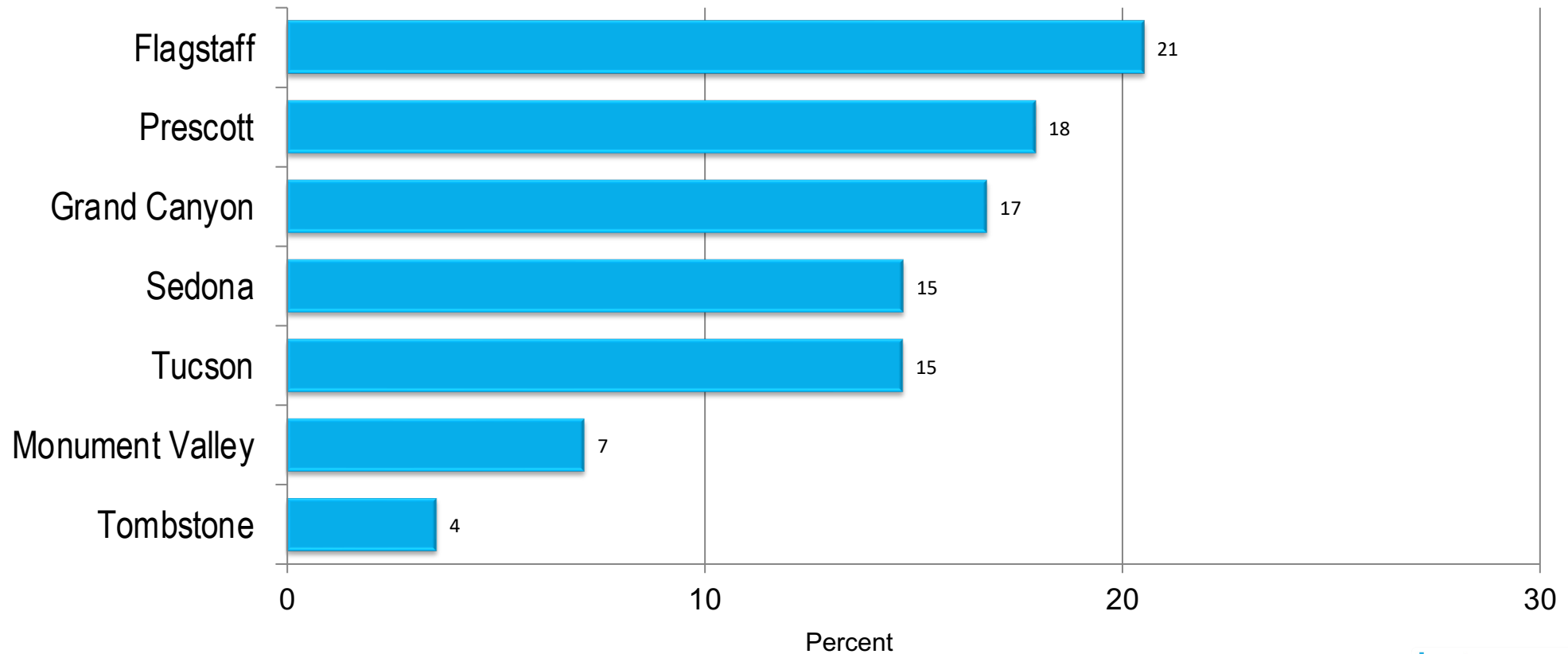
Primary Destination on Trip

Base: 2023 Overnight Person-Trips to Scottsdale



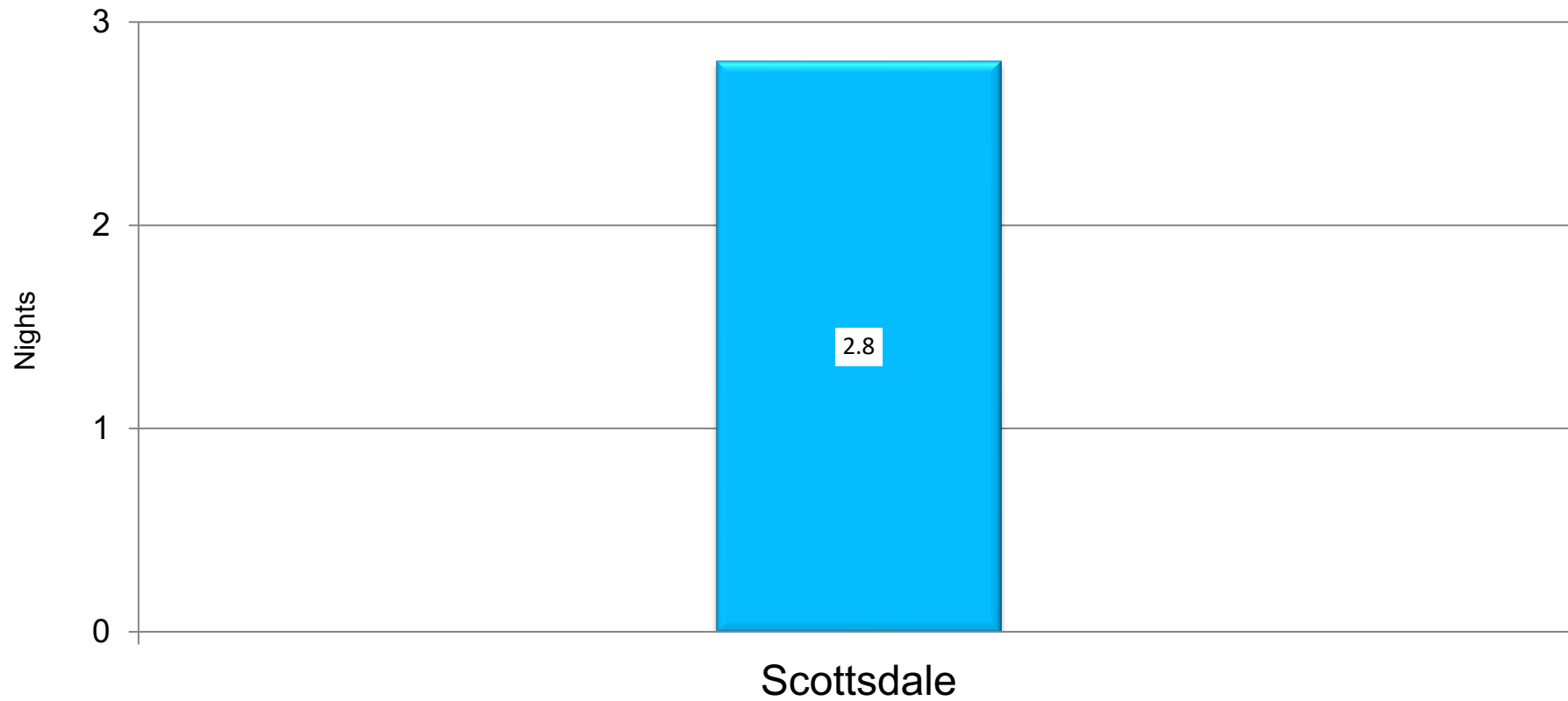
Arizona Destinations Visited on Trip

Base: 2023 Overnight Person-Trips to Scottsdale



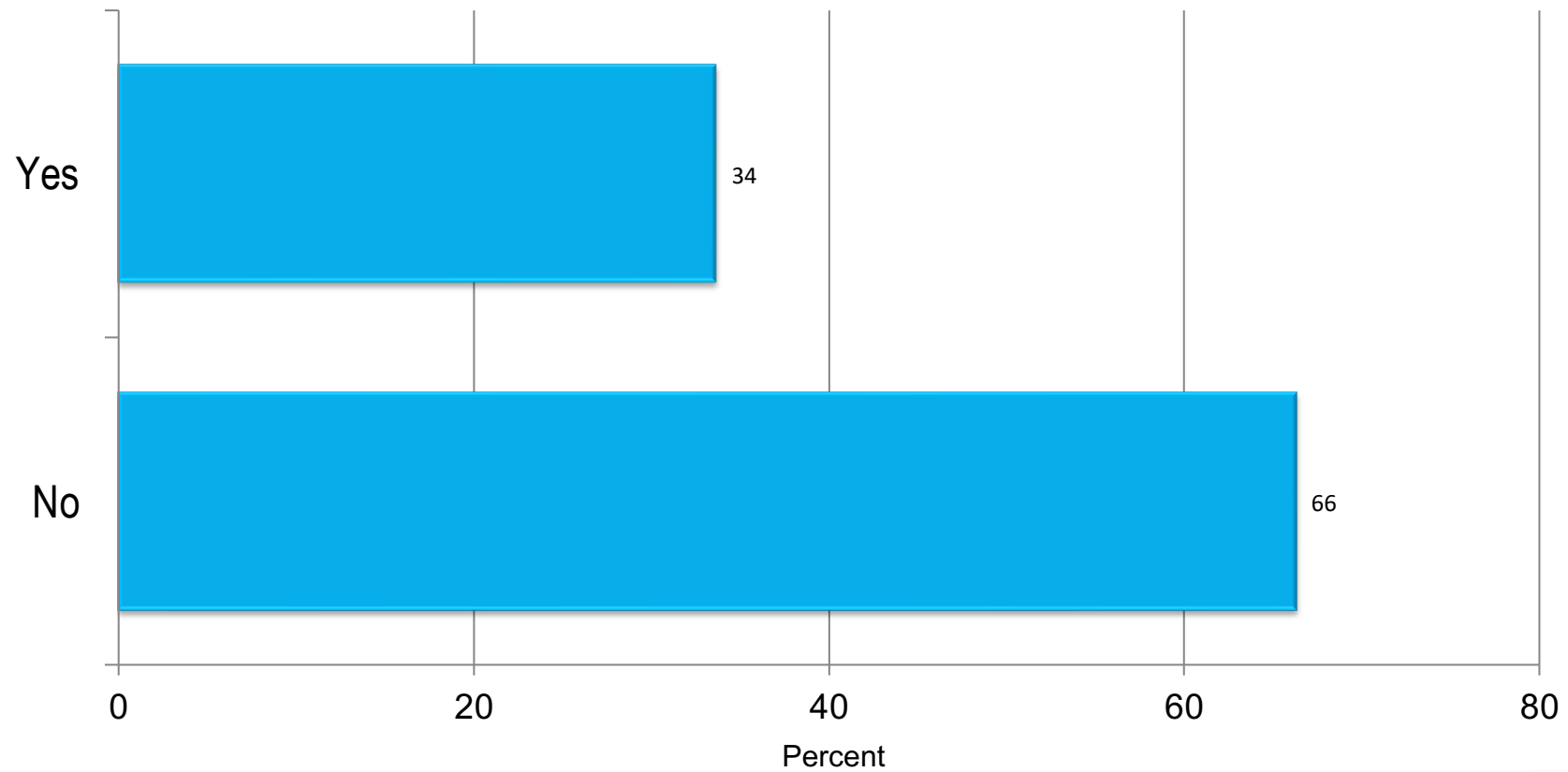
Nights Spent in Destination

Base: 2023 Overnight Person-Trips to Scottsdale



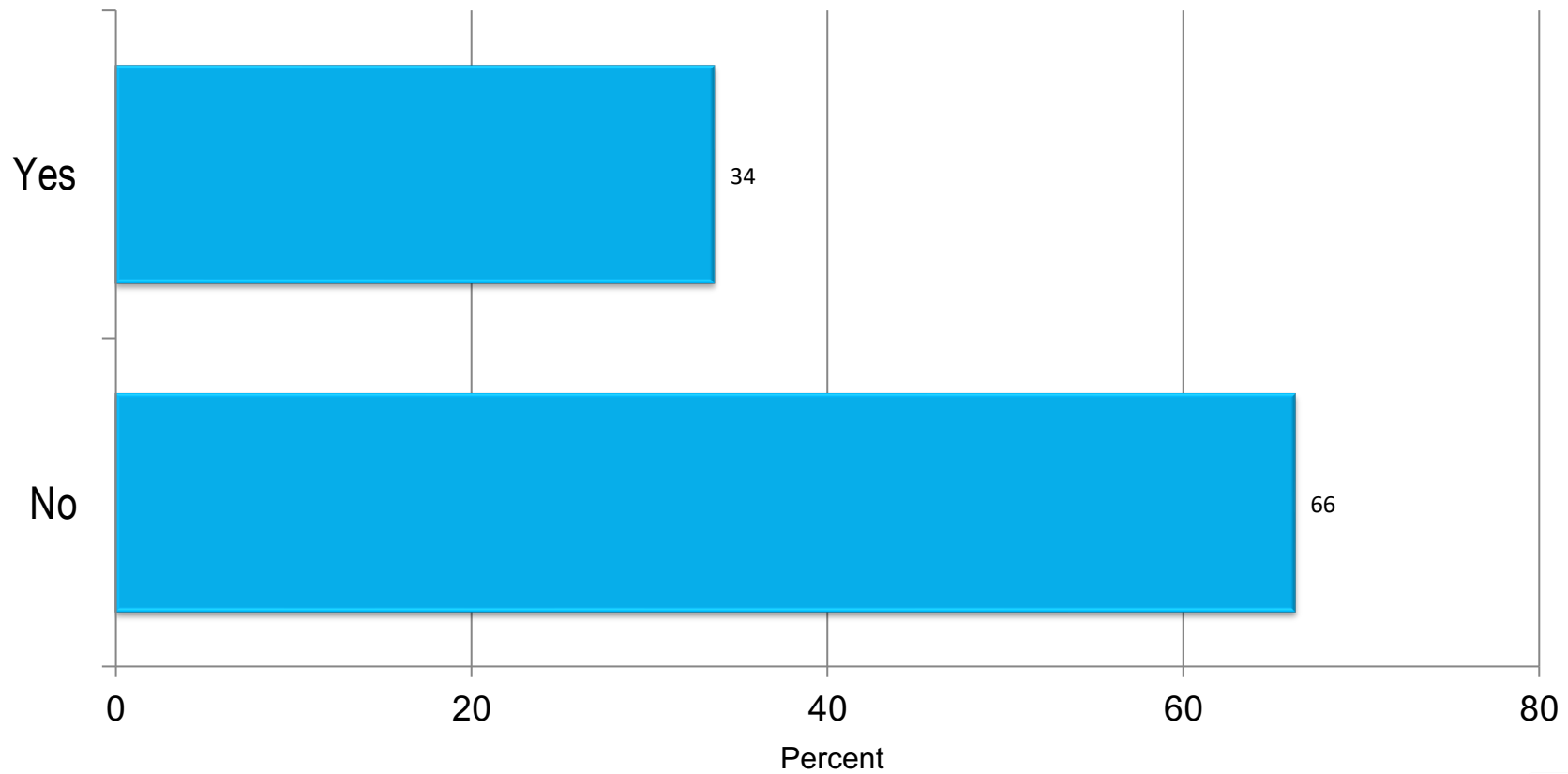
Purchased Tickets/Made Reservations for Activity/Event/Concert Before Arriving in Scottsdale

Base: 2023 Overnight Person-Trips to Scottsdale



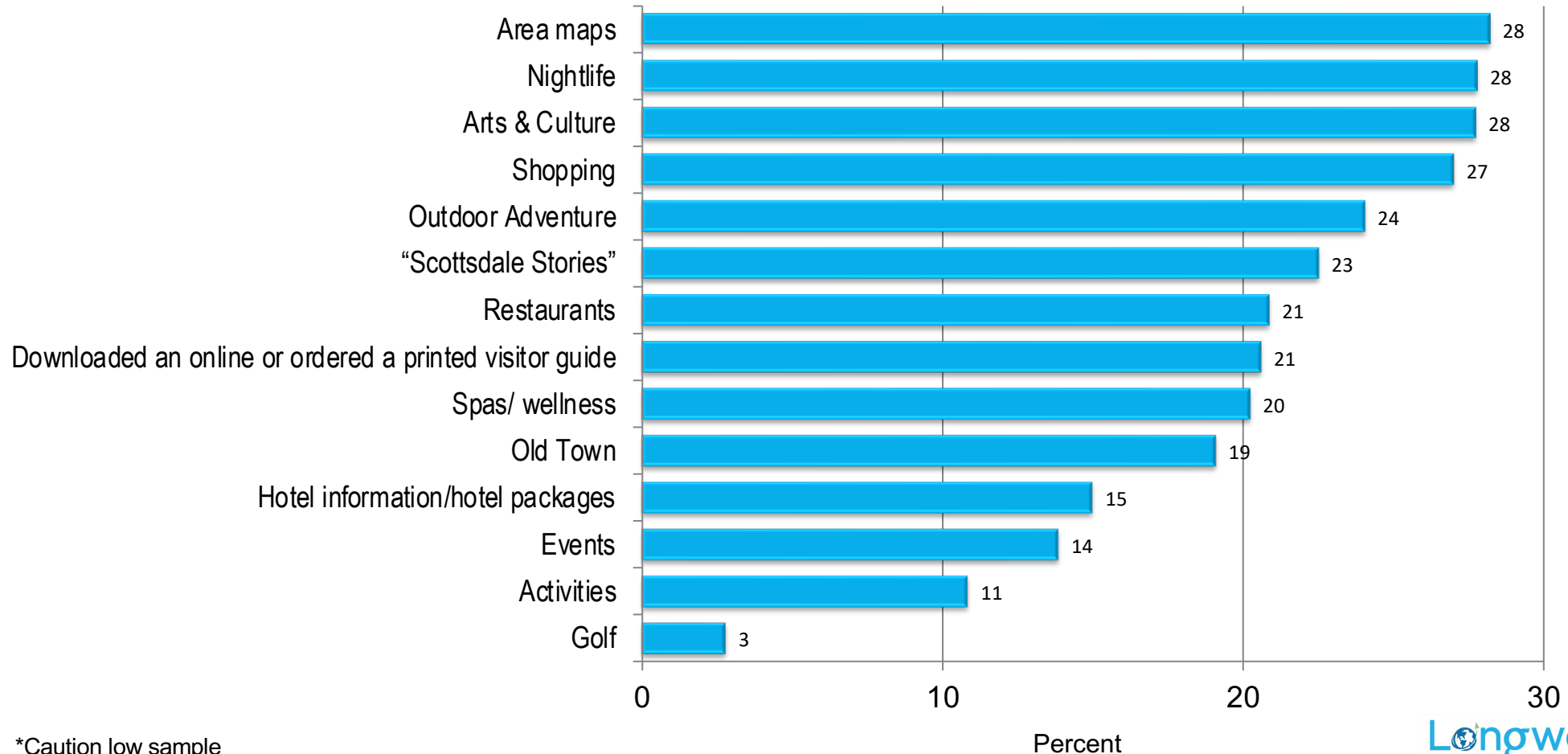
Use of ExperienceScottsdale.com Website for Planning (Before or During) Trip

Base: 2023 Overnight Person-Trips to Scottsdale



Types of Information Explored on ExperienceScottsdale.com

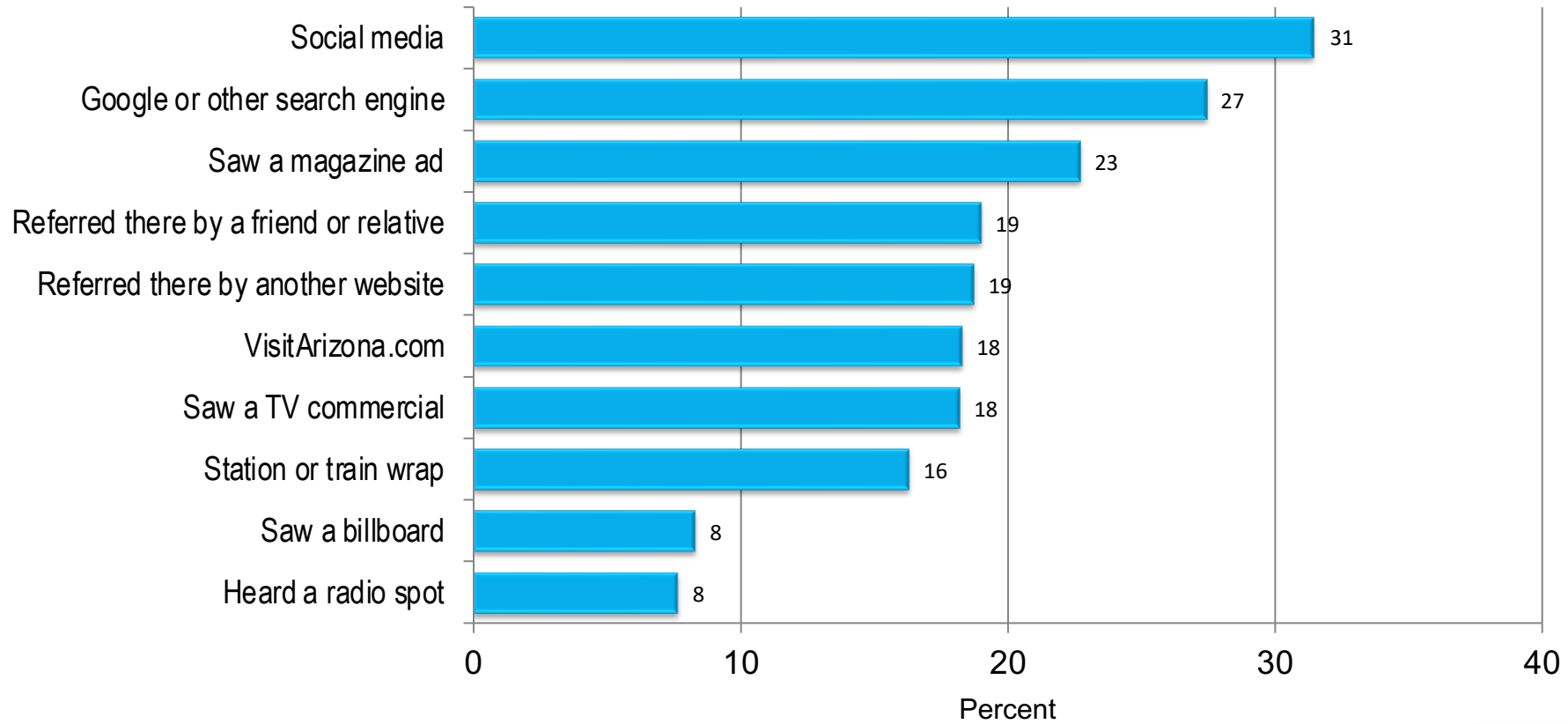
Base: 2023 Overnight Person-Trips to Scottsdale that used ExperienceScottsdale.com



*Caution low sample

How did you learn about ExperienceScottsdale.com?

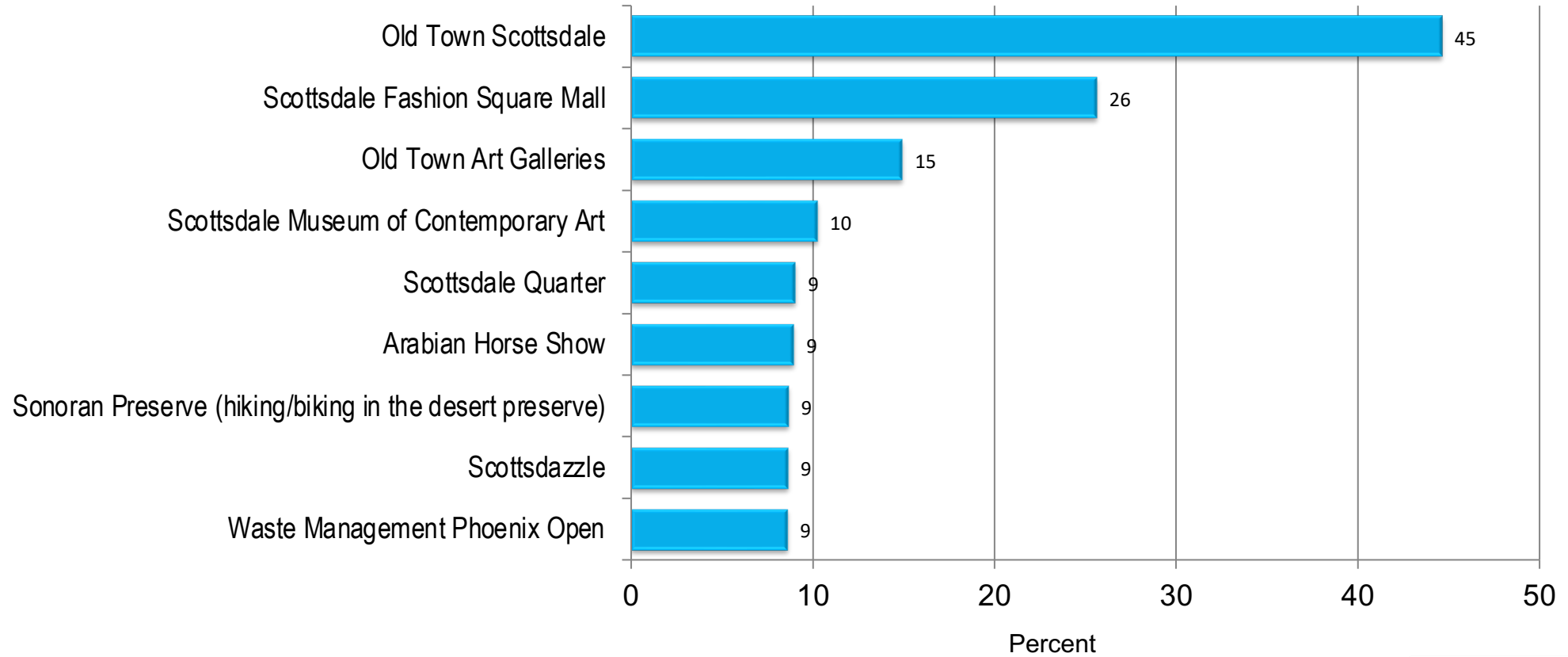
Base: 2023 Overnight Person-Trips to Scottsdale that used ExperienceScottsdale.com



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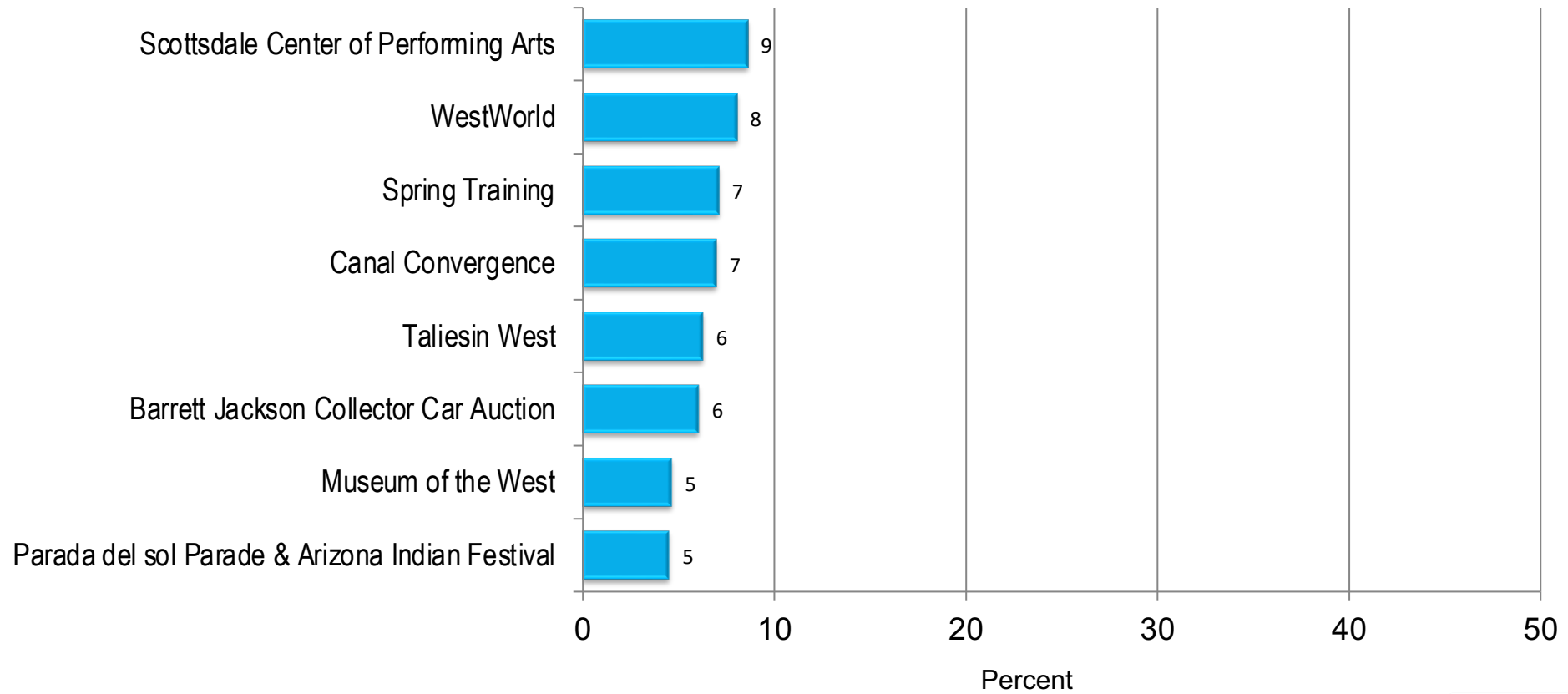
Attractions Visited/Experienced

Base: 2023 Overnight Person-Trips to Scottsdale



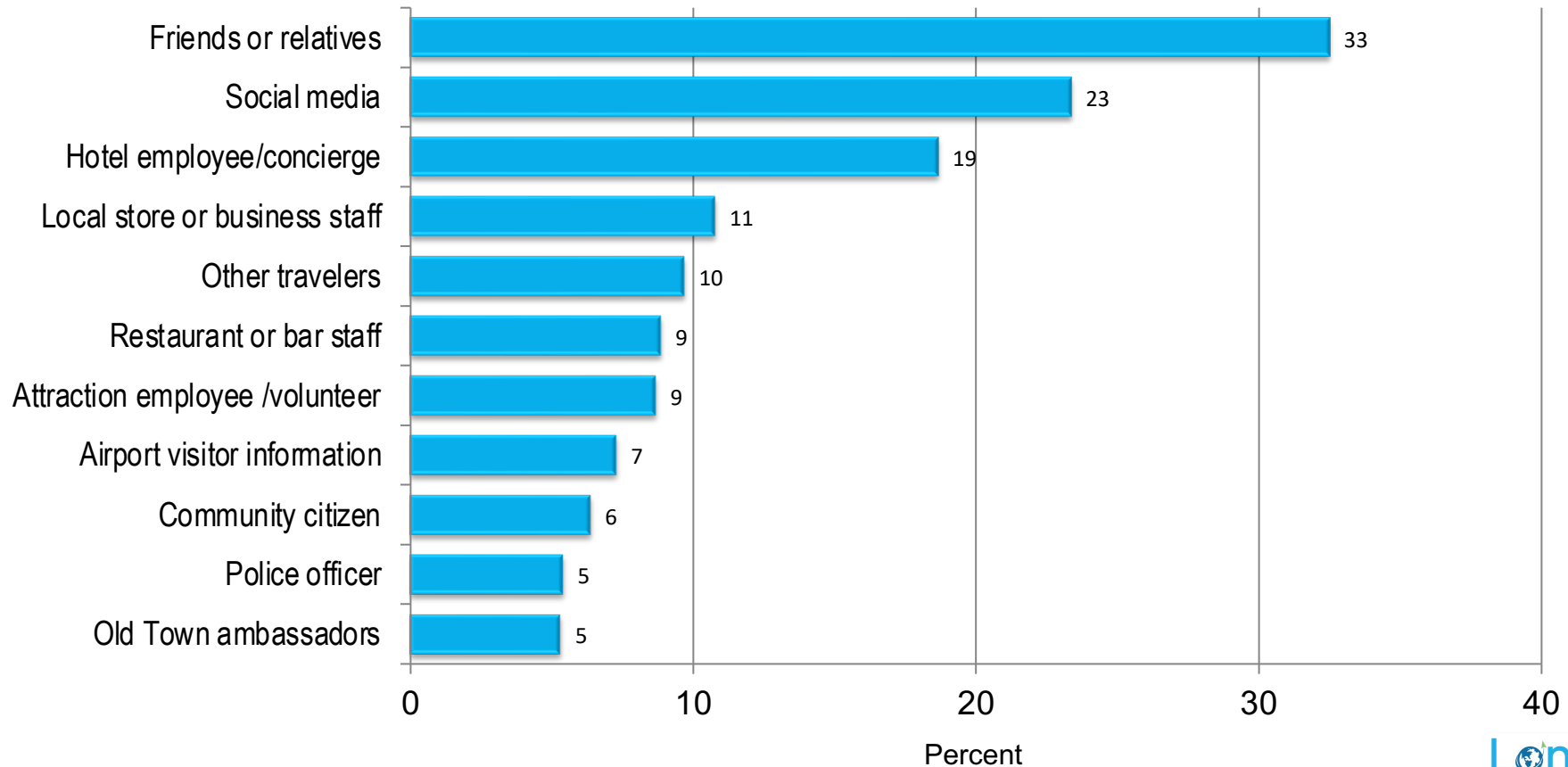
Attractions Visited/Experienced (Cont'd)

Base: 2023 Overnight Person-Trips to Scottsdale



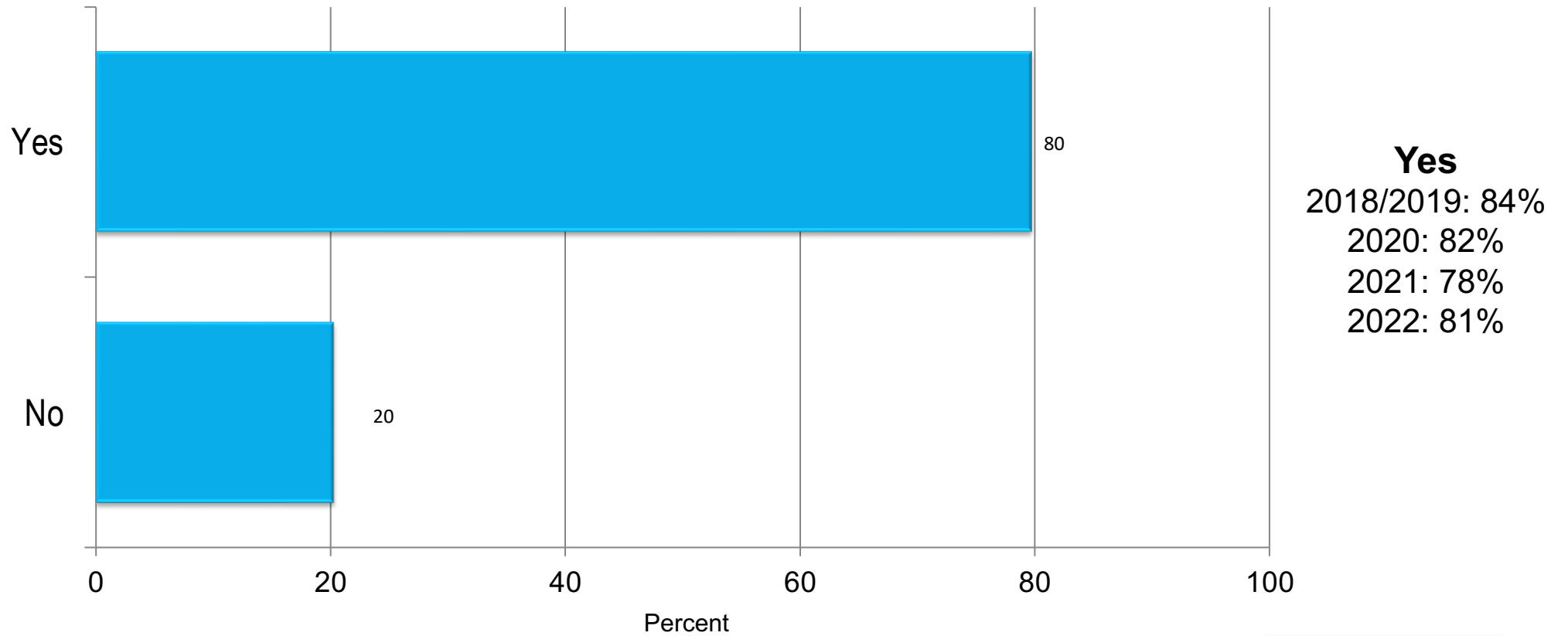
Sources Used to Enhance Visit to Scottsdale

Base: 2023 Overnight Person-Trips to Scottsdale



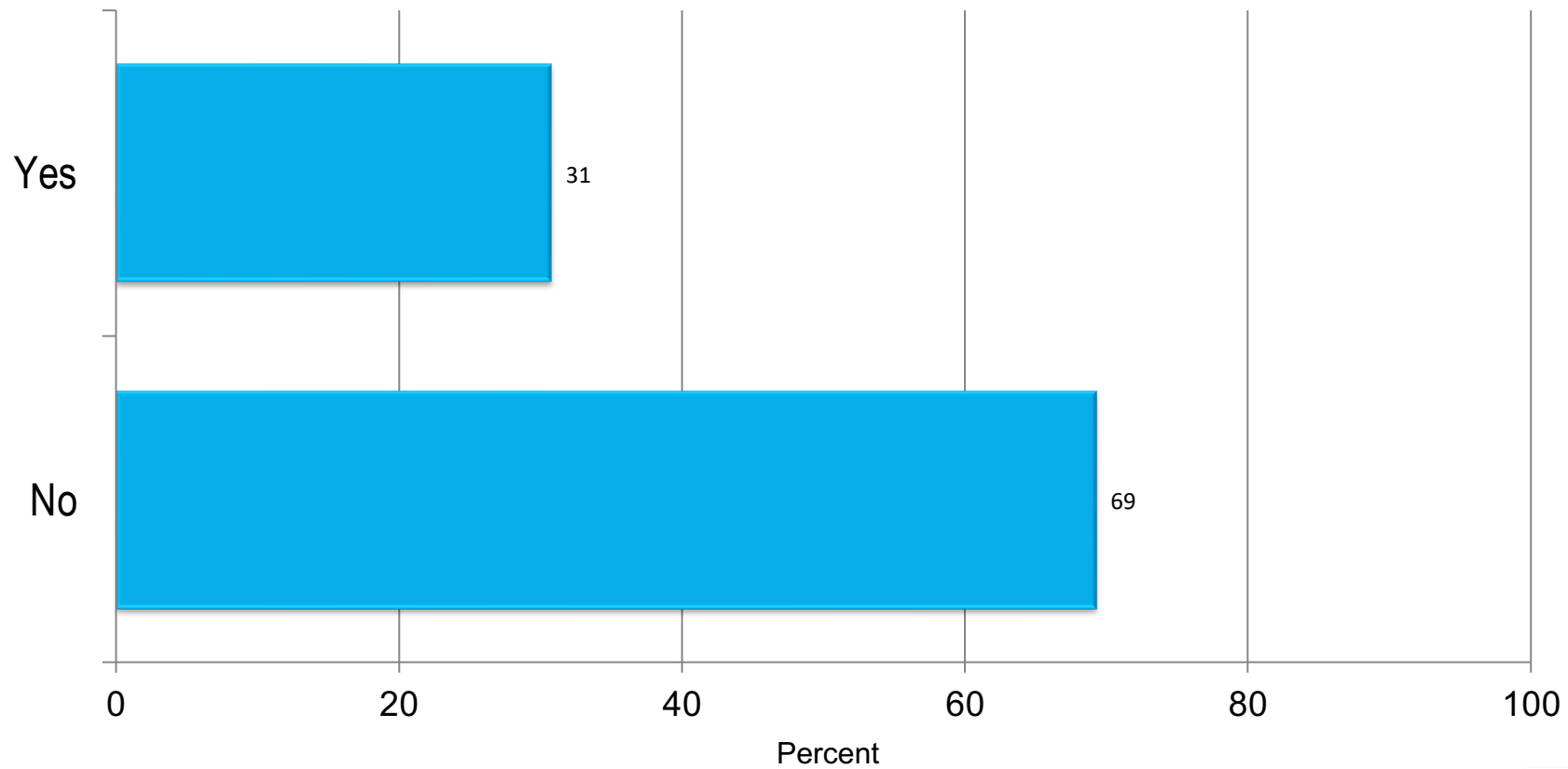
Plan to Visit Scottsdale Again

Base: 2023 Overnight Person-Trips to Scottsdale



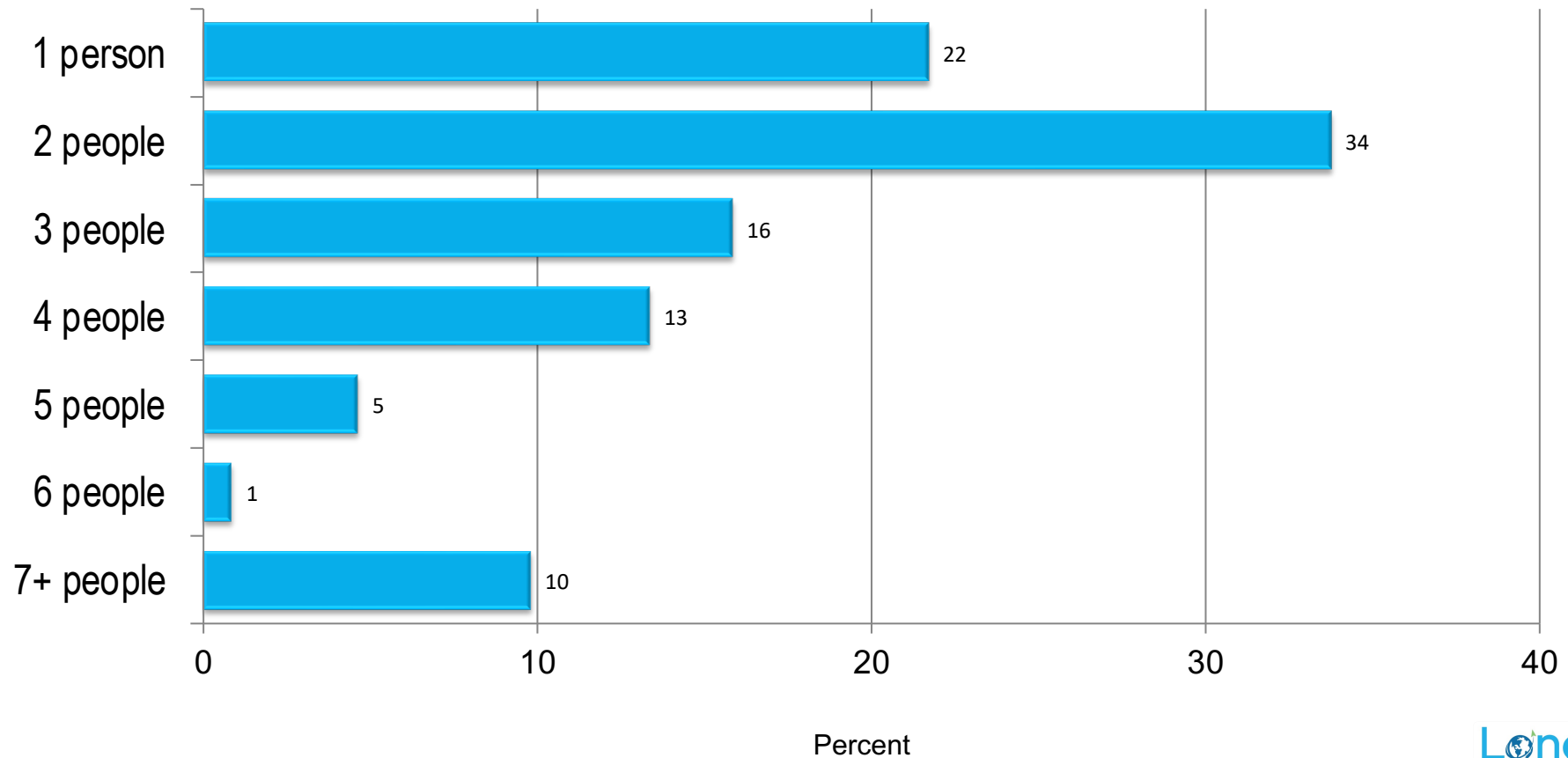
Immediate Travel Party Part of a Larger Group

Base: 2023 Overnight Person-Trips to Scottsdale



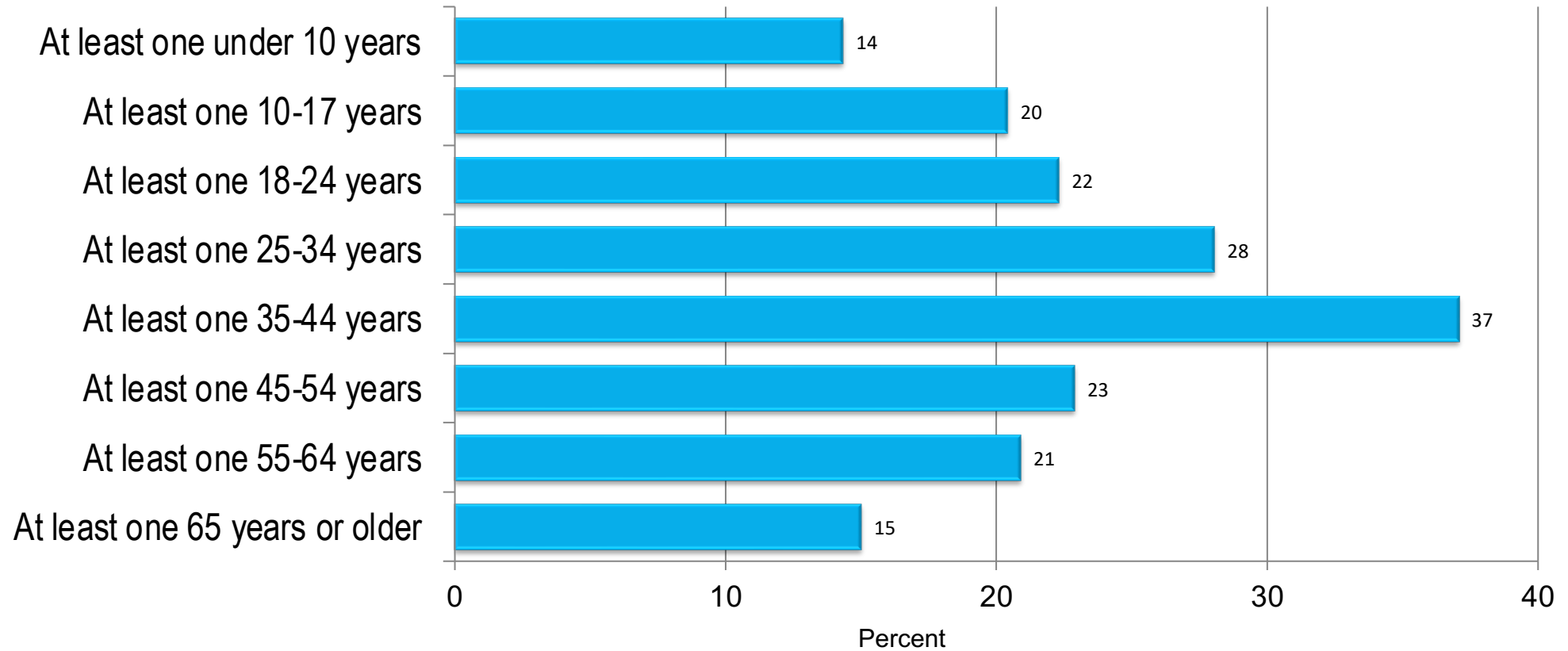
Travel Party Size

Base: 2023 Overnight Person-Trips to Scottsdale



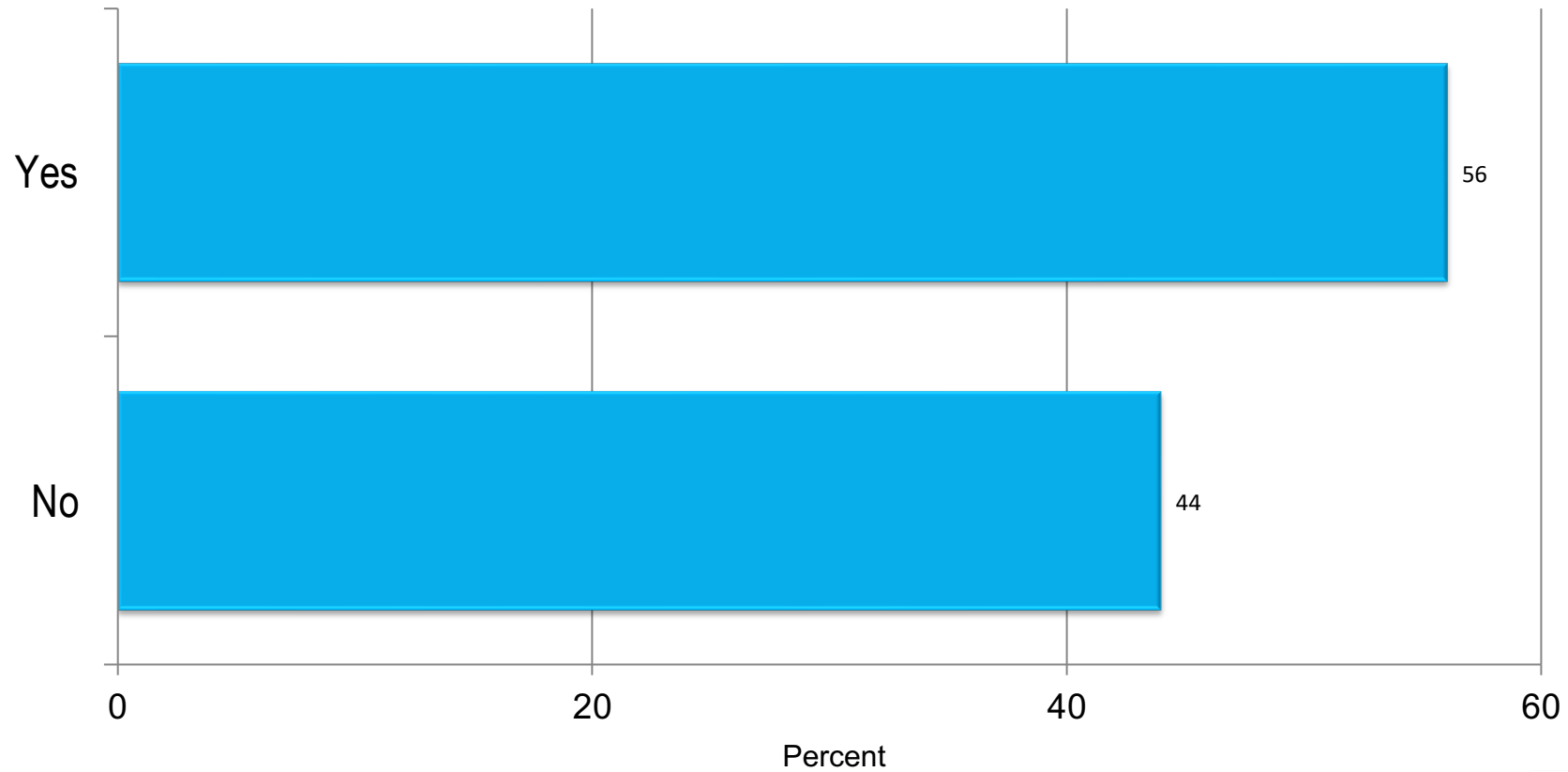
Composition of Immediate Travel Party

Base: 2023 Overnight Person-Trips to Scottsdale



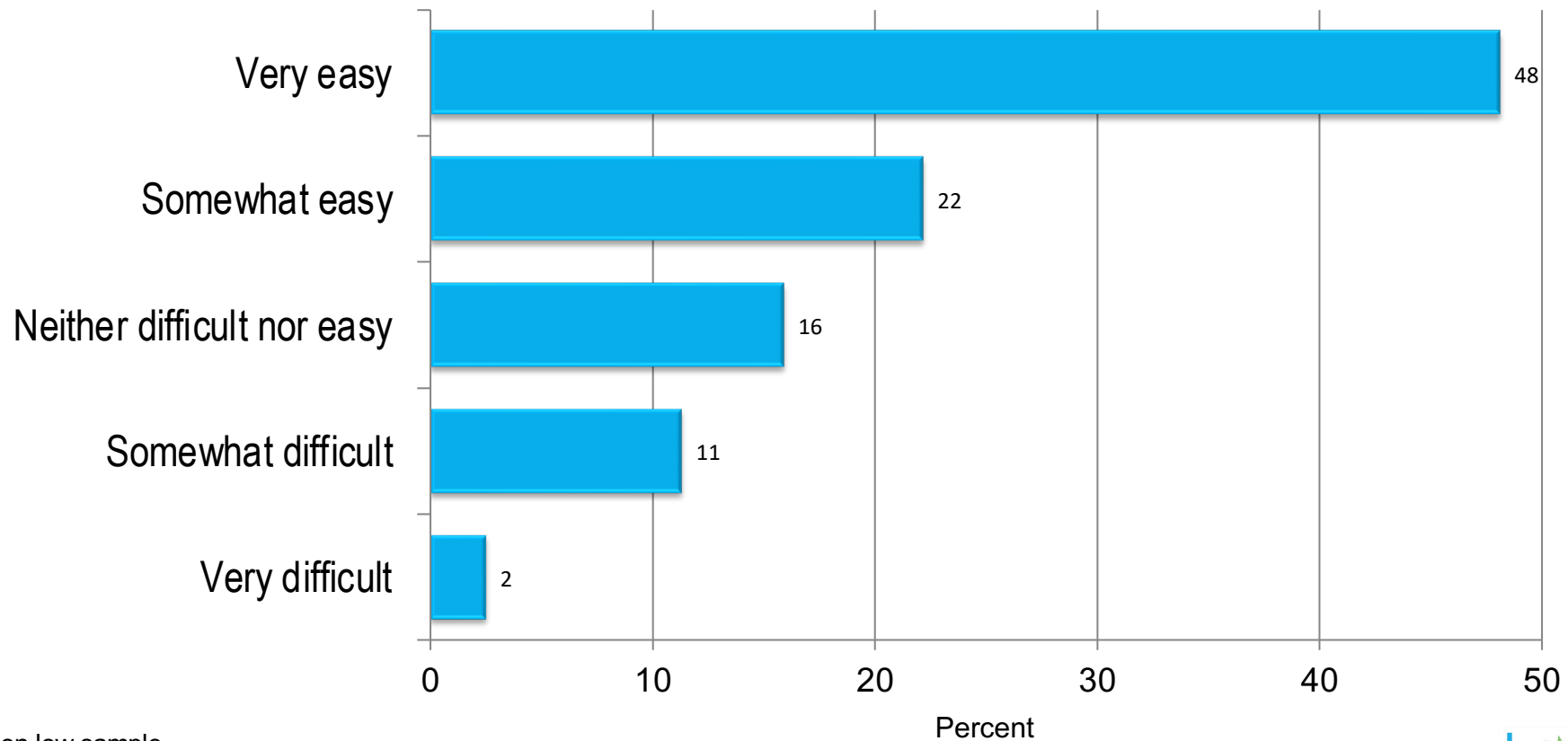
Flew Into Phoenix Sky Harbor International Airport

Base: 2023 Overnight Person-Trips to Scottsdale



Ease of Traveling To and/or From The Phoenix Sky Harbor International Airport to Scottsdale

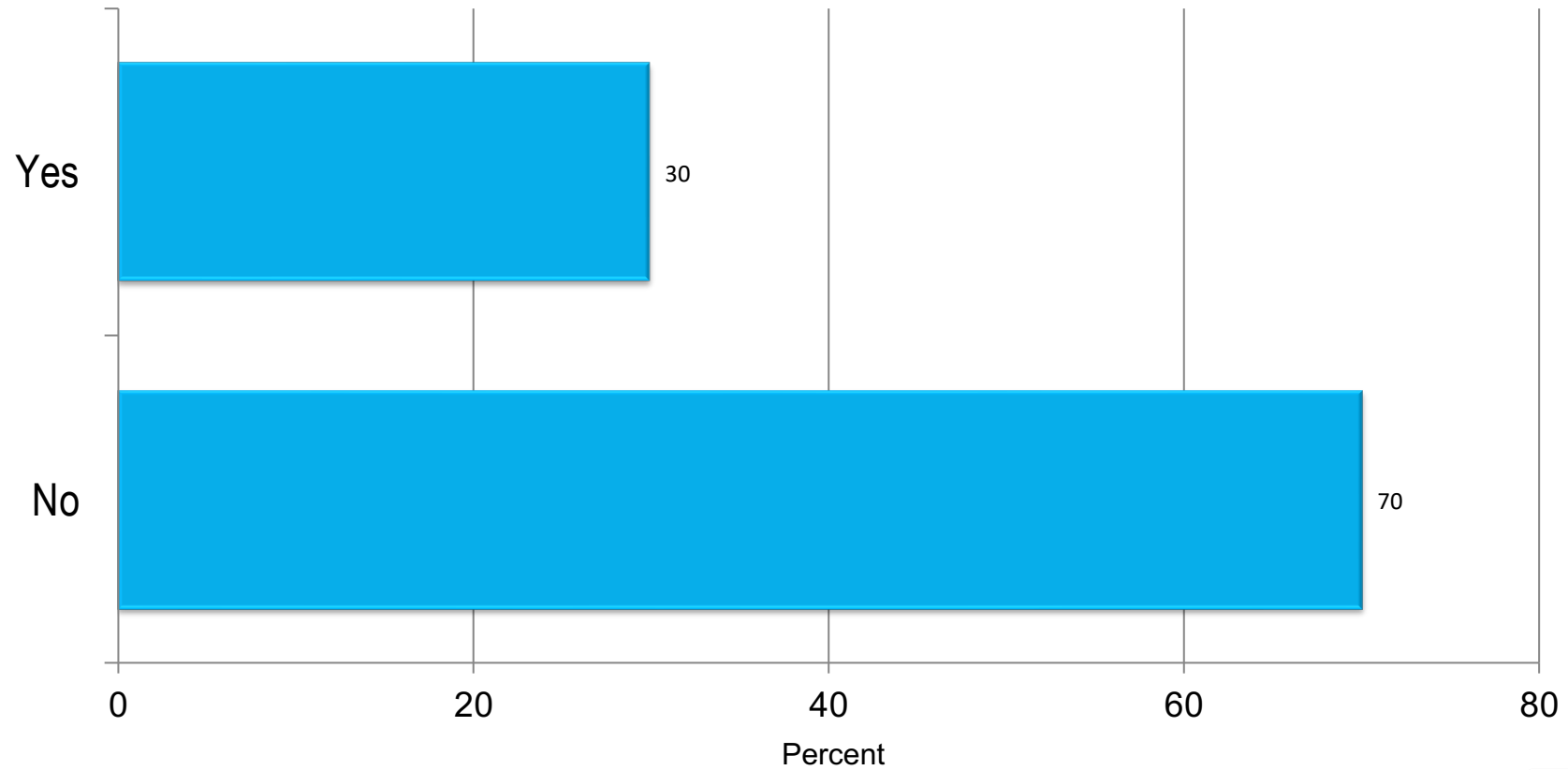
Base: 2023 Overnight Person-Trips to Scottsdale that flew into Phoenix Sky Harbor International Airport



*Caution low sample

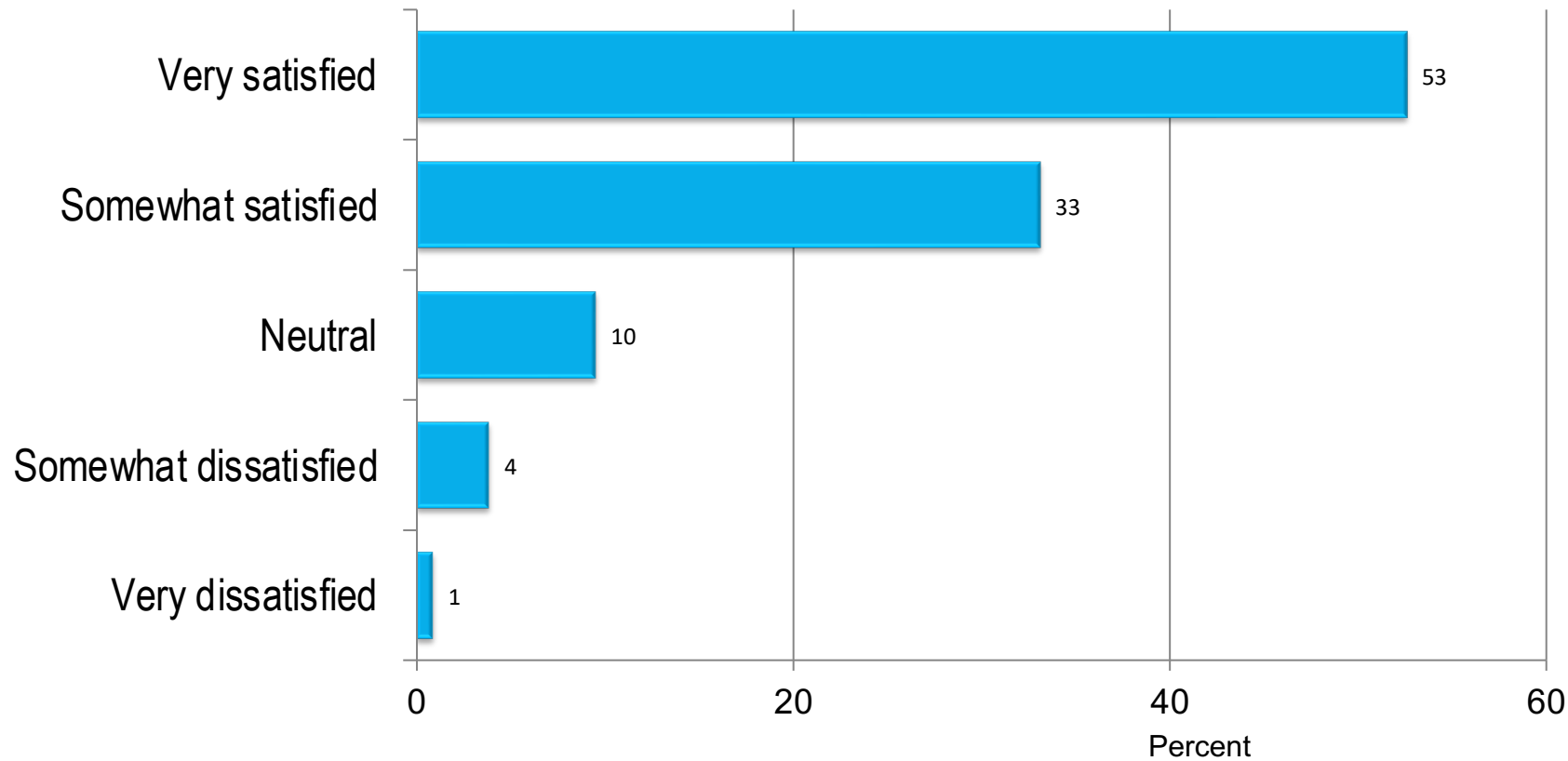
Visit Scottsdale Visitor Information Center or Downtown Kiosks During Trip

Base: 2023 Overnight Person-Trips to Scottsdale



Overall Satisfaction with Visit to Scottsdale

Base: 2023 Overnight Person-Trips to Scottsdale

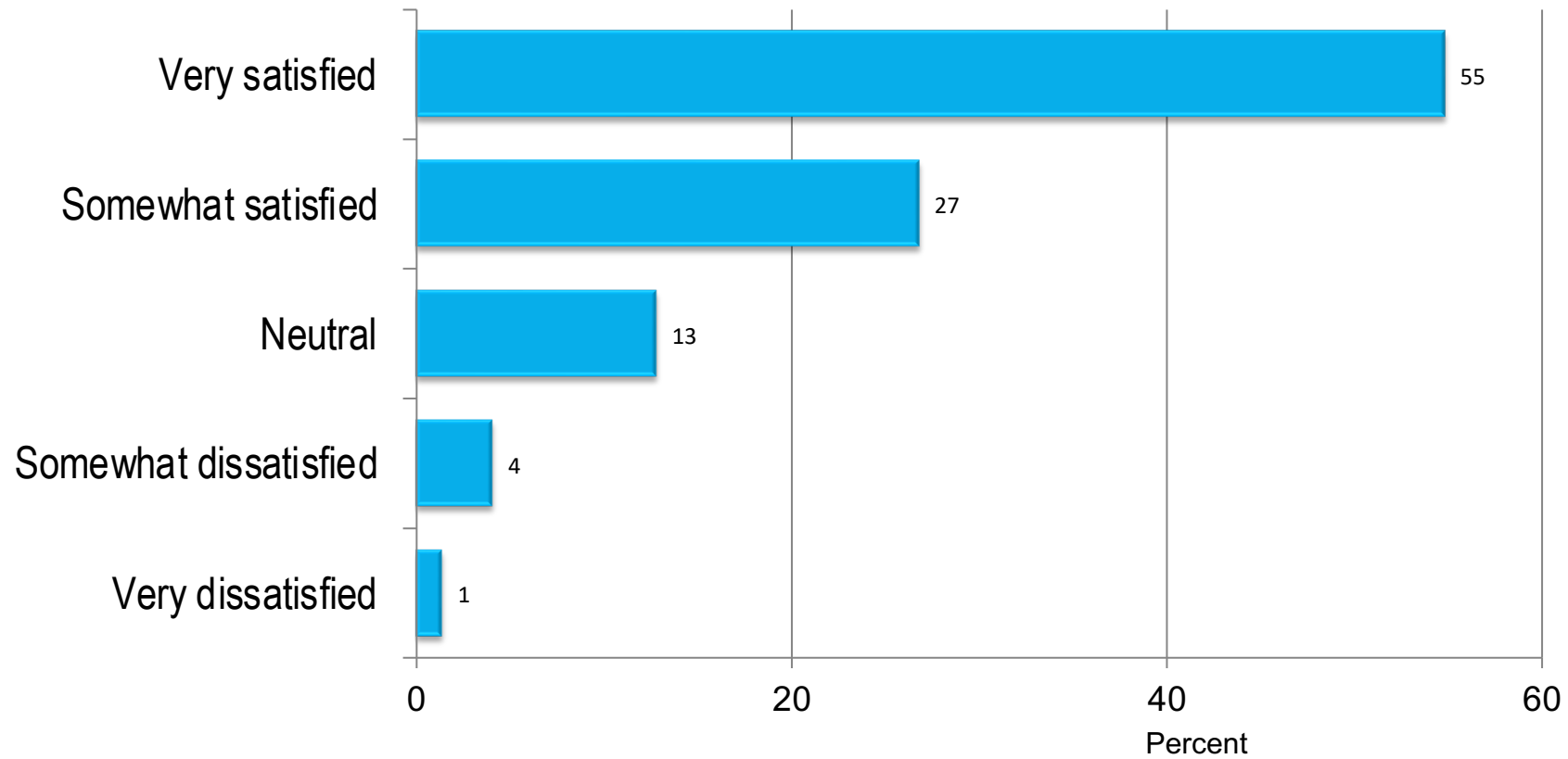


Very/Somewhat Satisfied:

2018/2019: 90%
2020: 83%
2021: 79%
2022: 78%
2023: 86%

Satisfaction with Accommodations/Lodging

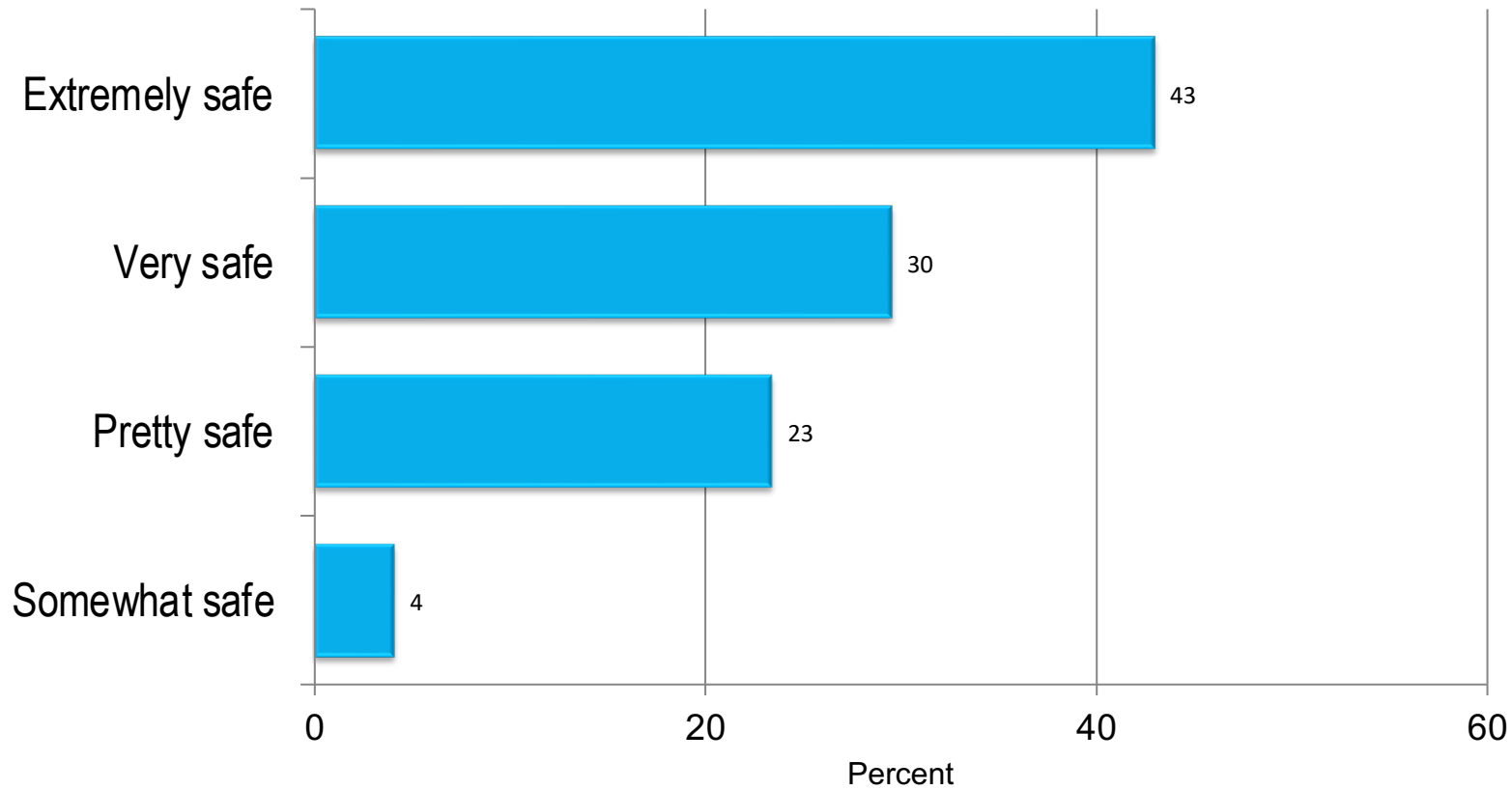
Base: 2023 Overnight Person-Trips to Scottsdale



Very/Somewhat Satisfied:
2018/2019: 87%
2020: 81%
2021: 83%
2022: 82%
2023: 82%

Perceived Level of Safety During Trip to Scottsdale

Base: 2023 Overnight Person-Trips to Scottsdale



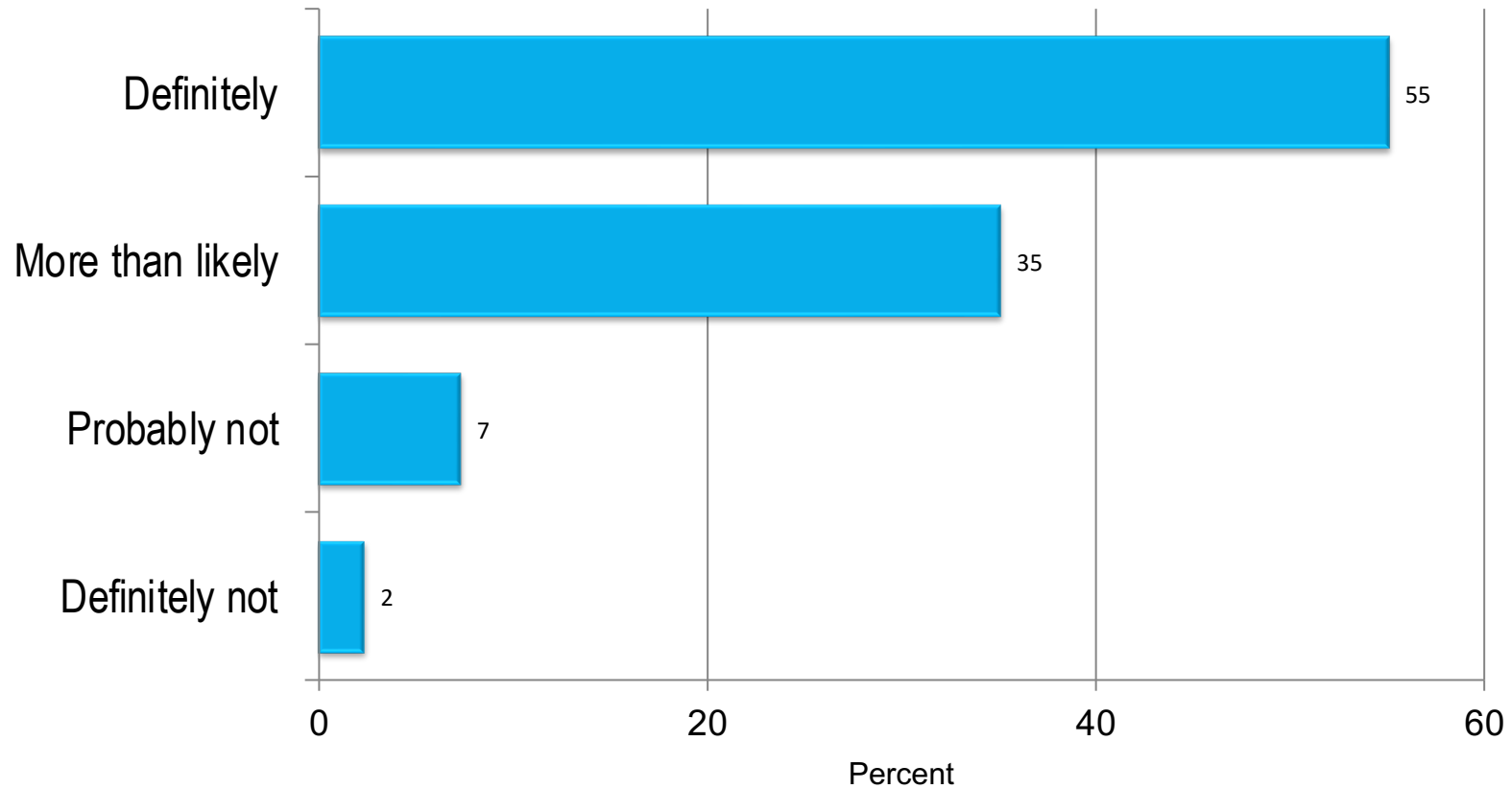
Extremely/Very/Pretty Safe:

2018/2019: 96%
2020: 92%
2021: 93%
2022: 94%
2023: 96%

*No responses for 'not safe'

Likelihood to Recommend Scottsdale as a Destination

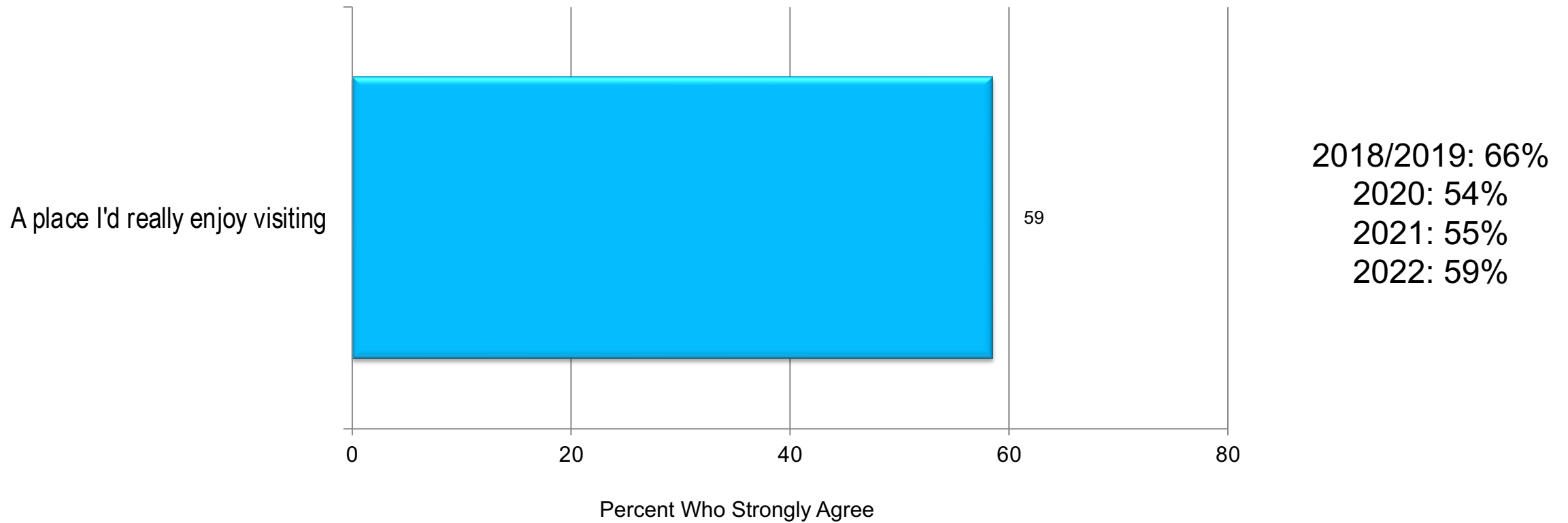
Base: 2023 Overnight Person-Trips to Scottsdale



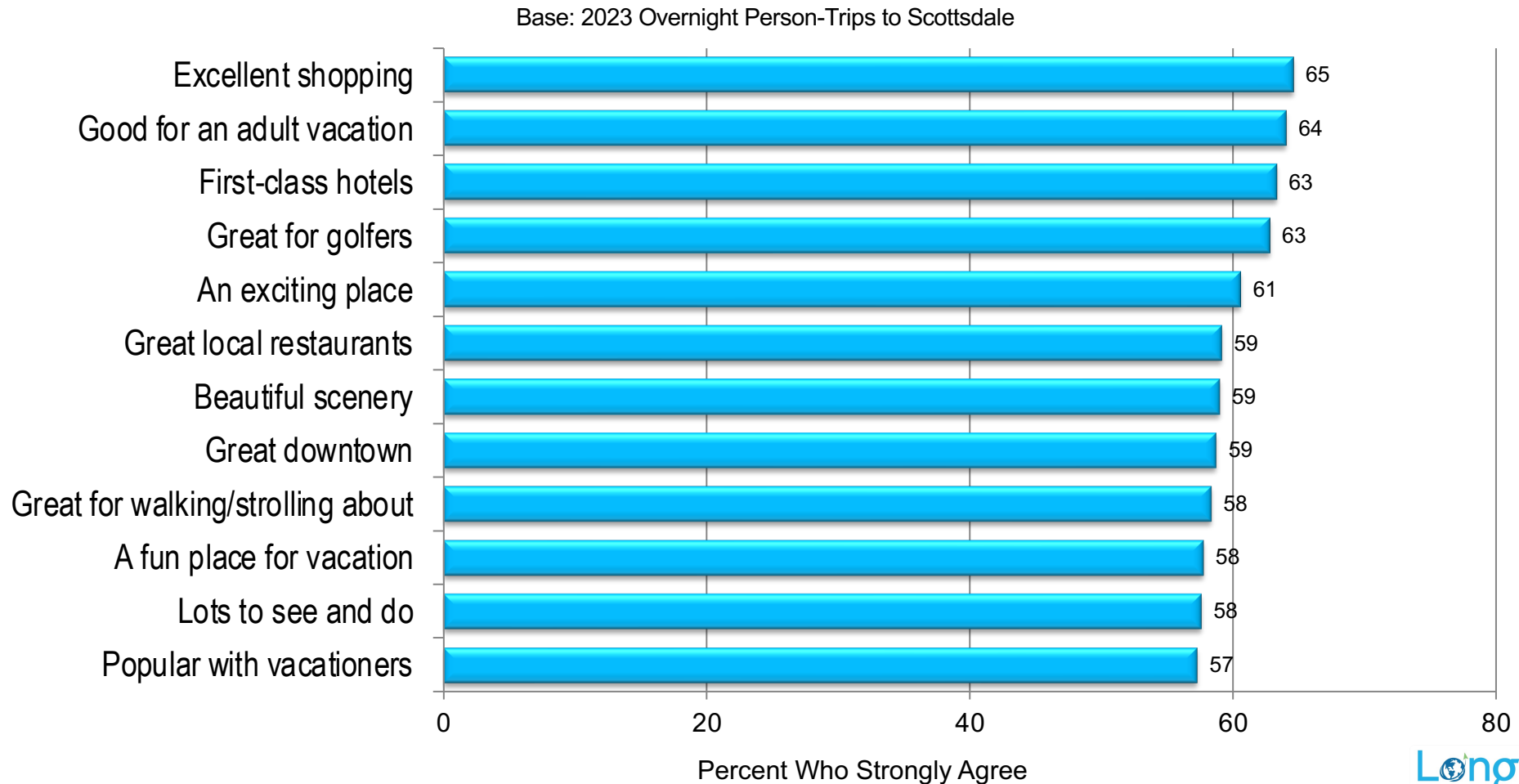
Definitely/More Than Likely:
2018/2019: 94%
2020: 93%
2021: 89%
2022: 89%
2023: 90%

Impressions of Scottsdale as a Travel Destination

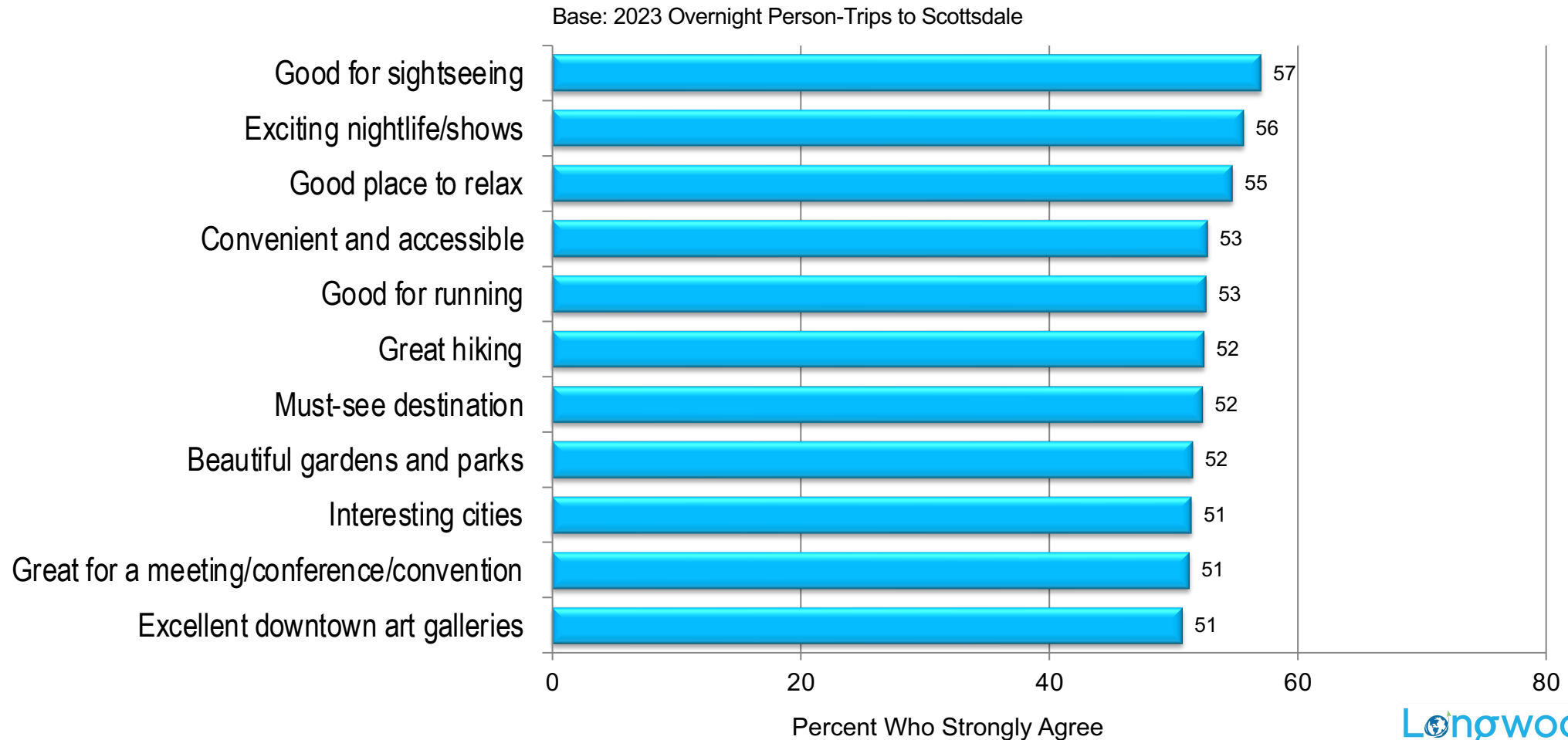
Base: 2023 Overnight Person-Trips to Scottsdale



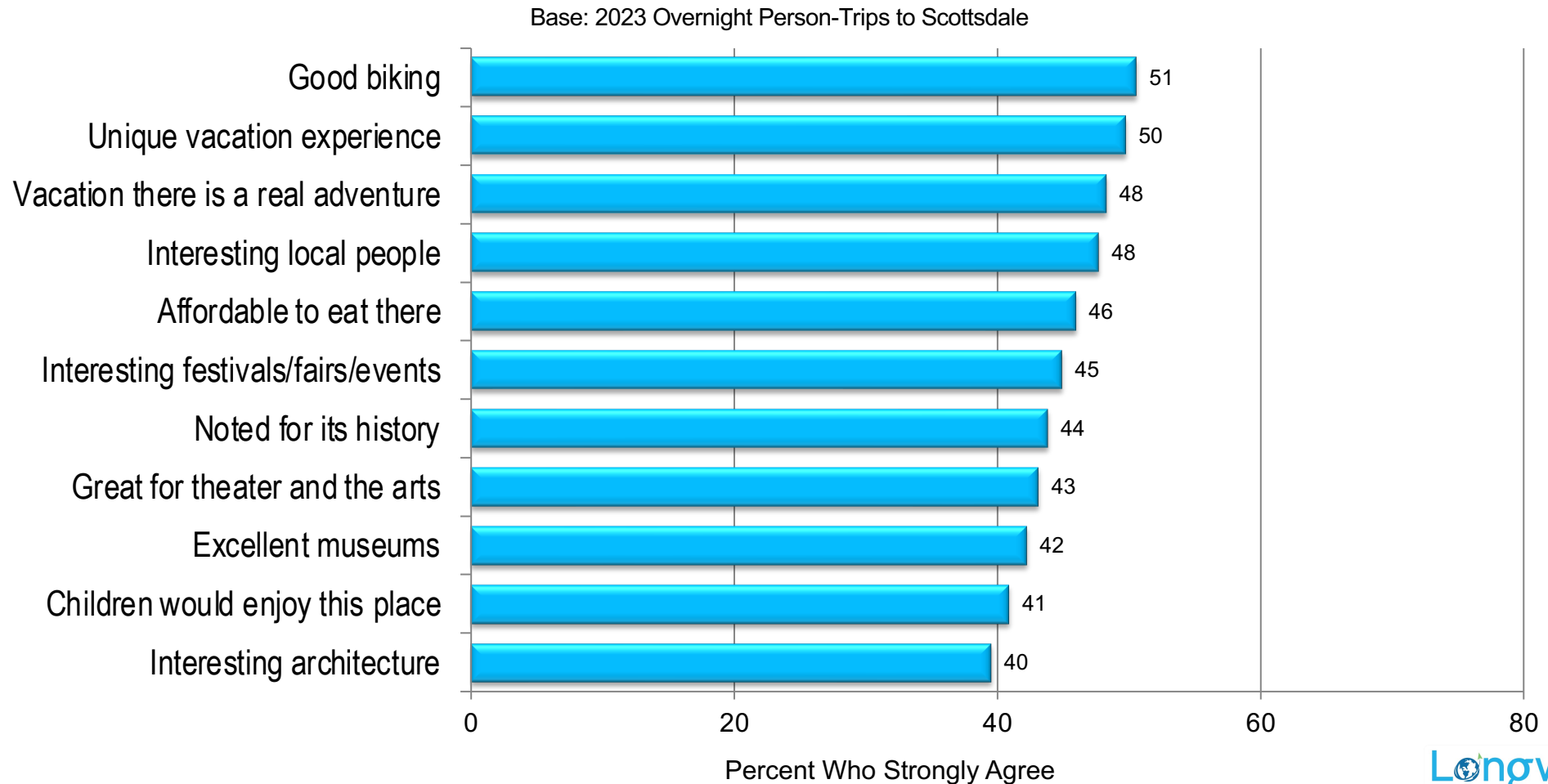
Impressions of Scottsdale as a Travel Destination



Impressions of Scottsdale as a Travel Destination (Cont'd)

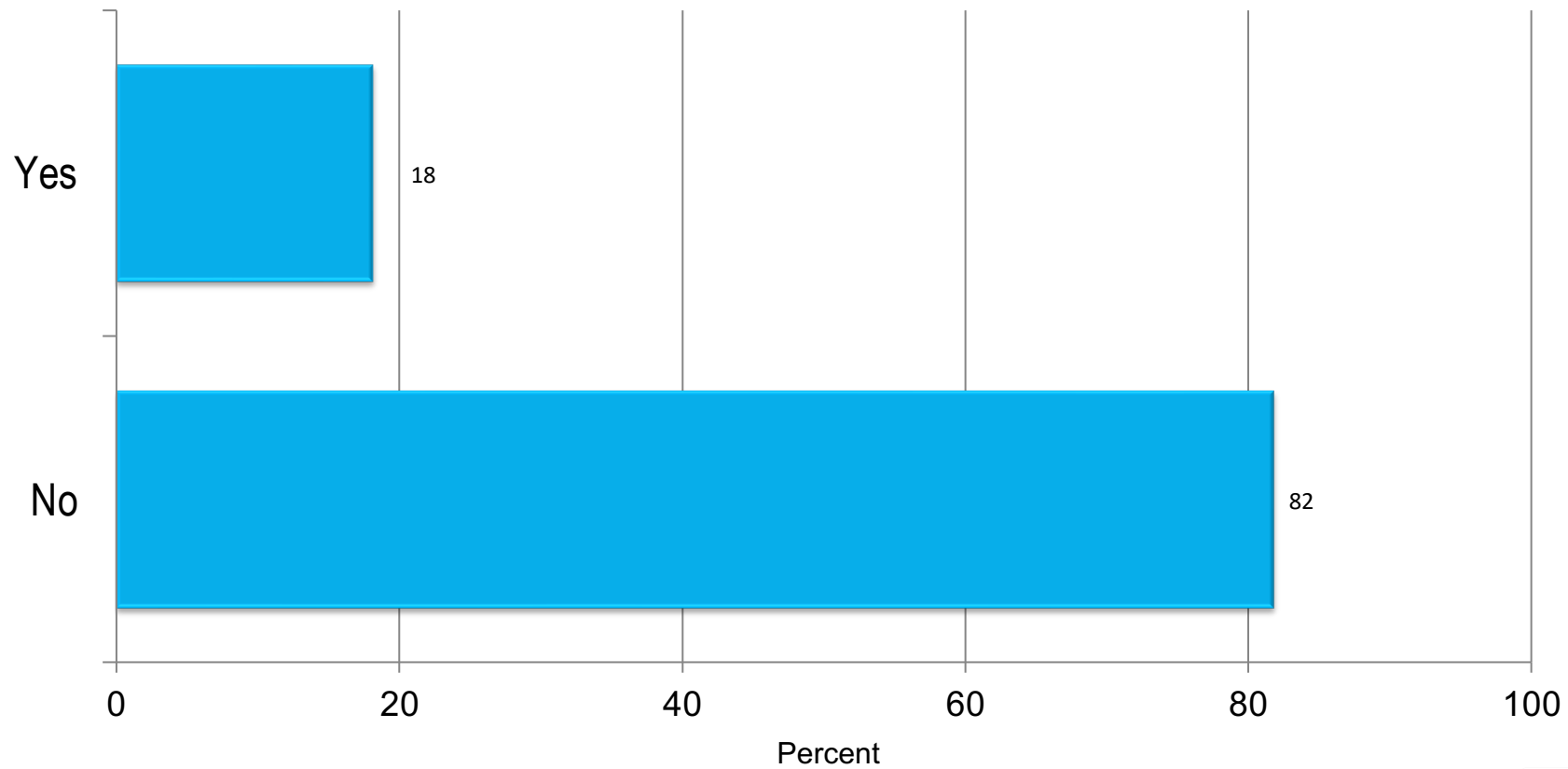


Impressions of Scottsdale as a Travel Destination (Cont'd)



Considered Other Destinations/Cities When Planning Trip

Base: 2023 Overnight Person-Trips to Scottsdale



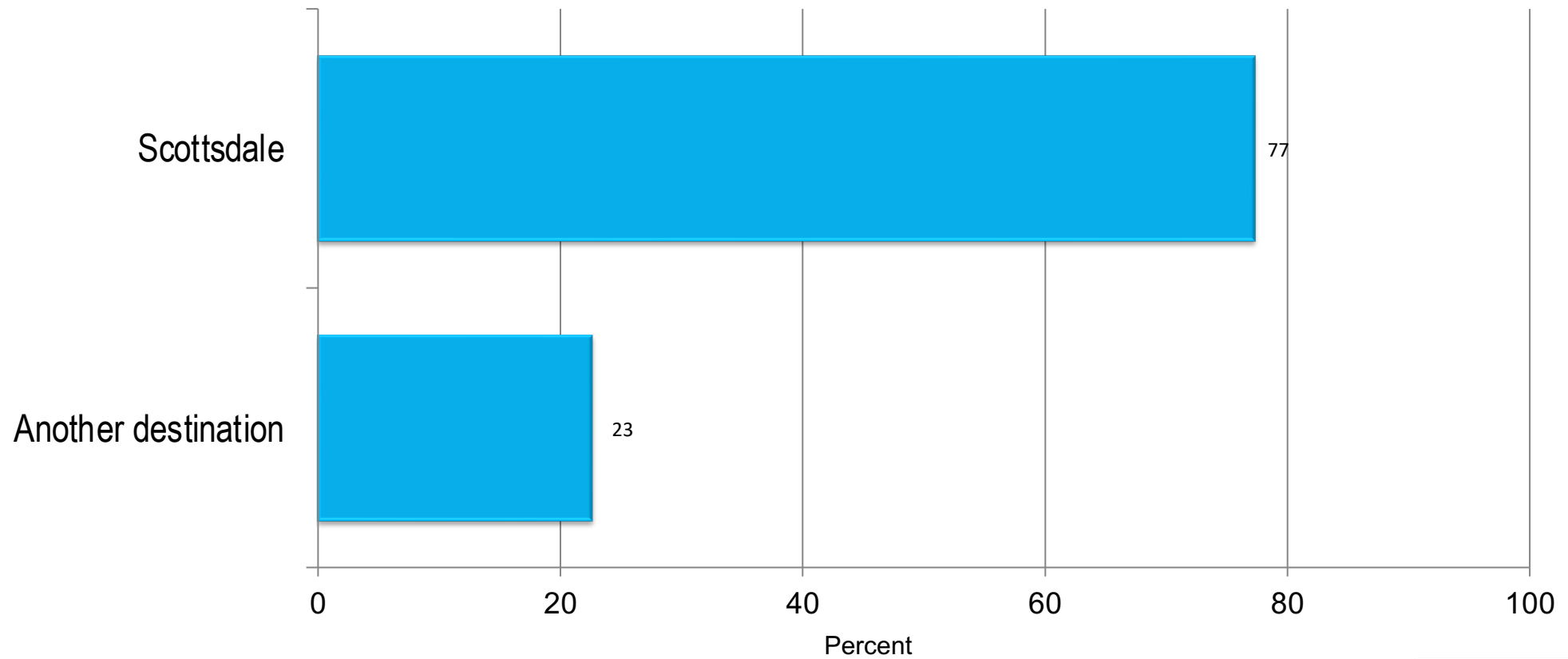


Day Trip Characteristics



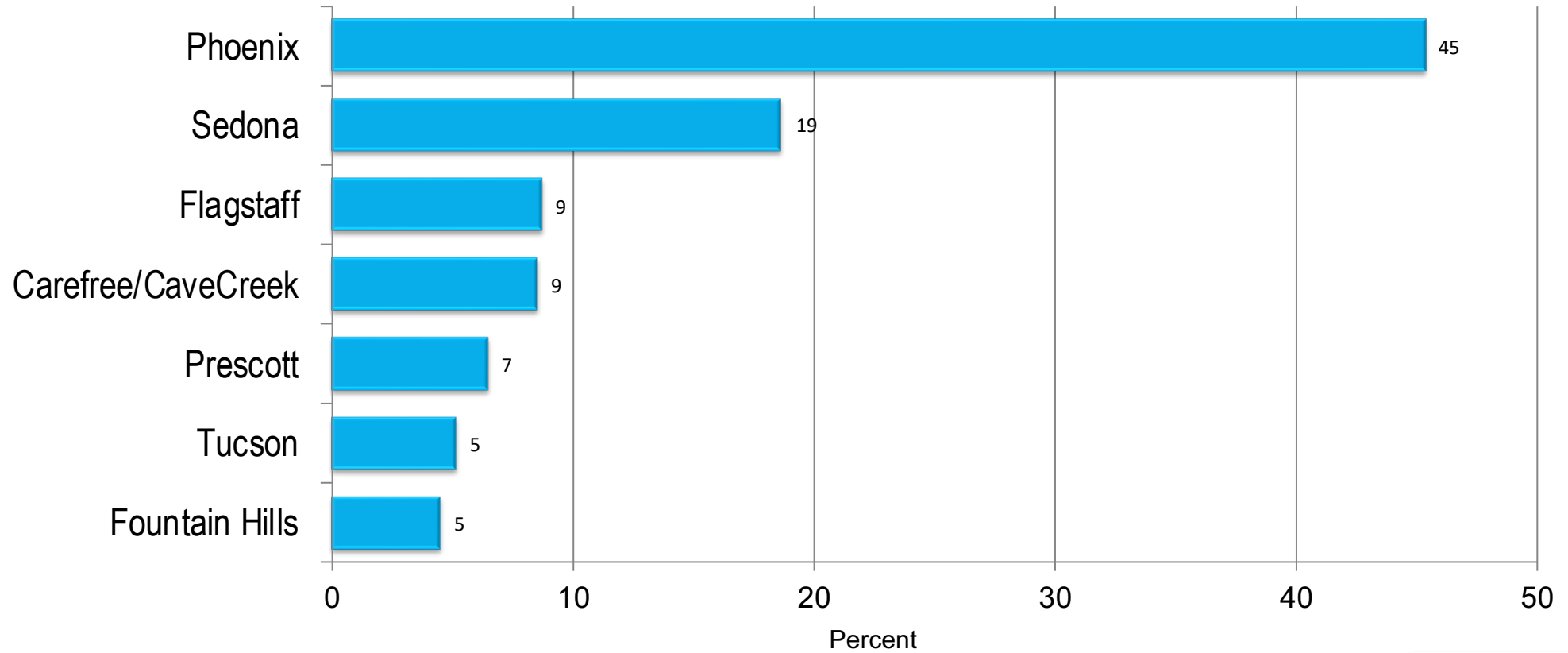
Primary Destination on Trip

Base: 2022 & 2023 Day Person-Trips to Scottsdale



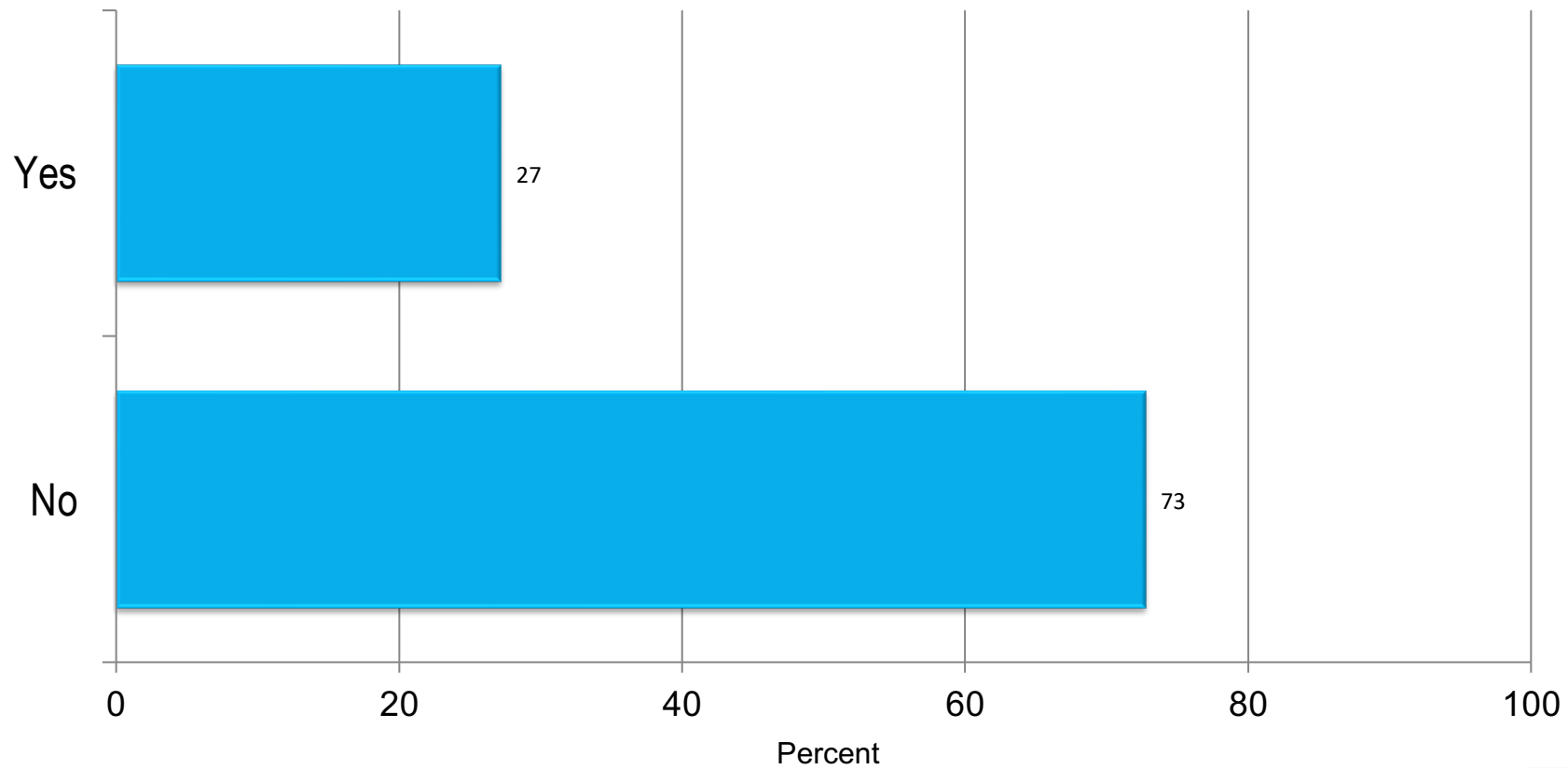
Arizona Destinations Visited on Trip

Base: 2022 & 2023 Day Person-Trips to Scottsdale



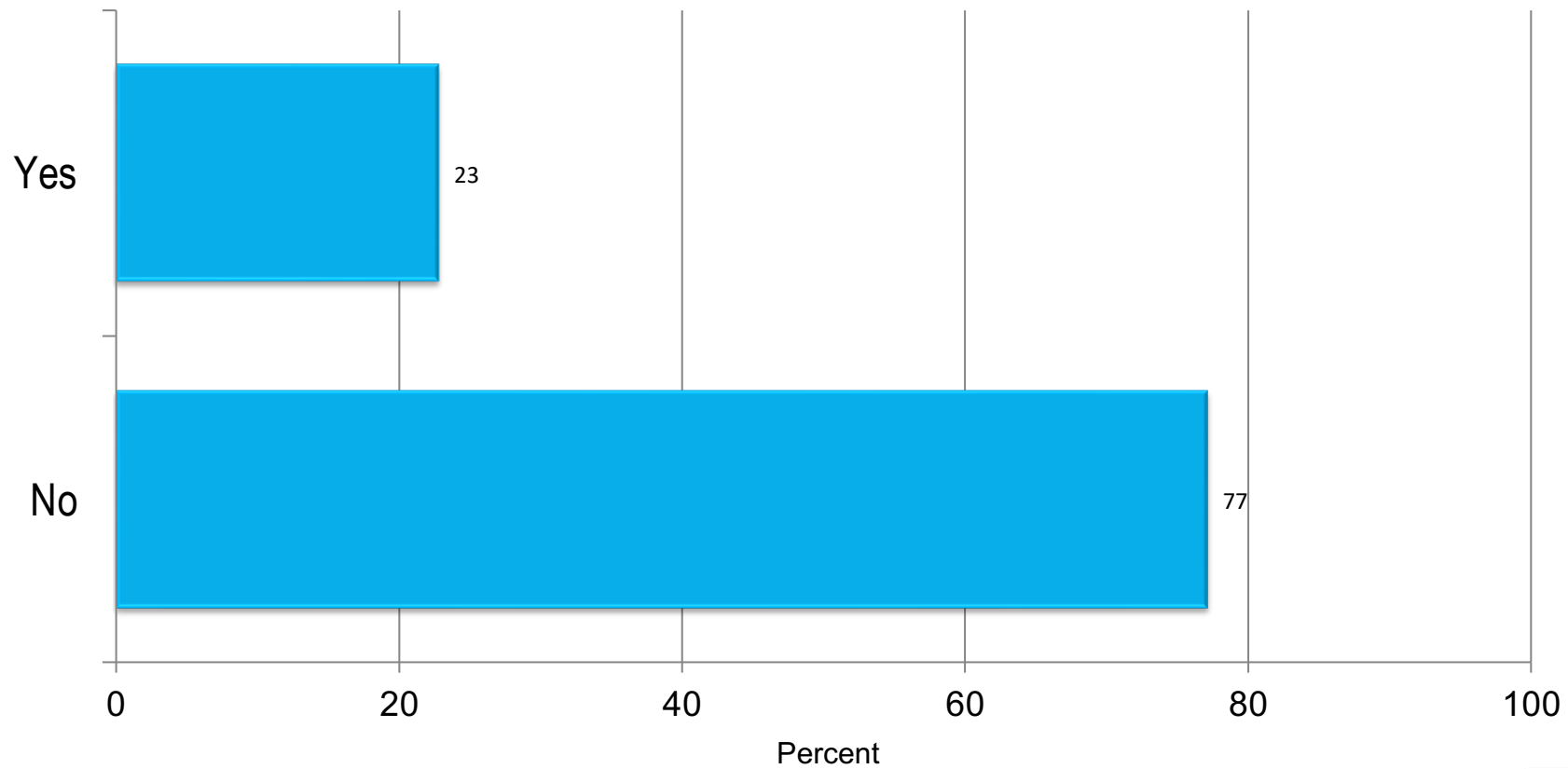
Purchased Tickets/Made Reservations for Activity/Event/Concert Before Arriving in Scottsdale

Base: 2022 & 2023 Day Person-Trips to Scottsdale



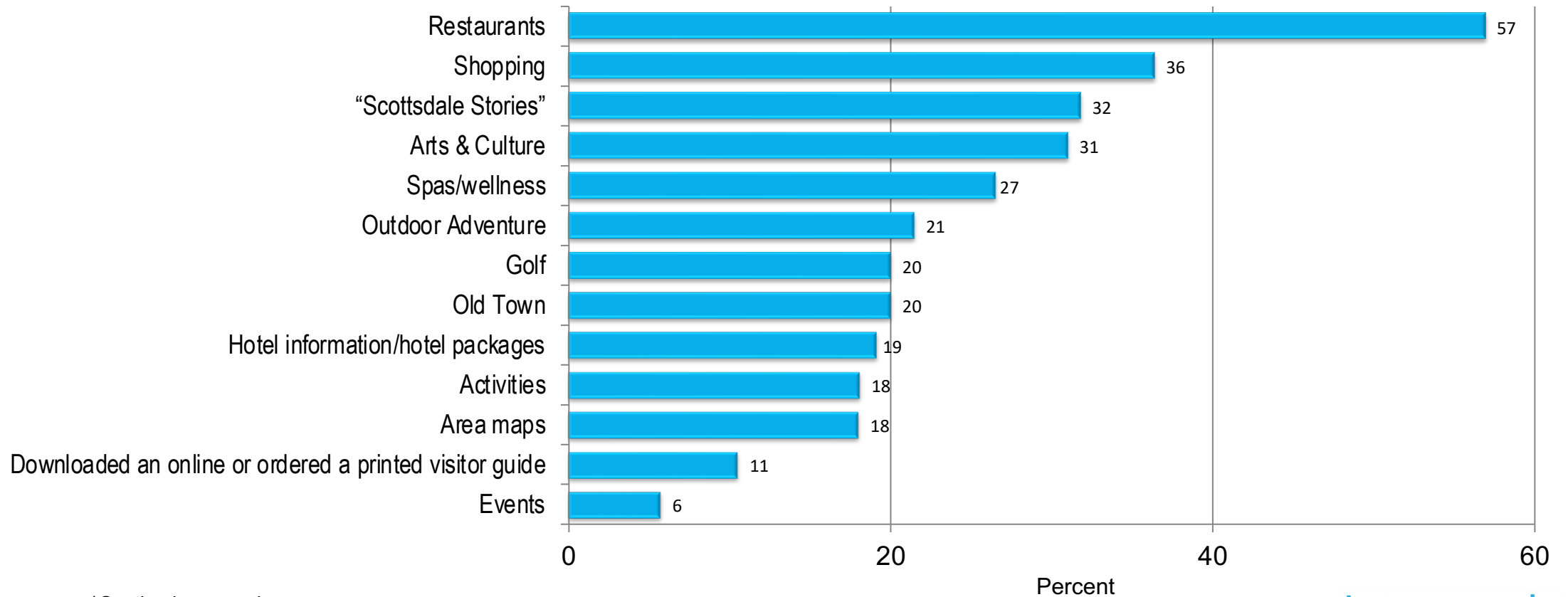
Use of ExperienceScottsdale.com Website for Planning (Before or During) Trip

Base: 2022 & 2023 Day Person-Trips to Scottsdale



Types of Information Explored on ExperienceScottsdale.com

Base: 2022 & 2023 Day Person-Trips to Scottsdale that used ExperienceScottsdale.com

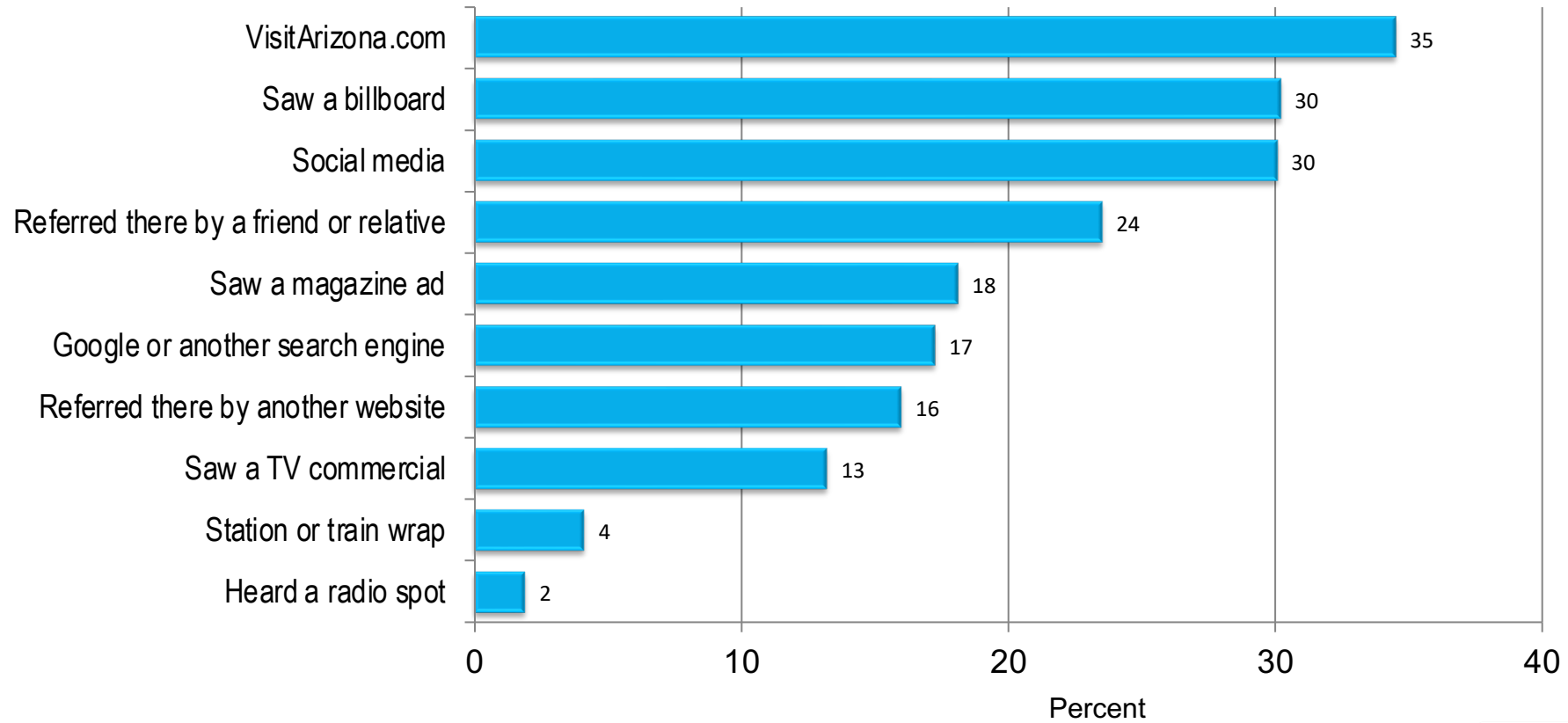


*Caution low sample



How did you learn about ExperienceScottsdale.com?

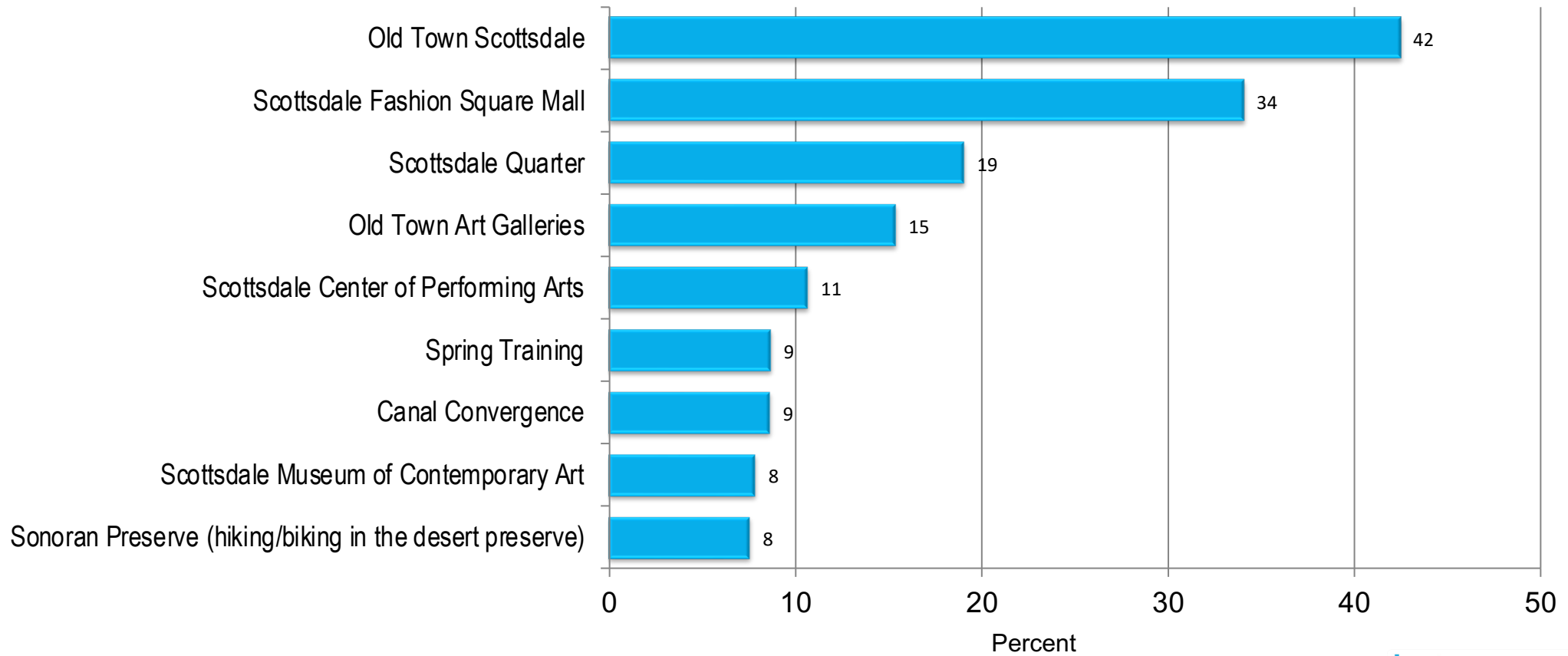
Base: 2022 & 2023 Day Person-Trips to Scottsdale that used ExperienceScottsdale.com



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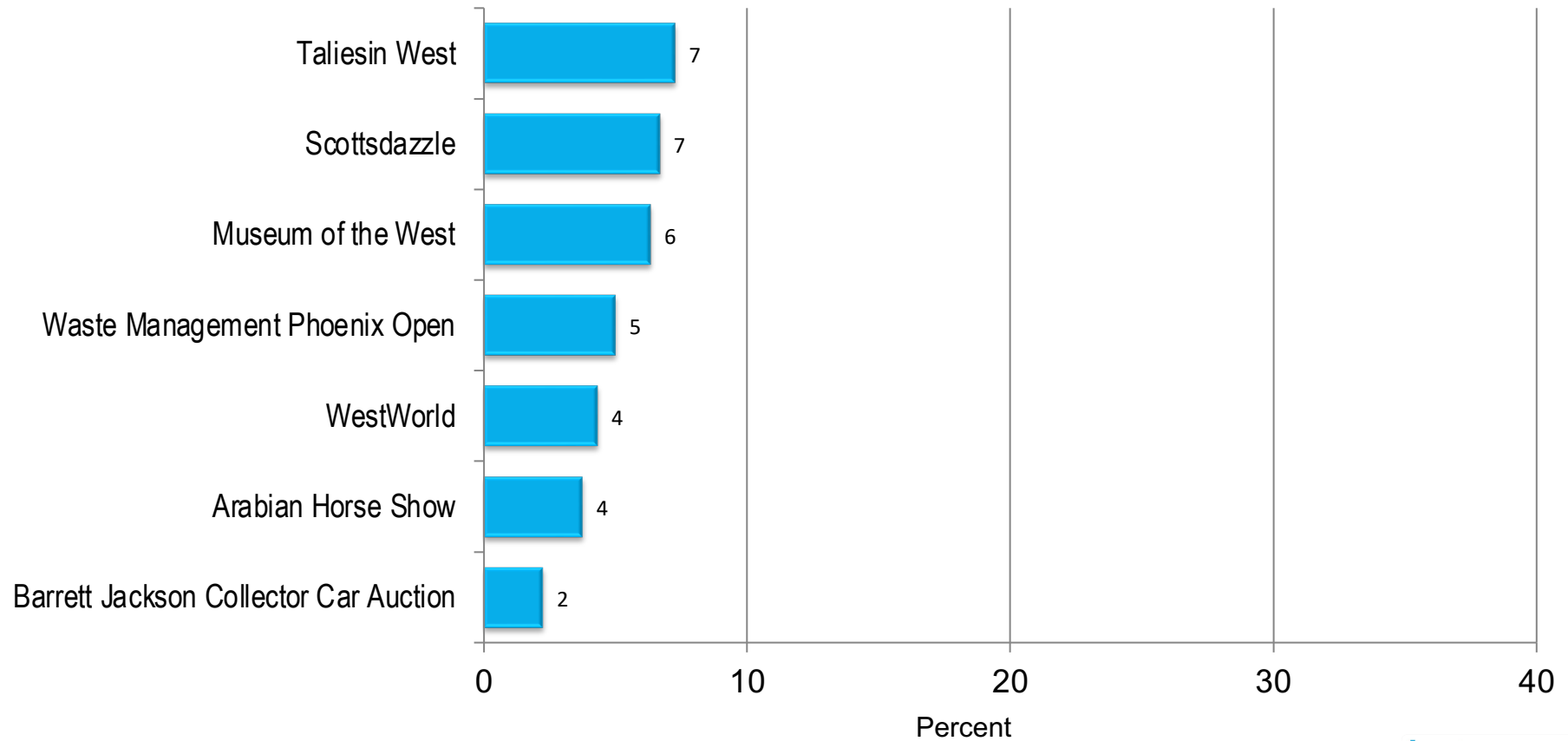
Attractions Visited/Experienced

Base: 2022 & 2023 Day Person-Trips to Scottsdale



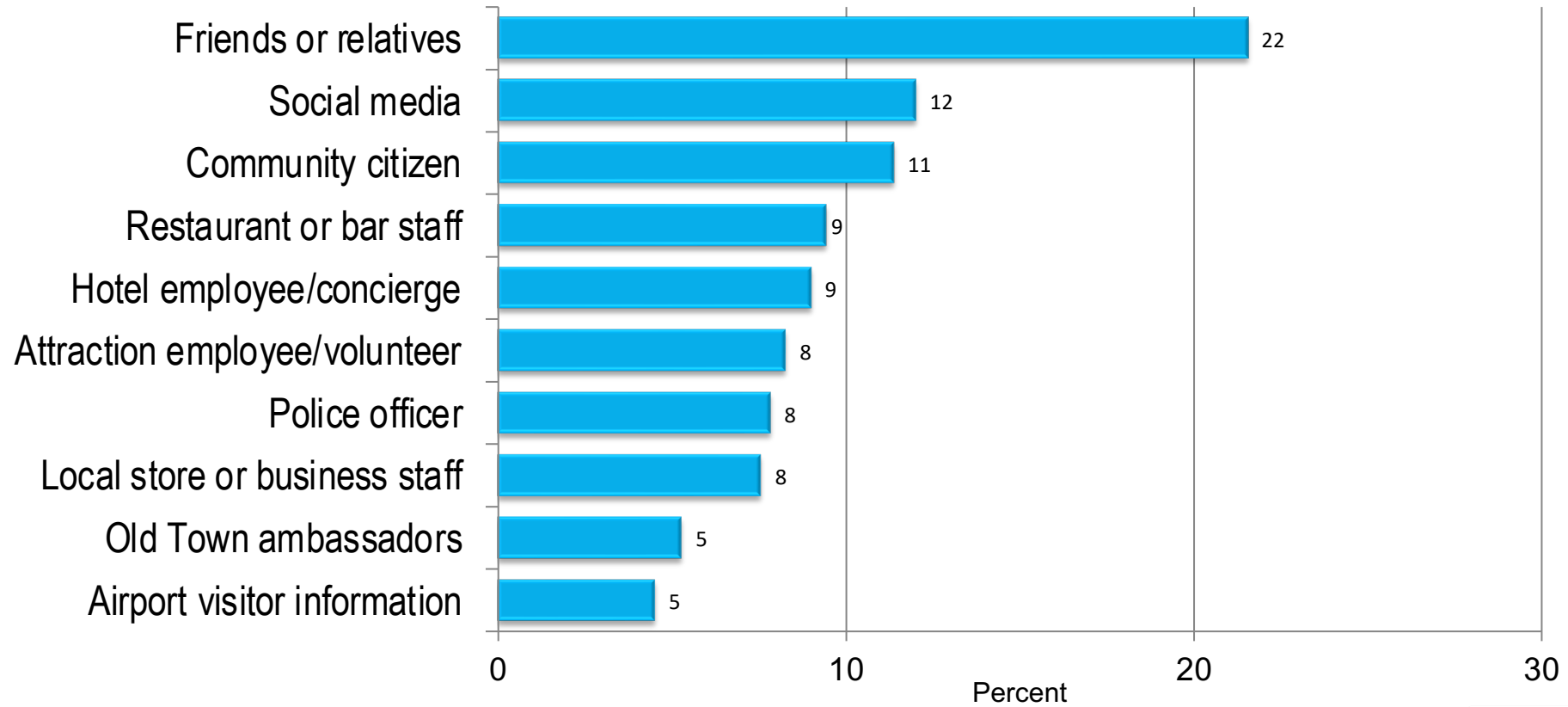
Attractions Visited/Experienced (Cont'd)

Base: 2022 & 2023 Day Person-Trips to Scottsdale



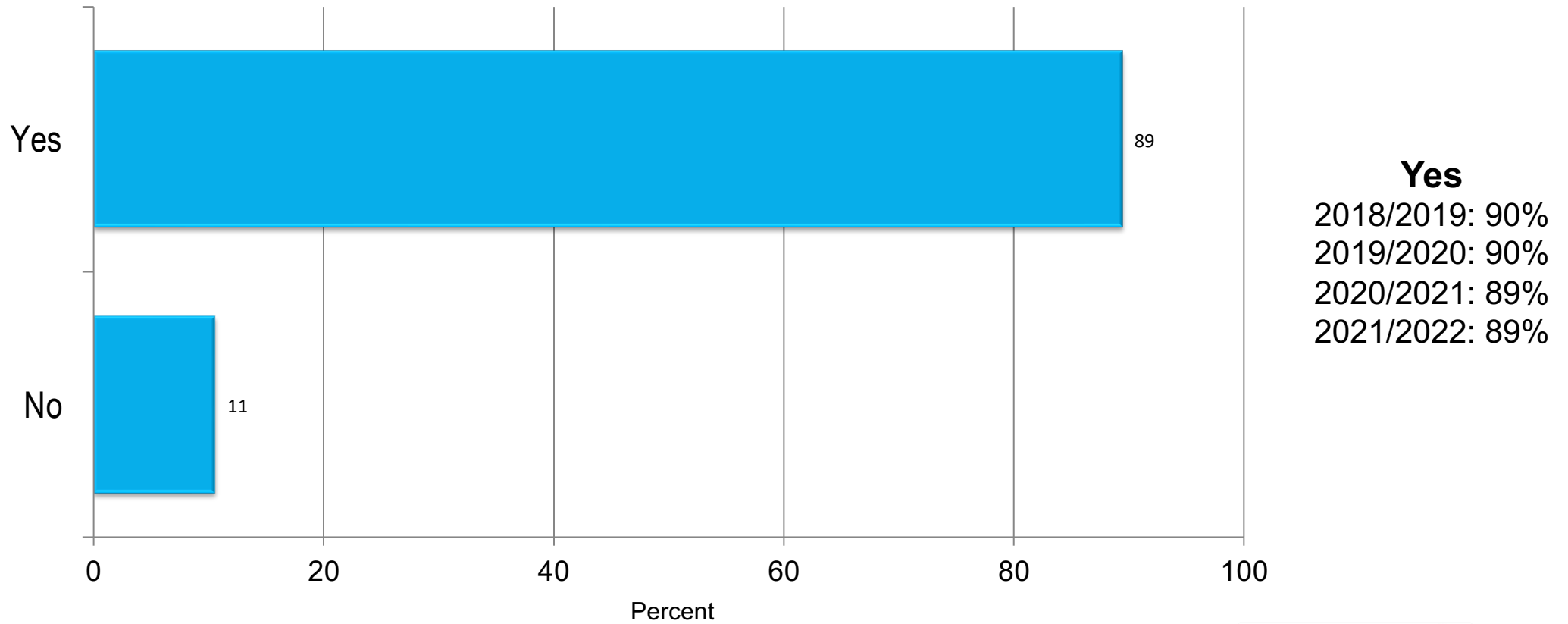
Sources Used to Enhance Visit to Scottsdale

Base: 2022 & 2023 Day Person-Trips to Scottsdale



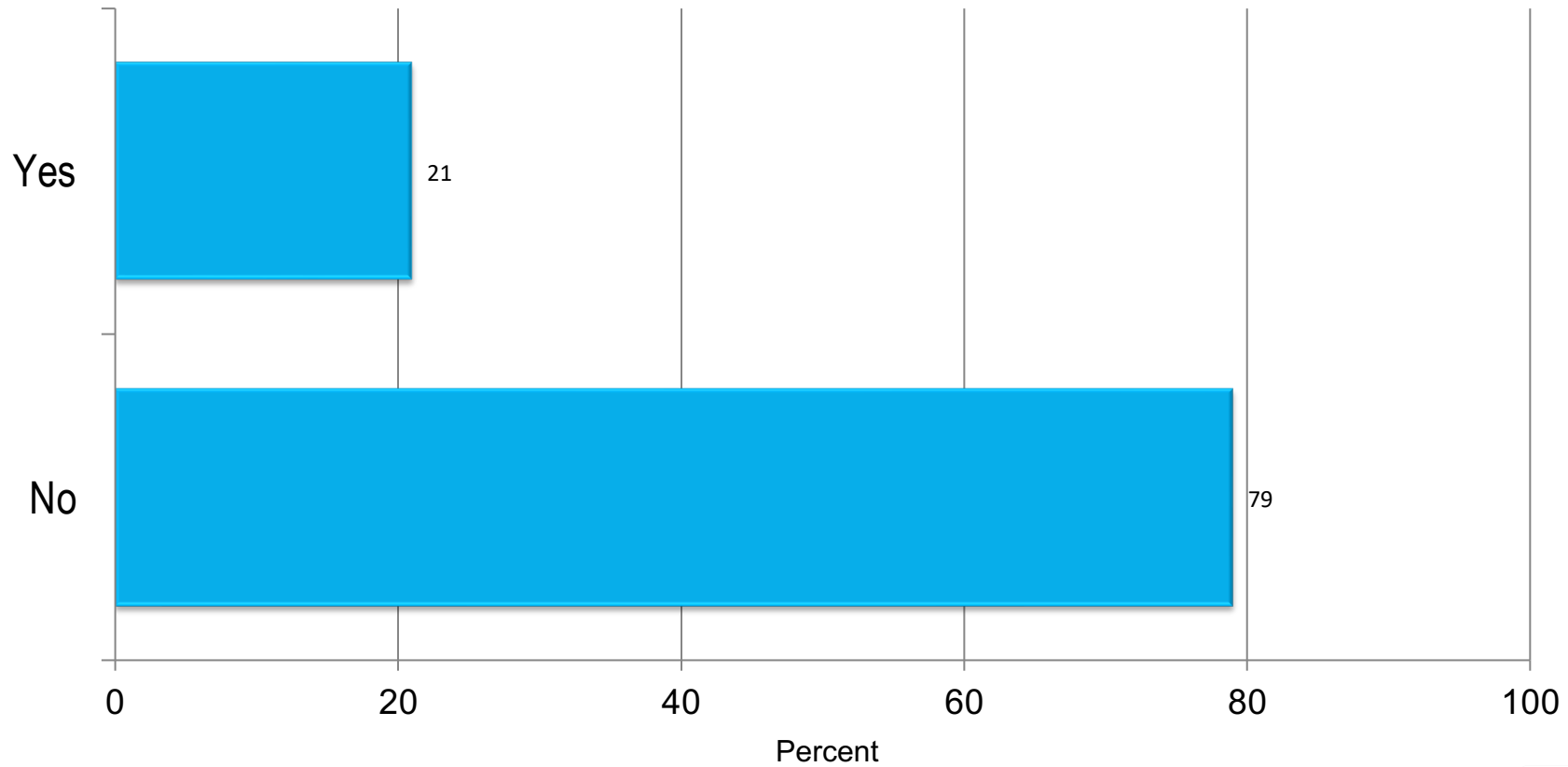
Plan to Visit Scottsdale Again

Base: 2022 & 2023 Day Person-Trips to Scottsdale



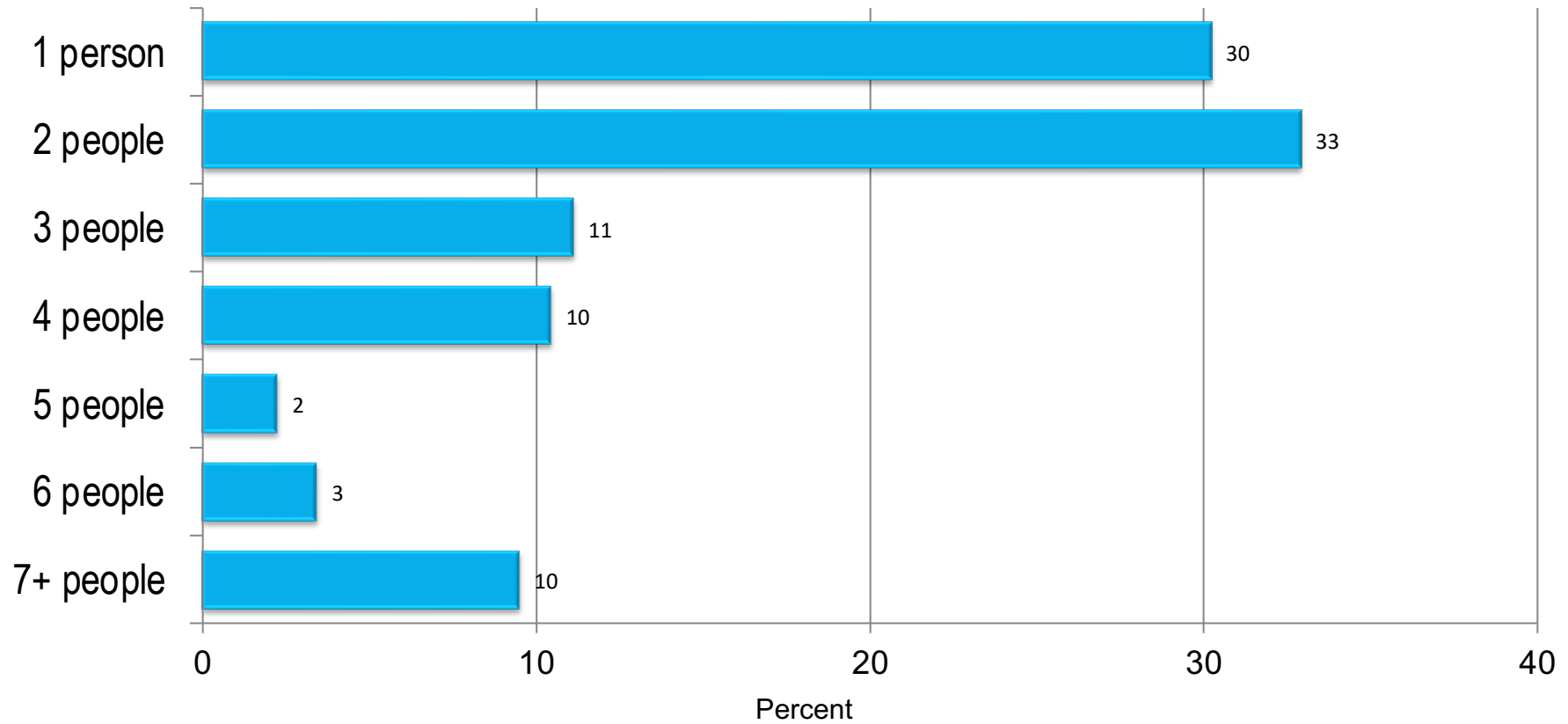
Immediate Travel Party Part of a Larger Group

Base: 2022 & 2023 Day Person-Trips to Scottsdale



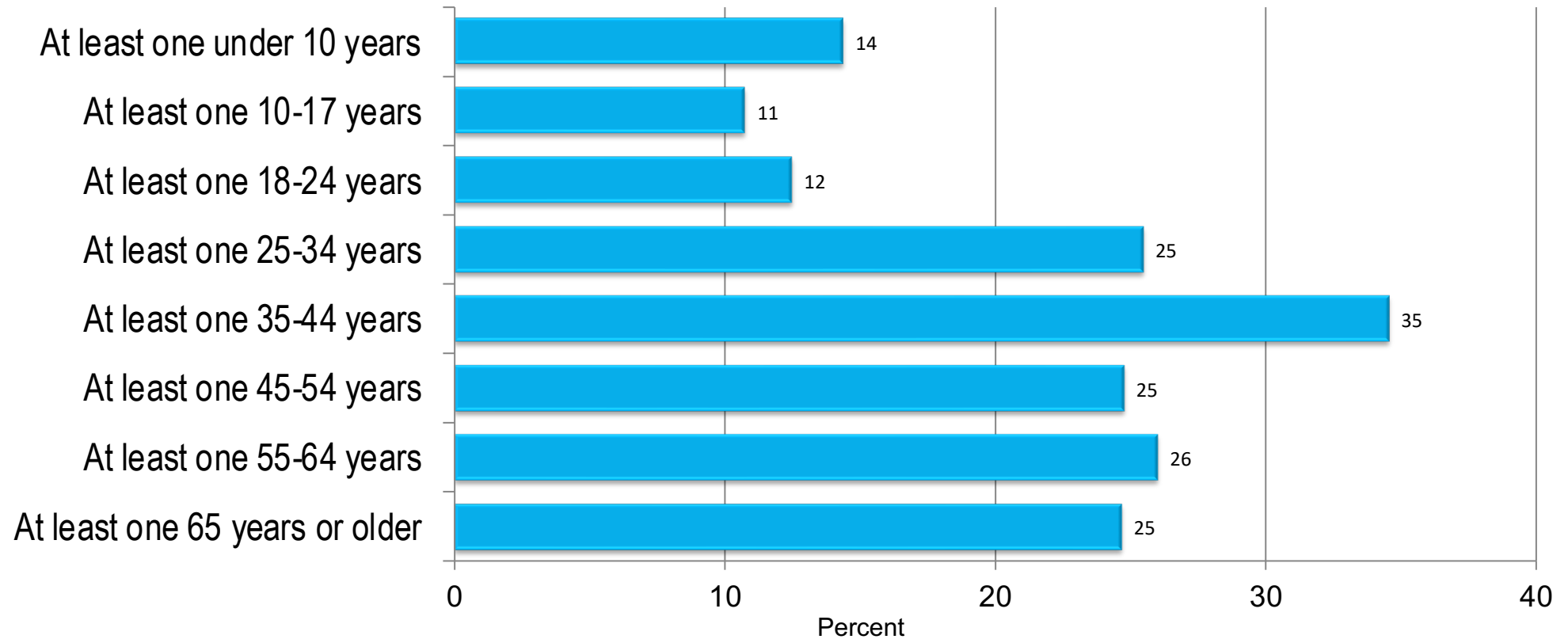
Travel Party Size

Base: 2022 & 2023 Day Person-Trips to Scottsdale



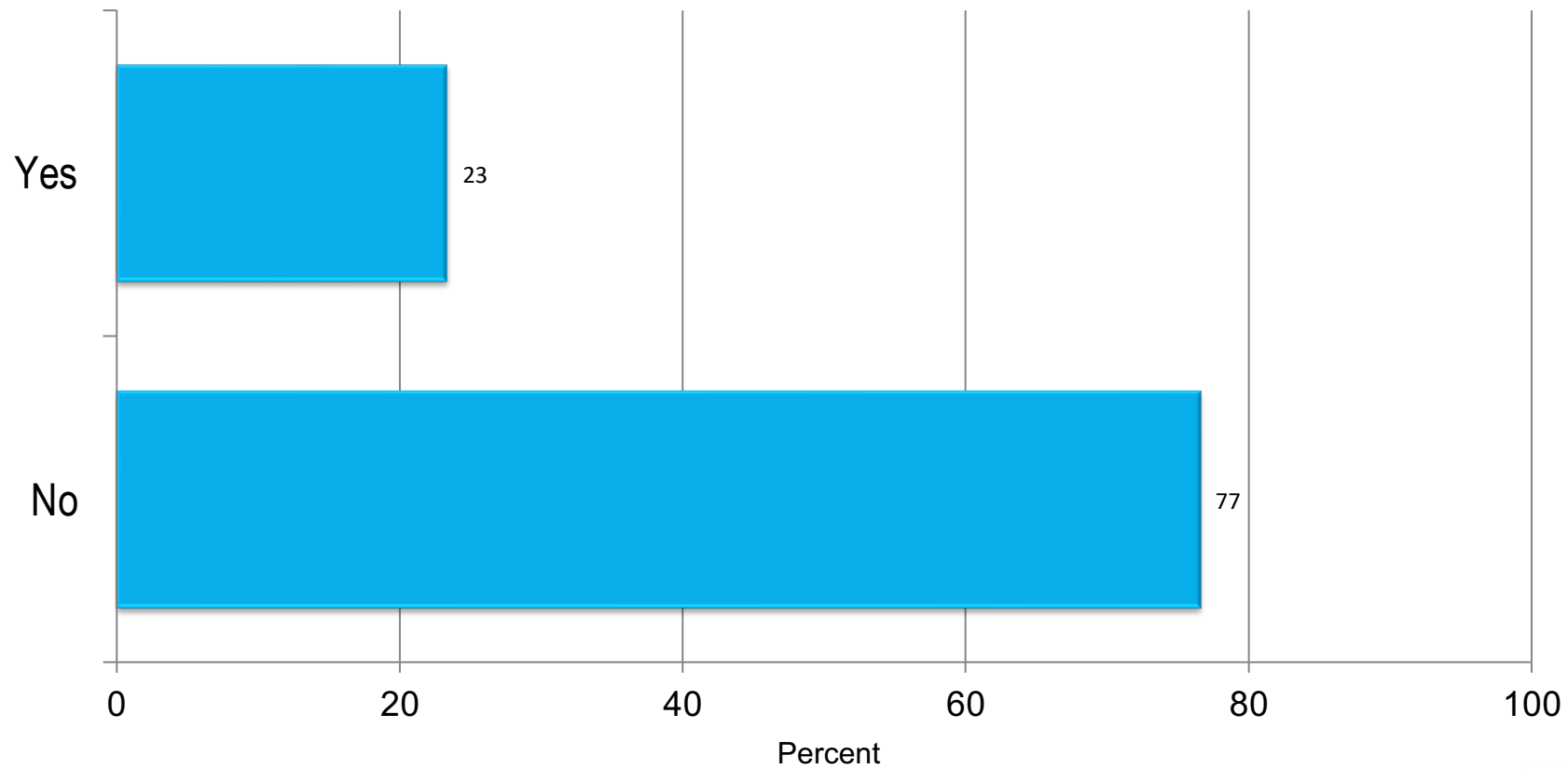
Composition of Immediate Travel Party

Base: 2022 & 2023 Day Person-Trips to Scottsdale



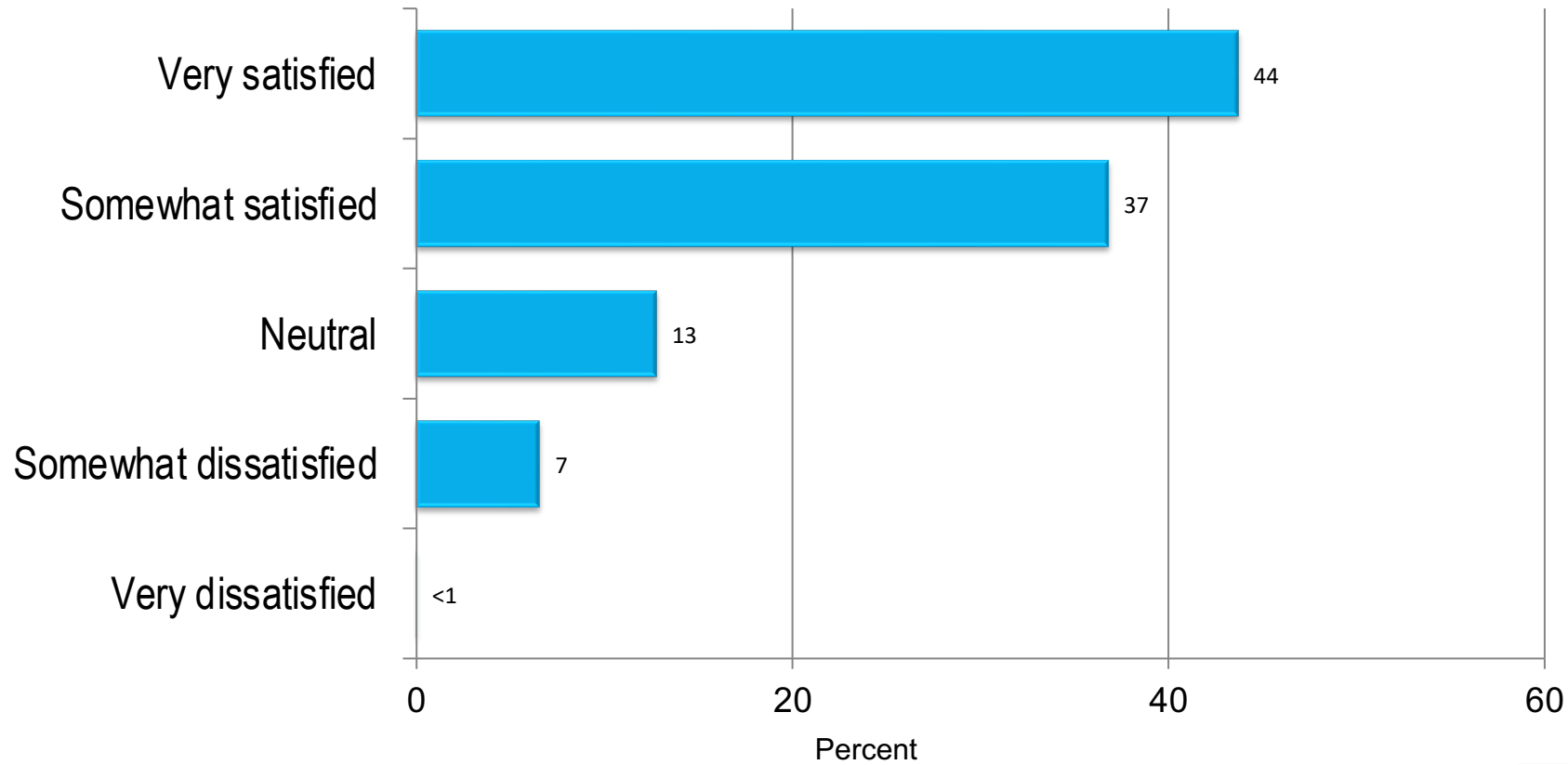
Visit Scottsdale Visitor Information Center or Downtown Kiosks During Trip

Base: 2022 & 2023 Day Person-Trips to Scottsdale



Overall Satisfaction with Visit to Scottsdale

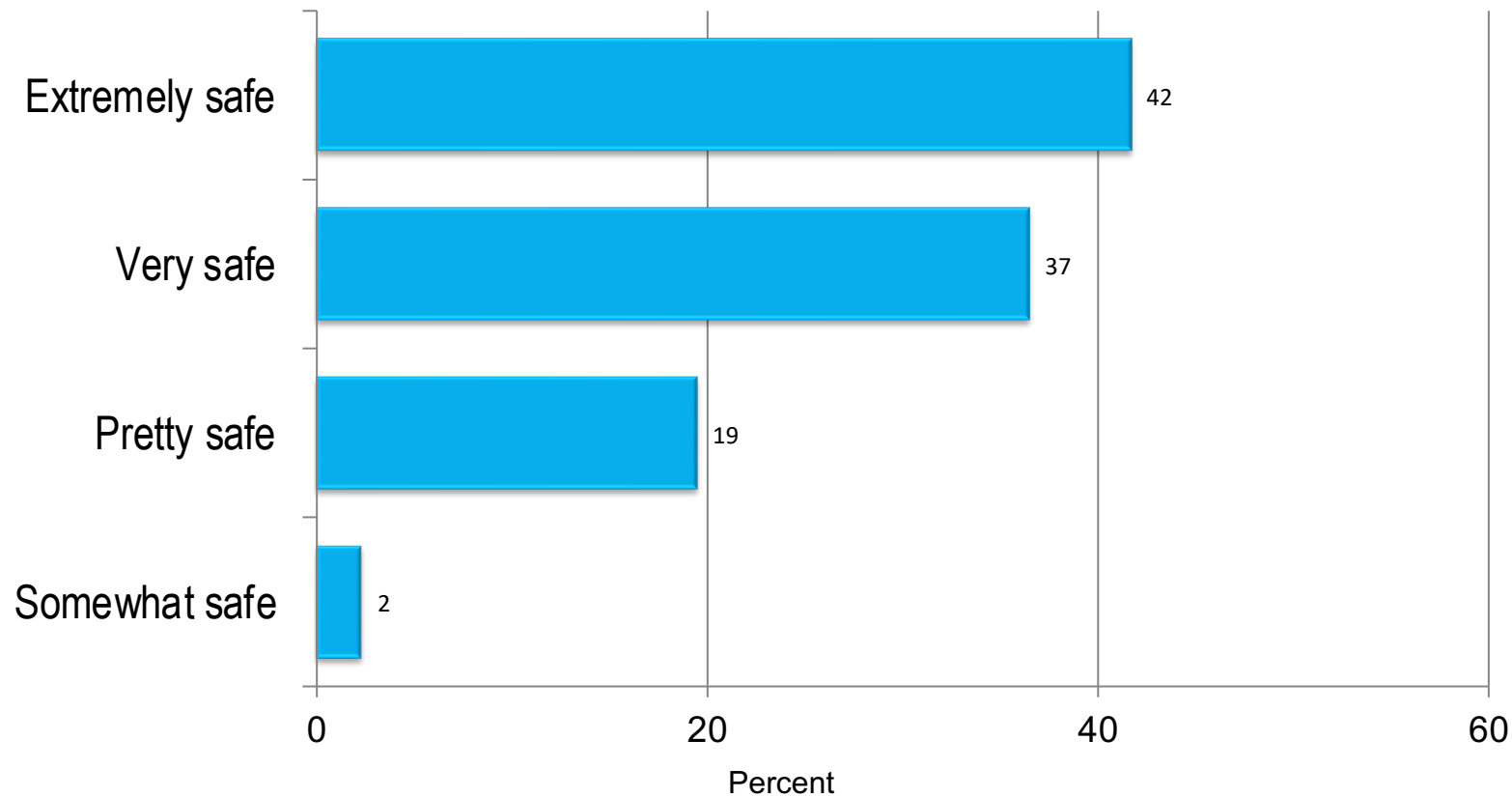
Base: 2022 & 2023 Day Person-Trips to Scottsdale



Very/Somewhat Satisfied:
2018/2019: 88%
2019/2020: 86%
2020/2021: 80%
2021/2022: 79%
2022/2023: 81%

Perceived Level of Safety During Trip to Scottsdale

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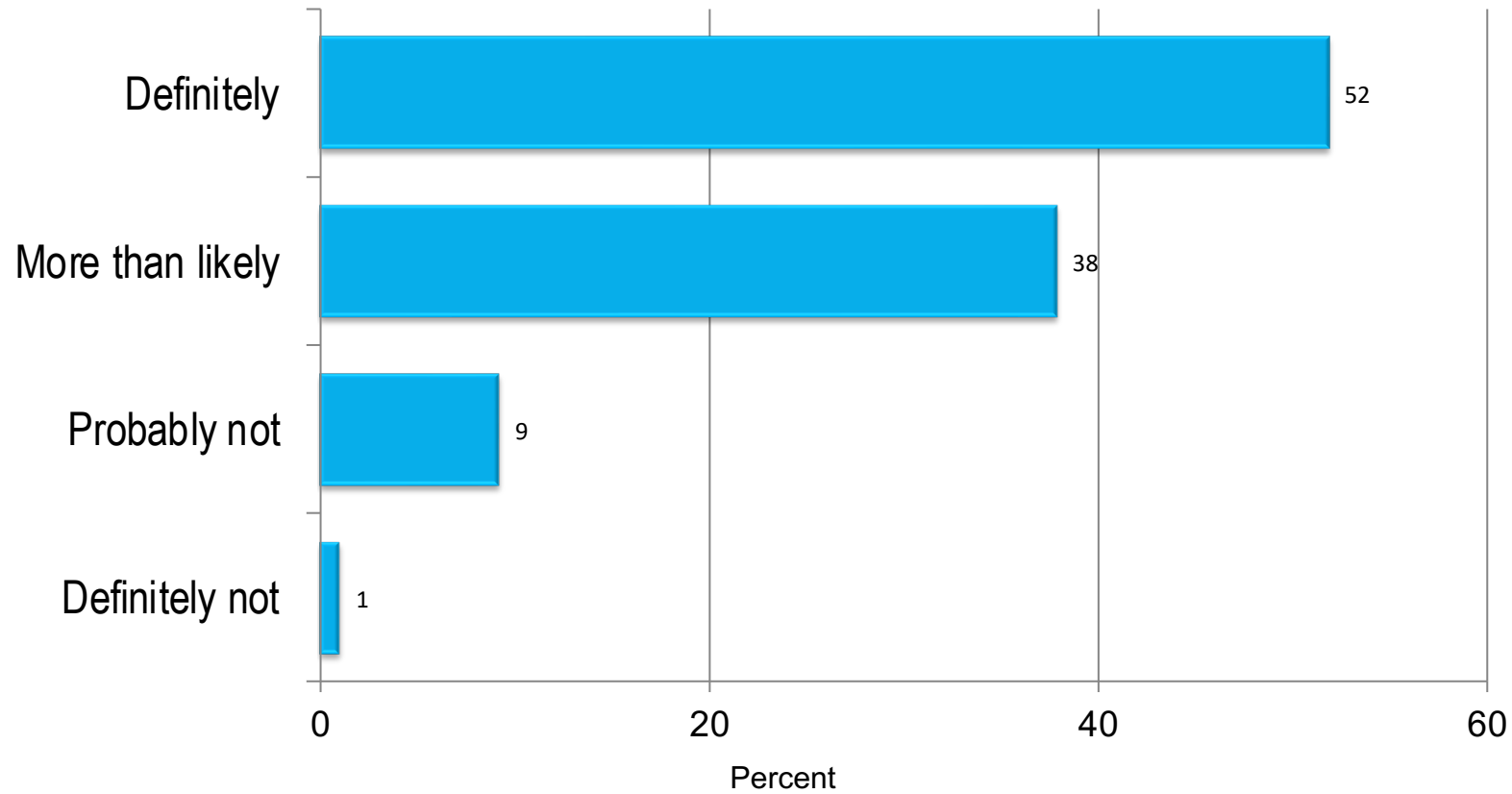
Extremely/Very/Pretty Safe:

2018/2019: 97%
2019/2020: 97%
2020/2021: 94%
2021/2022: 94%
2022/2023: 98%

*No responses for 'not safe'

Likelihood to Recommend Scottsdale as a Destination

Base: 2022 & 2023 Day Person-Trips to Scottsdale

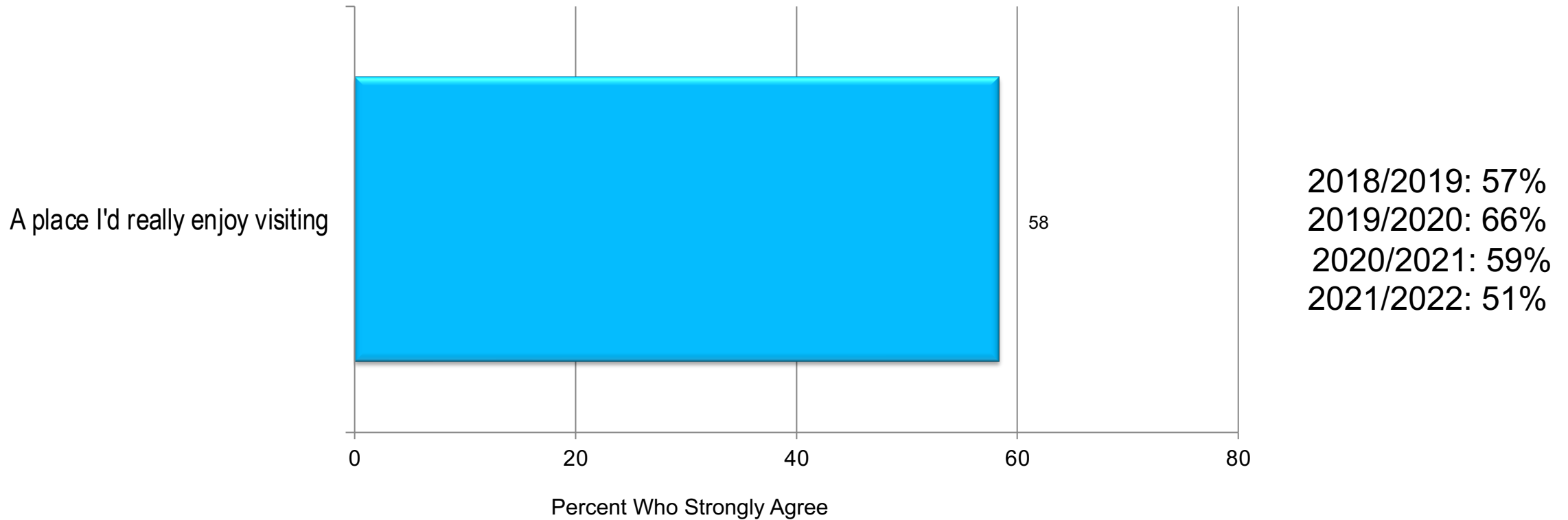


Definitely/More Than Likely:

2018/2019: 94%
2019/2020: 95%
2020/2021: 94%
2021/2022: 92%
2022/2023: 90%

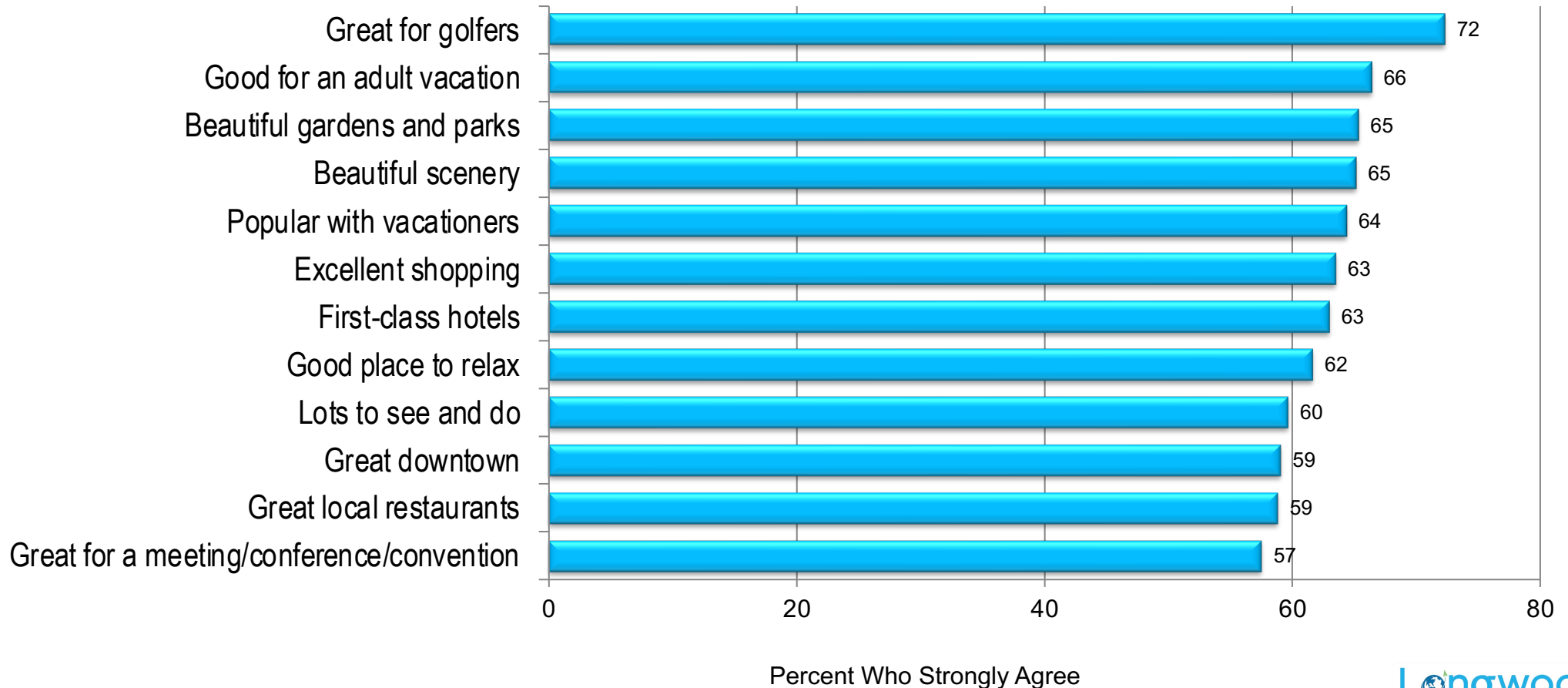
Impressions of Scottsdale as a Travel Destination

Base: 2022 & 2023 Day Person-Trips to Scottsdale

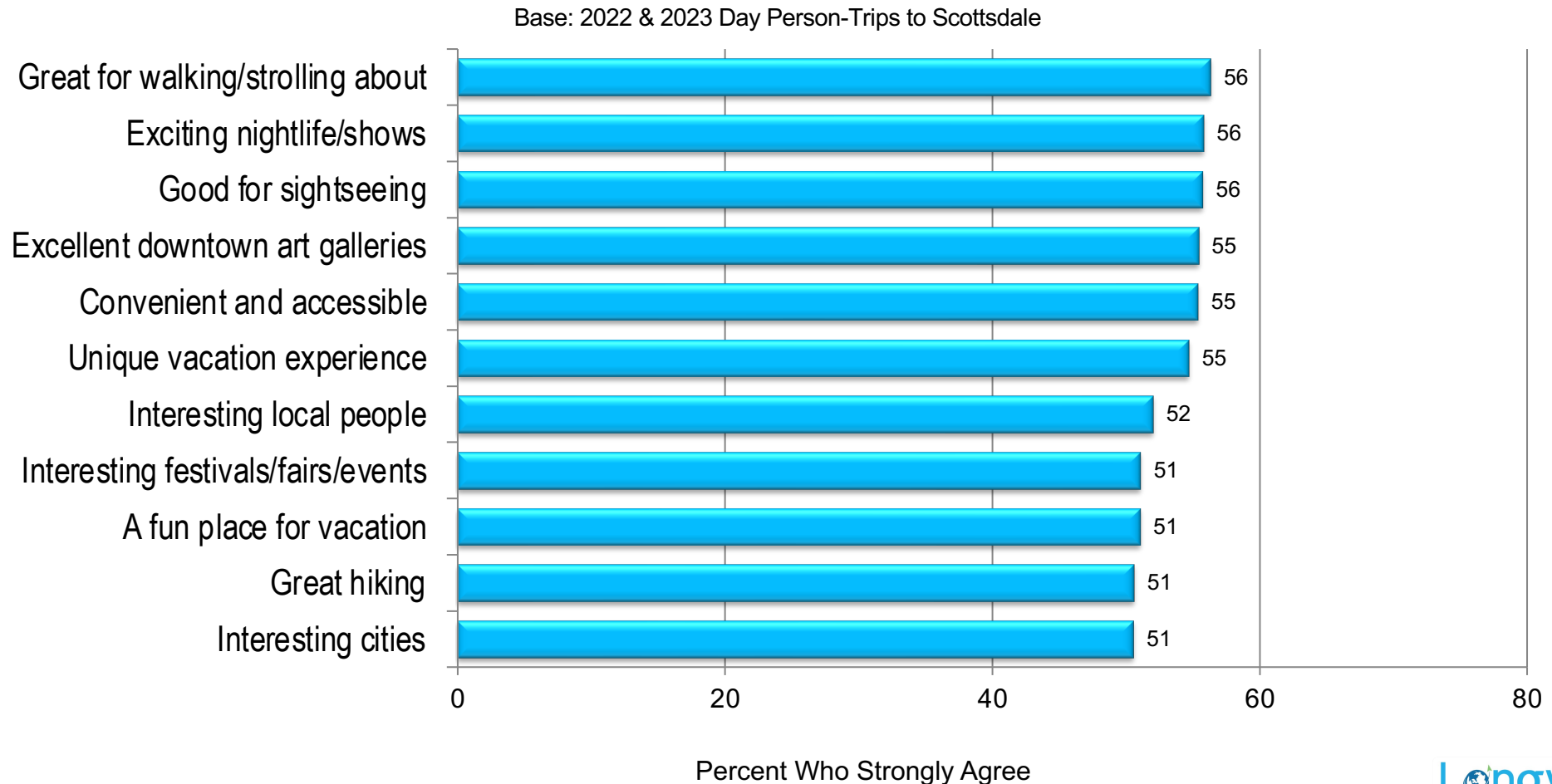


Impressions of Scottsdale as a Travel Destination

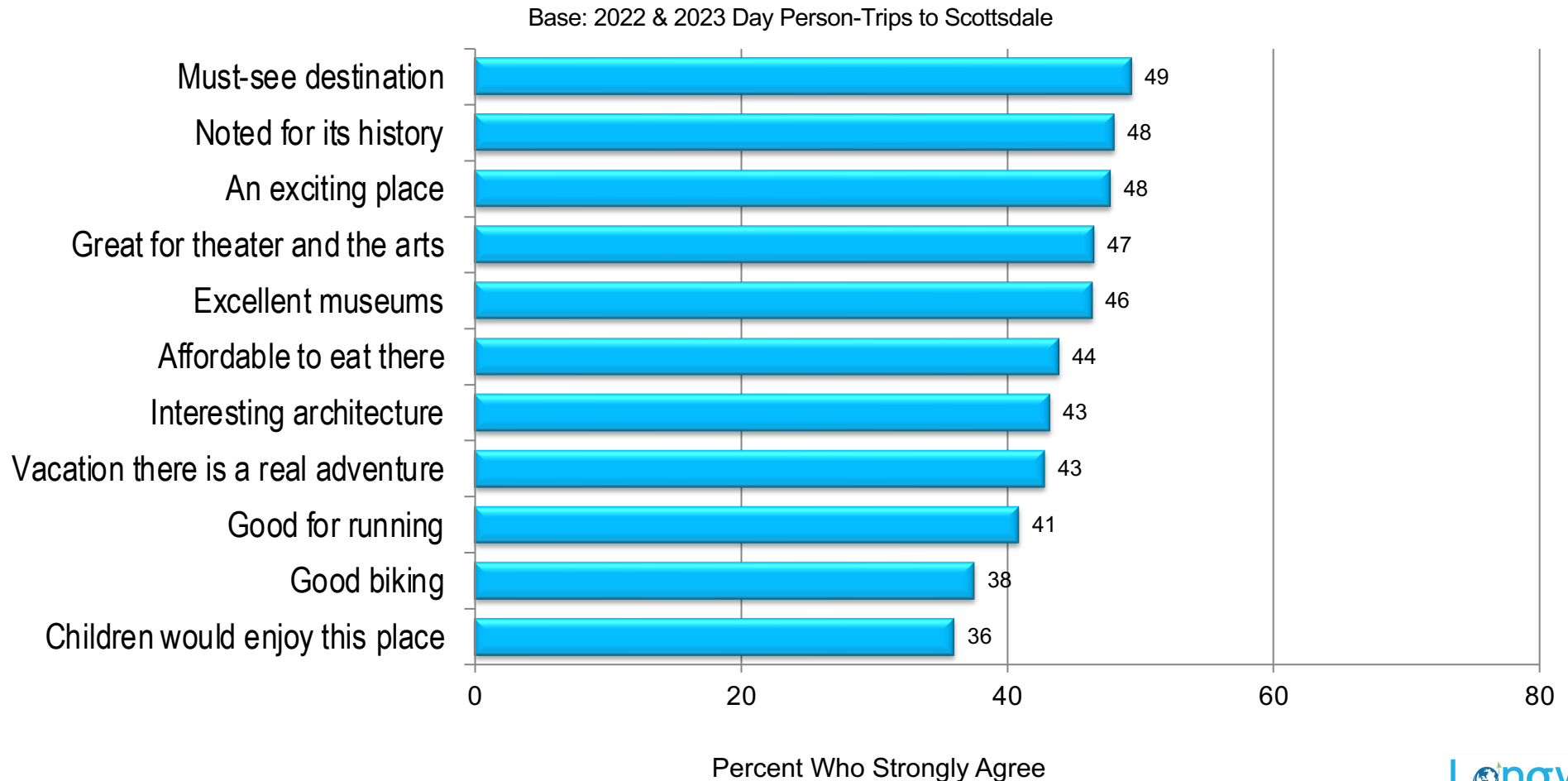
Base: 2022 & 2023 Day Person-Trips to Scottsdale



Impressions of Scottsdale as a Travel Destination (Cont'd)

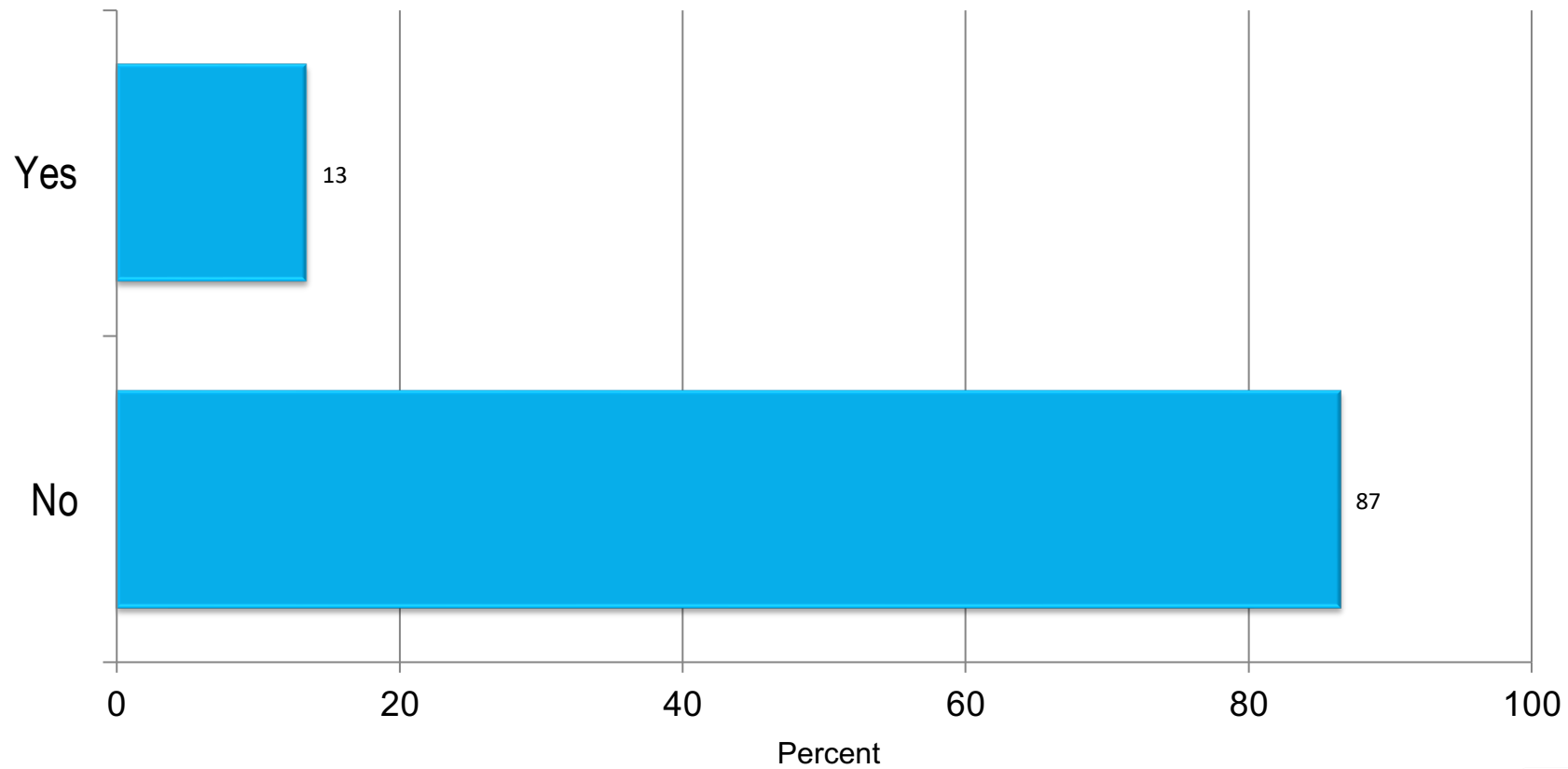


Impressions of Scottsdale as a Travel Destination (Cont'd)



Considered Other Destinations/Cities When Planning Trip

Base: 2022 & 2023 Day Person-Trips to Scottsdale





Appendix: Key Terms Defined



Key Terms Defined

- An **Overnight Trip** is any journey for business or pleasure, outside your community and not part of your normal routine, where you spent one more nights away from home.
- A **Day Trip** is any journey for business or pleasure, outside your community and not part of your normal routine, that did not include an overnight stay. Day trips involve travel of more than 50 miles from home.
- A **Person-Trip** is one trip taken by one visitor.
 - Person-trips are the key unit of measure for this report.