

Scottsdale CVB Contract
4th Qtr Performance Measures for
FY2014/2015

Item No.6

Performance Measure		ACTL Q1	ACTL Q2	ACTL Q3	ACTL Q4	ACTL YTD	% of ANNL
Convention Sales							
1	Generate 1,236 convention sales leads for Scottsdale properties	383	415	468	378	1644	133.0%
2	Conduct 168 customer interactions/site inspections for Scottsdale properties	51	71	52	69	243	144.6%
3	Confirm 396 convention bookings for future dates	114	124	133	135	506	127.8%
4	Confirm convention bookings for future dates resulting in 108,000 room nights	53,113	43,704	38,148	41,333	176,298	163.2%
Convention Services							
1	Generate 252 non-hotel leads to Scottsdale CVB members	85	74	77	80	316	125.4%
Travel Industry Sales							
1	Produce 1,500 domestic and international tour program leads and services for Scottsdale properties/venues	258	529	679	499	1,965	131.0%
2	Promote Scottsdale as one of the world's top leisure destinations to 3,300 targeted clients	1,027	1,429	450	519	3,425	103.8%
3	Generate a minimum of 2.7 million travel agent impressions via destination product offering in domestic and international tour operator brochures	530,000	960,000	1,622,000	300,000	3,412,000	126.4%
Communications							
1	Generate 1000 travel articles about Scottsdale	304	222	332	312	1170	117.0%
Marketing							
1	Convert a minimum of 73% of SCVB inquiries into Scottsdale visitors	TBD	TBD	TBD	TBD	TBD	TBD
2	Generate economic impact of \$130,000,000 associated with the CVB's visitor inquiries	\$17,992,678	\$93,616,804	\$84,714,647	\$17,998,996	\$201,686,133	155.1%
3	Generate no less than a total of 27,000 inquiries from high demographic customers in International and Domestic markets such as Canada, France, Germany, Mexico United Kingdom, Chicago, Los Angeles, New York, San Francisco, Denver, Phoenix	1,471	17,732	17149	1214	34,261	126.9%
4	Generate a minimum of 1,200,000 unique visitors to the SCVB website	313,823	682,444	964582	417743	2,378,592	198.2%



ROI REPORT

July 1, 2014 – June 30, 2015

Tourism Development
Commission

Chairman David Scholefield
Vice Chairman Ren Hirose
Commissioner Ace Bailey
Commissioner Linda Dillenbeck
Commissioner Robb McCreary
Commissioner Carl Grupp
Commissioner Camille Hill
Tourism Development Manager Steve Geiogamah

RETURN ON INVESTMENT

The Scottsdale Convention & Visitors Bureau is the sole organization responsible for marketing the city as a premier travel and meetings destination to national and international target audiences, including leisure visitors, meeting and incentive planners, travel agents, tour operators, and the media. Before a visitor or meetings group decides on a hotel, golf course, spa or restaurant, they first must choose our destination; the CVB ensures these visitor and group dollars land in our community.

We are extremely proud of our return on investment:

In 2014-15, the Scottsdale CVB generated \$34 for the community for every \$1 invested in the CVB.

YEAR-END RESULTS

Following are results of how we have delivered on the community's behalf at year-end, which includes the period of July 1, 2014 – June 30, 2015.

- Marketing – \$341.1 million in projected economic impact from visitor inquiries
- Communications – 1,170 articles generated for Scottsdale
- Convention Sales – \$95.5 million in confirmed bookings to Scottsdale-area resorts
- Tourism – One-on-one meetings with 3,425 tour operators and travel agents

QUARTERLY HIGHLIGHTS

The following report includes quarterly program highlights that demonstrate how we continue to work toward your success.

First Quarter: July – September 2014



ScottsdaleSecrets.com enticed visitors with resort packages, restaurant and attraction deals and fall events.

“Scottsdale Secrets” Fall Campaign: The CVB’s fall campaign, “Scottsdale Secrets” ran Aug. 15 – Oct. 3 and featured 12 best-kept secrets, resort packages, coupons to restaurants and attractions, and a list of fall events on ScottsdaleSecrets.com. The bureau targeted potential visitors in Scottsdale’s top feeder markets of Chicago, New York, Denver, Los Angeles, and San Francisco through emails and direct mail. New to this year’s campaign was the use of third-party research that allowed the CVB to reach visitors with a propensity to travel to Scottsdale in emerging markets such as Seattle, Boston, Dallas and Philadelphia.

Calgary Stampede Client Event: The CVB’s convention sales, tourism and communications departments hosted a client event at the Calgary Stampede in July. The event drew a highly qualified group of clients including 12 members of the press that hailed from publications such as *Calgary Sun*, *Calgary Herald*, *Up!* and *Avenue*. In addition to the press, 14 top travel representatives from area travel agencies and 14 corporate, association and incentive meeting planners attended. The meeting

planners represented companies including Agrium, Eye Recommend, HelmsBriscoe and H&R Block, and 36 percent of the clients were new customers. Before the rodeo events began, the CVB coordinated a reception, giving the opportunity to highlight Scottsdale as a premier meetings destination.

IncentiveWorks 2014: The CVB attended IncentiveWorks, which is Canada's largest event for professionals who plan, organize or influence meetings and events. This year, there was a hosted buyers program as well as the ability for the planners to schedule one-on-one appointments with preferred vendors. The CVB had seven confirmed appointments throughout the show with companies such as RED Canada, Eventmark Management Inc. and Strategic Incentive Solutions. A total of 213 people came by the booth. As a result, three sales leads and one site inspection have been generated from the show.

Los Angeles/Las Vegas Receptive Sales Mission: The CVB conducted sales calls to receptive tour operators in Los Angeles and Las Vegas in August. These high-volume clients are responsible for sending large quantities of visitors to Scottsdale from targeted international markets. The CVB conducted sales calls at nine receptive tour companies including American Ring, Destination America, Bonotel and GTA. As a result of this sales effort, 15 leads and services were produced.

ASAE Annual Conference & Expo: The CVB attended the ASAE Annual Conference & Expo, which is one of the largest two-and-a-half day destination and hotel/resort shows in the meetings industry, featuring education and an expo with destinations, venues, and services tailored to corporate and association meeting planners and executives. The show produced two leads and nine potential leads, and 96 clients stopped by the CVB booth.



The CVB's booth at ASAE highlighted the Sonoran Desert to meeting planners at the tradeshow.

Vancouver Media Trip: In August, the CVB traveled to Vancouver for an Arizona Office of Tourism-sponsored event that showcased the state's myriad options. Vancouver and British Columbia are key feeder markets for Scottsdale. According to the Scottsdale CVB's research, Vancouver is ranked second for number of visits and aggregated revenue spent in Scottsdale from Canada. US Airways offers daily, non-stop service from Vancouver to Phoenix, making Scottsdale an easy getaway for Vancouver residents. The communications team met with 34 members of the media, representing outlets such as *The Vancouver Sun*, *Vancouver Courier*, *Spas of America*, *Explore*, and more.

Virtuoso Travel Week: Virtuoso is a travel agency consortium comprised of over 300 travel agencies in 22 countries. This exclusive group generates \$5.1 billion annually in travel sales, making it the most powerful group in the luxury travel segment. Each year, Virtuoso hosts the Travel Week conference in Las Vegas where more than 3,000

travel advisors learn about new travel experiences. This year, the CVB partnered with our local Virtuoso hotels to invite travel agents to experience the destination firsthand. The offer included a complimentary two-night stay at any Virtuoso hotel in Scottsdale. As a result, 26 of the top Virtuoso travel agents visited Scottsdale. In addition to conducting hotel site visits, many also experienced Scottsdale's unique activities and attractions.

San Francisco Client Event: The CVB's communications, convention sales, and tourism teams traveled to San Francisco for a multi-department client event at the Sept. 10 San Francisco Giants game at AT&T Park. Nineteen members of the media were in attendance, and they represented outlets such as *San Francisco Chronicle*, *AFAR*, *Sunset*, *Meetings Focus*, *Golf Lifestyle* and more. The communications team also scheduled appointments with 18 members of the media.

"I love learning new things about destinations and you've opened my eyes to all kinds of exciting developments in Scottsdale. I look forward to getting a chance to visit Scottsdale and see you both again."
-San Francisco journalist

Connect Sports Tradeshow: The CVB participated in the Connect Sports Tradeshow in August. The CVB partnered with WestWorld, and were able to engage with over 300 sports-related planners and event organizers while attending as delegates. The CVB and WestWorld attended many educational breakout sessions as well as 31 pre-set qualified appointments. The CVB received five new RFPs for Scottsdale and 22 new contacts that handle sporting events that have not considered Scottsdale in previous years. The CVB will continue to participate in this show in order to grow and generate new revenue through the sports market for Scottsdale and venues like WestWorld.

Second Quarter: October – December 2014

CVB Golf Campaign Continues: The CVB continues to promote Scottsdale as "The World's Finest Golf Destination" with a redesigned golf website. A fresh look, responsive design and a new URL, ExperienceScottsdaleGolf.com, have refreshed the golf campaign that promotes the destination to one of Scottsdale's most valuable visitors – the golf visitor. Some of the sites features include course information, packages and deals, Brandel Chamblee's blog, and the *Scottsdale Golf Guide*. The golf campaign is in its third year, and was made possible in partnership with Communication Links.

"Explore the American Southwest" and Canadian Meetings FAM: The CVB hosted the 15th Annual "Explore the American Southwest" Fall FAM, an event designed to maximize community resources and showcase the wide range of accommodations and activities in Scottsdale. The CVB hosted 16 qualified domestic and Canadian corporate, incentive and association meeting planners who are, or have shown, a genuine interest in bringing programs to Scottsdale. The CVB received nine leads from this FAM and one definite booking so far for April 2015 for 200 room nights. In addition,

the CVB hosted the 4th Annual Canadian Meetings FAM, which brought in 12 Canadian corporate, association, incentive, and third-party meeting planners from four Canadian provinces. From this three-day familiarization tour, which focused on Scottsdale's luxury properties, the CVB received seven leads.

Promoting the Day Tripper: The CVB promoted the Scottsdale Day Tripper with outdoor banner advertisements, brochure distribution, print ads, a digital display at Scottsdale Fashion Square and through social media. The CVB also hosted a preview event for local hotel concierge to experience the route firsthand. In addition to creating a comprehensive brochure promoting all trolley routes (FreeScottsdaleTrolley.com), the CVB also developed a tool kit to provide cohesive messaging for member business websites, social media outlets and various communications streams to assist with promotion of the Scottsdale Day Tripper service. During the first 40 days of service, average daily ridership was up 26 percent year-over-year.

Holiday Campaign: The CVB enticed visitors to book their holiday trip and enjoy the warm weather, rates and activities. The CVB's holiday campaign, which launched Oct. 6 and ran through Jan. 9, reached potential holiday visitors across the United States and Canada. The campaign highlighted resort and activity deals on ScottsdaleHolidayExperience.com. Additionally, the holiday landing page featured a contest where visitors could enter to win a Scottsdale holiday getaway. This year's campaign was promoted through print, online, direct mail and email to potential visitors in our primary and secondary U.S. and Canadian feeder markets. The campaign resulted in a total of 99,335 page views, an increase of 75 percent over the previous year's campaign. The contest also generated 12,833 entries. Since the launch of the holiday campaign in 2012, Scottsdale-area hotels and resorts have experienced a 12.1 percent increase in occupancy during the November/December time frame.



The CVB exhibited in partnership with Arizona Office of Tourism at the World Travel Market tradeshow.

World Travel Market Tradeshow: The CVB attended World Travel Market, which is a dedicated business-to-business forum with more than 40,000 industry professionals from 150 countries and over 8,000 exhibitors. The first day of the tradeshow was "invitation only" and designated for only the most qualified and top-producing travel professionals to attend. The CVB exhibited and reached 66 clients, which resulted in 38 leads and services for CVB members.

IMEX America Tradeshow: The CVB attended the 4th Annual IMEX America with Phoenix and Tucson to create an Arizona booth. IMEX has become the largest domestic tradeshow with a heavy focus on corporate incentive business. The three-day event gives an opportunity to spend one-on-one time with some of our top clients and to educate clients that have not previously worked with us on why they should consider

Scottsdale for a future program. Scottsdale conducted 33 individual appointments and 10 group appointments.

Eastern Canada Sales Mission: The CVB traveled to the Toronto area in October to conduct sales calls to travel agencies and tour operators. A total of 132 clients were reached through sales appointments. The efforts provided an ideal opportunity to showcase Scottsdale as a premier travel destination throughout the year and specifically during Scottsdale's "Super Season" beginning January 2015 with the upcoming Super Bowl. In addition to sales calls, the CVB partnered with the communications team for an exclusive client event at Parts and Labour. A total of 20 travel agents attended this exclusive event, which also attracted 30 journalists.



The CVB hosted an event to meet and form relationships with travel agents and travel writers in Toronto.

Fiesta Bowl FAM: The CVB conducted the Fiesta Bowl FAM in late December. Five event planners from around the country represented events such as NAIA Women's Basketball, Youth Soccer, International Hockey and Senior Softball USA. The attendees were able to see hotels and sports venues and enjoyed an offsite activity at Topgolf at Riverwalk, as well as attend the Fiesta Bowl in Glendale in a luxury suite. WestWorld of Scottsdale, Scottsdale Stadium, and Scottsdale Marriott at McDowell Mountains participated in this FAM.

Savor the Flavors of Scottsdale Group Press Trip: The CVB hosted five culinary writers to a familiarization tour titled, "Savor the Flavors of Scottsdale" Oct. 20-24. This press trip incorporated many of Scottsdale's longtime culinary institutions and some of the new kids on the block. The group explored the destination's blossoming culinary scene during tours of Singh Farms, a dessert dine-around, and numerous other restaurant stops.



The CVB hosted culinary writers in October to familiarize them with Scottsdale's food scene.

2014 Holiday Showcase: The CVB attended the Holiday Showcase in Chicago, which is the largest one-day tradeshow in Chicago for the meetings industry, featuring educational opportunities and an expo with destinations, venues, and services tailored to corporate and association meeting planners and executives. The show produced three leads, five potential leads and five clients requesting information on Scottsdale.



Writers and editors joined the CVB at Cosanti during Travel Classics West.

Travel Classics West: The CVB hosted the 10th Annual Travel Classics West Writers Conference in November. This conference, held in Scottsdale bi-annually, offered 40 professional freelance travel writers the opportunity to meet with and pitch 17 key editors. The conference's keynote speaker, Peter Fish, the deputy editor of *Sunset* magazine, was joined by editors from *The Wall Street Journal*, *Virtuoso Life* magazine, *National Geographic Traveler* and more.

Washington DC Sales Mission: The CVB conducted a sales mission in the Washington DC area Oct. 6-10. Approximately 17 sales appointments were set with clients, of which eight were new clients that have never been to Scottsdale. Calls were made to companies such as ACCESS, Meetings Nuclear Energy Institute, American Public Human Services Association and Global Business Travel Association. This trip produced three leads for the destination.

Third Quarter: January – March 2015

ExperienceScottsdale.com Had Best Month Ever: ExperienceScottsdale.com experienced the best month ever in January 2015. During the month, 379,391 visitors came to the website – a 55 percent increase over last January. These website visitors generated 873,496 page views – a 23 percent increase over last January. While visitors were online, they also downloaded the CVB's electronic guides 16,527 times – 247 percent more than last year. Two of the most popular guides for download in January were the *Big Game Guide* for Super Bowl and the *Scottsdale Auto Auction Guide*.

Super Bowl Promotion: The CVB created a "Big Game Map + Guide" brochure, showcasing all of the events that happened in Scottsdale during Pro Bowl/Super Bowl week. The brochure featured information on free trolley routes and parking garages in downtown Scottsdale. The CVB distributed 60,000 copies of the guide during the week leading up to Super Bowl. Also, the CVB fielded media requests, distributed news releases and media advisories leading up to the big game, and supported the Arizona Super Bowl Host Committee at the media lounge in downtown Phoenix and Macerich at Fan Fest Scottsdale at Scottsdale Fashion Square. The CVB also promoted Scottsdale at both Sky Harbor and Scottsdale airports, through social media, and email blasts.



60,000 copies of the Big Game Map + Guide were distributed during Super Bowl week.

World Congress Medical Meetings Summit: The CVB participated in the World Congress Medical Meetings Summit in Philadelphia. The CVB met with 40 contacts from companies that handle the pharmaceutical/medical market. The CVB also had a booth at the show, which provided the meeting planners with the opportunity to stop

by to learn more about Scottsdale and gather collateral materials. The CVB has received four leads for this show and one booking thus far. It remains important to attend many tradeshow, conferences and meeting summits to continue to grow and build relationships and ensure Scottsdale continues to be recognized as a preferred medical meetings market.

Los Angeles Media Event: The CVB traveled to Los Angeles in January for a media event hosted by the Arizona Office of Tourism that drew 44 journalists. Media from publications such as *Los Angeles Times*, *Jetset Extra*, *Westways*, *Robb Report* and *Variety* were among those in attendance. Developing and maintaining relationships in this market is important because Los Angeles is Scottsdale's fourth largest leisure feeder market both for spend and length of stay. Several journalists who attended the event now have plans to visit Scottsdale.



A staircase in Chicago's Union Station featured warm winter messaging.

Warm Winter Marketing Campaign: The CVB promoted the destination's warm winter weather to top visitor markets with a series of high-impact outdoor advertisements. From January through March, residents in Chicago, New York, Vancouver and Toronto have seen "Warm Up in Scottsdale" ads in their cities. In addition, potential visitors have seen Scottsdale's warm winter weather plugs on TV, wrapped on their commuter trains, on WeatherChannel.com, at airport baggage claims, in subway stations, on Facebook, in print advertising and in emails. The campaign website, WarmUpInScottsdale.com, generated a total of 139,046 page views; double that of last year's campaign. The contest generated a total of 16,720 entries, a nearly 35 percent increase year-over-year. Most unique page views came from New York, followed by Chicago, Calgary, Toronto, Edmonton and Montreal.

Spring Training Promotion: The CVB reminded fans it's time to play ball in Scottsdale with high-impact advertising in San Francisco and Denver with train wraps, station dominations and a tunnel wrap. The CVB also produced the 2015 *Scottsdale Spring Training Guide*, which highlighted Cactus League history, the Legacy Trail, details on Scottsdale Stadium and Salt River Fields at Talking Stick, as well as information on what to do before and after the game and how to get around town. In addition to marketing efforts, the CVB hosted 11 third-party meeting planners for the 7th Annual Spring Training FAM. The CVB also produced a "Spring into Spring" e-blast to promote spring training to travel agents in Cactus League cities. Participating-member packages were sent to 2,768 valued travel agents in Chicago, Cincinnati, Cleveland, Denver, Kansas City, Los Angeles, Milwaukee, Oakland, San Diego, San Francisco, Seattle and Dallas. To connect with key media just before the kickoff of the spring training season,



The spring training FAM attendees enjoyed a game at Scottsdale Stadium during their visit.

the CVB joined Visit Phoenix in San Francisco for a media reception and dinner. Twenty-six journalists attended the event.

New York City Media Trip: The CVB traveled to New York City, Scottsdale's top leisure feeder market and the media mecca of the world, to meet with 82 journalists during events and appointments. The media mission was anchored by two events, a seated dinner and a cocktail reception. Media representing outlets such as *Men's Fitness*, *American Spa*, and *Successful Meetings* attended the events. The bureau also met with editors from *Food & Wine*, *Travel + Leisure*, *Hemispheres* and *Conde Nast Traveler* during appointments.

ITB Tradeshow: The CVB traveled to Berlin for the ITB Tradeshow, an annual trade fair and exhibition that involves tourism professionals from around the world, including travel agents, tour operators and media. Throughout ITB, the CVB and its German PR agency, Kaus Media Services, met with 65 German-speaking members of the media during one-on-one meetings and the Visit USA media breakfast reception. The CVB also conducted 20 appointments that resulted in 44 leads and services from tour operators within Germany, Switzerland and Austria. Germany is an important target market for Scottsdale because it one of the destination's top international feeder countries.

Go West Summit: The CVB attended Go West Summit in Colorado. This show provided a unique business setting structured specifically for Western U.S. suppliers to promote their product to tour operators and receptive operators from Europe, Asia, Latin America, Canada, and the United States. The CVB secured 33 pre-scheduled appointments, resulting in 82 leads and services for CVB members.

Minnesota Sales Mission: The CVB conducted a sales mission to Minnesota in February. During the trip, 15 sales calls were conducted to companies such as UnitedHealth Group, MOM Brands, BI Worldwide, Health Dimensions Group, International Dairy Queen, CHS, Inc. and HelmsBriscoe. The CVB has received seven new RFPs from this mission. The CVB also conducted a client event during this mission. The 13 attendees represented companies such as Imation, OptumHealth, ConferenceDirect and Cargill Romsaas Consultants.



During the Minnesota client event, the CVB continued to develop relationships with 13 clients.

Chicago Sales Mission and Client Event: The CVB traveled to the Chicago area to conduct sales calls to travel agencies in this top feeder market. The sales efforts provided an ideal opportunity to showcase Scottsdale as a premier warm weather travel destination to a total of 81 travel agents. In addition to the sales calls, the CVB hosted 20 clients at two intimate dinners and conducted presentations allowing valuable one-on-one time with these top travel agents. As a result of the sales mission and client events, 21 leads and services were distributed to CVB members.

National Tour Association Tradeshow: The CVB attended the National Tour Association (NTA) Tradeshow in New Orleans. The NTA Tradeshow is the largest pre-scheduled appointment tradeshow with tour operators from the United States and Canada. The CVB conducted 40 pre-scheduled appointments with top tour operators interested in selling travel packages to Scottsdale. This sales effort resulted in 110 leads and services for CVB members.

Fourth Quarter: April – June 2015

Sports Tradeshow: The CVB participated in the 2015 NASC (National Association of Sports Commissions) alongside WestWorld. The CVB met with over 162 contacts within the sports events world and received six immediate RFPs from the tradeshow.

Los Angeles Media Mission: The CVB traveled to Los Angeles to meet with editors and freelance writers in this important media market. Los Angeles is Scottsdale’s No. 2 feeder market and an important short-haul and summer market for the destination. During appointments, the CVB met with 30 members of the media, including editors with *TravelAge West*, *Modern Luxury*, *Inside Weddings*, *Good Housekeeping*, and *Town & Country*.



Journalists and editors joined CVB representatives in LA to learn more about Scottsdale’s summer travel.

Toronto Sales Mission & Client Event: The CVB conducted a sales mission in the greater Toronto area. Approximately 17 sales appointments with new clients, third-party planners and existing clients were set over a three-day period. Calls were made to companies such as CI Investments, Bond Brand Loyalty and TD Bank. The trip has already produced three leads for the destination, services requests and qualified potential FAM candidates. In addition to sales calls, 20 high-end clients were invited to an exclusive event, where they experienced one-on-one time with CVB members, saw a preview of Scottsdale’s most recent updates and had a chance to win prizes. Some of the companies represented were Aviva Canada Inc., BMO Financial Group, Cambridge Forums Inc., and HRG North America.



The new community happenings page allows visitors to search for happy hours, art exhibits and classes in Scottsdale.

Community Happenings Calendar: To highlight happy hours, art exhibits and classes, the CVB added a new “Community Happenings” calendar to its website. Now visitors have the choice between “Events” and “Community Happenings” calendars when searching for things to do on the CVB website. This tool will help visitors narrow down to the types of activities/events they are seeking for their upcoming vacation.

New York City Sales Calls: The CVB conducted sales calls to receptive tour operators in New York City. These clients are responsible for sending international meeting and

incentive groups to Scottsdale from countries such as the United Kingdom, Germany, Austria, Switzerland, France, Netherlands, Italy, Scandinavian countries and South America. The CVB met with 17 clients considered to be specialists for U.S. destinations who handle meeting and incentive programs for many international corporations.

Paris Media Trip: The CVB joined the Arizona Office of Tourism for a media reception in Paris, where the delegation met with approximately 30 journalists. France is an important international feeder market for Arizona, ranking fifth overall for international travel spending on a Visa Card in the state in 2013, according to data provided by VisaVue Travel. Ninety-six percent of French travelers to Arizona identify themselves as visiting for leisure purposes.

HelmsBriscoe Annual Business Conference: The CVB attended the HelmsBriscoe Annual Business Conference in Las Vegas, which provided the opportunity to network with over 500 HelmsBriscoe associates from across the U.S. and Canada. In addition to the trade show, the conference offered partner breakout sessions highlighting opportunities to enhance exposure to HelmsBriscoe associates.

Group Blogger Tour: The CVB hosted its second annual blogger press trip, which catered to key social media influencers and bloggers. Each blogger experienced customized itineraries, with group activities that included kayaking with Arizona Outback Adventures, exploring Scottsdale ArtWalk and more. The CVB's inaugural blogger tour resulted in more than 300 blog posts, tweets and Instagram photos on Scottsdale reaching 2 million readers/viewers.

28th Annual "Sunsational" FAM and Medical

Meetings FAM: The CVB conducted the 28th Annual Sunsational FAM, which showcased the wide range of accommodations and activities that Scottsdale has to offer for conventions, meetings and groups. The CVB hosted 14 highly qualified domestic and Canadian corporate, incentive and association meeting planners, as well as a journalist for this event. In addition, the CVB hosted the 3rd Annual Medical Meetings FAM.

Eight meeting planners participated from the pharmaceutical, medical device and third-party companies within the medical community. The FAM showcased a variety of properties that are compliant within the pharmaceutical and medical device regulation code due the Open Payment Act. The CVB also included an education component with an industry expert discussing the strict guidelines and regulations of the Open Payment Act and how this impacts their choice of destination and hotels.



Fourteen highly qualified meeting planners attended the 28th Annual Sunsational FAM.

Germany/Switzerland Sales Mission: The CVB conducted a sales mission to Germany and Switzerland. The CVB met with key tour operators and travel agents in Frankfurt,

Cologne, Dusseldorf, Hannover, Hamburg and Zurich. The CVB conducted tour operator product meetings, travel agency sales calls, reservation staff trainings, and hosted client events, reaching a total of 97 clients. The CVB met with product managers to discuss current summer bookings and provide destination information for their winter 2015-16 and summer 2016 brochures. Thirty leads and services were produced for Scottsdale CVB members as a result of this sales mission.

IMEX and IPW Tradeshows: The CVB participated in the Brand USA booth at the IMEX International Meeting & Incentive Trade Show in Frankfurt, Germany. IMEX is a high-profile travel event where more than 3,000 international meeting planners from countries throughout the world attend to gather information about worldwide destinations for their upcoming meeting and incentive programs. In addition, the CVB hosted a double booth at the U.S. Travel Association IPW Tradeshow in Orlando, Florida. IPW is the largest and most important international tradeshow held in the United States with travel professionals from all over the world in attendance. The CVB met with 89 clients during the three-day trade show resulting in 161 leads and service requests for members.

Local Client Event: The CVB's tourism and convention sales departments hosted a local client event for travel agents and meeting planners at Western Spirit: Scottsdale's Museum of the West. Local travel agents and planners received valuable information about each of the hotels and attractions through a tradeshow format. There were 22 travel agents and 24 meeting planners in attendance, and 35 members exhibited. Attendees visited each exhibiting member to discover more about properties and companies to encourage local business exchanges.



The summer campaign billboard can be spotted around the Phoenix area promoting local visitation.

Summer Marketing Campaign: The CVB launched the 2015 summer campaign, which encourages Arizona residents and visitors from drive markets (specifically Los Angeles) to take advantage of savings during Scottsdale's summer season. In addition to an abundance of enticing packages, coupons and event offerings, supporting messages provide education on "cool" activities and adventures available in Scottsdale during the course of the day. This campaign runs through September and is being promoted via email blasts, social media, online pay-per-click and billboards in-market. The campaign can be viewed at SummerinScottsdale.com.

FUTURE PROGRAMS

During the next few months, the CVB will be working on the following projects to name just a few:

Fall Marketing Campaign: The CVB's fall campaign, "Scottsdale Secrets" will run from mid-August through the beginning of October. The campaign will feature 12 best-kept destination secrets, resort packages, coupons to restaurants and attractions, and a list of fall events on ScottsdaleSecrets.com. The bureau will target visitors in Scottsdale's

top feeder markets of Chicago, New York, Denver, Los Angeles, and San Francisco through emails, social media and digital media.

Updated Golf Campaign: The CVB will enhance “The World’s Finest Golf Destination” golf campaign by developing new creative concepts based on the Scottsdale-specific golf research conducted by Sports & Leisure Research Group. The updated creative – including print, digital and broadcast – will appeal primarily to affluent male golfers for whom the primary purpose of their visits are to play golf or combine business travel with golf. Messaging will focus on the abundance of quality golf courses, exceptional weather, fine dining, luxury accommodations and value for their money. Brandel Chamblee will continue to serve as Scottsdale’s golf ambassador and the new creative will focus more on the inspirational aspects of Scottsdale’s golf brand.

Denver and San Francisco Client Events: The CVB will host an event for Denver-area media, meeting planners and travel professionals at a Colorado Rockies game. This event will give participating members the chance to present their company’s information to media and clients in this key feeder market. While Denver is a small media market, it ranks fifth for domestic feeder cities to Scottsdale and is particularly important in luring these visitors during Scottsdale’s peak season. Increased direct flights from Denver to Phoenix, Colorado Rockies spring training at the Fields at Talking Stick and the bureau’s targeted marketing in this region have led to a steady increase in Denver-area visitation to Scottsdale. In addition, the CVB will host an event for Bay Area media, meeting planners and travel professionals at a San Francisco Giants game. San Francisco ranks fourth for visitation to Scottsdale with very high spend.

**SCOTTSDALE
CVB CONTRACT
PERFORMANCE
MEASURES**

The following performance measures are per the Scottsdale Convention & Visitors Bureau's 2014-15 agreement with the City of Scottsdale.

Performance Measure	Year-end (July 2014 – June 2015)	% of Annual Goal
Convention Sales		
Generate 1,236 convention sales leads for Scottsdale properties	1,644	133%
Conduct 168 customer interaction/site inspections for Scottsdale properties	243	145%
Confirm 396 convention bookings for future dates	506	128%
Confirm convention bookings for future dates resulting in 108,000 room nights	176,298	163%
Convention Services		
Generate 252 product/service leads and hotel leads for 10 rooms or fewer	316	125%
Travel Industry Sales		
Generate 1,500 domestic and international tour program leads and services for Scottsdale properties/venues	1,965	131%
Promote Scottsdale as one of the world's top leisure destinations to 3,300 targeted clients	3,425	104%
Generate 2.7 million travel agent impressions via destination product offering in domestic and international tour operator brochures	3,412,000	126%
Communications		
Generate 1,000 travel articles about Scottsdale	1,170	117%
Marketing		
Convert 73% of CVB inquirers into Scottsdale visitors	To be reported August 2015	
Generate economic impact of \$130 million associated with CVB's visitor inquiries	\$201,686,133	155%
Generate 27,000 inquiries from high demographic customers in primary and secondary markets	34,261	126%
Generate 1.2 million unique visitors to CVB's website	2,378,592	198%

THANK YOU!

Thank you for your continued support and commitment to growing the tourism industry of Scottsdale. We hope our hard work, effectiveness and integrity speaks to our commitment to deliver the best opportunities to the city. Our staff looks forward to continuing its work on behalf of the community.

If you have questions, or would like additional details on these programs, please contact me at 480-949-2160 or rsacco@scottsdalecvb.com.

Best regards,



Rachel Sacco
President & CEO