



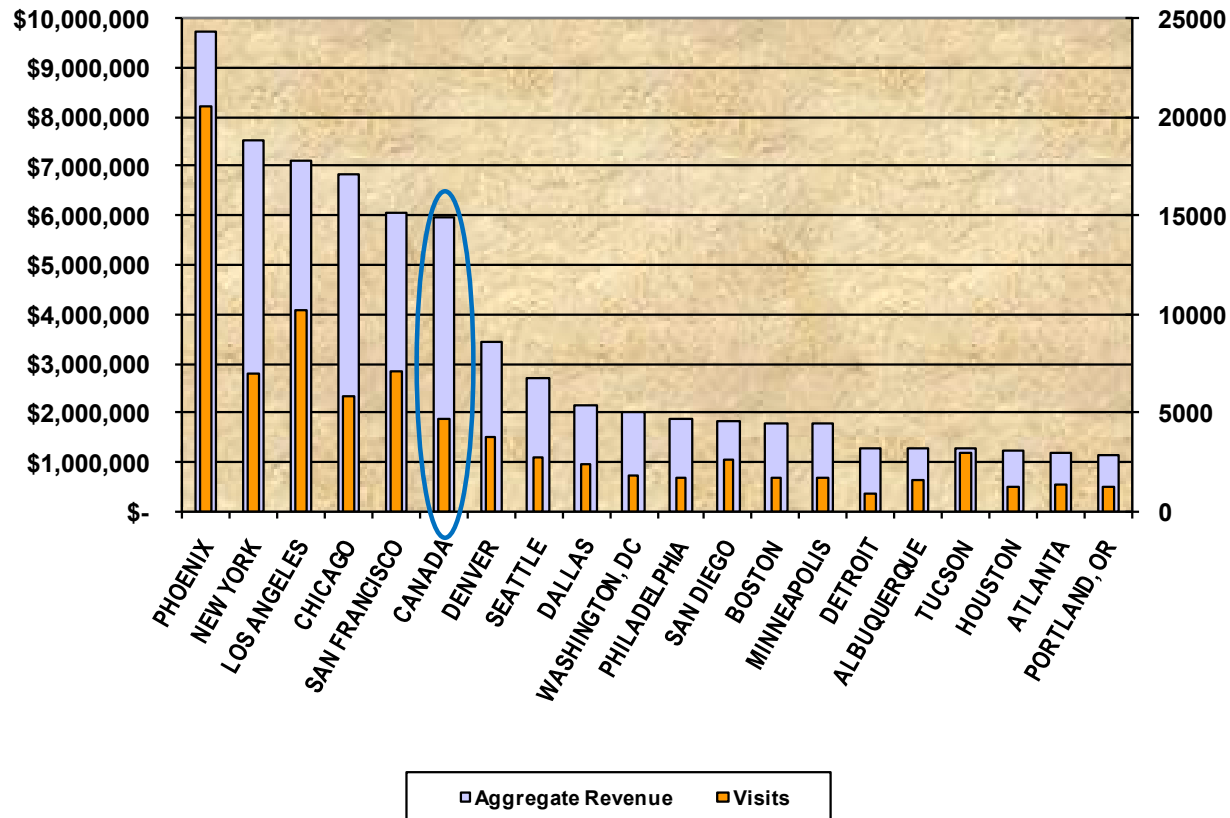
# **Scottsdale CVB**

**Caroline Stoeckel**

**VP of Marketing**

# Canada – Size of Market

Canada Revenue Compared Against  
Top Revenue Markets (with Visits)



Canada, Resort Year 2013

# Canada Markets - Top Line Data

Ranking (Total Revenue)	CMA	Revenue per Visit	Length of Stay
1	Toronto	\$1,447	3.68
2	Calgary	\$1,445	3.53
3	Vancouver	\$1,190	3.33
4	Edmonton	\$1,528	3.47
5	Montreal	\$1,578	3.89
6	Oshawa	\$997	3.81
7	Winnipeg	\$1,285	3.21
8	Victoria	\$1,469	3.25
9	Ottawa - Gatineau	\$1,089	3.85
10	Saskatoon	\$1,413	3.40

Canada, Resort Year 2013

# Top Canada Revenue Markets



# Marketing in Canada

- Weather Network TV
- Broadcast - :30 TV spot commercials
- Canadian Traffic Network
- Train Wrap (Vancouver)
- Airport Baggage Claim Advertising (Vancouver, Toronto, Edmonton)
- Air Canada *EnRoute* & WestJet *Up*

# Marketing in Canada





## GET SOME LOONIE LOVE IN SCOTTSDALE

Are your loonies feeling the pinch? Let Scottsdale show them a little love! We've pulled together some fabulous vacation packages exclusively for our Canadian friends that include all the best that Scottsdale has to offer – year-round sunny skies, amazing resorts and spas, championship golf, and more adventures and activities than you can shake a hockey stick at. Best of all, they'll still leave you with plenty of breathing room in your travel budget



RESORT PACKAGES

[See More »](#)



OFFERS

[See More »](#)



EVENTS

[See More »](#)

### WIN A HOCKEY TRIP FOR TWO TO SCOTTSDALE!

We'd like to show your loonies some love with a trip to Scottsdale

[Enter to Win Today »](#)



#### TOP 10 REASONS CANADIANS LOVE SCOTTSDALE

Scottsdale's 330 days of annual sunshine and winter highs near 21 degrees Celsius mean you can enjoy your favorite outdoor activities year-round. It also means that weather-related travel delays are few and far between.

[Read More »](#)



#### GETTING TO AND FROM SCOTTSDALE

Getting to Scottsdale has never been easier! Phoenix Sky Harbor International Airport, the main facility serving Scottsdale, is located less than 10 miles from downtown and offers nearly 1,200 daily flights to and from cities around the world.

[Read More »](#)



# Loonie Love in Canada

- 20 Hotel/Resort packages
- 25 Activity/Attraction offers
- Numerous events featured

All valid through December 2016

Promoted via:

- Globe & Mail (digital)
- SCVB Public relations efforts
- Social media
- Dedicated email blast
- Canadian PPC



# **Scottsdale CVB**

**Kelli Blubaum**

**Vice President of Convention Sales & Services  
&**

**Kimberly Urich**

**National Sales & Canadian Account Manager**

# Canadian Market Growth

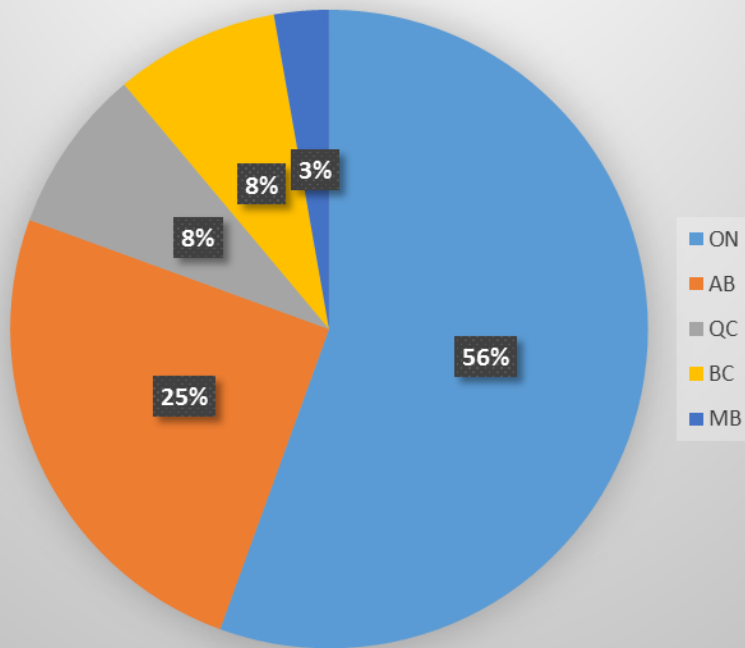
**Fiscal Year July 1st, 2014 – June 30<sup>th</sup> 2015 Results:**

- **17% increase in group inquires for Scottsdale**
- **64% increase in bookings**
- **49% increase in room nights**
- **37% increase conversion ratio**
- **52% of the Canadian bookings actualized between the months of May-September and November-December**

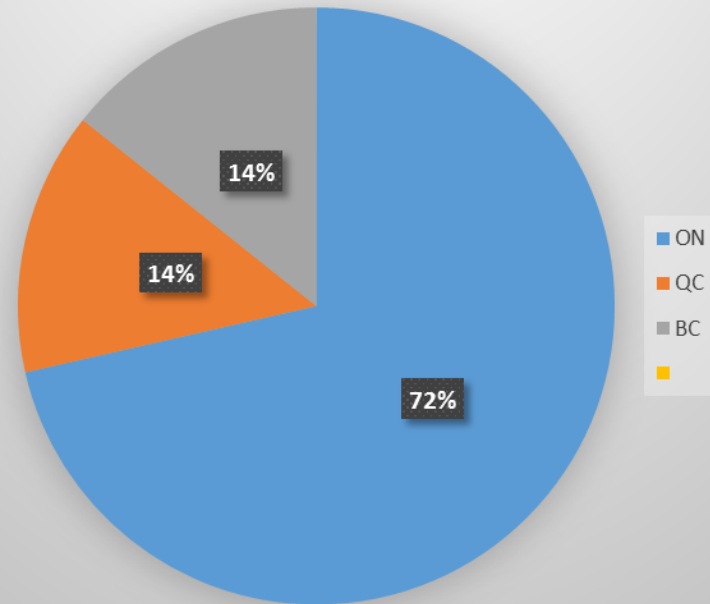
# Booking Results

**Bookings by State:** Arizona, California, Greater D.C. and Illinois are Scottsdale's usual top markets for group business. This fiscal year, we saw a smaller number of bookings from Illinois, but growth from the Canadian and Colorado markets.

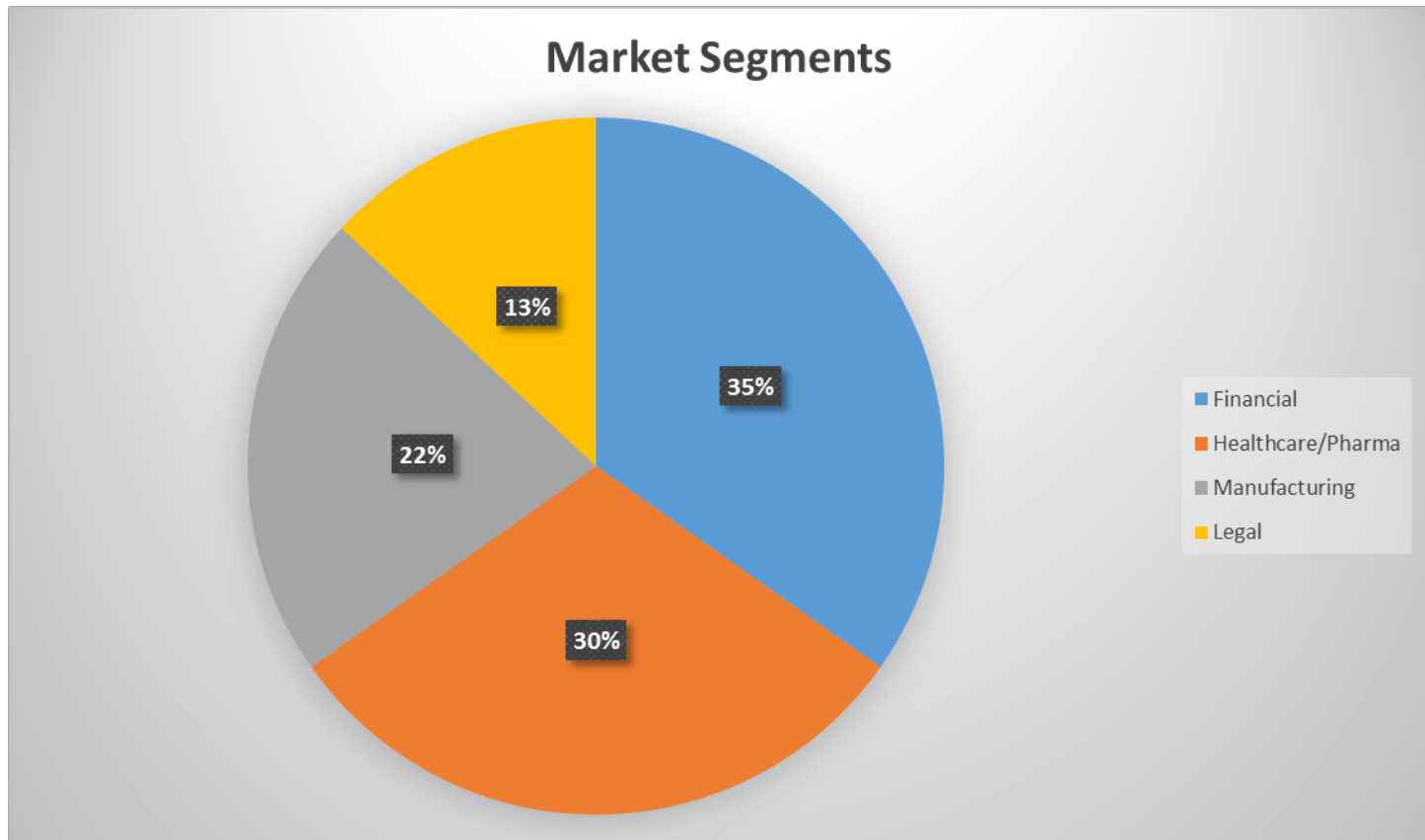
**Bookings by Province July 1,  
2014 – June 30, 2015**



**Canadian Bookings Year to  
Date**



# Top Producing Industries



# Fall For Scottsdale Promotions

The promotions focus on need periods between  
Nov. 15<sup>th</sup> – Dec. 31<sup>st</sup> 2016, 2017, 2018

- Site See & Fly Free promotion

For any group with 25 rooms or more on peak, the Scottsdale CVB will send out a lead, collect and summarize the accommodations and off-site venue availability, and create a customized site inspection itinerary that includes only those properties that can meet your needs. Then, we'll fly out the meeting planner for a site tour, which also includes overnight accommodations and ground transportation.

- Rebate Promotion: this tiered rebate program is based on actualized rooms:

25 – 49 peak rooms \$ 500

50 – 74 peak rooms \$1,500

75 – 149 peak rooms \$3,000

150+ peak rooms \$5,000

Client must have an active RFP with 25 group rooms peak and a 2 night stay minimum.

# **Canadian FAM**

- **In 2011 we launched the Inaugural Canadian Meetings FAM**
- **This year we had 16 meeting planners attend from across Canada including BC, AB, SK and ON.**
- **Over the past 5 years, the SCVB has hosted 67 meeting planners from across Canada**
- **Resulted in over 30 leads**

# **10 Great Reasons CANADIAN GROUPS LOVE Scottsdale**

1. Idyllic Weather: Scottsdale enjoys more than 330 sunny days each year
2. Scottsdale's Lush Sonoran Desert
3. Convenient Air access: Sky Harbor International Airport, offers more than 1,200 daily arrivals and departures.
4. Abundant Accommodations
5. Championship Golf
6. Pampering Spas
7. Theme Events
8. Renowned Restaurants
9. Entertainment Options
10. World-Class Shopping

# **Planner Value of Utilizing Scottsdale CVB Services**

- **Customized RFP Service**
- **Site Visits**
- **FAM Trips**
- **Recommendations (unique venues, dining, tours)**
- **Promotional materials (maps, destination guides)**
- **We DO NOT publish a Convention Calendar**