



TOP 10 REASONS CANADIAN GROUPS LOVE SCOTTSDALE

Scottsdale, Arizona, offers all the services and amenities you'd expect for your clients: top-tier accommodations, state-of-the-art meeting facilities and hassle-free transportation both in the air and on the ground. It also offers the discovery of something delightfully unexpected – the stirring beauty of the Sonoran Desert. From our exotic cactus blossoms and year-round sunshine to the bright smiles of our people, Scottsdale's Sonoran Desert creates a welcoming environment that will leave your group inspired.



1. IDYLIC WEATHER

Scottsdale's 330 days of annual sunshine mean you can plan outdoor events with confidence. It also means that weather-related travel delays are few and far between.



2. THE SONORAN DESERT

Scottsdale's lush Sonoran Desert, signature McDowell Mountains, and plentiful lakes and rivers, make it the natural choice for outdoor adventures like hiking, river rafting and off-road tours.



3. EASY AIRPORT ACCESS

Phoenix Sky Harbor International Airport, an easy 15-minute drive from Scottsdale, offers 1,200 daily arrivals and departures, including nonstop service from major Canadian cities.



4. HOTELS & RESORTS

Scottsdale offers more than 70 meetings-friendly properties that range from award-winning resorts and stylish, urban hotels to limited-service properties.



5. GREAT GOLF

Scottsdale's more than 200 golf courses include lush traditional tracks and challenging desert golf layouts.



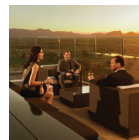
6. RENOWNED SPAS

In addition to traditional treatments, Scottsdale spas offer nutrition and fitness programs to boost health and reduce stress.



7. THEME EVENTS

Scottsdale's rich cultural heritage lends itself to a wide variety of theme events, including Native American, night golf, upscale cowboy cookouts, Arabian horse shows and many more.



8. DINING & NIGHTLIFE

Downtown Scottsdale alone offers nearly 100 restaurants, wine bars and nightclubs, with hundreds of additional options available citywide.



9. ACTIVITIES & ADVENTURES

Recreational options include horseback riding, off-road tours, hiking and hot air ballooning. Attractions include Frank Lloyd Wright's Taliesin West, Desert Botanical Garden and many more.



10. WORLD-CLASS SHOPPING

Scottsdale offers more than 2,500 distinctive retail options, including Kierland Commons, Scottsdale Quarter and Scottsdale Fashion Square, the Southwest's largest shopping destination.



COMPLIMENTARY EXPERIENCE SCOTTSDALE SERVICES

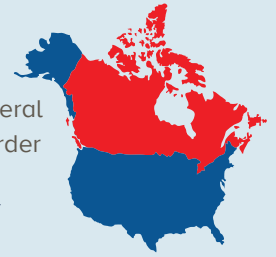
- Customized lead distribution
- Complete site inspection coordination
- On-line RFPs
- Customized bids for transportation, DMCs, off-site venues, entertainment, and more
- Downloadable photography and videos
- Creative ideas for unique theme parties, itineraries and group dining
- Promotional and collateral materials, including visitor guides, to help boost attendance
- Comprehensive Scottsdale Meeting & Travel Planners Guide
- Canadian meetings rebate program

ARIZONA & CANADA: GOOD FOR BUSINESS!

Canada & Arizona: **\$3.7 BILLION**
in annual bilateral trade



An average of **\$1.4 MILLION** in bilateral goods and services crosses the border between Canada and the U.S. **EVERY MINUTE OF EVERY DAY**



On average **1,005,900 CANADIANS** visit Arizona annually, spending approximately **\$1.1 BILLION DOLLARS**



Roughly **146,800** Arizona jobs depend on trade and investment with Canada

Source: Canadian Arizona Business Council

SIZING UP THE COMPETITION

When it comes to the meetings market, Scottsdale competes with some of the nation's heaviest hitters. Here's how we stack up against the competition:

| Destination | Percentage of Resorts/Hotels Rated as AAA 4- or 5-Diamond | Golf Courses | Resort Spas | Air Accessibility | |
|--------------|---|--------------|-------------|--|---|
| | | | | Nonstops To/From Major Canadian Cities | Total Daily Arrivals & Departures (Average) |
| Scottsdale | 22% | 200 | 25 | 20 | 1,200 |
| Miami | 15% | 30 | 18 | 26 | 1,121 |
| Orlando | 4% | 170 | 7 | 12 | 802 |
| Palm Springs | 3% | 13 | 12 | 5 | 139 |
| San Diego | 6% | 93 | 11 | 4 | 515 |
| Tucson | 7% | 27 | 10 | 0 | 55 |

When you add it all up, Scottsdale's combination of award-winning accommodations, outstanding amenities and convenient air access puts us at the top of the chart.



WEATHER & GEOGRAPHY

Scottsdale's Sonoran Desert location means we enjoy more than 330 sunny days each year and an average year-round median temperature of 22.5° Celsius (72.6° F). The McDowell Mountains rising along Scottsdale's eastern border, Camelback Mountain to the west and Pinnacle Peak to the north are the city's most recognizable natural landmarks. And, since Scottsdale is only 31 miles from north to south and 11.5 miles from east to west, you're never too far from your next Scottsdale destination!

SCOTTSDALE SNAPSHOT

- **Resorts & Hotels:** 70+
- **Sleeping Rooms:** 13,300+
- **Square Footage of Individual Meeting Rooms (range):** 150 – 24,500
- **Off-property Event & Meeting Venues:** 45+
- **Airports:** 3 (Phoenix Sky Harbor International Airport, Scottsdale Airport, Phoenix-Mesa Gateway Airport)
- **Golf Courses:** 200 area courses
- **Resort & Day Spas:** 50
- **Restaurants:** Nearly 800
- **Unique Attractions:**
 - Frank Lloyd Wright's Taliesin West
 - Musical Instrument Museum
 - Downtown Art & Shopping Districts
 - Butterfly Wonderland
 - Western Spirit: Scottsdale's Museum of the West
 - Scottsdale Museum of Contemporary Art
 - Heard Museum
 - Scottsdale's McDowell Sonoran Preserve
 - Desert Botanical Garden
 - Cosanti
 - Pueblo Grande Museum & Archaeological Park
- **Premier Special Events:** Waste Management Phoenix Open, Barrett-Jackson Collector Car Auction, MLB Spring Training and Scottsdale Arabian Horse Show

FOR MORE INFORMATION, CONTACT:

Kimberly Urich, CMP, CIS, HMCC
National Sales & Canadian Account Manager
480.949.2164 or kurich@experiencescottsdale.com

