

2019-20

ANNUAL REPORT



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The world currently faces one of the greatest health and economic threats ever experienced. The crisis caused by the spread of the novel coronavirus and the economic shutdowns to slow the spread of the virus, disproportionately impacted the visitor industry more than any other industry.

The drops in visitation and visitor-related spending were nearly immediate. In Arizona, Tourism Economics estimated that visitor spending in the state fell more than \$4 billion between March and July 2020.

Despite the dramatic effect that this public health crisis had and the challenges it created for travel promotion, Visit Phoenix maintained the highest level of achievement on behalf of the local visitor industry. Following the stay-home-order in late March, the Visit Phoenix team pivoted messaging, supported understaffed hotels and resorts, replaced face-to-face relationship building through virtual meetups and events, and more. All while ensuring the day-to-day efforts of the organization were managed effectively.

As we move forward, Visit Phoenix will continue to champion recovery for the Phoenix travel industry and support the wellbeing of Greater Phoenix's economy, workforce and growth. Together, we rise.





OVERVIEW

Visit Phoenix is a non-profit organization that promotes the Greater Phoenix community to a global audience of travelers and books conventions into the Phoenix Convention Center and area hotels and resorts. Visit Phoenix cultivates and maintains relationships with convention and meeting planners, journalists and influencers, travel agents and tour operators.

We produce marketing and brand campaigns promoting leisure travel and meetings, coordinate site visits, conduct media tours and maintain the official tourism website for Greater Phoenix. In partnership with our nearly 1,000 member businesses, Visit Phoenix brings business to Greater Phoenix that would not otherwise come—from leisure visitors to group meetings to popular sports events. Through this, Greater Phoenix can compete in today's globalized, networked world for its share of the world's consumers, businesses, investment, capital, respect, and attention.

MISSION

Visit Phoenix's mission is to enhance the lives of our neighbors, support people at work within our community and contribute to the creation of economic opportunity in Greater Phoenix through brand development and promotion of the destination.

VISION

Greater Phoenix will be on the top of travelers and meeting planners' consideration lists for both leisure and business travel. With Visit Phoenix's efforts, Greater Phoenix will achieve a healthy and sustainable visitor industry for the enjoyment of the visitor and the benefit of the local community.

VALUES

The team at Visit Phoenix believes that all human beings – regardless of race, ethnicity, gender identity, sexual orientation, age, abilities, religious beliefs and individuals of many more identities and experiences – should have equal opportunities and access to services.

We believe that respecting all people – and celebrating our differences – makes us better friends and neighbors within the community and the visitor industry. And, through actions of advocacy and allyship, we desire to be leaders in diversity, equity and inclusion.

In addition to standing for equality and social justice, Visit Phoenix acknowledges historical and systemic injustices of marginalized communities, and we are committed to listening, learning and growing to ensure that we're contributing to a community that's safe, welcoming and representative of all locals and visitors.

BY THE NUMBERS

ECONOMIC IMPACT

OF VISITORS TO THE CITY OF PHOENIX IN 2019



19.4 million
overnight and
day trip visitors



\$3.8 billion
in direct visitor
spending



36,500
direct employment
generated by
visitors



\$503 million
in state and local
taxes generated
by visitors

Source: Tourism Economics 2020

HOTEL MARKET PERFORMANCE

The Phoenix-metro hotel market experienced growth in all hotel performance indicators in 2019 and set new records for average daily rate (ADR), revenue per available room (RevPAR) and total room nights sold in 2019.

In calendar year 2020, year-over-year percent changes for these indicators lag 2019 levels for Phoenix and all U.S. top 25 markets beginning in March. Declines experienced in the Phoenix market are smaller than nearly all other U.S. top 25 markets through June year-to-date. Total occupancy rate through the first six months is also the 4th highest in the STR top 25 markets.

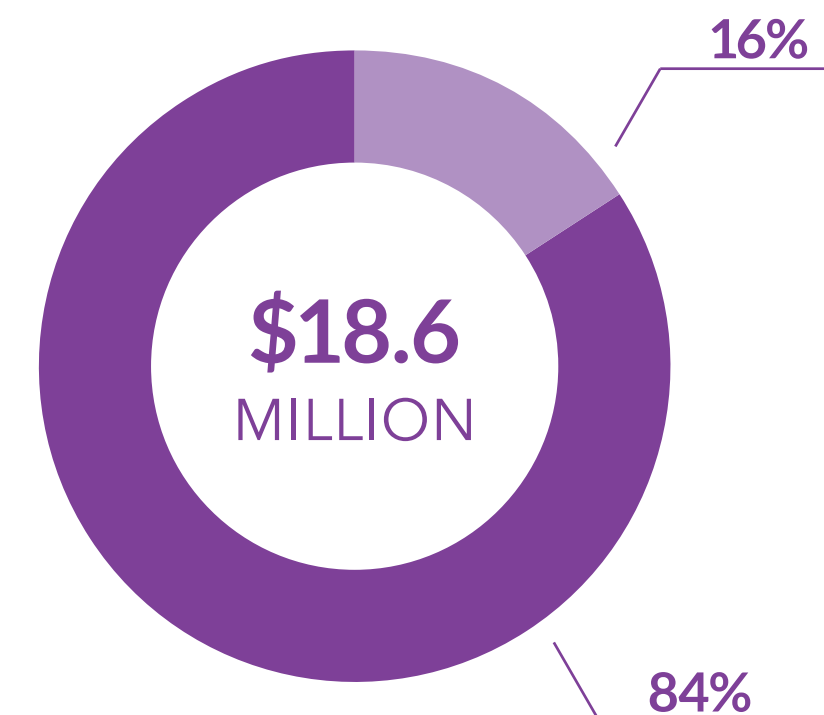
Calendar Year 2019

- Occupancy 70.7%, increased 1.6%
- ADR \$133.36, increased 2.8%
- RevPAR \$94.23, increased 4.5%
- Room nights sold increased 2.8%, representing an additional 460,000 room nights sold in the market compared to 2018

Calendar Year 2020 YTD Through June

- Occupancy 52.9%, decreased 30%
- ADR \$138.04, decreased 8.5%
- RevPAR \$73.08, decreased 36%%
- Room nights sold decreased 32.4%, representing 2.9 million less room nights sold in the market compared to the first six months of 2019

VISIT PHOENIX REVENUES



Total FY 19/20 Revenues = 18.6 million

- \$3.0 million private
- \$15.6 million public

CONVENTION SALES

The convention sales department represents the two distinct meeting products within Greater Phoenix: (1) the downtown Phoenix market, anchored by the Phoenix Convention Center; and (2) the hotel and resort market. The department comprises two sales teams: the citywide sales team focuses on filling the Phoenix Convention Center while the hotel/resort team's focus is on maximizing group business at area hotels and resorts.




Greater Phoenix Area Hotel/Resorts

- 769 meetings booked during FY 19/20
- 209,256 future delegates booked
- 379,100 definite room nights booked
- \$90,551,532 estimated direct spend generated by delegates
- 2,893 leads processed representing 1,885,823 room nights



Phoenix Convention Center

- 91 meetings booked during FY 19/20 
- 367,242 future delegates booked into the Phoenix Convention Center
- 421,925 definite room nights booked
- \$541,314,708 estimated direct spend generated by delegates
- 402 leads processed representing 996,549 delegates



COMBINED TOTALS

860

total meetings booked into PCC and hotels and resorts

801,025

total room nights booked by Visit Phoenix sales department

576,498 

total delegates booked

\$631,866,240 

estimated direct spend generated this fiscal (booked in FY 19/20)

3,295

total leads received (those leads account for 3,566,259 room nights)

153

meeting planners hosted for site tours and inspections

12

trade shows, events and sales missions attended by and/or conducted by sales staff engaging with 1,614 clients

 = record number

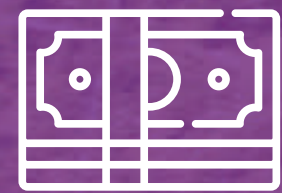
CONVENTION SERVICES

The convention services department is the services arm of convention sales. Acting as a liaison between meeting planners, Visit Phoenix's member businesses, key community partners and our own Visit Phoenix associates, the department assists meeting professionals with all aspects of their promotional and planning needs.

TESTIMONIAL

"Visit Phoenix was always a resource for our team if we ever felt like we had hit a roadblock, or exhausted options for solutions to opportunities. No one knows the city better than the people of Visit Phoenix and the team always came to us with ideas and solutions."

- Alisha Swanchara,
Meeting & Event Manager at Experient



\$124,546
IN REGISTRATION
REVENUES



300
LEADS TO VISIT PHOENIX
MEMBER BUSINESSES



3,938
MEMBER REFERRALS
DISTRIBUTED



81
CUSTOMIZED CLIENT
SITE TOURS

TOURISM

The tourism department promotes the Greater Phoenix area to the domestic and international leisure travel markets to maximize both length of stay and experiences in the Phoenix area. The team works primarily through wholesalers, receptive operators, tour operators, and travel agents.



93

member leads generated



35

clients were hosted during FAMs and site inspections



5,049

fulfillment inquiries, 18% increase YOY



18,944

fulfillment pieces



TRADE SHOWS



6

trade shows



477

clients reached

Brand USA Travel Week
Client Reach = 37

OMCA Marketplace
Client Reach = 35

CONNECTA
Client Reach = 300

NTA Travel Exchange
Client Reach = 49

American Bus Association Meeting & Marketplace
Client Reach = 26

Showcase USA - Italy
Client Reach = 30

SALES MISSIONS



5

sales missions



341

meetings with travel agents

- Edmonton & Vancouver
- Toronto & Montreal
- Atlanta & Philadelphia
- Los Angeles
- Seattle & Portland



Conducted 4 destination-training sessions that were attended by 267 travel trade clients

MARKETING

The marketing department oversees visitphoenix.com, along with all advertising, email marketing, social media, collateral and publication development, video production, consumer research, and photography efforts. The department's principal goals are to ensure the integrity of the Visit Phoenix brand and deliver a consistent marketing message to consumers and clients across all mediums of communication.



249,114

Facebook likes
9.5% increase
YOY



54,450

Twitter
followers
1.7% increase
YOY



58,000

Instagram
followers
20.3% increase
YOY



193,887

YouTube views
YTD

20,696

online travel guide
requests



72,571

unique email
addresses for email
marketing



WEBSITE

2,979,156

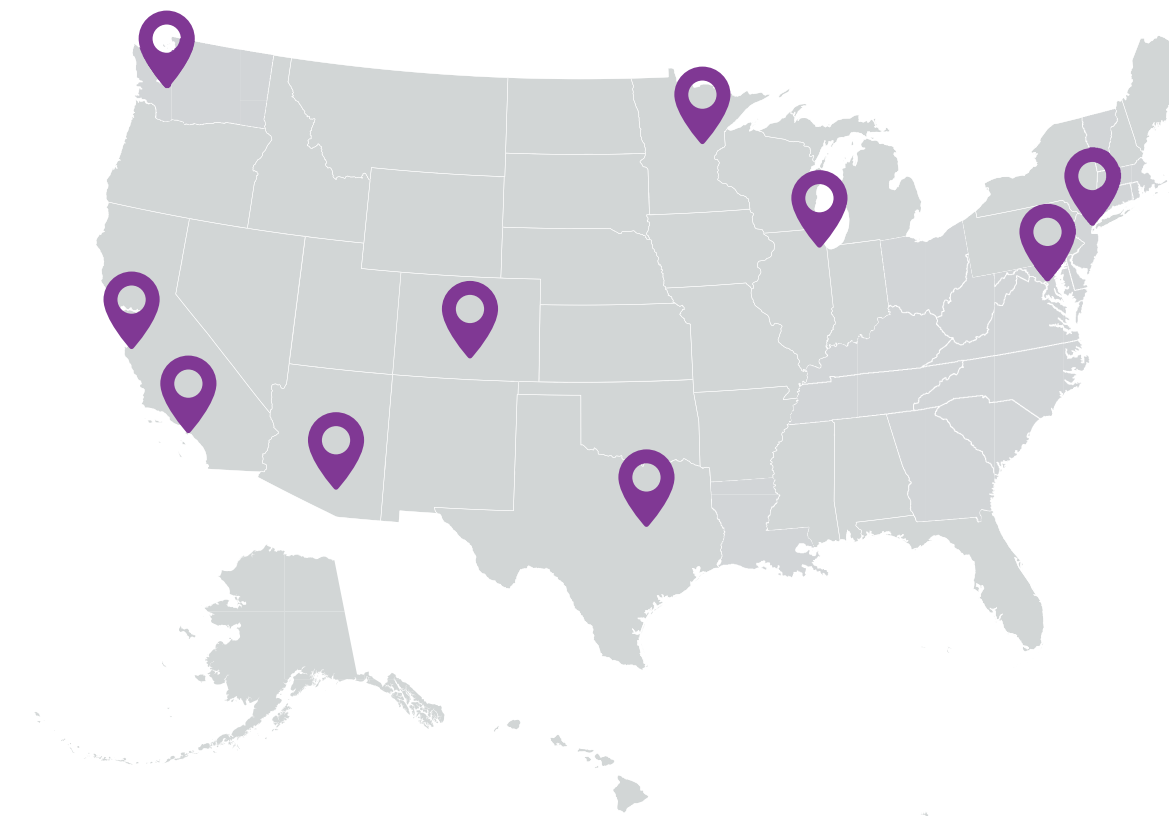
visits to website

7,361,712

page views

Top 10 Out-of-State Website Traffic Markets

- New York City
- Los Angeles
- Dallas Region
- Chicago
- Tucson
- San Francisco Region
- Washington D.C. Region
- Denver
- Seattle Region
- Minneapolis Region



User-generated Photography

5,000+

images displayed throughout
visitphoenix.com

250+

site pages with user-generated
photography elements

ADVERTISING

143,859,116

ad impressions

Print



Online



Out-of-home



Sales Events



*The above creative was used for promotion until advertising was paused in March.

MEDIA RELATIONS

The media relations department manages domestic and international media relations to promote Greater Phoenix as a premier leisure travel and meetings destination. The department establishes and fosters relationships with newspaper and magazine writers and editors, freelance travel writers, social media influencers, the authors of travel-industry websites and popular blogs, and representatives from travel television and radio programs.



travelawaits.com



Passport Magazine



Meetings Today



tripsavvy.com



Forbes.com



MEDIA EXPOSURE

812,025,478
audience reached (top tier)

Assisted **286** media

214
articles published about
Greater Phoenix

647
hosted travel writers & influencers

MEMBERSHIP

The membership department offers businesses resources and targeted exposure to the convention, meeting and leisure visitor markets. The department is committed to providing relevant education, business intelligence, and networking and marketing opportunities that assist members in realizing their goals.

983 total member organizations

24 member events



86% of membership revenue derives from core group of businesses affiliated with Visit Phoenix for 3+ years.

88% of members retained in FY

288 average mixer attendance



Nearly 94% of members agree that Visit Phoenix's efforts are important to the economic growth of the region.



More than 80% of members are satisfied with the amount of contact and engagement with Visit Phoenix staff.



More than 80% of members are very satisfied or satisfied with member programs.

TESTIMONIALS

"I work with several different community and travel organizations, so I wanted to take a moment to let you know that you all are doing an amazing job. I work in all different markets, but Visit Phoenix has been extremely helpful with pushing out information, webinars, etc. I know that this is a challenging time for you as well, so it was important that I let you know how much you are appreciated. Please let us know if there is anything we can do to help. We are all in this together!"

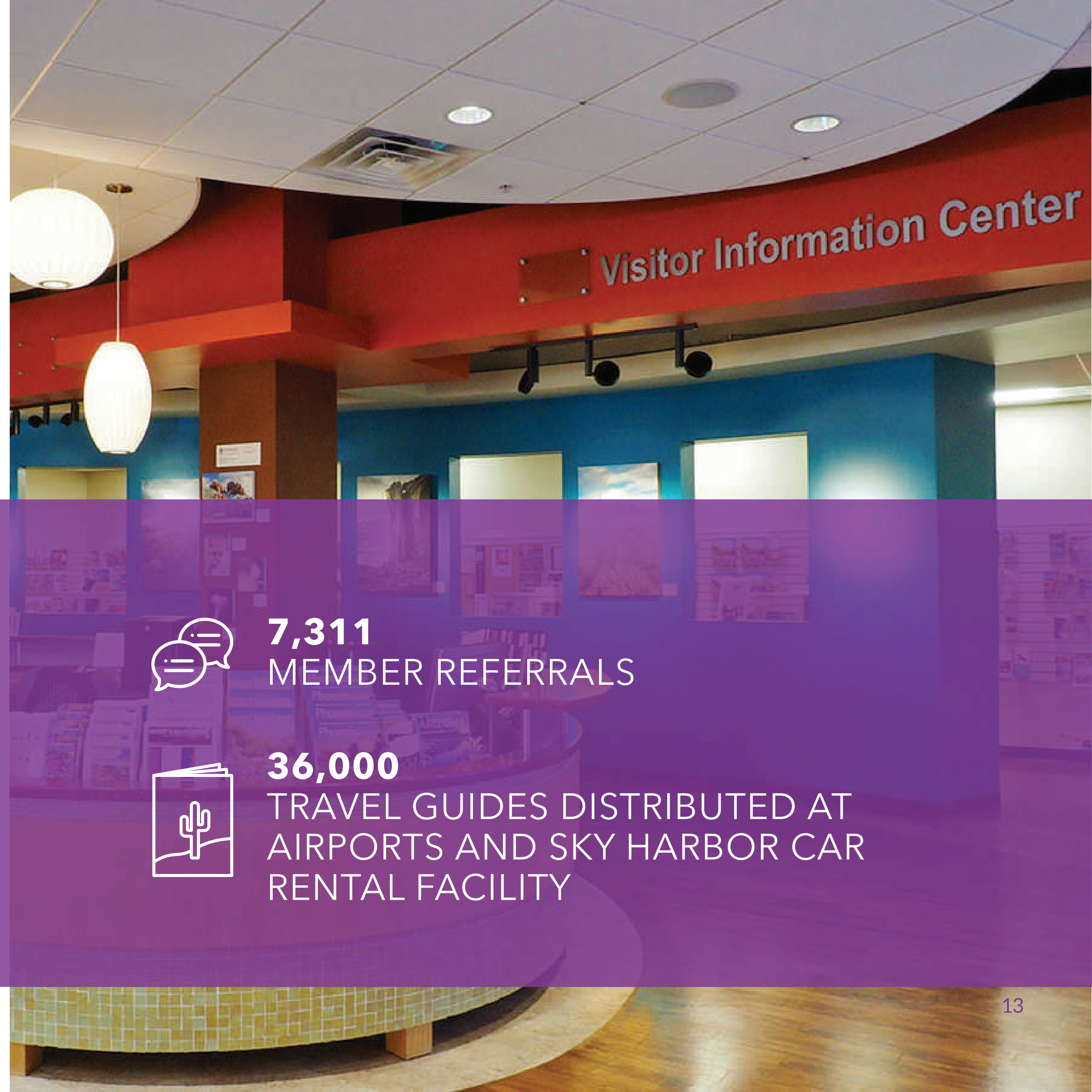
-Dena Glisan,
Sales and Partnerships Manager, Urban Axes Phoenix

"We so appreciate the information and guidance quickly provided by VisitPhoenix as the unprecedented circumstances of COVID-19 happened. The information collected and distributed by the organization was extremely helpful. Their team also coordinated and provided wonderful opportunities for our community to collaborate and discuss best practices for moving forward."

-Tina Newman,
Director of Sales & Marketing, Castle Hot Springs Resort

VISITOR SERVICES

The visitor services department is at the front lines when visitors need assistance. With a permanent location at the Phoenix Convention Center, along with a mobile desk for group assistance, the visitor services staff is ready to answer questions, make recommendations and generally welcome Phoenix visitors warmly to the destination.



6,456
WALK-INS



5,298
REQUESTS AND INQUIRIES
RECEIVED FROM VISITORS



7,311
MEMBER REFERRALS



36,000
TRAVEL GUIDES DISTRIBUTED AT
AIRPORTS AND SKY HARBOR CAR
RENTAL FACILITY

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- Steve Moore** Executive Committee, Ex-Officio | President & CEO, Visit Phoenix

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- Neil Giuliano President & CEO, Greater Phoenix Leadership
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- Derrick Hall President, Arizona Diamondbacks
- Steve Hart Area GM and General Manager, JW Marriott Desert Ridge Resort & Spa
- Debbie Johnson Executive Director, Arizona Office of Tourism
- Curt Krizan Chief Financial Officer, Fiesta Bowl
- Paige Lund General Manager, JW Marriott Scottsdale Camelback Inn
- Michael Martin Director of Economic Development, Arizona Public Service Company
- Steve Moster President & CEO, Viad Corp
- Tiffany Nelson Executive Director, PGA TOUR Champions, Charles Schwab Cup Championship
- Jodi Noble Partner, Deloitte
- Michael Nowakowski Councilman, District 7, City of Phoenix
- Devney Preuss President & CEO, Downtown Phoenix Inc.
- Kim Sabow President & CEO, Arizona Lodging & Tourism Association
- Tom Sadler President & CEO, Arizona Sports & Tourism Authority
- Todd Sanders President & CEO, Greater Phoenix Chamber of Commerce
- Ray Schey Publisher, Phoenix Business Journal
- Martin L. Shultz Retired Vice President Public and Government Affairs for Pinnacle West & Arizona Public Service

**Board composition as of June 30, 2019*



visitphoenix.com

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