# REPOR 2020-21

PHOENIX



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AboutUs

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 900 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.







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.



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.

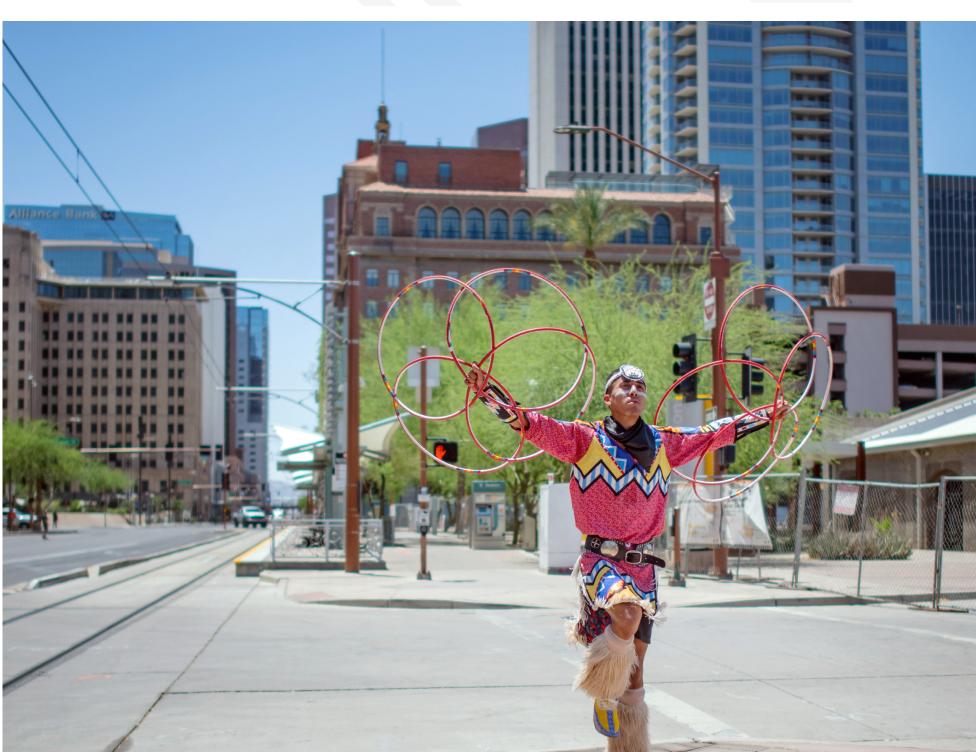
Vision

Equity, Diversity, \$Inclusion

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.



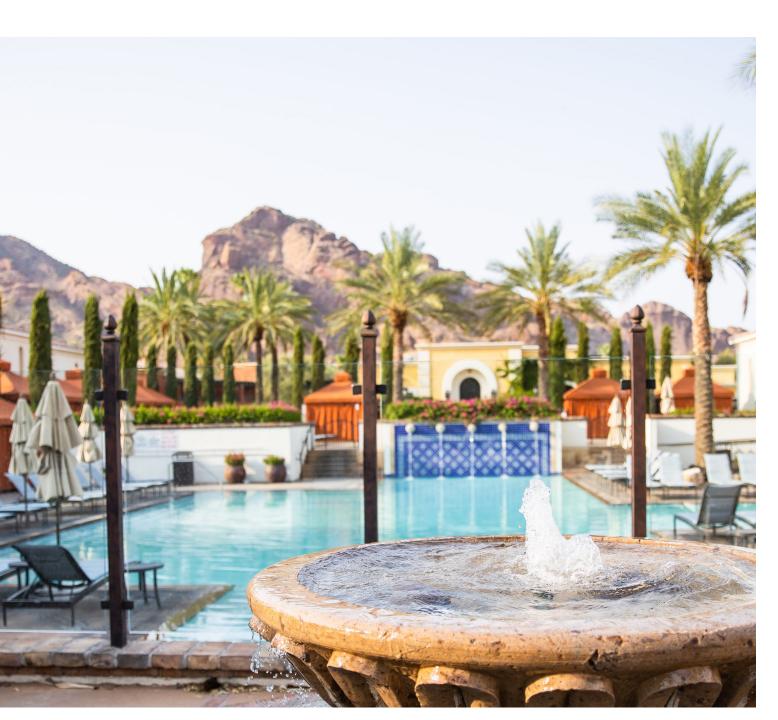
# HOTEL MARKET PERFORMANCE

### 2020

In calendar year 2020, year-over-year percent changes for hotel performance indicators lagged 2019 levels for Phoenix and all U.S. top 25 markets. Declines experienced in the Phoenix market were smaller than nearly all other U.S. top 25 markets. **Of the U.S. top 25 markets in 2020, Phoenix had the 4th smallest decline in room demand.** 

#### Calendar Year 2020:

- 49.8% Occupancy (Down 29.4% vs 2019)
- \$116.34 ADR (Down 12.3% vs 2019)
- \$57.97 RevPAR (Down 38% vs 2019)
- Room Nights sold decreased 31.2% representing more than 5.3 million less room nights sold in the market compared to 2019.



### 2021

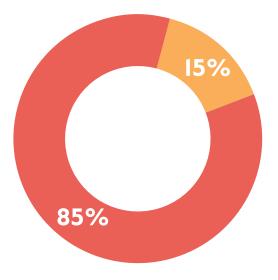
In calendar year 2021, year-over-year percent changes for hotel performance indicators lagged 2019 levels for Phoenix and all but one U.S. top 25 market. When comparing to 2019 hotel performance, declines experienced in the Phoenix market are smaller than nearly all other U.S. top 25 markets through July year-to-date. **Total occupancy rate through the first six months is also the 4th highest in the STR Top 25 Markets**.

Since mid-March 2021, the Greater Phoenix hotel market has experienced multiple weeks when room demand surpassed totals for the equivalent week in 2019.

### FINANCIALS

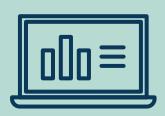
FY 20/21 Visit Phoenix Revenues \$16.2 MILLION\* \*Represents a 12.9% budget decrease year-over-year





#### Calendar Year 2021 (Through July):

- 61.7% Occupancy (Up 18.3% vs 2020, and down 16.1% vs 2019)
- \$122.64 ADR (Down 5% vs 2020, and down 13.4% vs 2019)
- \$75.63 RevPAR (Up 12.3% vs 2020, and down 27.4% vs 2019)
- Room nights sold increased 27.1% above 2020 room demand and was down 13.5% when compared to room demand for the first 7 months of 2019.



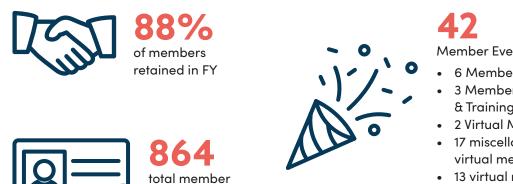
#### In FY 20/21,

the Visit Phoenix research department launched a new monthly webinar series to share the latest data, insights and trends with our member businesses. Each webinar included an overview of current market performance, and specific insights on group trends, leisure travel trends or accommodations trends for Phoenix and the U.S.

In total, the research team hosted 14 webinars in FY 20/21 with an average attendance of more than 90 members and industry stakeholders.

### **MEMBERSHIP & VISITOR SERVICES**

The membership and visitor services 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.



organizations



virtual member events 13 virtual research webinars



\*Above image and image to the right from July member mixer.

Last October we were itching to get on the road. [After] months of staying home, we were looking for a place we could vacation but still stay Sance. We have family in Phoenix, so we headed across I-10. We had such a great time visiting, enjoying the Arizona Boardwalk, Rawhide Ranch, and more. We even met up with a photographer to take some Speciacular photos for our holiday cards! We had a wonderful time visiting and we are looking

forward to our next road trip out to the Phoenix area. Thank you for all that you do to help promote Phoenix as a world-class destination. Your work does not go unnoticed! Keep being que some

-The Lara Family (Ann, Garrett, Genevieve & Vincent)





#### **Research Trends Webinar** Leisure Travel Update March 25, 2021

Compiled by the Visit Phoenix Research Department

PHOENIX

Visit Phoenix is such a wonderful organization to be part of. As members, we have always felt welcomed and included. We enjoy the COMMUNITY feel as well as the professional resources and networking opportunities provided. When COVID hit, we recognized right away that Visit Phoenix cared. They went above and beyond with their member Support/by extending a grace period for member renewals, providing relevant online resources and continued education with zoom webinars. They did an outstanding job and should be very proud!

-Kellie Mendoza, CPCE, Producer, Amoroma Productions



# **CONVENTION SALES**

The convention sales department represents the two distinct meeting products within Greater Phoenix: the downtown Phoenix market, anchored by the Phoenix Convention Center; and 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 Hotel/Resorts Phoenix Convention Center

- 389 meetings booked during FY 20/21
- 162,071 future delegates booked
- **294,866** definite room nights booked
- \$64,300,000 estimated direct spend generated by delegates
- 1,415 leads received

- 66 meetings booked during FY 20/21
- 321,423 future delegates booked into the Phoenix Convention Center
- 279,390 definite room nights booked
- \$491,500,000 estimated direct spend generated by delegates
- 222 leads received

### **Combined Totals**



\$555,700,000

estimated direct spend generated this fiscal (booked in FY 20/21)

### 483,494

total delegates booked

1,637

total leads received (those leads account for 2,206,701 room nights)

### 574,256

total room nights booked by Visit Phoenix sales department FY 20/21

### 455

total meetings booked into PCC and hotels and resorts during FY 20/21

### **DESTINATION SERVICES**

The destination 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.



leads to Visit Phoenix member businesses



**1,815** member referrals distributed



client site planning visits

"[The CVB team] is so well *COMPETED* and in the know of what is going on. They played a huge part in us moving forward with an in-person event and selling it to our leadership. When we needed something, they met those demands and really made it

#### • great experience

for us. We've seen so many other organizations struggle working with CVBs and experiencing a lack of flexibility. I never once experienced that with Phoenix. I definitely am holding all other CVBs to a

### higher standard

based on my time spent with Visit Phoenix."

-Leah Johnson, CMP, DES, Director of Meetings & Conventions, American Dental Hygienists' Association

### 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.

### Telling the Story of Phoenix's

Faces & Places

Meet the people and businesses that make Phoenix special through season two of the Faces & Places video series.

#### **ON YOUTUBE:**

Phoenix General **12,300+** VIEWS

Mural Artist Ashley Macias **7,800+** VIEWS

Phoenix Coqui **5,300+** VIEWS

Check out the Faces & Places playlist



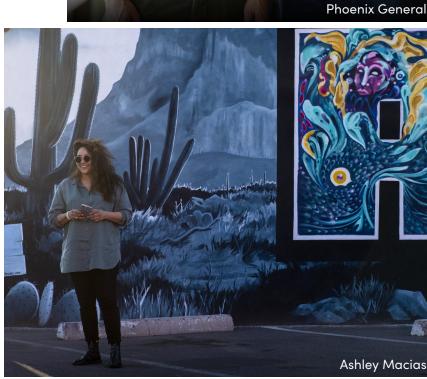


**3,041,108** visits to website **6,557,512** page views

Content about best sunsets, best scenic views and resort/hotel offers saw yearover-year from 2019 pageview increases as high as 97%.







### Social Media Year-Over-Year Highlights



253,662 Facebook Likes



**54,051** Twitter Followers



68,054 Instagram Followers



**4,456** Pinterest Followers

### **MARKETING CONT.**



**55,424,471** Ad Impressions

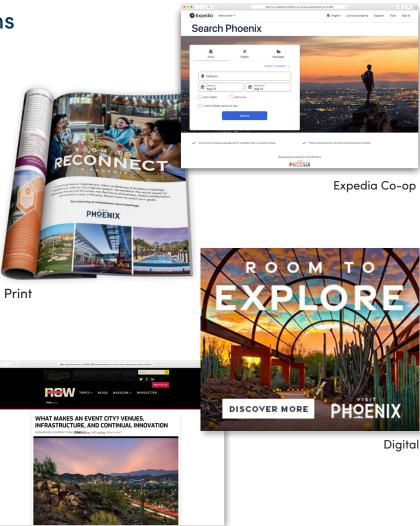


Room To Video (Click to Play)

This :30 ad from our "Room To" campaign highlights Greater Phoenix's desert-meets-city landscape that allows visitors the comfort of travel without sacrificing beauty.

Video ads accounted for the most clicks overall for the FY21 leisure campaign:

- 3 million impressions
- 1.7 million completions
- 6.17% click rate



ASAE Article



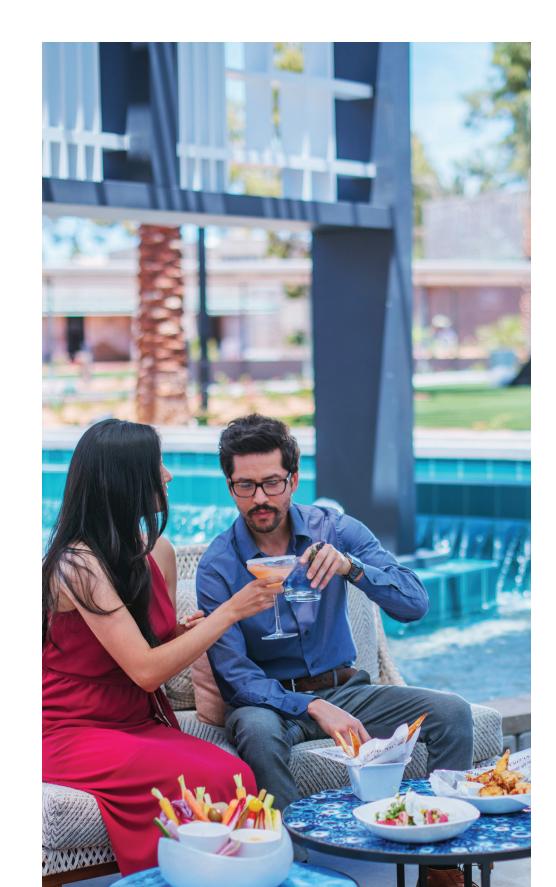
travel guide 16,350 requests



unique email addresses for email marketing

### 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.



fulfillment inquiries

member leades generated

received

pieces of fulfillment distributed

Attended 9 tradeshows (virtual and in-person) reaching 202 clients and travel professionals through 177 scheduled appointments:

- Brand USA Travel Week
- OMCA Marketplace
- Go West Summit
- NTA Travel Exchange
- American Bus Association Meeting & Marketplace
- LGBTQ Travel & Adventure Show
- RTO Summit West
- Connect Tour West

virtual destination trainings hosted or participated in reaching 365 clients

> virtual FAMs hosted in partnership with the hotel and resort sales team

5

FAM hosted in Phoenix reaching 13 clients



### **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.



Indulge Your Senses with Phoenix Virtual Media Tour

- Executed 3 virtual FAMs
- **5** articles were produced from these virtual FAMs
- Produced 10 monthly webinars for Visit Phoenix members and writers
  - 416 attendees total

#### Media Exposure





Assisted with



162

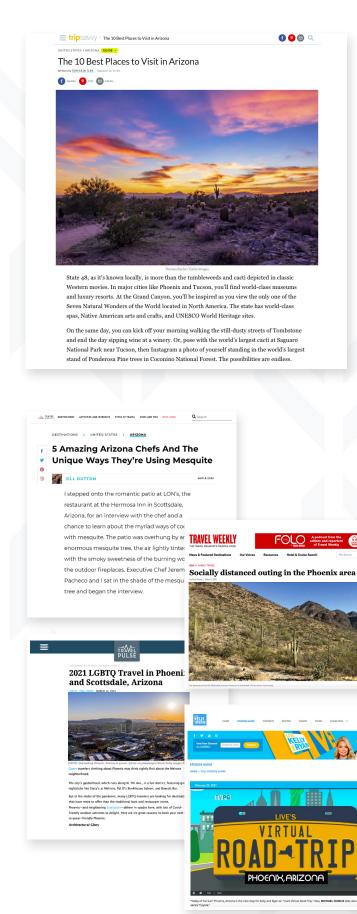
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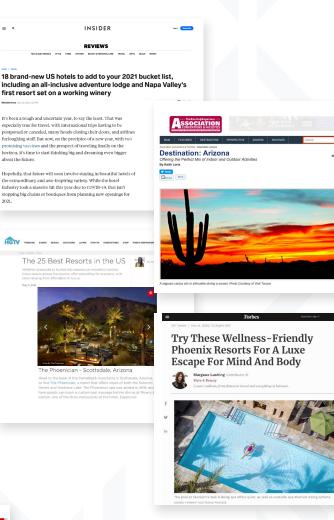
38

media

total articles published about Phoenix (Total number includes 81 top tier and trade articles)

### Top Ten Articles





FRUGAL TRAVELER





# How to Staycation in 6 American Cities

With business travel all but stopped, city hotels and tourist organizations have made a full-court press to attract local and nearby leisure travelers with bottom-barrel rates and extra perks.



hicage is offering special deals, including discount hotel rates, to encourage locals and visitors who live nearby to treat the ometown like a fourist destination. Michelle Litvin for The New York Times SUBSCRIBE NOW LOG IN



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