

VISIT
PHOENIX

2024-25

**BUSINESS
DEVELOPMENT
PLAN**



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A Look Ahead...

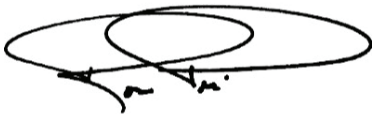
I'd like to thank you for your steadfast commitment to showing the world what Phoenix is all about. With each passing day, we continue to define the magnetism of the Sonoran Desert and stir the curiosity of visitors from every walk of life. So, what's happening in Phoenix? It's a question we hear often, but the real question is, what isn't happening in Phoenix? We're fresh off the 2024 Men's NCAA Final Four and the Golf Course Superintendents Association of America's Annual Conference, and we're looking ahead to the 2024 WNBA All-Star Game; the 2026 NCAA Women's Final Four; the 2027 NBA All-Star Game and SEMICON West's Annual Conference in 2025, 2027 and 2029. And let's not forget that we also have our very own official city cocktail, The Phoenix. Simply put, anything and everything happens here.

Greater Phoenix continues to rack up the headlines as our wins continue to roll in. In just the past year alone, Phoenix Sky Harbor International Airport was named the Best Airport in the United States by Wall Street Journal, the Phoenix Convention Center was ranked the 8th best convention center in the United States by the Wall Street Journal, our beloved Arizona Diamondbacks playoff and World Series run generated \$107+ million to our economy, and we secured an \$8.5 billion investment from Intel chipmaking to add to our impressive microchip industry.

We continue to firmly establish our city as a top destination for meetings and conference business and the surge our metropolitan area is experiencing in hotel development is helping make that case; with a record number of hotel constructions last year, this trend is set to continue its growth as projections indicate that hotel supply will increase by nearly 20% over the next five to seven years with over 120 projects in our pipeline. And on top of that, we continue to rise as a center of research and manufacturing power with ten Fortune 500 companies making Phoenix their home in addition to more than 75 semiconductor companies calling Greater Phoenix home.

Make no mistake about it, we're no longer on the precipice of greatness and relevance. The time for speculation is over, and it's no longer a matter of if or when for Phoenix – we've arrived. We continue to bolster our legacy as a one-of-one destination defined by unmatched hospitality and endless opportunity, and together, we will continue to show the world that Phoenix is always a good idea.

We're always moving forward. Ours to share and a place for all to keep; Phoenix lives.



Ron Price
President & CEO
Visit Phoenix

WHO WE ARE

ABOUT US

Visit Phoenix is a nonprofit 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 operates as a well-oiled machine via cultivating and maintaining relationships with our clients and partners that include convention and meeting planners, journalists and influencers, travel agents and tour operators, all in the name of securing significant business to our destination.

Additionally, 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.



MISSION STATEMENT

Promote the power of travel to elevate our communities and inspire our visitors.

VISION STATEMENT

Greater Phoenix is the must-experience destination delivering an unmatched blend of outdoor and urban life.

CORE VALUES

COMMUNITY Together, We Rise

We are members of our rich and diverse communities, and we build bridges for representation and inclusion both within and beyond.

INNOVATION Reinvention Lives Here

We are purveyors of innovation, and we approach every new frontier with a boldness inspired by our partners and thought leaders.

TRUST Confidence Is Our Game

We are stewards of trust, and we honor that commitment by driving local impact and delivering measurable results.

PASSION Ignite Greatness

We are fueled by our passion to rise beyond our comfort zones, and we continuously grow through the cycle of success.

TOURISM ECONOMICS



2023 PHOENIX-METRO VISITATION & IMPACTS

46.7
MILLION

Total visitors to
Phoenix MSA

\$12.9
BILLION

In direct
spending

\$7.2
BILLION

In income
generated

141,004
JOBS

Generated

\$1.6
BILLION

In state & local
taxes generated

\$22.8
BILLION

Total economic
impact of tourism

Source: Tourism Economics

PHOENIX MSA VISITOR VOLUME BY SPENDING, BY MARKET

Reflects amounts in millions of visitors, billions in dollars

	2019	2020	2021	2022	2023
Total Visitors	44.0	32.5	40.4	44.6	46.7
Domestic	42.2	31.9	39.8	43.2	45.1
International	1.8	0.6	0.5	1.3	1.6
Total Visitor Spending	\$10.1	\$7.4	\$9.8	\$12.0	\$12.9
Domestic	\$8.6	\$7.0	\$9.5	\$11.1	\$11.6
International	\$1.5	\$0.4	\$0.3	\$0.9	\$1.3
Per Visitor Spending	\$230	\$229	\$244	\$269	\$276
Domestic	\$205	\$220	\$239	\$256	\$258
International	\$821	\$677	\$566	\$688	\$785

Source: Tourism Economics

CONVENTION SALES



The Convention Sales Department is tasked with driving business into two distinctive meetings and conventions portfolios:

- The citywide sales team focuses on booking large citywide events into the Phoenix Convention Center (PCC) and Downtown Phoenix hotels and venues.
- The hotel and resort sales team assists in booking single-property meetings and events into Greater Phoenix hotels and resorts.

STRATEGY #1

Address and fill pace deficits periods, holidays and need-times at the Phoenix Convention Center and at our convention hotel and resort community for all future years.

TACTICS

- Leverage business intelligence analytics (ex. MINT+, Knowland, SIC Code Lists, and Cvent Analytics) to inform and uncover new business opportunities that meet over need periods and holidays.
- Conduct quarterly business reviews with convention resorts to accelerate and assist in closing business during need periods by deploying Visit Phoenix resources (i.e. comprehensive site visit support, destination marketing assets, and targeted financial incentives).
- Launch compelling promotional campaigns to attract citywide business that meet over identified need periods.
- Leverage third-party intermediary partnerships as well as destination lead sourcing engines (ex. Cvent) to inform on need periods, enhance destination affinity with intermediaries and end-users.

STRATEGY #2

Expand and enhance local and economic development stakeholder collaboration and industry partnerships to promote Phoenix as a premier hub for hosting leading technology, health innovation, and STEM-related conventions.

TACTICS

- Work with the City of Phoenix's economic development partners (ex. Sky Harbor Airport, Greater Phoenix Economic Council, Arizona Commerce Authority, Arizona State University, and Phoenix Bioscience Core) to lure conventions that support our city's most desirable growth sectors such as chip manufacturing, advanced biosciences, clean and sustainable technologies.
- Frequently convene a working group of economic development partners to proactively identify and pursue the universe of conventions that support these industries as well as support their business attraction endeavors.
- Capitalize on storytelling and marketing in partnership with the marketing team through paid and earned media, podcasts and high visibility mediums that position Phoenix as a global thought leader to key decision makers in these industry segments.

STRATEGY #3

Develop a framework to target and attract youth and amateur sports to the Phoenix Convention Center and Downtown Phoenix hotels, area hotels and resorts and sporting venues around Greater Phoenix.

TACTICS

- Develop synergies with Greater Phoenix sports stakeholders towards future formulation of Greater Phoenix Sports and Events Commission within Visit Phoenix.
- Identify and attract sporting events business opportunities (Ex. Volleyball, Gymnastics, Fencing and Esports).
- Participate in youth sports industry tradeshows such as Sports ETA, Teams and Connect Sports.
- Scout targeted sporting events in other markets to network with event organizers and to gain logistical knowledge of how those events can be secured in and around Greater Phoenix.
- Convene an amateur and youth sports industry workshop and destination showcase in the fall with leading voices across the youth and amateur sports ecosystem.
- Develop a collection of testimonials on an ongoing basis from notable sports event organizers across amateur and professional sports that recently hosted events in Phoenix to be advocates for Greater Phoenix as a best-in-class sports destination.

STRATEGY #4

Leverage Visit Phoenix marketing campaigns, tools and resources to amplify brand awareness for Phoenix as a premier destination for meetings, conventions and sports events.

TACTICS

- Integrate Visit Phoenix group marketing campaigns to support sales missions, FAMs, tradeshows and client events.
- Optimize brand awareness on digital lead-sourcing platforms (i.e. Cvent), e-proposals (i.e. Proposify) and with third-party intermediaries.
- Evolve the meetings arm of Visit Phoenix's website as the go-to resource for meeting planners on all things Downtown Phoenix, Greater Phoenix hotels and resorts, intellectual capital and Corporate Social Responsibility (CSR) planner resources, religious meetings, sports events and destination services.
- Continue to build and enhance marketing resources, including PhotoShelter library of assets and create an evergreen list of influence and thought leader podcasts that will assist in execution of our storytelling and driving engagement across our destinations desired market segments.
- Amplify our resorts' unique lifestyle, wellness, and culinary experiences to desirable target audiences (i.e. Financial and Insurance Conference Professionals and corporate incentive business travel) at hosted events, tradeshows and targeted paid media.

PROGRAM OF WORK | PARTNERSHIP OPPORTUNITIES

Each year Visit Phoenix develops and executes a robust program of work designed to offer members the opportunity to participate in sales missions, tradeshow and destination showcase opportunities (FAMs) for the fiscal year starting July 1, 2024, through June 30, 2025. These programs are designed to transact B2B opportunities, provide education and relationship building, and to expose clients to the wide array of member resources available that support desired business event outcomes.

A high-level look at the convention sales Program of Work for FY 24/25 follows:

Date	Program	Location
July 23-25	Council of Engineering and Scientific Society Executives	Toronto, ON, Canada
Aug. 10 - 13	ASAE Annual Meeting	Cleveland, OH
Aug. 13 - 14	Canadian Meetings and Expo	Toronto, ON, Canada
Aug. 26-28	Maritz Activate	Washington, DC
Aug. 27 - 30	ConferenceDirect CDX	Portland, OR
Aug. 27 - 30	Connect Marketplace	Milwaukee, WI
Sept. 5	Destination Celebration Event	Milwaukee, WI
Sept. 10-12	DC Sales Mission	Washington, DC
Sept. 23 - 26	TEAMS Conference and Expo	Anaheim, CA
Sept. 25	Destination Celebration Event	Kansas City, MO
Sept. TBD	Client Events	Dallas and Austin, TX
Oct. 8 - 10	IMEX	Las Vegas, NV
Nov. 12-14	Etherio Connect and Client Event	Atlanta, GA
Nov. 13-16	ConferenceDirect Forum	Orlando, FL
Nov. 19-21	Fall FAM	Phoenix, AZ
Nov. TBD	Client Event	Charlotte, NC
Dec. 4-5	Holiday Showcase	Chicago, IL
Jan. 6 - 8	RCMA Emerge	Phoenix, AZ
Jan. 8 - 10	RCMA Post FAM	Phoenix, AZ
Jan. 12-15	PCMA Convening Leaders	Houston, TX
Jan.	Client Events	Northern and Southern, CA
Feb TBD	MeetNY	New York, NY
Spring TBD	Chicago Signature Event	Chicago, IL
Spring TBD	DI/PCMA Business Events Week	Washington, DC
March Dates TBD	Spring Training FAM	Phoenix, AZ
March TBD	Destination Celebration Event	Minneapolis
March TBD	MIC of Colorado and Client Event	Denver, CO

Spring TBD	ConferenceDirect APM	TBD
Apr. 2	Destination Celebration	Kansas City, MO
April 14 - 17	Sports ETA	Tulsa, OK
May TBD	HelmsBriscoe ABC	TBD
May TBD	Northeast Client Events	Botson and New Jersey
June TBD	CVENT Connect	TBD
June 17-19	MPI WEC	St. Louis, MO
June TBD	PCMA EduCon	TBD

KEY PERFORMANCE INDICATORS

Citywide Sales

- 300,000 delegates booked into the Phoenix Convention Center for all future years.
- 315,000 room nights booked into downtown Phoenix Hotels for all future years.
- Generate 10 unique and incremental amateur or other youth sports events for Visit Phoenix convention sales portfolios.

Hotel and Resort Sales

- 340,000 room nights booked into Greater Phoenix hotels and resorts for all future years.
- 480 unique leads produced for Greater Phoenix hotels and resorts.

NOTE: Hotels operate on a calendar year budget, and for programs taking place between July 1 through December 31, 2024, we recommend factoring these programs into your plans for the same period (July through December) for 2025.

DESTINATION SERVICES



The Destination Services department is the services arm of Convention Sales acting as a liaison between meeting planners, Visit Phoenix member businesses and the community of stakeholder partners. The department assists professionals with all aspects of their event promotional and planning needs and offers registration support.

The Destination Services team's prime objective is to positively impact attendee engagement and influence repeat business opportunities. The department will continue to:

STRATEGY #1

Strengthen alliance with the Phoenix Convention Center, downtown hotels services teams, and Downtown Phoenix Inc. to enhance the delegate experience.

TACTICS

- Participate in monthly downtown convention sales and services strategy meetings with the DOSM of all major hotels, Phoenix Convention Center sales leadership and Downtown Phoenix Inc.
- Conduct quarterly business review meetings with the Phoenix Convention Center event operations:
 - Leadership to build rapport and proactively address rolling 90-day service opportunities.
- Participate in monthly meetings with Downtown Phoenix Inc., Phoenix Community Alliance and Roosevelt Row community business leaders to advance the attendee experience.
- Issue a convention profile for each citywide group to the downtown community that details the conference schedule as well as share information about attendee preferences to build member awareness and ensure convention preparation.

STRATEGY #2

Build relationships with a community of stakeholders including those within the city's intellectual capital community (i.e. Phoenix Bioscience Core, City of Phoenix Economic Development, Greater Phoenix Economic Chamber, STEM industries) to support thought leadership, experiential and other programmatic resources to bolster convention attendee experiences.

TACTICS

- Ongoing participation in networking events and calls hosted by the Phoenix Bioscience Core.
- Collaborate with the marketing team to promote convention groups and support asset development for intellectual capital needs.
- Provide exchange of resources beneficial to clients.

STRATEGY #3

Promote community impact and legacy building opportunities to event organizers that seek to meaningfully connect attendee's experiences to their organizations' core values.

TACTICS

- Connect event organizers to a variety of City of Phoenix community volunteers, as well as local non-profit organizations such as Phoenix C.A.R.E.S, HandsOn Greater Phoenix, Phoenix Dream Center and others that help to build communities through service and civic engagement and creates safe havens and hope for the victimized.
- Collaborate with convention sales and marketing to amplify the city's robust corporate social responsibility offerings via meetings URL, testimonials, e-newsletters and through a host of digital media.
- The services team will maintain and update a diverse list of community service activities for groups to participate in and continue to build relationships with new local organizations.

STRATEGY #4

Support event organizers to achieve attendance goals.

TACTICS

- Provide event organizers with collateral, destination videos, custom welcome announcements, email blasts and QR codes to destination information at the prior year event, on the conference application, or on-stage.
- Promote pre and post activities through our Phoenix Deals, Attraction Pass and Phoenix Marketplace programs to encourage longer stays in the destination.
- Repurpose leisure marketing to appeal to convention attendees.
- Connect the events marketing team with Visit Phoenix to develop a more creative and robust campaign to promote to both local and national member audiences.

KEY PERFORMANCE INDICATORS

Citywide Post-Convention Survey Results

- Overall Destination Satisfaction Rating from Meeting Planners: Goal 90%
- Destination Manager and Services Satisfaction Rating from Meeting Planners: Goal 92%

INSIGHTS & DEVELOPMENT



The Insights and Development Department strategically supports business development, sales, and marketing initiatives at Visit Phoenix through research and data analysis, aiming to optimize convention sales efforts, enhance destination marketing strategies, and foster tourism growth and economic development in the destination.

OBJECTIVES

Conduct Market Analysis

Conduct in-depth market and industry analysis to identify trends, opportunities, and challenges, providing insights to support business development, sales, and marketing strategies.

Marketing Performance and ROI

Implement systems and conduct research to track and evaluate the performance of various marketing initiatives, including advertising campaigns and digital marketing efforts, to assess their impact on visitation and destination perception.

Convention Sales Data Analysis

Develop a robust system for collecting and analyzing data related to convention sales efforts, including booking trends, lead generation sources, conversion rates, and impact generated from convention bookings.

Demand Forecasting

Utilize historical market performance data, destination developments, booking pace reports and event calendars to forecast future room demand in the destination, enabling proactive planning and resource allocation.

Stakeholder Engagement

Collaborate closely with internal stakeholders, such as tourism boards, local businesses, and government agencies, to share insights, align objectives, and ensure that research findings are effectively integrated into broader destination and business marketing strategies and policies.

Data-driven Decision Making

Promote a culture of data-driven decision-making within the organization by providing timely and actionable insights derived from research findings, empowering staff and stakeholders to make informed decisions.

Continuous Improvement and Training

Regularly review and evaluate the performance of the research department against established goals and objectives. Invest in training and development opportunities for staff, ensuring proficiency in the use of data analytics tools and techniques.

FY 24/25 KEY STRATEGIES

- Continued customizations and enhancements to Symphony Intelligence Platform
- Key staff onboarding and training on Symphony platform
- Complete Marketing ROI and Destination Perception Study
- Complete the 2024 Meeting Planner destination perception study
- Partner and Stakeholder Outreach Programs

Monthly Reports

The department produces multiple reports monthly to keep members and stakeholders informed on market performance and trends.

Reports include:

- Hotel and Vacation Rental Accommodations Summary
- Hotel Pipeline Summary
- Meetings and Conventions FuturePace Reports
 - Phoenix Convention Center
 - Hotel and Resort
 - All Bookings Report
- 3-month Major Events List
- Annual Major Events
- Domestic Overnight Visitation Summaries

Visitor Trends Webinar Series

The webinar series is designed to inform members on key trends in various visitor industry segments throughout the year. Each webinar includes an update on key performance indicators, local and national trends on the key topic of the month and a guest presenter.

- September: Leisure Trends and Marketing Review
- October: Convention and Group Trends
- November/December: Airlift and Airports Update
- January: Leisure Trends
- February: Convention and Group Trends
- March: International Visitation
- April: Tourism and Economic Development
- May: Convention and Group Trends
- June: Visitation and Key Trends Overview

Member Events

- August: Visitor Industry Forecast Event

MARKETING



The Visit Phoenix Marketing Department oversees all organizational creative efforts, which includes the following:

- visitphoenix.com
- Social media channels
- Email marketing
- Advertising
- Collateral and merchandise
- Publication development
- Video production and photography

The department's primary goals are to ensure the integrity of the Visit Phoenix brand and to deliver a consistent marketing message to consumers and clients across all mediums.

OBJECTIVES

The marketing department focuses on programs that best enhance the brand's reach with the resources provided. The principal efforts are executed via advertising opportunities in proven markets both nationally and internationally. Through these efforts, the objective is to build and strengthen awareness and perception of the destination by driving traffic to our website, ultimately increasing both leisure and business/convention travel to the Greater Phoenix area.

STRATEGIES

Creative Campaign

Visit Phoenix launched a creative campaign in 2023 entitled, The Desert Made Me Do It, that is currently targeted to both leisure travelers and meeting planners. Created in partnership with creative agency Sunshine and Bourbon, the campaign highlights the innovation spawned by living in the Sonoran Desert, showcasing the synergy between the destination's natural environment and urban elements.

In addition to the overall strategy, the marketing department is focusing on the following segments:

- Food and Beverage: The destination has an extremely unique and powerful culinary scene, and the marketing department is working to

ensure that national and international perceptions reflect that.

- Live Events: The destination's natural environment and urban amenities make it a prime location for large scale events in the sports and entertainment industries. The marketing department aims to establish and strengthen that reputation.
- Luxury: The Sonoran Desert, the culinary scene, and the hotel and resort offerings reveal that the destination can market to a higher income demographic. The marketing department is working to establish Phoenix proper as a luxury destination unique from its neighboring communities.

KEY PERFORMANCE INDICATORS

The marketing team monitors the following to determine the success of its efforts:

- Website visitation and engagement
- Email subscribers
- Visitor Guide orders

According to a 2023 study from destination research firm Future Partners, visitphoenix.com generates roughly \$93 million in economic impact to the destination.

Advertising Efforts

While there are several marketing efforts that are trafficked through traditional media, the online suite of offerings is the most valuable. Digital placements are most aggressive during the winter and spring months, when audiences in cold-weather destinations are most engaged with the destination's attributes. There are numerous marketing efforts in the digital space, which include programmatic display, search, and CTV, as well as placements on proven platforms such as Conde Nast, Fodor's Travel, and Modern Luxury.

Sales Support

The marketing department supports the organization's sales efforts via collateral, organic website and social content, as well as paid placements in trusted meetings publications including Meetings Today, and PCMA/Convene. Advertising has recently shifted from traditional print placements to higher-impact efforts, including email newsletters, podcasts, speaking engagements, geotargeting and retargeting. The goal of these efforts is to not only increase awareness and improve perceptions, but to also establish the destination as an economic powerhouse in industries such as tech, healthcare and sports and to establish the organization's sales team as subject matter experts.

Social Media

The organization uses social media as a quick and effective way to increase awareness and improve perceptions of the destination. The marketing department is active on the following channels, based on proven success of these platforms in the digital environment:

- Facebook
- Instagram
- LinkedIn
- TikTok
- YouTube
- Pinterest

Geographic Targets

The marketing team determines its primary audiences and potential markets based on internal and external research, trends, and metric tracking. The information below is subject to change as new opportunities arise.

Primary Markets

- Chicago, IL
- Dallas, TX
- Denver, CO
- Los Angeles, CA
- Southern California
- Arizona (excluding Maricopa County)
- Seattle, WA
- Albuquerque, NM
- New York City, NY
- Las Vegas, NV

Secondary Markets

- Boston, MA
- Houston, TX
- Minneapolis, MN
- Salt Lake City, UT
- Washington, D.C.
- San Francisco, CA

Summer Markets

- Arizona (excluding Maricopa County)
- Southern California
- Colorado
- Nevada
- Albuquerque, NM
- Santa Fe, NM
- Texas

International Markets

- Mexico:
 - Hermosillo
 - Mexico City
 - Monterrey
 - Guadalajara
- Canada:
 - Calgary
 - Ontario
 - Vancouver
- Europe:
 - UK
 - Germany
 - France

Media Plan

The media plan is the result of a year-long strategic planning based on visitor and meeting planner research, as well as trends in the advertising space. The information below is subject to change as new opportunities arise.

Please contact Steven Totten, Director of Marketing, at stotten@visitphoenix.com for the most current version of the media plan.

PRIMARY & SECONDARY MARKETS

Tactics	NET CPM	GROSS CPM	July	August	September	October	November	December	January	February	March	April	May	June	TOTAL
PRIMARY + SECONDARY GEOS															
DIGITAL			Summer Support		Shoulder	Fall		Peak			Spring		Summer Support		
Display															
Seen This															
Social Display															
Sojern Display															
Facebook/Instagram															
TikTok															
YouTube (TrueView + Bumpers)															
CTV/OTT															
Hulu CTV															
Online Video															
Sojern OLV															
SEM															
Spotify		-													
Co-Op Match (Sojern)		-													
DIGITAL TOTAL:															
TRADITIONAL															
Arizona Travel Guide															
Airport Outdoor		-													
Arizona Pride Guide		-													
California Pride Guide		-													
Modern Luxury: Dedicated Emails, Luxury Travel campaign		-													
El Imparcial															
Conde Nast Dedicated Email - 4X															
Activation + PR Support															
Contingency															
TRADITIONAL TOTAL:															
PRIMARY + SECONDARY TOTAL:															

INTERNATIONAL MARKETS

Tactics	NET CPM	GROSS CPM	July	August	September	October	November	December	January	February	March	April	May	June	TOTAL
INTERNATIONAL GEOS															
CANADA			Summer Support		Shoulder	Fall			Peak			Spring		Summer Support	
Display															
Online Video															
Sojern Display															
CANADA TOTAL:															
MEXICO															
Display															
Online Video															
Sojern Display															
MEXICO TOTAL:															
FRANCE															
Display															
Online Video															
Sojern Display															
FRANCE TOTAL:															
INTERNATIONAL TOTAL:															

SEASONAL MARKETS

Tactics	NET CPM	GROSS CPM	July	August	September	October	November	December	January	February	March	April	May	June	TOTAL
SEASONAL HAPPENINGS GEOS															
DIGITAL			Summer Support		Shoulder	Fall			Peak			Spring		Summer Support	
Social + Geofence															
SEASONAL TOTAL:															
PLAN TOTALS:															

COMMUNICATIONS

Visit Phoenix's Communication Department oversees local, regional, national, and international media relations and communications efforts with the goal of positioning Greater Phoenix as a leading destination for leisure travel and business events. The department actively cultivates relationships with various media stakeholders, including journalists, editors, travel writers, content creators, and representatives from travel media platforms.

OBJECTIVES

The focus of the Communications team is to generate positive editorial coverage for Greater Phoenix and its associated businesses across a wide array of media outlets covering diverse interests such as leisure and business travel, trade, meetings and conventions, outdoor recreation, culinary experiences, golf, wellness, arts, environment, LGBTQ+, lifestyle, and everything in between. Additionally, the department aims to:

- Provide engaging content and story angles for editorial coverage in top-tier and regional media outlets*.
- Create story ideas to introduce the destination to new media outlets.
- Pitch fresh story ideas to media outlets that have previously featured the destination.
- Engage with trade media to highlight key attractions like the Phoenix Convention Center and Downtown Phoenix.
- Expand Greater Phoenix's presence in established and emerging regional and international markets.
- Pitch and secure local interest stories and angles for broadcast coverage.
- Continue to showcase the destination's mega-event calendar and economic impact efforts.
- Continue to bolster Corporate Communications arm in conjunction with community outreach.

**Publications or websites with a digital viewership exceeding 500,000 UVMs and 50,000 circulation*

STRATEGIES

To achieve these objectives, the Communications team employs various strategies, including:

- Conducting media missions in key markets to spotlight the destination.
- Securing one-on-one meetings with national publications for in-depth coverage.
- Curating tailored media tours to showcase the destination to visiting journalists.
- Attending appointment-based conferences to meet with media and pitch destination stories.
- Targeting Greater Phoenix's top feeder markets local publications for localized placements.
- Creating buzz in emerging markets to strengthen interest in leisure and group travels.
- Researching editorial calendars and providing timely seasonal information to national and international media.
- Responding to media queries for story leads and idea development to create destination exposure.
- Offering up-to-date facts and figures as requested by media and stakeholders.
- Engaging with travel media through participation in domestic trade shows and tourism-related conferences.
- Monitoring and analyzing media outcomes and placements.

- Showcasing Greater Phoenix at international travel-trade media missions and shows.
- Engage with all local partners and stakeholders to ensure perpetual local media coverage.
- Engage with trade publications to secure continuous meeting/conference/business travel buzz for the destination.
- Showcase the destination's magnetism for all things mega-event related in all applicable pitches.

Through these concerted efforts, Visit Phoenix's Communications Department aims to elevate the profile of Greater Phoenix, attract diverse visitors, and contribute to the region's tourism growth and economic development.

MEDIA MISSIONS AND CONFERENCES PROGRAM OF WORK

The Communications department leads media missions and attends appointment-based conferences to secure editorial coverage for the Greater Phoenix area. The goal is to promote Greater Phoenix to meeting and convention clients, travel trade media and domestic and international leisure travel markets. Media missions combine targeted media events and one-on-one appointments with top travel and travel trade media and digital partnerships including editors, writers, journalists, travel content creators (influencers) and bloggers. The department uses destination research on flight patterns and visitor trends to best decide media mission markets and where to concentrate efforts. Additionally, the team attends professional development conferences throughout the year to ensure the team is fully tapped into the latest industry updates, trends and most effective practices when working with media.

Upcoming Media Mission Markets*

- Minneapolis- September 2024
- United Kingdom and France- December 2024/ January 2025
- Los Angeles- February 2025
- New York- April 2025
- Chicago- May 2025

**Please note all media mission dates are subject to change based on market availability and local events that could impact media attendance.*

Upcoming Conferences

- ESTO- August 11-13, 2024
- Travel Classics West- November 21-24, 2024
- IPW- June 14-18, 2025
- PRSA Travel and Tourism Conference- June 2025

TOURISM



The Tourism Sales department promotes the Greater Phoenix area to a global audience of visitors and travel industry professionals. Tourism sales efforts are geared to travel agents, receptive operators, and tour operators to promote domestic and international visitation to the region to drive room nights and longer stays in the market for Greater Phoenix hotels and resorts, attractions, transportation services, and dining experiences.

STRATEGY #1

Utilize Amadeus Agency360 insights to inform proactive efforts to maintain relationships with high volume producing agencies, tour operators and consortias and to engage those that are more opportunistic.

TACTICS

- Host destination training and webinars, both in-person and virtual, to educate travel professionals and enhance market knowledge.
- Conduct monthly targeted outreach through e-newsletters, travel marketing campaigns and member promotions to a segmented audience of agencies that book luxury travel as well as those from emerging markets such as France and Asia.

STRATEGY #2

Collaborate with the City of Phoenix, Arizona Office of Tourism and key stakeholders to promote visitation to the region.

TACTICS

- Partner with Phoenix Sky Harbor Airport, Arizona Office of Tourism and regional DMO's to promote new flights, route development to opportunity markets both domestic and international to boost leisure travel to the region.
- Engage with international travel trade representatives in key markets such as Mexico, Canada, the United Kingdom, Germany, and France to maximize destination exposure.
- Support City of Phoenix trade initiatives with Mexico and Canada to promote visitation to the region alongside commercial activities.
- Support Phoenix Sister Cities initiatives to maintain awareness and brand presence of Phoenix as a thriving global market for visitation.

STRATEGY #3

Promote Greater Phoenix as a premier destination for sports leisure travel.

TACTICS

- Collaborate with major league sports teams Arizona Diamondbacks, Phoenix Suns and Arizona Cardinals to entice out of market travel to Phoenix from Mexico, United Kingdom and Germany.
- Create and promote specialized sports tourism packages in collaboration with professional and amateur sports entities, including ticket bundles, unique experiences, and accommodations tailored to sports enthusiasts.

STRATEGY #4

Promote Phoenix to the luxury leisure travel consumer.

TACTICS

- Develop luxury destination itineraries and activities in collaboration with the marketing team to highlight greater Phoenix's luxury experiences including bespoke high-end shopping, luxury accommodations, upscale recreation and lifestyle experiences.
- Partnering with luxury segment tour operators for domestic and international markets to inform and offer tailor-made travel packages thereby increasing room nights and sales exposure to resorts.

STRATEGY #5

Promote the greater Phoenix area to domestic and International receptive tour operators and travel agents.

TACTICS

- Participate in appointment-based tradeshows to facilitate face-to-face meetings with travel professionals and ensure awareness of destination offerings.
- Conduct sales missions and client events in key domestic markets as noted on the program of work to inform and educate on the destination and to promote travel marketing packages.
- Host site inspections and familiarization tours to highlight current and new product inventory to influential clients worldwide.

NOTE: Hotels operate on a calendar year budget, and for programs taking place between July 1 through December 31, 2024, we recommend factoring these programs into your plans for the same period (July through December) for 2025.

A high-level look at the tourism sales Program of Work for FY 24 / 25 follows:

Date	Program	Location
July 17-20	GTM East	Ft Lauderdale, FL
August 2-3	ASTA Fiesta in the Desert	Scottsdale, AZ
September TBD	West Pacific Tourism Sales Mission	Portland, OR and Vancouver, BC
October 21-24	Brand USA Travel Week	London, UK
October TBD	East Coast Tourism Sales Mission	Philadelphia, PA /Atlanta, GA
November TBD	Midwest Tourism Sales Mission	Minneapolis, MN and Ohio
December TBD	AOT German Trade Sales Mission	Germany (Cities TBD)
January 7-10	Go West Summit	Palm Springs, CA
January TBD	Texas Tourism Sales Mission	Houston and Austin, TX
March TBD	AOT UK and France Trade Sales Mission	UK and France (Cities TBD)
March TBD	AOT Eastern Canada Trade Sales Mission	Eastern Canada (Cities TBD)
April TBD	Mexico Tourism Sales Mission	Mexico City and Guadalajara
May TBD	LTA Ultra Summit	Florida
June 27 – July 1	IPW 2025	Chicago, IL
Hosted familiarization tours		
October 11-19	AOT France FAM	Phoenix, AZ
October TBD	Europe FAM	Phoenix, AZ
November TBD	Domestic Luxury FAM	Phoenix, AZ
December 5-6	AOT – Brand USA UK FAM	Phoenix, AZ
January TBD	Mexico FAM	Phoenix, AZ
April	Canada FAM	Phoenix, AZ

KEY PERFORMANCE INDICATORS

- Grow lead generation to increase room night production and product inventory by 10%.
- Increase in room night volume from top five markets and emerging markets by 10% measured by insights from Agency360.
- Expansion of client reach through targeted sales calls, events, and marketing efforts by 10%.

COMMUNITY ENGAGEMENT



The Community Engagement department fosters collaboration, trust, and participation among diverse stakeholders.

OBJECTIVE

To establish a strong relationship between the tourism industry and the local community by opening doors and granting tourism a seat at the table.

STRATEGY

Tourism generates revenue, supports local enterprises, fosters job creation, and stimulates economic development. It is our mission to inform and engage local businesses and residents in tourism endeavors, cultivate genuine experiences, safeguard cultural heritage, and guarantee that tourism positively impacts the entire community.

TACTICS

- **Collaboration:** Actively seek partnerships with local businesses, community organizations, and cultural institutions to develop and promote tourism initiatives.
- **Education and Awareness Initiatives:** Allocate resources towards campaigns aimed at enlightening the local community about the economic, social, and cultural advantages of tourism. These efforts should also underscore tourism’s responsibility in conserving cultural heritage, safeguarding natural resources, and bolstering local businesses.
- **Communication:** Establish additional communication channels, such as newsletters, social media, and community presentations, to inform residents about our upcoming tourism events, projects, and opportunities for involvement.
- **Workforce Development:** Support workforce development initiatives that strengthen the tourism industry and ensure its workforce is skilled, motivated, and equipped to deliver high-quality experiences to visitors. By prioritizing the professional growth and well-being of tourism professionals, businesses can enhance their competitiveness, attract and retain talent, and contribute to the overall success of the tourism sector.
- **Economic Benefits:** A strong relationship between the tourism industry and the local community can lead to economic benefits for both parties. Tourism generates revenue that supports local businesses, creates job opportunities, and stimulates economic growth. Engaging with the community ensures that these economic benefits are distributed equitably and sustainably.
- **Environmental Sustainability:** Community engagement promotes responsible tourism practices that prioritize environmental sustainability. By involving local residents in decision-making processes, tourism development can minimize its environmental impact and preserve natural resources. This includes initiatives such as waste management, conservation efforts, and eco-friendly tourism activities.
- **Cultural Exchange and Understanding:** Tourism provides opportunities for cultural exchange and understanding between visitors and the local community. Engaging with residents allows tourists to learn about different cultures.

MEMBERSHIP



As a point of connection between local businesses and visitors, the Membership department highly values Community Engagement. We offer resources and targeted exposure to convention, meetings and leisure visitor markets to local businesses. Members enjoy a tiered structure of offerings including relevant education, market research and data, as well as networking and marketing opportunities to assist them in realizing their business goals.

STRATEGY #1

To further engage our community, the Membership department will simplify the current membership model. This will help facilitate a more automated sales process and offer clear benefits.

TACTICS

- Revamp Membership Model.
- Add corporate sponsorships.
- Look to sources other than membership dues to increase revenue
- Start a membership roundtable to gain insight from member businesses throughout the year.
- Support development of Destination Advocates Program.

STRATEGY #2

To encourage significant involvement from community businesses, we will begin to introduce a corporate sponsorship level to our membership options.

TACTICS

- Examine potential companies that would be appropriate fits for industry sponsorships.
- Research tactics other DMOs have deployed around corporate sponsorships to find value and price point.
- Partner with key corporations in the first year to examine their expectations from a corporate sponsorship agreement and relationship.
- Proceed with existing partnerships and welcome new partnerships to improve alignment of industry community and government entities.

VISITOR EXPERIENCE



As a team devoted to connecting visitors with our local community, Community Engagement is the power behind the work of the Visitor Experience team. We provide the highest quality in customer service and destination knowledge to visitors in the planning, visiting, and remembering phases of travel. We also engage with the frontline staff of local hotels, restaurants, attractions and transportation options to ensure the most positive visitor experiences possible.

OBJECTIVE

The Visitor Experience team will work on enhancing our current tools to encourage more overnight stays in Greater Phoenix as well as develop training resources to educate and support frontline staff in our destination.

STRATEGY #1

Lay significant groundwork for the implementation of a Destination Advocates Program. This program enhances the visitor experience through educating locals, business owners, and visitor facing staff in the best ways to talk about anything and everything there is to see and experience in Greater Phoenix.

TACTICS

- Curriculum Creation: Build a collection of content and information for resident and community understanding that inspires support of tourism and Visit Phoenix.
- Assist in Workforce Development: Use or marketing resource and understanding of the destination to assist local companies large and small, in training and on-boarding.
- Improving visitor experience: Offer a customer services training component to the program and advocate for the development of increased downtown experience and events.

STRATEGY #2

Contribute to alternative avenues of revenue outside of membership dues through small activities that can be scaled with the development of a larger team.

TACTICS

- Continue to sell additional “Destination Expert” service days to meeting planners at PCC or resorts.
- Redevelop visitor-facing Downtown Phoenix map to include paid advertising and work with other visitor facing professionals and stakeholder organizations for input and potential collaboration.

STRATEGY #3

Strengthen the impact of the Visit Phoenix App as it is utilized in specific marketing campaigns throughout the year.

TACTICS

- Create and execute a seasonal schedule of itineraries based on marketing data from visitphoenix.com.
- Begin to utilize in-app notifications for geotargeted messages.
- Strategically utilize ad space in the app for messaging or sell as part of our media kit.

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