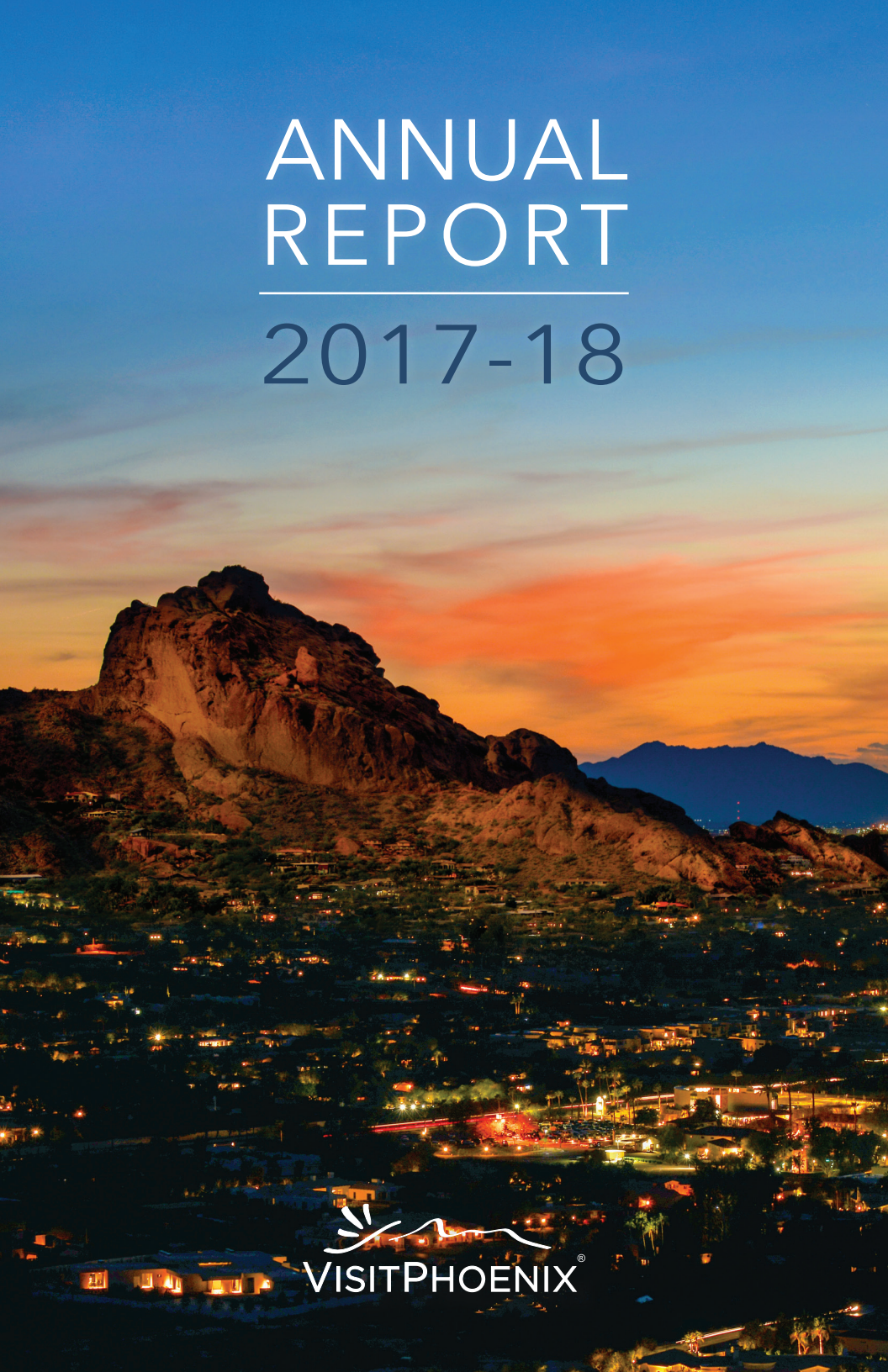
ANNUAL REPORT

2017-18



VISITPHOENIX®

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FINANCIALS

Visit Phoenix is a private, non-profit corporation that promotes and markets Greater Phoenix as a year-round convention and leisure-traveler destination. We target potential visitors and convey the message that Greater Phoenix is the nation's premier location for meeting facilities, resorts, hotels, spas, golf courses, culture, cuisine and outdoor adventure.

Visit Phoenix spearheads convention and tourism efforts both domestically and internationally. We are committed to education relevant to the hospitality industry, and our performance and reputation is achieved through the efforts of a highly qualified and professional staff.

BUDGET OVERVIEW

Public Sector:
City of Phoenix,
Maricopa County &
Prop 302 Funds
$14.1 million

Private Sector
$2.4 million

ECONOMIC IMPACT

44 million — Greater Phoenix visitors in 2017, including more than 1.8 million international visitors

$7.8 billion — in direct estimated spend within Greater Phoenix in 2017

83,425 jobs — directly supported by visitor industry in Greater Phoenix in 2017

$1 billion — state and local tax revenue generated by Greater Phoenix visitors in 2017

According to Tourism Economics, 2018

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.

COMBINED TOTALS

856
total meetings booked into Phoenix Convention Center & area hotels and resorts

780,994
total room nights booked

525,904
total delegates booked

$679,762,009
estimated direct spend generated from bookings*

2,802 leads received

$ these leads account for **3,665,118** room nights

385 meeting planners hosted for site tours and inspections

37 tradeshows, events and sales missions attended by and/or conducted by sales staff

> "The city of Phoenix...has a tremendous convention and visitors bureau. They sell your city as well as any city has ever been sold.
>
> -Marvin Kokes
> *Senior Vice President of National Cattlemen's Beef Association*

TOTALS BY PRODUCT

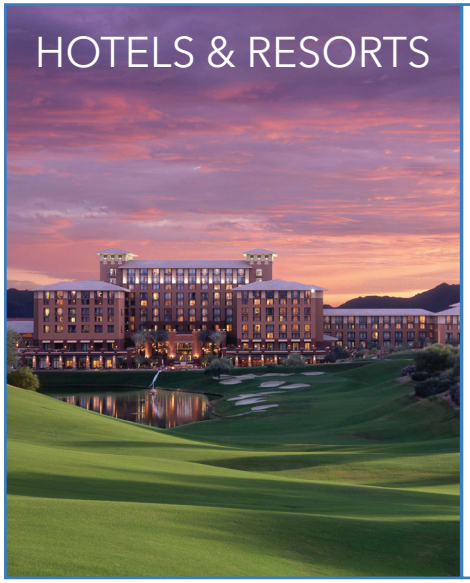
84
total meetings booked

286,889
future delegates

337,857
definite room nights booked

$428,325,277
estimated direct spend generated by delegates*

373
leads received



772
total meetings booked

239,015
future delegates

443,137
definite room nights booked

$251,436,732
estimated direct spend generated from bookings*

2,429
leads received

*Estimated direct spend is calculated using formulas provided by HVS/City of Phoenix.

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.

384
member leads to Visit Phoenix member businesses

4,301
member referrals distributed

89
customized site tours conducted for convention groups

$276,834
in registration revenues

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.

15,642 walk-in visitors

23,498 member referrals

49,125 visitor guides distributed at airports and Sky Harbor car rental facility

13,641 requests and inquiries received from visitors

TOURISM

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

191 member leads generated *(28% increase year-over-year)*

51 clients hosted during FAMs & site inspections

7,259 fulfillment inquiries received

13,194 fulfillment pieces delivered

800 travel agents and tour operators met on sales missions to:

MEXICO
Guadalajara, Mexico City, Hermosillo, Tijuana

CANADA
Calgary, Toronto, Montreal

U.S.
Chicago, Northern California, Southern California, New Jersey & New York, Connecticut

6
tradeshows attended

198
appointments during tradeshows

384
client reach at tradeshows

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.

WEBSITE

3,205,804 website visits

7,908,236 website pageviews

According to Destination Analysts, Visit Phoenix's digital platforms generated incremental visits and additional days in market creating **$50.8 million** in direct visitor spending.

VisitPhoenix.com was the largest contributor to this spending, accounting for **$37.5 million**.

TOP 10 DOMESTIC WEB-TRAFFIC MARKETS

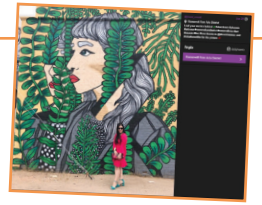
EXCLUDING PHOENIX MARKET

1. LOS ANGELES
2. NEW YORK CITY
3. CHICAGO
4. SAN FRANCISCO-OAKLAND-SAN JOSE
5. DALLAS-FT.WORTH
6. TUCSON
7. WASHINGTON DC
8. MINNEAPOLIS-ST.PAUL
9. SEATTLE-TACOMA
10. DENVER

WEBSITE VISUALS

1,800+ user-generated images displayed

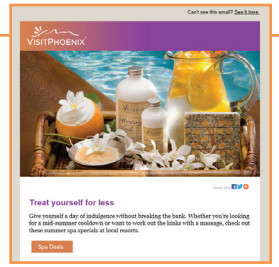
140+ site pages with user-generated images



TOP 5 VIEWED SECTIONS OF THE WEBSITE

1. EVENTS
2. THINGS TO DO
3. HOT SHEET BLOG
4. MEMBER LISTINGS
5. LEARN & PLAN

120% increase year-over-year of event listing pageviews



63,541 unique opt-in email addresses for consumer marketing

29,581 online travel guide requests and digital views

ADVERTISING

325,100,738 ad impressions

Print

Online

Out-of-Home

SOCIAL MEDIA

217,538 Facebook likes

53,067 Twitter followers

42,160 Instagram followers

3,562 Pinterest followers

MEDIA RELATIONS

The media relations department manages domestic and international media relations to promote Greater Phoenix's assets 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.

522,480,439
audience reached (top tier)

811	183	352
travel journalists hosted	articles published about Phoenix (top tier & trade)	media assisted

TOP PUBLISHED ARTICLES

UNEXPECTED PHOENIX
Canadian Traveller

IS PHOENIX THE COFFEE CAPITAL OF THE SOUTHWEST?
Vogue.com

10 BEST U.S. CITIES FOR BUSINESS TRAVEL
Smart Meetings Magazine

A WEEKEND IN DOWNTOWN PHOENIX
Via Magazine

#phxjourneys

582 #phxjourneys tagged posts

From Instagram collaborations, we reached an audience of nearly **5,000,000** generating nearly **1,200,000** engagements.

MEMBERSHIP

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

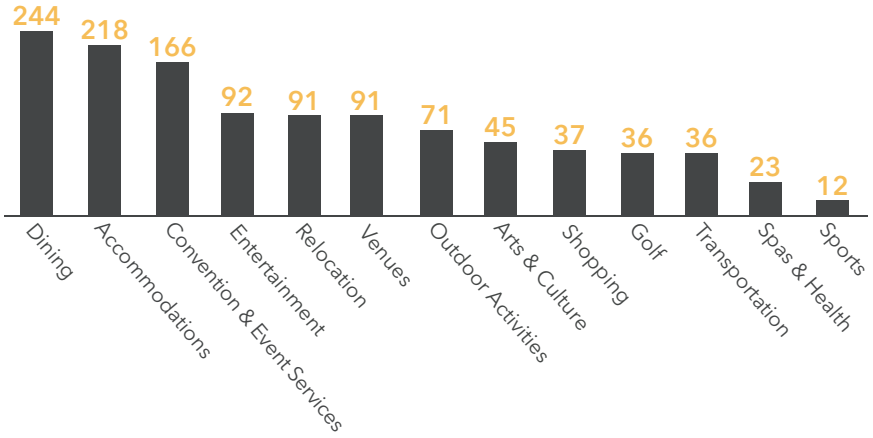
1,028 total members

83% of membership revenue derives from core group of businesses affiliated with Visit Phoenix for 3+ years

22	168
member events hosted	members in average mixer attendance

Nearly **95%** of members agreed that Visit Phoenix's efforts are important to the economic growth of the economy.

NUMBER OF LISTINGS BY CATEGORY



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