

A large saguaro cactus silhouette is centered in the frame, set against a vibrant sunset sky transitioning from deep purple at the top to bright orange and yellow at the bottom. The cactus has several tall, columnar arms reaching upwards. The overall mood is serene and iconic of the desert.

*Annual*  
**REPORT**

2023-24

VISIT  
**PHOENIX**

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# About Us

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.







# Vision

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

# Mission

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

# 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.

# 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

## 2023

- **Occupancy:** 68.4%, increased 0.3% vs 2022
- **ADR:** \$173.80, increased 7.5% vs 2022
- **RevPAR:** \$118.92, increased 7.7% vs 2022
- **Room Revenues:** \$3.04 billion, increased 8.1% vs 2022
- **Room Demand:** 17.5 million, increased 0.6% vs 2022

## 2024 (Through May):

- **Occupancy:** 74.9%, increased 0.2% vs 2023
- **ADR:** \$204.75, decreased 3.1% vs 2023
- **RevPAR:** \$153.45, decreased 2.9% vs 2023
- **Room Revenues:** \$1.6 billion, decreased 2% vs 2023
- **Room Demand:** 8 million, increased 1.1% vs 2023

Source: STR, Inc.

## VISIT PHOENIX REVENUE



**\$20.7 MILLION**

\$2.2 million private = 11%

\$17.9 million public = 89%

## Trends Webinar Series

In FY 23/24, the Visit Phoenix Research department continued to host the Visitor Industry Trends webinar series. During these webinars we shared the latest data, insights and trends with our member businesses. Each webinar included an overview of current market performance, and specific insights on conventions, leisure travel, international visitation, airlift and destination developments.

In total, the research team hosted ten trends webinars in FY 23/24. Webinars averaged more than 85 members and industry stakeholders, and more than 230 individual businesses attended at least one webinar. In post-webinar surveys sent to attendees, 92% of completed surveys indicated they were “Very Satisfied” with the webinar content. The webinar series also received a Net Promoter Score of 89 for the year.



### Major Studies:

- The Insights Team completed multiple major studies in FY 23/24
- Website User & ROI with FuturePartners
- 2023 Metro-wide domestic visitor profile with Longwoods International
- 2023 Phoenix-metro Tourism Impact Report with Tourism Economics
- 2023 World Series impact study with ASU Seidman Research Institute and Downtown Phoenix Inc.

# COMMUNITY ENGAGEMENT

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.

## Community Awareness Campaign

Goal: Educate key stakeholders and the general public on the tremendous impact of tourism

Tactic	Impression	Reach	Clicks	Social Actions/ Engagements	CTR	Engagement Rate
LinkedIn	127,00	41,013	424	2,032	0.33%	1.59%
Facebook/ Instagram	1,490,590	250,488	855	2,530	0,06%	0.17%
Total:	1,617,599	291,501	1,279	4,562	0.08%	0.28%

The campaign spread awareness to more than 290k local residents and business owners

## Membership



**135**

new members  
out of 940 total

*An increase of 3.4% over 22-23.*



**96%**

of dues revenue  
retained in FY



**20**

member events  
with a total of  
**2,081** attendees

*An increase of 67% over 22-23.*



**76%**

of members have  
been with Visit  
Phoenix for more  
than 3 years



Summer Member Mixer



Visitor Impact Review & Research Roundup



Spring Member Mixer

## Visitor Experience

**57** Conventions served at the Phoenix Convention Center with **312,550** attendees

**11,154** visitors served in-person

## Visit Phoenix App



**78,781** Total Users  
+236%

**87,986** Total Sessions  
+217%

**705,392** Pageviews  
+221%

**13,596** Total Downloads  
+68%



# 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.

14 Tradeshows with 1,043 client touches

2 sales missions with 80 clients

Hosted 3 FAMS with a total of 17 clients:

- Waste Management Phoenix Open - 5
- NCAA Men's Basketball Championship - 4
- Spring Training Citywide Sales FAM - 8

## Greater Phoenix Hotel/Resorts

- 526 meetings booked during FY 23/24
- 178,559 future delegates booked
- 353,841 definite room nights booked
- \$136 million estimated direct spend generated by delegates
- 3,876 leads received
- 106 site tours

## Phoenix Convention Center

- 62 meetings booked during FY 23/24
- 303,710 future delegates booked into the Phoenix Convention Center
- 367,489 definite room nights booked
- \$469.8 million estimated direct spend generated by delegates
- 435 leads received
- 34 site tours

## Combined Totals



**\$605.8 MILLION**

estimated direct spend generated this fiscal (booked in FY 23/24)

**482,269**

total delegates booked

**4,311**

total leads received (those leads account for total room nights)

**721,330**

total room nights booked by Visit Phoenix sales department FY 23/24

**588**

total meetings booked into PCC and hotels and resorts during FY 23/24

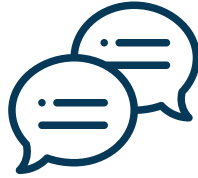
# DESTINATION SERVICES

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.



**300**

leads to Visit Phoenix member businesses



**7,617**

member referrals distributed



**94**

client site planning visits



# 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.

*With sustainability and efficiency top of mind, Visit Phoenix implemented techniques for travel professionals to access collateral electronically by QR code.*

**134** member leads generated

**1,634** clients reached



**Attended 7 tradeshows covering 264 appointments for a total of 548 client engagements:**

- ASTA Arizona "Fiesta in the Desert" - Scottsdale, AZ
- Travel Agency Owners Forum - Anchorage, AK
- Brand USA Travel Week - London, UK
- ABA's Marketplace 2024 - Nashville, TN
- Go West Summit - Lake Tahoe, NV
- US Travel Association IPW - Los Angeles, CA
- GTM West - Henderson, NV

**Participated in 10 sales missions totaling 747 client engagements:**

- Texas Mission - Dallas and Fort Worth, TX
- East Coast Mission - New York City, New Jersey, and Connecticut
- Chicago Mission - Chicago, IL
- AOT German Sales Mission - Frankfurt, Berlin, Hanover, and Hamburg
- Eastern Canada Mission - Toronto and Montreal, CA
- Mexico City's GPL Trade Mission - Mexico City, MX
- AAA Southern California Mission - Los Angeles and Orange County, CA
- AOT Mexico Trade & Media Mission - Mexico City & Monterrey, MX

**Hosted 5 FAMs totaling 28 client engagements:**

- AOT French Trade FAM
- AOT Mexico Luxury FAM
- Brand USA Canada Mega FAM
- Pre-IPW FAM
- AOT Your Golf Travel/Premier Golf FAM

**Conducted 4 destination trainings reaching 146 clients:**

- Travel Professionals Of Color Presentation
- Travel with HEAT
- Exciting West
- Air France/KLM Airlines

# 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.



**5.2M** website visits  
**11.4M** page views

## Social Media Highlights

+13%  **107,149**  
Instagram Followers

 **253,009**  
Facebook Followers

+11%  **29,622**  
TikTok Followers

 **5,135**  
Pinterest Followers

## Ad Campaign

Leisure	M&C
<b>117M</b>	<b>8.6M</b>
impressions	impressions

## Highlights

### Airport Activation



We brought Phoenix's creative spirit to life with dynamic mural walls in Phoenix Sky Harbor International Airport that encouraged travelers to engage through social media, creating a buzz that extended far beyond the terminal.

### Waymo & Ping Partnerships



Our strategic partnerships with Waymo and Ping amplified our presence and reach. Waymo, with its cutting-edge autonomous technology, positioned Phoenix as a city of the future, while our collaboration with Ping highlighted our commitment to innovation and community engagement.

### Visit Phoenix Merchandise



This year marked a bold step forward for Visit Phoenix as we introduced our very first line of branded merchandise, celebrating the essence of our vibrant destination. Visitors and locals alike embraced this, proudly showcasing their love for Phoenix.





# 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.

## Media Exposure

**2,455,122,734**  
audience reached (top-tier)

Assisted with  
**259**  
media requests

Hosted  
**51**  
media

**515**  
total articles published  
about Phoenix (includes  
top tier and trade articles)

**108**  
Top-Tier and Trade Articles

**4**  
Hosted Media  
Missions

**3**  
Media Conferences  
Attended

**194**  
Media  
Appointments

# Phoenix in the News



# THANK YOU!

Every year is our best year thanks to you, our members and community at large! To keep up with us in real-time, follow us on all our socials and at [visitphoenix.com](http://visitphoenix.com)



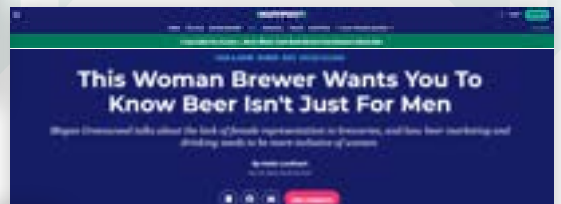
**My Best Phoenix** - Photographs by Scott Swanson - Dec. 10, 2014  
Scott Swanson's landscape photographs in New York Times Travel are guaranteed to inspire you, and his photos of Phoenix are no exception.  
February has the heartiest and best-timed access to greater Phoenix, as winter's sparkling capital and the sunnier, less-buggy city, where 12 Major League teams gather for games, festivals and concerts that you'll find yourself cheering for the local clubs and athletes that they've come to be a household name of excitement to watch in this time of year. High in the 'Nix and wilderness is there's another perspective view for hitting the city's trails, dining patios and — several choices up — a new parking structure with panoramic panoramic and digital views, another available within Phoenix's downtown area (which have and have without parking). Phoenix Sky Harbor International airport allows them to pick up and drop off at the largest transit station, and to some relaxing the outdoor courts of the tennis club, though for a particularly wild ride, though the wheel driving is shortlisting recently.



## Chips, Climate, Culture, College, Construction: The New '5 C's' of Our Economy



Arizona's rapid economy was based on the strength of what's famously called the "5 C's": Climate, Culture, College, Construction and Chips.



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**PHOENIX**

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