



# *Annual* REPORT

2024-25

VISIT  
**PHOENIX**

# Contents

- 10** HOTEL MARKET PERFORMANCE & FINANCIALS
- 11** COMMUNITY ENGAGEMENT & MEMBERSHIP
- 12** VISITOR EXPERIENCE
- 13** CONVENTION SALES
- 14** DESTINATION SERVICES
- 15** TOURISM
- 16** MARKETING
- 17** COMMUNICATIONS





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# 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 by cultivating and maintaining relationships with our clients and partners that include convention and meeting planners, journalists and influencers, and 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.









# 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

## 2024

- **Occupancy:** 67.9%, decreased 0.6% vs 2023
- **ADR:** \$173.45, decreased 0.8% vs 2023
- **RevPAR:** \$117.79, decreased 1.4% vs 2023
- **Room Revenues:** \$3.04 billion, decreased 0.3% vs 2023
- **Room Demand:** 17.55 million, increased 0.5% vs 2023

## 2025 (Through June):

- **Occupancy:** 70.4%, decreased 3.6% vs 2024
- **ADR:** \$193.93, decreased 0.2% vs 2024
- **RevPAR:** \$136.55, decreased 3.8% vs 2024
- **Room Revenues:** \$1.78 billion, decreased 1.8% vs 2024
- **Room Demand:** 9.2 million, decreased 1.6% vs 2024

Source: STR, Inc.

## VISIT PHOENIX REVENUE



# \$24.2 MILLION

11% Private: \$2.6 million

89% Public: \$21.6

## Trends Webinar Series

In FY 24/25, 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 nine trends webinars in FY 24/25. Webinars averaged more than 87 members and industry stakeholders. 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 91 for the year.



### Major Studies

The Insights team completed multiple major studies in FY 24/25:

- 2024 City of Phoenix Visitor Impact Report with Tourism Economics
- Visit Phoenix 2024 Advertising ROI & Brand Health Assessment
- Tourism HALO Effect on Economic Development
- 2024 State of Meetings & Conventions Industry & Advertising Assessment
- The Economic Benefits from Tourism Improvement Areas in Arizona



# COMMUNITY ENGAGEMENT & MEMBERSHIP

The Community Engagement, Membership, and Visitor Services Department empowers local businesses with strategic resources and high-impact exposure to the convention, meeting, and leisure visitor markets. Through intentional community engagement, the team cultivates meaningful relationships with residents, business leaders, and civic partners to champion the value of tourism and strengthen regional collaboration.

With a deep commitment to member success, the department delivers relevant education, timely business intelligence, and curated networking and marketing opportunities — all designed to help members grow, connect, and thrive.



**139**

new members  
out of **972** total

(9% increase YOY)



**21**

member events  
with a total of  
**2,366** attendees

(14% increase YOY)



**95%**

of dues revenue  
retained in FY

(industry average: 90-95%)



**57**

individual business/  
community organizations  
engaged with

Visit Phoenix sponsored **8** events, helping boost Visit Phoenix awareness and engage local businesses and residents.

**87%** of members surveyed reported being “Very Satisfied” or “Satisfied” with Visit Phoenix’s Member Programs.

**74%** of membership revenue comes from long-standing members who've been with Visit Phoenix for over three years.



Summer Member Mixer

# VISITOR EXPERIENCE



Visitor Impact Review & Research Roundup



Spring Member Mixer

**57** conventions served at the Phoenix Convention Center, Greater Phoenix hotels and resorts, and local events

**12,367** visitors served in-person  
(19% increase over FY 23/24)

## Visit Phoenix App



**81,693** Total Users  
+3.6%

**171,970** Total Sessions  
+95.4%

**904,952** Pageviews  
+28.3%

**16,623** Total Downloads  
+22.3%





# 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 Sales team focuses on maximizing group business at area hotels and resorts.

Hosted **41** Citywide Site Tours and **93** Hotel/Resort Site Tours

Hosted **4** FAMS with a total of **31** clients

Participated in **11** Tradeshows with **1,362** client touches

Hosted **7** sales missions reaching **284** clients

## Greater Phoenix Hotel/Resorts

- **535** meetings booked during FY 24/25
- **166,409** future delegates booked
- **392,380** definite room nights booked
- **\$101.2 million** estimated direct spend generated by delegates
- **3,618** leads received

## Phoenix Convention Center

- **66** meetings booked during FY 24/25
- **306,450** future delegates booked into the Phoenix Convention Center
- **351,340** definite room nights booked
- **\$473 million** estimated direct spend generated by delegates
- **489** leads received

## Combined Totals



### \$574.2 MILLION

in estimated direct spend generated this fiscal  
(booked in FY 24/25)

### 472,859

total  
delegates  
booked

### 4,107

total leads received  
(leads account for  
total room nights)

### 743,720

total room nights booked  
by Visit Phoenix Sales  
Department FY 24/25

### 601

total meetings booked into  
PCC and hotels & resorts  
during FY 24/25



# 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 in meeting professionals with all aspects of their promotional and planning needs.



**359**

leads to Visit Phoenix  
member businesses



**8,223**

member referrals  
distributed



**94**

client site  
planning visits

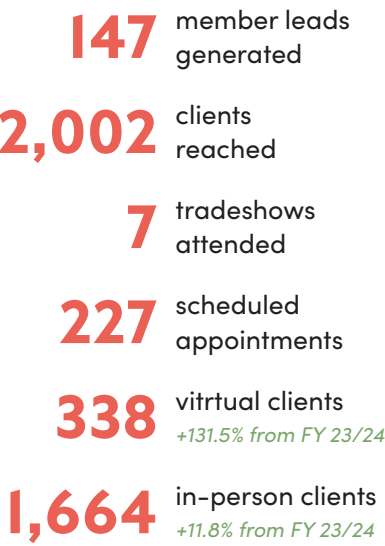




# TOURISM

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.*



2024-25 Tradeshows	
July 18-20	Global Travel Marketplace (GTM) East
August 2-3	ASTA Arizona "Fiesta in the Desert"
October 15-17	Brand USA Discover America Nordic Roadshow
October 21-24	Brand USA Travel Week
January 6-9	Go West Summit
May 5-7	Luxury Travel Advisors (LTA) Ultra Summit
June 14-18	IPW 2025

# 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.



**4.4M** website visits  
**9K** email opt-ins

## Social Media Highlights

+15%  
 **123K+**  
Instagram Followers

 **250K+**  
Facebook Followers

+18%  
 **35K+**  
TikTok Followers

 **5K+**  
Pinterest Followers

 **10K+**  
LinkedIn Followers

**Total Social  
Media Following:**

**420K+**  
Followers

## Highlights

### The Phoenix: The City's Official Cocktail



Inspired by legendary city cocktails like the Manhattan, Mayor Kate Gallego partnered with Visit Phoenix to create something Phoenix could proudly call its own. Together, they launched The Spirit of Phoenix cocktail competition—an open call for local bartenders to craft a signature drink that would embody the spirit of the Sonoran Desert and the creativity of our local bar scene.

With guidance from award-winning bar teams at Little Rituals and Century Grand, contestants were challenged to use regional and indigenous ingredients, showcase traditional bar techniques, and

incorporate tequila as a base. Out of dozens of entries, Phoenix mixologist Nicole Long's garden-to-glass creation took top honors in a public vote.

Her winning recipe, The Phoenix, highlights Sonoran Desert flavors through homemade chiltepin mesquite honey syrup, prickly pear fruit, and handpicked lemon juice. Today, the cocktail is served at Phoenix Sky Harbor International Airport and select bars, resorts, and restaurants across Greater Phoenix—offering visitors a taste of place and a toast to our desert home.

## New Creative Agencies



**GIANT NOISE**



To strengthen our brand presence and drive both leisure and meetings growth, Visit Phoenix onboarded two new agency partners this year. Giant Noise joined as our creative agency, bringing fresh storytelling and strategy to elevate Greater Phoenix with bold, consistent messaging. Digital Edge came on board as our strategic meetings agency, providing targeted expertise to amplify our efforts in attracting meetings and conventions.





# COMMUNICATIONS

Visit Phoenix's Communications 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

**462** total articles published about Greater Phoenix

**100** top-tier articles

**23** travel trade articles

**21** meetings trade articles

**3,903,828,647**  
audience reach (top-tier)

**238** assists with media requests

**156** media appointments

**43** media hosted

**5** hosted media missions

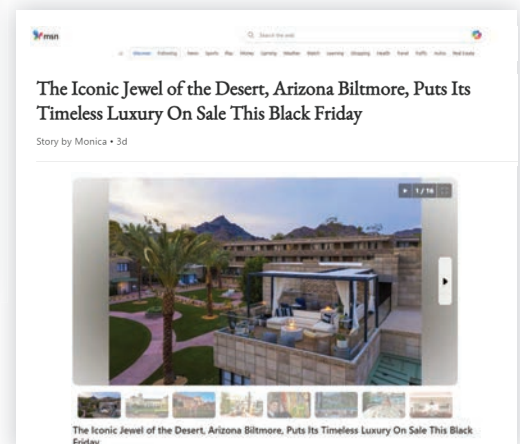
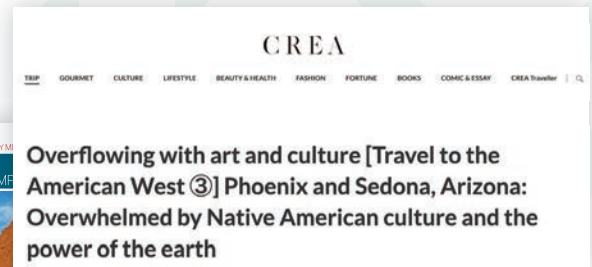
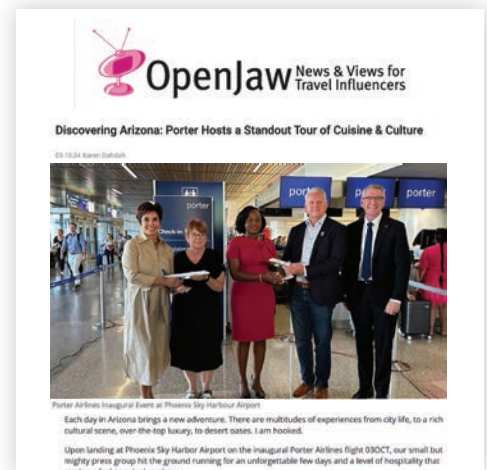
**3** media conferences attended

# Phoenix in the News



## THANK YOU!

This incredible year would not have been possible without you, our amazing members and vibrant community. Stay connected with everything happening in real time by following us on social and at [visitphoenix.com](http://visitphoenix.com).





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**PHOENIX**

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