

ANNUAL REPORT

2018-19



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BOARD OF DIRECTORS

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Win Holden	Immediate Past Chair Former Publisher, Arizona Highways & CEO, Grand Canyon State Logo Signs
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Manny Molina	Vice Chair President, Molina Outdoor, LLC
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Mike Ehmann	Executive Committee General Manager, Sheraton Phoenix Downtown Hotel
Steve Moore	Executive Committee, Ex-Officio President & CEO, Visit Phoenix
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Laura Franco French	Senior Policy Advisor, Office of Mayor Kate Gallego, City of Phoenix
Neil Giuliano	President & CEO, Greater Phoenix Leadership
Paul Gray	General Manager, Arizona Grand Resort
Derrick Hall	President, Arizona Diamondbacks
Steve Hart	Area GM and General Manager, JW Marriott Desert Ridge Resort & Spa
Robert Hayward	Senior Vice President, CHMWarnick
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Michael Martin	Director of Economic Development, Arizona Public Service Company
Greg Miller	Executive Vice President of Operations, Enchantment Group
Steve Moster	President & CEO, Viad Corp
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Michael Nowakowski	Councilman, District 7, City of Phoenix
Devney Preuss	President & CEO, Downtown Phoenix Inc.
Kim Sabow	President & CEO, Arizona Lodging & Tourism Association
Tom Sadler	President & CEO, Arizona Sports & Tourism Authority
Todd Sanders	President & CEO, Greater Phoenix Chamber of Commerce
Ray Schey	Publisher, Phoenix Business Journal

*Board composition as of June 30, 2019



MISSION STATEMENT

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.

VISION STATEMENT

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.

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 PCC while the hotel/resort team's focus is on maximizing group business at area hotels and resorts.



COMBINED TOTALS

991

total meetings booked into PCC, hotels and resorts

751,824

total hotel room nights booked

515,797

total delegates booked

\$484,606,588

estimated direct spend

3,276

total leads processed

those leads
account for

4,015,186

hotel room nights

140

meeting planners hosted for site tours and inspections

44

trade shows, events and sales missions attended by
and/or conducted by sales staff

TOTALS BY PRODUCT



Phoenix Convention Center

82 meetings booked

307,250 future delegates booked

348,164 definite hotel room nights booked

\$392,358,250 estimated direct spend

generated by delegates

430 leads processed



Greater Phoenix Area Hotel/Resorts

909 meetings booked

208,547 future delegates booked

403,660 definite hotel room nights booked

\$92,248,338 estimated direct spend

generated by delegates

2,846 leads processed

MARKETING

The marketing department oversees visitphoenix.com, along with all advertising, email marketing, social media, collateral and publication development, video production, 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.



79,340
unique email
addresses for email
marketing



25%
increase of email
sign-ups



29,327
online travel
guide requests

WEBSITE

3,738,264
visits to website



9,458,657
page views

Top 10 Website Traffic Target Markets

New York City: 146,431
Los Angeles: 143,075
Tucson: 68,331
Chicago: 67,364
San Francisco Region: 56,064
Washington D.C. Region: 47,897
Denver: 43,497
Minneapolis Region: 43,120
Dallas Region: 42,324
Seattle Region: 39,978

ADVERTISING

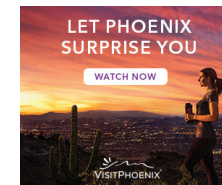


213,154,161
ad impressions

Print



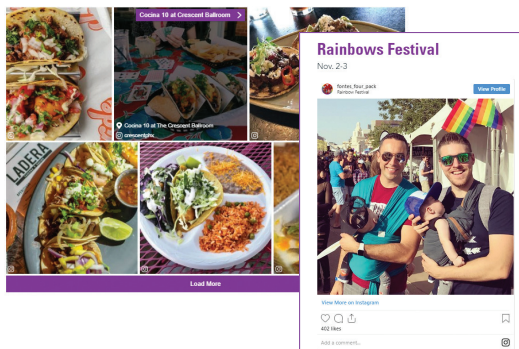
Online



Out-of-Home



CROWDRIFT



3,000+

Crowdrift images displayed
throughout visitphoenix.com

240+

site pages with
Crowdrift elements

SOCIAL MEDIA



227,578
Facebook likes
5% increase YOY



53,552
Twitter followers
1% increase YOY



48,218
Instagram followers
14% increase YOY



406,684
YouTube views
6% increase YOY

TOURISM

The tourism department promotes the Greater Phoenix area to 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.



103

member leads generated



173

clients were hosted during FAMs and site inspections, 239% increase YOY



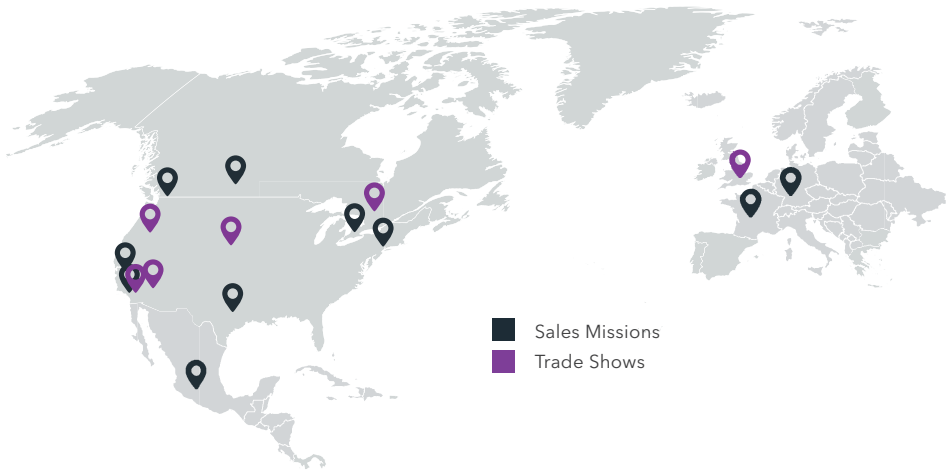
8,538

fulfillment inquiries, 18% increase YOY



19,261

fulfillment pieces, 46% increase YOY



SALES MISSIONS



10

sales missions



103

meetings with travel agents

- Calgary & Vancouver
- Toronto & Montreal
- East Coast (NY/NJ/CT)
- Paris
- San Francisco
- Dallas & Fort Worth

- Mexico City and Guadalajara (AOT Mexico Trade and Media Mission)
- Edmonton and Vancouver (AOT TravelBrands Canada Roadshow)
- Southern California
- Germany & Switzerland

TRADE SHOWS



6

trade shows



907

clients reached

Delta University Trade Show
Client Reach = 179

World Travel Market
Client Reach = 34

American Bus Association Meeting & Marketplace
Client Reach = 43

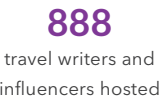
Go West Summit
Client Reach = 27

TravelBrands Agent Appreciation Show
Client Reach = 548

IPW
Client Reach = 76

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.



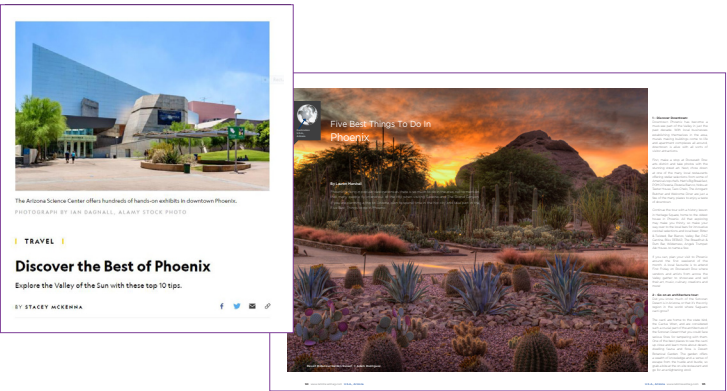
TOP PUBLISHED ARTICLES

Discover the Best of Phoenix
National Geographic

Is Phoenix Worth Visiting?
Why Phoenix is an Underrated City
Thrillist

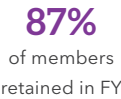
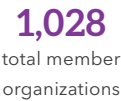
Five Best Things To Do in Phoenix
Let's Travel Magazine

**A Surprise to Everyone – The Emerging
Creative Culture of Phoenix, AZ**
Santa Monica Observer

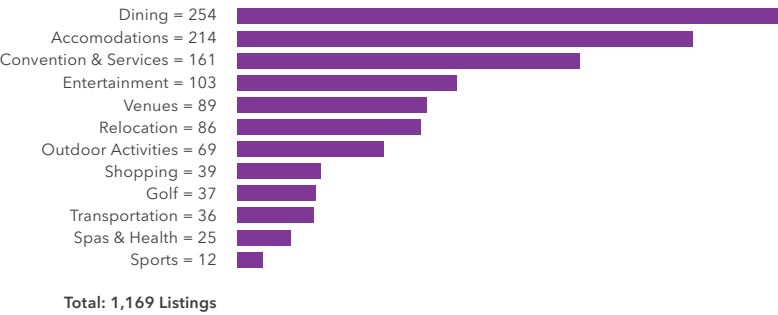


MEMBERSHIP

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.



LISTINGS BY CATEGORY



CONVENTION SERVICES

Acting as a liaison between meeting planners, Visit Phoenix's member businesses, key community partners and our own Visit Phoenix associates, the convention services department assists meeting professionals with all aspects of their promotional and planning needs.



\$297,647
in registration revenues



4,235

member referrals distributed



396

leads to Visit Phoenix
member businesses



82

customized client site tours

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.



10,782 walk-ins
10,421 requests and inquiries received
from visitors

14,274 member referrals
41,775 travel guides distributed at airports and
Sky Harbor car rental facility

HOTEL MARKET PERFORMANCE

The Phoenix-metro hotel market has experienced growth in all hotel performance indicators in 2018 and the first six months of 2019. Not only is the market experiencing growth, but the increases in occupancy and RevPAR are one of the highest in STR Inc's Top 25 Markets.

2018

2.9% Occupancy increase
2.3% ADR increase
5.3% RevPAR increase
5.4% Increase in room nights sold
(representing an additional 859,572
room nights sold in the market
compared to 2017)

2019 YTD Through June

1.4% Occupancy increase
3.1% ADR increase
4.6% RevPAR increase
1.9% Increase in room nights sold
(representing 168,581 room nights sold
in the market compared to the first six
months of 2018)



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