

2026-27 BUSINESS DEVELOPMENT PLAN



VISIT
PHOENIX

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A LOOK AHEAD...

It has been another remarkable year for Phoenix. From major sporting events and conventions to expanded international air service, our city continues to elevate its position on the global stage. This progress is no coincidence and reflects the shared commitment, collaboration, and vision of our partners, stakeholders, and community members who work to make Phoenix a destination people want to visit, invest in, and call home. As we reflect on the year's accomplishments, we do so with pride in how far we've come and excitement for what lies ahead.

This past October, Phoenix had the honor of hosting SEMICON West. As the city continues to emerge as a center for innovation and advanced industry, events like SEMICON West reinforce our growing reputation as a destination where business, technology, and opportunity intersect. We're proud to continue this partnership as the conference returns in 2027 and 2029.

In April, we also welcomed two highly successful events: the NCAA Women's Final Four and the Forbes 30 Under 30 Summit. The championship game became the third most-watched Women's NCAA Championship in history, showcasing Phoenix on a national stage and further solidifying our reputation as a premier sports destination. We also look forward to welcoming Forbes 30 Under 30 back to Phoenix in 2027 and 2028. In May, the city hosted delegates from around the world for the 7th World Parkinson Congress as it returned to North America, further highlighting Phoenix's appeal for impactful global gatherings.

Phoenix also reached an important milestone in international connectivity with the launch of new nonstop air service to Asia. In December and January, Phoenix Sky Harbor International Airport celebrated the inaugural flights of China Airlines and STARLUX Airlines, creating the first-ever direct connections between Phoenix and Taiwan. These routes will expand opportunities for tourism, business travel, investment, and economic growth across our region.

While this year brought significant achievements, we remain focused on the future. The Valley continues to attract new development and opportunities that strengthen our destination and create lasting economic impact for our community. At the same time, we remain committed to championing the value of tourism and the vital role it plays in supporting local businesses, creating jobs, and driving prosperity throughout the Valley.

One of the most significant milestones this year was the passage of HB 2950, establishing Arizona's Tourism Improvement Area (TIA) legislation. This landmark achievement reflects years of collaboration and advocacy from industry partners, elected officials, and supporters who share our vision for a stronger visitor economy. As we begin the first year of implementation, we are grateful to everyone who helped make this possible and look forward to the opportunities this new framework will create to strengthen Greater Phoenix's competitiveness, support our member businesses, and drive long term benefits for our destination.

As we look ahead to fiscal year 2026-27, our focus remains on elevating our member businesses and advancing Phoenix through strategic sales, marketing, and partnership efforts that drive demand and strengthen our destination's competitive position. The future is bright, and we look forward to building on this momentum together as we shape the next chapter for Greater Phoenix.

Sincerely,



Ron Price
President & CEO
Visit Phoenix

WHO WE ARE

Visit Phoenix is a nonprofit organization that promotes Greater Phoenix to travelers worldwide and secures bookings for the Phoenix Convention Center (PCC) and area hotels and resorts. Visit Phoenix operates as a well-oiled machine, cultivating and maintaining relationships with key clients and partners – including convention and meeting planners, journalists and influencers, and travel agents and tour operators – to drive 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 1000+ 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

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

VISION

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

CORE VALUES

TRUST

Confidence Is Our Game

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



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.



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.



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

2025 PHOENIX VISITATION & IMPACTS

47.7
MILLION

Total visitors
to Phoenix

\$1.7
MILLION

In state and local
taxes generated

\$13.4
BILLION

In direct
spending

\$7.4
BILLION

In personal
income generated

\$23.6
BILLION

Total economic
impact of tourism

144,000
JOBS

Supported

PHOENIX METRO VISITOR VOLUME BY SPENDING, BY MARKET

	2021	2022	2023	2024	2025	2025 Growth
Total Visitors	40.4	44.6	46.7	47.8	47.7	-0.1%
Domestic	39.8	43.2	45.1	46.0	46.0	0.1%
International	0.5	1.3	1.6	1.8	1.7	-4.4%
Visitor Spending	\$9.8	\$12.0	\$12.9	\$13.4	\$13.4	0.2%
Domestic	\$9.5	\$11.1	\$11.6	\$12.0	\$12.0	0.5%
International	\$0.3	\$0.9	\$1.3	\$1.4	\$1.4	-2.8%
Per Visitor Spending	\$244	\$269	\$276	\$280	\$280	0.2%
Domestic	\$239	\$256	\$258	\$260	\$261	0.4%
International	\$566	\$688	\$785	\$773	\$785	1.6%

Reflects amounts in millions of visitors, \$ billions, per person spending

Source: Tourism Economics

A photograph of three people in business attire standing outdoors in front of a modern building. Two women on the left and a man on the right are smiling and talking. They are wearing lanyards with 'PHOENIX' and 'FUTURE FORWARD' badges. The woman on the far left has a 'SPEAKER' badge. In the background, there are palm trees, a brick pillar, and a street sign for '2nd St. 200 E'. A UPS logo and 'Natural Gas Vehicle' text are visible on a dark surface to the left.

CONVENTION SALES

The Convention Sales Department strategically drives group business to Greater Phoenix through two distinct sales verticals:

- The Citywide Sales team secures large-scale conventions that utilize the Phoenix Convention Center and multiple downtown hotels and venues.
- The Hotel & Resort Sales team generates room nights for Greater Phoenix hotels and resorts by securing single-property meetings and events, with strategic emphasis on filling need periods.

This dual approach maximizes destination-wide economic impact, aligns with strategic growth sectors, creates demand and supports year-round occupancy and revenue generation.

The FY26/27 Business Development Plan is designed to strengthen long-term lead pipeline health, accelerate near-term booking conversion, address further-out pace deficit years, and position the destination as a premier hub for knowledge-based and industry-driven conventions. This strategy aligns Convention Sales, Marketing, Research, and Hotel & Resort members through an integrated, data-driven, customer-centric approach.

STRATEGY #1:

Industry-Focused Business Development

Build and sustain a high-quality tentative lead pipeline aligned with key economic development growth sectors through business development efforts.

TARGET INDUSTRIES

- Advanced Manufacturing
- Bioscience, Medical, and Healthcare
- Renewable Energy and Sustainability
- Technology, Innovation, and Artificial Intelligence

KEY STRATEGIES

- Align with economic development partners such as Greater Phoenix Economic Council (GPEC), City of Phoenix, and major sport and entertainment stakeholders to attract key industry conventions.
- Pursue top rotating annual conventions identified from 2Synergize citywide sales strategy project that meets collective partner criteria.
- Engage local industry leaders, elected officials, stakeholders, members, and academic institutions to strengthen bid development.
- Pursue international opportunities aligned with target sectors to capitalize on new non-stop flights to Asia and Europe.

STRATEGY #2:

Demand Generation & Pace Recovery

TACTICS

- Target perennial need period between Memorial Day and Labor Day as well as December with tailored joint incentives with focus on religious and fraternal segments.
- Promote fly-in program as well as applicable incentives via new M&C campaign to amplify awareness, catalyze, and address both near and long-term pace gaps.
- Drive large anchor conventions into 2032 to recover booking pace for this year.
- Actively manage the citywide booking calendar to secure high-impact conventions in peak periods while strategically shifting flexible business into need periods to optimize demand.
- Host up five (5) destination showcase opportunities through notable events (WM Phoenix Open, Forbes 30 Under 30 Summit) live events such as concerts and major sporting events, and familiarization (FAM) trips.
- Leverage opportunities to host clients at notable in-market special events (i.e. Chicago Air & Water Show, Austin Food & Wine and SXSW, Atlanta Food & Wine Festival).
- Host Marriott's Travel Partners Conference (TPC) & Leisure Connection (MLC) along with Conference Direct's CD Forum in November and December, respectively.

STRATEGY #3:

Integrated Marketing & Digital Demand Generation with Collaborative Multi-Agency Efforts (Go-Fish Digital Marketing, BrkThru, Giant Noise)

TACTICS

- Execute multi-channel campaigns aligned with target industries.
- Use LinkedIn account-based marketing to reach and engage meeting planners with personalized, destination-specific content.
- Optimize and re-establish Visit Phoenix/meetings URL as the trusted source throughout the meeting planner buy/plan journey.
- Optimize Cvent Supplier Network presence and performance.
- Leverage intermediary partnership agreements with Maritz, Conference Direct, Professional Convention Management Association (PCMA), and traditional industry trades to amplify destination messaging and affinity.
- Investigate and test co-op media buy opportunities in non-traditional marketplaces and spaces to reach key industry audiences.
- Voice of Customer integration through:
 - Hosted FAMs, sales missions, and tradeshow
 - Capture insights on decision drivers and barriers
 - Integrate findings into sales and marketing strategies and tool-kit development

STRATEGY #4:

Partner Alignment & Experience-Driven Conversion

Drive higher conversion and stronger market positioning through seamless alignment with hotel and resort members, eco-dev colleagues, local thought leaders, and executive leadership geared to deliver personalized bespoke experiences and to demonstrate an all-in commitment throughline in the destination for buyers and decision makers.

- Personalized site visit experiences tailored to individual preferences, industry, or event objectives to assert competitive differentiation and destination affinity.
- Design elevated hospitality touchpoints through personalized gifting, locally inspired amenities, memorable moment curation during site visits, and FAMs.
- Strengthen end-user relationships for hotel and resort programs during the discovery and site visit phase, expanding beyond the intermediary.
- Integrate executive leadership, city, and elected officials into key moments of the client journey to demonstrate commitment, partnership, and accessibility.
- Strengthen engagement and outreach with hotel and resort community to optimize competitive positioning and drive business into need periods between Memorial Day and Labor Day.

CONVENTION SALES BOOKING GOALS (PROJ.)

2026/2027 Goal	Delegates	Room Nights (All)
PCC/CW	307,500	370,000
Hotel & Resort		410,000
Totals	307,500	780,000

PCC Team Lead Goal: **490**

H&R Need Dates Room Night Goal: **95,000**

PROGRAM OF WORK & PARTNERSHIP OPPORTUNITIES

A HIGH-LEVEL LOOK AT THE CONVENTION SALES PROGRAM OF WORK FOR FY26/27 FOLLOWS:

Date	Program	Location
July 13-15	ACCESSE	Raleigh, NC
July 12-16	CVENT Connect	Nashville, TN
July 21-23	Destinations International Annual Convention	Portland, OR
Aug. 15-18	ASAE Annual Meeting	Indianapolis, IN
Aug. 24-26	Connect Marketplace – Sports, Association & Corporate	Tampa, FL
Aug. 24-26	Maritz Activate	Kissimmee, FL
Sept. 1-4	ConferenceDirect CDX	Anaheim, CA
Sept. 13-15	TSAE Annual Conference	Galveston, TX
Sept. 14-17	DC Sales Mission	Washington, DC
Sept. 23	Destination Celebration Event	Kansas City, MO
Oct. 13-15	IMEX America	Las Vegas, NV
Oct. 17	Far Hills Race NJ Client Event	Far Hills, NJ
Oct. TBD	Planners & Partners Event	Phoenix, AZ
Nov. 16-18	Marriott TPC/MLC	Phoenix, AZ
Nov. TBD	Austin Client Event	Austin, TX
Dec. 1-4	ConferenceDirect CD Forum	Phoenix, AZ
Dec. 2-4	Holiday Showcase	Chicago, IL

Jan. 5-7	RCMA Emerge	Orlando, FL
Jan. 10-13	PCMA Convening Leaders	Miami, FL
Feb. 11-13	WM Phoenix Open FAM	Phoenix, AZ
Feb. 17	MeetNY & Client Event	New York, NY
Feb. TBD	Southeast Client Events	Southeast
Mar. 13-17	ConferenceDirect APM	Las Vegas, NV
Spring TBD	Citywide Client Event	Phoenix, AZ
April 12-15	Maritz Elevate	Grapevine, TX
April 13-16	Hotel & Resort FAM	Phoenix, AZ
April TBD	Chicago Client Events	Chicago, IL
April TBD	DI Sales & Services Summit	TBD
Spring TBD	Northeast Client Events	Northeast
Spring TBD	DC Sales Mission	Washington, DC
June 7-9	HelmsBriscoe ABC	Orlando, FL
June TBD	Prestige	Phoenix, AZ
June TBD	PCMA Business Events Summit (PCMA EduCon)	TBD

Please inquire your interest to participate with the following contacts:

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SPORTS & EVENTS

Building on its foundational year, the Visit Phoenix Sports & Events Commission will accelerate its role as a results driven engine for event attraction, retention, and growth. In FY26/27, the Commission will focus on converting qualified prospects into hosted events, deepening local partnerships, and scaling a diversified event portfolio that drives overnight visitation, economic impact, and sustained global visibility for Greater Phoenix.

With an emphasis on amateur and youth sports, arts and culture festivals, lifestyle and culinary experiences, and innovation driven events, the Commission will advance a long term pipeline strategy that positions Greater Phoenix as a premier host destination for recurring, high impact events.

STRATEGY #1

Convert opportunity into impact by securing and growing a sustainable pipeline of high value sports & events.

TACTICS

- Target and pursue bid and RFP opportunities aligned with overnight visitation, seasonal need periods, and market differentiation.
- Advance priority rights holder relationships from cultivation to confirmation, focusing on repeatable and scalable events.
- Leverage CRM intelligence and the centralized event calendar to proactively manage prospect flow, bid stages, and conversion metrics.
- Expand national presence through selective participation in industry trade shows and hosted site visits for qualified prospects.
- Collaborate with hotel partners and venues to build competitive bid packages that align programming, pricing, and availability.
- Identify and support opportunities to retain and grow existing events through re-bid strategies, expansion planning, or multiyear commitments.

STRATEGY #2

Strengthen Greater Phoenix's event ecosystem through deeper partner and member alignment and shared accountability.

TACTICS

- Formalize sector based advisory groups (youth sports, arts & culture, lifestyle/culinary, innovation) with defined roles and quarterly engagement.
- Continue development of dynamic venue and asset inventory, expanding to include nontraditional, pop-up, and district-based locations.
- Strengthen collaboration with city departments, regional DMOs, universities, and major sports organizations to support multijurisdictional bids.
- Create playbooks and best practice toolkits for local partners to improve event readiness, community integration, and operational consistency.

STRATEGY #3

Amplify Greater Phoenix's sports & events narrative to drive awareness, reputation, and long-term demand.

TACTICS

- Activate the Commission's brand across owned, earned, and partner channels with consistent storytelling tied to measurable outcomes.
- Deploy the content library to support event recruitment, media pitching, and stakeholder communications.
- Highlight economic impact, community benefit, and innovation through post event reporting and case studies.
- Collaborate with arts, culture, and creative members to position events as part of a broader lifestyle and destination experience.
- Support major hosted events with integrated messaging that elevates Greater Phoenix's national and global profile.

STAFFING & CAPACITY BUILDING FOCUS

To support increased deal flow, prospect volume, and event conversion, the Commission will expand internal capacity through the addition of a dedicated Sports Sales Manager role.

ADDITIONAL TACTICS

- Hire a Sports Sales Manager responsible for lead generation, rightsholder cultivation, and bid development focused on amateur, youth, and emerging sports segments.
- Allocate prospect and event verticals between staff to ensure proactive outreach, faster response times, and deeper relationship management.
- Empower the Sports Sales Manager to manage a defined portfolio of national governing bodies, event owners, and tournament operators.

- Integrate the new role fully into the CRM system to increase tracking accuracy, pipeline velocity, and accountability across all sales stages.
- Utilize expanded staff capacity to pursue simultaneous bid opportunities, multiyear event discussions, and repeat business strategies.
- Leverage the Sports Sales Manager to support hosted site visits, trade show follow-up, and coordinate outreach with venue and hotel partners and members.

KEY PERFORMANCE INDICATORS (FY26/27)

- Secure 5-7 new sports and events with measurable overnight visitation.
- Execute 2-3 multiyear or repeat event agreements.
- Achieve 50+ qualified rights holder and partner engagements tracked in CRM.
- Increase total room nights and estimated economic impact year over year.
- Maintain an active advisory structure with quarterly engagement cadence.
- Deliver post event impact summaries for all Commission supported events.
- Expand and optimize the centralized event calendar and venue inventory to support bid strategy and destination planning.

A photograph of three women relaxing on white lounge chairs at an outdoor resort. They are smiling and holding drinks. A small round table in front of them holds a woven basket, sunglasses, and a tray of food. The background features palm trees, a glass railing, and a building. The text "DESTINATION SERVICES" is overlaid in large white letters on a dark blue gradient at the bottom.

DESTINATION SERVICES

The Destination Services Department serves as the client engagement and business development extension of convention sales, connecting meeting professionals with Visit Phoenix members, hospitality partners, and community stakeholders. The department provides customized planning support, destination resources, promotional tools, and attendee engagement solutions that elevate the visitor experience while strengthening Phoenix's reputation as a premier meetings destination.

Through proactive collaboration and exceptional service delivery, Destination Services contributes directly to client satisfaction, repeat business, partner engagement, and overall long-term competitiveness of the destination.

STRATEGY #1:

Strengthen Downtown and Hotel & Resort Partnership Alignment

Foster stronger collaboration with the Phoenix Convention Center, downtown hotels, resort members, and community stakeholders to create a seamless and elevated attendee experience across the destination.

TACTICS

- Maintain regular communication with convention center operations and hotel members to identify service opportunities and improve coordination.
 - Align with downtown stakeholders to ensure visitor-facing services reflect the needs of convention attendees.
 - Participate in monthly meetings with Downtown Phoenix Inc., Phoenix Community Alliance, and Roosevelt Row community business leaders to inform on convention activity, to provide planner/attendee feedback and to stay current on new community offerings, activations, and engagement opportunities.
 - Issue a convention profile for each citywide group to our downtown members that details the conference schedule as well as share information about attendee preferences to build member awareness and ensure community preparedness.
- Maintain regular communications with hotel and resort conference services teams to identify opportunities to enhance attendee experiences in the destination and develop customized destination experiences that complement on-and-off property programming for a variety of audiences including incentive group travel.
 - Build stronger working relationships across the downtown hospitality ecosystem to improve consistency in service delivery. This includes participating in the monthly DOS strategy meeting and establishing a frequent meeting cadence with event services counterparts at the PCC, our hotel resorts, special event venues, and other members.

STRATEGY #2:

Expand Community and Industry Engagement

Develop deeper relationships with Phoenix's business, innovation, and cultural communities to enhance the value of meetings hosted in the destination.

TACTICS

- Connect planners with local experts, speakers, and thought leaders relevant to their industry drawing from Phoenix's deep bench across life sciences, advanced manufacturing, technology, and economic development to bring the region's intellectual capital directly into the convention experience.
- Collaborate with Community Engagement Department to develop strategic relationships with our Native American Communities to strengthen cultural experiences and give-back opportunities for our conferences.
- Engage local stakeholders in planning site visits when convention group industry aligns with their missions.
- Participate in networking events and monthly meetings with local organizations.
- Create resources that help planners identify opportunities for authentic community integration through collaboration with our M&C marketing agency, Go Fish Digital, that planners can easily access on visitphoenix.com/meetings, in addition to the sales & services toolkit and planner dashboard.

STRATEGY #3:

Support Citywide Sales Efforts in Booking and Re-Booking Business

Align efforts with convention sales to ensure Destination Services is integrated and introduced into the earliest phase of the sales journey.

TACTICS

- Prioritize department leadership presence at all Citywide Sales site visits to promote the services of the department, build attendance opportunities, and inform how we can connect them to our intellectual capital community.
- Create a seamless integration and turnover between the sales process, servicing the conference, and then re-booking into future years. Emphasis on maintaining the service relationship between multi-year bookings.
- Provide the Sales team with an overview of curated service offerings that are promoted during the pre-planning process so clients sense opportunities for community involvement prior to booking.
- Send all summer groups the custom Summer Safety Tips document to be shared with attendees.
- Develop standards for Summer Site Visits to help members and venues create and execute successful site visits and increase revenues.

STRATEGY #4:

Support Meeting Attendance and Event Success

Provide resources that help event organizers drive attendance and deliver more engaging event experiences.

TACTICS

- Upgrade our Meeting Planners Toolkit to include a webpage featuring unique member offerings that provide out-of-the-box experiences to help differentiate Phoenix from other destinations. This focuses on a Phoenix Experience page that gathers all the best indigenous and local downtown experiences together to help planners bring the essence of Phoenix into their meetings.
- Provide event organizers with destination collateral, photos and videos, custom destination announcement videos, e-mail blasts, and QR codes linking to destination information—for use at the prior year's event, on conference websites, and in 'Know Before You Go' communications.
- Provide community-integrated Corporate Social Responsibility options to help groups leave a positive legacy in Phoenix.
- Offer research resources to conferences seeking information on local attendees and industries that they can market their conference to.
- Offer all citywide groups a comprehensive post-convention Economic Impact Report that highlights their impact on the City of Phoenix and value of their conference for future year re-book opportunities.
- Explore capturing on-site video testimonials as well as actionable post-event surveys that will contribute to M&C marketing and media efforts.

KEY PERFORMANCE INDICATORS

- Destination Manager Survey Rating from Meeting Planners: **Goal 92%**
- Destination Services Site Visit Ratings from Meeting Planners: **Goal 92%**

STRATEGIC OUTCOME

Destination Services will continue evolving from a support function into a strategic business unit that helps position Phoenix as a destination recognized for exceptional service, authentic local connections, memorable attendee experiences, stronger community partnerships, and long-term client loyalty. By aligning service delivery with destination development, the department can contribute meaningfully to Phoenix's sustained growth in the meetings and event marketplace.



INSIGHTS & DEVELOPMENT

The Insights & 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.

The department also provides industry and market performance trends to support Visit Phoenix members, inform local government stakeholders, and assist developers looking to expand in the market.

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

Update systems to track and evaluate the performance of various marketing initiatives, including M&C advertising campaigns and leisure digital media marketing efforts, to assess their effectiveness in driving visitation, impact, 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 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.

FY26/27 KEY STRATEGIES

ASSIST IN DEVELOPMENT OF TOURISM IMPROVEMENT AREA (TIA) LEGISLATION

- Provide research and data-driven insights to support the creation and refinement of TIA legislation to benefit Arizona's tourism ecosystem.
- Begin developing Phoenix TIA models based on stakeholder feedback and sales and marketing program priorities.

CUSTOMIZE AND ENHANCE SYMPHONY INTELLIGENCE PLATFORM (ONGOING)

Continue refining and expanding the Symphony Intelligence Platform to better support data collection and insights.

ENGAGE IN LEADING INDUSTRY CONFERENCES AND WEBINARS

Attend key events and webinars to stay informed on tourism research best practices and emerging industry trends, including:

- U.S. Travel Association's Educational Seminar for Tourist Organizations (ESTO)
- Travel & Tourism Research Association
- Simpleview Summit
- Destinations International's Annual Conference
- Arizona Governor's Conference on Tourism

COMPLETE 2026 PHOENIX VISITATION AND ECONOMIC IMPACT REPORT

Finalize and publish the 2026 Phoenix Visitation and Economic Impact Report, providing a comprehensive analysis of visitation trends, economic contributions, and key findings to inform strategic decisions.

UPDATE MEETINGS AND CONVENTIONS PLANNER RESEARCH

Evaluate Phoenix market and key competitors.

DISTRIBUTE KEY FINDINGS FROM INTERNATIONAL VISITOR SENTIMENT AND INTENT TO VISIT STUDIES

Visit Phoenix partnered with W-5 Inc. to conduct in-market visitor surveys in key international feeder markets; Canada, Mexico, United Kingdom, France, and Taiwan. This research will provide details on these international travelers' perceptions and associations of Phoenix, consideration of visitation, the role of economic development, and how best to communicate with them.

IMPROVEMENTS AND INNOVATION IN DATA RESEARCH (ONGOING)

Continue to evolve and improve research methodologies and platforms to support the growing needs of Visit Phoenix and its partners.

MEMBER & STAKEHOLDER OUTREACH PROGRAMS

MONTHLY REPORTS

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

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

ANNUAL & CURATED RESEARCH REPORTS

- 2025 Phoenix-metro Visitation, Spending & Visitor Impact Report
- 2025 Greater Phoenix Domestic Visitor Profile
- 2026 Phoenix Resident Sentiment study on local visitor industry
- 2026 International Visitor Sentiment & Intent to travel
 - Canada
 - France
 - Mexico
 - Taiwan
 - United Kingdom

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. The tentative schedule below may be adjusted based on guest speaker availability.

- September 2026: Leisure Trends & Marketing Review
- October 2026: Convention & Group Trends
- November/December 2026: Airlift & Airports Update
- January 2027: Leisure Trends & 2026 hotel performance
- February 2027: Convention & Group Trends
- March 2027: International Visitation
- April 2027: Tourism & Economic Development
- May 2027: Retail & Restaurant Trends
- June 2027: 2026 Visitation & Visitor Profile Overview

MEMBER EVENTS

- August 2026: Visit Phoenix Annual Meeting & Industry Forecast Event
 - Member Satisfaction & Engagement Survey
 - Update 2024 Visit Phoenix membership survey, reviewing:
 - Amount of contact with staff and satisfaction with staff engagement.
 - Importance and satisfaction with Visit Phoenix programs.
 - Gauge interest in new program opportunities.
 - Business perception of Visit Phoenix's impact on their business and community.

A full-page background image featuring the silhouettes of several tall palm trees. The trees are arranged in two rows, one on the left and one on the right, framing a central view of a sunset. The sky is a mix of orange, yellow, and blue, with some clouds. The overall mood is serene and tropical.

MARKETING

The Visit Phoenix Marketing Department's primary goals are to ensure the integrity of the Visit Phoenix brand and deliver a consistent marketing message to consumers and clients across all mediums. The department oversees all organizational creative efforts, which includes the following:

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

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, ultimately increasing both leisure and business/convention travel to Greater Phoenix.

CREATIVE CAMPAIGN

Visit Phoenix is launching a new creative campaign this fiscal year, titled, *"Sol Like No Other"*, in collaboration with its creative agency, Giant Noise. The campaign is integrated into all messaging to target audiences, including leisure, business, international, and sports audiences. The campaign brings focus to the destination's sunshine, the innovative character of its community (e.g., "lightbulb moments"), as well as its multicultural heritage.

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

Food & 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
- Social media engagement
- E-mail subscribers
- Visitor Guide orders
- Advertising ROI
- Merchandise sales

According to a 2023 study from destination research firm Future Partners, visitphoenix.com generates roughly \$93 million in economic impact to Phoenix as a 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 Condé Nast, Fodor's Travel, and Modern Luxury. Visit Phoenix partners with creative agency Giant Noise and media buying agency BrkThru Digital to achieve these goals.

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 e-mail 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. Visit Phoenix partners with creative agency Giant Noise, strategic agency Go Fish, and media buying agency BrkThru Digital to achieve these goals.

GEOGRAPHIC TARGETS

The Marketing team determines its primary audiences and potential markets based on internal and external research, trends, and metric tracking. The following information 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
- Minneapolis, MN
- Salt Lake City, UT
- Washington, D.C.
- San Francisco, CA
- Portland, OR

Summer Markets

- Arizona (excluding Maricopa County)
- Southern California
- San Francisco, CA
- Colorado
- Nevada
- New Mexico
- Texas

International Markets

Mexico:

- Mexico City
- Monterrey
- Guadalajara

Canada:

- Calgary
- Ontario (Toronto focus)
- Vancouver

Europe:

- London, England
- France

Asia:

- Taiwan

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
- TikTok
- LinkedIn
- Instagram
- YouTube
- Pinterest

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.

SUMMER SUPPORT MARKETS

Tactics	July	August	September	October	November	December	January	February	March	April	May	June	TOTAL
SUMMER SUPPORT GEOS													
DIGITAL	Summer Support		Shoulder	Fall		Peak			Spring			Summer Support	
Display													
Social Display													
Facebook/Instagram													
TikTok													
SEM + PMAX													
DIGITAL TOTAL:													
SUMMER SUPPORT TOTAL:													

PRIMARY & SECONDARY MARKETS

	Summer Support		Shoulder	Fall		Peak			Spring			Summer Support	
DIGITAL													
Display													
Social Display													
In-Banner Video													
Sojern Display													
Facebook/Instagram													
TikTok													
YouTube (TrueView + Bumpers)													
YouTube Shorts													
Nativo													
CTV/OTT - Premium + Standard Blend + Pause													
Sports and Events													
Online Video													
Sojern OLV													
SEM + PMAX													
Co-Op Match (Sojern)													
DIGITAL TOTAL:													
TRADITIONAL													
Arizona Travel Guide													
AllTrails													
Lookout													
Eater													
Conde Nast													
Bon Appetit													
Times Square OOH													
Airport OOH													
PRIMARY + SECONDARY TOTAL:													

INTERNATIONAL MARKETS

INTERNATIONAL GEOS												
CANADA	Summer Support		Shoulder	Fall	Peak			Spring			Summer Support	
Display												
CTV/OTT												
Online Video												
CANADA TOTAL:												
MEXICO												
Display												
CTV/OTT												
Online Video												
MEXICO TOTAL:												
FRANCE												
CTV/OTT												
Amadeus AV test												
LONDON												
CTV/OTT												
Amadeus AV test												
Wanderlust												
FRANCE/LONDON TOTAL:												
TAIWAN												
OLV												
Amadeus AV test												
INTERNATIONAL TOTAL:												

SEASONAL MARKETS

SEASONAL HAPPENINGS												
DIGITAL	Summer Support		Shoulder	Fall	Peak			Spring			Summer Support	
Social												
SEASONAL TOTAL:												

TRAVEL TRADE

TRAVEL TRADE												
DIGITAL	Summer Support		Shoulder	Fall	Peak			Spring			Summer Support	
Amadeus												
TRAVEL TRADE TOTAL:												
PLAN TOTALS:												



COMMUNICATIONS

The Communications Department at Visit Phoenix 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

- Provide engaging content and story angles for editorial coverage in top-tier*, travel trade, meetings trade, business trade, regional, and international media outlets.
- Create story ideas to introduce the destination to new media outlets.
- Pitch timely story ideas to media outlets for continued features on the destination.
- Engage with trade media to highlight key attractions throughout Greater Phoenix.
- Expand Greater Phoenix's presence in established and emerging regional and international markets.
- Position Visit Phoenix as a leader within the community.
- Continue to showcase the destination's mega-event calendar and economic impact efforts.
- Represent Greater Phoenix at international travel-trade media missions and appointment-based shows.
- Engage with trade publications to secure continuous meeting/conference/business travel buzz for the destination.

**Publications or websites with a viewership exceeding 500,000 unique visitors per month or print/broadcast with 50,000+ circulation*

STRATEGIES

- 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 visits to showcase the destination to key journalists.
- Attending appointment-based conferences to meet with media and pitch destination stories.
- Engaging with travel media through participation in domestic trade shows and tourism-related conferences.
- Enhancing local media relationships to share the economic impact that Visit Phoenix and tourism generate through both corporate communications and leisure efforts.
- Target local publications in Greater Phoenix's top feeder markets.
- Creating interest in emerging markets to strengthen the pipeline in leisure and group travel.
- 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.

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 & CONFERENCES PROGRAM OF WORK

The Communications department leads media missions and attends appointment-based conferences to secure editorial coverage for Greater Phoenix. The goal is to promote Greater Phoenix to meetings and convention clients, travel trade and 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 Visit Phoenix is fully tapped into the latest industry updates, trends, and most effective practices when working with media.

Upcoming Media Mission Markets*

- Toronto – September 2026
- Chicago – October 2026
- Taiwan – November 2026
- United Kingdom & Paris – January 2027
- New York City – February 2027
- Los Angeles – June 2027

**Please note that all media mission dates are subject to change based on market availability and local events that could impact media attendance. Additional markets could be added based on international flight announcements or domestic travel patterns.*

Upcoming Conferences

- Governor's Conference on Tourism (GCOT) – August 2026
- IMEX – October 2026
- Travel Classics West – November 2026
- International Pow Wow (IPW) – May 2027
- Public Relations Society of America (PRSA) Travel & Tourism Conference – June 2027



TOURISM

The Tourism Department promotes Greater Phoenix to travel advisors, tour operators, wholesalers, receptive operators, and strategic tourism partners worldwide. By strengthening travel trade relationships, leveraging destination marketing efforts, and showcasing member experiences, the department informs global audience of buyers, enhances the visitor journey, and drives both domestic and international leisure visitation.

STRATEGY #1:

Expand Asia and European Market Engagement and Product Development

Increase awareness of Greater Phoenix as a premier leisure destination by capitalizing on new nonstop international air service that improves access from key global markets in Asia and Europe. The addition of nonstop service from Taipei through China Airlines and STARLUX Airlines, along with new service from Paris through Air France, creates new opportunities to attract high-value international travelers for tourism and commerce.

TACTICS

- Participate in travel-trade missions, tradeshow, client events, and host FAM tours for Asian and European buyers.
- Develop and promote new leisure marketing campaigns to inform and educate tour and receptive operators and travel agents in these markets.
- Partner with members across accommodations, attractions, dining, and transportation to develop market-ready travel packages tailored to Asian travelers, highlighting shopping, outdoor adventure, wellness experiences, and curated itineraries that showcase the unique appeal of the Sonoran Desert.
- Collaborate with Arizona Office of Tourism (AOT), Brand USA, and local DMO's for destination showcase activations.

FY26/27 KEY OBJECTIVES

- Developing and strengthening new international markets in Asia and Europe.
- Positioning Greater Phoenix as a year-round luxury destination.
- Maintaining strong market presence in Canada and Mexico.
- Leveraging new insights and technologies to improve agency targeting and engagement.
- Supporting long-term destination growth through strategic partnerships with AOT, City of Phoenix and Phoenix Sister Cities, local DMO's, and Phoenix Sky Harbor International Airport.

STRATEGY #2:

Strengthen Phoenix as a Year-Round Luxury and Lifestyle Destination

Build a stronger value proposition that positions Greater Phoenix as a luxury leisure destination beyond the traditional winter season.

TACTICS

- Develop luxury-focused sales materials and itineraries that highlight luxury resorts, wellness experiences, outdoor recreation, arts and culture, and culinary offerings.
- Promote summer wellness travel, shoulder-season experiences, and private curated experiences.
- Expand relationships with luxury travel advisors and consortia through education, webinars, FAM's, sales missions, and tradeshow.
- Support premium packaging with destination partners, including but not limited to, high-end shopping, premier sports (Phoenix Suns, Arizona Diamondbacks, Arizona Cardinals), culinary, and lifestyle experiences.

STRATEGY #3:

Maintain Strong Visibility in Canada and Mexico

Protect and grow visitation from Phoenix's most established international feeder markets.

TACTICS

- Conduct sales mission to Canada along with hosting FAM trips.
- Maintain regular engagement with travel advisors, wholesalers, Air Canada, WestJet, and Porter Air.
- Support cooperative trade campaigns and media placements.
- Reinforce Phoenix's evolving luxury positioning in these markets.

STRATEGY #4:

Use Data insights and AI to Improve Market Development

Apply internal performance data, market intelligence, and AI-driven insights to sharpen how Greater Phoenix identifies high-value leisure segments, personalizes outreach, and accelerates conversion across key source markets.

TACTICS

- Personalize multi-channel outreach by deploying AI content tools to deliver tailored messaging across e-mail, digital, and social platforms.
- Use AI to localize and scale culturally relevant marketing campaigns across priority international markets.
- Leverage Agency 360 insights to target travel advisors and OTAs in high-yield and emerging source markets generating Phoenix leisure demand.

A HIGH-LEVEL LOOK AT THE TOURISM SALES PROGRAM OF WORK FOR FY26/27 FOLLOWS:

Date	Program of Work	Location
August 4-6	Global Travel Marketplace (GTM) West	Palm Springs, CA
September 26-27	Joker Reisbeurs USA & Canada	Mechelen, Belgium
September 28 - October 1	Brand USA Travel Week	Amsterdam, Netherlands
October TBD	AAA Tourism Sales Mission	Southern California
October TBD	AOT Mexico Trade Sales Mission	Mexico City & Monterrey
November 15-19	Marriott's TPC/MLC Event	Phoenix, AZ
November 16-20	AOT Taiwan Trade Mission	Taipei, Taichung & Kaohsiung
November 30 - December 4	AOT German Trade Sales Mission	Hamburg, Hanover, Berlin, Frankfurt
December TBD	East Coast Tourism Sales Mission	NYC & Atlanta
February 27 - March 3	Go West Summit	Galveston, TX
March 15-16	AOT France Trade Sales Mission	Paris
March 17-18	AOT UK Trade Sales Mission	London & Dublin
April 5-8	AOT Canada Trade Sales Mission	Toronto & Montreal
May 2-6	IPW 2027	New Orleans, LA
Hosted Familiarization Tours — Exact Dates TBA		
Fall	Canada FAM	Phoenix, AZ
Fall	France FAM	Phoenix, AZ
Fall	Mexico FAM	Phoenix, AZ
Spring	Domestic/Luxury FAM	Phoenix, AZ
Spring	Germany FAM	Phoenix, AZ
Spring	United Kingdom FAM	Phoenix, AZ
Spring	Asia FAM	Phoenix, AZ

KEY PERFORMANCE INDICATORS

- Leads: Grow lead generation by 15% given new Asian market development opportunity.
- Client Reach: Expand client reach by 10%.
- Destination Training: Conduct 10 destination trainings to reach an average of 50 participants each for a total of 450.

Please inquire your interest to participate with the following contacts:

Becky Kedzie

Tourism Coordinator

bkedzie@visitphoenix.com

Maria Lourdes Delgado

Director, Tourism

mdelgado@visitphoenix.com



COMMUNITY ENGAGEMENT

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

OBJECTIVE

To foster meaningful connections between Visit Phoenix, the tourism industry, and the local community by promoting collaboration and ensuring tourism has a valued voice in local conversations.

STRATEGY

Tourism is a powerful driver of economic growth, generating revenue, supporting local businesses, creating jobs, and fueling broader development. Our goal is to actively engage and inform residents and businesses about the value of tourism, foster authentic, memorable experiences, and ensure that tourism delivers meaningful, lasting benefits to the entire community.

TACTICS

Partnership Development

Proactively engage with local businesses, community groups, and cultural institutions to co-create and elevate tourism initiatives that benefit the region.

Community Education and Advocacy

Pursue targeted awareness campaigns and seek out sponsorships that elevate the role of Visit Phoenix and highlight tourism's economic value to the destination. Focus on how visitor spending fuels local jobs, tax revenues, and business growth, while sustaining key assets that make Phoenix competitive.

Enhanced Communication

Expand outreach through newsletters, social media, and in-person presentations to keep residents informed and engaged with upcoming tourism activities, initiatives, and participation opportunities.

Tourism Workforce Investment

Champion programs that build a skilled, motivated tourism workforce. Prioritize professional development to enhance service quality, support employee retention, and strengthen the industry's overall impact.



MEMBERSHIP

Membership with Visit Phoenix is a strategic partnership designed to foster long-term relationships that drive economic impact through tourism. Through sustained engagement, members benefit from increased brand recognition, expanded customer reach, and a stronger voice in shaping the region's tourism landscape.

Membership supports our broader business development goals by attracting new revenue streams, enhancing community engagement, and reinforcing our commitment to regional economic vitality.

OBJECTIVES

- Cultivate an ongoing list of prospective members and engage with these businesses to become mutually beneficial partners in the cultivation of tourism related work.
 - Provide existing member businesses with benefits to include exposure to leisure and group business opportunities, resources from the industry, and connections.
 - Maintain a central database of member information for the utilization of all Visit Phoenix staff.
 - Represent member businesses to other Visit Phoenix staff, members, and the broader community in such a way to enhance collaboration and inclusion in business opportunities.
 - Offer meaningful opportunities to participate in virtual and in-person events for the purpose of booking direct business or fostering relationships that can lead to bookings.
 - Communicate clearly and regularly about the work of Visit Phoenix, member benefits, and resources offered to our industry.
- Create an annual program to proactively provide data and metrics to segments of the membership regarding the productivity of their benefits.
 - Regularly conduct audits of sections of the CRM to maintain the most up to date information on our member base.
 - Offer opportunities for member businesses to showcase their products and services to other members as well as Visit Phoenix staff.
 - Curate a year-round calendar of events that meet the requested value of our top member types.
 - Provide regular updates on member benefits, member activities, the work of Visit Phoenix, market trends, and more through newsletters and webinars.
 - Cultivate relationships with members through proactive outreach, responding promptly to all member questions, and maintaining the professional image of Visit Phoenix.

STRATEGIES

- Research and stay tuned into developments in Greater Phoenix – openings, closings, renovations, etc.
- Work collaboratively with other Visit Phoenix departments to offer the most meaningful package of member benefits possible.

VISIT PHOENIX ANNUAL MEMBER EVENTS

- Research Webinars – 10x/year
- Winter Member Mixer – January
- Spring Member Mixer – March
- Summer Member Mixer – June
- Industry Forecast & Annual Meeting – August
- Planners & Partners Day – October



VISITOR EXPERIENCE



At Visit Phoenix, the visitor experience is at the heart of our mission. We are committed to creating meaningful, memorable, and seamless interactions for every traveler who engages with our destination. Through strategic partnerships, curated content and community collaboration, we ensure that every touchpoint—from trip planning to post-visit reflection—reflects the unique spirit and hospitality of Greater Phoenix.

Our approach to visitor experience is both data-informed and people-driven, designed to enhance satisfaction, encourage repeat visitation, and generate positive word-of-mouth that fuels long-term tourism growth. By investing in the visitor journey, we not only support our partners but also strengthen the region's reputation as a world-class destination.

OBJECTIVES

- Provide places and opportunities for visitors to discover information about the Greater Phoenix destination from the most valuable, knowledgeable sources.
- Promote the destination of Greater Phoenix in the most positive, clear, and easily accessible ways possible.
- Prioritize the promotion of member businesses in every visitor or local interaction.
- Create opportunities for ambassadors of our destination to learn more about things to see and do as well as about the positive impact of the tourism industry on our community.
- Seek out opportunities to showcase the destination, foster local pride, and engage residents and visitors.

STRATEGIES

- Provide digital tools to serve visitors where they are and with the information they are seeking when they need it.
- Continue to partner with the Phoenix Convention Center Guest Services staff to ensure in-person services at the PCC to help answer attendee questions while they are in the destination.
- Train Visit Phoenix staff with the latest knowledge of tourism spots in our destination, transportation options, and industry knowledge.
- Curate collateral materials to provide the best and most engaging experience to visitors and locals.

- Maintain relationships with local boutiques to host information locations and sell Visit Phoenix merch (where applicable).
- Utilize the work of the Membership Team and CRM to promote member businesses.
- Market and maintain the TAP into PHX program. This is an online, 2-hour course designed to educate frontline hospitality staff, other service personnel, and locals on how to speak positively about the Greater Phoenix destination and the economic impact of tourism in our community.
- Implement a reward program or pass as a perk for those who complete TAP into PHX.
- Hold quarterly events for TAP into PHX participants to familiarize them better with the destination and network with other program graduates.
- Create a year-long calendar of pop-up events in which to participate – elevating brand awareness, community collaboration, and visitor/local engagement.

LOCATIONS WHERE VISITOR SERVICES ARE OFFERED:

- Pop-up community events & festivals
- Visit Phoenix App
- Mobile kiosk at the Phoenix Convention Center
- Phone calls
- Sunny the Saguaro chatbot on visitphoenix.com
- E-mails



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VISIT
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