

Annual REPORT

2021-22



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.



Board of Directors

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Secretary/Treasurer**

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Vice Chair 2

Laura C. Giles
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Abby Murtagh
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Martin L. Shultz

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

2021

In calendar year 2021, the Phoenix hotel market continued its path towards recovery. Room demand in the market surpassed 2019 levels, September through December. Performance indicator declines in the Phoenix market were smaller than nearly all other U.S. top 25 markets. **Of the U.S. top 25 markets in 2020, Phoenix had the 4th smallest decline in room demand.**

Calendar Year 2021:

- 63% Occupancy (Down 10.9% vs 2019)
- \$128.17 ADR (Down -2.8% vs 2019)
- \$80.72 RevPAR (Down 13.4% vs 2019)
- Room Nights sold decreased 8.2% compared to 2019, but increased 33.4% YoY.

Source: STR, Inc.

2022

Through the first seven months of the year, many hotel performance indicators surpassed 2019 levels for Phoenix. When comparing to 2019 hotel room demand, declines experienced in the Phoenix market are smaller than nearly all other U.S. top 25 markets through July year-to-date. **Total occupancy rate through the first six months is also the 9th highest in the STR Top 25 Markets.**

Calendar Year 2022 (Through July):

- 69.6% Occupancy (Down 5.3% vs 2019)
- \$170.54 ADR (Up 20.1% vs 2019)
- \$118.67 RevPAR (Up 13.7% vs 2019)
- Room Nights sold decreased 1.0% representing 100,000 less room nights sold in the market compared to the first seven months of 2019.

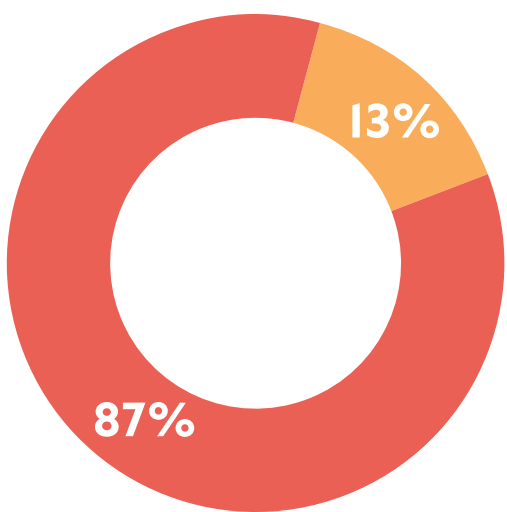
Source: STR, Inc.



FINANCIALS

\$16.2 MILLION

- \$2 million private = 13%
- \$14.1 million public = 87%



In FY 21/22, the Visit Phoenix research department continued their Visitor Industry Trends webinar series to share the latest data, insights and trends with our member businesses. Each webinar included an overview of current market performance, and specific insights on group trends or leisure travel trends for Phoenix and the U.S. In total, the research team hosted eight webinars in FY 21/22 with an average attendance of more than 75 members and industry stakeholders.

In June 2022, the Research department hosted, Recovery to Radiant: Visitor Impact Review & Roadmap, event at the Saguaro Scottsdale. During this event, we reviewed new Phoenix visitor studies from Longwoods International and Tourism Economics and discussed key changes taking place in the Phoenix visitor market since 2019.

MEMBERSHIP & VISITOR SERVICES

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.



872
total member organizations



92%
of members retained in FY



27
member events with a total of **1,775** attendees



77%
of members have been with Visit Phoenix for more than 3+ years



*Above image and image to the right from July 2019 member mixer.

Visitor Experience

43

Conventions served at the Phoenix Convention Center with **168,032** attendees

7,138

referrals increase of 5% over 2019

1,406

conversations with website visitors through Live Chat (launched in January 2022)

...

Chat with us!

—

ok thank you so much really appreciate your help.

Oh awesome! Thanks so much for your help. The horseback riding looks amazing along with the trails. Cheers

That sounds great! Thanks so much for your time. You've been very helpful. Have a great day!

"Best chat. I love you guys!"

"Quick connection. Quickly provided ideas. Great communication."

"10 out of 10"



Doing a restart in Phoenix after the pandemic, we really needed to find a way to bridge the gap to the local business *community*.

We really had no local contacts and joining Visit Phoenix completely solved that problem. We saw *concrete results* not only in contracting new business but creating a network of new contacts with local members of the downtown business community.

Also, we felt a real *sense of belonging*.

Thank you...Visit Phoenix, for making that happen.

-Howard Gossack,
Blue Lion Pedicab





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.



226
leads to Visit Phoenix
member businesses



7,870
member referrals
distributed



71
client site
planning visits

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.

Greater Phoenix Hotel/Resorts

- **608** meetings booked during FY 21/22
- **136,699** future delegates booked
- **286,551** definite room nights booked
- **\$59.2 million** estimated direct spend generated by delegates
- **3,285** leads received

Phoenix Convention Center

- **57** meetings booked during FY 21/22
- **274,665** future delegates booked into the Phoenix Convention Center
- **285,414** definite room nights booked
- **\$424.4 million** estimated direct spend generated by delegates
- **314** leads received

Combined Totals



\$483.6 MILLION

estimated direct spend generated this fiscal
(booked in FY 21/22)

411,364

total delegates booked

3,599

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

571,965

total room nights booked
by Visit Phoenix sales
department FY 21/22

665

total meetings booked
into PCC and hotels and
resorts during FY 21/22



Another great group of people to work with. Everyone is so well *connected* and in the know of what is going on. They played a huge contribution for us moving forward with an in-person event and selling it to our leadership. When we needed something, they met those demands and really made it a *great experience* for us. We've seen so many other organizations struggle working with CVBs and experiencing lack of flexibility. I never once experienced that with Phoenix. I definitely am holding all other CVBs to a *higher standard* based on my time spent with Visit Phoenix.

-Leah Johnson, CMP, DES,
Director of Meetings &
Conventions, American Dental
Hygienists' Association



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.



4,222,243 visits to website
(39% increase)
7,815,051 page views
(19% increase)

Social Media Year-Over-Year Highlights



254,780
Facebook
Likes



55,593
Twitter
Followers



77,492
Instagram
Followers



4,897
Pinterest
Followers



105,296,433
Ad Impressions



12,677,167
Video Impressions



40,519
Video Clicks

Telling the Story of Phoenix's Faces and Places

Meet the people and businesses that make Phoenix special through season two of the Faces & Places video series.

[Check out the Faces & Places playlist](#)



*Video views reported from YouTube

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.



127 member leads generated

1,685 fulfillment inquiries received

1,654 pieces of fulfillment distributed

Attended **6** tradeshows (virtual and in-person) reaching **938** clients and travel professionals (196% increase FY 19/20) through **314** scheduled appointments:

- Brand USA Travel Week
- OMCA Marketplace
- Go West Summit
- NTA Travel Exchange
- American Bus Association
- Meeting & Marketplace
- LGBTQ Travel & Adventure Show
- RTO Summit West
- Connect Tour West



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.

Media Exposure

1,892,624,243
audience reached (top tier)

Assisted with
202
media requests

Hosted
40
media

122
total articles published
about Phoenix (includes
top tier and trade articles)

75
Top-Tier and Trade Articles

4
Hosted Media
Missions

3
Media Conferences
Attended

162
Media
Appointments

Top Ten Articles



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