



Annual REPORT

2022-23

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.



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Vice Chair

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Laura Giles
General Counsel

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Giuliano
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Todd Sanders

Ray Schey

Martin L. Shultz

Manny Molina (Honorary
Director)

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

In calendar year 2022, the Phoenix hotel market saw many hotel performance indicators surpass 2019, pre-pandemic levels. Hotel occupancy rate was the only lagging indicator, down just 2.9% vs 2019, mainly due to a 3.7% hotel room supply increase since 2019. The Phoenix-metro hotel market was one of only seven U.S. Top 25 hotel markets to surpass pre-pandemic room demand levels. The market experienced the 3rd highest RevPAR increase in the U.S. Top 25 Markets vs 2019.

2022

- 68.7%, increased 9.2% vs 2021 (down 2.9% vs 2019)
- \$162.58, increased 26.4% vs 2021 (increased 22.9% vs 2019)
- RevPAR: \$111.68, increased 38% vs 2021 (increased 19.4% vs 2019)
- Room Revenues: (2022) \$2.84 billion, +10% vs. 2021

2023 (Through June):

- Occupancy: 72.7% increased 2.1% vs. 2022 (down 4.0% vs. 2019)
- ADR \$199.27, increased 12.0% vs. 2022 (up 31.7% vs. 2019)
- RevPAR \$144.88, increased 14.4% vs. 2022 (up 26.5% vs. 2019)
- Hotel Room Revenues: \$1.84 billion, +14.3% vs 2022
- Room nights sold increased 2.1% above 2022 room demand and was up 5.9% when compared to room demand for the first 6 months of 2019.

Source: STR, Inc.

Trends Webinar Series

In FY 22/23, 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 and international visitation.

In total, the research team hosted seven trend webinars in FY 22/23 with an average attendance of more than 75 members and industry stakeholders, and more than 170 individual businesses attending at least one webinar. In post-webinar surveys sent to attendees, 94% of completed surveys indicated they were “Very Satisfied” with the webinar content. The webinar series also received a Net Promoter Score of 92.6 for the year.



2023 City of Phoenix Tourism Resident Sentiment Study

Visit Phoenix contracted Longwoods International to conduct the first ever Phoenix resident survey on tourism industry sentiment. The study analyzed public perceptions of 400 Phoenix residents from all sides, including the positives and negatives of industry development, hosting events, and quality of life.

Some highlights include:

- For variables taken from Longwoods’ national study that have regional and national benchmarks, a larger share of city of Phoenix residents than their national or regional counterparts, support tourism, its development, growth, and many of its positive attributes.
- There’s strong support of tourism in Phoenix. Three-fourths of city of Phoenix residents think tourism is good for city of Phoenix and that the city benefits from a strong tourism industry.
- There is strong support for hosting a variety of local events in Phoenix including professional sports, meetings and conventions, and mega events.



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.



909
total member organizations

Total value of membership increased 5% over last year.



96%
of dues revenue retained in FY



17
member events with a total of **1,396** attendees



78%
of members have been with Visit Phoenix for more than 3+ years



Spring Member Mixer



Visitor Impact Review & Research Roundup



Summer Member Mixer

Visitor Experience

51 Conventions served at the Phoenix Convention Center with **246,566** attendees

11,980 referrals increase of 137% over 2021

Visit Phoenix App



26,315 Total users

30,990 Total sessions

239,755 Pageviews

9,247 Total downloads



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.



288
leads to Visit Phoenix
member businesses



5,611
member referrals
distributed



88
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.

27 sales missions, tradeshow, & hosted events

2,032 client touches

115 total site visits

Greater Phoenix Hotel/Resorts Phoenix Convention Center

- **605** meetings booked during FY 22/23
- **196,166** future delegates booked
- **346,018** definite room nights booked
- **\$81 million** estimated direct spend generated by delegates
- **4,125** leads received

- **66** meetings booked during FY 22/23
- **301,300** future delegates booked into the Phoenix Convention Center
- **312,662** definite room nights booked
- **\$449.2 million** estimated direct spend generated by delegates
- **393** leads received

Combined Totals



\$530.2 MILLION

estimated direct spend generated this fiscal (booked in FY 22/23)

470,841

total delegates booked

4,518

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

659,928

total room nights booked by Visit Phoenix sales department FY 22/23

672

total meetings booked into PCC and hotels and resorts during FY 22/23



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.

74 member leads generated

269 fulfillment inquiries received

5,786 pieces of fulfillment distributed

Attended **5** tradeshows (virtual and in-person) totalling **139** scheduled appointments:

- ASTA Annual Conference
- Eastern Canada Trade Sales Mission
- Midwest Trade Sales Mission
- U.S. Hispanic Chamber of Commerce Conference
- Brand USA Travel Week Germany
- Go West Summit
- Travel Agent Forum
- IPW 2023
- Trade FAMS
 - Australia
 - France
 - Brand USA Mega FAM
 - Pre IPW FAM
 - United Kingdom
 - Mexico
- Mexico City Trade Mission



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.



4.5M visits to the website
7.5M page views

Social Media Highlights

+22%
 **94,756**
Instagram Followers

f **255,053**
Facebook Followers

+3%
 **5,044**
Pinterest Followers

 **26,479**
TikTok Followers

111M impressions
347K clicks

In June 2022, Visit Phoenix joined the TikTok community as a way to showcase our beautiful Sonoran Desert. TikTok is one of the fastest growing social platforms in the world – and particularly popular among the younger generation – featuring short form videos.

Follow us there to see our curated snapshots of the best things happening around town.

98 videos
3.2M total views
154.9K total likes
26,479 followers

TOP PERFORMING VIDEOS



TAKE THE CALL
476K VIEWS

ARIZONA FALLS
914.5K VIEWS



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

2,075,708,133
audience reached (top tier)

Assisted with
280
media requests

Hosted
53
media

271
total articles published
about Phoenix (includes
top tier and trade articles)

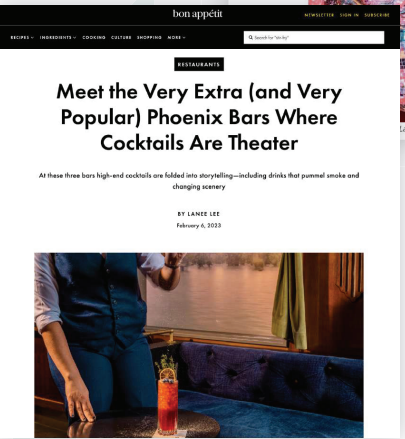
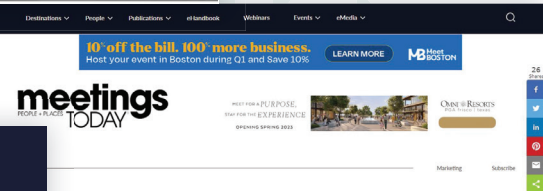
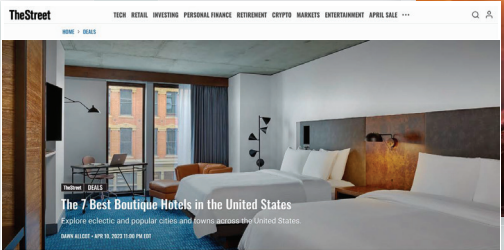
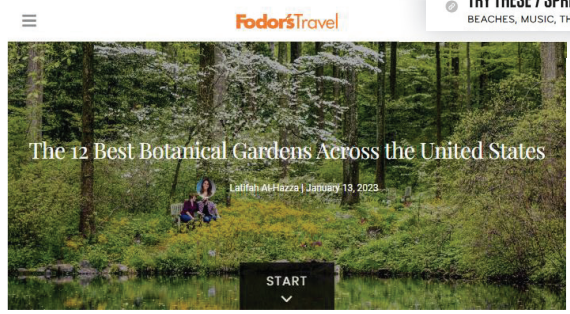
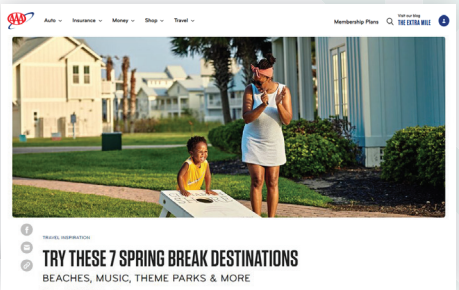
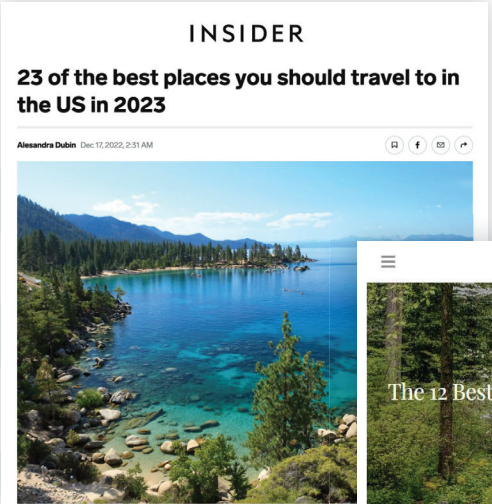
136
Top-Tier and Trade Articles

5
Hosted Media
Missions

4
Media Conferences
Attended

228
Media
Appointments

Top Ten Articles



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