

# MEMBER BENEFITS

## NECESSITIES PACKAGE

Visit Phoenix is a member-based nonprofit organization that markets Greater Phoenix to a global audience of travelers. From leisure visitors and group meetings to large-scale conferences and mega sports events, we bring business to Phoenix that would not otherwise come. Your Visit Phoenix membership includes:



### INVITATIONS TO VISIT PHOENIX EVENTS

#### ORIENTATION | Biannually

These educational sessions share the mission and inner workings of Visit Phoenix. Members also receive a demonstration of how to navigate the member extranet.

#### PHOENIX FEST | Each Fall

Gain insight on the latest industry and Visit Phoenix updates. It's also a valuable networking opportunity with industry peers and city leaders. Sponsorship opportunities are available.

*This membership package does not include an invitation to Member Mixers or educational events.*



### BROCHURE DISTRIBUTION AT VISITOR CENTER

If you're a member who provides services directly to the visitor, send your brochures for display at our downtown Visitor Information Center, adjacent to the Phoenix Convention Center. Member brochures are available to visitors and meeting attendees.



### SUBSCRIPTION TO THE FYI

The Visit Phoenix member newsletter is distributed every two weeks with internal updates, Phoenix travel news, statistics, facts, event details and more.



### VISITPHOENIX.COM

Receive a page on visitphoenix.com that includes photos, a marketing message, amenity details, links to your website and social media profiles, and space to share event information and post special offers. The website is promoted through marketing campaigns with the goal of positioning Greater Phoenix as a premier travel and meetings destination.



### LEADS & REFERRALS

Qualified leads and referrals are generated from our convention sales and services, travel trade and media relations departments. The leads are sent to members who can offer the specified type of service or product being requested. While we can't guarantee that all members will receive leads based on business category, this can be a business booster for Visit Phoenix members.



### ACCESS THE VISIT PHOENIX MEDIA ASSETS

Visit Phoenix members have special access to our digital asset management tool, SimpleviewDAM. Upload your best, high-resolution images, videos and most up-to-date logo files to be accessed by the staff. Those assets can be used in advertising, on social media, in presentations to clients, in proposals, and more. Additionally, files are available for your use in helping to promote the destination to visitors and meeting planners.

## CONTACT US

Polly Flachman, Director of Membership  
and Visitor Experience  
602-452-6280 | pflachman@visitphoenix.com

Katie Provot, Membership Development Manager  
480-621-2835 | kprovot@visitphoenix.com

Noemi Pasillas, Member Services and  
Events Manager  
602-452-6283 | npasillas@visitphoenix.com

# MEMBER BENEFITS

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## INVITATIONS TO VISIT PHOENIX EVENTS

### ORIENTATION | Biannually

These educational sessions share the mission and inner workings of Visit Phoenix. Members also receive a demonstration of how to navigate the member extranet.

### MEMBER MIXERS | Quarterly

Meet travel industry professionals, exchange business leads and build a base of local connections. In addition, you are offered the opportunity to provide a door prize as a way to gain greater exposure.

### EDUCATIONAL EVENTS | Schedule Varies

Join Visit Phoenix for recurring events highlighting industry updates, research and how to work with meeting planners.



## CONFIDENTIAL CONVENTION CALENDAR

The comprehensive list of meetings and conventions coming to Greater Phoenix includes the group name, meeting planners' contact information, meeting dates, headquarter hotel and number of estimated attendees updated in real time with the ability to export as a PDF or Excel file. It's the perfect resource to get your business in front of the decision makers.

**Please note that contact information for meeting planners may be listed as undisclosed at their request.**



## TRAVEL INDUSTRY ADVOCACY

Visit Phoenix is active on national, state, county and city levels with issues that directly affect our industry. We cooperate with other prominent industry associations to protect the interests of our members and employees. Associations we work with include Arizona Office of Tourism (AOT), Arizona Lodging and Tourism Association (AzLTA), Valley Hotel & Resort Association (VHRA) and the Arizona Restaurant Association (ARA).



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The Visit Phoenix member newsletter is distributed every two weeks with internal updates, Phoenix travel news, statistics, facts, event details and more.

### MEMBER SHOWCASE | Biannually

Set up a table, meet Visit Phoenix staff and tell us about your business, and learn more about your membership. Come prepared for speed-networking. Space limited to 22 members.

### PHOENIX FEST | Each Fall

Gain insight on the latest industry and Visit Phoenix updates. It's also a valuable networking opportunity with industry peers and city leaders. Sponsorship opportunities, your chance to make an impression on more than 300 community influencers, are available.



## LEADS & REFERRALS

Qualified leads and referrals are generated from our convention sales, convention services, travel trade and media relations departments. The leads are sent to members who can offer the specified type of service or product being requested. While we can't guarantee that all members will receive leads based on business category, this can be a business booster for Visit Phoenix members.



## RESEARCH

Membership offers you access to exclusive industry research and insight into the behaviors and patterns of travelers visiting the Greater Phoenix area, including visitor profiles, tourism impact, hotel performance indicators, airport and airline performance and destination perception studies.



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### BROCHURE DISTRIBUTION AT VISITOR CENTER

If you're a member who provides services directly to the visitor, send your brochures for display at our downtown Visitor Information Center, located adjacent to the Phoenix Convention Center. Member brochures are available to visitors and meeting attendees seeking details about Greater Phoenix and the entire state of Arizona.



### ACCESS THE VISIT PHOENIX MEDIA ASSETS

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### LISTING IN MEET IN PHOENIX GUIDE

Hotel, resort, dining and venue members will receive a listing in the *Meet in Phoenix Guide*. Distributed in print and digital formats to 5,000 convention planners and corporate decision makers, this guide is designed to help them choose the sites and suppliers that will make their Greater Phoenix event a success.

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## MEMBERSHIP ADD-ONS



#### TRADE SHOWS AND SALES MISSIONS | cost varies

Join the convention sales, travel trade and media relations departments on missions, client events and trade shows to make connections that are important to your business. See member extranet for opportunities.



#### ADVERTISING ON VISITPHOENIX.COM

Expand your online exposure with a variety of featured listing enhancements and online advertising. Space is limited and only available to Visit Phoenix members. Contact Destination Travel Network at [advertising@dtnads.com](mailto:advertising@dtnads.com).



#### MEMBER CONTACT DIRECTORY | \$275 per list

If you're interested in marketing to Visit Phoenix members directly, this is the list for you. This excel file contains contact information for our more than 1,000 members who have opted into receiving information from Visit Phoenix members.



#### ADDITIONAL LISTINGS OR LOCATIONS | \$285

Each membership includes one category listing, but you can gain extra exposure on our website and in our publications, by purchasing an additional category listing for your business. Businesses with multiple locations may purchase a separate listing for each location.



#### PRINT ADVERTISING OPPORTUNITIES

Stand out and be noticed with a colorful display ad in the Official Travel Guide or Meet in Phoenix Guide. As a member, you'll receive a discount on your advertising.



#### VISITOR AND RELOCATION MARKET LEADS

Monthly email | \$200 per year

Market your goods and services directly to those planning a visit to Greater Phoenix or interested in relocating to the Valley. This list includes the name, address, area(s) of interest and the estimated travel dates.

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## CONTACT US

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# MEMBERSHIP ADD-ONS

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## TRADE SHOWS AND SALES MISSIONS | cost varies

Join the convention sales, travel trade and media relations departments on sales missions, client events and trade shows to pursue business opportunities that are important to your business. See member extranet opportunities.

Note: this is not included in the Visitor Package membership.



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