

2025-26

ANNUAL REPORT

VISIT
PHOENIX

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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.



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.

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

2025

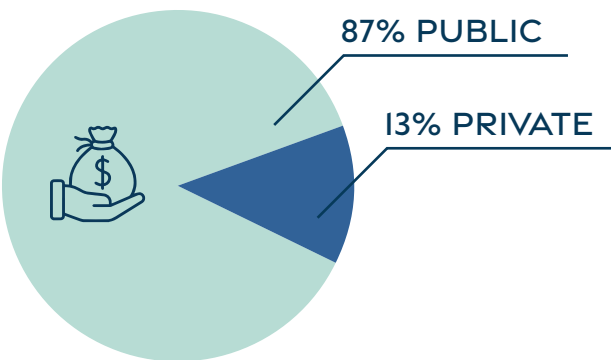
- Occupancy: **66.5%**
- ADR: **\$173.29**
- RevPAR: **\$115.27**
- Room Revenues: **\$3.0 billion**
- Room Demand: **\$17.5 million**

2026 (THROUGH JUNE):

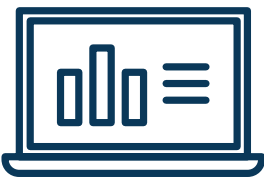
- Occupancy: **72.3%**
- ADR: **\$201**
- RevPAR: **\$145**
- Room Revenues: **\$1.9 billion**
- Room Demand: **\$9.5 million**

Source: STR, Inc.

VISIT PHOENIX REVENUE \$25.8 MILLION



13% Private: \$3.4 million
87% Public: \$22.4 million



TRENDS WEBINAR SERIES

In FY 25/26, 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, international visitation, airlift, and destination developments.

In total, the research team hosted nine trends webinars in FY 25/26. Webinars averaged more than 90 members and industry stakeholders. In post-webinar surveys sent to attendees, the webinar series received a Net Promoter Score of 92.4 for the year.

Major Studies

The Insights team completed multiple major studies in FY 25/26:

- 2025 Phoenix-Metro Domestic Visitor Profile: Insights into domestic overnight and day-trip travel to the Greater Phoenix in 2025 including visitor activities, experiences, dining, shopping and accommodation preferences, visitor demographics, and more.
- 2025 Phoenix Visitor Economy Economic Impact Study: An in-depth analysis of domestic and international visitor volume, spending, economic impact, and the ripple effects tourism creates throughout the regional economy.
- 2026 Phoenix Resident Sentiment Study: Phoenix residents’ perceptions of tourism’s impact on the local economy, quality of life, sentiment on hosting major events, and growing destination marketing.
- 2026 International Visitor Perception & Intent Study: How potential travelers in Canada, Mexico, United Kingdom, France, and Taiwan perceive Phoenix, what motivates their travel decisions, travel activities, and experiences sought and awareness of key U.S. destinations.

COMMUNITY ENGAGEMENT & MEMBERSHIP

The Community Engagement, Membership, and Visitor Services department empowers local businesses with strategic resources and high-impact exposure to the convention, meeting, and leisure visitor markets. Through intentional community engagement, the team cultivates meaningful relationships with residents, business leaders, and civic partners to champion the value of tourism and strengthen regional collaboration.

With a deep commitment to member success, the department delivers relevant education, timely business intelligence, and curated networking and marketing opportunities — all designed to help members grow, connect, and thrive.



148

new members
out of **1,009** total.

(3.5% increase YOY)



73%

of membership revenue comes
from those who have been
members for more than 3 years.



94.4%

of dues revenue
retained in FY.

(industry average: 90-95%)



233

is the average
Member Mixer
attendance.



30

member events
with a total of
2,331 attendees.

(9.2% increase YOY)

166

individual business/
community organizations
engaged with.

12

in-person
activations at local,
community events.

14

sponsored events, building
awareness and reaching local
businesses and residents.

VISITOR EXPERIENCE

63

Conventions served at the Phoenix Convention Center, Greater Phoenix hotels and resorts, and local events.
(11% increase over FY 24/25)

13,851

Visitors served in-person.
(13% increase over FY 24/25)



VISIT PHOENIX APP

106,166

Total Users

173,770

Total Sessions

860,660

Page Views

9,500

Total Downloads



Visitor Experience launched the **TAP into PHX** program, an on-demand, virtual Tourism Ambassador Program for the hospitality industry and locals to become experts on all things Greater Phoenix. **After the first six months, there were 102 enrollments.**

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 Sales team focuses on maximizing group business at area hotels and resorts.

GREATER PHOENIX HOTEL/RESORTS

- Meetings Booked During FY 25/26: **671**
- Future Delegates Booked: **237,801**
- Definite Room Nights Booked: **416,153**
- Estimated Direct Spend Generated: **\$155,629,788**
- Leads Received: **3,532**

Hosted **55** Citywide Site Tours and **78** Hotel/Resort Site Tours.
Participated in **12** Tradeshows with **2,160** client touches.

PHOENIX CONVENTION CENTER

- Meetings Booked During FY 25/26: **85**
- Future Delegates Booked Into The PCC: **317,351**
- Definite Room Nights Booked: **383,613**
- Estimated Direct Spend Generated: **\$490,941,997**
- Leads Received: **562**

Hosted **3** FAMS with a total of **32** clients.
Hosted **8** sales missions reaching **277** clients.
Attended **19** education/networking conferences.



COMBINED TOTALS

\$646.6 MILLION

In estimated direct spend generated this fiscal (booked in FY 25/26)

4,094/6,025,358

Total leads received (*leads account for total room nights*)

799,766

Total room nights booked by Visit Phoenix Sales department FY 25/26

756

Total meetings booked into PCC and hotels & resorts during FY 25/26

555,152

Total delegates booked

SPORTS & EVENTS

The Visit Phoenix Sports & Events Commission works to bring impactful sporting events, festivals, and special events to Greater Phoenix, creating opportunities that generate overnight visitation, strengthens the local economy, and showcases the destination on a national and global stage.



EVENTS

\$57,640,522

In economic impact

28

Events across 12 different venues

26,279

Room nights

69,459

Delegates



LEADS

\$693,253,836

In economic impact

120

Leads

273,432

Lead room nights

500,840

Lead delegates



TOURISM

The Tourism department promotes Greater Phoenix to the domestic and international leisure travel markets to maximize both length of stay and experiences in the destination. 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.

179
Member leads
generated

2,123
Clients
reached

10
Tradeshows
attended

311
Scheduled
appointments

1,937
In-person clients
+16% From FY 24/25

2025-26 Tradeshows	
July 28-30, 2025	GTM Luxury
August 1-2, 2025	ASTA Fiesta in the Desert
October 20-23, 2025	Brand USA Travel Week
October 21-24, 2025	2025 IGLTA Global Convention
December 8-10, 2025	AAA Routz Tradeshows
January 10-13, 2026	ABA Marketplace
February 28 - March 1, 2026	Showcase USA-Italy
March 3-5, 2026	ITB Berlin
March 31 - April 4, 2026	Go West Summit
May 18-21, 2026	IPW 2026



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 in meeting professionals with all aspects of their promotional and planning needs.



274

Leads to Visit Phoenix
member businesses



8,041

Member referrals
distributed



79

Client site
planning visits



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.



2M+ Website Visits
74% Engagement Rate
7K+ Email Opt-Ins
86K+ Email Subscribers

Social Media Highlights



143K+
Instagram
Followers



256K+
Facebook
Followers



46K+
TikTok
Followers



5K+
Pinterest
Followers



11K+
LinkedIn
Followers

Total Social Media Following:

462K+
Followers

100K Social Referrals
1.8% Visit Rate

(Total of observed visits to the destination divided by the total measurable impressions of our advertising)

HIGHLIGHTS

New Leisure Campaign



Visit Phoenix is launching a new creative campaign, titled, "Sol Like No Other", in collaboration with 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.

COMMUNICATIONS

Visit Phoenix's Communications department 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.



3,337,238,305
Audience reach (top-tier)

246
Assists with
media requests

134
Media
appointments

47
Media
hosted

3
Hosted media
missions

4
Media conferences
attended

535
Total articles published
about Greater Phoenix

112
Top-tier
articles

18
Travel trade
articles

15
Meetings trade
articles



THANK YOU!

This incredible year would not have been possible without you, our amazing members and vibrant community. Stay connected with everything happening in real time by following us on social and at visitphoenix.com.

The New York Times



Forbes



Yahoo/Ent

This Is The Ultimate 80-Degree-and-Sunny Winter Escape—And It's Not Florida

Winter travel is often reserved for who? Experts across the United States, including the *Forbes* magazine, have named Phoenix one of the best winter getaways this year. In the *Southwest*, or at least *near* it. The best winter getaway is actually located in Arizona. *Phoenix* is having a moment right now, and we're all here for it. It offers an affordable getaway that promises 70 and 80 degree temperatures, lots of hiking, and a food scene that is thriving in the desert.

Angie Ware, co-founder of Boutique Travel Advisors, agrees. "Phoenix arrives in February as that ideal post-winter weather spot before *Barbie* season. *January* and *Mid-Phoenix Open* is February, with really warm, sunny days that are perfect for outdoor adventures before spring crowds arrive." She says. Even if you're just in town for a few days, we've talked with the people who know the city best, and we've put together the best and most diverse travel guide to Phoenix, Arizona, and the desert region.

Forbes

5 Exciting New Restaurants In Phoenix



Yahoo/sports

Formula One returning to Phoenix for Red Bull Showrun



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