

Top BENEFITS OF MEMBERSHIP

In addition to joining a key effort to sustain our local economy, here are six more reasons to become a Visit Phoenix member today:

1 GET THE SCOOP ON WHO IS COMING TO TOWN

Your Visit Phoenix membership means you have access to our confidential convention calendar that provides you with the group name, meeting planner's contact information, meeting dates, headquarter hotel(s) and number of attendees for each event. It's the perfect resource to get your business in front of the decision makers.

2 BE IN THE KNOW

Visit Phoenix invests in the best market performance and industry trends research available to assist our members and stakeholders in making informed business decisions that impact their bottom line.

3 REACH MEETING PLANNERS

For members who provide services directly to meeting planners, you will receive a listing in the *Official Meeting Planners Guide*. This guide is distributed to convention planners and corporate decision makers to help them choose the sites and suppliers that will make their Phoenix gathering a success. As with the *Official Travel Guide*, advertising opportunities are offered at a discounted price for Visit Phoenix members.

4 WIN BUSINESS THROUGH LEADS AND REFERRALS

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

5 ONLINE EXPOSURE THROUGH VISITPHOENIX.COM

Through your membership, you will receive a listing page on visitphoenix.com that includes up to 10 photos, a marketing message, a link to your website and booking page, information on your amenities, and links to your social media profiles. You can use your page to post special offers, such as packages, and share event information. There are an estimated 650,000 pageviews to member listings annually.

6 GET CONNECTED

Visit Phoenix provides members with opportunities to broaden their reach by collaborating with other members and making connections within the travel industry. We have created events that give active members a platform to educate our staff, fellow members and industry partners on everything their business offers.