
Mission Statement:
Convention Sales

To create demand and promote metropolitan Phoenix to the group meetings market.

CONVENTION SALES

The *Convention Sales* department is continually working to advance awareness of the Greater Phoenix area to planners in the group meetings arena. The overall objective is to increase bookings through the Convention Sales lead program, with emphasis on the Phoenix Convention Center.

Our department provides substantial benefit to Visit Phoenix members by obtaining and distributing sales leads, assisting with site inspections and providing general information requests from meeting professionals. The department is also a key resource for Visit Phoenix members for information pertaining to current trends, industry issues and market assistance. The *Convention Sales* department takes great pride in representing the Greater Phoenix hospitality community and is committed to keeping our destination at the top of every meeting professional's list.

Sales Territories

In order to maximize Sales' penetration into key markets and clearly define responsibilities between representing Phoenix Convention Center and non-Phoenix Convention Center bookings, the Convention Sales department is organized by the following categories:

- ◆ Geographic region
- ◆ Vertical market responsibilities

Additionally, Convention Sales has representation in Washington, D.C. and Chicago, IL.

See the Sales territory map for details.

Vertical Markets

- ◆ Fraternal
- ◆ Incentive
- ◆ Religious

Lead Service

The Convention Sales department's lead service program is virtually "one-stop shopping" for a meeting planner and a great business opportunity for Visit Phoenix members.

- ◆ Once a meeting planner makes a request for meeting and/or housing information, Convention Sales will send out a lead to members who can best match the requirements of the planner.
- ◆ Members respond directly to the meeting planner with rates, room availability and proposals.