
Mission Statement:
Membership

To attract and service vital community businesses in order to provide the best possible experience for the meeting and travel professional and the domestic and international visitors to our destination.

MEMBERSHIP

The *Membership* department is constantly striving to service the members of Visit Phoenix in the best way possible. It is our goal to provide benefits that will enhance business opportunities for members. The following resources will help you make the most of your Visit Phoenix membership:

Greater Phoenix Destination Guide: Meeting & Travel Planner Edition

- ◆ Member related categories receive a business listing in this guide.
- ◆ This guide is published in September.
- ◆ This publication is used by convention planners, corporate decision-makers and group-tour coordinators to choose the various sites and suppliers necessary to hold a successful gathering in Greater Phoenix.

Official Travel Guide to Greater Phoenix

- ◆ This is an informational four-color publication distributed to visitors, meeting and travel professionals and convention delegates & tradeshow exhibitors. This guide is published in December.
- ◆ Members who provide services directly to the visitor receive a listing in this guide, i.e. hotels, restaurants, transportation, etc.
- ◆ Local points of distribution include Phoenix Sky Harbor International Airport, hotels and resorts, convention registration desks, and Visit Phoenix's visitor information center in downtown Phoenix.
- ◆ This guide is our main fulfillment piece, from our call center located in our Downtown Phoenix Visitor Information Center, to those individuals who inquire about our destination and request visitor information.

Advertising

- ◆ In addition to free member listings, greater exposure opportunities are available through advertising in various Visit Phoenix publications at "special" member rates.

Leads

- ◆ Visit Phoenix qualified leads that are generated from our Convention & Tourism Sales, Convention Services and Media Relations departments are sent to members, who can offer the *specified type of service or product* being requested.
- ◆ Leads are distributed based on the needs/requests of the meeting planner, travel professional or writer (***there is no guarantee that all members will receive leads***).

MEMBERSHIP

Confidential Convention Calendar

- ◆ View the current calendar in the *Members Only* area of our website: www.visitphoenix.com/member.
- ◆ The calendar is a listing of all Visit Phoenix booked conventions and a complete listing of convention and trade show bookings for the Phoenix Convention Center.
- ◆ Use this tool to be prepared for incoming convention and meeting business. You will have the association's name, meeting dates, headquarter hotel and number of expected attendees right at your fingertips! It also includes meeting planner contact information (name, address, phone number and email address).
- ◆ While the Confidential Convention Calendar is included with your membership, it can also be purchased in *Excel Format*, for ease of creating mailing letters/labels and sorting the information. This annual subscription is delivered quarterly for \$400. Contact Rachel Lytle at (602) 452-6253 or rytle@visitphoenix.com for additional details.

VisitPhoenix.com

- ◆ Members receive a robust listing on visitphoenix.com which includes your company information and facility details, up to 6 photos, a 100-word marketing message about your business, and links to your Website, social media pages, and company email address.
- ◆ Post special offers such as packages or coupons as well as information about your events. You'll also show on our interactive map of what's nearby, and Visitors can save your information to their Trip Planner.
- ◆ Update your information as often as every 24 hours to ensure time sensitive messages to reach your audience. Additionally, you are able to view resources available to members only – our Business Development Plan, Annual Report, e-News, etc.
- ◆ Visitphoenix.com is promoted in Visit Phoenix's advertising campaigns.

Rack Brochures

- ◆ Brochures for members listed in the *Official Travel Guide to Greater Phoenix* can be displayed at our Downtown Phoenix Visitor Information Center.
- ◆ This information will be provided to all those requesting information about your specific business.

Visitor Inquiry List Subscription

- ◆ These visitor inquiries are a direct result of consumer requests for specific information and materials about the Greater Phoenix area.
- ◆ Our Visitor Inquiry List is a pre-qualified list of expected visitors, their interests and estimated time of arrival.
- ◆ The Visitor Inquiry List subscription is available as an Excel file via e-mail for \$400. Contact Rachel Lytle for additional information (602) 452-6253 or rytle@visitphoenix.com.

MEMBERSHIP

The following opportunities are a great way to interact with other members and utilize Visit Phoenix's networking opportunities to promote your business:

Orientation/Refresher Meetings

- ◆ These quarterly meetings take place at Visit Phoenix corporate office on Thursdays, alternating between morning and afternoon sessions.
- ◆ Our goal is to provide members with the best possible service by maximizing business opportunities through Visit Phoenix membership.
- ◆ We want to get to know our members and their business objectives as well as help them understand Visit Phoenix and how we work for our members.
- ◆ This educational meeting will inform you how to utilize our Extranet to promote your marketing message to our audience.

Member Mixers

Our Mixers are held quarterly and hosted by various members; these gatherings are an excellent forum for exchanging business leads, building a base of supplier businesses and meeting new colleagues in the industry.

Two are "Mix it Up" Mixers, held in March and September, which are held in conjunction with the Greater Phoenix Chamber of Commerce.

Annual Meeting

- ◆ Our Annual Meeting coincides with National Tourism Week in the Spring.
- ◆ A great opportunity to hear the state-of-the-industry and the forecast of the Visit Phoenix's upcoming year.
- ◆ This meeting also provides an informative key-note speaker relating to our industry.
- ◆ An excellent networking function to meet executive level members and staff.

Member Showcases

- ◆ Our semi-annual Member Showcases are held at the Visit Phoenix corporate office.
- ◆ Members inform Visit Phoenix staff about what their company offers, so our staff has a better awareness when we're selling Greater Phoenix to our clients.
- ◆ Space limited to 20 members.