

ANNUAL REPORT
2014-15



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MISSION STATEMENT

Visit Phoenix (formerly the Greater Phoenix Convention & Visitors Bureau) is a private, non-profit corporation that promotes and markets Greater Phoenix as a year-round convention and leisure-traveler destination. We target potential visitors and convey the message that Greater Phoenix is the nation's premier location for meeting facilities, resorts, hotels, spas, golf courses, culture, cuisine and outdoor adventure.

Visit Phoenix represents more than 1,000 member businesses and spearheads convention and tourism efforts both domestically and internationally. We are committed to education relevant to the hospitality industry, and our performance and reputation is achieved through the efforts of a highly qualified and professional staff.

VISIT PHOENIX BOARD OF DIRECTORS

Win Holden (Chairman), Publisher, *Arizona Highways*, and CEO, Grand Canyon State Logo Signs

George Dean (Immediate Past Chair), President and CEO, Greater Phoenix Urban League

Manny Molina (Vice Chairman), President and CEO, Molina Media Group

J. Bruce Lange (Vice Chairman), Managing Director, Westin Kierland Resort

Rich Dozer (Executive Committee, Secretary/Treasurer), Chairman, Viad Board of Directors

Richard Behr (Executive Committee), Managing Director, Arizona Grand Resort

Robert J. Miller (Chief Counsel), Attorney at Law, Bryan Cave LLP

Martin Shultz (Executive Committee), Senior Policy Director, Brownstein/Hyatt/Farber/Schreck

Steve Moore (ex-officio), President and CEO, Visit Phoenix

Lydia Aranda, Co-Founder, GMBASC America Group, Inc.

Paul Blue, Deputy City Manager City of Phoenix

John Chan, Director, Phoenix Convention Center

Steven Cohn, President PHXhotel, LLC

Mike Ehmann, General Manager, Sheraton Phoenix Downtown Hotel

Sheila Foley, General Manager, Arizona Biltmore

Derrick Hall, President, Arizona Diamondbacks

Steve Hart, General Manager, JW Marriott's Desert Ridge Resort & Spa

John Hatfield, Vice President, Communications, Arizona Public Service Company

Robert Hayward, Associate Broker, Warnick & Company

Don Henninger, Principal, DH Advisors

C.A. Howlett, Principal, Indigo Partners

Debbie Johnson, Executive Director, Arizona Office of Tourism

David Krietor, President and CEO, Downtown Phoenix Inc.

Greg Miller, Vice President and Area Managing Director, Destination Hotels & Resorts

Steve Moster, President and CEO, Viad Corp.

Peggy Neely, Associate Broker, Arizona Home Team

Michael Nowakowski, Councilman, District 7, City of Phoenix

Todd Sanders, President and CEO, Greater Phoenix Chamber of Commerce

Ray Schey, Publisher, Phoenix Business Journal

Visit Phoenix's Convention Sales Department represents the two distinct meeting products in Greater Phoenix: (1) the downtown Phoenix market, anchored by the Phoenix Convention Center, and (2) the hotel and resort market. The department comprises two sales teams: The Citywide Sales Team books groups at the convention center, while the Hotel/Resort Sales Team books groups at area hotels and resorts.

PERFORMANCE SUMMARY

CITYWIDE SALES

In fiscal year 2014-15, the Citywide Sales Team booked 290,191 delegates, a 25 percent increase over last year's performance. The Citywide Sales Team also produced 350 leads, which is 7 percent more than a year ago. These 350 prospective groups represent more than 1.2 million future delegates which is a 19 percent increase over last FY.

Notable Citywide Bookings	Delegates	Room Nights
Craft & Hobby Assn (3 years, 2017-2019)	7,000	8,753
USA Volleyball Boys Jr. National Championships	14,000	16,178
National Indian Gaming Association (2018)	6,000	7,291
American Alliance of Museums (2018)	5,000	8,438
International Spa Association (2 yrs, 2018 & 2020)	3,000	3,900
Intl. Facility Management Association (2019)	5,000	7,116
Church of the Nazarene (2019)	7,500	13,560
American Telemedicine Association (2020)	5,000	7,427
American College of Allergy, Asthma, Immunization	4,500	5,666

HOTEL/RESORT SALES

The Hotel/Resort Sales Team booked 281,885 definite room nights in fiscal year 2014-15. The sales team also produced 1,814 leads, representing 1.2 million future delegates. This lead production is a 21 percent increase over last year.

Combined, Visit Phoenix's sales teams had their **second-best production year ever**, booking 450,000 meeting and convention attendees who will consume 625,109 hotel room nights and spend an estimated \$575 million*.

625,109
hotel room nights

450,000
meeting booked

\$575 million
convention attendees' spending

SALES PROMOTIONS

"See It to Believe It" Fly-In Promotion

This continuation of the Citywide Sales Team's fly-in promotion gave potential clients the chance to tour the Phoenix Convention Center, area hotels and off-site venues. The promotion brought 70 groups to Greater Phoenix for site inspections. These groups represent more than 90,000 potential future delegates and 175,000 potential hotel room nights.

"All That and More" Booking Promotion

This citywide booking promotion—created in conjunction with the Phoenix Convention Center and downtown hotel partners—offered complimentary convention center rental and free WiFi (at both hotels and the convention center) for clients with citywide conventions slated from years 2015 to 2019 and meetings dates between Labor day and Columbus day. This promotion netted 14 bookings representing 68,000 delegates and 99,000 room nights.

* Direct-spending estimate based on Economic and Fiscal Impact Analysis prepared by HVS for the City of Phoenix.

CONVENTION SERVICES

The Convention Services Department is the services arm of Convention Sales, providing a liaison between meeting planners, Visit Phoenix's member businesses and key community partners. The department assists meeting professionals with all aspects of their promotional and planning needs, and also offers housing and registration assistance.

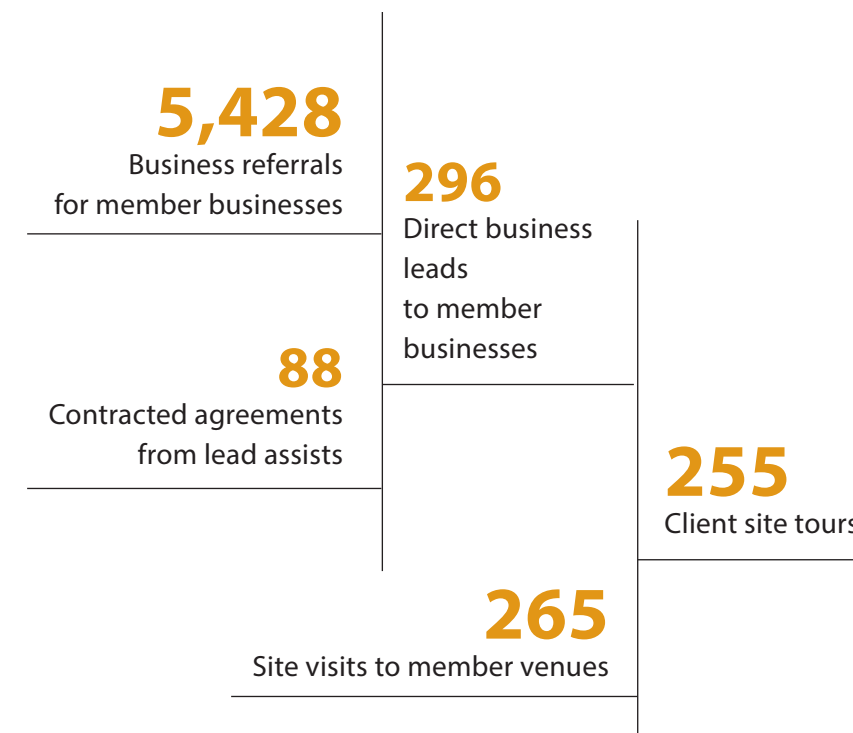
PERFORMANCE SUMMARY

This past fiscal year brought considerable change to the Convention Services department, which saw the departure of its longtime director while also transitioning into a department that more closely aligns itself with the day-to-day mission of Convention Sales.

Despite these changes, the Convention Services department **earned the M&C Gold Service Award for the 26th time**. The award is bestowed on CVBs that provide an exemplary level of destination and logistical services to meeting professionals.

The Convention Services team, which includes registration and housing personnel, worked to streamline our operations into a seamless delivery of products and services during the sales process, and continuing through execution of programs and events. The department oversaw 40 trained and uniformed registration staff, who are available to assist convention groups with their registration and staffing needs at Phoenix Convention Center and area hotels and resorts. Convention Services also completed the process of transitioning housing services to an outsourcing partner. Visit Phoenix now offers a full-service housing option through a preferred agreement with Connections Housing.

Production Highlights



MARKETING

The Marketing Department oversees all advertising and marketing efforts for Visit Phoenix. This includes advertising, visitphoenix.com, email marketing, social media, collateral and publication development, video production, consumer research, and photography. The department's principal goals are to insure the integrity of the Visit Phoenix brand and deliver a consistent marketing message to consumers and clients across all mediums of communication.

PERFORMANCE SUMMARY

ADVERTISING IMPRESSIONS

The Marketing Department continued to focus on out-of-home digital boards (OOH), print and online advertising, social media and email marketing efforts to reach consumers and clients with our destination messaging.

In FY 2014-15, the Marketing Department launched a revamped "This is PHX" brand campaign with a two-minute showcase video at its core. From this video, additional campaign elements were created including print ads, OOH digital boards, online ads and a 15-second teaser video.

The video and its teaser have received more than 1 million views, both through paid and organic efforts. Our paid media plan garnered the following number of impressions:

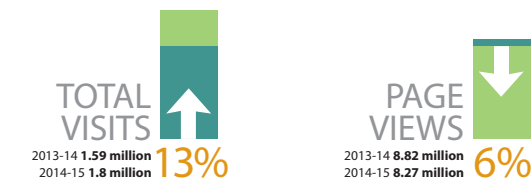
Print	10,838,044
Out-of-home	217,231,795
Online	97,233,253
Total impressions:	325,303,092

SOCIAL MEDIA

At the end of FY 2014-15, our social pages had the following audience numbers:



WEBSITE TRAFFIC



Website traffic from most of our targeted markets increased by double digits:

- Seattle – 56% increase*
- San Francisco – 50% increase
- Denver – 40% increase
- Chicago – 37% increase
- Los Angeles – 34% increase
- Texas – 33% increase
- Minneapolis – 16% increase
- Canada – 14% increase
- Washington DC – 6% increase
- New York City – 34% decrease**

*The Seattle Seahawks played in Super Bowl XLIX.

**We did not renew the NYC subway system Wi-Fi campaign that ran in FY14.

The Media Relations team establishes and fosters strong relationships with meeting and travel-trade media, newspaper and magazine writers and editors, freelance travel writers, and representatives from travel television and radio programming. The department maintains a database of more than 2,000 national and international media, and also produces editorial content and storytelling ideas for travel media.

PERFORMANCE SUMMARY

In fiscal year 2014-15, the Media Relations team hosted more than 600 travel journalists and assisted or established contact with more than 2,200 additional media, in addition to Super Bowl outreach.

Among the magazines, newspapers and online media outlets that published leisure and meetings coverage about Greater Phoenix were the *Associated Press*, *USA Today*, *Chicago Tribune*, *San Francisco Chronicle*, *Sunset* magazine, *Boston Globe*, *Meetings & Conventions*, *Smart Meetings* and *Successful Meetings*.

To foster coverage of Greater Phoenix, the Media Relations team invited individual members of the media to the destination and developed custom itineraries that fit their assignments. We also hosted customized media tours (CMTs) for writers covering the niche markets of meetings, golf, outdoor adventure, cuisine, arts and culture, and downtown development.

The Media Relations team is responsible for producing Visit Phoenix's annual meeting. This year's event was held at the Desert Botanical Garden and attended by more than 250 hospitality-industry stakeholders.

BY THE NUMBERS

2,366

Media Leads to Members

686

Media Hosted

NOTABLE MEDIA PLACEMENTS

Meeting Magazines

Association News
M&C Magazine
Smart Meetings
Meetings Focus
Connect
Collaborate
Corporate & Incentive Travel
Leisure Group Travel
Phoenix Business Journal
USAE
AZ Big Media

Consumer Magazines

Sunset
US Airways/American Way Magazine
Via
AARP
Outdoor Magazine
Parade/Conde Nast
Sunseeker (Allegiant Airlines in-flight publication)
Southwest (in-flight publication)
Chicago Parent
AAA Publications
Northwest Travel
V de Volaris Magazine (in-flight publication)
Endless Vacation
Travel + Leisure
Fit Pregnancy
Chicago Magazine
Chilled Magazine
Instinct Magazine

El Imparcial (Mexico)
Everyday With Rachel Ray
American Way (in-flight publication)
Living Magazine (Texas)
Food & Wine

Newspapers/Blogs

Daily Mirror
The Associated Press
USA Today
San Francisco Chronicle
Chicago Tribune
Boston Globe
San Diego Union Tribune
The Oregonian
Sherman's Travel
Serious Eats
Zagat
10 Best (USA Today)
Huffington Post
Thrillist
Yahoo! Travel
Treakaroo
Family Vacation Critic
Greatist
Jaunted (Conde Nast Traveler)

Canadian Outlets

Toronto Star
Vancouver Sun
Canadian Traveler
WestJet Up! (in-flight publication)
Calgary Herald
Vancouverescape
The Globe and Mail

The mission of the Tourism Department is to promote the Greater Phoenix metropolitan region to the domestic and international leisure travel market, primarily through tour operators and travel agents. The objective is to increase the number of visitors traveling to Greater Phoenix through cooperative marketing programs, familiarization trips (FAMs), destination trainings, sales missions and trade-show participation. To maximize destination visibility, the department educates receptive operators, tour operators and travel agents about the attributes of Greater Phoenix.

PERFORMANCE SUMMARY

In fiscal year 2014-15, the Tourism Department focused on programs that presented valuable exposure for Visit Phoenix members, as well as opportunities to interact with clients interested in selling our destination.

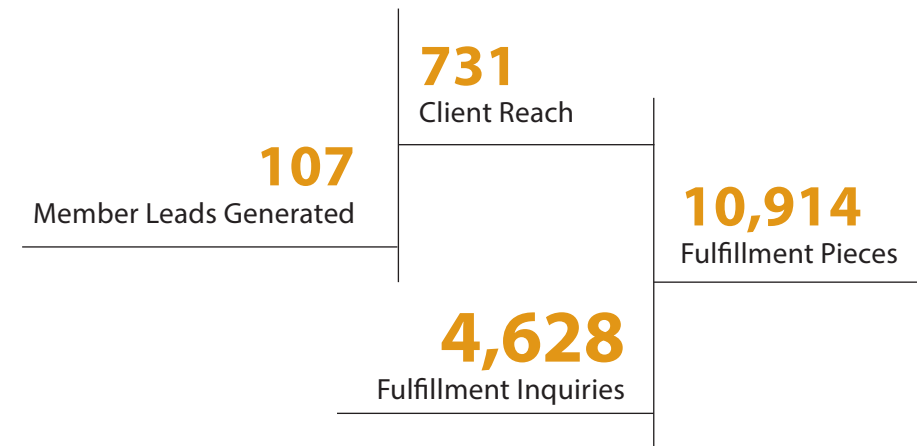
A total of 44 clients from the United States, Canada, Germany and Brazil were hosted during FAMs and site inspections. These events provided excellent opportunities to showcase the attributes of the destination as well as the services of participating Visit Phoenix members.

Destination trainings were conducted with several airline and tour-operator partners, resulting in a combined attendance of 507 agents. These trainings highlighted things to see and do in Greater Phoenix and also provided updates on the client's hotel/attraction inventory.

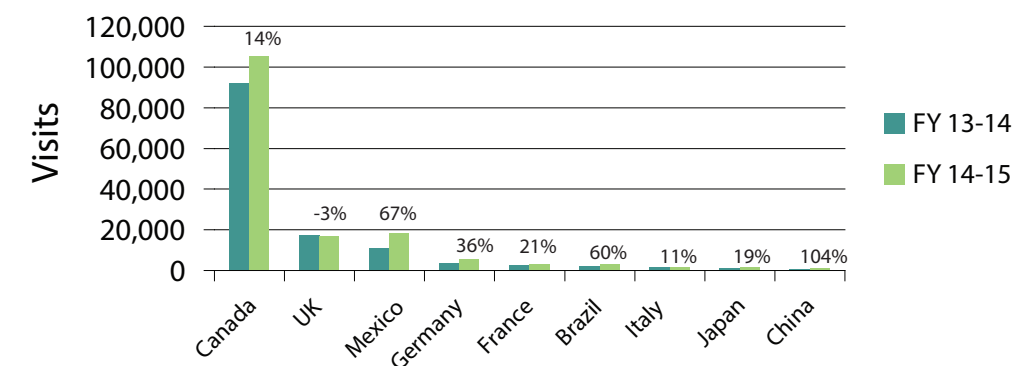
Sales missions were conducted in the key markets of Vancouver/Victoria, Hermosillo, Toronto, Chicago, Northern California, Mexico City/Cancun and Guadalajara/Zapopan. Visit Phoenix members had an opportunity to either travel on these missions or provide brochure support in order to increase the exposure of their product. Meetings took place with 555 retail travel agents.

The Tourism team attended three trade shows: Go West Summit, National Tour Association's Travel Exchange and the U.S. Travel Association's IPW (the travel industry's premier international marketplace and the largest generator of travel to the United States). A total of 131 appointments were conducted with clients during these three trade shows, producing the highest number of leads for the department.

BY THE NUMBERS



International Visits by Country to VisitPhoenix.com



There were 208,668 visits to VisitPhoenix.com during FY14-15 from countries outside of the United States, a 14% increase over FY13-14. The above chart shows the year-over-year comparisons in several key countries.

MEMBERSHIP

The Membership Department offers industry focused business resources and targeted exposure to the convention, meeting and leisure-visitor markets. The department's prime objective is to expose Visit Phoenix members to business intelligence and opportunities that assist them in realizing their goals.

PERFORMANCE SUMMARY

The Membership Department experienced a significant transition in 2014-15 with the retirement of longtime director Patricia Nelson. The January promotion of Polly Phelan to succeed Nelson created a vacancy in the Membership sales area that remained until June.

Even with these significant transitions, the department fared well. Of particular note is this fact: Members who have maintained their affiliation with Visit Phoenix for more than three years represent nearly 80 percent of our member revenue.

With new leadership comes new opportunities. In late May, the department engaged an independent entity to develop and perform what we believe to be the first professional survey of Visit Phoenix's present and past members. We hope to be able to use the survey's findings—expected to be delivered in the first quarter of fiscal year 2015-16—to enhance Visit Phoenix's service and offerings to members.



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