



VISITPHOENIX[®]
2018-19

BUSINESS DEVELOPMENT PLAN



VISIT PHOENIX

Visit Phoenix 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.



CONVENTION SALES

The convention sales department represents the two distinct meeting products within 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 focuses on filling the Phoenix Convention Center, while the hotel and resort team focuses on maximizing group business at area hotels and resorts.

OBJECTIVES & STRATEGIES

1

Increase destination exposure to drive incremental business opportunities through strategic third-party partnerships.

- Leverage our new partnership agreement with Experient/Maritz, which includes automatic lead inclusion for all in-house meeting opportunities, destination education awareness e-campaigns, face-to-face direct sales, as well as preferential exposure at major Experient and Maritz annual events.
- Target citywide opportunities managed by all major third-party companies, including, but not limited to: Experient, ConferenceDirect, HelmsBriscoe, IMN.
- Leverage our partnership with Association Forum of Chicago to gain direct access to key citywide site-selection influencers.

2

Establish downtown Phoenix as a premier destination for medical-, science- and healthcare-related conventions.

- Continue partnership with Association Forum of Chicago to broaden the reach of our healthcare collaborative effort.
- Host a second CyberMed Summit in early 2019 to showcase downtown's convention assets to influential participants.
- Collaborate with the Phoenix Biomedical Campus to create a strong sales and marketing message.
- Maintain an optimized presence on Cvent's event-sourcing platform.
- Host Destination Showcase for IMN Solutions in collaboration with a branded hotel company.
- Emphasize the availability of the overflow hotel properties to healthcare related clients, as well as all clients.

3

Provide direct-sales advocacy for hotel, resort and all members through delivery of a comprehensive program of work.

- Generate targeted outreach programs to prospects whose conventions typically meet within our distress period between Memorial Day and Columbus Day to benefit both citywide and hotel/resorts.
- Execute a targeted strategy to attract and host the trade show and exhibition industry segment.
- Promote our "fly-in" program through various third-party meeting and event-sourcing platforms.
- Hotel and resort team to work alongside citywide team to improve engagement of intermediaries including Experient, HelmsBriscoe, ConferenceDirect and HPN.

CONVENTION SALES

PROGRAM OF WORK

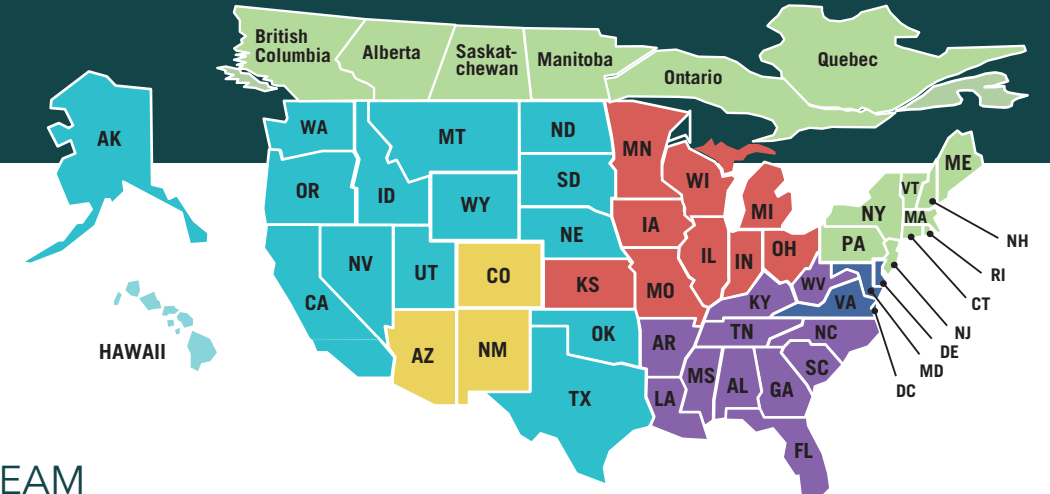
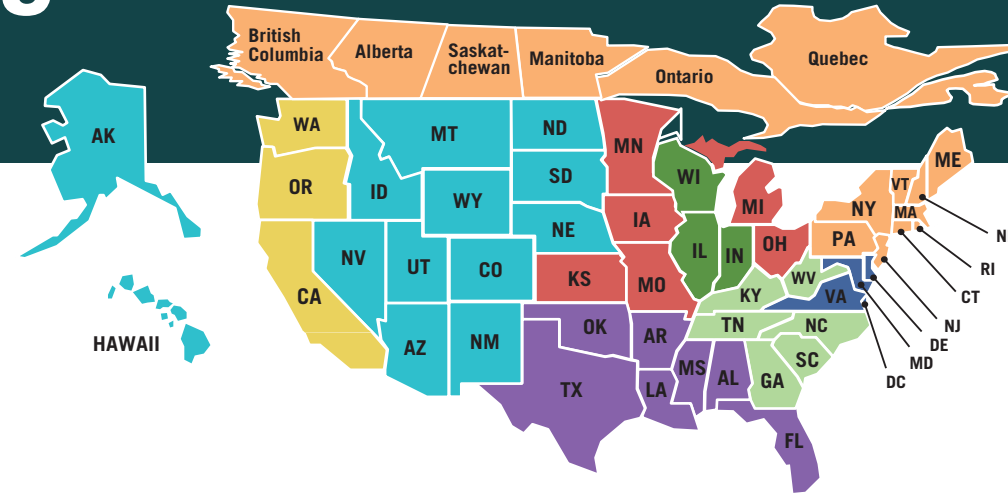
Our programs provide participating members the opportunity to interact with meeting and convention decision makers via sales missions, client events and trade shows. These turn-key opportunities are robust and comprehensive, with the singular goal of ensuring that Visit Phoenix's partners achieve the highest return on their participation investment.

For more information, please contact Director of Sales Ronnie Collins at rcollins@visitphoenix.com.

| DATE | EVENT | CITY | PARTICIPATION |
|-----------------|--|------------------------|---------------------------|
| July 5-9 | Fraternity Executives Association (FEA) | San Diego, CA | SOLD OUT |
| July 10-12 | CESSE | Pasadena, CA | N/A |
| July 10-13 | Destinations International Annual Convention | Anaheim, CA | N/A |
| July 23-24 | Association Forum Healthcare Collaborative | Chicago, IL | N/A |
| July 23-26 | CVENT Connect | Las Vegas, NV | N/A |
| August 1-3 | Sales Mission | Toronto, ON | \$1,800 |
| August 12-15 | Experient E4 | Anaheim, CA | N/A |
| August 18-21 | ASAE Annual Meeting | Chicago, IL | WAITING LIST |
| August 23-25 | Connect Marketplace | Salt Lake City, UT | N/A |
| August 27-30 | ConferenceDirect CDX | Cleveland, OH | N/A |
| September 11-14 | Sales Mission | Dallas, TX | \$2,500 |
| September 12-16 | Congressional Black Caucus | Washington, DC | N/A |
| September 12-13 | Client Event | Washington, DC | N/A |
| September 13-16 | ASAE Five-Star Weekend | Colorado Springs, CO | N/A |
| October 3 | ASAE Summit Awards Dinner | Washington, DC | N/A |
| October 16-18 | IMEX America | Las Vegas, NV | \$3,950 |
| November 6-9 | Sales Mission | Denver, CO | \$2,250 |
| November 7-9 | RCMA Leadership | Phoenix, AZ | Sponsorship Opportunities |
| November 12-14 | Connect Faith | Ontario, CA | N/A |
| November 14-15 | Northwest Tailgate | Seattle, WA | \$2,500 |
| December 3-7 | Sales Mission | North Carolina/Atlanta | \$2,000 |
| December 11-13 | IAEE Expo! Expo! | New Orleans, LA | N/A |

| DATE | EVENT | CITY | PARTICIPATION |
|------------------|-------------------------|-------------------------|---------------------------|
| December 13 | CSAE Holiday Showcase | Chicago, IL | \$2,200 |
| December 13-16 | AMEX INTERaction | San Diego, CA | \$2,750 |
| December 19 | CVB Reps Holiday Event | Washington, DC | N/A |
| January 6-9 | PCMA Convening Leaders | Pittsburgh, PA | \$500 |
| January 29-31 | RCMA Emerge | Greensboro, NC | \$2,700 |
| February 26 | MPI Northern California | San Francisco, CA | \$1,950 |
| February 26-28 | Sales Mission | Minneapolis, MN | \$2,250 |
| March 3-7 | ConferenceDirect APM | Atlanta, GA | N/A |
| March 13-15 | Experient Envision | Las Vegas, NV | N/A |
| March 24-27 | Pharma Forum | New York, NY | N/A |
| March TBD | MIC of Colorado | Denver, CO | \$1,500 |
| March TBD | Destinations Showcase | Washington, DC | N/A |
| March TBD | CyberMed Summit | Phoenix, AZ | Sponsorship Opportunities |
| April 11-12 | ASAE XDP | Washington, DC | \$2,950 |
| April 16-18 | Sales Mission | Salt Lake City, UT | \$1,800 |
| April 30 - May 3 | Sales Mission | Chicago, IL | \$2,950 |
| April TBD | Destination Celebration | Kansas City/Minneapolis | \$500 |
| April TBD | ConferenceDirect CDX | Phoenix, AZ | Sponsorship Opportunities |
| May 13-16 | Sales Mission | Washington, DC | \$2,950 |
| May TBD | Northeast Sales Mission | CT/RI/MA | \$2,000 |
| May TBD | HelmsBriscoe ABC | TBD | N/A |
| June TBD | PCMA Educon | TBD | N/A |

CONVENTION SALES



CONVENTION CENTER & CITYWIDE TEAM

Lorne Edwards
Vice President of Sales & Services
(602) 452-6210
ledwards@visitphoenix.com

Ronnie Collins
Director of Sales
(602) 452-6215
rcollins@visitphoenix.com

Donn Oswald
Director of Midwest Sales
Territory: Midwest U.S.
801+ peak rooms
Vertical: Religious & Fraternal
(602) 452-6219
doswald@visitphoenix.com

Matthew Waltersdorf
Associate Director of Sales
Territory: West Coast U.S.
801+ peak rooms
(602) 452-6217
mwaltersdorf@visitphoenix.com

Chris Robertson
Director of National Accounts
Territory: Central U.S.
801+ peak rooms
Vertical: Sports
(602) 452-6221
crobertson@visitphoenix.com

Alyssa Hurt
National Sales Manager
Territory: West Coast and Central U.S.
200-800 peak rooms
(602) 452-6248
ahurt@visitphoenix.com

Michele Lawrie
Director of National Accounts
Territory: Midwest U.S.
801+ peak rooms
(312) 216-8777
mlawrie@visitphoenix.com

Sally Forrest
Director of National Accounts
Territory: Southeast and Northeast U.S.
501+ peak rooms
All International
(602) 452-6229
sforrest@visitphoenix.com

Mark Metcalfe
National Sales Manager
Territory: Southeast U.S.
500 or less peak rooms
(202) 459-4481
mmetcalfe@visitphoenix.com

Heather Trent
Director of National Accounts
Territory: Southern U.S.
801+ peak rooms
(512) 600-1574
htrent@visitphoenix.com

Maria Eaton, CMP
Director of National Accounts
Territory: Midwest U.S.
200-800 peak rooms
(602) 452-6239
meaton@visitphoenix.com

Tom Michalisko, CMP
Director of National Accounts
Territory: Mid-Atlantic U.S.
801+ peak rooms
Vertical: IMN Non-Religious
(202) 459-4484
tmichalisko@visitphoenix.com

Maribel Velazquez
Director of National Accounts
Territory: Mid-Atlantic U.S.
800 or less peak rooms
(202) 459-4480
mvelazquez@visitphoenix.com

Ryan Pivonka
Citywide Business Development Manager
Territory: Southern U.S.
200-800 peak rooms
Vertical: HPN, Consumer Trade Show Market
(602) 452-6211
rpivonka@visitphoenix.com

Katie Flaten
Sales & Event Coordinator
(602) 452-6228
kflaten@visitphoenix.com

Kylie Leslie
Convention Sales Coordinator
(602) 452-6227
kleslie@visitphoenix.com

Kyle Osterberg
National Sales Assistant
(602) 452-6222
kosterberg@visitphoenix.com

Brice Erasquin
Sales Operations Coordinator
(602) 452-6225
berasquin@visitphoenix.com

Nanda Vann
National Sales Assistant
(602) 452-6224
nvann@visitphoenix.com

HOTEL & RESORT TEAM

Amanda "AJ" Altaras
Director of National Accounts
Territory: West Coast U.S.
126+ peak rooms
Vertical: Non-Convention Religious & Fraternal
(602) 452-6214
aaltaras@visitphoenix.com

Julie Nicolazzi, CMP
Director of National Accounts
Territory: Northeast U.S.
126+ peak rooms
All International
10+ peak rooms
(602) 452-6218
jnicolazzi@visitphoenix.com

Alyssa Hurt
National Sales Manager
Territory: Southwest U.S.
126+ peak rooms
(602) 452-6248
ahurt@visitphoenix.com

Maria Eaton, CMP
Director of National Accounts
Territory: Midwest U.S.
126+ peak rooms
(602) 452-6239
meaton@visitphoenix.com

Mark Metcalfe
National Sales Manager
Territory: Southeast U.S.
126+ peak rooms
Mid-Atlantic U.S.
50-125 peak rooms
(202) 459-4481
mmetcalfe@visitphoenix.com

Maribel Velazquez
Director of National Accounts
Territory: Mid-Atlantic U.S.
126+ peak rooms
Vertical: Non-Convention IMN
(202) 459-4480
mvelazquez@visitphoenix.com

To Be Filled
Executive Meeting Specialist
Territory: Nationwide
10-125 peak rooms
Vertical: Non-Convention Sports
(602) 452-6223
nnolan@visitphoenix.com

CONVENTION SERVICES

The convention services department is the services arm of convention sales, acting as a liaison between meeting planners, Visit Phoenix member businesses and community partners. The department assists meetings professionals with all aspects of their promotional and planning needs, and also offers a preferred convention group housing solution and registration support.

OBJECTIVES & STRATEGIES

1

Positively impact attendee experience within the destination to organically create Greater Phoenix ambassadors.

- Collaborate with the marketing department to refine content aimed at connecting the group attendees with the destination.
- Strengthen alliance with the Phoenix Convention Center, downtown hotels' event teams, and Downtown Phoenix Inc. to enhance the delegate experience in downtown.
- Increase social media to reach attendees during pre-meeting events such as registration, and also during the meeting with real-time updates.

2

Provide support to meeting planners throughout the planning phases to ensure event success and influence repeat business.

- Attend prior year's conventions to learn key convention aspects and promote the destination to build interest among convention delegates about coming to Phoenix.
- Promote Visit Phoenix's registration and staffing services for groups meeting downtown as well as area hotels and resorts.
- Continue to leverage our strategic partnership with Connections Housing to provide an optimal and service-based group housing solution for the meeting planner, attendee and member hotels.

3

Educate the attendee and meeting planner on the plethora of things to do and see in downtown Phoenix.

- Engage member resources and Downtown Phoenix Inc. to encourage downtown activation to promote a sense of vibrancy and energy during the groups' convention.
- Continue to work with resort clients to provide destination planning and marketing resources to planners.
- Work to better understand the behavioral profile of attendees and customize the destination experience to generate excitement and drive attendance.

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.

OBJECTIVES & STRATEGIES

1 Build and strengthen awareness of the destination.

- Continue to run the creative campaign created in partnership with Off Madison Avenue, which addresses misperceptions about Phoenix and highlights the growing urban core while staying true to our Sonoran Desert surroundings.
- Focus on programs that best enhance the brand's reach through a variety of advertising opportunities in target markets.

2 Continue to grow online presence with the goal of engaging audiences and influencing travel to Greater Phoenix.

- Social media will remain an integral part of marketing and communication efforts.
- Continue to create content and optimize our responsive website to ensure a positive user experience.
- Communicate through email marketing with our opt-in database (more than 60,000 subscribers) once a month, providing information on events, deals and activities – which, according to a poll of our subscribers, is the type of information that is most beneficial to them.

3 Drive traffic to our website to keep Greater Phoenix top-of-mind for leisure travelers.

- Continue to advertise and partner with websites and platforms such as TripAdvisor, Facebook and Roadtrippers, which have produced strong results in the past.
- Continue commitment to Google, which includes SEO, paid search, display, retargeting and destination marketing programs.
- Advertise in targeted regional publications, such as *Midwest Living* and *Texas Monthly* along with airline publications.
- Out-of-home digital placements in Chicago, Dallas, Denver, Los Angeles, Minneapolis, New York, San Francisco, Seattle, Washington D.C. and Canada will continue to complement our online and print efforts.

4 Increase meetings and convention travel in partnership with the sales department.

- Advertise in trade publications such as *Meetings & Conventions*, *Successful Meetings*, *Associations Now* and *Convene*.
- Enhance print placements with digital efforts such as native advertising and e-newsletters, to enhance direct sales efforts.
- Place outdoor digital ads in Washington D.C. and Chicago to support sales efforts in these significant meetings markets.
- Support the convention services team by providing content in advance of citywide and hotels and resorts conventions to help organizations build excitement about Greater Phoenix with their attendees.

MARKETING

MEDIA PLAN

The media plan is the result of year-long strategic planning based on visitor research and meeting planner interests. The information below is subject to change. Please contact Vice President of Marketing Melissa Gogel at mgogel@visitphoenix.com for more information.

| PUBLICATIONS | | July | Aug | Sept | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | June |
|--------------|-------------------------------|------|-----|------|-----|-----|-----|-----|-----|-----|-----|-----|------|
| LEISURE | Arizona State Travel Guide | | | | | | | | | | | | |
| | Midwest Living | | | | | | | | | | | | |
| | Pride Guide (AZ, CA, CO) | | | | | | | | | | | | |
| | Southwest Magazine | | | | | | | | | | | | |
| | SummerScapes (CA) | | | | | | | | | | | | |
| | Texas Monthly | | | | | | | | | | | | |
| | WestJet Magazine | | | | | | | | | | | | |
| | Aspire | | | | | | | | | | | | |
| MEETINGS | Associations Now | | | | | | | | | | | | |
| | Connect Association | | | | | | | | | | | | |
| | Connect Corporate | | | | | | | | | | | | |
| | Connect Faith | | | | | | | | | | | | |
| | Convene | | | | | | | | | | | | |
| | Forum | | | | | | | | | | | | |
| | Meetings & Conventions* | | | | | | | | | * | | | |
| | MPI: The Meeting Professional | | | | | | | | | | | | |
| | Smart Meetings | | | | | | | | | | | | |
| | Successful Meetings* | | | | | | | | | | * | | |
| | USAE | | | | | | | | | | | | |

*Co-op opportunities available. Please contact Melissa Gogel (email listed in header).

| PUBLICATIONS | | July | Aug | Sept | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | June |
|--------------|-------------------------|------|-----|------|-----|-----|-----|-----|-----|-----|-----|-----|------|
| LEISURE | Boingo | | | | | | | | | | | | |
| | Cooperatize | | | | | | | | | | | | |
| | Exponential | | | | | | | | | | | | |
| | Facebook/Instagram | | | | | | | | | | | | |
| | Google | | | | | | | | | | | | |
| | Magnetic | | | | | | | | | | | | |
| | RoadTrippers | | | | | | | | | | | | |
| | Texas Monthly | | | | | | | | | | | | |
| | TravelZoo | | | | | | | | | | | | |
| | Trion Interactive | | | | | | | | | | | | |
| | TripAdvisor | | | | | | | | | | | | |
| | TripAdvisor (Brand USA) | | | | | | | | | | | | |
| | WestJet | | | | | | | | | | | | |
| MEETINGS | Associations Now | | | | | | | | | | | | |
| | CVENT | | | | | | | | | | | | |
| | Forum | | | | | | | | | | | | |
| | Google AdWords | | | | | | | | | | | | |
| | Meetings & Conventions | | | | | | | | | | | | |
| | Meetings Net | | | | | | | | | | | | |
| | MPI | | | | | | | | | | | | |
| | PCMA | | | | | | | | | | | | |
| | RCMA Newsletter | | | | | | | | | | | | |
| | Skift | | | | | | | | | | | | |
| | Smart Meetings | | | | | | | | | | | | |
| USAE | | | | | | | | | | | | | |

| PUBLICATIONS | | July | Aug | Sept | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | June |
|----------------------------|---|------|-----|------|-----|-----|-----|-----|-----|-----|-----|-----|------|
| OUTDOOR | Big Outdoor (Los Angeles) | | | | | | | | | | | | |
| | Branded Cities (Denver) | | | | | | | | | | | | |
| | ClearChannel Airport (Chicago, Denver, Minneapolis, Seattle, Washington DC) | | | | | | | | | | | | |
| | ClearChannel Outdoor (Washington DC) | | | | | | | | | | | | |
| | GGP (Chicago) | | | | | | | | | | | | |
| | Intersection (Chicago, San Francisco) | | | | | | | | | | | | |
| | LAMAR (Dallas) | | | | | | | | | | | | |
| | Monumental Outdoor (Washington DC) | | | | | | | | | | | | |
| | New Tradition (New York) | | | | | | | | | | | | |
| | OutFront Media (Los Angeles) | | | | | | | | | | | | |
| | OutFront Media (Minneapolis) | | | | | | | | | | | | |
| | Pattison Outdoor (Calgary) | | | | | | | | | | | | |
| | Pattison Outdoor (Montreal) | | | | | | | | | | | | |
| Pattison Outdoor (Toronto) | | | | | | | | | | | | | |

MEDIA RELATIONS

The media relations department manages domestic and international media relations to promote Greater Phoenix's assets as a premier leisure and meetings destination. The department establishes and fosters relationships with newspaper and magazine writers and editors, freelance travel writers, social media influencers, the authors of travel-industry websites and popular blogs, content creators, and representatives from travel television and radio programs. The department also promotes the destination and its downtown convention package to publications and websites that focus on the meetings industry.

OBJECTIVES & STRATEGIES

1 Generate favorable content for potential leisure travelers about Greater Phoenix and the offerings of its resorts, restaurants, attractions, culture, events and member businesses.

- Provide content and story angles for editorial coverage in top-tier media outlets.
- Generate media coverage by conducting media missions to key markets and securing desk-side appointments at national and international publications including the New York region, Los Angeles region, San Francisco region, Seattle, Vancouver, Toronto, Montreal, Chicago region, Denver, Mexico City, Guadalajara, and the Washington D.C. region.
- Host customized media tours for visiting journalists, social-media influencers and content producers.
- Publicize destination-specific packages and promotions during appropriate consumer travel-planning periods.
- Attend both domestic and international tourism-related association and media conferences, and participate in media missions.
- Promote Greater Phoenix at international media missions in Western Europe, Canada and Mexico.
- Increase tourism stories during off-peak periods through targeted media outreach.

2 Connect with trade media to promote the Greater Phoenix resorts and hotels, Phoenix Convention Center, and downtown Phoenix.

- Provide new story angles for meetings media outlets that have featured the destination in the past.
- Provide up-to-date facts and figures provided by our in-house analyst; as requested by media and influencers.
- Prioritize requests from meetings magazine writers and work with the convention sales department to provide accurate and up-to-date information.
- Maintain a database of meeting planners that have worked with Visit Phoenix in the past who would be willing to offer testimonials of their experience to meetings writers.

MEDIA MISSIONS

Please contact Director of Media Relations Doug MacKenzie at dmackenzie@visitphoenix.com for more information.

| DATE | LOCATION | COST PER MEMBER |
|----------------|---------------|-----------------|
| August 28-30 | New York City | \$1,250 |
| November 14-16 | Chicago | \$950 |
| January 8-10 | Seattle | \$950 |
| February 6-8 | San Francisco | \$950 |
| June 12-14 | Los Angeles | \$1,250 |

TOURISM

The tourism department promotes the Greater Phoenix area to domestic and international leisure travel markets to maximize visitors' experiences and length of stay in the Phoenix area. The tourism team works primarily through receptive operators, tour operators and travel agents.

OBJECTIVES & STRATEGIES

1 Generate interest in the destination from receptive operators, tour operators and travel agencies both domestically and internationally, in order to increase the number of room nights booked and the number of visitors to Greater Phoenix.

- Tailor direct-sales efforts to seasonal visitors from producing markets.
- Encourage clients to enhance their travel packages by including Phoenix area accommodations and activities through trade shows, tourism sales missions, familiarization trips (FAMs), and site inspections.
- Educate tour operators and travel agents on the attributes exclusive to Greater Phoenix, including its culture, heritage and attractions.
- Conduct trade marketing co-operative campaigns in growing domestic and international feeder markets based on seasonal travel trends.
- Participate in co-operative marketing campaigns with local DMO partners.
- Offer destination updates and training opportunities to travel agents in key markets.

PROGRAM OF WORK

| | DATE | EVENT | COST PER PERSON/MULTIPLE PROPERTY/BROCHURE |
|---------------|-----------------|--|--|
| SALES EFFORTS | DOMESTIC | | |
| | Sept. 22-23 | Delta University | Brochure Only: \$100 |
| | Oct. 15-19 | East Coast Tourism Sales Mission | \$800 / \$1,000 / \$200 |
| | Nov. 12-16 | Greater Chicago Tourism Sales Mission | \$800 / \$1,000 / \$200 |
| | Dec. 10-14 | Northern California Tourism Sales Mission | \$800 / \$1,000 / \$200 |
| | Jan. 14-18 | Dallas Tourism Sales Mission | \$800 / \$1,000 / \$200 |
| | Jan. 25-29 | American Bus Association Meeting & Marketplace Tradeshow | N/A |
| | April 8-12 | AAA Southern California Tourism Mission | \$800 / \$1,000 / \$200 |
| | June 1-5 | U.S. Travel Association's IPW | Single Member Participation Only: \$3,100 |
| | MEXICO | | |
| | Oct. 2018 | Arizona Showcase | \$300 / \$500 / \$100 |
| | April 2018 | AOT Mexico Trade & Media Mission | N/A |
| | CANADA | | |
| | Aug. 20-24 | Western Canada Tourism Mission | \$1,000 / \$1,200 / \$250 |
| | Sept. 10-14 | Eastern Canada Tourism Mission | \$1,200 / \$1,400 / \$250 |
| | April 2019 | TravelBrands Agent Appreciation Event | TBD |
| | OVERSEAS | | |
| | Nov. 5-7 | World Travel Market (WTM) | N/A |
| | Feb. 25-28 | Go West Summit | N/A |
| | March 6-10 | International Travel Exchange Berlin (ITB) | N/A |

| | | |
|---------------------|------------------------------|--|
| MARKETING EFFORTS | DOMESTIC | |
| | Southwest Airlines Vacations | |
| | NTA Courier Magazine | |
| | Pleasant Holidays | |
| | MEXICO | |
| | Ofertas Turisticas | |
| | Tour Operator | |
| | Descubre Phoenix | |
| | CANADA | |
| | Air Canada Vacations | |
| TravelBrands | | |
| OVERSEAS | | |
| Tourico Holidays UK | | |
| Canusa Germany | | |

Please contact Director of Tourism Maria Lourdes Delgado at mdelgado@visitphoenix.com for more information.

MEMBERSHIP

The membership department offers businesses resources and targeted exposure to the convention, meeting and leisure visitor markets. The department is committed to making available relevant education, business intelligence, and networking and marketing opportunities that assist members in realizing their goals.

OBJECTIVES & STRATEGIES

- 1** Provide member benefits and programming that result in the growth of our member base and entice non-member industry businesses to invest in membership with Visit Phoenix.
- Enhance education of members on what Visit Phoenix offers.
 - Tailor key information to new members during their first year of membership.
 - Collaborate with the Tourism, Sales, Services, Media, and Marketing departments to host opportunities that assist members in understanding how to best benefit from these market segments.

- 2** Assist members in building relationships with staff and leverage their relationship with Visit Phoenix to reach visitors and clients.
- Organize a “blitz” to connect with members and familiarize Visit Phoenix staff with their businesses.
 - Identify and offer new ways members can utilize their membership with Visit Phoenix to build stronger relationships with one another, visitors and meeting planners.

MEMBER EVENTS

| | | | |
|--------|----------------------|--------|----------------------|
| SUMMER | Membership Mixer | WINTER | Membership Mixer |
| | Member Orientation | | Member Orientation |
| | Research Luncheon | | Member Spotlight (2) |
| | Member Spotlight (3) | | Member Showcase |
| FALL | Membership Mixer | SPRING | Membership Mixer |
| | Annual Meeting | | Member Spotlight (2) |
| | Member Orientation | | Member Orientation |
| | Member Showcase | | |
| | Member Spotlight (2) | | |

Please contact Director of Membership Polly Flachman at pflachman@visitphoenix.com for more information.



VISITPHOENIX®

125 N 2nd Street Suite 120
Phoenix, AZ 85004-2290
(877) 225-5749
visitphoenix.com