



2017-18 BUSINESS DEVELOPMENT PLAN



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This year, we celebrate the 50th anniversary of Visit Phoenix. I am incredibly proud to be a part of an organization that has made such a difference in the Phoenix community and Arizona as a whole. Through the ups and downs of the travel industry, Visit Phoenix has persisted. And the City of Phoenix has benefited. We have supported incoming events, encouraged citywide development, and brought hard dollars to the community through destination marketing and group business.

We have seen dramatic changes in our city over the past five decades. From the Phoenix Suns arriving in 1968 to the Phoenix Convention Center expansion completion in 2008, Phoenix has become a sprawling, desert metropolis. Visit Phoenix would not be able to promote the destination without the intentional leadership and creativity of those fifty years before us, as well as the continued hard work and inspired efforts of the local business and hospitality community since.

Thank you for your Visit Phoenix support and partnership. We look forward to serving our members, the Phoenix community and the millions of annual visitors for many years to come.

Steve Moore, Visit Phoenix President & CEO

MISSION STATEMENT

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

- Provide direct sales advocacy for all group business both for the Phoenix Convention Center as well as area hotels and resorts
- Expand and enhance strategic partnerships to increase destination exposure and drive incremental business opportunities
- Administer a comprehensive program of work to achieve desired business outcomes for members
- Create new and unique approaches to enhancing client communication and engagement

STRATEGIES

DIRECT SALES ADVOCACY

Direct sales efforts will maintain a balanced approach, addressing all business segments from small meetings to citywide conventions. Direct sales efforts will include:

- Prospecting and developing need-time business (Memorial Day-Columbus Day; 2018-22) by concentrating on national associations, religious groups, youth sports, fraternal organizations and multi-level marketing companies
- The “Meet Your Millions” citywide promotion targeting qualified opportunities of 1,000 or more peak rooms for downtown and the Phoenix Convention Center in 2019
- Continued collaboration with hotel partners to support sales efforts through our meeting planner “fly in” initiative which offers complimentary flights to Phoenix for site visits for all qualified groups of 200 peak rooms or more
- Maintaining an optimized presence on Cvent’s event-sourcing platform

- Strengthen our strategic partnerships with HelmsBriscoe, Experient, Conference Direct and American Express Meetings & Events to incrementally increase our capture of third-party related business opportunities
- Strengthening our business development efforts for both citywide and resort segments through account penetration strategies of the business already meeting within our destination

MARKETING AND COMMUNICATIONS

Convention sales will use Visit Phoenix's new ad campaign to generate awareness of downtown's evolution as a premier meetings destination along with the more established reputation of the destination's resort collection.

Specific marketing and communications efforts will include:

- A bi-monthly, client-facing e-newsletter to educate citywide and resort client prospects on 'what's new' in the destination. Distribution will include major hotel chain global sales offices and third-party meeting and event-planning companies
- A semi-annual resort roundtable open to hotel sales staff including sales and marketing leadership
- Integration of the new ad campaign to strategically support sales missions, tradeshow and clients events
- Integration of virtual reality and other emerging technologies to connect meeting planners to the destination in a more experiential fashion

DESTINATION SHOWCASE OPPORTUNITIES

Visit Phoenix will continue to leverage special events as a means to showcase the destination's meetings assets. Since adopting this approach last year, we have seen increases in new business opportunities and subsequent bookings. Visit Phoenix will work with hotels and resorts, the Phoenix Convention Center and partner organizations to co-host events including but not limited to the following:

- Earth Wind Fire CHIC Concert (July 2017, Downtown Hotels and Phoenix Convention Center)
- Destination Arizona Event (October 2017, Sheraton Grand at Wild Horse Pass)
- Schwab Cup Championship (November 2017, Downtown Hotels and Phoenix Convention Center)
- Small Business Legislative Exchange (November 2017, The Boulders Resort & Spa)
- Conference Direct CEO Summit (December 2017, The Phoenician Resort & Spa)

- Waste Management Phoenix Open (February 2018, JW Marriott Desert Ridge Resort & Spa)
- Cactus League Spring Training Association Forum Client Showcase (March 2018, Downtown Hotels and Phoenix Convention Center)

STRATEGIC PARTNERSHIP

Visit Phoenix will enter into a two-year partnership agreement with Association Forum, the "association of associations" that boasts nearly 4,000 members who represent more than 44,000 association professionals. This partnership will allow Visit Phoenix year-round opportunities to interface with decision makers within the trade association community in our continued effort to promote downtown Phoenix as a premier meetings and convention destination. Visit Phoenix opportunities will include:

- Collaborating with the association community in online discussions
- Sponsoring leading-edge content
- Working with Association Forum's team on delivering a stand-alone educational session
- Hosting 15-20 C-suite level Association Forum leaders for on-site programming with Phoenix-area collaboration partners
- Strategic partner recognition at holiday event to deliver remarks about commitment to Association Forum
- Membership of Association Forum Healthcare and Medical Association Coalition; participation in inaugural meeting included
- Brand recognition on all pre-, post-, and on-site, event-marketing materials; digital and print

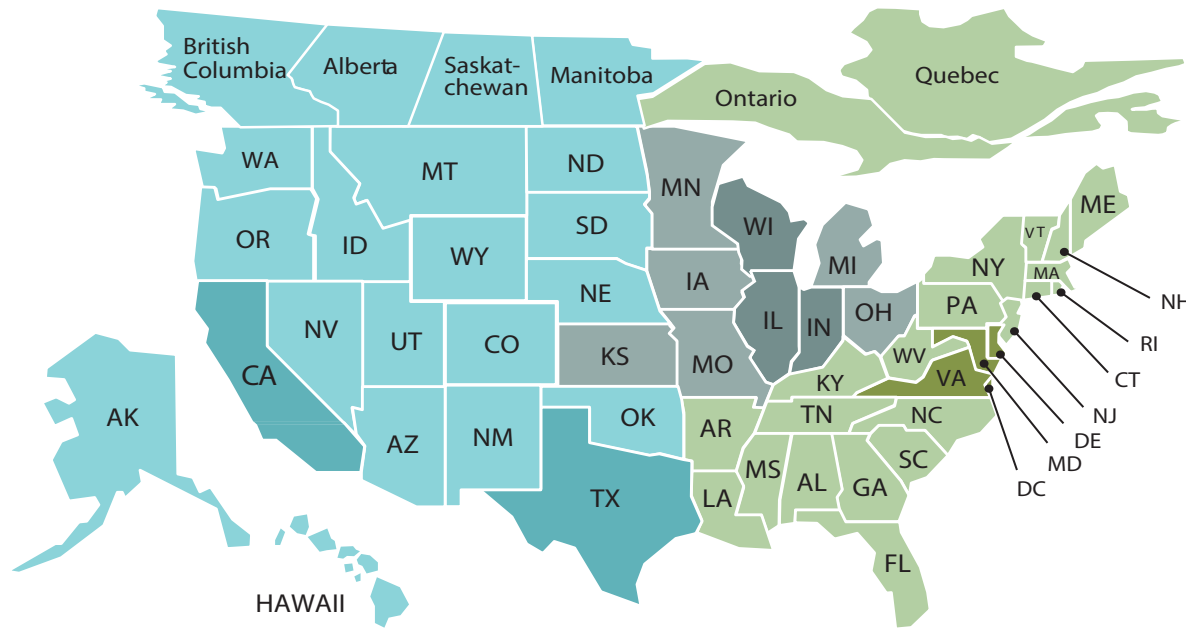
PROGRAM OF WORK | PARTNERSHIP OPPORTUNITIES

Visit Phoenix annually develops a Program of Work designed to offer member hotels and venues, DMCs, and other partners the opportunity to participate in our sales initiatives for the new fiscal year, which starts July 1, 2017, and concludes June 30, 2018. 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 (602) 452-6210 or rcollins@visitphoenix.com.

DATE	EVENT	CITY	COST PER PERSON
July 25-27	Council of Engineering and Scientific Society Executives	Quebec City	N/A
July 30 - Aug. 2	Experient E4	Houston	N/A
Aug. 12-15	ASAE Annual Conference	Toronto	\$2,750
Aug. 21-23	Connect Marketplace	New Orleans	\$300 (Client Event Only)
Aug. 22-23	Incentive Works	Toronto	SOLD OUT
Sept. 5-8	Conference Direct CDX17	Dallas	N/A
Sept. 12-14	Texas Round Up	Dallas/Forth Worth	\$1,750
Sept. 14	Visit Phoenix-AOT Co-op	Chicago	\$500
Sept. 21-23	Congressional Black Caucus	Washington D.C.	N/A
Sept. 25-27	Sales Mission - Desert in D.C.	Washington D.C.	\$2,000
Oct. 10-12	IMEX America	Las Vegas	\$3,750
Oct. 16-18	Sales Mission	Salt Lake City	\$900
Oct. 24-26	Connect Faith	Cincinnati	N/A
Oct. 30 - Nov. 2	Sales Mission	North Carolina	\$1,500
Nov. 9	PCMA Midwest Chapter Bowl-a-thon	Chicago	\$900
Nov. 14-16	Sales Mission	Denver	\$1,500
Nov. 28 - Dec. 1	AMEX INTERaction	Orlando	\$2,750
Nov. 28 - Dec. 1	Connect Marketplace	Atlanta	\$200 (Client Event Only)
Nov. 30 - Dec. 2	Client Hosting Small Business Legislative Council	Phoenix	\$500
Dec. 12	Holiday Event	Washington D.C.	N/A
Dec. 13-15	CSAE Holiday Showcase	Chicago	\$1,900
Dec. TBD	Client Event	Atlanta	\$1,000
Jan. 4-7	Professional Fraternity Executives Association	Phoenix	N/A
Jan. 7-10	PCMA Convening Leaders	Nashville	\$900
Jan. 30 - Feb. 1	Religious Conference Management Association	Omaha	\$2,100
Feb. 5-8	Sales Mission	Northern California	\$1,500

DATE	EVENT	CITY	COST PER PERSON
Feb. 12-14	Sales Mission	Kansas City, MO	\$1,200
Feb. 12-14	Client Event	Washington D.C.	\$1,500
Feb. 27-28	Northern California MPI	San Francisco	\$400
March 14-16	Experient - Envision	Detroit	N/A
March 24-29	Conference Direct APM	Hollywood	N/A
March TBD	Destination Showcase D.C.	Washington D.C.	N/A
March TBD	MIC of Colorado	Denver	\$1,200
March TBD	Chicago Spring Training Destination Showcase	Phoenix	N/A
March TBD	Pharma Forum	TBD	N/A
April 9-11	Sales Mission	Seattle/Portland	\$1,200
April 30 - May 2	HelmsBriscoe ABC	Orlando	N/A
April 30 - May 3	Chicago Sales Mission	Chicago	\$2,200
May TBD	Northeast Road Show	Northeast Region	\$2,500
May TBD	ASAE Xperience Design Project	Washington D.C.	\$2,750
June TBD	PCMA Education Conference	TBD	N/A

CONVENTION CENTER/CITYWIDE TEAM



WESTERN U.S./CANADA /SPORTS EXCLUDING TX & CA

Chris Robertson

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TEXAS/CALIFORNIA

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MIDWEST/RELIGIOUS/FRATERNAL KS, MO, MN, IA, MI & OH

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MIDWEST IL, WI & IN

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EASTERN U.S./CANADA

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CITYWIDE BUSINESS DEVELOPMENT

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Nicole Nolan, Sales & Projects Specialist

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MID-ATLANTIC

DE, MD, VA, DC & IMN

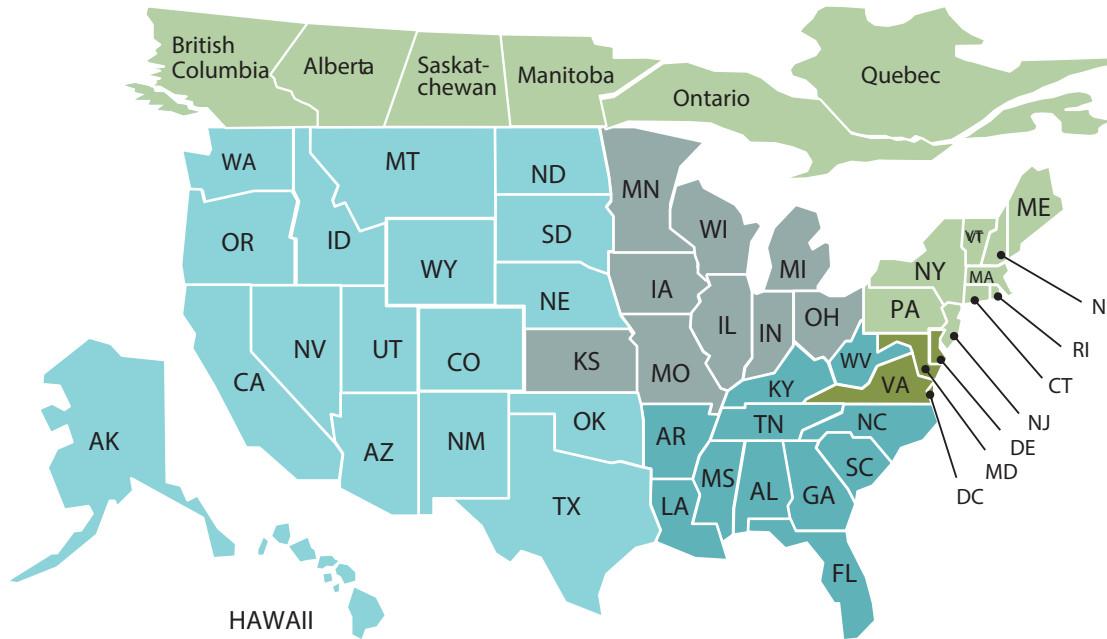
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tmichalisko@visitphoenix.com

Maribel Velazquez

Director of National Accounts
(202) 459-4480
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HOTEL/RESORT TEAM



WESTERN U.S.

Amanda "AJ" Altaras

Director of National Accounts
(602) 452-6214

aaltaras@visitphoenix.com

- West: 126+ peak rooms
- Vertical: Non-convention center religious

MIDWEST

Maria Eaton, CMP

National Sales Manager
(602) 452-6239

meaton@visitphoenix.com

- Midwest: 126+ peak rooms
- Midwest Citywide: 500 peak rooms or less

SOUTHEASTERN U.S./MID-ATLANTIC

Mark Metcalfe

National Sales Manager
(202) 459-4481

mmetcalfe@visitphoenix.com

- Mid-Atlantic: 10-125 peak rooms
- Southeast: 10+ peak rooms
- Southeast Citywide: 500 peak rooms or less

NORTHEASTERN U.S. /CANADA

Julie Nicolazzi, CMP

Director of National Accounts
(602) 452-6218

jnicolazzi@visitphoenix.com

- Northeast: 126+ peak rooms
- Canada: 10+ peak rooms

MID-ATLANTIC

DE, MD, VA, DC & IMN

Maribel Velazquez

Director of National Accounts
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- Mid-Atlantic: 126+ peak rooms
- Mid-Atlantic Citywide: 800 peak rooms or less

Alyssa Hurt

National Sales Manager

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- Nationwide: 125 peak rooms or less excluding Mid-Atlantic & Southeast
- Vertical: Non-convention center team sports

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

The convention services team's prime objective is to positively impact attendee engagement and affinity with the destination in such a way that influences repeat business opportunities. The department will continue to:

- Strengthen alliance with the Phoenix Convention Center, downtown hotels' services teams, and Downtown Phoenix Inc. to enhance the delegate experience in downtown
- Leverage our preferred partnership with Connections Housing to provide an optimal and service-based group housing solution that is seamless to the meeting planner, attendee and member hotels
- Promote Visit Phoenix's registration and staffing services for groups meeting downtown as well as at hotels and resorts in the greater Phoenix area
- Source potential new members, as well as promote existing members to convention clients
- Reverse the perception of 'nothing to do' in downtown Phoenix by fostering relationships with area restaurants and venues, and through our partnership alliance with LighthousePE

STRATEGIES

COLLABORATION

Convention services will collaborate with the marketing and public relations departments to create a comprehensive campaign aimed at connecting the group attendees with the destination. Prior to a group's arrival, the convention services team will issue a robust convention profile to the downtown community in order to detail the conference schedule as well as share nuanced information about attendee preferences. This informa-

tion will be helpful in assisting downtown businesses cater to the needs of convention attendees. In addition, the services team will meet with the Phoenix Convention Center, downtown hotels, Downtown Phoenix Inc., as well as additional stakeholders to provide tailored activation of downtown to create an atmosphere that enhances the attendee experience.

TECHNOLOGY

Visit Phoenix will connect with groups on social media to drive engagement with customized attendee notifications before, during and after the convention. The services team will develop custom microsites for groups designed specifically to generate attendee and exhibitor interest in the destination and to increase visibility and awareness of attractions, dining and entertainment options while in Phoenix for the meeting. Groups often include a link to this microsite alongside official group registration.

The services team will integrate downtown Phoenix entertainment information, mapping, and logistical applications into group mobile apps for direct access to convention attendees via smart phones using LighthousePE, a mobile marketing service. LighthousePE will offer preferences-based suggestions for dining, nightlife and attractions via the group's conference mobile app with established geo-fencing technology in and around the downtown core. In a similar fashion, LighthousePE's beacon technology platform will allow Visit Phoenix to share with meeting planners a real-time dashboard featuring measurable and useful attendee behavioral data within the convention center.

Finally, the convention services team will travel to client's prior year conventions to learn about the program and glean any critical elements pivotal to a successful event in Phoenix. This information will assist in building upon prior year successes as well as to avoid any potential short comings.

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

The marketing department will focus on programs that best enhance the brand's reach through a variety of advertising opportunities in proven markets. The objective is to build and strengthen awareness of the destination and drive traffic to our website, ultimately in order to increase travel to the Greater Phoenix area from both leisure travelers and meeting attendees.

STRATEGIES

CREATIVE CAMPAIGN

Visit Phoenix will launch a new creative campaign to target both leisure travelers and meeting planners. Created in partnership with Off Madison Avenue, the campaign will address misperceptions about Phoenix and highlight the growing urban core while staying true to the Sonoran Desert surroundings.

ONLINE PRESENCE

As always, maintaining a strong online presence is essential to keeping Greater Phoenix a top-of-mind destination for consumers. This is especially important during the winter months when the destination's attributes resonate with residents in cold-weather cities. The marketing department will continue to advertise and partner with websites and platforms such as TripAdvisor, Facebook, Travelzoo and Roadtrippers, which have produced strong results in the past. The department will continue commitment to the Google platform which includes paid search, display, retargeting and video. Our Google cost-per-click (CPC) campaign generates nearly 10 percent of our website traffic. Using nSight travel intelligence, the marketing team will optimize Google buys geographically and by visitor personas. Online advertising will allow marketing to reach potential

visitors through geotargeting, and reinforce our print and outdoor digital presence in markets such as Dallas, Los Angeles, San Francisco, Chicago, Minneapolis and Canada.

PRINT AND OUTDOOR MEDIA

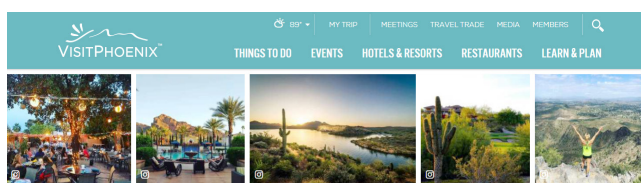
Reaching travelers through print remains an important part of the consumer-marketing strategy. The marketing department will advertise in targeted regional publications, such as *Midwest Living* (Greater Chicago and Minnesota) and *Sunset* (Southern California), along with airline publications. These print advertisements will run in conjunction with other in-market advertising efforts, which have historically proven effective at driving traffic to the website. Out-of-home (OOH) digital placements in Chicago, Dallas, Denver, Los Angeles, Minneapolis, New York, San Diego, San Francisco, Washington D.C. and Canada will continue to complement our online and print efforts.

SUPPORTING SALES

The marketing department will continue to have a strong presence in trade publications such as *Meetings & Conventions*, *Successful Meetings*, *Associations Now* and *Convene*. Print placements will be enhanced by digital efforts such as native advertising and e-newsletters, direct sales and participation in several trade events that target meeting planners. There also will be outdoor digital placements in Washington D.C. and Chicago to support sales efforts in these significant meetings markets. In addition to these strategies, the marketing department will support the sales team to highlight the 2019 “Meet Your Million” promotion through advertising efforts with targeted meetings publications. The promotion runs through the end of 2017.

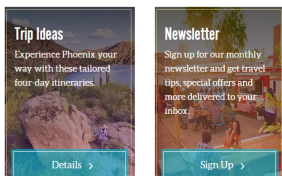
WEBSITE, SOCIAL MEDIA & EMAIL MARKETING

The marketing department will continue to create content and optimize the responsive website to ensure a positive user experience and drive organic search. Social media will remain an integral part of marketing and communication efforts. Visit Phoenix will continue to grow its online presence with the goal of engaging audiences and influencing travel to Greater Phoenix.



This is Phoenix

Phoenix is red rocks, blue sky and golden sunshine. Phoenix is mountain trails and city lights. Phoenix is palm-canopied resorts and mural-adorned streetscapes. Phoenix is the cosmopolitan heart of Arizona and the soul of the American Southwest.



visitphoenix.com/blog



[@visitphoenix](https://twitter.com/visitphoenix)



facebook.com/visitphoenix



instagram.com/visitphoenix



youtube.com/visitphoenix



pinterest.com/visitphoenix

Email marketing also continues to be an effective way to reach consumers who have expressed interest in receiving information about Greater Phoenix. We communicate with the opt-in database 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. We broke the 50,000-subscriber mark last fiscal year and look forward to the continued growth of the opt-in list in the upcoming fiscal year.

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 as new opportunities arise.

Please contact Director of Marketing Samantha Swadish at sswadish@visitphoenix.com for the most up-to-date version of the media plan.

		July	August	September	October	November	December	January	February	March	April	May	June
PRINT	Leisure	Air Canada EnRoute											
		American Way AAL											
		Arizona Official State Visitors Guide (Madden)											
		Midwest Living											
		Arizona Pride Guide											
		Southwest											
		SummerScapes											
		Pre-Print Insert											
		Sunset											
		Texas Monthly											
		Tucson Lifestyle											
		WestJet Magazine											
	Meetings	Associations Now ASAE											
		ASPIRE (RCMA)											
		Connect Association											
		Connect Corporate											
		Connect Faith											
		Convene PCMA											
		Assoc. Forum of Chicagoland											
		Meetings & Conventions											
		Meeting Mentor											
		MPI The Meeting Professional											
		Meetings TODAY											
		PMPI Engage											
		Smart Meetings											
		Successful Meetings											
		USAE Custom News											

		July	August	September	October	November	December	January	February	March	April	May	June
DIGITAL	Leisure	Boingo- Love Field, San Diego & Canada											
		Facebook/Instagram											
		Google											
		Magnetic											
		Pandora											
		Q1 Media											
		RoadTrippers											
		Southwest the Magazine											
		SummerScapes/Summer Deals											
		Sunset - Travel Newsletter											
		Tasting Table											
		TexasMonthly.com											
		TravelZoo											
		TripAdvisor											
		Videology											
	Meetings	ASAE asaecenter.org											
		associationsnow.com											
		Aspire (RCMA) enewsletters											
		Mcmag.com											
		Meeting News: Know It All Daily											
		MPIweb.org											
		PCMA ConveneMag.org - Digital Edition											
		PCMA NewsJunkie Daily e-newsletter											
		PCMA.org Native											
		SmartMeetings.com											
		Skift.com											
		SuccessfulMeetings.com											
		USAe Custom News											

Subject to Change: Please contact Director of Marketing Samantha Swadish at sswadish@visitphoenix.com for the most up-to-date version of the media plan.

		July	August	September	October	November	December	January	February	March	April	May	June
OUTDOOR	Leisure Only	Chicago - LED Panels											
		Chicago - Digital Platform Panels											
		Chicago - Large Digital Billboard (1)											
		Chicago - Large Digital Billboard (2)											
		Dallas Love Field Airport - Digital Poster											
		Dallas Love Field Airport - Baggage Deck											
		Denver - Large Digital Billboard											
		Denver - Street Kiosks											
		Los Angeles - LED Bulletins											
		Los Angeles - Large Digital Billboard											
		Minneapolis - Digital Billboard Screens											
		New York City - Grand Central Station Digital Platform											
		New York City - Union Square Digital Platform											
		San Diego - Digital Billboard & Posters											
		San Francisco - Montgomery Station Platform											
		San Francisco - Digital Board (1)											
		San Francisco - Digital Board (2)											
		San Francisco - Cable Cars											
		Washington DC - Digital Board (1)											
		Washington DC - LED Displays											
		Washington DC - Digital Board (2)											
		Toronto - Video Wall Display											
		Calgary Airport - Digital Boards											

Subject to Change: Please contact Director of Marketing Samantha Swadish at sswadish@visitphoenix.com for the most up-to-date version of the media plan.

MEDIA RELATIONS

The media relations department manages domestic and international media relations to promote Greater Phoenix's assets as a premier leisure travel 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, 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

The media relations team's prime objective is to generate positive publicity about Greater Phoenix and the offerings of its member businesses via media outlets that cover consumer travel, travel trade, meeting trade, outdoor recreation, cuisine, golf, spa, arts, the environment, LGBT, and lifestyle interests. In addition, the department will continue to:

- Provide content and story angles for editorial coverage in top-tier media outlets*
- Connect with trade media to promote the Phoenix Convention Center, downtown Phoenix and Visit Phoenix
- Provide new story angles to media outlets that have featured the destination in the past
- Increase tourism during off-peak periods through targeted media placements
- Enhance Greater Phoenix's reach into the Canadian, European and Mexican markets
- Maintain the momentum established by previous national and international PR efforts

**Publications or websites with a viewership exceeding 20,000*

STRATEGIES

The media relations team will endeavor to generate media coverage by conducting media missions to key markets, securing desk-side appointments at national publications, and hosting customized media tours for visiting journalists. The key markets where Visit Phoenix will seek to generate interest from national and international publications — including print travel writers and social-media influencers — include New York,

Los Angeles, San Francisco, Seattle, Vancouver, Toronto, Chicago, Denver, Mexico City and Washington D.C.

The programs of work the department will employ to reach its objectives include:

- Publicizing destination advantages, packages and promotions during appropriate consumer travel planning periods
- Coordinating visits for and/or hosting travel and trade journalists for customized media tours
- Researching editorial calendars in key publications and releasing seasonal information to national and international media
- Providing up-to-date facts and figures as requested by media and constituents
- Informing travel media about the character, quality and attractiveness of Greater Phoenix by attending domestic trade shows and tourism-related association and media conferences, and participating in media missions
- Reliably measuring and tracking media results and placements
- Promoting Greater Phoenix at international travel-trade shows in Western Europe, Canada and Mexico
- Developing and coordinating media missions to key markets:

DATE	LOCATION	COST PER MEMBER
Aug. 28-30	New York City	\$1,250
Oct. 25-27	Denver	\$850
Dec. 12-14	Chicago	\$850
Feb. 6-8	San Francisco	\$950
May 8-10	Los Angeles	\$950

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

The tourism team will work to generate interest in the destination from receptive operators, tour operators and travel agencies both domestically and internationally, in order to increase the the number of visitors and room nights booked in Greater Phoenix. The department will continue to encourage clients to enhance travel packages by including Phoenix-area accommodations and activities.

STRATEGIES

The tourism department will attend tradeshow, lead sales missions, organize familiarization trips and conduct site inspections. The department also will engage in travel trade marketing programs and other forms of direct communication with clients. The leisure side of tourism presents ever-changing opportunities in Greater Phoenix, depending on the origin markets of our visitors. Leisure travelers visit the destination to take advantage of temperate weather—particularly in autumn, winter and spring—while summer remains a value proposition at the area's resorts and hotels. Our region's natural attractions are the cornerstones of selling Greater Phoenix and the team will continue to educate clients about outdoor recreation and desert sightseeing. The marketing and sales efforts also will continue to highlight Phoenix's proximity to the Grand Canyon and Sedona. To increase the number of nights international visitors spend in the destination, the department will encourage trade partners to establish Phoenix as the metropolitan center of the Grand Canyon and/or Sedona visitor experience.

PROGRAM OF WORK

The tourism department's Program of Work for fiscal year 2017-18 takes into consideration the travel trends present in the market and executes marketing campaigns, destination trainings, webinars and tourism sales missions according to seasonality.

DOMESTIC MARKET

According to the Arizona Office of Tourism (AOT), Arizona welcomed 36.4 million overnight visitors originating from within the United States in 2015, 22.1 million of which stayed in the Phoenix region. Sales missions, destination trainings and tradeshow will be conducted in key domestic feeder cities in order to maintain and potentially increase visitation from these important markets.

SALES EFFORTS			
DATE	EVENT	CITY	COST PER PERSON/MULTIPLE PROPERTY/BROCHURE
Sept. 16-18	Delta Vacations University Tradeshow	Atlanta	Brochure Support Only - TBD
Oct. 16-20	East Coast Tourism Mission	East Coast	\$600/\$800/\$200
Nov. 13-17	Greater Chicago Tourism Mission	Chicago	\$600/\$800/\$200
Dec. 4-8	Dallas/Fort Worth Tourism Mission	Dallas	\$600/\$800/\$200
Dec. 14-18	NTA Travel Exchange	San Antonio	N/A
Jan. 8-12	Northern California Tourism Mission	San Francisco	\$600/\$800/\$200
Jan. 16-19	Go West Summit	Salt Lake City	N/A
April 2-6	Southern California Tourism Mission	S. California	\$600/\$800/\$150
May 19-23	U.S. Travel Association's IPW	Denver	\$3,100

COOPERATIVE MARKETING EFFORTS			
Sept. 2017	NTA's Courier Magazine	May 2018	Pleasant Holidays
Oct. 2017	Southwest Airlines Vacations	May 2018	Southwest Airlines Vacations

MEXICO

Mexico continues to be the No. 1 market for international visitation to Arizona. AOT reported 3.8 million international overnight travelers to Arizona in 2015 who originated from Mexico. The tourism team will participate in cooperative sales efforts to Mexico to continue promoting Greater Phoenix as a leisure destination for this important international market.

SALES EFFORTS			
DATE	EVENT	CITY	COST PER PERSON
Oct. 18-20	Arizona Showcase	Hermosillo, Sonora	\$900-\$2,500
Feb. 19-23	AOT Mexico Trade & Media Mission	Mexico City	TBD

COOPERATIVE MARKETING EFFORTS			
Oct. 2017	Leisure Life	Seasonal 17/18	Descubre Phoenix
Nov. 2017	Mega Travel		

CANADA

The Canadian market remains a strong target for Greater Phoenix, as over 925,000 Canadians visited Arizona in 2015, according to AOT. The tourism department will conduct two sales missions to Canada this fiscal year, one to Eastern Canada and another to Western Canada. These missions will be open to member participation and will include a client-appreciation event as well as visits to top-producing travel agencies.

SALES EFFORTS			
DATE	EVENT	CITY	COST PER PERSON/MULTIPLE PROPERTY/BROCHURE
Aug. 21-25	Western Canada Tourism Mission	Calgary	\$750/\$950/\$250
Sept. 18-22	Eastern Canada Tourism Mission	Toronto	\$750/\$950/\$250

COOPERATIVE MARKETING EFFORTS			
Nov. 2017	Canadian Traveler- CT Magazine	Jan. 2018	TravelBrands
Dec. 2017	TravelBrands		

OVERSEAS

Arizona is a popular destination for the overseas market. The tourism team will primarily focus on the United Kingdom and Germany, by partnering with AOT and visiting both of these countries. In addition to these sales efforts, the department will continue to educate overseas operators about

the destination's attributes by hosting them on FAMs, site inspections and destination trainings.

SALES EFFORTS			
DATE	EVENT	CITY	COST PER PERSON
Nov. 6-8	World Travel Market (WTM)	London	TBD
March 7-9	International Travel Exchange Berlin (ITB)	Berlin	N/A

COOPERATIVE MARKETING EFFORTS			
Nov. 2017	My American Holiday	April 2018	TUI-Germany
April 2018	Canusa-Germany		

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

This fiscal year, the department will refocus on current membership engagement and satisfaction, in order to retain over 94 percent of our current revenue base.

STRATEGIES

To further engage the membership base, the department will look for meaningful ways to communicate value by implementing programs that create awareness of Visit Phoenix activities, increase the effectiveness of their efforts and expand member understanding of how to best serve visitors. The department will offer educational programming to familiarize members with Visit Phoenix staff, along with knowledge of industry trends and further expanding networking opportunities with industry peers. The intention is to create deeper connections, increase member satisfaction and build loyalty within our membership.

Membership strategies include:

- Forming new alliances with corporate partners that have a stake in economic development through tourism
- Conducting a member survey to gain valuable feedback about Visit Phoenix programs and services
- Refreshing the department's marketing and presentation materials to ensure effectiveness and appeal
- Participating in community activities and events in Greater Phoenix which forward Visit Phoenix's objectives



Rotating List...
LAGUNITAS Summit 7.5
UNCLE BEAR'S British Brown Ale 5.8
TWO BROS Black & Tan 4.9
Domain Dupage 5.9
LOST Abbey 6.5
GOOSE Sofie 6.5
THAT 4.5


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