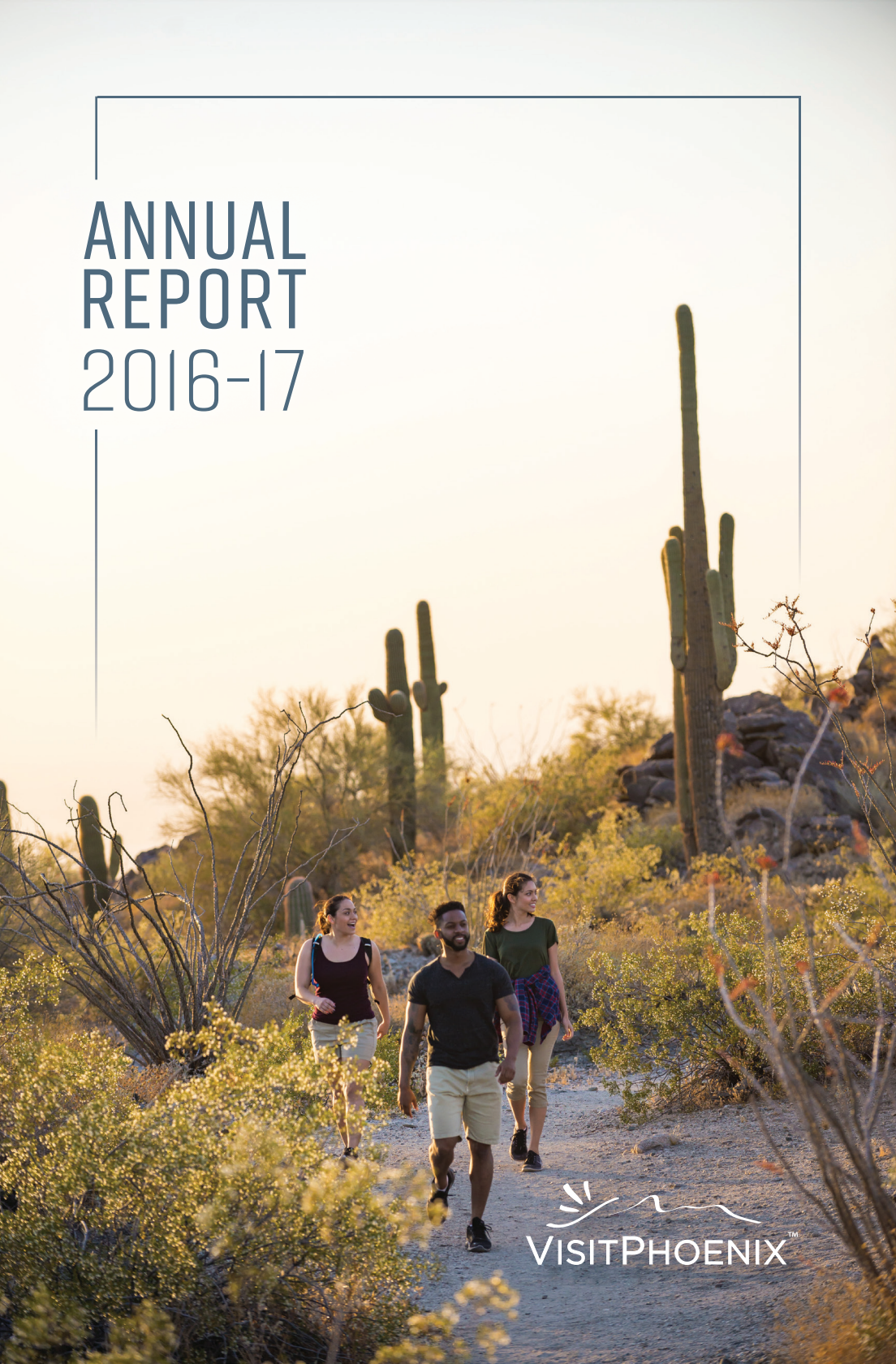


ANNUAL REPORT 2016-17




VISITPHOENIX™

TABLE OF CONTENTS

FINANCIALS.....	3
CONVENTION SALES.....	4
CONVENTION SERVICES.....	6
TRAVEL TRADE.....	7
MARKETING.....	8
MEDIA RELATIONS.....	10
MEMBERSHIP.....	11
VISITOR SERVICES.....	12

BOARD OF DIRECTORS

- WIN HOLDEN CHAIRMAN | Publisher, Arizona Highways, and CEO, Grand Canyon State Logo Signs
- GEORGE DEAN IMMEDIATE PAST CHAIRMAN | President & CEO, Greater Phoenix Urban League
- MANNY MOLINA VICE CHAIRMAN | President, Molina Outdoor, LLC
- J. BRUCE LANGE VICE CHAIRMAN | Managing Director, Westin Kierland Resort
- RICH DOZER SECRETARY/TREASURER | Chairman, Viad Board of Directors
- ROBERT J. MILLER CHIEF COUNSEL | Attorney at Law, Bryan Cave, LLP
- MIKE EHMANN EXECUTIVE COMMITTEE | General Manager, Sheraton Phoenix Downtown Hotel
- MARTIN SHULTZ EXECUTIVE COMMITTEE | JDM Partners, LLC
- STEVE MOORE EXECUTIVE COMMITTEE, EX-OFFICIO | President & CEO, Visit Phoenix
- PAUL BLUE Deputy City Manager, City of Phoenix
- JOHN CHAN Director, Phoenix Convention Center
- STEVE CHUGRI Supervisor, District 2 Maricopa Board of Supervisors
- STEVEN COHN President, PHXhotel, LLC
- PAUL GRAY General Manager, Arizona Grand Resort
- DERRICK HALL President, Arizona Diamondbacks
- STEVE HART General Manager, JW Marriott Desert Ridge Resort & Spa
- ROBERT HAYWARD Senior Vice President, CHMWarnick
- C.A. HOWLETT Indigo Partners
- DEBBIE JOHNSON Executive Director, Arizona Office of Tourism
- DAVID KRIETOR President & CEO, Downtown Phoenix Inc.
- CURT KRIZAN Chief Financial Officer, Fiesta Bowl
- GREG MILLER Executive Vice President of Operations, Enchantment Group
- STEVE MOSTER President & CEO, Viad Corp.
- PEGGY NEELY Associate Broker, Arizona Home Team
- MICHAEL NOWAKOWSKI Councilman, District 7 City of Phoenix
- TOM SADLER President & CEO, Arizona Sports & Tourism Authority
- TODD SANDERS President & CEO, Greater Phoenix Chamber of Commerce
- RAY SCHEY Publisher, Phoenix Business Journal

FINANCIALS

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.

BUDGET OVERVIEW



Private Sector:
\$2.6 million

Public Sector:
City of Phoenix, Maricopa
County & Prop 302 Funds
\$13.7 million

ECONOMIC IMPACT



18.2
million

city of Phoenix visitors in 2016, including
1.4 million international visitors



\$3.3
billion

in direct estimated spend within the city
of Phoenix in 2016



33,800
jobs

directly supported by visitor industry in
the city of Phoenix, up 3% in 2016



\$443
million

state and local tax revenue generated by
city of Phoenix visitors in 2016

According to Tourism Economics, 2017

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/Resort team's focus is on maximizing group business at area hotels and resorts.

COMBINED TOTALS

803

total meetings booked into Phoenix Convention Center
& area hotels and resorts

703,014

total room nights booked

480,244

total delegates booked

\$680,773,418

estimated direct spend generated from bookings



2,680 leads received



408 meeting planners hosted for site
tours, inspections and FAMs



41 industry and client direct tradeshows
or events attended by sales staff

TOTALS BY PRODUCT

PHOENIX CONVENTION CENTER

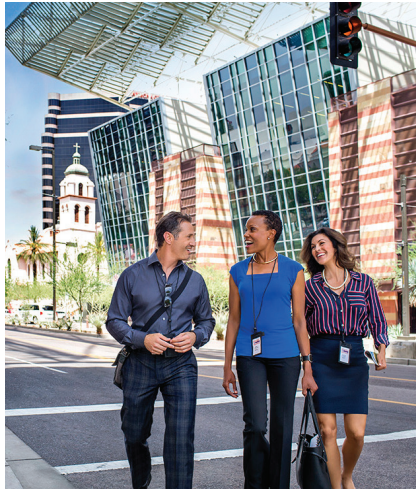
76 total meetings booked

286,404 future delegates

320,426 definite room nights booked

\$414,294,412 estimated direct spend generated by delegates

386 leads received



HOTELS & RESORTS

727 total meetings booked

193,840 future delegates

382,588 definite room nights booked

\$266,479,006 estimated direct spend generated from bookings

2,294 leads received



As expected, Phoenix was a great host city for our annual convention — such a vibrant city! Phoenix certainly put its best foot forward to welcome and embrace our staff, attendees and exhibitors.

-Meeting Planner,
Door Security + Safety Professionals Association

CONVENTION SERVICES

The convention services department is the services arm of convention sales. Acting as a liaison between meeting planners, Visit Phoenix's member businesses, key community partners and our own Visit Phoenix associates, the department assists meeting professionals with all aspects of their promotional and planning needs.



282

member leads to Visit Phoenix member businesses

2,973

member referrals distributed



61

customized site tours conducted for convention groups

\$191,081

in registration revenues



[I] cannot say enough good things about [Visit Phoenix]. [They] were so helpful during the planning process and very thorough with the information provided to us that we needed to pass on to the attendees. [Visit Phoenix] was gracious enough to take us on a second site visit to see venues for exhibitor parties and was amazingly helpful.

**-Event Producer,
Ruby Central, Inc.**

TRAVEL TRADE

The travel trade department promotes the Greater Phoenix area to the domestic and international leisure travel markets to maximize both length and experiences in the Phoenix area. The team works primarily through wholesalers, receptive operators, tour operators, and travel agents.

149 member leads generated
(**30.7% increase** year-over-year)

37 clients hosted during FAMs & site inspections

Received **6,977 fulfillment inquiries** and
delivered **16,125 fulfillment pieces**

7
tradeshows
attended



583
client reach
at tradeshows



515
travel agents met
on sales missions



SALES MISSIONS

MEXICO

Guadalajara, Mexico City

CANADA

Vancouver

U.S.

New Jersey, New York,
Chicago, Milwaukee,
Portland, Seattle, Dallas

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.

WEBSITE

2,020,161 / **5,551,261** / **368,618**
total website visits / total website pageviews / The Hot Sheet Blog visits



SITE TRAFFIC BY DEVICE

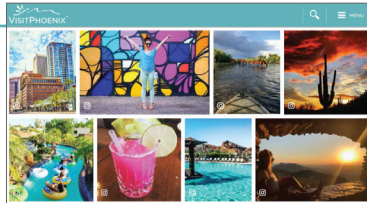
- 55.55% Mobile
- 34.20% Desktop
- 10.25% Tablet

CROWDRIFF

Implemented throughout the website to pull in user-generated photos to page headers and content

900+ images displayed

90+ site pages with CrowdRiff



35%

increase year-over-year in average time spent on pages since implementation was completed in March

SOCIAL MEDIA

198,094



Facebook likes

48,860



Twitter followers

29,728



Instagram followers

3,439



Pinterest followers

ADVERTISING

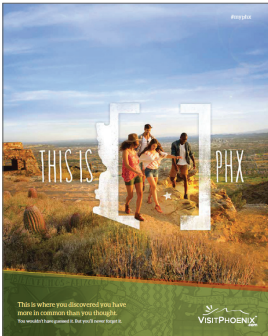


TOP 10 DOMESTIC WEB-TRAFFIC MARKETS

EXCLUDING PHOENIX MARKET

- LOS ANGELES
- NEW YORK CITY
- CHICAGO
- SAN FRANCISCO-OAKLAND-SAN JOSE
- DALLAS-FT.WORTH
- TUCSON
- WASHINGTON DC
- SEATTLE-TACOMA
- HOUSTON
- MINNEAPOLIS-ST.PAUL

325,100,738 million ad impressions



Print



Online



Out-of-Home

SIGN-UPS

29,316
travel guide
requests



62,313
unique email addresses
for email marketing
(30% year-over-year increase)

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.



1,075,516,511

audience reached (top tier)

628

travel journalists
hosted

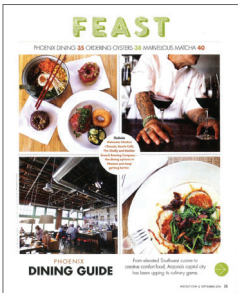
348

media assisted

175

articles published about
Phoenix (top tier & trade)

TOP PUBLISHED ARTICLES



SEE THE NEW PHOENIX RISING
New York Magazine

LGBT GUIDE TO PHOENIX
Expedia

A SLAM DUNK FOR PHOENIX
PCMA Convene

THINGS TO DO IN PHOENIX, ARIZONA
The Independent/Evening Standard (UK)

PHOENIX DINING GUIDE

WestJet Magazine (Canada)

GREENING IN THE DESERT
Food and Travel Magazine (Mexico)



...Phoenix has risen to be a stylish metropolis with noteworthy design hotels and a thriving visual arts landscape. The massively popular Friday Art Walks... bring together hipsters, tourists, collectors, and artists downtown, which is fast becoming more walkable. The energized gallery scene complements fine Native American artifacts at the Heard Museum and the eclectic collections of Phoenix Art Museum. With the expanding light rail system and increasingly youthful population, downtown Phoenix is defying its old stereotypes.

PHOENIX IS HAVING A DESIGN MOMENT
Architectural Digest

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.

82% of membership revenue derives from core group of businesses affiliated with Visit Phoenix for 3+ years

1,069 total members



89%

of members retained in 2016-17

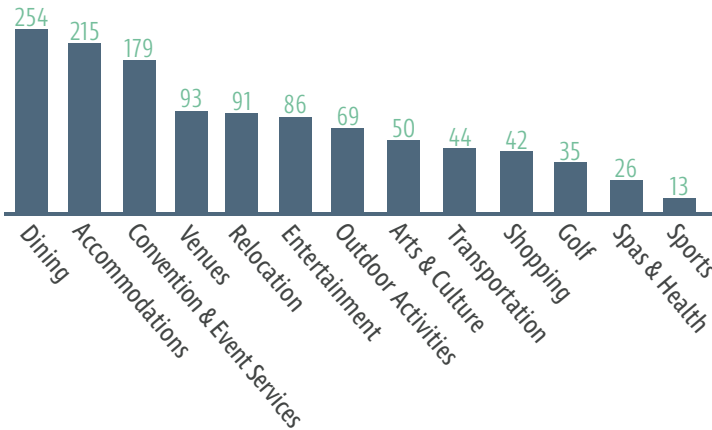
15

member events

169

members in average mixer attendance

NUMBER OF LISTINGS BY CATEGORY



VISITOR SERVICES

The visitor services department is at the front lines when visitors need assistance. With a permanent location at the Phoenix Convention Center, along with a mobile desk for group assistance, the visitor services staff is ready to answer questions, make recommendations and generally welcome Phoenix visitors warmly to the destination.

19,571

Visitor Center walk-ins

13,844

requests and inquiries
received from visitors



NEW PROGRAMS

MEDIA WALL now includes user-generated social content as well as banner promotions for Phoenix Convention Center events and other nearby venues

VIC EXPOSURE was improved including prominent placement on VisitPhoenix.com, crosswalk signage and participation in membership meetings

MOBILE VISITOR INFORMATION STATION will assist convention attendees at group registration areas in 2017-18