



Member Benefits

Our goal is to provide benefits that will enhance business opportunities for our member organizations.

The following resources will help you make the most of your membership:

VISITPHOENIX.COM

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

CONFIDENTIAL CONVENTION CALENDAR – ONLINE & IN PDF FORMAT

A resource listing conventions and meetings booked or aided by Visit Phoenix including a complete listing of consumer and trade show bookings for the Phoenix Convention Center. Our Convention Calendar updates every night with meetings we book each day, so you'll always have current information. The calendar is accessible in the "Members" area of our Website and printable in PDF format.

LEADS & REFERRALS

These qualified leads and referrals, generated by our Convention Sales, Convention Services, Tourism, and Media Relations departments, are sent to members who can offer the specific service or product being requested by the meeting planner or travel professional. These leads are set up on an open-bidding basis, whereby members can market directly to the tourism and convention decision-makers from the "Members" area of our Website.

OFFICIAL TRAVEL GUIDE

Members who provide services directly to the visitor receive exposure in this guide. The *Official Travel Guide* includes information on getting around, places to stay, things to do, where to eat, event services, venues and relocation. It is an annual publication and available online with semi-annual updates at visitphoenix.com.

Local points of distribution include Phoenix Sky Harbor International Airport-9 information desks, hotels and resorts, Phoenix Convention Center lobby desks and our Visitor Information Center located in downtown Phoenix. The *Official Travel Guide* is our main fulfillment publication to domestic and international visitors requesting visitor information about our destination.

DESTINATION GUIDE FOR MEETING & TRAVEL PROFESSIONALS

Convention planners, corporate decision-makers and group tour operators utilize this publication in addition to our Website visitphoenix.com to choose the various venues and suppliers necessary to hold a successful event or tour within our destination. The *Destination Guide* is an annual publication and also available online with semi-annual updates at visitphoenix.com.

BROCHURE DISTRIBUTION AT OUR VISITOR INFORMATION CENTER

Our Visitor Information Specialists educate convention delegates, tradeshow exhibitors/attendees, and leisure travelers about Greater Phoenix and the entire state of Arizona. They connect visitors with our Member businesses and promote longer stays and return visits to our destination.

Visitor oriented members may display brochures at our downtown Phoenix Visitor Information Center. Member brochures are available to visitors and delegates requesting information on where to go and what to do.

Location: Visit Phoenix Information Center–Downtown Phoenix, 125 N. 2nd St., Suite 120, Phoenix, AZ 85004

MARKETING & COMMUNICATIONS

National and international marketing campaigns that capture the essence of what lures travelers to our area with the goal of positioning Greater Phoenix as a premier travel destination. Services include promotion to leisure and business travelers, meeting planners, tour operators and travel agents via our advertising, publications, collateral, social media and Website.

ADVOCATE FOR THE VISITOR INDUSTRY

We are active on National, State, County & City levels with issues that directly affect our industry. We cooperate with other prominent industry associations to protect the interests of our members and employees. Associations we work with include: Arizona Office of Tourism (AOT), Arizona Lodging and Tourism Association (AzLTA), Valley Hotel & Resort Association (VHRA) and the Arizona Restaurant & Hospitality Association (ARHA).

The following are great networking opportunities to promote your business:

(contact Rachel Lytle, Membership Services Manager, at 602-452-6253 or rlytle@visitphoenix.com)

MEMBER MIXERS – Quarterly

Typically hosted by upscale venue or dining members, these quarterly gatherings are an excellent forum for meeting decision-makers in the industry, exchanging business leads and building a base of supplier businesses. Members are encouraged to bring promotional collateral for display on our brochure table. In addition, you are offered the opportunity to provide a door prize for the event, as a way to gain greater exposure.

ANNUAL MEETING

The Annual Meeting features the latest industry updates and a networking opportunity with industry and City leaders.

VISIT PHOENIX ORIENTATION/REFRESHER MEETING – Quarterly

These quarterly educational sessions offer an awareness of the mission, operation and inter-workings of Visit Phoenix and how we work together to create a mutually beneficial partnership. Members receive a USB port of the presentation and a hands-on demonstration of how to navigate the “Members” area of our Website. This is another opportunity to network with other members.

MEMBER SHOWCASE – Semi-Annual

Meet Visit Phoenix staff from our various departments, tell us about your business, and learn more about your membership. Space limited to 20 members.

The following are not included with membership, but are available to Members for an additional fee:

OPTIONAL MEMBER BENEFITS:

(contact Rachel Lytle, Membership Services Manager, at 602-452-6253 or rlytle@visitphoenix.com)

- **VISITOR INQUIRY LIST – IN MICROSOFT EXCEL FORMAT**
Members can promote their product or service directly to people who are planning a trip or relocating to the Greater Phoenix Metro area. The subscription is emailed monthly for \$400 a year.
- **CONFIDENTIAL CONVENTION CALENDAR – IN MICROSOFT EXCEL FORMAT**
Contains the same information as the **PDF Format Confidential Convention Calendar that's included with your membership fee**. Only the **Microsoft Excel Format** subscription makes it easier to create form letters and mailing labels to personalize your communication with potential clients. **Microsoft Excel Format** emailed quarterly for \$400 a year.
- **VISIT PHOENIX MEMBER LIST – IN MICROSOFT EXCEL FORMAT**
Includes contact information for our approximately 1,000 members. A one-time fulfillment for \$330.

Contact:

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Visit Phoenix reserves the right to enter into agreements and do business with any company, business, and/or person, member or non-member, at the CVB's sole discretion.