
Mission Statement:
Marketing

To uphold the brand integrity of Greater Phoenix as a desirable destination through the design and development of all marketing campaigns, both print and online; visitor information fulfillment; website development; social media and other marketing efforts.

MARKETING

The Visit Phoenix Marketing Department is responsible for developing marketing and advertising programs that capture the essence of what lures travelers here, with the goal of positioning Greater Phoenix as a premier destination for leisure travel as well as conventions and groups.

Is it Greater Phoenix's 300-plus days of annual sunshine that makes our consumer want to come here? Certainly. Focus groups identified sunshine as one of our greatest attributes. Could it have something to do with Phoenix's versions of attractions like dining, recreation and resorts? Undoubtedly. Being able to dine outside was as important as hiking through a desert vista. Do visitors feel empowered by the ability to go wherever the day takes them? Without question. Spontaneity was as important to them as the ability to relax.

With this in mind, our marketing strategies involve using photography to showcase our outdoor lifestyle. This includes images of hiking, biking, horseback riding, outdoor dining, open-air shopping, relaxing poolside and, of course, the ever-popular and unique Saguaro cactus. Our advertising efforts include a mix of print and online. The print advertising is focused in target cities such as Los Angeles, Chicago and Denver. Online advertising is focused both geographically and behaviorally. It complements our print efforts and affords us a broader geographic reach. Some of our successful online campaigns have included Weather.com and TripAdvisor.com.

The marketing department also oversees the development and maintenance of our website, www.VisitPhoenix.com, which is the call-to-action for most of our advertising programs. A design enhancement was completed in February 2012 as an extension of the full redesign that took place in late 2009. Additionally, a new mobile site was launched in January 2012 utilizing location-based technology. VisitPhoenix.com uses bold photography to help tell our story. The site provides opportunities for user engagement with the trip planner, photo experience, videos and easy access to our social media efforts including Facebook (<https://www.facebook.com/visitphoenix>), Twitter (@visitphoenix), Pinterest (Visit Phoenix), Instagram (visitphoenix), Flickr (VisitPhoenix), YouTube (GreaterPhoenixCVB) and our Blog, www.thehotsheetblog.com.

We have an opt-in leisure database of over 33,000 email addresses. We market to this list monthly, sharing information about events, outdoor adventure, shopping, golf, hotels and resorts, etc. Our messages are tailored geographically so people are receiving relevant information.

The Marketing Department also develops collateral for other Visit Phoenix departments to use in their specific marketing efforts. Additionally, Marketing collaborates with Membership and Communications in the production of Visit Phoenix's annual publications, the *Official Travel Guide* and the *Destination Guide: Meeting & Travel Planner Edition*.



Sample Print Ads



Sample Static Online Ad



Sample Digital Billboards