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*Mission Statement:*  
**Communications**  
**(Media Relations)**

*To promote Greater Phoenix as a leisure, convention and business destination to local, national and international media and also to leisure and business travelers, meeting planners, tour operators and travel agents via Visit Phoenix's advertising, publications, collateral and Internet site.*

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# COMMUNICATIONS/MEDIA RELATIONS

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The Communications Department produces Visit Phoenix's editorial content for media, collateral, advertorials, speeches and the Internet. This information is distributed in print and multimedia outlets for both leisure and meetings visitors. Each year, the Communications Department manages domestic and international media relations to promote the destination to magazine, newspaper, television and radio travel journalists, as well as numerous travel-industry websites and blogs. The purpose of the Communications Department's media/PR efforts is to encourage visitors to choose Greater Phoenix. Members can benefit from a variety of programs designed to assist these journalists.

## Press Mailings & Updates

Visit Phoenix proactively contacts local, regional, national, and even international publications and broadcast outlets with news updates about the Greater Phoenix area. Each month the Communications Department distributes a "What's New in Greater Phoenix Newsletter," to its media contacts that briefly describes new happenings in the Greater Phoenix tourism sector.

Notable updates for news outlets include:

- ◆ New resorts, restaurants, shopping centers, golf courses or venues
- ◆ Renovations to current hotels/resorts or restaurants
- ◆ Major Events
- ◆ Special packages offered to visitors from members

Please keep our media team up to date with your information so that your news can be passed along to media at 602-452-6249 or email [tlanteigne@visitphoenix.com](mailto:tlanteigne@visitphoenix.com).

## Media Leads

Travel writers and other journalists reporting on the Greater Phoenix area often contact Visit Phoenix for assistance. Their requests range from help in gathering information to receiving complimentary accommodations, meals and entrance into local attractions during a press trip to Greater Phoenix.

Often by providing complimentary services, Visit Phoenix members sometimes have the opportunity to receive valuable publicity through the articles and broadcast programs that result from their assistance.

For more information on media events, please contact Trish Lanteigne at 602-452-6249 or [tlanteigne@visitphoenix.com](mailto:tlanteigne@visitphoenix.com).

# **COMMUNICATIONS/MEDIA RELATIONS**

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## **Media Missions/Trade Shows**

Media Relations hosts and attends media events to promote the destination and individual Visit Phoenix members to hundreds of domestic and international travel journalists each year. For more information on media events, please contact our Douglas MacKenzie, Director of Media Relations at (602) 452-6250 or [dmackenzie@visitphoenix.com](mailto:dmackenzie@visitphoenix.com).