

May 24, 2021

Visit Phoenix announces the hiring of new President and Chief Executive Officer Ron Price.

Visit Phoenix today announces that following an extensive nationwide search, Ron Price has been appointed by its Executive Committee to join the organization as President and Chief Executive Officer. Visit Phoenix is a non-profit responsible for branding, marketing, and selling the Greater Phoenix area globally to attract leisure visitors and meetings and convention business for local economic impact. Members of Visit Phoenix represent approximately 1,000 companies operating within the Arizona tourism and business community.

Price brings twenty-five years of experience in the tourism industry, most recently serving as President and CEO of the Arlington Texas Convention and Visitors Bureau. Under Price's leadership, ACVB regularly exceeded all goals. He also led Arlington to become only the second city in Texas to implement a Tourism Improvement District. Recognizing the economic development aspect of the tourism industry, Price oversaw the creation of a Tourism Master Plan that involved input from myriad community stakeholders. He has also served as the Assistant Executive Director of Visit San Antonio, a recognized leading convention destination. Prior to Price's time in the DMO world, he had a successful 12+ year career as a Marriott International executive.

"I am excited Visit Phoenix will have someone with Ron Price's experience in the industry and track record of community leadership at the helm of the organization," said Phoenix Mayor Kate Gallego. "I'm delighted to welcome Ron and his family and look forward to all we can accomplish."

"Ron's strategic vision and spirit of innovation along with a wealth of industry knowledge will guide us towards growth and success on behalf of our members, partners, and the destination," said Bob Miller, Visit Phoenix Board Chair. "We enthusiastically welcome Ron to this significant leadership role. I would also like to thank search firm Winner Partners, the members of our transition team and our stakeholder partners who helped us identify and select the right candidate."





Price has long been an active leader driving tourism on national, state, and local levels, currently serving on the Board of Directors and Executive Committee for the U.S. Travel Association, the Board of Directors for Destinations International, as well as past executive committee member of the Texas Tourism Association.

“Greater Phoenix is a must-experience destination for travelers and meeting planners’ top choice for convention business. I am honored to accept this opportunity to work with the Visit Phoenix team as we continue elevating the brand of this ever-growing city and to play a role in creating a positive impact for Greater Phoenix,” said Price. “I look forward to working with the City of Phoenix, Visit Phoenix’s industry partners and local businesses, as we boost the economy, support job creation and make our community stronger together.”

Price will transition into his new position over the coming weeks and will soon thereafter be joined by his wife and children as they relocate to Phoenix.

About Visit Phoenix

Visit Phoenix's mission is to enhance the lives of our neighbors, support people at work within our community and contribute to the creation of economic opportunity in Greater Phoenix through brand development and promotion of the destination.

