

TEMPE TOURISM OFFICE

FY 2022-2023

MARKETING PLAN



Tourism is on a rebound globally. The effects of the pandemic are quickly becoming a part of history. There are many lessons learned from the pandemic and best practices are being updated across many industries including tourism.

The Tempe Tourism Office staff paid close attention to the ebbs and flows of the changes that impacted our industry and responded with many new best practices. These include communicating to our local area residents, renewed focus on small businesses, paying greater attention to local issues, updating our digital assets to make them more user friendly and finding ways to be even more strategic in our advertising campaigns.

As we build out our FY 22-23 program of work, we recognize that we have to be flexible and ready to modify our plans as needed. We are excited to be welcoming new product to Tempe, including the ASU Mullett Arena, NHL Coyotes and the Omni Tempe ASU Hotel. There are many things to look forward to and we are convinced that Tempe's tourism industry will be stronger than ever.

tempe
arizona
Tourism Office

Goals:

- **Generate and maintain greater brand awareness for Tempe:**
 - Increase Y-O-Y impressions, social engagements and visitor guide distribution
- **Increase the business opportunities for our industry partners:**
 - Increase Y-O-Y group and sports leads and referrals
- **Collaborate with existing and new signature events in Tempe**
 - Renew contracts and add a new event to our partnerships
- **Work closely with our partners to address issues that affect Tempe's businesses**
 - Coordinate programs to assist our businesses in accessing support and help mitigate homelessness issues
- **Generate revenue for the City of Tempe through sales and bed tax**
 - Work to increase room nights and realize a y-o-y increase in tax collections
- **Support local organizations that contribute to the needs of Tempe's residents**
 - Create opportunities to provide financial and staff volunteer support for Tempe's non-profits

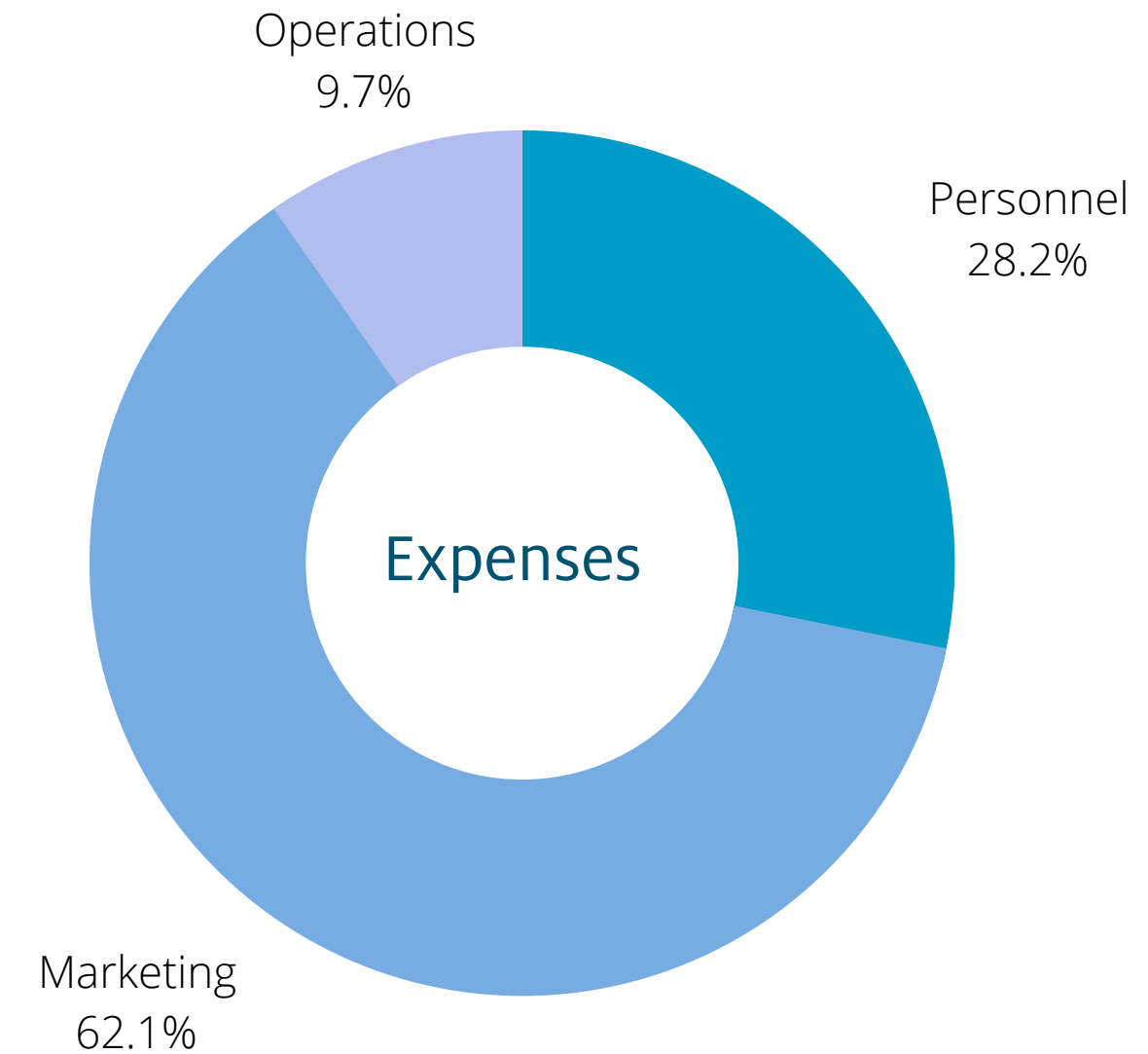
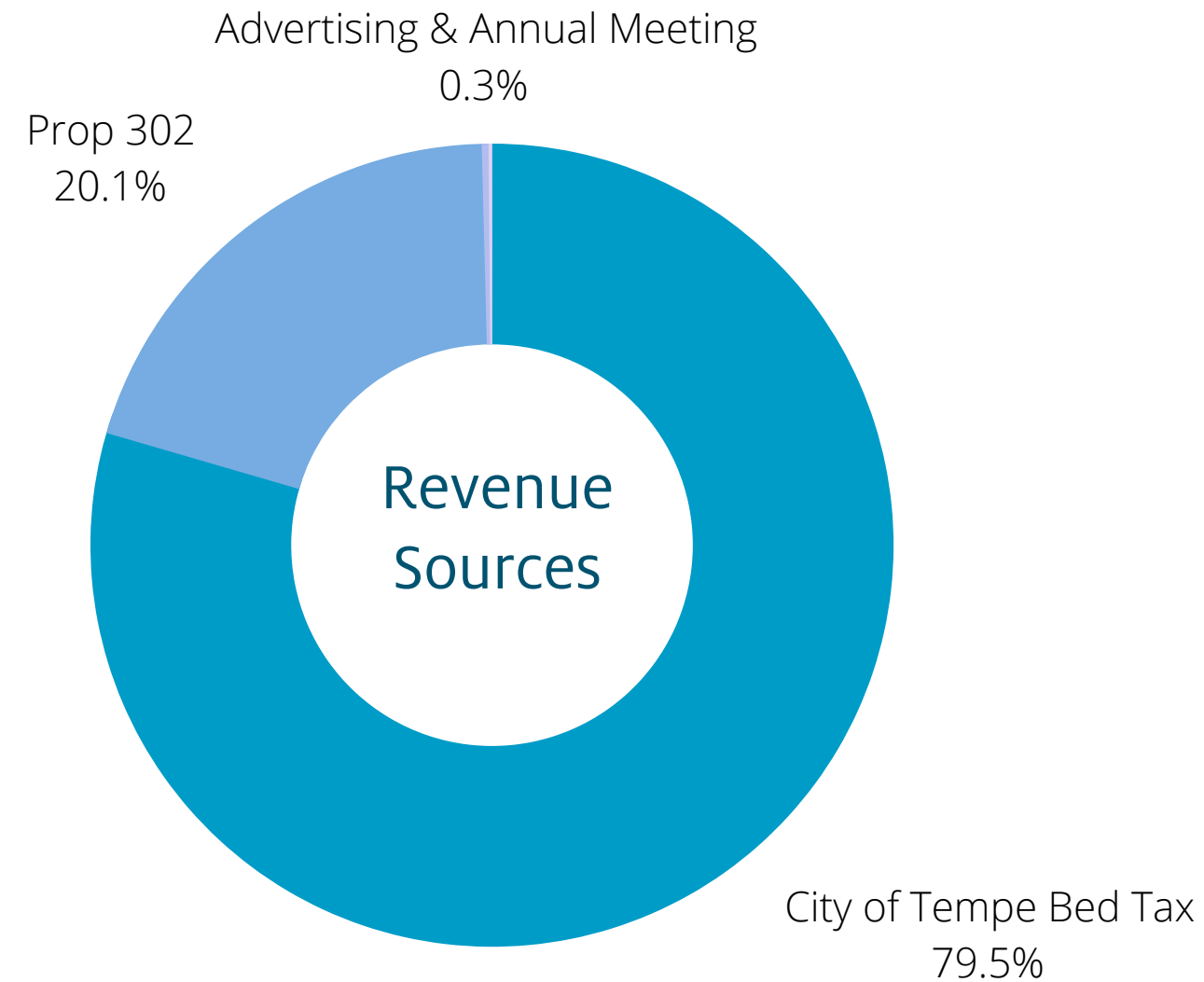
Objectives

- Through our marketing tactics, inspire travelers to add Tempe to their list of must-see destinations
- Develop strategies that will generate new business for our hotels, restaurants, shops and attractions
- Ensure that the Tempe Tourism Office is a source of information for local and target markets
- Continue to partner with our TEAM TEMPE partners at the City of Tempe, Downtown Tempe Authority and Tempe Chamber of Commerce
- Partner with other local organizations — including Local First Arizona, Arizona Office of Tourism — to further support our business community

Tactics

- Conduct marketing campaigns for fall, holiday, spring and summer that target primary markets, including Los Angeles, Bay Area, Seattle, Chicago, Denver, Las Vegas, Albuquerque and statewide Arizona
- Focus on developing and distributing updated content, including video, photos, blogs and social media posts, to provide a positive image of Tempe
- Cross promote Tempe with new and existing events, including Rock 'n' Roll Marathon, Ironman AZ, Innings Festival and Angels Spring Training
- Continue to foster strong relationships with meeting planners, event producers and sports planners through comms tools, site visits and tradeshow
- Seek connections with media, bloggers and social influencers to further amplify Tempe's message
- Continue to recognize DEI best practices that pay attention to our target markets, imagery, internal policies and external communications
- Capitalize on Super Bowl 2023 to provide Tempe positive exposure

2022-2023 Revenue & Expenses



City of Tempe Bed Tax	\$2,911,073
Prop 302	\$735,270
Advertising & Annual Lunch	\$20,000
In-Kind	\$5,000
TOTAL	\$3,671,343

Marketing	\$2,911,073
Personnel	\$735,270
Operations	\$20,000
TOTAL	\$4,237,499*

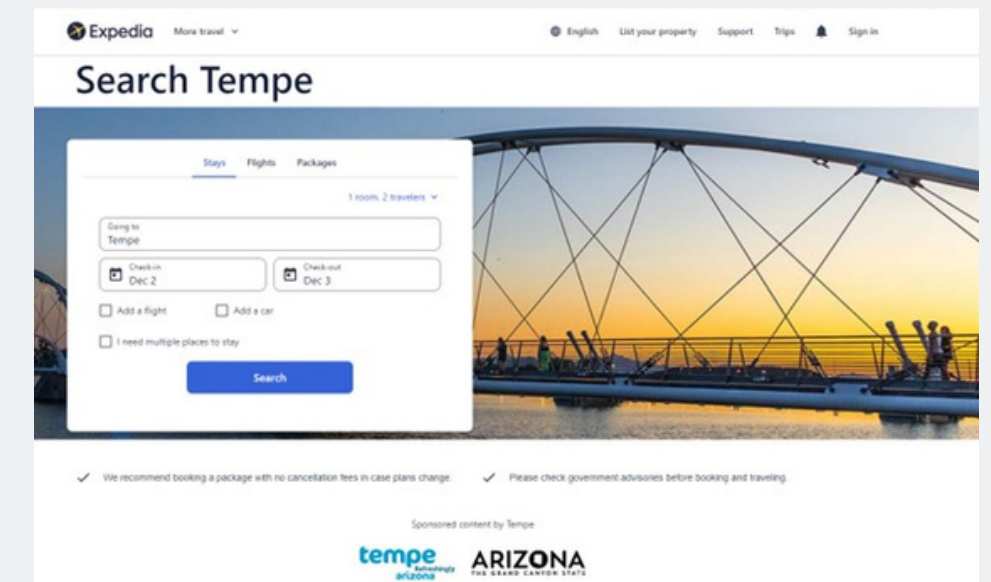
*The differential in revenue and expenses will be paid by utilizing funds carried over from FY 21-22

Marketing & Advertising

Tempe Tourism Office's Marketing Department annually produces four leisure marketing campaigns and maintains a year-round presence within the meeting planner and sports rights holder markets. The media plan contains a mix of digital, native content print, e-newsletters, earned media and exposure on social channels.

We measure our campaigns with a variety of KPIs:

- open rates, click-thru rates & cost per click
- website visits via UTM codes
- page views & time on site
- conversion rates
- social media interactions
- leads, bookings & attendance



Media Plan/ 76,620,783 Total Circ. & Imp.

<u>Placements</u>	<u>Circulation & Impressions</u>	<u>Markets</u>
Audacy Radio - Holiday / Summer	8,932,938	AZ / NV (Summer)
AZ Family - Holiday / Summer	4,281,000	AZ
AZ Parenting - Summer	338,983	AZ
Connect - Assoc, Corp, Sports	604,299	National
Cvent - Meetings	8,185,028	National
DATAFY - 6 Seasonal Campaigns	12,616,179	AZ, Bay Area, DEN, CHI, LA, LV, SEA
Entravision Radio (Spanish) - Summer	5,310,000	AZ
Expedia/Orbitz	5,941,253	ABQ, Bay Area, DEN, LA, LV, SD
Food & Travel - Print & Digital	891,100	National
KEZ - Holiday	2,662,022	AZ
LA Magazine - Spring / Summer	6,173,000	Southern California
Pandora - Fall /Spring	3,888,889	Bay Area, CHI, DEN, LA, SF, SEA
Phoenix Magazine - Holiday / Summer	719,371	AZ
Pride Guides - Print & Digital	2,082,880	AZ, CA, CO, NM
Raising AZ Kids - Holiday / Summer	934,356	AZ
Right Choice Digital - Holiday / Summer	3,461,149	AZ
Sunset -Print & Digital	2,906,714	National
TravelZoo	3,000,000	AZ, ABQ, CHI, DEN, LA, LV, SEA
TripAdvisor	1,041,667	National
Weather.com	2,650,000	WA/IL/CO

Digital Marketing

Digital Marketing is the management, promotion and tracking of TempeTourism.com. This includes managing visual content for the website, as well as:

- Pay-per-click campaigns to ensure our website has top search engine placement
- Google Analytics ad tracking for reporting on guest engagement with partner ads
- Website's user experience, events calendar and Search Engine Optimization (SEO) and misc. updates
- Strategic content curation with the communications team, including new blogs, photos and video assets promoting Tempe
- Collaboration with the communications team, City of Tempe and local partners to create and refine DEI content

Pay-Per-Click Search & Social Advertising

PLATFORMS



PRIMARY TARGET MARKETS

State level: Arizona | California

City level: Albuquerque | Chicago

Denver | Las Vegas | Salt Lake City | Seattle

ATTRIBUTES

search engine text | display campaigns

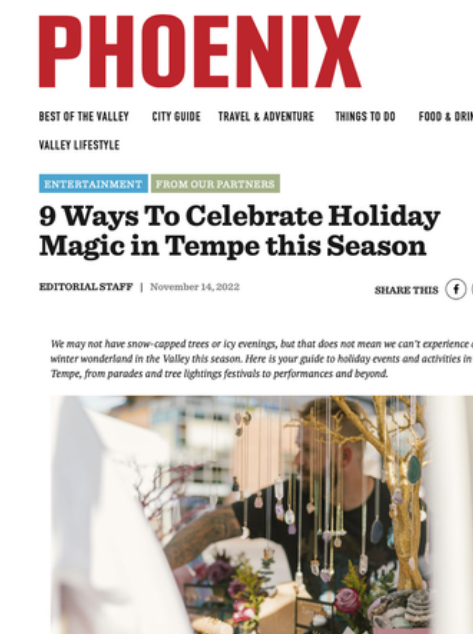
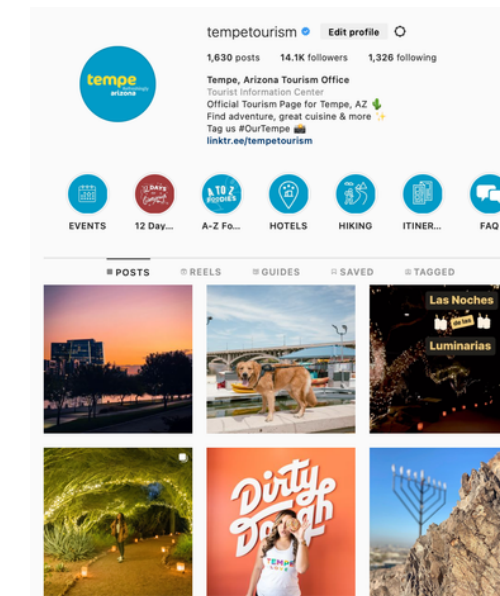
video & social campaigns

Communications

As the voice of the organization, Tempe Tourism Office's Communications Department is responsible for the development and distribution of all correspondence to consumers and media.

This is achieved through:

- a strategic combination of e-newsletters and blogs, which serve to keep subscribers informed about Tempe
- hosting social media influencers and traditional media (inclusively called travel media), who amplify the best of Tempe to their respective audiences
- internal social media efforts, which include inspirational photos, video, blogs, events and — in bite-size servings



SOCIAL MEDIA AUDIENCES:



24,126 likes



14,100 followers



970 subscribers



26,500 followers



1,300 monthly views



1,907 followers

Communications, cont.

Public Relations & Media

- Manage press releases & media alerts
- Schedule partnerships with social influencers & bloggers
- Identify travel trade & traditional media for familiarization (FAM) tours and press trips
- Engage subscribers via eNewsletters

partner | consumer | meeting planner
sports planner | weekly updates

Social Media

- Manage active presence on social channels.
- Pair content calendar and trends to grow interactions and followers
- Generate content for paid media & social posts (ads)
- Support local businesses and drive tourism via features
- Embrace ever-changing tools to maximize audience engagement

Content Development

- Photo and video asset conceptualization & creation
- Management of digital asset platform CrowdRiff
- Procure content for social posts and advertising placements
- Manage TikTok and Instagram Reels
- Oversee third party content creation (photos and video)

Group Sales & Services

As the group meeting market returns to in-person events, Tempe Tourism Offices Sales Department has picked up right where it left off with such programs such as Connect, SMART Meetings and partnerships.

Third-party meeting planner groups are once again providing in-person marketplaces for our team to meet one-on-one with potential clients. We are also continuing our online marketing tactics with Cvent and other meetings focused media partners.

- Attend tradeshow to promote Tempe to meetings professionals
- Focus on active prospecting efforts with an emphasis on regional and national events
- Assist clients with site visits to contract with hotels and venues
- Provide referrals to our partners to support incoming groups
- Continue to support cooperative programs with major third-party meeting planner organizations, including:

ConferenceDirect | GlobalCynergies

HelmsBriscoe | Hospitality Performance Network

Hospitality Sales and Marketing Association International Arizona Chapter

Meeting Professionals International Arizona Chapter | Senior Planner Industry Network

Sports Sales

The sports marketing tactics will also see a return to in-person networking opportunities and digital marketing programs. While new contacts and programs will be important, we also want to ensure that our legacy events are able to successfully take place in our community.

- Collaborate with City of Tempe, Arizona State University and other Tempe sports venues to book future business
- Attend tradeshow to connect with sports rights holders as they ramp up event planning
- Focus on active prospecting with sports organizations with an emphasis on regional and national events
- Assist clients with site visits to contract with hotels and venues
- Partner with neighboring cities on hosting citywide events



tempe
arizona
Tourism Office