

tempe arizona
Tourism Office

2023-24 Strategic Marketing Plan

THE PLAN



The Tempe Tourism Office's Marketing Plan for the fiscal year 2023-2024 aims to promote Tempe, Arizona, as a enticing tourist destination. We will focus on enhancing our city's image, attracting visitors, and boosting economic growth within the region. This plan outlines our strategies and tactics to achieve these goals through our comprehensive marketing roadmap.

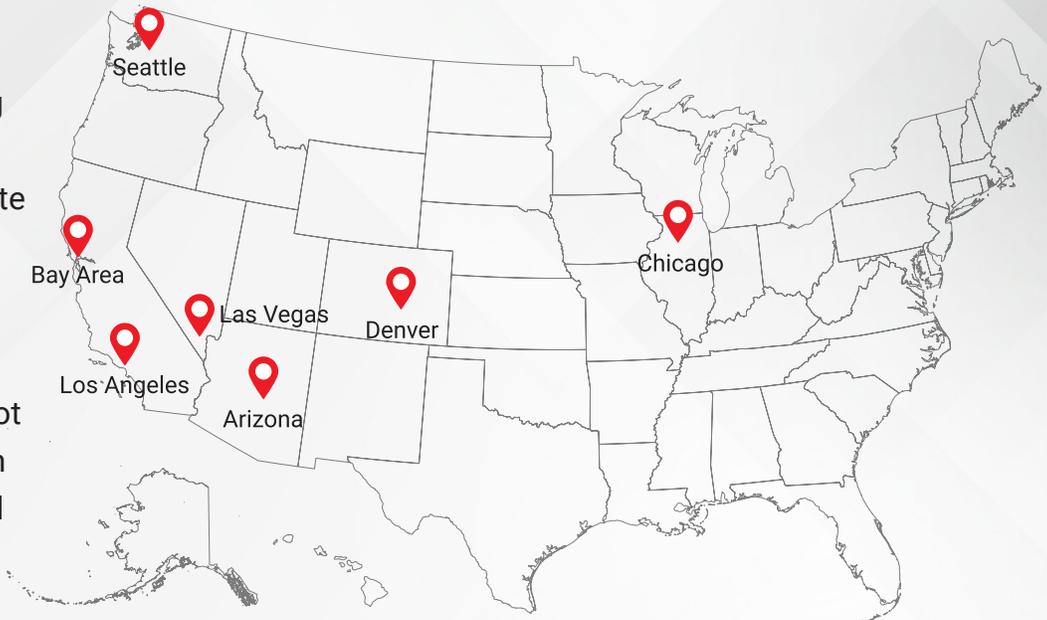
Our organization is also embarking on an exciting brand refresh journey for the fiscal year. This plan will also outline our strategies to revitalize and reintroduce Tempe, Arizona, as an inviting and dynamic travel destination all while aligning with our refreshed brand identity.

MARKETING GOALS

The Tempe Tourism Office is evolving our approach to promoting the City of Tempe's vibrant culture. Our goals are to increase visibility, build awareness, and continue to promote Tempe as an enticing destination for travel, particularly within our target markets: Chicago, Los Angeles, Bay Area, Denver, Seattle, Las Vegas and statewide Arizona.

Our Goals:

- ✓ Achieve year-over-year growth in tourism-related revenue, including accommodation, dining, and attractions to generate revenue for the City of Tempe
- ✓ Enhance Tempe's brand to increase recognition not only in Arizona but also in national and international markets
- ✓ Increase the business opportunities for our industry partners including hotels, restaurants and local small businesses
- ✓ Identify and support local organizations and community partners that contribute to the needs of Tempe's residents
- ✓ Collaborate with existing and new signature events in Tempe that drive foot traffic
- ✓ Develop partnerships with influencers to showcase Tempe's dynamic appeal
- ✓ Act as local liaison between new or incoming hospitality businesses and established Tempe stakeholders to create synergy and unison within Tempe
- ✓ Boost social media engagement year-over-year by continuing to provide captivating content



TACTICS USED TO TELL OUR STORY

In order to increase interactions that will stimulate travel to our community, Tempe Tourism will implement a program of work that includes collateral materials, attendance at trade shows, conferences, paid advertising, social media, communications and digital marketing.

DIGITAL AND PRINT ADVERTISING

To advance marketing strategies, we continue to place print ads in strategic media outlets in our target markets as well as digital ads that are served to highly targeted audiences through social media, pay-per-click campaigns, Google ads, search engine optimization (SEO), and programmatic ads.

VISITOR'S GUIDE

As we move farther into the digital world, it is still apparent that some consumers continue to request printed materials. Therefore, we will produce the Tempe Visitor's Guide in 2024 and continue to monitor demand to determine the possibility of having a digital-only guide in the near future.

TRADESHOWS AND PARTNERSHIPS

Our group and sports sales team will be in attendance at a select number of networking tradeshows in an effort to network with meeting planners and sports rights holders and generate new business potential for Tempe. In addition, we will continue to manage strategic partnerships with 3rd party meeting planners, sports events, and our legacy sports partners. Ultimately, the team will strive to acquire new leads to bring future business to Tempe.

COMMUNICATIONS

The communications team is always looking ahead for the next story to tell for Tempe. From new hotels to restaurant openings to bespoke events, they are constantly finding new ways to spread the word about what is great in Tempe. The team will engage with social influencers, travel trade and traditional media to find new audiences. Our social media presence will continue to be one of our main marketing tools. We will monitor organic and paid engagement, trends in generating new followers and find new ways to expand our brand. To compliment this work, the team will develop new written, visual and video content that can be used for various projects across all departments.

MARKETING

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 including open rates, click-thru rates, cost-per-click, website visits, page views, time on site, conversion rates, social media interactions, leads, bookings and group and sports attendee figures.

DESERT SUN + HOME RUNS

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OPEN AIR + TASTY FARE

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CIRCULATION AND
AD IMPRESSIONS

ROOFTOP POOLS. SUMMER RULES.

TAKE A DIP. HAVE A SIP. | **BOOK TODAY** | **tempe** Refreshingly arizona

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.

STRATEGY

- ✓ Develop a strategic alignment 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

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

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 our CrowdRiff digital asset platform
- ✓ Procure content for social posts and advertising placements
- ✓ Manage TikTok and Instagram Reels
- ✓ Oversee third party content creation (photos and video)



GROUP AND SPORTS SALES

Professional Connections

- ✓ Strategic partnerships with 3rd party meeting planners including HelmsBricoe, ConferenceDirect, Meetings Made Easy, Global Synergies, SPIN and HPN Global
- ✓ Continued connections with lead generating platforms such as Cvent, Compete Sports and Play Easy
- ✓ Attendance at industry networking tradeshows including Connect, SMART Meetings, Sports Travel and Sports ETA
- ✓ Management of legacy events including Ironman Arizona, Rock n' Roll Marathon, USA Racquetball, Angels Spring Training, Triple Crown Sports and Dragon Boat Races
- ✓ Hosting sports rights holders and suppliers to Tempe for the Annual Sports Express event taking place in January 2024



BRAND REFRESH

Our brand refresh comes at a pivotal time when travel trends and consumer expectations are evolving rapidly. We aim to rejuvenate Tempe's image to resonate with modern travelers seeking unique experiences, sustainable tourism, and memorable moments. To accomplish this task, Tempe Tourism engaged the services of Destination Analysts to conduct research on two topics: Personas and Perception. The persona research will provide us a framework for the ideal target audience for Tempe in order for us to better develop our brand messaging. The perception survey will give us insights into what consumers perceive to be Tempe's strengths and weaknesses as a destination. This will then speak to our imagery and content for the new brand. Both research projects will be used as we build out the new brand.

Objectives

- ✓ Define the New Brand Identity: Establish a fresh, appealing brand identity that reflects Tempe's unique character, emphasizing sustainability, diversity, and local culture.
- ✓ Deliver concise and educational information in advertising and communications to entice further discussion and promotional opportunities.
- ✓ Raise awareness of the brand refresh through effective communication and engagement strategies.
- ✓ Engage our target audience through immersive experiences, storytelling, and interactive content.

Strategies

- ✓ Content and Storytelling
 - Create a compelling narrative around Tempe's refreshed brand identity, emphasizing sustainability, diversity, and innovation.
 - Develop engaging content, including videos, blogs, and social media posts, to showcase Tempe's unique attractions and experiences.
- ✓ Digital Marketing
 - Redesign the website to align with the new brand identity and improve user experience.
 - Implement SEO strategies to boost online visibility and organic traffic.
 - Invest in programmatic advertising campaigns targeting key demographics.

COMMUNITY

The Tempe Tourism Office will continue to connect with our industry partners, elected officials, City staff and peers within our community. It is important for us to continue to share the value of tourism in Tempe.

Programming for the FY23/24

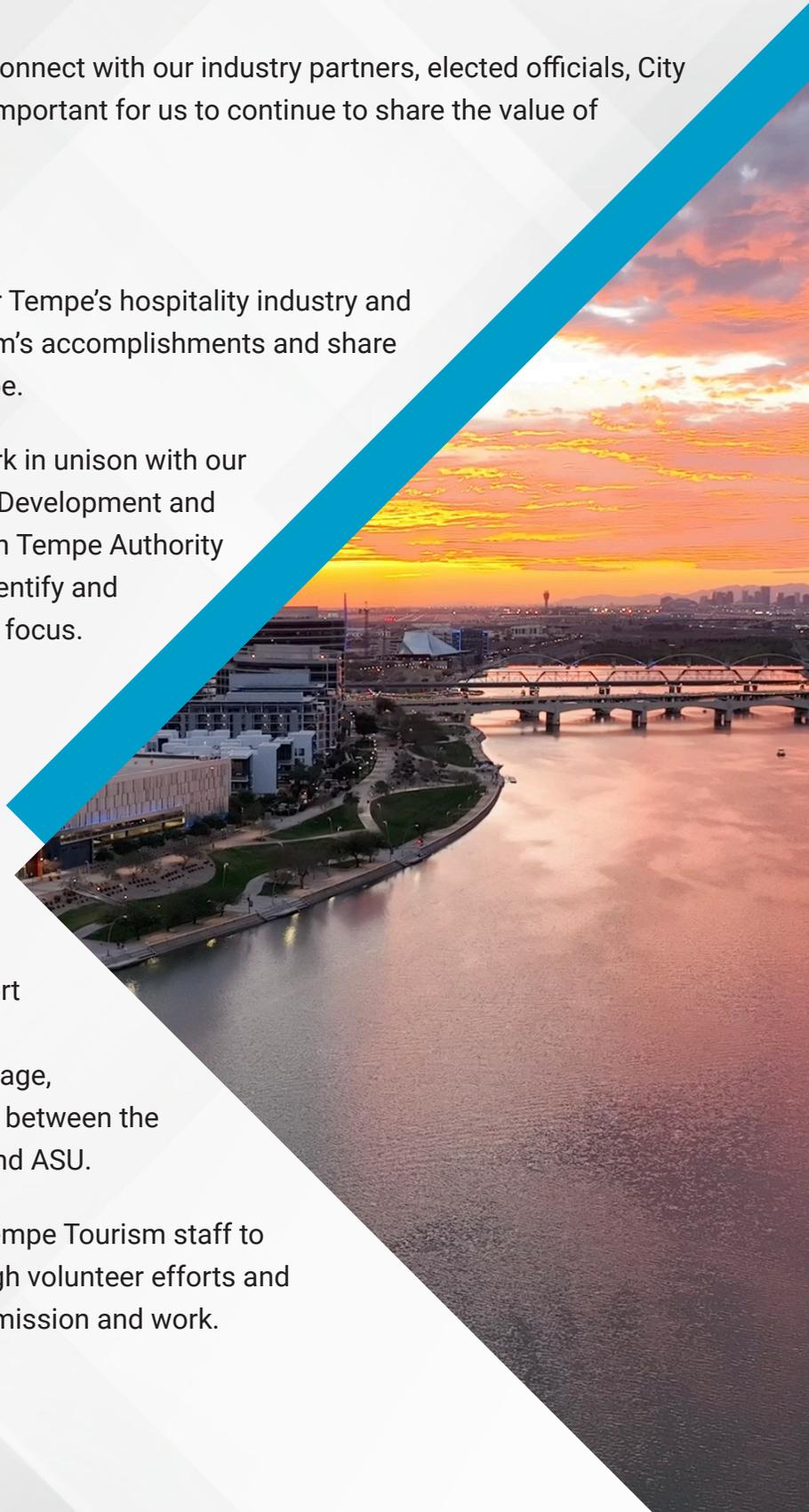
Annual Luncheon - Opportunity to gather Tempe's hospitality industry and local officials to celebrate Tempe Tourism's accomplishments and share the economic impact of tourism in Tempe.

TEAM Tempe - Coordinated effort to work in unison with our partners at the City of Tempe Economic Development and Communications Department, Downtown Tempe Authority and Tempe Chamber of Commerce to identify and mitigate issues that overlap our areas of focus.

Quarterly Partner Events - Opportunity to create a social atmosphere for our hospitality partners to meet our staff and build closer networking relationships within Tempe's hospitality community.

Arizona State University - Provide support for ASU athletics, student orientations, international student events, ASU Gammage, Parents and alumni to create a closer tie between the City of Tempe, our hospitality partners and ASU.

Volunteer - Seek out opportunities for Tempe Tourism staff to support local charities and events through volunteer efforts and communicate our appreciation for their mission and work.



CONCLUSION

The Tempe Tourism Office's brand refresh and marketing plan for 2023-24 aims to rejuvenate Tempe's image as a dynamic, sustainable, and culturally rich destination. With a fresh brand identity, engaging content, and strategic digital marketing efforts, we are poised to capture the attention of modern travelers and drive economic growth in our region. Continuous evaluation and adaptability will be key to ensuring the success of our brand refresh campaign. By focusing on strategic branding, content creation, partnerships, domestic and international outreach, we aim to increase tourism revenue and enhance Tempe's reputation as a premier tourist destination. Regular evaluation and adjustment of our strategies will ensure the plan's success in achieving its objectives.

