



TEMPE TOURISM OFFICE MARKETING PLAN

FY 2021-2022

Who could have ever predicted the challenges that befell our industry and the global community in March 2020. It is difficult to imagine that a year has already gone by and we are still facing headwinds as a result of COVID-19. While we need to remember what we learned during the pandemic, we also need to find a path forward.

Tempe's quality of life depends on a healthy tourism economy. Our partners are facing labor shortages, lack of business travel and a difficulty providing the same pre-pandemic customer service for clients. However, we are determined to carry out our mission of promoting the City of Tempe as a desirable destination for leisure and business travel. Our staff is ready to develop new content, secure media coverage, deliver business leads and continue to represent our hospitality partners on a local, regional and national level.

Please review our Marketing Plan FY 2021-2022 which includes our program of work and tactics to navigate our way to full recovery.



GOALS

- » Generate awareness of Tempe’s hotels, dining, shopping and attractions
- » Maintain a brand awareness locally and nationally
- » Continue to monitor the negative effects of the COVID-19 pandemic and implement tactics to help Industry reach full recovery
- » Develop guidelines that provide the organizational groundwork to embrace Diversity, Equity and Inclusion across the organization

OBJECTIVES

- » Secure advertising dollars in markets that provide the best opportunity for reaching travelers and encouraging a Tempe visit
- » Ensure that Tempe Tourism Office is a source of inspiration and information for local and target markets
- » Partner with City of Tempe, Downtown Tempe Authority, Tempe Chamber of Commerce, Local First Arizona and other economic development agencies
- » Maintain communications with meeting, event and sports planners and aid in their planning
- » Develop relationships with travel media, social Influencers and bloggers to create Tempe content
- » Utilize video, blogs and photos on social media and native content media placements

TACTICS



Launch fall, holiday, spring and summer campaigns that target regional markets including Arizona, Southern and Northern California, Nevada, Utah, Colorado; as well as the fly markets of Washington and Illinois



Participate in co-op advertising programs being offered by the Arizona Office of Tourism



Communicate with meeting, event and sports planners through online meetings, phone calls and tradeshows



Develop Diversity, Equity and Inclusion (DEI) best practices model for both internal and external processes



Create new video, blog, photo and social media content designed to inspire travel to Tempe for both leisure and group markets



Repurpose and promote content and articles created by travel writers and social media influencers to generate additional exposure through their followers

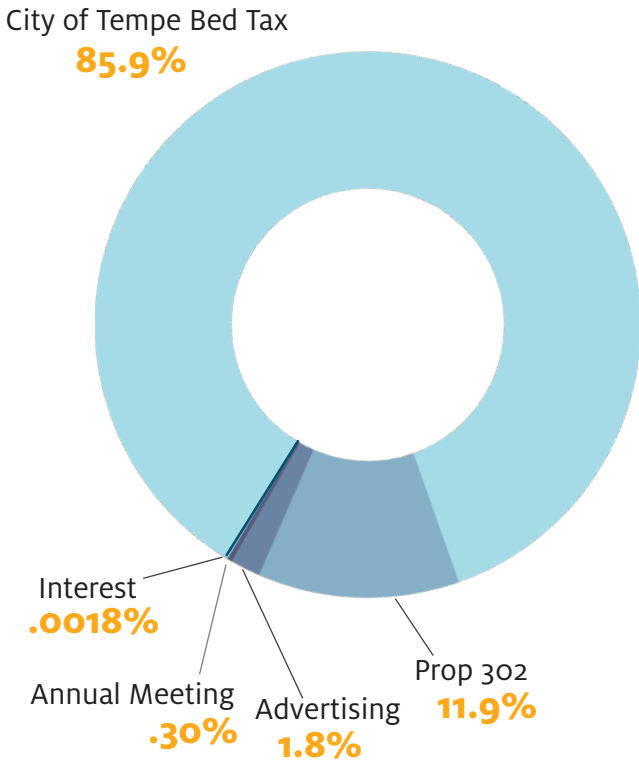


Work with the Tempe Chamber of Commerce, Downtown Tempe Authority and Local First Arizona to develop programs and promotions in an effort to assist Tempe's businesses



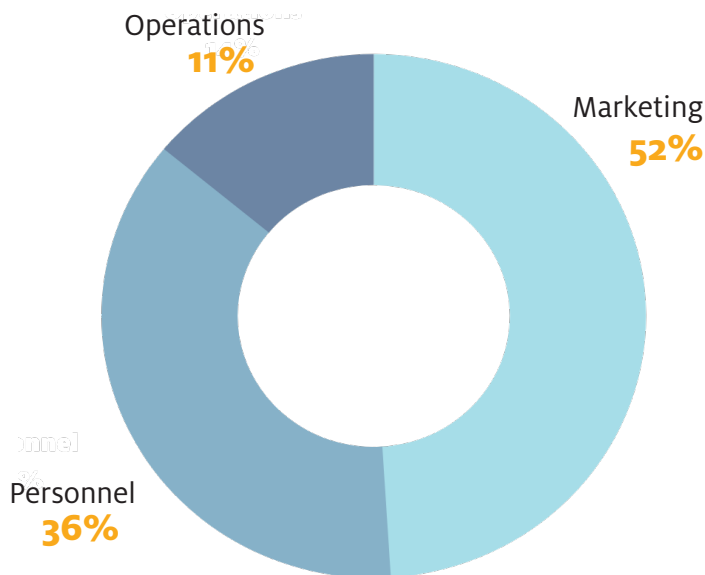
2021-2022 REVENUE & EXPENSES

REVENUE SOURCES



City of Tempe Bed Tax:	\$2,911,073
Prop 302:	\$404,504
Advertising:	\$60,000
Annual Meeting:	\$10,000
Interest:	\$60
TOTAL:	\$3,385,637

EXPENSES*



Marketing:	\$1,873,197
Personnel:	\$1,295,914
Operations:	\$398,125
TOTAL:	\$3,567,236

*The differential in revenue and expenses will be paid by utilizing funds carried over from FY 20-21.

MARKETING AND ADVERTISING

Our leisure marketing efforts will be focused on key regional markets including statewide Arizona, Northern and Southern California, Utah, Nevada and Colorado. We will also plan to reintroduce the Seattle and Chicago markets now that flights are returning to pre-pandemic levels.

For the meetings market, we will continue to work with media partners to promote Tempe through digital platforms including banner ads, sponsored eblasts and digital native content.

Meetings/Sports Market

Markets	Placements	Circulation/Impressions
National	Cvent	35,400
National	Connect	
	- Association	72,483
	- Corporate	53,793
	- Sports	28,023

Leisure Market

Year-round:

Markets	Placements	Circulation/Impressions
AZ/CO/NM/CA	Pride Guides	
	- Print/E-news	162,880
	- Digital	1,860,000
National	SEE Source	Based on campaigns
National	<i>Sunset Magazine</i>	
	- Print/E-news	1,075,000
	- Digital	660,000
National	TripAdvisor	2,172,015

Fall 2021:

Markets	Placements	Circulation/Impressions
LA/DEN	ADARA	1,366,666
LA/DEN/LAS	Pandora	2,184,874
LA/DEN/SEA/LAS/SF	TravelZoo	1,500,000
LA/DEN	Viant	2,464,285
WA/CO	Weather.com	1,466,666

Holiday 2021:

Markets	Placements	Circulation/Impressions
Statewide	AZFamily.com	2,821,000
Statewide	KEZ Radio	1,200,000
PHX	Neon Networks	1,600,000
Statewide	Right Choice Retargeting	840,523

Spring 2022:

Markets	Placements	Circulation/Impressions
LA/DEN/SEA/LAS/SF	ADARA	1,366,666
LA/DEN/SEA/LAS/SF	Pandora	2,184,874
WA/IL	Weather.com	1,466,666

Summer 2022:


Markets	Placements	Circulation/Impressions
Statewide	AZ Family	1,366,666
Statewide	<i>Arizona Parenting Magazine</i>	2,184,874
Statewide	Entercom Radio	4,893,426
Statewide	Entravision Radio	4,480,000
LA/SD/LAS/ABQ	Expedia/Orbitz	8,516,669
Statewide	<i>Phoenix Magazine</i>	725,531
Statewide	<i>Raising Arizona Kids</i>	736,712
Statewide	Right Choice Digital	1,807,902
Tucson	<i>Tucson Lifestyle Magazine</i>	499,808

DIGITAL MARKETING

Digital Marketing is the management, promotion and tracking of the TempeTourism.com website. This includes pay-per-click advertising, partner ads, blogs, WordPress updates, and managing visual content for the website.

- » Manage pay-per-click campaigns to ensure our website has top search engine placement
- » Maintain website’s user experience, events calendar and Search Engine Optimization (SEO)
- » Utilize Google Analytics ad tracking for reporting on guest engagement with partner ads
- » Manage COVID-19 content, seasonal landing pages and blogs
- » Work with the communications team, City of Tempe and local partners to create DEI content
- » Curate content with the communications team to include new blog topics, photography and videos promoting Tempe

Pay-Per-Click Search And Social Advertising

Platforms	Primary Target Markets	Attributes
 	State level: <ul style="list-style-type: none">• Arizona• California City level: <ul style="list-style-type: none">• Albuquerque• Chicago• Denver• Las Vegas• Salt Lake City• Seattle	<ul style="list-style-type: none">• Search engine text• Display campaigns• Video campaigns• Social campaigns

COMMUNICATIONS

The communications department is responsible for the development and distribution of all communications to consumers and media. Through eNewsletters and blogs, subscribers are informed about Tempe. Additional inspirational and digestible content, creative and visual stories are shared via social media channels. The department also hosts social media influencers and traditional media (inclusively called travel media) to help capture relatable content to variety of audiences. As the voice of the organization, the communications team works to assist in the recovery of the tourism industry that is both sustainable and attainable.

Public Relations & Media Efforts

- » Curate the content for the website, including updating existing blog posts, developing story ideas and writing new blogs
- » Identify travel media who are an ideal match for Familiarization (FAM) tours and press trips in 2021 and 2022
- » Send e-newsletters (partner, consumer, meeting planner, sports planner and weekly updates) with a goal of an open rate of at least 18%
- » Write copy for advertising campaigns
- » Produce Official Visitor's Guide for 2022
- » Coordinate local media efforts with City of Tempe, Downtown Tempe Authority and Tempe Chamber of Commerce
- » Support the City's efforts to celebrate Tempe's sesquicentennial birthday

Social Media

- » Maintain an active presence on Facebook, Instagram, Twitter, Pinterest and TikTok, continuing to grow interactions and followers
- » Request rights for user-generated content for Instagram posts and website galleries
- » Produce a detailed content calendar for our social media channels
- » Utilize Tempe Tourism social media channels to support local businesses and drive tourism to our destination

Content Creation

- » Continue to update b-roll and photo library
- » Create new videos about current and trending topics to promote on YouTube, Instagram Reels and TikTok
- » Work with outside creative teams to produce blogs and videos for website and YouTube channel
- » Fulfill design requests for the Tempe Tourism Office team, including graphics for social media and other marketing needs
- » Produce in-house presentations and reports

SALES

The group meeting market has been particularly impacted by the pandemic with a series of cancellations and the growth of hybrid meetings. However, we are returning to in-person events. Programs such as Connect, SMART Meetings and partnerships with 3rd 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.

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.

Group Sales & Services

- » Attend tradeshows 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

- » Work with City of Tempe, ASU and other Tempe sports venues to book future business
- » Attend tradeshows to work 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

Support events coming to Tempe:

- » National Gay Flag Football League (September/October 2021)
- » Outspoken Women's Summit (November 2021)
- » IRONMAN Arizona (November 2021)
- » Rock 'n' Roll Running Series Arizona (January 2022)
- » USA Racquetball (February 2022)
- » Cactus League Spring Training (February/March 2022)
- » Triple Crown Sports Spring Championships (March 2022)
- » Super League Triathlon (May 2022)
- » National Veteran's Wheelchair Games (July 2022)



Tradeshows & Conference Schedule

JULY-SEPTEMBER 2021

August	Group	Connect Corporate & Association	National Meeting Planners
August	Group	SMART Meeting National 3 Day	National Meeting Planners
August	Group	Conference Direct AMP 2021	3rd Party Meeting Planners

OCTOBER-DECEMBER 2021

October	Group	ASU MECCA	ASU Event Planners
October	Group	HelmsBriscoe	3rd Party Meeting Planners
October	Group	Hospitality Performance Network	3rd Party Meeting Planners
November	Group	Global Synergies	3rd Party Meeting Planners
December	Group	Conference Direct	3rd Party Meeting Planners
December	Group	Destination Arizona	National Meeting Planners
December	Group	SPINCON 2021	National Meeting Planners

JANUARY-MARCH 2022

January	Group	ASU Vendor Showcase	ASU Event Planners
January	Communications	International Media Marketplace	Journalists, Influencers
February	Communications	Media Mission – Visit Phoenix	Journalists, Influencers
March	Group	Connect Diversity	National Meeting Planners
March	Group/Sports	Spring Training Event	Local Meeting/Sports Planners

APRIL-JUNE 2022

April	Group	Conference Direct AMP	3rd Party Meeting Planners
April	Group	HelmsBriscoe ABC	3rd Party Meeting Planners
April	Group	Hospitality Performance Network	3rd Party Meeting Planners
May	Sports	Sports ETA Symposium	National Sports Planners
May	Communications	Women in Travel Summit	Journalists, Influencers
June	Group	Meetings Industry Council	Meeting Planners
June	Group	SMART Meetings 2022	National Meeting Planners