



**tempe**arizona  
Tourism Office

Annual Report FY 2022-23



Welcome to Tempe Tourism's Fiscal Year 2022-23 Annual Report, a captivating journey through a year filled with innovation, growth, resilience, and unparalleled experiences in our vibrant city. As we delve into the pages of this report, we invite you to join us in celebrating the remarkable achievements and milestones that have shaped Tempe's tourism landscape over the past year.

In the face of unprecedented challenges, Tempe Tourism has continued to thrive, adapting to the changing tourism industry with unwavering determination. This annual report provides an insight into our achievements, partnerships and initiatives that have propelled Tempe's tourism sector to new heights. We remain focused on showcasing our city as a premier destination for visitors who seek a blend of urban sophistication and natural beauty. From the launch of innovative marketing campaigns that

resonate with travelers of all backgrounds to the expansion of our hospitality infrastructure, our city's tourism sector has seen substantial growth and transformation.

Join us as we embark on a journey through a year of accomplishments, challenges, and prospects for the Tempe Tourism Office in Fiscal Year 2022-23. Together, we celebrate the spirit of Tempe, where the possibilities are endless, and the future is bright.

*Michael Martin*

**Michael Martin,**  
President and CEO





# HIGHLIGHTS OF THE YEAR

## Sales Scores

Our sales department experienced a record year for our hospitality community with 898 group sales leads and 72 sports leads. The team successfully worked with three meeting planner groups, Lamont & Associates, Meetings Made Easy and Senior Planner Industry Network, that collectively brought in more than 100 meeting professionals to have a first-hand experience of Tempe.

## Tik Tok, We're Here

We became Arizona's first Destination Marketing Organization selected by TikTok as a verified account! Earning the coveted blue checkmark adds credibility, increases visibility and authority, and distinguishes us from similar accounts. This year we reached new heights across social media.

## Tempe From Above

As technology continued to evolve, we did as well. This year, we introduced a new

mapping function to our website that allows visitors to get a bird's eye view of Tempe. We worked with SkyNav to develop the map and our team worked on building out the icons that indicate different locations, hotels, attractions and other information. By using the SkyNav tool, potential visitors can now get an aerial view and explore Tempe from the comfort of their computer.

## ASU Video Series

We launched a special ASU video series on social media last September. We thought it would be beneficial for ASU students to compile a video series about Tempe's best places to eat and shop around campus. We launched this video series on social media. The first video in the campaign released on TikTok received 134,700 views and was saved over 1,500 times. The video was posted as an Instagram Reel and generated 20,000 views and 840 likes.

## Santa On Social

In December, we shared our biggest social media promotion of the year, the "12 Days of Giveaways," on Instagram. The giveaways highlighted a variety of goods and gifts from locally owned businesses in Tempe that 12 lucky users could win over 12 days on Instagram. We received 108.5K impressions, a 19% increase from last year's promotion, and gained 398 new followers, a 43% increase from last year.



## Super Tempe

The Tempe Tourism Office worked with the Arizona Super Bowl Host Committee to bring sanctioned NFL events for Super Bowl LVII. As a result, the Tempe Center for the Arts was the site for the Super Bowl Host Committee press conference to announce major events coming to the Valley. We were also home to FanDuel's Annual Super Bowl Party as they transformed our beautiful Tempe Beach Park into their FanDuel Village. Not only did Tempe host the FanDuel Party featuring The Killers at Tempe Beach Park, but our office also donated four big game tickets to two Tempe-based nonprofits that were able to raise a combined total of more than \$23,000 for their organizations. Additionally, we worked with the NFL to bring its "Inspire Change Super Bowl Celebration" to Kiwanis Park, and members of our team participated in the Arizona Super Bowl Host Committee Marketing & Communications Team efforts alongside our neighboring cities.

## Diving In

As part of the first-ever Dive into Diversity Festival — hosted at Mona Plummer Aquatic

Center April 29 — the City of Tempe and the Tempe Tourism Office were recognized for their DEI efforts and were presented the Diverse City Award and the DEI Trailblazer Award, respectively. "We're honoring the City of Tempe and Tempe Tourism for recognizing the need to make the sport of diving more diverse" said Diane Maiese, Dive into Diversity CEO. "The city was instrumental in planning this event — from the team at Tempe Tourism to the Mayor's Office."

## Impact of the Year

The Tempe Tourism Office was honored by Sports ETA as the winner of the Event Impact of the Year, population under 500,000 category, for hosting the National Veterans Wheelchair Games in Tempe in July 2022. The Sports ETA selection committee commented on the award, "By offering residents a chance to see athletes overcome disabilities, the National Veterans Wheelchair Games provided an opportunity for the public to recognize and appreciate the strength and resilience of these veteran athletes." The award was accepted by Luchie Javelosa at the annual Sports ETA.

Symposium, held May 8-11 in Kansas City, Missouri. The Tempe Tourism Office was one of 10 awardees honored among the 600 Sports ETA member organizations.

## Influencers in the Sky

Our Marketing and Communications teams collaborated on an outside-the-box endeavor — our first-ever Content Creator Appreciation Event took place at Omni Tempe Hotel at ASU on June 22 — and, by all our standards, it was a huge success. Thanks to the team at Omni, our guest list of over 30 local content creators received an immersive experience at Tempe's newest property, complete with welcome cocktails at the Salt & Gila Pool followed by an interactive capsule dinner menu and cocktails at Lucero Rooftop Restaurant & Bar during sunset. There was no agenda, leaving everyone with plenty of time to capture the content they needed to share across their channels. Our results garnered 30 influencers with over 3.5 million followers combined with over 100 tracked posts from that event alone.

# 2022 MARKET IN REVIEW

## OCCUPANCY

2022 68.1%

2021 61.4%

## AVERAGE DAILY RATE (ADR)

2022 \$137.07

2021 \$104.53

## REVENUE PER AVAILABLE ROOM

2022 \$93.35

2021 \$64.21

## DEMAND/ROOMS SOLD

2022 1,696,999

2021 1,486,778

## HOTEL REVENUE

2022 232,601,790

2021 155,419,409

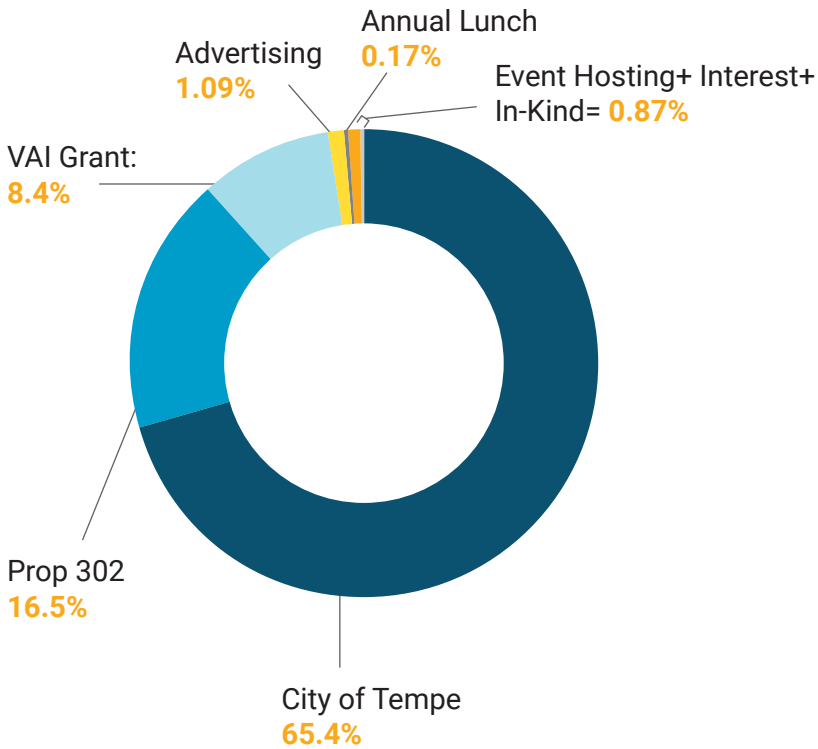
## BED TAX COLLECTION

2022 \$11,471,587

2021 \$7,888,263

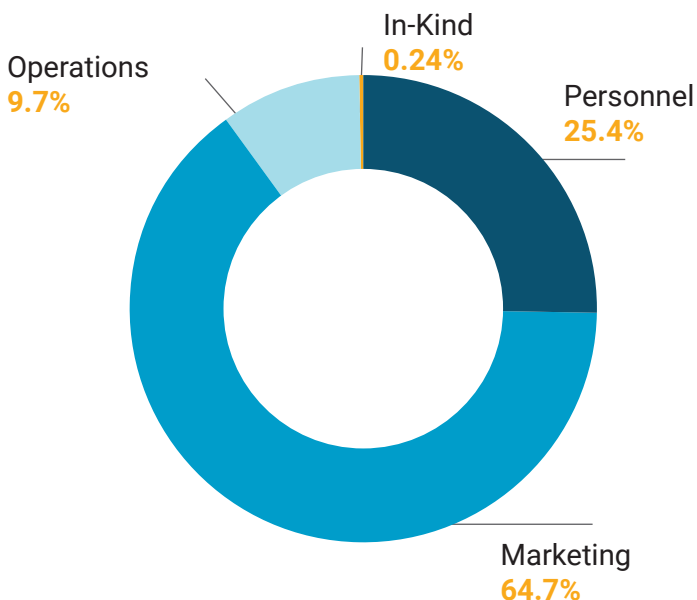
# REVENUE & EXPENSES

## REVENUE SOURCES



City of Tempe	\$2,911,073
Prop 302	\$735,267
VAI Grant	\$375,000
Advertising	\$48,510
Annual Lunch	\$7,499
Event Hosting	\$27,618
Interest	\$411
In-Kind	\$10,738
<b>TOTAL:</b>	<b>\$4,116,116</b>

## EXPENSES



Personnel	\$1,133,532
Marketing	\$2,875,915
Operations	\$429,500
In-Kind	\$10,783
<b>TOTAL:</b>	<b>\$4,449,685</b>

# ECONOMIC IMPACT OF TOURISM ON TEMPE



**4.2M**

Number of visitors



**\$1.0B**

Total Direct Spending



**\$109M**

State and local taxes



**\$254M**

FOOD AND BEVERAGE



**\$243M**

LODGING



**\$217M**

TRANSPORT



**\$181M**

RETAIL



**\$121M**

RECREATION & ENTERTAINMENT

**Sourced:** Data from 2022 Economic Impact of Tourism in Tempe Research Study from Tourism Economics



# MARKETING, COMMUNICATIONS, SOCIAL MEDIA AND CONTENT CREATION

In the fiscal year 2022-2023 our marketing embarked on a remarkable journey of innovation and resilience in the ever-evolving world of destination marketing. Our efforts proudly demonstrate the dynamic strategies and achievements that fueled us. With a keen focus on adaptability and inclusivity, we successfully aimed to welcome travelers from all walks of life to discover the magic of Tempe.

**Highlights of our Marketing and Communications initiatives include:**

1

## Digital Domination

In a digitally driven world, Tempe Tourism harnessed the power of cutting-edge technology and data-driven insights. Our website became a one-stop hub for travelers, offering immersive virtual experiences and interactive maps.

2

## Social Media Engagement

We leveraged social media platforms to connect with a broader audience. Engaging content, influencer partnerships, and user-generated content campaigns inspired wanderlust and showcased Tempe's vibrant culture and natural beauty.

3

## Cultural Diversity

We celebrated Tempe's rich cultural tapestry by promoting events, festivals, and local traditions. Our campaigns highlighted the city's inclusivity, welcoming visitors from all backgrounds to feel at home in Tempe.

4

## Community Collaboration

Our partnerships with local businesses, universities, and organizations fostered a sense of community. Collaborative events, workshops, and promotions showcased Tempe as a destination that values its residents and visitors alike.

5

## Accessible Tourism

Tempe Tourism made strides in ensuring that everyone could enjoy the city's attractions. Our efforts to improve accessibility and inclusivity opened up new opportunities for travelers with diverse abilities.





# ADVERTISING PLAN

## PRINT + DIGITAL

- ✓ AZ Big Media
- ✓ Sunset Magazine
- ✓ AZ, CO, CA, NM Pride Guides
- ✓ Northstar Meetings Group

## DIGITAL

- ✓ Arizona Parenting Magazine
- ✓ AZ Family
- ✓ DATAFY
- ✓ Expedia, Orbitz, Hotels.com, VRBO
- ✓ Food and Travel Magazine
- ✓ Go Travel Sites
- ✓ LA Magazine
- ✓ Pandora
- ✓ Phoenix Magazine
- ✓ Raising Arizona Kids
- ✓ Right Choice Digital

- ✓ Sports Business Journal
- ✓ TravelZoo
- ✓ TripAdvisor
- ✓ Univision
- ✓ Weather.com

## GROUP & SPORTS DIGITAL

- ✓ Connect Association
- ✓ Connect Corporate
- ✓ Connect Sports
- ✓ Cvent

## RADIO

- ✓ KESZ FM
- ✓ KMLE-FM
- ✓ KOOL-FM
- ✓ KALV-FM
- ✓ KHOT-FM – Spanish radio
- ✓ KMOR-FM – Spanish radio



**84,727,688**  
CIRCULATION AND  
AD IMPRESSIONS

# WEBSITE PERFORMANCE

Fiscal Year July 1, 2022- June 30, 2023

## SESSIONS

2023 1,053,869

2022 950k

## PAGE VIEWS

2023 3,067,551

2022 2.6m

## PAGES PER VISIT

2023 2.91

2022 2.86

## AVG TIME ON SITE(MINUTES)

2023 7:12

2022 7:53

## TOP 5 WEBSITE PAGES:

1. TEMPE TOWN LAKE
2. SPRING TRAINING
3. HOLIDAYS IN TEMPE
4. EVENTS IN TEMPE
5. THINGS TO DO IN TEMPE IN THE SUMMER



# E-NEWSLETTERS

## PARTNER NEWSLETTER

Average Number of recipients: **280**

Average Open Rate: **37.58%**

Year Over Year Increase of **5.75%**

## CONSUMER NEWSLETTER

Average Number of recipients: **12,321**

Average Open Rate: **37.37%**

Year Over Year Increase of **7.84%**

## WEEKLY EVENTS NEWSLETTER

Average Number of recipients: **301**

Average Open Rate: **36.87%**

Year Over Year Increase of **6.97%**

## MEETING PLANNER NEWSLETTER

Average Number of recipients: **2,624**

Average Open Rate: **38.26%**

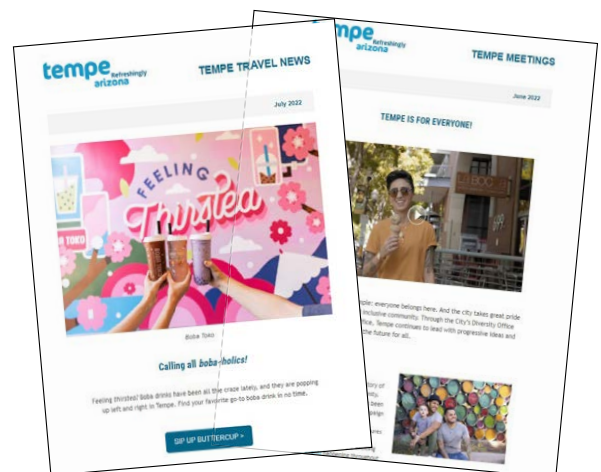
Year Over Year Increase of **7.89%**

## SPORTS PLANNER NEWSLETTER

Average Number of recipients: **493**

Average Open Rate: **35.77%**

Year Over Year Increase of **2.88%**



# SOCIAL MEDIA & CONTENT CREATION

For FY 2022-23, the Communications department partnered with August United/McKinney, an agency with a nationwide content creator database, to amplify the Tempe Tourism Office brand across social media channels. As a result, we hosted eight influencers – six influencers from our target markets in fall and spring as well as two influencers based in the Greater Phoenix area for summer staycation inspiration. These individuals were provided itineraries that highlighted the best Tempe has to offer, including accommodations, attractions and dining. Here are the results of this partnerships:

## SOCIAL MEDIA ENGAGEMENTS

FY22/23 176,521

+12.7%

FY21/22 156,657

## SOCIAL MEDIA VIDEO VIEWS

FY22/23 5,302,501

+70.1%

FY21/22 3,117,729

## SOCIAL MEDIA FOLLOWERS

FY22/23 78,533

+13%

FY21/22 69,476

**FALL:**  
October/November 2022

**1.1M**

Total impressions

**+204%**

Over goal results

**SPRING:**  
February/March 2023

**1.8M**

Total impressions

**+234%**

Over goal results

**SUMMER:**  
April/May 2023

**1.6M**

Total impressions

**+361%**

Over goal results





# GROUP MEETING SALES

## GROUP MEETING SALES

### LEADS

FY22/23	898	+64%
FY21/22	549	

### BOOKINGS

FY22/23	98	+42%
FY21/22	69	

### ROOM NIGHTS

FY22/23	14,107	+41%
FY21/22	10,007	

### ATTENDEES

FY22/23	7,579	-29%
FY21/22	10,621	

### EST. ECONOMIC IMPACT

FY22/23	\$11,380,956	+17.27%
FY21/22	9,704,528	

# GROUP AND SPORTS SALES

## SPORTS GROUP SALES

### LEADS

FY22/23	72	+33%
FY21/22	54	

### BOOKINGS

FY22/23	30	-12%
FY21/22	34	

### ROOM NIGHTS

FY22/23	11,983	+25%
FY21/22	9,595	

### ATTENDEES

FY22/23	32,200	-14%
FY21/22	37,436	

### EST. ECONOMIC IMPACT

FY22/23	\$36,803,635	+5%
FY21/22	\$35,054,459	

# IN THE COMMUNITY

Thanks to more than 1,200 volunteers, we hosted 490 athletes for the 41st Annual National Veterans Wheelchair Games (NVWG). The event, which is the world's largest wheelchair sports event solely for military veterans, brought Tempe an economic impact of: \$4,796,841.

The Tempe Tourism staff participated in two off-site volunteer projects. In November, we packaged food for Feed Our Starving Children and in February we helped clean up the North Bank of Tempe Town Lake with Keep Tempe Beautiful.

For the first time since the pandemic, we hosted our annual luncheon in January 2023 at Culinary Dropout Tempe. With 200 partners in attendance, we revived the '80s with a fun gameshow theme that resulted in awarding two local nonprofits, Mulligan's Manor and Tempe Community Action Agency, with a \$1,000 donation each. We also awarded the Spirit of Hospitality Award to Dotty Odinez of the Embassy Suites Tempe. We capped off the event with a special tribute to our former Business Manager, Ginger Dude, who served 31 years with the Tempe Tourism Office.

We joined forces with our fellow TEAM Tempe partners to host the Tempe Business Roadshow in South Tempe. The event drew an audience of more than 50 businesses and provided a way for us to reach our partners in the community. Presentations included the Tempe Tourism Office, Downtown Tempe Authority, Tempe Chamber of Commerce, City of Tempe Economic Development, Communications and Community Services.