ANNUAL REPORT

FISCAL YEAR 2025–2026



TEMPE TOURISM

A LETTER FROM THE PRESIDENT

A CLEAR VISION. A STRONG FOUNDATION.

Fiscal year 2025–2026 marked an important chapter for Tempe Tourism. Building on the foundation of our refreshed brand and redesigned website, we focused on strengthening our destination's competitive position, supporting our hospitality community and creating opportunities for continued growth.

One of our most significant accomplishments was the adoption of a new five-year strategic plan, establishing a clear direction for the organization and the future of tourism in Tempe. Developed with a long-term perspective, this roadmap will guide our investments, partnerships and priorities as we respond to an evolving visitor economy.



Michael Martin
President & CEO

Throughout the year, our team advanced efforts to attract leisure travelers, meetings, sports and events while expanding our marketing reach and strengthening relationships across the community. These efforts reflect a shared commitment to keeping Tempe competitive and ensuring tourism delivers meaningful economic value.

Our success is made possible by the people behind it. From our hospitality partners and local businesses to our community leaders and dedicated team, collaboration remains at the heart of everything we accomplish.

As we enter the next fiscal year, we do so with a clear vision, a strong foundation and a renewed commitment to delivering results for Tempe.





MARKETING

Building Momentum. Driving Demand.

FY 2025–2026 was a year of continued evolution for Tempe Tourism's marketing efforts. Building on the launch of our refreshed destination brand and website, we focused on strengthening Tempe's presence in key markets, reaching new audiences and inspiring travel through more intentional, targeted storytelling.



Through integrated media campaigns, strategic partnerships and compelling creative, we showcased the experiences that distinguish Tempe while expanding our reach across digital, social and emerging platforms. We also introduced The Tempe Version, a creative platform designed to bring greater personality and consistency to how we tell our destination's story.

As our marketing strategy continues to evolve, so does our emphasis on performance. By leveraging audience insights, emerging technology and data-driven decision-making, we're working to connect our investments to meaningful outcomes that support hotel demand, local businesses and Tempe's broader visitor economy.

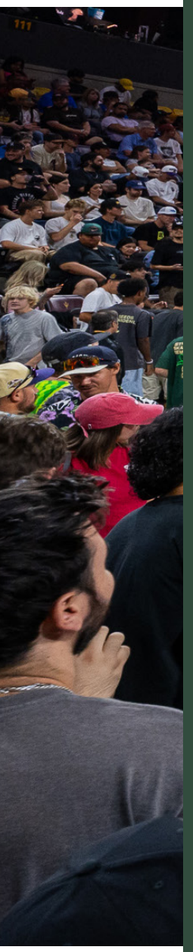






SALES, GROUPS & SPORTS

Building Relationships. Bringing Business to Tempe.



In FY 2025–2026, Tempe Tourism continued to strengthen its position as a destination for meetings, group travel and sporting events. Through strategic sales efforts, industry engagement and strong partnerships, our team worked to attract new business, build lasting relationships and create opportunities that support Tempe's hospitality industry.

From connecting meeting planners with distinctive venues to pursuing sporting events that bring athletes, families and fans to our city, our efforts focused on showcasing Tempe's accessibility, versatility and ability to deliver memorable experiences. Collaboration with our hotel partners, venues and community stakeholders remained central to driving group demand and expanding our destination's reach.

As competition for meetings and events continues to grow, our approach remains focused on generating qualified leads, converting opportunities into bookings and delivering measurable economic value for Tempe's hotels, businesses and broader community.



Leads

800

Room Nights

239,523

Attendees

22,876

Bookings

187

Economic Impact

$56,987,612

CD Leadership Meeting

Hosted the ConferenceDirect Senior Leadership Meeting at Omni Tempe and presented how Tempe Tourism can collaborate with ConferenceDirect and its 450 associates to make Tempe a top meetings destination.



450 Associates

MLS NEXT Fest

Collaborated with Greater Phoenix CVBs to generate 7,399 room nights in December. The event is scheduled to return in December 2026, creating another opportunity to generate regional hotel demand.



7,399 room nights









COMMUNICATIONS

Telling Our Story.

Amplifying Our Reach.

Social Media Led the Way

Social media insights played a key role in shaping campaign messaging — and performance reflected that. The Communications team continues to tell the Tempe story through our owned social platforms and through strategic partnerships throughout the year. In FY 2025–2026, our social media delivered 23,900,977 impressions and 1,070,995 total engagements across our social platforms (Facebook, Instagram and TikTok).

Impressions

23.9M+

Total engagements

1.07M+





Influencing Tempe

In May, the Communications team hosted nearly 40 influencers atop The Westin Tempe's Skysill Rooftop Lounge for its third annual Content Creator Appreciation Event. Attendees were invited to engage in a variety of activations, including a DIY spritz bar, a swag personalization station, a sunset toast and a sneak peek at Sushi by Boū (a forthcoming concept at The Westin Tempe). The event also featured a pool party scene, ready for creators to enjoy and capture sunny, poolside content ahead of the critically important summer season.
The social media coverage by guests included 68 pieces of content that reached a combined audience of over 1.7 million viewers.

~40
Influencers

68
Pieces of content

1.7M+
Viewers

Social Media and Content Creation

Throughout fiscal year 2025–2026, the Communications team increased efforts to share Tempe information and inspiration through written and digital efforts. To achieve this, we continued refining our social media strategy, overhauling our blogs on TempeTourism.com and fostering relationships with third-party media in the print, digital, meetings and leisure segments.

This year brought meaningful connections with local event producers, merchants, influencers, media, tastemakers, hospitality professionals as well as our neighboring DMO counterparts, including:

Media

28
earned media placements

8
content creator partnerships

4
Valley DMO collaborations

50+
appointments with travel content creators

Digital Assets

349
user-generated content assets added to our digital library

1.8K
new assets uploaded to digital library

104
photo requests fulfilled through our Media Hub

Community

100+
visits to Tempe businesses and attractions for content creation

40+
local events attended in support of industry partners, local businesses, cultural events and seasonal happenings

Blogs

5
new blog posts launched

98
blog posts maintained

112.5K
photo gallery interactions (across 1,151 photo galleries)

Social Media

Impressions
23,900,977
(+32.9%)

Engagements
1,070,995
(-23.6%)

Followers
181,164
(+27.9%)

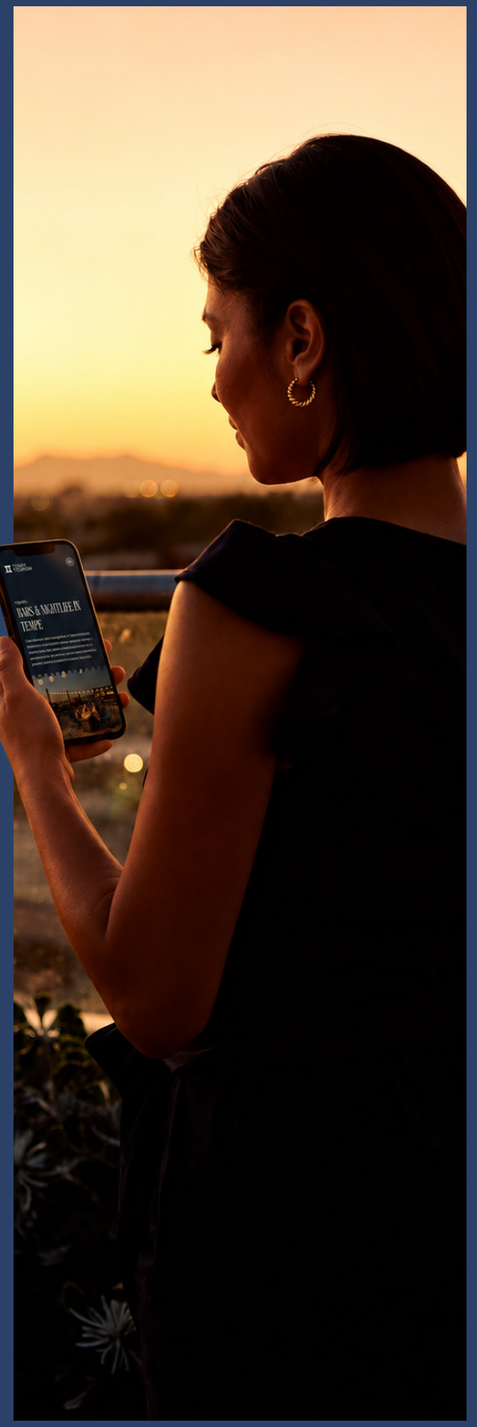
*Social media data reflects Facebook, Instagram & TikTok

WEBSITE PERFORMANCE

Connecting Inspiration to Action







FY 2025–2026 Performance

Our website continues to serve as a central resource for travelers exploring Tempe, connecting visitors with local experiences, events, accommodations and businesses. Following the launch of our redesigned website in FY 2024–2025, this year focused on building engagement, improving the visitor experience and strengthening the website's role in supporting destination discovery and partner referrals. Our website generated more than 917,000 sessions during FY 2025–2026, representing a 29.6% year-over-year increase. Total users increased 33.3%, while the website engagement rate rose 12 percentage points to 67.12%, reflecting stronger digital engagement alongside increased website traffic.

Outbound Website Clicks

128,679

128,679 clicks to external websites, including hospitality partners, event organizers, attractions and other third-party destinations.

Total Website Sessions

917,122

+29.6% YoY

Total Website Users

781,887

+33.3% YoY

YoY Traffic Growth

+29.6%

Based on sessions

Website Engagement Rate

67.12%

+12.0 percentage points

Year-over-year comparison

Metric	FY 2024–2025	FY 2025–2026
Sessions	707,876	917,122
Total users	586,692	781,887
Engagement rate	55.12%	67.12%
Engaged sessions	390,193	615,538

Top Performing Content







Tempe Town Lake, New Places to Dine, Drink and Dance, and Take a Hike in Tempe led destination-specific content performance.

DESTINATION PERFORMANCE

Welcoming Visitors.

Supporting Our Economy.









Tempe Hotel Performance



Occupancy
66.4%

Last year: 66.3%

Average Daily Rate (ADR)
$146.21

Last year: $146.45

RevPAR
$97.03

Last year: $97.12

Demand / Rooms Sold
1,752,828

Last year: 1,759,024

Hotel Revenue
$256,275,758

Last year: $257,603,855

Bed Tax Collection
$13,600,962

Last year: $13,031,192

CALENDAR YEAR 2025

Economic Impact of Tourism in Tempe

Visitor Spending by Category

Food & Beverage
$298 million

Last year: $289 million

Lodging
$276 million

Last year: $276 million

Transportation
$216 million

Last year: $221 million

Retail
$197 million

Last year: $195 million

Recreation & Entertainment
$145 million

Last year: $143 million

Number of Visitors
4.5 million

Last year: 4.5 million

Total Direct Spending
$1.1 billion

Last year: $1.1 billion

State & Local Taxes Generated
$120 million

Last year: $120 million

Source: Data supplied by Smith Travel Research, City of Tempe

Tempe Tourism Revenue

Total Revenue

$4,283,999

Last year: $4,148,452

Metric	FY 2024–2025 Actual	FY 2025–2026 Actual
City of Tempe	$3,157,443	$3,233,222
Prop 302	$929,504	$960,822
Advertising	$39,852	$71,529
Annual Event	$10,982	$13,200
Interest	$5,133	$5,226
Other	$5,538	-

Tempe Tourism Expenses

Total Expenses

$4,208,389

Last year: $3,989,628

Personnel	$1,369,900 Last year: $1,291,365
Promotional	$2,393,543 Last year: $2,264,736
Operations	$444,946 Last year: $433,527



Looking Ahead



The next chapter for Tempe Tourism is about building on our momentum with greater intention, stronger partnerships and a continued commitment to measurable impact. Guided by our strategic plan, we're focused on keeping Tempe competitive, supporting our visitor economy and ensuring tourism continues to benefit the community we serve.

Our direction is clear. Keep moving Tempe forward while creating lasting value for the people, businesses and community that make our destination what it is.

In FY 2026–2027 we will:

- Advance our strategic plan, translating long-term priorities into meaningful action and measurable results.
- Strengthen Tempe's competitive position through innovative marketing, compelling storytelling and strategic partnerships.
- Expand our use of data, technology and emerging platforms to reach travelers, generate demand and better understand our impact.
- Grow opportunities in meetings, sports and leisure travel that support hotel performance and local businesses.
- Deepen collaboration with hospitality partners, community organizations and regional stakeholders to strengthen Tempe's visitor economy.



TEMPE TOURISM