

TEMPE TOURISM OFFICE ANNUAL REPORT FY 20/21

The tourism industry has always proven to be resilient. Over the past 30 years, economic downturns have severely impacted this sector of our economy. However, the businesses that make up the hospitality industry have always recovered and even strived to set new records. We are now experiencing yet another downturn. But this one is different. The COVID-19 pandemic has caused unforeseen challenges, including a life-threatening virus, lockdowns, reduced travel, increased virtual communications, work-from-home business models, and labor shortages. This time, it is not just working toward an economic recovery. It now requires finding new ways to provide safe travel options, replacing lucrative business travel, hiring people in an incredibly competitive environment, and keeping our local businesses afloat while they struggle to regain their footing. Over the past year, our organization stayed focused on our mission of promoting Tempe as a desirable destination. We managed to modify our target markets, develop new content, support our local businesses, and increase our marketing touchpoints. As we move toward recovery, we will continue to ensure that we are focused on opportunities that bring the most value to our industry and community.

VISION

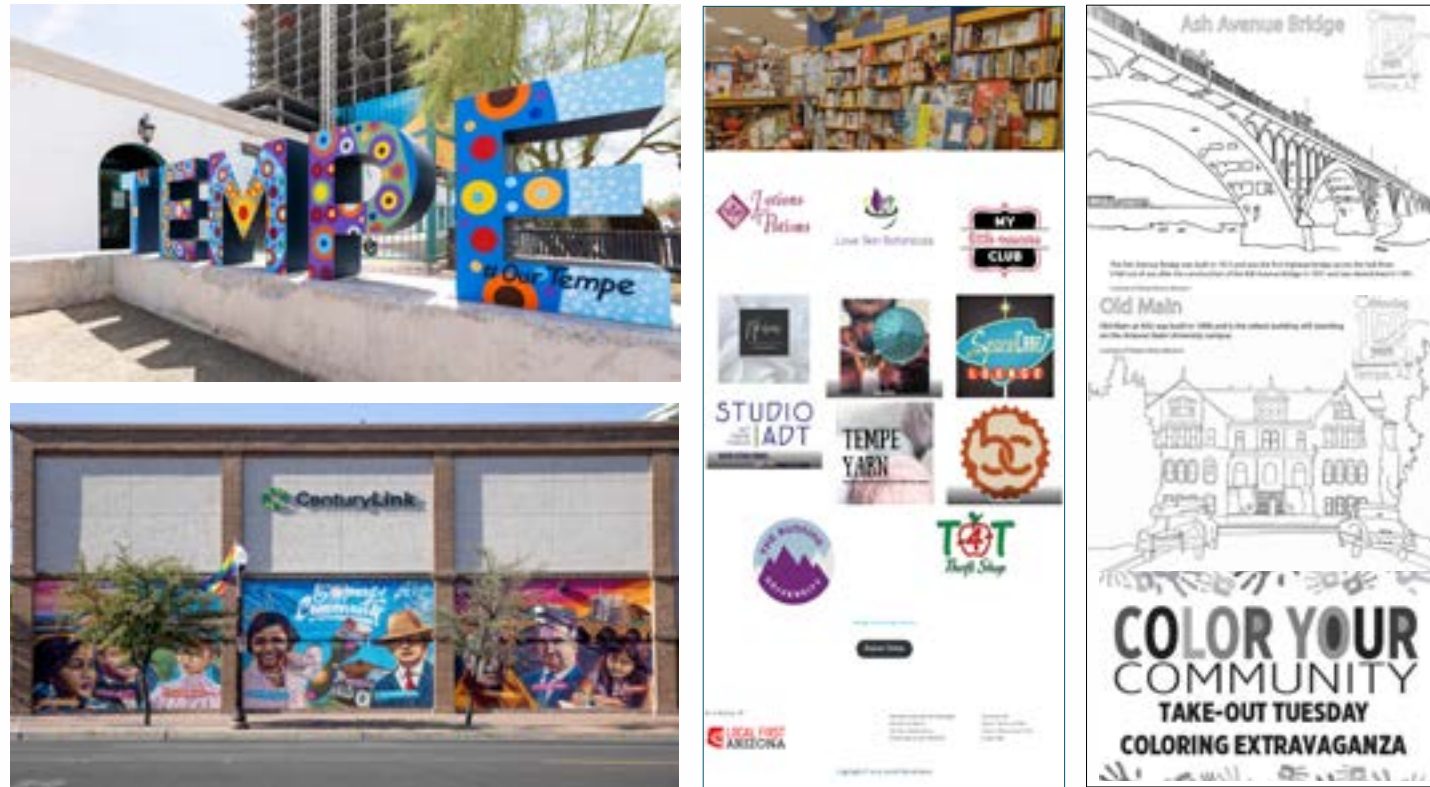
To be the most trusted source of travel information for the City of Tempe

MISSION

To promote the City of Tempe as a desirable leisure and business travel destination



2020/2021 HIGHLIGHTS



TEMPE ART PIECE

Supported the Downtown Tempe Authority by sponsoring an art piece that features a photo worthy TEMPE sign painted by a local artist and located at Mill & Rio Salado.

TEMPE LEADERSHIP

Provided sponsorship for the Tempe Leadership 2021 class project, which is a large scale mural celebrating Tempe's 150 birthday.

TEAM TEMPE

Participated with the Downtown Tempe Authority, Tempe Chamber of Commerce and City of Tempe Economic Development in providing information and resources for our businesses during the COVID-19 economic downturn.

COLOR OUR COMMUNITY

Sponsored the City of Tempe's production of coloring sheets that were distributed, free of charge, to our restaurant partners as a way to drive additional business to their location.

LOCAL FIRST ARIZONA

Sponsored the Tempe Marketplace page on the Local First website, which provides a way for local businesses to expand their business model and have the ability to sell the items through an online portal.

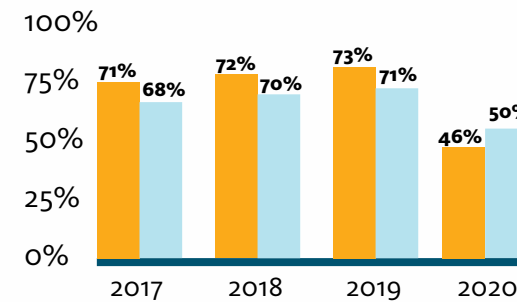
JOB MONSOON

Promoted the Tempe Job Monsoon within the tourism and hospitality industry to help link our local businesses with potential new employees.

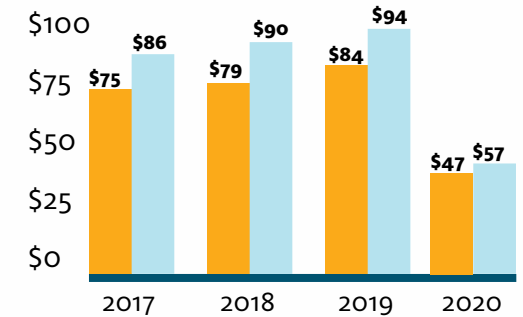
2020 TEMPE MARKET REVIEW

The Tempe and Phoenix markets suffered heavy losses in 2020. In fact, the tourism industry lost ground world-wide. After what was a record setting year in 2019, we witnessed a deep drop in demand resulting in a downturn in occupancy, rates and revenues. Although we are seeing a resurgence of demand in 2021, it is predicted that we will not reach full recovery until late 2023 or early 2024.

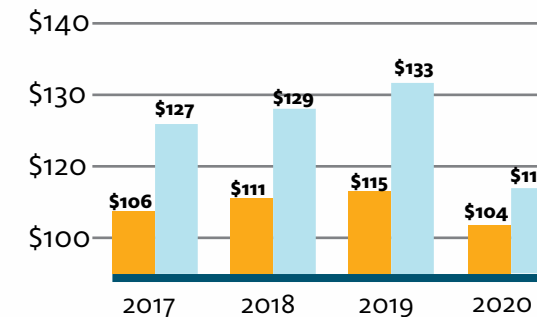
OCCUPANCY



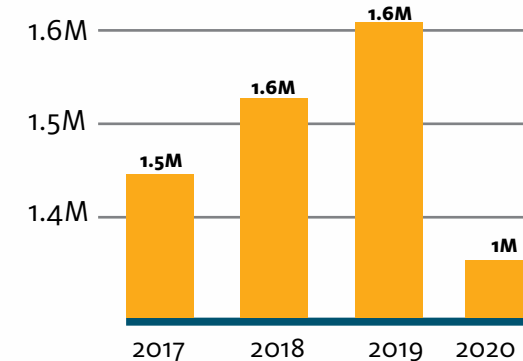
REVENUE PER AVAILABLE ROOM



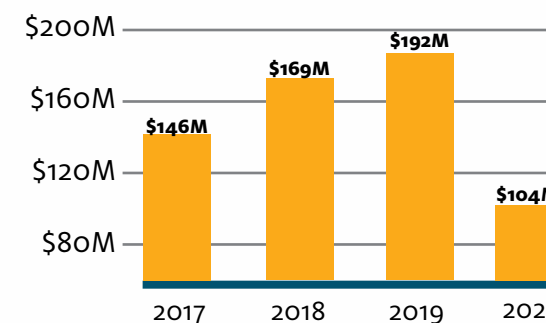
AVERAGE DAILY RATE (ADR)



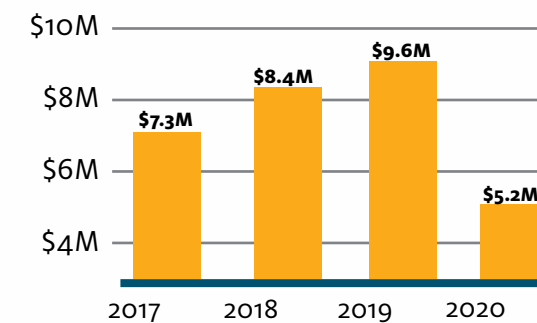
DEMAND/ROOMS SOLD-TEMPE



HOTEL REVENUE-TEMPE

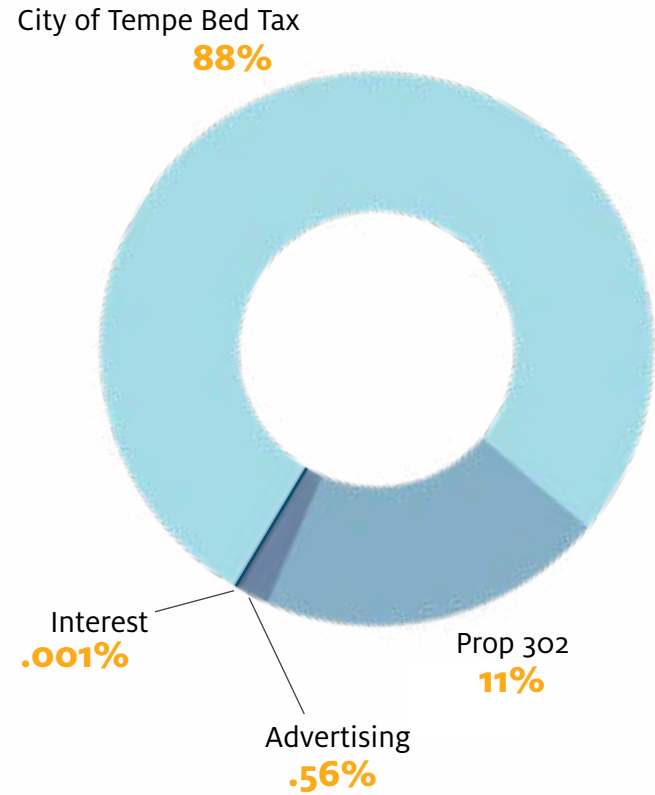


BED TAX COLLECTION-TEMPE



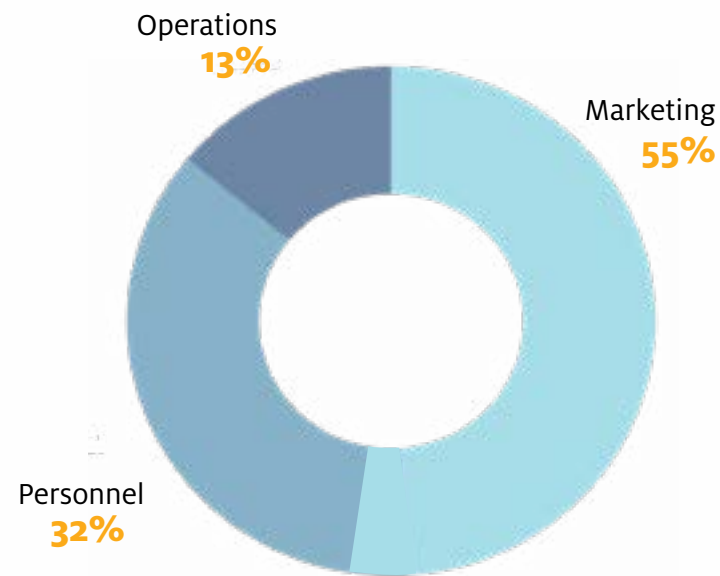
2020/2021 REVENUE & EXPENSES

REVENUE SOURCES



City of Tempe Bed Tax:	\$2,842,845
Prop 302:	\$385,207
Advertising:	\$18,250
Interest:	\$40
TOTAL:	\$3,246,342

EXPENSES

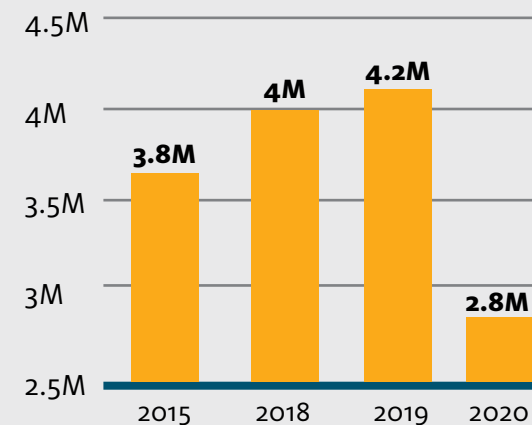


Marketing:	\$1,819,900
Personnel:	\$1,057,195
Operations:	\$408,780
TOTAL:	\$3,285,875

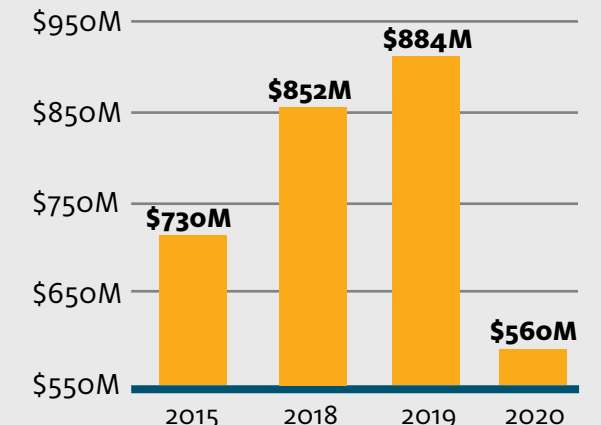
New research about Tempe's tourism industry

The Tempe Tourism Office invested in new research in FY 20-21 to measure the impact of the tourism industry on the City of Tempe. We conducted the same study for calendar year 2015 and 2018. Since 2019 was the peak year for tourism locally and nationally, we wanted to ensure we had data reflecting the high point for tourism in Tempe as a benchmark for our industry. The report also included an addendum with some highlights from 2020 to measure the impact COVID had on our industry. It is very clear that tourism suffered greatly in 2020 with drops of more than 30% in visitors, spending and tax collections. As we recover from the pandemic, we will strive to return to 2019 levels for our industry. The data below is a snapshot of part of the findings. The full report is available on [our website](#).

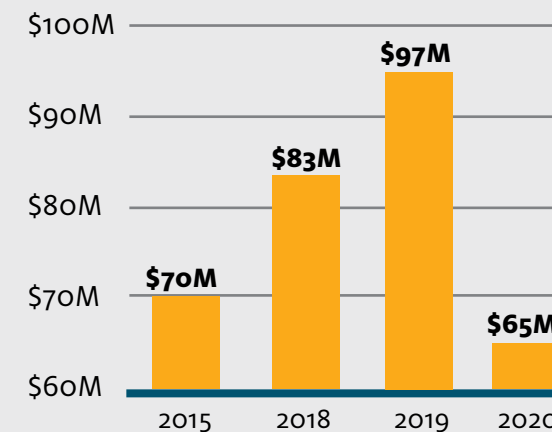
ECONOMIC IMPACT STUDY



NUMBER OF VISITORS



TOTAL SPENDING



STATE & LOCAL TAXES

MARKETING & DIGITAL OUTREACH

2020/2021 ADVERTISING PLAN

Year-round:

- » Pride Guides – AZ, CA, CO, NM
- » Sunset Magazine
- » TripAdvisor

Fall 2020:

- » ADARA
- » Pandora
- » Weather.com
- » Viant

Holiday 2020:

- » AZ Family
- » KEZ Radio
- » Right Choice Digital
- » SURF Network

Spring 2021:

- » ADARA
- » Denver Life Magazine
- » L.A. Magazine
- » Northwest Travel & Life Magazine
- » Pandora
- » Right Choice Digital
- » TravelZoo
- » Weather.com

Meetings and Sports Year-round:

- » Connect Association
- » Connect Corporate
- » Connect Sports
- » Cvent

Summer 2021:

- » AZ Family
- » Arizona Parenting Magazine
- » Clear Channel Outdoor
- » Entercom Radio
- » Entravision Spanish Radio
- » Expedia
- » L.A. Magazine
- » Orbitz
- » Phoenix Magazine
- » Raising Arizona Kids Magazine
- » Right Choice Digital
- » Tucson Lifestyle Magazine

84,922,894
Total impressions

4,607,440
Total circulation

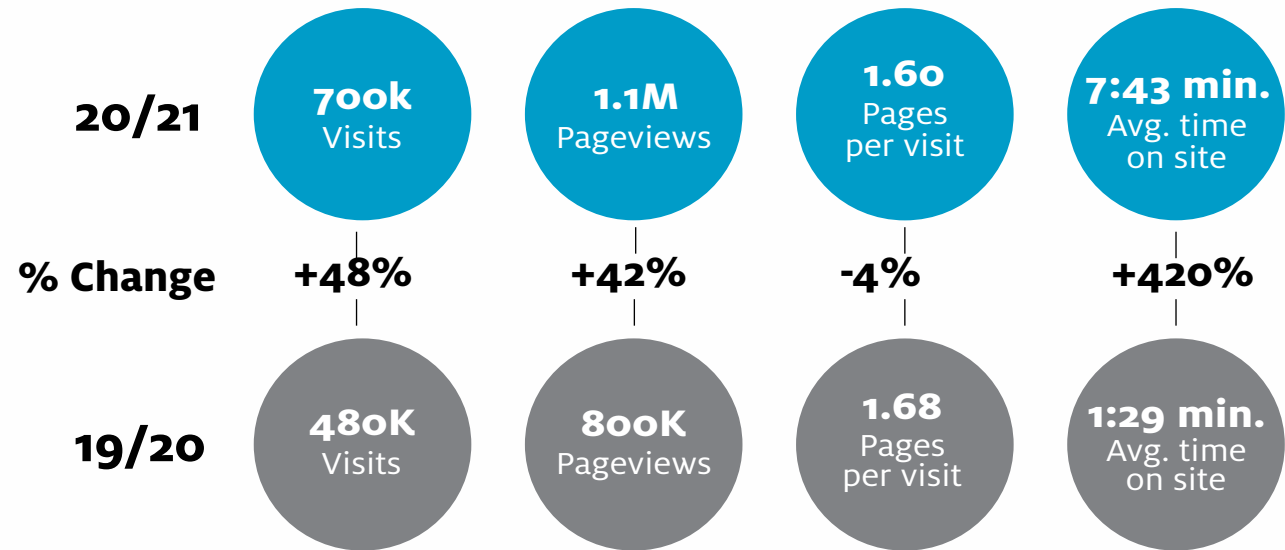
89,530,334
Total

Requests for Information:

FY 18/19: **16,327** FY 19/20: **6,651** FY 20/21: **2,960**

Website Performance

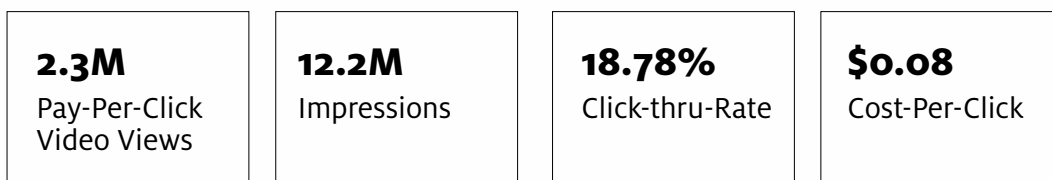
Year-Over-Year Results:



SEO (Search Engine Optimization) Summary

Search Engine Optimization efforts resulted in an **84.4%** keyword visibility on Google and Bing (up from 82.8% in 19/20)

PPC (Pay-Per-Click) Summary



TOP BLOGS:

- [Outdoor Options in Tempe During Covid-19](#)
- [There's so Much To Do at Tempe Town Lake](#)
- [Top 5 Tempe Breakfast Spots](#)
- [Restaurants in Tempe with Great Patios](#)
- [Top 20 Summer Activities](#)



E-Newsletters

PARTNER NEWSLETTER

Newsletters sent: **7**

Average number of recipients: **308**

Average open rate: **28.81%**

WEEKLY EVENTS NEWSLETTER

Newsletters sent: **51**

Average number of recipients: **300**

Average open rate: **21.44%**

SPORTS PLANNER NEWSLETTER

Newsletters sent: **4**

Average number of recipients: **462**

Average open rate: **26.39%**

CONSUMER NEWSLETTER

Newsletters sent: **17**

Average number of recipients: **8,332**

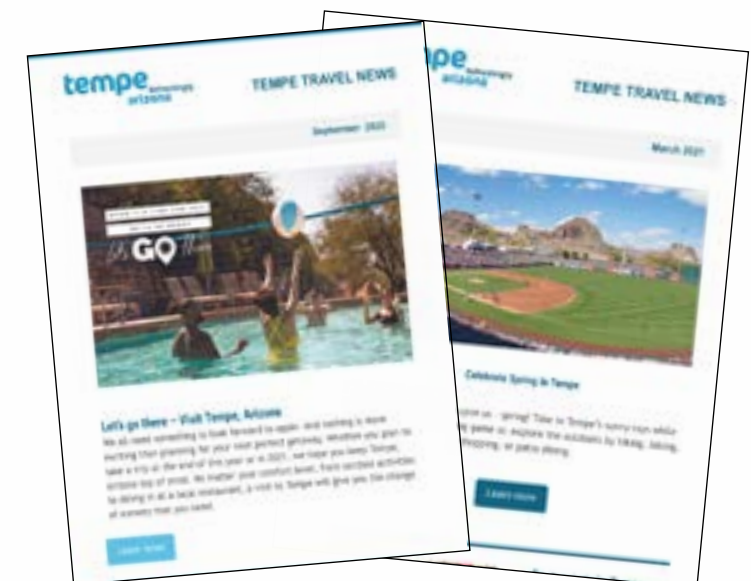
Average open rate: **19.26%**

MEETING PLANNER NEWSLETTER

Newsletters sent: **8**

Average number of recipients: **4,807**

Average open rate: **15.22%**



COMMUNICATIONS

COMMUNICATIONS

Media Outreach



- » July 7, 2020: **Virtual Distillery Tour**
- » July 13, 2020: **Virtual Distillery Tour**
- » July 15, 2020: **“Greetings from Tempe”**
- » October 7, 2020: **“The Desert is Calling”**
- » October 17, 2020: **“Family Travel Vacation”**



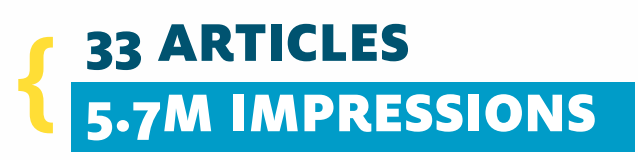
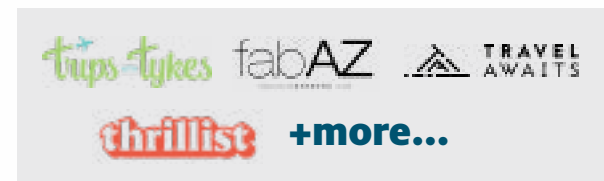
Virtual Distillery Tour | July 2020

Media Events

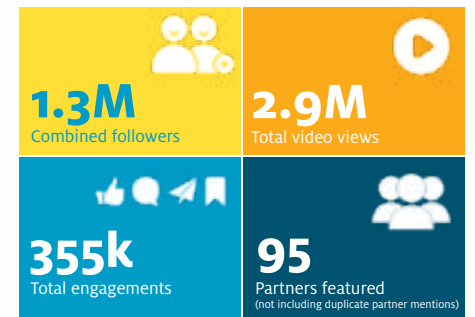
Tempe Tourism participated in media events, including the Visit Phoenix Media Mission in Los Angeles and five virtual meetings and conferences to meet with travel creators.

- » September 30, 2020: WITS Virtual Meetings Day
- » August 1, 2020: Audacity Fest 2020
- » December 5, 2020: Wavelength 1.0
- » April 21, 2021: WITS Virtual Meetings Day
- » May 22, 2021: Wavelength 2.0
- » June 22-23, 2021: Visit Phoenix Los Angeles Media Mission

Media Coverage & Influencers Marketing



25 influencers hosted



Visual Content



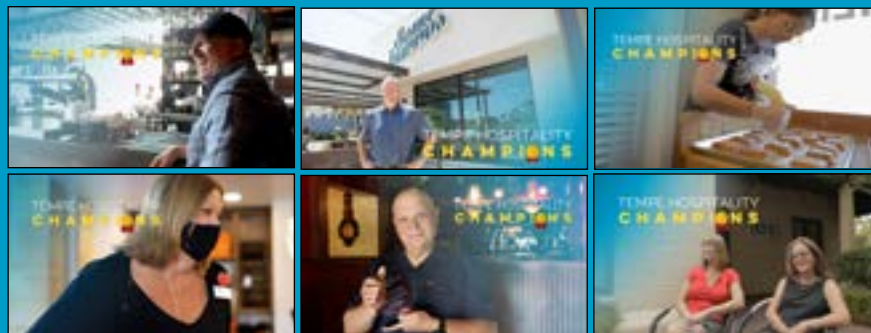
We shifted our focus on welcoming visitors back to our community, while keeping in mind the safety protocols at each place of business.

Key Videos Produced:

- » [Plan Your Meeting in Tempe, Arizona](#)
- » [Tempe, Arizona Masks up for Safe Travel](#)
- » [Holidays and Sunny Stays](#)
- » [Spring in Tempe, Arizona](#)
- » [Fun-filled Family Day in Tempe, AZ](#)
- » [Spend the Day at Tempe Town Lake](#)

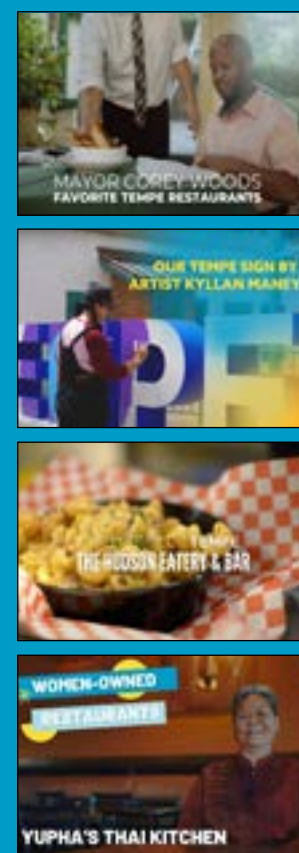
Video Series

Tempe Hospitality Champions:



In April 2021, we asked our community, through our social channels, newsletters and partner outreach, to nominate individuals that exemplify the meaning of hospitality and kindness. We called it the Tempe Hospitality Champions, recognizing the members of our community who have gone above and beyond to rise to the challenges the past year brought to the hospitality and tourism industry. We received nominations from various businesses and community members, each with amazing stories. We highlighted six honorees and produced videos of them telling their stories, which can be found in this [blog](#) and our [YouTube channel](#).

Bite Magazine videos:



Click [this link](#) for the full playlist

Social Media

Year-end results:



293K ENGAGEMENTS

FY 19/20: 87.5K



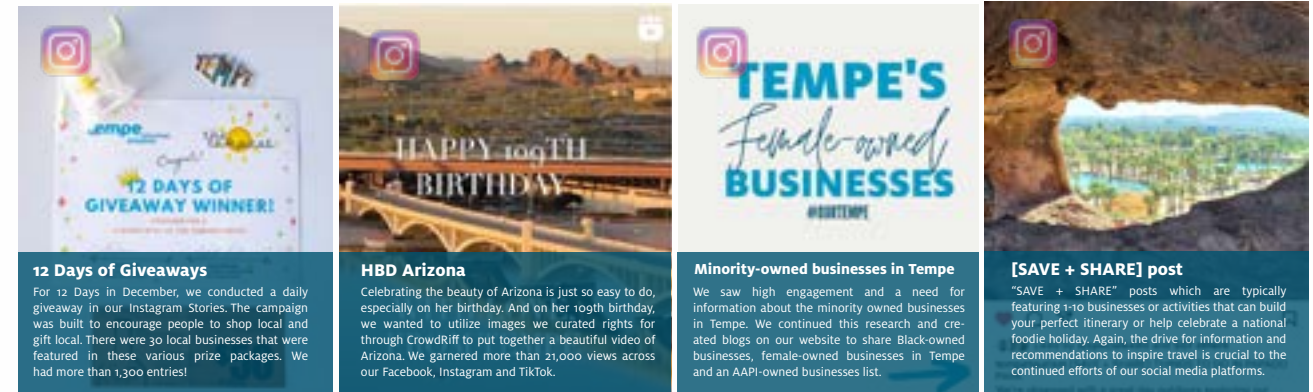
3.7M VIEWS

FY 19/20: 1.9M



Key Highlights:

INSTAGRAM



12 Days of Giveaways

For 12 Days in December, we conducted a daily giveaway in our Instagram Stories. The campaign was built to encourage people to shop local and gift local. There were 30 local businesses that were featured in these various prize packages. We had more than 1,300 entries!

HBD Arizona

Celebrating the beauty of Arizona is just so easy to do, especially on her birthday. And on her 109th birthday, we wanted to utilize images we curated rights for through CrowdRiff to put together a beautiful video of Arizona. We garnered more than 21,000 views across our Facebook, Instagram and TikTok.

Minority-owned businesses in Tempe

We saw high engagement and a need for information about the minority owned businesses in Tempe. We continued this research and created blogs on our website to share Black-owned businesses, female-owned businesses in Tempe and an AAPI-owned businesses list.

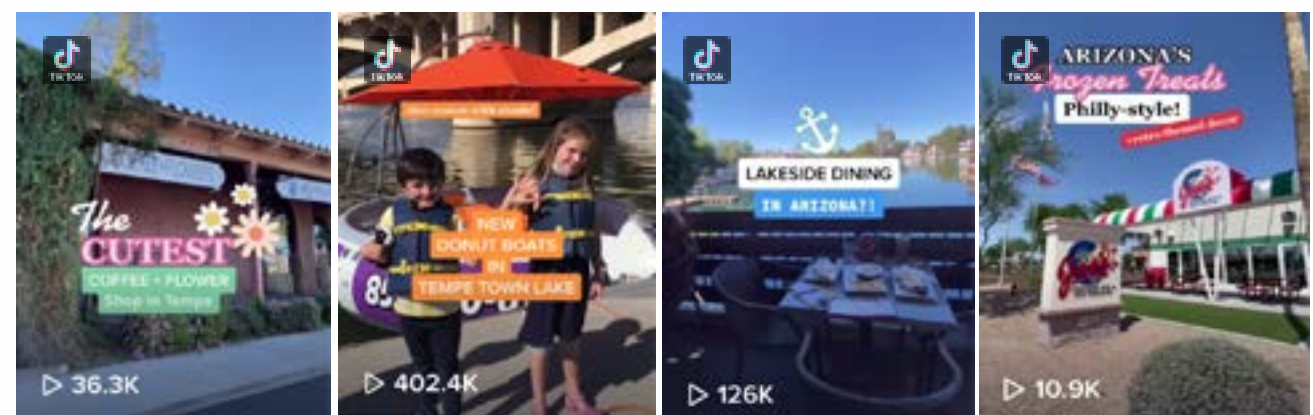
[SAVE + SHARE] post

"SAVE + SHARE" posts which are typically featuring 1-10 businesses or activities that can build your perfect itinerary or help celebrate a national foodie holiday. Again, the drive for information and recommendations to inspire travel is crucial to the continued efforts of our social media platforms.

TIKTOK

The [@tempetourism](#) TikTok channel took off during 2020 as we used the platform to share outdoor activities and feature restaurants that were safely offering takeout to support the local community. Our channel gained **18,000 followers** in FY 2020-2021 with more than **1 million views** on our collective content.

156 TIKTOK VIDEOS PRODUCED | **1.8M TOTAL VIEWS** | **124 PARTNERS FEATURED**





GROUP & SPORTS SALES

GROUP SALES

136 Leads	13 Bookings*	5 Service Requests	Leads by Group Segment: Association: 19 Rooms only: 2 Corporate: 77 SMERF: 9 Government: 1 Space only: 6
868 Room Nights	1,725 Attendees	\$1.1M (EEI) Estimated Economic Impact	

*bookings data reflect cancelled business in FY 2020

Group Tradeshows and Connections



Tempe Tourism hosted its first ever virtual tradeshow with **15** Tempe partners and **33** planners

- » **2** in-person conferences, meeting with **30** planners individually
- » **11** virtual tradeshows and meetings with **230** planner appointments
- » **4** webinar presentations with **315** attendees

Industry Partnerships:

- » Became official partners with American Meetings International (AMI) Network as a Prime Supplier, which provides access to a database of 46,000+ meeting planners and event professionals. This information is constantly updated with new leads for our prime suppliers.
- » SPIN (Senior Planner Industry Network) Regional Leadership webinar with 25 attendees
- » Matt Connelly participated in a Meetings Made Easy podcast titled “Benefits of 2nd & 3rd Tier Cities”, featuring Tempe, Valley Forge, Mobile, and Fort Worth. There were 600 views, and it was shared on several social media channels
- » Hosted Arizona HelmsBriscoe (HB) Virtual Happy Hour with 11 HB associates and 5 hotel partners
- » Launched Backyard Marketing prospecting subscription
- » Launched Cvent Source Safely microsite
- » Melora Hathaway and Alicia Griffith completed Cvent certification

SPORTS SALES

47 Leads	20 Bookings*	15 Service Requests	
14,879 Room Nights	7,065 Attendees	\$27.5M (EEI) Estimated Economic Impact	11 Partner Referrals

*bookings data reflect cancelled business in FY 2020

Sports Tradeshows

- » Sports ETA Women in Sports 2020 Digital Summit
- » TEAMS Sports Expo – Virtual: 20 appointments

Major Events Hosted

- » Ironman Arizona 70.3 October 2020: 1600 athletes, **\$2.6M EEI**
- » Legends Lacrosse National Cup December 2020: 250 Athletes, **\$205K EEI**
- » Triple Crown Sports March 2021: 702 athletes, **\$1.8M EEI**
- » Compete Sports Diversity Awards Luncheon May 2021: 100 attendees, **\$48K EEI**
- » American Junior Golf Assn. June 2021: 80 athletes, **\$280K EEI**



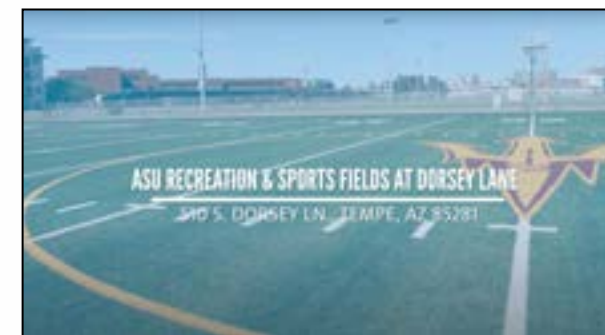
American Junior Golf Assn. | June 2021

Sports Sales Highlights

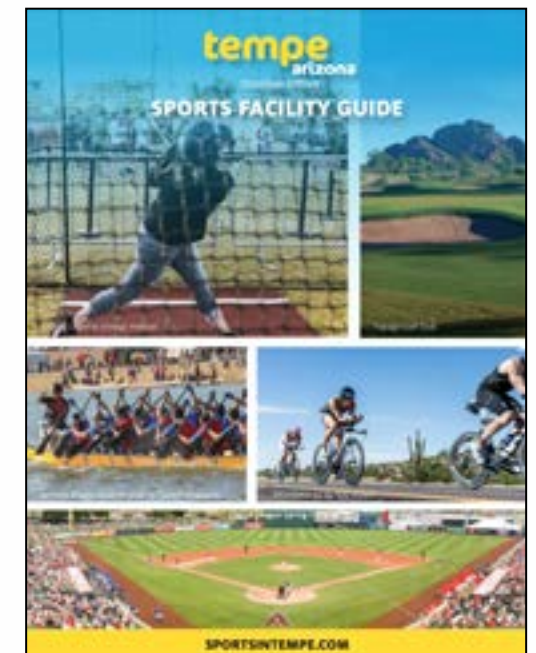
- » James Tevault was a panelist for Sports ETA’s Diversity conversation held virtually in December 2020
- » Alicia Griffith was featured in a young professional spotlight by Sports ETA in December 2020
- » Sponsored “How Super League Triathlon is Innovating the Sport podcast FEATURING: Michael D’hulst, Co-Founder and CEO, Super League Triathlon” in partnership with Sports Travel with recorded and visual ad components
- » Tempe Tourism started using the Sports Tourism Index
- » Created a new [Sports Facility Guide](#) to be used for tradeshows and when working with sports clients
- » Created [sports venue spotlight videos](#) to showcase Tempe sports venues when prospecting and following up with clients
- » Secured the Arizona Gay Bowl XXI on behalf of the National Gay Flag Football League for October 2021. This event brought over 1,200 athletes, guests and volunteers with an expected **EEI of \$2.6M** in total spending.



Compete Sports Diversity Summit | December 2020



ASU Dorsey Fields | Virtual Site Tour



Sports Facility Guide

TOTAL ESTIMATED ECONOMIC IMPACT:

FY 2020/2021



Group Bookings*:
\$1,087,862



Sports*:
\$27,527,308



Advertising**:
\$1,184,039



Website**:
\$5,065,658

Total: **\$34,864,867**

*Economic impact formula for daily spending is based on the Destinations International Event Impact Calculator.

**Economic impact formula for daily spending based on 2018 Tourism Impact Study.