

# TEMPE TOURISM OFFICE

## ANNUAL REPORT FY 21/22

The FY21-22 provided much needed recovery for Tempe's tourism industry. After the setbacks our global economy endured during the COVID-19 pandemic, we finally started to see light at the end of the tunnel. Our staff worked hard to gain positive exposure for Tempe. Our social media efforts are seeing strong growth and we became the only Destination Marketing Organization in Arizona to be an officially verified account for TikTok. Our website continued to see an increase in visitation, as well as, increases in page views, time on site and improved user experience. We never skipped a beat with our ad campaigns as we launched Fall, Holiday, Spring and Summer campaigns with media partners such as Expedia, KEZ Radio, Pandora, weather.com and our newest media outlet, DATAFY. Our group and sports sales teams were back on the road, meeting their clients face-to-face and generating a record number of business leads for our hospitality partners. It feels great to be getting back to business and seeing travel rebound. While we our industry has not quite yet returned to the peak numbers of 2019, we are confident that we will hit new heights by the end of 2023.





# HIGHLIGHTS OF THE YEAR

## TEMPE VISITOR'S GUIDE

Produced 60,000 copies of the new 2022 Tempe Visitors Guide which features an updated layout, more native content and QR codes to link readers back to updated information on our website.

## NEW VIDEO PRODUCTIONS

New videos were produced to promote through our blogs, social media and pay-per-click advertising. The topics included: Fun-Filled Family Day, Spend the Day at Tempe Town Lake and Fall in Tempe is Festive and Fun.

## DATAFY PLATFORM

Initiated marketing promotions through DATAFY. This tool provides historical data on visitors to Tempe through geofencing locations throughout the Tempe area and creating target market profiles that are then used to retarget past visitors and identify new, like-minded travelers.

## GAY BOWL 2022

Tempe hosted the Gay Bowl at Tempe Sports Complex in Fall 2021 with more than 1,200 athletes, spectators and fans. This is one of the largest LGBTQ+ events held in Tempe.

## 12 DAYS OF GIVEAWAYS

Celebrated the holidays in a big way through this social media campaign that resulted in 303 new followers, 13,607 story views, 1,103 entries and promoting 31 partners.

## BLACK TRAVEL MOVEMENT GROUP TRIP

Hosted 4 black travel content creators from across the US for a trip to Tempe with original social media posts from each attendee.

## GROUP & SPORTS SALES LEADS

Experienced a record year in leads for our hospitality community with 551 group meetings leads and 54 sports leads providing a pipeline for future possible bookings for Tempe.

## VAI GRANT

The Tempe Tourism Office received a VAI Grant through the Arizona Office of Tourism. This federally funded program aids Arizona destinations as we recover from the effects of the Covid-19 pandemic. The grant was used to fund our Summer of 2022 marketing campaign.

## DTA IMPACT AWARD

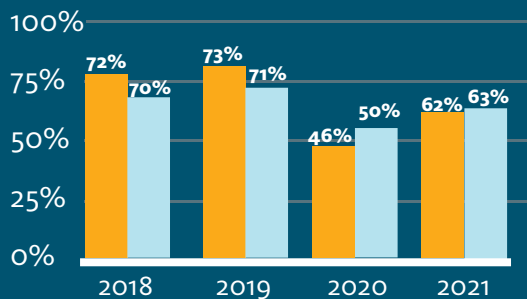
TEAM Tempe, which is comprised of the Tempe Tourism Office, Tempe Chamber of Commerce, Downtown Tempe Authority and the City of Tempe Economic Development and Communications staff, won the Downtown Tempe Authority Impact Award in recognition of our cooperative work over the past 2 years.

# 2021 TEMPE MARKET REVIEW

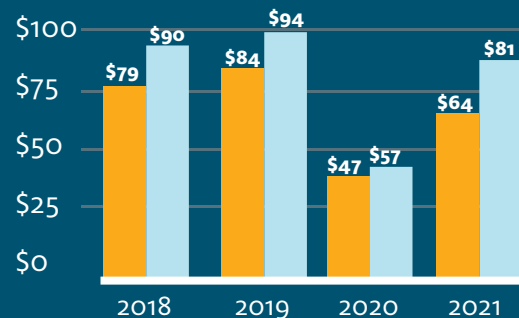
The COVID-19 pandemic still left its mark on the Tempe and Phoenix area hospitality industry. While we regained ground from the depths of 2020, we are still working our way back to the peak year of 2019. Much of our rebound in 2021 can be attributed to Arizona's less restrictive Covid policies. While states surrounding us, especially California, kept very stringent mask and distancing rules in place, Arizona's more relaxed policies made our destination a place to getaway and feel less

confined. We also saw a stream of youth sports events come to Arizona over the summer of 2021 which buoyed our occupancy and hotel rates. We also saw the opening of a new hotel, The Westin Tempe, which added 290 upscale rooms to our inventory. Looking ahead to 2022, we are seeing a slowdown in demand which is most likely impacted by the fact that the world is open again post-Covid, thus increasing our competition.

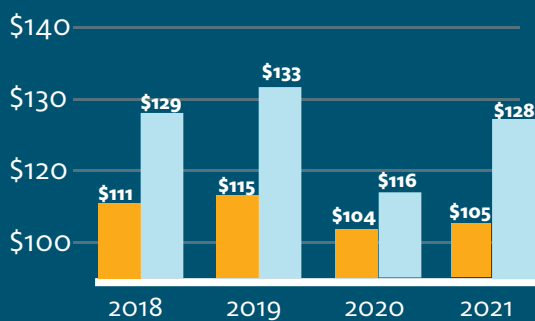
## OCCUPANCY



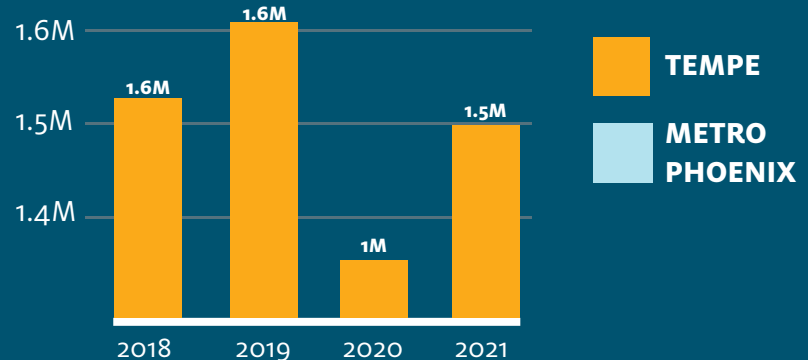
## REVENUE PER AVAILABLE ROOM



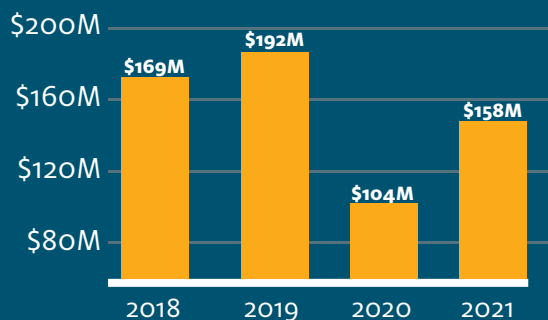
## AVERAGE DAILY RATE (ADR)



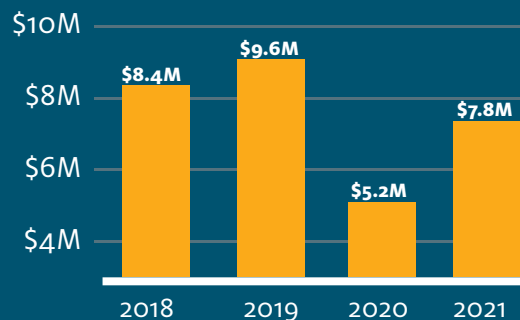
## DEMAND/ROOMS SOLD-TEMPE



## HOTEL REVENUE-TEMPE



## BED TAX COLLECTION-TEMPE

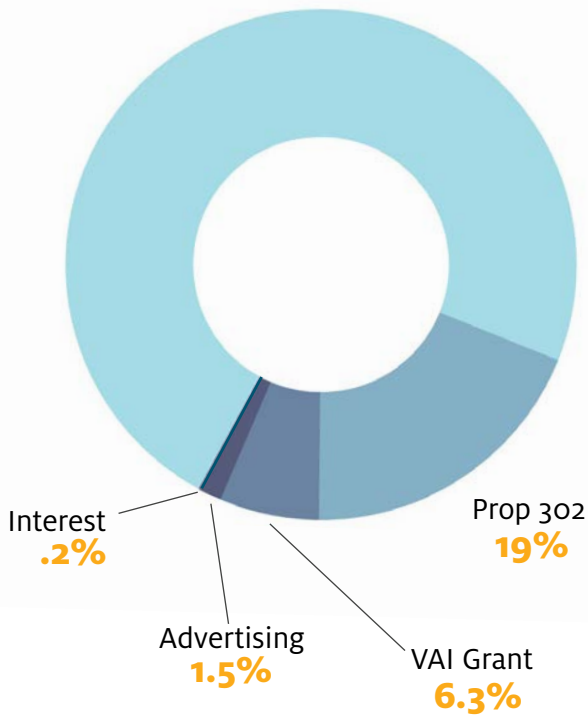


# REVENUE & EXPENSES

## REVENUE SOURCES

City of Tempe Bed Tax

73%



|                               |              |
|-------------------------------|--------------|
| <b>City of Tempe Bed Tax:</b> | \$2,911,073  |
| <b>Prop 302:</b>              | \$759,455    |
| <b>VAI Grant:</b>             | \$250,000    |
| <b>Advertising:</b>           | \$57,225     |
| <b>Interest:</b>              | \$649        |
| <b>TOTAL:</b>                 | \$3,978,412* |

## EXPENSES

Operations

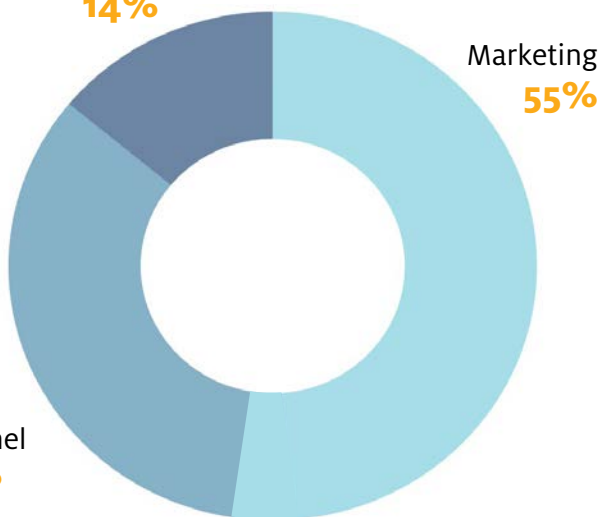
14%

Marketing

55%

Personnel

31%



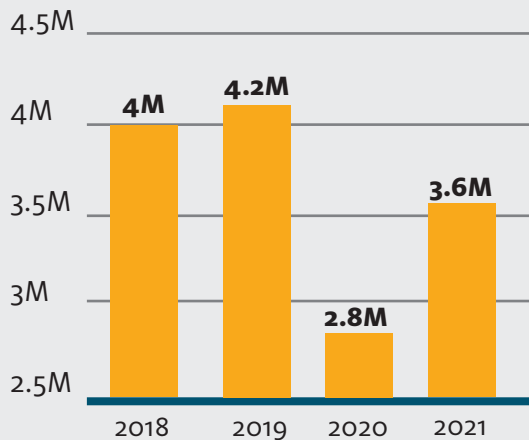
|                    |             |
|--------------------|-------------|
| <b>Marketing:</b>  | \$1,876,265 |
| <b>Personnel:</b>  | \$1,079,047 |
| <b>Operations:</b> | \$472,596   |
| <b>TOTAL:</b>      | \$3,427,908 |

\*Carry-over funds from FY21/22 to FY22/23 to be used for Super Bowl Host Committee sponsorship commitment and marketing expenses related to the VAI Grant issued by the Arizona Office of Tourism.

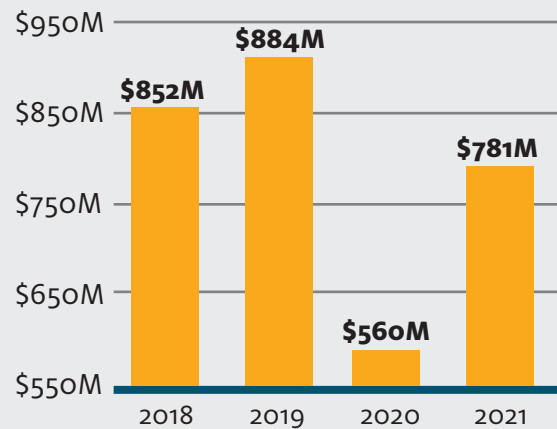
# Economic Impact of Tourism on Tempe

The Tempe Tourism Office commissioned an updated research project through Tourism Economics. The results of the Economic Impact of Tourism on Tempe study demonstrates how tourism plays a vital role in Tempe's economy. The study shows that the City of Tempe received a total of \$1.0 billion in total impact and generated 7,600 jobs in 2021.

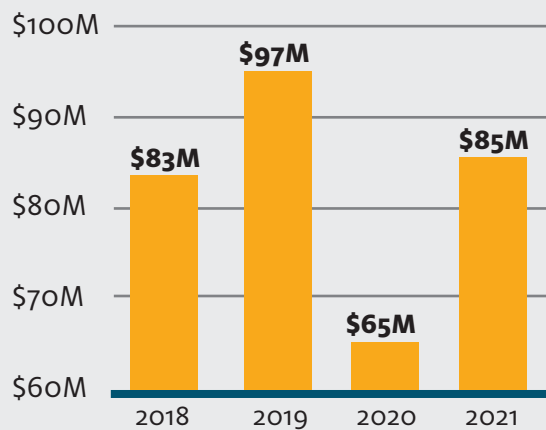
## ECONOMIC IMPACT STUDY



**NUMBER OF VISITORS**



**TOTAL SPENDING**



**STATE & LOCAL TAXES**



# MARKETING & DIGITAL OUTREACH

## \$16.9M

(EEI) Estimated  
Economic Impact\*

The Tempe Tourism Office launched a Fall, Holiday, Spring and Summer campaign in FY21-22. During the Covid-19 pandemic, we pulled back our target markets to a strictly regional approach. In FY21-22, we were able to add back the longer haul markets that had been traditional targets pre-Covid. This year we deployed our advertising and digital messaging to statewide Arizona, Southern California, Las Vegas, Albuquerque, San Francisco/Bay Area, Seattle and Chicago. We ensured that our content and imagery showcased Tempe as a vibrant, sunny and welcoming destination.



Photo credit: @bhaumik\_bheda

\*Economic impact formula for daily spending based on 2019 Tourism Impact Study.

# Advertising Plan

## PRINT + DIGITAL

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

## DIGITAL:

- » ADARA
- » Arizona Parenting Magazine
- » AZ Family
- » DATAFY
- » Expedia, Orbitz, Hotels.com, VRBO
- » Go Travel Sites
- » LA Magazine
- » Neon
- » Pandora
- » Phoenix Magazine
- » Raising Arizona Kids
- » Right Choice Digital
- » TravelZoo
- » TripAdvisor
- » Viant
- » Weather.com

## RADIO:

- » KESZ FM
- » KMLE-FM
- » KOOL-FM
- » KALV-FM
- » KLUC-FM – Las Vegas
- » KMXB-FM – Las Vegas
- » KLNZ-FM – Spanish radio
- » KVVA-FM – Spanish radio

## GROUP & SPORTS DIGITAL

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



**2,962,486**

Total circulation

**53,055,024**

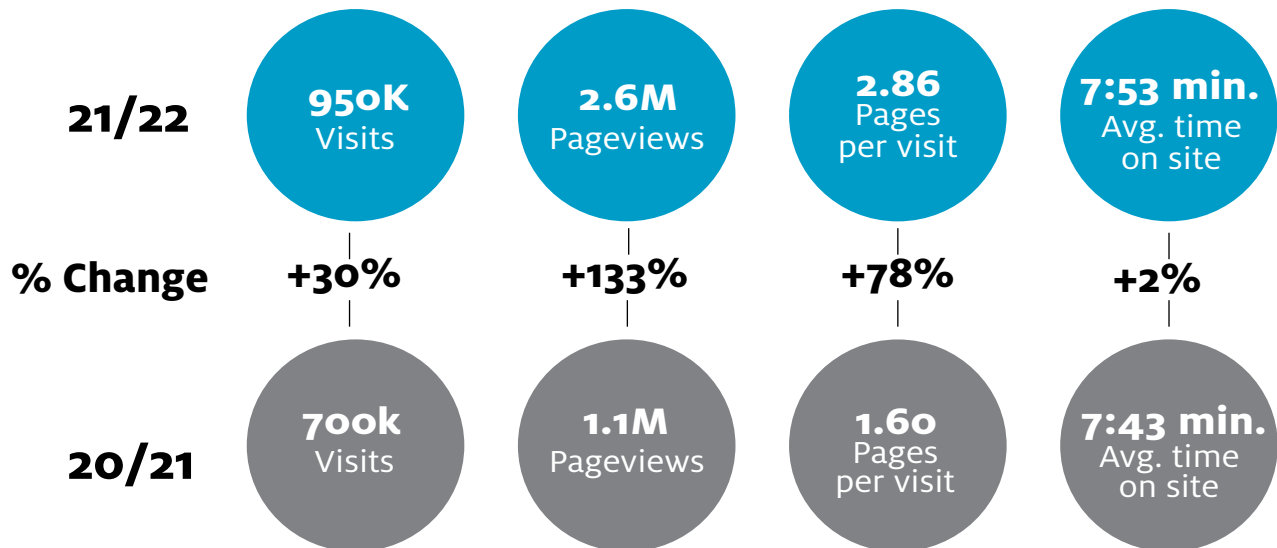
Total impressions

**56,017,510**

**Total**

# Website Performance

## Year-Over-Year Results:



## SEO (Search Engine Optimization) Summary

Search Engine Optimization efforts resulted in an **80%** keyword visibility on Google and Bing (up from 82.8% in 19/20)

## PPC (Pay-Per-Click) Summary

|   |                             |                               |                                 |
|---|-----------------------------|-------------------------------|---------------------------------|
| <b>2.3M</b><br>Pay-Per-Click<br>Video Views | <b>13.7M</b><br>Impressions | <b>26%</b><br>Click-thru-Rate | <b>\$0.04</b><br>Cost-Per-Click |
|---|-----------------------------|-------------------------------|---------------------------------|

## TOP 5 BLOGS:

1. [Top Tempe Breakfast Spots](#)
2. [20 Things To Do in Tempe AZ in the New Year](#)
3. [There's So Much To Do At Tempe Town Lake](#)
4. [Restaurants in Tempe with Great Patios](#)
5. [Dining at Tempe Marketplace – So Many Options](#)





# E-Newsletters

## PARTNER NEWSLETTER

Newsletters sent: **4**

Average number of recipients: **297**

Average open rate: **31.83%**

## CONSUMER NEWSLETTER

Newsletters sent: **24**

Average number of recipients: **10,416**

Average open rate: **29.53%**

## WEEKLY EVENTS NEWSLETTER

Newsletters sent: **53**

Average number of recipients: **288**

Average open rate: **29.90%**

## MEETING PLANNER NEWSLETTER

Newsletters sent: **7**

Average number of recipients: **2,620**

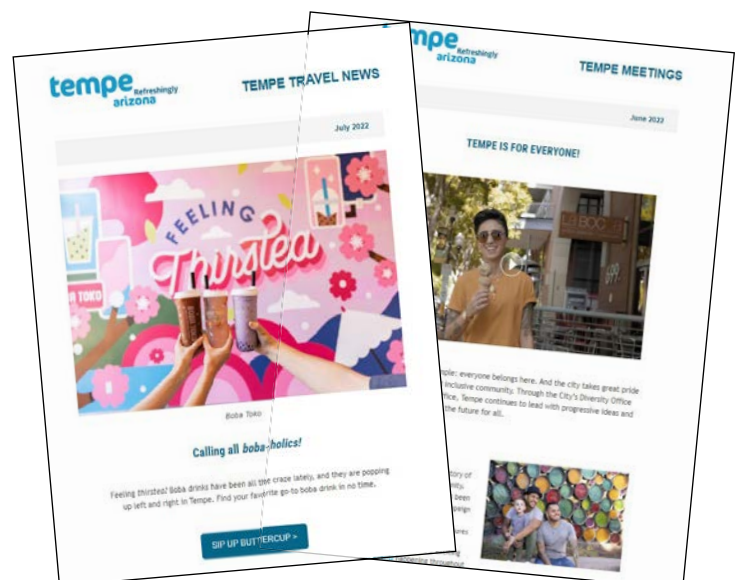
Average open rate: **30.37%**

## SPORTS PLANNER NEWSLETTER

Newsletters sent: **4**

Average number of recipients: **459**

Average open rate: **32.89%**





# COMMUNICATIONS

## Media Outreach

**19**

travel writers/  
journalists/  
social media influencers

**23**

media articles  
coverage

**295k**

influencers' social  
media impressions

**9.8m**

media articles  
impressions

The Communications team continues to focus on generating positive media coverage for Tempe. We employ several different tactics including hosting social influencers, bloggers, and travel media in Tempe so that they can, in turn, share our destination with their followers and readers. Staff attended several media marketplaces to meet one-on-one with a variety of content creators.

Our team also stays ahead of the curve by leveraging the tools we have on hand, plus taking the time to learn about new ways to promote Tempe across different media platforms. With travel rebounding on a global level, it is important that we work with media who are able to help us spread the word about Tempe.





Tempe Tourism hosted 19 content creators including the Black Travel Movement Group from all around the U.S., local influencers during the holidays to promote local shopping and events, and foodie TikTok influencers to promote local restaurants.

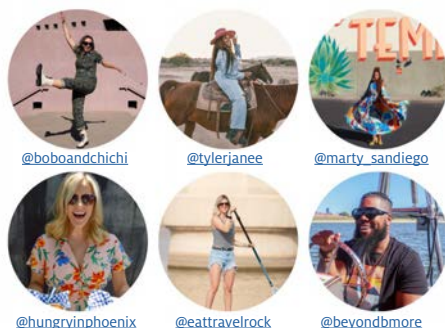
## Media and Communication Conferences

- » July 2021: [Arizona Governor's Conference on Tourism \(GCOT\)](#)
- » August 2021: [Adobe Illustrator Summit](#)
- » September 2021: Presented at [E-Tourism Summit](#)
- » September 2021: [SEE CrowdRiff Conference](#)
- » January 2022: [Visit Phoenix Media Mission](#)
- » January 2022: [TravMedia's International Media Marketplace](#)
- » March 2022: [SXSW Conference](#)
- » March 2022: [Digital Summit Phoenix](#)
- » April 2022: [Travel Blog Exchange \(TBEX\)](#)
- » June 2022: [Destination Marketing Association West](#)

## Media Coverage & Influencers Marketing



**23 ARTICLES**  
**9.8M IMPRESSIONS**



**19  
influencers  
hosted**





# Social Media and Content Creation

## Year-end results:

**279K ENGAGEMENTS**

FY 20/21: 293K

**4.2M VIEWS**

FY 20/21: 3.7M

**72K FOLLOWERS**



## Key Highlights:

### TOP INSTAGRAM POSTS



#### Favorite Eats Near ASU IG Reels

We featured a round-up of great dining around the ASU campus for incoming students and visitors to try.



#### 12 Days of Giveaways IG Reels

Celebrated the holidays in a big way through this social media campaign that resulted in 303 new followers, 13,607 story views, 1,103 entries and promoting 31 partners.



#### Fun IG Reels/TikTok Trend

As Instagram transforms into a video-based platform, we decided to hop on this trending sound about sharing unexpected facts. During the winter, we shared how nice the weather is in Tempe, which local and past visitors enjoys.



#### ZooLights Trend

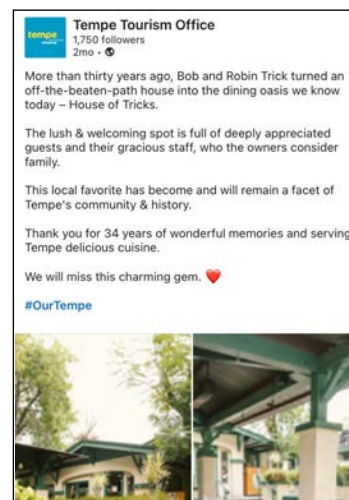
Phoenix Zoo's ZooLights event was back on for the first time since 2020. During the holidays, we featured several fun events for the family, couples and friends. Our audience was craving the comeback of events after a year of cancellations.

### TOP FACEBOOK POST



3K Likes  
23 Comments  
175 Shares

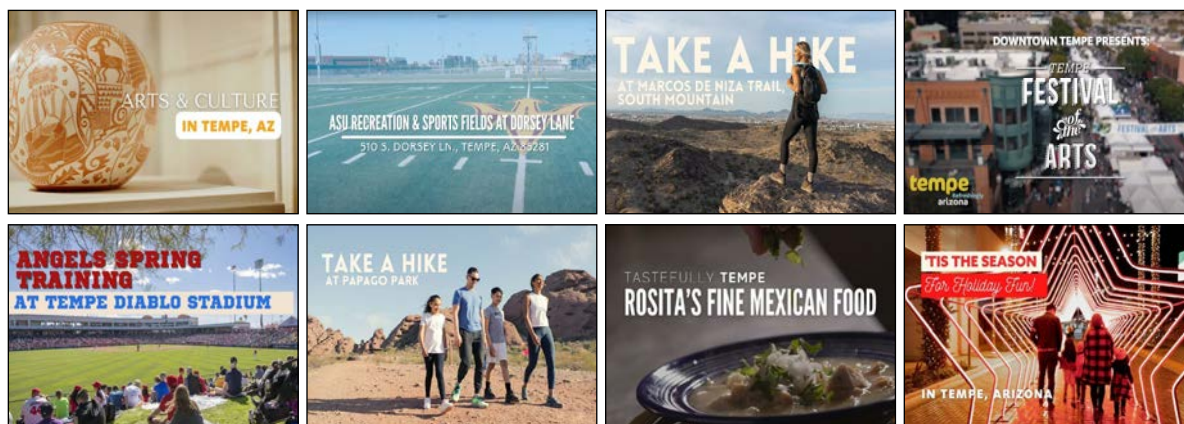
### TOP LINKEDIN POST



199 Likes  
12 Comments  
1 Share

## VIDEO CONTENT:

With the re-opening of businesses and the return of events, we produced photos and videos reflecting Tempe's energetic comeback. Key videos produced include a series highlighting meetings and venue spaces, events, Tastefully Tempe and hiking trails. Lastly, we worked with PB & J Marketing to produce an arts and culture video featuring must-see attractions such as the Tempe History Museum, ASU Art Museum, and Tempe Center for the Arts, with the Deputy Community Services Director - Arts and Culture, Brendan Ross.



## TOP TIKTOK VIDEOS

We are now the first and only destination marketing organization in Arizona to be verified on TikTok. The [@tempetourism](#) TikTok channel has seen major growth during our second year on the platform, ending the fiscal year at 26,000 followers, making it our largest social platform.

**151 TIKTOK VIDEOS PRODUCED**

**2M TOTAL VIEWS**

**96 PARTNERS FEATURED**





# GROUP & SPORTS SALES

**551**

Leads

**66**

Bookings

**9,827**

Room Nights

**10,431**

Attendees

**27**

Service  
Requests

**376**

Partner  
Referrals

**\$9.6M**

(EEI) Estimated  
Economic Impact\*

## Leads by Group Segment:

Association: **97** Rooms only: **23**

Corporate: **357** SMERF: **44**

Government: **14** Space only: **15**

Photo credit: @droningjudah

\*Totals reflect cancellations in the FY

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





### Staff Announcements:

- » Matt Connelly was appointed Director of Sales
- » Melora Hathaway became Sr, National Sales Manager
- » Luchie Javelosa joined the team as Sr. Sports Sales Manager
- » Olivia Hall, Partnership Development Manager, increased communications with our partners and processed a record year of RFP's

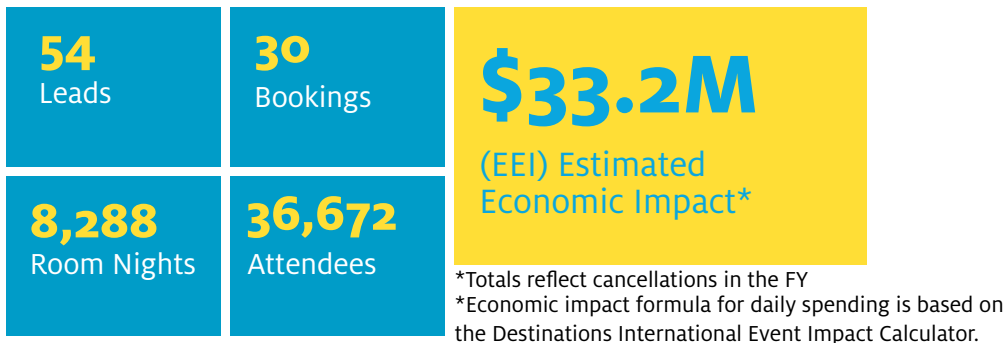
### Group Sales Highlights:

- » **10** in-person conferences, meeting with **310** planners
- » **4** webinar presentations with **152** participants
- » **16** site inspections conducted

### Sports Sales Highlights:

- » Strengthened partnerships with Compete Sports Diversity, local sports facilities, Arizona Office of Tourism and area DMO's to host future events
- » Began to position Tempe as a top diverse & inclusive destination for sports tournaments with a focus on LGBTQ+, Adaptive and Women's programs
- » Provide leadership for SPORTS ETA/ Young Professionals Board to support and empower members by focusing on education, networking, and personal and professional development
- » Conducted months of planning in preparation of being the host city for 41st National Veterans Wheelchair Games in July 2022 with over 400 athletes competing in a variety of adaptive sports
- » Secured Legacy & Outspoken Summit for November 2022
- » Secured USA Racquetball National Doubles Championship for February 2023
- » Secured Tempe as the host city for the Sports Express Conference in 2024

# SPORTS SALES



## Sports Tradeshows

- » Tempe Tourism received the National Sports Tourism Partnership Award
- » Compete Sports Diversity Conference & Awards – 10 rights holders
- » Sports Express Outdoor – 20 rights holders
- » Sports ETA Women’s Educational Summit and Annual Symposium - 29 rights holders/sports publications
- » Connect Sports Spring Marketplace – 27 rights holders
- » Compete Sports Diversity Summer Conference – 8 rights holders

## Major Events Hosted

- » Ironman Arizona 70.3 - **\$2.7M EEI**
- » AZ Gay Bowl XXI - **\$1.5M EEI**
- » Ironman Arizona - **\$4.4M EEI**
- » AZ Open Raquetball Tournament - **\$177K EEI**
- » AJGA Thunderbird Junior All-Star Golf Tournament - **\$511K EEI**
- » Rock N’ Roll Marathon and 1/2 Marathon - **\$4.1M EEI**



# YEAR-END STRATEGIC RESULTS

## TEMPE TOURISM PURPOSE:

Contribute to Tempe's long-term financial stability and vitality

## TEMPE TOURISM STRATEGY:

Tempe Tourism's outcome is to increase overnight travelers as measured by monthly Bed Tax collections

## TEMPE TOURISM FY21/22 RESULTS:

- » Bed Tax grew from \$5.2M in CY 2020 to \$7.8M in CY 2021

## CITY OF TEMPE PERFORMANCE MEASURE:



Financial Stability  
& Vitality

Enhancing current and developing new special events

Tempe Tourism's outcome is to increase the economic impact of Tempe's special events

- » Tempe Tourism agreed to participate in co-op marketing in the new multi-year Innings Fest agreement
- » Continued sponsorship of Ironman AZ, Rock n' Roll Marathon & Angels Spring Training
- » Provided sponsorship support of the DTA's Tempe's Fantasy of Lights



Quality of Life

Disseminating information about Tempe to local and out-of-state audiences

Tempe Tourism's outcome is to increase interactions through our digital assets

- » Website visits increased 30% y-o-y
- » Average open rates for newsletters jumped from 22% to 31% y-o-y
- » Total social media engagements fell slightly from 293K to 279K y-o-y.
- » Total views increased from 3.7M to 4.2M y-o-y
- » Most popular social platform for TTO is TikTok which jumped from 1.8M views to 2.1M views y-o-y



Strong Community  
Connections

Branding Tempe as a desirable destination to local and out-of-state target markets

Tempe Tourism's outcome is to increase total paid impressions to achieve a greater, positive awareness of Tempe

- » Total impressions were 56,017,510 which is down y-o-y due to a portion of our advertising reduced due to a shortened Spring Training season
- » Total group leads increased from 131 to 551 y-o-y
- » Total group bookings increased from 13 to 69 y-o-y
- » Total sports leads increased from 47 to 54 y-o-y
- » Total sports bookings increased from 20 to 54 y-o-y
- » Total requests for information increased 10% from 2,960 to 3,264 y-o-y



Strong Community  
Connections