



# Tempe Tourism Annual Report

FISCAL YEAR

2024–2025



# A LETTER FROM THE PRESIDENT & CEO

This year marked a turning point in how we share Tempe with the world. From launching a bold new brand to reimagining our website, we've taken intentional steps to elevate Tempe's story and invite travelers into the spirit of our city like never before.

Our team continued to push boundaries — testing new marketing tactics, increasing community engagement, and delivering measurable value to our partners and stakeholders.

We're proud of where we've been and even more excited about where we're going.



**Michael Martin**  
*President & CEO*

# Year in Review

## FY 2024–2025 Highlights

### Rebrand Reveal

After years of strategic planning and collaboration, we officially launched Tempe's new brand in September 2024. Built on values of sustainability, creativity and the culture of the city, the refreshed brand has transformed how we talk about Tempe and how visitors connect with it.



Brand rollout included: new visual identity, messaging framework, partner education sessions, and refreshed assets



Our “Re:” campaign drove strong engagement across all channels — Reimagine. Rediscover. Return.

### New Website Launch

In April 2025, we launched our redesigned website, built to reflect the energy of the brand while improving the user experience, accessibility, and storytelling.



Bounce rate decreased by 23%



Time-on-site increased by 27%



Interactive itineraries and enhanced event listings became top-visited features

### 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 FY24/25, our social media delivered 17,506,254 impressions and 1,399,691 total engagements across our social platforms.

### Influencing Tempe

In May, the Communications team hosted 40 influencers for its second Content Creator Appreciation Event. The evening was spent exploring 11 of Culdesac Tempe's small retail businesses, all of which created immersive activations inviting attendees to engage in highly visual micro experiences. The event also included a welcome toast at the beer garden, dinner at Cocina Chiwas and dessert at Aruma Cafe.

The social media coverage by our guests included 78 pieces of content that reached a combined audience of over 2.3 million viewers. This drove greater brand awareness for both Tempe Tourism and Culdesac Tempe ahead of our critically important summer promotions.

### In Good Company...Again

For the second year in a row, Tempe was named as one of Cvent's top 50 Meeting Destinations in North America. To have Tempe included in the top 50 across the US is a great honor and a testament to our team's dedication in promoting Tempe as a destination of choice for meeting and event planners. The list includes major cities such as San Diego, Phoenix and Scottsdale. During FY24/25, the Group Sales and Sports Department generated 755 total leads for our hotels and venues. Tempe Tourism continues to look for innovative marketing and partnership opportunities to help our city gain more recognition

## Group & Sports Sales Growth

In fiscal year 2024–2025, Tempe Tourism’s Group and Sports Sales efforts delivered measurable impact, driving business that strengthens Tempe’s visitor economy and supports our local community. A highlight of the year was Tempe earning a spot on CVENT’s Top 50 U.S. Meeting Destinations list, an achievement that underscores our competitiveness in the national meetings landscape. This recognition reflects the strategic work of our sales team, whose efforts to attract group business and sporting events continue to expand Tempe’s reach, generate room nights, and showcase the city as a premier destination for planners and organizers.

### Meetings

Leads

**693**

Bookings

**128**

Room Nights

**22,749**

Attendees

**12,338**

Economic Impact

**\$27,319,595**

### Sports

Leads

**59**

Bookings

**26**

Room Nights

**6,049**

Attendees

**7,902**

Economic Impact

**\$18,327,342**



## Community Engagement



Awarded Tempe Gem, Spirit of Hospitality & Impact Awards at our 2025 Luncheon



Hosted focus groups with key industry and city partners to gain feedback for our strategic planning process.



Supported local businesses through partnerships with Local First Arizona and Devour



Donated gifts through the Salvation Army Christmas Angel program, and volunteered at local non-profits including Feed My Starving Children and Lost Our Home Pet Rescue.

# Communications, Social Media and Content Creation

Throughout fiscal year 2024-2025, 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:

**25**

Earned media placements (+100%)

**11**

content creator partnerships

**50+**

appointments with travel content creators (across two trade shows)

**98**

Blog posts overhauled

**971**

photo galleries across all blogs (17,280 total assets)  
• 93K interactions; 11.2% engagement rate

**40+**

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

**100+**

Visits to Tempe business and attractions for content creation

**266**

Photo requests fulfilled through our Media Hub

**1,500+**

user generated content assets contributed to our digital library



### Social media engagements

FY 24-25:

**1,399,691 (+82.8%)**

### Social media followers

FY 24-25:

**144,726 (+34.2%)**

### Social media video views

FY 24-25:

**16,856,239 (+57.8%)**

### Social media impressions

FY 24-25:

**17,506,254 (+67.1%)**

## Marketing

In fiscal year 2024–2025, Tempe Tourism reached a defining milestone with the launch of our refreshed brand identity and the redesign and redevelopment of our website. These initiatives were more than visual updates, they were strategic investments to elevate how we tell Tempe's story and connect with our audiences. Our new brand captures the city's dynamic spirit with a bold, modern look that reflects Tempe's culture, creativity, and energy. The redesigned website now serves as both an inspiration hub and a planning tool, offering travelers an engaging, user-friendly experience that showcases everything from Tempe's outdoor adventures to its culinary scene. Together, these efforts lay the foundation for stronger engagement, greater visibility, and continued growth as we invite visitors to reimagine and rediscover Tempe.

## Advertising Plan

This year, we completely reimagined the way we approach media buying. Moving beyond traditional placements, we leaned more heavily into digital platforms and programmatic opportunities that allow us to be more agile, data-driven, and precise in reaching our target audiences. At the same time, we pushed ourselves to think outside the box, exploring new markets, testing unconventional channels, and meeting travelers where they are with creative, relevant messaging. Through this evolved strategy, every campaign remains rooted in the mission and vision of Tempe Tourism: to share the spirit of Tempe with the masses and inspire more visitors to experience all that our city has to offer.



# 51,825,391

Circulation and Ad Impressions:

# Website Performance

Fiscal Year July 1, 2024 – June 30, 2025

Sessions FY **24-25- 908,784**

Sessions FY **23-24- 856,000**

Page Views FY **24-25- 2,247,564**

Page Views FY **23-24- 2,843,691**

## Top 5 website pages



Upcoming  
Tempe Events



Tempe Town  
Lake and  
Beach Park



Things to Do  
in Tempe



New Places to  
Dine, Drink and  
Dance in Tempe



Summer in Tempe

## E-Newsletters

### Partner Newsletter

Avg. Subscribers: **234**  
Avg. Open Rate: **38%**  
Avg. Click Rate: **8%**

### Consumer Newsletter

Avg. Subscribers: **13,442**  
Avg. Open Rate: **34%**  
Avg. Click Rate: **5%**

### Weekly Newsletter

Avg. Subscribers: **334**  
Avg. Open Rate: **39%**  
Avg. Click Rate: **10%**

### Meeting Newsletter

Avg. Subscribers: **2,524**  
Avg. Open Rate: **38%**  
Avg. Click Rate: **5%**

### Sports Newsletter

Avg. Subscribers: **686**  
Avg. Open Rate: **41%**  
Avg. Click Rate: **4%**

# Destination Performance

## Calendar Year 2024 Market in Review

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

Metric	2023	2024
Occupancy	67.3%	66.3%
Average Daily Rate (ADR)	\$149.69	\$146.45
Revenue Per Available Room (RevPAR)	\$100.80	\$97.12
Demand / Rooms Sold	1,741,002	1,759,024
Hotel Revenue	\$260,602,398	\$257,603,855
Bed Tax Collection	\$12,875,417	\$13,031,192



# Revenue & Expenses



## Revenue Sources

City of Tempe	Annual Event
<b>\$3,157,443</b>	<b>\$10,982</b>
Prop 302	Interest
<b>\$929,504</b>	<b>\$5,133</b>
Advertising	Other
<b>\$39,852</b>	<b>\$5,538</b>

Total Revenue: **\$4,148,452**



## Expenses

Personnel
<b>\$1,291,365</b>
Promotional
<b>\$2,264,736</b>
Operations
<b>\$433,527</b>

Total Expenses: **\$3,989,628**

# Impact of Tourism

**Source:** 2024 Economic Impact of Tourism in Tempe Research Study conducted by Tourism Economics

Number of Visitors	Total Direct Spending	State & Local Taxes Generated
<b>4.5 million</b>	<b>\$1.1 billion</b>	<b>\$120 million</b>

## Spending by Category

Food & Beverage	Lodging	Transportation
<b>\$289 million</b>	<b>\$276 million</b>	<b>\$221 million</b>
Retail	Recreation & Entertainment	
<b>\$195 million</b>	<b>\$143 million</b>	

## LOOKING AHEAD

We'll continue to lean into what's working; bold storytelling, authentic local voices, and content that meets travelers where they are. In FY 25–26, we plan to:

- Expand our on-site activation footprint
- Launch our new strategic plan to lead the way for the next 5 years
- Reimagine our visitor's guide with a new sustainable format
- Explore new tools for data-driven marketing and lead generation
- Continue supporting our hospitality and community partners every step of the way

