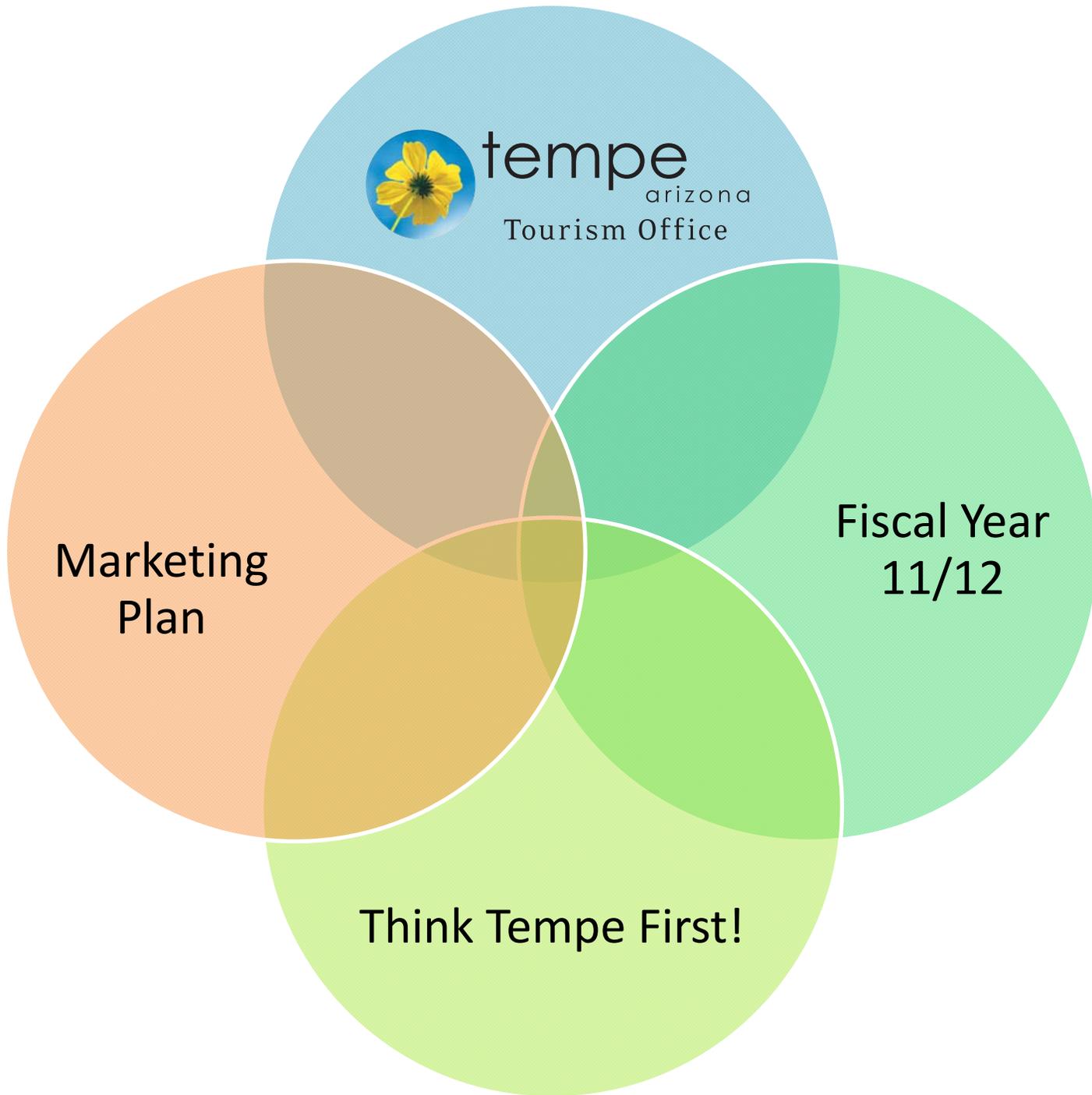




tempe  
arizona  
Tourism Office



Marketing  
Plan

Fiscal Year  
11/12

Think Tempe First!

To our Partners and Friends:

At the Tempe Tourism Office, our mission is to promote our city as a desirable and sought-after destination. With the perseverance and patience of our dedicated team, even in challenging economic times, we know that it is indeed possible to generate new business and increase visitation to our area. With increased business as our primary goal, we are pleased to present our 2011/2012 Marketing Plan.

Our staff will target consumers, meeting planners, sports rights holders, tour operators, media and travel agents.

Our approach will be multi-layered campaigns designed to effectively reach our audiences. Our mindset is one of Mission: Possible. Together, we can prove it is possible to deliver more visitors and revenue to Tempe.

We sincerely appreciate your support and look forward to working with you as we create new possibilities for our city.

Stephanie Nowack  
President & CEO  
Tempe Tourism Office

On behalf of the Board of Directors, thank you to the Tempe City Council, City staff, partners and hospitality community for your ongoing commitment to the Tempe Tourism Office.

The tourism industry is a vital economic driver for Arizona and Tempe - a source of new sales tax, jobs and revenue for our local businesses.

We know that Tempe is a welcoming, fun, and energetic place to visit. It is our job to continue to extend that message and to generate new travellers to Tempe.

As we run toward a stronger economy, we are acutely aware that tourism will play a major role in getting us to the finish line.

Thank you for all you do to make Tempe a great destination.

Daryl Crawford  
Chairman of the Board  
Tempe Tourism Office





**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.

**Organization:** The Tempe Convention & Visitors Bureau (DBA: Tempe Tourism Office) is a non-profit 501 c(6) organization and has been in operation since 1988. The Tempe Tourism Office receives dedicated funding from the City of Tempe bed tax. Other funding sources include grant programs, membership dues, co-op participation and in-kind support.



**Visitor Information:**

Main Office & Visitor's Center  
51 West Third Street, Suite 105, Tempe, Arizona 85281  
Toll-free: 1-800-283-6734  
Email: [info@tempetourism.com](mailto:info@tempetourism.com)  
Online: [www.TempeTourism.com](http://www.TempeTourism.com)  
Social: [www.facebook.com/TempeTourism](http://www.facebook.com/TempeTourism)\* Twitter: @TempeTourism

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Ginger Dude - Office Manager  
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**Chairman**

Daryl Crawford \* ASU Karsten Golf Course

**Vice Chairman**

Robin Trick \* House of Tricks

**Secretary / Treasurer**

Ken McKenzie \* Tempe Mission Palms Hotel

**Past Chairman**

Denise Neff \* Vestar

**Ex-Officio**

Mary Ann Miller \* Tempe Chamber of Commerce

Nancy Hormann \* Mill Avenue District

David Strang \* Dimension Communications

**President & CEO**

Stephanie Nowack \* Tempe Tourism Office

**Directors**

Travis Dray \* City of Tempe

Steve Eberhart \* The Buttes, A Marriott Resort

Hugh Hallman \* City of Tempe

Shelley Hearn \* City of Tempe

Bill Kennedy Jr. \* ASU Intercollegiate Athletics

Rodolfo Madero \* Descubre Phoenix

Henry Naber \* Fiesta Resort  
Conference Center

Todd Olson \* Arizona Mills

Deborah Ostreicher \* Phoenix  
Sky Harbor International Airport

Kathi Overkamp \* US Airways

Michael Reed \* ASU Gammage

Adrienne Richwine \* City of Tempe

Tom Rogers \* Arizona Amateur Athletic Union

John Sallot \* Desert Botanical Garden

Al Taylor \* Special Moments

Pat Thielen \* Twin Palms Hotel

Peggy Traister \* Rustler's Rooste

Shannon Williams \* Activat8 Consulting

Josh Yeager \* Double Dutch

Mary Young \* M.Y. Events Inc.

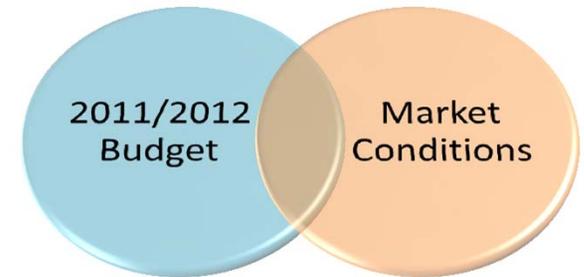


### 2011 / 2012 Projected Revenue

City of Tempe Bed Tax:	\$2,060,000
Prop 302 Funding:	\$ 238,012
Promotional Participation:	\$ 50,000
Membership Dues:	\$ 20,000
Advertising Income:	\$ 45,000
Annual Breakfast:	\$ 7,500
In-Kind Donations:	\$ 42,500
Interest:	\$ 2,000
<b>TOTAL:</b>	<b>\$2,465,012</b>

### 2011 / 2012 Projected Expenses

Marketing Programs:	\$1,171,859
Personnel:	\$ 991,385
Operations:	\$ 259,268
In-Kind:	\$ 42,500
<b>TOTAL:</b>	<b>\$2,465,012</b>



### Occupancy

	2009	2010	% +/-
Tempe	53.1%	57.2 %	+ 7.7%
Phoenix Metro	52.4%	56.1%	+7.1%

### Average Daily Rate

	2009	2010	% +/-
Tempe	\$89.24	\$81.39	- 8.8%
Phoenix Metro	\$105.72	\$98.15	- 7.2%

### Revenue Per Available Room

	2009	2010	% +/-
Tempe	\$47.42	\$47.60	+ .38%
Phoenix Metro	\$55.36	\$61.58	+11%

\*Total number of hotels in Tempe: 45

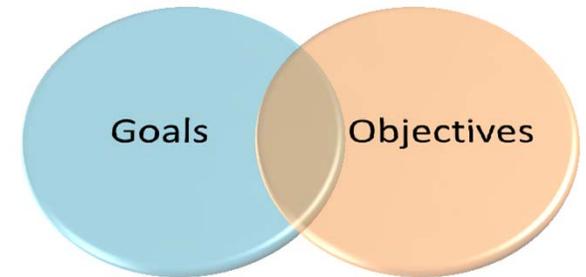
\*\*Total number of rooms in Tempe: 5,533

The economic downturn that began in 2008 and extended through 2009 was extremely difficult on Arizona's economy. During 2010, the main indicators of Occupancy, Average Daily Rate and Revenue Per Available Room (RevPar) all began to show improvement and movement in the right direction.

An upward trend is continuing in 2011, although challenges remain as we strive to return to the peak performance of 2006. Our surrounding communities are also seeing marked improvement which bodes well for Tempe. As Phoenix and Scottsdale return to their higher RevPar numbers, they will not compete at Tempe's rates, thus enabling Tempe to realize a faster recovery.

## GOALS

- Generate business opportunities for members.
- Leverage marketing budget with partners to further our collective reach.
- Develop and execute marketing programs for the greatest return on investment.
- Be an active partner in the community.
- Serve visitors by being the trusted source of tourism information for Tempe.
- Provide quality information and service to all visitors.



## OBJECTIVES

- Create strategies which focus on our target markets: Consumers, Meeting Planners, Sports Rights Holders, Media, Tour Operators and Travel Agents.
- Conduct cooperative marketing programs with the Arizona Office of Tourism, Scottsdale, Phoenix, Chandler, Mesa and our members.
- Secure and support events and programs that generate room nights for Tempe.
- Continue to research, evaluate and capitalize on new opportunities.
- Act as a resource for Tempe's hospitality data including Average Daily Rate, Revenue Per Available Room and Occupancy.
- Operate a visitor center to include information on Tempe and the state.
- Produce and distribute collateral materials that are user friendly, informative and match our brand image.
- Ensure that all Web site content is current and utilizes the latest digital marketing tools.
- Represent the hospitality community by participating on local boards and committees.

## ADVERTISING AGENCY

The Tempe Tourism Office has selected Davidson & Belluso as our new advertising agency of record. After an extensive review process, we selected this agency to lead our creative and design efforts and seek out new opportunities for traditional advertising. They will also bring us cost savings for our media purchases.

## ALLEGIANT AIRLINES CO-OP

Allegiant Airlines offers scheduled service in and out of Phoenix-Mesa Gateway Airport in Mesa. Their business model is very unique when compared to the legacy carriers in the United States. Customers are willing to pay the additional fees (pillows, seat preference, baggage) because in the end, the total ticket cost is still very low.

Several factors set them apart:

- Service to small, secondary cities or airports that do not have scheduled, non-stop service to other cities.
- One class of service
- Low-cost carrier

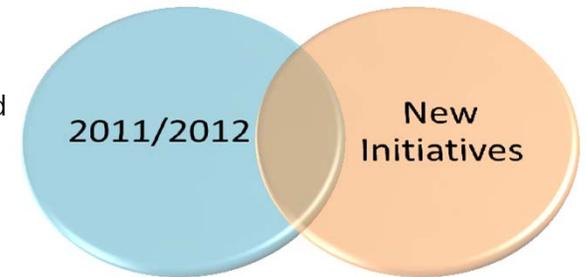
Most importantly for Tempe, their primary focus is to drive room night sales along with the airline seats. They anticipate selling more than 10,000 room nights in 2011. In addition, they are including Tempe properties in their program.

The Tempe Tourism Office will conduct a cooperative advertising campaign with the Arizona Office of Tourism, Scottsdale CVB, Greater Phoenix CVB, Mesa CVB and Allegiant Airlines. The focus will be on cities that promise the most potential for growth.

## MOBILE MARKETING

With the advancement of mobile marketing technology, the Tempe Tourism Office will incorporate mobile marketing tools along with our traditional marketing efforts:

- Encourage sign up for our monthly mobile marketing updates
- Utilize text-to-enter programs and QR codes to deliver information to our end users
- Research the feasibility of building a mobile friendly Web site

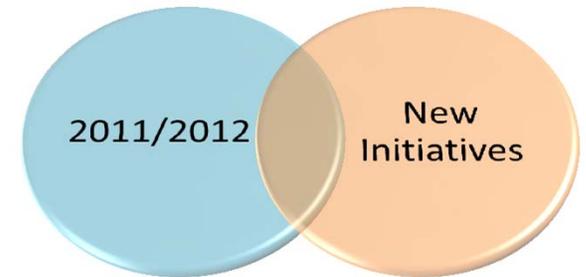


## VISITOR EXPERIENCE

Our commitment to superior customer service is stronger than ever.

The new light rail line stop on Mill Avenue has clearly created increased traffic to our office. We are also seeing an increase now that our visitor's guide is being distributed more broadly by Certified Folder and across the Phoenix area.

By working with the Downtown Tempe Community, we are distributing information to the Mill Avenue merchants to make sure they are prepared for large groups and events. Internally, we maintain an inventory of the most popular visitor items such as maps and public transportation schedules.



## EXPANSION OF FULL-SERVICE CO-OP

In 2010-2011, we introduced a cooperative campaign for our full-service hotel properties. The target market was meeting planners and included trade show participation, direct mail, e-blasts, banner advertising and print advertising. We plan to repeat the program again maintaining the theme "Mission: Possible" which resonated well. We will refine it to further emphasize awareness of Tempe's location in the Greater Phoenix area.

## EXPANSION OF LEISURE MARKETING CO-OP

In 2010-2011, we introduced two consumer cooperative campaigns. The focus was AAA in both Colorado (Spring) and Arizona (Summer). We will seek out new opportunities like these that are both affordable and target specific.

Our goal is to provide value to our members as well as the opportunity for them to leverage their dollars along with our marketing budget. The cost for our members to participate will be kept low, with the Tempe Tourism Office paying the largest portion.

## Cooperative Marketing

**Program:** Sunny Arizona  
**Partners:** Chandler, Mesa, Apache Junction  
**Tactics:** Target AAA/CAA travel agents and consumers using print advertising, Web site marketing, sales missions, online marketing, social media, e-communications and media relations.

**Program:** Custom Marketing Group (CMG)  
**Partners:** Phoenix, Scottsdale, Air Canada  
**Tactics:** Target consumers in Canada's major markets including: Calgary, Vancouver, Toronto and Montreal with printed newspaper insert with editorial, sweepstakes offer, landing page, online advertising and social media components.

**Program:** Allegiant Airlines  
**Partners:** Phoenix, Mesa, Scottsdale, Arizona Office of Tourism, Allegiant Airlines  
**Tactics:** Cable TV, outdoor, e-communications, movie theater advertising and online marketing

**Program:** Mission: Possible  
**Partners:** Full-service hotel members  
**Tactics:** Print advertising, e-communications, trade show participation, direct mail and sales missions

**Program:** Leisure Market Co-op  
**Partners:** Tempe Tourism Office members  
**Tactics:** Print advertising, online marketing and Web site marketing



## General Leisure Marketing

**Program:** Spring Training

**Tactics:** Target fans from select Spring Training teams and promote Tempe through print, online marketing, Web site content and mobile marketing.

**Program:** Insight Bowl

**Tactics:** Online marketing, mobile marketing and Web site content

**Program:** Target cities

**Tactics:** Print and online marketing in selected markets to generate requests for information and drive traffic to our Web site

**Program:** Mexico

**Tactics:** Work with Descubre Phoenix to target consumers in Sonora through radio, print, in-store, flyers, ticket sales and hotel bookings.

**Program:** Niche Markets

**Tactics:** Print, e-communications and online tactics to target LGBT and travelers interested in arts, culture and Tempe events

**Program:** ASU Alumni

**Tactics:** Direct mail, social media and online marketing tools



## [www.TempeTourism.com](http://www.TempeTourism.com)

### Highlights:

The current version of Tempe's main tourism Web site was launched in January 2009. We continue to update the site with new, user-friendly tools and content. The site contains member listings, a calendar of events, blogs, YouTube video, search functionality, options to request information, an itinerary builder, photos and information on what to do in Tempe.



### Promotion:

- Usage of unique URLs to track visitation from various Tempe tourism marketing programs
- Google analytics to track usage of the site
- Strategic pay-per-click ad placement to drive qualified visitation to the site
- Banner advertising on select sites to drive traffic
- Creation of video content to drive Google rankings and provide user with additional insight for more engaging experiences
- Constant updates which provide new, Google friendly content to drive optimization for first page listings
- Opportunity for all Tempe Tourism Office members to offer specials or coupons for automatic download from the site
- Development of Tempe blog to generate new content for optimization and provide timely articles

## [www.VisitSunnyAZ.com](http://www.VisitSunnyAZ.com)

### Highlights:

This Web site promotes the Sunny AZ cities of Mesa, Chandler, Apache Junction and Tempe. This site has been in existence for 8 years and has been a primary call to action for the Sunny Arizona cooperative campaign targeting AAA/CAA agents & consumers.

### Promotion:

- Google analytics to track usage of the site
- Pay-per-click ad placement on content and ad networks to drive qualified visits
- Constant updates to provide new, Google-friendly content to drive search engine optimization

## [www.ExploreTempe.mobi](http://www.ExploreTempe.mobi)

### Highlights:

Mobile site that features items directly from the main Tempe Tourism Office Web site including attractions, accommodations, dining/nightlife and arts & culture



### Promotion:

- Usage of unique URLs to track visitation from various Tempe Tourism Office marketing programs
- Google analytics to track usage of the site
- Pay-per-click ad placement on content networks to drive qualified visitation
- Call to action for mobile marketing programs
- Condensed site for mobile users who search for key Tempe phrases through hand held devices

## Mobile Communications

### Highlights:

To address the increase of mobile users, the Tempe Tourism Office will integrate text options into our Web site to allow mobile users to sign up for Tempe information such as news and upcoming events.

### Promotion:

- Integrate an icon into the main Web site: [www.TempeTourism.com](http://www.TempeTourism.com) on specific pages.
- Update opt-in users with new events, special offers, news and other worthy items.
- Collect data to extend our promotion by building an opt-in database for other uses.
- Initiate 'text-to-enter' options in our traditional advertising programs.

[www.facebook.com/TempeTourism](http://www.facebook.com/TempeTourism)

**Highlights:**

Increasing Tempe's fan base, developing more user content and direct messaging to our followers will be the main focus of our Facebook page.

**Promotion:**

- Incorporate Yelp! user interface to automatically populate on our page to post reviews on local restaurants, attractions, hotels and other Tempe businesses.
- Develop a relationship with local area bloggers to provide more social content.
- Use the Facebook URL on our call to action in print and online advertising.
- Develop sweepstakes program through Wildfire to generate interest and additional followers.

**Twitter - @TempeTourism**

**Highlights:**

Increasing followers, posting relevant news and promotional information and developing a greater relationship with media via Twitter will be a focus.

**Promotion:**

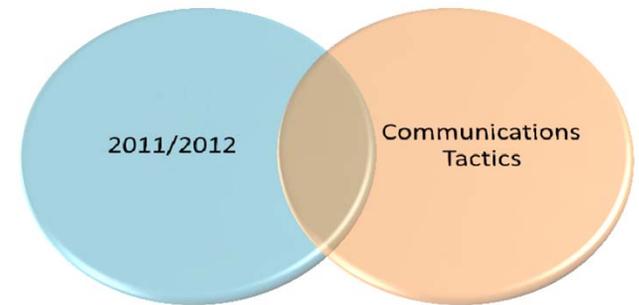
- Follow selected media contacts and utilize the tool as a way to distribute newsworthy information.
- Use the Twitter handle on our call to action in print and online advertising.
- Create weekly messages, such as 'Photo Friday', to engage current followers and generate new ones.



## Collateral Development

### Visitor's Guide

- Highlights:** The Tempe Tourism Office annually produces 65,000 pocket-size guides that provide listings for hotels, dining, attractions, transportation, outdoor and indoor recreation and other categories.
- Distribution:** Consumers, meeting planners, sports rights holders, travel agents and media. The guide is available at our visitor's center, statewide visitor's centers and Valley-wide Certified Folder locations. A digital version is available on the Tempe Tourism Office Web site.



### Group & Sports Planning Guides

- Highlights:** These guides are market specific and designed to highlight Tempe's sports and meeting venues. Features include a breakdown of meeting space, sports facilities and companies that provide services for groups.
- Distribution:** The digital version of these guides is available on the Tempe Tourism Office Web site and a link can be sent to clients.

### Meeting Planner Direct Mail

- Highlights:** The direct mail pieces are themed Mission: Possible. They are uniquely designed to capture attention and increase meeting planner visitation to our trade show booths.
- Distribution:** Meeting planners

### Park n' Fly Brochure

- Highlights:** Featuring hotels that allow guests to leave their vehicle when traveling in and out of Phoenix Sky Harbor International Airport, this brochure drives incremental room nights for participating hotels.
- Distribution:** Arizona travel agents

### Fall, Spring & Summer Specials Brochures

- Highlights:** These brochures provide consumers with an updated, seasonal calendar of events for Fall, Spring & Summer. Consumers are directed to our Web site 'specials page' with seasonal rates and member specials.
- Distribution:** Consumers, Western region travel agents

### Intercollegiate Sports Direct Mailer

- Highlights:** Features hotels that are partners in ASU's Intercollegiate program.
- Distribution:** Coaches and athletic directors

## E-Communications

### Consumer E-Newsletter

Highlights: Quarterly newsletter featuring new attractions, seasonal promotions and specials in Tempe

Distribution: 2,000+ opt-in consumers

### Membership Newsletter

Highlights: Quarterly communication with information on new Tempe Tourism Office programs, upcoming trade shows, events and participation opportunities

Distribution: Membership and other local contacts

### Tempe Scene Weekly Update

Highlights: Weekly e-blast that highlights arts and cultural events including art exhibitions, concerts, live music venue updates and festivals

Distribution: Members, board members, venues that host events in Tempe and the Concierge Network

### Meeting Planner Newsletter

Highlights: Quarterly update designed to educate and inform meeting and event planners about Tempe as a destination for meetings

Distribution: 6,000 meeting planners

### Sunny Arizona Travel Agent Newsletter

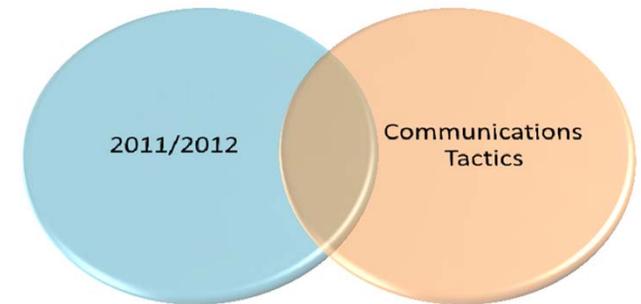
Highlights: Six times yearly newsletter designed to educate and inform the agents on the attributes of the Sunny Arizona co-op cities: Chandler, Mesa, Apache Junction and Tempe. Also, it is used as a vehicle to encourage participation in the annual Sunny Arizona FAM.

Distribution: 2,000+ AAA and CAA travel agents from the Midwest, Canada and Western U.S.

### Optimized Press Releases

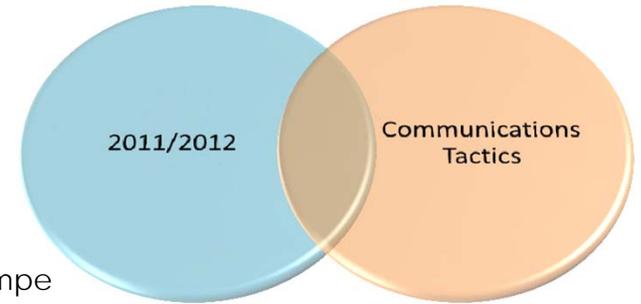
Highlights: Digital press releases, optimized with search terms, accompanied by photos and video

Distribution: Media and consumers



## Media Missions

- Partners:** Arizona Office of Tourism, Phoenix, Scottsdale, Mesa, Chandler and other Arizona tourism partners
- Target:** Media based in key markets that will include New York, Vancouver, Los Angeles and Toronto
- Program:** Personal visits with editors, writers and freelance writers to discuss Tempe and Arizona as topics for stories



## Familiarization Tours (FAMS)

- Partners:** Arizona Office of Tourism, partner cities, members and community partners
- Target:** Travel media focused on specific topics such as arts and culture, lifestyle and outdoor recreation
- Program:** Work with community partners who are experts in their field to target key writers and invite them to Tempe for a 2-3 day, hosted experience of the area. The goal is to have positive stories written about Tempe in targeted publications, blogs and online sources.

## Message Development

- PR:** Distribute press releases that cover specific, newsworthy topics to generate additional publicity for Tempe.
- Web Site :** Update content to ensure the Web site is topical, optimized, easy to navigate and useful for the end user.
- Collateral:** Ensure that all copy in printed form is clear, consistent and in a format that is easy to use.
- Advertising:** Develop creative, compelling copy with clear call-to-action.
- Newsletters:** Develop content that is timely, concise and provides the reader with interesting insight.
- Imagery:** Maintain updated photos to enhance print and video materials.
- Video:** Develop and post clever video content to the Tempe Tourism Office YouTube site covering arts, culture, sports, outdoor recreation, dining, nightlife and shopping.
- Blog internal:** Develop updated blog content, positioned on our homepage, which will make the site more search engine friendly and provide additional social content.
- Blogging:** Represent Tempe as the Arts & Culture blogger for Tempe on the Examiner.com which will provide exposure for the Tempe Tourism Office, our arts and culture institutions and additional content for our own Web site blog.

### Sunny Arizona Co-op

Target: AAA/CAA travel agents & consumers

Program:

- Partnership with Mesa, Apache Junction and Chandler
- Six times yearly newsletter to agent database
- Digital travel agent update brochure sent three times per year
- Co-op booth at the Philadelphia Travel Show and LA Travel Show
- Web site marketing to generate visitation and requests for information for Sunny AZ
- Joint sales missions in Ohio, Philadelphia, Dallas and Los Angeles
- Pre-FAM tour with the Grand Canyon Railway targeting up to 40 agents in Fall 2011
- Sunny Arizona FAM with city partners targeting up to 15 agents in Spring 2012
- Co-op advertising campaign in 5 AAA publications in the Midwest and Northeastern U.S
- AAA Carolinas annual tradeshow and seminar
- Fulfillment to all consumer and agent requests for information
- Sweepstakes promotion targeting Canadians through Facebook
- Current content on Tempe to the Sunny Arizona Facebook page



### FAMS

Target: Travel agents

Program: Host and support FAM programs generated by the Arizona Office of Tourism

### Tradeshows

Target: Domestic and Canadian tour operators.

Program: Attend National Tour Association which provides face-to-face meetings with North America's top tour operators

### Product Training

Target: Call center staff

Program:

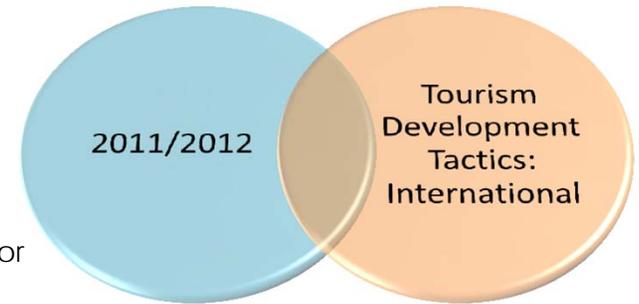
- Conduct product training for US Airways Vacations call center along with Phoenix and Scottsdale
- Provide training to the call center staff for the Arizona Office of Tourism

### Sales Missions

Target: Canadian and Mexican travel agents, tour operators and media

Program:

- Participate with the Arizona Office of Tourism on Mexico sales mission targeting travel agents and tour operators in Mexico City and Guadalajara.
- Participate in an Eastern Canada mission to conduct product training in major cities including Toronto, Montreal and Ottawa.
- Participate in a Western Canada mission to conduct product trainings in Edmonton, Saskatoon and Regina.



### Tradeshows

Target: Consumers

Program: Attend the annual Showcase Arizona tradeshow and charity event in Hermosillo .

### FAMS

Target: Travel agents and tour operators

Program: Host and support FAM programs generated by the Arizona Office of Tourism.

### Descubre Phoenix

Target: Northern Mexico Consumers

Program:

- Work with Descubre Phoenix to generate visitors to the Descubre Phoenix office to purchase event tickets and room nights in Tempe and the Phoenix area.
- Participate in the 4th Annual Descubre Phoenix Golf Tournament targeting the high-end Mexican consumer.
- Develop marketing plan to target consumers including print, TV, radio, point-of-purchase and e-communications to encourage travel to Tempe.
- Create cooperative opportunities for those hotels and attractions focused on the Mexico market.

## Tradeshows

Target: Sports Rights Holders

Program:

- Attend National Association of Sports Commissioners to meet one-on-one with rights holders who can bring an event to Tempe.
- Attend the TEAMS Conference as a sponsor and meet with sports rights holders.
- Attend US Sports Link and network with sports rights holders and peer destinations.



## Sales Missions

Target: Sports rights holders in key cities

Program:

- Partner with the Sports Alliance which includes Tempe, Tucson, Scottsdale, Mesa, Phoenix and the Phoenix Regional Sports Commission.
- Conduct face-to-face meetings with sports rights holders who offer the best opportunity to bring an event to Tempe and Arizona.
- Target U.S. Olympic, collegiate and other sports organizations in Colorado Springs and Indianapolis.

## Arizona State Athletics

Target: Collegiate teams playing against ASU

Program:

- Continue to support ASU Athletics through the ASU Preferred Hotel Program. The program includes a brochure featuring hotels that are offering rates for incoming teams. The Tempe Tourism Office will target all coaching staff of those teams coming to compete against ASU.
- Support the annual Kajikawa Classic Women's Softball Tournament played at Tempe Sports Complex and at ASU. Track the room nights generated and ensure rebate program takes place.
- Meet with ASU coaches to find opportunities that may bring sporting events to Tempe such as club sports and tournaments.

## FAMS

Target: Sports Rights Holders

Program: Partner with the Sports Alliance (Tempe, Tucson, Scottsdale, Mesa, Phoenix and the Phoenix Regional Sports Commission) to host a group of sports rights holders to the area to experience the city and preview sports venues for their events.



## Partnerships

### Programs:

- Continue to sponsor and support the [P.F. Chang's Rock n' Roll Arizona Marathon & ½ Marathon](#). Partner with the City of Tempe, Phoenix and Scottsdale to host the event and generate room nights.
- Continue to sponsor and support the [Ford Ironman Arizona](#) competition and utilize Meeting Max to optimize room nights for Tempe. Work with the City of Tempe to ensure the annual event continues to be a success and draws out-of-town participants.
- Participate on the board for the [Phoenix Regional Sports Commission](#) to provide Tempe a presence in this Valley-wide organization of sports enthusiasts.
- Sponsor and support the [Los Angeles Angels of Anaheim](#) Spring Training games in Tempe. Sponsorship includes print placement, outfield signage, game tickets, use of the pavilion to host partners and a Tempe insert in the Angels season ticket renewal mailings.
- Support the marketing initiatives of the [Insight Bowl](#) to draw fans to the game and generate room nights for Tempe.
- Provide support for additional hotel booking and reporting to Tempe-based events such as [Red Rock](#) and [Triple Crown Sports](#) baseball.
- Sponsor and support the growth of the 2<sup>nd</sup> Annual [Women's Half Marathon](#) as a co-op with the Scottsdale CVB to increase awareness, the number of out-of-state participants and room nights.

### Mission: Possible Cooperative Program

In partnership with Tempe's full-service hotel community, this program is designed to target meeting planners and educate them on the value of holding their meetings in Tempe. The co-op will include print advertising, direct mail, Web site landing page, e-communications, online advertising and tradeshow marketing. The creative will be themed as Mission: Possible as a way to capture attention and reinforce the idea that you can hold a meeting in a sunny destination with many amenities and get great value for your budget. Thus the 'impossible' is 'possible.'



### Tradeshows

Target groups include SMERF (social, military, educational, religious, fraternal), Association, Corporate and Government meeting planners. Emphasis will be placed on Chicago, Washington, D.C. and Arizona. Programs that fit Tempe with 10 – 250 room nights on peak night will be targeted.

Program: Rejuvenate

Target: Religious meetings

Program: Connect

Target: SMERF & Association

Program: Collaborate

Target: Corporate

Program: Smart Meeting and Smart Marts (3)

Targets: SMERF, Association, Corporate

Program: Holiday Showcase Chicago

Target: Association

Program: Destination Showcase D.C.

Targets: Corporate, Government, Association

Program: Affordable Meetings National

Targets: Corporate, Government, Association

### Local Area Focus

**Target:** Generate relationship with meeting and event planners at ASU and serve as a liaison between hotels and the university.

**Program:**

- Conduct face-to-face visits with event planning staff at ASU.
- Provide services to incoming ASU groups.
- Facilitate site inspections when needed.
- Conduct a Tempe Information Tour to showcase area hotels and off-site function space for ASU staff to consider.



### Sales Missions

**Target:** SMERF, Association, Corporate and Government meeting planners

**Program:** Conduct four sales missions with face-to-face meetings in Albuquerque, Chicago, Washington, D.C. and the Denver area to promote Tempe as a meeting destination.

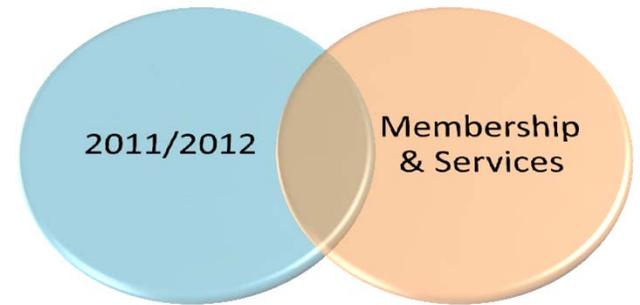
### FAM

**Target:** Association and Corporate meeting planners

**Program:** Research and invite up to 20 meeting planners for a familiarization tour in the Spring 2012 to showcase Tempe's full-service hotels, attractions, off-site venues and amenities.

### Simpleview Database Management System

**Program:** Important online management tool that provides detailed history and contact information for Tempe's past, present and potential clients. It can be utilized for direct mail, e-newsletter distribution and phone call follow-up leads, tradeshow and appointments.



## Renewal and Recruitment

### Program:

- Maintain close relationship with existing members to ensure they receive full benefits of membership.
- Conduct an annual renewal process for membership and reinforce the value of membership.
- Maintain the Simpleview database to ensure that all information on each member including contacts, phone, e-mail, Web site is current.
- Seek out new members through networking and identifying those companies that will benefit the most from membership.

## Meeting Max

### Program:

- Online booking engine that provides groups access to pre-determined hotel group rates assigned to specific events and groups
- Link to Meeting Max is provided to the event client for distribution to their attendees
- Tracking and reporting is conducted to finalize room night count for both the hotel and the client such as Ford Ironman Arizona.

## Networking Events

**Program:** Plan and schedule membership networking events three times per year. Identify host sponsor and secure food and space for the event. Invitees include membership, staff and board of directors.

## Annual Breakfast

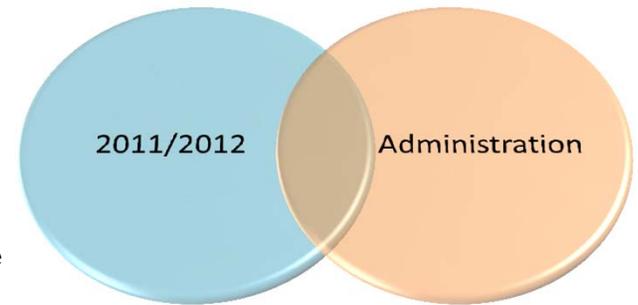
**Program:** Identify an ideal date and location for a program that has an interesting and unique theme. Invitees include staff, board of directors, city leadership, city staff, community partners and membership. Presentation is a review of previous year's accomplishments.

## Group Services

**Program:** Provide incoming meeting and event planners with promotional materials for their next Tempe event including bags, visitor's guides, referrals for services (AV, florists, etc.) and promotional gift items.

## Promotional Items

**Program:** Purchase and track items for use with groups and VIPs and on sales missions and tradeshow



## Budget

### Program:

- Provide line-item budget to the City of Tempe on an annual basis.
- Produce annual budget for review and approval by the Tempe Tourism Office Board of Directors prior to the beginning of the new Fiscal Year.
- Conduct monthly board meetings and provide monthly cash flow, year-to date budget analysis, activities report and a monthly ADR/Occupancy/RevPar update to the board of directors.
- Manage cash flow and process invoices by keeping the Tempe Tourism Office in a positive cash position.

## Visitor Center

**Program:** Manage the Visitor's Center, provide a customer service representative for visitor assistance and maintain complete supply of Tempe and statewide maps, transportation brochures and tourist information.

## Marketing Plan

**Program:** Provide the board of directors, City of Tempe Council members and the Tempe Tourism Office members with an annual Marketing Plan that details goals, objectives and tactics for the fiscal year.

## Annual Report

**Program:** Provide the board of directors, City of Tempe Council members and the Tempe Tourism Office members with an Annual Report that provides insight into the previous year's work and accomplishments. Provide economic impact figures and an ROI.

## Grant Programs

### Program:

- Apply for the annual Prop 302 Grant managed by the Arizona Office of Tourism.
- Provide a detailed budget and backup to demonstrate how the funds will be spent and the anticipated return on investment.
- Finalize the Prop 302 grant process by providing a year-end wrap up describing the execution of the plan and the results.