



tempe
arizona
Tourism Office

Annual
Report

FY
2010/2011

Think
Tempe
First!

To our Partners and Friends:

The Tempe Tourism Office is pleased to provide our 2010-2011 Annual Report which provides a snapshot of our accomplishments over the past year. The tourism industry plays a vital role in Tempe's economy; and our promotional efforts are geared toward increasing visitation and generating revenue for our great city.

On behalf of the Board of Directors and staff, we express our thanks to our community partners including the Tempe City Council, City of Tempe staff, Downtown Tempe Community, Tempe Chamber of Commerce and our hospitality business community.

This past year showed signs of improvement; and we continue to be optimistic that we will experience an even more robust year ahead. We will continue to lead the effort to keep Tempe "top-of-mind" as we encourage our customers to "Think Tempe First."

Thank you for your continued support.

Stephanie Nowack
President & CEO

Daryl Crawford
Chairman of the Board – FY 10/11



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 & 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@tempecvb.com
Online: www.TempeTourism.com
Social: www.facebook.com/TempeTourism * Twitter: @TempeTourism

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Visitor Center

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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

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Travis Dray * City of Tempe

Steve Eberhart * The Buttes, A Marriott Resort

Hugh Hallman * City of Tempe

Shelley Hearn * City of Tempe

Colleen Jennings-Roggensack * ASU Gammage

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

Jeff Preston * Embassy Suites Tempe

Adrienne Richwine * City of Tempe

Tom Rogers * Arizona Amateur Athletic Union

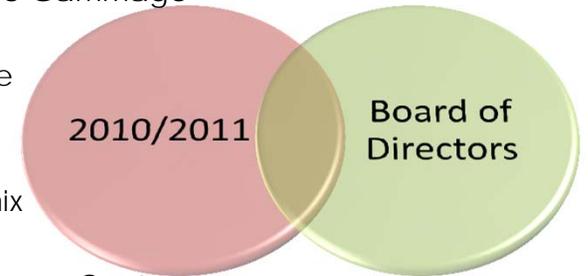
Al Taylor * Special Moments

Pat Thielen * Twin Palms Hotel

Peggy Traister * Rustler's Rooste

Shannon Williams * Activat8 Consulting

Mary Young * M.Y. Events Inc.



2010 / 2011 Revenue

City of Tempe Bed Tax:	\$2,000,000
Prop 302 Funding:	\$ 204,062
Promotional Participation:	\$ 58,094
Membership Dues:	\$ 12,512
Advertising Income:	\$ 44,500
Annual Breakfast:	\$ 7,084
In-Kind Donations:	\$ 35,246
Interest:	\$ 700
TOTAL:	\$2,362,201

2010 / 2011 Expenses

Direct Promotion:	\$1,273,030
Personnel:	\$ 921,213
Operations:	\$ 290,361
In-Kind:	\$ 35,246
TOTAL:	\$2,484,604*



*The \$144,894.00 difference in revenue vs. expenses is due to the expenditure of reserve funds used for marketing programs for FY 10/11.

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%

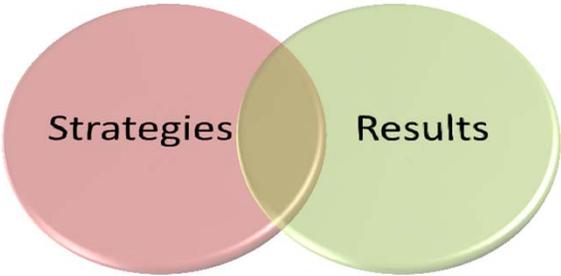
Revenue Per Available Room	2009	2010	% +/-
Tempe	\$47.42	\$47.60	+ .38%
Phoenix Metro	\$55.36	\$61.58	+11%

*Total number of hotels in Tempe: 45

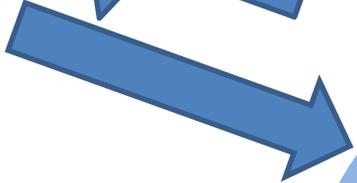
**Total number of rooms in Tempe: 5,533

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.

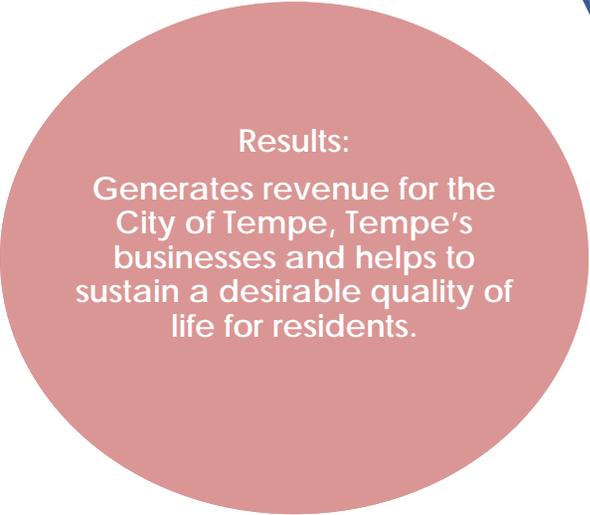
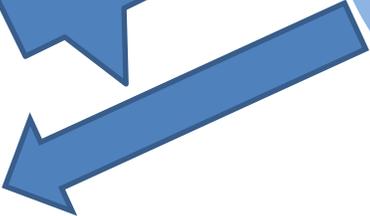
An upward trend is continuing in 2011 although challenges remain as we strive to return to the peak performance of 2006. Our surrounding communities are also seeing marked improvement which bodes well for Tempe. As Phoenix and Scottsdale return to their higher RevPar numbers, they will not compete at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



Tempe Tourism Facilitates the Connection



Increase Visitors to Tempe



Categories



Accomplishments

- Welcomed 12 new members during FY 10/11
- Updated all member accounts in our Simpleview database
- Organized and hosted 190 attendees at the 2011 Annual Breakfast at the Sheraton Phoenix Airport Tempe
- Implemented new Tempe Tourism Office Services Program which has resulted in 87 new services requests (referrals, requests and site inspections)
- Organized networking events for members and local clients:
 - Fall 2010: 50 attendees
 - Spring 2011: 40 attendees



Executive Summary

Tourism Marketing & Development

- Conducted **sales missions** to Denver, Chicago, Montreal, Toronto, Saskatoon and Regina and met with 285 agents in 60 offices.
- Continued the **Sunny Arizona** co-op and hosted 8 agents on annual FAM, distributed more than 2,000 visitor guides to AAA agents and fulfilled more than 5,000 consumer requests for information.
- Supported the marketing efforts of **Descubre Phoenix in Mexico** through the golf tournament, advertising and seasonal promotions.
- Developed a weekly e-mail update covering **arts and cultural events** in Tempe and expanded our reach through blogging Tempe event information.

Sports Marketing

- Generated 171 Sports Marketing **leads** and 149 **bookings** with an economic impact of \$12,494,600 and 18,853 room nights.
- Booked 5,084 room nights through the **ASU Preferred Hotel Program** and distributed 500 program brochures to coaches and athletic staff.
- Met with more than 75 **sports rights holders** to discuss possible sporting events in Tempe.

Group & Services

- Generated 105 group **leads** and 29 **bookings** with an impact of \$2.7 million and 3,308 room nights.
- Developed **Mission: Possible** themed campaign including print ads, online banners, e-newsletters, direct mail and tradeshow.

Communications & Web site Marketing

- Hosted more than **30 travel writers** on individual and group media FAM tours.
- Created and distributed **e-newsletters** for meeting planners, consumers, AAA travel agents and our membership.
- Gained **media coverage** of more than \$332,000 in ad equivalency and 5.9 million impressions in publications such as *Orange County Register*, *Sunset Magazine* and *Meetings West*.
- Continued to build our **social media** presence through Twitter, Facebook and the Examiner blog.
- Reached a total of 273,470 **Web site** visits to www.tempetourism.com and an additional 3,260 visits to www.explorempe.mobi.

Marketing and Advertising

- Developed **Spring Training** focused campaign including in-mall graphics display, radio, mobile text-to-win and print advertising in Colorado and California.
- Registered a total of 35,531,641 **impressions** through print, online and mobile marketing techniques.
- Fulfilled more than 18,000 **requests for information** from consumers.
- Participated in various **co-op campaigns** with Phoenix, Scottsdale, Chandler, Mesa, Apache Junction and Southwest Airlines in the Midwest, California, Colorado and across Canada.



Tourism Marketing

Travel Trade

*Conducted two **sales missions** to Denver & Chicago, meeting with 166 agents in 37 offices.

*Attended and distributed 500+ **visitor guides** at the Chicago Travel & Adventure Show with 15,000 consumers and travel agents.

*Participated in an Arizona Office of Tourism (AOT) FAM which brought 6 **AAA agents** to the area.

*Produced and distributed annual **Park & Fly** brochure to agents throughout Arizona.

*Produced and distributed seasonal brochures:

- Fall** 98 agencies in AZ & NM
- Spring** 1,109 agents in AZ, CA, CO, IL, KS, MO, NM, OH, TX, WA, WI.
- Summer** 233 agents in AZ, CO, NM, TX

*Conducted training seminar for 10 **AOT call center representatives** and included SeaLife Aquarium as a featured presenter.

*Attended the **National Tour Association** tradeshow and conducted 28 appointments with prospective tour operators.

Sunny Arizona

*Distributed Fall Sunny AZ update to 2,500 agents and Spring issue to 2,110 agents. Received additional requests for more than **2,000 Tempe Visitor's Guides** from agents.

*Introduced a **digital version** of the Sunny Arizona update brochure.

*Sent **2,200 postcards** to agents inviting them to register for our e-mail newsletter and enter-to-win a flip cam.

*Updated **content and links** to the Sunny AZ Facebook page.

*Distributed Sunny Arizona postcard to **865 AAA consumers**.

*Hosted **8 AAA agents** on the Annual Sunny Arizona FAM showcasing Tempe, Mesa, Chandler and Apache Junction.

Travel Trade International

*Attended **Go West Summit** and conducted 25 appointments with prospective international tour operators.

Canada

*Attended the AOT **Eastern Canada** Sales Mission.

Montreal: 3 CAA offices, product training for 2 operators and business appointment with a wholesaler. Also attended the Air Canada Phoenix flight launch event

Toronto: 7 CAA offices and dinner event with 7 top Canadian tour operators.

*Attended the AOT **Western Canada** Sales Mission in conjunction with WestJet Airlines.

Saskatoon, Prince Albert and Regina, Saskatchewan: Conducted agent trainings for 74 travel agents and met with 26 agents during sales calls to promote the new Westjet flights to Phoenix.

*Participated in the **Winter Air Canada FAM** which included six top Air Canada agents and one airline representative.

*Participated in a **co-op advertising campaign** with Phoenix and Scottsdale in the Canadian Market. The Consumer Marketing Group program generated 18.2 million impressions through print, online banner ads, social media ads and e-blast distribution. Garnered 20,000 consumer sweepstake entries and 9,000 opt-ins for more information.

Mexico

*Supported the **Descubre Phoenix** office in Hermosillo, Sonora Mexico. The office provides Phoenix area visitor information, sells tickets to sporting events, and books room nights for Phoenix-area hotels.

*Sponsored the Annual **Descubre Phoenix Golf Tournament**, hosting 96 high-end consumers in Hermosillo and raising money for a local charity.

*Conducted a **co-op ad campaign with Chandler** for Christmas shopping and summer travel.

*Conducted a **co-op ad campaign with Chandler and Scottsdale** promoting the travel season around Easter.

*Recorded room night bookings:

	09/10	10/11	variance
Phoenix area total:	1,430	1,317	-7.9%
Tempe Total	401	288	-28%

*Tempe received **21% of the room nights booked** in the Phoenix area by Descubre Phoenix.



Tourism Marketing

Arts & Culture

*Generated 12 **Tempe event themed newsletters** via Showup.com and sent to 22,337 subscribers, with a 17% open rate.

*Sent **Tempe Events This Week** e-mail blast covering arts, culture, music and special events to 140 members, 82 concierge and our board members.

*Increased Tempe's visibility as an arts & culture destination through **social networking**:

- Published 60 blog posts on our Web site.
- Published 14 articles on the Tempe Events Examiner on the national content Web site Examiner.com and received a total of 1,331 page views.

*Active board member of **Alliance for Audience**, an arts and culture non-profit and parent organization of Showup.com.

*Active member of the Advisory Board for the **ASU Art Museum**.

LGBT

*Placed Tempe banners and related content in the **Arizona Pride Guide** e-mail newsletters in September, November, January, March & May. Placed Tempe banners and related content in the Colorado & New Mexico Pride Guides for December, January & February.

- Arizona**: 6,100 subscribers
44% open rate
2,145 clicks
- New Mexico**: 3,200 subscribers
35% open rate
387 clicks
- Colorado**: 2,450 subscribers
48% open rate
444 clicks

*Participated in the Arizona Pride Guide **booth** at Phoenix Pride and distributed more than 100 visitor guides.

*Received visibility through distribution of **Tempe brochures** at Pride celebrations in Albuquerque, Denver, El Paso, Las Cruces, Flagstaff and Bisbee.

*Attended Greater Phoenix Gay & Lesbian Chamber of Commerce **Netmix events** throughout the year.



Booked Business & Marketing

*Generated 171 **Sports Marketing** leads and 149 bookings with an economic impact of \$12,494,600 and 18,853 room nights.

*Continued the **ASU Preferred Hotel Program** designed to drive Tempe room nights from teams competing against ASU.

- 5,084 room nights booked
- Produced and distributed 500 ASU Preferred Hotel Program brochures to coaches and athletic staff.

*Attended **TEAMS 2010** with 30 scheduled appointments with executives from sports organizations.

*Participated on the Colorado Springs **sales mission** with the **Phoenix Regional Sports Commission** and met with 20 executives from US Olympic Sports Organizations.

*Attended **National Association of Sports Commissioners'** annual event and conducted 19 appointments with sports rights holders.

*Joined as a participating board member of the **Phoenix Regional Sports Commission**.

*Co-hosted 9 executives from **National Governing Boards** for the Phoenix Regional FAM.

Major Events

***8th Annual P.F. Chang's Rock 'n Roll Marathon & ½ Marathon**

- 30,000 participants
- 8,000 room nights
- \$5,280,000 economic impact

***2010 Ford Ironman Arizona**

- 2,434 participants
- 2,100 room nights
- \$3,960,000 economic impact

***Kajikawa Classic**

- 24 teams
- 911 room nights
- \$340,000 economic impact

***Triple Crown Spring Championships**

- 297 teams
- 1,732 room nights
- \$760,320 economic impact

***ASU Softball Regional**

- 3 teams
- 205 room nights
- \$88,200 economic impact

***ASU Softball Super Regional**

- 76 room nights
- \$31,920 economic impact

***ASU Baseball Regional**

- 3 teams
- 322 room nights
- \$136,920 economic impact





Booked Business & Marketing

*Generated 105 **group leads** and 29 **bookings** with an impact of \$2.7 million and 3,308 room nights.

-Market Breakdown:

Association: 24 leads

Corporate: 26 leads

SMERF/Gov.: 35 leads

Services: 20 leads (non-room night)

*Distributed pre and post **direct mailers** to each tradeshow attendee. Met with more than 500 contacts with possible interest in Tempe as a meetings destination.

*Sent quarterly **Meeting Planner Newsletter** to more than 4,000 contacts from across the U.S.

*Developed the digital version of the **Group Planning Guide** and posted on our Web site.

*Developed the **Tempe Information Tours** for ASU, local corporate and local association meeting planners.

-3 tours with 21 attendees.

-2 presentations with 40 ASU planners.

-Reception for 20 ASU planners

*Developed **full-service hotel co-op** that included print, online, e-communications and direct mail themed: Mission: Possible – Meet in Tempe Arizona.

Tradeshows

*Connect Marketplace

-300 planners

-38 appointments / 11 RFP's

*Affordable Meetings National DC

-1,500 attendees

-48 prospects / 4 RFP's

*Rejuvenate Marketplace

-350 planners

-35 appointments / 12 RFP's

*Holiday Showcase

-1,200 attendees

-70 prospects / 4 RFP's

*Destination Showcase DC

-1,000 attendees

-50 prospects / 2 RFP's

*Affordable Meetings Mid America – Chicago

-1,000 attendees

-39 prospects / 1 RFP

*Collaborate Marketplace

-200 planners

-30 appointments / 9 RFP's

*Buy MPI – Mesa & San Francisco

-400 attendees

*Advisory Council FAM – Collinson Media

-16 attendees

Collateral

*Produced a **variety of guides** for diverse audiences:

- Tempe Visitor's Guide
- Tempe Sports Facilities Guide
- Tempe Group Planning Guide
- Fall/Spring/Summer events brochures
- P.F. Chang's Rock n' Roll Marathon & ½ Marathon Flyer
- Angels Spring Training insert
- Sunny Arizona Travel Agent seasonal brochures
- Park n' Fly brochure
- ASU intercollegiate sports brochure.

*Created **digital versions** of the Tempe Visitor's Guide, Tempe Sports Facilities Guide and Tempe Group Planning Guide.

Media Relations

*Continued bi-monthly column in *The Tempe Republic*.

*Developed and distributed **e-newsletters**:

AUDIENCE	COUNT	OPEN RATE
Meeting Planners	4,317	15.8%
Consumers	1,353	21.8%
Membership	316	33.1%
Sunny AZ Agents	1,834	13.8%

*Secured **media coverage** in *Sunset Magazine*, *Orange County Register*, and *Meetings West* which generated \$332,000 in ad equivalency with 5.9 million Impressions.

*Worked with Sonoran Studios to shoot **video footage** of various Tempe activities throughout the year. The footage will be used to create 5 themed videos that will be distributed in 2011/2012.

*Added tags and keywords to Tempe **Blog posts** to increase search engine results.

*Hosted 30 **travel writers** on individual and group FAM tours.

*Distributed 12 **Optimized Press Releases** to generate media interest and improve search engine optimization results. Generated more than 10,000 reads.

Social Media

*Maintained an active presence on **Facebook** with 1,165 Likes (facebook.com/tempetourism) and Twitter profiles with 838 followers (@TempeTourism and @smithtempe).

*Created a Tempe Tourism page on **Foursquare** that offers tips for Tempe restaurants, attractions and event venues.

*Added social media icons to Tempetourism.com including a feed with our latest **Twitter** posts.

*Promoted and distributed Tempe news through **Pitchengine.com**, an on-line newsroom that allows seamless sharing through social media. Views for Tempe press releases in 2010/11 were more than 4,400.



Tempe Web sites

www.TempeTourism.com visits

Main Web site for the Tempe Tourism Office

01/02 = 142,303	02/03 = 267,237
03/04 = 335,850	04/05 = 404,616
05/06 = 536,963	06/07 = 582,950
07/08 = 630,927	08/09 = 664,343
09/10 = 671,488	10/11 = 273,478***

www.VisitSunnyAZ.com visits

Co-op Web site with Chandler, Mesa and Apache Junction

03/04 = 11,119	04/05 = 14,169
05/06 = 101,044	06/07 = 96,630
07/08 = 104,943	08/09 = 84,902
09/10 = 108,116	10/11 = 30,105***

www.ExploreTempe.mobi visits

Current **mobile friendly** Web site

10/11 = 3,280

Total visits to all Tempe sites for 10/11 = 303,583

Overall performance of www.tempetourism.com:

- Page views = 555,299
- Page views per visit = 2.13 (average)
- Average time on site = 1:28

(***Note: The analytics reporting platform was changed from Web Trends to Google Analytics enhancing the accuracy of Web site tracking).

Initiatives

*Changed main Web site URL from

www.tempecvb.com to www.tempetourism.com

to reflect our new brand name.

***Search Engine Optimization** was managed to ensure top 10 placement in search engines.

Tempetourism.com achieved top 10 placement for 126 of our keywords on Google and registered an average 75% keyword visibility across all search engines.

***Pay-Per-Click** management was conducted to ensure that our site received top placement in paid search positions on Google, Yahoo, Bing and Facebook.

- Impressions = 36,420,131
- Clicks = 147,541
- Click-thru-rate = .41%
- Cost-per-click = \$.24

***Enhanced features** were added to TempeTourism.com, including a new trip planner tool, social media share buttons, a mobile alert campaign, mobile reminder sign-up option and copy updates.

*Conducted a paid **mobile banner ad campaign** through ESPN targeting fans for major events:

Insight Bowl:

Impressions	= 1,640,690
Clicks	= 6,313
Click-thru-rate	= .39%

Spring Training:

Impressions:	= 3,058,773
Clicks	= 12,465
Click-thru-rate	= .41%





**Advertising
2010/2011**

Leisure Insertions

- AAA EnCompass Colorado
- AAA Highroad Arizona
- About Spring newspaper insert
- Angels of Anaheim sponsorship
- Arizona Office of Tourism Visitor Guide
- Arizona Meetings & Events
- Canadian Traveller
- Chicago Tribune banner ads
- Chicago Tribune ad mailers
- Custom Marketing Group Insert
- ESPN Mobile Banner ads – Insight Bowl
- ESPN Mobile Banner ads – Cactus League
- Go Travel Sites
- Los Angeles Times banner ad
- Los Angeles Times ad mailer
- P.F. Chang’s Rock n’ Roll Marathon Guides
- Pride Guide Arizona
- Pride Guide Arizona banner/newsletter
- San Francisco Examiner Spring Training insert
- Showup.com banner/newsletter
- Simon Malls Spring Training Promotion
- Sojourn Boarding Pass
- Sunset Magazine
- Trip Advisor Banner/Tempe Page Sponsorship

Circulation/Impressions

- 330,000
- 460,000
- 1,000,000
- 98,413
- 450,000
- 30,000
- 16,000
- 1,045,106
- 1,140,780
- 18,200,000 (co-op with Phoenix and Scottsdale in Canada)
- 1,640,690
- 3,058,773
- 50,000
- 1,516,269
- 27,599
- 30,000
- 145,000
- 47,450
- 250,000
- 20,166
- 1,048,816
- 49,127
- 300,000
- 570,766

Meetings/Events Insertions

- Association Forum
- Association News Print/E-Blast
- Collaborate
- Connect
- Rejuvenate

Circulation/Impressions (co-op with Tempe full-service hotels)

- 15,000
- 46,248
- 8,500
- 8,500
- 5,500

Sunny Arizona AAA Campaign

- AAA Journeys
- AAA Home & Away
- AAA Living
- AAA Midwest Traveler

Circulation/Impressions (co-op with Chandler, Mesa, Apache Junction)

- 684,703
- 1,259,423
- 2,419,183
- 510,275

Consumer Information Requests

Year	Web/Phone	Advertising	Sunny AZ	Tempe Scene	Total
*2009/10	1,039	13,036	5,894	2,179	22,148
*2010/11	853	12,061	5,345	N/A+	18,259

+The Tempe Scene Web site was discontinued and all event focused promotion is now directed to the calendar of events section on TempeTourism.com.



Return on Investment

*Group

-2,478 attendees / 3,308 room nights = \$ 2,696,650.00

*Sports

-31,608 attendees / 18,853 room nights = \$12,494,600.00

*Leisure Visits+

-12,914 requests X 68% conversion = 8,782

-8,782 X \$108.35 per day = \$951,530

-\$951,530 x 4pp x 3.7 days = \$14,082,644.00

*Sunny Arizona++

-5,345 requests X 46% conversion = 2,459

-2,459 X \$125.00 per day = \$307,375

-\$307,375 x 2pp x 10.1 days = \$6,208,9750.00

TOTAL: = \$35,482,869.00

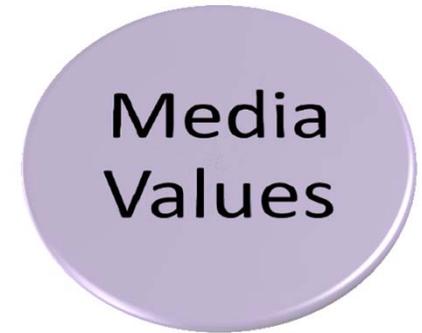
ROOM TAX INVESTMENT = \$ 2,000,000.00+++

ROI = 17:1

+Westgroup Research Conversion Formula

++Behavior Research Conversion Formula

+++ Refers to City of Tempe Room Tax investment only



*News Stories

-5.9 million impressions

Gross impressions are measured by the sum of audiences (straight circulation) where there is exposure to the same message on multiple occasions

*Public Relations

-\$332,000 ad equivalency

Ad equivalency is a means of converting editorial space in the media into advertising costs by measuring the amount of editorial coverage and then calculating what it would have been to buy that space as an advertisement.

*Advertising

-\$480,094.00 investment = 35,531,641 impressions. Equates to a 74:1 value

Impressions equal the total circulation of publications and total impressions of online media.

As we begin a new fiscal year, it is our goal to enhance Tempe's positioning as a vibrant visitor destination. Just as in the past, our promotional efforts will be focused on increasing visitation and generating revenue through tourism.

COOPERATIVE PROGRAMS

Group Market

- Partner with the full service hotels to increase conference and meeting business.
- Create “**Mission Possible: Meet in Tempe**” campaign for meeting planners.
- Promote creative messaging through trade show participation, direct mail, e-blasts, banner advertising and print advertising.
- Develop specific programs designed to attract ASU audiences, including alumni, parents, new students, arts and culture and sports fans.

Leisure Market

- Research advertising/marketing opportunities designed to drive leisure visitation to Tempe.
- Provide members with an opportunity to participate in cooperative advertising.
- Leverage funds with partners to provide added exposure for Tempe.

Allegiant Airlines

- Create multi-layered campaign directed to leisure travellers.
- Partner with the Arizona Office of Tourism, Scottsdale CVB, Greater Phoenix CVB and Mesa CVB.

Sunny Arizona AAA promotion

- Leverage marketing dollars with Mesa, Chandler and Apache Junction.
- Continue to target the AAA market in the Midwest and Northeast through print, online and trade shows.
- Provide up-to-date travel information to AAA travel agents in key markets.
- Conduct a consumer promotion in Canada.

Downtown Tempe Community (DTC)

- Partner with the DTC to design programs which positively position Tempe as a visitor destination.
- Distribute visitor information through Mill Avenue businesses.
- Engage merchants in promotions which drive visitor traffic to their business.



Planning
Ahead
2011/12



DIGITAL MARKETING

Mobile presence for Tempe Tourism

- Expand current mobile site.
- Extend participation by consumers through mobile marketing tools such as text-to-enter promotions and advertising QR codes.

Social Media

- Provide timely information through Facebook and Twitter accounts.
- Strengthen Tempe Tourism's blog through enhanced content.

MARKETING/VISIBILITY

Sales Missions, trade shows, and media events

- Increase Tempe's presence in the geographic markets of Canada, Mexico, Los Angeles, New York, Ohio and Washington, D.C.
- Direct marketing efforts to sports rights holders, meeting planners, travel journalists, travel agents and consumers.

Sports Marketing

- Continue to target sports rights holders and generate room nights through sporting events.
- Work with ASU to ensure room nights from visiting teams are captured in Tempe.
- Partner with promoters of existing sports events to encourage additional attendance and increase economic impact.

Advertising

- Work with new ad agency to develop an integrated, comprehensive approach to reach target audiences.
- Develop new, updated creative to reflect Tempe's brand image.

Visitor Research

- Complete conversion study, developed to track visitor data, including types of travellers, average party size, activities, and daily expenditures.
- Utilize PhoCusWright Research license to examine trends in tourism marketing and consumer behavior.