

TEMPE TOURISM OFFICE MARKETING PLAN

January-June 2021



The Tempe Tourism Team presents our marketing plan for the second half of fiscal year 20/21.

As we work towards the recovery of our local tourism industry, we are taking the changing market conditions into account. We're encouraged to see improvement in Tempe's hotel performance. Month after month steady progress is being realized. In fact, hotel occupancy for October was the highest since March. And the number of hotel rooms rented was the best we've seen in eight months. Of course, challenges remain but we're confident our plan provides a strategy that will continue the positive ascent.

We have shifted some of our marketing to locals and statewide residents, in addition to drive markets such as Los Angeles, Colorado, Utah and Nevada. We'll continue to reevaluate our marketing campaigns as we go, making adjustments warranted by consumer sentiment, the pandemic response and the availability of a vaccine.

Spring is always high season for Tempe, but we are unsure if many of the special events that we usually promote to visitors will be taking place. For example, we have a MLB Cactus League Spring Training schedule for 2021, but we do not yet know if fans will be allowed in the stadiums. Sports are expected to continue at ASU, but without fans. The Tempe Festival of the Arts was cancelled in December, but the spring event is still a possibility with social distancing and safety protocols in place. While we remain optimistic about our spring events, Tempe offers many other experiences for our visitors to enjoy.

As always, we will continue to seek opportunities to promote Tempe to visitors from outside of Arizona. During these times, we have also been able to pivot much of our messaging to promote to our local residents who are seeking ways to safely enjoy their time in Tempe. We'll continue to monitor the market conditions and communicate with our meeting and sports planner clients, travel media and our partners to help us make informed decisions this winter, spring and early summer.

Sincerely,

A stylized, handwritten signature in white ink, appearing to be 'R' followed by a long horizontal stroke.

**Brian McCartin
President & CEO**



GOALS

- » Maximize revenue for the hospitality industry, thus positively impacting bed tax collections for Tempe
- » Generate awareness of Tempe's hotels, dining, shopping and attractions
- » Maintain a brand awareness within the local and out-of-state target markets
- » Increase market share for Tempe's hotels for leisure and business travel

OBJECTIVES

- » Assign our advertising dollars toward markets that provide the best opportunity for targeting travelers and encouraging them to visit Tempe
- » Assist in the recovery and boost revenue incrementally each month during the COVID-19 pandemic through marketing Tempe as a safe and trustworthy destination
- » Ensure that the Tempe Tourism Office is a source of inspiration and information for the local and target markets
- » Cooperate with the City of Tempe, Downtown Tempe Authority, Tempe Chamber of Commerce, Local First Arizona and other economic development agencies to assist local businesses with opportunities to help them recover and stay in operation
- » Maintain continued communications with meeting, event and sports planners and aid in their planning processes

TACTICS



Launch a Spring campaign that targets the regional markets in Southern California, Nevada, Utah and Colorado.



Participate in co-op advertising programs being offered by the Arizona Office of Tourism that will target both leisure and group meeting business.



Develop a summer campaign to target statewide Arizona and the Southern California markets with a launch in early May 2021.



Continue to contact meeting, event and sports planners through online meetings, phone calls and virtual tradeshows organized by our media partners



Continue to work with Tempe hotels and partners on the road to economic recovery by communicating updated private and public event protocols



Create and produce a successful Tempe virtual tradeshow for meeting professionals and sports rights holders



Continue Equity, Diversity and Inclusion business and partner outreach



Create new video, blog, photo and social media content designed to inspire travel to Tempe



Repurpose and promote content developed by our travel writer and social influencer partners to generate additional exposure through their followers and in target markets



Support the City of Tempe, Tempe Chamber of Commerce and Downtown Tempe Authority efforts by sharing their content and promoting pertinent programs



Build out content on our website that supports Tempe's COVID-19 safety protocols and encourage both businesses and visitors to adhere to best practices for safety and cleanliness

MARKETING AND ADVERTISING

Our leisure marketing efforts will be focused on key regional markets including Southern California, Utah, Nevada and Colorado. We will also plan to target the Seattle market since it is a relatively short flight distance and has proven to be a viable market for Arizona.

In addition to our Tempe marketing campaign, we will also be taking advantage of the Arizona Office of Tourism Cooperative Marketing opportunities in spring 2021. AOT has offered several opportunities that are open to participation from Arizona cities. A final decision on the plan will be completed by mid-December with a launch in early January 2021. The tactics include digital, print and out-of-home programming. Tempe will participate in the programs that will complement our existing spring marketing plan.

For the meetings market, we will continue to work with media partners to promote Tempe through digital platforms including banner ads, sponsored eBlasts and online native content. We will also be partnering with Northstar Media to produce a Tempe ONLY virtual trade show for meeting professionals.



LEISURE

Season	Markets	Placements
Spring 2021	National	Sunset Magazine – print & digital
	WA & CO	weather.com - digital
	Denver, Seattle, LA	ADARA – digital/ video
	Bay Area, Las Vegas	Pandora – digital / video
		Right Choice – digital / video
		TravelZoo - digital
	Denver	Denver Life Magazine – digital
	Los Angeles	Los Angeles Magazine – digital
	Pacific NW	Northwest Travel & Life Magazine – digital
	TBD	Arizona Office of Tourism Co-op campaign
Summer 2021	Statewide AZ	Mix of radio, digital & out-of-home – TBD
	Southern California	Expedia - digital
Year-round	LGBTQ+	Pride Guides – print & digital
	• Arizona	
	• California	
	• Colorado	
	• New Mexico	
	National	TripAdvisor – digital

MEETINGS

Season	Markets	Placements
Spring 2021	National	Connect Meetings - digital Corporate, Association, Sports
Year-round	National	Cvent - digital

Pay-Per-Click Search And Social Advertising

Season	Platforms	Primary Target Markets	Attributes
Year-round	Google, YouTube, Microsoft Bing, Facebook, Instagram, Pinterest and LinkedIn	Arizona, California, Seattle, Chicago, Denver	Search engine text and display campaigns, video campaigns and social campaigns

DIGITAL MARKETING

- » We are updating our website's events calendar system to improve the user experience.
- » The website will feature an updated email newsletter sign-up process. Both the pop-up and interior page sign-up areas will be redesigned.
- » Updates will be made to the linking capabilities within the partner listings. We will be adding links to partner videos and blog content.
- » We will utilize our new Google Analytics goal settings to discover how people are reading and using the blog content. With that information we can better curate upcoming blogs.
- » We will create and continually manage our new COVID-19 content, including blogs, a landing page, and the new Tempe's Travel Safely Checklist.
- » We will be updating our Spring Travel Tips page for the season with new blog content.
- » We will continue our efforts to optimize our site with keyword phrases that will generate first page results on the top search engines.
- » Our pay-per-click plan will dedicate funds to ensure our site is placed on the top search results for specific topics to drive more visitation to our website.
- » Content on our site will be curated by the communications team to include new blog topics, photography and videos promoting Tempe.

COMMUNICATIONS

The communications team will continue to shift priorities in the second half of Fiscal Year 20/21 based on our current situation with COVID-19. Priorities for the winter/spring include:

- » Curate the content for the website, including updating existing blog posts, developing story ideas and writing new blogs
- » Identify content creators who are a good match for virtual tours or in-person FAM tours in 2021 and 2022
- » Send e-newsletters (partner, consumer, meeting planner, sports planner and weekly updates) with a goal of an open rate of at least 18%
- » Write weekly content for the weekly Tempe Chamber Happenings e-newsletter
- » Write copy for group sales campaigns, Pride Guide Newsletters and other opportunities

Social Media

- » Maintain an active presence on Facebook, Instagram, Twitter, Pinterest and TikTok, continuing to grow interactions and followers
- » Request rights for user-generated content for Instagram posts and website galleries
- » Continue to work with local influencers to promote Tempe and help us create new content
- » Promote previously posted social content to Arizona and drive markets such as California and Colorado
- » Focus on themes such as the “Let’s Go There” campaign from U.S. Travel Association and its connection to National Plan for Vacation Day in January, new establishments in Tempe and popular hashtags (such as National Waffle Day, National Pet Day, etc.)

Content Creation

- » Continually update b-roll and photo library
- » Create new videos for marketing campaigns, YouTube, Instagram Reels and TikTok about current and trending topics in Tempe, such as outdoor activities, local businesses and special events.
- » Work with Bite Magazine to produce four blogs and five videos that will focus on Tempe’s culinary scene, local businesses and other topics
- » Produce monthly president’s reports for board meetings and Tempe City Council
- » Fulfill design requests for the Tempe Tourism Office team, including graphics for social media and the sports facility guide

GROUP SALES

- » Continue attending virtual tradeshows to work with meeting professionals as they begin event planning
- » Focus on active prospecting efforts with an emphasis on statewide and regional events
- » Assist clients with modified in-person/virtual site visits to contract with hotels and venues
- » Continue to support cooperative programs with major third-party meeting planner organizations including:
 - American Express
 - GlobalCynergies
 - ConferenceDirect
 - HelmsBriscoe
 - Hospitality Performance Network
 - Senior Planner Industry Network
 - Meeting Professionals International Arizona Chapter
 - Hospitality Sales and Marketing Association International Arizona Chapter

SPORTS SALES

- » Our team will work with City of Tempe, ASU, and other Tempe sports venues on post COVID-19 availability
- » Continue attending virtual tradeshows to work with sports rights holders as they ramp up event planning
- » Focus on active prospecting with sports organizations with an emphasis on statewide and regional events
- » Assist clients with modified in-person/virtual site visits to contract with hotels and venues
- » Partner with adjacent cities to offer additional venues to allow for social distancing or pent-up demand for events in 2021 and beyond
- » Major events that will continue to be supported in the new fiscal year include:
 - Triple Crown Sports Spring Championships 5 Sessions – March
 - USA Triathlon Collegiate Club Championship - April
 - Super League Triathlon - May (first time hosted in the US)

Sales Digital Outreach

- » Cvent multilayered campaign
 - Sponsor several themed newsletters for distribution in the West and Southwest
- » Connect eBlasts and social media campaign
 - Corporate
 - Association
 - Sports
- » Partner with Northstar Group Meetings to produce a successful Tempe virtual tradeshow for meeting professionals and sports rights holders
 - Includes up to four planner recruitment eNewsletters
 - Partners will also distribute emails to their database
- » Participate in Connect tradeshow and sponsor e-newsletters
- » Send three Tempe meeting planner e-newsletters in February, April and June 2021
- » Send two Tempe sports rights holders e-newsletter in March and June 2021
- » Senior Planner Industry Network Marketing eblast - March 2021
- » Continue LinkedIn posts featuring local partners and welcoming travelers back to Tempe

TRADESHOWS THROUGH JUNE 2021

- » Northstar Meetings Group Tempe Destination Virtual Tradeshow – January 27, 2021
- » ConferenceDirect Annual Partners Meeting 2021 – March 2021
- » Spring Training FAM Virtual 2021 – March 2021
- » Sports ETA Women’s Summit 2021 – March 31 - April 2, 2021
- » HelmsBriscoe Annual Business Conference 2021 (Postponed from 2020) – April 7-9, 2021
- » Connect Diversity 2021 – May 2021
- » Connect Diversity Sports Summit 2021 – May 2021
- » CD Forum – May 2021
- » Sports ETA 2021 (Postponed from 2020) – May 2021
- » SMART Meetings West National 3 Day – May 2021
- » Esports Travel Summit 2021 – May 2021
- » MPI WEC 2021 – June 2021