



# Marketing Plan

## FY 2024-2025



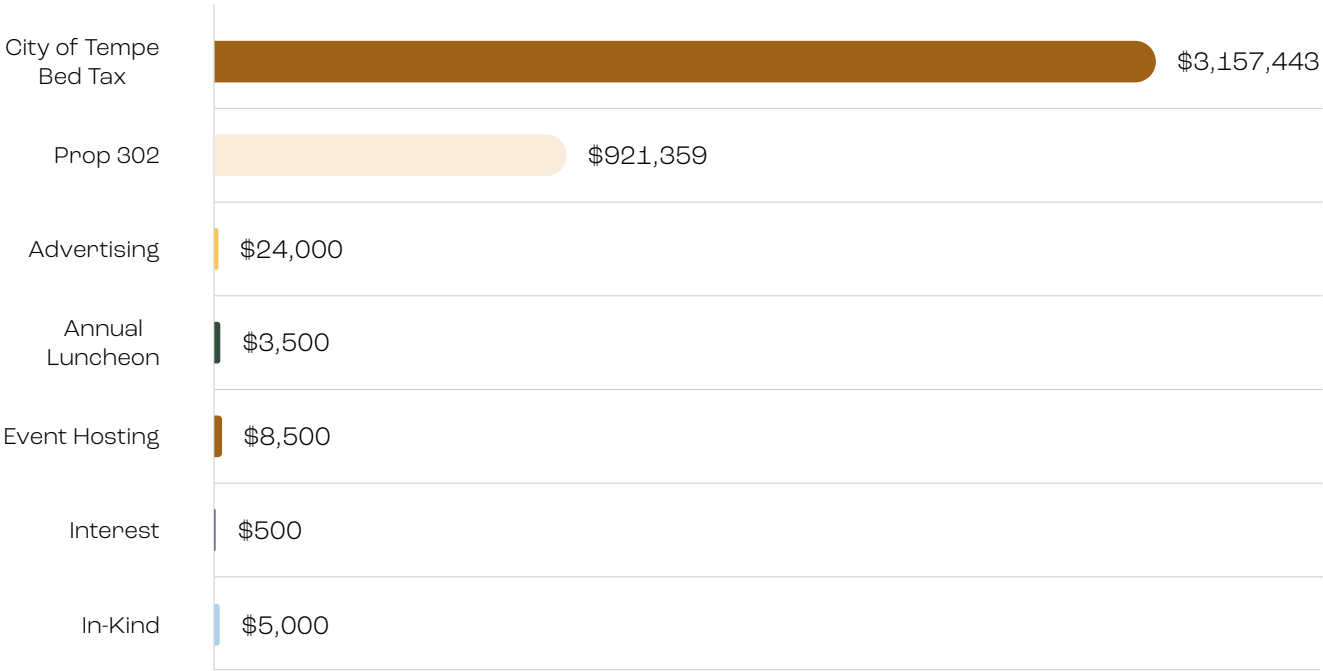
# The Plan

The Tempe Tourism Office's Marketing Plan for fiscal year FY 2024-2025 aims to promote Tempe, Arizona, as a top-tier destination, driving economic growth and tourism-related revenue. Building on our brand refresh, this year's efforts will focus on fully executing the new brand identity, establishing Tempe as a dynamic, sustainable, and culturally rich destination. This plan outlines the strategies and tactics that will be implemented to enhance the city's image, attract diverse visitors, and further align with the refreshed brand identity.



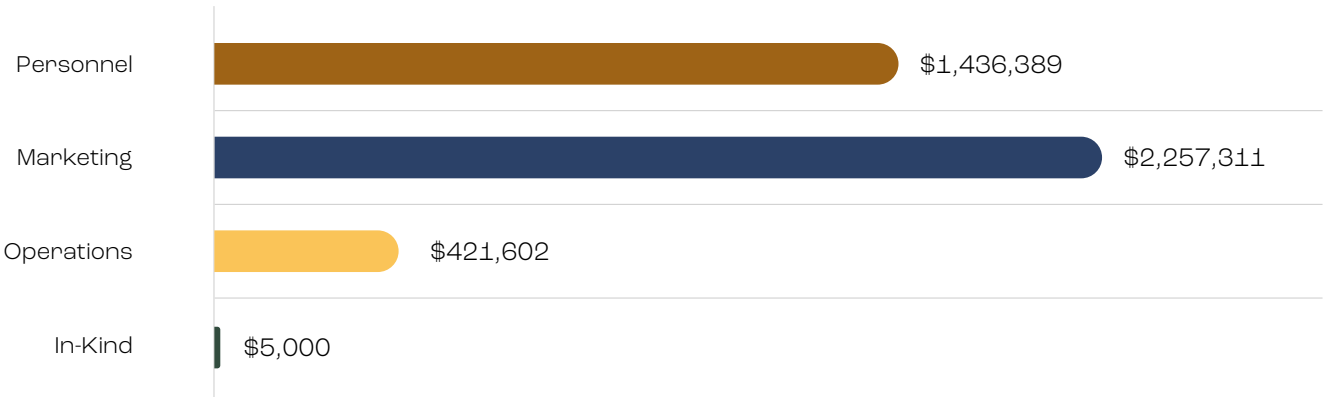
# Tempe By the Numbers

## Revenue – FY24/25



**TOTAL REVENUE:** \$4,120,302

## Expenses – FY24/25










**TOTAL REVENUE:** \$4,120,302



# Marketing Goals

Our key goals this fiscal year include:

-  Achieving continued year-over-year growth in tourism-related revenue, focusing on accommodations, dining, and attractions.
-  Fully integrating and promoting the refreshed Tempe brand, both in national and international markets, to improve recognition and engagement.
-  Deepening relationships with industry partners, including hotels, restaurants, and local businesses, while supporting local community organizations.
-  Collaborating with new and established signature events to drive foot traffic and generate buzz around the new brand identity.
-  Strengthening partnerships with influencers and content creators to authentically showcase Tempe's unique offerings.
-  Acting as a bridge between new hospitality businesses and established stakeholders to ensure seamless integration into the Tempe tourism ecosystem.
-  Increasing year-over-year social media engagement through compelling storytelling that aligns with the new brand.



# Tactics Used To Tell Our Story

This year's marketing efforts will build on existing successful tactics while integrating new brand elements:

## 1. Digital and Print Advertising

- Continued use of targeted digital ads, programmatic advertising, and SEO strategies to increase visibility in key markets.
- Print ads will remain a strategic tool but will align closely with the refreshed brand's new visuals and messaging, focusing on Tempe's dynamic and sustainable appeal.

## 2. Pay-Per-Click Campaigns

- A key component of our digital strategy will be the implementation of pay-per-click (PPC) campaigns across platforms such as Google Ads and social media.
- These campaigns will target key demographics within our priority markets, driving traffic to the newly redesigned website and promoting specific experiences, events, and accommodations in Tempe.
- We will closely monitor and optimize PPC performance metrics, including click-through rates, cost-per-click, and conversion rates, to ensure efficiency and maximize return on investment.

## 3. New Website Launch

- We will produce and launch a new website that will fully reflect our updated brand identity while providing a positive user experience. SEO optimization and enhanced features, such as virtual tours and itineraries, will play a key role in engaging visitors.

## 4. Content Creation

- Develop engaging, multimedia content that highlights the new brand's pillars: sustainability, diversity, and memorable experiences. This includes social media campaigns, blog posts, and videos that tell compelling stories of Tempe.

## 5. Visitor's Guide

- We will continue to distribute our current visitors guide from FY23/24 through FY24/25. As an organization that is striving to be more sustainable, we made the decision to extend the shelf life of our current guide and reduce our footprint with more printed materials. This will also allow us the flexibility to plan for a refreshed format for our visitor guide in FY25/26.



## 6. Tradeshows and Strategic Partnerships

- Our group and sports sales teams will attend key tradeshows and conferences, with a focus on networking within the new brand framework.
- Strategic partnerships will be deepened to align with the sustainability and cultural diversity themes of the new brand.

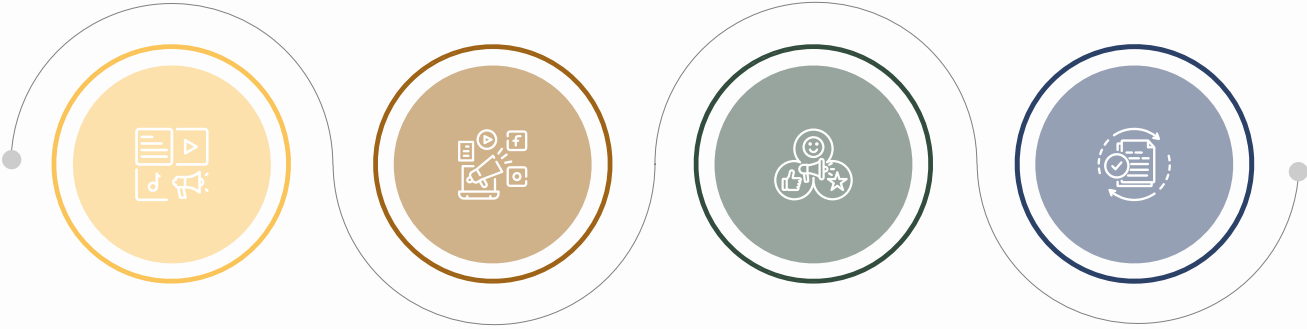
## 7. Communications

- The communications team will actively promote the refreshed brand by developing new content, press releases, and campaigns. This includes identifying media partnerships, influencer collaborations, and opportunities to engage with diverse audiences.



# Brand Execution and Awareness

As the refreshed brand is fully implemented, key areas of focus include:



## Content and Storytelling:

Craft a compelling narrative around Tempe's new brand identity, focusing on sustainability, local culture, and innovation.

## Digital Marketing:

Optimize digital platforms to reflect the refreshed brand, with SEO and programmatic advertising driving traffic to the newly launched website.

## Experiential Marketing:

Engage visitors through immersive brand experiences and activations at local events, further solidifying Tempe's appeal as a must-visit destination.

## Brand Rollout:

Corporate identity assets and promotional items to reflect the new brand standards. Educate our peers about our brand development journey.



# Community Engagement

Tempe Tourism will continue to foster strong relationships with local partners and stakeholders to promote the value of tourism to the community. This includes:

**Partner Events:**

Opportunities for industry stakeholders to connect and learn about new developments.



**Arizona State University Partnerships:**

Strengthening relationships with key groups including athletics, ASU Gammage, sports facilities, student groups and staff.



**Volunteer Initiative:**

Engage in quarterly local volunteer efforts to showcase Tempe Tourism's commitment to the community.



The Tempe Tourism Office's marketing plan for fiscal year 2024-2025 is designed to execute the brand refresh fully, using innovative marketing strategies to position Tempe as a dynamic and forward-thinking travel destination. Through engaging content, strategic partnerships, and an enhanced digital presence, we aim to drive tourism revenue, increase brand awareness, and ensure Tempe remains a top choice for modern travelers.

