

Annual Report

FY 2023-2024





President & CEO

MICHAEL MARTIN

We are pleased to share the Tempe Tourism FY 2023-2024 Annual Report. Each year, our community continues to flourish, and our team works hard to share the Tempe story to inspire travelers to visit our great city. This year's report provides highlights of our accomplishments from the past year along with data showcasing the value of tourism. Our industry is vital to Tempe's economy and our organization stands ready to support Tempe's success.

While reviewing the past year, many milestones were met.

- We initiated our new branding through an RFP process that resulted in reimagining the way we share Tempe's message.
- In February, we moved office locations from Mill Avenue to a historic home-turned-office at Rio Salado Parkway and Ash Avenue.
- Our presence on social media continued to be a winning method for promoting what makes Tempe special and unique.
- We hosted the Sports Express Conference bringing sports rights holders to Tempe for three days of meetings and exploration of our city.
- Our sales team achieved a record number of leads for meetings and events to drive more business to our hotels and off-site venue partners.

Tourism is thriving in Tempe, and our organization continues to seek out new, innovative ways to market and promote our destination. Tactics include working with third party meeting planners, showcasing the best of Tempe through our social media, supporting special events and producing ad campaigns designed to inspire travel to Tempe. All the while, Tempe's hospitality industry continues to grow.

As we move forward, we will continue to share the message of Tempe as a premier destination to visit. With FY23-24 in the rearview mirror, we look forward to seeing what the year ahead will bring.

HIGHLIGHTS OF THE YEAR

In Good Company

This year Tempe was named to CVENT's Top 50 Meeting Destinations in North America, landing at the No. 45 spot. This recognition is based off of RFPs/Leads sourced through CVENT's sourcing platform. Other cities that made the list were Orlando, Nashville, Phoenix and Scottsdale. Our group sales team generated 858 Leads, with sports adding an additional 59 leads. Our team has created new business opportunities, while strengthening our relationships with meeting planners and sports rights holders. This year we saw additional sourcing interest from HPN Global, Meetings Made Easy and Lamont & Associates.

Under the Influence

Our Communications team ramped up our social media influencer strategy for FY 2023- 2024, which included eight curated partnerships throughout our peak travel season. This combination of hosted and local content creators shared the best of what Tempe has to offer to audiences in each of their respective markets for a combined total of over 467,400 impressions (as of October 2024).

Hot off the Presses

For 2024, the Marketing and Communications departments joined forces to launch the new Official Tempe Visitor's Guide. Leading off with the "Rooftop Renaissance" cover story, the contents of this guide celebrates a departure from listings by category in favor of lifestyle content, informative roundups and feature-style articles for our readers.

Aloha Tempe

This year, our annual Arizona Aloha Fest preview post was not only our top-performing post on both Instagram and TikTok, but it also outperformed any prior posts in our accounts' history. The Instagram Reel reached 1.1 million accounts and received 75.5K engagements. On TikTok, the same video received 431.7K video views and 38.9K total engagements (as of October 2024).



Championship Valley

The Tempe Tourism team collaborated with the 2024 Men's Final Four Host Committee and local destination marketing organizations to bring college basketball's most anticipated weekend to the Valley of the Sun. The tournament, which took place at State Farm Stadium in Glendale on April 6 and 8, also included a weekend long fanfest event, a two-day music festival and more. The results: A combined total of 149,143 fans attended the three tournament games, and the music and fan fest sites in Downtown Phoenix recorded 119,734 attendees (combined). In total, the Final Four festivities generated \$429 million in economic impact, according to a study by Arizona State University's Seidman Research Institute.

Expressive Tempe

The Tempe Tourism team successfully hosted the Sports Express Conference in Tempe from Jan. 22 to 25, 2024, at the Tempe Mission Palms Hotel. More than 50 sports professionals converged in Tempe for three days of meetings and networking. While in town, our team showcased the best our city has to offer with activities in Downtown Tempe, team building at Boulderling Project, lunch at Omni's Lucero Rooftop Lounge and Terrace, and a clean-up project with Keep Tempe Beautiful. Hosting Sports Express means exposing Tempe to an audience of sports rights holders who now have first-hand experience of what a great destination Tempe is for sports tournaments and events.



2023 MARKET IN REVIEW

OCCUPANCY

2023: 67.1 %
2022: 68.6%

01

AVERAGE DAILY RATE (ADR)

2023: \$149.78
2022: \$137.77

02

REVENUE PER AVAILABLE ROOM

2023: \$100.55
2022: \$92.49

03

DEMAND/ROOMS SOLD

2023: 1,720,704
2022: 1,709,964

04

HOTEL REVENUE

2023: \$257,728,972
2022: \$230,445,594

05

BED TAX COLLECTION

2023: \$12,875,417
2022: \$11,471,587

06

Source:

Data supplied by Smith Travel Research and City of Tempe Annual Report FY 2022 - 23 & FY 2023-24.

REVENUE & EXPENSES

REVENUE SOURCES

City of Tempe: \$3,059,538	Prop 302: \$831,607	Advertising: \$70,745	Annual Luncheon: \$6,724
Event Hosting: \$5,742	Interest: \$770	Other: \$3,024	In-Kind: \$16,242

Total: \$3,994,392

EXPENSES

Spending by category

Personnel: \$1,250,169	Marketing: \$2,172,833	Operations: \$453,776	In-Kind: \$16,242
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Total: \$3,893,020

ECONOMIC IMPACT OF TOURISM ON TEMPE

Number of Visitors:
4.4 Million

Total Direct Spending:
\$1.1 Billion

State & Local Taxes:
\$117 Million

Spending By Category

Food & Beverage:
\$273 Million (25%)

Lodging:
\$271 Million (25%)

Transport:
\$224 Million (21%)

Retail
\$187 Million (17%)

Recreation & Entertainment:
\$131 Million (12%)

Sourced: Data from 2023 Economic Impact of Tourism in Tempe Research Study from Tourism Economics.

MARKETING

In fiscal year 2023-2024, we continued to push boundaries and evolve our marketing strategies to enhance Tempe's visibility as an enticing travel destination. This year, we implemented AI-driven initiatives, dynamic geofencing campaigns, and hyper-targeted outreach, allowing us to engage with travelers in more personalized and impactful ways. Through these strategic efforts, we successfully showcased Tempe's unique blend of outdoor adventures, cultural richness, and vibrant city life, positioning it as the go-to destination for extended summer experiences. We're proud of the journey so far and excited about the future as we build on this momentum to bring even more travelers to discover the spirit of Tempe.



ADVERTISING PLAN



PRINT + DIGITAL:

Sunset Magazine
 Pride Guides
 (AZ, CO, CA, NM)
 Northstar
 Meetings Group



DIGITAL:

AZ Family
 DATAFY
 Expedia, Orbitz,
 Hotels.com, VRBO
 LA Magazine
 Pandora Screencast
 TravelZoo
 TripAdvisor
 Univision
 Weather.com



GROUP & SPORTS DIGITAL:

Connect
 Association
 Connect
 Corporate
 Connect Sports
 Cvent



RADIO:

KESZ-FM
 KMLE-FM
 KOOL-FM
 KALV-FM
 KHOT-FM –
 Spanish radio
 KMOR-FM –
 Spanish radio

CIRCULATION & AD IMPRESSIONS: 60,814,644



WEBSITE PERFORMANCE

Fiscal Year July 1, 2023 - June 30, 2024

SESSIONS:

FY 23-24: 856,000
FY 22-23: 1,053,869

PAGE VIEWS:

FY 23-24: 2,843,691
FY 22-23: 3,067,551



TOP 5 WEBSITE PAGES:

- 01**
Upcoming Tempe Events
- 02**
Things To Do in Tempe
- 03**
Tempe Town Lake and Beach Park
- 04**
Tourist Attractions in Tempe
- 05**
Things To Do This Summer

E-NEWSLETTERS



PARTNER NEWSLETTER

Average Number
of Subscribers:
253 (-10%)

Average Open
Rate: 36%

Click Rate: 22%



CONSUMER NEWSLETTER

Average Number
of Subscribers:
12,978 (+5.3%)

Average Open
Rate: 35%

Click Rate: 6%



WEEKLY EVENTS NEWSLETTER

Average Number
of Subscribers:
305 (+1.32%)

Average Open
Rate: 37%

Click Rate: 10%



MEETING PLANNER NEWSLETTER

Average Number
of Subscribers:
2,445 (-6.8%)

Average Open
Rate: 35%

Click Rate: 7%



SPORTS PLANNER NEWSLETTER

Average Number
of Subscribers:
607 (+23.12%)

Average Open
Rate: 34%

Click Rate: 4%



COMMUNICATIONS, SOCIAL MEDIA AND CONTENT CREATION

CONTENT BY THE NUMBERS

Throughout fiscal year 2023-2024, the Communications team increased efforts to share Tempe information and inspiration through written and digital efforts. To achieve this, we set out to refine our social media strategy, overhaul our blogs on TempeTourism.com and foster 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:

- 12 Earned media placements
- 50+ Local events attended in support of industry partners, local businesses, cultural events and seasonal happenings
- 80 Blog posts overhauled, to include over 250 new photo galleries
- 90+ Visits to Tempe business and attractions for content creation
- 290 Photo requests fulfilled through our Media Hub
- 1,400+ user generated content assets contributed to our digital library

SOCIAL MEDIA ENGAGEMENTS

FY 23-24: **756,838 (+328.4%)**

FY 22-23: **176,651**

SOCIAL MEDIA VIDEO VIEWS

FY 23-24: **9,215,646 (+398.1%)**

FY 22-23: **1,850,322**

SOCIAL MEDIA FOLLOWERS

FY 23-24: **108,637 (+41.2%)**

FY 22-23: **76,944**

***July 1, 2023 – June 30, 2024;
excludes YouTube performance data**

GROUP MEETING SALES

GROUP MEETING SALES LEADS:

FY 23-24: 858 (-4.03%)

FY 22-23: 894

BOOKINGS:

FY 23-24: 128 (+30.61%)

FY 22-23: 98

ROOM NIGHTS:

FY 23-24: 30,304 (+114.82%)

FY 22-23: 14,107

ATTENDEES:

FY 23-24: 12,079 (+59.37%)

FY 22-23: 7,579

ESTIMATED ECONOMIC IMPACT:

FY 23-24: \$26,434,198 (+132.27%)

FY 22-23: \$11,380,956



SPORTS SALES

LEADS:

FY 23-24: 59 (-18.06%)

FY 22-23: 72

BOOKINGS:

FY 23-24: 33 (+10%)

FY 22-23: 30

ROOM NIGHTS:

FY 23-24: 8,336 (-30.43%)

FY 22-23: 11,983

ATTENDEES:

FY 23-24: 39,514 (+23%)

FY 22-23: 32,200

ESTIMATED ECONOMIC IMPACT:

FY 23-24: \$26,051,997 (-29.21%)

FY 22-23: \$36,803,635



IN THE COMMUNITY

Lessons in DEI

In June, the Tempe Tourism Office staff concluded a five-session Diversity, Equity and Inclusion training with Truth DEI Consulting. Led by Founder & CEO Nona Lee, the syllabus included an organizational DEI assessment, the importance of DEI, the staff's role in creating a diverse, equitable and inclusive culture in our organization and destination, as well as insights, expertise and education takeaways for the entire team.

Leading By Example

As part of the 35th Annual Mayor's All-Abilities Awards, produced by The City of Tempe's Commission on Disability Concerns and the Diversity, Equity and Inclusion Office, Tempe Tourism received the Tempe Mayor's Disability Commission Award of Merit for its efforts around inclusion and accessibility. This award is given to any non-youth individual who has improved the quality of life for Tempe citizens with disabilities; including but not limited to at least one of the following: greater inclusion, social participation, employment, health care, and education.

A Team Effort

The Tempe Tourism staff participated in two off-site volunteer projects. In August, we spent a half day contributing cleaning and clerical efforts to Lost Our Home Pet Shelter, and in November, we packaged food for global distribution at Feed My Starving Children. Additionally, Lily's Pad was selected as the beneficiary of the staff's annual holiday giving initiative. More than a dozen toys were donated to the nonprofit, which serves as a play space for immunocompromised children and their families.

An Annual Affair

The celebration of community partnerships continued at our annual luncheon, which took place in January 2024 at ASU's Old Main. Guest speaker Chakisse Newton welcomed nearly 200 guests with a Keynote on "Small Acts, Big Impacts." Thereafter, we presented its inaugural Tempe Gem Award, an annual donation benefitting a local nonprofit organization. This year's recipient was Joe Forte, executive director and founder of Keep Tempe Beautiful. We also awarded the 2024 Spirit of Hospitality Award to Gina Prather, lead bartender at Alibi Rooftop Lounge at Canopy by Hilton Tempe Downtown, in recognition of her exceptional service. The individuals behind OXDX Clothing — founder Jared Yazzie and business manager Allie Stone — were presented the 2024 Impact Award in celebration of their participation in many local events, including an NFL collaboration during the Super Bowl.

Celebrating Local

Tempe Tourism supported our TEAM TEMPE efforts by co-sponsoring a Tempe section at Local First Arizona's annual Devour Culinary Classic event at Desert Botanical Garden in February. The sponsored section included several Tempe-based dining and drinking establishments, along with a DJ and dedicated Tempe booth. In conjunction with the Downtown Tempe Authority, City of Tempe Economic Development and Communications Departments and City Council, we showcased some of Tempe's culinary stars while sharing the Tempe story to potential new restaurateurs. Tempe Tourism also supported Local First Arizona's Good Business Summit held at the Arizona Heritage Center in Tempe.