



**ANNUAL REPORT**  
FY 2014–2015

**MARKETING PLAN**  
FY 2015–2016

**tempe** Refreshingly  
arizona

# WELCOME

**Dear Friends and Colleagues,**

We are pleased to present our Annual Report reflecting 2014–2015 results and our Marketing Plan for 2015–2016. As you know, our goal is to attract visitors to Tempe and create a positive economic impact for our community. This is always top-of-mind when we execute our annual marketing activities.

This past year, Tempe experienced strong growth in visitation. We were proud partners in hosting the most successful Super Bowl in history and realized incredible growth in revenue in January and February. Additional events such as the P.F. Chang’s Rock n’ Roll Arizona Marathon & ½ Marathon, Ironman Arizona and ASU athletics continue to be an important draw specifically for Tempe.

The Tempe Tourism Office will continue to work with the City of Tempe and partners valley-wide to host annual events. We are looking forward to hosting the Collegiate National Championship game in 2016 and the NCAA Final Four in 2017.

Partnerships are important to us and allow us to expand our reach. That is why we are transitioning from a membership model to a new partnership-style organization, which will offer our partners the opportunity to participate in additional programs that best meet their marketing objectives.

As you review our accomplishments from Fiscal Year 2014–2015 and our planned marketing activities for Fiscal Year 2015–2016, please feel free to reach out to us and share your thoughts. By working together, this will be another great year for Tempe.

Sincerely,



**Stephanie Nowack**  
*President and CEO*



**Deborah Ostreicher**  
*Board Chair*

## 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.

## VISITOR INFORMATION

Main Office & Visitor Center  
222 South Mill Avenue, Suite 120  
Tempe, AZ 85281

1.800.283.6734  
contact@tempetourism.com  
tempetourism.com

facebook.com/tempetourism  
youtube.com/tempetourism  
twitter.com/tempetourism  
pinterest.com/tempetourism  
instagram.com/tempetourism

# ANNUAL REPORT

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# STRATEGIES & RESULTS

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## MARKETING ACTIVITIES

- Advertising
- Group Sales
- Communications
- Digital Marketing
- Sports Marketing
- ASU Partnerships
- Tourism Marketing & Development



**Tempe Tourism  
Facilitates the  
Connection**

## AUDIENCES

- Media & Travel Writers
- Consumers
- Meeting Planners
- Sports Rights Holders
- Domestic & Receptive  
Tour Operators
- AAA/CAA Travel Agents



**Increase Number  
of Visitors to Tempe**

## RESULTS

Generates revenue for the City of Tempe, Tempe's businesses and helps to sustain a desirable quality of life for residents.

# STAFF MEMBERS

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## FINANCE & ADMINISTRATION

Stephanie Nowack	President & CEO	stephanie@tempetourism.com	480.305.1380
Ginger Dude	Business Manager	ginger@tempetourism.com	480.305.1360

## MARKETING & COMMUNICATIONS

Michael Martin	Executive Vice President	michael@tempetourism.com	480.305.1370
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Amy Griglak	Digital Marketing Manager	amy@tempetourism.com	480.305.1385
Patrick Sesty	Digital Content Coordinator	patrick@tempetourism.com	480.305.1362
Nancy Black	Tourism Development Manager	nancy@tempetourism.com	480.305.1368
Shawn Lewis	Sports & Tourism Marketing Manager	shawn@tempetourism.com	480.305.1377

## SALES & SERVICES

James Tevault	Director of Sales	james@tempetourism.com	480.305.1365
Matt Connelly	Group Sales Manager	matt@tempetourism.com	480.305.1375
Melora Hathaway	Group Sales Manager	melora@tempetourism.com	480.305.1357
Sofia Preston	Partnership & Services Manager	sofia@tempetourism.com	480.305.1390

## VISITOR CENTER

Alicia Kentz	Customer Service Specialist	alicia@tempetourism.com	480.894.8158
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# BOARD OF DIRECTORS

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## CHAIR

Deborah Ostreicher .....Phoenix Sky Harbor International Airport

## VICE CHAIR

Michael Reed .....ASU Gammage

## SECRETARY/TREASURER

Denise Neff .....Vestar Development

## PAST CHAIR

Robin Trick .....House of Tricks

## EX-OFFICIO

Stephanie Nowack.....Tempe Tourism Office

## DIRECTORS

Robin Arredondo-Savage .....City of Tempe

Daryl Crawford .....Papago Golf Course

Derek Crawford .....ASU Karsten Golf Course

Gema Duarte Luna.....Duarte Luna Consulting, LLC

Margaret Dunn .....Dunn Transportation

Don Fassinger .....Tempe Center for the Arts

Shelley Hearn .....City of Tempe

John Kane .....Architekton

Bill Kennedy Jr.....ASU Intercollegiate Athletics

Mary Ann Miller .....Tempe Chamber of Commerce

Jim O'Meara .....Courtyard by Marriott Tempe Downtown

Kelly Rafferty .....City of Tempe Parks & Recreation

Tom Rogers .....Arizona Amateur Athletic Union

John Sallot .....Desert Botanical Garden

Eric Sather .....Tempe Mission Palms

Al Taylor .....Special Moments Catering

Peggy Traister .....Rustler's Rooste

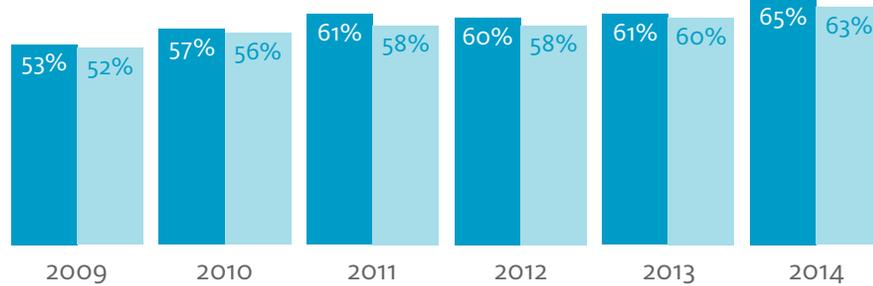
Pat Warren.....Graduate Tempe

Judi Yates.....Yates Enterprises, Inc.

Josh Yeager.....Bright Brothers

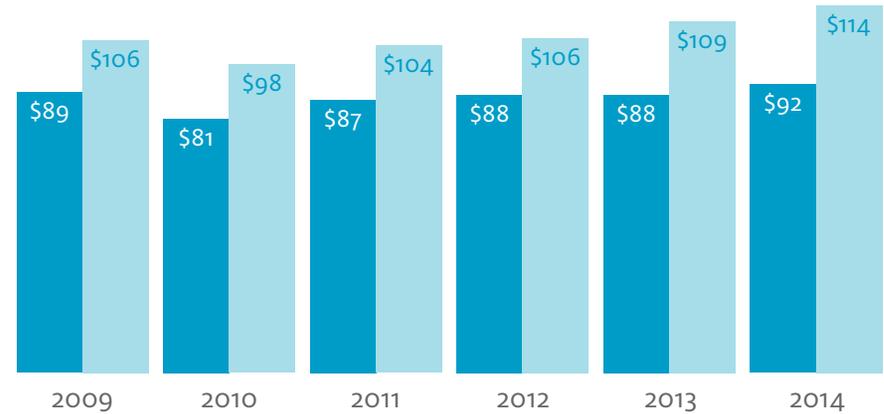
# TEMPE LODGING MARKET

## OCCUPANCY\*



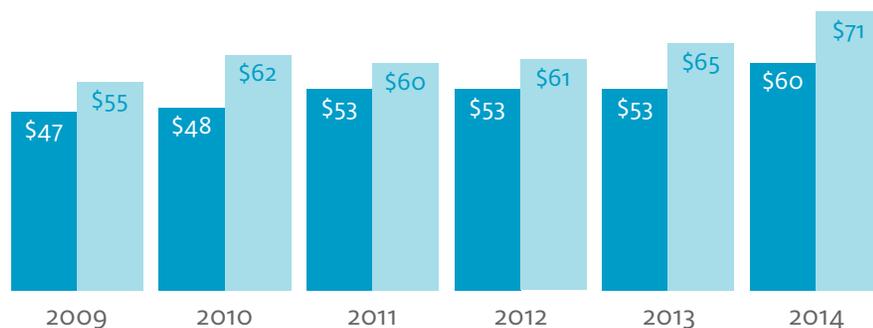
Tempe Metro Phoenix

## AVERAGE DAILY RATE (ADR)\*



Tempe Metro Phoenix

## REVENUE PER AVAILABLE ROOM (REVPAR)\*



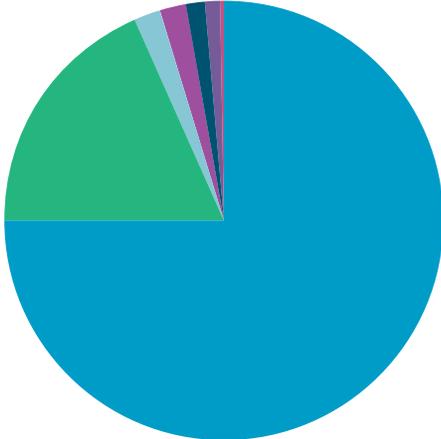
Tempe Metro Phoenix

Tempe and Metro Phoenix experienced growth year-over-year in all three categories for hotel performance. According to industry research, while we are seeing stronger percentage increases, we have not attained the peak performance experienced in 2006 and 2007. In real dollars, our industry would need to see a rate increase of \$15.00 to reach those peak numbers. It is important to note that hotels experienced an extraordinary increase during January – March 2015 due to the Super Bowl, Pro Bowl and a strong spring training season.

\*Source: Smith Travel Research Inc. Re-publication or other re-use of this data without the express written permission of STR is strictly prohibited.  
 Tempe hotels/rooms = 47/5,747 Metro Phoenix hotels/rooms = 449/61,503

# REVENUE & EXPENSES

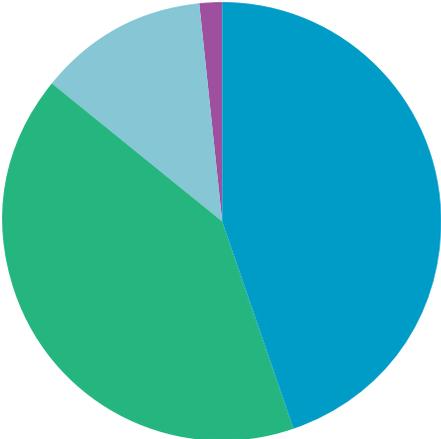
2014-2015 REVENUE



<b>Bed tax</b>	<b>\$2,160,000</b>
<b>Prop 302 funds</b>	<b>\$528,951</b>
<b>Promotional Participation</b>	<b>\$61,398</b>
<b>Advertising Income</b>	<b>\$49,200</b>
<b>In-Kind</b>	<b>\$40,028</b>
<b>Membership</b>	<b>\$37,727</b>
<b>Annual Meeting</b>	<b>\$1,025</b>
<b>Interest</b>	<b>\$85</b>

**TOTAL REVENUE**  
**\$2,878,414**

2014-2015 EXPENSES



<b>Marketing</b>	<b>\$1,229,097</b>
<b>Personnel</b>	<b>\$1,133,156</b>
<b>Operations</b>	<b>\$343,552</b>
<b>In-Kinds Expense</b>	<b>\$40,028</b>

**TOTAL EXPENSES\***  
**\$2,745,833**

\*At the direction of our CPA and auditor, expenses for purchase of furniture and computers were reflected on the balance sheet under property and equipment. These costs will be capitalized with the equipment expensed over five years and the furniture over seven years.

# OFFICE RELOCATION



With the expiration of our lease, the Tempe Tourism Office had the opportunity to relocate our main office and visitor center to a location with Mill Avenue frontage. We were able to make this move without affecting our marketing budget for FY14/15. Advantages for the new location include:

- Better visibility for visitors searching for tourism information and assistance
- More collaborative work environment for our staff
- Modern design that reflects our brand
- Improved location between the Mill Avenue light rail stop and Tempe Beach Park



# ADVERTISING PLACEMENT

Publication	Circulation	Impressions
<b>AAA Publications</b>		
<i>Home &amp; Away</i>	1,075,201	
<i>Midwest Traveler</i>	522,000	
<i>Living</i>	2,471,160	
<i>World</i>	2,490,000	
<b>Arizona Office of Tourism</b>		
October 2014 E-blast	295,186	
February 2015 E-blast	299,060	
Spring Training E-blast	365,636	
Visitor's Guide	450,000	
<b>Collinson Media</b>		
Collaborate E-blasts	8,574	
Connect E-blasts	20,360	
Collaborate Magazine	15,000	
Connect Magazine	15,000	
Expedia.com		802,000
ESPN Spring Training		6,666,784
IMM	25,000	
<b>MNI Networks</b>		
Fall Campaign		2,044,563
Spring Campaign		8,436,629
<b>National Park Trips</b>	13,680	

Publication	Circulation	Impressions
<b>Northstar Travel Media Group</b>		
<i>M&amp;C Magazine</i>	50,000	
<i>Successful Meetings</i>	50,000	
Pandora Spring Campaign		4,285,645
<b>Pride Guides</b>		
Arizona	1,125,770	163,576
Colorado	564,450	120,431
New Mexico	554,115	102,529
California	513,000	
SMART Meetings	321,290	48,877
<b>Specific Media</b>		
Fall Campaign		1,250,000
Spring Campaign		2,183,490
<i>Sunset Magazine</i>	3,603,755	621,173
Travel Guides Free		2,292,000
Trip Advisor		1,556,000
Weather.com		3,596,582
<b>Yahoo!</b>		
Fall Campaign		1,384,469
Spring Campaign		19,652,755

**TOTAL CIRCULATIONS**  
**13,251,036**

**TOTAL IMPRESSIONS**  
**55,207,503**

**COMBINED CIRCULATIONS  
AND IMPRESSIONS**  
**68,458,539**

## REQUESTS FOR INFORMATION

2012/2013	22,752
2013/2014	19,796
2014/2015	20,557

# TOURISM MARKETING & DEVELOPMENT

## COLLATERAL DISTRIBUTION

Distributed promotional collateral to consumers and travel agents in the U.S. and Canada through sales missions, travel trade requests and at the Chicago, Bay Area and Los Angeles Travel & Adventure Shows.

Park & Fly	200
Fall Seasonal Brochure	3,195
Spring Seasonal Brochure	5,200
Summer Seasonal Brochure	70
Visitor Guides	3,400

## SUNNY ARIZONA PROGRAM

Conducted visits to 411 agents and 69 AAA offices during sales missions to:

Alberta	Iowa	New Jersey
Chicago	Nebraska	Pennsylvania
Connecticut	New York	Saskatchewan

Fulfilled a total of 5,900 consumer requests for information from the Sunny Arizona website, *AAA Home & Away*, *AAA Living*, *AAA Journeys*, *AAA Midwest Traveler* and *AAA World*.

Relaunched our website [visitsunnyaz.com](http://visitsunnyaz.com).

## NICHE MARKETING

Supported arts and cultural events in Tempe through 131 blogs on [TempeTourism.com](http://TempeTourism.com), the Examiner and Tempe Thoughts.

Distributed 'Tempe Events This Week' e-blasts to 200 hospitality partners and concierges.

Marketed Tempe to the LGBT community throughout Arizona, New Mexico and Colorado through 12 newsletters reaching nearly 12,000 subscribers and achieving an average 29% open rate and 3,622 visits to our LGBT page on [TempeTourism.com](http://TempeTourism.com).

## MEXICO MARKETING

Promoted Tempe to 180 travel agents, 24 media representatives and more than 800 consumers during sales missions and tradeshows in Central and Northern Mexico.

Conducted cooperative partner marketing programs in Northern Mexico with IKEA Tempe, Chandler Office of Tourism and Arizona Mills, realizing more than \$50,000 in additional marketing reach for Tempe.

Continued partnership with Descubre Phoenix to distribute Tempe Visitor's Guides and maps while encouraging consumers to book hotel room nights, sporting event tickets and other attractions.

# SPORTS MARKETING

## YEAR-END STATISTICS

- 93 sports marketing leads
- 81 sports bookings
- 11,682 room nights
- 10,081 attendees
- \$15,569,096 economic impact

## MARKETING HIGHLIGHTS

ASU Preferred Hotel Program

- Yielded 2,667 room nights and an economic impact of \$3,576,112.
- Distributed 500 brochures promoting Tempe hotels to competing teams nationwide.

Conducted one-on-one appointments at programs including:

Tradeshow	Number of Appointments
TEAMS 2014	21
National Association of Sports Commissioners	15
Olympic Sports Link	6

## IMPACT OF MAJOR EVENTS

Event	Participants Staying in Tempe	Room Nights	Economic Impact
P.F. Chang's Rock 'n Roll Arizona Marathon & 1/2 Marathon	22,072	7,185	\$5,919,685
2014 Ironman Arizona	2,700	1,900	\$4,199,223
Triple Crown Spring Baseball Championship	600	800	\$898,840
Kajikawa Womens' Softball Classic	825	1100	\$1,279,130
Super Bowl	-	-	\$7,417,224*



\*Super Bowl calculation equals the incremental revenue generated in 2015 vs. 2014 during Super Bowl week.

# COMMUNICATIONS

Produced the following communications:

## BROCHURES

Printed Piece	Circulation
Official Tempe Visitor's Guide	75,000 (+ 888 digital downloads)
Angels Spring Training Ticket Insert	10,000
Fall Events	8,000
Spring Events	10,000
Summer Events	2,500
Park n' Fly	500
ASU Preferred Hotel Program	500

## VIDEOS FOR WEB AND SOCIAL MEDIA

- Major League Baseball Spring Training
- Tempe Town Lake

## E-NEWSLETTERS

Audience	Recipients	Open Rate
AAA/CAA Travel Agents	1,438	6.5%
Consumer	1,430	29.7%
Meeting Planner	2,098	29.3%
Membership	382	31.3%

## PROMOTED TEMPE THROUGH PUBLIC RELATIONS EFFORTS

Generated 48 articles resulting in 26 million impressions in publications including:

- *Adventure Cyclist*
- *SMART Meetings*
- *Vancouver Sun*
- *El Imparcial Newspaper*
- *Canadian Traveller*
- *Tu Casa Nueva*
- *Seattle Gay News*

Hosted more than 40 travel writers on individual and group familiarization tours.

## PROMOTED TEMPE AT MEDIA EVENTS IN:

- Vancouver
- Los Angeles
- Scottsdale

# DIGITAL MARKETING

## PERFORMANCE RESULTS FOR TEMPETOURISM.COM TOTALED:

Visits	306,178
Page Views	613,076
Pages per visit	1.92
Average time on site	1:22

## ONLINE MARKETING EFFORTS:

Search Engine Optimization (SEO) efforts resulted in a 10% keyword visibility increase year-over-year to 73.7% for Google, Bing and Yahoo.

Pay-Per-Click campaigns for the promotion of our website achieved:

Impressions	14,019,221
Clicks	187,349
Click-thru-rate (CTR)	1.3%
Average cost-per-click	\$0.36

## SOCIAL MEDIA

Continued active presence on multiple platforms with the following year-over-year results:

	FY 14/15	FY 13/14
Facebook Fans	17,030	15,157
Twitter Followers	2,988	2,426
Pinterest Followers	593	477
YouTube Subscribers	174	108

Total interactions such as likes, retweets, video views and blog readership increased by 39.57% year-over-year:

	FY 14/15	FY 13/14
All Interactions	102,279	73,281

Clicks from our social media channels to our website have increased by 399.3% year-over-year:

	FY 14/15	FY 13/14
Inbound Traffic	9,647	1,932



# GROUP SALES

## YEAR-END STATISTICS

Leads	224
Bookings	30
Room Nights Booked	4,621
Attendees Booked	2,528
Economic Impact	\$1,585,585.00

### Breakdown of the 224 leads by market:

Association	55
Corporate	95
Government	17
SMERF*	22
Rooms Only	12
Meeting Space Only	23

\*Social, Military, Educational, Religious, Fraternal

## MARKETING HIGHLIGHTS

- Hosted a **Meeting Planner Familiarization Tour** in the Spring 2015:
  - 68 applicants
  - 13 attendees representing organizations such as: HelmsBriscoe, Arizona Department of Transportation, Meeting Plus and the American Association of Exporters and Importers
  - 3 leads generated
  - 1 confirmed booking
- Continued partnership with **Cvent**, an online portal designed to connect meeting planners with suppliers. The Tempe Tourism Office enhanced our listing to a 2 Diamond level providing:
  - Destination Guide Featured Supplier status
  - Destination Guide banner ad
  - Email newsletter
  - CVB copy feature on leads specific to the Phoenix area
  - **Results:** Realized a 46% year-over-year increase in unique RFPs to Tempe
- **HelmsBriscoe Destination Partnership** provides Tempe access to 3rd Party Meeting Planners. This program increases Tempe's exposure through:
  - Custom destination profile on the HelmsBriscoe website
  - Features in Partner Buzz eNewsletter
  - Onsite presentation at HelmsBriscoe's Scottsdale headquarters
  - Direct access to HelmsBriscoe meeting planners during sales missions and FAM tours
  - **Results:** Realized a 131% year-over-year increase for a total of 95 leads

*continued on following page* →

## GROUP SALES (CONTINUED)

### MARKETING HIGHLIGHTS (CONTINUED)

- Appointment driven tradeshows and sales missions provide Tempe with direct contact with meeting planners throughout the year:

Event	Target Market	Planners	Appointments
Connect Marketplace	Association	700	52
Smart Meetings	Corporate	50	23
Washington, D.C. Sales Mission	Association/Corporate	175	11
Dallas/Houston Sales Mission	Association/Corporate	45	12
Destination Arizona	Association/Corporate	40	21
HelmsBriscoe Training	3rd Party Planners	10	1
St Louis/Kansas City Sales Mission	Association/Corporate	130	17
Smart 1 Day Dallas	Association/Corporate	50	15
ASU MECA* Meeting	ASU Planners	57	1
Spring Training Client Event	All	40	1
Spring Meeting Planner FAM	All	13	-
Collaborate Marketplace	Corporate	450	52

\*Meetings, Events, Coordinators, Associates

# RETURN ON INVESTMENT 2014-2015

## ADVERTISING GENERATED LEISURE VISITS\*

Overnight stays	\$8,074,440
Day Trippers	\$2,242,899

## WEBSITE GENERATED LEISURE VISITS\*

Incremental trips to Tempe	\$5,026,511
Extended day trip to Tempe	\$268,037

## GROUP BOOKINGS\*

2,528 attendees / 4,621 room nights	\$1,585,585
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## SPORTS BOOKINGS\*

10,081 attendees / 11,682 room nights	\$15,569,096
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## SUPER BOWL\*

3,531 attendees / 7,677 room nights	\$7,417,224**
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COMBINED TOTAL OF ALL  
ECONOMIC IMPACT FIGURES  
**\$40,183,792**

CITY OF TEMPE BED  
TAX INVESTMENT  
**\$2,160,000**

RETURN ON INVESTMENT  
**18:1 RATIO**

\*Economic impact for each area of focus is derived from third-party tourism industry research.  
\*\*Super Bowl calculation equals the incremental revenue generated in 2015 vs 2014 during Super Bowl Week.

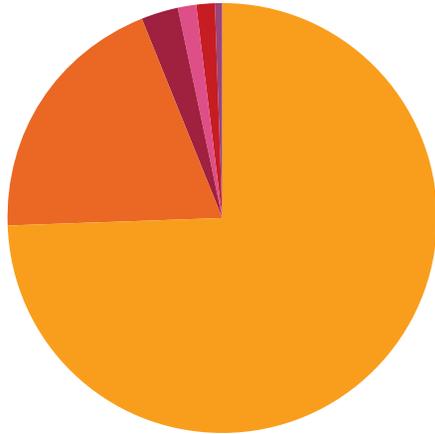
# MARKETING PLAN

## FY 2015–2016

<b>Budget</b>	<b>19</b>
<b>Goals &amp; Objectives</b>	<b>20</b>
<b>New Initiatives</b>	<b>21</b>
<b>Advertising Plan</b>	<b>22</b>
<b>Media Placement FY 2015–2016</b>	<b>23</b>
<b>Digital Marketing</b>	<b>25</b>
<b>Collateral Development</b>	<b>26</b>
<b>Marketing Activities</b>	<b>27</b>
<b>Program of Work FY 2014–2015</b>	<b>28</b>
<b>Finance and Administration</b>	<b>30</b>

# BUDGET

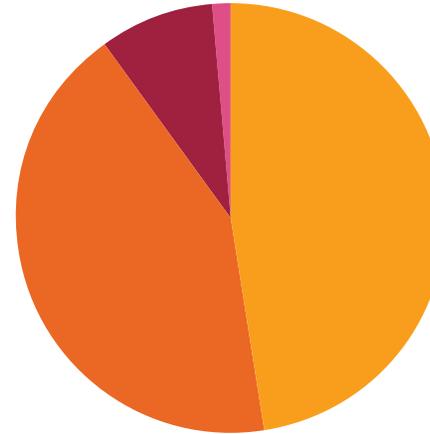
## 2015-2016 PROJECTED REVENUE



Tempe Bed Tax	\$2,182,000
Prop 302 Funding	\$570,517
Advertising Income	\$77,000
Promotional Participation	\$47,225
In-Kind Donations	\$37,900
Annual Event	\$12,000
Interest	\$120

**TOTAL BUDGET**  
**\$2,926,762**

## 2015-2016 PROJECTED EXPENSES



Marketing Programs	\$1,350,621
Personnel	\$1,208,816
Operations	\$241,425
In-Kind Expense	\$37,900

**TOTAL EXPENSES\***  
**\$2,838,762**

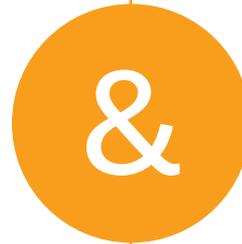
\*Expenses are projected to be less than revenue due to an \$88,000 savings in rent from our new lease. The Board approved transferring this savings into our reserve account maintained in case of emergency.

# GOALS & OBJECTIVES

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## GOALS

- Increase year-over-year occupancy rate for Tempe.
- Increase the revenue generated through the City of Tempe bed tax.
- Generate business opportunities for Tempe's hospitality community.
- Be an active partner in the community.
- Serve Tempe's visitors with up-to-date information on Tempe's offerings and provide them with exceptional customer service.
- Maintain a consistent and positive brand image for the Tempe Tourism Office.



## OBJECTIVES

- Develop marketing strategies that focus on our target audiences including consumers, meeting planners, sports rights holders and AAA/CAA travel agents.
- Leverage funds through cooperative marketing programs with our hospitality partners.
- Secure new, and maintain current, annual sporting events.
- Act as a resource for Tempe's hospitality community by tracking trends, staying informed about community development and supplying statistical data and research.
- Develop content for our digital platforms that is current, reliable and relevant.
- Operate a visitor's center to represent local and statewide attractions.

# NEW INITIATIVES

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## CANADA

The Tempe Tourism Office will launch a multilayered campaign in Western Canada to stimulate interest in staying in Tempe. The Canadian market has been very strong over the past few years and the Phoenix area enjoys strong air service to Western Canada during the fall and winter seasons.



## ASU SPORTS FACILITIES

Arizona State University is moving forward with plans to renovate their sports facilities beginning with a complete reinvention of ASU Sun Devil Stadium. The ASU Athletic Office has expressed a new interest in programming their facilities, when available, with non-university related sports. This provides us the opportunity to bring amateur sporting events to ASU facilities such as swimming, tennis, track & field and baseball.



## PARTNERSHIP

Based on research and following a national trend, the Tempe Tourism Office will replace its former membership model with a new VIP (Very Important Partner) program. With this new program, our hospitality partners will select which tourism marketing opportunities are most beneficial to them. For example, they will be able to choose from featured website listings, upgraded visitor's guide ads, and e-newsletter sponsorships. In this way, the businesses will be able to choose the investment that best meets their needs and gives them the best return.



## NEW OFFICE LOCATION

The Tempe Tourism Office relocated to 222 South Mill Avenue, Suite 120 in June of 2015. The new location provides more visibility to residents, workers and visitors who frequent the Mill Avenue area. The workspace reflects our brand and is designed to be a contemporary, collaborative work environment for our staff. In addition to housing our main visitor's center, there is also visitor information available at the kiosk located at 4th Street and Mill Avenue.

# ADVERTISING PLAN

The Tempe Tourism Office will develop a multilayered campaign to reach key audiences in specific geographic areas and through behavioral targeting. The plan will include a variety of print, television, radio, social media, digital, point of purchase and direct marketing. All components of our plan will include unique URLs and tracking so we can determine the results of our efforts. Additionally, a majority of our plan will take place from October 2015 through February 2016 to affect travel to Tempe. A small portion of our budget will be allocated to summer travel. The goal is to maximize Tempe’s hotel rate potential.

## TARGET MARKETS



### USA

- California
- Colorado
- Illinois
- New Mexico
- Minnesota
- Oregon
- Texas
- Washington



### CANADA

- Alberta
- British Columbia
- Manitoba
- Saskatchewan



### MEXICO

- Sonora

**TOTAL CIRCULATION**  
**9,196,930**

**TOTAL IMPRESSIONS**  
**61,763,834**

## BEHAVIORAL TARGETING



EVENTS



LGBT TRAVEL



MEETING LOCATION



SHOPPING



OUTDOOR RECREATION



MLB SPRING TRAINING



TRAVEL TO TEMPE,  
PHOENIX & ARIZONA



WARM WEATHER

# MEDIA PLACEMENT FY 2015–2016

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## JULY

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Collaborate E-Blast  
Connect E-Blast  
Cvent (Year-round)  
El Imparcial banner  
Electronic Billboard Hermosillo  
Electronic Billboard Obregon  
EmpowerMINT (Year-round)  
Fashionista  
HelmsBriscoe Partnership (Year-round)  
Radio Mexico  
Static Billboard Sonora (6 months)  
Telemax Mexico  
TravelGuidesFree.com (12 months)  
TripAdvisor.com (12 months)  
Tu Casa Nueva

## AUGUST

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Smart Meetings E-newsletter

## SEPTEMBER

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Connect E-Blast  
Integrated Meetings Marketing E-Blast  
Meetings & Conventions and  
Successful Meetings E-Blast  
Smart Meetings E-Blast  
Western Living

## OCTOBER

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El Imparcial  
Meetings & Conventions Magazine  
MNI Online Networks  
SMART Meetings Western E-Blast  
SMART Meetings Banner (3 months)  
SMART Meetings Social Media Posts (3 months)  
Specific Media Online Networks  
Successful Meetings Magazine  
Sunset Southern California  
Sunsetgetaways.com (7 months)  
Sunset.com (4 months)  
Yahoo! Mobile

## NOVEMBER

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Collaborate E-Blast  
Integrated Meetings Marketing E-Blast  
Meetings & Conventions and  
Successful Meetings E-Blast  
MNI Online Networks  
Radio Mexico  
Smart Meetings E-newsletter  
Specific Media Online Networks  
Sunset Mountain & Southwest  
Telemax Mexico  
Tu Casa Nueva  
Western Living  
Yahoo! Mobile

## DECEMBER

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Arizona Office of Tourism E-newsletter  
El Imparcial banner  
Radio Mexico  
Revista Imagen

*continued on following page →*

# MEDIA PLACEMENT FY 2015–2016 (CONTINUED)

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## DECEMBER (CONTINUED)

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Smart Meetings E-Blast  
Sunset Inside Bay Area  
Sunset Southern California  
Telemex Mexico  
Tu Casa Nueva

## JANUARY

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Arizona Office of Tourism E-newsletter  
Arizona Visitor Guide  
Bell Media Canada  
ESPN.com Mobile  
Metronews.ca  
MNI Online Networks  
Pandora Audio Everywhere  
Pride Guide Arizona  
Pride Guide California  
Specific Media Online Networks  
Sunset Northern and Southern California  
Texas Monthly Travel Channel  
Texas Monthly Traveling Texan E-newsletter  
Thestar.com Canada

Tim's TV (Tim Horton's)  
Weather.com Mobile  
Yocto Media Canada  
Yahoo! Mobile

## FEBRUARY

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Bell Media Canada  
ESPN.com Mobile  
Fashionista  
Metronews.ca  
MNI Online Networks  
Pandora Audio Everywhere  
Specific Media Online Markets  
Sunset Northern and Southern California  
Texas Monthly Traveling Texan E-newsletter  
Thestar.com Canada  
Tim's TV (Tim Horton's)  
Texas Monthly  
Weather.com Mobile  
Yocto Media Canada  
Yahoo! Mobile

## MARCH

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El Imparcial banner  
Muros Magazine  
Radio Mexico  
Sunset Southern California  
Telemex Mexico  
Tu Casa Nueva

## APRIL

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Sunset Southern California

## MAY

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Collaborate E-Blast  
Pride Guide New Mexico  
Sunset Mountain & Southwest  
Sunset Summer Trips

## JUNE

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Expedia (3 months)  
Pride Guide Colorado  
Sunset Weekend Trips

# DIGITAL MARKETING

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## WEBSITES AND SOCIAL MEDIA

- Main website .....tempetourism.com
- Sunny Arizona .....visitsunnyaz.com
- Facebook .....facebook.com/tempetourism
- Instagram .....instagram.com/tempetourism
- Pinterest .....pinterest.com/tempetourism
- Twitter .....twitter.com/tempetourism
- Tempe Blog .....tempetourism.com/blog
- YouTube .....youtube.com/tempetourism
- Foursquare .....foursquare.com/tempetourism

## PROMOTIONAL ACTIVITIES

- Daily social media posts including photos, links to our blog and video content
- “This Week’s Events” E-blast
- Weekly blog posts on relevant topics
- Consumer E-newsletter – Monthly
- Partnership E-newsletter – Monthly
- Meeting Planner E-newsletter – Quarterly
- Sunny Arizona Travel Agent E-newsletter – Quarterly
- Seasonal special offers for hotels, attractions and dining
- Seasonal landing pages specific to Spring Training, Summer, ASU Football and other topics
- Continual content updates for search engine optimization
- Robust calendar of events
- Keyword research and implementation
- Pay-Per-Click advertising on Google, Bing, YouTube, Yahoo and Facebook
- Display and mobile banner ads

# COLLATERAL DEVELOPMENT



## TEMPE VISITOR'S GUIDE

This is the primary fulfillment piece for Tempe. It is distributed at tradeshows, in media kits, at brochure kiosks (racks) within Phoenix-area hotels, and to those requesting visitor information. We print 75,000 annually and provide a downloadable version on our website.



## FALL, SPRING & SUMMER BROCHURES

These brochures are printed as a supplement to our Visitor's Guide to provide up-to-date, season-specific information on Tempe's events. We print 5,000–10,000 pieces depending on the time of year.



## WELCOME TO TEMPE BROCHURE

This brochure contains a map of Tempe and ASU and highlights the attractions in Tempe. We print 3,000 annually and it is distributed solely through our visitor information cart located at 4th Street and Mill Avenue.



## PARK & FLY BROCHURE

This brochure features Tempe hotels that offer a park and fly package, allowing local travelers to park at a hotel for an extended time while traveling through Phoenix Sky Harbor International Airport. In exchange, the traveler stays a minimum of one night at the hotel pre- or post-trip. We print and distribute 500 to travel agents throughout Arizona.



## ASU PREFERRED HOTEL PROGRAM

This program is specifically designed to encourage intercollegiate coaches to select Tempe hotels for their teams when playing against ASU. We print 500 for distribution and send a PDF to additional contacts throughout the year.



## CHANDLER & TEMPE MAP - SPANISH

This map is part of our "Two Cities, One Destination" promotion that we conduct with Chandler to target consumers in Northern Mexico. The map features the cities' hotels, attractions and shopping destinations. We print 10,000 pieces and distribute them at the Descubre Phoenix visitor center in Hermosillo, Sonora, Mexico and during Mexico sales missions.

# MARKETING ACTIVITIES

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## COMMUNICATIONS

- Pitch Tempe focused story ideas to travel writers, editors and travel bloggers
- Fulfill any media requests for images, copy points or updates as needed
- Send Tempe updates to travel writers and editors on a quarterly basis
- Conduct familiarization (FAM) tours for travel media
- Represent Tempe at Visit Phoenix and Arizona Office of Tourism media events in key cities each year
- Develop relevant and current website content, blog posts, social media posts, press releases, media updates and videos

## GROUP SALES

- Attend appointment driven tradeshows that target corporate, association and SMERF\* meeting planners
- Participate in face-to-face meetings with meeting planners in key cities
- Utilize online lead generation tools to drive more business to Tempe
- Partner with 3rd party meeting planner organizations to promote Tempe's meeting facilities
- Conduct Familiarization (FAM) tours and site visits for national, regional, local and ASU meeting planners

\*Social, Military, Educational, Religious, Fraternal

## TOURISM DEVELOPMENT

- Organize personal visits to AAA and CAA Travel Agencies in the U.S. and Canada
- Conduct visits with tour operators, travel agents and consumers in Mexico
- Hold Familiarization (FAM) Tours for travel agents and tour operators
- Participate in face-to-face appointments with domestic and international tour operators, wholesalers and receptive operators
- Attend consumer direct programs in key markets
- Leverage our marketing programs with key partners including the Chandler Office of Tourism, Arizona Office of Tourism, Descubre Phoenix and IKEA

## SPORTS MARKETING

- Conduct face-to-face appointments with sports rights holders
- Encourage room night generation from ASU related sporting events
- Identify new opportunities to utilize ASU and Tempe facilities for amateur sports
- Continue building relationships with annual Tempe sporting event producers

# PROGRAM OF WORK FY 2015–2016

Month	Media / Travel Writers	Meeting Planners	Travel Trade	Sports Rights Holders
<b>August</b>		<b>Connect Marketplace</b> Pittsburgh	<b>Sunny Arizona Canada Sales Mission</b> Ontario	<b>Connect Sports / Olympic Sports Link</b> Pittsburgh
<b>September</b>	<b>Denver Media Mission</b> Denver <b>Visit Phoenix Media FAM</b> Tempe		<b>AOT Call Center Training</b> Tucson	
<b>October</b>				<b>S.P.O.R.T.S.</b> Grand Rapids
<b>November</b>	<b>AOT Media Mission</b> Toronto	<b>Destination Arizona</b> Phoenix <b>IMEX</b> Las Vegas	<b>Northwest Sales Mission</b> Washington / Oregon <b>Showcase Arizona</b> Hermosillo	<b>TEAMS</b> Las Vegas
<b>December</b>			<b>Southwest Sales Mission</b> El Paso / Albuquerque	
<b>January</b>			<b>National Tour Association</b> Atlanta <b>Travel &amp; Adventure Show</b> Chicago	

## PROGRAM OF WORK FY 2015–2016 (CONTINUED)

Month	Media / Travel Writers	Meeting Planners	Travel Trade	Sports Rights Holders
<b>February</b>	<b>Visit Phoenix Media Mission</b> TBD  <b>AOT Media Mission</b> New York City	<b>Atlantic Region Sales Mission</b> TBD	<b>Travel &amp; Adventure Show</b> Long Beach	
<b>March</b>	<b>Mexico Media Mission</b> Mexico City  <b>Sunny AZ Media FAM</b> Tempe / Chandler  <b>Visit Phoenix Spring Training Media FAM</b> Tempe		<b>Mexico Sales Mission</b> Mexico City / Guadalajara	
<b>April</b>	<b>AOT Media FAM</b> Tempe	<b>Spring Meeting Planner FAM</b> Tempe  <b>Conference Direct Annual Partner Meeting</b> TBD	<b>Sunny Arizona FAM</b> Tempe / Chandler	<b>NASC Sports Symposium</b> Grand Rapids
<b>May</b>		<b>ASU MECA*</b> Tempe  <b>ASU Vendor Showcase</b> Tempe  <b>HelmsBriscoe Annual Conference</b> TBD		
<b>June</b>		<b>Central Region Sales Mission</b> TBD		

\*Meetings, Events, Coordinators, Associates

# FINANCE AND ADMINISTRATION

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## ACTIVITIES

- Manage an annual, balanced line item budget for the Board of Directors and City of Tempe.
- Provide an annual Marketing Plan and Annual Report with details about past and current marketing activities.
- Produce monthly financial statements for review by the Board of Directors.
- Ensure our budget is in a positive cash position.
- Work with a 3rd party accounting firm to conduct an annual review and a full audit every 3rd year.
- Complete and submit grant applications, expense reports and a year-end summary to comply with our Prop 302 funding requirements.