



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

FY 2014–2015

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STRATEGIES & RESULTS

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

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 |
| Toni Smith | Director of Communications | toni@tempetourism.com | 480.305.1372 |
| 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 |
|--------------|-----------------------------|-------------------------|--------------|

BOARD OF DIRECTORS

CHAIR

Deborah OstreicherPhoenix Sky Harbor International Airport

VICE CHAIR

Michael ReedASU Gammage

SECRETARY/TREASURER

Denise NeffVestar Development

PAST CHAIR

Robin TrickHouse of Tricks

EX-OFFICIO

Stephanie Nowack.....Tempe Tourism Office

DIRECTORS

Robin Arredondo-SavageCity of Tempe

Daryl CrawfordPapago Golf Course

Derek CrawfordASU Karsten Golf Course

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

Margaret DunnDunn Transportation

Don FassingerTempe Center for the Arts

Shelley HearnCity of Tempe

John KaneArchitekton

Bill Kennedy Jr.....ASU Intercollegiate Athletics

Mary Ann MillerTempe Chamber of Commerce

Jim O'MearaCourtyard by Marriott Tempe Downtown

Kelly RaffertyCity of Tempe Parks & Recreation

Tom RogersArizona Amateur Athletic Union

John SallotDesert Botanical Garden

Eric SatherTempe Mission Palms

Al TaylorSpecial Moments Catering

Peggy TraisterRustler's Rooste

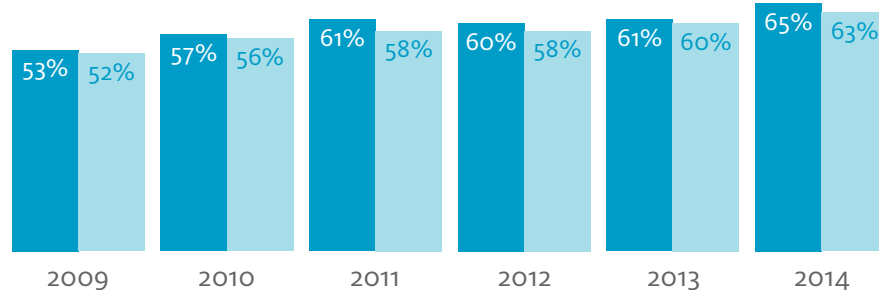
Pat Warren.....Graduate Tempe

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

Josh Yeager.....Bright Brothers

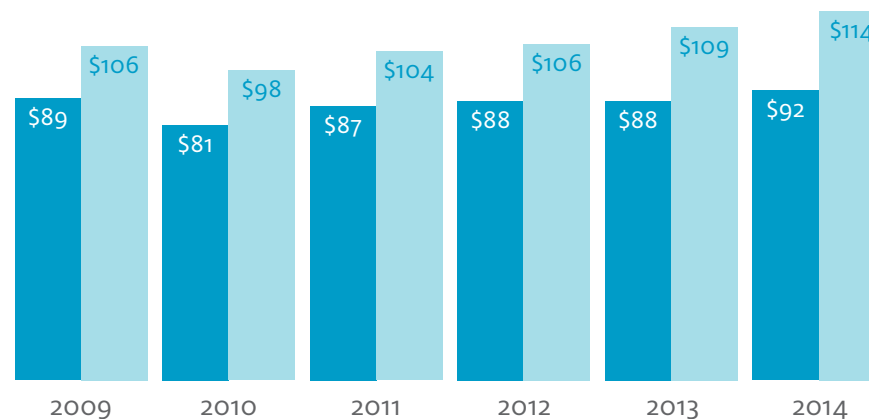
TEMPE LODGING MARKET

OCCUPANCY*



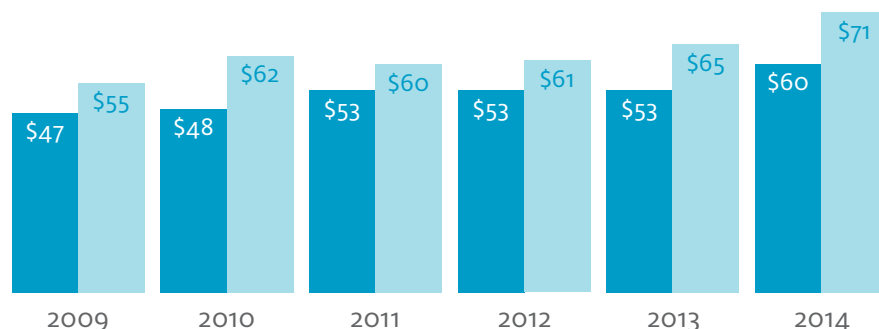
Tempe Metro Phoenix

AVERAGE DAILY RATE (ADR)*



Tempe Metro Phoenix

REVENUE PER AVAILABLE ROOM (REVPAR)*



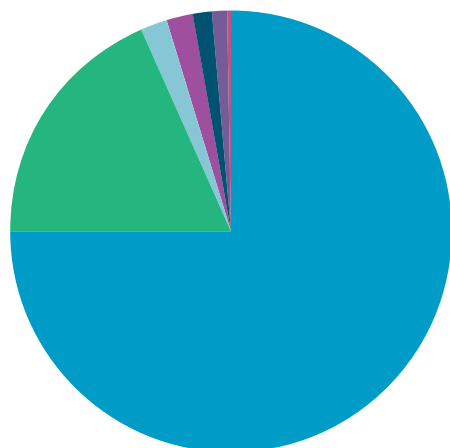
Tempe Metro Phoenix

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

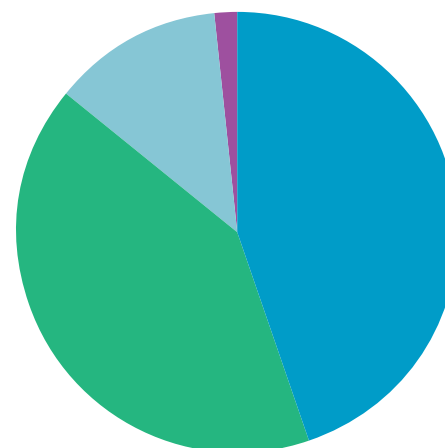


| | |
|---------------------------|-------------|
| Bed tax | \$2,160,000 |
| Prop 302 funds | \$528,951 |
| Promotional Participation | \$61,398 |
| Advertising Income | \$49,200 |
| In-Kind | \$40,028 |
| Membership | \$37,727 |
| Annual Meeting | \$1,025 |
| Interest | \$85 |

TOTAL REVENUE

\$2,878,414

2014-2015 EXPENSES



| | |
|------------------|-------------|
| Marketing | \$1,229,097 |
| Personnel | \$1,133,156 |
| Operations | \$343,552 |
| In-Kinds Expense | \$40,028 |

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 |
|----------------------------------|-------------|-------------|
| AAA Publications | | |
| <i>Home & Away</i> | 1,075,201 | |
| <i>Midwest Traveler</i> | 522,000 | |
| <i>Living</i> | 2,471,160 | |
| <i>World</i> | 2,490,000 | |
| Arizona Office of Tourism | | |
| October 2014 E-blast | 295,186 | |
| February 2015 E-blast | 299,060 | |
| Spring Training E-blast | 365,636 | |
| Visitor's Guide | 450,000 | |
| Collinson Media | | |
| 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 | |
| MNI Networks | | |
| Fall Campaign | | 2,044,563 |
| Spring Campaign | | 8,436,629 |
| National Park Trips | 13,680 | |

| Publication | Circulation | Impressions |
|-------------------------------------|-------------|-------------|
| Northstar Travel Media Group | | |
| <i>M&C Magazine</i> | 50,000 | |
| <i>Successful Meetings</i> | 50,000 | |
| Pandora Spring Campaign | | 4,285,645 |
| Pride Guides | | |
| 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 |
| Specific Media | | |
| 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 |
| Yahoo! | | |
| 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.

NICHE MARKETING

Supported arts and cultural events in Tempe through 131 blogs on 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.

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 |
|-------------------------------------|-------------|

SPORTS BOOKINGS*

| | |
|---------------------------------------|--------------|
| 10,081 attendees / 11,682 room nights | \$15,569,096 |
|---------------------------------------|--------------|

SUPER BOWL*

| | |
|-------------------------------------|---------------|
| 3,531 attendees / 7,677 room nights | \$7,417,224** |
|-------------------------------------|---------------|

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.

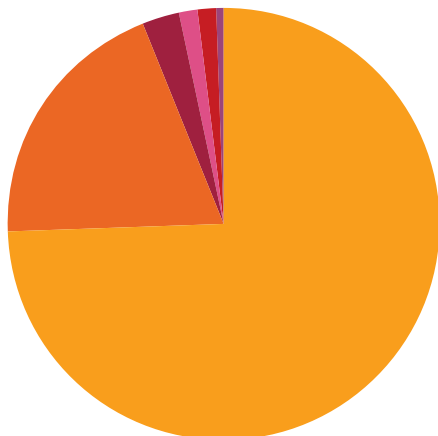
MARKETING PLAN

FY 2015–2016

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| Goals & Objectives | 20 |
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| Digital Marketing | 25 |
| Collateral Development | 26 |
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| Program of Work FY 2014–2015 | 28 |
| Finance and Administration | 30 |

BUDGET

2015-2016 PROJECTED REVENUE

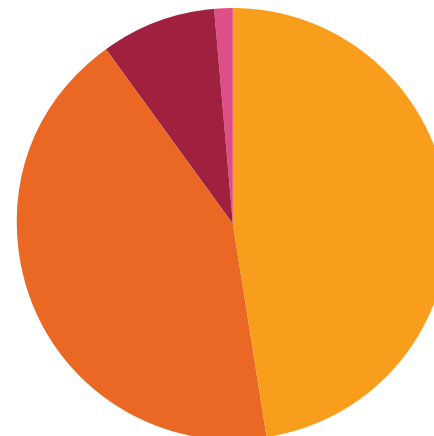


| | |
|---------------------------|-------------|
| Tempe Bed Tax | \$2,182,000 |
| Prop 302 Funding | \$570,517 |
| Advertising Income | \$77,000 |
| Promotional Participation | \$47,225 |
| In-Kind Donations | \$37,900 |
| Annual Event | \$12,000 |
| Interest | \$120 |

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

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



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

JULY

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)
Telemex Mexico
TravelGuidesFree.com (12 months)
TripAdvisor.com (12 months)
Tu Casa Nueva

AUGUST

Smart Meetings E-newsletter

SEPTEMBER

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

OCTOBER

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

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
Telemex Mexico
Tu Casa Nueva
Western Living
Yahoo! Mobile

DECEMBER

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

continued on following page →

MEDIA PLACEMENT FY 2015–2016 (CONTINUED)

DECEMBER (CONTINUED)

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

JANUARY

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

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

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

APRIL

Sunset Southern California

MAY

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

JUNE

Expedia (3 months)
Pride Guide Colorado
Sunset Weekend Trips

DIGITAL MARKETING



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.



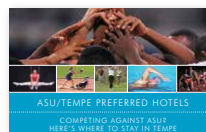
WELCOME TO TEMPE BROCHURE

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

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

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

*Social, Military, Educational, Religious, Fraternal

PROGRAM OF WORK FY 2015–2016

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

PROGRAM OF WORK FY 2015–2016 (CONTINUED)

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

*Meetings, Events, Coordinators, Associates

FINANCE AND ADMINISTRATION

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.