



Visit
tucson®

VISIT TUCSON

2023-24 ANNUAL REPORT
2024-25 MARKETING PLAN

RETURN ON INVESTMENT

\$24:\$1

▶ Visit Tucson generates \$24 for the metro Tucson region for every \$1 invested in the organization

\$115,760,000	Leisure Visitor Inquiry Impact *
\$100,234,423	Meetings Economic Impact
\$47,442,251	Sports Economic Impact
\$33,975,407	Public Relations Earned Media
\$4,155,996	Film Direct Spending
\$3,003,512	Tourism Economic Impact

\$304,571,589

2023-24 TOTAL ECONOMIC IMPACT

**Visit Tucson's leisure visitor inquiry impact is measured as 4% of total visitor spending in Pima County in 2023*

FUNDING OVERVIEW

Visit Tucson is a 501(c)(6) nonprofit organization that provides destination marketing services for the City of Tucson and Pima County. Combined, these entities are expected to invest \$12.55 million in Visit Tucson in 2024-2025, approximately 94% of the organization's revenue. The City of Tucson and Pima County invest only bed tax revenue in Visit Tucson.

Bed tax, also known as transient occupancy tax, is paid by people who stay for less than 30 days in hotels, resorts, bed & breakfasts, and short-term vacation rentals. Both the City of Tucson and Pima County contribute a percentage of total bed tax collections. City of Tucson's revenue is based on the previous year's collections, while Pima County's revenue is based on current collections. Visit Tucson does not receive general fund revenue from these government entities.

Private sector revenue makes up \$794,380 in Visit Tucson's 2024-2025 fiscal year budget, approximately 6% of the organization's revenue. This private sector revenue is primarily generated through annual membership dues and advertising dollars paid by more than 500 individual Visit Tucson partner businesses.

FUNDING SOURCES

\$7.3M City of Tucson

\$5.25M Pima County

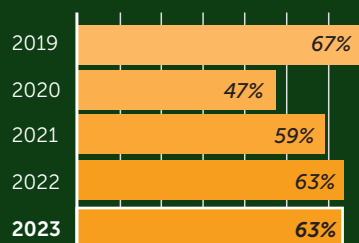
\$794,380 Private Sector

\$13.3M FY24 Budgeted Revenue

PIMA COUNTY 2023 TRAVEL IMPACTS

Direct Travel Spending	\$2.89 billion (+5%)
Travel Industry Earnings	\$894 million (+10%)
Travel-Related Jobs	23,000 (+6%)
Local Tax Receipts	\$82 million (+1%)
State Tax Receipts	\$145 million (+3%)

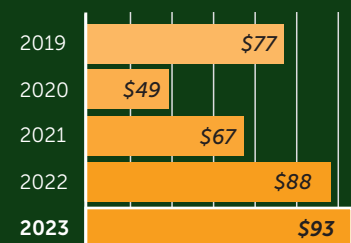
Total Visitors to Tucson & Southern Arizona 6.2M



Tucson Hotel Occupancy



Tucson Hotel Average Daily Rate



Tucson Hotel RevPAR

Data Sources: Dean Runyan & Associates, Longwoods International, Smith Travel Research

VISIT TUCSON DEPARTMENTS

MARKETING

2023-24 KEY PERFORMANCE INDICATORS

2.7M
Unique Website Users

5.2M
Social Media Engagements

62M
Social Media Video Views

Priorities 2024-25

- Work with MMGY to **develop a new destination brand** and integrate the new identity and messaging across marketing channels including paid media, website, and social media.
- Plan and execute a series of **experiential activation events** designed to promote the new brand. A primary event will take place in one key feeder market with other local activations planned to increase community adoption of the brand.
- Integrate **Vamos a Tucson and multicultural marketing** into the overall marketing department and utilize custom research to develop new strategies for promoting Tucson to the **Hispanic audience in the U.S. and travelers from Mexico**.
- Utilize new tools and technology to improve our process for **content planning** and produce more **original video content** to be deployed on our website and social channels.

PR & COMMUNICATIONS

2023-24 KEY PERFORMANCE INDICATORS

\$34M
Value of Media
Coverage

314
Articles Representing
763 Placements

2.6B
Media
Impressions

52
Journalists Hosted
on Press Trips

Priorities 2024-25

- Collaborate with the marketing and tourism departments to develop and execute an **Astro-Tourism Trail which will launch in January 2025**. This trail will highlight Tucson and Southern Arizona as a haven for astronomers and stargazers alike.
- Leverage **Travel Classics West**, the premier conference for editors and journalists which will be hosted in Scottsdale in November 2024. **Invite and host interested media** for pre- or post-conference FAM trips and sponsor a conference lunch for additional exposure.
- **Celebrate Tucson's Semiquincentennial (250 years)** in 2025 through the development of a well-crafted pitch that will thoughtfully tell Tucson's history including the original indigenous peoples, missionary settlers, and today's residents.

SALES

2023-24 KEY PERFORMANCE INDICATORS

1,338
Leads

430
Meetings Booked

215,057
Room Nights

\$100M
Economic Impact

Priorities 2024-25

- Build momentum for **Tucson Convention Center bookings** by promoting Visit Tucson's exclusive **Destination Downtown** incentive.
- Plan and implement a robust travel schedule of **over 40 outbound sales trips** to include all the **key tradeshow**s throughout the country.
- Build upon successful promotions such as **YOU FLY WE BUY** and **MASTER ACCOUNT CREDIT**. Distribute via client outreach, advertising, and online sales platforms.
- **Strengthen strategic partnerships** with key intermediaries by attending annual conferences and events. **Key partners include:** HelmsBriscoe, HPN, ConferenceDirect, and Prestige Global Meeting Source.

GEM SHOW & CONVENTION SERVICES

2023-24 KEY PERFORMANCE INDICATORS

43
Individual
Gem Shows

6
New Gem Shows
Welcomed

35,000
Gem Guides
Distributed

200
Welcome Kits to
Local Businesses

Priorities 2024-25

- Confirm a **record 12 shows to take place over Labor Day Weekend**, allowing for the promotion of Gem Shows that take place outside of high season and build on the success of the world-renowned winter showcase.
- Promote **new October Dealers Showcase** which will feature **31** mineral venues and more than **40** dealers and warehouse displays.
- Conduct an **economic impact study** of the winter Gem, Mineral, and Fossil Showcase in January/February of 2025. The study will include data from **44** confirmed shows and allow us to better communicate the value of Tucson's largest event.

TUCSON SPORTS

2023-24 KEY PERFORMANCE INDICATORS

94

Sports
Leads

87

Sports
Bookings

50,447

Sports Room
Nights

\$47M

Sports Economic
Impact

Priorities 2024-25

- Promote and establish Tucson as a **safe community for LGBTQ+ events** by hosting the **Complete Sports Diversity Conference** in June 2025.
- Focused and **expanded marketing of Tucson Convention Center and Mosaic Quarter at Kino Sports Complex** for USA Olympic qualifying events, including but not limited to USA Weightlifting, USA Taekwondo, USA Volleyball, and USA Wrestling.
- Continued support, sponsorship, and marketing to **increase participation and attendance at key annual sports events** such as El Tour de Tucson, Arizona Bowl, Tucson Invitational Games, Fort Lowell Soccer Shootout, Mexican Baseball Fiesta, Tucson Bicycle Classic, LPGA EPSON Tour, Korean Baseball Spring Training, and Cactus Classic Invitational Volleyball.

TOURISM

2023-24 KEY PERFORMANCE INDICATORS

27

Clients Hosted on
FAMs and Site Inspections

329

Clients
Educated

10,286

Room Nights
Generated

\$3M

Economic
Impact

Priorities 2024-25

- Develop two **new regional itineraries** to better position Tucson for the fly/drive and motorcoach markets. Itineraries will feature key international gateways and provide new routes and exciting themes to **capture the interest of tour operators and their passengers**.
- Build upon our well-established efforts in the UK market by joining the Arizona Office of Tourism at an **in-market sales mission** in March 2025 and by coordinating a **FAM tour for top operators** in spring 2025.
- **Overhaul the Travel Professionals section of the VisitTucson.org** website to better address the needs of tour operators and industry professionals by featuring more resources along with relevant and timely information.

FILM TUCSON

2023-24 KEY PERFORMANCE INDICATORS

\$4.1M

Film Direct
Spending

2,929

Film Room
Nights

2,076

Film
Job Days

136

Film
Leads

31

Film
Projects

Priorities 2024-25

- Plan, coordinate and execute **bi-annual events in Los Angeles** to connect with key clients in the film industry.
- Collaborate with the **International Alliance of Theatrical Stage Employees (IATSE)** in Arizona on a **workforce development plan** to specifically address the ongoing shortage of trained carpenters.
- Partner with the City of Tucson and Pima County to provide the **necessary permitting and resources for a feature film** scheduled to begin filming in Tucson in mid-2025.

PARTNERSHIP & VISITOR SERVICES

2023-24 KEY PERFORMANCE INDICATORS

514

Active
Partners

61

New
Partners

1,042

Event Attendees at
19 Partner Events

30,504

Visitors to
the SAHVC

Priorities 2024-25

- Increase the number of **Certified Tourism Ambassador renewals**, with a goal of at least **188** renewals.
- Develop and launch a **small business accelerator program** to provide business training and support to Visit Tucson's small business partners.
- Continue to bolster the number of **familiarization tours of the Southern Arizona Heritage & Visitor Center (SAHVC)** through outreach to partners that offer volunteer or docent programs.

Strategic Initiatives Department Transitions to Stewardship & Sustainability

Visit Tucson recently **restructured our Strategic Initiatives department** to more intentionally focus on Destination Stewardship and Sustainability, including creating a new Sustainability Manager position. The realigned department focuses on destination stewardship initiatives and special projects that support destination development, community engagement, and sustainability.

- In 2023-24, our organization earned the **Green Business Certification** through Local First Arizona.
- In 2024-25, we will launch a **robust sustainable tourism program** to include promotion of sustainable experiences throughout metro Tucson.
- In 2023-24, we **completed a resident sentiment survey** with nearly **700** resident responses. **77%** were residents who do not work in the tourism and hospitality industry. Survey results indicate residents overwhelmingly support tourism in our community.
- In 2024-25, we will **implement recommendations from the resident sentiment survey** to better align the economic impact of tourism to community wants and needs.

Visit Tucson Highlights Diversity, Equity & Inclusion

- Tucson Sports continues to partner with leaders in the sports events industry to **identify Tucson as a diverse and welcoming host city**. Our Sports Director and Sports Coordinator attended the Compete Sports Diversity Conference in June 2024 and completed the organization's *Sports Diversity Leader in Travel (SDLT)* certification. Compete Sports Diversity is focused on elevating LGBTQ+, minorities, and women in sports and Tucson will have the privilege of hosting their annual conference in 2025.
- Visit Tucson's PR & Communications team hosted a press trip which resulted in a **feature article published in *Out Front Magazine***, an LGBTQ+ newspaper and daily online publication in the Denver metropolitan area. We also continue to **highlight community members** that identify as LGBTQ+, women, and people of color in our monthly PR newsletters.
- Visit Tucson's Marketing team **collaborated with content creators focused on diversity and inclusion** such as *Black People Outside*, *Everywhere is Queer*, and *Wheel the World*.
- Our Gem Show department has worked to **build relationships with owners and exhibitors** that represent the unique diversity of the event including two Native American shows, the African Art Show, and JOGS, which is operated by a Ukrainian-American family.



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Find more information at [VisitTucson.org/About-Us](https://www.VisitTucson.org/About-Us)



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