



ANNUAL REPORT

2022 IN REVIEW



LEARNING TO DANCE

A LETTER FROM SALLY PACE

I've always thought that confronting true adversity is the measure of our character—not only as people, but as professionals and leaders—and you could say the same about organizations. And throughout my tenure as the Chair of the Memphis Tourism board of directors, it's an understatement to say I've seen Memphis Tourism confront adversity.

Over and over, this team faced challenges they never imagined and obstacles they'd never encountered before. But at every turn, the Memphis Tourism team tackled these hurdles with fearless dedication to the hospitality industry—to stewarding our visitor experience and driving the recovery of our visitor economy.

We've all heard enough about the pandemic by now, I know. But I truly don't believe the successes of 2022 can be viewed in isolation. The Memphis Tourism team didn't just hunker down and endure the pandemic—they fought for this recovery, alongside all of you. And now that the immediate impacts are over, I've seen the Memphis Tourism team emerge so much stronger.

More nimble and adaptable. More efficient and targeted. More driven—and more passionate about uplifting our visitor economy than I've ever seen them.

As I approach the end of my tenure as the Chair of the Memphis Tourism board, I find myself reflecting on how much this small, but mighty organization has inspired me. Because if we're measured by how well we walk through fire, the Memphis Tourism team didn't just tiptoe across the flames—I swear, they learned to dance.

In Spirit & Soul, Sally Pace



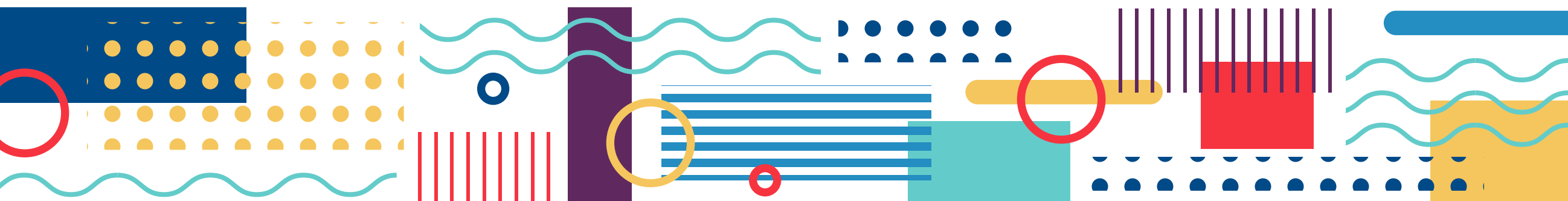
ABOVE & BEYOND 2019

In 2022, the Memphis market officially **exceeded 2019 hotel demand levels.**

6+ MILLION
MEMPHIS MSA HOTEL ROOMS SOLD 2022

+3.6%
MORE MSA HOTEL ROOMS SOLD
2022 OVER 2019

+102%
DOWNTOWN HOTEL DEMAND RECOVERED
2022 OVER 2019





MEMPHIS, AMPLIFIED

A LETTER FROM KEVIN KANE

Our industry achieved so much in 2022: We sold over 4 million hotel room nights in the city of Memphis in 2022, for the first time ever—achieved a year earlier than forecasted by Tourism Economics. We sold more downtown hotel rooms in 2022 than we ever have in the past 10 years—and hotel rates downtown also hit an all-time high throughout the year. Trip duration grew by +10 percent in 2022, with overnight visitors reporting on our surveys that they stayed 3.4 nights, on average.

Memphis Tourism is certainly proud of these results—and all the other significant accomplishments chronicled in this report. We hope you're proud, too.

But while it's tempting to bask in the glow of these successes, I want you to know that the Memphis Tourism team hasn't skipped a beat.

We launched our new strategic plan, Memphis Amplified, in 2022—and we're only just beginning to deliver on those promises. We're crafting new high-impact initiatives that will turn up the volume on the Memphis visitor experience. And we're continuing to optimize the high-efficiency marketing tactics we've perfected over the past three years, targeting even greater growth in our visitor economy.

As you read this report, I hope you're impressed by all we've achieved as a community over the past year. And when you're done, I hope you're inspired to continue the work—to further amplify the impact of our industry, together.

In Spirit & Soul, Kevin Kane



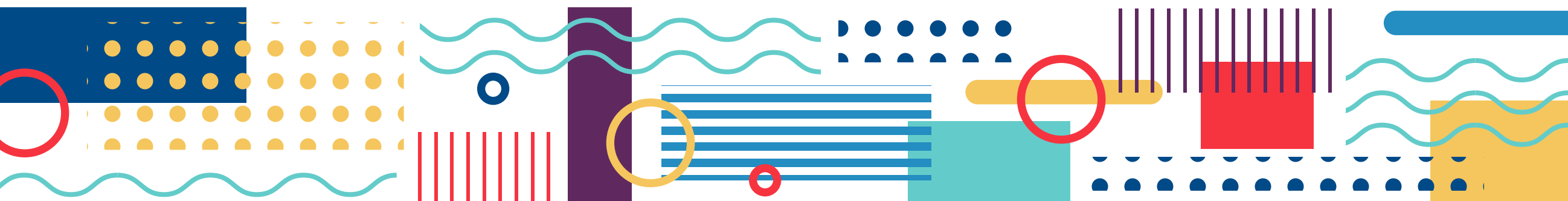
ABOVE & BEYOND 2019

Travel party size rebounded to pre-pandemic levels, while trip duration continued to grow, averaging more than 3.4 nights for overnight trips.

11 MILLION
MEMPHIS MSA VISITORS
2022

4+ MILLION
MEMPHIS HOTEL ROOMS SOLD—
A NEW RECORD HIGH

3.4 NIGHTS
+10 PERCENT GROWTH IN TRIP DURATION
2022 OVER 2021





MEMPHIS VISITORS



11 MILLION
MEMPHIS MSA VISITORS WELCOMED IN 2022

22% PROXIMITY
50 TO 100 MILES FROM MEMPHIS

4 PROXIMITY MARKETS

- Memphis DMA
- Jackson, TN
- Jonesboro
- Columbus-Tupelo

53% DRIVE MARKETS
100 TO 500 MILES FROM MEMPHIS

REGIONAL DRIVE MARKETS (100-350 MILES)

- | | |
|-------------|-----------------|
| Nashville | Jackson, MS |
| Little Rock | Saint Louis |
| Greenwood | Birmingham |
| Atlanta | Springfield, MO |
| Paducah | Huntsville |

EXPANDED DRIVE MARKETS (350-500 MILES)

- | | |
|--------------|--------------------------|
| Chicago | Mobile-Pensacola, AL/FL |
| Dallas | Oklahoma City |
| Houston | Cincinnati |
| New Orleans | Greenville-Asheville, NC |
| Indianapolis | Tyler-Longview, TX |

25% NATIONAL
OVER 500+ MILES FROM MEMPHIS

FLY MARKETS (500+ MILES)

- | | |
|----------------|--------------|
| Los Angeles | Philadelphia |
| New York City | Orlando |
| Washington, DC | Tampa |
| Miami | Minneapolis |
| Detroit | Charlotte |



MARKETING



PROVEN MARKETING RESULTS

OVERVIEW OF 2022 OUTCOMES

ARRIVALIST

TRAVEL, QUANTIFIED

Through our partnership with Arrivalist, we can measure how effectively our paid media influences actual arrivals to the Memphis market, using pixels and geo-tracking tech.

42 : 1 MARKETING ROI

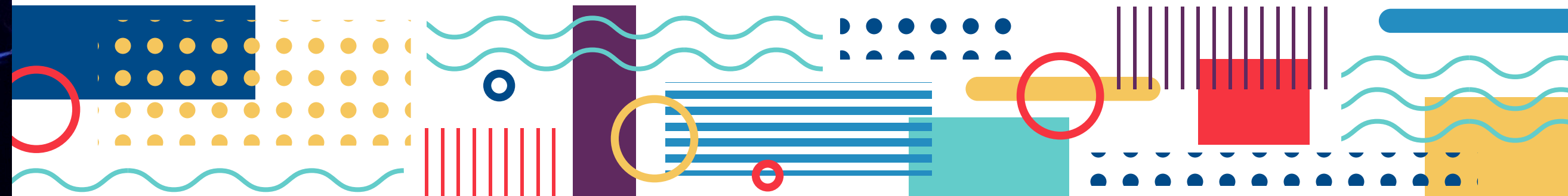
In 2022, our marketing efficiency increased +28 percent over 2019, generating a 42 : 1 ROI. The highly efficient tactics we perfected during the pandemic are still delivering decisive results.

+61 PERCENT LONGER STAYS

In 2022, overnight visitors who viewed our digital ads before their trips to Memphis stayed an average of +61 percent longer, compared to 2021 ad-influenced travelers. In most cases, that's an extra night at a Memphis hotel.

SNEAKING UP

We observed a +46 percent uptick in travelers arriving in Memphis without a digital track-record, proving that our stealth strategies—like pitching pivotal headlines and partnering with influencers—create real results.





National Civil Rights Museum mural / The Travelling Child

DIGITAL MARKETING

I LOVE MEMPHIS BLOG INSPIRING LOCALS TO LOVE OUR CITY

I Love Memphis has been inspiring locals to love our city since 2009, often with extraordinary results.

The I Love Memphis Blog generated over 1.755 million pageviews in 2022, attracting over 829 thousand users—and over 63 percent of those users arrived at the Blog through organic search channels.

Our top content includes our routine weekend guides, event content, culinary reviews and the Memphis cheat sheet.

MEMPHIS TRAVEL TRANSLATING DAYDREAMS TO DEMAND

The Memphis Travel website translates visitor daydreams into real demand with a compelling content strategy, alongside a strong SEO gameplan.

Memphis Travel generated over 3.429 million pageviews in 2022, attracting over 1.557 million users—and nearly half of those users through organic search channels, illustrating our brand equity.

Our top content includes attraction overviews, example trip ideas, and guides to local Memphis events.

1.4+ MILLION

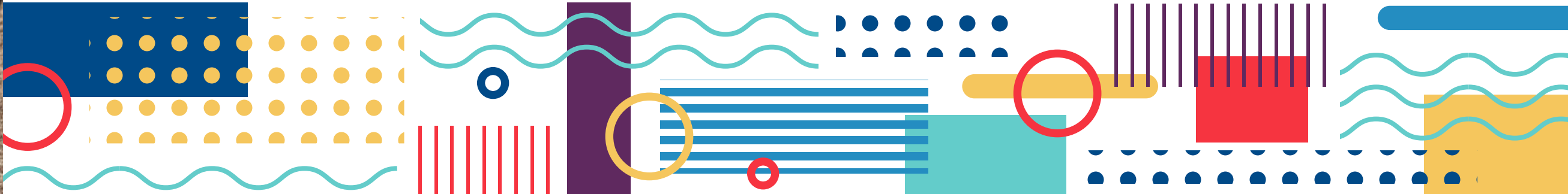
ENGAGEMENTS ACROSS ALL SOCIAL MEDIA POSTS

365+ THOUSAND

FOLLOWERS ON OWNED SOCIAL MEDIA ACCOUNTS

5.2+ THOUSAND

OWNED POSTS ON ALL SOCIAL MEDIA CHANNELS





2022 HIGHLIGHTS

#LOVEMEMPHIS

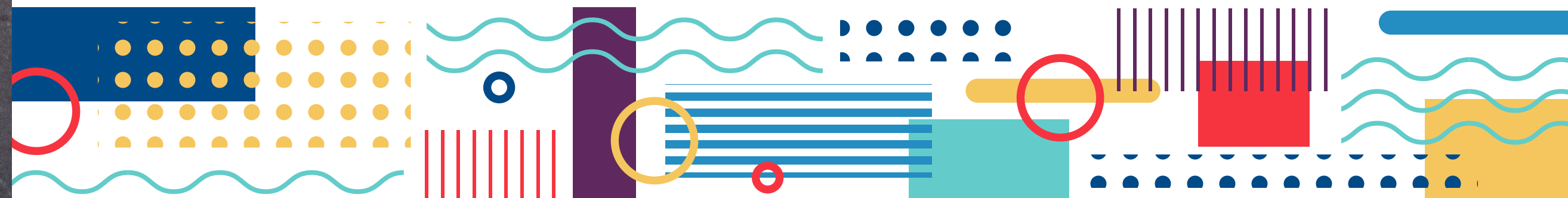
In 2022, we designed a campaign to boost civic morale in Memphis, encouraging locals to share their love of our city on social media with #LoveMemphis. We distributed hundreds of promotional items at events—including a #LoveMemphis concert. By the end of 2022, our hashtag had generated over 50 thousand social engagements.

TRAVELCON 2022

Memphis Tourism hosted TravelCon in 2022, **welcoming major travel influencers** from all over the United States. 580 unique TravelCon influencers generated more than 1.3+ thousand posts mentioning Memphis on social media over three days—driving 79,270 engagements across all platforms.

A GOOD INFLUENCE

In 2022, we invited Kemoy Martin, an Atlanta-based influencer, to explore the Memphis destination for Juneteenth. His posts across multiple platforms have generated over 1+ million views. Combined, our 2022 influencers 22.7 thousand engagements on Memphis content—that's 300+ engagements per post, on average.



9 things to do in Black Memphis

Tripadvisor

 By Eric Berry for TravelCoterie in partnership with Tripadvisor • Jun 2, 2022 • 3 minutes read

Elvis’s Memphis: walking in the steps of the King

As a new film biopic revives the singer’s legacy, Graceland regular Zoey Goto revisits the superstar’s home town

THE  TIMES

Destinations > North America > Usa

The definitive Elvis Presley guide to Memphis

Memphis wants you to come and celebrate Elvis’ place in musical history.

 Claire Sutherland

6 min read June 8, 2022 - 1:16PM

ESCAPE

Add to favourites

FORBES > LIFESTYLE > DINING

Memphis Is The Delicious Destination You Need To Put On Your Must-Visit List

Leslie Kelly Contributor

I write about food and travel while roaming around the U.S. in my RV

Forbes

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2

Nov 15, 2022, 12:16pm EST

The best time to go to Memphis for a good time

 Zoey Goto

May 19, 2022 • 6 min read

lonely planet

thrillist

TRAVEL • WHERE TO STAY

Sleep Inside a Working Train Station at This Funky Memphis Hotel

Pull into the historic Central Station Hotel for vinyl, views, and vibes.

By Meg St-Esprit

Published on 11/3/2022 at 4:59 PM



PUBLIC RELATIONS

BUILDING THE BUZZ

982

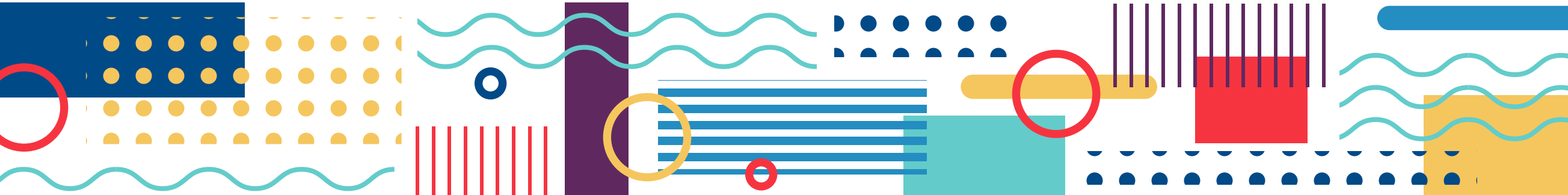
TOTAL MEDIA MENTIONS PLACED BY OUR TEAM

382

MEMPHIS HEADLINES EARNED WITH PROACTIVE PITCHES

\$15M

AGGREGATE AD VALUE EARNED IN MILLIONS





TOUR & TRAVEL



Graceland / Alex Shansky

TOUR & TRAVEL

ROCKING THE WORLD FROM MEMPHIS

READY TO ROCK ‘N’ ROLL

ELVIS: THE MOVIE

After the June release of Baz Luhrmann’s bio-pic of Elvis, we saw a spike in interest in visiting Graceland among respondents to our always-on survey of likely Memphis visitors.

In June and August 2022, nearly three-quarters of likely Memphis visitors surveyed reported an interest in visiting Graceland and Elvis Presley’s Memphis.

In September 2022, interest in visiting Graceland and Elvis Presley’s Memphis was up +88 percent over the same month in 2021. This trend was even more pronounced among likely Memphis visitors who live outside of our immediate region.

The release of the Elvis bio-pic directed by Baz Luhrmann presented a unique opportunity to promote Memphis, especially in our international markets.

In addition to private screenings of the movie for tour operators in key origin countries, our team launched a dynamic, omnichannel marketing blitz in Australia, where the movie was filmed.

VIKING RIVER CRUISES

Memphis welcomed Viking River Cruises to our docks on the Mississippi River in 2022—generating even greater leisure demand for Memphis & Shelby County that will continue to gather steam in 2023.

450+
WORLDWIDE TOUR PROGRAMS INCLUDE
VISITING MEMPHIS

294
ROOM NIGHTS TRACKED (THOUSANDS)

\$172
ECONOMIC IMPACT TRACKED (MILLIONS)

GLOBAL MARKETS

INTERNATIONAL VISITS: OXFORD ECONOMICS

- ESTABLISHED**
- Canada
 - United Kingdom
 - Australia
 - Japan
 - Germany
 - France

- EMERGING**
- Spain
 - Mexico
 - India
 - Italy
 - Korea
 - Netherlands



CONVENTION SALES



MEETING IN MEMPHIS

BOOKING MORE MAJOR EVENTS

THE RETURN OF COGIC

In 2022, the Church of God in Christ returned to Memphis once again for their Holy Convocation. With over 25 thousand saints attending in Memphis, this event generated a major economic impact.

FREEDOMFEST

In 2022, our team booked the annual FreedomFest event, celebrating “great books, great ideas, and great thinkers.” In 2023, this event will be held at the RCC

July 12 – 15, 2023
3.6 thousand rooms

ST JUDE MARATHON

In December 2022, over 20 thousand runners descended upon downtown Memphis for the annual St. Jude Memphis Marathon, raising over \$12 million for the hospital.

December 2 – 3, 2022
3.8 thousand rooms

NIKE EYBL

In 2022, our team booked the Nike Elite Youth Basketball League event, also known as Nike EYBL—a prestigious basketball circuit for players 17 and under.

May 26 – 28, 2023
4.2 thousand rooms

197K+

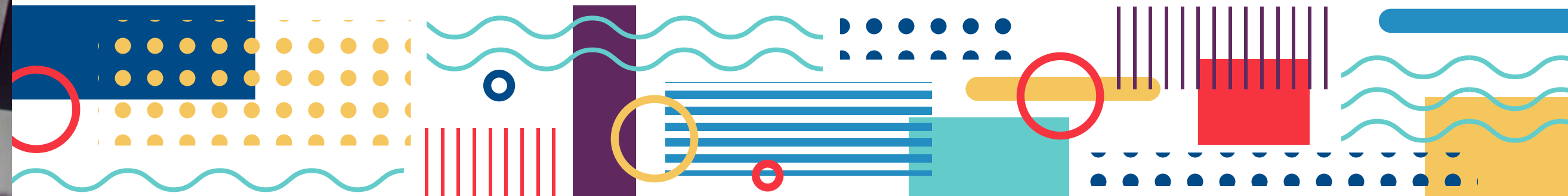
ROOM NIGHTS BOOKED
FOR 2022 AND BEYOND

200K

ROOM NIGHTS ACTUALIZED
THROUGHOUT 2022

70K+

RENASANT CONVENTION CENTER
ROOM NIGHTS GENERATED





NEW INITIATIVES



MEMPHIS AMPLIFIED

OUR NEW STRATEGIC PLAN

In 2022, Memphis Tourism launched our new strategic plan—Memphis Amplified. For our city to thrive, we know we will have to harness our strengths and seize key opportunities in ways that are only possible with a collaborative approach. To move forward, we must move together.

4 STRATEGIC GOALS

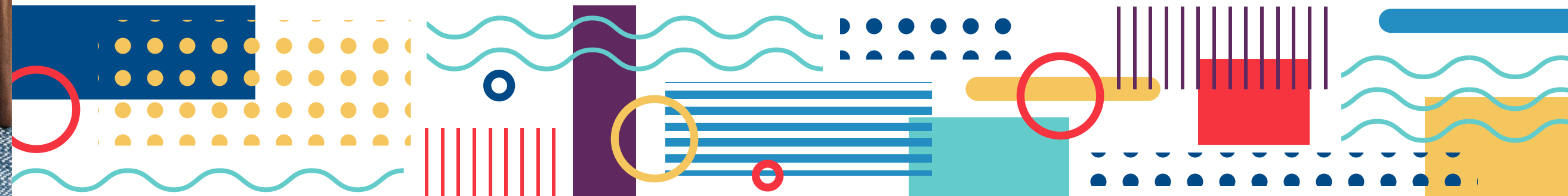
AMPLIFY OUR
AUTHENTIC
EXPERIENCES

CONNECT & ACTIVATE
OUR COMMUNITY

SECURE OUR
FUTURE THROUGH
SUSTAINABILITY

STRENGTHEN
CAPABILITIES TO GROW
CAPACITY

+24 SUPPORTING STRATEGIES
3–5 YEARS





Raiford's Disco / Darrell DeRosia

ENVISIONING THE FUTURE

NEW INITIATIVES & NEXT STEPS

ENHANCED EXPERIENCES

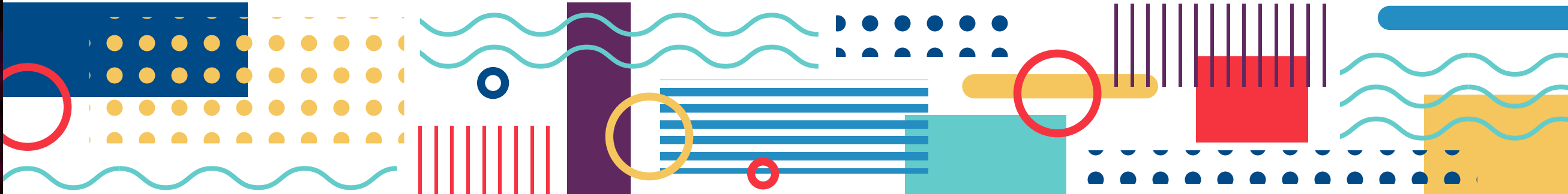
In 2022, in partnership with the Downtown Memphis Commission, the Memphis Tourism leadership team began developing a master plan for downtown tourism, focusing on enhancing the Memphis visitor experience.

A SLAM DUNK

Collaborating closely with the new Memphis Sports and Events Center at Liberty Park, our Sports & Athletics sales team is maximizing the impact of this new facility on our tourism economy by booking major events.

READY TO TAKE FLIGHT

Memphis Tourism partnered with the Memphis and Shelby County Airport Authority and the Greater Memphis Chamber to pursue nonstop international air service to the Memphis International Airport from Europe.





PREPARED FOR TAKE OFF

OUR AIR-SERVICE PARTNERSHIP SOARS TO NEW HEIGHTS

LANDING NEW ROUTES

Over the past 5+ years Memphis Tourism has worked closely with the Memphis and Shelby County Airport Authority on air service development, resulting in a win-rate of 1 in 3 for new routes pitched to key airlines.

SPREADING OUR WINGS

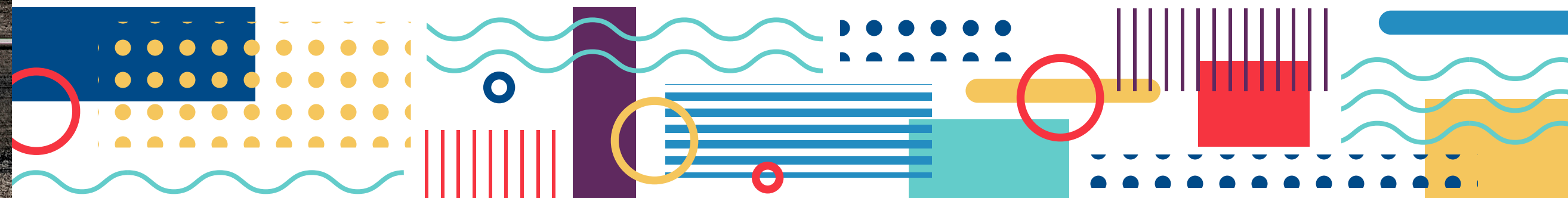
The MSCAA and Memphis Tourism share key goals for domestic air service, which include securing new routes, increasing the number of seats available on each route, and growing flight frequency to major airline hubs.

CREATING A TAILWIND

Memphis Tourism is also committed to supporting the success of new and existing routes. For example, Memphis Tourism has been actively promoting Memphis in both Boston and Austin to support new American Airlines flights.

WORLD ROUTES 2022

As part of an ongoing partnership with the Memphis & Shelby County Airport Authority and the Greater Memphis Chamber, Memphis Tourism attended World Routes 2022 to **pitch direct international air service from Memphis** to airlines from all around the world.





Shelby Farms / Allen Gillespie

MORE MEMPHIS

“For years, people have flocked to Memphis’s South Main Arts District to visit The Arcade Restaurant, one of Elvis’s favorite diners, and the Lorraine Motel, the site of Martin Luther King Jr.’s assassination and now the National Civil Rights Museum. Recently, an influx of fun, quirky businesses has bolstered the area’s historic assets. Here are the spots to see before you swivel your hips onto bluesy Beale Street.”

**“THE NEW SOUTH MAIN”
HEMISPHERES**



“When it feels like there is nothing else, in Memphis there is song. It’s fitting that musical calls for freedom and respect were born in an area infamous for its history of slavery and segregation. Here, the evolution of music has mirrored Black culture within the city, the Deep South and beyond. To gauge the American social climate, look to music, and look to Memphis.”

**“IN MEMPHIS, I TOOK A JOURNEY THROUGH BLACK MUSIC HISTORY, FROM THE GUIDING SONGS OF FREEDOM SEEKERS TO THE BLUES OF BEALE STREET”
TORONTO STAR**

“Barbecue may be king in the Tennessee city, but meat is only half of the story.”

**“BEYOND THE BARBECUE”
NATIONAL GEOGRAPHIC**

“Catching the blues is unavoidable, especially when walking down historic Beale Street in Memphis, Tennessee. It’s a place where the blues, along with soul, and rock and roll spill into the street from storefronts, eateries, blues clubs and dive bars.”

**“BEALE STREET, BLUES AND BARBECUE: MEMPHIS IS A MIGHTY QUICK TRIP DESTINATION FOR FALL”
WEST NEWS MAGAZINE**

“The city of Memphis has been quietly reshaping itself to be the hottest destination in Tennessee.”

**“THE 23 BEST PLACES TO GO IN 2023”
CONDÉ NAST TRAVELER**

“While there’s much more to Memphis from the active music scene of Beale Street, to the Stax Museum of American Soul Music and the National Civil Rights Museum at the Lorraine Motel where Martin Luther King was assassinated in 1968, it’s difficult to resist the city’s Elvis heritage which comes in many forms beyond Graceland.”

**“ELVIS PRESLEY SITES AND EXPERIENCES IN MEMPHIS: THE HOME OF THE KING PUTS ELVIS INTO PERSPECTIVE”
TRAVELLER**

“I’ve always loved and gravitated towards hotels that reimagine existing spaces – but the Central Station Memphis by Hilton Curio Collection has to be the first I’ve experienced that is built into a fully functional Amtrak station. And the result is simply sensational.”

**“CENTRAL STATION MEMPHIS BY HILTON CURIO COLLECTION IS AN UNFORGETTABLE, ONE-OF-A-KIND DESTINATION HOTEL”
THE AU REVIEW**

“Memphis is Tennessee’s other Music City. Nashville was to country music what Motor City was to cars, the place to make a consumer product. Memphis birthed — or at least midwived — the blues, when club performers on Beale Street showcased a new sound that would rock and roll the world.”

**“DISCOVER APPALACHIAN CUISINE, CRAFT DISTILLERIES, AND MUSIC HISTORY ON A TENNESSEE ROAD TRIP”
TRAVEL + LEISURE**