



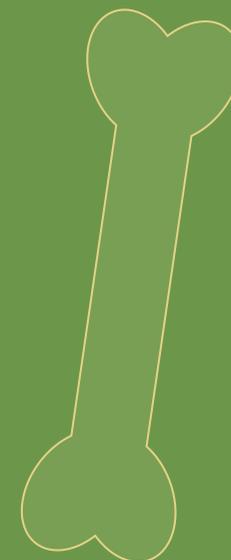
VISIT TRI-VALLEY

# ANNUAL REPORT

2016 | 2017



# WELCOME



Dear Visit Tri-Valley Partners,

While much of the country may be cooling down, we Californians know we've got another few months of perfect weather, al fresco dining, walks after dinner and plenty of sunshine for a good game of fetch. Our theme this year – **Dog Days of Summer** – sets the tone for our “**Local California**” lifestyle where dog-friendly is an understatement.

Nearly **1.6 million** 2-legged visitors came to the Tri-Valley in 2016, bringing in \$67 million in tax receipts. That's a lot of dog parks and fire hydrants! Travel spending in the Tri-Valley is up \$89 million since 2012 to **\$646 million**.

I'm excited to share what Visit Tri-Valley accomplished in this past fiscal year: We booked **14 sports events** into the region, created **six integrated marketing campaigns** and rolled out a number of **new videos** that are generating hundreds of thousands of views on our social media channels. Our marketing department is fully staffed with digital and video production the stars of the show.

After years of double digit growth in our Tri-Valley member hotels, occupancy has dipped a few points while **rates have continued to increase**. We have our first new hotel in over a decade, **Home2Suites. Aloft** in Dublin has broken ground and there are more to come in the near future.

Our efforts in China resulted in more than **\$2.6 million in media coverage** so far this year. We've grown from 23 to **36 tour operators now selling the Tri-Valley**. We've added the UK to our international focus and have been hosting plenty of new friends from across the pond.

Stay tuned for the **Tri-Valley Ice Cream Trail** and our ever so functional and mobile-friendly **new website, VisitTriValley.com** and **VisitTriValley.shop** for Tri-Valley aprons, sunglasses and other cool tail-swallowing treats.

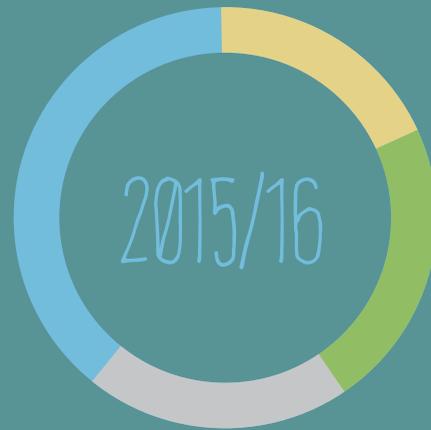
So, are you ready to run like the wind, work like a dog and earn that reward? There's a lot to do before nap time! Bark once for “YES!”

Cordially,



Leader of the Pack  
Visit Tri-Valley

# BUDGET OVERVIEW



40%  
MARKETING    17%  
SALES

23%  
ADMIN    20%  
TOURISM  
MARKETING  
DISTRICT

TOTAL EXPENDITURE  
\$1,936,022



52%  
MARKETING    21%  
SALES

22%  
ADMIN    5%  
TOURISM  
MARKETING  
DISTRICT

TOTAL EXPENDITURE  
\$2,066,880



46%  
MARKETING    24%  
SALES

24%  
ADMIN    6%\*  
TOURISM  
MARKETING  
DISTRICT

TOTAL EXPENDITURE  
\$1,866,632

\*5% CONTINGENCY | 1% ADMIN FEE



DEAN RUNYAN ASSOCIATES  
CALIFORNIA  
TRAVEL IMPACT  
REPORT FINDINGS

NUMBER OF  
VISITORS TO  
TRI-VALLEY  
IN 2016

1.6  
MILLION

THE TRI-VALLEY  
REPRESENTS

16%

OF ALL LODGING  
SALES IN BOTH  
COUNTIES.



TAX RECEIPTS

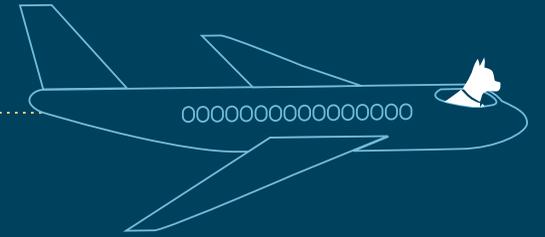
\$67  
MILLION

LOCAL

\$32.8

STATE

\$34.2



DEAN RUNYAN ASSOCIATES

# CALIFORNIA TRAVEL IMPACT REPORT FINDINGS

ANNUAL  
INCREASE IN  
TRAVEL  
SPENDING 3.8%

\$557  
MILLION  
IN 2012

\$646  
MILLION  
IN 2016

HOTEL PATRONS  
SPEND

\$238  
PER DAY

VS

ALL VISITORS  
SPEND

\$95  
PER DAY

VISITOR SPENDING SUPPORTS

5,900 JOBS

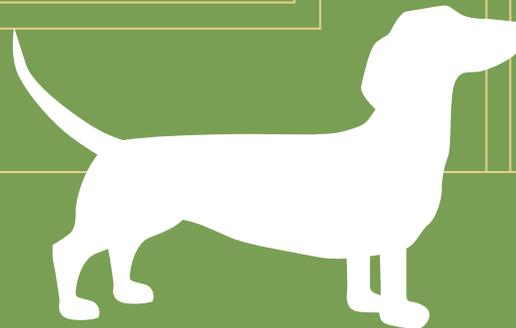


# HOTEL PERFORMANCE HIGHLIGHTS

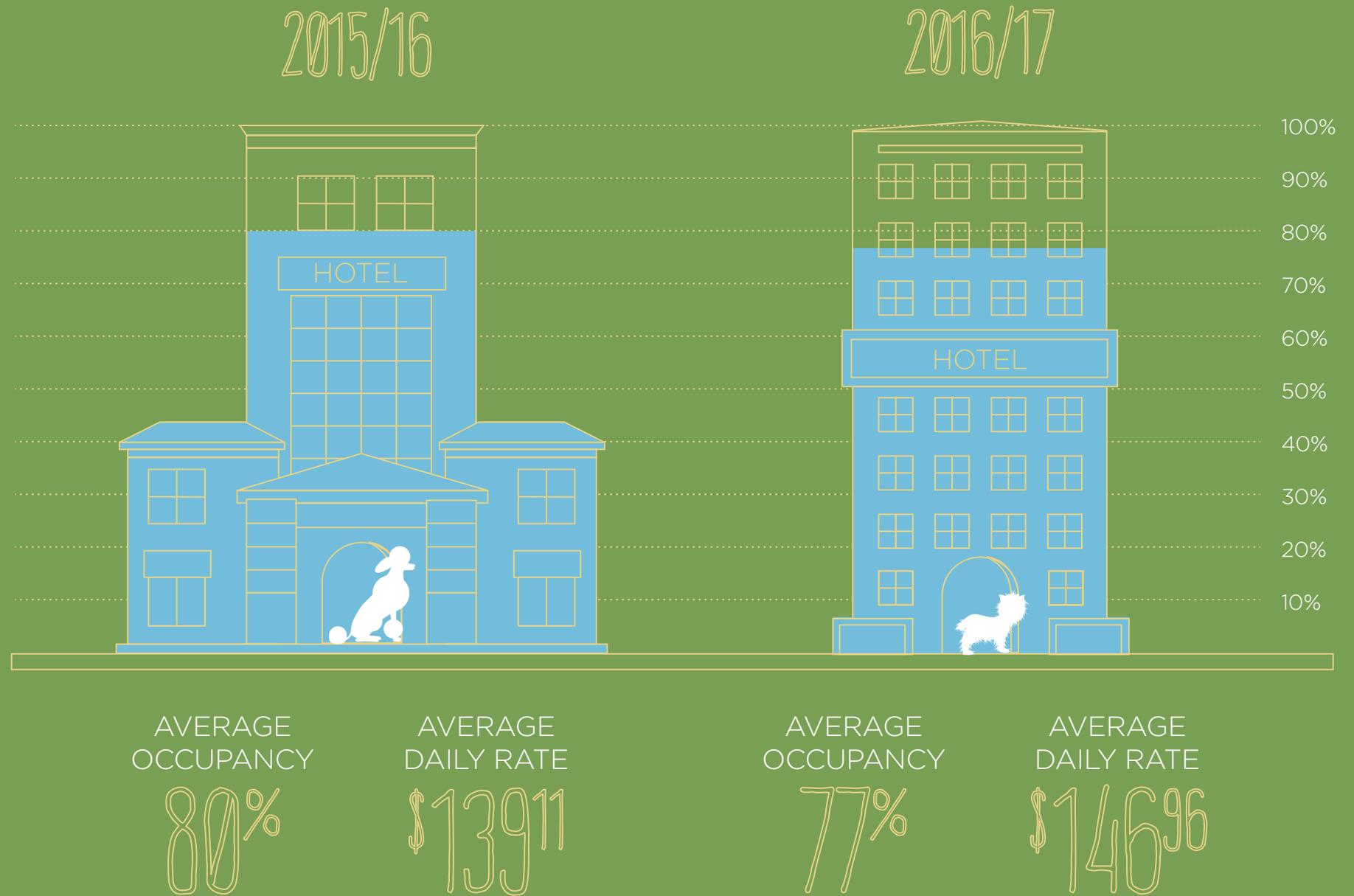
## REVENUE PER AVAILABLE ROOM

2015/16  
\$11120

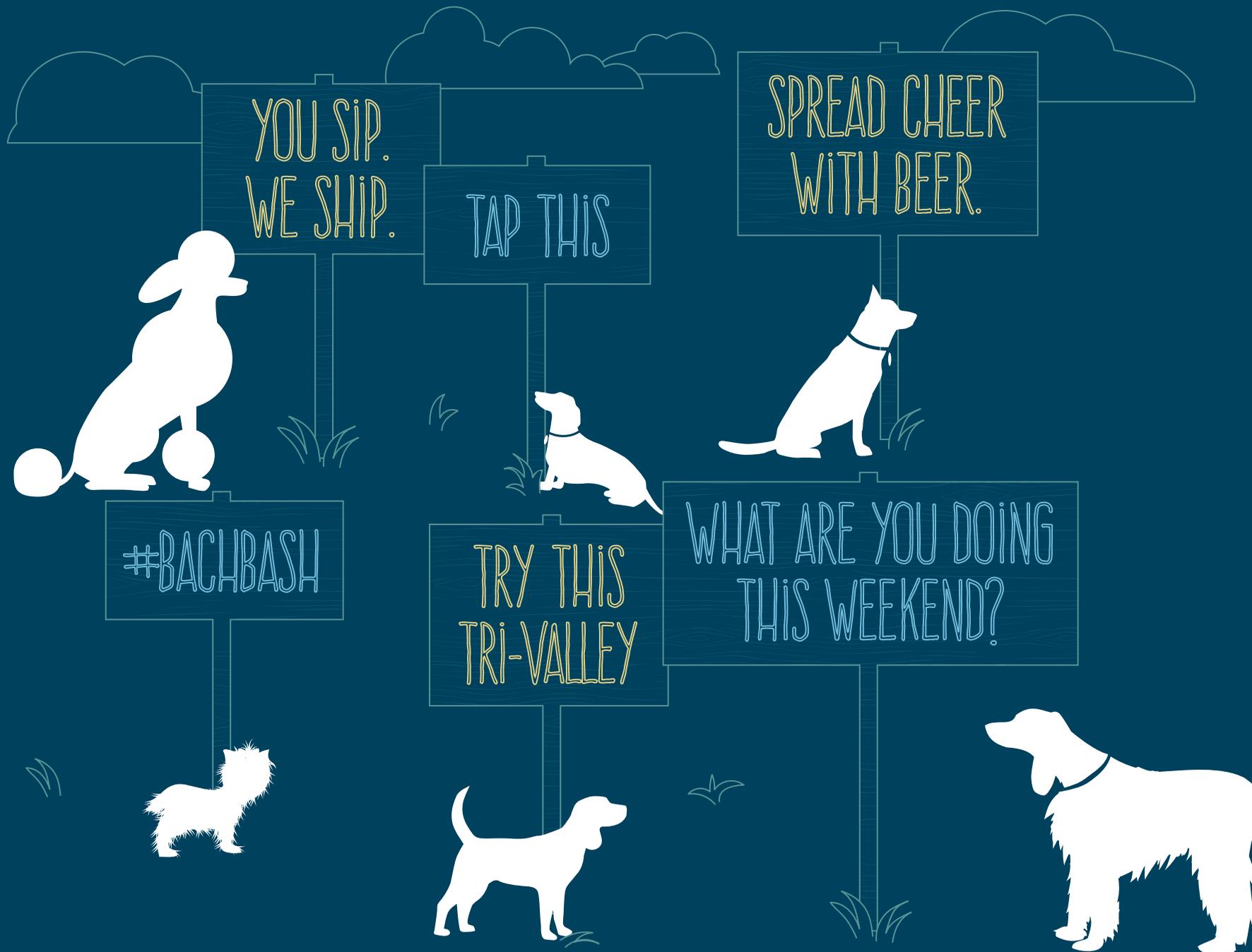
2016/17  
\$11265



# HOTEL PERFORMANCE HIGHLIGHTS

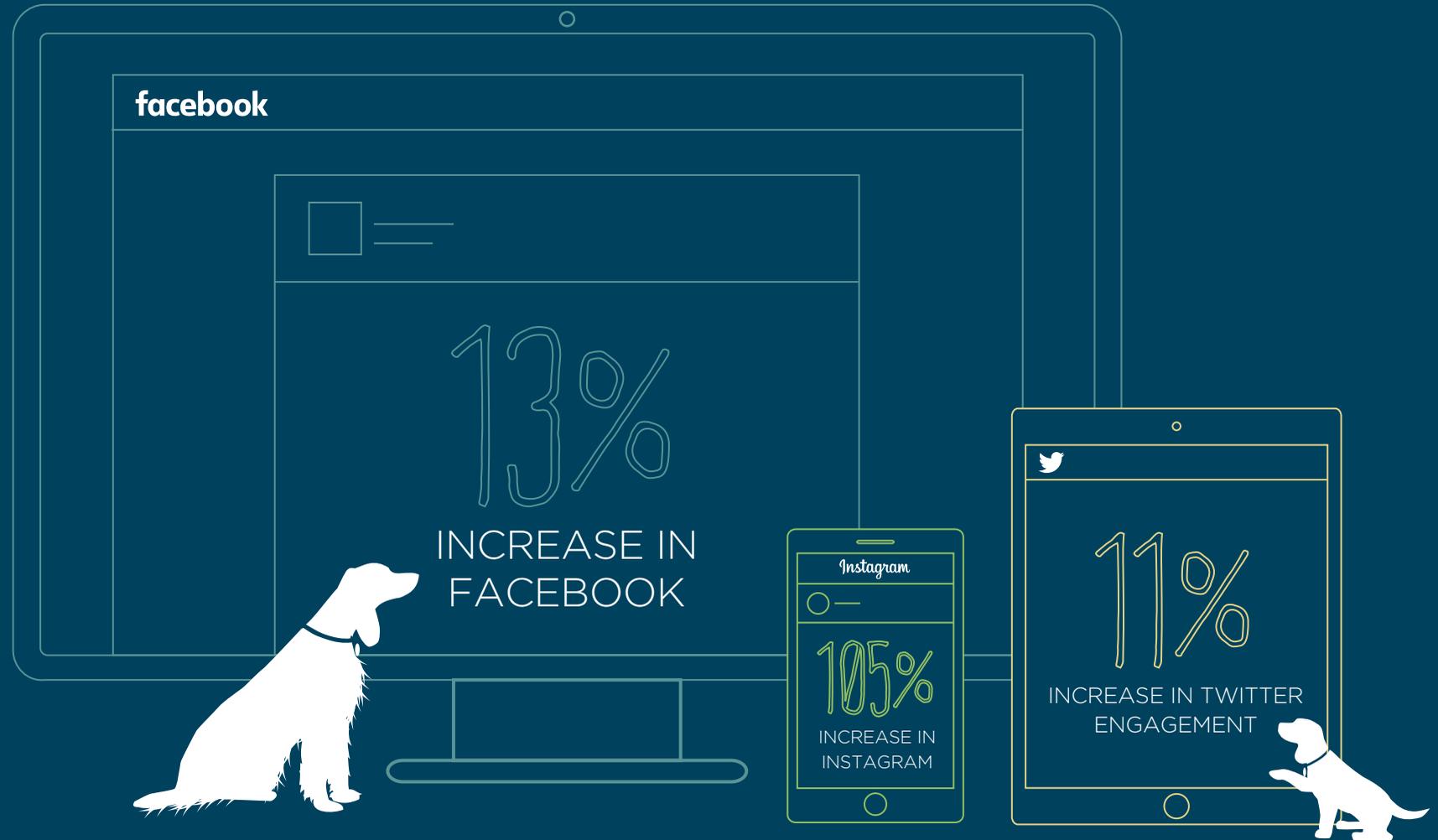


# MARKETING HIGHLIGHTS



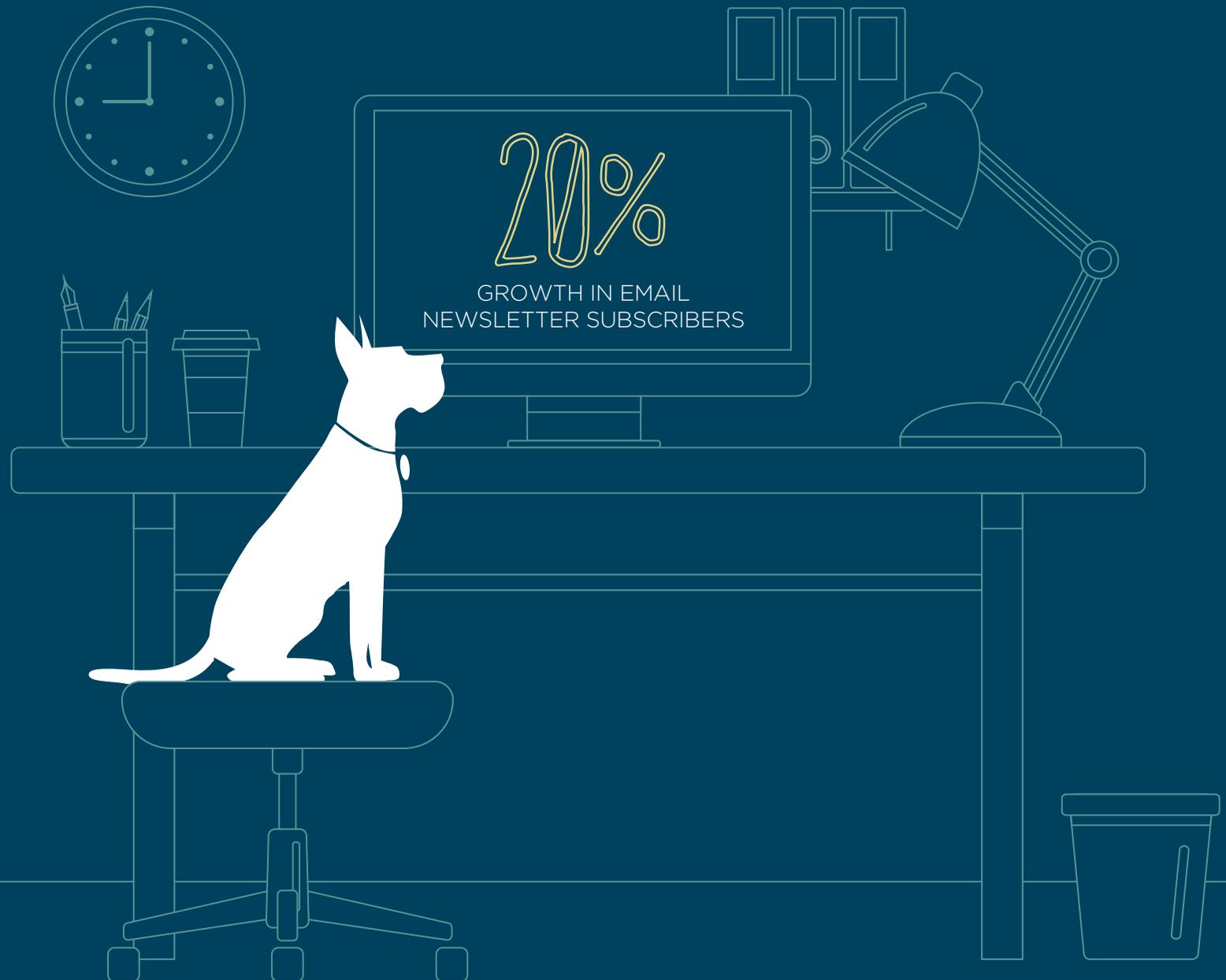
# MARKETING HIGHLIGHTS

## SOCIAL MEDIA AUDIENCE GROWTH

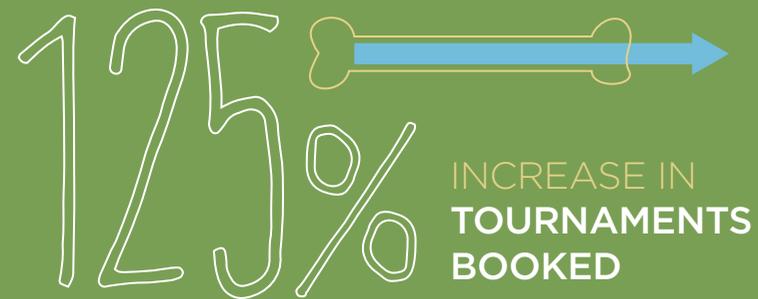
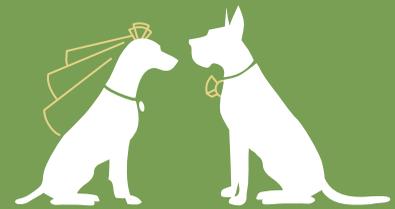
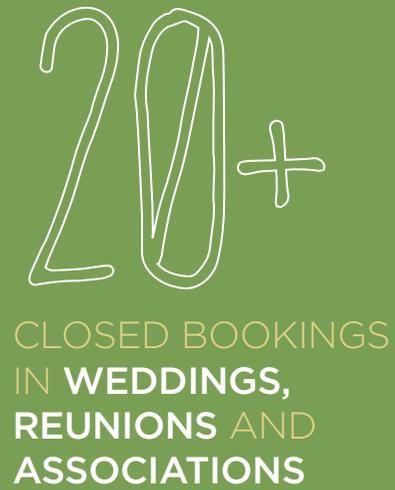


# MARKETING HIGHLIGHTS

## EMAIL NEWSLETTER SUBSCRIBER GROWTH



# SPORTS/SALES HIGHLIGHTS



- INTL DANCE CHALLENGE

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- NCVA VOLLEYBALL

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- ROBOGAMES

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- AMERICAN CORNHOLE

---

- HOOP SALEM

---

- USA WATERPOLO (M)

---

- USA WATERPOLO (W)

---

- WEST COAST ELITE

---

- ASIAN BASKETBALL

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- ADRENALINE LAX

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- TEEN MASTERS BOWLING

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- SAN JOSE VOLLEYBALL CLUB

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- CCCAA REGIONAL WATER POLO

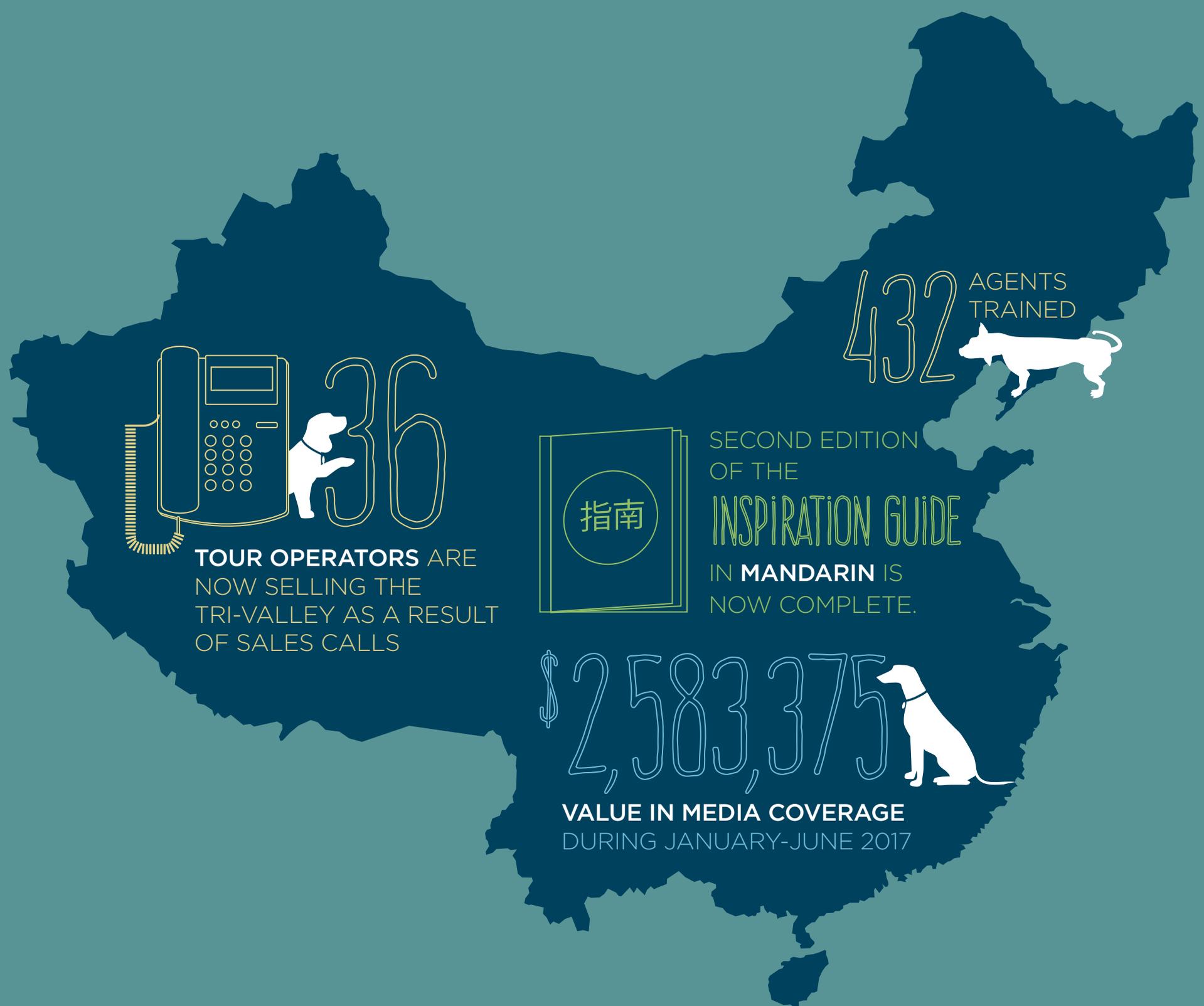
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- CCCAA REGIONAL WATER POLO

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- CRNA RACQUETBALL STATE SINGLES

# REPRESENTATION IN CHINA



# VISIT TRI-VALLEY PACK



BARBARA STEINFELD  
President



ROBIN FAHR  
Director of Marketing &  
Communications



TODD DIBS  
Director of Sports  
Development



SHERRY REVAK  
Business Operations  
Manager



KRISTI CHRISTENSEN  
Digital Marketing  
Manager



LEIGH CRANOR  
Marketing Coordinator



NICOLE HENNINGER  
Sales & Marketing  
Assistant



KAYLA NELSON  
Marketing Intern



ASTRO  
Chief "Barketing"  
Officer