

VISIT TRI-VALLEY

ANNUAL REPORT 2017-2018

BUDGET OVERVIEW

2016/17

- Marketing - 52%
- Sales - 21%
- Admin - 22%
- Tourism Marketing District - 5%

TOTAL EXPENDITURE - \$2,066,880

2017/18

- Marketing - 49%
- Sales - 27%
- Admin - 23%
- Tourism Marketing District - 1%

TOTAL EXPENDITURE - \$1,885,951

2018/19 Projected

- Marketing - 51%
- Sales - 26%
- Admin - 23%

TOTAL EXPENDITURE - \$2,044,584

DEAN RUNYAN ASSOCIATES CALIFORNIA TRAVEL IMPACT REPORT FINDINGS

Number of Visitors to Tri-Valley

- 2016 - 1.6 million
- 2017 - 1.64 million

Tax Receipts

- 2016 - \$67 million
 - Local - \$32.8 million
 - State - \$34.2 million
- 2017 - \$69.6 million
 - Local - \$35.8 million
 - State - \$33.8 million

Annual Increase in Travel Spending 3.8%

- 2012 - \$557 million
- 2016 - \$646 million
- 2017 - \$669 million

Visitor Spending Supports

- 2016 - 5,900 jobs
- 2017 - 6,000 jobs

Overnight vs. Day Trippers

- Hotel Patrons Spend \$240 per person, per day
- Day Visitors Spend \$97 per person, per day

HOTEL PERFORMANCE HIGHLIGHTS

2016/17

- **Occupancy** - 76.7%
- **Average Daily Rate** - \$146.96
- **Revenue Per Available Room** - \$112.65
- **Annual Hotel Revenue** - \$152,085,464

2017/18

- **Occupancy** - 76.4% (flat)
- **Average Daily Rate** - \$154.28 (up 5%)
- **Revenue Per Available Room** - \$117.80 (up 4.6%)
- **Annual Hotel Revenue** - \$163,052,701 (up 7.2%)



MARKETING HIGHLIGHTS

- **18 Journalists Hosted**, including from China, Korea, Japan, UK, US
- **8 New Campaigns**
 - Tri-Tip of the Day (Learn from a Local)
 - Sip Sip Hooray
 - Tri-Valley Ice Cream Trail
 - Spread Cheer with Beer
 - The Sunny Side of the Bay
 - Calling all Tri-Venturers
 - Wine & Dine
 - Tri-Valley Get-Away Give-Away
- **3 Media Events**
- **Social Media Growth**
 - 90% Increase in Facebook
 - 72% Increase in Instagram
 - 18% Increase in Twitter Engagement
- **Email Newsletter Subscriber Growth** - 17%
- **New website garnered 214k sessions** for the year (34% increase)
- **I Am Tri-Valley – Visit Tri-Valley’s Ambassador Program** - nearly 100 hospitality staff in progress to completion

SPORTS/SALES HIGHLIGHTS

- **6,000+ hotel rooms booked** for tournaments
- **15+ closed bookings** in weddings, reunions, and associations
- **Hosted 30** different sports planners
- **32% increase** in tournaments booked
- **Tournaments booked**
 - US Quidditch
 - USA Ultimate
 - Intl Dance Challenge
 - NoCal Volleyball Assn
 - Robo Games
 - American Cornhole
 - Hoop Salem
 - USA Waterpolo (M)
 - USA Waterpolo (W)
 - West Coast Elite B-ball
 - Asian Basketball
 - Adrenaline Lax
 - CIF Regional Swim & Dive
 - USA Racquetball

CAMP TRI-VALLEY STAFF

- **Barbara Steinfeld**, President & CEO
- **Robin Fahr**, Director of Marketing & Communications
- **Todd Dibs**, Director of Sports Development
- **Susan Bolt**, Office Manager
- **Leigh Cranor**, Marketing Coordinator
- **Nicole Henninger**, Sales & Marketing Assistant
- **Amber Birdwell**, Social Media Intern
- **Astro**, Chief “Barketing” Officer

REPRESENTATION IN CHINA 2017

- **39 tour operators** selling the Tri-Valley produced 8,150 room nights
- **580 agents** trained
- **\$3,032,875** in media coverage

\$3M+
in media
coverage

580
agents
trained

8,150
room
nights