

VISIT TRI-VALLEY

ANNUAL REPORT 2018-2019



BUDGET OVERVIEW

2017/18

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

Total Expenditure - \$1,885,951

2018/19

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

Total Expenditure - \$2,019,725
(spent 98.8% of budget)

2019/20 Projected

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

Total Expenditure - \$2,003,721



2017/18

- **Occupancy** - 76.4%
- **Average Daily Rate** - \$154.28
- **Revenue Per Available Room** - \$117.80
- **Annual Hotel Revenue** - \$163,052,701

2018/19

- **Occupancy** - 73.9% (down 3.2%)
- **Average Daily Rate** - \$163.10 (up 5.7%)
- **Revenue Per Available Room** - \$120.57 (up 2.3%)
- **Annual Hotel Revenue** - \$172,243,217 (up 5.6%)

Number of Visitors to Tri-Valley

- 2017 - 1.64 million
- 2018 - 1.53 million

Tax Receipts

- 2017 - \$69.6 million
 - Local - \$35.8 million
 - State - \$33.8 million
- 2018 - \$74 million
 - Local - \$36.6 million
 - State - \$37.3 million

Average Annual Increase in Travel Spending 4%

- 2016 - \$646 million
- 2017 - \$669 million
- 2018 - \$680 million

Visitor Spending Supports

- 2016 - 5,900 jobs
- 2017 - 6,000 jobs
- 2018 - 6,300 jobs

Overnight vs. Day Trippers

- Hotel Patrons Spent \$258 per person, per day (up 7.5%)
- Day Visitors Spent \$105 per person, per day (up 8%)



MARKETING HIGHLIGHTS

- **18 Journalists Hosted**, including from China, Italy, Canada, UK, US
- **6 New Campaigns**
 - Tri-Tip of the Day (Learn from a Local, Part 2)
 - Tri-Valley Ice Cream Trail Pup Benefit
 - Spread Cheer with Beer benefitting The Taylor Family Foundation
 - Tri-Valley Trailblazer
 - Dog-Friendly Tri-Valley
 - Get Inspired – New 2019 Inspiration Guide
- **2 Media Events**
 - Wine vs Beer Competition, Courage to Earn Conference at BottleTaps
 - International Media Marketplace, New York
- **Social-Media Growth**
 - Reached and Maintained 20,000+ Facebook Followers
 - 959 New Pinterest Referrals
 - 65% Increase in Instagram
- **Email-Newsletter Subscriber Growth** - 17%
- **Website garnered 280k sessions for the year** (24% increase)
- **I Am Tri-Valley – Visit Tri-Valley's Ambassador Program** - 150 hospitality staff completed/in-progress
- **Awards**
 - DMA West Best Idea Award: Tri-Valley Ice Cream Trail
 - U.S. Travel Association Destiny Award: National Finalist for Best Website (1st place in California)
 - Hermes Creative Award 2018 Gold Winner: Tri-Valley Ice Cream Trail Video

REPRESENTATION IN CHINA 2018

- **51 tour operators** selling the Tri-Valley who produced 7,260 room nights
- **672 agents trained**
- **\$2,387,720 in media coverage**

Barbara Steinfeld
President & CEO

Robin Fahr
Director of Marketing & Communications

Todd Dibs, CSEE
Director of Sports Development

Amber Birdwell
Digital Marketing Manager

VISIT TRI-VALLEY STAFF

Leigh Cranor
Assistant Marketing Manager

Susan Bolt
Office Manager

Astro
Chief "Barketing" Officer



- **5,500+ hotel rooms booked for tournaments**
- **10+ closed bookings in weddings, reunions, and associations**
- **Hosted 12 different sports planners**
- **New Sports Guide**
- **New Sports Video**
- **Refurbished Sports Page** on VisitTriValley.com
- **19 sports events booked**, featuring
 - USA Synchro (National Event)
 - Hoop Salem
 - USA Water Polo (National Event)
 - West Coast Elite B-ball
 - Asian Basketball Championships (National Event)
 - Scripps Spelling Bee
 - Acrobatic Gymnastics State Championship