

A stylized graphic featuring a sun with yellow triangular rays at the top, a maroon hill-like shape in the middle, and a blue and green hill-like shape at the bottom. The background is a dark, textured surface with horizontal maroon and yellow stripes at the top and bottom.

VISIT TRI-VALLEY

2020 - 2021 PLAYBOOK



PC: Derek Gaumer

OUR MISSION

To increase sustainable economic impact to the Tri-Valley by being recognized as a desired destination for overnight visitors.

ON YOUR MARK. GET SET. GO!



Dear Hospitality Partners,

We are pleased to present the Visit Tri-Valley 2020/2021 Playbook, a 16-month wrap-up of the news, scores and stats. Many thanks to our outgoing FY2020-21 board members who led us through some very tough times. As the saying goes, when the going gets tough, the tough reinvent! As part of your marketing team, we strive to live our mission daily to stride across those finish lines, one success after another. Thank you for your trust in us. We couldn't do it without you.

Together Stronger,

VISIT TRI-VALLEY TEAM

- TRACY FARHAD**
President & CEO
- ROBIN FAHR**
Vice President of Marketing
- TODD DIBS, CSEE**
Director of Sports Development
- AMBER HALEY**
Digital Marketing Manager
- JUSTIN BOWER**
Marketing and Events Coordinator
- SUSAN BOLT (Not Pictured)**
Office Manager

FISCAL YEAR 2021-2022 BOARD OF DIRECTORS



JIM McDONNELL
CHAIR
Owner, Sabio on Main Restaurant, Pleasanton

DEBBIE LOGE • VICE CHAIR
General Manager, Courtyard by Marriott, Livermore

CHRIS HILL • TREASURER
General Manager, Four Points Sheraton, Pleasanton

JENNIFER KOIDAL • SECRETARY
General Manager, SF Premium Outlets, Livermore

- ROEL ALMARES**
General Manager, Best Western Danville Sycamore Inn
- CHRIS CARTER**
Executive Director, Livermore Valley Performing Arts Center
- KENDRA GAFFEY**
General Manager, Hyatt House, Pleasanton
- MARGIE JOHNSTON**
General Manager, Residence Inn by Marriott, Pleasanton
- ELMER REYES**
General Manager, Hampton Inn, Livermore
- ADAM VAN de WATER**
Director Innovation and Economic Development, City of Livermore
- RHONDA WOOD**
Owner, Wood Family Vineyards





PARTNER SUPPORT

Visit Tri-Valley (VTV) supports 40 hotel members and hundreds of hospitality industry partners through advocacy, multiple media platforms, communications, educational opportunities and business referrals, driving “heads in beds” and “bums on seats” all year long.

81 TRI-VALLEY STRONG EMAILS



VTV kept the community informed through weekly crisis communications during the pandemic. We gave up-to-the-minute accurate reporting of the latest orders, mandates and information for keeping the hospitality community and its visitors safe while in the Tri-Valley.

38 COMMUNITY CALL-INS



Hosted Zoom calls helped hospitality leaders stay connected while sharing concerns, best practices and solutions during unprecedented times. Initially conducted every Friday morning at 9:00 am, these virtual huddles delivered great support and essential team spirit.

80% CLEAN + SAFE HOTELS

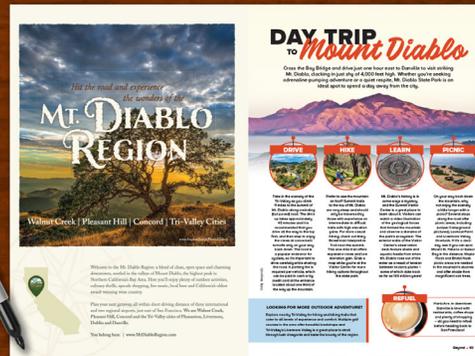


Complimentary California Hotel & Lodging Association membership gave VTV hotels a leg-up on educational, legal, and advocacy programs, allowing VTV to promote the “Clean + Safe Certified” initiative, assuring a safe “third bedroom” to our visitors.

123k STAKEHOLDER PAGEVIEWS

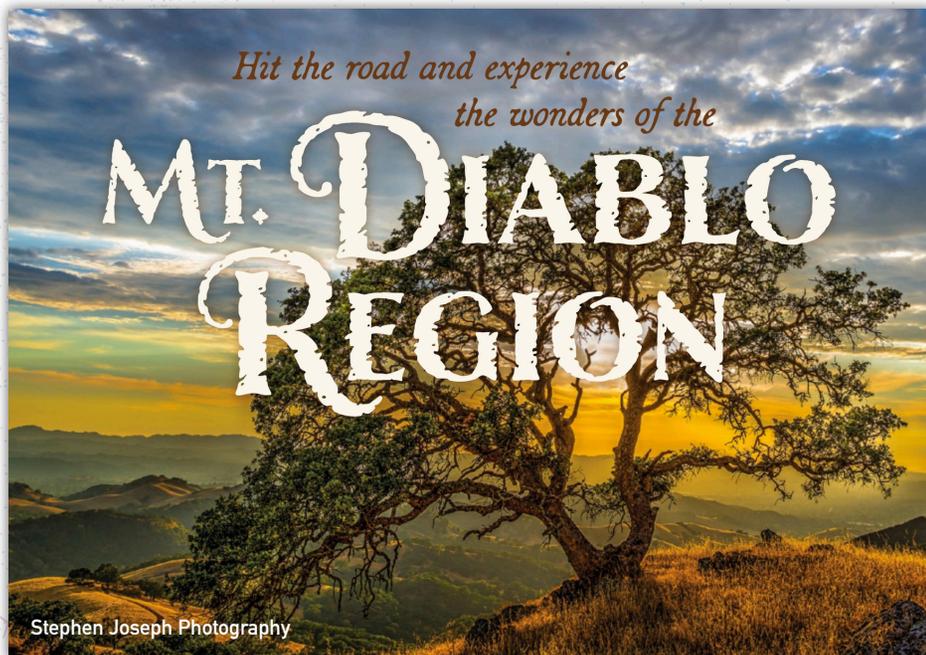


With thousands of business listings, events and activities, VTV’s #1 visitor resource - VisitTriValley.com - drives customer click-throughs directly to the source, while VisitTriValley.com/Partners continues to supply resources and assets to our partners.



CO-OP MARKETING

Visit Tri-Valley works cooperatively with neighboring regions and state agencies to leverage marketing dollars and reach. This teamwork was essential during the pandemic. An enhanced regional brand was successfully paired with several key-positioned advertising campaigns for direct, measurable results. VTV co-sponsored two meeting planner events to drive home the message, **“We are open for business!”**



MOUNT DIABLO REGION

Visit Tri-Valley went the distance side-by-side with our neighboring destinations to create the Mount Diablo Region Co-op with San Francisco Travel and Visit California on two statewide recovery campaigns: “Calling All Californians” and “What If...?”. Sponsors included Booking.com, Expedia and United Airlines. VTV hotels captured 57% of Mount Diablo Region room nights and 54% revenue across 34 properties in 12 weeks combined.

4,856
ADDITIONAL
ROOM NIGHTS

\$570,744
HOTEL REVENUE

33,000
PAGE VIEWS
OF ITINERARY

COMMUNITY OUTREACH

The past 16+ months put “family first” and “teamwork” in sharp focus for Visit Tri-Valley. Our hospitality community demanded quick moves (with moving goalposts) for a speedy recovery. With travel as an on-again, off-again target, VTV created a cultural heritage initiative, produced a new signature event and helped keep the lights on – literally. We continue to serve our communities first as stewards of sustainable, responsible travel.



CULTURAL HERITAGE

The Cultural Heritage Tourism Committee of commissioners, arts councils and representatives from two counties and five cities, was formed to tie local events and attractions to VTV's three-year strategic plan for extending overnight stays.

22 MEMBERS
2 TOWN HALLS
1 RESEARCH REPORT



*To Tri-Valley
with Love*



TO TRI-VALLEY WITH LOVE CAMPAIGN

Through an unprecedented five-city joint partnership with VTV, locals were implored to “promise” to spend locally through a multi-pronged advertising and PR initiative to support struggling businesses.

126 PARTICIPATING
BUSINESSES
\$310k MEDIA
BUY
2,563 PASSPORTS
DOWNLOADED
12.7M IMPRESSIONS



RESTAURANT WEEK 2021

Restaurants were hit hard, again and again, during the pandemic. VTV launched the premier Taste Tri-Valley Restaurant Week from February 19-28, 2021 which put our dining scene on everyone's map, near and far.

42 PARTICIPATING
RESTAURANTS & WINERIES
795k ESTIMATED MEDIA
COVERAGE VIEWS
97.7M TOTAL ONLINE
READERSHIP
2,592 PASSPORTS
DOWNLOADED



Visit Tri-Valley will once again serve as the area's film industry office, following 13 successful years at the Livermore Valley Chamber of Commerce. The Tri-Valley Film Office will support the entire Tri-Valley's filming needs, from location-scouting to permits. Contact certified film liaison, Justin Bower, at justin@visittrivalley.com or go to VisitTriValley.com/FilmOffice. Take two!

MARKETING AND PR HIGHLIGHTS

Through false starts and budget cuts, the VTV marketing team still put on a show that was hard to ignore. Pivoting faster than Michael Jordan, the VTV website became the #1 up-to-the-minute source for who was open, where to play and what was happening. Locals became our biggest fans as we focused on the new goal of keeping the Tri-Valley hospitality community alive, to ensure there would be something for the visiting teams to come back to.



LET THE FUN BEGIN

Let the Fun Begin was our Grand Re-opening campaign where we pulled out all the stops! From direct mail marketing to digital banners, we capped it off with a Grand Prize two-night weekend getaway to the Tri-Valley.

1,631,667 IMPRESSIONS
120,937 CLICKS



TRI-VALLEY TO GO

Within days of the 2020 SIP order, Visit Tri-Valley's efforts to support local restaurants and other businesses were up and running. Tri-Valley To Go featured updated hours of operation, changes in services, and takeout specials from more than 200 local businesses.

11,538 PAGE VIEWS
199 #TRIVALLEYTOGO BRANDED HASHTAG PHOTOS



DIGITAL BEER TRAIL

The Tri-Valley Beer Trail was relaunched as a mobile-friendly experience in Fall 2020. The new digital passport incentivized socially-distanced to-go purchases from local breweries struggling with the dip in taproom revenue. And who could resist a chance to win a Year of Beer!

864 BEER TRAIL SIGN-UPS
452 BREWERY CHECK-INS

2021 DIGITAL INSPIRATION GUIDE



With hard-copy anything being off limits this year, the Tri-Valley Inspiration Guide made its exclusively digital debut in January 2021, with the addition of video, to virtually bring guests to the Tri-Valley. Through the use of brightly colored QR clings located at hotels and businesses, guests and locals were able to capture the guide on their mobile devices for quick reference.

2,583 VIEWS

102 DOWNLOADS

184 QR CODE SCANS

- 15** JOURNALISTS HOSTED
- 12** NEW CAMPAIGNS
- 21%** INCREASE IN ORGANIC NEWSLETTER SUBSCRIBERS
- 202k** WEBSITE SESSIONS (VISITTRIVALLEY.COM)
- 20M** TOTAL MEDIA IMPRESSIONS
- 62** TOTAL MEDIA RESULTS (NOT INCLUDING RESTAURANT WEEK)

SOCIAL MEDIA



❤️ **2,145** LIKES

"It's officially ice cream season!
🍦☀️ Hop on the Tri-Valley Ice Cream Trail..."

📸: @CONNIESMUNCHIES



❤️ **1,306** LIKES

"It's officially wildflower season!"
🌻🌱☀️

📸: @REDEYESTOO



❤️ **739** LIKES

"There's been a few new pops of color throughout Downtown Livermore lately..." 🌈

📸: @JBOWER925



❤️ **823** LIKES

"Day dreaming of these gorgeous views..." ☀️

📸: @JOURNEY_2ASCENSION

SOCIAL MEDIA SEASON HIGHLIGHTS



885k
IMPRESSIONS



16.5%
GROWTH RATE

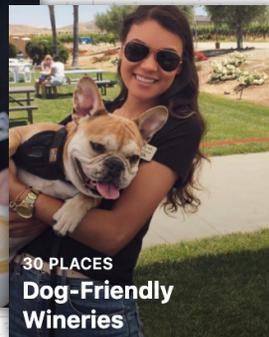
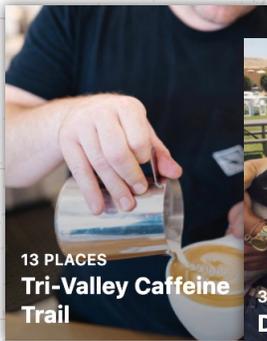


871k
IMPRESSIONS



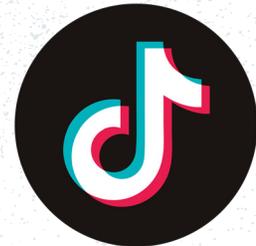
194k
IMPRESSIONS

CHECK OUT OUR INSTAGRAM GUIDES



SCAN HERE

FOLLOW US AS WE GROW ON TIKTOK



@VISITTRIVALLEY

SPORTS AND MEETING PLANNERS

2020-2021 was quite the challenging year for the sports and events markets. That didn't stop us from remaining diligent and adapting to the situation, ending the fiscal year with several new events on the books, while retaining large events canceled by the pandemic. Additionally, we entered the State Association market (early recovery group market) to generate leads while representing the region at multiple sports and meeting planner tradeshows. VTV also assisted in securing a multi-year contract with the Scottish Highland Gathering and Games, the largest annual event in the region.

NEW SPORTS GROUPS
RETAINED SPORTS GROUPS
INDUSTRY TRADESHOWS AND MEETINGS
LEAD GENERATING FOR SALES ASSOCIATION MARKET

10,000+ attendees and 5,000 hotel room nights for future years

20,000+ attendees and 4,000 hotel room nights for 2022

4 virtual tradeshows and 3 hosted advisory sales meetings

100+ leads generated for hotel partners

DESTINATION SUMMARY AND RFP



Scan the QR code or visit [VisitTriValley.com/Meeting-Planners/](https://www.visittrivalley.com/Meeting-Planners/) to view the RFP page and the destination summary.

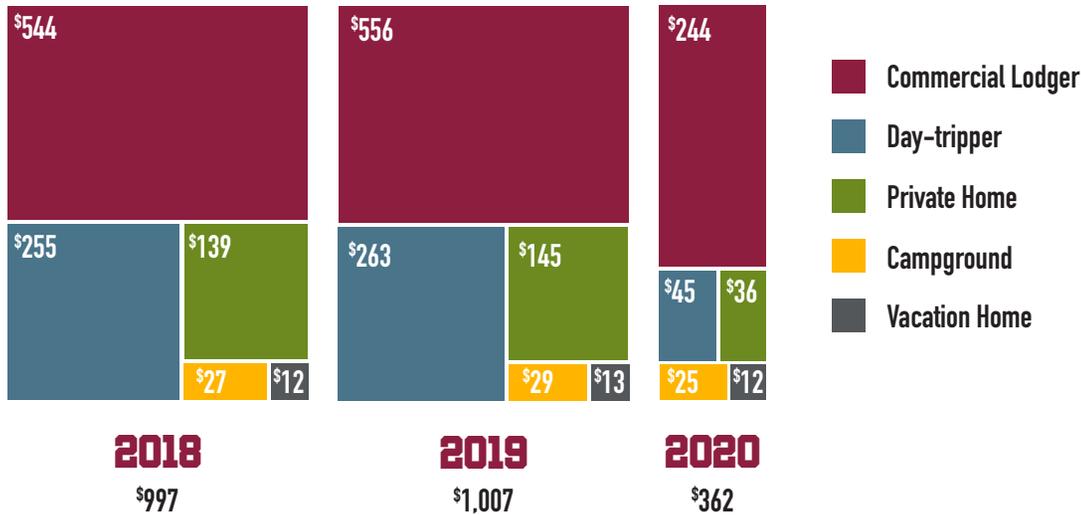
VISIT TRI-VALLEY HOSTED COMPETITION HIGHLIGHTS

- USA Water Polo Masters National Championships 2019
- USA Weightlifting (Junior/College National Championships 2020)
- Scripps Spelling Bee (Regional Championship 2019-2020)
- USA Gymnastics Region 1 Level 8/9/10 Championships (1500+ hotel room nights expected-2022)
- West Coast Jamboree (Girls Basketball Tournament with 100+ teams during week between Christmas and New Year 2021-2024)

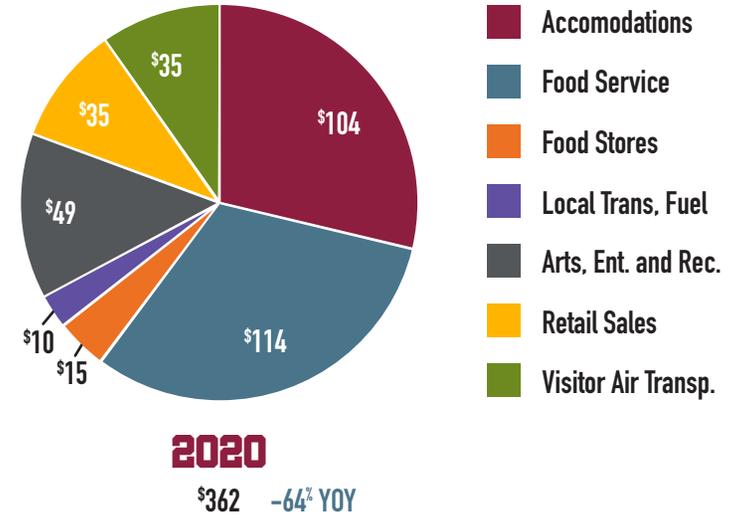
2020 DEAN RUNYAN TRAVEL IMPACTS - TRI-VALLEY, CA*

TRAVEL SPENDING BY TYPE OF VISITOR ACCOMMODATION (MILLIONS)

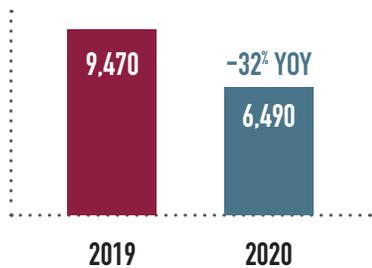
Commercial lodgers spent more than 5x the day-tripper in 2020.



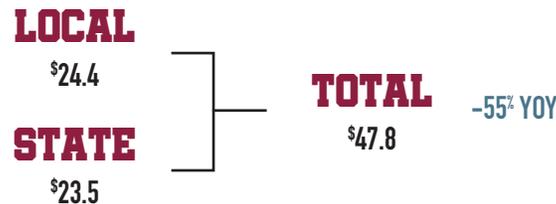
TRAVEL SPENDING BY COMMODITY (MILLIONS)



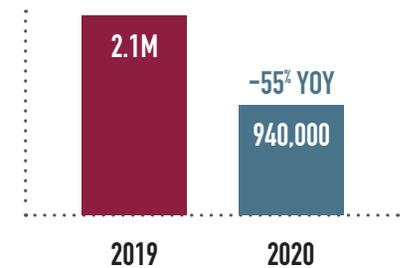
VISITOR SPENDING SUPPORTED JOBS



TAX RECEIPTS 2020 (MILLION)



VISITOR VOLUME

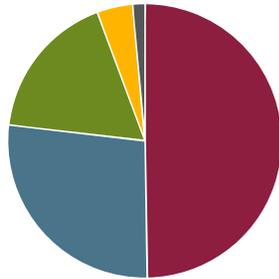


* Includes the cities of Dublin, Livermore, Pleasanton, San Ramon and the Town of Danville.
Dean Runyan Associates, Portland, OR www.deanrunyan.com

VISIT TRI-VALLEY BUDGET OVERVIEW

2020 - 2021

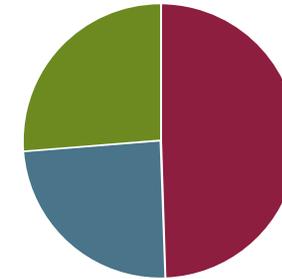
ACTUAL OPERATING BUDGET



- TMD funds: \$825,812
- Reserves: \$450,070
- Grants/Credits: \$289,572
- Partner Co-ops: \$70,000
- Other: \$24,300

TOTAL
\$1,659,754
-18% YOY

EXPENDITURES

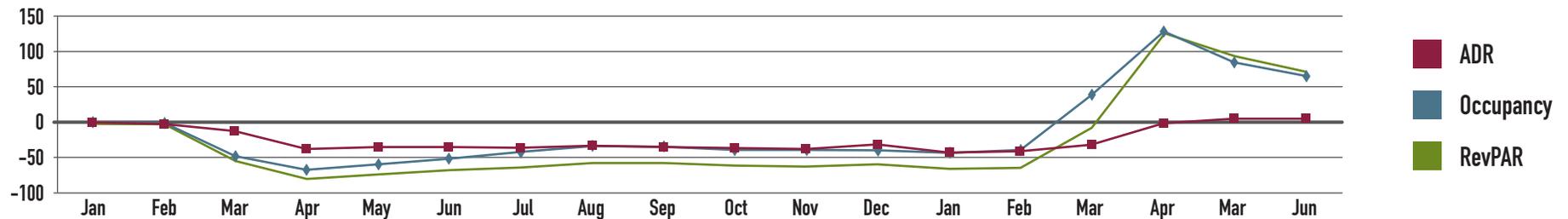


- Marketing: 49%
 - Sales: 24%
 - Admin: 26%
- TOTAL**
+\$41,182

STR REPORT

(Not including San Ramon)

MONTHLY PERCENT CHANGE



FY 19 - 20

- OCCUPANCY: 59.3%
- ADR: \$135.95
- REVPAR: \$82.98

FY 20 - 21

- OCCUPANCY: 45.3% - 24% YOY
- ADR: \$100.78 - 26% YOY
- REVPAR: \$45.67 - 45% YOY

SUMMARY

Travel to the Tri-Valley was significantly impacted in 2020 both by the COVID pandemic and the policies implemented to limit the spread of the virus. The \$362 million in travel-related spending was down 64% from 2019 and generated 55% fewer local and state tax dollars. Employment was impacted less severely but still fell by 32% year over year. Overall expenditures for overnight visitors averaged \$106 per person per day, with those staying in commercial lodging spending substantially more at \$186 per person per day. Two new hotels opened adjacent to the San Francisco Premium Outlets while all other construction projects paused. Some properties closed partially or entirely for months at a time, while others engaged CA State Project RoomKey contracts. Weddings and weekend leisure travel drove early recovery bookings with a slow-return for business travel expected late 2022. Even though the Bay Area recorded some of the deepest revenue declines in the country during Covid, Visit Tri-Valley maintained an operating marketing and sales budget with alternative funding sources to keep the Tri-Valley in the game.



SPECIAL THANK YOU TO
JAMES ALLYN PRINTING