



***EVERYTHING IS
BETTER WHEN WE
STICK TOGETHER***

FY 2013-2014

ANNUAL REPORT

VISIT TRIVALLEY.COM

STAFF

Barbara Steinfeld, President

Geoffrey Sarabia-Mason, VP of Sales

Emmy Kasten, VP of Marketing

Todd Dibs, Sales Manager

Stacey Roth, Sales & Marketing Coordinator

Sherry Revak, Office Manager



5075 Hopyard Road, Suite 240 • Pleasanton, CA 94588
925-846-8910 • www.VisitTriValley.com

There is nothing we do alone. Every piece we produce, every message we promote, every client we host, is supported by our partners—YOU.

To build the foundation for an awesome FY 2014-2015, we stacked our bricks in key areas:

We shifted resources to create a stronger marketing platform and hired a vice president of marketing to lead the way into the digital age. Watch out as we improve our website, define our brand, hone our audience and increase our social media presence big time.

We changed our sales strategy to focus on weekend competitions and tour and travel. That means booking dance to darts, B-Ball to V-Ball and everything in between. It also means going for group tours, bus tours, domestic and international visitors, starting with Canada and China.

We are partnering with Brand USA, Visit California, SF Travel and our neighbors like Oakland and Berkeley to increase our impact at tradeshows and media events.

We want to thank you for helping us create a more vibrant destination for visitors. Every piece counts. Here's to sticking together in the next year and beyond!

BARBARA STEINFELD, PRESIDENT

01

Budget bid fees for new events

02

Update & enhance Sports Guide

03

Develop new travel itineraries

Sporting Events & Tournaments

For FY 2014-2015 Visit Tri-Valley will focus its sales activities on three key markets

Travel Trade Market

Direct to consumer sales

04

Develop new Motorcoach Guide

05

Redirect corporate leads to hotels

06

Increase budget for FIT/Wholesale Programs

**BRINGIN' IT:
THE BUZZ**



BRINGIN' IT: THE BUZZ



01

Define our brand & focus our positioning

02

Improve & expand company website

03

Create new partnerships & co-opportunities including organizational alliances

For FY 2014-2015 Visit Tri-Valley has allocated 52% of its annual operating budget to marketing

04

Conduct research & visitor surveys

05

Align with top experts in marketing & PR

06

Listen & engage with our audience through social media



DID YOU KNOW?

The Tri-Valley continues to expand and improve on our overall visitor experience.

MORE WAYS TO GET AROUND

The newly established Livermore Valley Wine Trolley and Livermore Premium Outlets/Casino 580 shuttles will give tourists easy access to the region's wine tasting and top-notch shopping. Also, ridesharing programs like Uber and City CarShare make transportation in the Tri-Valley an app away.

NEW DEVELOPMENTS AND RENOVATIONS

2014 unveiled the much-anticipated Winemaker's Studio at Wente and Bella Rosa at Garré Winery. Most recently, Marriott Pleasanton, Hilton Garden Inn, Courtyard by Marriott Livermore, DoubleTree by Hilton Pleasanton at the Club, Motel 6 Livermore and Motel 6 Pleasanton gave their properties a major renovation. In the coming year, Dublin's state-of-the-art Aquatics Complex, Alameda County Fairgrounds' multi-million dollar facelift and Livermore Premium Outlets' 200,000 sq. ft. expansion will give visitors plenty to explore. And soon, watch for makeovers at properties such as Hawthorn Suites by Wyndham, Best Western Sycamore Inn, Holiday Inn Express and La Quinta Inn Livermore.

BETTER TOOLS

A reimagined visitors guide, a re-energized focus on social media, a streamlined new website and an overall digital push will help us communicate the Tri-Valley experience to modern day travelers.

EVERYTHING IS AWESOME



Hotel Occupancy:

75.6%

(↑ 0.4%)

\$137,678,271

Annual Hotel Revenue

\$123

Average spend
per day tripper

\$454

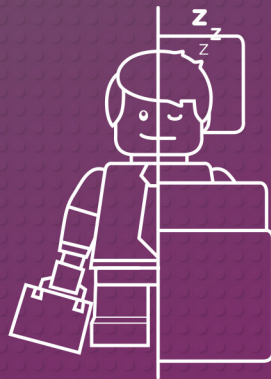
Average spend
per overnight visitor

\$111.73

Hotel ADR
(↑ 10.2%)

\$84.44

Hotel RevPar
(↑ 10.6%)



FY 2013/2014



In 2013, California tourism accounted for \$2.8 billion in local taxes and \$4.3 billion in state taxes



Hospitality spending in California was \$110 billion in 2013/2014 and projected to be \$116 billion in 2014/2015 - an increase of 5.9% year over year.

As of end of June 2014, Visit Tri-Valley had **3,038** Twitter Followers and **7,759** Facebook Likes

BRICK BY BRICK

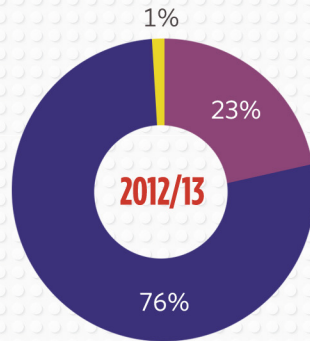
21 Sales Clients and PR/
Media Hosted on
Familiarization Tours

Tradeshows Attended in 2013-14:

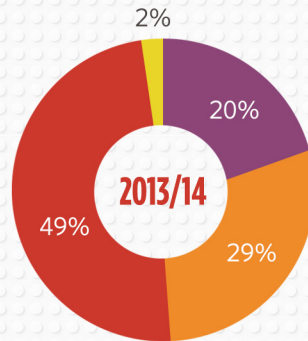
- American Bus Association - Nashville, TN
- CA Wine Festival - Orange County, CA
- CA Wine Festival - Santa Barbara, CA
- Travel & Adventure Show - Los Angeles, CA
- Travel & Adventure Show - Chicago, IL
- Sunset Celebration - Palo Alto, CA
- International Pow Wow - Chicago, IL
- North American Journeys Summit - West - Marina Del Rey, CA
- Collaborate - Portland, OR
- Connect - Minneapolis, MN
- Meetings Focus Live - Portland, OR
- Plan Your Meetings Live Event - San Francisco, CA
- TEAMS - Salt Lake City, UT
- Rejuvenate - Daytona Beach, FL
- Travel & Adventure Show - San Diego, CA
- Visit California Travel Summit - Los Angeles, CA
- Modern Bridal - Half Moon Bay, CA
- Association of Sports Commissions Annual Symposium - Louisville, KY

“ I especially loved Wentle, the Shakespeare play, Sideboard and Zephyr...I loved it all actually! ... I hope to be back soon with a group of mine. ”
RIKKA BATULAN, CONSTITUENCY GROUP PROGRAMS, NATIONAL LEAGUE OF CITIES

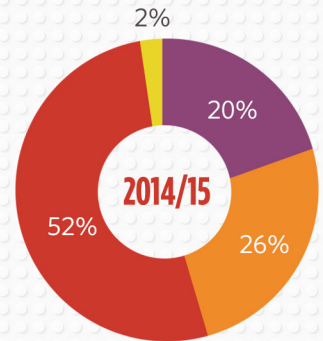
“ Whether you want a quick escape from a stay in the city, or a whole weekend solely to enjoy its friendly vibes, Tri-Valley will instantly become your home away from home. ”
KEN HOGGINS, KENSWINEGUIDE.COM



Total Expenses:
\$2,193,405



Total Expenses:
\$2,221,270



Projected Expenses:
\$2,285,873

■ Admin
 ■ Sales/Marketing
 ■ Sales
 ■ Marketing/PR
 ■ TBID