



**— VISIT TRI-VALLEY —**  
**ANNUAL REPORT**  
**— JULY 2014-JUNE 2015 —**

# DEAR VISIT TRI-VALLEY PARTNERS

The only constant in life is change. This quote certainly rings true for Visit Tri-Valley.

With unprecedented support from our partners, the Tourism Marketing District was re-aligned and renewed for seven years. Although we lost San Ramon, the district added seven new hotels and officially expanded its borders to include access to Mt. Diablo and Livermore Valley wine country.

The new staff at Visit Tri-Valley has reinvigorated the organization with innovative marketing and sales programs. Successful campaigns include the ever-popular Beer Trail, Secret Somm and electronic billboards touting wine country medals and Livermore Shakes' 2015 season. Our redesigned website generated triple-digit growth, and with its mobile optimization, rivals any tourism website in the country. On the social media front, fresh content has boosted engagement across all platforms.

Over the past year, we refocused our sales efforts in two specific areas: Sports and China. We booked seven new sporting events in the Tri-Valley resulting in more than 1000 room nights. We paved the way for a stronger partnership with Las Positas College by collaborating on venues and utilizing interns from the College.

My personal goal of raising the profile of Visit Tri-Valley within our communities has been achieved by attending key events, creating new alliances in the arts and sports, and by personally meeting with our partners at every opportunity.

We look forward to continued growth in brand awareness to attract more eyeballs—online and in person— to our beautiful region.

Cordially,

BARBARA STEINFELD  
President

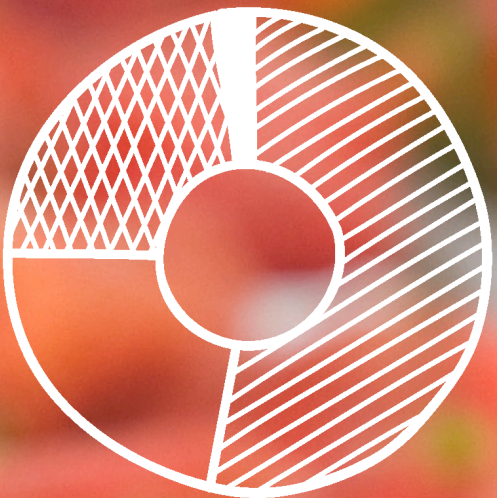
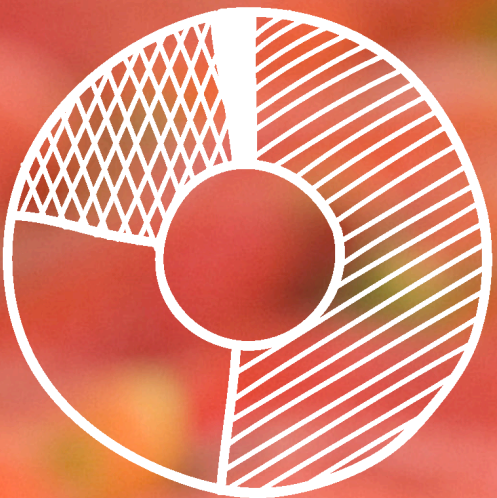
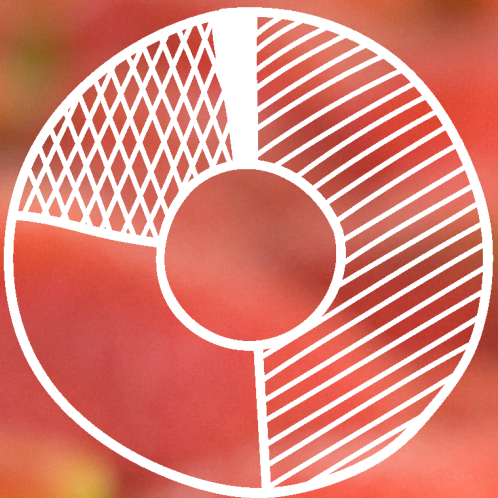


# BUDGET OVERVIEW

2013-2014

2014-2015

2015-2016



TOTAL EXPENSES  
\$2,221,270

TOTAL EXPENSES  
\$2,285,873

TOTAL EXPENSES  
\$1,948,000

**2013/14**  
49%.....Marketing  
29%.....Sales  
20%.....Admin  
2%.....TBID  
TOTAL: \$2,221,270

**2014/15**  
52%.....Marketing  
26%.....Sales  
20%.....Admin  
2%.....TBID  
TOTAL: \$2,285,873

**2015/16**  
53%.....Marketing  
22%.....Sales  
23%.....Admin  
2%.....TMD  
TOTAL: \$1,948,000

TBID/TMD
  SALES
  ADMIN
  MARKETING

# HOTEL PERFORMANCE HIGHLIGHTS

2013/14 Average Daily Rate **\$111.73**

2013/14 Average Occupancy **75.6%**

2014/15 Average Daily Rate **\$125.74**  
**+12.53%**

2014/15 Average Occupancy **77.7%**  
**+2.1%**



**+12.53% IN ADR & +2.1% IN Occupancy!**



# HOTEL PERFORMANCE HIGHLIGHTS

Weekend Occupancy is up **7.7%** in June comparisons, and Weekend Occupancy surpassed Weekday Occupancy this June.

June 2014

WEEKDAY OCCUPANCY **83.2%**

WEEKEND OCCUPANCY **82.0%**

June 2015

WEEKDAY OCCUPANCY **88.2%**

WEEKEND OCCUPANCY **89.7%**



## MARKETING HIGHLIGHTS

Conceived and executed seven campaigns:

- > GET PUMPED!
- > TRI-VALLEY BEER TRAIL
- > #SECRETSOMM
- > ROMANCING THE ARTS IN THE TRI-VALLEY
- > LIVERMORE WINE COUNTRY CONGRATS
- > SUMMER SWIRL
- > LIVERMORE SHAKESPEARE 2015 SEASON



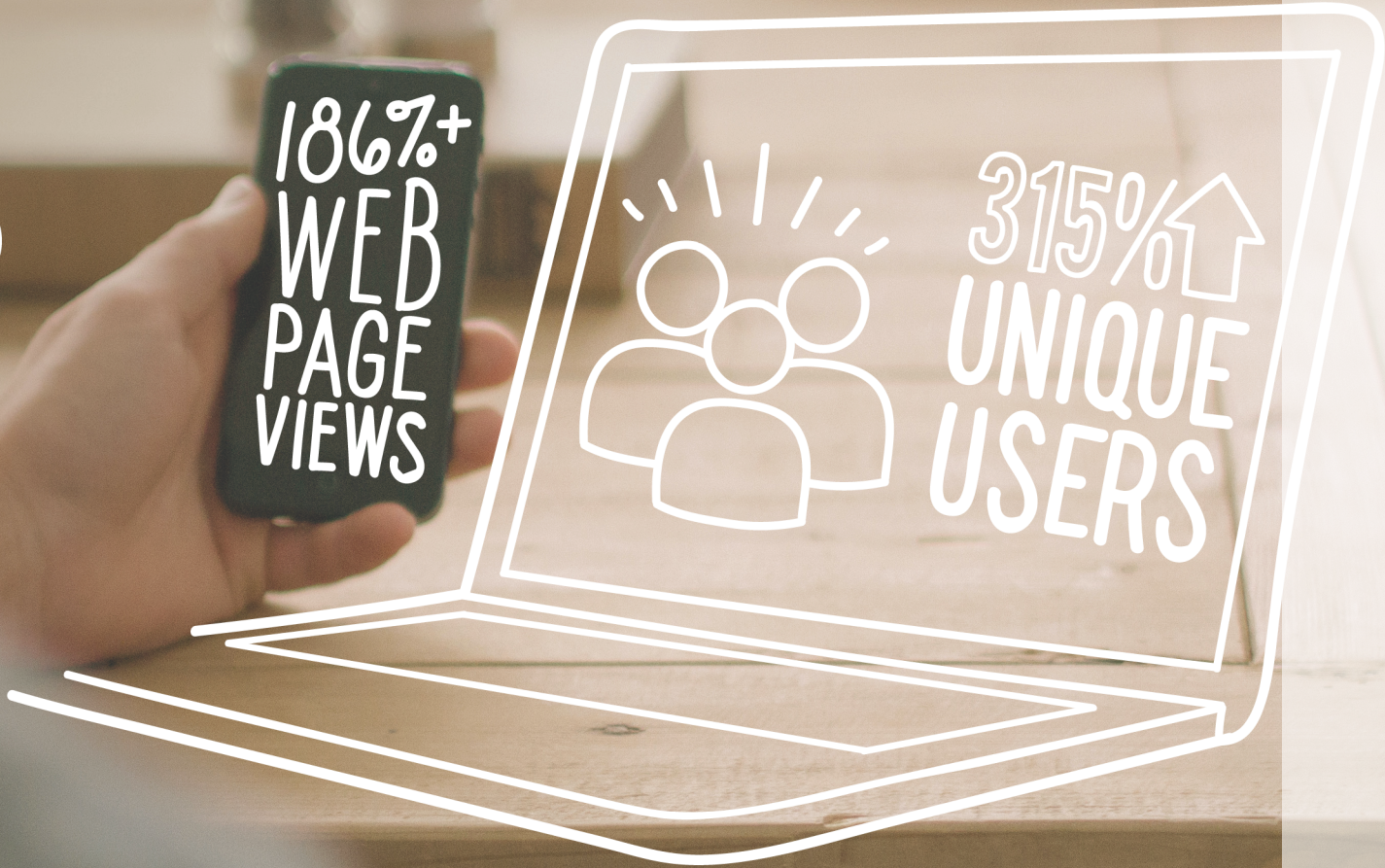
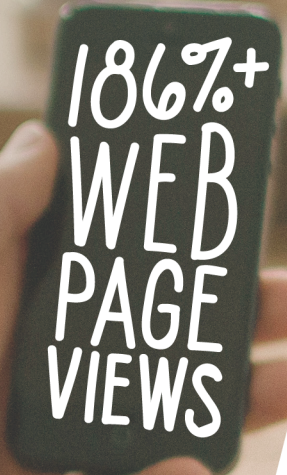
# MARKETING HIGHLIGHTS

Launched new mobile-optimized website in late April 2015 which resulted in **triple-digit growth** YOY:

**+315%** UNIQUE USERS

**+325%** WEB SESSIONS

**+186%** PAGE VIEWS

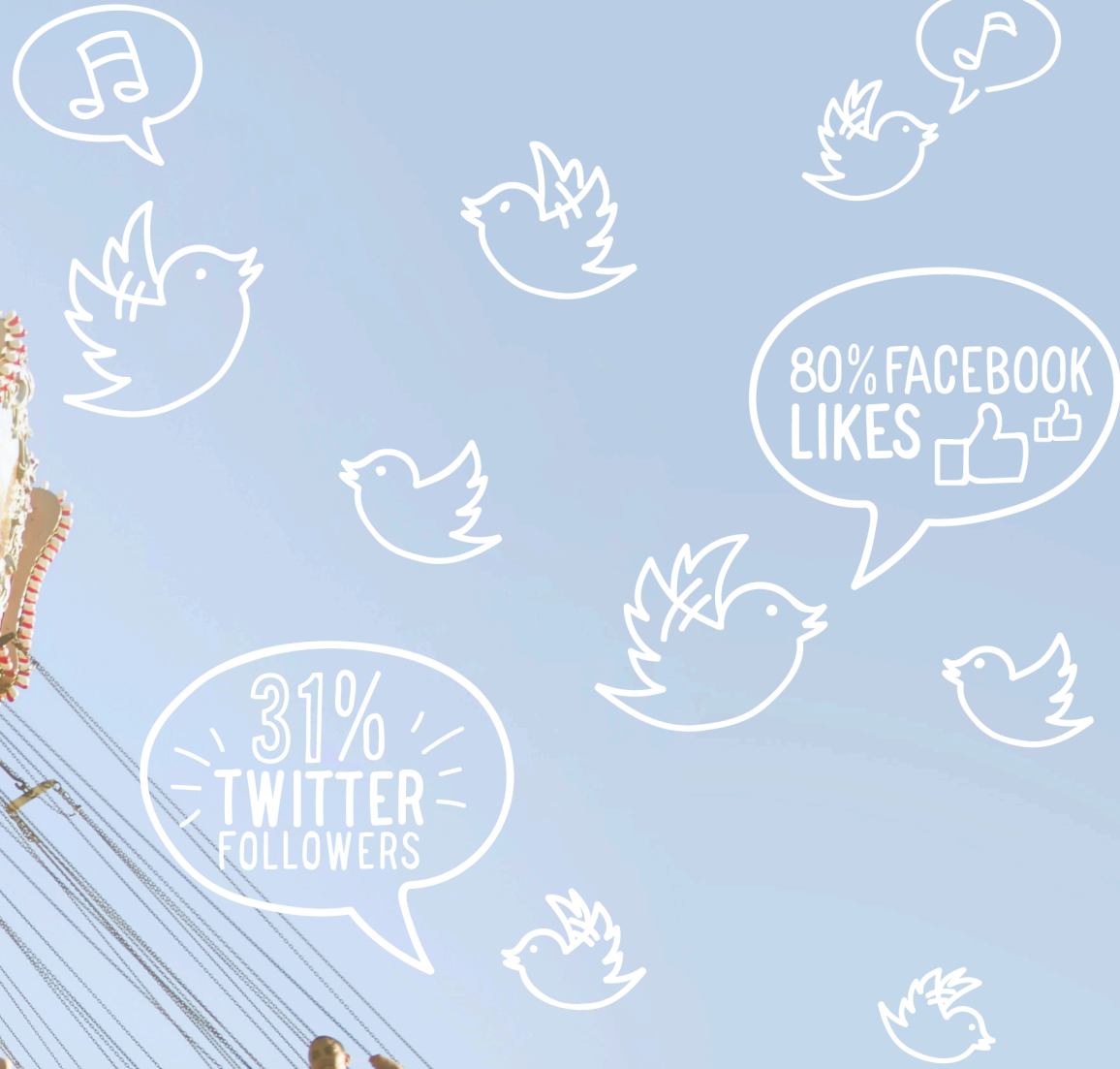


# MARKETING HIGHLIGHTS

Social media growth:

**+80% FACEBOOK LIKES**

**+31% TWITTER FOLLOWERS**





# MARKETING HIGHLIGHTS

Monthly consumer email newsletter focused on local events and visitor activities:

**+2,332% INCREASE IN SUBSCRIBERS**



# PUBLIC RELATIONS HIGHLIGHTS

Earned **80 million+**  
**impressions** including:

LOS ANGELES TIMES

HUFFINGTON POST

VIA MAGAZINE

ABC NEWS

GOOD MORNING AMERICA

USA TODAY

SAN FRANCISCO CHRONICLE



80 MILLION  
*impressions*

## SPORT/SALES HIGHLIGHTS

**+175%** TOURNAMENTS/ROOM BLOCKS BOOKED, including:

- > 3 NorCal Volleyball Tournaments
  - > USA Ultimate International
  - > Dance Challenge
- > Pleasanton Far Western Swim Meet
- > 2 Dublin United Soccer tournaments
  - > Little League Intermediate World Series
  - > Livermore Rod & Gun Golden West Grand Tournament
  - > California Community College State Basketball Championship (March 2016)

175%↑  
TOURNAMENTS BOOKED

USA  
ULTIMATE

SWIM MEET

## SPORT/SALES HIGHLIGHTS

- > Closed 15+ sales in wedding, association and reunion sectors
- > **+169%** Sales Familiarization Tours
- > **+150%** Lead Assists
- > Formed Sports Advisory Committee

15+  
SALES IN  
VARIOUS  
SECTORS

+150%  
IN LEAD  
ASSISTS

+169%  
SALES  
*familiarization  
tours*

# VISIT TRI-VALLEY STAFF

**BARBARA STEINFELD**  
President

**EMMY KASTEN**  
Vice President of Marketing

**TODD DIBS**  
Sports Development Manager

**SHERRY REVAK**  
Office Manager

**LEIGH CRANOR**  
Marketing Assistant

