

# VISIT TRI-VALLEY Annual Report 2019-2020



## Budget Overview

### 2018/19

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

**Total Expenditure - \$2,019,725**

### 2019/20

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

**Total Expenditure - \$1,562,468**

### 2020/21 Projected

- Marketing - 49%
- Sales - 24%
- Admin - 27%

**Total Expenditure - \$1,597,957**

## Hotel Performance Highlights

### 2018/19

**Occupancy - 73.9%**  
**Average Daily Rate - \$163.10**  
**Revenue Per Available Room - \$120.57**  
**Annual Hotel Revenue - \$172,243,217**

### 2019/20

**Occupancy - 60.6%**  
**Average Daily Rate - \$154.48**  
**Revenue Per Available Room - \$93.62**  
**Annual Hotel Revenue - \$130,523,273**

## Dean Runyon Associates California Travel Impact Report Findings

### Number of Visitors to Tri-Valley

- **2018** - 1.53 million
- **2019** - 1.57 million

### Tax Receipts

- **2018** - \$74 million
  - Local - \$36.6 million
  - State - \$37.3 million
- **2019** - \$78.9 million
  - Local - \$39.7 million
  - State - \$39.1 million

### Average Annual Increase in Travel Spending 6%

- **2017** - \$669 million
- **2018** - \$680 million
- **2019** - \$723 million

### Visitor Spending Supports

- **2017** - 6,000 jobs
- **2018** - 6,300 jobs
- **2019** - 6,600 jobs

### Overnight vs. Day Trippers

- Hotel Patrons spent \$251 per person, per day
- Commercial lodgers spent almost 3 times more than day-trippers

## Marketing Highlights

- **14 Journalists Hosted**, including from China, Japan, Germany, Canada, UK, US
- **12 New Campaigns**
  - Tri-Valley Caffeine Trail
  - Spread Cheer with Beer benefitting The Taylor Family Foundation
  - Get Inspired - New 2020 Inspiration Guide
  - Tri-Valley Trailblazer 2020
  - Barrel Tasting Weekend Getaway
  - Tri-Valley To-Go
  - Hidden Heroes
  - Virtual Tri-Valley
  - Wish You Were Here
  - Get to Know Your DMO
  - National Travel & Tourism Week/ California Tourism Month
  - Counting Down the Minutes
- **2 Media Events**
  - UK Spa & Meet, London
  - International Media Marketplace, New York
- **Social Media Growth**
  - Maintained 20,000+ Facebook Followers
  - 100% Increase in new Pinterest Referrals
  - 40% Increase in Instagram
- **Email Newsletter Subscriber Growth** - 17%
- **Website garnered 304k sessions for the year** (12% increase)



## Sports/Sales Highlights

- **5,720 hotel rooms booked for tournaments**
  - 2,120 actual
  - 1,250 rescheduled (due to Covid-19)
  - 2,350 cancelled (due to Covid-19)
- **10+ closed bookings in weddings, reunions, and associations**
- **Hosted 10 different sports planners**
- **20 sports events booked**, featuring
  - Hoop Salem
  - USA Water Polo (National Event)
  - West Coast Elite B-ball
  - Scripps Spelling Bee
  - Acrobatic Gymnastics State Championship
  - Region 8/9/10 Gymnastics Championships
  - Showstoppers

## Crisis Communication

- **60 Crisis alerts/newsletters**
  - February 3 - December 15, 2020
- **30+ hosted Community Call-in Zoom sessions**
- **Created Partners Page for Resources and Communications:**
  - [VisitTriValley.com/Partners](https://www.visittrivalley.com/Partners)



**Tri-Valley  
Strong**

## Visit Tri-Valley Staff

**Tracy Farhad**

President &amp; CEO

**Robin Fahr**

Director of Marketing &amp; Communications

**Todd Dibs, CSEE**

Director of Sports Development

**Amber Birdwell**

Digital Marketing Manager

**Justin Bower**

Marketing &amp; Events Coordinator

**Susan Bolt**

Office Manager