



TEN MORE YEARS!



MEMBERS OF THE VISIT TRI-VALLEY BOARD OF DIRECTORS PICTURED AT THE CELEBRATION OF THE 10 YEAR TMD RENEWAL, LEFT TO RIGHT: JENNIFER KOIDAL, CHRIS CARTER, JIM MCDONNELL, RHONDA WOOD AND DEBBIE LOGE

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

HOLLY HAAG
General Manager,
Aloft Dublin-Pleasanton

JILL BERGMAN
Business & Economic Development Director,
Town of Danville

ELMER REYES
General Manager,
Hampton Inn, Livermore

CHRIS CARTER
Executive Director, Livermore Valley Arts

RHONDA WOOD
Owner, Wood Family Vineyards

SANJIV GUPTA
General Manager, AC Hotel Pleasanton by Marriott

MESSAGE FROM THE EDITOR

TRACY FARHAD
PRESIDENT & CEO

A resounding “thank you” is owed the hospitality industry for the renewal of the Tri-Valley Tourism Marketing District for ten more years. FY2021-22 brought travel back to the Tri-Valley with increasing overnight stays and spending power, lifting us beyond mere recovery. That meant jobs could come back, services improved, outlooks brightened, and the beacon shone on all things Tri-Valley year-round, once again. With this vote of confidence, and as your partners, we will not only “hit on all sixes,” we’ll meet these roaring 20s with downright “on the level” bee’s knees zest. See you on the dance floor.



VISIT TRI-VALLEY STAFF LEFT TO RIGHT: TODD DIBS, ROBIN FAHR, AMBER HALEY, TRACY FARHAD, SUSAN BOLT, AND JUSTIN BOWER

VISIT TRI-VALLEY STAFF

TRACY FARHAD
President & CEO

ROBIN FAHR
Vice President of Marketing

TODD DIBS, CSEE
Director of Sports Development

AMBER HALEY
Digital Marketing Manager

JUSTIN BOWER
Assistant Marketing Manager & Film Liaison

SUSAN BOLT
Office Manager



PARTNER SUPPORT PUTS FAMILY FIRST AGAIN

UTV supports our family of 40 hotels and hundreds of hospitality industry partners through advocacy, media platforms, communications, educational opportunities, sponsorships, and business referrals that elevate our region as a visitor destination. Our visitors' #1 resource – VisitTriValley.com – drives customer click-throughs directly to the source: your front door. The value of our commitment to local endeavors serving up responsible, sustainable travel? Priceless.



MEMBERS OF THE CULTURAL HERITAGE TOURISM COMMITTEE MEETING AT THE EXQUISITE BLACKHAWK MUSEUM IN DANVILLE

CULTURE IS THE CAT'S MEOW

Tri-Valley cultural arts commissions, venues, and artists gathered for a second straight year of collaboration for show-stopping results. Arts & Humanities Month with featured October events, three committee meetings, refreshed website presence, shared calendars and lead-up to a mega summer paid advertising campaign rounded up joint regional successes.



VTV STAFF AND PARTNERS AT LAKE DEL VALLE

I AM TRI-VALLEY

THIRTY-FIVE FRONT-LINE LODGING PARTNERS ATTENDED THREE HALF-DAY VTV EDUCATIONAL SESSIONS ON AREA ATTRACTIONS SECURING "AMBASSADOR" STATUS FOR ENHANCED GUEST EXPERIENCES.

35 MEDIA HITS
PUT UTV BACK ON
THE CULINARY MAP

THANKS TO SPONSORS, CHEFS & THOUSANDS OF ATTENDEES!



RESTAURANT WEEK 2022 CHEF COLLABORATION KICK-OFF DINNER: SABIO ON MAIN, SALT CRAFT, POSADA & LOCANDA RESTAURANTS

IN THE NEWS

Industry partners are kept "in the know" through weekly "What's Happening" and monthly "VTV News" updates, both for guest awareness and continuing education all year long. Email Justin@visittrivalley.com to join the buzz.

GM BREAKFAST

VTV hosted two networking breakfasts for hotel General Managers at Inklings in Pleasanton and Wingen Bakery in Livermore eliciting valuable updates, input and connections.

ON-SCREEN

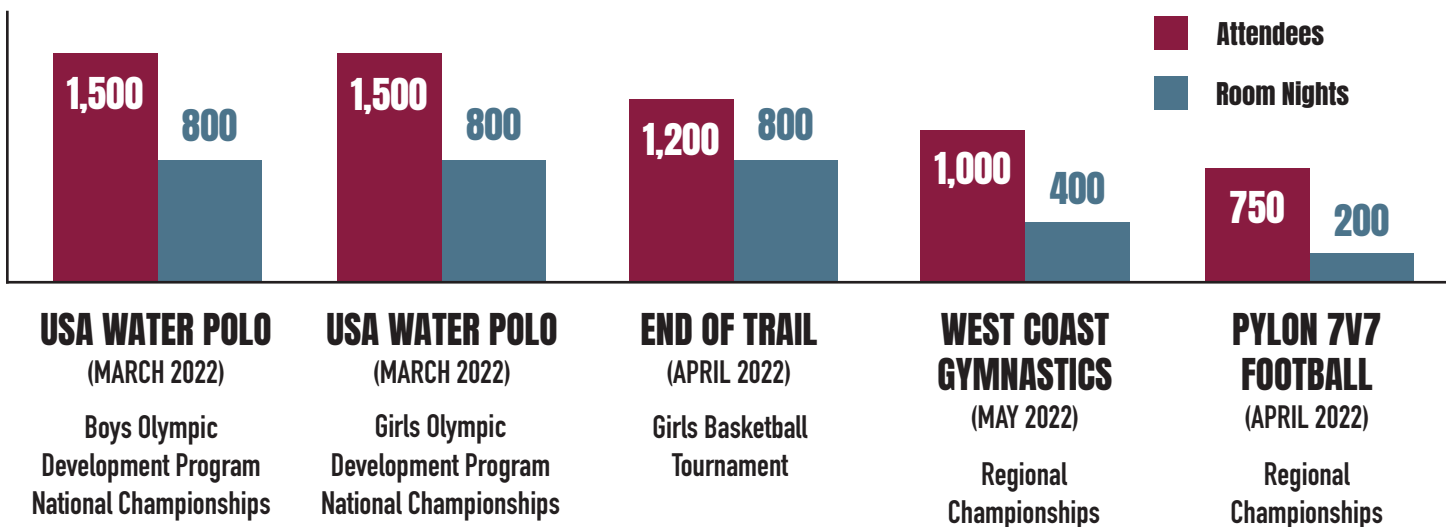
VTV Film Liaison, Justin Bower, personally welcomes producers and film scouts, placing the Tri-Valley on "must-see" lists for this lucrative awareness and revenue-generating industry.

STATISTICALLY SPEAKING

HERE'S THE KICKER

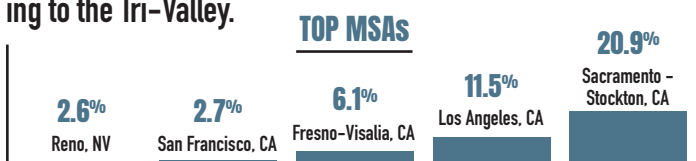
2021-2022 saw an abbreviated year for sports events with restrictions not fully lifting until Spring 2022. VTV Sports Director, Todd Dibs, was able to work his magic to host five events between September and December of 2021. Dibs booked and hosted nine events for the months of March-May of 2022, along with two groups that actualized from previous years' retention, making this a tremendously successful conclusion of the fiscal year. Lead-generating for the State Association market continued to make an impact for hotel partners as they recover to pre-pandemic levels.

HOSTED COMPETITION HIGHLIGHTS



DRIVING HOME DATA

VTV utilizes annual research to drive data home in a big way. CBRE/PKF forecasts are available for hotel partners, along with STR reports on monthly hotel occupancy, ADR and RevPar, while Travel Impacts provide VTV with annual visitor tax receipts and spending stats. With one full year completed, VTV can now also pin-point advertising effectiveness and opportunities through geo-location data capture of visiting mobile devices. With 187 points of interest, including all hotels, major sports facilities, attractions, and downtowns, marketing efforts can target new and existing regions coming to the Tri-Valley.



NEW SPORTS GROUPS

11,150+ attendees & 4,200+ room nights

RETAINED SPORTS GROUPS

(ACTUALIZED IN 2021-2022)

5,000+ attendees & 2,100+ room nights

INDUSTRY TRADE SHOWS & MEETINGS

6 trade shows & 3 hosted sales advisory meetings

LEAD GENERATION

(FOR NON-SPORTS)

50+ leads generated for hotel partners

COLLABORATION



In collaboration with Visit Concord and representing the Mount Diablo Region, VTV launched a series of digital banner ads targeting association executives.

PLANNING ON IT



To promote the Tri-Valley even further, VTV launched a series of informational banner ads targeted at meeting planners, specifically those associated with MPI.

KEEPING THE PEOPLE INSPIRED & ENGAGED

COMEBACK OF THE DECADE

VTV's marketing department put on a nifty performance, making a huge comeback while still in the throes of the great pandemic. With a limited budget, these cats entertained dozens of media, ran 11 campaigns, hosted the 2nd annual Taste Tri-Valley Restaurant Week, welcomed the return of an eight-member FAM of travel writers, and averaged nearly 28,000 website visitors per month, far surpassing the illustrious numbers of the great year of 2019. And they said it couldn't be done! Atta girls and boys!

SPLASH HIT

VTV HITS HOMERUN IN CENTRAL VALLEY

After VTV's geo-location study revealed Stockton residents spending the night in the Tri-Valley, they partnered with the Stockton Ports, sponsoring "Ports Predictions" with an in-market activation in the 2019.



DUB THIS PUP

238 ENTRIES & 714 NAME SUGGESTIONS

As one of the most dog-friendly destinations in Northern California, it was about time to adopt a new mascot. VTV held a contest entitled "Dub This Pup" to name their new pal. They promoted the new mascot on their website and across social channels.



VISITOR INFO POP-UP PROJECT

In collaboration with Simon and the San Francisco Premium Outlets, VTV installed a weekend-staffed Visitor Information Kiosk from June 11, 2022 – Labor Day. Business referrals, collateral handouts and an incentivized visitor perception survey gives VTV a leg-up on extending stays and building brand awareness.

333,885

Website Sessions

+65%
YOY

18,203

Organic Newsletter Subscribers

+15%
YOY

18,708,154

Total Media Impressions

8,625 Website Referrals from Social Media

2,573 Digital Views of Inspiration Guide

269 Total Media Results

11 New Campaigns

380 Inspiration Guide Requests from Website

23 Journalists Hosted

HIGH SOCIETY

UTV continued its regional outreach with neighboring partner destinations to extend visitation state-wide. First up, two San Francisco Business Times Special Supplements to showcase signature Tri-Valley hotel properties and alternative meeting spaces that entice planners to Northern California. Simultaneously, the Mount Diablo Region Co-op with SF Travel, Visit California, Visit Oakland and Mt. Diablo neighbors (Concord, Pleasant Hill and Walnut Creek) drew upon year-one success with Booking.com, United Airlines and Expedia delivering stellar room-night revenues and awareness in two six-week campaigns in FY21-22 (see results in sidebar). VTV retained top placement in SF Travel’s Meeting Planner Guide and Visitor Guide outlets as well.



MT. DIABLO REGION AS FEATURED IN SF TRAVEL FACEBOOK CAMPAIGN

REGIONAL MARKETING

ADDITIONAL ROOM NIGHTS	
(53% of MDR)	
18,000	
HOTEL REVENUE	WEB PAGE VIEWS
(53% of MDR)	(MtDiabloRegion.com)
\$2,600,000	28,923

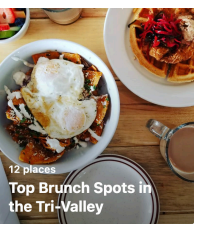
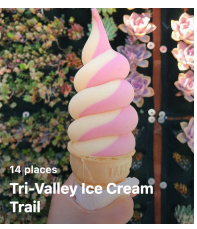
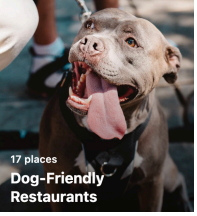
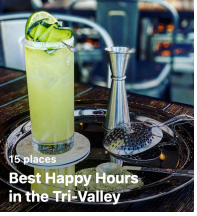
The VTV Tourism Cares “give-back-to-the-community” initiative donated and sponsored more than \$30,000 to multiple agencies in FY21-22 putting visitor dollars to work for a more responsible and sustainable future in the Tri-Valley. Recipients included Culinary Angels, Open Heart Kitchen, Tri-Valley Conservancy, Livermore Valley Wine Growers Association, Innovation Fair, Pleasanton Downtown Association & Livermore/Pleasanton Chambers of Commerce. VTV CEO Tracy Farhad attended the “Love Our Cities” event in Modesto and National Tourism Cares Conference in Lake Tahoe, while a press release featured our local hotels’ best practices in sustainability for an Earth Day roundup in April.

TAKING CARE OF OUR NEIGHBORS







MEMBERS OF THE VTV STAFF PRESENT OPEN HEART KITCHEN WITH FUNDS RAISED DURING TASTE TRI-VALLEY (PG: THE PATCH)

INSTAGRAM

 12 places Top Brunch Spots in the Tri-Valley	 14 places Tri-Valley Ice Cream Trail
 17 places Dog-Friendly Restaurants	 15 places Best Happy Hours in the Tri-Valley


INSTAGRAM GUIDES: 7

 10,734 Followers (+27% YOY)	 22,346 Followers
496,439 Reach	2,213,760 Page Reach
 8,625 Social Media Referrals	 464,400 Pinterest Impressions

FACEBOOK

Visit Tri-Valley, California
Sponsored

The blooms are coming! 🌸 Spring brings an explosion of color to the Tri-Valley area. Find the best spots to see the petals & plan your visit!

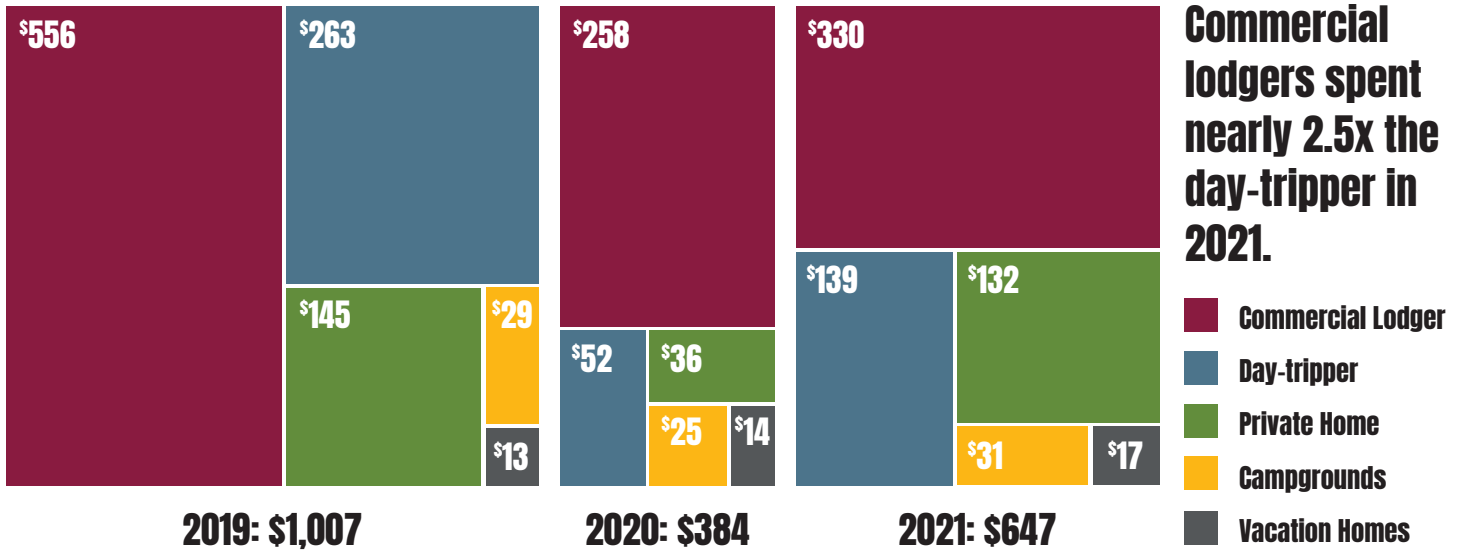


1,237,921 IMPRESSIONS FEB 2022

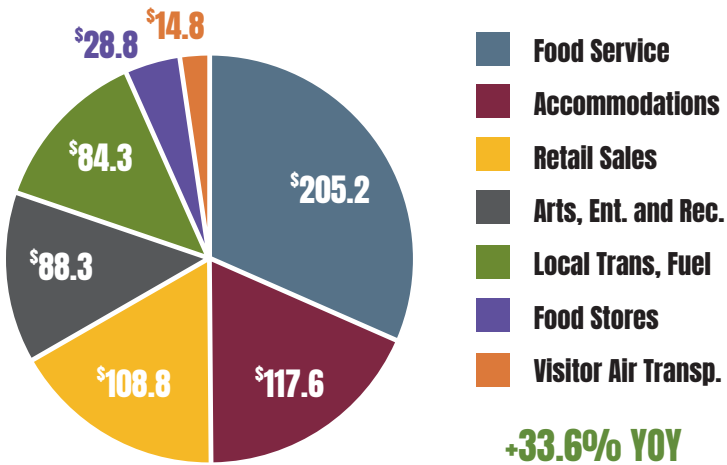
DEAN RUNYAN TRAVEL IMPACTS

2021 • TRI-VALLEY, CA*

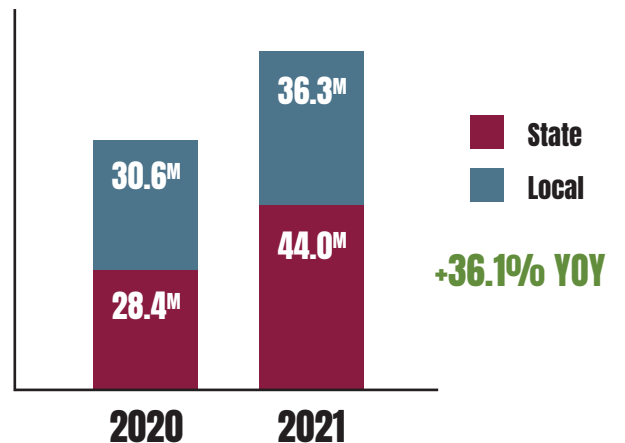
TRAVEL SPENDING BY TYPE OF VISITOR ACCOMMODATION (MILLIONS)



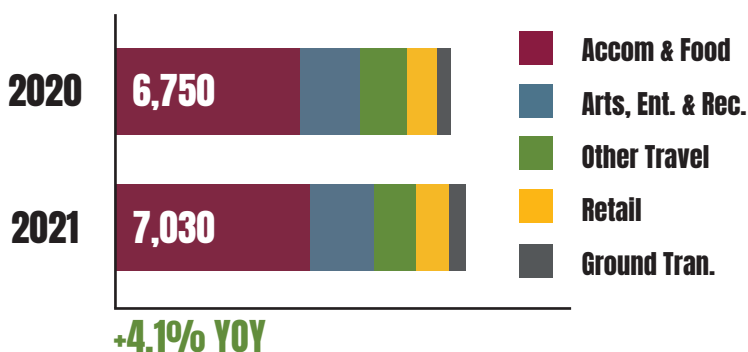
TRAVEL SPENDING BY COMMODITY (MILLIONS)



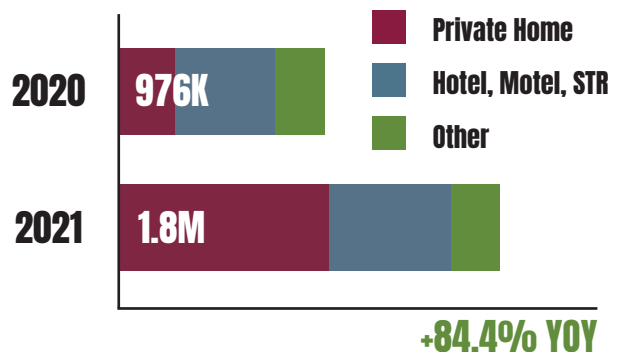
2021 TAX RECEIPTS (MILLION)



VISITOR SUPPORTED JOBS



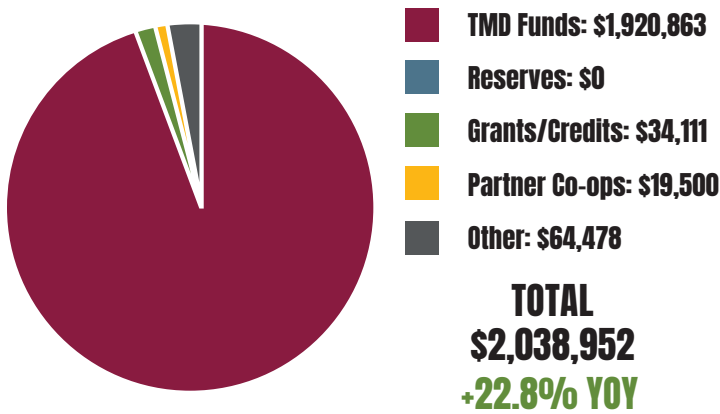
VISITOR VOLUME OVERNIGHT PERSON TRIPS



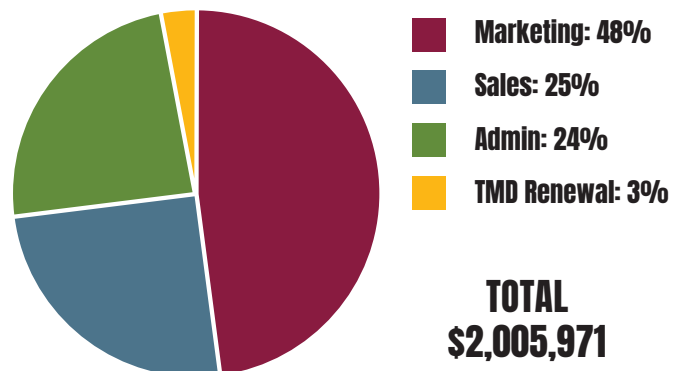
* Includes the cities of Dublin, Livermore, Pleasanton, San Ramon and the Town of Danville. Dean Runyan Associates, Portland, OR www.deanrunyan.com

2021-2022 VISIT TRI-VALLEY BUDGET OVERVIEW

ACTUAL OPERATING BUDGET



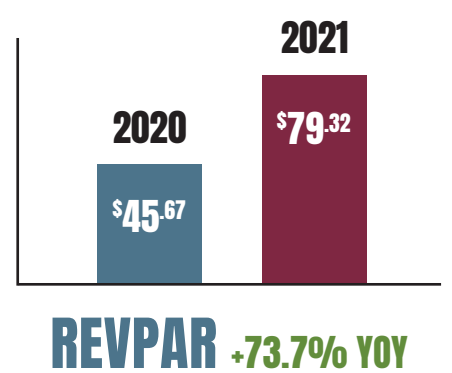
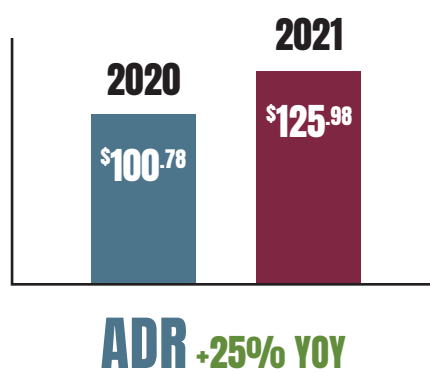
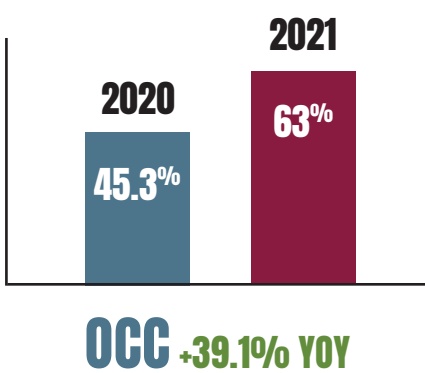
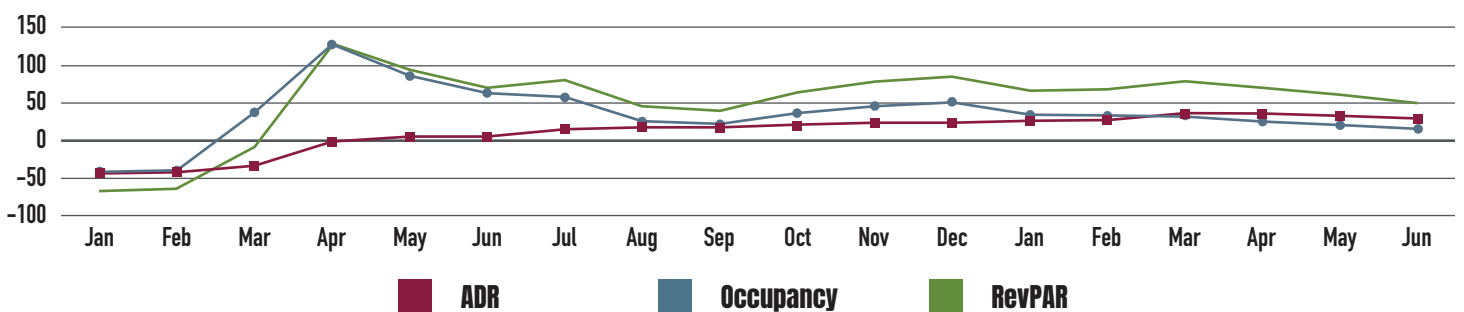
EXPENDITURES



STR REPORT

(Not including San Ramon)

MONTHLY PERCENT CHANGE



SUMMARY

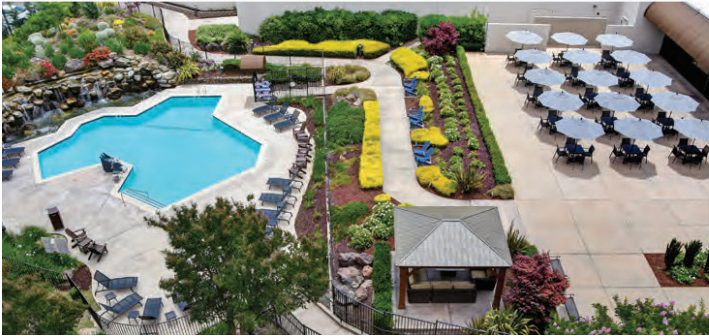
Travel in Tri-Valley showed positive signs of recovery in 2021 despite a lingering pandemic and other economic indicators. Visitor spending increased 69% YOY, while local and state tax receipts increased at a similar rate (+68%) in 2021, still 36% below its peak in 2019. Travelers to the Tri-Valley Region spent the most on food service and accommodations (+28%) followed by retail. Visitor spending supported a total of 7,020 tourism-related jobs, 55% of which were in Accommodations & Food Service. Visitor volume for the Tri-Valley Region increased to 1.83 million with those staying in Hotels, Motels, and Short-Term Vacation Rentals spending substantially more at \$204 per person per day (65% of all overnight visitor spending). Two new hotels broke ground on Johnson Drive in Pleasanton (ETA Fall 2023), the downtown Livermore hotel project garnered final council approval (ETA 2025), and other projects remained stagnant. Business travel trickled back mid-week with weekend leisure still on the upside, including a healthy return of city-wide sporting events. Visit Tri-Valley's operating budget regained ground increasing marketing spend by 22.8% in FY21-22.

CLASSIFIEDS



MEET IN THE TRI-VALLEY

Plan your next event on "The Sunny Side of the Bay"



Nestled between Yosemite and San Francisco, the Tri-Valley is unspoiled, safe and welcoming. This is LOCAL California.



ENTER TO WIN A WEEKEND GETAWAY



Support your favorite restaurants and celebrate Taste Tri-Valley Restaurant Week over the span of 10 delicious days at a collection of restaurants in the Tri-Valley.



CLICK TO SEE WHAT'S COOKING

SOAK UP THE Savings!

40 CLEAN & SAFE HOTELS



ENTER OUR MONTHLY CONTEST!



Explore the outdoor arts & culture of the Tri-Valley, just over the hill in the East Bay.



HIT THE ROAD LESS TRAVELED



THE Sunny SIDE OF THE BAY

FIND US HERE!



MT. DIABLO REGION



FUN & AFFORDABLE FOR YOUR NEXT EVENT!

Explore THE TRI-VALLEY



SPECIAL THANK YOU TO JAMES ALLYN PRINTING