

PLAYBILL

PLEASANTON • LIVERMORE • DUBLIN • DANVILLE

IT'S SHOWTIME!

VISIT TRI-VALLEY'S ANNUAL REPORT

2022-2023



U.S. TRAVEL ASSOCIATION



VISITTRIVALLEY.COM

CAST

(Board of Directors)



JIM McDONNELL (*Chair*)
Owner, Sabio on Main,
Pleasanton



DEBBIE LOGE (*Vice Chair*)
General Manager, Courtyard by Marriott,
Livermore



CHRIS HILL (*Treasurer*)
General Manager, Four Points by Sheraton,
Pleasanton



JENNIFER KOIDAL (*Secretary*)
General Manager, SF Premium Outlets,
Livermore



LISA ADAMOS
Economic Development Manager,
City of Pleasanton



CHRIS CARTER
Executive Director,
Livermore Performing Arts



CATHERINE CHEDA
General Manager, Hawthorn Suites,
Livermore



KENDALL CLAY
General Manager, Marriott,
Pleasanton



RON GAPOL
General Manager, La Quinta Inn,
Dublin



DOSHIA MYRICK
General Manager, Homewood Suites,
Livermore



RHONDA WOOD
Owner, Wood Family Vineyards,
Livermore

CREW

(Visit Tri-Valley Staff)



TRACY FARHAD
President & CEO



ROBIN FAHR
Vice President of Marketing
& Communications



TODD DIBS, CSEE
Director of Sports Development



AMBER HALEY
Digital Marketing Manager



JUSTIN BOWER
Assistant Marketing Manager
& Film Liaison



SUSAN BOLT
Office Manager

DIRECTOR'S NOTE

In every job that must be done there is an element of fun. You find the fun, and SNAP – the job's a game! For this cast and crew at VTV, we agree wholeheartedly with Mary Poppins. Inspiring travelers to find your Tri-Valley businesses is serious work that takes dedication, diligence, passion, and sometimes, a spoonful of sugar. Many thanks to all our hospitality partners who provide the excellent customer service, quality products, and experiences for our visiting guests, in a most delightful way. We are right there with you.

Tracy Farhad, President & CEO

SUPPORTING CAST

VTV supports our family of 40 (soon 43!) hotels and hundreds of hospitality industry partners through advocacy, media platforms, communications, educational opportunities, and business referrals that elevate our region as a visitor destination so *you will be found!*



When you need a friend to carry you...
Visit Tri-Valley is here! Guests and partners are kept in the know through weekly "What's Happening" and monthly VTV News updates, thrice annual "I Am Tri-Valley" trainings, and film production site visits to boot.

What's the buzz, tell me what's-a-happening? Why should you want to know? Locals and visitors will find, share, and get fed their vibe on VTV's newest rockin' calendar of events platform for all things Tri-Valley. All the time. *Don't you try to think ahead?*

Email Justin@visitrivalley.com for extra publicity - *you are not alone.*

Explore all the events the Tri-Valley has to offer on...
VibeTriValley.com

COME FROM AWAY

(AND STAY)

2022-2023 continued the great success and demand for sports groups in the Tri-Valley. Eighteen programs were booked (17 actualized) for the past year. These programs brought nearly 25,000 unique visitors and filled almost 7,000 hotel room nights. Of these programs, four of them had visitors from all time zones in the U.S. and one of them (RoboGames) had national impact with visitors from 12 different countries. State Association market concentration continued with presence at CalSAE Season Spectacular and Connect West trade shows. In 2023 VTV added a booking engine to our website for real-time lodging rates and reservation referrals, plus an Economic Impact Calculator for enhanced CRM reporting.

INDUSTRY TRADE SHOWS & MEETINGS

5 trade shows & 3 hosted sales advisory meetings

LEAD GENERATION

60+ leads generated for hotel partners

RETAINED/ASSISTED SPORTS GROUPS

17,000+ attendees & 2,000+ room nights

NEW SPORTS GROUPS

24,600+ attendees & 6,575+ room nights

TOTAL ECONOMIC IMPACT

\$8,000,000+

BLANKETS & BEDDING

Attendees Room Nights

USA WEIGHTLIFTING
Sept. 2023



American Open

3000 Attendees 1500 Room Nights

END OF TRAIL
April 2023



Girls Basketball Tournament

3000 Attendees 500 Room Nights

ROBOGAMES
April 2023



International Competition

5000 Attendees 800 Room Nights

USA WATER POLO
Sept. 2022



Girls Olympic Development Program National Championships

1500 Attendees 800 Room Nights

SHOWSTOPPER
March 2023



Regional Championships

3000 Attendees 400 Room Nights

WHERE ARE OUR OVERNIGHT VISITORS COMING FROM?

SACRAMENTO
STOCKTON
MODESTO

SAN FRANCISCO
OAKLAND
SAN JOSE

3.3%

MONTEREY
SALINAS

3.3%

FRESNO
VISALIA

8.3%

LOS ANGELES

10.4%

29.2%

MARKETING

WHAT'D I MISS?



VTV's marketing department brought the house down with 12 campaigns, 18 media critics giving rave reviews, a dynamic opening and closing night at the third annual Taste Tri-Valley Restaurant Week, a show-stopping Spread Cheer with Beer campaign, and an average of 40,000 website visitors per month, truly the best run ever recorded in VTV history! We wrapped the season with a memorable double bill when VTV took the stage in Visit California's dedicated newsletter, a real crowd-pleaser packing the house with more than 240k views and a 54.2% open rate. *Mic drop*

WHAT COMES NEXT?



With a successful partnership in 2022, VTV looked for another opportunity to partner with the Stockton Ports, targeting the Central Valley. With the Ports' "Suite Life" giveaway, VTV exceeded their email subscriber goal with 581 subscribers in 3 separate giveaways.

THE ROOM WHERE IT HAPPENS



Through Visit California, we participated in the leveraged media campaign, specifically with Expedia. This program increased our spend by 125% and leveraged destination specific bookings, garnishing 6.9k room nights, \$1.1M gross bookings, and 33.3 ROAS.

MY SHOT



We're not throwing away our shot with Google Video Ads! Our videos earned 351k total views, 516k impressions, and 420% to goal with three weeks to go. 58% view-through rate, meaning folks are watching for the entire duration, surpassing the industry standard of 40%.

WAIT FOR IT

Our Google Search Ads earned 109K clicks, 5.3M impressions, pacing at 125% of goal with another three weeks to go. CTR is averaging 8.3%, double the industry average. Talk about satisfied!

MOBILE FUSE AD



BLOW US ALL AWAY

471,184 ^{+41%} _{YOY}
Website Sessions

23,103 ^{+27%} _{YOY}
Organic Newsletter
Subscribers

12 New
Campaigns

168,133,572 ^{+899%} _{YOY}
Total Media Impressions

294 Total Media
Results

2,953 Inspiration Guide
Views & Requests

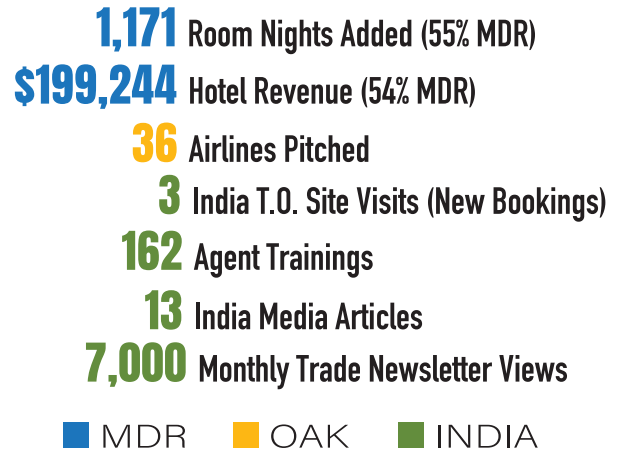
18 Journalists
Hosted



Les Biz

One Day More: REGIONAL & INTERNATIONAL MARKETING

VTV works closely with neighboring destinations to extend our visitor reach for one day more. With another day, another destiny, VTV's ad buy was matched by Visit California and San Francisco Travel extolling the Mount Diablo Region (MDR) for measurable hotel bookings. MDR has a full-page ad in VCA's annual Visitor Guide as well. We joined our brothers at Oakland International Airport for two airline World Congress events, while representation in India brought immediate tour operator results. Do you hear the people sing?



VTV CEO Tracy Farhad joined with 100 travel and tourism leaders from across California in Sacramento advocating for our industry with the offices of Assemblymember Rebecca Bauer-Kahan, Assemblymember Timothy Grayson, and Senator Steven Glazer.

A Heart Full of Love



The VTV Tourism Cares initiative sponsored \$36,000 to multiple agencies in FY22-23 putting visitor dollars to work for a more sustainable future. Last winter, 500 coats were donated to CityServe for local distribution. Thanks to all with a heart full of love.



Taste Tri-Valley Restaurant Week 2023 sponsors and attendees contributed \$12,649 to fundraising recipient Open Heart Kitchen through 10 days of special events, dining deals, top chef collaborations, and culinary excellence. VTV is dedicated to giving back to our communities.



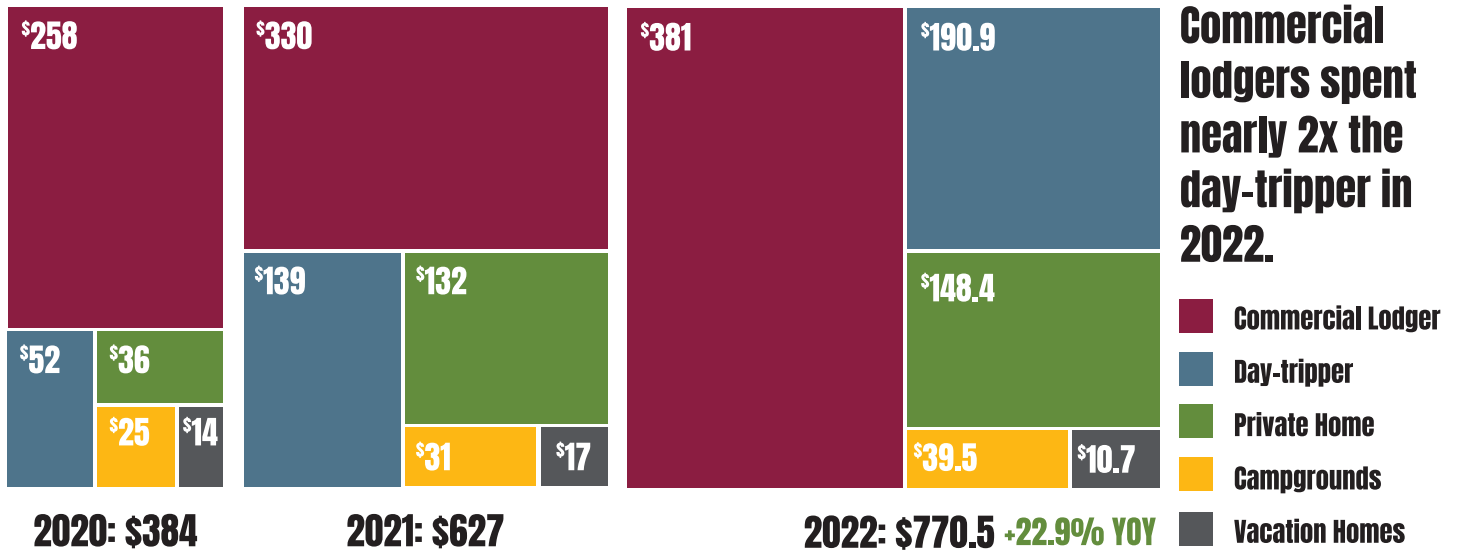
15,800 organic referrals
130,576 paid referrals

Instagram 13,943 followers +23%
1,194,311 impressions +79%
842,125 reach +63%

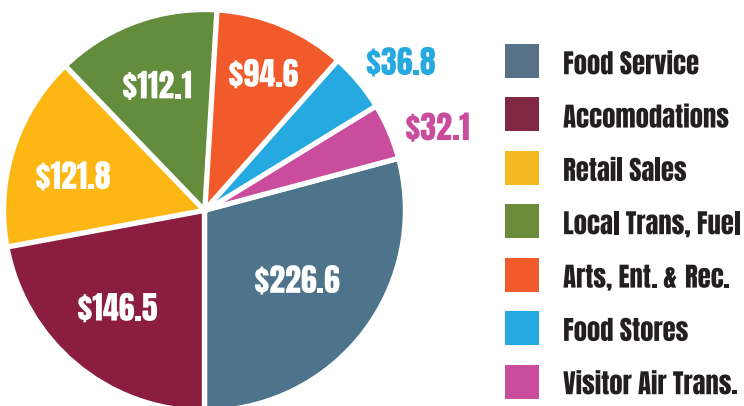
Facebook 23,233 followers
5,841,407 impressions +5.4%
2,249,989 reach +3.7%



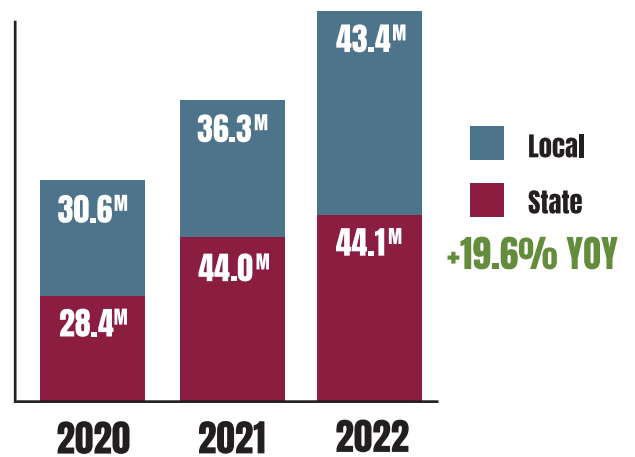
TRAVEL SPENDING BY TYPE OF VISITOR ACCOMODATION (MILLIONS)



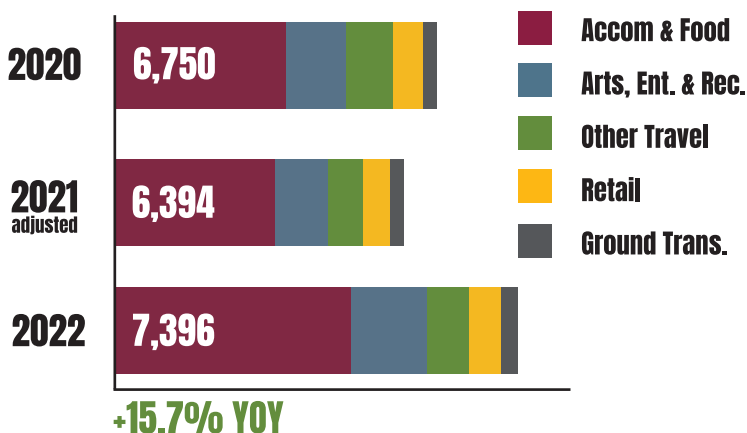
TRAVEL SPENDING BY COMMODITY (MILLIONS)



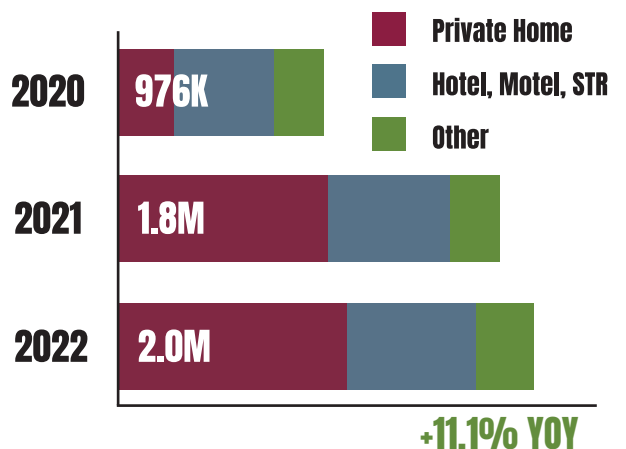
2022 TAX RECEIPTS (MILLION)



VISITOR SUPPORTED JOBS



VISITOR VOLUME OVERNIGHT PERSON TRIPS



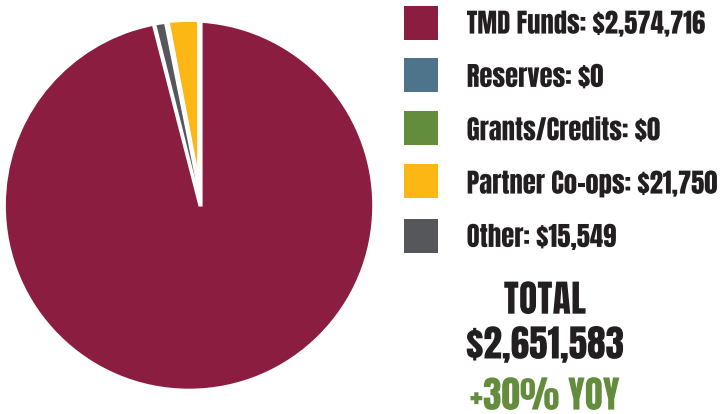
* Includes the cities of Dublin, Livermore, Pleasanton, San Ramon and the Town of Danville.
All 2022 numbers are preliminary estimates and will be revised as data updates become available.

VISIT TRI-VALLEY BUDGET OVERVIEW

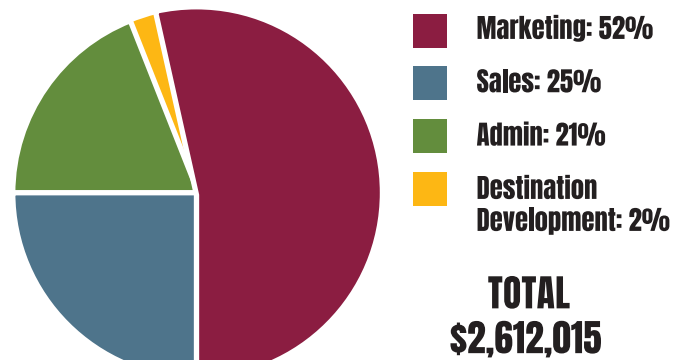
2022 - 2023



OPERATING BUDGET

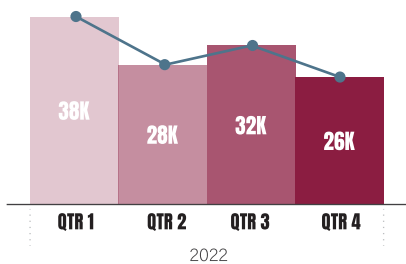


EXPENDITURES



GEO-LOCATION DATA 2022

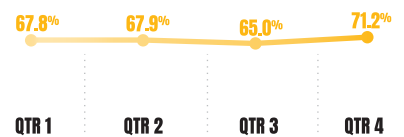
TRIP COUNTS



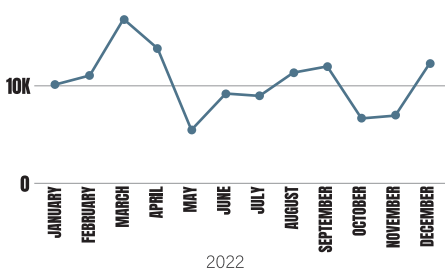
LENGTH OF STAY IN DAYS



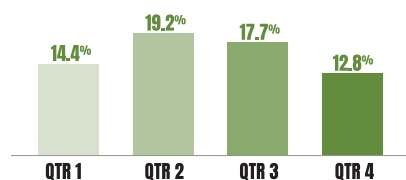
IN STATE TRIP ORIGINS



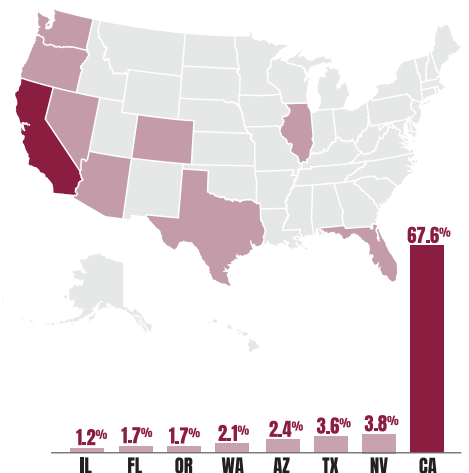
MOST VISITED MONTHS (ROLLING YEAR)



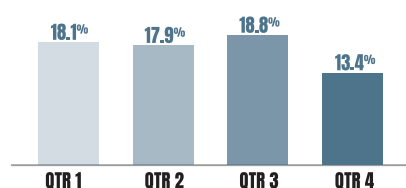
VISITED A HOTEL



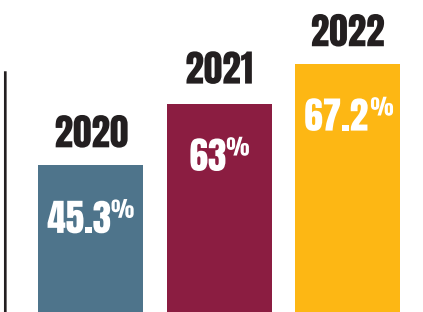
TOP ORIGIN STATES



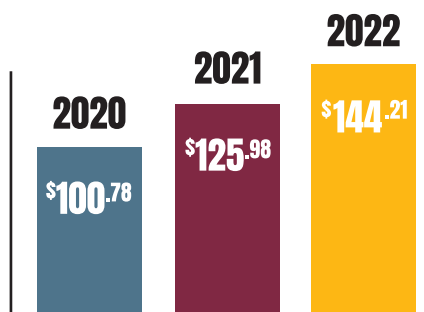
VISITED AN AIRPORT



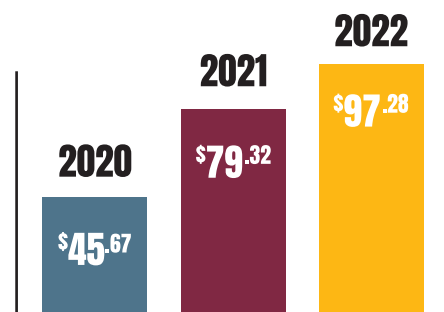
Future Partners, www.destinationanalysts.com



OCC +6.6% YOY



ADR +15% YOY



REVPAR +22.6% YOY

In February of 2023, Visit Tri-Valley launched a new lodging booking engine.

Check out reserve.visittrivalley.com and book your stay today!



CHECK OUT WHERE WE'VE BEEN

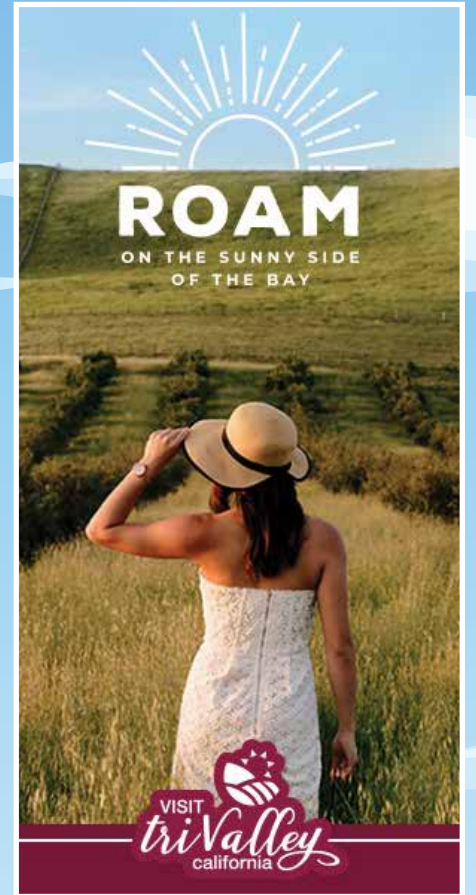


VISIT triValley

Wine. Dine. Good Times.

You don't need to go far to get a taste of real LOCAL California. The Tri-Valley is friendly and welcoming, a hive of activity without the parking meters. Play all day and spend the night in one of our 40 clean and safe lodging options. Stay a little longer, it's another world out here.

VISITTRIVALLEY.COM Pleasanton • Livermore • Dublin • Danville



Spread Cheer WITH BEER

NOV. 11 - JAN. 1

WIN A 64 OZ GROWLER & RAISE \$20 FOR THE LIVERMORE VALLEY CRAFT BEER FOUNDATION

LEARN MORE VISITTRIVALLEY.COM

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

EXPLORE THE TRI-VALLEY

Play & Stay in the Tri-Valley

You don't need to go far to get a taste of real LOCAL California. Just 35 miles east of San Francisco, the Tri-Valley is unspoiled, safe and welcoming. Come on over – it's a different world out here.

- 19 breweries & tap rooms on a mobile-friendly digital passport
- 40 clean and safe lodging options
- 50 wineries & tasting rooms with award-winning wines
- 150 unique foodie destinations
- 123 regional parks, trails & wilderness areas
- 180 stores in Northern California's largest luxury outlet center and dozens of downtown boutiques
- 0 parking meters

Pleasanton • Livermore • Dublin • Danville

VISIT triValley
VISITTRIVALLEY.COM

taste TRI-VALLEY

FEB 24 - MAR 5, 2023

10 delicious days OF SPECIAL DISHES, DEALS AND EVENTS AT RESTAURANTS, WINERIES AND BREWERIES THROUGHOUT THE TRI-VALLEY

Opening Night Chef Collaboration Dinner - Thursday, Feb 23 **WENTE** VINEYARDS

Sunday Supper - The Grand Finale Sunday, March 5 **Livermore Valley**

VisitTriValley.com/RestaurantWeek

Benefiting **OPENheart**

SPECIAL THANK YOU TO JAMES ALLYN PRINTING