VISIT TRI-VALLEY ANNUAL REPORT 2018-2019

BUDGET OVERV.



2017/18

- Marketing 49%
- Sales 27%
- Admin 23%
- Tourism Marketing District 1%

Total-Expenditure - \$1,885,951

2018/19

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

Total Expenditure - \$2,019,725 (spent 98.8% of budget)

2019/20 Projected

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

Total-Expenditure - \$2,003,721



2017/18

- Occupancy 76.4%
- Average Daily Rate \$154.28
- Revenue Per Available Room \$117.80
- Annual-Hotel-Revenue \$163,052,701

2018/19

- Occupancy 73.9% (down 3.2%)
- Average Daily Rate \$163.10 (up 5.7%)
- Revenue Per Available Room \$120.57 (up 2.3%)
- Annual-Hotel-Revenue \$172,243,217 (up 5.6%)

Number of Visitors to Tri-Valley

- 2017 1.64 million
- 2018 1.53 million

Tax Receipts

- 2017 \$69.6 million
 - Local \$35.8 million
 - State \$33.8 million
- 2018 \$74 million
 - Local \$36.6 million
 - State \$37.3 million

Average Annual Increase in Travel Spending 4%

• 2018 - \$680 million

Visitor Spending Supports

- 2016 5,900 jobs
- 2017 6,000 jobs
- 2018 6,300 jobs

Overnight vs. Day Trippers

- Hotel Patrons Spent \$258 per person, per day (up 7.5%)
- Day Visitors Spent \$105 per person, per day (up 8%)

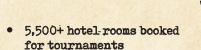
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ASSOCIATES CALIFORNIA TRAVEL IMPACT REPORT FINDINGS

- 2016 \$646 million • 2017 - \$669 million

MARKETING HIGHLIGHTS

- 18 Journalists Hosted, including from China, Italy, Canada, UK, US
- 6 New Campaigns
 - Tri-Tip of the Day (Learn from a Local, Part 2)
 - Tri-Valley Ice Cream Trail Pup Benefit
 - Spread Cheer with Beer benefitting The Taylor Family Foundation
 - Tri-Valley Trailblazer
 - Dog-Friendly Tri-Valley
 - Get Inspired New 2019 Inspiration Guide
- 2 Media Events
 - Wine vs Beer Competition, Courage to Earn Conference at BottleTaps
 - International Media Marketplace, New York
- Social Media Growth
 - Reached and Maintained 20,000+ Facebook Followers
 - 959 New Pinterest Referrals
 - 65% Increase in Instagram
- Email-Newsletter Subscriber Growth 17%
- Website garnered 280k sessions for the year (24% increase)
- I Am Tri-Valley Visit Tri-Valley's Ambassador Program -150 hospitality staff completed/in-progress
- Awards
 - DMA West Best Idea Award: Tri-Valley Ice Cream Trail
 - U.S. Travel Association Destiny Award: National Finalist for Best Website (1st place in California)
 - Hermes Creative Award 2018 Gold Winner: Tri-Valley Ice Cream Trail Video



SPORTS/SALES

- 10+ closed bookings in weddings, reunions, and associations
- Hosted 12 different sports planners
- New Sports Guide
- New Sports Video
- Refurbished Sports Page on VisitTriValley.com
- 19 sports events booked, featuring
 - USA Synchro (National Event)
 - Hoop Salem
 - USA Water Polo (National Event)
 - West Coast Elite B-ball
 - Asian Basketball Championships (National Event)
 - Scripps Spelling Bee
 - Acrobatic Gymnastics State Championship

REPRESENTATION IN CHINA 2018

- 51 tour operators selling the Tri-Valley who produced 7,260 room nights
- 672 agents trained
- \$2,387,720 in media coverage

Barbara Steinfeld President & CEO

Robin Fahr Director of Marketing & Communications

<u>Todd Dibs, CSEE</u> Director of Sports Development

Amber Birdwell Digital Marketing Manager

VISIT TRI-VALLEY STAFF

Leigh Cranor Assistant Marketing Manager

Susan Bolt Office Manager

<u>Astro</u> Chief "Barketing" Officer