



CIRQUE TRI-VALLE

2023 - 2024 VISIT TRI-VALLEY'S ANNUAL REPORT



VISITTRIVALLEY.COM

Note from the CEO

It might be a circus out there these days, but Visit Tri-Valley's team of volunteer board members and dedicated staff take the business of hospitality marketing and inspiration quite seriously. Many thanks to all of you who make our job easier – and more fun! We will keep adding color, sparkle, talent, and jaw-dropping feats of magic (authentically of course) to drive visitation to your doors. We have a great future ahead as we stand on the shoulders of all who came before us. Bravo!



Tracy Farhad, President & CEO

Partner Support

VTV supports the efforts of our 42 hotel members and hundreds of hospitality businesses through advocacy, media platforms, communications, educational opportunities, and referrals that elevate our region as a visitor destination. Guests and partners are kept in the know through weekly "This Weekend" and monthly "VTV News" updates; 3 annual "I AM Tri-Valley" on-site front-line trainings; and film production site visits, giving you the tools to tame those wild visitor inquiries!



The Vibe, VTV's newest events platform, hit the promotional circuit full steam with regional advertising launching an impressive first year with **40.6k website sessions**, **43.7% engagement rate** (with San Jose, Los Angeles, and Chicago as top origin cities), and **824 created events** shining the light on Tri-Valley happenings. Sign up for [VibeTriValley.com](https://vibetrivalley.com) for your personalized "must-see" events, and spot us out on the road!

Visit Tri-Valley Staff



Tracy Farhad
President & CEO



Todd Dibs, STS
Director of Sports Development



Justin Bower
Assistant Marketing Manager & Film Liaison



Robin Fahr
Vice President of Marketing & Communications



Amber Haley
Digital Marketing Manager



Susan Bolt
Office Manager

Sports and Meetings

2023-2024 continued the great success and demand for sports groups in the Tri-Valley. **Twenty programs** were booked (18 actualized) in the past fiscal year. These programs brought nearly **25,000 unique visitors**, filled nearly **7,000 hotel room nights**, and brought over **\$7.7 million in economic impact**. These successes came to the region despite losing two large year-over-year programs both with a \$1 million economic impact to the Tri-Valley due to a new venue that recently opened in a nearby region. State association market concentration that started last year with presence at CalSAE Season Spectacular and Connect West trade shows brought four programs to the region through Visit Tri-Valley. Additionally, Visit Tri-Valley **hosted 20 meeting planners** to showcase the marketability of the region through the amazing wineries, shopping, and restaurants we have to offer.

INDUSTRY TRADE SHOWS & MEETINGS
6 TRADE SHOWS & 3 HOSTED SALES ADVISORY MEETINGS

SPORTS AND ASSOCIATION GROUPS
24,100+ ATTENDEES & 6,870+ ROOM NIGHTS

ASSISTED SPORTS GROUPS
14,000+ ATTENDEES & 2,000+ ROOM NIGHTS

TOTAL ECONOMIC IMPACT: **\$7,735,000**

Board of Directors



Jim McDonnell – Chair
Owner, Sabio on Main Restaurant, Pleasanton



Chris Carter – Treasurer
CEO, Livermore Valley Arts, Livermore



Catherine Cheda
General Manager, Hawthorn Suites, Livermore



Felicia Escover
Economic Development, Special Projects Manager, City of Dublin



Debbie Loge
General Manager, Courtyard by Marriott, Livermore



Rhonda Wood
Owner, Wood Family Vineyards, Livermore



Chris Hill – Vice Chair
General Manager, Four Points by Sheraton, Pleasanton



Jennifer Koidal – Secretary
General Manager, San Francisco Premium Outlets, Livermore



Kendall Clay
General Manager, Marriott, Pleasanton



Ron Gapol
General Manager, La Quinta Inn, Dublin



Dianna Teves
General Manager, AC Hotel, Pleasanton

USA Gymnastics
Regional Gymnastics (2 Events)
April & May 2024



5000 Attendees **1350** Room Nights

Gaelic Athletic Association
Continental Youth Championships
July 2023



2500 Attendees **1500** Room Nights

USA Racquetball
Junior National Championships
June 2024

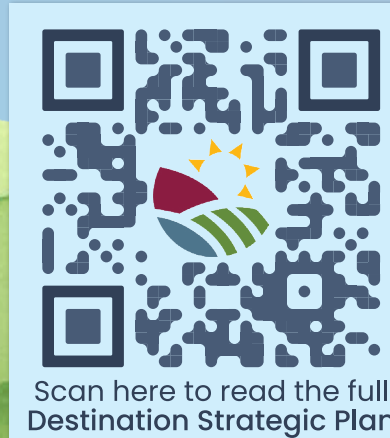


600 Attendees **400** Room Nights

Sugar Bert Boxing
Regional Championships
March 2024



1000 Attendees **800** Room Nights



5-Year Destination Strategic Plan

Visit Tri-Valley worked with JLL Global Tourism & Destination Development Advisors on a **comprehensive 5-Year Destination Strategic Plan (DSP)** in FY23-24. Through extensive market research, interviews, and a highly engaged steering committee, JLL Advisors produced a **110-page action-based report** focusing on **six key pillars** for a sustainable tourism marketing and sales plan for our industry. A simultaneous feasibility study emerged along with the **5-Year Plan for a Multi-Use Venue Development** to address the overwhelming need for space to host sports, entertainment, and corporate meeting events in the Tri-Valley. The VTV Board of Directors **initiated Phase 2** for potential site selection and proforma calculations starting in January 2024, along with a board retreat and staff workshop to implement DSP objectives.

Marketing

It was a regular 3-ring circus from coast to coast as VTV marketing traveled to New York for International Media Marketplace, Salt Lake City to sit on Bandwango's Client Advisory Board, summits in Savannah, and meetings in Mesa, while covering California, spreading the word about the Tri-Valley. Our wrapped cars swarmed at BottleRock in Napa, the Mill Valley Music Festival, and Bay to Breakers, driving home the message that our beautiful valley is a must-stop on any California road trip.

Alameda County Fair



San Francisco Premium Outlets



Chef Francis Hogan, Restaurant Week 2024

Spread Cheer with Beer



Tourism Cares

Our tourism community keeps on giving back to the places they live and work for the betterment of us all. VTV Tourism Cares efforts sponsored **\$36K** toward local events, donated another 300+ coats for the needy, hosted three high school culinary teachers across five hospitality businesses, and initiated the "Caring Hotels Network" with nonprofit CityServe of the Tri-Valley.



779,447 +65%
Website Sessions

26,500 +15%
Organic Newsletter Subscribers

15.1M +114%
Total Impressions

147,824
Total Website Referrals

Restaurant Week

Taste Tri-Valley Restaurant Week 2024 sponsors and attendees contributed **\$15,000** to fundraising recipient Sunflower Hill through 10 days of special events, dining deals, chef collaborations, and culinary excellence.

32,000
Inspiration Guides Distributed

12
New Campaigns

18
Hosted Media

45,040 -30%
Total Followers

Pinterest

Our increased ad spend on Pinterest this year proved highly successful, generating **over 3 million impressions** and nearly **20,000 website clicks**. By leveraging our new vertical video assets, we were able to enhance engagement, boost impressions, and reduce cost per click.

Meta ads made up **10 million impressions** alone, and Visit Tri-Valley's Instagram grew by **+33%**.

Vertical Video

This year, we enhanced our asset library by adding **70 new vertical videos**, tailored for various social media channels and web stories. This initiative yielded incredible success. Although vertical videos made up just **34%** of our Instagram content, they garnered an impressive **70% of our likes** and **68% of our organic reach**.



Our Top Video

7,422 Likes

12.7K Shares

252K Plays

1,370 Follows

VTV & VCA

Through our partnership with Visit California, we flew another great Expedia campaign, booking **4,400 visitors!** Then Visit California chose VTV as one of the hosts for China's famous influencer, **Alex Bao** (aka Super Bao), whose visit garnered more than **1.35 million impressions** and a whole lot of buzz!



Alex Bao @SuperBao on Weibo
Enjoying Ube Pancakes at Denica's

Regional & International Marketing

VTV partners with regional destinations and organizations like SF Travel, San Francisco Bay Oakland International Airport, Mt. Diablo Region, and Visit California to raise the tent on all-things Tri-Valley all year round. Our regional Expedia campaign brought an additional **1,296 room nights** and **\$199.1K in revenues** to our area hotels. International representation in both **China and India** resulted in over 600 agency trainings, site visits, multiple in-market trade shows, and increased media reach. Monthly newsletters to consumers and travel trade raised our bar even higher.

656 Agents Trained

46 New Tour Co. Mentions

1 Air India Video

1 "Best Destination for Wine & Food" Award

141.5M Media Impressions
(including Vogue China)

17 vehicles. 16.3 million impressions.

Visitor Travel Impacts

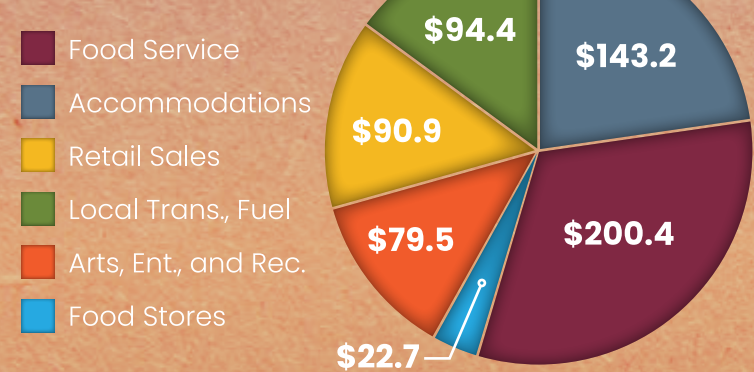
Travel Spending

by Type of Accommodation (In Millions)



Travel Spending

by Commodity (In Millions)



Visitors spent **\$143.2 million** on accommodations in 2023, a **\$10.1 million increase (+7.6%)** compared to the previous year.

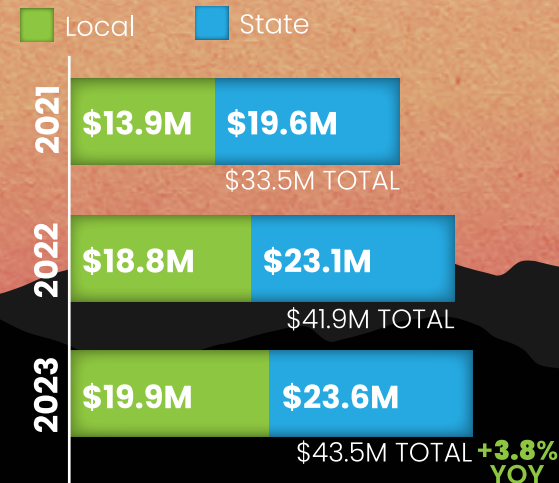
Average Daily Spend

	Person		Party	
	Day	Trip	Day	Trip
Commercial Lodging	\$233	\$656	\$539	\$1,513
Private Home	\$41	\$143	\$85	\$294
Other Overnight	\$102	\$325	\$174	\$714
			Party Size	# of Days
			2.7	3.2 days
			2.5	3.8 days
			2.9	3.4 days

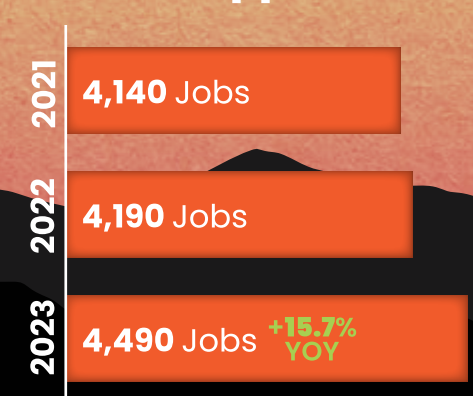
On average, visitors who stayed in a hotel spent **\$233** per day and stayed for approximately **3 days**.

Tax Receipts (In Millions)

Generated by Travel Spending



Visitor Supported Jobs



Geolocation Data 2023

Where are our Visitors coming from?

70% of visitors traveled from **in-state**, while **30% were out-of-state** visitors from Nevada, Arizona, Texas, Utah, Washington, Oregon, New York, and more.



Trip Length



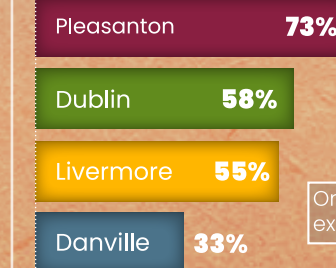
56% of visits occurred on a **week day**, while the other **44% were on weekends**.

Highest Visited Attractions



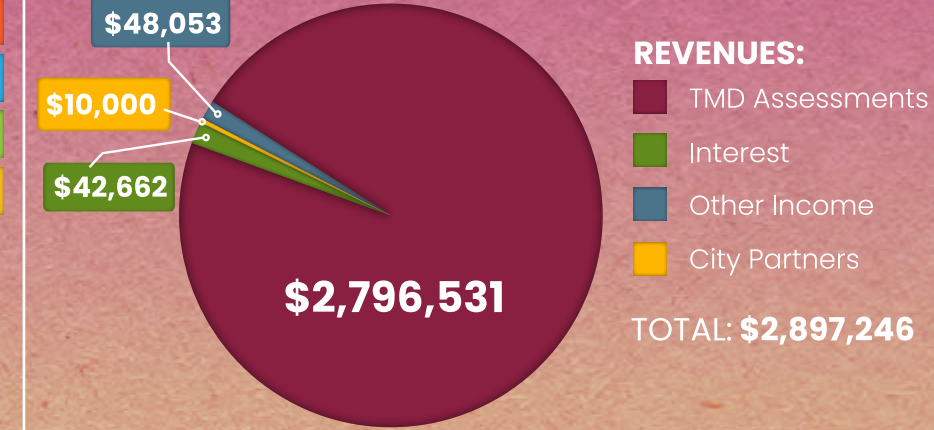
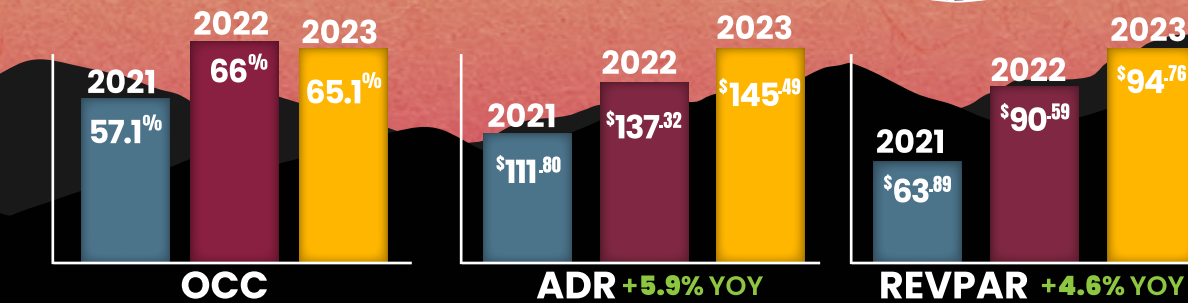
On average, visitors experienced **2.3 attractions**.

Highest Visited Cities



On average, visitors explored **2.2 cities**.

Hotel Performance



REVENUES:

- TMD Assessments
- Interest
- Other Income
- City Partners

TOTAL: \$2,897,246

Expenditures:

- Marketing
- Sales
- Administration
- TMD Fee
- Contingency
- Destination Development

TOTAL: \$2,782,344



* Includes the cities of Dublin, Livermore, Pleasanton, and the Town of Danville

CHECK OUT WHERE WE'VE BEEN!

MEDIA PLACEMENTS 2023 - 2024

