



# Visit Tri-Valley

Annual Report

2024-2025

[VisitTriValley.com](http://VisitTriValley.com)



Note From the CEO

As we navigated through the past year of unprecedented political, social, and economic storms, Visit Tri-Valley kept its head down and focused on the "picture perfect" assets and desirability of our amazing region. Visitors needed to relax and unwind more than ever, and we were poised to deliver! From higher quality media mentions to bigger sporting events, jaw-dropping brand activations to AI integrations, VTV stayed top of mind in our visitors' visions of California. We've got your backs, Partners – and better yet, your highly memorable moments – put that in your scrapbook!

Tracy Farhad  
President & CEO

Picture Perfect Partnerships

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 "What's Happening," monthly VTV News updates, monthly consumer newsletters, and three annual "I AM Tri-Valley" on-site front-line trainings, giving you the tools to capture those visitor inquiries!

Marketing Mixer, May '25

THE V!BE  
ALL TRI-VALLEY ALL THE TIME

Get a Free Sticker!

A Twist on the Tri-Valley

Coming June 5-7, 2026! Get ready for VTV's newest signature event across the entire Tri-Valley. The brainchild of VTV's Cultural Tourism Advisory Group, your newest story-telling, feet-stomping, creative culinary concoction will put our innovative talents to the test! More details to come. Sponsorships available. Don't miss out on all our special events all year round on [VibeTriValley.com](#).

Visit Tri-Valley Staff

Tracy Farhad  
President & CEO

Robin Fahr  
Vice President of Marketing & Communications

Todd Dibs, STS  
Director of Sports Development

Amber Haley  
Senior Marketing & Communications Manager

Justin Bower  
Community Relations Manager & Film Liaison

Susan Bolt  
Office Manager

Board of Directors: 2025 - 2026

Chris Carter - Chair  
CEO, Livermore Valley Arts

Dianna Teves - Vice Chair  
GM, AC Hotel Pleasanton

Chris Hill - Treasurer  
GM, Four Points by Sheraton Pleasanton

Jim McDonnell - Past Chair  
Owner, Sabio on Main, Pleasanton

Jennifer Koidal - Secretary  
GM, San Francisco Premium Outlets, Livermore

Catherine Cheda  
GM, Hawthorn Suites, Livermore

Kendall Clay  
GM, Marriott, Pleasanton

Brandon Cardwell  
Innovation & Economic Development Director, Livermore

Ron Gapol  
GM, La Quinta Inn, Dublin

Ronald Raju  
GM, DoubleTree by Hilton Pleasanton at the Club

Rhonda Wood  
Owner, Wood Family Vineyards, Livermore

Sports & Meetings

2024-2025 was one for the books. Twenty-two programs were booked (14 actualized) which brought in more than 26,500 unique visitors, filling nearly 8,000 hotel room nights, and bringing in over \$10 million in economic impact. These successes came to the region despite the overall area having a down year (compared to 2023-2024). State Association market concentration presence continued to grow at the CalSAE Season Spectacular (three hotel partners joined us). In addition, Connect West trade shows brought more leads and exposure to the region. With the Multiuse Event Center initiative ready to take off, we expect to be reporting quadruple the numbers shown here – a conservative forecast through demand driver discussions with event partners throughout the Multiuse Event Center initiative process.

- 8 TRADE SHOWS (6 Sports/2 Non-Sports)
- 3 HOSTED SALES ADVISORY MEETINGS
- 14,000+ ATTENDEES & 2,000+ ROOM NIGHTS (Scottish Games and Little League World Series)

\$10,300,000 TOTAL ECONOMIC IMPACT

ADMIT ONE  
WEST COAST JAMBOREE  
2024 12  
SPORT STADIUM

Coming Soon!

Top Sports Events & Attendance

	Attendees	Room Nights
USA Flag Football - Regional Championships	1500	800
USA Water Polo National Championships	1500	800
USAG & NGA Gymnastics	3500	1300
West Coast Jamboree - Girls Basketball	2000	800
USA Racquetball Adult National Championships	500	300

USA Water Polo

USAG & NGA Gymnastics in the Tri-Valley

West Coast Jamboree Girls Basketball Tournament

USA Racquetball Adult National Championships



## Marketing in Focus

The photogenic Tri-Valley has never looked better. At our picture-perfect activation in Santana Row, San Jose, AR magic opened whimsical doors that transported potential visitors straight into our breathtaking landscapes—proving we're a must-visit in every frame. We took our star power on the road to Santa Barbara's California Wine Festival, where our award-winning wines turned heads and tempted taste buds. 2.5 billion people ogled over our Tri-Valley messaging this year, and our Multiuse Event Center announcement video is earning national applause. With a fresh new look on the horizon, Visit Tri-Valley is ready for its next fabulous close-up.



Santana Row AR Activation



## Taste Tri-Valley 2025

Taste Tri-Valley Restaurant Week 2025 sponsors and attendees contributed \$10,000 to fundraising recipient CityServe of the Tri-Valley through 10 days of special events, dining deals, chef collaborations, and culinary excellence.



California Wine Fest

Grab an Inspiration Guide!



Restaurant Week '25 Opening Night

## A SNAPSHOT OF SUCCESS

2.5 BILLION

Media Impressions

+9,400%  
YOY

63,236

Total Followers

+40%  
YOY

30,425

Newsletter Subscribers

+15%  
YOY

36,000

Inspiration Guides

12

Campaigns & Activations

14

Hosted Media



## SOCIAL MEDIA

Our total reach was 5,463,514 users

with 262,023 likes, shares, & comments.

(+43% YOY)

This resulted in 211,473 website referrals from our organic

and paid social efforts, and brought in 18,196 new followers.

## Through the Regional & International Lens

VTV partners with other regional destinations and organizations including SF Travel, Oakland SF Bay Airport, Mt. Diablo Region, and Visit California to extend our resources and reach. The ongoing FY24-25 Expedia Campaign with SF Travel brought 3.5k additional room nights and \$519,460 in revenue to our area hotels. International representation in both China and India has produced increasing results with 602 agency trainings, site visits, multiple in-market tradeshows, and media outreach. The Tri-Valley garnered product placement in 66 new travel companies and presented at four Club CA events across the globe. Coming up: VCA Sales Mission to Mumbai & New Delhi, India and two more Club CA events in China.



Chef - Wente Wine Event



Where's Robin?



VTV China



## VTV & Visit California

Our picture-perfect partnership with Visit California brought 3,000+ overnight guests through a domestic Expedia campaign, spotlighted Tri-Valley in media missions from coast to coast and earned website placements reaching half a million travelers. We even joined forces with the Livermore Valley Wine Community for a stunning California Visitor's Guide ad—because some moments are too good not to share.

## Tourism Cares

Our tourism industry keeps on giving back to our communities. Following last year's "Caring Hotels Network" launch with local non-profit City Serve of the Tri-Valley, VTV Tourism Cares efforts also provided coats, job interviews, staffed local information booths, and financially sponsored \$30k toward local events.



U.S. TRAVEL  
ASSOCIATION®

2025 ESTO Award Finalist  
Bridging Communities Award

eTourism  
eTSY Awards

2025 eTSY Award Finalist  
Best Local Impact Campaign

GO TRAVEL  
ANNUAL  
酒店旅行趋势大赛

2024 Award Nominee  
Top Travel Trends Destination

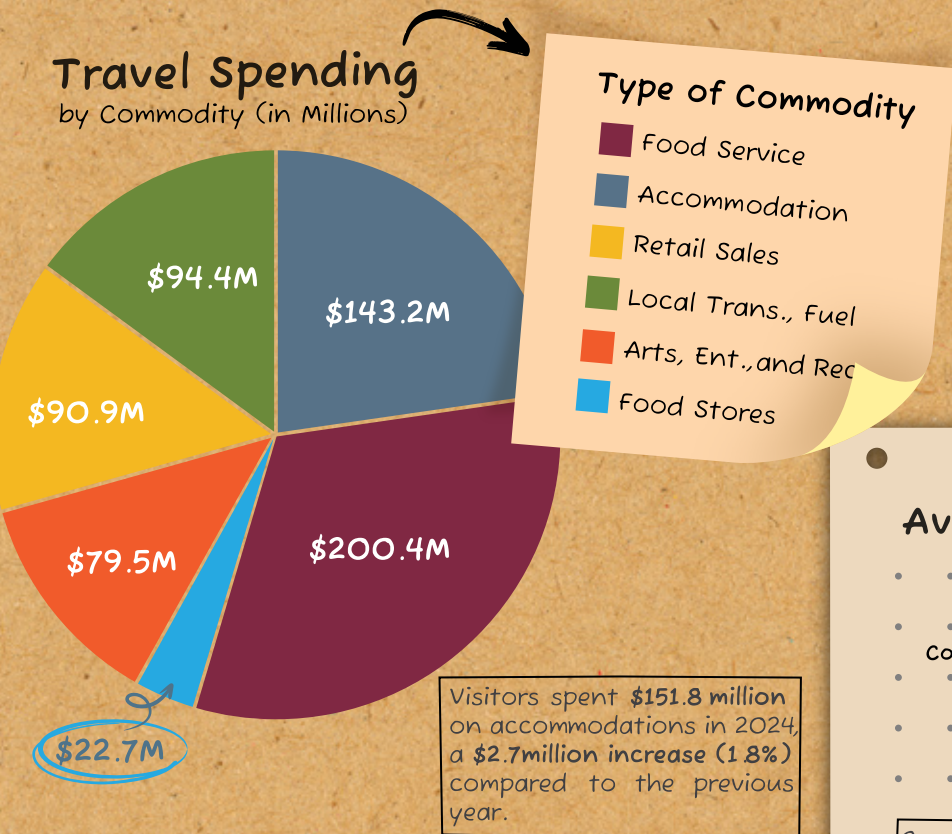
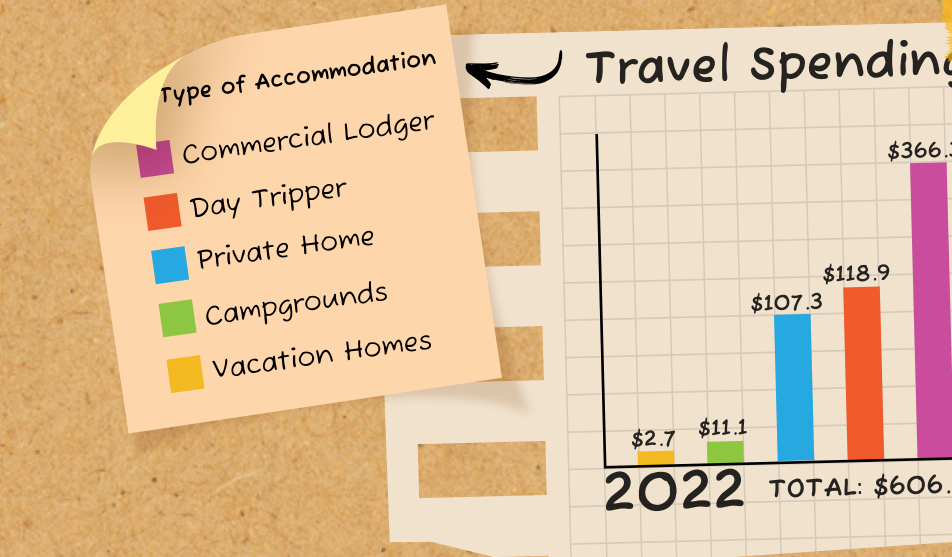
玩趣天下  
witrip

2024 Award Winner  
Emerging Destination



# Visitor Travel Impacts

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

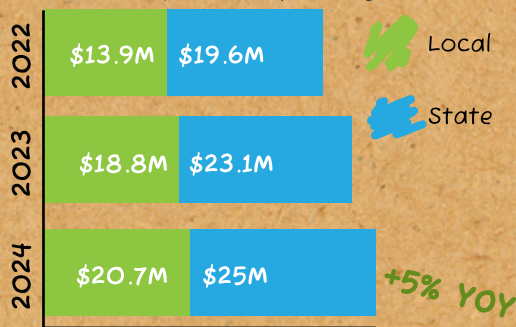


## Visitor Supported Jobs



## Tax Receipts (in Millions)

Generated by Travel Spending



## Average Daily Spend

	Person		Party			
	Day	Trip	Day	Trip	Party Size	# of Days
Commercial Lodging	\$223	\$611	\$538	\$1,483	2.4	2.7 Days
Private Home	\$42	\$146	\$86	\$300	2.1	3.5 Days
Other Overnight	\$75	\$230	\$203	\$731	2.7	3.1 Days

On average, visitors who stayed in hotels spent \$233 per day and stayed for 2.7 days.

# Geolocation Data

## Where are our Visitors coming from?

62% of visitors traveled from in-state, while 38% were out-of-state visitors from Nevada, Arizona, Texas, Utah, Washington, Oregon, New York, and more.



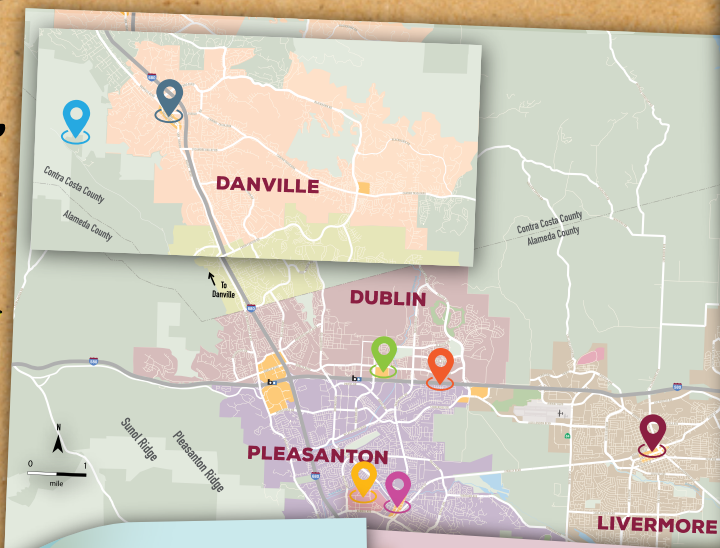
## Trip Length



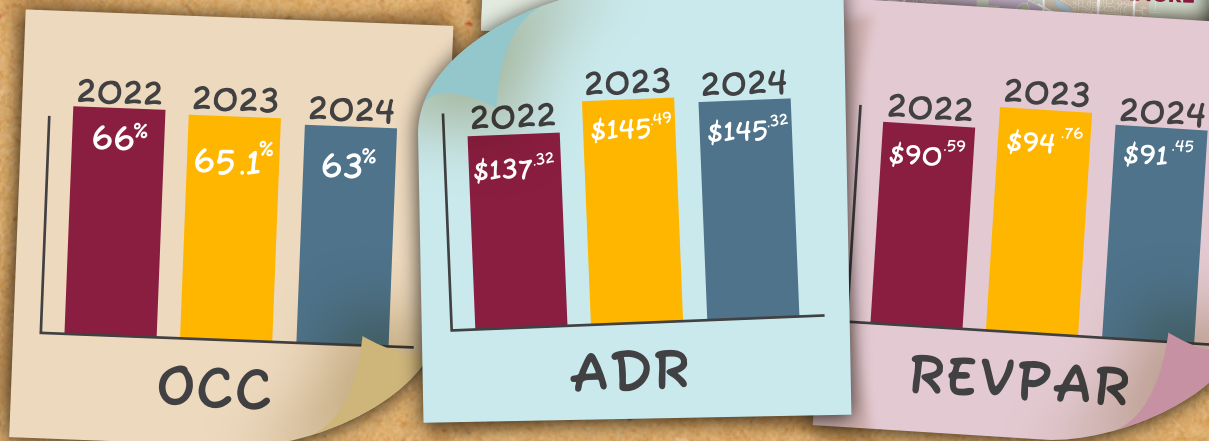
28.4% of visits occurred on a weekday, while the other 71.6% were on weekends.

## Popular Tourist Attractions

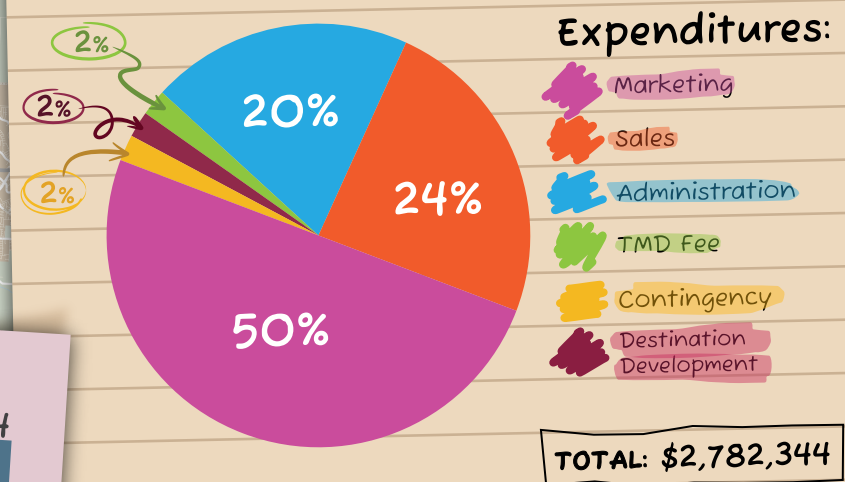
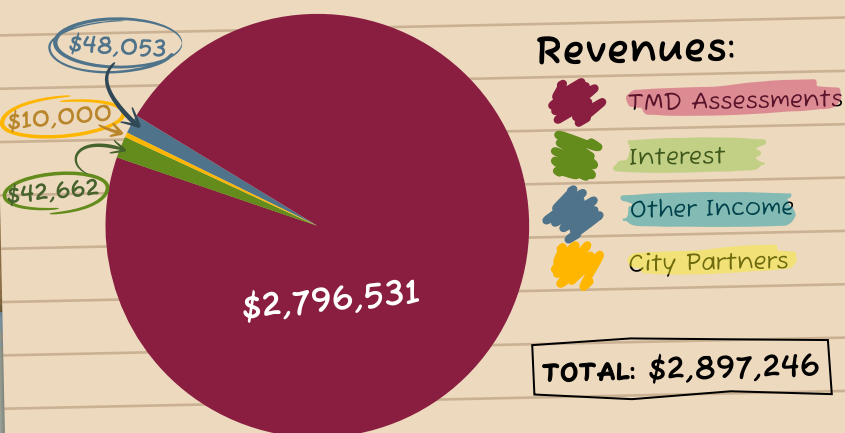
- Pleasanton Downtown
- Livermore Downtown
- Town of Danville
- San Francisco Premium Outlets
- Hacienda Crossing Shopping Center
- Alameda County Fairgrounds
- Las Trampas Regional Wilderness



## Hotel Performance



# Visit Tri-Valley's Annual Budget 2024 - 2025





## Where We've Been Pictured



...and featured in 15+ media outlets in India!

## Our Associations:

