



Visit Tri-Valley

Annual Report 2024-2025

[VisitTriValley.com](https://www.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

Multiuse Event Center

After painstaking research and vetting, Visit Tri-Valley announced last December the proposed site location for a new 100,000 square foot Multiuse Event Center on 12.5 acres in the heart of Dublin (at the corner of Martinelli and Arnold Way, adjacent to I-580 and the Dublin/Pleasanton BART Station). Over the past year, Visit Tri-Valley worked hand-in-hand with JLL Hospitality Advisors, the newly formed Task Force, the City of Dublin, Alameda County, and GoBiz on a collaborative and methodical approach to the advancement of the center's short and long-term project viability. This multi-stakeholder process, built on transparency and thoughtful engagement, is keeping this exciting project on track as we move toward detailed planning and secure funding for the benefit of the entire Tri-Valley.



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.



Grab an Inspiration Guide!



California Wine Fest



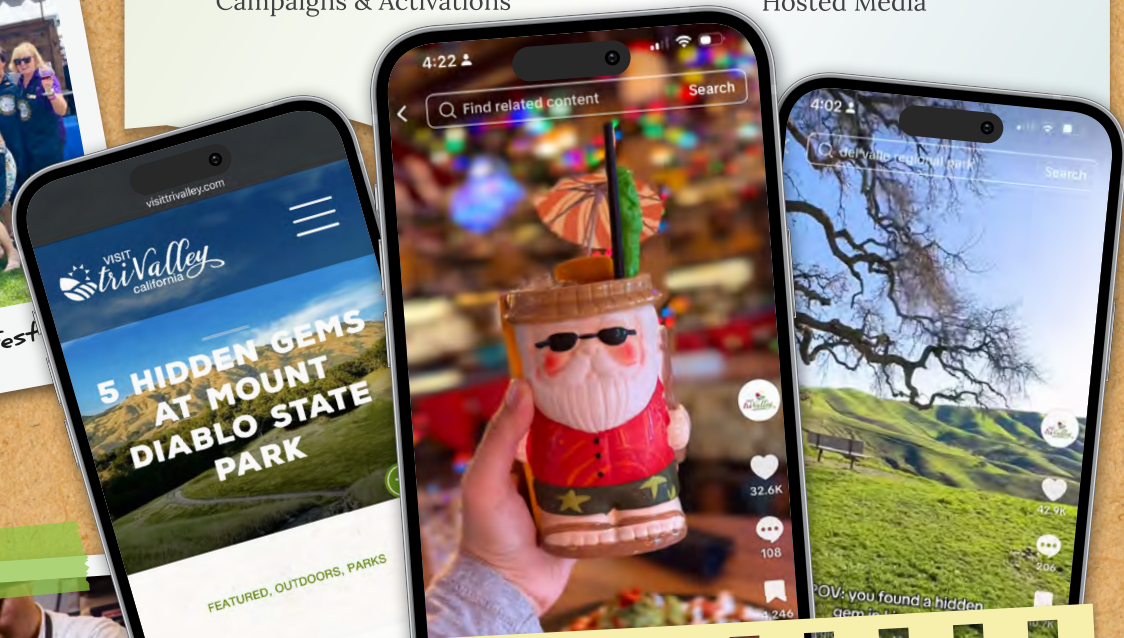
Restaurant Week '25 Opening Night



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.

A Snapshot of Success



Social Media

Our total reach was **5,463,514** users with **262,023** likes, shares, & comments. 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.



2025 ESTO Award Finalist
Bridging Communities Award

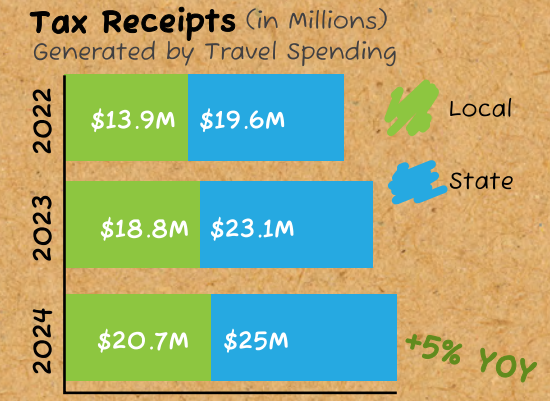
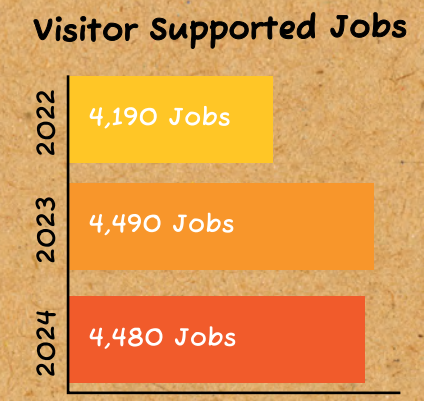
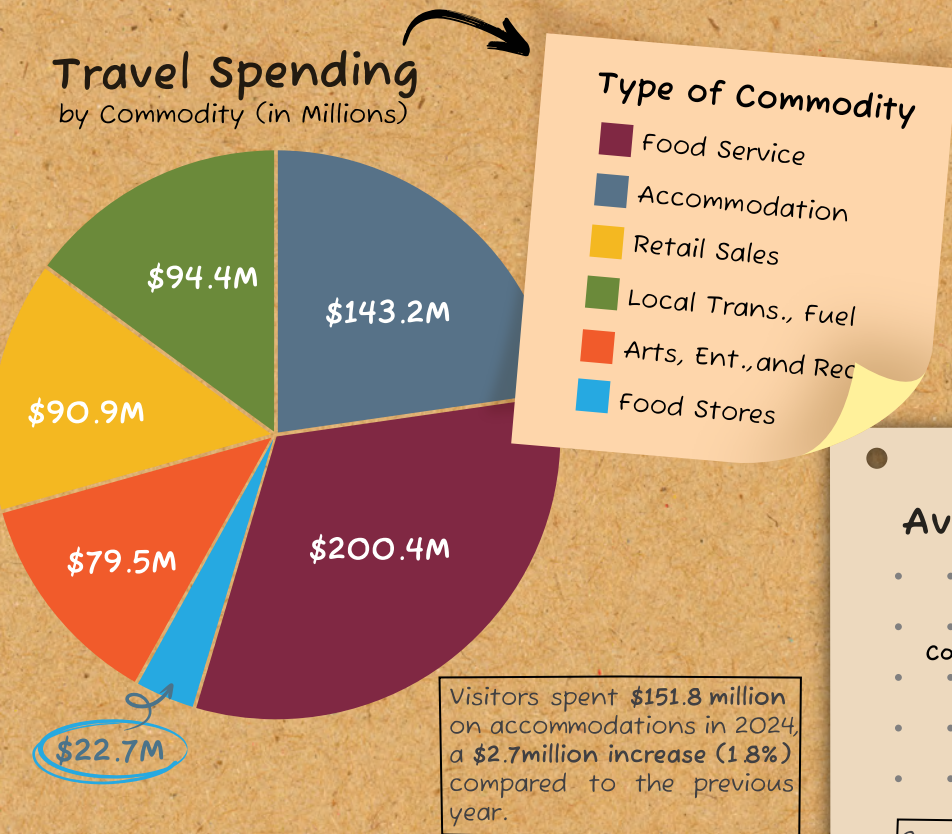
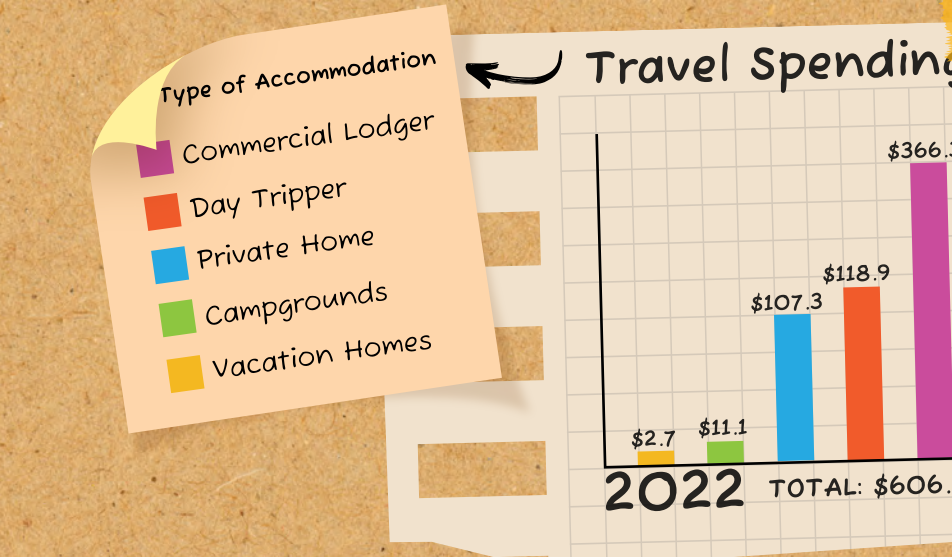
2025 eTSY Award Finalist
Best Local Impact Campaign

2024 Award Nominee
Top Travel Trends Destination

2024 Award Winner
Emerging Destination

Visitor Travel Impacts

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



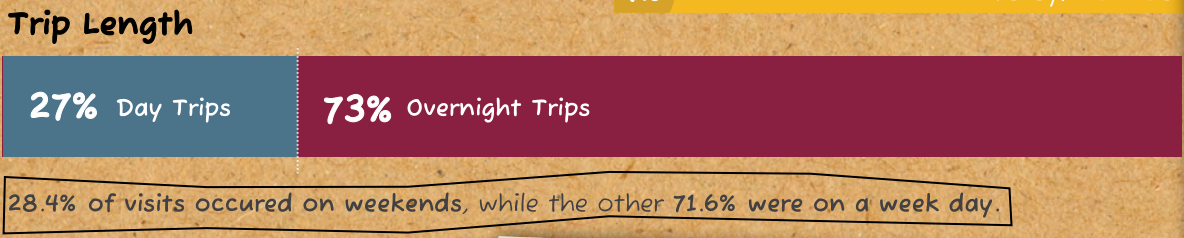
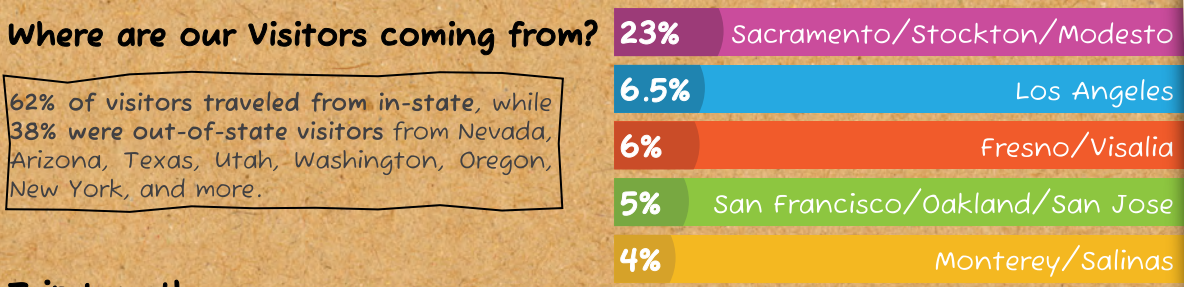
Average Daily Spend

Person Party

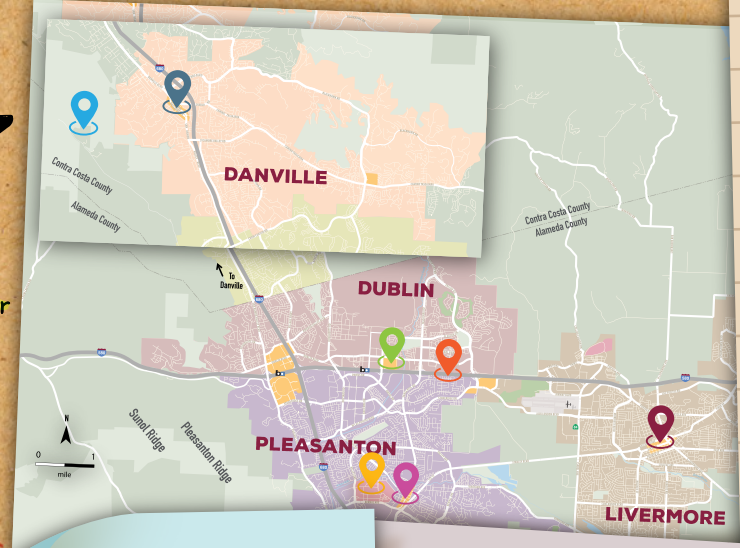
	Day	Trip	Day	Trip	Party Size	# of Days
Commercial Lodging	\$223	\$611	\$538	\$1,483	2.4	2.7 Days
Private Home	\$42	\$146	\$86	\$300	2.1	3.5 Days
Other Overnight	\$75	\$230	\$203	\$731	2.7	3.1 Days

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

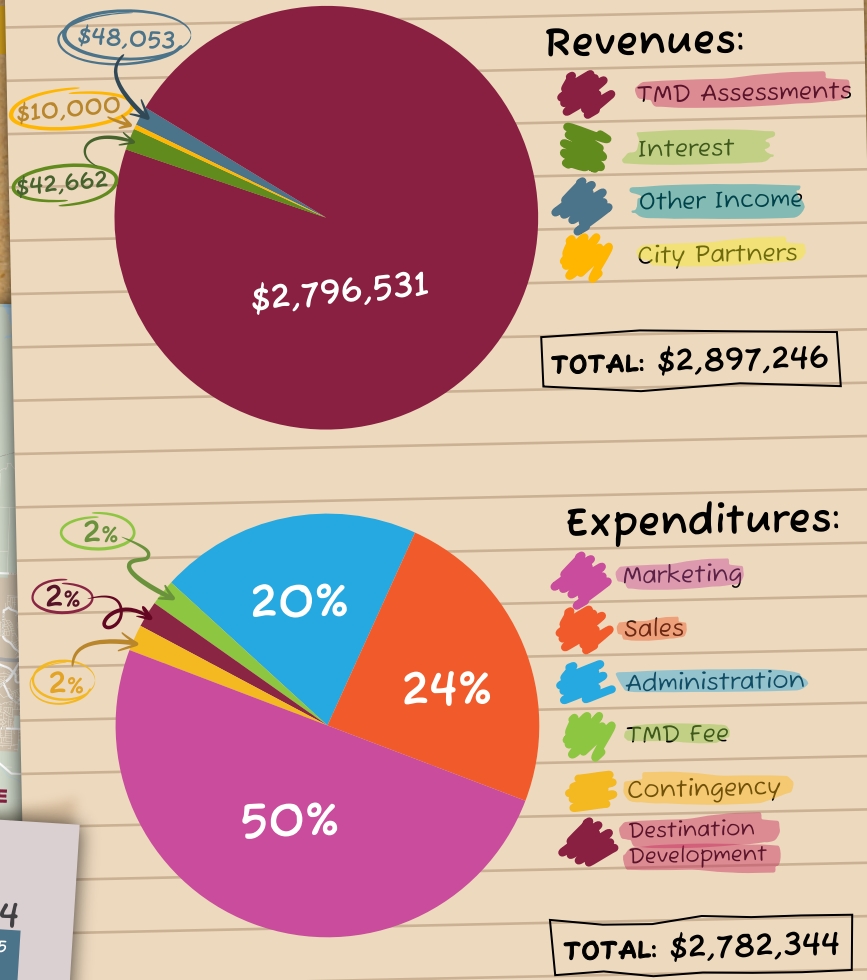
Geolocation Data



- 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



Visit Tri-Valley's Annual Budget 2024 - 2025



Where We've Been Pictured



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

Our Associations:

