

TRI VALLEY

State of Mind

Visit Tri-Valley's Annual Report

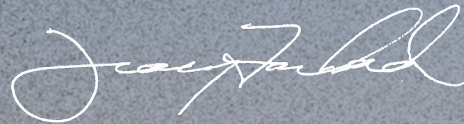
2025 – 2026



A Message from the CEO

While reflecting on activities and success in 2025, it became clear that working together, with intention, leads the way in every situation. VTV defined our new brand based upon feedback from citizens and business owners, paving the clear path forward. We met challenges and opportunities to maximize major sporting events and seasonal marketing. We continued to deliver inspired visitors to our partners.

Thanks to our dedicated volunteer Board of Directors, we strategically kept Danville, Dublin, Pleasanton, and Livermore top of mind for great “Tri-Valley State of Mind” visitations. Keep it up, Tri-Valley! We are recharging humanity one memorable visit at a time.



Tracy Farhad
President & CEO

“A steady year, held with intention”

A few highlights to look for along the way:

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Multiuse Event Center Updates	Page 5
Partnerships for the Big Games	Page 6
The Tri-Valley's New Music Video.....	Page 7
Social Media Goes Viral	Page 8

Visit Tri-Valley Staff



Tracy Farhad
President & CEO



Robin Fahr
Vice President of Marketing
& Communications



Todd Dibs, STS
Vice President of Sales
& Sports



Amber Haley
Senior Marketing
& Communications Manager



Justin Bower
Community Relations
Manager & Film Liaison



Susan Bolt
Business Operations Manager

Board of Directors: FY2026 – 2027



Dianna Teves – Chair
General Manager, AC Hotel,
Pleasanton



Jennifer Koidal – Vice Chair
General Manager, SF Premium Outlets,
Livermore



Ron Gapol – Treasurer
General Manager, La Quinta Inn,
Dublin



Rhonda Wood – Secretary
Owner, Wood Family Vineyards,
Livermore



Chris Carter – Past Chair
CEO, Livermore Valley Arts



Newell Arnerich
Mayor/Town Council,
Town of Danville



Catherine Cheda
General Manager, Hawthorn Suites,
Livermore



Derek Eddy
Proprietor, Purple Orchid Wine
Country Resort & Spa, Livermore



Paul Munyasia
General Manager, Holiday Inn,
Dublin – Pleasanton



Ronald Raju
General Manager, DoubleTree by
Hilton Pleasanton at the Club



Bill Wheeler
President and CEO, Black Tie
Transportation, Pleasanton

Take a breath, then keep reading →



Helping Our Partners Thrive

VTV supports the efforts of our **41 hotel members** and hundreds of hospitality businesses through advocacy, media platforms, communications, educational opportunities, and thousands of referrals that elevate our region as a visitor destination. Guests and partners are kept in the know through weekly **“What’s Happening”** and monthly VTV News updates, three annual **“I AM Tri-Valley”** on-site front-line trainings, and film production site visits, giving you the tools to capture those visitor inquiries!



Finding Our Vibe

TWIST took the Tri-Valley by storm this past June with 30 events across three days for one magnificent celebration of our arts and culture. From **Palate** to **The Wave**, a **Wente** concert, Pleasanton’s **Longest Table**, and Danville Village Theater’s **Something Rotten** performances, the Tri-Valley welcomed visitors and locals alike to explore their “vibe.” Yes, we will be back for the 2nd Annual Tri-Valley TWIST next June. Check out VibeTriValley.com for upcoming details and sponsorship opportunities.

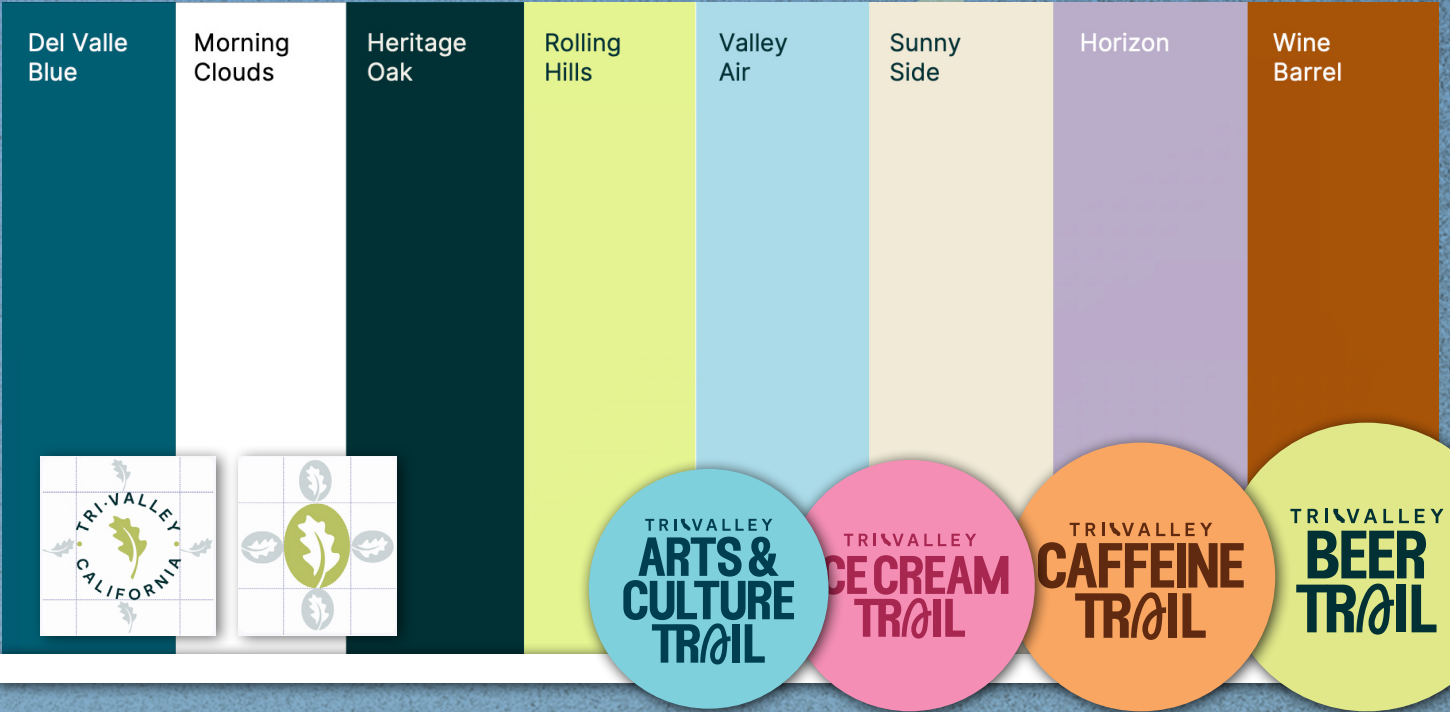
Savoring the Moment

Taste Tri-Valley Restaurant Week continued to grow in its sixth year, debuting a fresh new look with a reimagined brand featuring updated colors, typography, and logo. The campaign attracted **2,348 mobile pass holders**, a **37% increase YoY**, and generated more than **700,000 views** through a comprehensive marketing campaign that included social media, influencer partnerships, print advertising, email invitations, and promotional flyers. The event also earned 14 media placements, expanding awareness throughout the region. Beyond driving visitation to local restaurants, Restaurant Week once again gave back to the community, raising **\$5,000** for SPARC. The continued growth of Restaurant Week reflects its success in supporting local restaurants, inspiring culinary exploration, and strengthening community connections throughout the Tri-Valley.



A Rejuvenated Look for the Tri-Valley

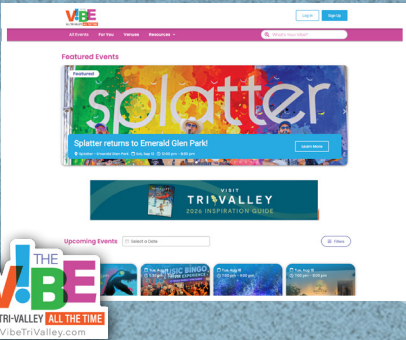
Earlier this year, we launched a refreshed brand identity featuring a new logo, color palette, and updated logos for our Beer, Caffeine, Art & Culture, and Ice Cream Trails. Our new dynamic logo system keeps a consistent wordmark while swapping in different icons: An oak leaf, grapes, hops, or the state of California to highlight outdoor recreation, wineries, food and drink, or the region as a whole. Our new colors, including Heritage Oak, Del Valle Blue, Rolling Hills, and Wine Barrel, draw directly from local landscapes, giving the Visit Tri-Valley brand a new look that’s both authentic and vibrant.



Renewing Our Digital Presence

In the year ahead, we’re rebuilding VisitTriValley.com from the ground up. The new site leads with inspiration, using imagery and storytelling that turn curiosity into real trip plans, while clean, well-structured content ensures our destination shows up accurately across search engines, AI assistants, and trip planning tools. Built mobile first and to WCAG and ADA standards, it will be faster and more accessible for every audience we serve, from leisure travelers to meeting planners and tournament organizers.

At the end of 2025, we also rolled out a major overhaul of our events platform, **The Vibe**. By bringing the platform in-house, we introduced an entirely new user interface and visual design, creating a flexible foundation built to keep the good times rolling.



A Winning Season for the Tri-Valley

Despite rising facility and labor costs and increased competition for major events, the Tri-Valley's sports market remained strong in 2025–2026. Our long-established reputation helped sustain a steady pipeline of national and regional tournaments, while we maintained a strong presence in the State Association market alongside our three largest hotel partners. During the year, **22 programs** were booked (15 actualized), generating more than **32,000 unique visitors**, nearly **8,000 hotel room nights**, and more than **\$10 million** in economic impact. Looking ahead, Visit Tri-Valley is helping lead the inaugural Sports California Summit in partnership with Visit California and CalTravel, creating new opportunities to connect California destinations with top sports event planners.

8 Trade Shows (5 Sports/3 Non-Sports) **3** Hosted Sales Advisory Meetings

Assisted Sports Group (Scottish Games & Little League World Series)

 **14,000+** Attendees

 **2,000+** Room Nights

Sports & Association Groups

 **32,450+** Attendees

 **7,680+** Room Nights

Total Economic Impact
\$10,100,000

Creating Space to Connect

Following the December 2024 announcement of the proposed 100,000-square-foot Multiuse Event Center in Dublin, Visit Tri-Valley achieved significant milestones throughout FY25–26. Working with JLL Global Tourism & Destination Advisory, the Task Force, the City of Dublin, Alameda County, and regional partners, we explored the governance framework and completed an economic impact analysis. The facility is projected to generate \$120 million in annual economic impact, attract more than 318,500 attendees each year, and support 500 new regional jobs. Additional progress included preliminary site assessments and strong interest from leading venue operators.



Attitude of Gratitude Basketball
Multiple Dates, 2025–2026
9,000 Attendees
1,500 Room Nights



West Coast Jamboree Girls Basketball
December 2025
2,000 Attendees
800 Room Nights



USA Water Polo/Boys National Championship
March 2026
1,500 Attendees
800 Room Nights



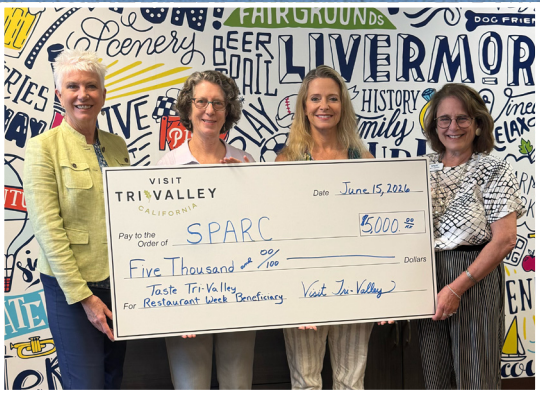
National Gymnastics/Regional Championship
April 2026
2,500 Attendees
900 Room Nights



USA Weightlifting/American Open Finals
Coming December 2026
2,000 Attendees
1,100 Room Nights

Branching Beyond Our Borders

Visit Tri-Valley continues to expand its reach through strategic partnerships with regional and statewide organizations, including SF Travel, Oakland SF Bay Airport, the Mount Diablo Region, Visit Berkeley, and Visit California. Our FY25–26 Expedia campaign with SF Travel generated **19,500 additional room nights** and **\$2.8M** in revenue for our **41 hotels**. International representation in China and India also delivered strong results, including 641 travel advisor trainings, a hosted FAM tour for seven tour operators from China, participation in key international trade shows, and media outreach generating more than **100M impressions**. The Tri-Valley also secured product placement on TBO.com, India's leading travel distribution network serving **47,000 travel advisors**, added **71 new travel company product placements**, presented at three Club California events worldwide, and met with **78 travel companies** during a three-day sales mission to India, featuring Wente wines.



A Culture of Caring

We have the most caring industry giving back to the communities we love. Following another successful coat drive and lodging alternatives for the unhoused, VTV's Tourism Cares Committee delivered an Emergency Lodging Portal to our city partners for their evacuation needs. VTV generously gave **\$36,400** in support for local events as well.

Game-Day Energy

VTV made the most out of two big sporting events taking place in the Bay Area this year: **Super Bowl LX** and **FIFA World Cup**. Along with our Mt Diablo Region partners, we entered into a strategic partnership with the Bay Area Host Committee, advertising the Tri-Valley as **THE** place to stay and watch the big games. Website business features, social postings, Fair sponsorships, watch parties, and swag galore made us Fan Central! Did you feel the energy?



2025 Gold Adrian Award
Tri-Valley Portal, Santana Row Activation



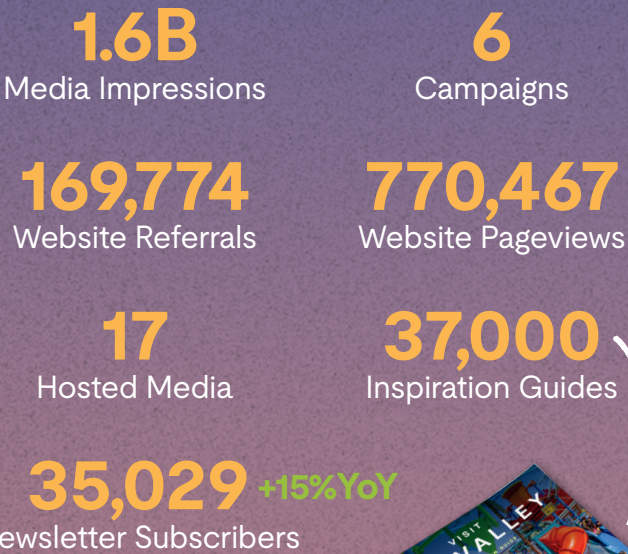
2025 Most Popular Destination
WiTrip Magazine Annual Award





A Mindful Approach to Marketing

The Tri-Valley has never felt more inviting. This year, we embraced a Tri-Valley State of Mind—where rest, relaxation, and restoration meet world-class wine, exceptional dining, and unforgettable experiences. Our brand-new anthem struck a chord, reaching viral status and inspiring travelers to savor every moment. We showcased our signature hospitality at events including the Alameda County Fair, the Livermore Valley Craft Beer Festival, and the California Wine Festival. More than 1.6 billion impressions carried the Tri-Valley story around the globe, while our fresh new brand perfectly reflects the sophisticated yet welcoming destination we've become. Together, these milestones are inviting more visitors than ever to experience their own Tri-Valley State of Mind.



An Anthem for the Tri-Valley

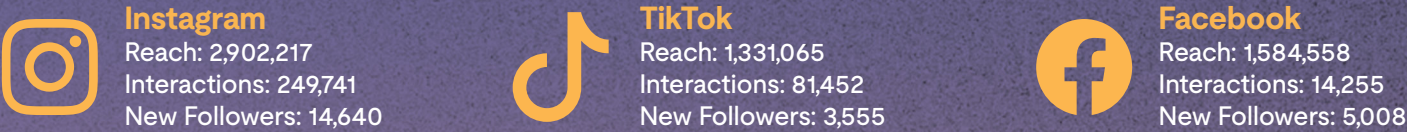
One of our most exciting creative projects this year was launching an original anthem that celebrates the Tri-Valley. **Emmy Award-winning Nashville duo Austin & Colin** captured the spirit of our destination in a 75-second music video filmed everywhere from the summit of Mount Diablo to the iconic Meadowlark Dairy drive-thru. With **more than 750,000 views** and counting, the campaign continues beyond the video: every lyric is rooted in a real place, local tradition, or authentic Tri-Valley story. Still to come: a behind-the-scenes interview series with Austin & Colin, highlighting the people, places, and experiences that make the Tri-Valley unlike anywhere else.

Refreshing Your Feed

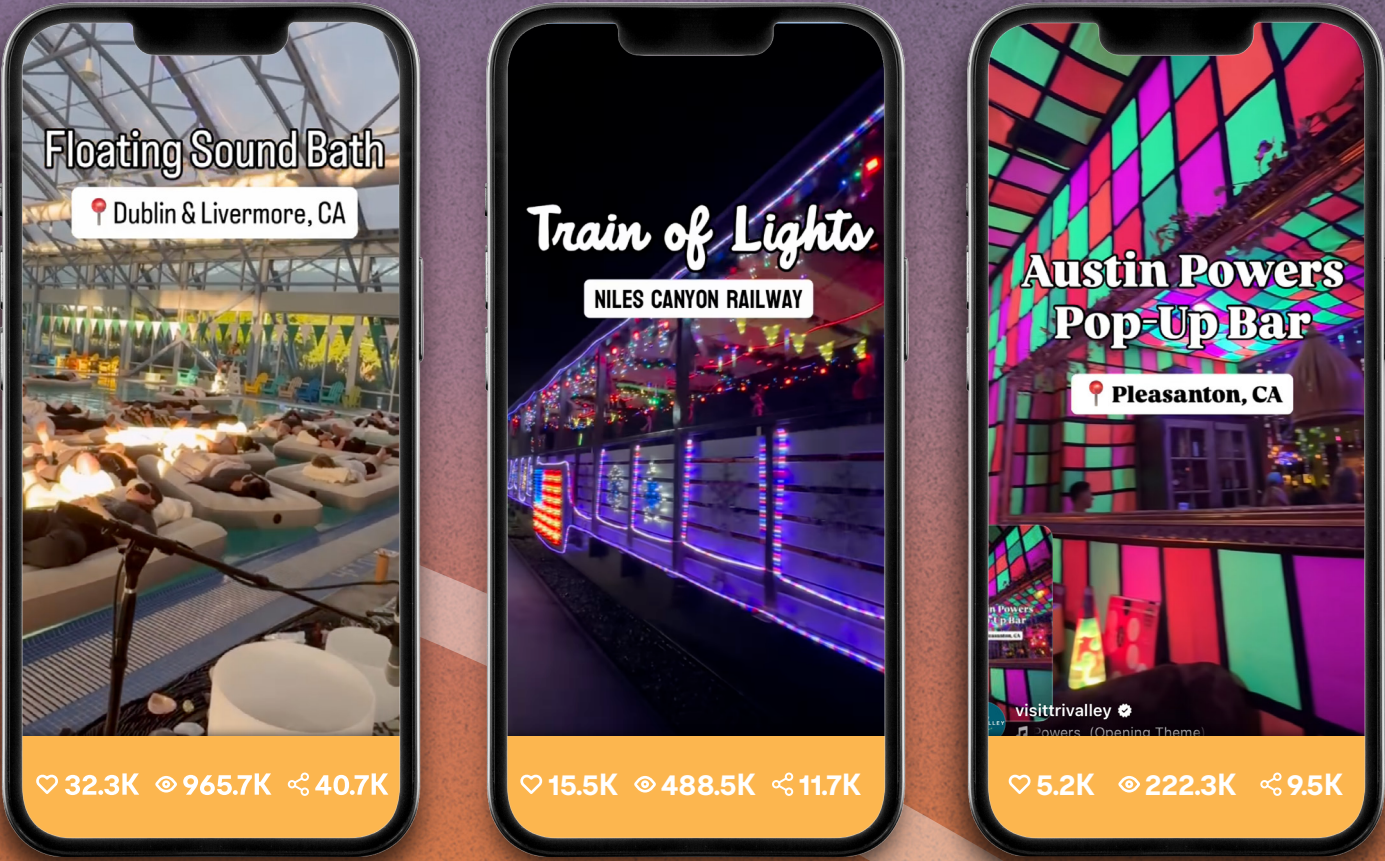
Social Media Overview



Platform Breakdown



Our Top-Performing Posts



We featured **more than 70** Tri-Valley businesses on our accounts.

Additionally, we collaborated with **nearly 50** creator and partner accounts, reaching **1,410,894** people.

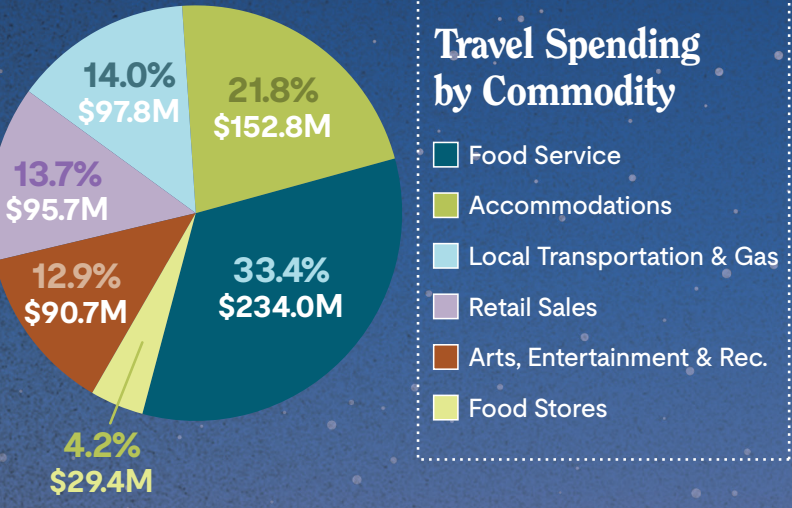
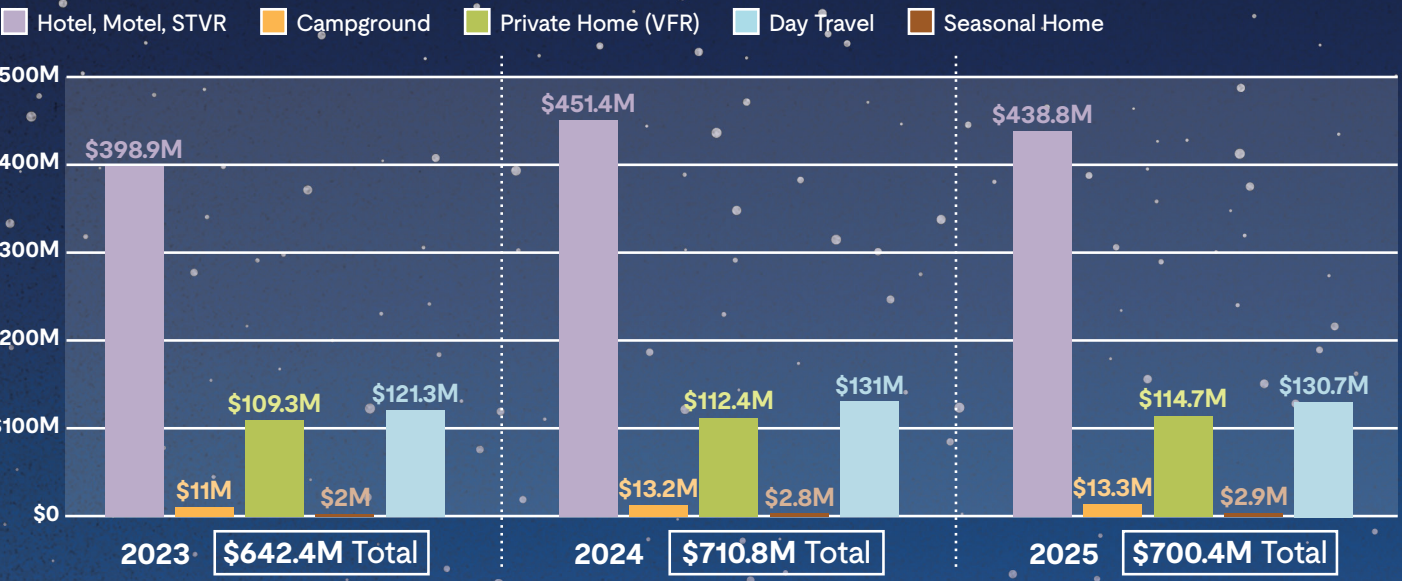
Our Instagram Reels average a **6.0% engagement rate** versus the **2.6% industry benchmark** (Hootsuite)



Visitor Travel Impacts*

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

Travel Spending by Accommodation

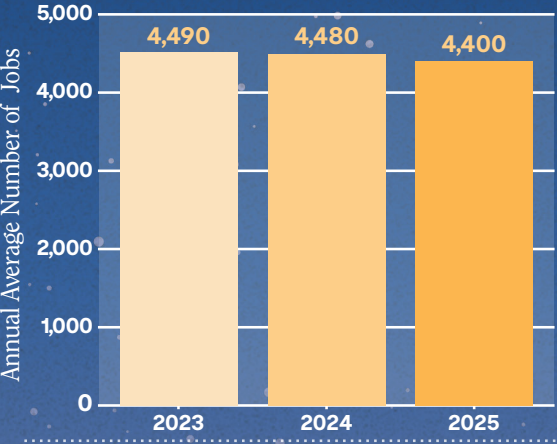


Overnight Trip Details

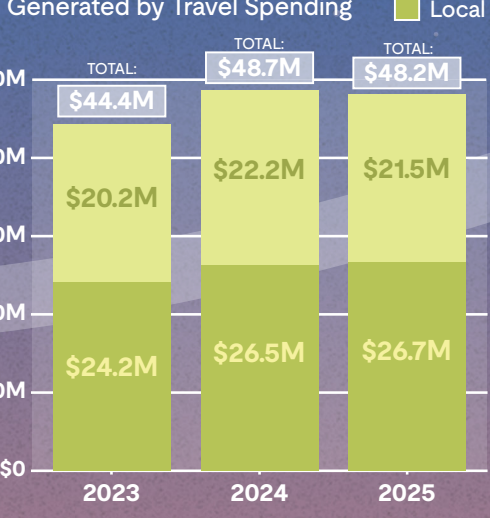
	Day	Trip	Day	Trip	Size	Stay
Commercial Lodging	\$212	\$577	\$521	\$1,425	2.5	2.7 Days
Private Home	\$43	\$149	\$88	\$306	2.1	3.5 Days
Other Overnight	\$75	\$229	\$199	\$605	2.6	3.1 Days

On average, visitors who stayed in a hotel, motel, or STVR spent \$212 per day and stayed for 2.7 days.

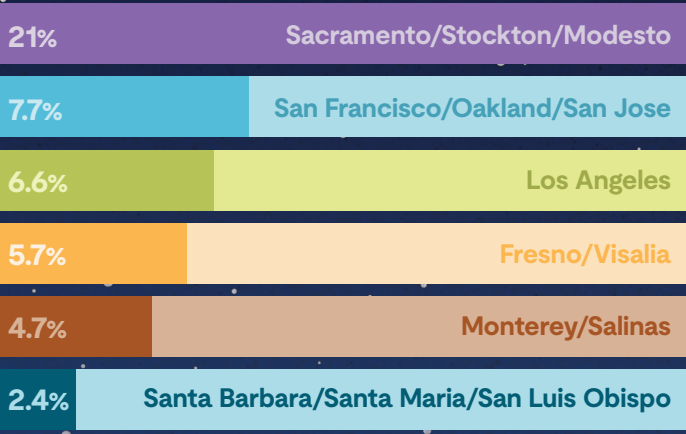
Visitor Supported Jobs



Tax Receipts



Where Are Our Visitors Coming From?



48% of visitors traveled from in state, while 52% came from out of state.

Trip Profile



Popular Locations

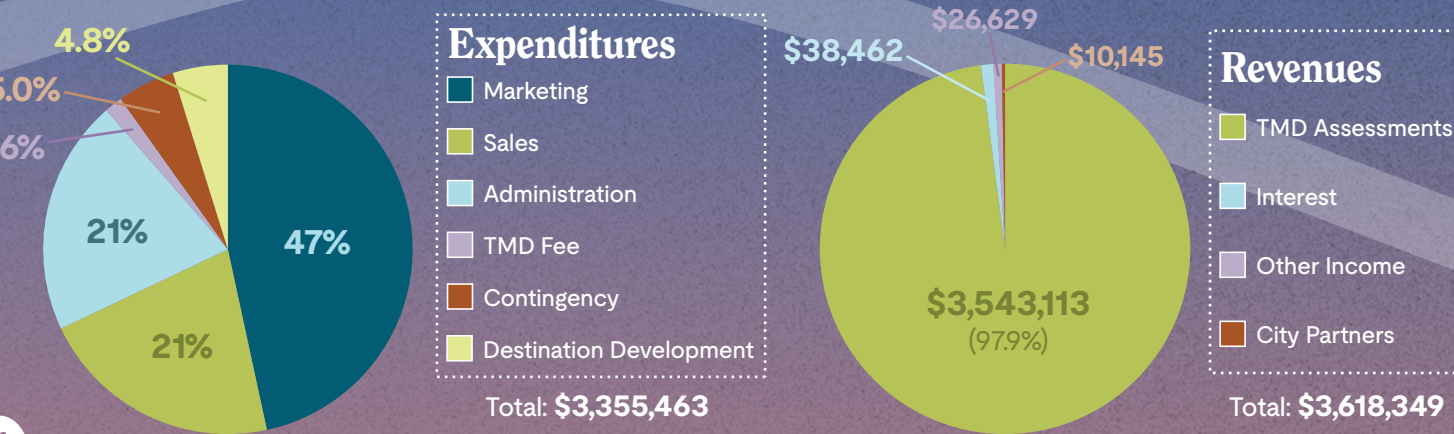


- Downtown Pleasanton
- SF Premium Outlets
- Downtown Livermore
- Hacienda Crossings
- Downtown Danville
- Alameda County Fairgrounds

Hotel Performance



Visit Tri-Valley's Annual Budget FY25-26



Sharing Our State of Mind

Media Placements



...and featured in **25+ additional media outlets** in China & India!

Associations

