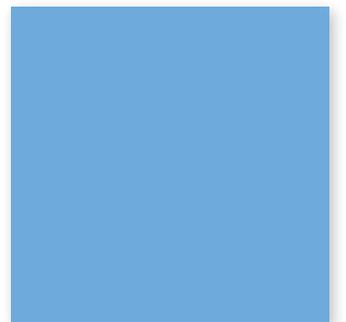
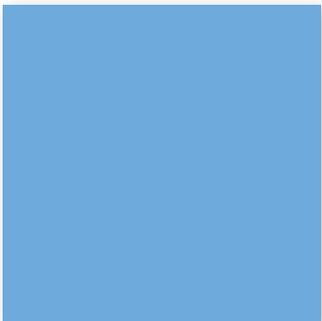
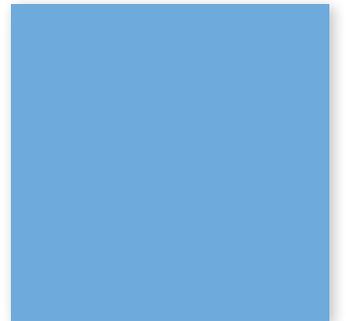
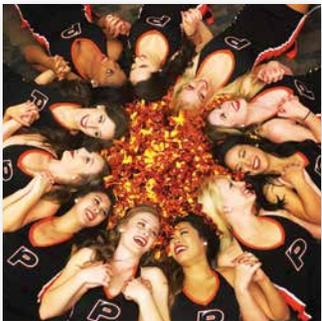
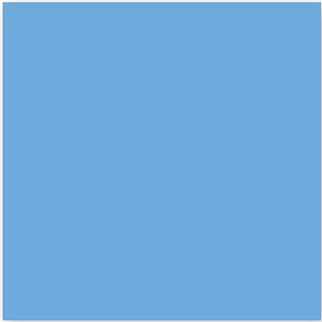


# VISIT SACKEN



# 2016

## ANNUAL REPORT

# VISIT STOCKTON TEAM



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## Marketing



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**VISIT STOCKTON.ORG**

#visitstockton      

# BOARD OF DIRECTORS

**George Kaplanis, CTA**  
*President*  
 Hilton Stockton

**Rhona Miles, CTA**  
*University Plaza*  
 Waterfront Hotel

**Wes Yourth, CTA**  
*Vice President*  
 University of the Pacific

**Nikisha Richardson, CTA**  
*Holiday Inn Express*

**Susan Obert, CTA**  
*Treasurer, Haggin Museum*

**Sam Patel**  
 Red Roof Inn

**John Cammack**  
*Immediate Past President, Attorney*

**Christina Fugazi**  
*Council Appointee*  
 Councilmember, District 5  
 City of Stockton

- California Delta Chamber of Commerce
- California Society of Association Executives (*CalSAE*)
- California Travel Industry Association (*CalTravel*)
- Central Valley Tourism Association (*CVTA*)
- Destination Marketing Association International (*DMAI*)
- Greater Stockton Chamber of Commerce
- Hospitality Sales and Marketing Association International (*HSMIAI*)
- Meeting Planners International (*MPI*)
- National Association of Sports Commissions (*NASC*)
- Religious Conference Managers Association (*RCMA*)

**VISIT STOCKTON HOLDS MEMBERSHIPS WITH:**

- San Joaquin County Hispanic Chamber of Commerce
- Society of Government Meeting Planners (*SGMP*)
- US Travel Association (*USTRavel*)
- Destination Marketing Association (*DMAWEST*)

*Visit Stockton works in partnership with the Stockton Tourism Business Improvement District and the City of Stockton.*

## WHAT WE DO

Visit Stockton/the Stockton Convention & Visitors Bureau (SCVB) is charged with the promotion and marketing of the City of Stockton as a leisure travel, sports, events, and meetings destination. Visit Stockton is a 501c6 non-profit organization funded by the collection of an assessment paid by guests to Stockton lodging establishments.

Visit Stockton services include the development of an annual tourism marketing plan and its implementation through advertising, public relations, tour package development, online/electronic means, and attendance at consumer and trade shows.

## MISSION STATEMENT

To promote Stockton by increasing the awareness and enhancing the image of our diverse cultural, historical, and recreational assets.

## VISION STATEMENT

Stockton is recognized as the premier travel destination to explore the unique experiences of our city, San Joaquin County, and Northern California.

# 2017 VISIT STOCKTON GOALS

## SPORTS/TOURISM DEVELOPMENT



Visit Stockton will continue to grow sales, support, and servicing of the sports and tourism markets by focusing on markets that typically generate citywide impact and not currently pursued by our partner hotels, i.e. the sports and the SMERF (*Social, Military, Education, Religious, and Fraternal*) markets. Visit Stockton will continue to grow and expand existing events, while focusing on new events with increased ROI to our hotels and the city.

## CUSTOMER SERVICE AND VALUE



The Visit Stockton team will continue to promote and expand the new text “concierge” service and mobile attraction pass. The texting service will continue to be promoted to visitors and residents, as well as sports, meetings, and tour planners as an added value in selecting Stockton as their destination of choice. The mobile attraction pass will be expanded to include additional attractions and increased value to the consumer.

## NCAA WOMEN'S REGIONAL



The most significant sporting event to ever come to Stockton happens March 25 and March 27 with the 2017 NCAA Division I Women's Basketball Regional. This high-profile event is sponsored by

Visit Stockton and University of the Pacific. Working with Pacific and SMG Stockton, the “Sweet Sixteen” and “Elite Eight” games will be held at the Stockton Arena and broadcast on ESPN. The Visit Stockton team will continue to invest time, money, and energy into ensuring the event is of the highest quality. A robust marketing strategy, precise planning, and coordination with an extended network of partners and the community will bring positive national attention to our city and show NCAA that we are a valuable host city.

## STOCKTON AMBASSADOR PROGRAM



Over 400 employees and community members have become Certified Tourism Ambassadors since the program launched in 2013. This certification is essential to educate front line employees and volunteers about the Stockton tourism product with the positive end result of enhancing and improving the overall visitor experience.

## SPECIAL EVENTS

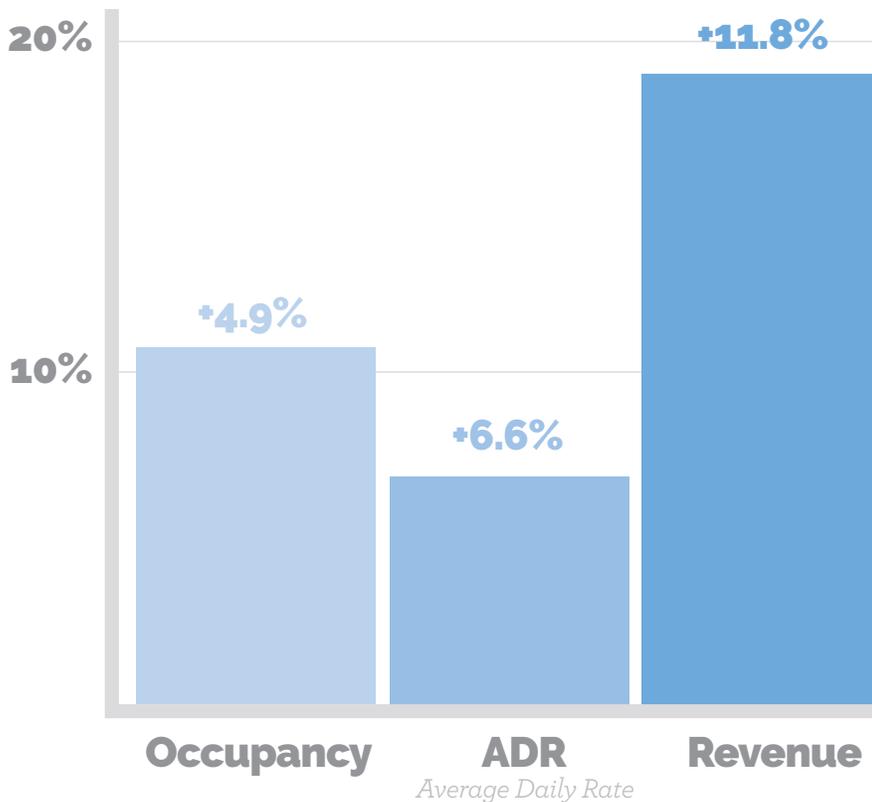


Visit Stockton will produce three signature events (*Stockton Restaurant Week, Stockton Beer Week, and Stockton Arts Week*) to support and provide valuable exposure to the participants. The events provide activities and improve the overall quality of life for our residents.

# LOCAL LODGING TRENDS/ VISIT STOCKTON REVENUE HISTORY

## 2016 % GROWTH

Source: 2016 Smith Travel Research, Inc. / STR Global, Ltd.



## OCCUPANCY

2016: 66.3%  
2015: 64.5%  
2014: 57.9%  
2013: 57.4%

## AVG. DAILY RATE

2016: \$79.53  
2015: \$75.31  
2014: \$70.42  
2013: \$66.84

## DEMAND (room nights)

2016: 658,074  
2015: 627,539  
2014: 574,580  
2013: 564,806

## REVENUE

2016: \$52.3M  
2015: \$46.8M  
2014: \$40.2M  
2013: \$37.7M

# VISIT STOCKTON EXPENDITURE HISTORY

**2004-2005:** \$ 97,000 (City funds)\*

**2005-2006:** \$97,000 (City funds)\*

**2006-2007:** \$112,000 (City funds)\*

**2007-2008:** \$ 384,195  
(TBID + \$112,000 from the city)\*

**2008-2009:** \$373,000  
(TBID + \$112,000 from the city)\*

**2009-2010:** \$301,700  
(TBID + \$100,000 from city)\*

**2010-2011:** \$198,365 (TBID only) \*

**2011:** \$530,281

(Transition year, two quarters via TBID)

**2012:** \$1,029,506

**2013:** \$1,137,893

**2014:** \$1,031,717

**2015:** \$1,092,827

**2016:** \$1,614,341

**2017:** \$1,423,790 (Budgeted)

\*Based at Chamber of Commerce

# NEW IN 2016

In February of 2016 the new *Stockton, Stocked Full of Flavor brand* brought with it a completely redesigned visitor's guide and mobile-friendly website. The brand highlights the diversity and unique character of Stockton by integrating bold new colors, graphics, and vocabulary. The new brand has been well received by visitors, residents, and destination marketing industry professionals. We have sold more branded merchandise than ever before and have seen increases in social media and web traffic.

2016 saw the launch of a new *mobile attraction discount pass* offering an option for visitors to enjoy discounted access to many of Stockton's well-known attractions. The "Family Fun Pass" offers up to 50% savings on attractions like The Haggin Museum and Zap Zone laser tag. Additional attractions and incentives are being added in 2017 in order to improve value and appeal.



Visit Stockton became the first visitors center in California to offer texting as an option for travelers in 2016. The Visit Stockton team is available 8am to 8pm, seven days a week to answer questions, give recommendations, and offer additional information to visitors and residents alike. This *text "concierge" service* brings customer service to the next level for leisure travelers, but also adds extreme value to our city as a sporting event, group travel, and meeting destination.

A newly branded *tri-fold brochure* was created in 2016 to highlight the top seven attractions in Stockton. The brochure is a stand-alone piece created to introduce potential visitors to the rich and diverse offerings of our city. Revised in late 2016 to specifically target California residents and visitors, 90,000 copies were printed for distribution in 2017.





# MARKETING

## PRINT ADS

Our print ads, billboards, and online ads combined equate to over **40 million** potential impressions.



San Joaquin Magazine // Full page // October 2016

**We placed ads promoting Stockton in numerous local, national, sports, meetings, and travel publications throughout the year. You may have seen us in any of the following:**

- Association News/Sports Travel • CalSAE • Central Valley Business Journal • Cultural Traveler • CVTA • Lifestyles • Meeting Planner International Directory • The Pacifican • Port O Call • The Record • San Joaquin Magazine • SF Examiner • Sports Destination Management SportsEvents • University of the Pacific Student Planner • Via Magazine Yosemite Journal • Various websites online, billboards throughout San Joaquin County, and much more!



The Current // Full page // September 2016

## GOOGLE ADWORDS

interactions  
**81,140**  
 impressions  
**1,825,209**

## BING

clicks  
**11,912**  
 impressions  
**725,116**

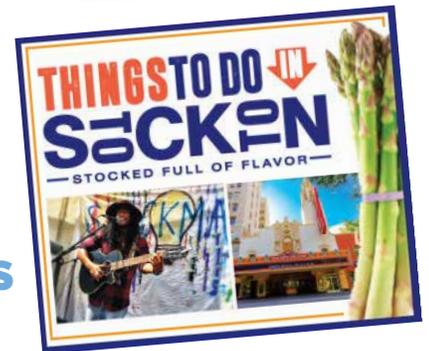
## FACEBOOK ADS

link clicks  
**84,851**  
 impressions  
**8,470,569**  
 reach  
**691,592**

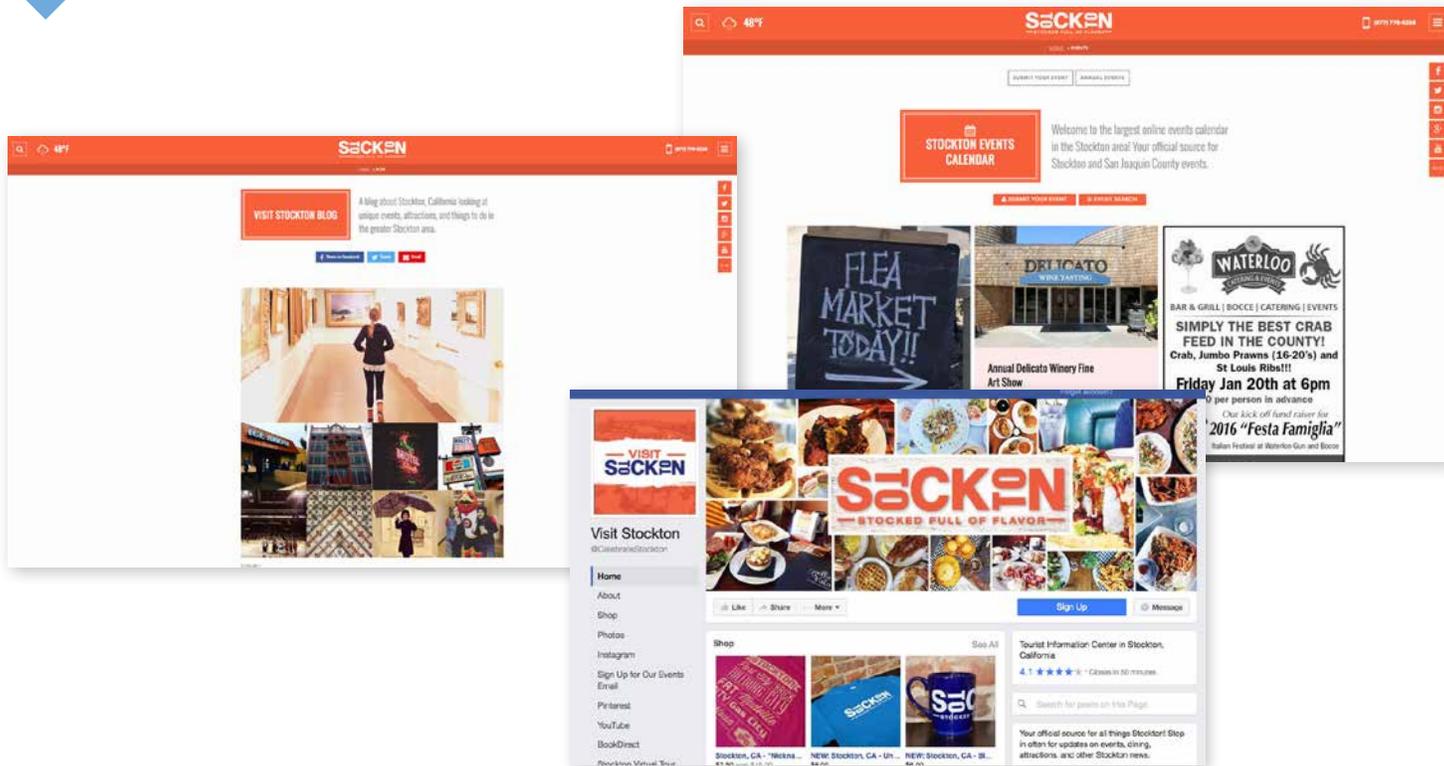
## TWITTER ADS

engagements  
**2,074**  
 impressions  
**212,859**

## ONLINE ADS

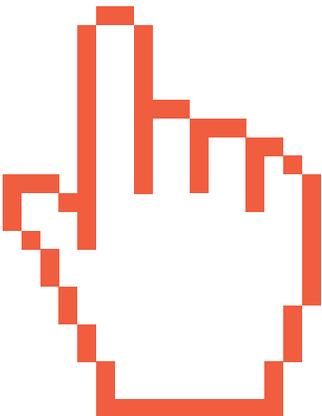


ads: comcast.net



## WEB STATS

1.1.16 - 12.31.16



### SESSIONS

total **721,189**  
up 35.59% from 531,871 in 2015

mobile/tablet **540,641**  
up 58% from 317,701 in 2015

### USERS

total **486,029**  
up 36.14% from 346,772 in 2015

### PAGEVIEWS

total **1,289,358**  
up 21.89% from 1,057,839 in 2015

### SOCIAL MEDIA REFERRALS

facebook **63,590**  
up 54.46% from 41,168 in 2015

twitter **1,732**  
down 11.32% from 1,953 in 2015

instagram **1,350**  
up 415% from 262 in 2015

### TOP 10 PAGES

1. events **176,571** pageviews
2. home **99,766** pageviews
3. things to do **63,695** pageviews
4. free things to do **43,258** pageviews
5. annual events **34,167** pageviews
8. san joaquin asparagus festival **27,027** pageviews
7. fun for the whole family **23,739** pageviews
7. family fun **23,054** pageviews
6. stockton restaurant week **19,413** pageviews
10. connect pass **14,192** pageviews

# SOCIAL MEDIA

## TOTAL SOCIAL MEDIA FOLLOWERS: 92,205



**+15.8%**

**VISIT STOCKTON**

total followers **47,416**  
up 15.8% from 40,320 in 2015

total engagement **97,321**

### STOCKTON BEER WEEK

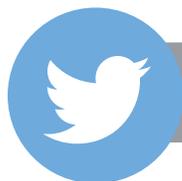
total followers **8,165**  
up 16.7% from 6,992 in 2015

### STOCKTON RESTAURANT WEEK

total followers **11,119**  
up 15.8% from 9,600 in 2015

### STOCKTON ARTS WEEK

total followers **2,046**  
*\*New in 2016*



**+8.8%**

**@STOCKTON\_CA**

total followers **8,305**  
up 8.8% from 7,631 in 2015

total impressions **630,600**



**+88%**

**@VISITSTOCKTON**

total followers **12,681**  
up 67.6% from 7,310 in 2015

total engagement **150,361**



**+13%**

**VISIT STOCKTON**

lifetime views **259,046**  
up 14% from 226,993 in 2015

2016 total watch time (*minutes*) **56,414**

2016 total views **30,453**

average view duration **1:51**

subscribers **277**



**+8%**

**VISIT STOCKTON**

total followers **1,071**  
up 4% from 1,030 in 2015

# 2016 SPORTS SPONSORSHIPS & GRANTS

## ROOM NIGHTS GENERATED // ESTIMATED ECONOMIC IMPACT

Economic impact calculation can include the following: facility costs (*rental*), facility staffing/specialized services (*production*), food and beverage revenue at the facility, parking revenue at the facility, hotel rooms, ticket sales, and ancillary events at the facility or within town. All events also utilized a regional average of expenditures for persons coming to a specific sporting event. This average calculates spending within the city, which is not necessarily tied to an aforementioned category (*restaurants, fuel for vehicles, entertainment, etc.*).

**Key:** Month of Event // Room Nights Generated  
Estimated Economic Impact

### West Coast Conference

May // 467  
\$391,759.47

### CCAA Basketball Tournament

March // 323  
\$106,601.04

### CCAA Baseball Tournament

May // 440  
\$319,568.41

### CCAA Softball Tournament

April // 185  
\$135,446.06

### ASA Softball National 10u Tournament

August // 95  
\$42,400.68

### CIF Sac-Joaquin Sectional Wrestling

February // 104  
\$70,736.13

### Pacific/Visit Stockton Invitational Golf

October // 134  
\$43,469.49

### USSSA/Velocity Tournament (s)

Year-Long // 432  
\$219,118.64

### PDGA US Masters Tournament

September // 212  
\$57,761.09

### 1st to 3rd Softball Tournament (s)

April 179 \$ 113,775.18

### Pro Racquetball - Pro Ladies Stop

April // 98  
\$41,792.48

### Pro Racquetball - Dare 2 Dream

May // 119  
\$43,192.53



### NCAA DII Golf Regionals

May // 271  
\$147,181.30



### Golden Coast Conference Men's Champ.

November // 179  
\$61,179.16



### American East Field Hockey Champ

November // 430  
\$183,320.40



### USA Water Polo Golden State Invite

July // 17  
\$38,422.27



### Little League Baseball Big League Div Tourney

July // 12  
\$8,190.74

### USTA Stockton Challenger Tennis

July // 333  
\$240,303.58

Edison H.S.

### Basketball Tournament

December // 56  
\$44,843.41

### Grapettes Softball College Event(s)

Sept & Oct // 215  
\$76,912.12

### ATP Tennis Tournament

October // 215  
\$129,832.71

### Erwin Tennis -USTA Tournament

October // 104  
\$73,816.91

### Birding Convention

November // 327  
\$109,753.71

### CSO Police Symposium

November // 113  
\$ 49,922.00

### Disson Ice Skating Event

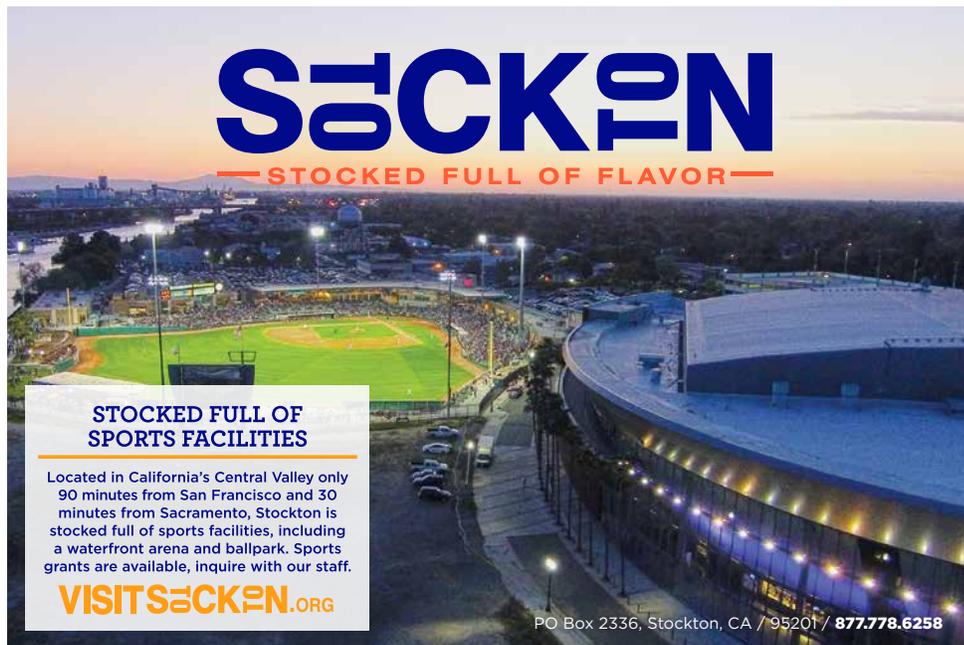
November // 186  
NO EIC CALC.

*\*Information based on Destination Marketing Association International (DMAI) Economic Impact Calculation.*

# TOTAL ESTIMATED ECONOMIC IMPACT

# \$2,749,299.51

# SPORTS ADS



# STOCKTON

— STOCKED FULL OF FLAVOR —

**STOCKED FULL OF SPORTS FACILITIES**

Located in California's Central Valley only 90 minutes from San Francisco and 30 minutes from Sacramento, Stockton is stocked full of sports facilities, including a waterfront arena and ballpark. Sports grants are available, inquire with our staff.

[VISITSTOCKTON.ORG](http://VISITSTOCKTON.ORG)

PO Box 2336, Stockton, CA / 95201 / 877.778.6258



**WEST COAST CONFERENCE**

*THE ROAD TO OMAHA STOPS IN STOCKTON!*

**COME OUT & WATCH THE GAMES!**

**BANNER ISLAND BALLPARK**  
404 W. FREMONT ST., STOCKTON, CA  
MAY 26-28, 2016

FOR TICKET INFORMATION GO TO [STOCKTONSPORTS.COM](http://STOCKTONSPORTS.COM)

HOSTED BY:



**NCAA**

2017 WOMEN'S **REGIONAL**

STOCKTON, CA

**CATCH ALL THE ACTION**  
**March 25 & 27**  
**Stockton Arena**

[NCAA.com/WBBtickets](http://NCAA.com/WBBtickets)  
Hosted by University of the Pacific & Visit Stockton

**TICKETS ON SALE NOW**



**USA RACQUETBALL**

USA RACQUETBALL NATIONAL JUNIOR OLYMPIC CHAMPIONSHIPS

06.21.2017 WED THRU SUN  
06.25.2017

**NATIONAL JUNIOR OLYMPIC CHAMPIONSHIPS**

HOSTED BY IN-SHAPE HEALTH CLUBS

[WWW.USARACQUETBALL.COM](http://WWW.USARACQUETBALL.COM)

SPONSORED BY: VISIT STOCKTON Penn

Numerous ads promoting specific events were also placed online with recordnet.com and Google Ads throughout the year.

# TRADESHOWS

## BUSINESS DEVELOPMENT



Est. Room Nights **5,246**

Est. Economic Impact  
**\$2,749,299.51**

Total RFPs considered **93**

Total RFPs submitted **71**

### MPI SACRAMENTO

appointments **n/a**  
*(tradeshow with 100 planners)*

### RELIGIOUS CONFERENCE MANAGEMENT ASSOCIATION (RCMA)

appointments **26**

### SEASONAL SPECTACULAR

appointments **n/a**  
*(tradeshow with 400+ planners, open floor)*

### CONNECT MARKETPLACE

appointments **53**

### NATIONAL ASSOCIATION OF SPORTS COMMISSIONS (NASC) SYMPOSIUM

appointments **22**

### TEAMS CONFERENCE

appointments **17**

### US SPORTS CONGRESS

appointments **n/a**  
*(tradeshow with 75 planners)*

SACRAMENTO/  
SIERRA NEVADA  
CHAPTER  
MPI

MEETING PROFESSIONALS INTERNATIONAL

 **RCMA**  
WHERE FAITH MEETS  
Religious Conference Management Association

 **SEASONAL SPECTACULAR**  
CELEBRATE • ILLUMINATE • FASCINATE

## Connect SPORTS MARKETPLACE



NATIONAL ASSOCIATION OF  
**SPORTS**  
COMMISSIONS

Your Resource for the Sports Tourism Industry

**SPORTS.**  
The Relationship Conference

# SPECIAL EVENTS

## Stockton RESTAURANT WEEK • 2016

**Stockton Restaurant Week** is a highly anticipated annual event where diners in and around Stockton can enjoy specialty fixed-priced menus at participating restaurants within the city. The event takes place each January and is a part of Visit California's foodie extravaganza, California Restaurant Month. In its 7th year, Stockton Restaurant Week had 20 local restaurants participate with positive feedback from guests, owners, and chefs alike. Partners saw increased sales, new customers, and additional social media awareness for their establishments. **The 2017 dates were Jan 20-29. The 2018 dates are: Jan 19-28.** [StocktonRestaurantWeek.com](http://StocktonRestaurantWeek.com)



**Stockton Beer Week** is an event created to increase spending in Stockton bars and restaurants while supporting our local craft beer industry. The 5th annual event was kicked off with the first-ever Stockton Beer Week Brew Fest. Held at the Stockton Arena and in partnership with SMG Stockton and Delta Sierra Beverage, Brew Fest featured 30 breweries, live music, games, and a home brew demonstration from Fat City Brew and BBQ Supply. Stockton Beer Week followed

with 13 participating locations holding events like beer and cheese pairings, a beer cocktail competition, the 2nd annual Brews and Shoes Run/Walk at Lincoln Center, and more. **The 2017 dates are: July 7-16.** [StocktonBeerWeek.com](http://StocktonBeerWeek.com)



**During the Great Stockton Asparagus Dine Out (GSADO)**, participating restaurants feature special asparagus-related menu items prepared with locally grown asparagus. GSADO brings Stockton restaurants together with local growers to make the best asparagus appetizers, entrees, desserts, and drinks. The 7th annual GSADO had new and exciting offerings with Trail Coffee Roasters and

&gt;&gt;

# SPECIAL EVENTS

(Continued from previous page)

three local food trucks participating. Over 30 locations throughout the city showed their love for our favorite local crop, increasing eatery revenue as well as excitement for the San Joaquin Asparagus Festival.

**GSADO will not be held in 2017.**

**Stockton Arts Week** was a new event in 2016, created to celebrate the diverse arts and cultural offerings of our city. Artists, arts organizations, residents, and visitors enjoyed 60 events over 10 days. Pop-up art shows, dance classes, musical performances, a video storytelling workshop, and more brought the arts to light in a way that was positive for the community and increased civic pride. **The 2017 dates are: Oct. 13-22nd. [StocktonArtsWeek.com](http://StocktonArtsWeek.com)**



## COMMUNITY SUPPORTED EVENTS/ ORGANIZATIONS

- City of Stockton- Movies at a Point
- Stockton Ports
- Stockton Heat
- United Way of San Joaquin
- Stockton Symphony
- Stockton Civic Theater
- StocktonCon
- The STOCKMARKET
- Downtown Stockton Alliance
- Brubeck Festival
- Pixie Woods
- Greater Stockton Chamber of Commerce
- Children's Museum of Stockton
- Emergency Food Bank
- Leadership Stockton Alumni Association
- San Joaquin Pride Center
- Stockton P.D. Youth Activities
- Festival of Trees at San Joaquin County Historical Museum
- Women's Center Youth and Family Services
- Friends of the Fair/ San Joaquin County Fair
- Stockton is Magnificent
- San Joaquin Asparagus Festival
- SMG: Stockton Arena and Bob Hope Theatre
- Baconfest @ Dell'Osso Family Farms

### RESTAURANT WEEK

**20** PARTICIPATING RESTAURANTS

### GREAT STOCKTON ASPARAGUS DINE OUT

**31** PARTICIPATING RESTAURANTS

### STOCKTON ARTS WEEK

**60** PARTICIPATING EVENTS

### STOCKTON BEER WEEK BREW FEST

**30** PARTICIPATING BREWERIES

### STOCKTON BEER WEEK

**13** PARTICIPATING VENUES

# SACKEN AMBASSADOR PROGRAM




The Stockton Ambassador Program was launched in April 2013 and seeks to enhance the visitor experience in Stockton by training knowledgeable, highly-trained Certified Tourism Ambassadors (CTA) throughout the city. Visit Stockton holds certification classes every other month and certified our 400th CTA, Nelson Nieves, of SJRTD (pictured above) in December 2016.

## WHO CAN BE A CTA?

Anyone can be a CTA! The Stockton Ambassador Program is a multi-faceted program that serves to increase tourism by inspiring front-line employees and community members to turn every visitor encounter into a positive experience. CTAs learn about Stockton history, attractions, dining, events, and more! When visitors have a positive experience they are more likely to return in the future and also share their experience with others. Everyone benefits – the visitor, the industry, the local economy, and most importantly, the front-line worker.



Annual CTA Cruise with Opportunity Cruises

**STOCKTON  
CTA COUNT:**  
as of December 31, 2016

**402** 

**BE ON THE  
LOOKOUT FOR  
OUR PINS!**



CTA Lunch and Learn with Stockton Symphony's Maestro Peter Jaffe



# WHAT'S IN IT FOR YOU

- Increased knowledge of Stockton
- A meaningful credential
- Improved business, higher tips
- Valuable customer service skills
- Career development
- Networking opportunities
- Being the “first to know” about Stockton news/events
- Exclusive events, rewards and incentives\*

By becoming a Certified Tourism Ambassador™ you'll have the tools and knowledge necessary to create a more memorable visitor experience and you'll reap the benefits. Being a CTA is a great achievement and it is a national designation to add to your resume.

\*Visit Stockton hosts numerous CTA mixers and discovery days exclusively for our Stockton CTAs. These gatherings are a great opportunity to network with other CTAs while exploring Stockton in a new way. CTAs also have access to CTA-only discounts and freebies throughout the city!



Personalized Tour of the University Park World Peace Rose Garden with Grupe Commercial



## BE A PART OF SOMETHING BIG!

CTA is a nationally recognized certification with over 15,000 frontline workers and volunteers who have earned their designation! There are currently 27 CTA programs nationwide involving over 100 DMOs (*Destination Marketing Organizations*).

As an Accredited Provider, Visit Stockton presents the official CTA designation on behalf of the Tourism Ambassador Institute®, the national oversight body for the certification program.

## WANT TO KNOW MORE?



[StocktonAmbassadors.com](http://StocktonAmbassadors.com)  
[CTANetwork.com](http://CTANetwork.com)

[megan@visitstockton.org](mailto:megan@visitstockton.org)



**Megan at 877.778.6258**



# 2016 ANNUAL REPORT

# — VISIT — STOCKTON

125 BRIDGE PLACE | 2ND FLOOR | DOWNTOWN STOCKTON | **877.778.6258**

VISITSTOCKTON.ORG

