



— VISIT —  
**SACKON**  
**2020**  
**ANNUAL REPORT**





## A LETTER FROM OUR CEO

### WELCOME TO 2021!

Partners, Stakeholders and Community Members,

2020 was a year like no other. Nationwide the travel and hospitality industries experienced losses greater than 9/11 and the Great Recession combined. The pandemic has impacted each and every one of us, including many very close to home. We continue to be humbled and amazed by the tenacity our essential workers, including those in the hospitality industry. While the start of a new year brings much of the same challenges, we do

know the end is in sight, and we should see significant recovery in 2021.

Locally, our industry has fared much better than other parts of the state. Because the travel industry in Stockton is less dependent on conventions, airlift, and international travel, the negative impacts of the pandemic were less severe. Our city's location on the interstate, proximity to large distribution centers, and essential workers helped keep many of our hotel partners busy, with some seeing growth in 2020. Others, dependent on groups, sports, and corporate travel, suffered. In all, our hotel community performed better than most in the Central Valley with hotel occupancy dropping 10.5%, and Average Daily Rate growing 2% - with the loss of some hotel inventory due to Operation RoomKey, overall room demand dropped 12.2% in 2020.

I personally have been very proud of the efforts of our team at Visit Stockton. We began working remotely on March 17 and have not looked back. Visit Stockton has always been, and continues to be, dedicated to supporting our community and our partners by doing what we do best - bring needed dollars to our community through our marketing and sales efforts. During this crisis, our team has met this moment in tremendous fashion.

Some of our most important efforts this year include:

- **Stockton Healthy Pledge (StocktonHealthyPledge.com)** - Launched in May, the voluntary pledge is over 300 businesses strong and still growing. The team has provided window clings, PPE, floor decals, and significant marketing support to these businesses committed to the health and safety of our community. We hope you have seen the SHP seal at local businesses and have supported them this year.
- **City of Stockton Small Business Relief Grant Program** - In the summer Visit Stockton partnered with the City's Economic Development Department to administer this program by providing assistance in reviewing grant applications, processing grant payments to the local business recipients, and completing the future tax reporting. In 2020, we have processed nearly \$2.3 million in grant dollars directly to the Stockton small business community. This program is funded by the City through the state and federal CARES Act dollars allocated for COVID-19 relief, with additional funds to be distributed in 2021.
- **Dine Stockton (DineStockton.com)** - As soon as COVID-19 began to impact the livelihoods of our friends and neighbors in the restaurant industry, our team started brainstorming on ways to support them. We reached out to our restaurant partners on March 12 with the idea for a Dine Stockton promotion. Keeping restaurant workers on the job and giving our community an easy way to support them has paid off. We have over 150 restaurants listed on DineStockton.com, with delivery and take-out options, and have had positive feedback from community members as well as restaurant owners and employees.

As we enter 2021 there is a sense of hopefulness knowing there are brighter days ahead. We are encouraged and hopeful that we will begin to see the return of visitors by summer, and our hospitality community and their employees can get back to work doing what they love.

The team at Visit Stockton is proud to be a part of, and serve, the Stockton community. We wish each of you a safe and healthy 2021.

Regards,

Wes Rhea, CEO

## BOARD OF DIRECTORS

### George Kaplanis, CTA

President  
Omega Hospitality

### Wes Yourth, CTA

Vice President  
University of the Pacific

### Susan Obert, CTA

Treasurer, Haggin Museum

### Alex Munro, CTA

Hilton Stockton

### Rhona Miles, CTA

University Plaza  
Waterfront Hotel

### Isadora Harness, CTA

Marriott Properties

### Jai Patel

Red Roof Inn

### Christina Fugazi

Council Appointee  
Councilmember, District 5,  
City of Stockton

## MEET THE TEAM

### Wes Rhea, CTA

CDME, CHIA  
Chief Executive Officer

### Christa Griffith, CTA

Office Manager &  
CTA Program Manager

### Tim Pasisz, CTA

CMP, CSEE  
Director of Sports & Tourism  
Development

### Courtney Phelps, CTA

Events Administrative  
Coordinator

### Vacant

Director of Marketing &  
Communications

### Jesse Salazar, CTA

Video Production Manager

### Kalena Fields, CTA

Graphic Designer/Brand Manager

### Rebecca Scharmann, CTA

Events & Community Engage-  
ment Manager

# TOURISM IMPACTS 2020

With limited leisure and business travel, local attractions closed, and stay at home orders, Stockton continued to see the economic impact tourism and visitors has on our community.



## THE ECONOMIC IMPACT OF COVID-19

### SPORTS EVENTS LOST

6 national championship events were scheduled to be hosted in 2020. Were these events to have taken place as planned they would have brought in **2,258 room nights** and made an economic impact of **\$2.44 million** dollars.

## LODGING

2020 AVERAGE HOTEL OCCUPANCY

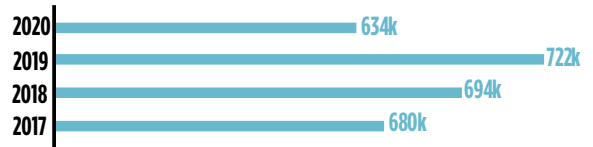
**64.7%**

**1,724 OF THE 2,665**  
STOCKTON HOTEL ROOMS WERE SOLD EACH NIGHT IN 2020.

2020 HOTEL REVENUE GENERATED FROM OVERNIGHTS VISITS:  
**\$59,413,219**

2019 REVENUE: **\$65,200,700**  
2018 REVENUE: **\$61,522,644**  
2017 REVENUE: **\$57,524,242**

2020 DEMAND (ROOM NIGHTS)



2020 AVERAGE DAILY RATE



Lodging Data Source: Smith Travel Research (STR), December 2020.

## STOCKTON AMBASSADOR PROGRAM



The **Stockton Ambassador Program** is a multifaceted program that serves to increase tourism by inspiring front-line employees and community members to turn every visitor encounter into a positive experience by highlighting the quality of life in our city.

AS OF 12/31/2020  
WE HAVE CERTIFIED  
**714**  
STOCKTON CTAS!

IN 2020...

**14 CTAS**  
WERE CERTIFIED\*

**63%** OF CTAS  
RENEWED  
CERTIFICATION

**2**  
CTA EVENTS  
WERE HELD

\*One in-person class was held in February before stay-at-home orders. On a typical year we would hold at least 6 CTA classes.

# COMMUNITY COMES FIRST:

Destination Marketing Organizations bring valuable visitor dollars to our community which in-turn improves and enhances the quality of life for the residents in our community. For Visit Stockton it is not only the place in which we work, but also where we live. Stockton is a community filled with loved ones, friends, families, and life long memories. Our priority in 2020 was to support our community and our partners during these unprecedented times. Read on to learn more about our efforts to support our community during the pandemic:



## STOCKTON HEALTHY PLEDGE

On May 22nd Stockton Healthy Pledge program was initiated by Visit Stockton supported by the Stockton Business Recovery Coalition. Businesses have been signing on to the pledge ever since, and in doing so they have affirmed their commitment to creating a clean, safe, and healthy environment for residents and visitors. With the help of grant funding from the City of Stockton, Visit Stockton has been provided over 300 businesses with marketing support, PPE, posters, window clings, floor decals, and more.

### IN 2020 WE DISTRIBUTED:



49,130 MASKS



30,300 GLOVES



1,067 BOTTLES HAND SANITIZERS



121 BOTTLES DISINFECTANT



1,220 SOCIAL DISTANCING FLOOR DECALS

DEDICATED TO KEEPING YOU SAFE

## STOCKTON RESTAURANT WEEK (JANUARY 18-27)

In 2020, 32 restaurants joined Visit Stockton to celebrate the 11th anniversary of Stockton's favorite foodie extravaganza. Deals, discounts, and special menus drove traffic to participating restaurants throughout the 10-day promotion.



## CORONAVIRUS INFORMATION PAGE

A COVID-19 Information Page was launched on March 12 as a resource for the community to find up to date information from reputable sources as well as quell fears and avoid panic. This page became such an important resource for our community that it actually was our **most viewed page of the year**, above our homepage.



## DINE STOCKTON

In March we established the Dine Stockton page with the goal of supporting the livelihoods of our friends and neighbors in the restaurant industry.

Throughout the year, we have kept this page up to date with hours, family packages, take-out options, and more information for over 150 restaurants. Learn more ways to support our local restaurants and plan your next meal at [dinestockton.org](http://dinestockton.org)

## STOCKTON SPORTS UNITE

This year we partnered with Stockton Kings Basketball, Stockton Heat Hockey, Stockton Ports Baseball, and University of the Pacific Athletics to create the Stockton Sports Unite coalition. With the help of our sports and athletics organizations we coordinated events to support our community. Here are some of the highlights from these events:

- We hosted a total of **5 food drives** throughout the year. Donations from these food drives were collected to benefit the Emergency Food Bank of Stockton/San Joaquin.

**6,912 LBS** of food was donated, equating to **58,752 MEALS.**

- On June 18, a **blood drive** was coordinated in cooperation with the American Red Cross at the University Plaza Waterfront Hotel. That day, all 40 available blood donor appointments were filled. With the help of those 40 donors we:

**Donated 52 UNITS** of blood potentially saving **156 LIVES.**

- We launched the **Ultimate Ticket Raffle** on May 14, which ran through August 3rd. We raffled off a prize package valued at \$6,000 to one lucky winner. All of the proceeds for this fundraiser benefited the United Way of San Joaquin County's COVID-19 relief efforts.

## LOCAL BUSINESS SUPPORT

Over the course of the year we have continued to focus on finding new ways to help support our local businesses. Some of these initiatives included:

- **Black owned business directory:** After learning that there was no similar directory available for black business owners, we decided to create our own with nearly 50 businesses listed.



- **Localhood:** Stockton is one of the first cities to partner with the organization Localhood which was launched this summer to create an online community for locals to discover, shop, and support local businesses.

- **Makers directory:** We curated a directory of local makers and artisans as a way to support small business owners. The directory lists over 90 businesses.

- **Digital Marketing Virtual Training Classes:** In April we hosted a series of 3 webinar classes in partnership with Two Six Digital. These classes aimed to assist Small Businesses in finding new opportunities during the pandemic and into recovery.

- **Small Business Grants:** The team has assisted the City of Stockton with processing federally funded small business grants to local recipients. To date, our team has processed over two million dollars in grant funds directly to the Stockton small business community.

# DIGITAL MARKETING

## VISITSTOCKTON.ORG 2020 SNAPSHOT

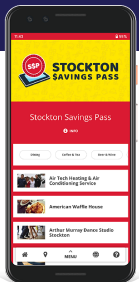
### TOP 10 PAGES OF 2020

1. Coronavirus Information Page
2. Home
3. Dine Stockton
4. Blog: Fly Out of Stockton Airport
5. Blog: Filmed In Stockton - Movies You Need to Watch
6. Stockton Healthy Pledge
7. Events
8. Stockton Restaurant Week
9. Blog: Kid Friendly Places in Stockton
10. Stockton Savings Pass

**727,246** VISITS **DOWN** **33.28%**

**550,000** USERS **DOWN** **29.9%**

**1,105,105** PAGEVIEWS **DOWN** **31.7%**



### STOCKTON SAVINGS PASS

Did you know we rebranded our Savings Pass this year? Our goal was to create a colorful new SSP brand that is a better representation of what the pass is all about. Check out the pass and all of the money you could be saving from businesses at businesses all over Stockton: [StocktonSavingsPass.com](http://StocktonSavingsPass.com)



## SOCIAL MEDIA

### SOCIAL MEDIA FOLLOWERS:

57.1K	9179	13.8K	2158	3262	9822	20.1K

**115,361** TOTAL FOLLOWERS

**13,757,249**  
TOTAL IMPRESSIONS  
DOWN 17.3% FROM 2019

**672,492**  
TOTAL ENGAGEMENT  
UP 13.76% FROM 2019

### PAID SOCIAL MEDIA PROMOTIONS: (Facebook, Instagram, and Twitter Combined)

**11,329,615** IMPRESSIONS  
**1,018,111** ENGAGEMENT

VIDEO  
STATS:

**140.1K**  
VIEWS

**1,727**  
WATCH TIME  
(in hours)

**275.1K**  
IMPRESSIONS

## DIGITAL MARKETING

This data includes Display, Native, and Connected TV ads. Promoting videos, blog contents, special events and initiatives, and landing pages.

**13,757,249**  
TOTAL IMPRESSIONS  
DOWN 17.3% FROM 2019

**672,492**  
TOTAL ENGAGEMENT  
UP 13.76% FROM 2019

## STRATEGIC PLANNING EFFORTS

Visit Stockton received a City of Stockton Community Support Grant that allowed our organization to invest in a post-COVID Strategic Recovery Plan during the final quarter of 2020. Members of the Board and Visit Stockton Staff met in November to identify the realities of the present and the dreams for tomorrow, as they considered new ways for the organization to increase its effectiveness in achieving its Mission and Vision...and help the city's efforts to recover from the pandemic.

The plan was developed after a substantive discussion of present environments, threats and opportunities that were gathered through an online survey of community leaders. This Strategic Plan does not replace Visit Stockton's Annual Service Plan. Visit Stockton will continue its efforts to effectively sell and market the community, as well as provide services to its business and governmental partners. The strategies included in the plan are intended to be new concepts, designed to enhance the organization's success and the destination's magnetism as it moves into the recovery phase.

To view our full Strategic Plan for 2021 please visit [visitstockton.us/strategicplan2021](http://visitstockton.us/strategicplan2021)

## WHO WE ARE

Visit Stockton is the official destination marketing organization for Stockton, California and as such, is charged with the promotion and marketing of the City of Stockton as a leisure travel, sports, events, and meetings destination.

Founded in 1979 as a 501(c)6, non-profit corporation, Visit Stockton is dedicated to positively impacting the local economy through its programming and elevating civic pride while highlighting the Stockton community as a positive place to work, live, and visit. Visit Stockton is funded in partnership with local hotel properties through the Stockton Tourism Business Improvement District.

### Mission Statement

Visit Stockton is dedicated to enhancing the region's Quality of Life by collaboratively leading the promotion of our richly diverse community and advocating for initiatives that will enhance the city's Quality of Place.

### Vision Statement

Stockton is widely respected as a diverse and welcoming community, providing unique and authentic experiences and opportunities for all.

### Our Organizational Values

- ACCOUNTABILITY • HAVE FUN
- EXCELLENT SERVICE • GIVING BACK
- LEARN AND IMPROVE

# — VISIT — STOCKTON

**CALL US! 877.778.6258**

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#visitstockton     

