



HIGHLIGHTS FOR THE YEAR AHEAD



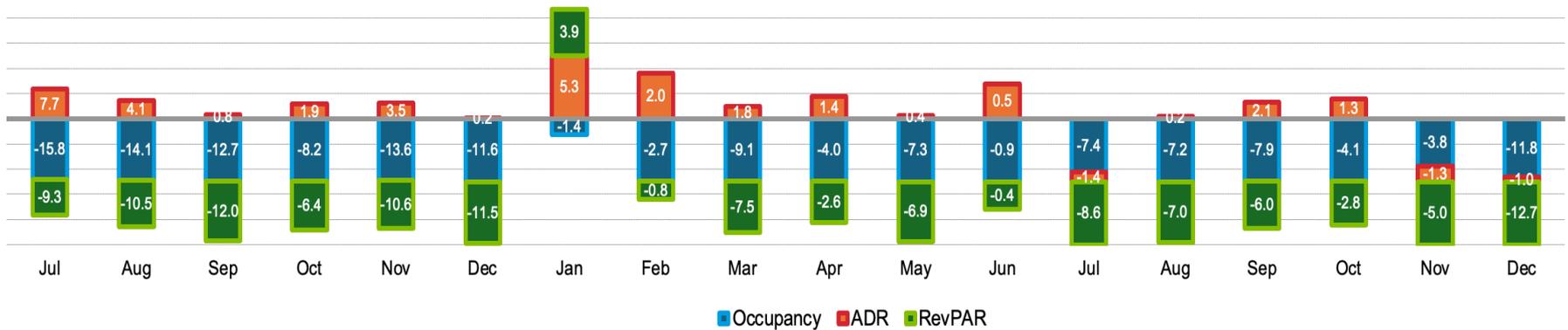
City Council Meeting

April 2, 2024

Agenda Item 15.1

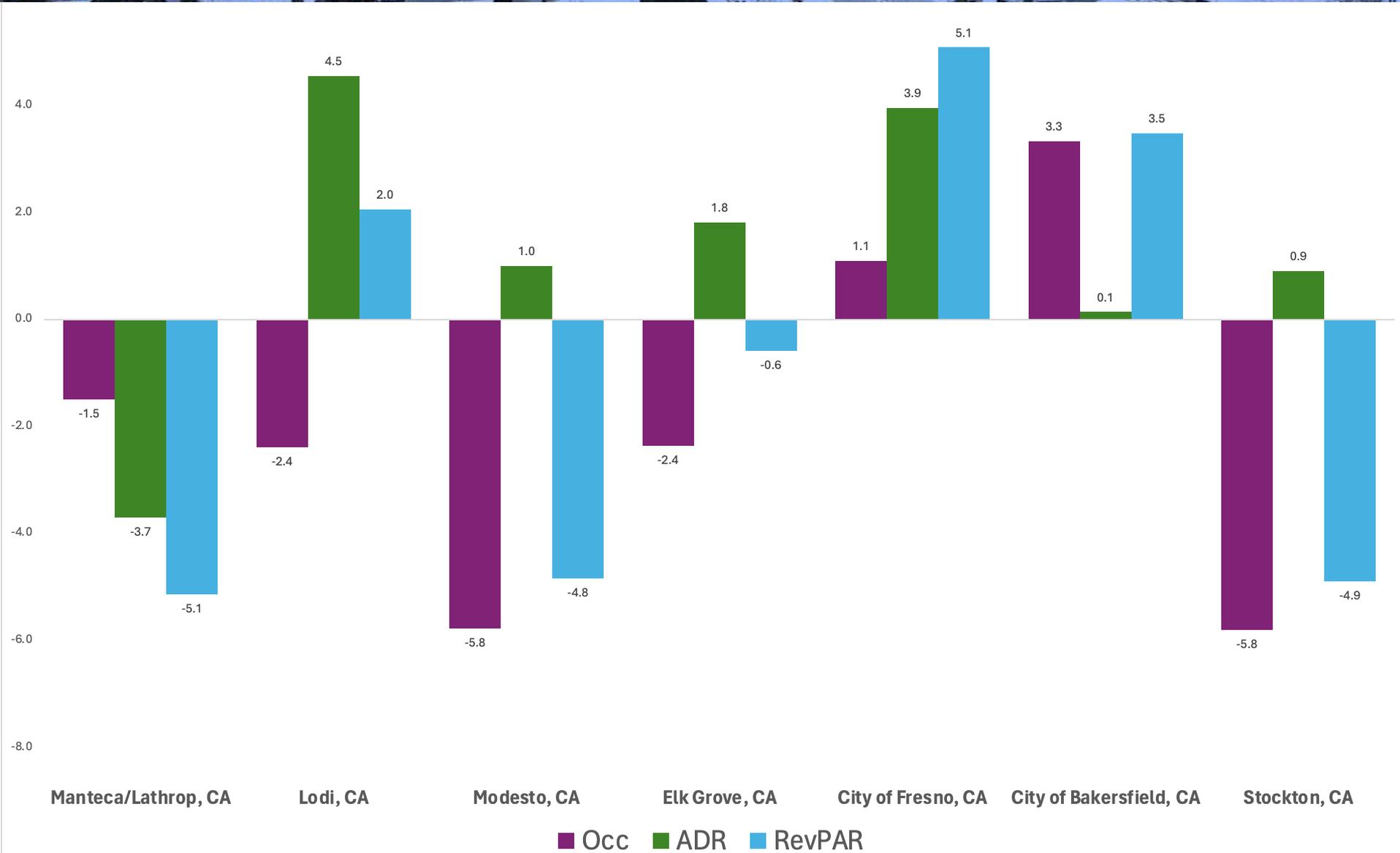
2023 STOCKTON LODGING

Monthly Percent Change



- Hotel Occupancy Continues to Decline While Rates Remain Stable
- While Stockton Opened a New Hotel in 2023, there are 188 Less Rooms Available to Rent than in 2019
- No New Hotels Currently Under Construction
- Hilton Finished Complete Room Renovation; Scheduled to Start Lobby Renovations in 2024
- Renovations starting/finishing in 2024 Included the Marriott Properties and La Quinta Inn

REGIONAL LODGING DATA



SHORT TERM RENTAL MARKET

Year-Over-Year Change

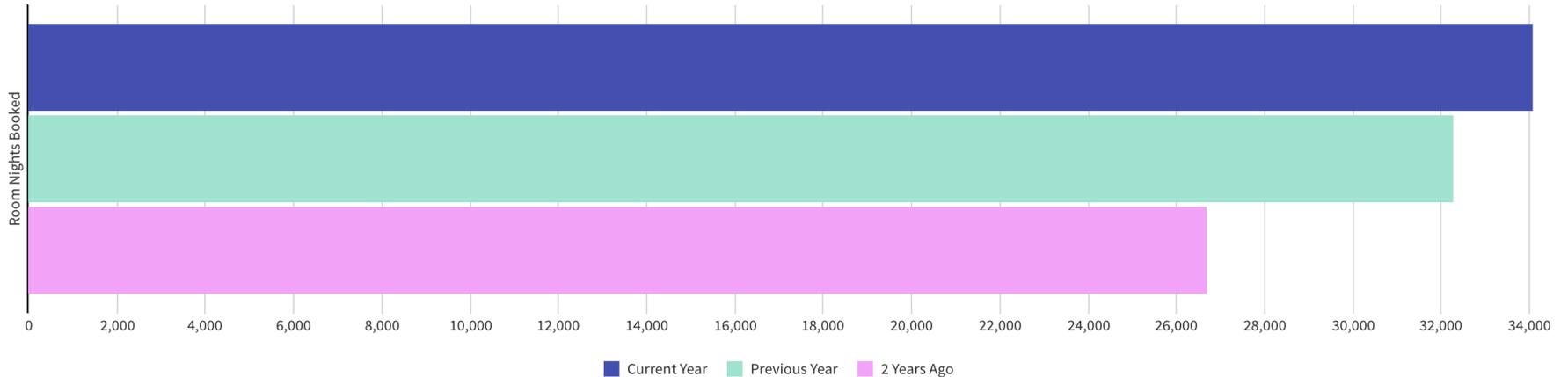
Month

Metric Type

(12) Dec 2023, Nov 2023, Oct 20...

Room Nights Booked

How are your vacation rentals trending over time? ⓘ



Metric

Room Nights Booked

Current Year

■ 34,099

Current vs Previous

+5.6%

Current vs 2 Years Ago

+27.8%

DIRECT TRAVEL IMPACT: 2022



\$355.9MIL

DIRECT TRAVEL SPENDING



VISITORS SPEND NEARLY
\$1 MILLION A DAY

IN STOCKTON THRU DIRECT TRAVEL SPENDING

DIRECT SPENDING BY SECTOR



\$25.9M

**TAX GENERATED
BY DIRECT
TRAVEL SPENDING**

\$15.4M

IN STATE
TAX

REVENUE
GENERATED
BY TRAVEL
SPENDING



\$10.4M

IN LOCAL TAX REVENUE
GENERATED BY TRAVEL SPENDING

EQUIVALENT TO THE SALARIES OF...

210
TEACHERS

OR
191
FIREFIGHTERS

OR
118
POLICE OFFICERS

Source: Dean Runyan Associates, U.S. Bureau of Labor Statistics

VISITOR VOLUME

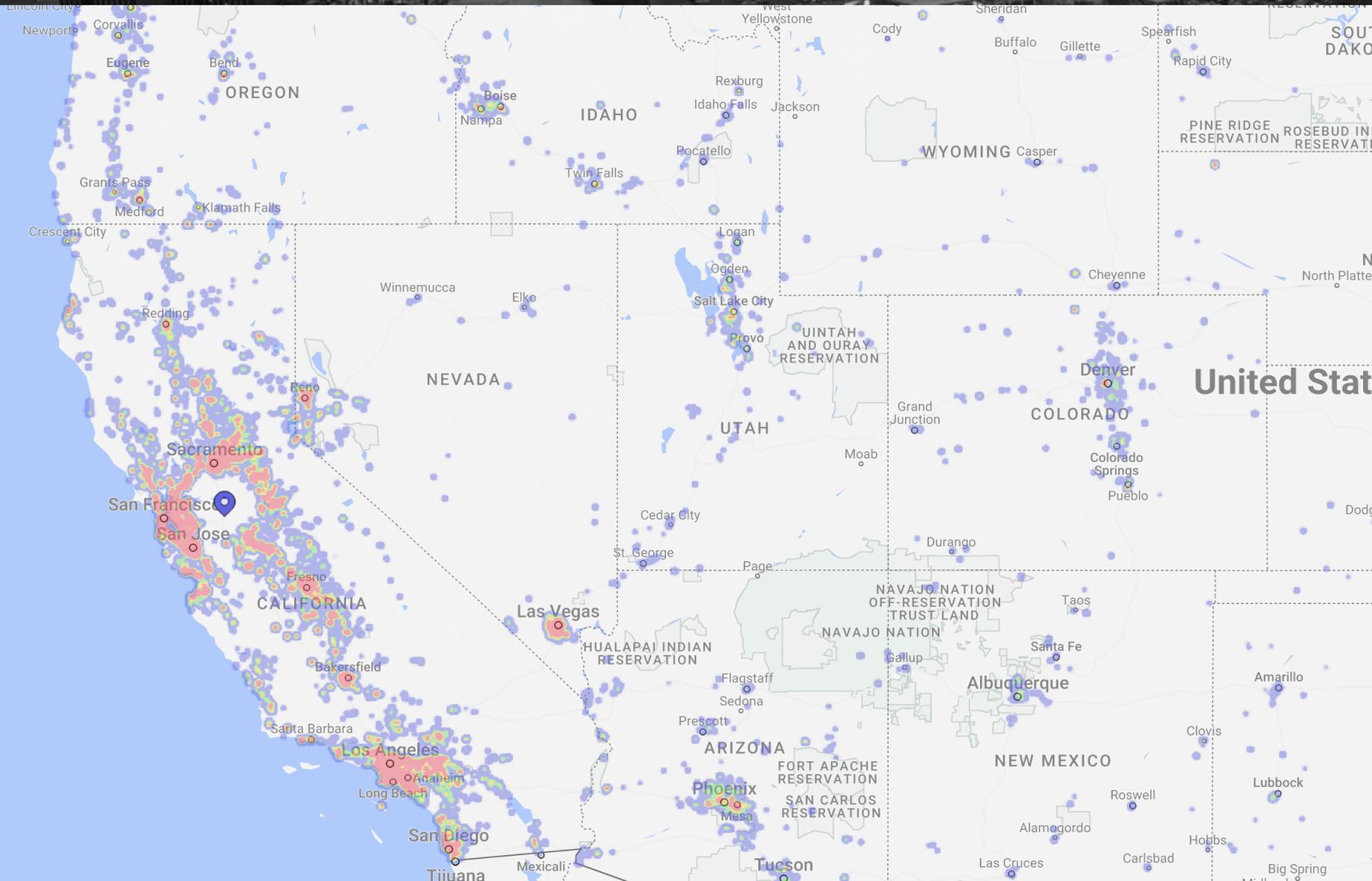
Metrics

<i>Metric Name</i>	 Stockton Primary City Stockton, CA	 Lodi, CA Lodi, CA	 Manteca, CA Manteca, CA	 Modesto, CA Modesto, CA	 Lathrop Lathrop, CA
Visits	17.6M	3.9M	7.8M	12.1M	3.6M
Visitors	2.9M	932.2K	1.9M	2M	883.6K
Visit Frequency	6.38	4.25	4.12	5.89	4.1
Avg. Dwell Time	606 min	467 min	594 min	481 min	426 min
Visits YoY	-10.4%	-12.4%	-10%	-7.7%	-10.4%
Visits Yo2Y	-7.8%	-17.6%	-7.1%	-5.9%	-7%
Visits Yo3Y	+18.4%	+0.9%	+34.4%	+15.9%	+27.3%

Jan 1st, 2023 - Dec 31st, 2023

Data provided by Placer Labs Inc. (www.placer.ai)

VISITOR ORIGIN



A vibrant outdoor event scene with a fountain in the foreground, large white letters spelling 'STOCKTON' in the middle ground, and a large white 'FLAVOR FEST' sign in the background. The scene is set against a backdrop of lush green trees and colorful festival tents. The fountain has several jets of water spraying upwards from stone spheres. The ground is paved with a checkered pattern of light and dark tiles. In the background, there are several tents, some with colorful canopies in shades of purple, pink, and orange. A person is visible climbing a tree in the upper center. The overall atmosphere is bright and festive.

STOCKTON
FLAVOR
FEST

CULTURE · CUISINE · COMMUNITY

STOCKTON

— VISIT —
S₂OCKTON

X

S CITY OF
STOCKTON

STOCKTON

16,600+
Visits

675
Volunteers

STOCKTON
**FLAVOR
FEST**
CULTURE · CUISINE · COMMUNITY

2,700+
**Volunteer
Hours**

\$1,207,709
**Economic
Impact**

International Festivals & Events Association (IFEA) Awards

Winner

Best Instagram Site
Best Digital Ad Series
Best Hat
Best Promotional Photo

Silver

Grand Pinnacle for
Overall Best Festival

Bronze

Best Single Ad
Best Newspaper Ad
Best Radio Promotion
Best T-Shirt

City Nation Place Awards

Finalist

Best Placemaking Initiative





Reclaim Hotel Leakage

- Reclaiming hotel leakage is vital for our area's economic growth. **Targeting likely travelers** and implementing **Hotel Awareness campaigns** are key strategies to boost visibility and attract visitors. Emphasizing a re-imagined **Meeting & Incentives Plan** further solidifies our appeal, ensuring we retain hotel bookings and position ourselves as a competitive destination for various travelers.



Share the Stockton Story

Our objectives include continuing the “This is Stockton” narrative through **videos spotlighting small businesses**, producing bi-monthly episodes for the successful **podcast**, creating engaging **organic vertical video content** for social media, and enhancing **visual awareness** through Google Stories in collaboration with Visit California. These efforts collectively emphasize our commitment to impactful storytelling and strategic visibility.



Data-Driven Decision- Making

Our objectives center on **leveraging data platforms** for informed decision-making. We aim to identify high-value visitors and regions, including Sacramento and the Bay Area, utilizing data tools for **targeted advertising**. Additionally, our focus extends to **recognizing personas** likely to convert from day-trippers to overnight stays during special events and promotions. These objectives highlight our commitment to precise, data-driven strategies.



Event Growth

Our goals include widespread **distribution of the Planner Guide**, integrating the Development team into meetings and sports markets, prioritizing **CRM mastery** for effective communication, and **enhancing internal events** like Stockton Flavor Fest, Feast at the Fox, and Sports City Golf Tourney. These objectives underscore our commitment to staying current and optimizing outreach efforts in the dynamic events markets.

