

Visit Stockton

2014

.....
**annual
report**



Visit 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.

Visit Stockton holds memberships with:

- Association of Military Reunions (AMR)
- 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)
- Hospitality Sales and Marketing Association International (HSMAI)
- Meeting Planners International (MPI)
- National Association of Sports Commissions (NASC)
- National Council of Youth Sports (NCYS)
- National Tour Association (NTA)
- Religious Conference Managers Association (RCMA)
- Society of Government Meeting Planners (SGMP)
- US Travel Association (UStTravel)
- Western Association of Conference & Visitors Bureaus (WACVB)

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

Visit Stockton Team



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Board of Directors

- **George Kaplanis, CTA**
President, Hilton Stockton
- **Karri Rivard**
Vice President, Holiday Inn Express
- **Katie Green, CTA**
Treasurer, Marriott Properties
- **John Cammack**
Immediate Past President, Attorney
- **Shelby Bulen, CTA**
Best Western Plus Heritage Inn
- **Rhona Miles, CTA**
University Plaza Waterfront Hotel
- **Susan Obert, CTA**
Haggin Museum
- **Sam Patel**
Red Roof Inn
- **Stephen Sherman, CTA**
Retired Businessman
- **City Council Rep., Susan Lofthus, CTA**
Councilmember District 3, City of Stockton

Visit Stockton

125 Bridge Place, 2nd Floor



2015 Visit Stockton Goals

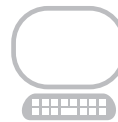


Visit Stockton Guide

Continue to successfully produce the guide in-house. Work to expand our local distribution network, while adding additional visitor touch points.

Website

Continue working to make functionality seamless and user-friendly for both desktop and mobile. Increase unique visits and pageviews by at least 20%. Enhance listing pages. Expand social media integration.



Marketing

Grow interest in destination and the leisure market through strategic advertising and public relations efforts. Continue to focus on creating a positive image of Stockton to both locals and visitors. Track ROI.



Sports/Group Development

Continue to grow sales, support, and servicing of the sports and group markets by focusing Visit Stockton's efforts on markets that typically generate citywide events. The focus will be towards markets not currently pursued by the partner hotels, i.e. sports and SMERF (Social, Military, Education, Religious and Fraternal) markets. Also continue to grow and expand existing events, while focusing on new events with increased ROI.



Special Events

Grow our signature events (Stockton Restaurant Week, the Great Stockton Asparagus Dine Out, and Stockton Beer Week) to include more participants and increased local impact. Gather feedback from participating venues and audience in order to continually better the events.

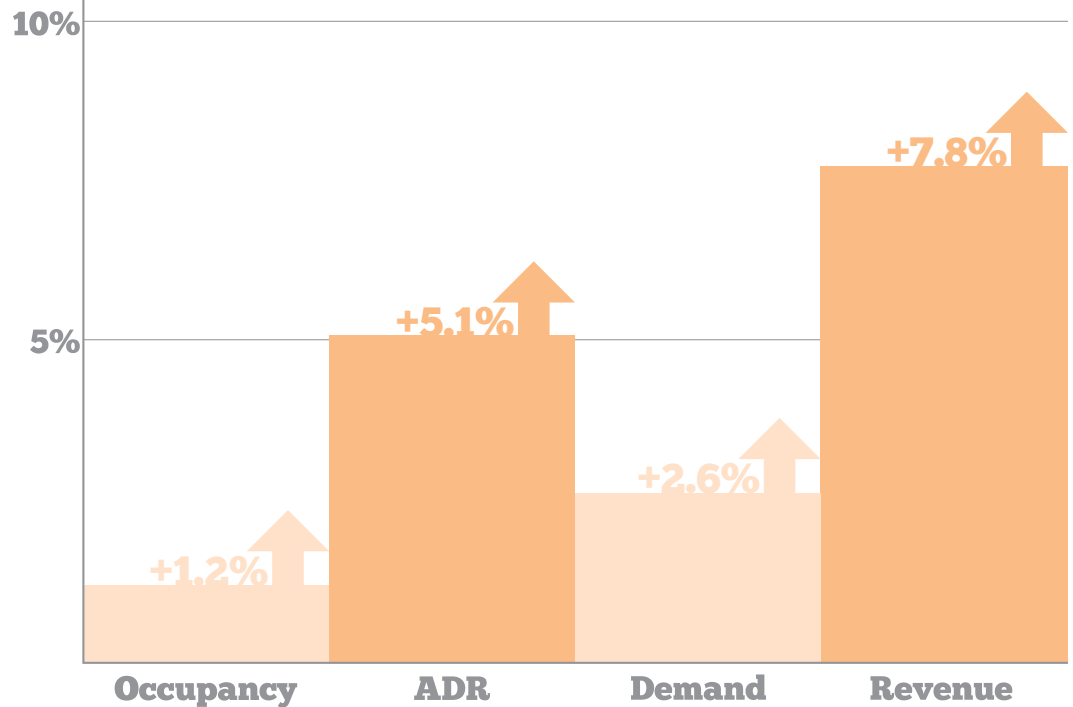


Local Lodging Trends / Visit Stockton Revenue History

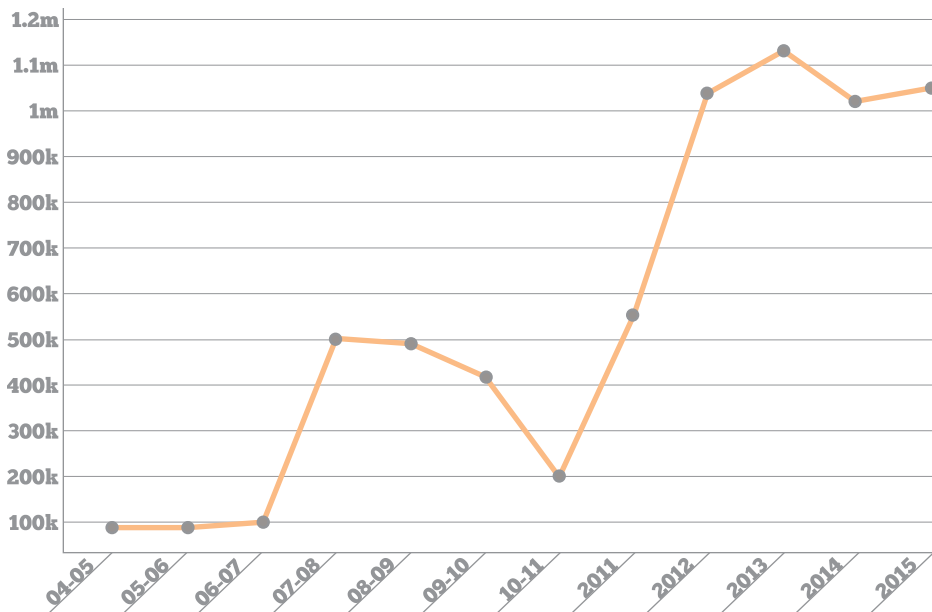
Occupancy
2014: 58.1%
2013: 57.4%
2012: 54.3%
Average Daily Rate
2014: \$70.23
2013: \$66.79
2012: \$64.95
Demand (room nights)
2014: 581,316
2013: 566,829
2012: 533,601
Revenue
2014: \$40,826,722
2013: \$37,860,916
2012: \$34,657,820

2014 % Growth

Source: 2014 Smith Travel Research, Inc. / STR Global, Ltd.



Visit Stockton Revenue 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: \$1,052,742 (projected)

*Based at Chamber of Commerce

New in 2014

Eyes Over Stockton

In 2014 Visit Stockton obtained an exciting new “tool” that has expanded our visual content library of the city in a very unique way. This new addition is a camera quadcopter that, in the expert hands of CEO Wes Rhea, has gathered tons of bird’s eye view photos and videos of places and events throughout Stockton! The quadcopter is one way Visit Stockton has stayed in front of current trends in the destination marketing world—our photos and videos have been very popular on our social media pages and have had a great response from our followers.



Burns Tower at Pacific

Stockton Freebies

Visit Stockton has always provided free Stockton postcards, stickers, and other goodies to the public and we strive to keep these fun freebies fresh. Our postcards and stickers got a facelift this year—pick yours up next time you visit our office!



KAT Country 103's LAC at Weber Point

Official 2014 Visit Stockton Guide

40,000

copies printed and distributed.



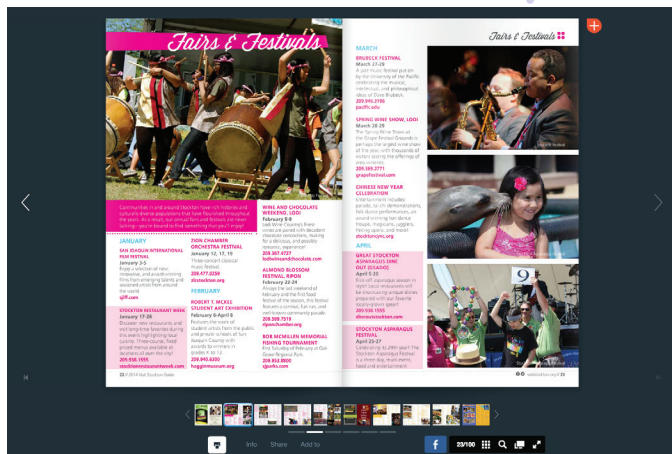
40,000 full-color copies of the 2014 Visit Stockton guide were printed and distributed all over Stockton and neighboring areas, as well as taken to tradeshow around the country, mailed to visitors all over the world (upon request), distributed at various Stockton events/festivals/venues, and more!

The 100-page guide boasts a new smaller size (about 5.5" x 8.5"), which conveniently

combines the previous full-size guide and mini guide into one publication. There is also a handy pullout map of Stockton, along with new "My Stockton" pages featuring interviews with longtime Stocktonians, as well as Instagram pages of photos by users highlighting our city, and a section on Stockton's history.

Online Version

- Mobile-friendly!
- Thousands of views and impressions



San Joaquin County Farm Guide and Map

10,000 copies printed and distributed.



Love fresh fruits, vegetables, and nuts? Homemade pies? How about great drives through some of the most beautiful orchards and farmland anywhere? You've arrived in California's Central Valley, also referred to as "The Greatest Garden in the World" and the "Nation's Salad Bowl" where fresh fruits, vegetables, nuts, and dairy products are produced, packaged, and shipped all over the world. Stockton and San Joaquin County have a long history of great agricultural operations. Some of our top crops include: almonds, apples, cherries, dairy, tomatoes, walnuts, and winegrapes. We are also famous for our blueberries, nectarines, peaches, and, of course, asparagus!

We encourage you to take a drive through our countryside and stop at the small roadside farm stands—in addition to the freshest local produce you can find, many have homemade baked goods, offer wine tasting, and even make a great lunch!

A new publication for 2014 was the San Joaquin County Farm Guide and Map. Visit Stockton created this handy guide after noticing a demand for agricultural tourism information in the county that was not being met by any particular organization. The brochure-sized guide has proved very popular, with our initial print run of 10,000 being exhausted in just about six months! The guide lists over twenty farm and fruit stands from around the county and includes a map with all of their locations. There are also listings for countywide farmers' markets, as well as a convenient chart that tells you when popular produce is in season.



Magnified view

Farms & Fruit Stands



Alpine Blue Farms
9 F-6
Open seasonally. Enjoy u-pick blueberries and a picnic area. Also offering apricots, blackberries, cherries, peaches, raspberries, strawberries, and walnuts.
7490 E Hwy 26, Stockton

Biglieri Farms Farm Market
9 C-7
Open April thru October, 9am-6pm daily. Biglieri Farms is a family owned and run farmer's market offering the best locally grown produce, as well as fresh, on-premises baked breads,

Clements Ridge Produce
9 B-7
Open year-round, call for hours. Clements Ridge is known for their famous pies, classic tri-tip sandwiches, chicken pot pies, and homemade candy. They also offer a variety of bulk nuts as well as locally grown seasonal fruits and vegetables and wine tasting.
23225 N. Hwy 88, Clements
Intersection of Highways 88 and 12
209.759.3850
clementsridge.net

Countryside Farms
9 G-6
By appointment only - call for seasonal operating hours and experiences. "Sharing the farm experience with families" is this farm's specialty. Activities include hayride tours, the farm play yard, and the planting station. In the fall, discover pumpkins, tortilla corn, hay tunnels, and a child-sized corn maze.
6666 E. Main St, Stockton
209.943.1632
countryside-farms.com

Curry Farms Country Store
9 C-5
Open daily 9am-6pm (coffee

When is it in season?

The best part about San Joaquin County's rich agriculture is the ability to enjoy delicious produce at its freshest! Use the chart below to help you determine what popular items you are most likely to find at our many fruit stands and farmers' markets throughout the year.

	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
almonds*												
apples*												
apricots												
artichokes												
asparagus												
blueberries												
cherries												
figs												
grapes												
melons												
nectarines												
peaches												
pears												
plums												
pomegranates												
squash (summer)												
squash (winter)												
strawberries												
tomatoes												
walnuts*												

*These items are typically available year-round.

visitstockton.org

visitstockton.org

keyword search

places to stay events things to do dining meetings sports about

celebrate!
Downtown Stockton Marina
Set sail on 1,000 miles of waterways on the California Delta!

58.1°
Extended Forecast

Welcome to the city of Stockton, California

Discover the ideal Northern California getaway and celebrate the essence of California's Central Valley as you explore this culturally rich and diverse city in San Joaquin County.

Let Visit Stockton introduce you to one of the most unique and diverse destinations in Northern

book now

All Lodging

Check-in Check-Out

Search

VISITOR GUIDE
The Essential Guide To All Things Stockton

STOCKTON
Family FOR CULTURE galleries museum
Fairs & Festivals sports CONCERTS

upcoming events
the largest online events calendar in the stockton area!

view all

AUTOPOIESIS
JAN 20 - FEB 13
Glenn Cole Allen
Alan Yee Lam &
Summer Lee

Image-Nation Exhibition
Various Artists Exhibitions

"Autopoiesis: Creative Self-Construction" at Reynolds Gallery
This exhibition explores themes of transience and continuity, attachment and release, and more.

Image-Nation Exhibition at The Mexican Heritage Center and Gallery
Enjoy work by over 20 artists.

Read More

Web Stats

1.1.14 - 12.31.14

Sessions

total **373,273**
up 55.58% from 239,926 in 2013

mobile/tablet **214,699**
up 138.88% from 89,878 in 2013

desktop **158,574**
up 5.68% from 150,048 in 2013

Users

total **246,832**
up 48.45% from 166,277 in 2013

mobile/tablet **135,344**
up 127.79% from 59,415 in 2013

desktop **111,488**
up 4.33% from 106,862 in 2013

Pageviews

total **901,047**
up 25.66% from 717,052 in 2013

Top 10 Pages

1. events **122,881** pageviews
2. home **56,479** pageviews
3. things to do **38,801** pageviews
4. dining **25,125** pageviews
5. free things to do **19,802** pageviews
6. annual events **17,279** pageviews
7. family fun **16,274** pageviews
8. concerts in the park 2014 **12,014** pageviews
9. on the water **10,782** pageviews
10. shopping **8,581** pageviews

Social Media

stats as of 2.11.15

With **15,398** referrals to visitstockton.org in 2014, Facebook more than doubled all other referrals.

Facebook +54% ↑

- Visit Stockton // **35,982 likes**
2013: 23,266 likes
- Stockton Beer Week // **6,045 likes**
2013: 3,000 likes
- Stockton Restaurant Week // **9,498 likes**
2013: 6,582 likes

The screenshot shows the Facebook profile for Visit Stockton. The profile picture is a heart with 'I LOVE STOCKTON' and 'VisitStockton.org'. The cover photo is an aerial view of Stockton with a text overlay: 'Visit Stockton is on Facebook. To connect with Visit Stockton, sign up for Facebook today. Sign Up Log In'. The main post is titled 'The World Champion SF Giants trophies are coming to Stockton! Stop by the City of Stockton Auditorium Civic Memorial THIS THURSDAY, 2/12, from 5-7 pm to have your picture taken with the trophies like an MVP! #visitstockton #SFGTrophy'. The post includes a photo of three gold trophies and is sponsored by Bank of America.

Pinterest +21% ↑

- StocktonCA // **956 followers**
2013: 786 followers
- 2014: **768 pins**
2013: 605 pins
- 2014: **29 boards**
2013: 23 boards

Instagram +83% ↑

- @VisitStockton // **3,881 followers**
2013: 2,118 followers
- 2014: **640 pictures**
2013: 237 pictures

The screenshot shows the Instagram profile for @visitstockton. The profile picture is the Visit Stockton logo. The grid contains several photos: a sunset over water, a large building, a night view of a park, and fireworks. The bio reads: 'Visit Stockton Official Instagram for Visit Stockton! Follow & tag us to see your pics re...'. The stats show 640 posts, 3,881 followers, and 871 following.

Twitter +23% ↑

- @Stockton_CA // **6,549 followers**
2013: 5,336 followers
- 2014: **4,983 tweets**
2013: 3,938 tweets

YouTube +16% ↑

- StocktonCVB // **201,033 video views**
2013: 172,306
- 2014: **49 videos uploaded**
2013: 43 videos uploaded
- 2014: **210 subscribers**
2013: 164 subscribers

Advertising

Print Ads

San Joaquin Magazine // Full page // June 2014

Summer fun in Stockton!
#visitstockton

See your Instagram photos promoting Stockton in print & online!

Follow @visitstockton

Visit Stockton // 209.938.1555 // 125 Bridge Place, 2nd Floor // Stockton, CA // visitstockton.org

SF Examiner // 1/6 page
Summer/Fall 2014

MAP AND FARM GUIDE
SAN JOAQUIN COUNTY
farms

REQUEST YOUR FREE SAN JOAQUIN COUNTY MAP AND FARM GUIDE TODAY!

Brought to you by Visit Stockton
PO BOX 2336 / STOCKTON, CA / 95201
877.778.6258 / VISITSTOCKTON.ORG

Stockton-Con Guide // Full page
August 2014

Visit Stockton
#VISITSTOCKTON

GROUP SPONSOR OF STOCKTON-CON 2014!
BOLLA!
LOOK!
SHARE YOUR STOCKTON-CON COSTUME PICS WITH US ON INSTAGRAM AND FOLLOW US @VISITSTOCKTON - THE COSTUME THAT CONQUERS ALL WINS A STOCKTON SWAG PACK!
VISITSTOCKTON.ORG

40,000,000+

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

Lifestyles Magazine // Full page // December 2014/January 2015

FOR EVERY \$100 SPENT AT A

LOCALLY OWNED BUSINESS \$73 WILL STAY IN OUR LOCAL ECONOMY

NON-LOCALLY OWNED BUSINESS \$43 WILL STAY IN OUR LOCAL ECONOMY

Visit Stockton reminds you to
SHOP • DINE • STAY
local
this holiday season!

Stockton shopping, dining, hotel listings, and more can be found at
VisitStockton.org

Visit Stockton / 125 Bridge Place, 2nd Floor / 209.938.1555 / visitstockton.org

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 • Life of the Mile • 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 • Various websites online, billboards throughout San Joaquin County, and more!

Central Valley Business Journal // Full page // September 2014

The power of
TRAVEL & TOURISM
 in San Joaquin County



DID YOU KNOW...

San Joaquin County's Annual Direct Travel Spending: **\$670 MILLION**

Stockton averages more than **1,500** hotel rooms booked every night. **EVERY NIGHT.**

San Joaquin County's Local Tax Receipts from Travel Spending: **\$9.9 MILLION**

Direct Industry Employment generated by travel spending: **5950 JOBS** in San Joaquin County.

Attracting visitors to Stockton and San Joaquin County is essential to the growth and future success of our region.
MORE VISITORS MEANS MORE TAX REVENUE AND MORE JOBS.

HOW CAN YOU HELP?

Work with Visit Stockton to bring events and visitors to Stockton through conferences, meetings, and events, including youth and amateur sports tournaments and championships.

Do you know of a group or organization that should be coming to Stockton? Contact us today to learn how we can help!



Visit Stockton shows support to many local organizations throughout the year by advertising in their publications.

Stockton Civic Theatre Program // Half page // 2014-2015

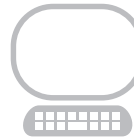
Break a leg, Megair!

Visit Stockton proud supporter of Stockton Civic Theatre!

The largest events calendar in the region!
VisitStockton.org
 Visit Stockton / 877.778.6258 / PO Box 2336 / Stockton, CA / 95201

#visitstockton

Online Ads



Google AdWords:
36,252 Clicks; 1.7M Impressions

Bing:
14,695 Clicks; 1.4M Impressions

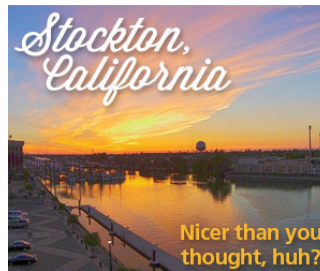
xfinity.com



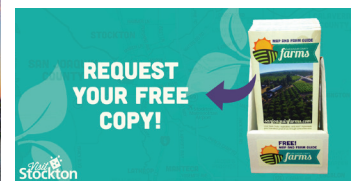
Ad buys through The Record // 2013-2014
321,274 Impressions
306 Clicks



tripadvisor.com



facebook.com



Total Search Engine Ad Impressions: **3.1 million**

Total Search Engine Ad Clicks: **50,947**

Total Facebook Ad Impressions: **11.1 million**

Total Facebook Ad Clicks: **109,070**

Reached **532k** people

Sports Development

2014 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.).



St. Mary's Basketball Tournament¹ - January
28 // \$11,452

CIF Wrestling¹ - February
140 // \$99,067

Central Valley Indoor Hockey¹ - March & June
9 // \$21,643



CCAA Softball² - April
208 // \$71,066

CCAA Golf¹ - April
78 // \$32,499



State Gymnastics Championships¹ - April
87 // \$49,831

USANKF Karate¹ - April
5 // \$9,061



Pro Racquetball Academy/IRT² - May
86 // \$33,800

West Coast Conf. Baseball Championships¹ - May
489 // \$239,861



CCAA Baseball¹ - May
330 // \$203,709

Future Pro Tour⁵ - June (x2) & September
42 // \$16,963

Velocity Baseball NIT Regional¹ - June
166 // \$70,429



United States Twirling Assoc. Nationals² - July
1501 // \$403,132

AJGA - American Junior Golf Assoc.³ - August
257 // \$198,870



Ladies Racquetball & WRT Tournament¹ - August
131 // \$50,908

EVP World Finals¹ - September
35 // \$36,828

USA Roller Sports (Roller Derby)¹ - September
312 // \$120,719

NorCal Water Polo Tournament¹ - September
296 // \$98,313

Stockton Colts Hockey Labor Day Tour¹ - September
43 // \$20,230

Pacific Invitational Golf¹ - October
145 // \$72,640

Edison HS Volleyball Tournament¹ - October
31 // \$18,874

NorPac Field Hockey Championships¹ - November
341 // \$188,561

Weber Point Cup Youth Hockey Tour¹ - December
68 // \$36,829

Grapettes Softball⁴ - Year-long
n/a // \$981,288

Runnin' Rebels Softball⁴ - Year-long
n/a // \$889,812

¹Information based on Destination Marketing Association International (DMAI) Economic Impact Calculation

²Information based on National Association of Sports Commissions (NASC) Economic Impact Template

³Information based on American Junior Golf Association (AJGA) Economic Impact Report

⁴Information based on University of Pacific Economic Impact Calculation Study

⁵Information based on Future Pro Tour (FPT) Economic Impact Report

Total Estimated Economic Impact

\$3,976,385

Sports Ads

Sports Destination Management // 1/2 page // March/April 2014

Stockton, California
Perfect for sports events big or small!

- Centrally located and affordable
- Less than three hours from Lake Tahoe and Yosemite. 90 minutes from San Francisco
- Host to state and national events
- 10,000 seat waterfront arena
- Variety of well-maintained and lit city and collegiate facilities
- Sports grant funds available

Want to know more?
Contact Tim at
877.778.6258 / tim@visitstockton.org

VisitStockton.org

Visit Stockton / PO Box 2336 / Stockton, CA / 95201

USTA Program // Full page // 2014

Visit Stockton welcomes **USTA**

Visit Stockton would like to congratulate and welcome all 56th Annual U.S. National Baton Twirling Championships participants to the Stockton Arena July 7-12, 2014!

Learn more about Stockton at **VisitStockton.org**

#visitstockton

Visit Stockton // 877.778.6258 // 125 Bridge Place, 2nd Floor // Stockton, CA // visitstockton.org

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

San Joaquin Magazine // Full page // September 2014

Visit Stockton

WORLD FINALS
BEACH VOLLEYBALL

SEPTEMBER 26-28
UNIVERSITY OF THE PACIFIC

PURCHASE YOUR \$10 VIP WRISTBAND AT
EVPSTOCKTON.COM
(PREFERRED SAND SEATING AND ACCESS TO BEER GARDEN INCLUDED WITH VIP)

FREE GENERAL ADMISSION EVERY DAY

Visit Stockton / visitstockton.org / 125 Bridge Place, Stockton / 209.938.1555

SAME WEEKEND!
2014 USARS ROLLER DERBY NATIONALS

The Record // 5.75"x4" Front page // May 2014

WEST COAST CONFERENCE

PROUDLY SPONSORED BY VISIT STOCKTON

PEPPERDINE • LMU • GONZAGA • SANTA CLARA UNIVERSITY

2014 WCC BASEBALL CHAMPIONSHIPS
MAY 22-24
BANNER ISLAND (STOCKTON) BALLPARK
TICKET INFO: STOCKTONPORTS.COM / 209.644.1900

Tradeshows

Special Incentives & Campaigns

Business Development

Est. Room Nights: **745**
 Est. Economic Impact: **\$169,640**
 Total RFPs considered: **47**
 Total RFPs submitted: **8**
 Total RFPs awarded: **2**

Meeting Planners International (MPI)
 80 meeting planners

Religious Conference Management Association (RCMA)
 266 meeting planners // 8 appointments // 2 RFPs

Seasonal Spectacular
 440 meeting planners

Society of Government Meeting Professionals (SGMP)
 73 meeting planners

2014 Events

Beth Moore Living Proof Live - June 7, 2014
 734 Room Nights Generated

Future Events

Promise Keepers - May 15 & 16, 2015
California Dental Assoc. Cares - October 14-17, 2016

Sports Development

Total RFPs considered: **59**
 Total RFPs submitted: **37**
 Total RFPs awarded: **11**

Connect Sports Marketplace
 29 appointments // 11 RFPs

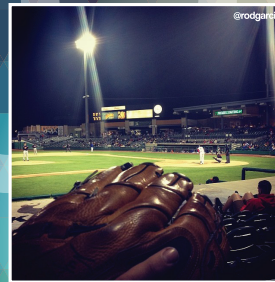
National Association of Sports Commissions (NASC)
 19 appointments // 4 RFPs

S.P.O.R.T.S. the Relationship Conference
 13 appointments // 3 RFPs

United States Olympic Committee SportsLink
 9 appointments // 6 RFPs

Summer fun in Stockton! #visitstockton

See your Instagram photos promoting Stockton in print & online!



Follow @visitstockton

Visit Stockton // 209.938.1555 // 125 Bridge Place, 2nd Floor // Stockton, CA // visitstockton.org

Visit Stockton recognized all the great visual content that social media users post every day by featuring their photos in local publication print ads throughout the spring and summer of 2014. These ads worked to grow Visit Stockton brand awareness while encouraging the use of **#visitstockton** and challenging our followers to post quality photos more often from all around the city.



During the holidays, Visit Stockton ran a "Shop, Dine, Stay Local" campaign in print and online to remind Stocktonians of the importance of investing in their local economy.

Celebrate incentives
with the Visit Stockton Meeting Incentive Program

Visit Stockton

The Visit Stockton **Meeting Incentive Program** offers a cash incentive to book business in a Stockton hotel. Book a meeting in Stockton and receive a cash payment to the hotel master account (or other qualified vendor).

The **Meeting Incentive Program** offers meeting planners a cash incentive to book business in Stockton hotels. The maximum benefit is \$5,000, depending on actualized rooms and eligibility.

BRING IT HOME

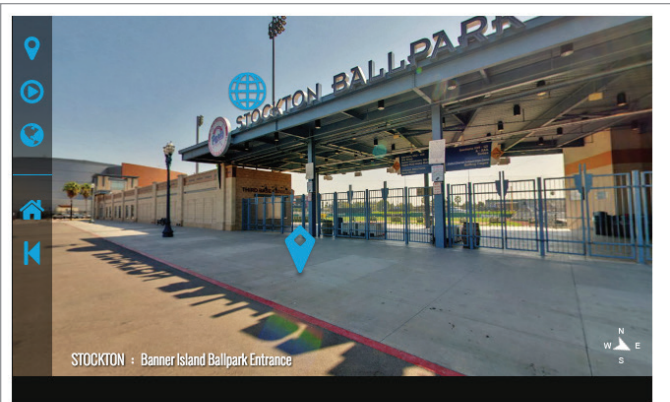
The **Bring it Home** campaign continues to invite community residents to utilize their personal and business connections to help bring more meetings and conferences to Stockton. Our business development department is committed to assisting prospective groups in any way and aiding their decision to bring their meetings/conferences to our city.



Our **iSnap photo kiosk**, lovingly referred to as *Bob*, usually resides at the Haggin Museum but is also moved to various locations for events throughout the year. Users take free pictures on the kiosk that are bordered by special frames created to highlight any given event and promote Visit Stockton. Users can choose to email or post their photos on social media outlets.

All Time Stats (since 2012)

- 6,560 photos
- 675,342 impressions
- 2,406 ad clicks
- 781 brand views



Stockton 360 Tours & Videos

Explore Stockton, California using our new 360° virtual tours and Stockton information videos.

The **Stockton VTour** is a series of 360-degree virtual tours that take the viewer on a journey through Stockton with stopping points at specific attractions, including: the Bob Hope Theatre, the Children's Museum of Stockton, Banner Island Ballpark, the Haggin Museum, and more! The tours are completely interactive, allowing the viewer to "turn their gaze" to other points in the attractions and "fly" from one point in Stockton to another.

2014 VTour Stats



Special Events

Visit Stockton coordinates the following special events throughout the year. Our role is to handle all the creative and marketing for the events, including: promoting participating establishments and their offerings by purchasing ad space, posting on social media, and creating various printed marketing materials. All of our special events create a lot of buzz within the community and are a great way for people to enjoy Stockton!



Stockton Restaurant Week is a highly anticipated event where diners can enjoy special fixed-price menus at multiple participating Stockton restaurants. The event that had previously taken place in September was moved to January to coincide with Visit California's California Restaurant Month, skipping 2013 and picking up with its 5th year in January 2014. The new month for Stockton Restaurant Week was greatly successful, lending itself to some of the best business participating restaurants had ever seen!

21 participating restaurants



During the **Great Stockton Asparagus Dine Out (GSADO)**, participating restaurants feature special asparagus-related menu items prepared with locally grown asparagus! GSADO typically takes place in early April, but the asparagus specials were so popular in 2014 that the event was extended through the rest of the month! Local growers work with Stockton restaurants to provide the freshest locally grown asparagus to their kitchens. Our famous locally grown spear is featured in appetizers, entrées, desserts, and drinks throughout Stockton!

29 participating restaurants



Downtown Stockton History Instawalk

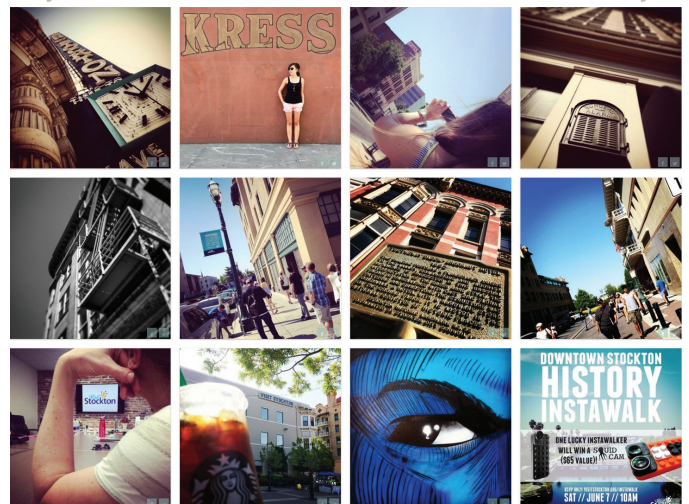


Cheers! **Stockton Beer Week** is an event created to increase spending in Stockton bars and restaurants, while supporting our local craft beer industry. The 3rd annual event was bigger than ever with 17 participating venues and 11 participating retailers from the Miracle Mile. Participating venues worked closely with beer distributors and local businesses/associations to create all kinds of events, from beer dinners and beer cocktail competitions, to a beer festival and beer-infused dishes. Participating retailers offered specials and took part in the annual Miracle Mile Beer Bingo event. Stockton Beer Week typically takes place in August, but will be moved to July for 2015.

17 participating venues



In June 2014, Visit Stockton hosted the first ever **Downtown Stockton History Instawalk!** The instawalk was open to Instagram users who had to RSVP to the event. The passionate group of 11 attendees were accompanied by Visit Stockton staff on a guided history tour of Downtown Stockton led by Downtown Stockton Alliance Ambassador, Manuel Laguna. During the tour, the group was encouraged to take and post photos to Instagram using the hashtag #visitstocktoninstawalk for their chance to win great prizes. The event generated some great visual content and was a fun, interactive way for Visit Stockton to connect with the community.



Stockton Ambassador Program

Stockton Ambassador Program

The Stockton Ambassador Program was launched in April 2013 and seeks to enhance the visitor experience in Stockton by creating knowledgeable, highly-trained Certified Tourism Ambassadors (CTA) throughout the city. Visit Stockton holds certification classes every other month and just certified the 200th CTA in December 2014!



Who can be a CTA?

You 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 volunteers to turn every visitor encounter into a positive experience. 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.

July 2014 CTA Class



**Be on the lookout
for our pins!**

May 2014 CTA Mixer at The Fruit Bowl



Stockton CTA Count:
as of December 2014

211



What's in it for you?

- Provides a meaningful credential
- Increased business, higher tips
- Builds valuable skills
- Career advancement
- Networking opportunities
- Receive regular advice and updates
- Rewards and incentives*

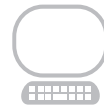
By becoming a Certified Tourism Ambassador™ you'll have the tools and knowledge necessary to create a more memorable visitor experience and you'll reap the benefits. Being a CTA is a great achievement and it is a national designation to add to your resume.

*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!

August 2014 CTA Delta Cruise Mixer



Want to know more?



StocktonAmbassadors.com
CTANetwork.com



Megan at 877.778.6258



megan@visitstockton.org

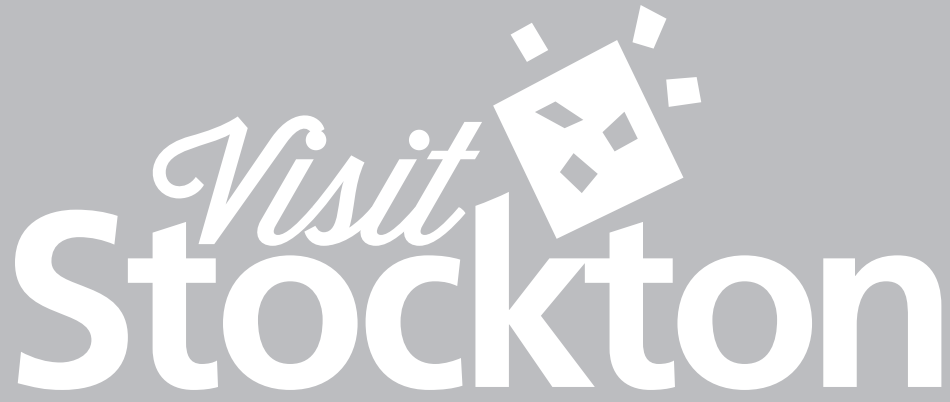
Be a part of something big!

CTA is a nationally recognized certification with over 12,000 frontline workers and volunteers who have earned their designation! There are currently 21 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.



Visit Stockton



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