



## 2017 ANNUAL SERVICE PLAN



2017 Annual Service Plan & Budget

# TABLE of CONTENTS

## The ORGANIZATION

### Board of Directors

**George Kaplanis, CTA**  
President  
Hilton Stockton

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

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

**John Cammack**  
Immediate Past President  
Attorney

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

**Nikisha Richardson, CTA**  
Holiday Inn Express

**Sam Patel**  
Red Roof Inn

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



- 2** Overview
- 3** Trends in Stockton Tourism
- 6** 2016 Highlights
- 7** 2017 Annual Objectives & Strategies
- 8** Trade Show Calendar
- 13** Programs
- 14** Special Events

## Visit STOCKTON TEAM

**Wes Rhea, CTA**  
CDME, Chief Executive Officer

**Tim Pasisz, CTA**  
CMP, CSEE, Sports &  
Tourism Development Director

**Robyn F. Cheshire, CTA**  
Director of Marketing &  
Communications

**Megan Peterson, CTA**  
Office Manager &  
CTA Program Coordinator

**Stephanie German, CTA**  
Event Services Coordinator

**Miguel Guillen, CTA**  
Social Media &  
Marketing Coordinator

**David Martinez, CTA**  
Graphic Designer

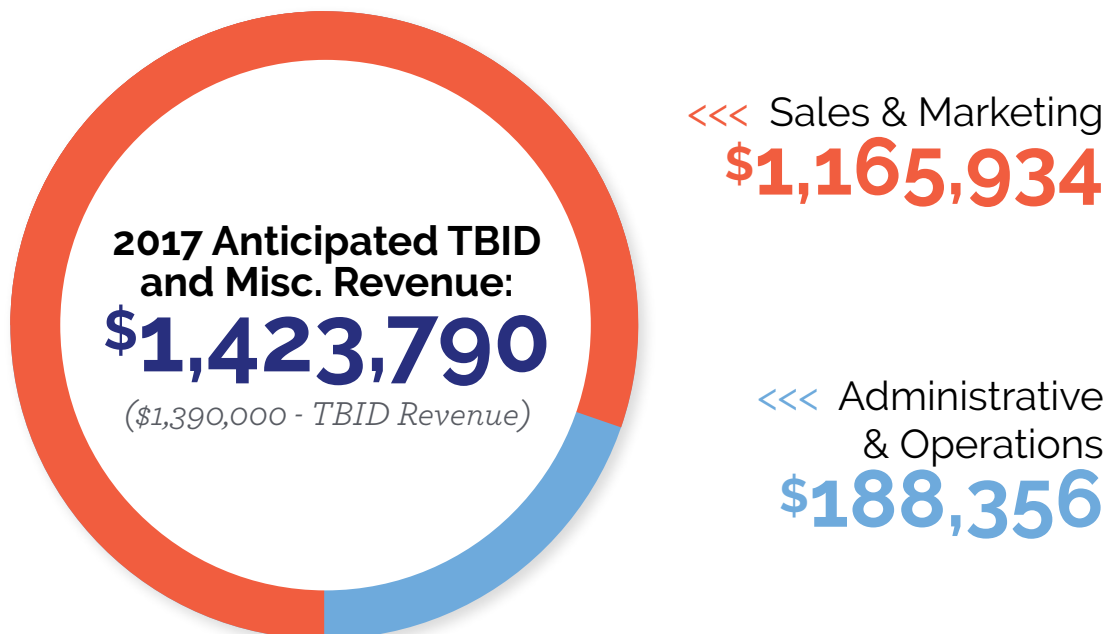
# OVERVIEW

The current Stockton Tourism Business Improvement District (TBID) was established effective January 1, 2016 by the Stockton City Council and expires December 31, 2025. The current TBID assessment levies a 4% fee per hotel room, per night. The funds are used for the marketing and promotion of Stockton, targeted toward increasing overnight stays. The assessment is applied to all lodging establishments within the city limits of Stockton; at this time there are no proposed changes to the boundary of the district.

Included in this Annual Service Plan are the goals, strategies, and objectives of Visit Stockton for the year ending December 31, 2017.

## BUDGET OVERVIEW

The attached budget is in compliance with the percentage thresholds set forth in the Stockton Tourism Business Improvement District Management District Plan approved by City Council in December of 2010.



The budget also reflects a 5% contingency fund allotment of \$69,500 (5% of \$1,390,000) as per the TBID Management District Plan.

# TRENDS IN STOCKTON TOURISM

Stockton sold more hotel rooms at a higher average room rate in 2016 than any previous year.

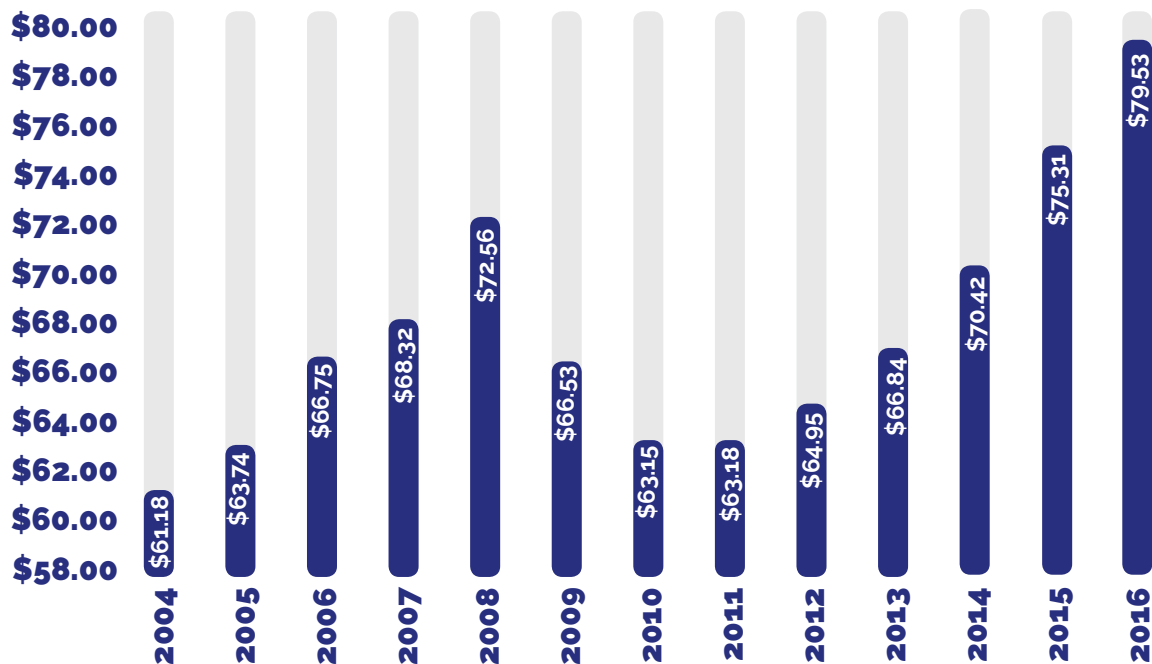
Average Hotel Occupancy for Stockton in 2016 was 66.3%, meaning an average of 1,802 of the 2,721 Stockton hotel rooms were sold each night.

Overall hotel demand was up 4.9% in 2016.

Stockton hotel revenue was up 11.8% and has surpassed prerecession levels.

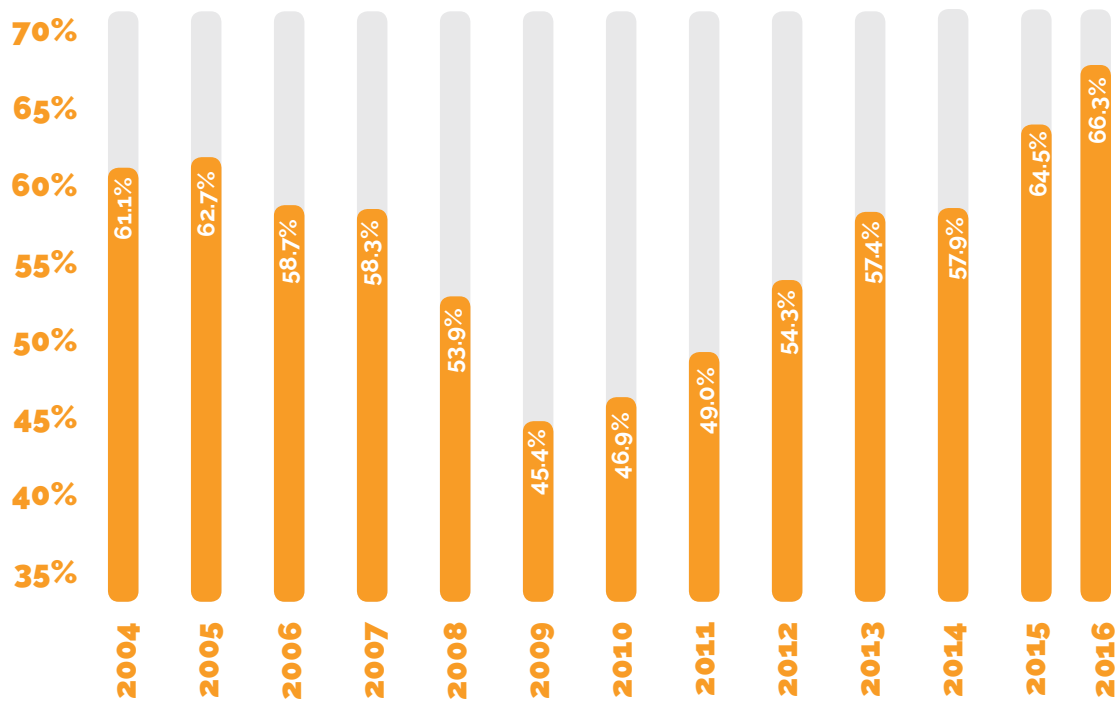
## AVERAGE DAILY RATE (ADR) TRENDS

2004-2016 Annual Hotel Rate Averages  
Smith Travel Research data from all Stockton (city and county) hotels



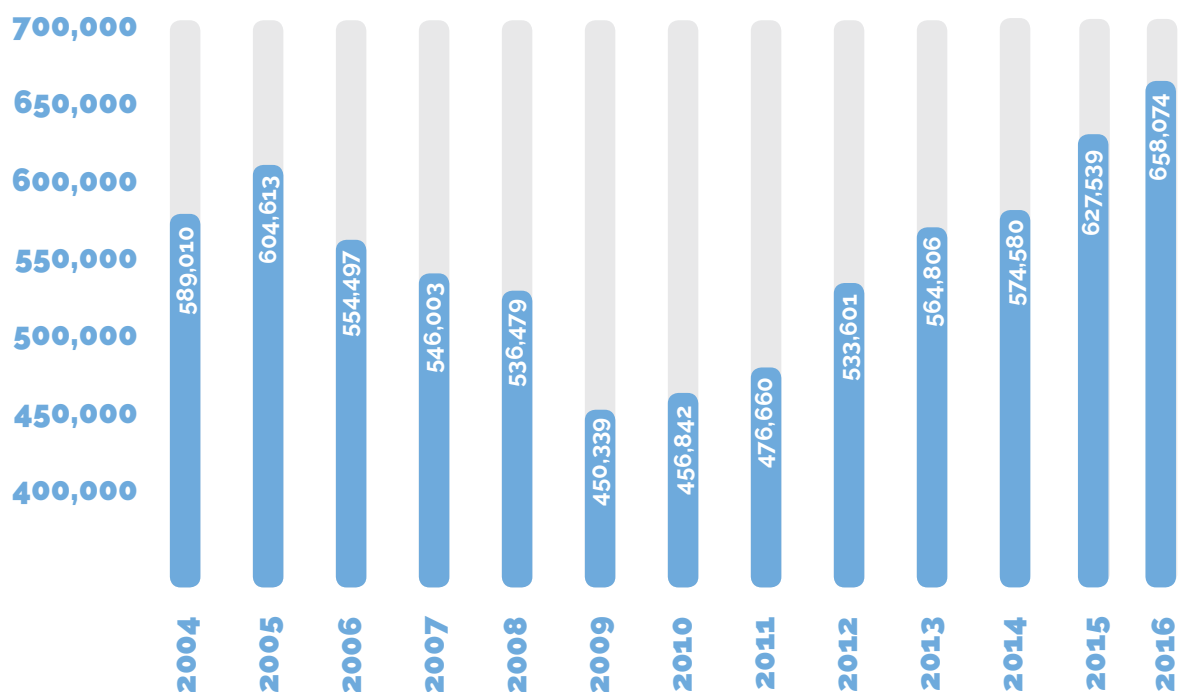
# AVERAGE OCCUPANCY TRENDS

2004-2016 Annual Hotel Occupancy Averages  
Smith Travel Research data from all Stockton (city and county) hotels



# HOTEL ROOM DEMAND TRENDS

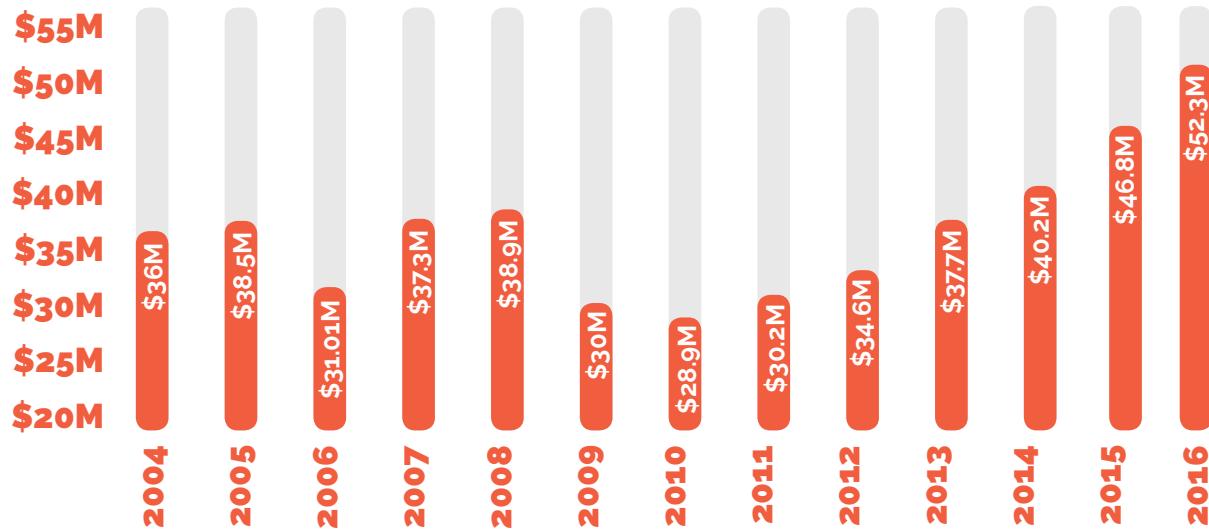
2004-2016 Annual Total Room Nights Per Year  
Smith Travel Research data from all Stockton (city and county) hotels





# STOCKTON HOTEL REVENUE TRENDS

2004-2016 Annual Total Room Nights Per Year  
 Smith Travel Research data from all Stockton (city and county) hotels



# 2016 HIGHLIGHTS



- Launched the new Stockton, Stocked Full of Flavor brand including a completely redesigned visitors guide and mobile-friendly website.
- Launched a new mobile attraction discount pass offering an option for visitors to enjoy discounted access to many of Stockton's well known attractions.
- Launched a text "concierge" program for visitors and residents in Stockton allowing them to text Visit Stockton with questions, recommendations, and requests for information. This program is the first of its kind in California.
- Grew the nationally recognized Certified Tourism Ambassador Program with over 400 Stockton Tourism Ambassadors certified by year-end.
- Increased website visitation by 35.5%, reaching nearly 1.3 million pageviews for 2016 and increasing social media referrals by 54%.
- Grew social media presence by 26.1% with 15.8% growth on Facebook and 67.6% growth on Instagram.
- Designed and printed 90,000 tri-fold Stockton brochures to be distributed within California in 2017.
- Provided support to over a dozen community events and organizations, as well as over 30 sporting organizations and thousands of athletes, including the 2016 WCC Baseball Championships, the 2016 CCAA Basketball, Baseball, and Softball Championships, the 2016 PDGA Masters Disc Golf Championships, and the 2016 NCAA DII Women's Golf Regionals.





# 2017 ANNUAL OBJECTIVES AND STRATEGIES

**OBJECTIVE: INCREASE HOTEL DEMAND AND VISITOR VOLUME IN STOCKTON**

## **STRATEGY: BUSINESS DEVELOPMENT & SERVICES**

- Continue to grow the sports and group markets by focusing Visit Stockton efforts on opportunity markets including non-traditional sports, collegiate athletic events, religious events, and other events and activities that will generate citywide hotel room nights.

- Target the key California markets that drive hotel business to Stockton - greater San Francisco Bay Area, greater Sacramento region, and the greater Los Angeles region.

- Focus on the group and visitor experience to differentiate Stockton from the competition.

- Drive increased room nights in our primarily leisure/transient properties through marketing targeted towards the leisure visitor in targeted drive markets.

- Target tradeshow and sales outreach efforts to further expand in-

dustry relationships, lead generation, and contact base in both the sports and group segments; attend a minimum of five (5) lead generating industry tradeshows.

- Conduct regular meetings with Stockton hotel staff to discuss current and future Visit Stockton marketing and awareness efforts.

- Continue a strong focus on social media, local engagement, community pride, and image building.

- Conduct meetings with a sports advisory group (*minimum of four per year*) made up of facility, athletics, and large event stakeholders to discuss potential partnerships and future sporting events.

- Execute a minimum of one familiarization reception/tour in cooperation with hotel partners for regional meeting planners, groups travel leaders or travel media.







# 2017 TRADESHOW CALENDAR

TRADESHOW/EVENT	TARGET MARKET	J	F	M	A	M	J	J	A	S	O	N	D
Sports Express	Religious	●	○	○	○	○	○	○	○	○	○	○	○
LA Travel Show	Leisure	○	●	○	○	○	○	○	○	○	○	○	○
Bay Area Travel Show	Leisure	○	●	○	○	○	○	○	○	○	○	○	○
Go West	Sports	○	●	○	○	○	○	○	○	○	○	○	○
MPI Regional Tradeshow	Assoc. / Govt.	○	○	●	○	○	○	○	○	○	○	○	○
NASC Symposium	Sports	○	○	●	○	○	○	○	○	○	○	○	○
SGMP Regional Tradeshow	Government	○	○	○	○	○	●	○	○	○	○	○	○
Chamber Tradeshow	Local	○	○	○	○	○	●	○	○	○	●	○	○
Connect	Sports / Assoc.	○	○	○	○	○	○	○	●	○	○	○	○
US Sports Congress	Sports	○	○	○	○	○	○	○	○	○	○	○	●
CalSAE Seasonal Spect.	Assoc. / Govt.	○	○	○	○	○	○	○	○	○	○	○	●



# 2017 ANNUAL OBJECTIVES AND STRATEGIES

**OBJECTIVE: INCREASE HOTEL DEMAND AND VISITOR VOLUME IN STOCKTON**

**STRATEGY: MARKETING/PUBLIC RELATIONS**



- Continue to develop and enhance the Stockton, Stocked Full of Flavor brand.
- Continue to create positive image-focused campaigns that develop a sense of pride and community in Stockton, while engaging locals and visitors through social media channels and guerilla marketing.
- Expand the blogging program to create new and positive online content focused on activities, attractions, and events in Stockton.
- Market and promote the online platform to sell discounted attraction and experience packages to visitors and groups.



- Grow traffic and engagement on the official destination website, social media channels, and email marketing efforts through rich content, SEO, and SEM strategies.

• Produce the Official 2017 Visit Stockton Guide in-house and continue distributing 40,000 copies as well as increasing online impressions.

• Expand the reach of the Stockton Ambassador Program beyond the traditional hospitality channels with the goal of 100 new certifications in 2017, totaling over 500 Certified Tourism Ambassadors certified citywide since 2013.

• Continue to market and promote Stockton as a visitor, meeting, and event destination through public relations, collateral development, advertising, special promotions, social media, marketing, and research.

• Develop online and print marketing strategies focused on increasing overnight stays at every scale of hotel properties.



• Partner with and promote the local and regional attractions, venues, and events that add value to our travel product.

• Expand video marketing assets to promote sports, group, and leisure travel.

• Increase media awareness and impressions throughout regional and statewide media channels and focus on earned media in local/regional publications.

• Increase email marketing sign-ups in target markets and develop seasonal leisure marketing campaign targeting overnight stays.

# MARKETING FLOW CHART

	January			February			March			April			May			June			July			August			September			October			November			December																
	2	9	16	23	30	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	4	11	18	25		
WEBSITE																																																		
Content Refresh/Photo Refresh																																																		
Home Page Refresh - Photos/Layout																																																		
Slideshow Curated Content and Photography																																																		
Events Calendar and Content Updates																																																		
Blog Content																																																		
PUBLICATIONS																																																		
Stockton Activities Guide																																																		
San Joaquin Farm Guide																																																		
Stockton Tear Off Maps and Dining Guides																																																		
EMAIL																																																		
Weekly Stockton Events Email																																																		
Visit Stockton Regional Leisure Email																																																		
SOCIAL MEDIA																																																		
Facebook																																																		
Instagram																																																		
Twitter																																																		
Pinterest																																																		
Youtube																																																		
Snapchat/Periscope																																																		
MARKETING EVENTS																																																		
Stockton Restaurant Week																																																		
Stockton Beer Week																																																		
Stockton Arts Week																																																		

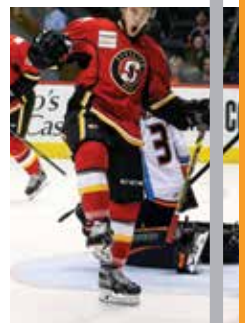


# 2017 ANNUAL OBJECTIVES AND STRATEGIES

**OBJECTIVE: INCREASE HOTEL DEMAND AND VISITOR VOLUME IN STOCKTON**

## **STRATEGY: ORGANIZATIONAL**

- Maintain and develop a professional, highly productive, well-informed, and efficient staff, board, and organization to best promote Stockton, California and the region as a desirable destination.
- Continue to nurture and grow our existing partnerships with other Stockton and regional/state tourism agencies.
- Use baseline tourism and visitation data through research to continually quantify marketing and sales efforts.
- Work closely with local Economic Development professionals and organizations to provide value and assistance to their efforts to recruit and retain business in Stockton.
- Produce networking and educational opportunities for our partners.
- Provide educational and networking opportunities to Visit Stockton staff to keep their skills, knowledge, and abilities on the cutting edge of tourism trends.
- Continue to promote Visit Stockton as the official voice for Stockton area visitors and travel information.
- Inform public officials, community leaders, and partners of Visit Stockton's accomplishments through quarterly newsletters and face-to-face meetings.
- Produce Visit Stockton events that align with the organizational mission and promote key tourism assets, i.e. Stockton Restaurant Week, Stockton Beer Week, Stockton Arts Week.



# 2017 ANNUAL OBJECTIVES AND STRATEGIES

## OBJECTIVE: ENHANCE THE STOCKTON VISITOR EXPERIENCE

### OVERALL STRATEGIES

- Expand the use of the Visit Stockton text “concierge” program, where visitors and locals can text Visit Stockton with questions, recommendations, and requests for information.
- Continue to grow the Stockton Tourism Ambassador Program beyond the hospitality industry focusing on brand awareness, customer service, and visitor experience.
- Distribute Stockton collateral, i.e.: Visit Stockton Guide, Stockton tear-off maps, Stockton restaurant maps, and San Joaquin Farm Guides to area hotels, attractions, restaurants, and other visitor points of contact.
- Promote the Downtown Stockton Visitors Center – including Visit Stockton and the Downtown Stockton Alliance – as the location for easy access to visitor info, personalized recommendations, maps, and guides.
- Work with incoming meetings and sporting groups to provide needed itineraries, collateral, and event support to improve guest experience. Go beyond the traditional service levels to “wow” our guests.
- Provide an excellent level of service and a positive visitor experience during the 2017 NCAA DI Womens Basketball Regionals.

### **In addition to our demand and brand goals, Visit Stockton identifies the following as 2017 outcome measurements:**

Overall Stockton Room Revenue • Sports and Group Events Hosted  
 Website Analytics • Social Media Engagement Analytics  
 E- Mail Marketing Metrics • Overall Marketing Impressions  
 Earned Media Impressions

# PROGRAMS



## STOCKTON AMBASSADOR PROGRAM

The objective of the Certified Tourism Ambassador (CTA) program is to make Stockton the leader in hospitality in the Central Valley, where groups and guests know they will find friendly and knowledgeable front line staff, volunteers, and residents. Aspects of the program include:

### EXPERIENCES

- A strong foundation upon which to deliver exceptional experiences for our visitors.

### ENERGY

- The CTA program energizes stakeholders to work together to build tourism, with consistent messaging and a sense of team. It's the one program that helps us work together -- not apart.

### KNOWLEDGE

- CTA goes well beyond customer service training. It's product knowledge for individuals at the frontline on the great things our destination has to offer. Helping visitors find more things to do = more spending and growing tourism!

### PRIDE

- CTA builds frontline pride and passion for where they live and work. As they learn more about our area with "fresh eyes", it builds their confidence to help others.

### EDUCATION

- Highly customized curriculum focused on local history, culture, attractions, and points of interest.

### ENGAGEMENT

- Engaging Certified Tourism Ambassadors through Lunch & Learn's, networking events, tours, and other educational opportunities.

**ENROLLMENT GOAL FOR 2017 IS 100 NEW PARTICIPANTS, WITH A RENEWAL GOAL OF 60%.**





# 2017 SPECIAL EVENTS

## **STOCKTON RESTAURANT WEEK (January 20-29, 2017)**

This annual event, which takes place the third week of January, highlights the Stockton dining scene by celebrating locally owned and operated restaurants. The event showcases the culinary diversity of Stockton and builds strong ties to the local restaurant community. The event is in its 8th year and coincides with California Restaurant Month.



## **ANNUAL TOURISM LUNCHEON (May 11, 2017)**

Our annual report to the community and stakeholders celebrates the power and impact of travel and tourism on Stockton and the surrounding region. Recognized at this event are the Visit Stockton Partner of the Year, Sports Partner of the Year, and Certified Tourism Ambassador of the Year.

## **STOCKTON BEER WEEK (July 7-16, 2017)**

Stockton Beer Week is a citywide craft beer celebration where locally owned breweries, bars, pubs, and restaurants host specialty beer tastings, beer dinners, and more. Stockton Beer Week is designed to promote the appreciation of craft beer in our region while driving business to the participating establishments. The event is in its 6th year and now includes a Brew Fest held at the Stockton Arena.



## **STOCKTON ARTS WEEK (October 13-22, 2017)**

Visit Stockton works with arts organizations and artists to create a "week" full of arts related activity and learning opportunities across the city of Stockton. Our goal is to integrate many disciplines and cultures, and encourage partnerships between groups. This will be the 2nd year for this event.



# — VISIT — STOCKTON



**VISITSTOCKTON.ORG**

125 Bridge Place • 2nd Floor  
Stockton, California • Located in Downtown Stockton

**Call or text us at 877.778.6258**

Office Hours: 8AM to 4PM, Monday - Friday

Text Hours: 8AM to 8PM, seven days a week

**#visitstockton**      