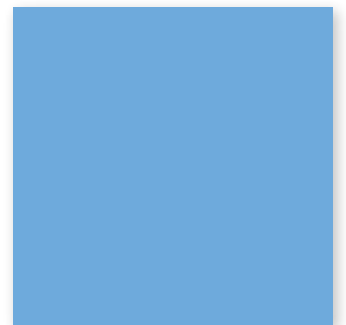


— VISIT — SACKEN



2016

ANNUAL REPORT

VISIT STOCKTON TEAM



Wes Rhea, CTA

CDME, Chief Executive Officer
wes@visitstockton.org
209.938.1551

Megan Peterson, CTA

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CTA Program Coordinator
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CMP, CSEE, Sports & Tourism
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Stephanie German, CTA

Event Services Coordinator
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Marketing



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& Communications
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Social Media &
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209.938.1553



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209.938.1557



VISITSTOCKTON.ORG

#visitstockton      

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

• 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 (HSMIA)

• 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

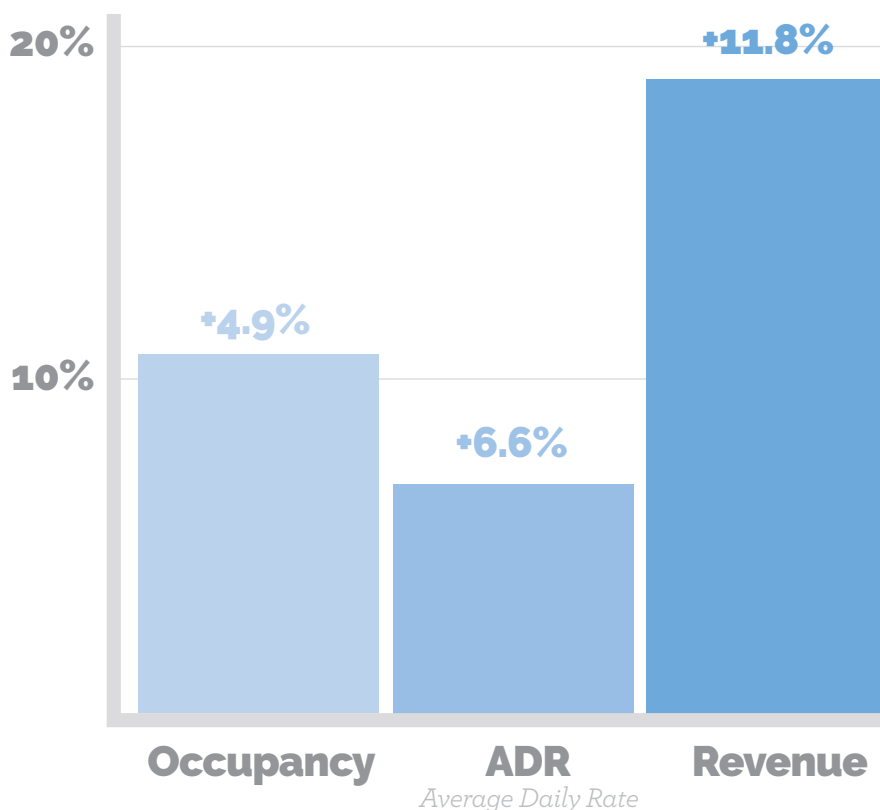


Visit Stockton will produce three signature events (*Stockton Restaurant Week, Stockton Beer Week, and Stockton Arts Week*) to support and provide valuable exposure to the participants. The events provide activities and improve the overall quality of life for our residents.

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.

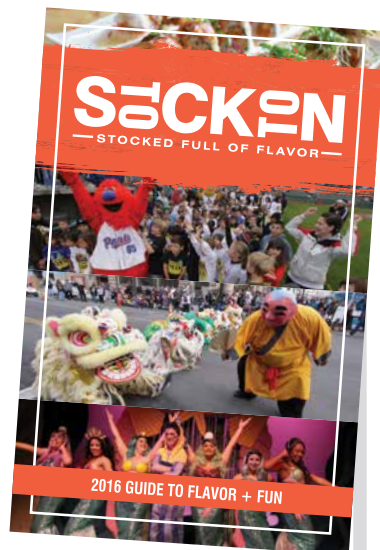


PRINTED MATERIAL

VISIT STOCKTON GUIDE

40,000

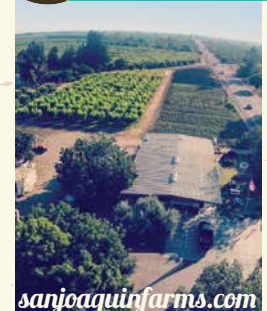
full-color copies of the 2016 Visit Stockton guide were printed and distributed all over Stockton and neighboring areas, as well as taken to tradeshow around the country, mailed to visitors all over the world (*upon request*), distributed at various Stockton events/festivals/venues, and more!



SAN JOAQUIN COUNTY FARM GUIDE & MAP

20,000

full-color trifold brochures and maps were printed and distributed as 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 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.



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!



Clements Ridge Produce
9B-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
209.559.3850
clementsridge.net

Countryside Farms
9C-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
9C-5
Open daily 9am-6pm (coffee shop open daily at 6am). Offering a full deli and country store—shop fresh produce as well as BBQ Tri-Tip sandwiches, gourmet deli sandwiches, wraps, and fresh salads.
835 E Turner Rd Suite A, Lodi
209.369.4888

Del'Oso Family Farm
9I-4
Open seasonally. Home to the

26 Stewart Rd, Lathrop
209.982.0833
delosofarmfamily.com

Denise's Farmers' Market
9I-7 & 9I-4
Open year-round, 8am-7pm (Mon-Thurs), 8am-8pm (Fri-Sun). Now with two locations offering the freshest produce year-round! Also enjoy the restaurant and deli at the Lathrop location (right by Del'Oso Family Farm).
16569 E Hwy 120, Ripon
209.559.2171
and
950 Manthey Rd, Lathrop
209.944.7211
facebook.com/denisesfm

Fisher Farm
Open May thru October, call for hours. Explore Fisher Farm's fruit stand where you'll find seasonal crops available including peaches, nectarines, white-fleshed fruit, cherries, plums, plums, persimmons, apples, nuts, and tomatoes.
1747 E Hwy 120, Ripon
209.982.4184

The Fruit Bowl
9E-4
Open April thru December, 7am-6pm daily. In operation since 1947, The Fruit Bowl continues to provide the freshest and the best of local produce, baked goods, nuts, jams, local honey, and local olive oils. They grow and sell over 55 varieties of peaches alone throughout the year!
8767 E Waterton Rd, Stockton
3 miles east of Highway 99 on Highway 88 (Waterton Road)

MARKETING

PRINT ADS

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

STOCK UP ON FUN WITH A FAMILY FUN PASS

A great way to ensure a great time for your family with up to 50% savings on attractions!

For more information visit: **STOCKTONPASS.COM**

Participating locations:
 San Joaquin Historical Society Museum • Kayaking at the Stockton Marina
 Haggin Museum • Children's Museum of Stockton
 Squeeze Burger • Zap Zone

SACKEN #VISITSACKEN
 125 Bridge Place, 2nd Floor 877.778.6258 / visitstockton.org

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!

SACKEN BEER WEEK
BREW FEST TICKETS ON SALE NOW!
 SEP. 16-25
 STOCKTONBEERWEEK.COM

SACKEN ARTS WEEK 2016
 OCTOBER 14-23
 For more information or to get involved, visit: **STOCKTONARTSWEEK.COM**
 Visit Stockton / 125 Bridge Place, 2nd Floor / 877.778.6258 / visitstockton.org

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

THINGS TO DO SACKEN
 — STOCKED FULL OF FLAVOR —

SACKEN
 — STOCKED FULL OF FLAVOR —

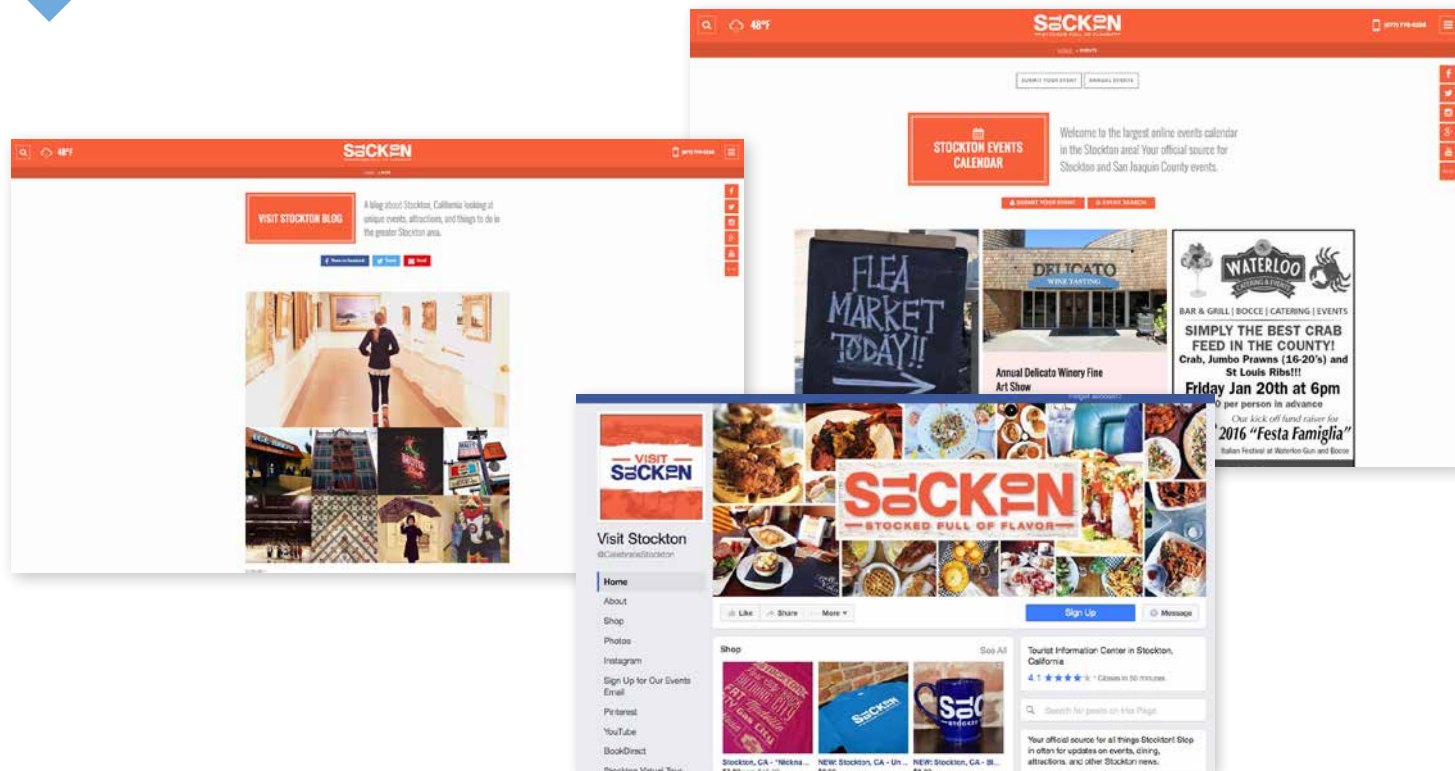
YOU CAN TEXT US

Seven Days a Week!
 8am to 8pm
877.778.6258

We're Stocked Full of Answers.
Shopping • Dining Things to Do

ads: comcast.net

WWW.VISITSTOCKTON.ORG



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

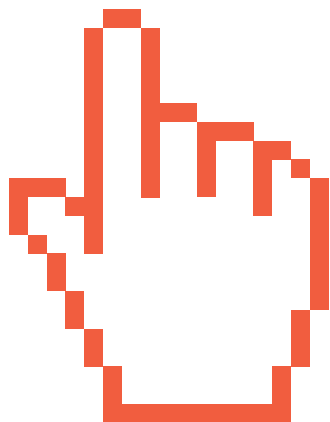
facebook **63,590**
up 54.46% from 41,168 in 2015

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
6. stockton restaurant week
19,413 pageviews
7. family fun
23,054 pageviews
7. fun for the whole family
23,739 pageviews
8. san joaquin asparagus festival
27,027 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

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 STOCKTONPORTS.COM

HOSTED BY:

USA RACQUETBALL

NATIONAL JUNIOR OLYMPIC CHAMPIONSHIPS

06.21.2017
WED THRU SUN
06.25.2017

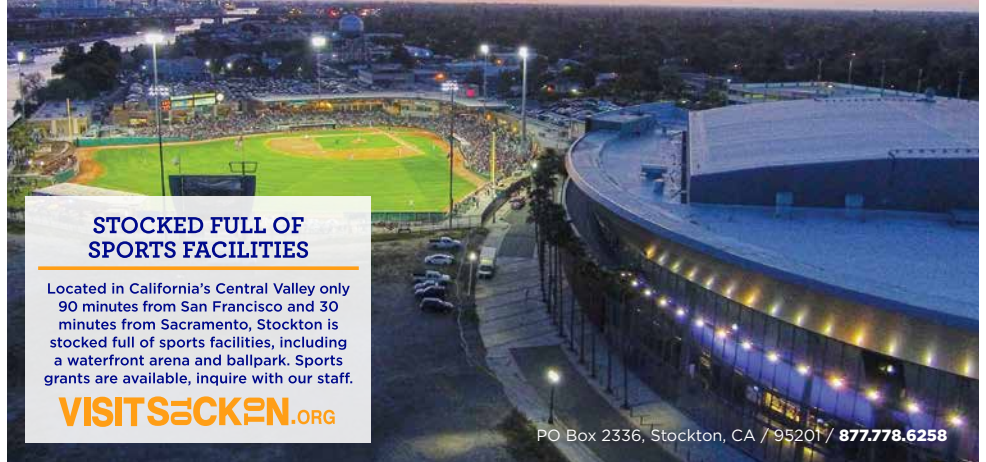
HOSTED BY
IN-SHAPE HEALTH CLUBS

WWW.USARACQUETBALL.COM

SPONSORED BY:
VISIT STOCKTON **Penn**

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

PO Box 2336, Stockton, CA / 95201 / 877.778.6258



CATCH ALL THE ACTION
March 25 & 27
Stockton Arena

NCAA.com/WBBtickets
Hosted by University of the Pacific
& Visit Stockton

WBB

TICKETS ON SALE NOW

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



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**



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

>>

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**



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

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'Oso Family Farms

STOCKTON 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!

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