

A photograph of a woman and two children looking up at a tree in a park. The woman is in the center, looking up with a smile. A young girl is in the foreground on the left, wearing a red shirt and looking up. A young boy is on the right, wearing a white polo shirt and looking up. The background is a lush green tree.

# — VISIT — SACKEN

*Annual Report 2017*



## A Letter From Our CEO

2017 was an exciting year for tourism in Stockton. We saw continued growth in the demand for room nights (670,569 nights), had near-record occupancy rates (avg. of 67.5%), an average daily rate of \$85.79, and witnessed overall revenue for our Stockton area hotels reach \$57.5M. The Haggin Museum, one of our primary attractions, completed a \$2.5M renovation and Downtown Stockton welcomed several new key businesses.

Our team continues to pursue and discover new and creative ways to bring visitors to Stockton. We constantly strive to enhance the visitor experience for these “temporary taxpayers” as their spend enhances the quality of life for our residents.

A few of Visit Stockton’s top accomplishments in 2017 were:

- A successful execution of the NCAA Division I Women’s Basketball Stockton Regional in March, which brought national attention and an economic impact of \$1.5M to the city.
- The launch of the Stockton Savings Pass program. A mobile coupon book for locals and visitors.
- A record number of participants in the 8th annual Stockton Restaurant Week, 6th annual Stockton Beer Week, 2nd annual Stockton Brew Fest, and the 2nd annual Stockton Arts Week.
- The refresh of our website and implementation of the #Stockton-True campaign, a campaign that works to clear up misconceptions about Stockton by highlighting the positives our city has to offer.

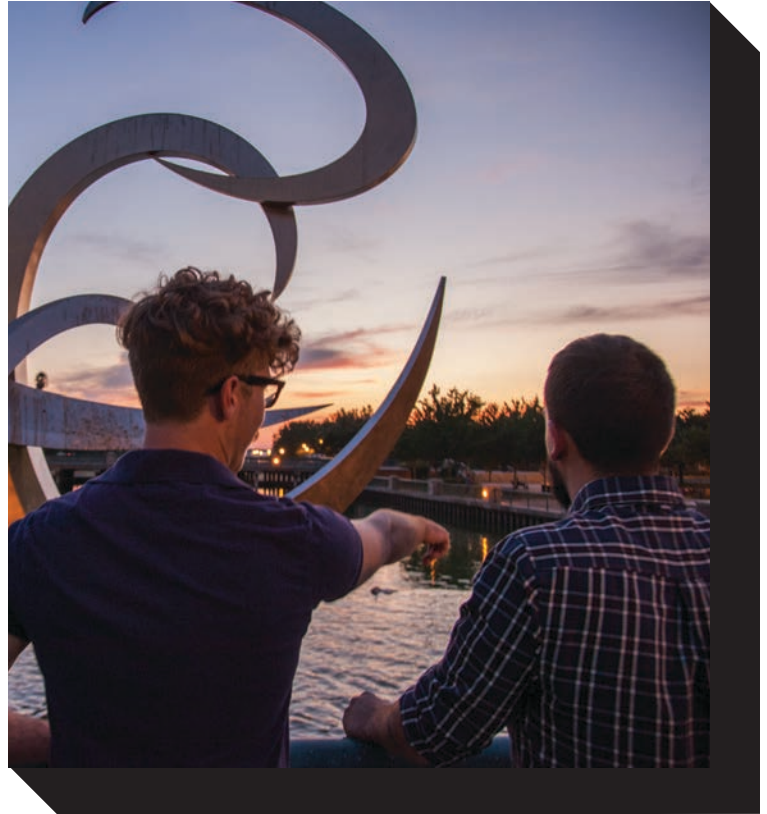
This year of success was possible with the support of the City of Stockton, our hotel partners, local businesses and non-profits, our Stockton Ambassadors, and residents.

In 2018 we are dedicated to elevating the work we do every day to deliver on our mission of promoting Stockton by increasing the awareness and enhancing the image of our diverse cultural, historical, and recreational assets.

Regards,



Wes Rhea, CEO



## Expenditure History

2007-2008: **\$384,195**  
(TBID + \$112,000 from the city)\*

2012: **\$1,029,506**

2008-2009: **\$373,000**  
(TBID + \$112,000 from the city)\*

2013: **\$1,137,893\*\***

2009-2010: **\$301,700**  
(TBID + \$100,000 from city)\*

2014: **\$1,031,717**

2010-2011: **\$198,365**  
(TBID only) \*

2016: **\$1,614,341\*\***

2011: **\$530,281**  
(Transition year, two quarters via TBID)

2017: **\$1,486,122**

2018: **\$1,669,560.00\*\*** (Budgeted)

\*Based at Chamber of Commerce

\*\* Includes carry-over from previous year

## Stockton Hotel Data



Occupancy	Avg. Daily Rate	Demand (Room Nights)	Revenue
2017: <b>67.5%</b>	2017: <b>\$85.79</b>	2017: <b>670,569</b>	2017: <b>\$57.5M</b>
2015: <b>63.2%</b>	2015: <b>\$74.60</b>	2015: <b>627,539</b>	2015: <b>\$46.8M</b>
2013: <b>57.4%</b>	2013: <b>\$66.84</b>	2013: <b>564,806</b>	2013: <b>\$37.7M</b>
2011: <b>49%</b>	2011: <b>\$63.18</b>	2011: <b>476,660</b>	2011: <b>\$30.2M</b>
2009: <b>45.4%</b>	2009: <b>\$66.53</b>	2009: <b>450,339</b>	2009: <b>\$30.0M</b>



## New in 2017

### Stockton Savings Pass

- A mobile coupon book for locals and visitors
- Features deals and discounts to local restaurants, bars, attractions
- Includes professional services

- Free for businesses to participate

- Benefits local non-profits

### Stockton Song Contest

- Inaugural song contest
- 12 qualified entries
- Fan favorite winner: Radical Times, *The Heart of Stockton*
- Grand Prize Winner: Brandon James, *The Port City We Love*
- Produced winning song with Stockton's The Press Recording Studio

- Created and released *The Port City We Love* music video

### Visitor Guide Translations

- Now available in Spanish and simplified Chinese online at [visitstockton.us/visitorsguide](http://visitstockton.us/visitorsguide)

### Tactical Content Plan

- Created a tactical content plan for digital marketing
- Implementation of plan has had positive results and is still ongoing

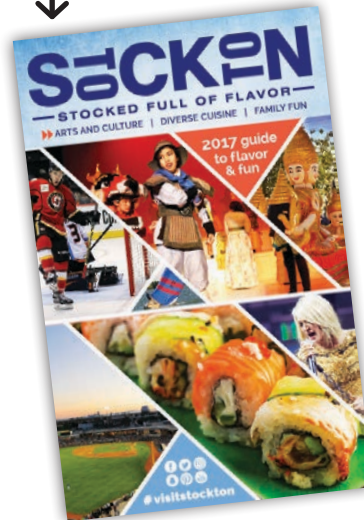
### #StocktonTrue Campaign

- Developed #StocktonTrue campaign to combat Stockton's negative image

### Website Refresh

- Integrated the #StocktonTrue campaign into our website while improving user experience

## Visit Stockton Guide



**40,000** full-color copies

- Revised copy, added blog content, refreshed design
- Distributed locally, in neighboring regions, all over the world (by request), and at trade shows, festivals, events, and more

## Tri-Fold Stockton Brochure (mini guide)



**90,000** full-color copies

- Revised copy, refreshed design
- Distributed in Certified Racks along the Highway 99 corridor and in neighboring regions, locally by our staff, at festivals, events, and more

## San Joaquin County Farm Guide & Map



**50,000** full-color trifold

- Refreshed design, downsized to an easy tri-fold
- Distributed in Certified Racks along the Highway 99 corridor and in neighboring regions, locally by our staff, at festivals, events, and more

## Merchandise



# #STOCKTONTRUE

Now selling #StocktonTrue tees, beanies, and pop sockets



## Tear-Away Maps



**10,000** full-color

- Refreshed design with Stocked Full of Flavor brand
- Distributed to hotels and attractions for use by visitors, locally by our staff at festivals, events, and more



## Print Ads

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 • Bay Area News Group • CalSAE • Central Valley Business Journal • Cultural Traveler • CVTA • Lifestyles • Meeting Planner International Directory • The Pacifican • Port O Call • The Record • San Joaquin Magazine • SF Travel Guide • Sports Destination Management • Sports Events • University of the Pacific Student Planner • Via Magazine Yosemite Journal • Visit California Travel Guide • Various websites online, and much more!

Our print and online ads combined equate to over **32 million potential impressions.**

Stockton featured as  
the the Eat, Drink, Play  
Special Section - San  
Jose Mercury News  
June 19, 2017



## Social Media

**Twitter**  
@Stockton\_ca

total followers **9,029**  
↑ **8.2%** from 2016

total impressions **1,647,426**  
↑ **161.25%** from 2016

total engagement **13,379**

**Instagram**  
@Visitstockton

total followers **14,503**  
↑ **13.01%** from 2016

**Pinterest**  
Visit Stockton  
total followers **1,164**  
↑ **8.7%** from 2016

**Facebook**  
Visit Stockton

total followers **53,199**  
↑ **12.2%** from 2016

total engagement **485,778**  
↑ **399.15%** from 2016

Imressions **17,846,354**

Video Views **1,239,515**

**Stockton Beer Week**

total followers **8,831**  
↑ **8.2%** from 2016

**Stockton Restaurant Week**  
total followers **12,542**  
↑ **12.8%** from 2016

**Stockton Arts Week**  
total followers **2,444**  
↑ **19.5%** from 2016

**Youtube**  
Visit Stockton

lifetime views: **522,684**  
↑ **100.39%** from 2016

2017 watch time: **298,861 minutes**  
↑ **430.96%** from 2016

2017 views: **261,855**  
↑ **759.86%** from 2016

average view duration: **1:08**  
↓ **38.74%** from 2016\*

subscribers: **337**  
↑ **21.66%** from 2016

\* based on recommendations from a social media audit, we have decreased lengths of videos, so the result correlates to a positive change in our marketing strategy.

**Total Social Media Followers: 103,312**

↑ **12.04%** from 2016

## Online Ads

Google Adwords

interactions: **287,005**  
 impressions: **1,897,486**

Bing

clicks **6,480**  
 impressions **309,784**

Facebook Ads

Engagement **283,275**  
 link clicks **99,548**  
 impressions **9,996,693**  
 reach **1,814,926**

Twitter Ads

engagements **3,126**  
 impressions **95,880**

## Website Statistics

Sessions: **817,760**  
↑ **13.39%** from 721,189 in 2016

mobile/tablet: **618,581**  
↑ **14.23%** from 541,536 in 2016

Users: **550,979**  
↑ **13.36%** from 486,029 in 2016

Pageviews: **1,324,920**  
↑ **2.76%** from 1,289,358 in 2016

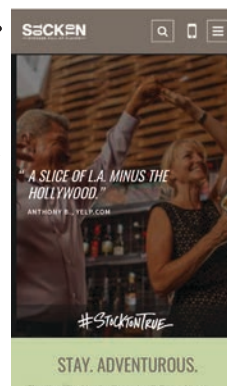
Social Media Referrals

**93,613**  
↑ **47.21%** from 63,590 in 2016

**4,004**  
↑ **131.18%** from 1,732 in 2016

**6,334**  
↑ **369.19%** from 1,350 in 2016

Our website got a refresh, and it was well-recieved by the Stockton community and its visitors.



Top 5 Web Pages  
(based on pageviews)

1. Events
2. Home
3. Things To Do
4. Fun for the Whole Family
5. San Joaquin Asparagus Festival



## Where are visitors coming from?

San Francisco

Los Angeles

Sacramento

Fresno

San Diego

## Sports &amp; Events



← Of the total economic impact, over \$1.5M was generated from the NCAA Women's Basketball Regionals alone.

## Key Events

- Pan Pacific Cup Baton Twirling, January 2017
- CIF Sac-Joaquin Section Wrestling, February 2017
- USA Racquetball Junior Olympics Racquetball, June 2017



## 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.).



**20 Sporting Events Totaled an Economic Impact of: \$5,362,564**

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



## Tradeshows

Visit Stockton attended 10+ major industry tradeshows.

**Total RFPs Considered: 53**  
**Total RFPs Submitted: 36**



## 2017 Special Events

### Stockton Restaurant Week - January 20-29, 2017

- 30 Participating Restaurants



### Stockton Beer Week

July 7-16, 2017

- 24 Venues/Organizations



### Stockton Brew Fest

July 8, 2017

- 30 Participating Breweries



### Stockton Arts Week

October 13-22, 2017

- 54 Participating Organizations
- 80 Events



## Community Supported Events & Organizations

- City of Stockton- Movies at the Point
- Pixie Woods
- Children's Museum of Stockton
- SMG: Stockton Arena and Bob Hope Theatre
- Downtown Stockton Alliance
- Stockton Ports
- Stockton Heat
- United Way of San Joaquin
- Stockton Symphony
- Stockton Civic Theater
- StocktonCon
- The STOCKMARKET
- University of the Pacific Homecoming
- Greater Stockton Chamber of Commerce
- Leadership Stockton Alumni Association
- Emergency Food Bank
- San Joaquin Pride Center
- Stockton P.D. Youth Activities
- Friends of the Fair/ San Joaquin County Fair
- San Joaquin Asparagus Festival
- The Eleanor Project
- Miracle Mile Improvement District
- Vietnam Memorial Moving Wall



## Stockton Ambassador Program

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. Certified Tourism Ambassadors (CTAs) learn about Stockton history,

attractions, dining, events, and more to ensure every visitor has a positive experience. In return, the visitor is more likely to return in the future and share their experience with others. Everyone benefits – the visitor, the industry, the local economy, and the front-line worker themselves.

### Benefits

- 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\*



Our 500th CTA, Christa Leri of the Stockton Ports

### Milestones

As of 12/31: 508 lifetime CTAs  
In 2017: 108 CTAs certified  
in 2017: 6 public classes & 2 privates classes

exceeded 2017 goal of 60% renewal with a 73% renewal rate!

“The CTA program has given me 100 percent more of a positive outlook for my own city. Every moment is an opportunity to be an ambassador.” - CTA Survey Response

### For more information on this program:

StocktonAmbassadors.com  
CTANetwork.com

Please send referrals or any questions to Megan Peterson:

877.778.6258 or  
megan@visitstockton.org

## Looking Forward

### Sports/Tourism Development

- Continue to grow sales, support, and servicing of the sports and tourism markets
- Focus on markets that typically generate citywide impact and not currently pursued by our partner hotels
- Continue to grow and expand existing events
- Focus on new events with increased ROI to our hotels and the city

program to the benefit of visitors, locals, businesses, hotels, and non-profits

- Continue to implement Two Six Digital tactical content plan

### AMGEN Tour of California

- Internationally recognized “tour de france” style cycling race from southern california to Sacramento
- Returning to Stockton after 10 years
- Stage 5 start will be hosted in Stockton on May 17, 2018

### Customer Service and Value

- Continue to promote and expand the text “concierge” service
- Expand and elevate the Stockton Savings Pass

- Includes a lifestyle festival prior to race departure at 11:30am
- Will engage businesses, local volunteers, schools, and more

### Stockton Ambassador Program

A nationally recognized certification program that educates front line employees and volunteers about the impact of tourism on our economy and the importance of customer service in the overall visitor experience.

- Continue to grow the program in celebration of 5th anniversary in May 2018
- Increase ambassador certifications to 600 (currently 500)

### Special Events

- Stockton Restaurant Week (January 19-28, 2018)
- Feast at the Fox (May 11, 2018) a Farm to Table Dining Experience on Main Street in Downtown Stockton. In

partnership with the City of Stockton. With support from and benefitting the San Joaquin Delta College Culinary Arts Program

- Stockton Beer Week (July 13-22, 2018)
- Stockton Brew Fest (July 14, 2018) With support from SMG, the Stockton Arena and Delta Sierra Beverage
- Stockton Arts Week (October 12-21, 2018)
- Social Media Bootcamp: an opportunity for all Stockton businesses to boost their online presence. (March 6, April 10, and May 8, 2018) in partnership with Two Six Digital



## Who We Are

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 develops an annual tourism marketing plan and implements it 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.

## Meet the Team

**Wes Rhea, CTA**  
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SPORTS & TOURISM  
MARKETING

## 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

**Isadora Harness, CTA**  
Marriott Properties

**Sam Patel**  
Red Roof Inn

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

## Visit Stockton Holds Membership With:

- 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
- Meeting Planners International (MPI)
- National Association of Sports Commissions (NASC)
- San Joaquin County Hispanic Chamber of Commerce
- Society of Government Meeting Planners (SGMP)
- Destination Marketing Association of the West (DMAWEST)

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

# VISIT STOCKTON

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      

# VISITSTOCKTON.ORG

