

HIGHLIGHTS FOR THE YEAR AHEAD



City Council Update

Agenda Item 15.2

May 23, 2023

Wes Rhea, CEO

TRAVEL RELATED SPENDING

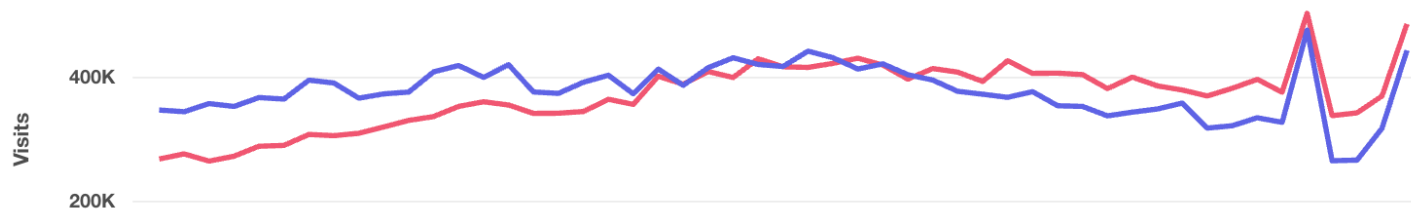
Avg. Visitor Spending by Month YOY

LY - Avg. Visitor Spending TY - Avg. Visitor Spending



VISITOR VOLUME

Metric Name	2022 Stockton Primary City Stockton, California, United States	2021 Stockton Primary City Stockton, California, United States
Visits	19.8M	19.4M
Visitors	2.7M	2.6M
Visit Frequency	7.24	7.45
Avg. Dwell Time	788 min	834 min
Visits YoY	+2.1%	+30.7%
Visits Yo2Y	+33.4%	+0.7%
Visits Yo3Y	+2.8%	-6.9%



A vibrant outdoor event scene with a fountain in the foreground, large white letters spelling 'STOCKTON' in the middle ground, and a large 'FLAVOR FEST' sign in the background. The background is filled with green trees, colorful tents, and people. The fountain has several jets of water spraying upwards from stone spheres.

STOCKTON FLAVOR FEST

CULTURE · CUISINE · COMMUNITY

STOCKTON

12,000+
Attendees

530+
Volunteers



2,000+
Volunteer
Hours

\$26,500
Back to
Local Non-
Profits

Winner!

**International
Festival & Events
Association**

***Best New
Festival***



STOCKTON
**FLAVOR
FEST**
May
19-21

60+ FOOD TRUCKS & LOCAL CUISINE VENDORS



50+ BANDS & Live PERFORMANCES



3 DAYS OF FUN



30+ ARTIST VENDORS & FAMILY-FRIENDLY WORKSHOPS



CRAFT BEER & WINES EXPERIENCE
SUNDAY ONLY: DRAG BRUNCH





GROWTH OF DESTINATION-DRIVING SIGNATURE EVENT – FLAVOR FEST

- Increase attendance at Stockton Flavor Fest by targeting marketing efforts to our high-visitation regions based on insights and research by our data partners.
- Incentivize visitation through special promotions, activities, and discounts to Friday activities at Stockton Flavor Fest in order to increase beverage sales (our main source of revenue).
- Gather insights and actionable data through a post-event survey at the conclusion of Stockton Flavor Fest 2023.
- Increase the dwell time (length of visits) and visitations (number of times visited) to Stockton Flavor Festival by offering discounted multi-day tickets, diversifying programming, etc.



SHARING THE STOCKTON STORY

- Continue telling the visual “This is Stockton” story through Visit Stockton produced videos, highlighting the small businesses and organizational stories that drive visitation, economic development, and advancement to our community.
- Produce twice-monthly episodes for the “This is Stockton” podcast (which had the most successful launch of any podcast on the Destination Marketing Podcast Network in 2022), bringing awareness to our community and neighboring regions.
- Create organic, unscripted, vertical video content to continue sharing the Stockton story to our social followings (vertical video is a dominant medium on all social channels for 2023).
- Edit, enhance, perfect, and create new Google Stories in partnership with Visit California, creating visual awareness across Google Search and partner websites.



DATA & TARGETING

- Continue onboarding and becoming platform-proficient in new data and research platforms (Placer.ai and Sprout Social) which will drive our organizational decision-making.
- Use data tools to identify high-value potential visitors (and regions, including Sacramento and the Bay Area) and target paid advertising campaigns to those audiences.
- Identify personas and audiences likely to convert from day-trippers to overnight stays, especially around special events, summer traffic, and other special promotions.



FUTURE SPORTS & EVENTS

- Update the Stockton Planner Guide to include sporting venue information, update and include new hotel properties and meeting spaces, and highlight attractions in Stockton.
- Continue to integrate the new Development team into the meetings and sports markets to build relationships, connections, and draw new opportunities to our area.
- Prioritize knowledge and training of the new Development team with our customer relationship management tool (CRM), which will assist in outreach, follow-ups, and overall communication with meetings and sports partners.



CONTENT PILLAR CAMPAIGNS

- Research our social, website, and other digital analytics to identify content pillars (dining, waterways, farms, etc.) that promote the most visitation into our area.
- Use content pillars to drive visitation to Stockton through year-round digital and print promotions, highlighting the activities and attractions that make Stockton unique.

