Visit Stockton holds memberships 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)
- 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 (USTravel)
- Destination Marketing Association (DMAWEST)

Visit Stockton is 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.

2015 Visit Stockton Goals

Stockton Re-Branding
Our effort to develop a new marketing brand for Stockton started in July of 2015, and will launch in the first quarter of 2016. This new brand will provide Visit Stockton and its key partners with a research-based brand platform that will allow the delivery of a consistent marketing message to both tourism and economic development related efforts.

Advertising and Marketing
A new brand will kick off a redesign of the entire Visit Stockton creative portfolio with a newly designed website, visitors guide, marketing, and advertising collateral. An increased budget will allow Visit Stockton to share the brand with its largest audience ever through print, digital, radio, and television. Visit Stockton will continue to focus on local residents to create a sense of pride, share positive messages, and spread the word on local events and festivals.

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.

Special Events
Visit Stockton will produce four signature events (Stockton Restaurant Week, the Great Stockton Asparagus Dine Out, Stockton Beer Week, and the new 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.

Stockton Ambassador Program
Nearly 300 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.
Local Lodging Trends/Visit Stockton Revenue History

2015 % Growth
Source: 2015 Smith Travel Research, Inc. / STR Global, Ltd.

- Occupancy
  - 2015: 64.5%
  - 2014: 58.1%
  - 2013: 57.4%
  - 2012: 54.3%

- Avg. Daily Rate
  - 2015: $75.31
  - 2014: $70.23
  - 2013: $66.79
  - 2012: $64.95

- Demand (room nights)
  - 2015: 640,455
  - 2014: 581,316
  - 2013: 566,829
  - 2012: 533,601

- Revenue
  - 2015: $48,229,821
  - 2014: $40,459,463
  - 2013: $37,860,916
  - 2012: $34,657,820

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: $1,031,717
- 2014: $1,092,827
- 2015: $1,558,185 (projected)

*Based at Chamber of Commerce
• Stockton’s newest history book, written by local historian Alice van Ommeren, was released in the fall of 2015. *Stockton’s Golden Era: An Illustrated History*, is a comprehensive history of Stockton (1890-1940) published by Visit Stockton and the Greater Stockton Chamber of Commerce. The “Sharing the Heritage” section consists of 60 history/profiles of Stockton’s most respected companies/organizations.

• **Visit Stockton’s Summer Passport Program** was designed to give locals and visitors the chance to enjoy deals and win prizes as they explored Stockton during the summer. Participants grabbed a passport and were encouraged to visit and engage in activities in Stockton in order to win prizes throughout the summer.

• “What Can Visit Stockton Do For You?” In 2015 we created a new marketing piece to give businesses, local organizations, and community members an idea of the services that Visit Stockton provides. This piece advertises our events calendar, free visitors resources, CTA Program, meeting & event support, annual dining events, and Stockton souvenirs for purchase.

• Our Stockton 2016 Wall Calendar was a new piece we created this year to give people an overview of some of the events going on each month. Every month it highlights some of the beautiful places Stockton has to offer, as well as, great events to remember and Stockton facts.
Visit Stockton Guide

40,000 full-color copies of the 2015 Visit Stockton guide were printed and distributed all over Stockton and neighboring areas, as well as taken to trade shows 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 of 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.
**Print Ads**

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

**Online Ads**

**Google Adwords**
- clicks **63,921** impressions **3,405,809**

**Bing**
- clicks **11,296** impressions **783,454**

**Facebook Ads**
- clicks **87,012** impressions **3,072,019**

**Twitter Ads**
- engagements **4,034** impressions **256,942**

**KCRA/KQCA TV Spots - :30 Commercial**
- spots ran **222** gross impressions 18+ **4,753,800**

**San Joaquin Magazine // Full page // June 2015**

**Yosemite Journal // Half page // October 2015**

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!
Sessions

- Total: 531,871, up 42.52% from 373,178 in 2014
- Mobile: 317,701, up 79.34% from 177,148 in 2014
- Tablet: 49,033, up 31.04% from 37,419 in 2014
- Desktop: 165,137, up 4.11% from 158,611 in 2014

Users

- Total: 346,772, up 40.86% from 246,175 in 2014
- Mobile: 197,293, up 76.9% from 111,525 in 2014
- Tablet: 31,181, up 31.57% from 23,699 in 2014
- Desktop: 118,298, up 6.62% from 110,951 in 2014

Pageviews

- Total: 1,057,839, up 17.4% from 901,047 in 2014

Top 10 Pages

1. Events 195,904 pageviews
2. Home 64,642 pageviews
3. Things to do 54,632 pageviews
4. Annual events 30,101 pageviews
5. Free things to do 29,479 pageviews
6. Dining 25,881 pageviews
7. Family fun 22,969 pageviews
8. San Joaquin Asparagus Festival 21,966 pageviews
9. Stockton Restaurant Week 21,668 pageviews
10. Pixie Woods 14,048 pageviews

VisitStockton.org
### Social Media

**Total Social Media Followers: 73,106**

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visitstockton.org // 9
**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.).

1 **CIF Wrestling** - February
   62 // $75,841.29

2 **CCAA Basketball** - March
   472 // $256,216.12

3 **Pacific Tennis Invitational** - March
   81 // $40,955.80

4 **1st to 3rd Softball Invite** - March
   154 // $83,136.94

5 **Golden Coast Conference Champs** - April
   178 // $110,444

6 **CCAA Golf** - April
   67 // $62,231.59

7 **Stockton United Soccer - Wanderpokal** - May
   73 // $44,822.36

8 **CCAA Baseball** - May
   319 // $156,462.70

9 **CCAA Softball** - May
   192 // $ 105,446.06

10 **West Coast Conference** - May
    506 // $265,153.42

11 **USA Racquetball Jr Olympics** - June
    699 // $340,799.57

12 **USTA Stockton Challenger Tennis** - July
    241 // $112,883.08

13 **AJGA - American Junior Golf Assoc.** - August
    306 // $239,801

14 **Port City Shootout Racquetball** - September
    37 // $18,619.69

15 **Stockton Colts Labor Day Tournament** - September
    102 // $55,633.50

16 **EVP World Finals of Beach Volleyball** - September
    13 // $8,234.59

17 **Stockton Colts Hockey Labor Day Tourn.** - September
    43 // $20,230

18 **Pacific Invitational Golf** - October
    188 // $118,696.12

19 **CA/Nevada Championships - Racquetball** - November
    41 // $19,437.49

20 **Edison High School ‘The Classic’ Tournament** - December
    37 // $16,512.87

21 **Grapettes Softball** - Year-long
    n/a // $613,980

22 **Nations Baseball** - Multiple
    432 // $161,419.95

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1 Information based on Destination Marketing Association International (DMAI) Economic Impact Calculation
2 Information based on National Association of Sports Commissions (NASC) Economic Impact Template
3 Information based on American Junior Golf Association (AJGA) Economic Impact Report
4 Information based on University of Pacific Economic Impact Calculation Study

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**Total Estimated Economic Impact**

$2,906,728.41
Sports Ads

USA Raquetball Magazine // 1/2 page // 2015


CCAA Baseball Program // Full page // February 2015

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

Business Development

- Est. Room Nights: 4,561
- Est. Economic Impact: $3,050,346.68
- Total RFPs considered: 87
- Total RFPs submitted: 36

MPI Sacramento
appointments: n/a
(tradeshow with 100 planners)

Religious Conference Management Association (RCMA)
appointments: 18

Seasonal Spectacular
appointments: n/a
(tradeshow with 400+ planners, open floor)

Connect Sports Marketplace
appointments: 34

National Association of Sports Commissions (NASC)
appointments: 27

S.P.O.R.T.S. the Relationship Conference
appointments: 18
The Meeting Incentive Program offers a cash incentive to book business in Stockton hotels. The maximum benefit is $5,000, depending on actualized rooms and eligibility.

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)
- 8,425 photos
- 718,398 impressions
- 1,305 facebook fans

The new Stockton Summer Passport ran from June 8–August 28, 2015. It was designed to give locals and visitors the chance to enjoy deals and win prizes as they explored Stockton during the summer.

To participate locals and visitors picked up a Passport or conveniently printed one at home to see the exclusive deals, discounts, and listings for events, venues, and restaurants; they presented their Passport at each location to take advantage of the specific offer and receive a stamp when redeemed; then turned in their completed Passport to Visit Stockton for prizes.
During the Great Stockton Asparagus Dine Out (GSADO), participating restaurants feature special asparagus-related menu items prepared with locally grown asparagus! GSADO took place the entire month of April! 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!

21 participating restaurants

35 participating restaurants
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.

Community Supported Events/Organizations

- City of Stockton - Movies at a Point
- Stockton Ports
- Stockton Thunder/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
- San Joaquin International Film Festival
- Children’s Museum of Stockton
- Emergency Food Bank
- Leadership Stockton Alumni Association
- San Joaquin Pride Center
- Stockton P.D. Youth Activities
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 will certify our 300th CTA in February 2016.

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.

Stockton CTA Count: as of December 2014

294

Be on the lookout for our pins!

Who can be a CTA?

October 2015 CTA Lunch & Learn at ACE

August 2015 CTA Certification at The Haggin Museum
What's in it for you?

- Increased knowledge of Stockton
- Provides a meaningful credential
- Increased business, higher tips
- Builds valuable skills
- Career advancement
- Networking opportunities
- Receive regular advice and updates
- 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.

August 2015 Stockton CTA Marina Kayak Adventure

Be a part of something big!

CTA is a nationally recognized certification with over 15,000 frontline workers and volunteers who have earned their designation! There are currently 27 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.

Want to know more?

StocktonAmbassadors.com
CTANetwork.com
Megan at 877.778.6258
megan@visitstockton.org