2016 ANNUAL SERVICE PLAN
TABLE OF CONTENTS

THE ORGANIZATION

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Susan Lofthus
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4 Overview

5 Trends in Stockton Tourism

8 2015 Highlights

10 2016 Annual Objectives & Strategies

13 Trade Show Calendar

14 Initiatives

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OVERVIEW

The current Stockton Tourism Business Improvement District (TBID) was established effective January 1, 2011 by the Stockton City Council. 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 the Stockton Convention and Visitors Bureau (Visit Stockton) for the year ending December 31, 2016.

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 $75,700 (5% of $1,515,000) as per the TBID Management District Plan.
TRENDS IN STOCKTON TOURISM

Year to date Hotel Occupancy for Stockton (as of October 2014) is 66.01%, with over all hotel demand up 12.49%. We expect the year to finish strong, with hotel demand finishing up approximately 12%.

Year to date Average Daily Rate (ADR) for Stockton hotels is at $75.05 (as of October 2015), up 6.2% year-over-year.

Stockton has a daily average of 1,796 hotel rooms sold each night through October 2015.

Stockton hotel revenue is up 19.46% and should surpass pre-recession levels.

AVERAGE DAILY RATE TRENDS
2004-2015 Annual Hotel Rate Averages
Smith Travel Research data from all Stockton (city and county) hotels
AVERAGE OCCUPANCY TRENDS
2004-2014 Annual Hotel Occupancy Averages
Smith Travel Research data from all Stockton (city and county) hotels

HOTEL ROOM DEMAND TRENDS
2004-2014 Annual Total Room Nights Per Year
Smith Travel Research data from all Stockton (city and county) hotels
STOCKTON HOTEL REVENUE TRENDS
2004-2014 Annual Total Room Nights Per Year
Smith Travel Research data from all Stockton (city and county) hotels

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2015

THRU OCT.

$40.99M $40.8M

2015
2015 HIGHLIGHTS

- Launched a comprehensive, research-based Stockton rebranding effort with North Star Destination Strategies.

- Grew the nationally recognized Certified Tourism Ambassador Program with over 270 Stockton Tourism Ambassadors certified by year-end.

- Visit Stockton staff produced the Official 2015 Visit Stockton Guide, providing an opportunity to enhance content, develop revenue, and increase distribution to 40,000 copies per year.

- Enhanced the city’s relationship with the California Collegiate Athletic Association (CCAA) and brought their Men’s & Women’s Basketball Championships to Stockton. Brought national exposure to the city by hosting the USA Racquetball Junior Olympics/Youth National Championships.

- Launched a redesigned mobile app with 2,400 downloads to date.

- Continued strong focus on social media, local engagement and image building.

- Printed 20,000 copies of the San Joaquin County Farm Guide and Map to promote the agricultural assets of the region highlighting farm stands and farmers’ markets countywide including distribution at the California State Fair.
• Provided support to over a dozen community events and organizations, as well as and over 30 sporting organizations and thousands of athletes, including the 2015 West Coast Conference Baseball Championships, CCAA basketball, golf, baseball and softball championships and the USA Raquetball Junior Olympics.

• Hosted the annual Stockton Tourism Awards Luncheon, which recognizes individuals and groups for their contributions to local tourism.

• Updated the Stockton tear-off map used by front desks, attractions, Pacific and other community sites.

In addition to our demand and brand goals, Visit Stockton identifies the following as 2016 outcome measurements:

• Overall Stockton Room Revenue
• Sports and Group Events Hosted
• Website Analytics
• Social Media Engagement
• E-Mail Marketing Metrics
• Overall Marketing Impressions
• Earned Media Impressions
2016 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 opportunity markets including non-traditional sports, collegiate athletic events, religious events and other events and activities that will generate citywide hotel room nights.

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

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

- Target tradeshows and sales outreach efforts to further expand industry 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.

- Continued 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.
## 2016 TRADESHOW CALENDAR

### OBJECTIVE: ENHANCE THE STOCKTON VISITOR EXPERIENCE

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### STRATEGIES

- 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.
STRATEGY: MARKETING / PUBLIC RELATIONS

• Launch new Stockton brand campaign at likely visitors in target markets based of research and data from re-branding process.

• Continue to create a positive Stockton image focused campaigns that develops a sense of pride and community in Stockton, and also engages 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.

• Increase overall traffic and engagement with the official destination website, social media channels and email marketing efforts through rich content, SEO and SEM strategies.

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

• Produce the Official 2016 Visit Stockton Guide in-house and continue distributing 40,000 copies as well as online impressions.

• Expand the reach of the Stockton Ambassador Program beyond the traditional hospitality channels with the goal of 100 new certifications in 2016, totaling over 360 Certified Tourism Ambassadors citywide.

• 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 strategy 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.

• Market and promote an online tool to sell attraction and experience packages to visitors and groups.
2016 ANNUAL OBJECTIVES AND STRATEGIES

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 further 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.
STOCKTON AMBASSADOR PROGRAM

The objective of this 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 will include:

- The Certified Tourism Ambassador (CTA) program gives us the foundation upon which to deliver exceptional experiences for our visitors.

- 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.

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

- 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.

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

- Engaging Certified Tourism Ambassadors through quarterly events and networking opportunities.

- Enrollment goal for 2016 is 100 new participants.

- Visit Stockton will continue to engage CTAs through Lunch & Learn’s, networking events, tours, and other educational opportunities.
SPECIAL EVENTS

Stockton Restaurant Week (January)
This annual event, which takes place the third week of January, highlights the Stockton dining scene, 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 7th year and coincides with California Restaurant Month.

Great Stockton Asparagus Dine Out (April)
The Dine Out focuses on our rich agricultural history and the prominence of locally grown asparagus for the month of April. While the focus is on locally grown asparagus, the event again showcases the culinary diversity of Stockton and builds strong ties to the local restaurant community. The event is in its 6th year, and corresponds with the San Joaquin Asparagus Festival.

Stockton Beer Week (September)
Beer Week is a citywide craft beer celebration where locally owned breweries, bars, pubs and restaurants will 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 5th year.

Stockton Arts Week (Summer)
Visit Stockton will work 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.

Annual Tourism Luncheon (TBD)
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.