

TEAM SAN JOSE

Semi Annual Update to CEDC

October 27, 2025



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FY 24-25

Performance Results

TEAM SAN JOSE

Convention Center and Facility Performance Results

FY 2024-25 YEAR-END (PRELIMINARY UNAUDITED)

	YTD ACTUAL	GOAL	VARIANCE	% GOAL ACHIEVED
Estimated Direct Visitor Spending	\$95,396,108	\$78,150,000	\$17,226,108	122%*
Future Hotel Room Nights Booked (Citywide)	133,513	117,000	16,513	114%
Theater Occupancy	96%	93%	3%	103%
Gross Operating Revenue	\$47,534,744	\$45,500,892	\$2,033,852	104%
Gross Operating Results	\$5,625,126	\$2,047,535	\$3,577,591	275%*
Customer Satisfaction	97%	95%	2%	102%
Response Rate	31%			

* - Overages due to increased scope of NVIDIA, corporate cancellation, and several short-term corporate event bookings.



FY 24-25

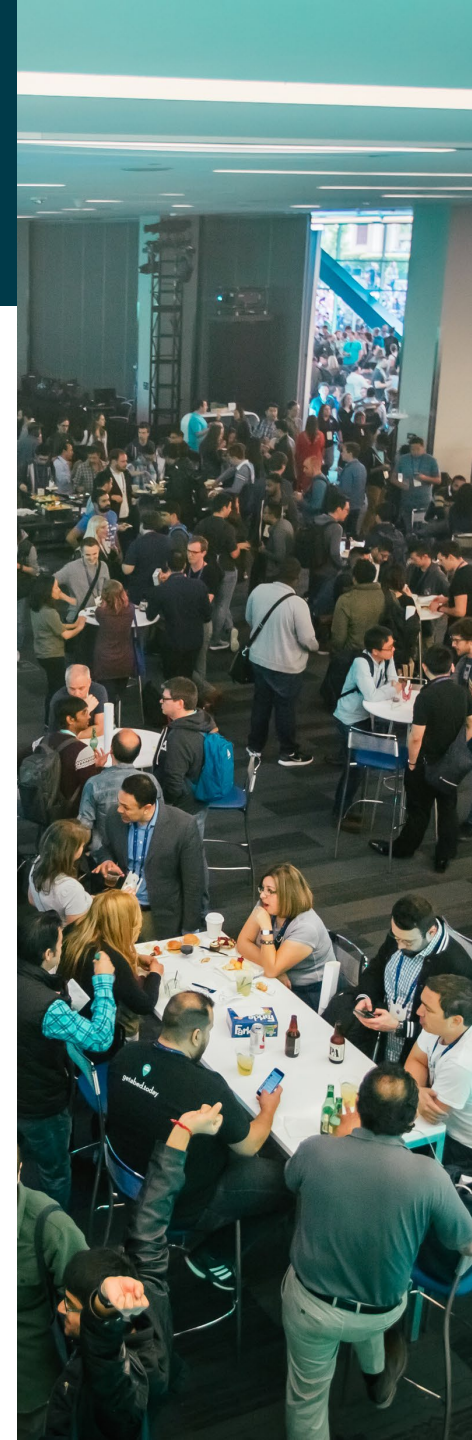
Dashboard Metrics

ESTIMATED ECONOMIC IMPACT

By Venue Type

VENUES	ATTENDEES	DIRECT SPEND	YOY DIRECT SPEND
TSJ Theaters	517,331	\$23,728,609	N/A*
TSJ Convention Facilities	269,497	\$71,667,499	15.1%

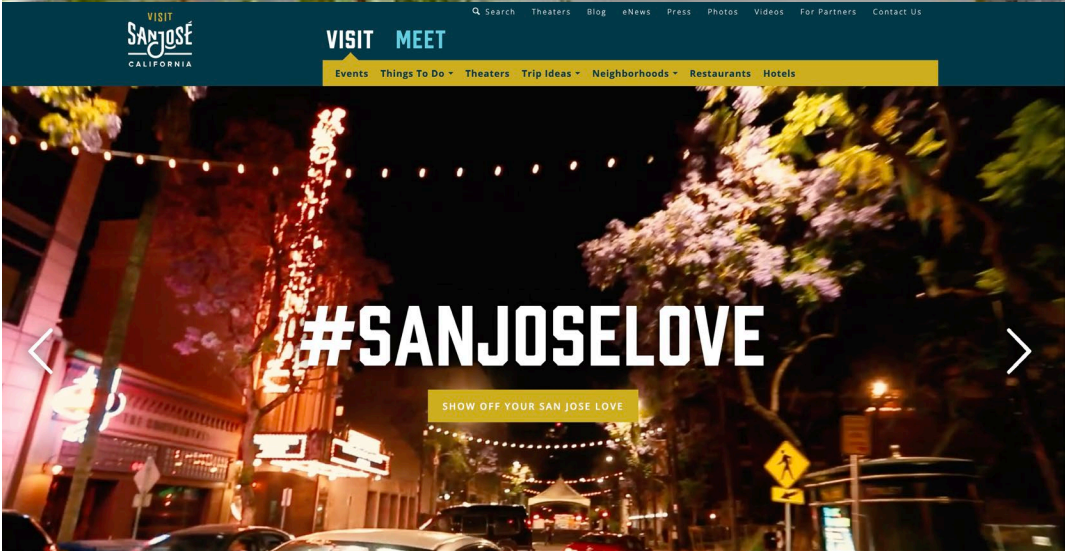
* - A new Estimated Impact model was utilized for the theaters in FY 2024-25 to more accurately reflect the true value of attendee spending. The calculated spend was 78.8% higher than theater spending under the previous model. True YoY comparisons will begin with FY 2025-26 data.



DASHBOARD METRICS

HOTEL INFO	FY 2024-25	FYTD YOY
Occupancy	67.0%	2.9%
Average Daily Rate	\$173.23	5.0%
Revenue Per Available Room	\$116.04	8.0%

WEBSITE UNIQUE VISITORS ▪ sanjose.org	
FYTD	1,550,462
FYTD YOY	-3.4%



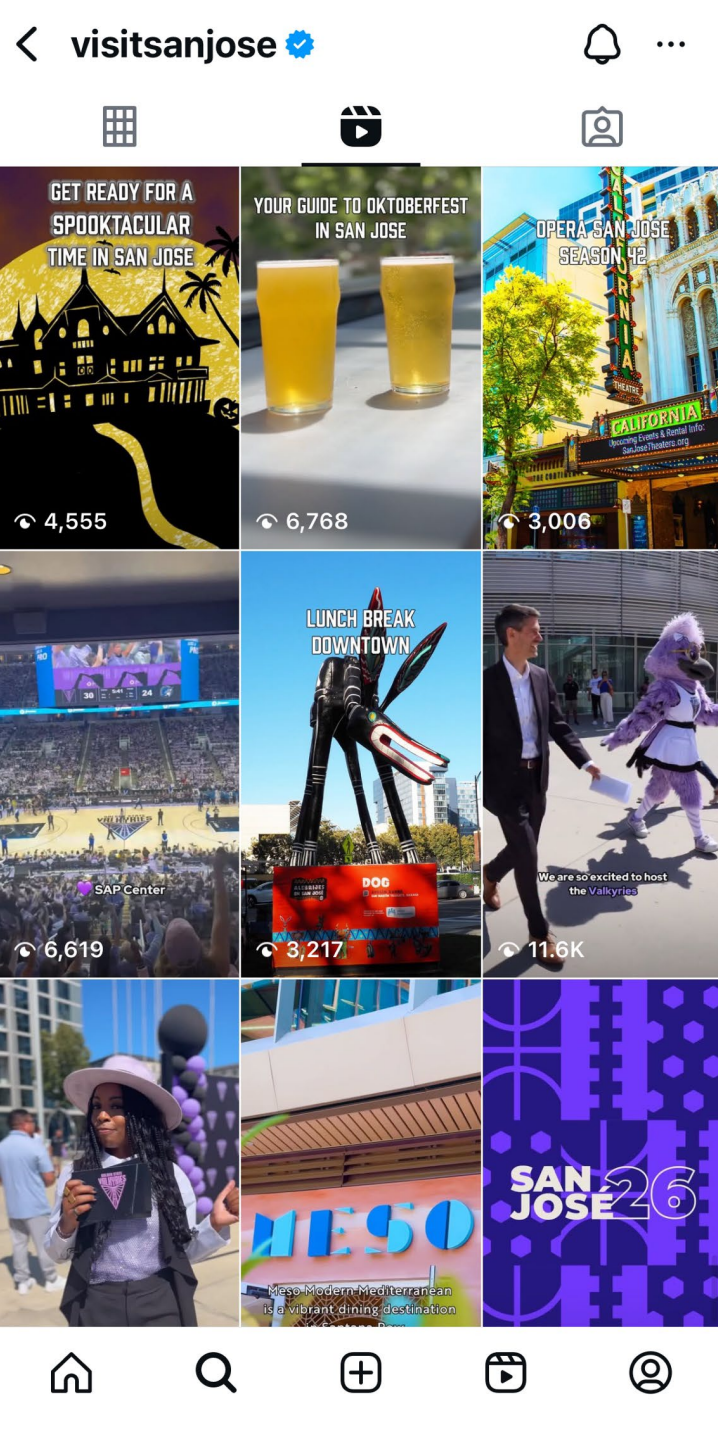
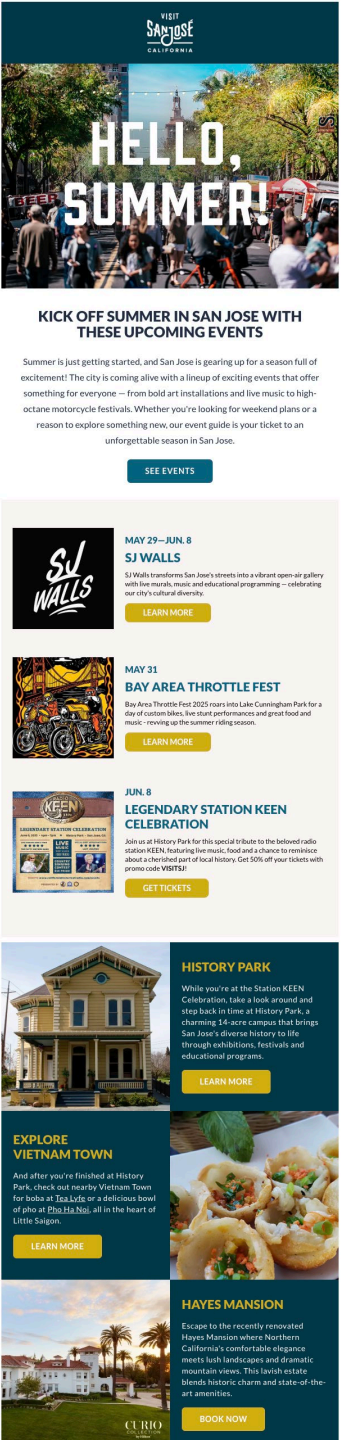
SOCIAL MEDIA

PLATFORM

	Facebook Likes	31,082
	Instagram Followers	39,448
	LinkedIn Followers	3,826
	YouTube Subscribers	518
	Pinterest Followers	680
	TikTok Followers	371
	Threads Followers	371

TOTAL NEWSLETTER SUBSCRIBERS

92,765



SALES DASHBOARD

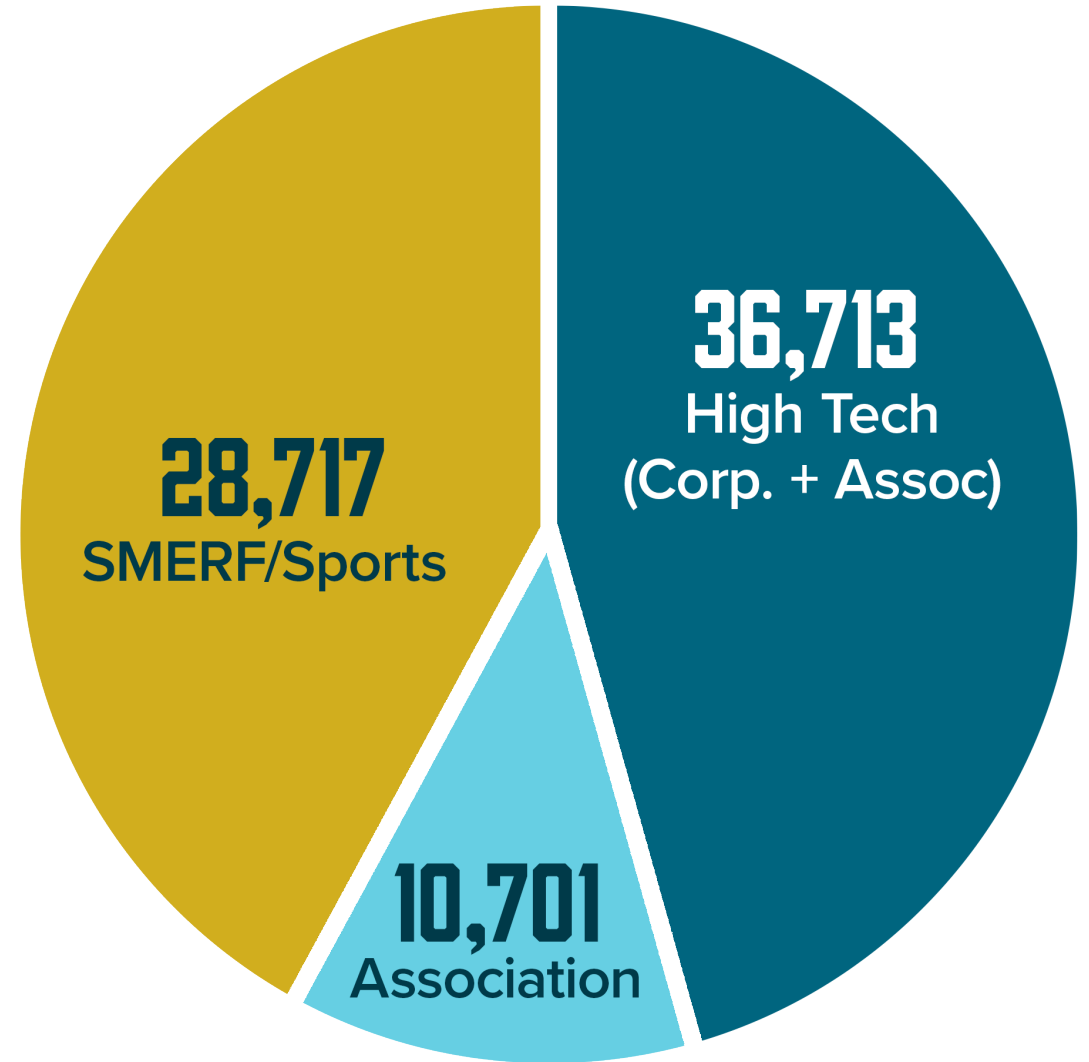
FUTURE CITYWIDES* BOOKED

	FYTD	%FYOY
Count	29	61.1%
Rooms	76,131	8.5%

LEAD GENERATION

	FYTD	%FYOY
Event Leads Entered	1,207	-3.6%
Room Night Leads Entered	1,096,296	-192%

* - Citywide defined as large events with 500+ hotel rooms contracted on peak nights.



MARKET SEGMENTATION OF FUTURE
CITYWIDE ROOM NIGHTS BOOKED



FY 25-26

Performance Goals

NON-FINANCIAL PERFORMANCE MEASURE ASSUMPTIONS

HOTEL GROUP ROOM NIGHTS

Increased economic uncertainty will cause unpredictability in lead volumes and corporate markets.

Continued diversification of markets could help to offset the impacts of this uncertainty.

Explore emergent markets for the destination like pharmaceutical, AI and bioscience.

Continue support of direct in-house business while focusing on convention calendar.

For short-term bookings, impact of 2026 mega events will limit the ability to book into significant timeframes for 2026.

Expected pick up from FIFA events will not occur within the booking window of FY 2025-26.

NON-FINANCIAL PERFORMANCE MEASURE ASSUMPTIONS

ESTIMATED VISITOR SPEND

Growth projected for convention calendar. Mega sporting events will bring large EI to the City, however may not impact TSJ managed facilities as significantly.

Expected growth in Broadway attendance for theaters, higher uncertainty for many international touring acts.

THEATER OCCUPANCY

Forecasting maintaining current levels of occupancy despite uncertainty around cancellations.

CUSTOMER SATISFACTION

Continue delivering strong service regardless of event volume.



TEAM SAN JOSE

CONVENTION CENTER AND FACILITY PERFORMANCE GOALS FY 2025-26

	FY 2025-26 GOAL	FY 2024-25 GOAL	FY 2024-25 ACTUAL (UNAUDITED)
Estimated Direct Visitor Spending	\$92,000,000	\$78,150,000	\$95,396,108
Future Hotel Room Nights Booked (Citywide)	130,000	117,000	133,513
Theater Occupancy	94%	93%	96%
Gross Operating Results	\$4,292,244	\$2,047,535	\$5,625,126
Customer Satisfaction	95%	95%	97%

A vertical photograph on the left side of the slide shows a cityscape. In the foreground, there are green and yellow trees. The middle ground shows a dense residential area with many houses. In the background, there are mountains under a clear blue sky.

Hotel Performance And Travel Trends

HOTEL PERFORMANCE AND TRAVEL TRENDS

DOWNTOWN RECOVERY CONTINUES TO DRIVE PERFORMANCE

While downtown was one of the slowest markets to recover, it has accelerated greatly. YTD through June 2025, rooms sold had increased by 24% over the same time in June 2023. Room revenue has increased 42% and Revenue Per Available Room (RevPAR) has increased 62%.

THE AIRPORT HOTELS FACE HEADWINDS

YTD through June 2025, the properties near SJC have seen flat to slightly lower YoY performance in key hotel metrics. This matches national trends around growth based on the chain scale of the marketplace.

ECONOMIC AND POLITICAL UNCERTAINTY AFFECTING TRAVEL

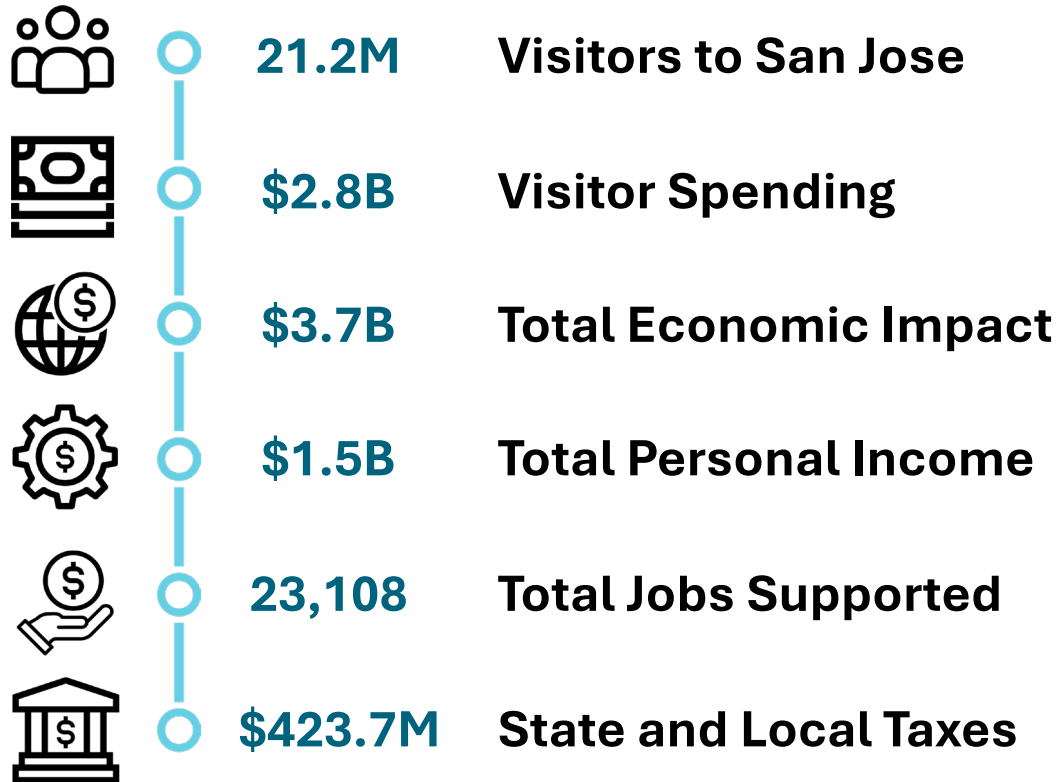
Economic uncertainty and worsening international consumer perception have impacted travel. Of the 13 markets San Jose tracks, 10 are either flat or down YoY in rooms sold and 9 are flat or down YoY in room revenue. San Jose is slightly up in overall rooms sold (+1.5%) and up in room revenue (+6.2%) YoY.

TSJ Hotel Contribution

- For FY 2024-25, TSJ at a minimum contributed 13% of all hotel rooms booked in San Jose.
- This is derived from both the consumer marketing programs and group sales efforts.
- This is likely understated for both as:
 - TSJ's ad-tech for consumer does not have 100% visibility into all rooms booked – and –
 - Convention and event goers often book “outside of the block” with national estimates indicating that up to 50% of rooms at conventions and events are not part of the credited room block.
- These room nights are all incremental – meaning that they add to the base business of San Jose hotels and are essential to creating compression to drive revenue and taxes. These rooms are also often targeted towards need times and periods.
- Pre-pandemic FY 2018-19, TSJ minimum contribution was 8% based on group rooms alone.

2024 ECONOMIC IMPACT OF TOURISM

Team San Jose, in partnership with Tourism Economics, does an economic impact study of the travel and tourism industry on a calendar year basis. For 2024, the Key Findings were:



2024 ECONOMIC IMPACT FIGURES IN CONTEXT



\$3.7B

Visitor Spending

Visitors spent \$7.5 million per day, on average, in San Jose.



\$1.5B

Personal Income

This is the equivalent of \$4,416 per resident household, regardless of any connection to the visitor economy.



23,108

Jobs

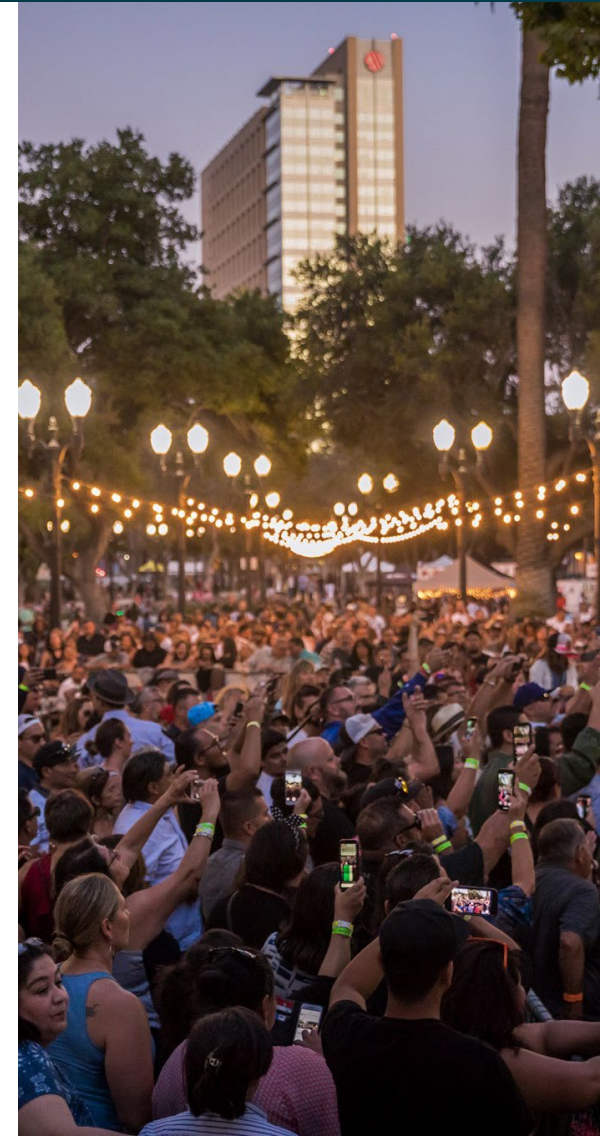
The visitor economy sustained 5.2% of all jobs in San Jose. These employees could fill the SAP Center 1.3 times.



\$423.7M

State and Local Taxes

Each household would need to be taxed an additional \$1,279 to replace the visitor-generated taxes received by state and local governments in 2024.





FY 25-26

Sales Strategy & Tactics

SALES STRATEGIES AND KEY METRICS UPDATE

- Primary focus on 24-month arrival window (2025 – 2026)
 - 2025 Group Pace is currently flat to LY despite 11,000 non-repeatable room nights in 2024
 - 2026 Group Pace is up 28,500 room nights (40%), more than amount of mega events
- More customer engagement events (67) than ever before
- Show dates at SJCC (Ex Halls): 63 in 2023, 74 in 2024, 93 in 2025.
- Continued focus on diversification of industries.
- Exciting new groups coming to San Jose.
- Uncertainty in economic conditions creates headwinds.

SALES

Tradeshow and Event Calendar

Dates	Event Name	Location
Quarter 1:		
July	CEMA Summit	Austin, Texas
July	Planner Hero	Minneapolis, MN
August	ASAE Annual Meeting	Los Angeles, CA
August	PCMA Day on the Bay	San Francisco, CA
August	Connect Marketplace	Miami, FL
September	Silicon Valley Business Network	
September	Destination California	San Diego, CA
September	San Jose Local Client Event - Earthquakes vs St. Louis	San Jose, CA
Quarter 2:		
October	18th Annual Fall Mixer and Small Business Summit	
October	IMEX	Las Vegas, NV
October	TEAMS 2025	Columbus, Ohio
October	All Things Meetings	San Jose, CA
October	NECVB Client Retreat	Montauk
October	Connect West	Lake Tahoe, NV
October	UC Davis Event Planners Exchange Caterer and Vendor Showcase	Davis, CA
November	San Jose Sports Hall of Fame	San Jose, CA
November	BAMIES (PCMA)	San Francisco, CA
November	Holiday FAM - NWSL Championship	San Jose, CA
November	Taste of California Roadshow	Chicago, IL
November	Connect South & Faith	Fort Worth, TX
November	NCBMP's Annual Conference	Portland, OR
December	Connect Winter Marketplace DC	DC
December	Holiday Showcase	Chicago, IL
December	Holiday Showcase Lunch	
December	CALSAE - Seasonal Spectacular	Sacramento, CA
December	Seasonal Spectacular Luncheon	Sacramento, CA

SALES

Tradeshow and Event Calendar

Dates	Event Name	Location
Quarter 3:		
January	PCMA Convening Leaders	Philadelphia
January	HelmsBriscoe Fam	San Jose, CA
February	RCMA - EMERGE	Lexington, KY
February	NYSAE - Meet NY	New York
March	MIC of Colorado (DMI Hotels)	
March	Pharma Forum	Boston, MA
March	MPINCC's Annual Conference & Expo	TBD
March	Sacramento - Mission (River Cats Opening Night)	Sacramento, CA
March	Chicago Sales Mission / Client Event	Chicago, IL
Quarter 4:		
April	CALSAE - Elevate	Newport Beach, CA
April	Experiential Marketing Summit	Las Vegas, NV
April	Sports ETA Symposium	Las Vegas, NV
April	Connect Spring Market Place	Louisville, KY
April	Destination Celebration	TBD
April	Destination Showcase	Washington, DC
April	All Things Meetings	TBD
April	DC Sales Mission / Client Event	DC
April	Visit CA Roadshow	TBD
April	DMI Mid-West Sales Mission	TBD
May	Rose Garden Event	San Jose, CA
May	IMEX - Frankfurt	Frankfurt, Germany
May	Esports Travel Summit	Raleigh, NC
May	San Francisco Sales Mission / Client Event	San Francisco, CA
May	South San Jose Sales Mission / Client Event	San Jose, CA
June	MPI WEC	San Antonio, TX
June	IPW	Fort Lauderdale, FL
June	HB Annual	Los Angeles, CA
June	Citywide FAM	San Jose, CA

MARKETING & COMMUNICATIONS

FY24-25 Leisure & Meetings Campaigns



PAID MEDIA CAMPAIGN *Consumer/Leisure*

PAID MEDIA PLAN OVERVIEW

- The objective of the plan was to drive incremental hotel room nights, and thus TOT revenue, through consumer visitation by targeting and converting digital travel intenders through paid digital media strategies.
- Per City Council direction, moving forward, marketing efforts will also address residents in support of Downtown visitation.
- The media mix for this plan was made up of digital programmatic, high-performing travel brands, paid social and paid search.
- The campaign investment was strategically allocated with a focus on prioritizing heavier investments into production partners, aiming to deliver as strong a Return on Advertising Spend (ROAS) as possible and thus greatest revenue for San Jose businesses.

PAID MEDIA PLAN OVERVIEW

(Continued)

- Campaign creative was produced by local artists, and it also featured San Jose's global dining and cultural experiences.
- The creative was featured on Visit San Jose's paid and owned media channels including consumer and meetings websites, eCRM, (email data bases of both consumers and meeting planners), earned media (PR placements), and social media.
- The campaigns include multiple placements with Visit California- across all their platforms.
- We will continue to measure ROAS to ensure incremental revenue is generated through all marketing efforts.

January – June 2025 Consumer Paid Media Production Reporting Spend Produced

IMPRESSIONS	37,654,254	ENGAGEMENTS	2,027,094
REACH	12,551,418	HOTEL BOOKINGS	23,435
HOTEL REVENUE	\$8,554,154	FLIGHT BOOKINGS	12,980
TOTAL REVENUE (flight + hotel revenue combined)		\$18,941,255	TOTAL ROAS (Return on Ad Spend)
			\$37.96

Notes:

- Production data is available from the following sources per metric:
 - **Hotel Revenue:** Expedia, ADARA Impact, TripAdvisor
 - **Hotel Bookings:** Expedia, ADARA Impact, Sojern
 - **Flight Bookings:** ADARA Impact, Expedia
 - **Flight Revenue:** Expedia (only)
 - **Total ROAS:** Total revenue between: (Adara (Hotel Revenue), Expedia (Flight + Hotel Revenue), TripAdvisor (Hotel Revenue + Attractions + Food/Bev + Other + Retail + Transportation), Sojern (estimated economic impact) divided by total digital paid media spend (i.e. removing Visit CA print).
 - **Total Revenue:** Adara (Hotel Revenue), Expedia (Flight + Hotel Revenue), TripAdvisor (Hotel Revenue + Attractions + Food/Bev + Other + Retail + Transportation), Sojern (estimated economic impact, based on a users average spend in market)
 - *You will not be able to replicate all production data shown here in Tableau as it does not include ongoing lookback attribution. Ongoing lookback data is provided every 6-months.*
- Expedia is no longer providing hotel and flight search data as of May 2023. Data from other partners is minimal and therefore search data is not included.
- Production data is only a reflection of paid media.
- Impressions, reach and Inquiries is inclusive of paid media, paid social and paid search.

PAID MEDIA CAMPAIGN *Meetings*

MEETINGS MEDIA OVERVIEW

- The objective of the plan is to drive new meetings business and group hotel bookings by driving leads to convert meeting planners using paid digital media strategies.
- The campaign is prioritizing in-state markets with a historical propensity to plan group events in San Jose.
- The media mix is made up of digital programmatic, meeting endemic digital (display, email, newsletters, webinars), paid social and paid search. These efforts are supported by meetings-specific creative content and in conjunction with Visit San Jose's owned B2B channels including website, eCRM, and social media efforts.
- Compared to the last 6 months, January – June of this year had an increase in media lead generating tactics – which is shown a 20% jump in leads from the last 6 months.

January – June 2025 Meetings Paid Media Reporting

31,634,165	10,544,721	138,923	64	5,208
Total Campaign Impressions	Total Campaign Reach	Total Campaign Engagements	Total RFP Completions	Meetings Leads

Notes:

- Impressions, reach and inquiries is Inclusive of paid media, paid social and paid search.
- Meetings leads sources are inclusive of 1) RFP submissions via GA, 2) webinar leads via media/offline media leads, 3) website meetings email signups, and 4) website modal meetings signups.
- Overall impressions are lower YOY due to a shift in strategy to focus on lead generating tactics that reach a more qualified audience.

OWNED MEDIA: *Social*

ORGANIC SOCIAL MEDIA

PLATFORM	Jun 2024	Jun 2025	YOY
 Facebook	30,626	31,082	+1.49%
 Instagram	33,298	39,448	+18.45%
 LinkedIn	3,437	3,826	+11.32%
 YouTube	479	518	+8.14%
 Pinterest	676	680	+0.59%
 TikTok	1,258	1,603	+27.42%
 Threads	5,936	7,178	+20.92%
	75,710	84,335	+11.39%

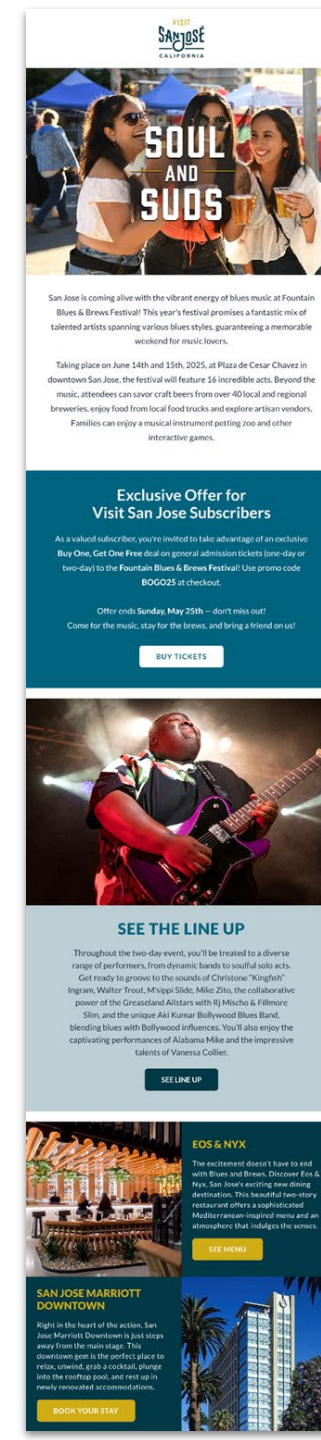
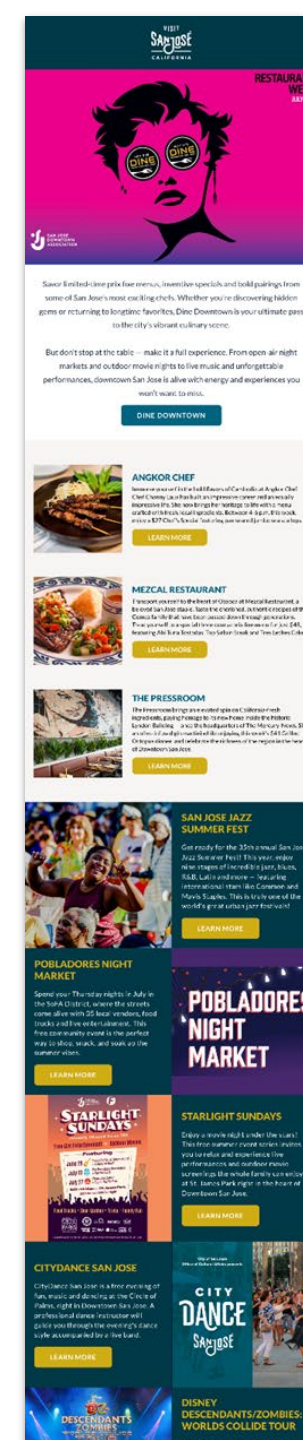
Overview : Visit San Jose's social media strategy led to a 11.39% increase in organic followers across all platforms. Follower growth was driven by strong partnerships with content creators and local businesses, boosting our reach and visibility.

OWNED MEDIA

eCRM

EMAIL: January – June 2025 (Leisure)

- From January to June, **11 campaigns** were launched totaling over **1.13 million emails sent. 7,674 new leads** were added between January and June from paid search, paid social, and on-site sources.
- Content included support for multiple local events including Fountain Blues and Brews Fest, San Jose Theater performances, Cirque du Soleil, Women's Conference and more. Each email also supported restaurants and hotels.
- Emails to our active segment generate an average 37% open rate (**9% increase over 2024**) and 0.54% click rate.



EMAIL: January-June 2025 (Theaters)

- Launched a refreshed San Jose Theaters newsletter late last year.
- The Theaters audience received four dedicated emails as well as a Cinequest dedicated email in March.
- Content centered around upcoming live theatrical performances at San Jose Theaters – with restaurant and hotel callouts in each deploy.
- Emails deployed to the Theaters audience generated an average open rate of 23%.



YOUR NIGHT ON THE TOWN

Rollati Ristorante is rolling out the red carpet for theatergoers in honor of San Jose Theater Month. Design your meal from a curated menu and you'll soon be dining on delicious modern Italian cuisine. Crafted with love, it's a seamless experience that will give you plenty of time to reach the show before the curtain rises. Customers should present their theater tickets upon arrival.

RESERVE A TABLE



BROADWAY MEETS SILICON VALLEY

Experience the best of Broadway in the heart of San Jose. Broadway San Jose, a Nederlander Presentation, brings a season of hits to the San Jose Center for the Performing Arts. Taking the stage throughout Theater Month and beyond are Broadway favorites like *SIX*, *Juliet*, *A Beautiful Noise* and more.

GET TICKETS



THE GRAND FINALE

End your night on a high note at San Jose Marriott. This Downtown gem is within walking distance of San Jose's historic theaters and is the perfect place to relax and unwind. Grab a cocktail, plunge into the heated rooftop pool, and rest up in newly renovated rooms and suites.

BOOK YOUR STAY



CELEBRATE WORLD THEATER DAY ALL MONTH LONG!

Celebrate World Theater Day all month long in San Jose! Dive into a vibrant lineup of musicals, comedy acts and live performances in San Jose's iconic theaters. Whether you're a theater buff or just looking for a fun night out, there's something for everyone to enjoy.

IT'S SHOW TIME



DINNER & A SHOW MADE EASY

Created exclusively for San Jose's Theater Month, Rollati Ristorante is offering a pre-theater, prix-fixe menu. Choose from a curated selection of local and seasonal Italian cuisine, and enjoy a seamless experience that gets you from dinner to the show well before curtain time.

MAKE A RESERVATION

UPCOMING PERFORMANCES



APR. 3
ALTON BROWN LIVE: LAST BITE

Everyone's favorite food expert takes the stage at the Center for the Performing Arts. Join Alton Brown in a deliciously funny culinary variety show unlike any other!

GET TICKETS



APR. 22 - 27
SIX

Don't lose your head! The Tony Award-winning "Six the Musical" is coming to Broadway San Jose at the Center for the Performing Arts, as the many wives of Henry VIII claim their place in history through the power of song.

GET TICKETS



CONVENIENT LOCATION, BEAUTIFUL ACCOMMODATIONS

Unwind after your show at All Bar & Robata, nestled in the lobby of the Signia by Hilton San Jose. Just a quick 10-minute stroll from San Jose's iconic theaters, this trendy spot is perfect for a nightcap.

RESERVE NOW



LET OUR CALENDAR FILL YOURS.

While our theater's emails now have an exciting new look, we're keeping bringing you the latest information about San Jose theaters – plus restaurant and hotel recommendations to complete the perfect night out. Here's an insider tip about San Jose: Our four unique downtown theaters offer a wealth of unique events to keep you entertained, informed and inspired. Whether you're searching for live music, performance art, or immersive exhibits, you'll easily find something on our calendar of events that speaks to you.

If you would like to receive our newsletter that provides the latest information on things to do in San Jose, including events, discounts, and special events, sign up below.

SIGN UP

UPCOMING PERFORMANCES



OCT. 5 - 6
JON NAKAMATSU AND THE JAZZ AGE

Create the music of George Gershwin, Aram Chigian and all things jazz in San Jose's heart in downtown San Jose.

GET TICKETS



OCT. 23
CROCE PLAYS CROCE - 50TH ANNIVERSARY SHOW

Late singer-songwriter Joe Croce comes to San Jose for his 50th anniversary show and shares personal stories from his long career in the music industry.

GET TICKETS



OCT. 11
STEVE-O: THE SUPER DUMMY TOUR

It's back! Steve-O is back with his hilarious and physically demanding "Super Dummy" tour. Don't miss this one-of-a-kind show in San Jose.

GET TICKETS



OCT. 9 - 10
MARVEL AT THE BRILLIANCE

Marvel at the brilliance of a dazzling world of comic book heroes, music, and more. Experience the magic of the Marvel Cinematic Universe in San Jose.

GET TICKETS



OCT. 11-12
ELEVATE YOUR SENSES

Experience the art of sensory deprivation with "Elevate Your Senses." This unique experience allows you to explore your senses in a new way.

GET TICKETS



MEZCAL RESTAURANT AND CATERING

Step into the heart of Oaxaca and savor authentic flavors inspired by Oaxaca's family recipes that have been passed down for generations. This iconic Downtown gem caters to - from 10 to 100 guests. Mention this San Jose Theater's newsletter and get a special treat.

FIND YOUR TABLE



HILTON SAN JOSE

City views. On-site pool and dining. Walking distance to theaters, live music, and more. This hotel's location makes it easy for you to relax and enjoy the city, your show, and your time with us.

BOOK YOUR STAY

35

EMAIL: Database Totals as of July 2025

- **Total Leisure Database: 108,935**
- **Total Meetings Database: 19,139**
- **Total Theaters Database: 57,261**



SOUL AND SUDS

San Jose is coming alive with the vibrant energy of blues music at Fountain Blues & Brews Festival! This year's festival promises a fantastic mix of talented artists spanning various blues styles, guaranteeing a memorable weekend for music lovers.

Taking place on June 14th and 15th, 2025, at Plaza de Cesar Chavez in downtown San Jose, the festival will feature 16 incredible acts. Beyond the music, attendees can savor craft beers from over 40 local and regional breweries, enjoy food from local food trucks and explore artisan vendors. Families can enjoy a musical instrument petting zoo and other interactive games.

Exclusive Offer for Visit San Jose Subscribers

As a valued subscriber, you're invited to take advantage of an exclusive **Buy One, Get One Free** deal on general admission tickets (one-day or two-day) to the Fountain Blues & Brews Festival! Use promo code **BOGO25** at checkout.

Offer ends Sunday, May 25th — don't miss out! Come for the music, stay for the brews, and bring a friend on us!

[BUY TICKETS](#)



SEE THE LINE UP

Throughout the two-day event, you'll be treated to a diverse range of performers, from dynamic bands to soulful solo acts. Get ready to groove to the sounds of Christine "Kingfish" Ingram, Walter Trout, Myrta Gade, Mike Zito, the collaborative power of the Grassland Allstars with RJ Mischo & Fillmore Slin, and the unique Akai Kumar Bollywood Blues Band, blending blues with Bollywood influences. You'll also enjoy the captivating performances of Alabama Mike and the impressive talents of Vanessa Collier.

[SEE LINE UP](#)



EOS & NYX

The excitement doesn't have to end with Blues and Brews. Discover Eos & Nyx, San Jose's exciting new dining destination. This beautiful two-story restaurant offers a sophisticated Mediterranean-inspired menu and an atmosphere that indulges the senses.

[SEE MENU](#)

SAN JOSE MARRIOTT DOWNTOWN

Right in the heart of the action, San Jose Marriott Downtown is just steps away from the main stage. This downtown gem is the perfect place to relax, unwind, grab a cocktail, plunge into the rooftop pool, and rest up in newly renovated accommodations.

[BOOK YOUR STAY](#)





DINNER AND A SHOW

YOUR NIGHT ON THE TOWN

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[RESERVE A TABLE](#)



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[GET TICKETS](#)



THE GRAND FINALE

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[BOOK YOUR STAY](#)

EARNED MEDIA: *Public Relations*

PR Highlights – January through June 2025

- Placed 29 stories in local and national outlets

Reach 568.5M viewers
Ad Value \$212K

- Major themes included:
 - San Jose as an insider's wine destination
 - Lunar New Year
 - San Jose Love
 - Japantown

For full FY 2024/25, Visit San Jose earned media efforts generated:

- **58 placements**
- **1 billion in reach**
- **\$2.5 million in ad value**

bon appétit

You're Not Imagining It, Restaurants Really Do Save the Best Tables For Reservations

Online

Reach 4.8M | Ad Value \$9.2K



How to Honor AAPI Heritage Month 2025

Online

Reach 14.7M | Ad Value \$26.5K



Zip Trips: Japantown

Broadcast

Reach 44K | Ad Value \$23.7K

Better Homes & Gardens®

The Spa Spritz Is the 2025 Drink of the Summer

Online

Reach 7.2M | Ad Value \$13.5K



TSJ'S INVOLVEMENT IN CITY-LED 2026 EFFORTS

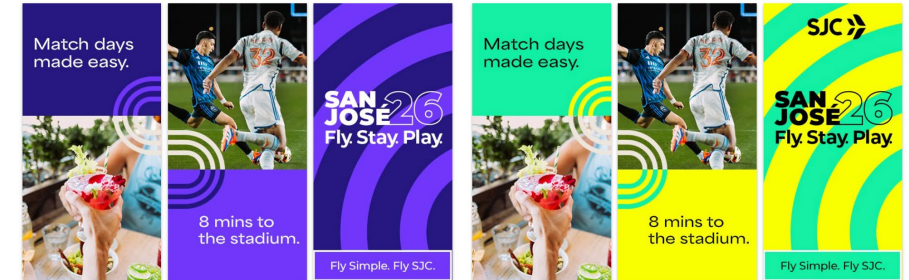
Visit San Jose: SJ26 Marketing

Paid Media

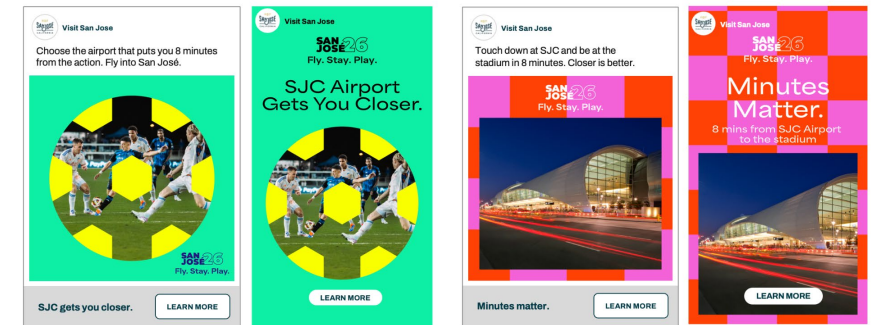
SJ26 Strategy: In advance of Super Bowl LX and World Cup 2026, build awareness of San Jose's airport, hotels, restaurants, shops and experiences for travelers to ultimately fly in and out of SJC and book their stay in San Jose over local competitors during key sporting events.

The campaign will also drive sporting event attendees to extend their stay to explore our attractions and experiences. *Campaign launched in September.

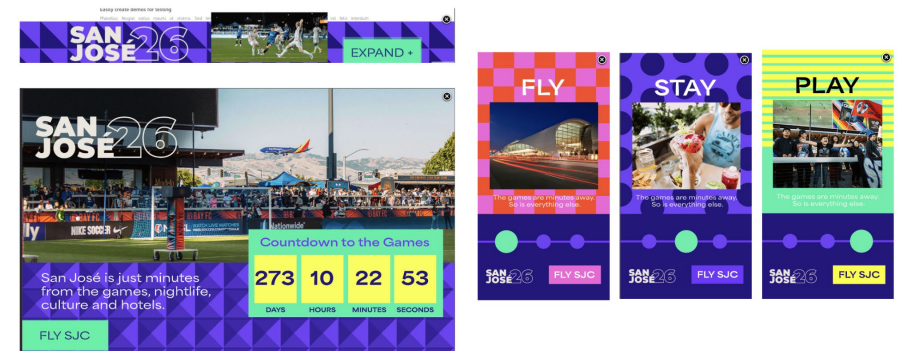
Creative Assets – Display Banners (Version A and B)



Creative Assets – Paid Social



Creative Assets – Rich Media Units



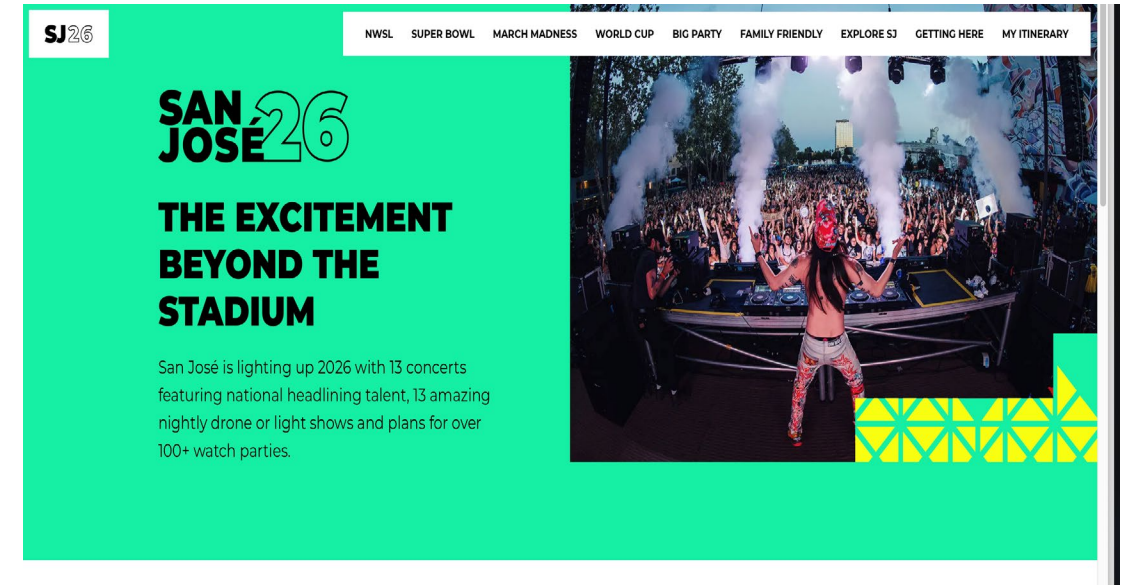
Owned Media – websites

SJ26.org

- Hosting and Developed with Psychle
 - Live on 8/28, will stay live through 2026
 - Events populated through SanJose.org

Visit San Jose Website

- Homepage Hero, Footer & Fly-Ins
 - Points to sj26.org
 - Live on 8/28, will stay live through 2026
 - Industry pages evolving to include 2026 partner information and toolkit



Owned Approach – Visit San Jose Site



2026 Cultural Marketing COOP with City's Office of Cultural Affairs

VSJ is leading the strategy, creative direction, production, deployment and reporting of digital ad strategy to support visitation and drive awareness of local cultural events in 2026.

Partners Receiving Ad Support are:

- Office of Cultural Affairs
- CATS
- Cinequest
- Levitt
- MACLA
- Opera
- Jazz
- SJMA
- Symphony San Jose
- VAR Lunar New Year
- Fountain Blues
- School of Arts & Culture
- San Jose Day



THE ARTS WILL

  **PLAY IN 2026!**

Requests For Proposals
Cooperative Marketing
Campaign Opportunity



The graphic features the text 'THE ARTS WILL' in large, bold, dark blue letters. Below this, a yellow horizontal bar contains a soccer ball icon and a basketball icon, followed by the word 'PLAY' in white bold letters. To the right of the bar, the text 'IN 2026!' is in dark blue. Below the bar, the text 'Requests For Proposals', 'Cooperative Marketing', and 'Campaign Opportunity' is stacked in dark blue. In the top right corner, there are two logos: the City of San Jose logo and the Office of Cultural Affairs logo. In the bottom right corner, there is a large orange and white American football icon.

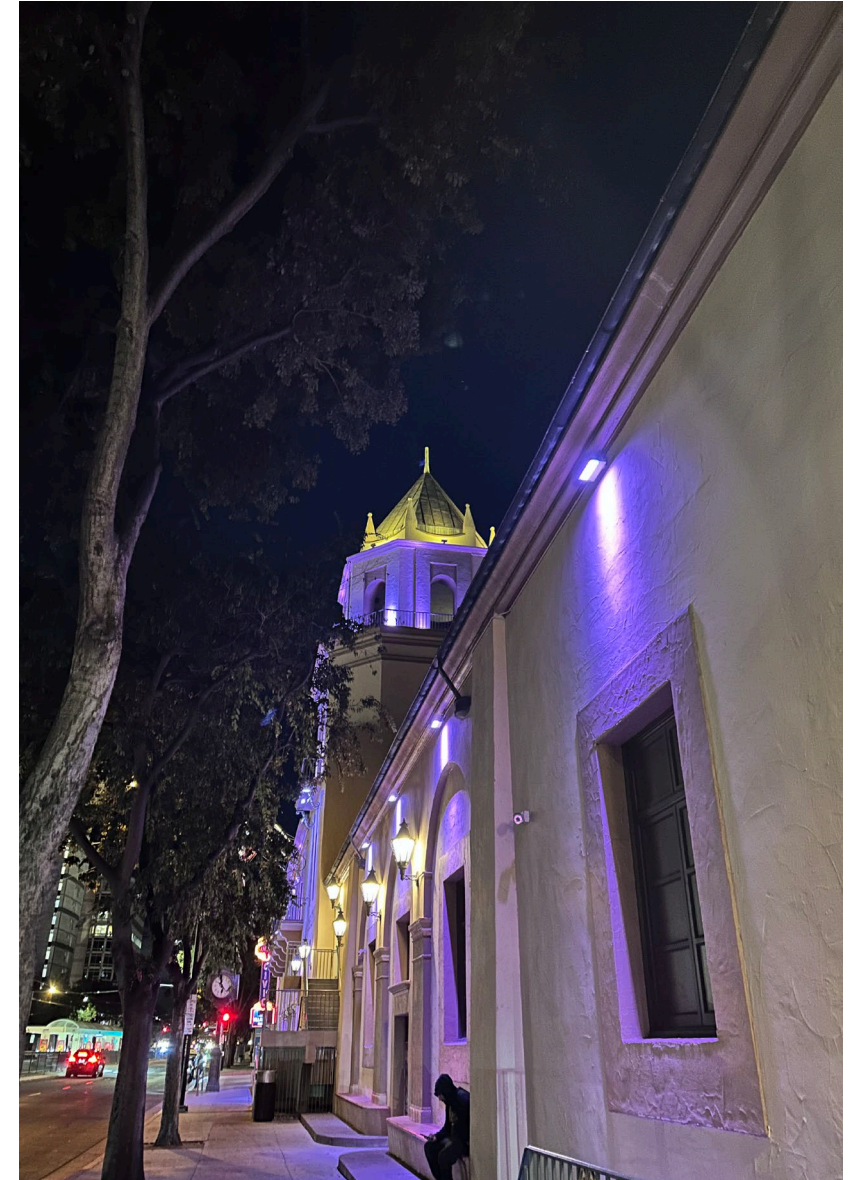
A photograph of a musician performing at an outdoor festival. The musician, seen from behind, is wearing a grey t-shirt and a dark fedora, with their arms raised in a celebratory gesture. They are positioned in front of a large, diverse crowd of people who are cheering and clapping. The background is filled with lush green trees and several glowing street lamps, suggesting a late afternoon or evening setting. The overall atmosphere is vibrant and energetic.

COLLABORATIVE MARKETING EFFORTS

San Jose Collaborative Marketing

- VSJ is leading the collaborative marketing group for SJ26. Current partners include (but not limited to): San Jose Mineta International Airport (SJC), San Jose State University, Office of Economic Development, Mayor Matt Mahan's Office, District 3, San Jose Downtown Association.
- After initial campaign last December, group turned to focus on 2026 events in San Jose, developing brand, further solidifying marketing channels and developing calendar of event deployment.
- Visit San Jose is providing templates for all interior and exterior digital screens and marquees, websites, social media channels, and e-newsletters.
- Deployment began with SJ26 brand launch on 8/28 and deployed assets for Valkyries in San Jose on 9/17.

- **Collaborative Reach: 1.3M**



Paid Media Definitions

- **Industry Standards**

- CTR goal of 0.40% is a blend of industry standards for Social (0.90% FB benchmark) + Digital (0.08%–0.12%) + Native (1–3%).
- CPE is based on estimated amount of engagements per partner dependent on media spend, impression volume and tactic. It's calculated by spend divided by engagement (digital video views, clicks contributing to site traffic and engagement with custom units). We want CPE to be as low as possible to demonstrate efficiencies through media buying power and optimizations.
- CPI is based on estimated amount of inquiries per partner dependent on media spend, impression volume and tactic. Note that only portion of our media (Convert tactics) is optimized toward inquiries to drive a further vacation planning action.

- **Glossary**

- **Inquiries** = Website pageviews/interactions, off-site ad unit interactions
- **Impressions** = How many times the an ad was delivered to users.
- **Total Revenue** = includes Flight and hotel revenue combined.
- **ROAS** = Return on Ad Spend. This is calculated based on amount of spend divided by total revenue.
- **CPM** = Cost Per 1,000 Impressions.
- **CTR** = Click Through Rate.
- **CPE** = Cost per engagement. Site visits to partner landing pages, social media video completions and post activity all count towards engagements to demonstrate success against creating engagement with content and moving consumers to seek out vacation planning information.
- **CPI** = Cost per inquiry. Inquiries - pageviews/website engagements, off-site engagements, video completions
- **CPLPV** = Cost Per Landing Page View.
- **CPC** = Cost Per Click.
- **Link Click** = When a user clicks the link in an ad or post.
- **Landing Page View** = When a user who clicks a link successfully views the landing page after it loads.
- **Reactions** = Interactions with social media posts/ads such as Like, Love, Care, Haha, Wow, Sad and Angry.
- **Reach** = Total number of people exposed to messaging.
- **Impressions** = How many times the an ad was delivered to users.
- **Frequency** = The average number of times each person saw your ad.
- **Engagement Rate** = The total number of engagements divided by the number of impressions, then turned into a percentage.
- **RFP** = Request for Proposal (an online form used to request more information for planning a meeting/event to be held in San Jose)

A vertical photograph on the left side of the slide shows a cityscape. In the foreground, there are green and yellow trees. The middle ground shows a dense residential area with many houses. In the background, there are mountains under a clear blue sky.

TSJ Outreach to Local Buinsesses

TSJ Outreach to Local Businesses

Per the updated contract, Team San Jose convened two Bi-Annual Summits for Hospitality businesses (TSJ BASH).

September 17, 2024 – 100 total attendees

February 6, 2025 – 177 total attendees

Based on feedback from the first meeting, TSJ staff developed and launched industry pages, giving local businesses easy access to resources.

The community impact email list grew from 150 contacts at the start of FY 2024-25 to 500 by the end of the fiscal year.

The next TSJ BASH is Thursday, November 13, 2025 at 4pm.





THANK YOU

VISIT
SAN JOSE
CALIFORNIA
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