

Item (d)1

TEAM SAN JOSE

**Semi-Annual Update to the Community & Economic
Development Committee**

October 27, 2025

Team San Jose Presenters:

John LaFortune, President & CEO

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Target Setting Considerations

Performance targets should represent feasible markers of excellent performance within expected market conditions

Most performance targets impact the allocation of budgetary resources within the Convention and Cultural Affairs Fund to support facility operations

- Overly aggressive performance targets would negatively impact the fund if not met**
- Given lower activity levels since the pandemic, the fund operates at an extremely thin margin**

The timing of when performance targets are set during the budget process often does not line up with when large customers commit to host events

TEAM SAN JOSE

Convention Center and Facility Performance Results

Fiscal Year 2024-2025 YEAR-END (PRELIMINARY UNAUDITED)

	Year-to-Date 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.

ESTIMATED ECONOMIC IMPACT

By Venue Type

VENUES	ATTENDEES	DIRECT SPEND	Year-Over-Year 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 Fiscal Year 2024-2025 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 year-over-year comparisons will begin with Fiscal Year 2025-2026 data.



SALES DASHBOARD

FUTURE CITYWIDES* BOOKED

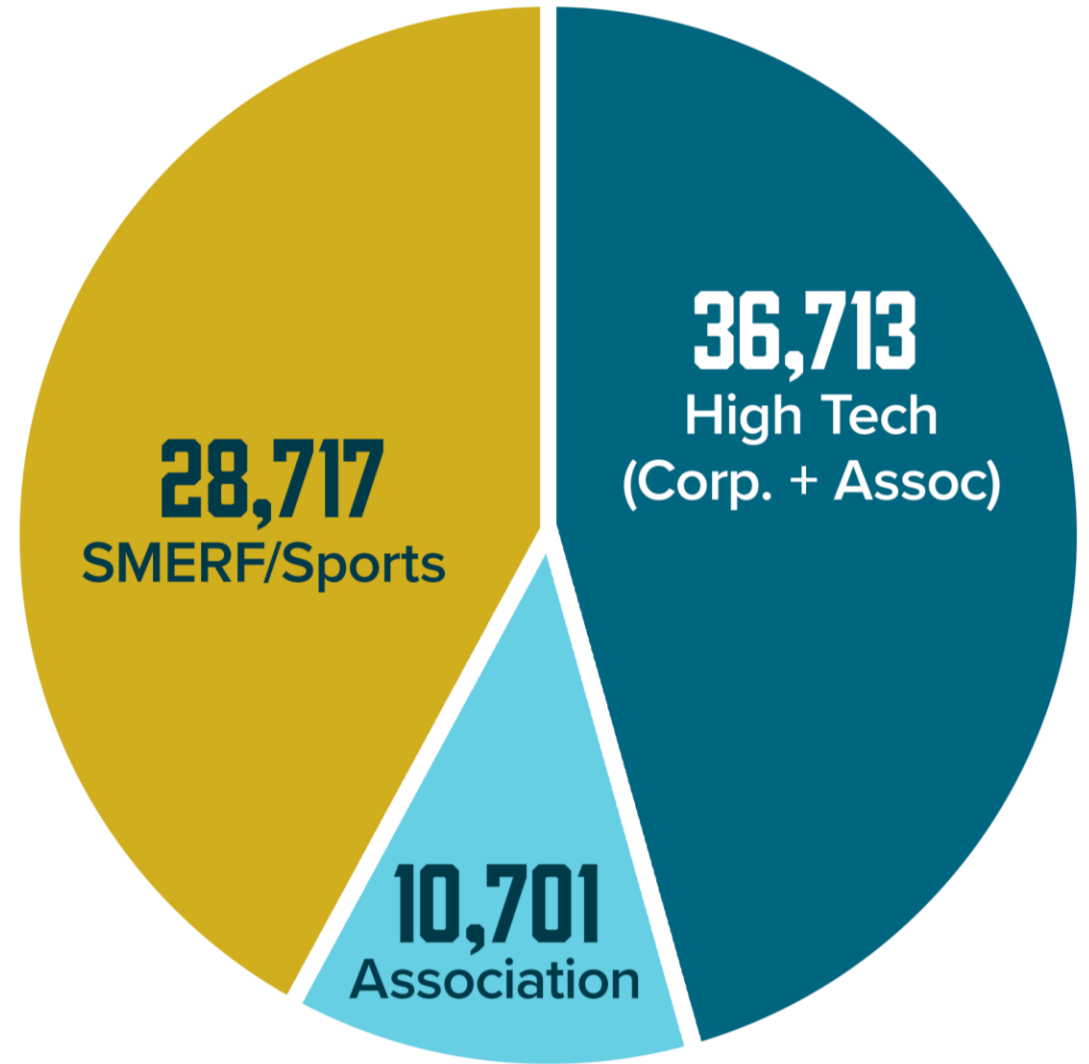
	FYTD	%FYOY
Count	29	61.1%
Rooms	76,131	8.5%

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.

FYTD – Fiscal Year-to-Date
FYOY – Fiscal Year-Over-Year



MARKET SEGMENTATION OF FUTURE
CITYWIDE ROOM NIGHTS BOOKED

2024 ECONOMIC IMPACT FIGURES IN CONTEXT



\$3.7B

Visitor Spending

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



\$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 José. These employees could fill the SAP Center 1.3 times.

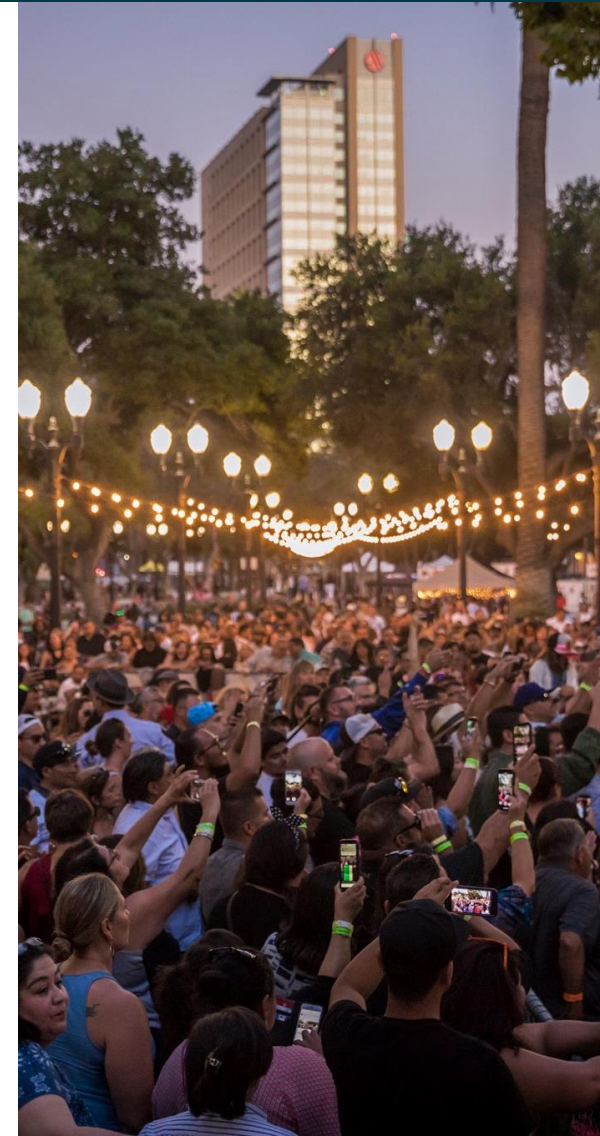


\$423.7M

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.

B - billion
M - million



SALES STRATEGIES AND KEY METRICS UPDATE

- Primary focus on 24-month arrival window (2025 – 2026)
 - 2025 group pace is currently flat compared to last year despite 11,000 non-repeatable room nights in 2024.
 - 2026 group pace is up 28,500 room nights (40%), more than just the impact of 2026 major sporting events.
- More customer engagement events (67) than ever before.
- Show dates at San José Convention Center (Exhibit Halls): 63 in 2023, 74 in 2024, 93 in 2025.
- Continued focus on diversification of industries.
- Exciting new groups coming to San José.
- Uncertainty in economic conditions creates headwinds.

CONSUMER PAID MEDIA PERFORMANCE

1/1/25 – 6/30/25

IMPRESSIONS	38M	INQUIRIES	2M
REACH	13M	HOTEL BOOKINGS	23,400 (=74,000 room nights)
HOTEL REVENUE	\$9M (\$19.2M for Fiscal Year and \$46M in last 3 years)	FLIGHT BOOKINGS	13,000

TOTAL REVENUE Flight + Hotel Revenue Combined	\$19M	TOTAL ROAS Return on Ad Spend	\$38
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MEETINGS MEDIA PERFORMANCE

January – June 2025

32M

Total Campaign Impressions

11M

Total Campaign Reach

64

Total RFP Completions

5,208

Meetings Leads

Notes:

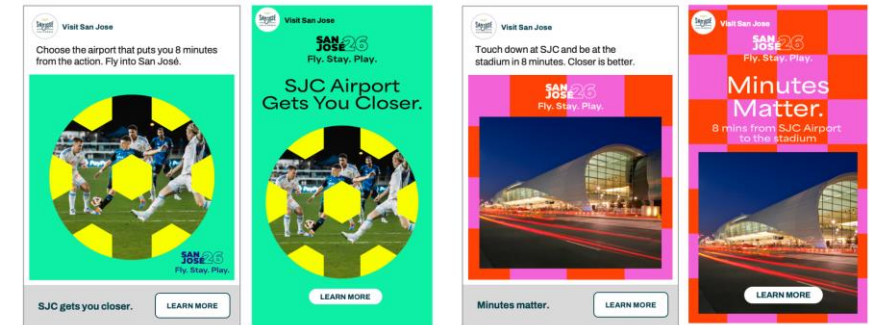
- Impressions, reach and inquiries is Inclusive of paid media, paid social and paid search.
- Meetings leads inclusive of RFP submissions via GA, webinar leads via media/offline media leads, website meetings email signups, and website modal meetings signups.

TSJ and SJ26

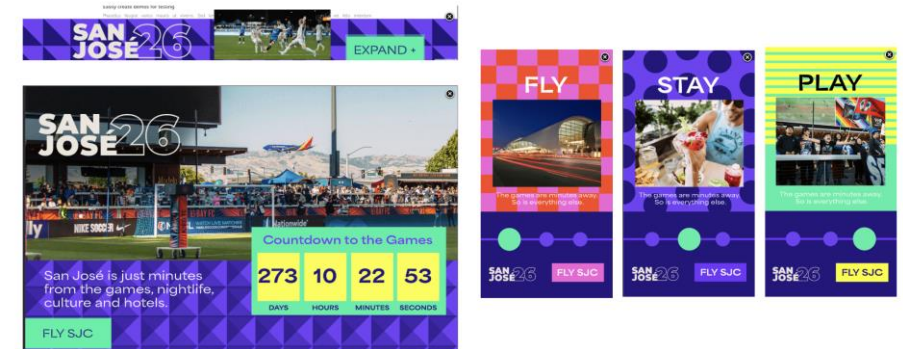
SJ26 Strategy: In advance of Super Bowl LX and World Cup 2026, build awareness of San José's airport, hotels, restaurants, shops, and experiences for travelers to ultimately fly in and out of SJC and book their stay in San José over local competitors.

- **Paid Media Campaign**
- **Asset Kit**
- **Media Kit**
- **Information Center Exterior Design and Support**
- **CONTENT Magazine Visitor Guide Partnership**
- **Small Business Toolkit Marketing Kit and distribution outside of Downtown**

Creative Assets – Paid Social



Creative Assets – Rich Media Units



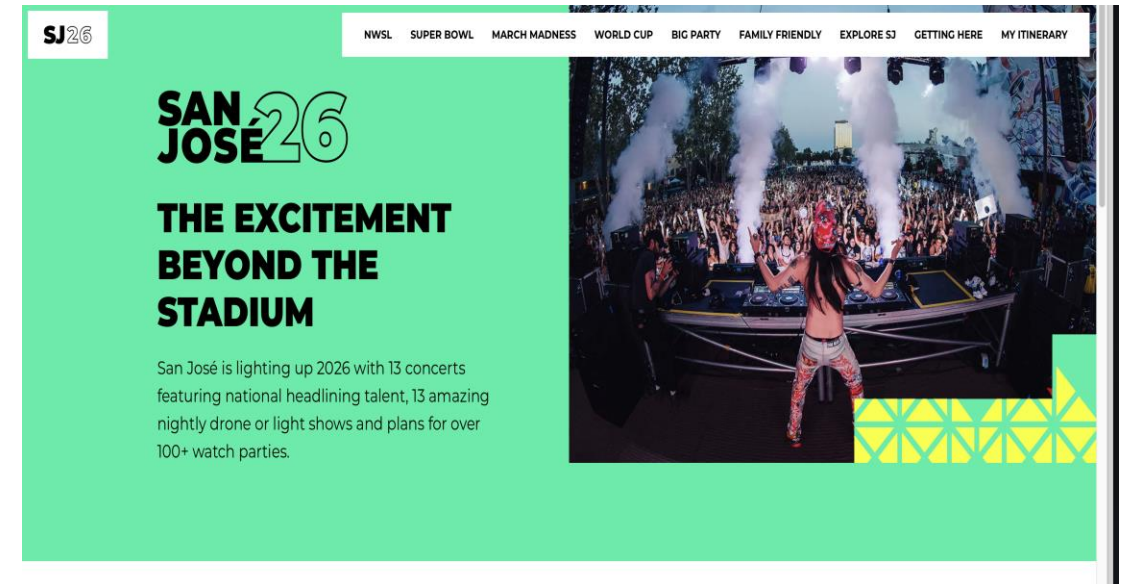
TSJ and SJ26 (continued)

SJ26.org website

- 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 small business and marketing toolkit



Owned Approach – Visit San Jose Site



TSJ and 2026 (continued)

Marketing COOP with City's Office of Cultural Affairs

TSJ 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 Support are:

- Office of Cultural Affairs – 3 Media Plans
- 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



EMAIL: July 2025

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

***60-Day Calendar is becoming our first
Industry Newsletter!***



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

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](#)

PR Highlights Jan – June 2025

- Placed 29 stories in local and national outlets

Reach 568.5M viewers
Ad Value \$212K

- Compared to the last half of 2024, reach increased 400% but ad value decreased by 89%. This is explained by
- Major themes included:
 - San José as an insider's wine destination
 - Lunar New Year
 - San Jose Love
 - Positioning of San José representatives as hospitality experts
 - San José Japantown feature

K – thousand

For Fiscal Year 2024/2025, Visit San José PR generated 58 pieces of coverage, totaling over a reach of 1 billion and \$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

Better Homes & Gardens

The Spa Spritz Is the 2025 Drink of the Summer

Online

Reach 7.2M | Ad Value \$13.5K

PAO HOUA HER San José City College Marquees

SAN JOSE MUSEUM OF ART PARTNERSHIP



THE SAN JOSÉ SOUR



JOIN US TO TALK EVERYTHING **SAN JOSÉ**26

Tommy O'Hare

Sports & Special Events Director

John Poch

San Jose Sports Authority

Laura Chmielewski

Visit San Jose

November 13, 2025
4 to 6 PM

**San Jose McEnery
Convention Center**
Grand Ballroom





THANK YOU

VISIT
SAN JOSE
CALIFORNIA