



# TEAM SAN JOSE

**CED Committee – March 28, 2022**  
**Item d(2)**

**Presenters:**

John LaFortune, CEO

Ihab Sabry, CFO

Laura Chmielewski, VP of Marketing and Communications

Matthew Martinucci, VP of Sales and Destination Services

Ben Roschke, VP of Research and Strategic Development

Kerry Adams Hapner, Director of Cultural Affairs

**Team San Jose  
Convention Center and Facility  
Performance Results  
FY 2021-22 Mid-Year**

	<u>YTD Actual</u>	<u>Goal</u>	<u>Variance</u>	<u>Annual Goal</u>	<u>% Achieved</u>	<u>% Annual Goal Achieved</u>
<b>Estimated Direct Visitor Spending</b>	\$ 9,629,929	\$ 4,468,256	\$ 5,161,673	\$ 26,897,118	<b>216%</b>	36%
<b>Future Hotel Room Nights Booked (Citywide)</b>	52,360	50,000	2,360	100,000	<b>105%</b>	52%
<b>Theater Occupancy</b>	66%	56%	10%	65%	<b>118%</b>	8%
<b>Gross Operating Revenue</b>	\$ 14,582,244	\$ 6,567,019	\$ 8,015,225	\$ 22,915,903	<b>222%</b>	64%
<b>Gross Operating Results</b>	\$ 943,061	\$ (1,972,130)	\$ 2,915,191	\$ 25,358	<b>248%</b>	3719%
<b>Customer Satisfaction</b>	100%	95%	5%	90%	<b>111%</b>	111%
Response Rate	27%					

# Dashboard Metrics

## HOTEL INFO

---

	FYTD	FYTD YOY
Occupancy	56.26%	53.39%
Average Daily Rate	\$ 120.31	18.31%
Revenue Per Avail Room	\$ 67.68	81.47%

## WEBSITE UNIQUE VISITORS

---

	sanjose.org
FYTD	466,675
FYTD YOY	104.8%

## TOTAL NEWSLETTER SUBSCRIBERS

---

75,119

## SOCIAL MEDIA

---

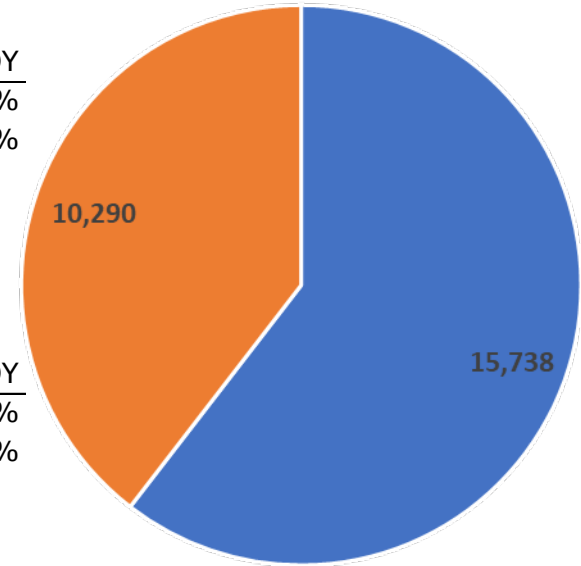
Facebook Likes	30,112
Instagram Followers	15,573
Twitter Followers	8,606
Pintrest Followers	572
YouTube Subscribers	432
LinkedIn Followers	2,687

# Sales Dashboard

## Market Segmentation of Future Citywide Room Nights Booked

Future Citywides Booked	FYTD	%FYOY
Count	7	-30.0%
Rooms	26,028	16.4%

Lead Generation	FYTD	%FYOY
Event Leads Entered	486	458.6%
Room Night Leads Entered	284,089	133.2%



■ High Tech (Corp + Assoc) ■ SMERF / Sports

# Omicron effects

Mid-year had strong results, but then the effects of the Omicron variant hit fiscal Q3 for bookings.

- Lost 20,000 room nights set to actualize within Jan – Mar 2022
- Went from 105% of FYTD sales goal at mid-year to 79% by January month end
- After several months of high lead demand – incoming leads dipped dramatically



# Sales trends

- Signia by Hilton San Jose
- Shift from National to Regional meetings
- Demand for 2022 and 2023
- Continued volatility in market conditions
- Diversification of customer base

# Pivoted to All-Leisure Campaign

## Objective

Build awareness of San José as a unique Bay Area destination, encouraging leisure drive travelers and repeat visitors to safely stay in San José and explore its natural beauty, local businesses and cultural experiences- all to drive incremental revenue to San José hotels, businesses, restaurants, cultural organizations and attractions.

## Strategy

Given the current state of meetings and business travel and the uncertainty that remains due to the global pandemic, our paid media strategy pivoted to focus on reaching leisure travelers, targeting in-state markets. Paid media tactics were aligned with evolving leisure traveler consumption habits to ensure San José is top of mind as people began to travel again. By working with local artists on campaign creative and promoting community assets and events, the destination is truly and uniquely positioned.



# Paid Media Campaign

## Tactics

- Engaged in-destination partners (hotels and cultural events and groups) to cross-promote and grow reach.
- Focused on media vendors that could deliver hotel bookings and trackable revenue (i.e., Expedia).
- Targeted in-state travelers who have shown a digital intent to travel.
- Partnered with Visit California for key co-op opportunities to extend our dollars as much as possible.
- Featured local artists creative and curated itineraries that showcase the cultural fabric of San José.
- Artists partners: Fernando Amaro, Rayos Magos, Quynh-Mai Nguyen, Tamiko Rast, Omar Rodriguez, and Curator Demone Carter.

# July-December Paid Media Campaign Results:

- Paid media paced at 81% of annual budget goals, 117% of impressions and 83% of inquiries through December. We saw impression volume exceed goal, meaning a vast number of impressions. This is a great sign, indicating partners are receiving valuable impressions at lower bids than anticipated.
- **Overall net economic impact (inclusive of retail, hotel, flight, entertainment, attractions in market spend) was over \$26.9M for July-December 2021.**
- **That is a six-month Return on Ad Spend of \$41.5 for every dollar spent.**
- Total impressions for July-December consisted of **81,588,545** with inquiries at **3,542,548**. Click thru rate for July-December timeframe was **0.20%**, above 0.12% industry benchmark.
- Per Sojern, Expedia, and Tripadvisor first party data, our media influenced **19,000 bookings** (both hotel and flight).

\*Adara Impact uses cookies in our ads to track from ad view through hotel purchase, however, it can only track approximately 60% of San José hotel rooms so actual impact is very likely greater than numbers presented.

\*\*The campaign was paused May 26 - June 11 due to the VTA tragedy. (Campaigns ramp up the longer they follow and add potential purchasers. A shut down interrupts that growth cycle.)

# TEAM SAN JOSE

An aerial photograph of San Jose, California, showing a dense urban landscape with various buildings, including several high-rise structures. In the background, the San Geronimo Mountains are visible under a clear blue sky with some light clouds. The text 'TEAM SAN JOSE' is overlaid in large, white, sans-serif capital letters across the top of the image.

## **CED Committee – March 28, 2022 Item d(2)**

### **Presenters:**

John LaFortune, CEO

Ihab Sabry, CFO

Laura Chmielewski, VP of Marketing and Communications

Matthew Martinucci, VP of Sales and Destination Services

Ben Roschke, VP of Research and Strategic Development

Kerry Adams Hapner, Director of Cultural Affairs