

TEAM SAN JOSE

CEDC Update

March 24, 2025



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A vibrant outdoor dining scene at dusk. Numerous people are seated at long wooden tables, enjoying drinks and conversation. The area is illuminated by warm string lights hanging from above. In the background, there are trees, a modern building with a glass facade, and a white building with a dark roof. The overall atmosphere is lively and communal.

COLLABORATIVE LOCAL CAMPAIGN

COLLABORATIVE CAMPAIGN

- Together, the Mayor's Office, the City's Office of Economic Development, the San Jose Downtown Association, San Jose State University, the San Jose Mineta International Airport and Team San Jose established a collaborative marketing group.
- The group launched the City's first local campaign, San Jose for the Holidays, leveraging all partner communications channels with shared branding and call-to-action. The shared call-to-action was to visit Downtown for events and festivities.
- This collaborative marketing group also created San Jose's first citywide editorial calendar.
- Future campaigns will feature these events and will be used to leverage and maximize visitation to San Jose during our 2026 mega sports events.

LOCAL RESULTS

- Data from Azira show that Downtown San Jose saw a 12% increase in visitors' devices in December 2024 compared to December 2023. (Visitors are described as devices seen in Downtown that do not spend the night or significant periods of the workweek within the downtown zone.)
- **Devices belonging to San Jose residents grew by 23% YOY, and devices from greater Santa Clara County grew by 11%.**
- Daily performance indicators for December 2024 were very strong. Citywide, weekend hotel stays saw a 24% growth in revenue for each available room year over year, with a nearly 17% increase in overall occupancy. Downtown posted a 48% increase in revenue for each available room during the same time and 42% increase in occupancy for weekends.

DIGITAL AD PLACEMENT

explore.com/1661833/long-island-new-york-village-sag-harbor-stretches-sand-small-town-seaside-charm/

TRAVEL GUIDES > WEEKEND GETAWAYS

This Long Island Village Boasts Scenic Stretches Of Sand And Small-Town Seaside Charm



Vicki Jauron, Babylon And Beyond Photography/Getty Images

BY AMANDA MORGAN SEPT. 16, 2024 6:30 PM EST

VISIT
SAN JOSE
CALIFORNIA

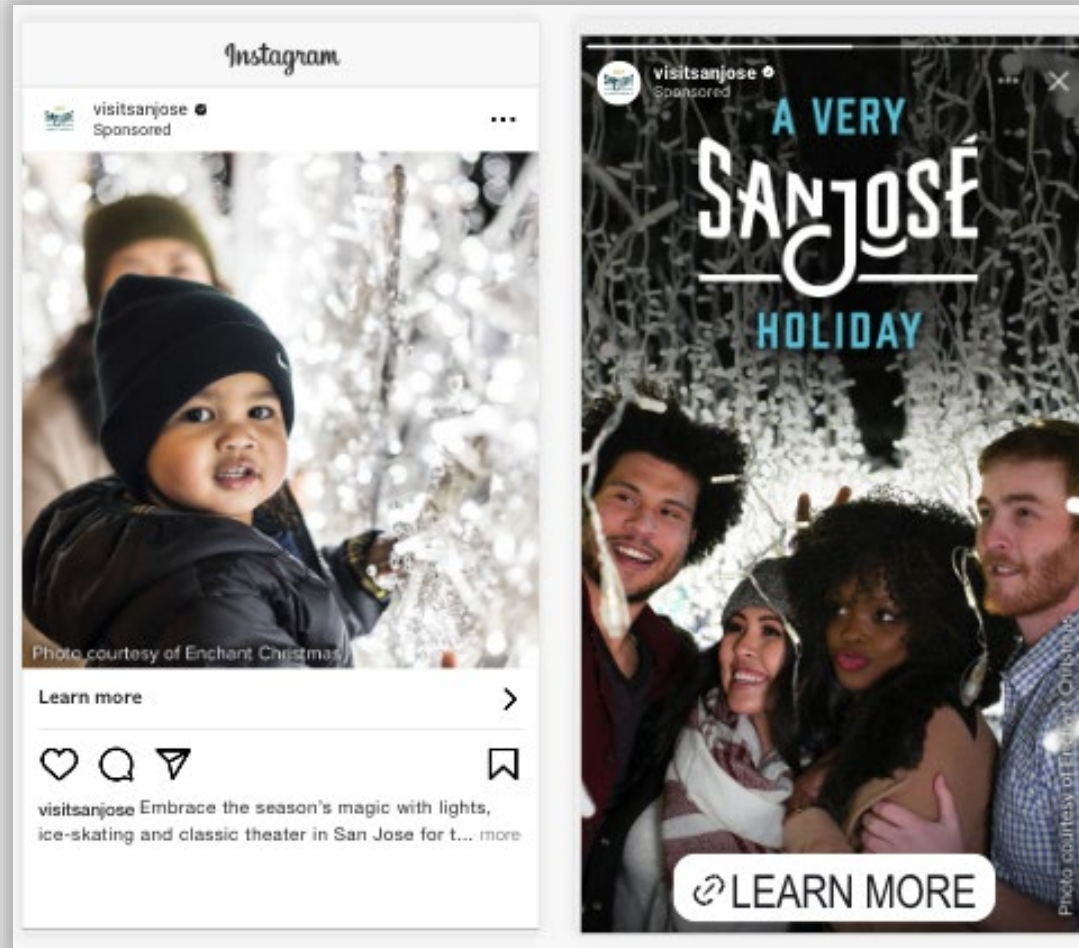


DISCOVER MORE

LOCAL BILLBOARDS



PAID SOCIAL MEDIA AD



MEDIA EVENT

- Partnership generated 11 stories with **4M reach for \$64.5K ad value.**
- Local campaign launched mid-November in partnership with Downtown Ice and SJDA and generated:
 - 3 local TV stations
 - 4 print publications
 - 3 social media influencers

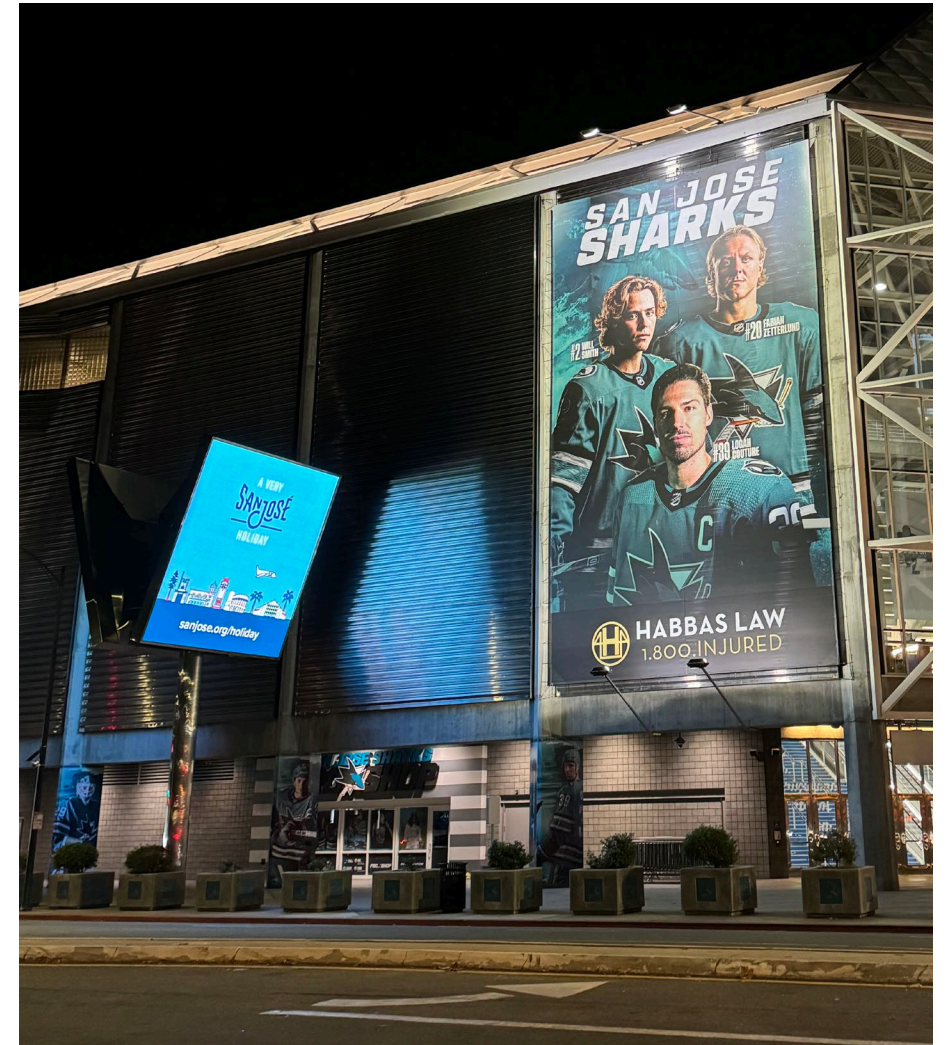


The Mercury News



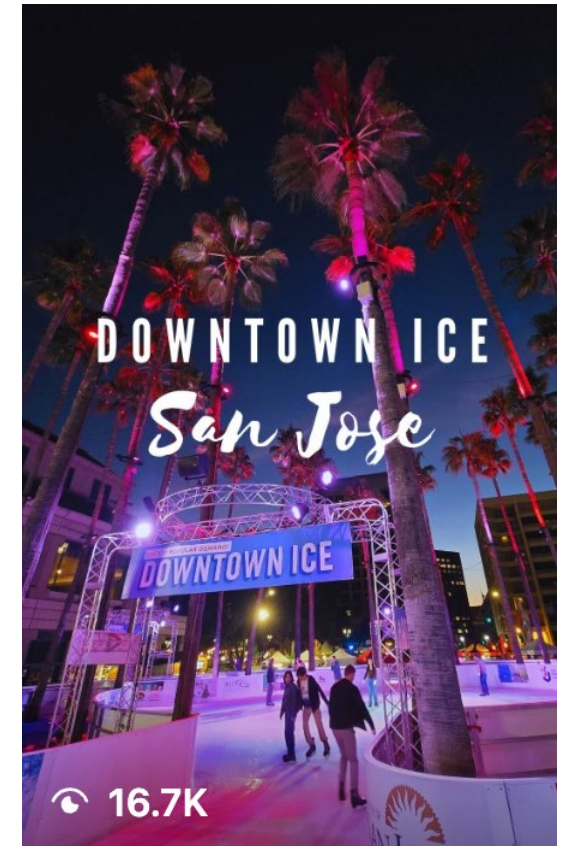
PARTNERSHIPS

- Partnered with the City's Office of Economic Development and the San Jose Sharks for screen and billboard takeover to promote branding on SAP Center.
- Additional digital screens Downtown highlighted “A Very San Jose Holiday Campaign” throughout season beginning the night of the November media event for local viewers.



ORGANIC SOCIAL MEDIA

- Campaign achieved **15M impressions** across all social platforms.
- Organic reels highlighted local small businesses and were viewed over **75,000 times**.
- Collaboration with Alamitos Vineyards, the Vine Hospitality Group, 10th St. Distillery and Visit San Jose created San Jose's first-ever cocktail: The San Jose Sour.
- Social media influencer posts resulted in over **14,500 reel views** and **Instagram stories reaching 96,000 viewers** in the Bay Area.



A vertical photograph on the left side of the slide shows a suburban neighborhood with many houses and trees. In the background, a city skyline is visible, and further back, there are mountains under a clear blue sky. The foreground has some out-of-focus green and yellow foliage.

LOCAL BUSINESS OUTREACH



**TSJ
BASH**
**BI-ANNUAL
SUMMIT FOR
HOSPITALITY**

BASH CONNECTS PARTNERS

- **332 Registrations**
- **177 Attendees**
- Partnership network (TSJ communications / 60-day calendar) **increased to 451 business partners.**
- San Jose Industry Pages launched to better serve local businesses 24 hours, 7 days a week.
- Event brought Santa Clara County wineries and 10th Street Distillery Downtown for networking opportunities.



CONVENTION CENTER AND FACILITY PERFORMANCE RESULTS

FISCAL YEAR 2024-25

MID-YEAR

	YTD ACTUAL	GOAL	VARIANCE
Estimated Direct Visitor Spending	\$31,974,139	\$29,394,224	\$2,579,915
Future Hotel Room Nights Booked (Citywide)	58,835	58,501	(167)
Theater Occupancy	94%	103%	-9%
Gross Operating Revenue	\$22,636,536	\$22,685,118	(\$48,582)
Gross Operating Results	\$2,217,819	\$876,425	\$1,341,394
Customer Satisfaction	93%	95%	-2%
Response Rate	32%		



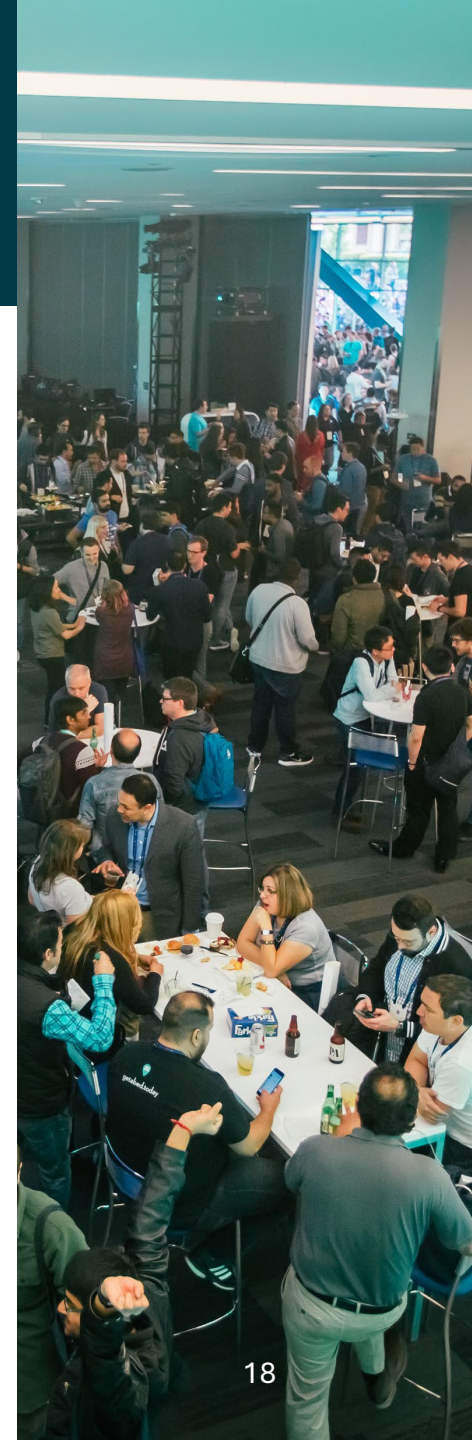
DASHBOARD METRICS

ESTIMATED ECONOMIC IMPACT

By Venue Type

VENUES	ATTENDEES	DIRECT SPEND	YOY DIRECT SPEND
TSJ Theaters	290,651	\$12,844,715	85.9%*
TSJ Convention Facilities	104,834	\$19,129,424	-12.8%

** The formula for Direct Spend in performing arts and concerts changed this year to the American for the Arts study for San Jose.*



HOTEL & WEBSITE

HOTEL INFO	FY 2023-24	FYTD YOY
Occupancy	67.6%	5.2%
Average Daily Rate	\$168.70	5.6%
Revenue Per Available Room	\$114.01	11.0%

WEBSITE UNIQUE VISITORS ▪ sanjose.org

FYTD	778,745
FYTD YOY	-5.8%










OWNED DIGITAL MEDIA

NEWSLETTER SUBSCRIBERS

197,219

SOCIAL MEDIA

	Facebook Likes	30,901
	Instagram Followers	36,632
	LinkedIn Followers	3,562
	Pinterest Followers	486
	YouTube Subscribers	681
	Threads Followers	6,851
	TikTok Followers	1,497



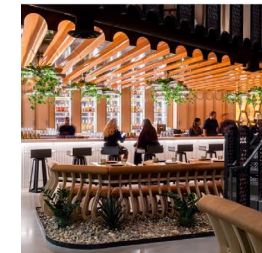
Cirque du Soleil ECHO Apr. 8 – May 11

Join us under the Big Top! Cirque du Soleil ECHO is coming to the Santa Clara County Fairgrounds from April 8th through May 11th. This breathtaking show blends poetry, stunning stagecraft and jaw-dropping acrobatics with cutting-edge technology to explore the interconnectedness of humanity, animals and the planet we all share. ECHO, Cirque du Soleil's 20th Big Top creation, features bold new visuals, a distinctive aesthetic and vibrant characters who create a world where wonder and color come to life.

Use promo code **SG20VSJ** or the link below to save up to **20% off** select seats and dates. Groups of 10 or more can save 25% plus reduced handling fees.

Contact Michael.Ciaccia@cirquedusoleil.com for more details.

GET TICKETS



EOS & NYX

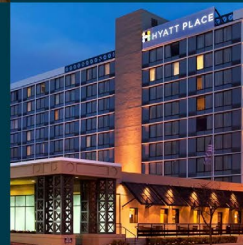
The wonder doesn't have to stop at ECHO. Discover Eos & Nyx, San Jose's exciting new dining destination. This beautiful two-story restaurant offers a sophisticated Mediterranean-inspired menu and an atmosphere that indulges the senses.

LEARN MORE

HYATT PLACE SAN JOSE DOWNTOWN

Location, location, location. Hyatt Place San Jose Downtown is within close reach of attractions like The Tech Interactive, San Jose Museum of Art and San Jose Center for the Performing Arts.

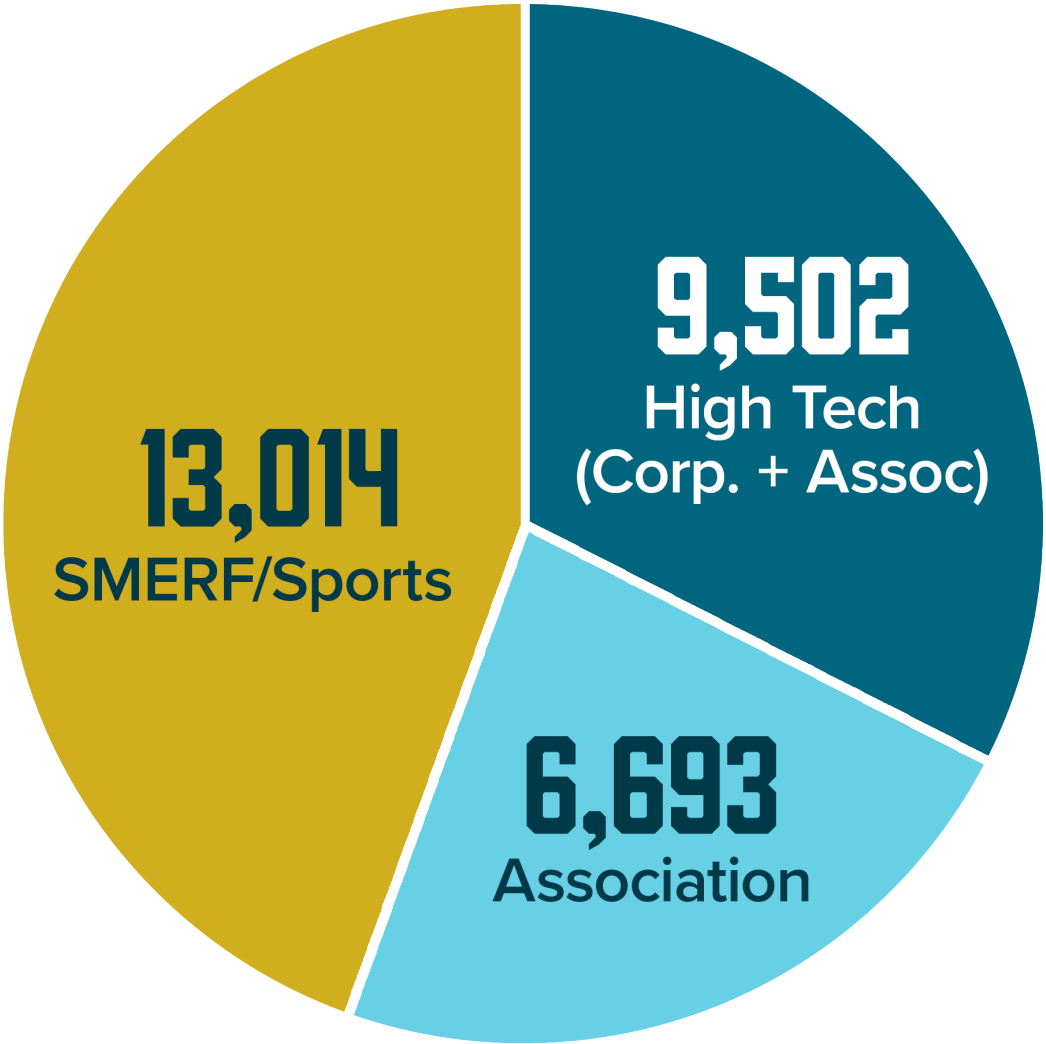
BOOK YOUR STAY



SALES

FUTURE CITYWIDES BOOKED		
	FYTD	%FYOY
Count	5	-16.7%
Rooms	29,209	12.0%

LEAD GENERATION		
	FYTD	%FYOY
Event Leads Entered	1,252	21.4%
Room Night Leads Entered	1,356,335	23%



MARKET SEGMENTATION OF FUTURE CITYWIDE ROOM NIGHTS BOOKED



PERFORMANCE AND TRAVEL TRENDS

PERFORMANCE

San Jose continued its strong year-over-year growth. It began accelerating in Q3 and Q4 of FY 2023-24.

San Jose led the 13 top competitive markets in year-over-year revenue growth at 9% over FY 23-24 and growth in revenue for each available room at 16% over FY 23-24.

DOWNTOWN GROWTH

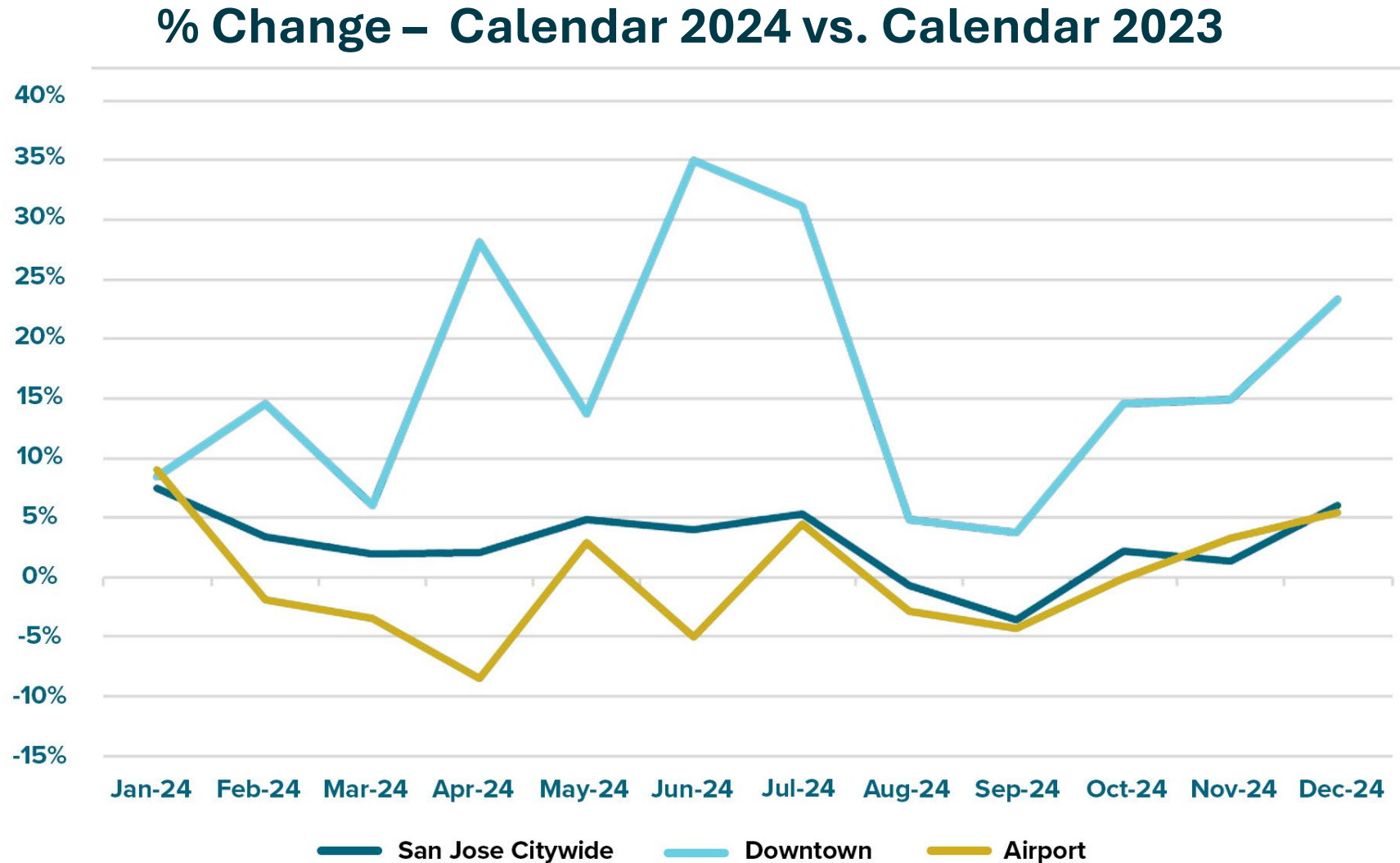
- Gains were driven by the accelerating recovery of our Downtown. For calendar year 2024, Downtown saw year-over-year growth of 14% in rooms sold, 22% growth in room revenue and 39% growth in revenue for each available room.

OUTLOOK

- Through the first two months of fiscal year Q3, there has been slightly more volatility in the market. Downtown is continuing to perform strongly year-over-year, but there is increased volatility in citywide hotels.

ROOM DEMAND

Citywide, Downtown and Airport Hotels





SALES

UPDATE

Consumed Group Business

- Full calendar-year 2024 vs. 2023
 - Up 14%, but not enough

Citywide Initiatives

- Downtown availability calendar
- Citywide master contract
- Uptown collection





UPTOWN HOTELS

- 1 Spark by Hilton San Jose Airport
- 2 Homewood Suites by Hilton San Jose Airport — Silicon Valley
- 3 Hampton Inn & Suites San Jose Airport
- 4 Holiday Inn Express & Suites San Jose Airport, an IHG Hotel
- 5 Hyatt Place San Jose Airport
- 6 Hyatt House San Jose Airport
- 7 DoubleTree by Hilton Hotel San Jose
- 8 Fairfield Inn & Suites San Jose Airport
- 9 Sonesta ES Suites San Jose Airport
- 10 Sonesta Select San Jose Airport
- 11 Residence Inn San Jose Airport
- 12 SpringHill Suites San Jose Airport
- 13 Extended Stay America Suites — San Jose — Downtown
- 14 Four Points by Sheraton San Jose Airport
- 15 Hilton Garden Inn San Jose Airport
- 16 Holiday Inn San Jose — Silicon Valley, an IHG Hotel
- 17 Uptown Oasis San Jose Airport
- 18 Country Inn & Suites by Radisson, San Jose International Airport
- 19 La Quinta Inn & Suites by Wyndham San Jose Silicon Valley
- 20 Element San Jose Airport
- 21 Best Western Plus Airport Plaza

A large, diverse crowd of people is gathered in a park-like setting at dusk. Many people are holding up their smartphones to take photos or videos. In the background, there are trees, string lights, and a tall city building with a red logo on top. The scene is illuminated by warm streetlights and the ambient light of the evening.

MARKETING & COMMUNICATIONS

CONSUMER PAID MEDIA PLAN

- The objective is to prioritize Return on Advertising Spend, (ROAS) and focus on media buys with partners that provide data that measures incremental economic impact of our advertising efforts.
- This also includes our local campaign focused on driving locals Downtown.
- The media mix is made up of digital programmatic, travel endemic (such as Sojern and Expedia), paid social media ads and paid search words. The investment was allocated to achieve the strongest Return on Advertising Spend (ROAS).
- The ads highlighted local artists and promoted our unique food, art, and culture scenes.
- Due to this strategy shift, overall incremental revenue increased significantly, bringing in over \$30M in the first six months of FY 2024-25, with an ROAS of \$54.86.

JULY– DECEMBER 2024 CONSUMER PAID MEDIA

Production Reporting Spend Produced

IMPRESSIONS

49,673,851

INQUIRIES

2,997,653

REACH

16,557,950

HOTEL BOOKINGS

30,490

HOTEL REVENUE

\$15,729,084

FLIGHT BOOKINGS

13,344

TOTAL REVENUE

Flight + Hotel Revenue
Combined

\$30,623,499

TOTAL ROAS

Return on Ad Spend

\$54.82

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
 - **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)
- 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.

MEETINGS PAID MEDIA

- The objective was to drive new meetings business and group bookings by generating leads for the Sales team, (to convert to meetings), using paid media strategies.
- 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 content and in conjunction with our owned channels including website, newsletters and social media.
- Compared to the last 6 months, January - June 2024, inquiries increased by 500,000 primarily due to an increase in engagement with LinkedIn paid media efforts.

MEETINGS PAID MEDIA RESULTS

24,135,492

Total Campaign Impressions

8,045,164

Total Campaign Reach

1,039,127

Total Campaign Inquiries

94

Total RFP Completions








1,597

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, 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.

ORGANIC SOCIAL MEDIA

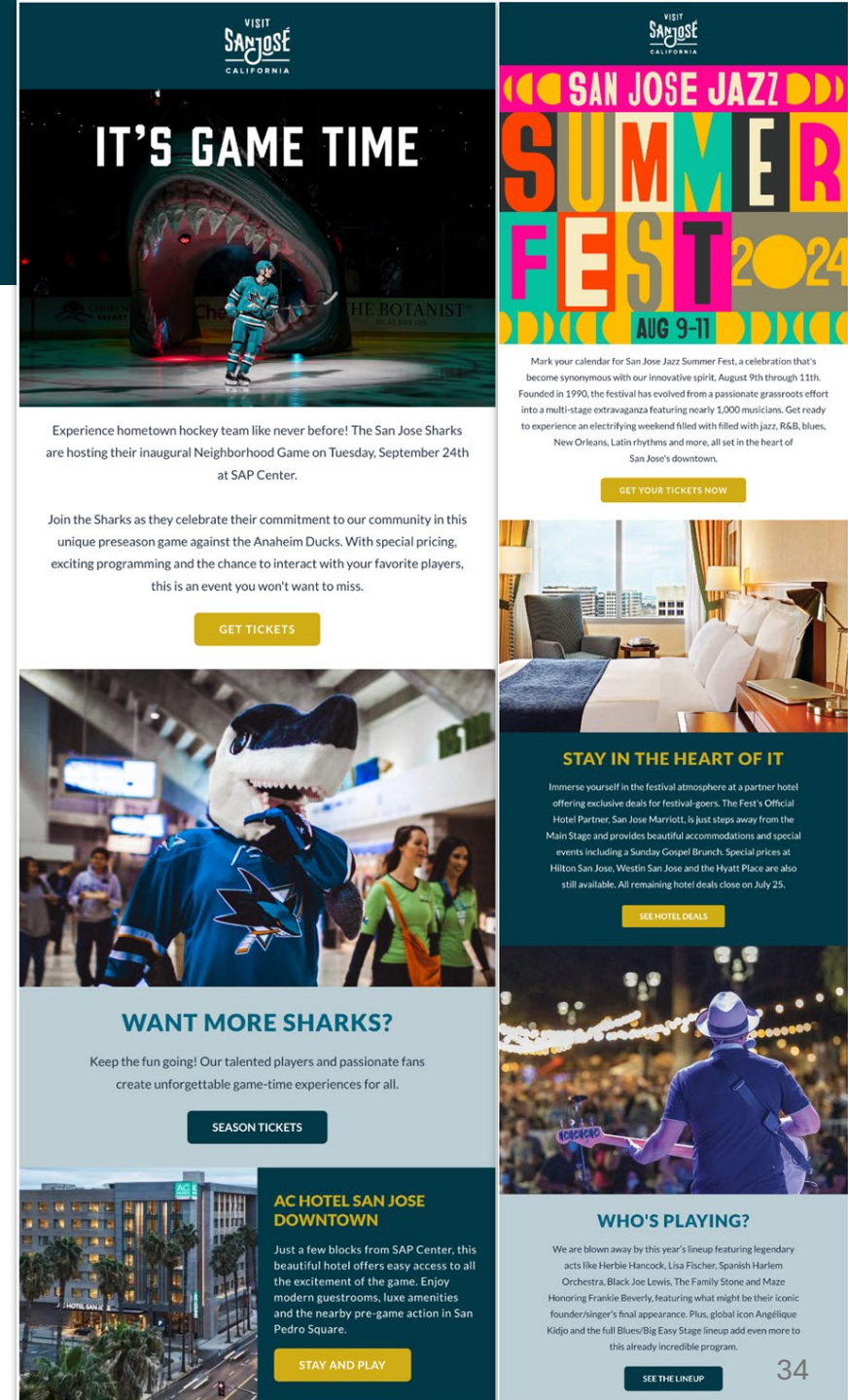
PLATFORM	DEC 2023	DEC 2024	YOY
 Facebook	30,555	30,901	1.13
 Instagram	31,438	36,632	16.52
 LinkedIn	3,139	3,562	13.48
 YouTube	466	486	4.29
 Pinterest	659	681	3.34
 TikTok	715	6,851	109.37
 Threads	4,395	6,851	55.88
	66,972	80,610	20.36

OVERVIEW: Visit San Jose’s social media strategy was able to successfully achieve a 20% increase in organic followers across all platforms. This growth is complemented by an average engagement rate of 9.36%, an increase from the previous 5.5% recorded between January and June 2024.



EMAIL: CONSUMER

- 18 campaigns
- 1.62 million emails deployed
- 5,812 new subscribers
- 98,973 total consumer database



VISIT SAN JOSE CALIFORNIA

IT'S GAME TIME

Experience hometown hockey team like never before! The San Jose Sharks are hosting their inaugural Neighborhood Game on Tuesday, September 24th at SAP Center.

Join the Sharks as they celebrate their commitment to our community in this unique preseason game against the Anaheim Ducks. With special pricing, exciting programming and the chance to interact with your favorite players, this is an event you won't want to miss.

[GET TICKETS](#)

WANT MORE SHARKS?

Keep the fun going! Our talented players and passionate fans create unforgettable game-time experiences for all.

[SEASON TICKETS](#)

AC HOTEL SAN JOSE DOWNTOWN

Just a few blocks from SAP Center, this beautiful hotel offers easy access to all the excitement of the game. Enjoy modern guestrooms, luxe amenities and the nearby pre-game action in San Pedro Square.

[STAY AND PLAY](#)

SAN JOSE JAZZ SUMMER FEST 2024

AUG 9-11

Mark your calendar for San Jose Jazz Summer Fest, a celebration that's become synonymous with our innovative spirit, August 9th through 11th. Founded in 1990, the festival has evolved from a passionate grassroots effort into a multi-stage extravaganza featuring nearly 1,000 musicians. Get ready to experience an electrifying weekend filled with jazz, R&B, blues, New Orleans, Latin rhythms and more, all set in the heart of San Jose's downtown.

[GET YOUR TICKETS NOW](#)

STAY IN THE HEART OF IT

Immerse yourself in the festival atmosphere at a partner hotel offering exclusive deals for festival-goers. The Fest's Official Hotel Partner, San Jose Marriott, is just steps away from the Main Stage and provides beautiful accommodations and special events including a Sunday Gospel Brunch. Special prices at Hilton San Jose, Westin San Jose and the Hyatt Place are also still available. All remaining hotel deals close on July 25.

[SEE HOTEL DEALS](#)

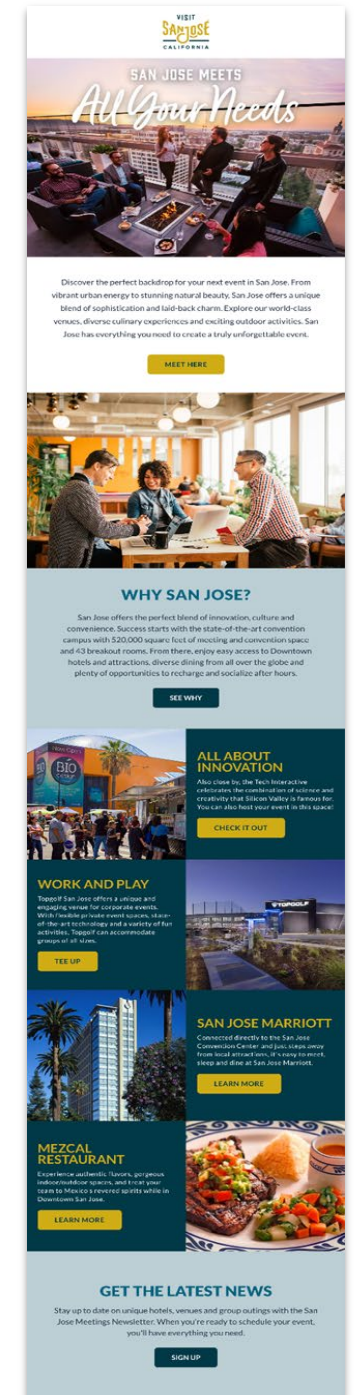
WHO'S PLAYING?

We're blown away by this year's lineup featuring legendary acts like Herbie Hancock, Lisa Fischer, Spanish Harlem Orchestra, Black Joe Lewis, The Family Stone and Maze. Honoring Frankie Beverly, featuring what might be their iconic founder/singer's final appearance. Plus, global icon Angélique Kidjo and the full Blues/Big Easy Stage lineup add even more to this already incredible program.

[SEE THE LINEUP](#)

EMAIL: MEETINGS

- 1,503 new subscribers
- 4 owned database campaigns totaling over 38,000 emails with 9,500 opens and 600 click throughs
- 4 paid media emails deployed to vendor databases, resulting in over 238,000 additional emails delivered, 44,000 opens and 2,600 unique click throughs
- 10,976 total meetings database



EARNED MEDIA/PR

Placed 31 stories
in national and local
publications and outlets.

REACH
891.8M
VIEWERS

AD VALUE
\$2M

MEN'S JOURNAL

Could California's Next Great
Wine Valley Be Silicon Valley?



Angkor Chef Grand Opening

CNET

A Catering Chef Shares 6 Tips for
Feeding a Crowd on Thanksgiving

WINE ENTHUSIAST

Winegrowers Are Using an
Ancient Grape-Growing Technique to
Combat Climate Change and Preserve History

MARCO BETETA

50 Places to Eat in California

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)

THANK YOU



TEAM SAN JOSE



SAN JOSE
THEATERS