

Mid-Year Report to the CEDC

March 26, 2018



Performance Metrics



**Team San Jose
Convention Center and Facility
Performance Results
YTD December 31, 2018**

	<u>YTD Actual</u>	<u>YTD Budget</u>	<u>Variance</u>	<u>Annual Goal</u>	<u>YTD % Achieved</u>	<u>% Annual Goal Achieved</u>
Estimated Direct Visitor Spending	\$35,767,169	\$36,294,860	\$ (527,691)	\$111,738,615	98%	32%
Future Hotel Room Nights Booked (Citywide)	89,243	81,600	7,643	160,000	109%	56%
Theater Occupancy	102%	91%	11%	101%	112%	49%
Goss Operating Results	\$4,361,097	\$3,949,406	\$411,691	\$10,467,487	110%	42%
Customer Satisfaction	100%	95%	5%	95%	105%	105%
Response Rate	26%					

Dashboard Metrics



TEAM SAN JOSE DECEMBER 2017 HIGHLIGHTS

ECONOMIC IMPACT

Direct Spending
FYTD \$35 M
 FYTD YOY ↓ 22.9%*



Local Tax
FYTD \$1.6 M
 FYTD YOY ↓ 46.2%*

* Due to closure (Convention Center X-hall ceiling and City National Civic AC renovations)

OPERATING REVENUES

F & B
FYTD \$10.1 M
 FYTD YOY ↓ 1.8%



Labor
\$4.8 M
 ↓ 0.3%



Building Revenue
FYTD \$2.1 M
 FYTD YOY ↓ 21.9%*



Other
\$1.8 M
 ↑ 8.9%

* Due to closure (Convention Center X-hall ceiling and City National Civic AC renovations)

VENUE ATTENDANCE



108,090
 Total Venue Attendees

	FYTD	FYTD YOY
Convention Center	132,501	↓ 18.3%
California Theatre	31,162	↓ 13.3%
Center for the Performing Arts	135,817	↑ 29.6%
City National Civic	79,621	↓ 9.9%
Montgomery Theater	21,490	↓ 10.3%

HOTEL INFO

	FYTD	FYTD YOY% Change
Occupancy	77.4%	↓ 0.1%
Average Daily Rate	\$183.47	↑ 4.0%
Revenue Per Room	\$142.07	↑ 3.9%

ROOM NIGHT BOOKINGS

Future Room Night Sales

FYTD	89,243
FYTD YOY	↓ 20.6

MEDIA COVERAGE

Digital Placements

FYTD	91
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Print Placements

FYTD	30
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WEBSITE UNIQUE VISITORS

Website Unique Visitors

	SanJose.org	SanJoseTheaters.org
FYTD	452,295	407,181
FYTD YOY	↑ 15.3%	↑ 52%
e-News Subscribers	15,041	
YOY	↓ 1.25%	

SOCIAL MEDIA

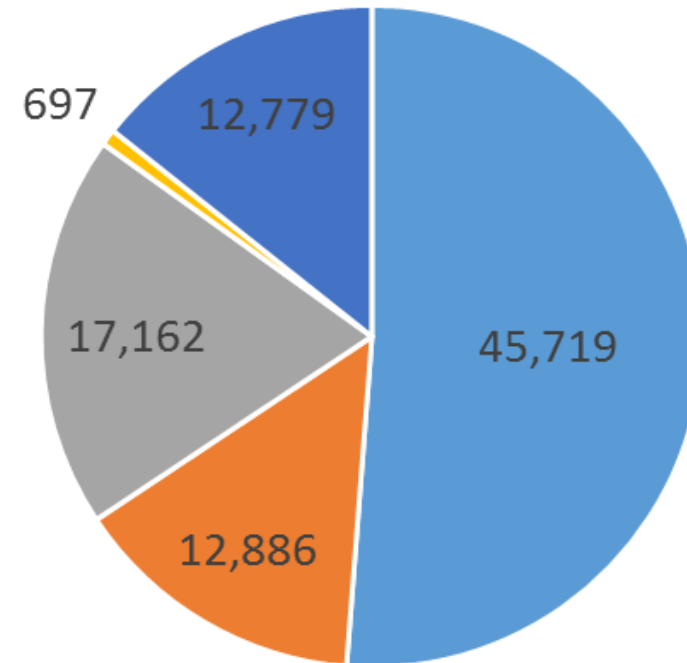
Facebook Likes	10,455	↑ 45.2% YOY
Instagram Followers	2,664	↑ 57.4% YOY
Twitter Followers	7,513	↑ 11.2% YOY
Pinterest Followers	550	↑ 8.4% YOY
YouTube Subscribers	200	↑ 15.1% YOY
LinkedIn Followers	1,706	↑ 10.1% YOY

Sales Dashboard

Market Segmentation of Future Rooms Sold - FYTD

<u>Future Citywides Booked</u>	<u>FYTD</u>	<u>% FYOY</u>
Count	20	-4.8%
Rooms	47,230	-36.0%

<u>Lead Generation</u>	<u>FYTD</u>	<u>% FYOY</u>
Event Leads Entered	613	10.1%
Room Night Leads Entered	789,027	45.0%

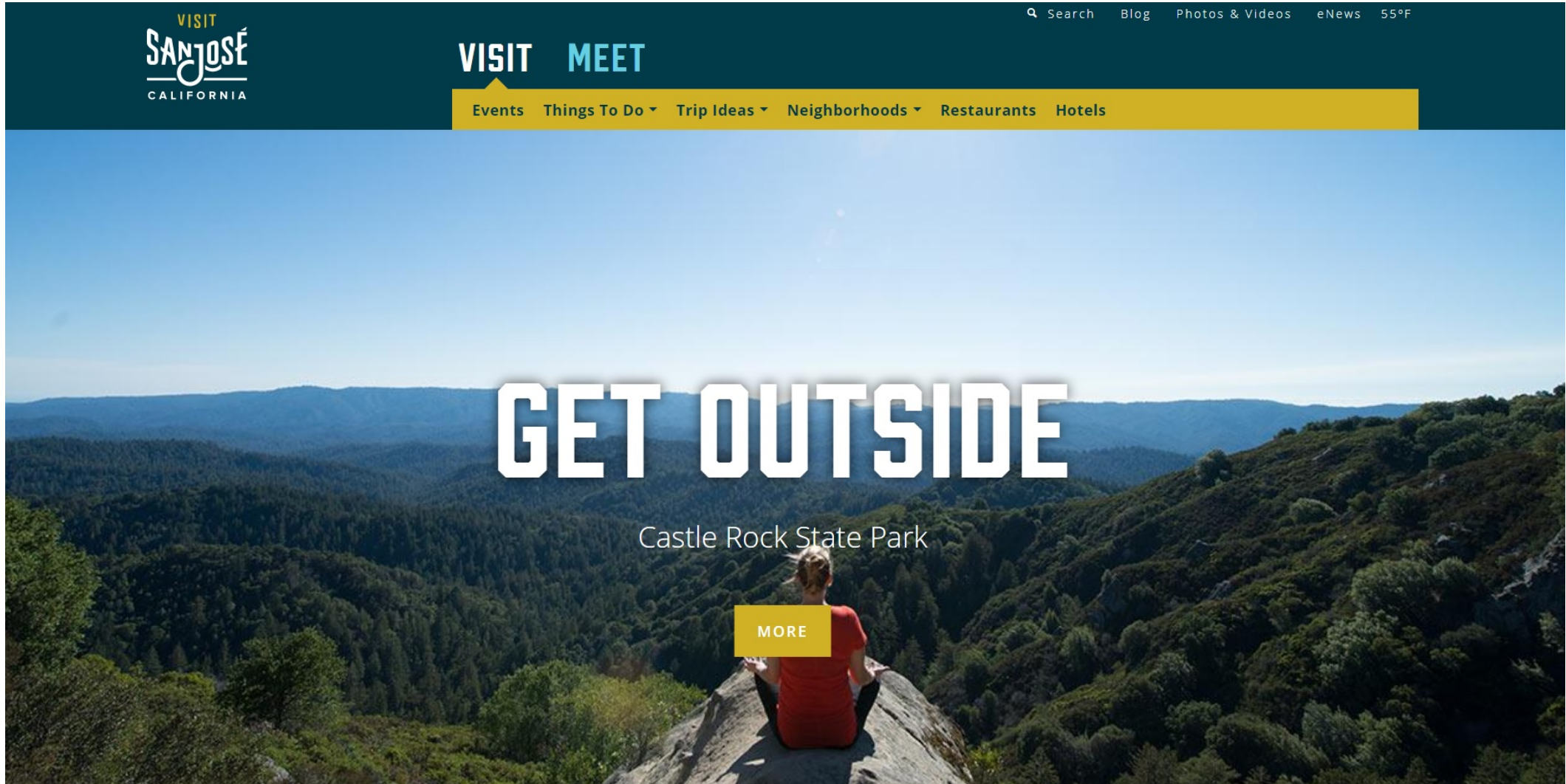


■ High Tech (Corp + Assoc) ■ Association ■ Corporate ■ SMERF ■ Sports

Destination Marketing



New Website



VISIT MEET

Search Blog Photos & Videos eNews 55°F

Events Things To Do Trip Ideas Neighborhoods Restaurants Hotels

GET OUTSIDE

Castle Rock State Park

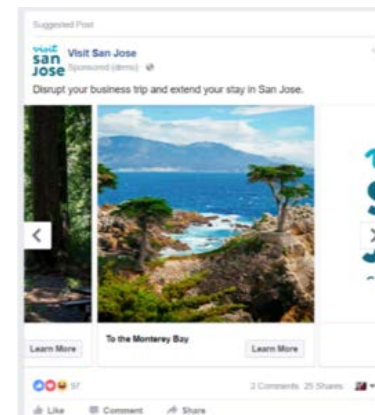
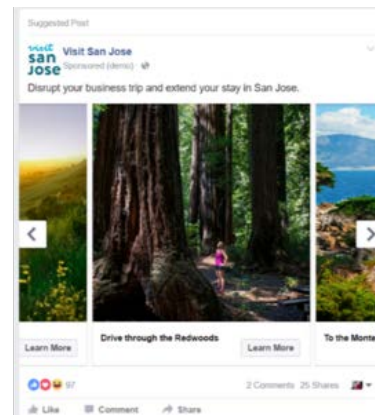
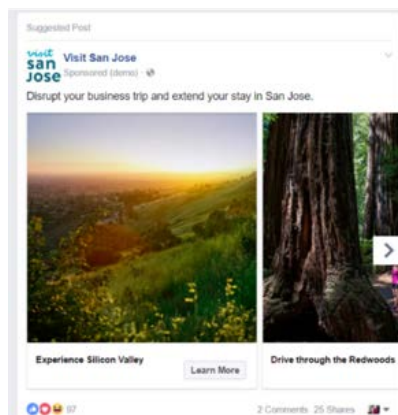
MORE

- **Facebook**
January-June
3,192,679 Impressions
31,544 Total Inquiries

- **Instagram**
January-June
55,210 Impressions
329 Inquiries

Facebook & Instagram tactics:

- Utilize custom audiences including site retargeting as well as uploading eCRM data base from sales in order to reengage leads and reach those currently interested in planning for the destination. Also, geo target cities with specific conference messaging during conference dates; IMEX in Las Vegas 10/18-10/21
- Reach business travelers coming into San Jose in order to encourage an extended stay that will lead into a leisure trip as well. Utilize 1st party data from conference centers through email data bases in order to identify those who are planning to attend a conference in San Jose in the future.

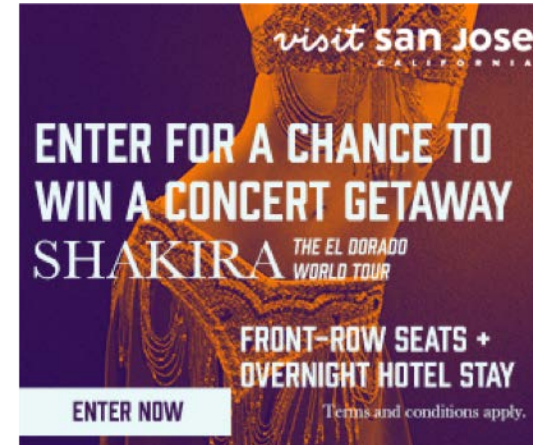


Pandora

January, October - December

39,303,504 Impressions

2,855 Total Inquiries



- Target Pandora listeners who listen to artists that will be coming into San Jose for concerts in order to encourage a trip into San Jose for the concert and extend their trip while in San Jose.
- Utilize Pandora's lead generation product by targeting A25+ through mobile audio and mobile display in order to fluidly optimize.

- ❖ Impression: Number of times the ad was displayed on website, or for email/e-newsletter represents the number of emails delivered
- ❖ Inquiry: A site visit, content visit, completed video view, and rich media engagement

LinkedIn

January – April, November – December

1,185,724 Impressions

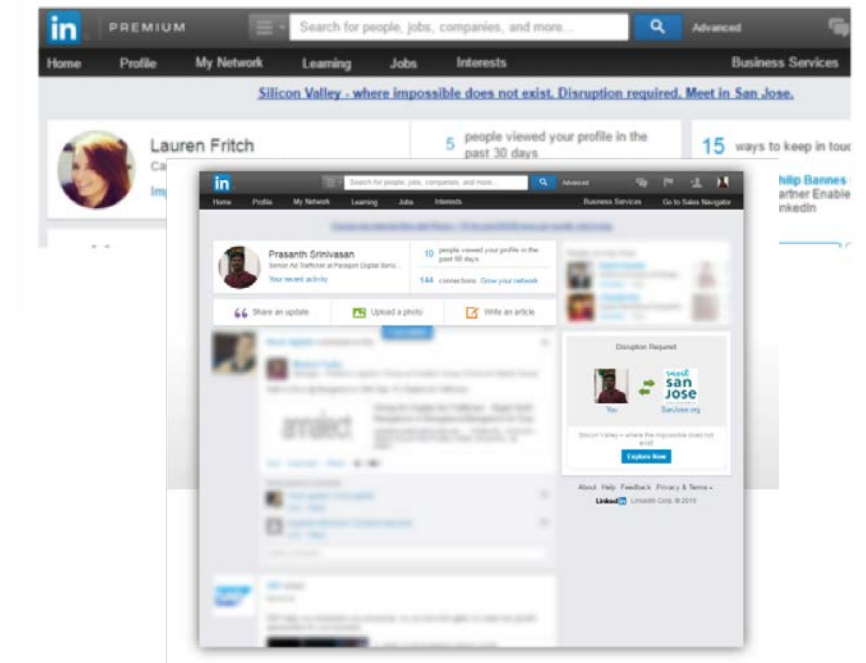
2,398 Total Inquiries

51 Leads

- Target by job title as well as job description through placements such as Sponsored Content (native newsfeed) and lead generation
- Reach business travelers who are likely to come into San Jose based on the companies they work for. This would be to encourage an extended stay that will lead into a leisure trip as well. Utilize 1st party data from San Jose eCRM data base as well as San Jose's site retargeting. Also, utilize LinkedIn's company targeting that allows for targeting those who work for a tech company headquartered in San Jose but doesn't reside in San Jose. These people would be most likely traveling for business to San Jose.

❖ Impression: Number of times the ad was displayed on website, or for email/e-newsletter represents the number of emails delivered

❖ Inquiry: A site visit, content visit, completed video view, and rich media engagement



SITO

October – December

12,302,235 Impressions

196,266 Total Inquiries



- Geofence meeting planner conferences (IMEX, PCMA, MPI WEC) in order to gather mobile device IDs and target those mobile devices at a later date. Also, target those mobile IDs while at the conference in order to promote the location of a Team San Jose booth.
- Target devices located in San Jose but do not live in San Jose during the week in order to identify business travelers.
- Geofence conferences that are currently located in other cities in order to gather mobile device IDs and target those mobile devices at a later date. These conferences will be located in San Jose in the future so messaging will tie in conference visit.

❖ Impression: Number of times the ad was displayed on website, or for email/e-newsletter represents the number of emails delivered

❖ Inquiry: A site visit, content visit, completed video view, and rich media engagement

International Marketing Germany & Europe

- **Lufthansa:**

- Noah Tech Fair 2017 and 2018
- Lufthansa roadshows
- Lufthansa website
- Lufthansa Newsletter communication
- Lufthansa Miles & More loyalty promotion
- Lufthansa Student Innovation Competition

- **Thomas Cook** [one of the world's largest travel groups supported by 22,000 colleagues, operating in 16 countries and 6.6 M customers in continental Europe]

- Featuring San Jose product for the first time, TC offers integrated marketing packages, covering all promotion.
- Channels: online, instore, trade, direct mailings, on route, in resorts

- **Myticc Platform:** Travel Trade Newsletter

Selbstfahrende Autos, süße Roboter, fette Steaks: Unterwegs in der Hauptstadt des Silicon Valley

Unser Autor hat San José besucht. Was er dort erlebt hat:

—
THOMAS STORF

Twitter +

Ich war noch niemals in **Amerika**. In den „Staaten“, wie alle immer so cool sagen. Dieses große Land, aus dem wir viel zu viel Kultur übernommen haben. Da wollte ich schon immer mal hin. Alles, was ich nur aus Filmen und Serien kannte, mit eigenen Augen sehen. Also ab nach Kalifornien: San José – „The Capital of Silicon Valley“. Vorweg: Ich bin nicht enttäuscht worden. Es nicht dort sogar so, wie ich es mir vorgestellt habe. Nach Meer, Burger und Zuckerwalte.

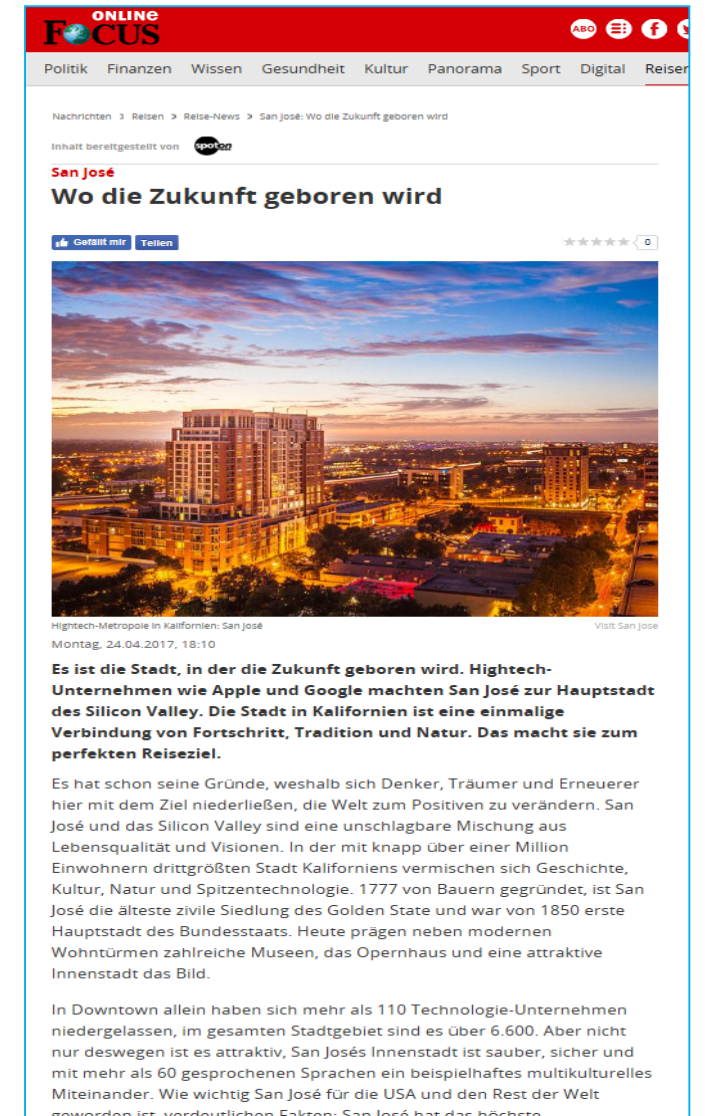
Fünf Tage in einem der größten Staaten der neuen Welt

Das tägliche 14-Stunden-Programm gliedert sich in eine Montage aus der Serie „Full House“ (spielt ja auch gleich nebenan, in San Francisco). Fünf Tage der „Firsts“: Einen Roboter umarmen, Achterbahn am Strand gefahren, in einem selbstfahrenden Auto gefahren, 1.000 Jahre alte Bäume umarmen, an einem mehrere Hundert Meter langen Pier Seehunde beobachten, Lobster-Ball, Crab-Cake und Corn-Dogs gegessen. Der amerikanische Traum in „Fast Forward“. Unterm Strich: Kalifornien ist Amerika, wie man es aus Film und Fernsehen kennt.

5 Tage USA in 15 Minuten Video? Findest du unten! *Klick mich*




- **TravelZoo** [Global media commerce company. With more than 28 million members in North America, Europe, and Asia Pacific and 25 offices worldwide]
 - Newsletter, website, social media promotions – **14,155 impressions**
- **ASNM Media:** Online banner – **87,683 impressions**
- **USA-reisen.de:**
 - E-Newsletter promotion (**1,350 clicks, 31% opening rate**)
 - Home page banner – **843 clicks**
 - Facebook promotion – **22 posts - 73,664 reach**
- **Fairflight:**
 - San Jose catalogue – **9,000 catalogues printed**
 - Online promotion **161.2 million reach each month**




San Jose to Media & Trade:

- **11** Press Releases
- Press Trips: **Seven media** representatives and **five bloggers** in Media FAM Trips
- ITB Berlin 2017
 - Media Breakfast: **236 media** representatives and **journalists** participated
 - Private radio channel Antenne Mainz with an **audience of 4.6m** in the catchment area of the Frankfurt airport and thus the Lufthansa flight.



PRESSEMITTEILUNG

Die Zukunft schon heute erleben:
Tech-Tourismus in und rund um San Jose
Silicon Valley Touren – Computer History Museum – Tesla Showroom – Google und Apple Campus und vieles mehr



*San Jose/Frankfurt, 17. Mai 2017 – Dieses Jahr liefert den Beweis dafür, dass das kalifornische San Jose Zentrum der High Tech-Industrie und Drehkreuz der digitalen Welt ist: Im April veranstaltete Facebook seine jährliche Konferenz, die **Facebook F8 Developer Conference**, im **McEnery Convention Center in San Jose**, und vom 5. bis zum 9. Juni wird die **zehntgrößte Stadt der USA Gastgeber der World Wide Developer Conference (WWDC) von Apple** sein.*

Damit besinnt sich Apple auf seine Wurzeln: Firmengründer Steve Jobs wuchs im Großraum der Stadt auf, legte dort den Grundstein für sein Unternehmen und die Firmenzentrale befindet sich bis heute in der Nähe von San Jose. 2004 stellten die Band U2 und Steve Jobs höchstpersönlich den iPod U2 Special Edition in San Jose's California Theater vor, ein Jahr später kam Apple mit dem damals brandneuen iPad Mini erneut in die drittgrößte Stadt des Golden State. Dass ein High Tech-Gigant wie Apple San Jose für seine wichtigste Konferenz auserwählt, zeigt, welch herausragenden Ruf die Stadt und ihr Kongresszentrum genießen.

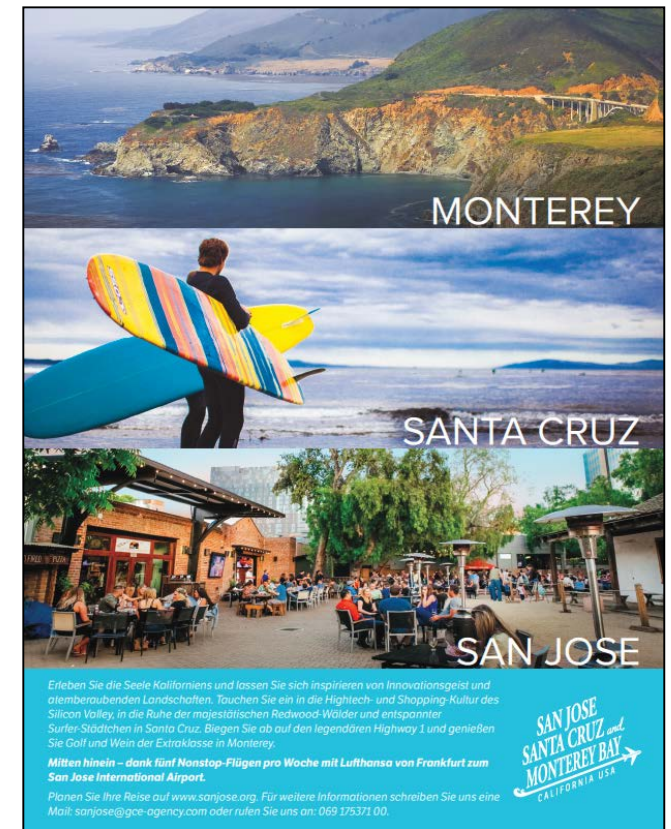
Der Ort, an dem die Zukunft erdacht wird
Die Hauptstadt des Silicon Valley steht für Innovationsgeist. Über 7.000 Technologie-Unternehmen haben sich in San Jose angesiedelt oder nahmen dort ihren Anfang, darunter Adobe, Cisco, Netflix, eBay, PayPal. In der näheren Umgebung liegen außerdem die Hauptquartiere von Apple, Google, Facebook, LinkedIn, Intel und vielen anderen.

Neue Technologien und zukunftsweisende Innovationen werden in San Jose nicht nur entwickelt sondern auch gelebt: In der Stadt führt Facebook erste Pilotstudien mit seinem neuen öffentlichen Wi-Fi-Netz mit Glasfasergeschwindigkeit, Terragraph genannt, durch. Nicht umsonst verlied das Computerunternehmen Dell San Jose im vergangenen Jahr den Titel der „am besten für die Zukunft gerüsteten Stadt der USA“.

Pressekontakt: Global Communication Experts GmbH, Gabriele Kuminek & Maria Sophia Bach
Hanauer Landstr. 184 | 60314 Frankfurt am Main | Tel. 069 17 53 71-028/-062
Email: sanjose@gce-agency.com
Web: www.sanjose.org | www.gce-agency.com

Advertising:

- America Journal: **Print Ad – 145,000/issue**
- Luxus Insider:
 - Online HotSpot Ad – **16,067 clicks**
 - “Inspire Me” Ad – **19,356 clicks**
- Collaboration Radio: Antenne Mainz → In its service area, it can reach up to 4.6 million listeners from 14 to 59 years who live close to the Frankfurt International Airport.
- Ads Coverage: March 2017 – December 2017: **150,087,171 reach**



International Marketing China

- Partnership with Hainan:
 - Promoting San Jose's attractions on Hainan's website
 - Promoting discounted tickets for
 - the San Jose Museum of Art
- Partnerships with AirChina:
 - Christmas celebration at the Shanghai Pudong Airport
 - **800 giveaways** with Visit San Jose's Weibo QR Code
- USA Discovery program:
 - Featuring San Jose for the first time
 - Access in China, UK, Ireland, India, Australia, New Zealand and Brazil



- **Media Coverage:**

- Producing a video about San Jose (only city featured in California)
- Airing on 13 channels in China – **24 M reach**

- **FAMS:**

- MICE FAM – Ten MICE Reps

- **Social Media:**

- Established San Jose’s own WeChat and Weibo channels

- **PR Coverage: 480,306 reach**

