

Attachment

TEAM SAN JOSE

CEDC Update

March 25, 2024

Agenda

- FY 23-24 Mid-Year Performance Goals
- FY 23-24 Mid-Year Dashboard Metrics
- FY 23-24 Mid-Year Group Sales Update
- FY 23-24 Mid-Year Marketing & Communications Update
 - Paid Media Campaign Performance: Consumer/ Leisure
 - Paid Media Campaign Performance: Meetings
 - Owned Media: Social
 - Owned Media: eCRM
 - Earned Media: Public Relations

FY 23-24 Mid Year Performance Results

Team San Jose
Convention Center and Facility
Performance Results
FY 2023-24 Mid-Year
FYTD December 2023

	<u>YTD Actual</u>	<u>Goal</u>	<u>Variance</u>	<u>Annual Goal</u>	<u>% Achieved</u>	<u>% Annual Goal Achieved</u>
Estimated Direct Visitor Spending	\$ 28,854,392	\$ 25,113,867	\$ 3,740,525	\$ 55,108,300	115%	52%
Future Hotel Room Nights Booked (Citywide)	52,669	56,000	(3,331)	112,000	94%	47%
Theater Occupancy	95%	96%	-1%	91%	99%	104%
Gross Operating Revenue	\$ 21,936,017	\$ 20,189,999	\$ 1,746,018	\$ 37,840,503	109%	58%
Gross Operating Results	\$ 2,822,299	\$ 902,459	\$ 1,919,840	\$ 1,539,364	313%	183%
Customer Satisfaction	100%	95%	5%	95%	105%	105%
Response Rate	28%					

FY 23-24 Mid-Year Dashboard Metrics

Dashboard Metrics

HOTEL INFO

	FYTD	FYTD YOY
Occupancy	64.2%	0.3%
Average Daily Rate	\$ 159.58	0.6%
Revenue Per Avail Room	\$ 102.47	0.9%

WEBSITE UNIQUE VISITORS

	sanjose.org
FYTD	1,590,306
FYTD YOY	114.5%

TOTAL NEWSLETTER SUBSCRIBERS

83,519

SOCIAL MEDIA

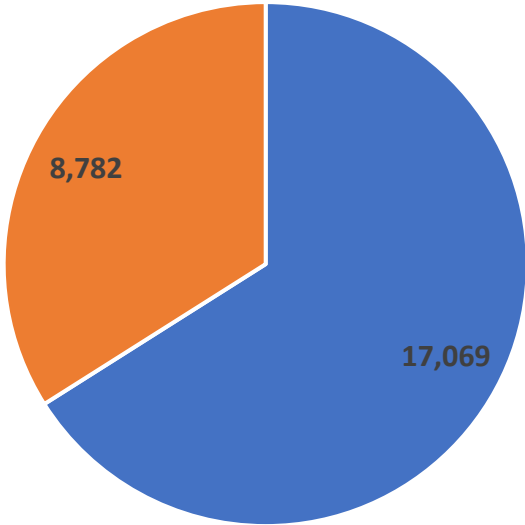
Facebook Likes	30,555
Instagram Followers	31,438
LinkedIn Followers	3,139
Pinterest Followers	659
YouTube Subscribers	466
Threads Followers	4,395
TikTok Followers	715
X (Twitter) Followers	8,342

Sales Dashboard

Market Segmentation of Future Citywide Room Nights Booked

Future Citywides Booked	FYTD	%FYOY
Count	5	-28.6%
Rooms	25,851	2.2%

Lead Generation	FYTD	%FYOY
Event Leads Entered	601	24.2%
Room Night Leads Entered	658,715	36.0%



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

TEAM SAN JOSE

Group Sales Update



Sales Strategies and Business Climate Update

- Primary focus on proactive sales for 24-month window (2023 – 2024)
- “Mosaic Approach” to business solicitation, belief that most groups and events have good value if they are placed correctly
- Show dates at SJCC (Ex Halls): 72 in 2023, 79 on Jan 1 '24, 91 on Feb 1 '24
- Utilizing T&E and sponsorship funding for highest customer engagement opportunities and to mitigate meeting cost increases
- Many cities are investing in Convention Center expansions and additional HQ hotels (see next slide)

Convention Center Expansion Projects (complete or underway)

- Arlington, TX Milwaukee, WI Cincinnati, OH
- Los Angeles, CA Savannah, GA St. Louis, MO
- Austin, TX Denver, CO Ft. Worth, TX
- Ft. Lauderdale, FL San Antonio, TX Cleveland, OH
- Indianapolis, IN Las Vegas, NV Raleigh, NC
- New Orleans, LA Dallas, TX Detroit, MI

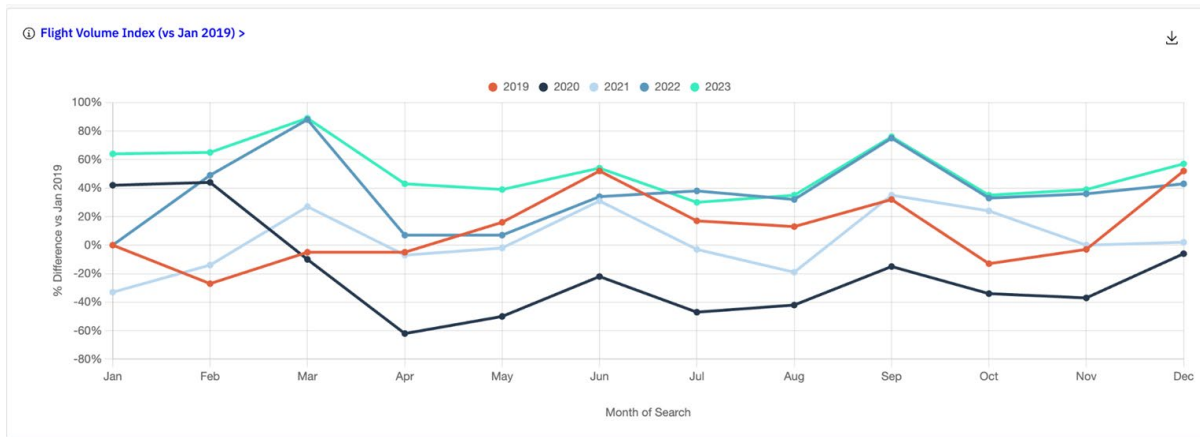
TEAM SAN JOSE

Marketing & Communications Update

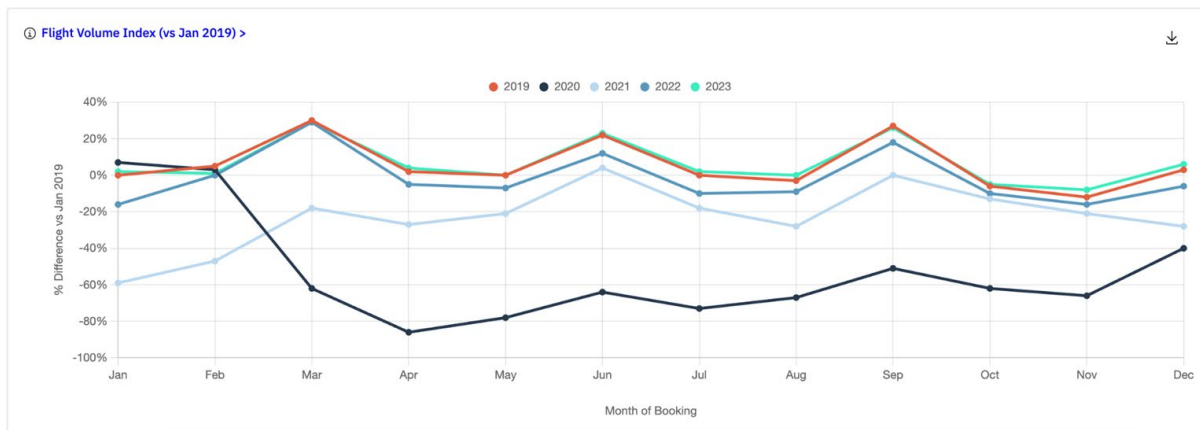


Demand Trends / SJC-SFO-OAK Flight

Flight Searches

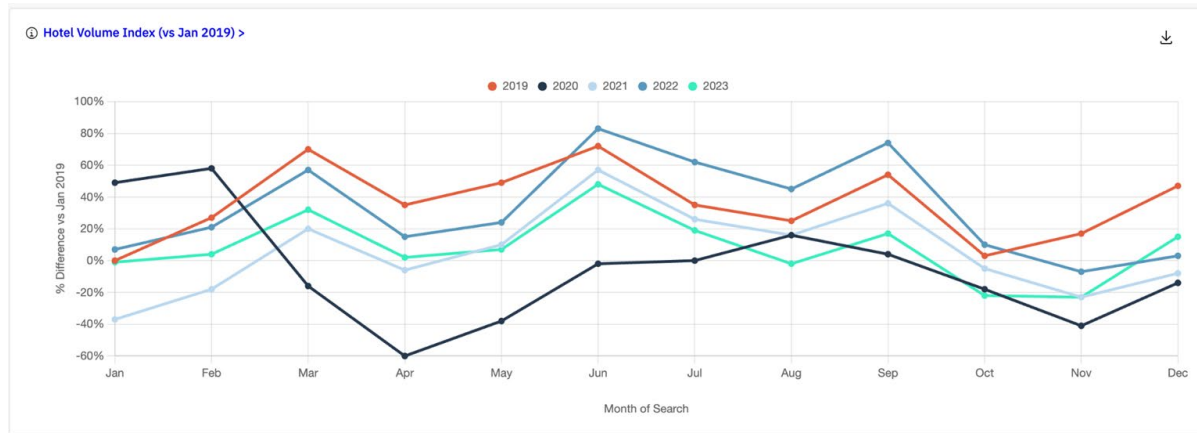


Flight Bookings



Demand Trends / SJC Hotel

Hotel Searches



Hotel Bookings



PAID MEDIA
PERFORMANCE
Consumer

Consumer Paid Media Plan Overview

- The objective of the plan is to drive incremental hotel room nights, and thus TOT revenue, through leisure visitation by targeting and converting digital leisure travel intenders through paid digital media strategies.
- The media mix for this plan is made up of digital programmatic, travel endemic (such as Sojern and Expedia), paid social and paid search. The campaign investment was strategically allocated with a focus on prioritizing heavier investments into production partners, aiming to achieve a stronger Return on Advertising Spend (ROAS).
- The campaign creative was produced by local artists and it also featured San Jose's global dining experience. The creative was featured on Team 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 campaign also included placements with Visit California.

July – December Consumer Paid Media Production Reporting Spend Produced

IMPRESSIONS	50,893,695	INQUIRIES	4,003,371
REACH	16,964,565	HOTEL BOOKINGS	9,650 (31,845 room nights)
HOTEL REVENUE	5,227,755	FLIGHT BOOKINGS	15,094
TOTAL REVENUE	\$13,404,500	TOTAL ROAS	\$38.93

Definitions:

- Inquiries = Website pageviews/interactions, off-site ad unit interactions
- ROAS = Return on Ad Spend
- Impressions = How many times the an ad was delivered to users.

*Data is inclusive of paid media and paid social

Production data above is sourced from: ADARA Impact, Sojern and Expedia

PAID MEDIA PERFORMANCE *Meetings*

Meetings Paid Media Plan 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 Team San Jose's owned B2B channels including website, eCRM, and social media efforts.

Paid Media Report:

July - December 2023 Performance

Meetings Performance Overview

26,224,334*	8,741,444*	737,257*	8*	1,328**
Total Campaign Impressions	Total Campaign Reach	Total Campaign Inquiries	Total RFP Completions	Meetings Leads

*Inclusive of Paid Digital Media and Paid Social
**Meetings leads inclusive of RFP submissions via GA, webinar leads via media/offline media leads, website meetings email signups, and website modal meetings signups. 1,285 email signups were reported.

Definitions:

- Impressions = How many times the an ad was delivered to users.
- Reach = Unique individuals reached through media campaign
- Inquiries = Website pageviews/interactions, off-site ad unit interactions
- RFP = Request for Proposal (an online form used to request more information for planning a meeting/event to be held in San Jose)

OWNED MEDIA

Social

Organic Social Media: July - December 2023

PLATFORM	Dec 2022	Dec 2023	YOY
Facebook	30,078	30,555	1.59
Instagram	20,366	31,438	54.37
LinkedIn	2,861	3,139	191.58
YouTube	445	466	605.39
Pinterest	605	659	8.93
TikTok		715	N/A
Threads		4,395	N/A
X (Twitter)	8,536	8,342	-2.27
	54,355	79,709	46.65

Note: We have paused X (Twitter) due and added Tik Tok and Threads.

Overview: Between July and December 2023, **organic followers increased by 11%** across all Visit San Jose social platforms, **+47% YoY**. This includes followers from newly added social platforms TikTok and Threads. Average engagement between July - December 2023 is at **10% across all platforms**. Growth in followers and engagement is attributed to vacant position being filled.

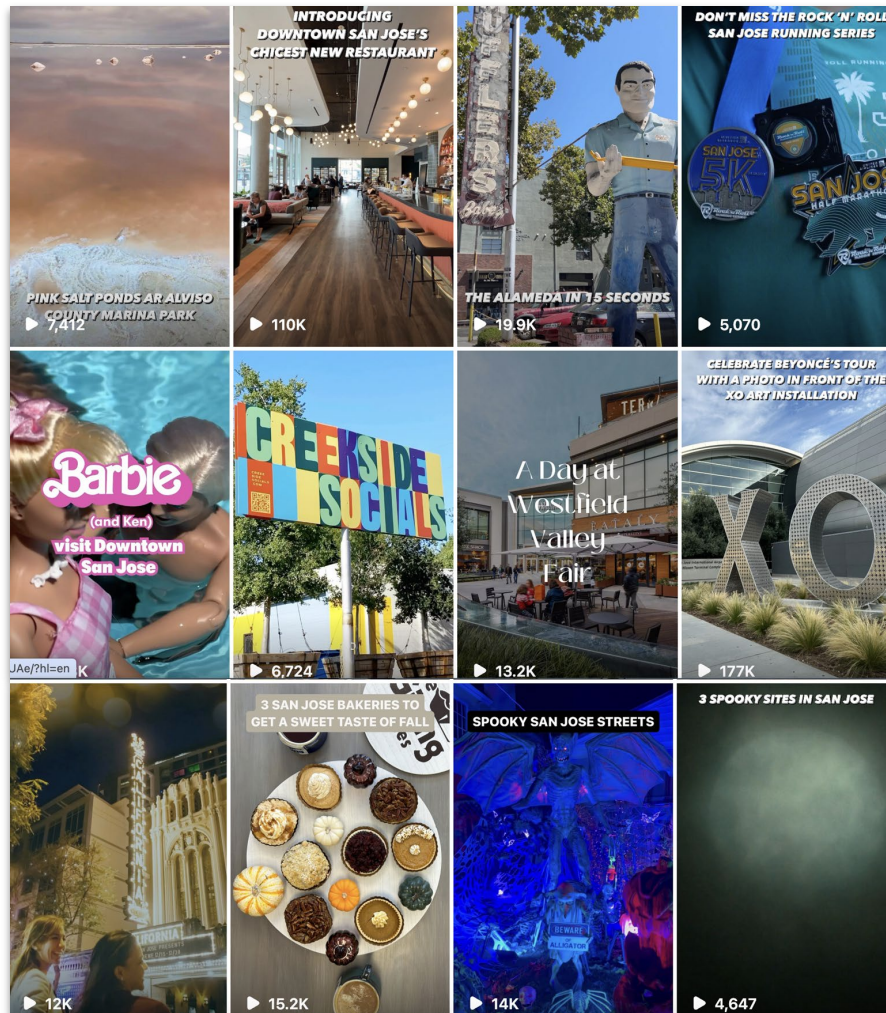
Organic Social Media: July - December 2023

Noteworthy Highlights:

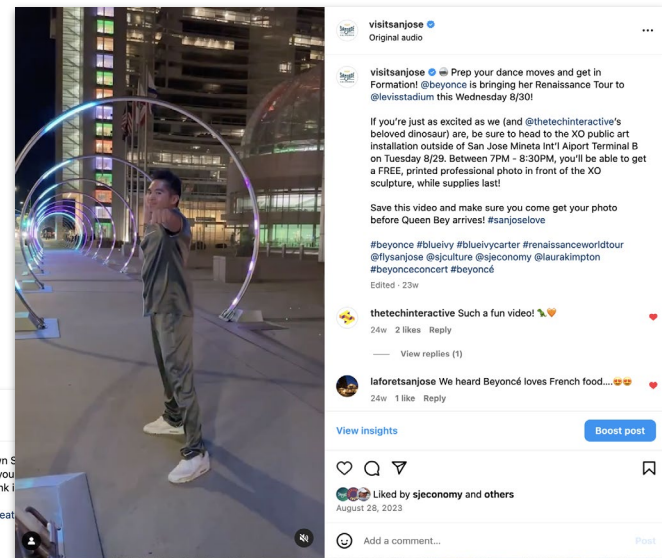
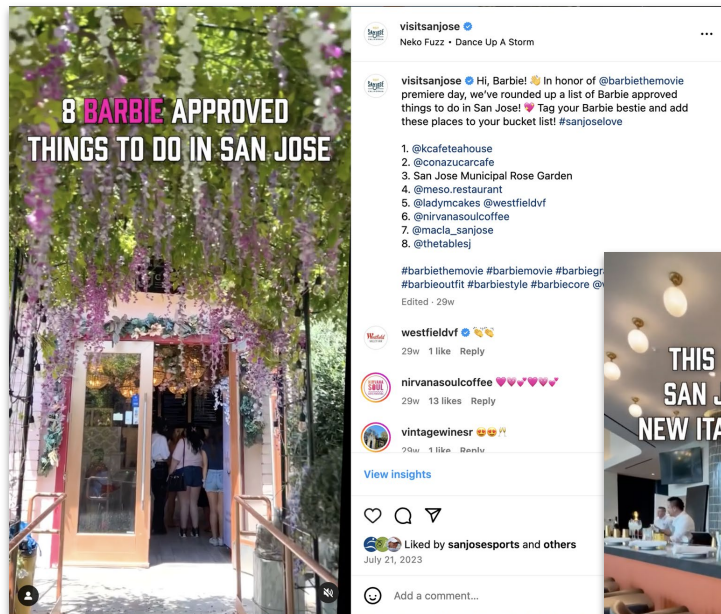
- **Barbie Approved Things to Do in San Jose** - 111,800 views (across all platforms)
- **Beyonce Dance Video** - 359,100 views (across all platforms)
- **Rollati Ristorante Opening** - 238,384 views across all platforms

Other Highlights:

- Neighborhood Spotlight
- San Jose Jazz Fest
- USA Gymnastics Championships
- San Jose Bakeries
- Holidays in Downtown San Jose



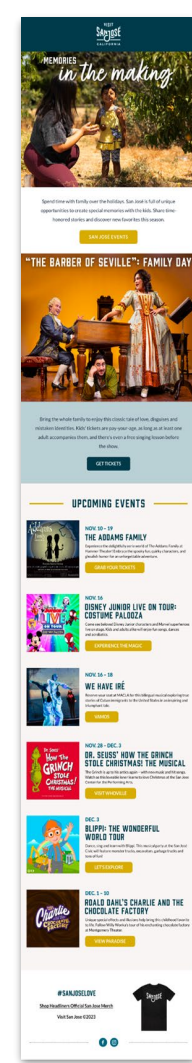
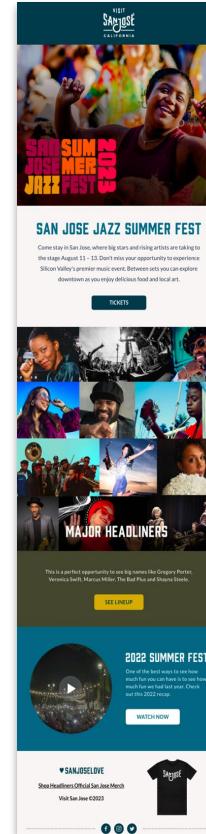
Social Media Sample Posts



OWNED MEDIA
eCRM

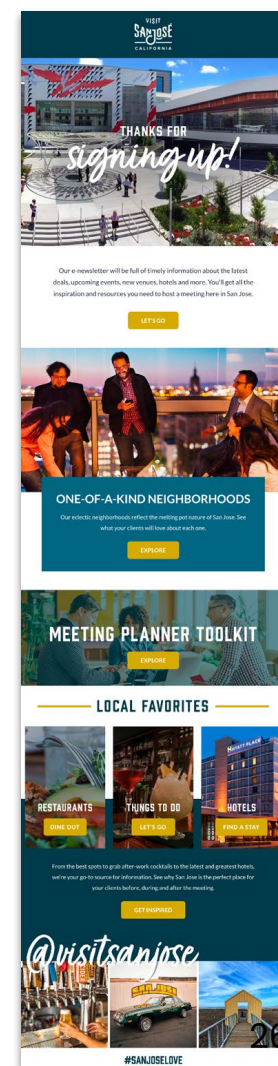
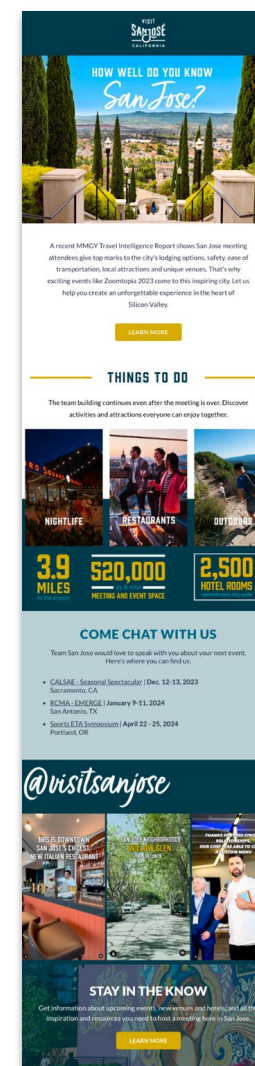
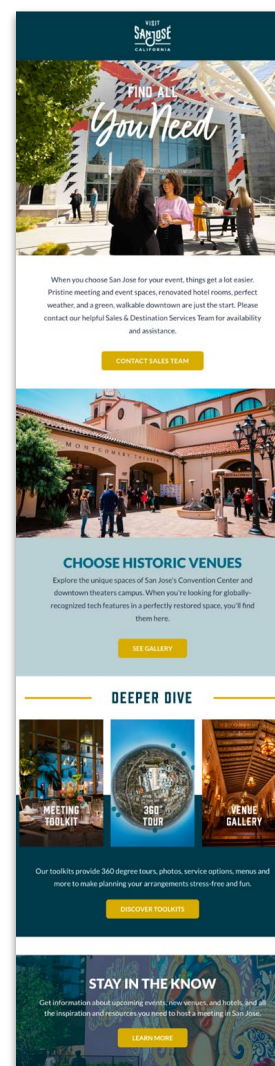
Consumer Email:

- From July to December, **12 campaigns** were launched totaling over **980k emails sent**, a 66% increase from January – June 2023.
- 13,405 new subscribers** were added between July and December from paid search, paid social, and on-site sources.
- Content included support for multiple local events including Summerfest, Cinequest, MOSAIC America Festival and various shows at the San Jose theaters.
- Content also supported multiple organizations including the San Jose Earthquakes, Headliners, hotels and restaurants.
- Total Leisure Database 83,519**



Meeting Planner Email:

- From July to December, 1,285 new Meetings email signups were added to the database and were sent our Meetings Welcome Email.
- In addition, 10 media emails were deployed via various vendors to their meeting planner databases.
- This has resulted in over 217k emails delivered, 66k opens, and 1,600 unique clicks.
- Total Meetings database as of 12/31: 7,092**



EARNED MEDIA

Public Relations

PR Highlights

- Placed 124 stories in national and local publications and outlets
 - Reach 369.2M unique views**
 - Ad Value \$2.6M**
- Compared to the first half of 2023, both reach and ad value increased 1200% and 1358%, respectively
 - The large increase is attributed to vacant positions being filled allowing for increased international and national TV broadcast exposure, including two days of *ABC World News Tonight with David Muir* live hits, a Savannah Bananas interview at Excite Ballpark, citywide Beyonce activations, and a countrywide Canadian TV morning show media blitz by a Visit San Jose hosted travel writer
- Major themes included:
 - Consumer return of travel to San Jose
 - San Jose as California travel destination for international markets
 - Local economic impact of travel
 - Meetings in San Jose
 - Resurgence of San Jose culinary scene



Fall Travel to California
Broadcast & Online
Calgary, Vancouver & Edmonton TV Markets
Reach 6.2M | Ad Value \$226.2K



Atmospheric River Weather Report
Broadcast & Online (2 Days)
Reach 122.6M | Ad Value \$614K



The underrated Silicon Valley city that
has so much more to offer than tech
Print & Online
Reach 27M | Ad Value \$79.8K



**South China
Morning Post**

Fabulous luxury, tiny staircases and doors to
nowhere: San Jose, California's historic 160-
room Winchester Mystery House is
gloriously eccentric
Print & Online (also featured on MSN)
Reach 137.6M | Ad Value \$266.7K



Don't Believe Everything You See on
Twitter About a San Francisco Meeting
Apocalypse
Online
Reach 15K | Ad Value \$29

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**

- **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.

Thank you.