

TEAM SAN JOSE

Community and Economic Development Committee

March 25, 2024
Item (d)2



PRESENTERS:

Kerry Adams Hapner, Office of Economic Development and Cultural Affairs
Team San Jose: Ihab Sabry, Ben Roschke, Matthew Martinucci, and Laura Chmielewski

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

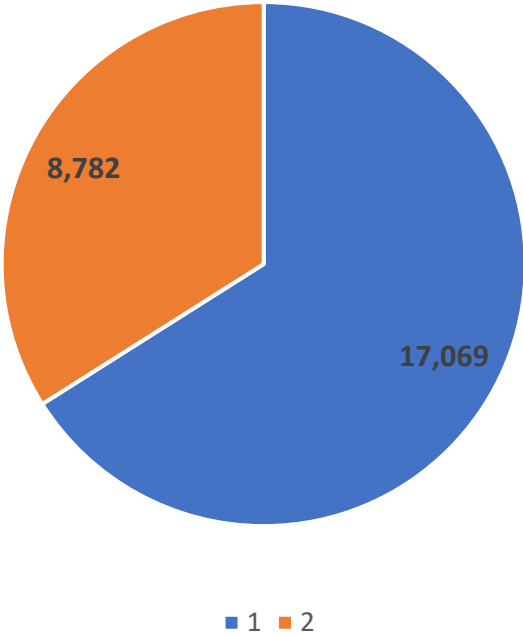
	<u>YTD Actual</u>	<u>Goal</u>	<u>Variance</u>	<u>Annual Goal</u>	<u>% Achieved</u>	<u>% Annual Goal Achieved</u>
Estimated Direct Visitor Spending	\$ 28,854,392	\$ 25,113,867	\$ 3,740,525	\$ 55,108,300	115%	52%
Future Hotel Room Nights Booked (Citywide)	52,669	56,000	(3,331)	112,000	94%	47%
Theater Occupancy	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%					

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%



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 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, 2024, 91 on Feb 1, 2024
- 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

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

July - December 2023 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 sourced from: ADARA Impact, Sojern and Expedia

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

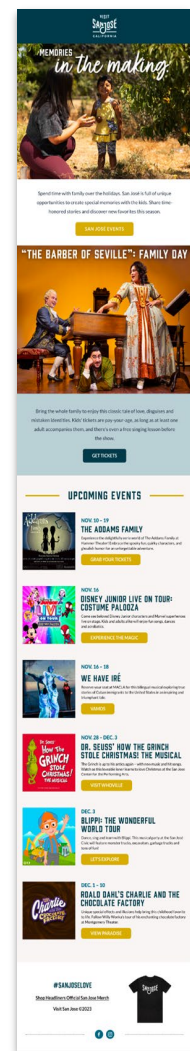
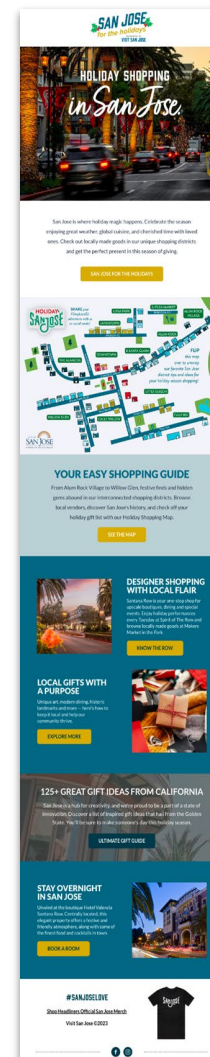
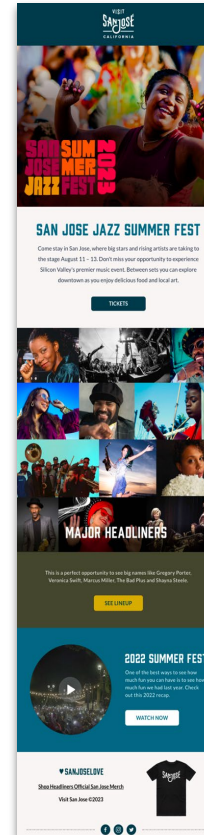
Note: We have paused X (Twitter) due and added Tik Tok and Threads.

Between July and December 2023, **organic followers increased by 11%** across all Visit San Jose social platforms, **+47% YoY**. Average engagement between July - December 2023 is at **10% across all platforms**.

- Includes followers from newly added social platforms TikTok and Threads.
- Growth in followers and engagement is attributed to vacant position being filled.

Consumer Email:

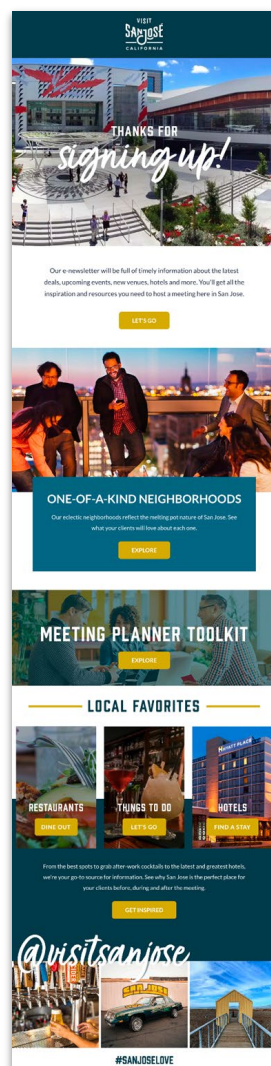
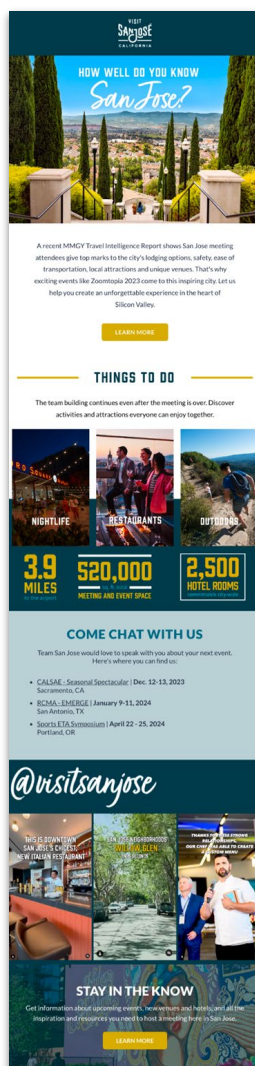
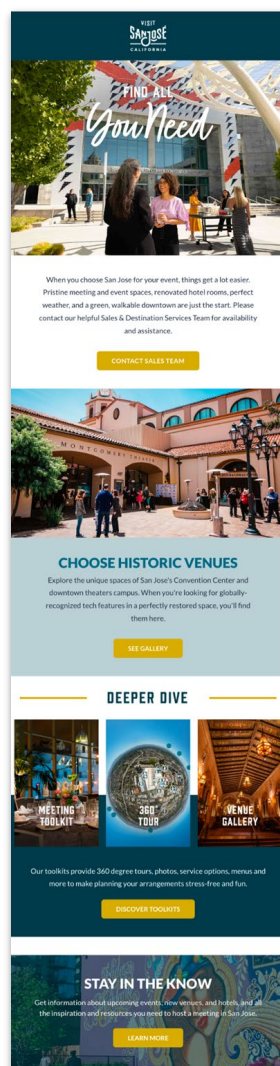
- From July to December, **12 campaigns** launched totaling over **980k emails sent**, 66% increase from January – June 2023.
- 13,405 new subscribers** added between July and December from paid search, paid social, and on-site sources.
- Content included support for multiple local events including Summerfest,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



Meeting Planner Email:

- From July to December 2023: 1,285 new Meetings email signups
- 10 media sales emails deployed via various vendors to their meeting planner databases.
- This has resulted in over 217,000 emails delivered, 66,000 opens, and 1,600 unique clicks.

Total Meetings database as of 12/31/23: 7,092



PR Highlights

- 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%
 - Large increase attributed to filling vacant positions allowing for increased international and national TV broadcast exposure
- 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



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



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

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