

TSJ Annual Sales and Marketing Plan

Fiscal year 2018 - 2019



Overview

- Team San Jose is pleased to provide this overview of our FY 2018 – 2019 Sales & Marketing Plan
- Operating as Visit San Jose, we seek to increase visitation to San Jose through activities including: Convention & Event Sales; Marketing programs directed at: Convention Attendees, Bleisure and Leisure Travelers; Public Relations activities that increase awareness of San Jose as a travel destination; and initiatives to increase attendance in TSJ managed theaters
- All strategies and tactics are research driven with the goal of assisting in meeting and exceeding Team San Jose's five performance measures



Research & Industry Trends

California Travel Outlook

- In 2017, visitation to California grew by 2.0% with domestic growth at 2.0% and international growth at 1.3%
- For 2018, overall visitation is expected to grow by 2.9%, led by domestic growth of 2.8%
- International growth will accelerate at 3.7% as Mexico is forecasted to recover (3.2% growth in 2018 vs. -3.0% in 2017). This will be offset somewhat by slower growth in the Canadian and overseas markets.
- Overall spending is expected to grow by 5.3% in 2018 after growing by 4.8% in 2017

Source: Tourism Economics, California Travel & Tourism Outlook, May 2018



Research & Industry Trends

San Jose Domestic Travel Trends - 2017

- San Jose almost matched state domestic travel growth in 2017 at 1.9%
- San Jose had 19.1 million person trips in 2017, 6.2 million were overnight and 12.9 million were day trips
- Total overnight trip spend was \$956 million, a 4.1% increase over 2015
- 48% of overnight trips originated within CA (the state average was 66%)

Source: Longwoods International, Travel USA Survey, August 2018



Research & Industry Trends

San Jose International Travel Trends – 2017 & 2018

- San Jose significantly outpaced state growth in international travel in 2017 at 4.5% and is forecasted to do so again in 2018 at 2.8%
- San Jose had 934,968 international visitors in 2017, with 442,832 coming from overseas
- Projected total international visitation for 2018 is 961,443 with 460,974 coming from overseas
- China expected to continue growing at a fast rate with 7.4% growth expected for 2018
- Spending grew by 7.2% in 2017 and is expected grow by 6.5% in 2018
- Total Spend of \$754.3 million in 2017 and projected spend of \$803.7 million in 2018

Source: Tourism Economics International, Global City Travel, May 2018



Research & Industry Trends

Meetings and Events Outlook

- Meetings professionals are more bullish on favorable business conditions with 66% anticipating those (vs. 56% a year ago)
- Forecasted attendance growth at events is 2.8% in 2018 (vs. 1.6% in 2017)
- Trends:
 - Experiential meetings with 87% noting an increase in demand for these meetings
 - Increased complexity of contracts as more users shift from traditional room blocks with hotels – meeting planners (and CVBs) methodologies for determining impacts of meetings are underreporting – thereby complicating impacts with hotels and venues

Source: Meetings Professionals International, Summer 2018 Edition of Meeting Outlook, May 2018

Meeting & Events Sales

Overarching Strategy

- Continue to maintain focus on key markets-Local Corporate for weekday business with SMERF group business filling in weekend opportunities.
- National Association market emphasis is on continued destination education in key source markets of Washington, DC and Chicago where associations are concentrated, utilizing Laura Chmiewlewski in this role. Focus will be on customer events and direct sales calls in these markets to keep San Jose front of mind. Continue to develop and qualify business opportunities the profile for San Jose.
- Monthly meeting with hotel community to strategize on plans & actions for near and long term.
- Continuing to emphasize a direct sales strategy through a robust tradeshow & in-market events program.
- Renewed partnerships with key industry organizations (ASAE, MPI) to maintain position as a meetings and event destination of choice and leverage their resources for a broader reach of their members. Exploring additional industry organizations for similar opportunities.
- Engage third party lead generation to develop targeted city wide prospects.



Meeting & Events Sales

Tradeshows & Events

- Reviewed 2017/18 FY events calendar to determine maximum exposure for the destination and modified for the coming year. Will attend 30+ tradeshows and events targeting meeting planners and decision makers. Expanded to include 2 new Connect shows -Tech and Pacific Northwest focused on Corporate meetings as well as AMEX Interaction. Continue to evaluate all tradeshows and events for ROI.
- Expand on success of multi-day sales missions targeting the local Bay Area corporate market.
- Association emphasis on continued destination education and robust events schedule to maintain awareness of San Jose with planners. Bi-monthly events in market targeting Washington, DC planners are scheduled for FY 2018/19. Additional customer events in Chicago targeted to association market scheduled.
- San Jose specific client events being conducted in conjunction with major industry tradeshows at ASAE Annual Meeting and MPI WEC.
- Renewed SAP Center shared suite and utilize for hosting local customers and clients in San Jose for their meetings.
- Continue to keep a strong presence at key major industry tradeshows: IMEX; PCMA Annual Meeting; ASAE Annual Meeting; MPI WEC; Connect and XDP



Marketing & Public Relations

Creative Development – Key Initiatives

- Create awareness of San Jose as a travel destination by developing and promoting meaningful and relevant content which continues to highlight the many attractions in San Jose and our position within Silicon Valley.
- Key story lines: heart of Silicon Valley/ tech center; surrounding natural beauty/outdoor lifestyle; diversity and quality of cultural assets; makers movement; food and wine; family friendly attractions
- Strengthen relationships with partners by creating and promoting experiences that will attract visitors to San Jose



Marketing

- Continued focus on digital platforms to maximize return on (comparatively) limited budgets and to allow best analysis of ROI
- Key targets: Meeting Planners; Bleisure Travelers; and Convention & Theater Attendees, leisure segment through micro-targeting
- Reach audiences through website, social media, paid media (advertising), earned media, and partnerships
- Website is designed to engage audience with content meant to attract visitors by providing information that is interesting and helpful.
- Social media is an effective outlet to tell the stories of San Jose residents, visitors, and events that inspire the target audience.



Public Relations

- Build and maintain media relationships across domestic and international markets to promote San Jose as a travel destination and to serve as a resource to media whom are writing about San Jose. Through these efforts Visit San Jose hopes to contribute to the story being written and to showcase a positive, vibrant San Jose. There are several avenues by which we can achieve this:
 - One-on-One media appointments
 - Hosted press trips
 - Influencer engagement and sponsored visits
 - Being a resource for journalists when covering San Jose – from suggesting relevant story angles, assisting with photos & video, to connecting the appropriate interview and contacts requests... All of this helps build a trust and legitimacy in Visit San Jose's impact as in the economy and community



Theater and Event Marketing

- Expand national marketing efforts to promoters and artist agencies to acquire new concerts/performances and continue booking momentum with current clients.
- Enhance regional awareness to promote San Jose historic theater district as a destination for arts and entertainment to drive attendance at events.
- Work with resident Arts and Cultural Partners to maximize available usage days and provide increased access to community arts organizations for additional programming.
- Leverage assets of our four theatre campus for special and corporate events.

