

TEAM SAN JOSE

Semi Annual Update to the CED Committee

April 27, 2026



TEAM SAN JOSE



SAN JOSE
THEATERS

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MID-YEAR RESULTS

FISCAL YEAR 2025-26

MID-YEAR PERFORMANCE MEASURE RESULTS

	YTD ACTUAL	GOAL	VARIANCE
Estimated Direct Visitor Spending	\$38,417,564	\$33,338,946	\$5,078,618
Future Hotel Room Nights Booked (Citywide)	81,898	65,000	16,898
Theater Occupancy	100%	95%	5%
Gross Operating Revenue	\$22,559,225	\$21,996,322	\$562,904
Gross Operating Results	\$2,720,585	\$378,939	\$2,341,647*
Customer Satisfaction	100%	95%	5%
Response Rate	33%		

* - Overage mainly due to cancelled tech event.

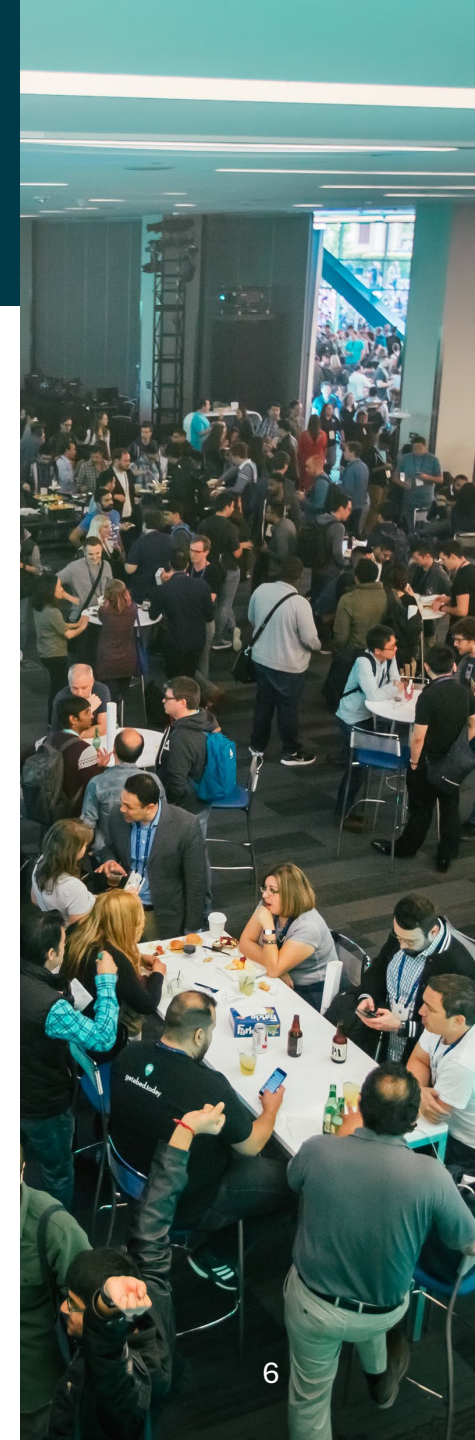


DASHBOARD METRICS

ESTIMATED ECONOMIC IMPACT

By Venue Type

VENUES	ATTENDEES	DIRECT SPEND	YOY DIRECT SPEND
TSJ Theaters	269,577	\$12,192,375	-5.3%
TSJ Convention Facilities	160,821	\$26,225,189	29.2%



HOTEL & WEBSITE

HOTEL INFO	FY 2025-26	FYTD YOY
Occupancy	68.4%	1.3%
Average Daily Rate	\$169.78	5.6%
Revenue Per Available Room	\$116.19	1.9%

WEBSITE UNIQUE VISITORS - sanjose.org

FYTD	811,738
FYTD YOY	-15.5%










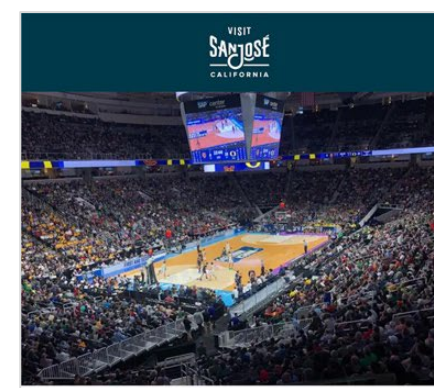
OWNED DIGITAL MEDIA

NEWSLETTER SUBSCRIBERS

206,846

SOCIAL MEDIA

	Facebook Likes	31,190
	Instagram Followers	41,076
	LinkedIn Followers	4,037
	Pinterest Followers	679
	YouTube Subscribers	540
	Threads Followers	7,409
	TikTok Followers	1,728



BASKETBALL FEVER HITS SAN JOSÉ

The road to the Final Four runs through San José. From March 26–28, the tournament brings the Sweet 16 and Elite Eight to the SAP Center as Arizona, Purdue, Texas, and Arkansas take the court. Beyond the games, the city comes alive with concerts, watch parties, and immersive basketball experiences. Whether you're cheering courtside or downtown, the excitement is everywhere.

AROUND TOWN



CHEER, EAT & PLAY THIS WEEKEND!

Join the excitement at San Pedro Superfest in the heart of Downtown San José! Cheer on your team while enjoying live music, tasty local eats, interactive games, and family-friendly fun. Experience all the energy, entertainment, and community spirit in one unforgettable weekend celebration!

SEE THE SCHEDULE



MARCH 26 & 28 SAP CENTER FAN FEST

Don't miss this two-day celebration at the SAP Center to welcome the nation's top teams and fans to San José. The celebration will feature immersive projection mapping, the legendary Hoop Bus, and exclusive corporate partner activations.

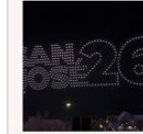
WHAT'S ON



MARCH 26–28 FREE THROW PROJECTION MAPPING INSTALLATION

Experience basketball like never before with a dynamic projection-mapping installation that turns your free throw into a larger-than-life visual moment. Take a shot and watch the court come alive in a fusion of art, tech and hoops at this celebration in Downtown San José.

TAKE YOUR SHOT



MARCH 27 CATCH THE DRONE SHOW

After the smashing success of the Big Game drone show, San José's skies will light up the basketball celebrations on March 27. Over 1,000 drones will appear over Milligan Lot outside the SAP Center in a cutting-edge aerial tribute to college basketball.

LIGHT THE SKY



MARCH 28–29 ELITE EIGHT WATCH PARTIES

Don't miss a minute of the Elite Eight action at San Pedro Square – join a packed crowd of fans and feel the energy rise with every play, shot, and buzzer-beater. Which team will make it to the Final Four, and who will you be cheering on?

I'M THERE

DOWNLOAD THE APP

Introducing Game On, \$126 – an app created to educate and entertain all who come to enjoy the San José community and events. Now available on the App Store or Google Play.

DOWNLOAD NOW

Sponsored by
Adobe

SAN JOSÉ 26
GAME ON



JACKIE'S PLACE

Dig into homestyle favorites like fried chicken, catfish, shrimp and grits, and all the comforting Southern sides that feel like a warm welcome to the Bay Area. And don't leave without a slice of pecan or sweet potato pie.

DIG IN

CLOSE TO IT ALL

TownePlace Suites by Marriott, San José Downtown is the perfect home base for your stay in San José. Just minutes from the lively San Pedro Square and the excitement of the SAP Center, you can enjoy all the action without missing a beat.

BOOK NOW



♥ SAN JOSE LOVE

Visit San Jose ©2026



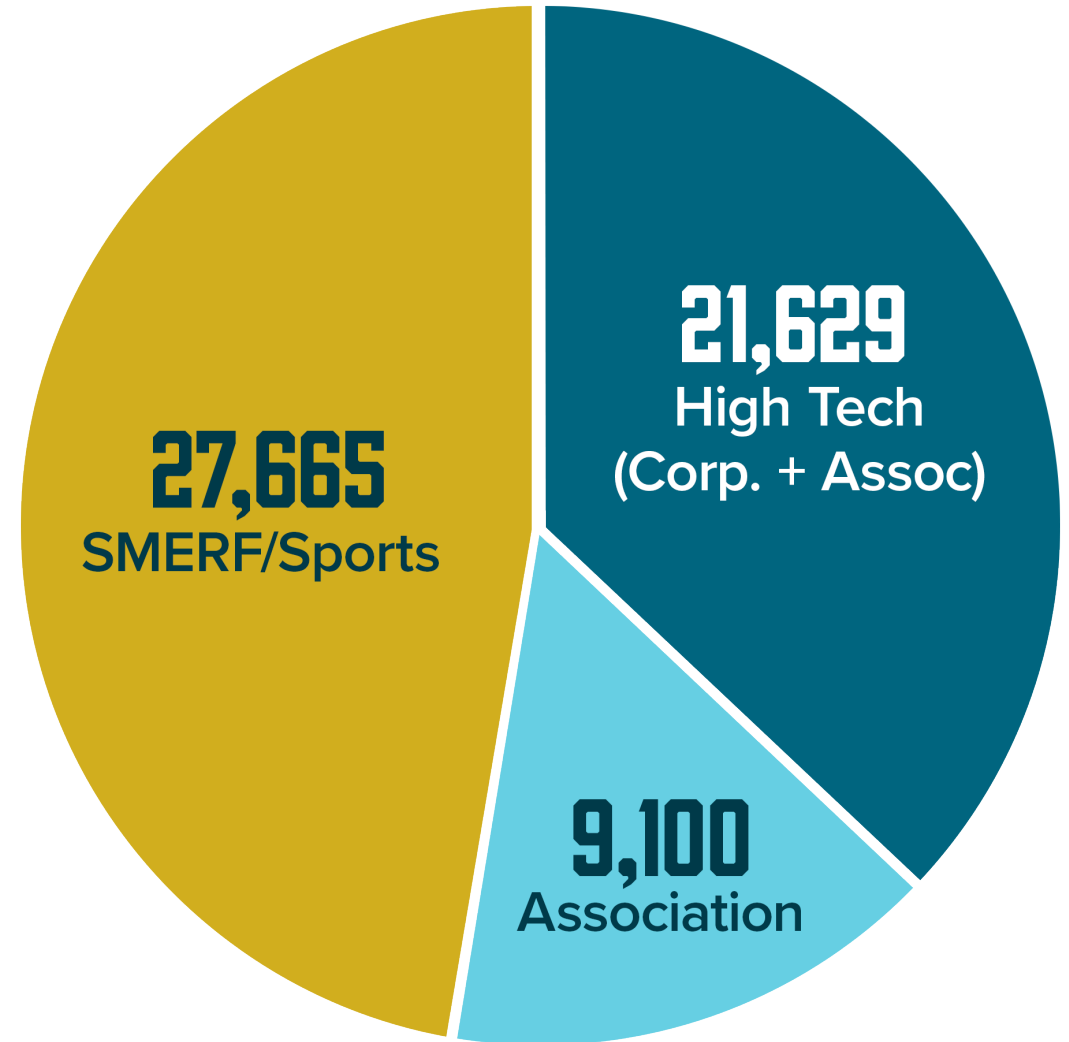
SALES

FUTURE CITYWIDES BOOKED

	FYTD	%FYOY
Count	12	140.0%
Rooms	58,394	99.9%

LEAD GENERATION

	FYTD	%FYOY
Event Leads Entered	642	-1.2%
Room Night Leads Entered	565,450	-10.0%



MARKET SEGMENTATION OF FUTURE CITYWIDE ROOM NIGHTS BOOKED



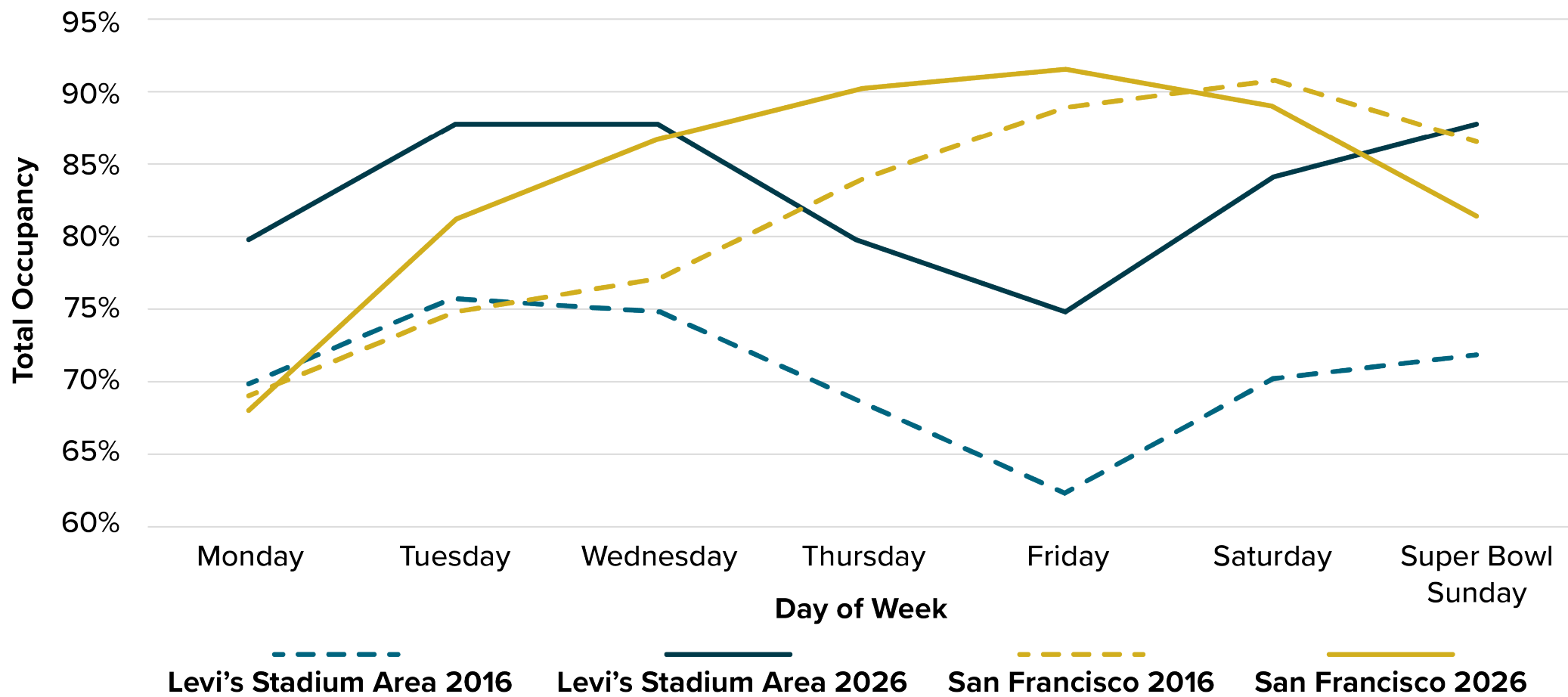
HOTEL PERFORMANCE 2026 EVENTS

SUPER BOWL LX (COMPARED TO SUPER BOWL 50)

- **85.3% Occupancy +21%**
- **\$287.81 Average Daily Rate +9%**
- **\$241.94 Revenue per Available Room +30%**
- **Change largely driven by transient demand**

SUPER BOWL HOTEL OCCUPANCY SHIFTS TOWARD LEVI'S STADIUM ON GAME DAY IN 2026

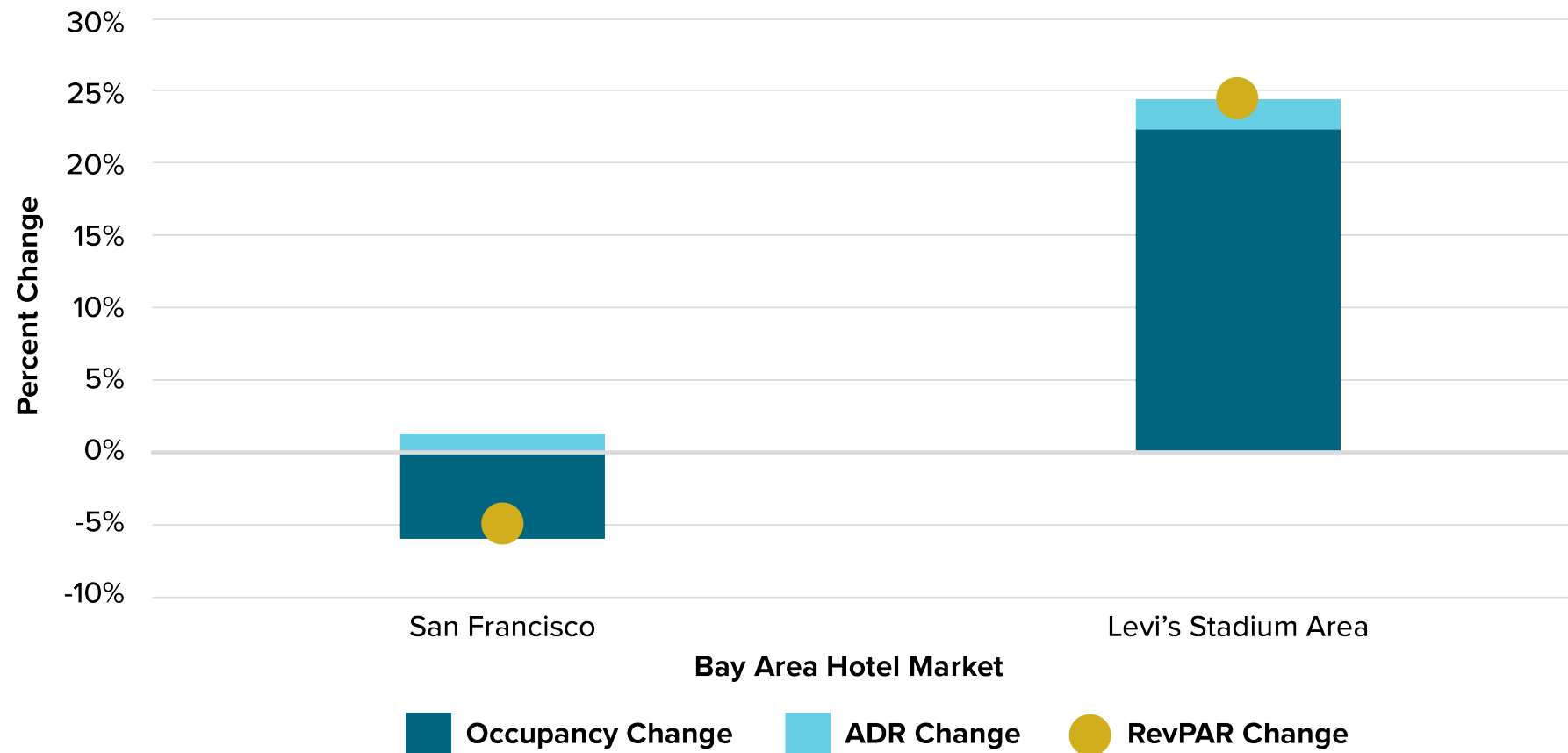
Submarket occupancy for Super Bowl week in 2016 and 2026



Source: CoStar, February 2026

LEVI'S STADIUM HOTELS JUMP IN PERFORMANCE COMPARED TO 2016

Percent change of key performance indicators, 2026 Super Bowl Sunday compared to 2016



NVIDIA GTC 2026: 3/15 – 3/19/2026

- **90.4% Occupancy +0.1% vs STLY**
- **\$339.84 Average Daily Rate +19.7% vs STLY**
- **\$307.33 Revenue per Available Room +19.8% vs STLY**

MARCH MADNESS: 3/24 – 3/28/2026

- **79.6% Occupancy +12.3% vs STLY**
- **\$200.31 Average Daily Rate +21.6% vs STLY**
- **\$159.38 Revenue per Available Room +36.6% vs STLY**



SALES

UPDATE

Customer engagement

- More events (67) than ever before

SJCC Business Trends

- 18 of 35 booked groups and 31k of 70k booked room nights are new business
- Show dates: 63 in calendar 2023, 74 in 2024, 91 in 2025, 93 YTD in 2026, 61 in 2027 (vs 28 STLY)

Citywide Contract Launched

- 1st city in the U.S. to do so
- Ease of doing business
- Brand preference for attendees



MARKETING & COMMUNICATIONS

JULY – DECEMBER 2025





PAID MEDIA PERFORMANCE

Leisure Revenue

LEISURE PAID MEDIA PLAN OVERVIEW

July - December 2025

- The objective of the FY25-26 Leisure media plan is to grow incremental revenue across all visitor spend categories. We focused on travel endemic and partners who can provide key production data indicating real, measurable economic impact for San Jose. This fiscal year goal is to maintain revenue performance, targeting a total of \$44 million in incremental annual revenue.
- The media mix for this plan is made up of digital programmatic, travel endemic, paid social and paid search. Visit San Jose launched new creative this fiscal year, through a partnership with Chopsticks Alley, that highlighted local artists and promoted their curation of San Jose's unique food, art, and culture scenes.
- We have measured increased revenue encompassing hotels, flights and in destination spend. August through December delivered an overall revenue of \$22M, and nearly 34K incremental room nights in San Jose hotels.

JULY– DECEMBER 2025 CONSUMER PAID MEDIA

Production Reporting Spend Produced

IMPRESSIONS	39,616,187	INQUIRIES	2,540,407
REACH	13,205,396	HOTEL BOOKINGS	12,908 or (33,560 room nights)
HOTEL REVENUE	\$4,611,994	FLIGHT BOOKINGS	17,495

TOTAL REVENUE

Flight + Hotel + In Destination
Revenue Combined

\$21,975,864

TOTAL ROAS

Return on Ad Spend

\$42.96

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, Sojern (Sojern data reflects SJC flights + San Jose specific hotel searches versus the whole DMA as of July 2025.)
 - **Flight Revenue:** Expedia (only)
 - **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 user's average spend in market), Epsilon (in destination transactions of those who were impressed by the campaign)
- Production data is only a reflection of paid media.
- Impressions, reach and engagements is inclusive of paid media, paid social and paid search.



PAID MEDIA PERFORMANCE

Meeting Planners

MEETING PLANNER PAID MEDIA OVERVIEW

July - December 2025

- The main objective of the FY25-26 Annual Meeting Planner plan is to drive new meetings business and group hotel bookings by converting meeting planners through paid digital media strategies.
- Our goal for the fiscal year was to deliver **over 5M campaign engagements** with key meeting planners.
- This was achieved through measuring landing page visits, video view completions, paid social engagements, webinar leads and paid media leads – all driven through our paid media efforts.
- 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 Visit San Jose’s owned B2B channels including website, eCRM, and social media efforts.
- In FY25-26 we shifted focus from including predominately lead-generation tactics to incorporating more one-on-one access opportunities for the Visit San Jose Sales Team through increased show activations. The goal is to generate the most qualified leads possible with prospective sales leads at key conventions.

JULY– DECEMBER 2025 MEETINGS

Paid Media Reporting

19,999,516

Total Campaign Impressions

6,666,505

Total Campaign Reach

5,916,960

Total Campaign Engagements

60

Total RFP Completions

1,506

Meetings Leads

Notes:

- The FY25-26 Meetings goal is to secure more than 5M engagements, which has been achieved within the first 6-months of the fiscal year due to campaign efficiency.
- Impressions, reach and inquiries are inclusive of paid media, paid social and paid search.
- Meetings leads sources are inclusive of 1) RFP submissions via GA, 2) webinar leads via media/offline media leads, 3) website meetings email signups, and 4) website modal meetings signups.
- Overall impressions are lower compared to the last 6-months due to a shift in FY strategy. In FY25-26, we moved away from a primary focus on lead generating tactics towards engagements and one-on-one access opportunities for Visit San Jose's sales team to reach a more qualified audience.










OWNED MEDIA

Social

ORGANIC SOCIAL MEDIA

July - December 2025

- Organic followers increased across all Visit San Jose social platforms, +7.5% YoY.
- Growth in followers and engagement is attributed to our strategy of focusing on need period campaigns, including the holiday season, which typically see an uptick in leisure activity but not necessarily room nights, due to increased local attractions such as Festival Fright Nights at the Winchester Mystery House, Christmas In The Park, and holiday performances at the San Jose Theaters.

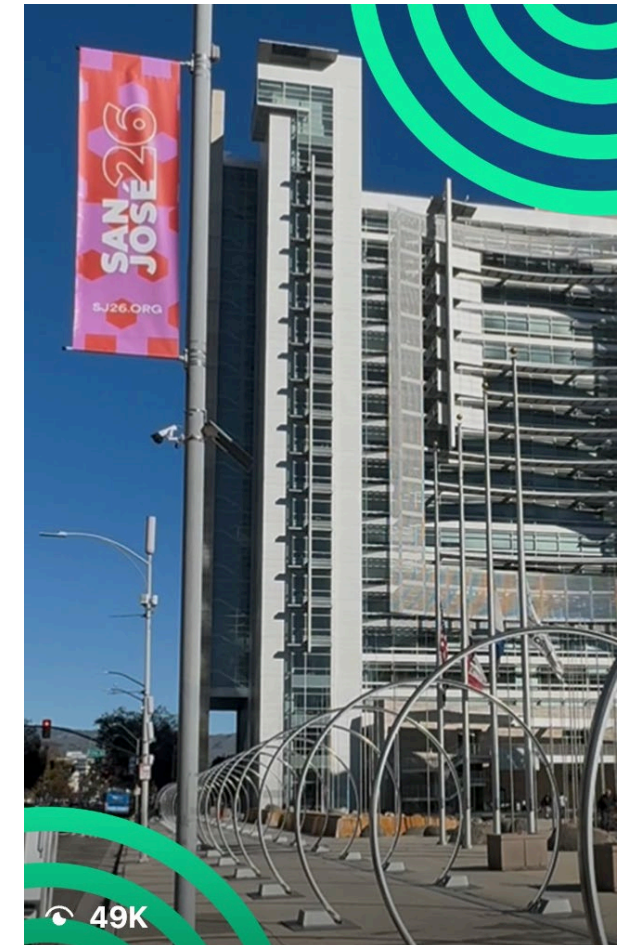
	PLATFORM	DEC 2024	DEC 2025	YOY
	Facebook	30,901	31,910	0.94
	Instagram	36,632	41,076	12.13
	LinkedIn	3,562	4,037	13.34
	YouTube	486	540	11.11
	Pinterest	678	679	0.15
	TikTok	1,497	1,728	15.43
	Threads	6,851	7,409	8.14
		80,607	86,659	7.51

ORGANIC SOCIAL MEDIA

July - December 2025

Noteworthy Highlights:

- **Alebrijes Takeover in San Jose** - 50,690 views (across all platforms)
- **SJ26 Banner Installation – Defying Gravity** - 48,981 views (Instagram only)
- **San Jose Coffee Carousel** - 44,370 views on IG, FB, and Tik Tok
- **Invisible Skies Sign Up Push** - 23,592 views across all platforms





OWNED MEDIA

eCRM

EMAIL: LEISURE

- From July to December, **20 campaigns** were launched totaling over **1.9 million emails sent**.
- **10,625 new leads** were added between July and December from paid search, paid social, Visit California, and on-site sources like fly-in banners.
- Dedicated emails included support for multiple local events including National Women's Soccer League, Invisible Skies sign ups, Lunar New Year, SJ Jazz Summerfest, and more.
- Each dedicated email and newsletter supported various restaurants and hotels.
- **Total Leisure Database as of 12/31/25: 118,535**



IT'S SPOOKY SEASON IN SAN JOSE

Haunting tales, pumpkin carving and trick-or-treating set the scene for October fun. Things will definitely go bump in the night – whether they're ghosts or the tunes at the bar. Join us for seasonal events and scary good times.

SEE EVENTS



ENTER THE MYSTERY

Festival Fright Nights at the Winchester Mystery House let you step into the glamor of the 1920s – as well as an immersive ghost story led by the enigmatic Maestro. Test your nerve against a night of spectral scares.

GET TICKETS



CELEBRATE MEXICAN HERITAGE

On Saturday, November 1, Avenida de Alvaraz takes over La Plaza on Día de los Muertos with altars honoring ancestors, a costume contest, local art and an impressive cemetery installation.

LEARN MORE



DÍA DE LOS MUERTOS COMES ALIVE

Celebrate Community Day. Día de los Muertos at the San José Museum of Art with a vibrant day of free festivities, including live performances, hands-on artmaking, and cultural demonstrations – presented in collaboration with local artists.

JOIN THE CELEBRATION



— Día de los MUERTOS —

An evening of celebration and community at the San José Museum of Art. Celebrate Día de los Muertos with a vibrant day of free festivities, including live performances, hands-on artmaking, and cultural demonstrations – presented in collaboration with local artists.

BOOK NOW



FLAMENCO AND TEQUILA TASTING

Indulge in an exclusive five-course tasting menu at Oveja Negra in Hotel Valencia Santana Row. The Día de los Muertos special dinner includes a captivating flamenco performance, a Don Julio tasting guided by a Tequila Master and a bottle of Don Julio 70 Cristalino to take home.

TICKETS



THE LUXURY HAUNT

Discover Hotel Valencia Santana Row, where interiors evoke the domestic allure of Old World Spain. With moody lighting, rich textures, and a hint of mystery, it's the perfect atmospheric retreat for a spirited October escape.

BOOK NOW



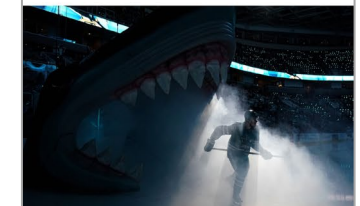
SATURDAY NOVEMBER 22
5 PM PT / 8 PM ET
PAYPAL PARK SAN JOSE, CA

DON'T MISS OUT

IT'S DOWN TO THE WIRE. WITNESS HISTORY LIVE IN SAN JOSE!

The final match of 2025 is set: The 2025 NWSL Championship, presented by Google Pixel, is coming to PayPal Park in San Jose, CA, on Saturday, November 22nd, at 5:00 p.m. PT. This is more than a game. It's the pinnacle of women's soccer, and you need to be in the stands. Secure your seat today and be part of the roaring crowd that crowns this year's champion!

SECURE YOUR SEATS NOW



SAN JOSE SHARKS VS. OTTAWA SENATORS

SharkPOP X Anime Night is here! The Sharks take on the Ottawa Senators on Saturday, November 22nd. Experience the blending of KPOP, JPOP, and Anime while you watch the action, and receive a special Anime Team Poster giveaway for everyone in attendance.

GET TICKETS



POPPY & CLARO

Taste the best of Northern California at Poppy & Claro, an all-day downtown San José restaurant and bar. Their elevated yet approachable menu features bold, craveable flavors from a stone hearth oven, seasonal cocktails, and full artisan coffee and pastry program.

DISCOVER



HAYES MANSION SAN JOSE. CURIO COLLECTION BY HILTON

Discover the charm of the historic 1905 Hayes Mansion, reimagined with modern comfort. Nestled on 20 acres of lush grounds, this Curio Collection by Hilton hotel offers refined accommodations, on-site dining, and an unforgettable setting for both relaxation and special occasions.

FIND OUT MORE

EMAIL: MEETING PLANNERS

- From July to December, **7 campaigns** were launched totaling over **85K emails sent**.
- **3,020 new leads** were added between July and December from media leads and on-site sources.
- Newsletters are now on a regular cadence, sent towards the end of the month to promote upcoming booking deals at local businesses and theaters.
- **Total Meetings Database as of 12/31/25: 22,119**



SAN JOSÉ IS THE DESTINATION FOR EXCEPTIONAL EVENTS

An unforgettable event begins with an exceptional space. When you choose to host in San José, you're not only gaining access to unique venues but a city ready to captivate your guests

Bring a dose of dynamic fun to your agenda at Urban Putt. This high-tech mini-golf course is the perfect setting to foster camaraderie and friendly competition. With an unconventional layout and all the technology you need to host your team, Urban Putt provides a refreshing and engaging alternative to traditional meeting spaces.

TEE UP



THE CITY'S BEST VIEW

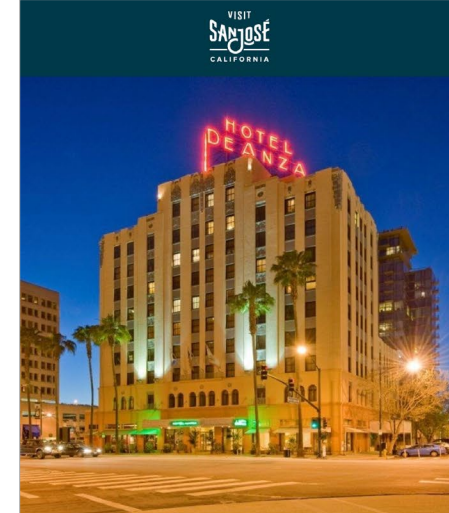
At Scott's Ballroom, your event is elevated by a spacious layout, floor-to-ceiling windows with breathtaking city views, and a dedicated team of professionals who ensure every detail is meticulously managed. This prime location puts your guests steps away from the city's top attractions, making it a perfect hub for your entire itinerary.

SAVOR YOUR EVENT

A HISTORIC SETTING

For an event that commands attention, choose the timeless elegance of the California Theatre. This opulent landmark can host up to 1,100 guests, offering an elevated and unforgettable experience. Guests will be captivated by the venue's historic charm and its two Wurlitzer organs, which provide a magnificent backdrop for any grand celebration.

HOST YOUR EVENT



PLAN A MEMORABLE EVENT IN DOWNTOWN SAN JOSÉ

Elevate your next gathering with distinctive meeting spaces tailored to your group's needs and convenient room block options that simplify planning. Just steps from the lobby, Downtown San José offers your team a dynamic mix of culture, history, and entertainment to explore between meetings.

EXPLORE



THE HEDLEY CLUB

At the end of a long day, gather with good company in plush surroundings. Sip craft cocktails, local beers and curated wines - lift a glass together.

CHEERS



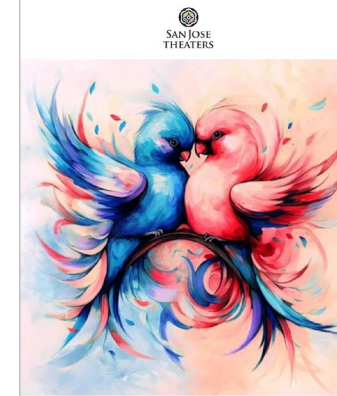
SCOTT'S BALLROOM

Make your occasion unforgettable in the elegant setting of Scott's Ballroom. Whether you're planning a corporate gathering, milestone celebration, or social soirée, your guests will enjoy an acclaimed menu featuring fresh, sustainable seafood and chef-driven cuisine.

LEARN MORE

EMAIL: SAN JOSE THEATERS

- Visit San Jose marketing department refreshed and strategized the San Jose Theaters email messaging in October 2024 for increased promotion of local hospitality industry partners.
- From October through December, **7 campaigns** were launched totaling over **380K emails sent**.
- Newsletters now include special call-out boxes to promote local restaurants and hotel packages.
- **Total Theaters database as of 12/31/2025: 65,439**



"HOPELESSLY ROMANTIC" – SYMPHONY SAN JOSÉ

Embark on a symphonic journey with this trio of Romantic melodies at the California Theatre, Jan. 24-25. Beginning with Schubert's "Rosamunde" overture, the program continues with New Zealand violinist Geneva Lewis in an enchanting performance of Sibelius' violin concerto. In a triumphant conclusion, Schumann's Symphony No. 4 is a testament to the composer's creative genius and innovative orchestration.

RESERVE YOUR SEAT

TICKETS STILL AVAILABLE

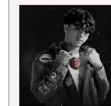


DEC. 30-JAN. 4

"A BEAUTIFUL NOISE" – THE NEIL DIAMOND MUSICAL

You'll be dancing in your seats long before "Sweet Caroline." Created in collaboration with Neil Diamond himself, this high-spirited, joyful musical memoir reveals the story behind the artist's one hit stand-out – filled with his biggest hits and American classics. Eight performances will play at San Jose Center for the Performing Arts.

GET TICKETS



JAN. 14

"X-TOUR" – XAVI

Unheralded into fame by his hit song "La Diabla," Xavi has been topping Latin charts ever since. The young salsa music star will appear at the San José Civic for one night only, sharing his fusion of traditional corridos mixed with R&B, pop and urban influences.

BUY NOW



JAN. 17

"VALERIE: A TRIBUTE TO AMY WINEHOUSE"

Infused with raw emotion, this artistic tribute celebrates the soulful legacy of Amy Winehouse. Hear her signature hits, including the haunting energy of "Rebel" and her title track, "Back to Black," along with rare covers in this one-night event at the Montgomery Theater.

PURCHASE TICKETS



GOODTIME BAR

In this Downtown gem, natural wine takes center stage alongside shareable plates of seasonal cuisine and live music on select nights. Copy up and have a good time before or after the show.

LEARN MORE

SAN JOSÉ MARRIOTT

Stay within walking distance of San Jose's Theaters and Downtown dining. Spacious and newly renovated rooms overlook the city and the mountains, enjoy the view and all the amenities for a memorable getaway.

BOOK A STAY



SPOTLIGHT ON SILICON VALLEY AFRICAN FILM FEST

Here, every night is a chance to see something unforgettable. From comedies to classics, San Jose's stages bring big performances to an intimate, walkable Downtown. Celebrate the 10th Silicon Valley African Film Festival on Oct. 10-12, showcasing powerful films and stories that highlight the richness and diversity of the African continent at the Historic Hoover Theatre. Here, every night out can be a standing ovation.

PLAN YOUR NIGHT OUT



"GOLDEN GIRLS: THE LAUGHS CONTINUE"

They're sassier, wilder and back on stage. Catch the Golden Girls on Oct. 30 at the San Jose Center for the Performing Arts in an outrageous new show made for fans over 18.

GET YOUR TICKETS



SEPT. 24-OCT. 19 "DRACULA: A COMEDY OF TERRORS"

From the twisted minds behind "The 28th Step" comes a hilarious reimagining of the classic horror novel, "Dracula: A Comedy of Terrors" at City Lights Theatre. A play that will have you screaming with laughter!

GET TICKETS



OCT. 10-11 "SPELLBOUND"

Prepare to be spellbound by the latest of QDANCE, a performance showcasing the right choreography and the music from the award-winning San José Chamber Orchestra. Don't miss the show at the California Theatre, a venue that elevates the experience of the powerful fusion of dance and music.

GET TICKETS



OCT. 18 "ADVENTURE CLUB"

Canular electronic music duo Adventure Club is bringing their genre-bending sound to the San José Civic. Get ready to experience their signature blend of dubstep, trap, and electro-house that will have you dancing all night long.

GET TICKETS



OCT. 18-19 "EDWARD SCISSORHANDS" 35TH ANNIVERSARY

Join in a 35th anniversary celebration of Tim Burton's classic film "Edward Scissorhands" at Silicon Theaters. Don't miss this special screening of the whimsical and poetic masterpiece that has captivated audiences for decades.

GET TICKETS



OCT. 21-26 "SOME LIKE IT HOT"

Experience the brand new musical comedy "Some Like It Hot" at the San Jose Center for the Performing Arts. This award-winning production, based on the classic film, is filled with starling choreography and will have you laughing your face and laughing all night long.

GET TICKETS



OCT. 25-26 "SYMPHONIC SPOOKTACULAR: BEWITCHING BROADWAY"

Step into the Halloween spirit with Symphonic San Jose's "Symphonic Spooktacular," a concert featuring a thrilling array of melodies from Broadway's darker side. This spine-tingling performance, led by Peter "The Count" Jaffe, will have you shivering at the historic California Theatre.

GET TICKETS

EMAIL: INDUSTRY PARTNERS

- In November, our 60-day calendar evolved into San Jose's first Hospitality Industry database.
- The database is composed of hospitality leaders gathered through a signup list from our Bi-Annual Summit for Hospitality (BASH), other events and on-site registrations via the industry page.
- The growing database included 539 sends for Email 1 and increased to 728 sends for Email 2.
- The purpose of the deployments is to inform local businesses about upcoming events and opportunities.
- **Total Industry database: 753**

WELCOME TO OUR NEW INDUSTRY NEWSLETTER!

This new email combines industry updates, including all things SJ26, and the revamped [60 Day Events Calendar](#). Stay informed on everything the city is planning as we gear up for an exciting year.

[VIEW CALENDAR](#)

TSJ BASH
BI-ANNUAL SUMMIT FOR HOSPITALITY

GET READY FOR 2026 AT TSJ BASH

With world-class matchups and citywide celebrations, make sure your business is ready! Join Team San Jose's Bi-Annual Summit for Hospitality (BASH) on November 13th to kickstart your planning.

[RSVP NOW](#)

SAN JOSÉ 26

The world is coming to San José.

GET A HEAD START

Start building excitement with our SJ26 posters and table toppers.

[DOWNLOAD ASSETS](#)

SHARE WITH A FRIEND!

Know someone who would be interested in receiving these updates? Have them sign up via the link below.

[SIGN UP](#)

Visit San Jose ©2025

GET INDUSTRY UPDATES AND Stay in the Know

San José has an exciting couple months coming up. Our city partners are pulling out all the stops to keep this momentum going. Check out this [60 Day Events Calendar](#) to explore events and gear up for a thrilling season.

[VIEW CALENDAR](#)

SAN JOSÉ SOUR: A RECIPE FOR SUCCESS

Visit San José partnered with Vine Hospitality, 10th Street Distillery, and Alamos Vineyards to develop the exclusive San José Sour cocktail. This successful local collaboration combined 10th Street Distillery's "Dragon" whiskey and Alamos Vineyards' "American Robin" Cuvée, showcasing innovative community efforts over the holiday period. Try the San José Sour at LB Steak and Left Bank Santana Row.

[SEE RECIPE](#)

SUBMIT AN EVENT

Our team is passionate about supporting local businesses and we'd love to help you spread the word about your events. We've made it easy to add new entries into our community calendar.

[ADD YOUR INFO](#)

ADD YOUR BUSINESS TO THE WEBSITE

Expand your reach and introduce your company to visitors when you include your business on SanJose.org. Owners can reach out directly to our team at Marketing@sanjose.org.

[SEND EMAIL](#)

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EARNED MEDIA

Public Relations

PR HIGHLIGHTS

- Placed 26 stories in local and national outlets
 - Reached 183.5M viewers
 - For an Advertising Value of over \$1.3M
- Compared to the first half of 2025, ad value increased by 541.5% due to very successful national placements around the events of 2026 through New York Media event. Multiple hits in national leisure lifestyle publications increased the estimated ad value drastically.
- Major themes included:
 - Positioning San Jose chefs as subject matter experts in technique or culinary experience
 - Hayes Mansion as a Bay Area getaway escape
 - SJ26 sports news in Super Bowl and FIFA announcements
 - San Jose as a top 2026 U.S. travel destination

VERANDA

The 10 Destinations Everyone Will Be Booking in 2026,
According to Travel Experts

Online

Reach 406.9K | Ad Value \$3.7K

Reader's Digest

16 Best Places to Travel in 2026 for
Memory-Making Adventures

Online

Reach 3.8M | Ad Value \$35.9K

Outside

11 Cities Rewilding the Future

Online

Reach 3.2M | Ad Value \$29K

Better Homes & Gardens®

These 7 Wine Varietals Are About to Be Big in 2026,
According to Sommeliers

Online

Reach 5.7M | Ad Value \$52.7K

POSITIONING SAN JOSE

with other “Best-in-World” destinations in national media

Your All-Access Pass to Vogue DOWNLOAD NOW

VOGUE

SUBSCRIBE

Spring Issue 2026 Cover Story Editor's Letter Rosalía's Lux Era Fashion

TRAVEL

No, the 2026 Super Bowl Isn't in San Francisco—Here's How to Explore California's Santa Clara County

BY RACHEL CHANG
January 29, 2026



A view over San Jose, CA. Photo: Getty Images

Reader's Digest


SEARCH

Planning a Trip to Disney World? These Are the Least Crowded and Cheapest Days to Go in 2026

The 10 Best Trips for Seniors and Retirees Who Love to Travel

RD.COM > TRAVEL > VACATIONS > DESTINATIONS

16 Best Places to Travel in 2026 for Memory-Making Adventures



NANCY PAUWELS/GETTY IMAGES

VERANDA

Decorating Gardens Living and Culture Travel Shopping VERANDA Design Society

RELATED: ● 15 Must-Book Hotels in Rome The 6 Biggest Spring 2026 Travel Trends The Most Beautiful

Every item on this page was chosen by a Veranda editor. We may earn commission on some of the items you choose to buy.


Travel

The 10 Destinations Everyone Will Be Booking in 2026, According to Travel Experts

Think historic cities, polar adventures, and one tiny town you've never considered.

BY KARLA WALSH PUBLISHED: OCT 24, 2025

SAVE ARTICLE





SJ26 MARKETING: *Fly, Stay, and Play*

**SAN
JOSE'26**

FLY, STAY & PLAY EXECUTION

- Delivered paid media strategy based on the goals to increase revenue in flights and hotels.
- Identified key media partners to deliver and measure real incremental revenue generated.
- Leveraged the 2026 branding with partners to adapt creative to specific partner and campaign needs, including graphic design, image selection and copywriting.
- Throughout the campaign flight, the team continues to monitor and optimize performance, to ensure greatest return possible.



CAMPAIGN SUMMARY

September 2025 - February 2026

- From September through February, we secured over 130 hotel room night bookings and 703 searches as a result of the paid media campaign.
- Total revenue captured was \$13,089. In terms of flight activity, there were 53 bookings and 1,470 searches.
- The campaign delivered 35M+ impressions and generated over 1.9M engagements.
- Symphony reported an estimated 104K observed visits from those who have been impressed through our campaign from the beginning of September through late February.



PAID MEDIA & PAID SOCIAL CREATIVE

SAN JOSÉ 26

Countdown to the Games

205	6	41	29
DAYS	HOURS	MINUTES	SECONDS

San José is just minutes from the games, nightlife, culture and hotels.

FLY SJC

Performance and engagement
Comprehensive campaign metrics dashboard

Phasellus feugiat varius mauris ut viverra. Sed tempus hendrerit enim et tempus. Aliquam nec magna vel felis interdum consectetur quis sollicitudin arcu. Cras ultricies ligula at sem lobortis, eget porttitor enim pretium. Sed in est luctus, pretium ante ut, elementum nibh. Sed non augue enim. Nullam sodales ligula sed dapibus tempor. Vestibulum non urna justo.

Rich media demos
Easily create demos for testing

Phasellus feugiat varius mauris ut viverra. Sed tempus hendrerit enim et tempus. Aliquam nec magna vel felis interdum consectetur quis sollicitudin arcu. Cras ultricies ligula at sem lobortis, eget porttitor enim pretium. Sed in est luctus, pretium ante ut, elementum nibh. Sed non augue enim. Nullam sodales ligula sed dapibus tempor. Vestibulum non urna justo.

SAN JOSÉ 26

EXPAND +

PLAY

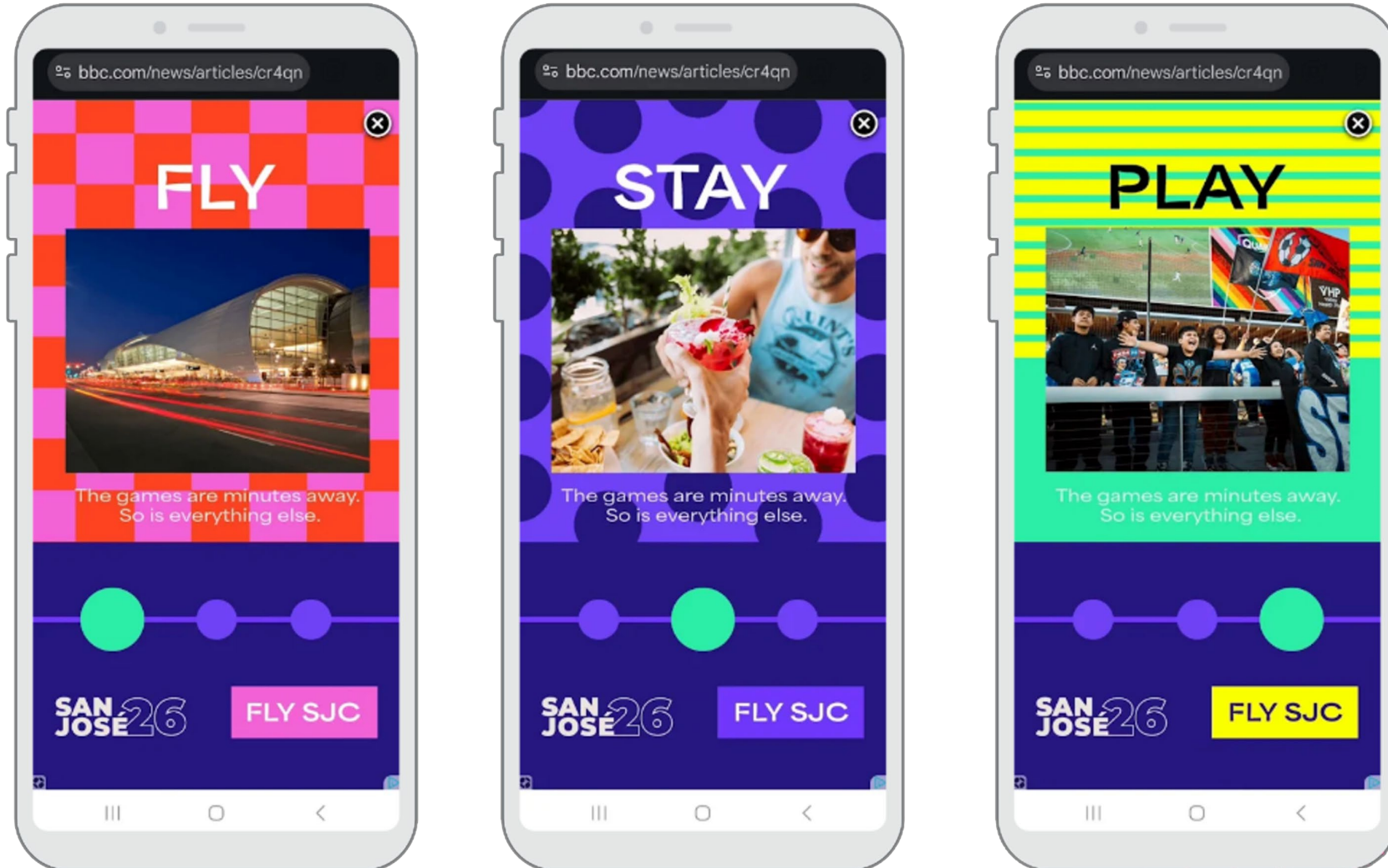
The games are minutes away. So is everything else.

SAN JOSÉ 26 **FLY SJC**

SAN JOSÉ 26
Fly. Stay. Play.


SAN JOSÉ 26
Fly. Stay. Play.

PAID MEDIA & PAID SOCIAL CREATIVE



PAID SEARCH & WEBSITE PERSONALIZATION

- Sitelink promoting <https://sj26.sanjose.org>:
 - 396,386 impressions
 - 111 clicks specifically to it.
- Sitelink promoting <https://www.sanjose.org/playsj26>:
 - 165,378 impressions
 - 14 clicks specifically to it.
- Super Bowl Sitelink (now paused):
 - 244,199 Impressions
 - 436 clicks specifically to it
- March Madness Sitelink:
 - 128,228 Impressions
 - 39 clicks specifically to it



The advertisement features a circular image of a crowd of fans at a stadium, with a rainbow flag visible. Below the image is a stylized sunburst logo in yellow and green. The text "SAN JOSE 26" and "Fly. Stay. Play." is positioned in the bottom right corner of the image area.

Close X

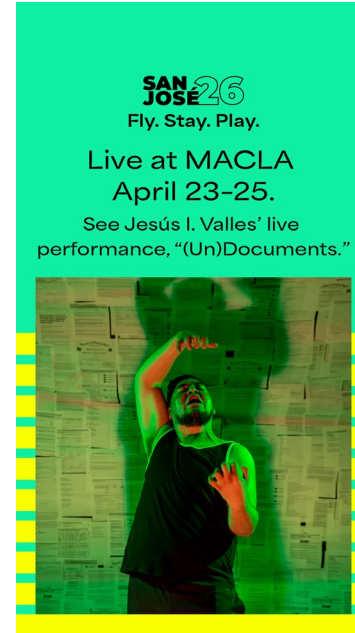
Minutes from the action -
your ultimate fan
experience starts in
San Jose!

PLAN YOUR TRIP

OCA 2026 CO-OP PARTNERS

For 12 cultural partners:

- Developed strategy
- Identified media vendors
- Brokered media purchases
- Developed creative including design, image selection and copywriting
- Monitored performance to optimize return
- Generate performance report



COMPLETED

- ✓ San José Museum of Art
- ✓ Cinequest

LIVE NOW

- San José Day
- MACLA

IN PLANNING

- San José Jazz Summer Fest
- CATS
- Levitt
- Fountain Blues Fest
- Office of Cultural Affairs

SOON TO BE PLANNED

- ☐ Opera
- ☐ Symphony San José
- ☐ School of Arts and Culture at Mexican Heritage Plaza

SJMA REPORTING

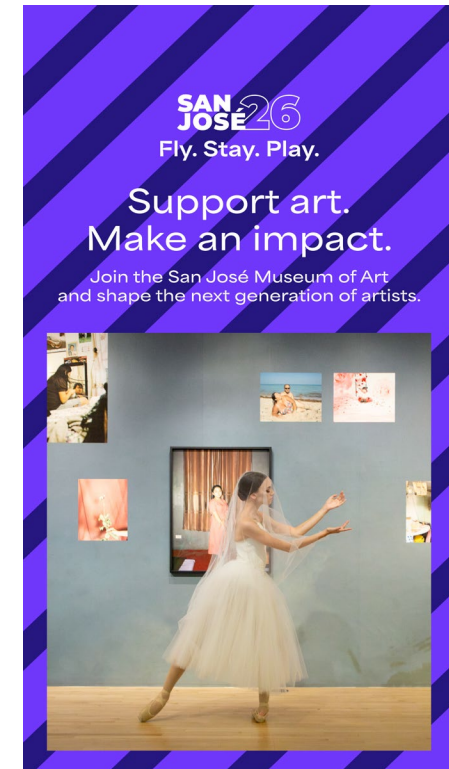
Campaign Flight: 1/12-2/21

Goal: Drive awareness and attendance of SJMA's Lunar New Year Event and encourage membership sign-ups.

Paid Social:

- Impressions: 502,027
- Clicks: 2,805

eTarget:



STATISTICAL TRACKING REPORT

Campaign Name	Deployment Date	QTY Ordered	Opens	Open Rate	Clicks	Click Rate
San Jose Cultural Affairs	Fri Feb 13, 2026	500,000	148,698	29.7%	13,936	2.8%

CINEQUEST REPORTING

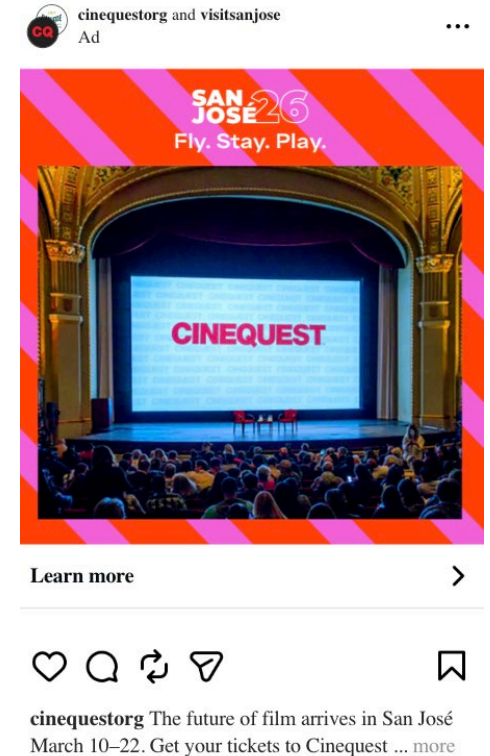
Campaign Flight: 2/24-3/21

Goal: Drive ticket sales by showcasing the festival's diverse programming and experiences.

Paid Social:

- Cinequest saw a total of 435 purchases.
- The campaign also delivered 3,509 link clicks.
- The CTR fell slightly short of our goal, mainly due to the fact that we saw more people were likely to purchase after viewing the ad and visiting the site later than directly clicking and then purchasing.
- The creative to the right was the top performing ad and drove most of the purchases.

eTarget:



STATISTICAL TRACKING REPORT

Campaign Name	Deployment Date	QTY Ordered	Opens	Open Rate	Clicks	Click Rate
San Jose FY25/26 Cinequest Co-op	Wed Mar 4, 2026	500,000	158,412	31.7%	14,148	2.8%



COLLABORATIVE MARKETING INITIATIVES

LEAD COLLABORATIVE MARKETING EFFORTS

for 2026 Brand Unity

Created and distributed separate partner toolkits (for each sporting event) with variety of templates for square, IG grid and vertical 9x16 stories with the trio sports and color ways.

Crafted and executed VTA partnership and asset execution.

Creative generation and production execution of brand throughout partner real estate assets and screens.

SJ26 App logo creation and promotional animation.

Redesign, printing and installation of all graphic elements, interior and exterior of Visitor Center/ Locker Room.

Partners Include:

- San Jose Downtown Association
- San Jose Sports Authority
- San Jose State University
- Valley Transit Authority
- San Jose Council District 3
- San Jose Mineta International Airport



LEAD COLLABORATIVE MARKETING EFFORTS

for 2026 Brand Unity

PARTICIPATE CREATE CONNECT



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

- **Engagements** = Website pageviews/interactions, off-site ad unit interactions (previously defined as "Inquiries")
- **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)



TSJ Outreach to Local Businesses

TSJ Outreach to Local Businesses

Per the updated contract, Team San Jose convenes two Bi-Annual Summits for Hospitality businesses (TSJ BASH).

Fall 2025 BASH: 224 Total Attendees (47% growth from Spring 2025)

The community impact email list grew from 500 contacts at the start of FY 2025-26 to 765 contacts post-event.

The next TSJ BASH is Thursday, June 4th, 2026, at 4pm.

In addition to the summits, TSJ has continued outreach in downtown through partnership with the City and SJDA and has worked extensively with the neighborhood business associations throughout the city.



THANK YOU



TEAM SAN JOSE



SAN JOSE
THEATERS