

TEAM SAN JOSE Semi-Annual Status Report

Community and Economic Development Committee
April 27, 2026
Item (d)2

Team San Jose Presenters:
John LaFortune, President & CEO
Ihab Sabry, CFO
Laura Chmielewski, VP of Marketing & Communications
Matthew Martinucci, VP of Sales & Destination Services
Ben Roschke, VP of Research & Strategic Development.



FISCAL YEAR 2025-2026

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% | | |

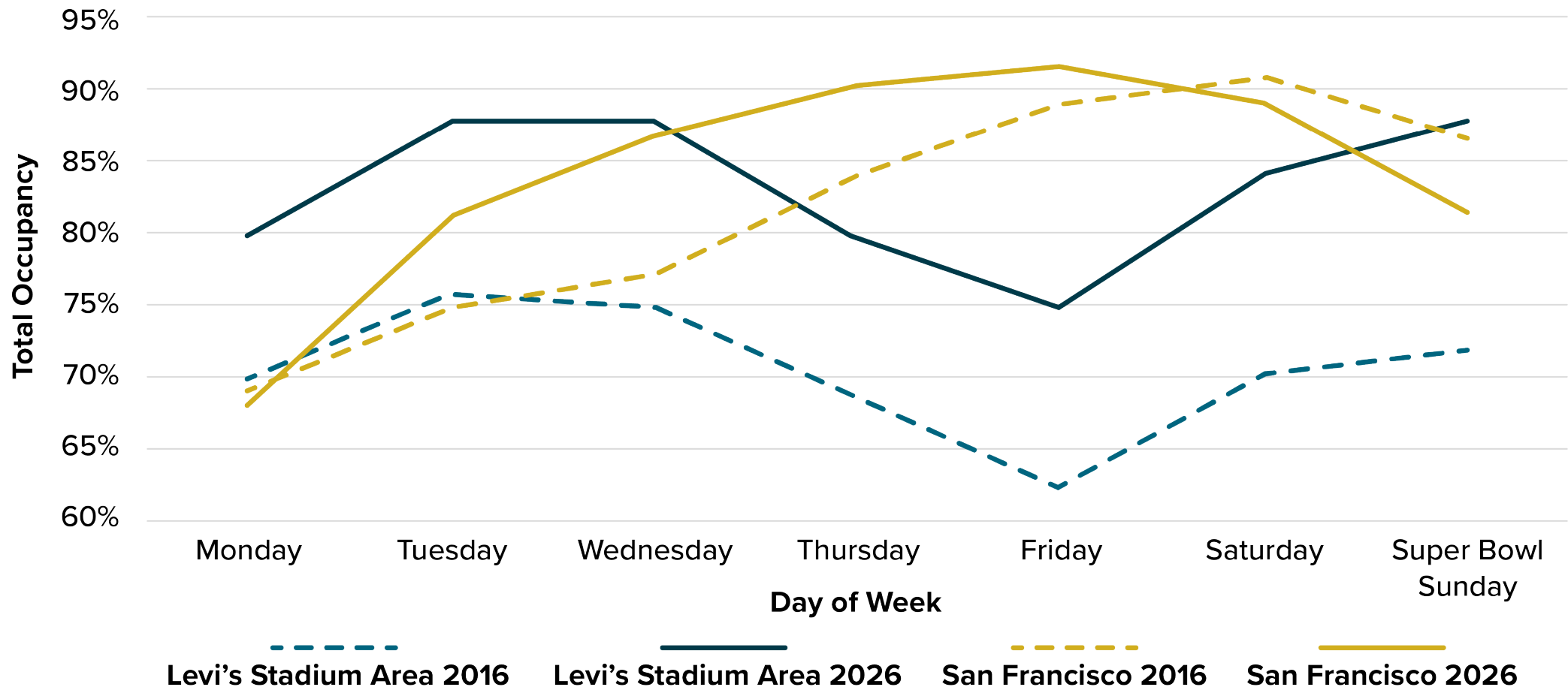
* - Overage mainly due to cancelled tech event.

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

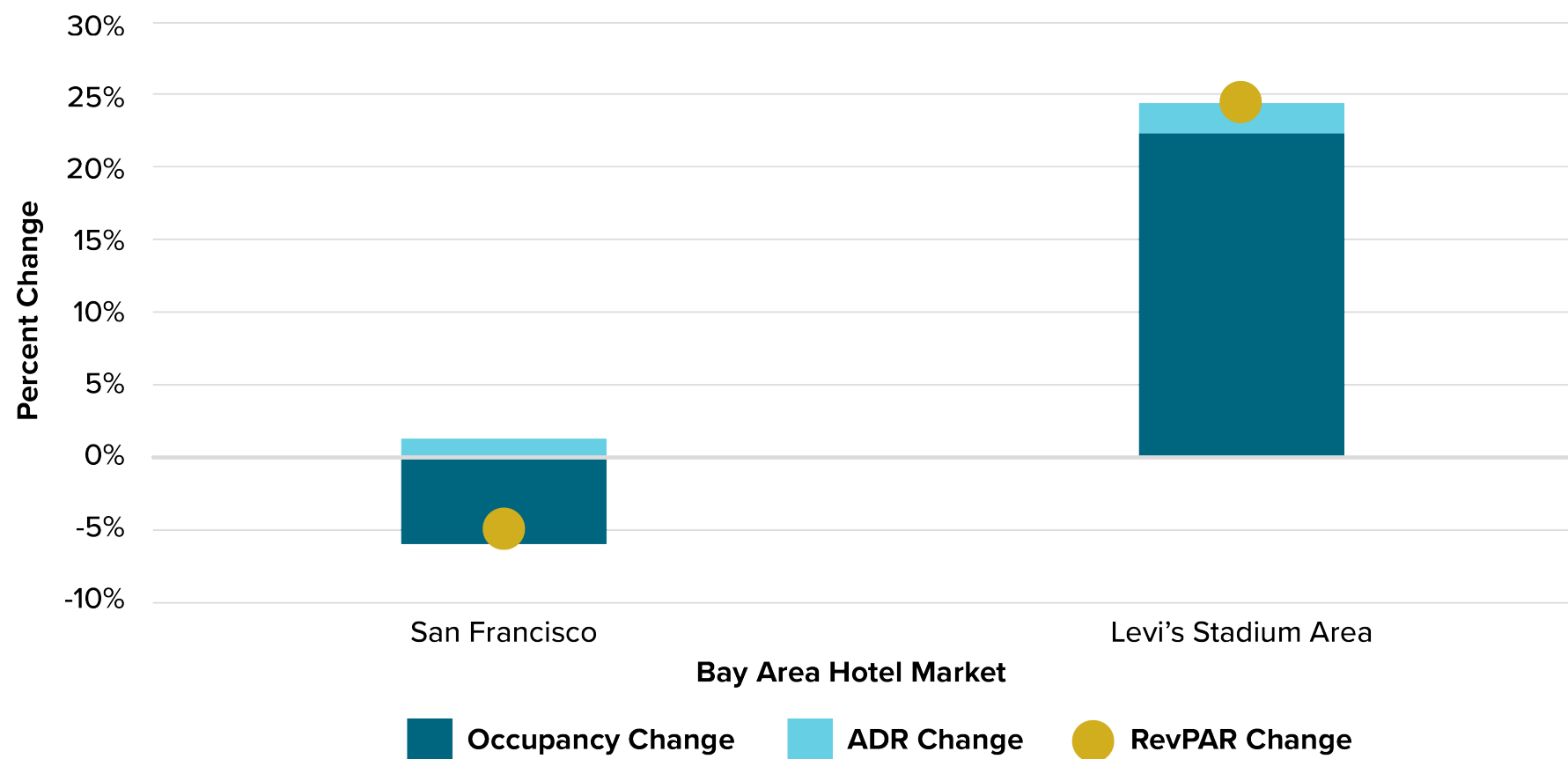
SUPER BOWL HOTEL OCCUPANCY SHIFTS TOWARD LEVI'S STADIUM ON GAME DAY IN 2026

Submarket occupancy for Super Bowl week in 2016 and 2026



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

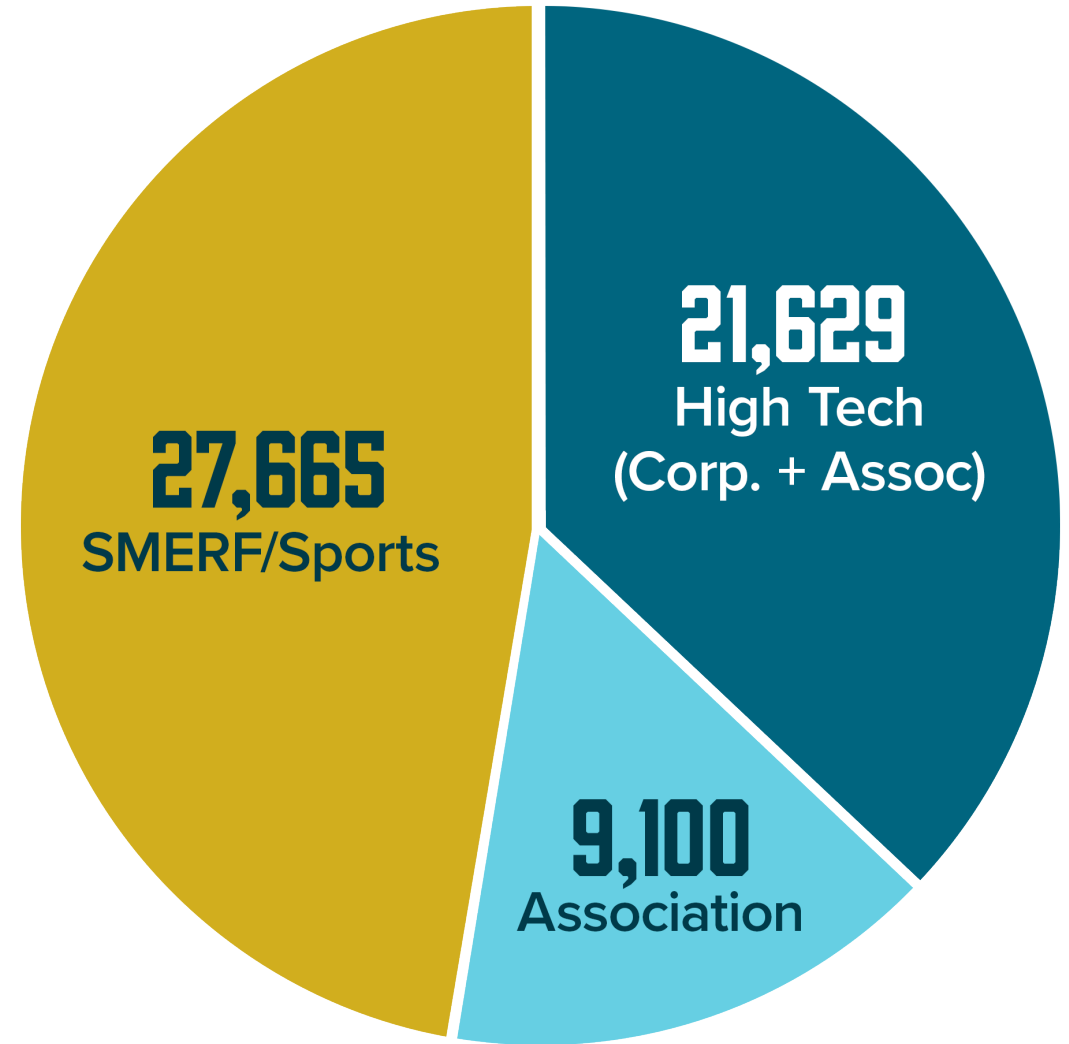
SALES

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

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



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.

ORGANIC SOCIAL MEDIA

July - December 2025

- Organic followers increased across all Visit San José 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 José 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 |

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 José 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 José 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

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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 CAMPAIGN SUMMARY

September 2025 - February 2026

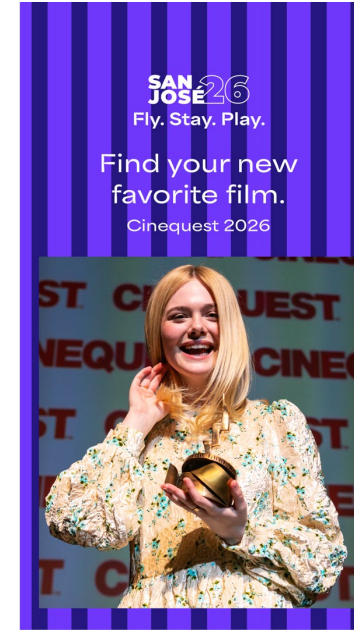
- From September through February, we secured over 130 hotel room night bookings and 703 searches as a result of the paid media campaign.
- Total revenue captured was \$13,089. In terms of flight activity, there were 53 bookings and 1,470 searches.
- The campaign delivered 35M+ impressions and generated 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.



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

TSJ OUTREACH TO LOCAL BUSINESSES

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

Fall 2025 TSJ 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.



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