

# **Board Meeting**

April 15, 2024





# Visit California OUTLOOK FORUM





### **Visit California OUTLOOK FORUM**

- Kicked off with a Regional Strategic Planning session with JLL and other Bay Area and Urban CA centers. Discussed transportation.
- Attended multiple sessions including Visit CA "The Ultimate Playground" campaign platform debut and Poppy Awards.
- Spent meaningful time with Visit San Jose, San Jose Airport, Visit Gilroy, Gilroy Gardens, Visit Santa Cruz, Central Coast Tourism Council, and Visit Walnut Creek.
- In the photo to the right, Ruby from Ventura Harbor and I talk about how to make storing, sharing, and using high volumes of video files easier!



#### Visit California

18,568 followers

California is the ULTIMATE PLAYGROUND

Nothing quite drives this point home like round of golf ... or sip of wine ... or maybe

bowling is more your jam. 🕌 #CAOutloo





### **CONFERENCE TAKEAWAYS**

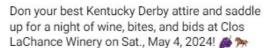
Generative Al	Misc.	Culinary Media
<ul> <li>Great for supporting concept development</li> <li>Copywriting needs fact checking, but good for grammar and tone</li> <li>Images not quite there yet, not likely to take over DMO photography</li> <li>Many DMOs using AI chat boxes but watch out for landmines</li> </ul>	<ul> <li>Influencers: Twice is coincidence, 3x is a trend</li> <li>Gordon Biersch is making cider now!</li> <li>UK and Germany growing interest in US culture, particularly sports like NFL</li> <li>Continued Euro interest in unknown, rural, light/soft adventure</li> </ul>	<ul> <li>They want stories that are interesting and different</li> <li>Authenticity to a place</li> <li>Hidden history</li> <li>Things that nobody else is doing (exclusivity, unique corner on market)</li> <li>Limited edition items</li> <li>Regenerative farming</li> <li>Native ingredients</li> <li>Cacao will be big</li> </ul>



### **Current Advertising**

#### Wine Auction







santaclaravalleywineauction.org

Get your tickets today!

Discover hidden gem wineries...

Sign up

×

○ 😂 13

2 shares

#### **Mushroom Fest**



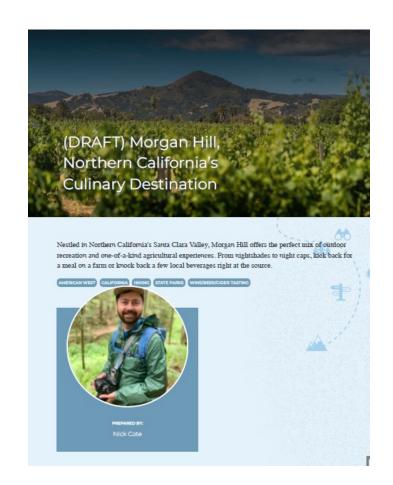
#### **PJIFF**





## **Current Advertising**

#### **Visit USA Parks Media Network**









## **Paid Media Opportunities**

#### **NBC Universal**

Recommend pushing to summer production, fall launch

#### **Oakland Ballers**

- Alternative to SF Giants print "yearbook" -- in stadium marketing
- Batting circles and commercial on stadium screen
- 168K people in person + 135K KPIX TV audience = 303,000 reach
- Market visibility for families and sports enthusiasts, positive press

#### **Influencer FAM?**

#### **Sports Sponsorships:**

- ✓ Confirmed Bay Area Panthers 2024 Season
- ✓ Confirmed Santa Clara Swim Club Meets May 25-26 & July
- Possible NFL Alumni Golf Tourney Sponsorship





### **Owned Channel Marketing**

#### **Ongoing Owned and Earned channel marketing efforts!**

#### **Owned**

- Quarterly themed eblasts and blogs (spring-summer)
- Ongoing monthly social posts (2 reels, 1 carousel + any additional in-house)
- Agency visit for video content creation April 26-27
- Brochure distribution around Bay Area and Monterey Bay travel hubs

#### **Earned**

- Visit California Now newsletter (CCTC collab Gilroy, San Benito Co.)
- Journalist Visit: Sedona Magazine April 19-20
- Ongoing VCA reactive pitches
- Ongoing proactive media pitches



## **Tourism Market Report**

A High-Level Assessment of Hotel & Visitor Spending Data and Forecasting in Morgan Hill

#### **Overview**

- MHTBID Historic levels and YOY changes
- STR historic OCC, ADR, RevPAR levels for Morgan Hill
- Visit California Lodging Forecast Revenue Change YOY through 2026
- National Economic Summary
- Strategic Implications for Morgan Hill

Board feedback before going to print?